



श्रीसीम् | SRISIIM

श्री सागर प्रबलित प्रबन्धन शोध संस्थानम्  
SHRI SAAGAR INSTITUTE OF ASIA MANAGEMENT RESEARCH  
Under the Aegis of Sri Srim Foundation

POST GRADUATE  
PROGRAMME



PROSPECTUS  
& STUDENT'S HANDBOOK



AN ISO CERTIFIED INSTITUTION OF WORLD CLASS STANDARD

Join us  
We create Leader...





# PEOPLE of EMINENCE'S TESTIMONY

“...Sri SIIM is an institution, that makes us proud. It inherits thousand years legacy of the great philosopher & scholar of India, Sri Adi Shankara. The style, pedagogy of imparting knowledge blended with Indian ethos is unparalleled and unique...”

“...The moment I entered in Sri SIIM, I felt the tremendous vibe of positivity. It's a Divine atmosphere and definitely a conducive environment of study and research. I am confident whosoever comes in contact with this institution and spend considerable time in such environment, shall definitely make the distinctive change in his or her life...”

“...Before I visited Sri SIIM, I had no idea about the institution but today when I am here in Sri SIIM, I see an institution in this very city of New Delhi where people experience continuous erosion of value system among people and there is an institution which propagates eternal human values with management education...”

“In an one word Sri SIIM is awesome. I am a non believer, an atheist but It's serenity, way of teaching, the discipline and culture and the way the legacy is carried forward is commendable. The institution attracts me unbelievably thus is inexplicable in words...”

“...We have made the atmosphere of Sri SIIM in such a pattern that imparting secular and spiritual knowledge takes place absolutely in right direction for the multidimensional growth of each and every one. Each one discovers his or her absolute potentials and utilises that for his personal, professional and national development. The world should take note of it that this is only institution which has a Shrine room with Universal Prayer Hall, where day starts with universal prayer, May Goddess Sharada and our Mahasannidham Acharya of Sri Sringeri Peetham bless us all and all who come here for acquiring knowledge...”

“...Sri SIIM, you can call it a smart institution, a brilliant institution of India. I have heard a lot about this but I could not believe till I visited here. It's truly amazing that the great people's vision and dedication is behind building this institution. World should learn from Sri SIIM, that how Dharma can be taught and instilled in today's times amongst the students community through the modern Management...”

“...Though I am a part and parcel of Sri SIIM, from the time of its inception, therefore making comments about Sri SIIM may not suitable but despite of that if I don't say something, It shall be unjust because the institution which is continually striving to build people for better India and better world, should and must be highlighted and thus will be the moral responsibility of every one of us, irrespective of our association or not...”

“...Hall Mark of my life is values & ethics. Having visited Sri SIIM, it's well understood that Sri SIIM is the epitome of ethics and value institutionalized. I consider every one of you is so fortunate that you got the opportunity of being here and spending time here in such an environment...”

“... Being a NRI banker, due to my assignment, I hardly get opportunity to be in India and its academics but having visited Sri SIIM, I am really impressed. It's unique environment, its commitment and attitude towards man making education has neither any comparison nor equivalence...”



**PUJIYA SWAMI DAYANANDA SARASWATI**  
Noted Vedantic Saint, Founder, Arsha Vidya Studies Guru of PM, Sh. Narendra Modi



**SH. RAVI SHANKAR PRASAD**  
Hon'ble Union Minister for IT & Law



**B. R. SHETTY**  
Founder Chairman, UAE Exchange & NMC Group of Companies, Travelex Inc.



**SH. VINOD RAI**  
Chief Administrator, BCCI & Fmr. Comptroller & Auditor General of India



**HON'BLE. MR. JUSTICE J. CHELAMESWAR**  
Hon'ble Justice Supreme Court of India



**SH. GHULAM NABI AZAD**  
Hon'ble Leader of Opposition Rajya Shobha, Parliament of India



**RT. HON'BLE LORD MEGHNAD DESAI**  
Member House of Lord, British Parliament, UK



**DR. R. SEETHARAMAN**  
CEO, Doha Bank & Chief Economic Advisor to His Highness King of Qatar



AN ISO CERTIFIED INSTITUTION OF WORLD CLASS STANDARD



## PROSPECTUS & STUDENTS HANDBOOK



**17<sup>TH</sup> RANKED IN  
THE TOP 100  
INSTITUTIONS IN  
NORTHERN INDIA**

**AMBA,  
UK & AACSB, USA,  
ACCREDITED  
INSTITUTION**

**AN INSTITUTION OF  
HERITAGE OF THE  
UMBRELLA ORGAN-  
ISATION, ESTABLISH  
BY THE GREAT  
SAGE & PHILOSOPHER  
SAINT OF INDIA,  
SRI ADI SHANKARA  
IN 1300 YEARS AGO**

**THE  
OPPORTUNITY  
TO LEARN FROM  
PIONEERING  
ACADEMICS  
WHOSE RESEARCH IS  
INTERNATIONALLY  
RECOGNISED**

**THE ONLY INSTITU-  
TION IN THE COUN-  
TRY WITH POSITIVE  
VIBRATION BLEND-  
ED WITH HOLY  
SPIRITUAL FERVOUR**

**ONLY INSTITUTION IN  
THE COUNTRY WITH  
5 STAR  
STANDARD  
MAINTENANCE &  
CLEANLINESS,  
HAVING AWARDED BY**

**HON'BLE PM OF IN-  
DIA AS MODEL IN-  
STITUTION FOR "SACHHA BHARAT"  
CAMPAIGN**

**ONLY INSTITUTION  
IN INDIA WHERE ONE  
GETS OPPORTU-  
NITY TO INTERACT  
WITH WHOSE WHO  
OF INDIA & ABROAD**

**AN INSTITUTION OF  
TRANSFORMATION  
FROM A ORDINARY  
TO EXTRAORDI-  
NARY PERSONA**



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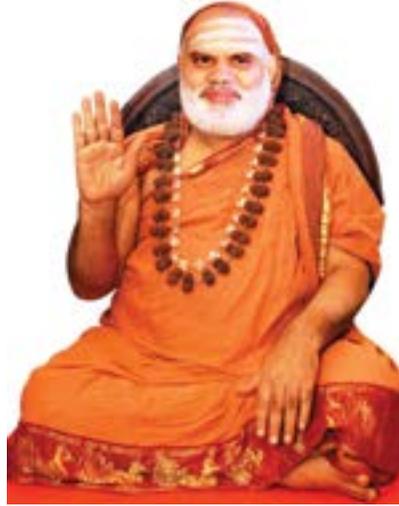
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## A TRIBUTE to OUR GUIDING SPIRIT

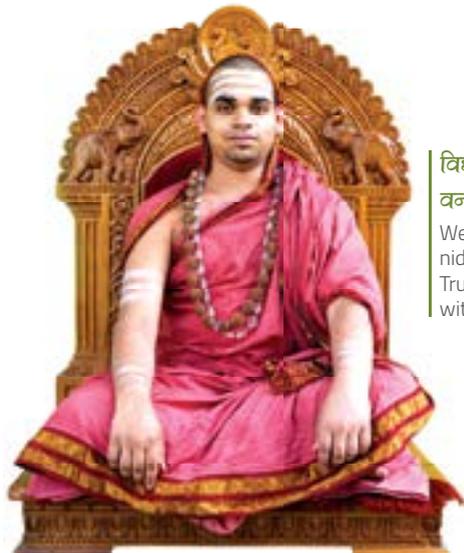
अज्ञानां जग्द्वीतीर्थं विद्यातीर्थं विवेकिनाम्  
सर्वेषां सुखदं तीर्थं भारतीतीर्थमाश्रये॥

For the unenlightened, target is Ganga as a holy place. For enlightened ones gaining wisdom/knowledge is everything. But ordinary people, like me take refuge in Bharathi Thirtha Swami, who blesses with happiness and well being.



भारतीकरूपापात्रं भारतीपद्भूषणम्  
भारतीपद्मसूदं भारतीतीर्थमाश्रये॥

We take refuge and bow down at lotus feet of Sri Sri Jagadguru Bharathi Theertha Mahaswamiji, that Bharathi Theertha Mahasannidham who is the embodiment of extreme compassion.



विद्याविनयसंपन्नं वीतरागं विवेकिनम् ।  
वन्दे वेदान्ततत्त्वज्ञं विद्युशेखरभारतीम् ।

We worship Jagadguru Sri Sri Vidhusekhara Bharathi, San-nidhanam, the knower of Vedantic Truth, who is the embodiment of renunciation, determination with absolute knowledge and humbleness.



Guru Seva Dhureena

**DR. V. R. GOWRISHANKAR** B.E. MIMA, DIISC.

Administrator and CEO

Sri Sringeri Math & it's Properties

## MESSAGE from HIS HOLINESS

The success of any enterprise depend on how it develops the available human resources and also blends it properly with other resources like money, machine etc. to get at the ultimate object of a peaceful and contended life for all beings. Our ancient culture and ethos give us a background of how this could be achieved.

Sri Sharada institute of Indian Management - Research has been started with the objective of inculcating these concepts of Indian ethos of life in modern Managers. Our endeavour would be to give a proper blend of modern management techniques and our ancient precepts and practices to aspiring students to enable them to become successful leaders in whatever walk of life they choose to serve the society.

His holiness directs me to convey His benign Blessings to Sri Sharada Institute of Indian Management- Research for success in all its efforts.

**Optimum utilization of all available resources is the key to success in any venture. Our ancients had a full grasp of this idea and concentrated on the development and proper use of the most important resource viz. Human resource. Scriptures explain in detail the special characteristics of human mind, how they react differently under different circumstances and conditions, etc. A good manager is the one who understand human mind and gets the best out of everyone.**

Approved By **AICTE**  
[All India Council for Technical Education]  
Ministry of HRD, Govt of India

ACCREDITATION CERTIFICATE



# SRI SHARADA INSTITUTE of INDIAN MANAGEMENT-RESEARCH

## MISSION

Creating an exalted International Platform for research and development of Indian School of Thoughts in Management and Managerial Excellence based on rich Indian Spiritual Wisdom, Ethos and Universal Values for emergence of the new generation in managerial and corporate tradition, as an organized movement of Neoclassical Principles and Culture in management technique and profession

-  
The Vivek Management.

## VISION

The leaders enriched with this Vivek Management, the Neoclassic Leadership Principles and Culture will revive the pristine glory of India and re-engineer the world into the unique dimension for holistic growth and development of the world and human-kind at large, aiming at Vasudhaiva Kutumbakam.

Propagation of study and teaching;  
Training and Development on Indian School of Thought in Leadership for Excellence and Innovation.

# INTERNATIONAL RECOGNITION & ACCREDITATION

**2011**  
1  
**GLOBAL STANDARD CERTIFICATION**  
Recognised by Global Standard Certification of ISO: 9001:2015 & ISO: 14000:2015

**2014**  
2  
**PLATINUM BUSINESS PRESTIGE AWARD**  
Honoured with Platinum Business Prestige Award by Association of Otherways, European Management Association, in Berlin, Germany

**2015**  
3  
**QUALITY LEADERSHIP AWARD**  
Honoured with Royal Quality Leadership Award by British Royal Quality Council, in London, UK.

**2016**  
4  
**STAR QUALITY LEADERSHIP BY BID**  
Honoured with Certificate of Star Quality Leadership by BID, Spain in London, UK

**2014**  
5  
**STAR QUALITY LEADERSHIP AWARD**  
Awarded with The New Era Award- for the effort of developing Indian School of Thought Honoured with Star Quality Leadership Award By BID, Spain in Paris France



## ACCREDITATION

Sri SIIM has International accreditations by:  
**Association of MBAS, (AMBA) UK**  
**Association of Advance Collegiate School of Business (AACSB) US**  
**Council for Higher Education (CHEA), USA**

## ACHIEVER OF INTERNATIONAL AWARDS

- British Royal Quality Council Award from U.K.
- Star Leadership Award in Paris France by BID, Spain
- Star Quality Leadership Award
- Platinum Business Prestige Award in Berlin Germany
- Quality Leadership Award

## CERTIFICATIONS

- Global Standard Certification ISO 14001:2015 & ISO 9001:2015
- The curriculum at Sri SIIM is certified by Dun & Bradstreet, USA

## TIE-UP & MOU'S

Sri SIIM has signed an MOU with several leading global organizations that provide international internship and participation in a global environment. This assists students to have internships and final placements in best in – class multinational corporations.

Some key organizations associated with Sri SIIM in international arena:

- University of Bridgeport, USA
- International Education Association of South Africa and Economic office of South Africa, New Delhi
- University of Pennsylvania, USA.
- Association of MBA Schools in USA
- US National Academic of Management Science
- University of Illinois, Chicago
- Otherways Management Consulting, Paris, France

Sri SIIM students' exchange program will further its objective of Vasudhaiv Kutumbakam, besides exposing Indian students to international flavours.

The presence of an international community greatly enhances the academic and social life of the campus, bringing an extra dimension to classes and broadening, the horizons of resident students.

## NATIONAL AFFILIATIONS

We host several visitors from abroad - exchange students, visiting professors, lecturers and research fellows - who contribute to our teaching and scholarship.

At Sri SIIM, we have taken the following steps:

- Facilitate students to achieve scholastic excellence.
- Impart practical dimensions to the acquired knowledge.
- Provide exposure to the international standards and corporate dynamics.
- Join the Global Network of Libraries
- Sri SIIM, the first business school in India to feature in the FINANCIAL TIMES, UK for its rich archives and instant international current updates of news & views which serves as excellent knowledge bank for the faculty and students.
- Dun & Brad Street, (D & B) Certified Curriculum and Featured in their Indian list of recognised B-School
- Membership of INDEST-AICTE Consortium (Indian National Digital Library in Engineering Sciences and Technology Consortium).

- Institutional Member of AIMA, ASSOCHAM, FICCI, Institute of Director (IOD), National HRD Network
- Recognized and supported by RKVIF, a philanthropic body for human excellence through Indian wisdom, service to global mankind and universal spirituality with offices around the globe.
- Recognition of Quality & Support for Placement of Students by the NMC Group & UAE Exchange, a Multi Billion \$ Global Conglomerate.
- Affiliated with numerous International Universities for Exchange of Knowledge and Quality Improvement.
- Ranked among "Top 35" for Recruiters' Preferred B-Schools by Business World - Cosmode.
- Awarded with the All India Excellence Award: 2009 by India Achievers Podium.

## RANKINGS

### BY INDEPENDENT

### AGENCIES

OUTLOOK SURVEY  
RANKED 17<sup>TH</sup> IN THE TOP 100  
INSTITUTIONS IN NORTHERN INDIA

AMONGST TOP 50 B-SCHOOLS IN RPG-  
C FORE SURVEY ON AN ALL INDIA BASIS.

RANKED 12<sup>TH</sup> BY BUSINESS &  
MANAGEMENT CHRONICLE  
IN DELHI - NCR.

RANKED 5<sup>TH</sup> BY EFY- ELECTRONICS  
FOR YOU AMONG THE GOVERNMENT  
APPROVED COURSES.

RANKED 'A' LEVEL-1  
IN THE RATINGS BY  
BUSINESS INDIA.

AMONG 'TOP 35' FOR RECRUITERS'  
PREFERRED B-SCHOOLS BY  
BUSINESS WORLD - COSMODE.

AMONGST TOP 20 B-SCHOOLS IN  
INTERNATIONAL LINKAGES.

AMONGST TOP 8 B-SCHOOLS FOR  
GOOD GOVERNANCE.

17

50

12

05

A

35

20

08

# BOARD of TRUSTEES & GOVERNING DIRECTORS

## CHAIRMAN OF THE BOARD

**Dr. Swami Parthasarathy, FIMA, D.Litt. Ph.D.**  
Chairman-cum-Managing Trustee,  
Sri SIIM Foundation

## PERMANENT TRUSTEE & GOVERNING DIRECTOR

**Dr. V. R. Gowrishankar**  
C.E.O & Administrator Sri Sringeri Math  
& it's Properties; Trustee,  
Sri SIIM Foundation

## GOVERNING DIRECTORS ON TERM

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Co-Founder & Director, Godavari Polymer Ltd

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Entrepreneur, International Consultant  
-Communication

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Advocate Supreme Court of India,  
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Co-Founder & Director, Next Gen. Animation Ltd.

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Formerly GM, Reserve Bank of India  
& Senior Professor, Sri SIIM

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Fmr. Group CEO, Arcelor Mittal Steel Ltd

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IIM Indore & Kozikode

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Noted Agro Economist & CEO,  
Sardana Group

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Noted Economist, Fmr. Economic Advisor,  
Ministry of Finance, Govt. of India

**Sh. R.K. Dubey**  
President, Resurgent Group  
& Fmr. CMD, Canara Bank

**Dr. V Arvind Venkatachari**  
MD., Arvind Group of Companies

**Mrs. Shobha Updadyay**  
General Secretary, Delhi State BJP

**Sh. Girish Vasishtha(Actg)**  
Advisor to Rev. CMT, Member Secretary (Actg.)



## IN THE SERVICE OF GODDESS SHARADA & THEIR HOLINESSES



**Dr. SWAMI PARTHASARATHY, FIMA**  
D. Litt. Ph.D. (U-Chicago), M.B.A. (U-Chicago)

## REV. CHAIRMAN cum MANAGING TRUSTEE'S MESSAGE



In this millennium the Management Education has taken the key and premier role in pursuit of professional studies and excellence. In this pursuit of building excellence if you acquire the skill of managing business, corporate or other economic affairs; people may call you the Business Manager par excellence but if you can achieve the quality of leading and inspiring others to lead those affairs - you are a Magnate Leader.

In Sri SIIM, we are dedicated to develop a band of those magnates who are par excellence, enriched with Indian Ethos and Universal Human Values, who can face the emerging global competitiveness with innovation and entrepreneurial challenges. Sri SIIM, the Institute which has come out from the Divine Grace of Sri Sharadamba and with the blessings of outstanding spiritual giant of this contemporary India, Sri Sri Jagadguru Shankaracharya, Sri Sri Bharathi Thirtha Mahasannidhanam of Dakshinamnaya, Sri Sharada Peetam, Sringeri, is the Institution which has promised to create the enlightened global citizen for leading the holistic affairs of economic, business, corporate, public administration and policy making process who will not only revive the pristine glory of India but can also transform the global affairs into a value based movement of inclusive growth.

If you desire to be such an enlightened leader by taking the decision of joining Sri SIIM, it is not merely joining a business school - it is the decision to be a part of the movement. In Sri SIIM we endeavor to groom our students in such a way that wherever they go they make a distinctive difference and contribution to bring about an enormous transformation in the system through holistic development and transparency. All our students will get an opportunity of global exposure of business, corporates, political and economic environment spending times in different World-Class Organizations (WCO), through interactions with people of national and international repute thus shall make you to be change agent. Our dynamic of academic process with in-built modules with world-class programme structure based on strong spiritual wisdom and human values for real time experience coupled with industry and international exposure builds those magnate leaders who can influence the nation and the corporate arena. Therefore, if you desire to make a difference by becoming a Magnet Leader with wisdom and values, if you have the courage to take risk and if you have the strength of character to remain committed in times of change and affable to transform yourself and work culture around you; you must join with us with a mission to be a Magnet Leader.



नमस्ते शारदे देवि काश्मीरपुर-वासिनि ।  
त्वामहं प्रार्थये नित्यं विद्यादानं च देहि मे ॥१॥

Inauguration of Goddess  
Sharada Temple &  
Universal Prayer Hall  
By Puiya Swami Dayananda Saraswati Maharaj  
Along With Dr. V. R. Gowrishankar



## MESSAGE from GOVERNING DIRECTOR (CHAIR of ACADEMIA)

At Sri SIIM we design our academic programmes and pedagogy keeping in mind our vision to create an exulted international platform for assimilation and dissemination of value based 'Vivek Management' that has deep insights of Indian Spiritual Wisdom as well as in-depth understanding of global managerial excellence.

We nurture future managers with entrepreneurial abilities, appropriate knowledge-bases, solution oriented mindsets and team building skills to develop industrial and business organizations with a holistic perspective. Value based management is not a choice but an imperative for our students.

Over the years our institutional governance and teaching has been rated as "exemplary" by various rating agencies. In our two year Full-Time PGDM Programme we use unique blend of lectures, seminars, workshops, current management theories as well as industry focused case-studies to develop industry ready managerial talents. Managers ready to take on leadership roles in the challenging global business arena.

To comprehend and cope with the latest management challenges, and industry requirements, our academic programme is regularly updated.

Each week, by visit to business complexes and industrial units, our students, individually and as team members, personally experience the ground realities of the commercial arena. We term this as the 'Development-Day' with emphasis and focus on proactive self-discovery of manager and business leader in each student. Also, to provide individual guidance, each student is assigned an experienced faculty as mentor.

I invite aspiring future managers to experience the value based learning environment of our campus and knowledge sharing process in our modern technology enriched classrooms and learning support systems – library and computer centre.

In the service of Sri Sharadaamba

**DR. N. K. CHAUDHURY**  
Ph. D., MBA (Harvard), B. Tech. (IITK)

## GENESIS & MISSION

Some eminent corporate personalities joined hands in promoting a new management credo - VIVEK MANAGEMENT, after painstaking efforts in research and consultancy. The objective was singular: to produce value-enriched leaders, who could transform the state of the affairs from ordinary to excellence and excellence to benchmarking, embedded with the strategy of reviving the pristine glory of India. In particular and education in general, the need arose for establishing a management institute which would strive to impart the lofty ideals of character building to future corporate managers, apart from education in conventional management skills and techniques.

The idea translated into reality in 1994, during the Vijay Yatra of His Holiness, Jagadguru Sri Sri Bharathi Teertha Mahaswamiji, Jagadguru Shankaracharya of Sringeri, when the final decision to set up a unique management institute with focus on Indian Scriptures took concrete shape and received the endorsement and blessings of His Holiness. At present the main campus of the Institute is functioning in its new premises in Vasant kunj, New Delhi. It was established with Vision of Creating an exulted International Platform for research and development of Leadership and Managerial Excellence based on rich Indian Spiritual Wisdom, Ethos and Universal Values for emergence of the new generation in Leadership as an organized movement of Neoclassical Principles, Ethos and Universal Values for emergence of the new generation in

leadership paradigm, as an organized movement of Neoclassical Principles and Culture in Leadership and its technique -The Vivek Management. It is an Autonomous Institute **APPROVED BY**

**AICTE, Ministry of HRD, Govt. of India**, and runs Masters, Under Graduate and MBA Equivalent Programmes - PGDM HR, Mkt, Intl. Business, PGDM- Business Analytics, Finance, Ex-PGDM, PGDM-Finance, RGCM-Retail Mgmt. B.Com. based on industry-centric curriculum blended with Indian ethos, values and ambience of western professional culture. Sri SIIM is awarded with British Royal Quality Crown Award from UK, International Star in Quality Leadership Award from Paris, France, Platinum Quality Award & Gold Award for Business Prestige by European Association of Otherways Management & Consulting. Sri SIIM is also having Triple Accreditation form AMBA, UK., AACSB, USA., & CHEI, USA., British Edexcel, UK.

This Institute is being led under the stewardship of eminent management philosopher and exponent Dr. Swami Parthasarathy (Chairman, Ramakrishna-Vivekananda International Foundation) whose visionary guidance creates the agenda for growth of Sri SIIM. The Institute also aims to develop a fleet of learning individuals, armed with the leadership quality and strong conceptual foundation and intuitive insights, who are capable of successfully meeting the challenges of a global business economy. The Institute is geared to prepare students with a perfect blend of life skills and managerial competence to contribute to the yeoman task of nation building through sustained economic development.

**Recently The Institute has been Certified by ISO : 9001:2016:**

## ACADEMIC SENATE



**Dr. GP Rao**  
Chairman, Academic Senate

### VICE CHAIRMAN

**Prof. K. K. Ahuja**  
Noted HR Guru &  
Fmr. Director-HR-NAPINO  
Academic Advisor, Sri SIIM

### MEMBERS

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CEO, India Land KGISL Tech Park  
**Prof. R.P. Ojha,**  
Professor HRM, International  
Management Institute, New Delhi  
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Director HR, Schenker Pvt Ltd  
Schenker India Pvt. Ltd.  
**Ms. Bhawna Kapil Kashyap**  
Dy. Director (P&ID) & Contoller Exam,  
Sri SIIM Acting Member Secretary

## MESSAGE from CHAIRMAN of ACADEMIC SENATE

Sri SIIM in recent years has dealt with crucial and wide diversified areas of Indian Wisdom for Management and Human Value Orientation in the field of Business Management. We have highly enriched our curriculum by attracting exceptional scholars across a number of fields. The Institute today is home to a growing array of Post Graduate concentrations and graduate programs, including a recently launched 15-months Executive PGDM Programme. We have every intention of continuing our growth in the years to come.

Every Trimester, a full agenda of seminar series, conferences, lectures, and workshops brings leading scholars and public figures to the Institute to put current events into context, explore emerging global issues, develop policy, and promote research.

It is a particularly energizing time to be at Sri SIIM. I wholeheartedly invite you to join our community, and help contribute to Nation Building.

## MESSAGE from ACADEMIC ADVISOR

Sri SIIM provides a rare learning experience. Joining Sri SIIM is not merely joining a business school - it is the decision to be a part of the transformation of human life to build an exalted nation.

We are dedicated to develop managers who are enriched with Indian ethos and universal values who can face the emerging global competitiveness with innovation and entrepreneurial leadership qualities. Sri SIIM manifests the Indian indigenous management techniques based on Indian wisdom and universal value which create and transform ordinary human beings to extraordinary professionals. Institute imbibe the quality of personality development and determination to succeed within the students with discipline, respect and sincerity in all their endeavor.

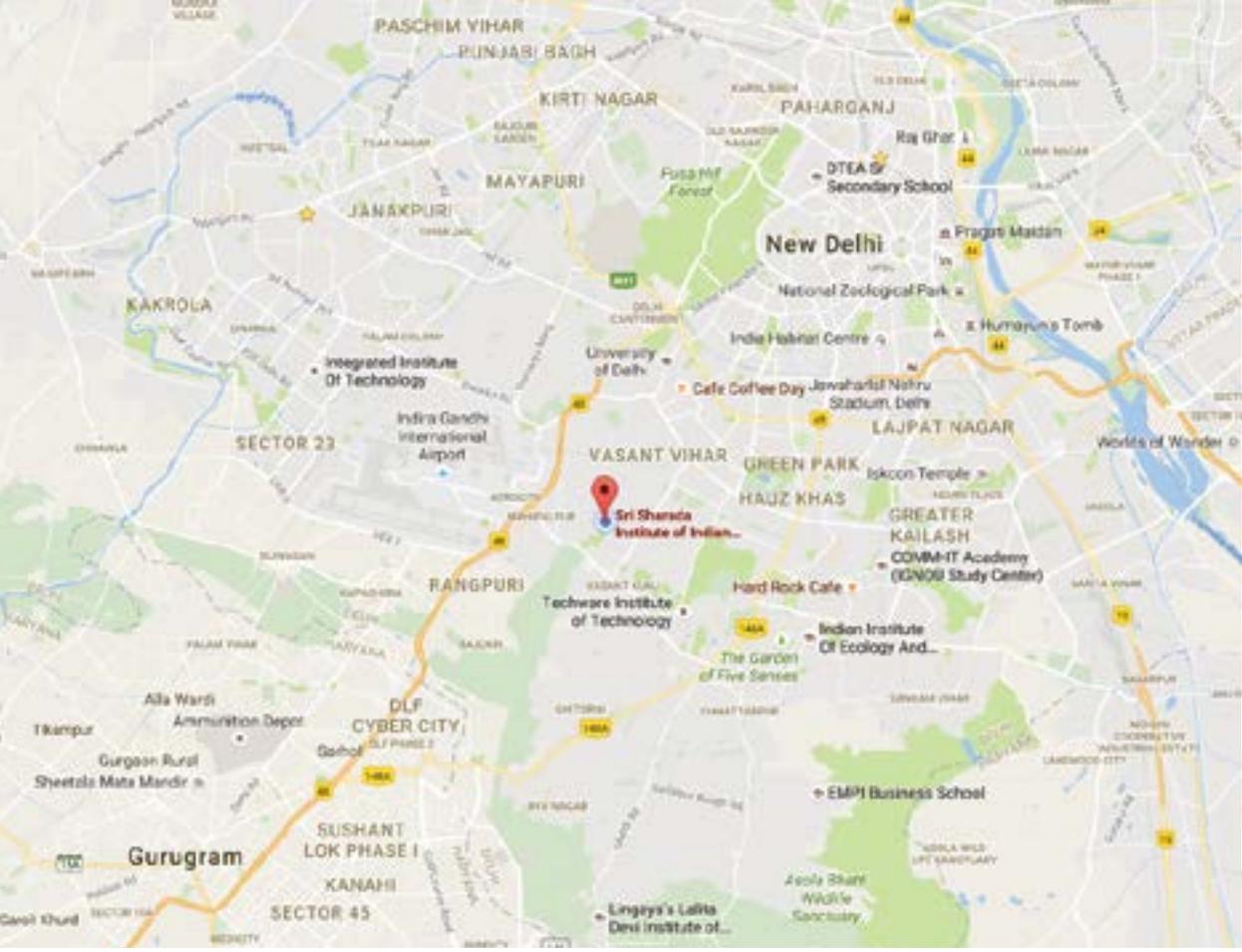
The philosophy of education at Sri SIIM is a **differential factor** which is guided by a holistic vision. It attempts to create managers who have enlightened self interest and are driven by a spirit of service. The Sri SIIM, the propounder of Indian indigenous management technique based on Indian wisdom and universal values.

The facilities of the Institute are enviable and of World Class. We have now created a **Green Campus**. The Institute has well equipped **Web Enabled Classrooms, Modern IT Lab, Seminar Hall, Auditorium, Sadhana (Prayer Hall), Digital Library and modern IT Labs**. The campus provides Hostel accommodation for the students. Library also has a vast collection of varied books in the area of Indian Ethos, culture and heritage. We have development day once in a week where experts from industry are invited to share their experience with our students to motivate the students to identify the real world opportunities and understand the intricacies and nuances of real time environment. Emphasizes is also given to Summer Placement, Industrial Visit.

The leader enriched with Sri SIIM culture will revive the pristine glory of India and to re-engineer the world into the unique dimension for holistic growth and development of the world and human kind at large, aiming at **"Vasudhaiva Kutumbakam"**



**Prof. K.K. Ahuja**  
Academic Advisor and Professor of Eminence



CELEBRATING  
21  
GLORIOUS  
YEARS





## Why CHOOSE Sri SIIM

Dedicated to exploring and learning about the diversity and evolutionary challenges of life in all its forms, we use training, fieldwork and extensive facilities to equip our students with transferable and discipline specific skills which prepare them for successful and fulfilling careers and completely transform themselves. Our impressive employability record speaks for itself. With more than 74% alumnus employed in very high & key positions in corporate leadership, 14% are in middle and upper middle level of the import corporate sectors, 9% alumnus are entrepreneurs and 3% are deployed in management academia.

23% of our alumnus are employed abroad, which is the 5th highest figure in India after the IIMs and a few leading Indian B-Schools, as per the independent survey made by Dun & Brad Street. Our world-leading research on Bhagwad Gita for Leadership & Indian Wisdom for Management feed directly

into our programmes, the only institution in the world enriched with such a life changing and transformational system of academia. In addition to that a robust multilateral materials provided with students taught by academic staff who are experts in their fields. Whatever your Area of Expertise is, we have excellent facilities to support your studies from well-equipped teaching laboratories and our custom-built academic arrangement, assignment, lesson exercise and rehabilitation facility equipped with world class ambience and supported by several brilliant minds of academia. Real-life experience and multilateral schemes to transform your overall persona, adds an important dimension to your studies and employability prospects, and we offer many exciting opportunities as part of our programmes including fieldwork, professional placements, overseas study of organisations (based on individual choice and funding) and research projects.

### THE FUTURE'S BRIGHT RECENT GRADUATE OCCUPATION

- Financial Analyst
- Business Analyst
- Business Development Manager
- Management Trainees
- Policy Adviser
- Operation Researcher

### RECENT PRIME GRADUATE EMPLOYERS

- UAE Exchange, Dubai
- Aditya Birla Group
- ICICI Bank
- Religare
- Xceedance
- Jones Lang LaSalle Inc. (JLL)
- United Spirits Ltd.
- Honeywell

We offer three distinct degree programmes: **PGDM in Business Analysis**; **PGDM in Finance** (Security Analysis & Port Folio Management); **Executive PGDM** for working executives. These PG programmes are equivalent to **MBA**. In addition to these, there is also **regular PGDM** as a programme.

YOUR DEGREE IS CERTIFIED BY **AMBA, UK AND AACSB, USA.**

APPROVED BY **AICTE** GOVT. OF INDIA

CHOOSING AN AREA OF YOUR INTEREST, **WILL OPEN THE DOORS TO MANY EXCITING OPPORTUNITIES DURING YOUR STUDIES** INCLUDING FIELDWORK IN INDIA AND ABROAD, STUDY ABROAD OR UNDERTAKE A PROFESSIONAL PLACEMENT OVERSEAS.

**RANKED 17th in Top 100 institutions in India.** The Only Business School in India having: ISO 14001:2015 & ISO 9001:2015 Certifications.

**With employability at up to 97%** (DLHE 2014-15), our programmes in PGDM in Business Analysis, Marketing, Finance, HR and Leadership, prepares you for an exciting and varied choice of careers addressing global issues in jobs that really matter.

THE ONLY INSTITUTION IN INDIA WITH **5 STAR STANDARD, RECOGNISED BY PRIME MINISTER OF INDIA.**

# JOURNEY of YOUR STUDENTSHIP with Sri SIIM

It starts here. Choosing that whether you want to see the Transformation in you or not !! The universities you want to visit and ultimately the path you want to pursue and all steps on this exciting journey to transform yourself. From the first day of submission of applications to finals and graduation, here's how your path might look if you choose Sri SIIM.

"The influence of our global perspective and operations impacts across the breadth of institutional life at Sri SIIM. We will provide you with opportunities to develop as a True Leader with the skills and abilities to understand and communicate in today's global society with high matrix of discipline. We value your uniqueness and ambition, which will be reflected in your development throughout your journey in Sri SIIM. We will support you on your journey to become the TRUE LEADER equipped with the tools to become an extraordinary achiever."

Professor Sir David Greenaway,  
Vice-Chancellor



## The INTEGRAL PART of The INDIAN WISDOM & ETHOS COMPRISES:

DAILY MORNING SADHANA (UNIVERSAL PRAYER) SESSION



### DAILY MORNING SADHANA SESSION

The morning "sadhana" session consists of a meditation class which develops self-awareness in an individual and motivates them to get aligned with the essence of values and the sanskaras which forms an integral part of the curriculum since inception. It helps the students to focus on their development and prepares him/her to cope with the world of adversity and delusion, with a positive outlook. Attendance is mandatory in this session.

The Sadhana session also encompasses group prayers and chanting, inspirational lectures, motivational thoughts from various holy books: The Bhagwat Gita, The Holy Quran, The Holy Bible, The Gurugranth Shahib and addresses by outstanding leaders of the society. The mix is designed to continuously monitor the progress of the students on the awareness dimension and consequently enhance environmental sensitivity. The result is, unleashing of the dormant creative and psycho-spiritual energies of an individual in handling complex business situations. As the students dive into deeper layers of sensibility and awareness of the human mind, they become endowed with a systemic approach to situations and perceive every episode of management from the stand-point of inter-connectiveness.

JOIN us  
We CREATE LEADERS



## The Bhagavad Gita For Leadership

In the pursuit of Leadership Studies, The Bhagwad Gita must be used as the treasure of knowledge. This is the unique depiction of pure science and applied science of Truth. Therefore, the analogy is derived from Bhagwad Gita to have the emphatical understanding in the applied Leadership sans

prescribing any religious understanding or belief system. Bhagwad Gita is the scientific manual on self management. It explains the nature of the world, our personality and the technique of connecting ourselves with the world. The first lesson of Gita teaches us to act on the counsel of intellect and not on the whims & fancies of mind. Emphasis is laid on developing the intellect. It is the intellect that keeps us on the right path. Thus, Bhagwad Gita is all about how we manage ourselves. It enables us to discover the

intrinsic merits within us, which remain forever. Bhagwad Gita provides solution to all problems in life. The knowledge of Bhagwad Gita had been also a source of inspiration for the freedom movement in India for several fighters like Bal Gangadhar Tilak, Mahatma Gandhi, Pandit Jawahar Lal Nehru, Sister Nivedita, etc., who were fascinated by the significance and relevance of Gita in human life. Being an exponent of "Truth" Mahatma Gandhi had an embedded faith in the teachings of Gita.

"All Power Is Within You. You Can Do Anything & Everything",  
conveys The Bhagwad Gita.

# USP of Sri SIIM

## NEW ERA BUSINESS MANAGEMENT

### INDIAN WISDOM FOR MANAGEMENT (IWM)

Development of Indian School of Thoughts in Management and Managerial Excellence based on rich Indian Spiritual Wisdom, Ethos and Universal Values

SAPTA-SHEELA - The seven Principles of Management

**05** \*\*\*\*\*  
Give your best for the good of others.

\*\*\*\*\*  
Why Work? Atmano Moksharya Jagat Hitaya Ch. For my own salvation (upliftment) and for the good of the world. (Synchronize your private benefit with the public benefit)

**02**

\*\*\*\*\*  
What is work? Yajnarthat Karmanah /Parasparam Bhavayantaha: Karma is to be done with spirit of YAJNA

**03**

**04** \*\*\*\*\*  
How to work? Seva + Tyaga : Serve others.

**06** \*\*\*\*\*  
Spirit of Work : Yoga : Karmasu Kaushalam Excellence in work is YOGA.

\*\*\*\*\*  
The resources : Sukshma > Sthul. Subtle /subjective factors are more important than gross/objective factors.

**07**

## MANAGEMENT CONCEPTS REDEFINED

TERM	GENERAL DEFINITION	INDIAN DEFINITION
Management	Getting things done by others	Helping ordinary people to produce extraordinary results
Productivity	Related to plant capacity	Related to capability of men
Planning	MBO	MBS (Strategy)
Leadership	Produce results	Produce performers. Help the subordinates to develop leadership quality
Effective Supervision	Concern for task and people	The growth of subordinates in their workplace
Motivation	Maslow's theory of needs	Self-motivation .By helping subordinates to have ananda (creative joy) and mukti (autonomy)in their work
Resources	External	Inner
Health of the Company	Balance sheet (profit)	People-oriented performance
Profitability	In terms of money	In terms of good image, credibility, trust of customers
Hygiene factor	Job enrichment	Mind enrichment
Marketing	Customers' competition	Through co-operation by playing complementary role
System	Set of inter-related elements working as a whole. (Hardware aspect)	Pattern of particular human response expressed through organizational functioning (Software aspect)
Structure	Hierarchical	Organic evolution
Quality	QC, TQM, ISO	Simpler method: concentrate on immediate supplier and customer
Growth	Turnover	Coordinating private and public benefits
Man-placement	According to academic qualification	More stress on natural inclination : jnana/ bhakti/ yoga/karma orientations
Job-satisfaction	Hygiene factor	Through innovation : uniqueness, trouble-shooting, extraordinary result
Training	Functional skill (development skill to some)	Healthy philosophy of life, emotional stability, functional skill. Yoga-combination of jnana (intellect), bhakti (feeling) and karma (action)

## VALUE TRANSFORMATION

Parameter	From	To
World view	Mechanical	Holistic
Values	Competitive	Cooperative
Management style	Aggression	Stewardship, Joy of Serving
Concept of wealth	Property & Money	Knowledge, New ideas, Wisdom
Thinking	Analytical	Creative, Intuitive
Concept of Man	Economic, Material	Divine

“GREAT LEADERS DON'T SET OUT to BE A LEADER...  
THEY SET OUT to MAKE A DIFFERENCE.  
its NEVER ABOUT THE ROLE  
ALWAYS ABOUT *the* GOAL”  
Jermy Bravo





## The INSTITUTE & PROGRAMME OVERVIEW

Sri SIIM is synonymous with the people it represents and the rich value and culture, which had been practiced since long, leading to wisdom and cultural development in the real aspect. Over the years, Sri SIIM has seen stalwarts-in-the-making, passing through its hallowed portals. The time has come for the stars to shine anew in the most acceptable traditional way. These are men and women, both inspired and inspiring through their actions and deeds, waiting to paint the world in their inimitable style.



“ Its not about being the best, Its about being better than you were yesterday. So, Sri SIIM works towards character building along with keeping ethos and culture in mind and makes one grow in life. ”

**Anurag Gautam**  
PGDM 2015-17

### THE PGDM PEDAGOGY

The teaching methodology at Sri SIIM is two pronged. The first objective is to furnish students with a knowledge base to meet the needs of an extremely demanding industry and the second is to hone right attitudes with emotional maturity to respond to complex challenges in the work environment.

Our teaching is rated as excellent. The 24 months full time PGDM ( Equv. to MBA) and 15 month Exe-PGDM programme uses a unique blend of teaching methods. Case study method, lectures and seminars are important, but, computer based learning, simulations and business games play a growing role. A state-of-the-art video conferencing system facilitates real time teaching by eminent professors from across the globe.

The central feature of the Sri SIIM learning approach is the creative, highly participative interplay of ideas & experiences between a dynamic group of students and a friendly, stimulating team of teachers.

Also your spectacular learning will be instilled with the Study of The Bhagavad Gita for Leadership which will transform you from an ordinary individual to A True Leader.

## GRADUATION *in* Sri SIIM

### OBJECTIVES

The western process first develops the system and makes professionals deemed fit to that system. But the Indian process enriched with thousands of years of wisdom and traditional heritage develops excellence in human beings and makes them fit to any system. The Sri SIIM, the propounder of Indian indigenous management technique based on Indian wisdom and universal values creates and transforms the ordinary human being in to an extraordinary professional instilling the secret of the managerial acumen and excellence – the Vivek Management.

### TEACHING

Our teaching is rated as 'excellent'. The 24 months full time PGDM ( Equv. to MBA) and 15 month Exe-PGDM programmes use a unique blend of teaching methods. Case studies, lectures and seminars are important but computer-based learning, simulations and business games play a growing role. Equipment and facilities are first-rate with personal computers and a wide range of hardwares and softwares are readily available.

But perhaps the central feature of the Sri SIIM learning approach is the creative, highly participative interplay of ideas and experience between a dynamic group of students and a friendly, stimulating team of teachers.

### EXTERNAL REPUTATION

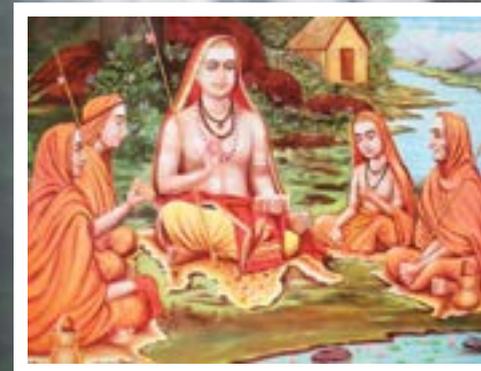
As a testament to Sri SIIM's position as a leading edge B School which not only teaches mere business theories but creates true leaders. Our graduates hold senior roles in most well-known companies, banks and consulting groups around the world.

### INNOVATIVE PROGRAMME

The programme is constantly updated to keep it at the fore front of management thinking with great emphasis placed on managing internationally, the management of change and the practical issues of implementing the strategy. Our entire curriculum is certified by the global certification agency DUN & BRAD STREET.

### THE SRI SIIM NETWORK

The Sri SIIM 24 months full time PGDM ( Equv. to MBA) and 15 month Exe-PGDM programmes, aims to create a life-time relationship between the student and the Institute. This begins with the career development and career counselling provided during the programme.



**“Study & Research at Sri SIIM is a life-changing decision for our students. The institute is home to some of the best minds and best facilities in the world and, as you can imagine, this has a huge positive impact on our students’ experience. Our ultimate aim is to create an interdisciplinary study & research through real-time experience in which everyone can contribute and can help address the greatest challenges facing the society today.”**

**Professor Colin Clouson Thomas  
Distinguished Professor, Sri SIIM**

Colin was educated at the London School of Economics (Trevannon Exhibitioner), London Business School, EAESP - Fundacao Getulio Vargas (Brazilian Government Scholar), Goldsmiths College and the Universities of Aston, Chicago (Deans List), South Africa and Southern California (Graduate School Distinction). He is a fellow of seven chartered bodies. He obtained first place prizes in the final examinations of three professions and a Change Agent and Transformation Leader Award.



## WORLD - CHANGING LEADERSHIP STUDIES

### Some of our contributions

We are continually focusing on developing Indian School of Thought in Management & Leadership Studies, and effectively giving shape to present the unique model “INDIAN WISDOM FOR LEADERSHIP & MANAGEMENT”. Two decades of ground-breaking research on “LEADERSHIP & MANAGEMENT” is having a profound effect on the world of neoclassical Leadership Study on Indian Ethos & Wisdom and the Institute has received a huge recognition.

We have published several research papers with unique revelations and as of now more than 130 research papers have been issued through our two international research journals “ABHINAV PRABANDHAN” & “POLITECONOMY”

Our Publication Division: “Sri SIIM RESEARCH PRESS” is meaningfully engaged in publishing several robust publications of World Class Standard of Several Authors of National & International Repute and thus is having potential ability to compete any global institution.

Our “DIGITAL STUDIO” is an amazing arm of the institution, which has been producing huge number of innovative GRAPHICAL CREATIVES and having the capability to accept any kind of challenge of delivering world class creative to complement and supplement the Leadership Study and Research.

### What does this mean for you?

You'll be working with, and learning from, some of the brightest minds in the sector who are changing the world with their work. They are passionate and motivated, and this dedication attracts funding for further development, world class facilities and the latest technology, so you'll benefit from libraries and laboratories with the best equipment and materials. The opportunities that the Sri SIIM can bring to you are endless.

For example a first-year student from the University's Malaysia Campus has recently had a literature review of the South East Asian monsoon published in an academic journal and one of our alumni, Professor Sir Ian VI Filmut, went on to manage the team that cloned Dolly the sheep. If you're interested in a research career in the future, you couldn't be in a more inspiring environment.

### Did you know?

**We ranked 17th in Northern India & 33rd in whole India**

**Our research on The Bhagwad Gita for Leadership and Indian Wisdom & Values are highly Recognised All over the World.**

**Sri SIIM is having Triple Accreditation from Global Standard Accreditation Agency**

**We are the first Indian institution having “ISO 14001:2015 & ISO 9001:2015” Certified World Class Institution**

PGDM PROGRAMME STRUCTURE \*  
**COURSE STRUCTURE**

	Code	Subjects	Credits	Total Hours		GPW	
				Class Hours	Symposia, Case Study, Projects		
<b>TERM II</b>	DM 101	Indian Wisdom for Management	2	15	5	5	
	DM 102	Bhagwad Gita for Corporate Excellence	4	30	10	10	
	DM 103	Advanced English for Corporates	2	15	5	5	
	DM 104	Etiquettes, Manners and Employability Skills Development	2	15	5	5	
	DM 105	Managerial Business Communication	4	30	10	10	
	DM 106	Principles & Practices of Management	4	30	10	10	
	DM 107	Organisational Behaviour	4	30	10	10	
	DM 108	Managerial Economics	4	30	10	10	
	DM 109	Financial & Managerial Accounting	4	30	10	10	
	DM 110	Basics of Information Technology	2	15	5	5	
	DM 111	Current Affairs, Economic Affairs & Financial Times	2	15	5	5	
	DM 112	Sadhna / Conferences & Seminars / Student Activities	2	15	5	5	
	DM 113	Spanish	4	30	10	10	
		<b>Total</b>		<b>40</b>	<b>300</b>	<b>100</b>	<b>100</b>
<b>TERM II</b>	DM 201	Indian Wisdom for Management	2	15	5	5	
	DM 202	Bhagwad Gita for Corp. Excellence	4	30	10	10	
	DM 203	Etiquettes, Manners and Employability Skill Development	2	15	5	5	
	DM 204	Business Statistics	4	30	10	10	
	DM 205	Marketing Management	4	30	10	10	
	DM 206	Human Resource Management	4	30	10	10	
	DM 207	Cost Accounting	4	30	10	10	
	DM 208	MIS - Management Information Systems	2	15	5	5	
	DM 209	Current Affairs, Economic Affairs & Financial Times	2	15	5	5	
	DM 210	SPSS	4	30	10	10	
	DM 211	Sadhna / Conferences & Seminars / Student Activities	2	15	5	5	
	DM 212	Spanish	4	30	10	10	
		<b>Total</b>		<b>38</b>	<b>285</b>	<b>95</b>	<b>95</b>

	Code	Subjects	Credits	Total Hours		GPW
				Class Hours	Symposia, Case Study, Projects	
<b>TERM III</b>	DM 301	Indian Wisdom for Management	2	15	5	5
	DM 302	Bhagwad Gita for Corporate Excellence	4	30	10	10
	DM 303	Etiquettes, Manners and Employability Skill Development	2	15	5	5
	DM 304	Research Methodology	4	30	10	10
	DM 305	Legal Aspects of Business	4	30	10	10
	DM 306	Production & Operations Management	4	30	10	10
	DM 307	Financial Management	4	30	10	10
	DM 308	Macro Economic Policy	4	30	10	10
	DM 309	Environmental Management	2	15	5	5
	DM 310	Current Affairs, Economic Affairs & Financial Times	2	15	5	5
	DM 311	Summer Internship	4*	15	5	5
	DM 312	Sadhna / Conferences & Seminars / Student Activities	2	15	5	5
	DM 313	Spanish	4	30	10	10
		<b>Total</b>		<b>40</b>	<b>300</b>	<b>100</b>

DM 301 EM	Managing Indian Market	2	20	5
DM 302 EM	Marketing and Sales - A comparative study	2	20	10
	<b>Total</b>			
DM 301 EB	Database Management System (DBMS)	2	20	5
DM 302 EB	Analytical Number Theory and Practice	2	20	10
	<b>Total</b>			
DM 301 EF	Budgeting, Planning and Auditing	2	20	5
DM 302 EF	Retail Banking and Retail Financing	2	20	10
	<b>Total</b>			
DM 301 EH	Talent Management	2	20	5
DM 302 EH	Managing Conflicts and Negotiations	2	20	5
	<b>Total</b>	<b>4</b>	<b>40</b>	<b>10</b>
DM 301 EI	Basics and Fundamentals of International Business Management	2	20	5
DM 302 EI	EXIM Policy and foreign trade of India & neighbouring countries	2	20	5
	<b>Total</b>	<b>4</b>	<b>40</b>	<b>10</b>

Note: \* DM 311 Summer Internship carries - Total Credits - 4 ; Teaching Credits - 2

TERM IV

Code	Subjects	Credits	Total Hours		
			Class Hours	Symposia, - Case Study, Projects	GPW
DM 401	Indian Wisdom for Management	2	15	5	5
DM 402	Bhagwad Gita for Corporate Excellence	4	30	10	10
DM 403	Etiquettes, Manners and Employability Skill Development	2	15	5	5
DM 404	Strategic Management	4	30	10	10
DM 405	Operations Research	4	30	10	10
DM 406	International Business	4	30	10	10
DM 407	Organisational Leadership (incl. EI & TA)	4	30	10	10
DM 408	Indian Society & Public Governance Systems of India	4	30	10	10
DM 409	Current Affairs, Economic Affairs & Financial Times	2	15	5	5
DM 410	Sadhna/Conferences & Seminars/Student Activities	2	15	5	5
DM 411	Spanish	2	15	5	5
<b>Total</b>		<b>34</b>	<b>255</b>	<b>85</b>	<b>85</b>

Elective Subjects

Marketing Management					
DM 401 EM	Sales & Distrib. Management	4	30	10	10
DM 402 EM	Consumer Behaviour	4	30	10	10
Financial Management					
DM 401 EF	Security Analysis & Portfolio Management	4	30	10	10
DM 402 EF	International Financial Management	4	30	10	10
<b>Total</b>		<b>8</b>	<b>60</b>	<b>20</b>	<b>20</b>
Human Resource Management					
DM 401 EH	HR Planning, Resourcing, Training and Development	4	30	10	10
DM 402 EH	Performance Management	4	30	10	10
<b>Total</b>		<b>8</b>	<b>60</b>	<b>20</b>	<b>20</b>
Business Analytics - Research & Systems Management (BARS)					
DM 401 EB	Fundamentals of Business Analytics & Research	4	30	10	10
DM 402 EB	Database Management, Data Warehouse and Data Mining	4	30	10	10
<b>Total</b>		<b>8</b>	<b>60</b>	<b>20</b>	<b>20</b>
International Business					
DM 401 EI	International Economics & Trade Policies	4	30	10	10
DM 402 EI	Export-Import Policies & Procedures	4	30	10	10
<b>Total</b>		<b>8</b>	<b>60</b>	<b>20</b>	<b>20</b>

Common Electives Common Electives					
Code	Subjects	Credits	Class Hours	Symposia, Case Study, Projects	GPW
DM 401 CE	Integrated Marketing Communications	4	30	10	10
DM 402 CE	Retail Banking & Operations	4	30	10	10
DM 403 CE	International Supply Chain Mgmt & Logistics	4	30	10	10
DM 404 CE	Business Intelligence and Competitive Intelligence	4	30	10	10
DM 405 CE	Organisational Development and Management of Change	4	30	10	10

\*Note for Common Electives:

1. Students to choose any one elective subject from the common pool of electives different from their core elective .
2. Min. 6 students required to run any common elective subject.
3. Each subject carries 4 credits and 40 hours total time( 30 hours classhours + 10 hours of symposia, case study, projects etc.)

“BEFORE YOU are LEADER,  
SUCCESS is ALL ABOUT GROWING YOURSELF.  
WHEN you BECOME A LEADER,  
SUCCESS is ALL ABOUT GROWING OTHERS...”  
**JACK WELCH**

Code	Subjects	Credits	Total Hours		GPW
			Class Hours	Symposia, Case Study, Projects	
DM 501	IWM & Bhagwad Gita for Corporate Excellence	4	30	10	10
DM 502	Corporate Governance & Business Ethics	4	30	10	10
DM 503	Etiquettes, Manners & Employability Skill Development	2	15	5	5
DM 504	Project Management	4	30	10	10
DM 505	Integrated Case Studies & Analysis	4	30	10	10
DM 506	Dissertation	4	30	10	10
DM 507	Current Affairs, Economic Affairs and Financial Times	2	15	5	5
DM 508	Sadhna/Conferences & Seminars/Student Activities	2	15	5	5
DM 509	Spanish	2	15	5	5
<b>Total</b>		<b>28</b>	<b>210</b>	<b>70</b>	<b>70</b>

Marketing Management					
DM 501 EM	Marketing of Services	4	30	10	10
DM 502 EM	Retail Marketing & E-Marketing	4	30	10	10
<b>Total</b>		<b>8</b>	<b>60</b>	<b>20</b>	<b>20</b>

Financial Management					
DM 501 EF	Strategic Financial Management	4	30	10	10
DM 502 EF	Investment Banking & Financial Services	4	30	10	10
<b>Total</b>		<b>8</b>	<b>60</b>	<b>20</b>	<b>20</b>

Human Resource Management					
DM 501 EH	Compensation Management	4	30	10	10
DM 502 EH	Labour Laws and Industrial Relations	4	30	10	10
<b>Total</b>		<b>8</b>	<b>60</b>	<b>20</b>	<b>20</b>

Business Analytic - Research & Systems Management (BARS)					
DM 501 EB	Data Risk & Predictive Analysis	4	30	10	10
DM 502 EB	Analytic Tools & Multivariate Analysis	4	30	10	10
<b>Total</b>		<b>8</b>	<b>60</b>	<b>20</b>	<b>20</b>

International Business					
DM 501 EI	WTO, World Trade issues & Regional Groupings	4	30	10	10
DM 502 EI	Global Competitiveness & Strategic Alliances	4	30	10	10
<b>Total</b>		<b>8</b>	<b>60</b>	<b>20</b>	<b>20</b>

Common Electives					
DM 501 CE	Brand Management	4	30	10	10
DM 502 CE	Corporate Taxation	4	30	10	10
DM 503 CE	Measurement Control & Metrics (Analytic Metrics)	4	30	10	10
DM 504 CE	Legal Aspects of International Business	4	30	10	10
DM 505 CE	Talent Management	4	30	10	10
<b>Total</b>		<b>20</b>	<b>180</b>	<b>60</b>	<b>60</b>

**\*Note for Common Electives**

1. Students to choose any one elective subject from the common pool of electives different from their core elective .
2. Min. 6 students reqd to run any common elective subject.
3. Each subject carries 4 credits and 40 hours total time (30 hours classhours + 10 hours of symposia, case study, projects etc)

“You MAY NEVER KNOW WHAT RESULTS COME of YOUR ACTIONS, BUT if YOU DO NOTHING, There WILL be NO RESULTS,,  
MAHATMA GANDHI

Code	Subjects	Credits	Total Hours		GPW
			Class Hours	Symposia, Case Study, Projects	
DM 601	IWM & Bhagwad Gita for Corporate Excellence	4	30	10	10
DM 602	Entrepreneurship & New Product Development	4	30	10	10
DM 603	Management of Technology & Change	2	15	5	5
DM 604	Current Affairs, Economic Affairs & Financial Times	2	15	5	5
DM 605	E & M*	2	15	5	5
DM 606	Sadhna/Conferences & Seminars/Student Activities	2	15	5	5
DM 607	Spanish	2	15	5	5
<b>Total</b>		<b>16</b>	<b>120</b>	<b>40</b>	<b>40</b>

\*Note : Non-teaching subject, but assessed out of 50.

Marketing Management					
DM 601 EM	Rural Marketing & Social Communication	4	30	10	10
DM 602 EM	Product Management	4	30	10	10
<b>Total</b>		<b>8</b>	<b>60</b>	<b>20</b>	<b>20</b>

Financial Management					
DM 601 EF	Financial Derivatives	4	30	10	10
DM 602 EF	Management of Financial Institutions	4	30	10	10
<b>Total</b>		<b>8</b>	<b>60</b>	<b>20</b>	<b>20</b>

Human Resource Management					
DM 601 EH	Strategic Human Resource Management	4	30	10	10
DM 602 EH	International Human Resource Management	4	30	10	10
<b>Total</b>		<b>8</b>	<b>60</b>	<b>20</b>	<b>20</b>

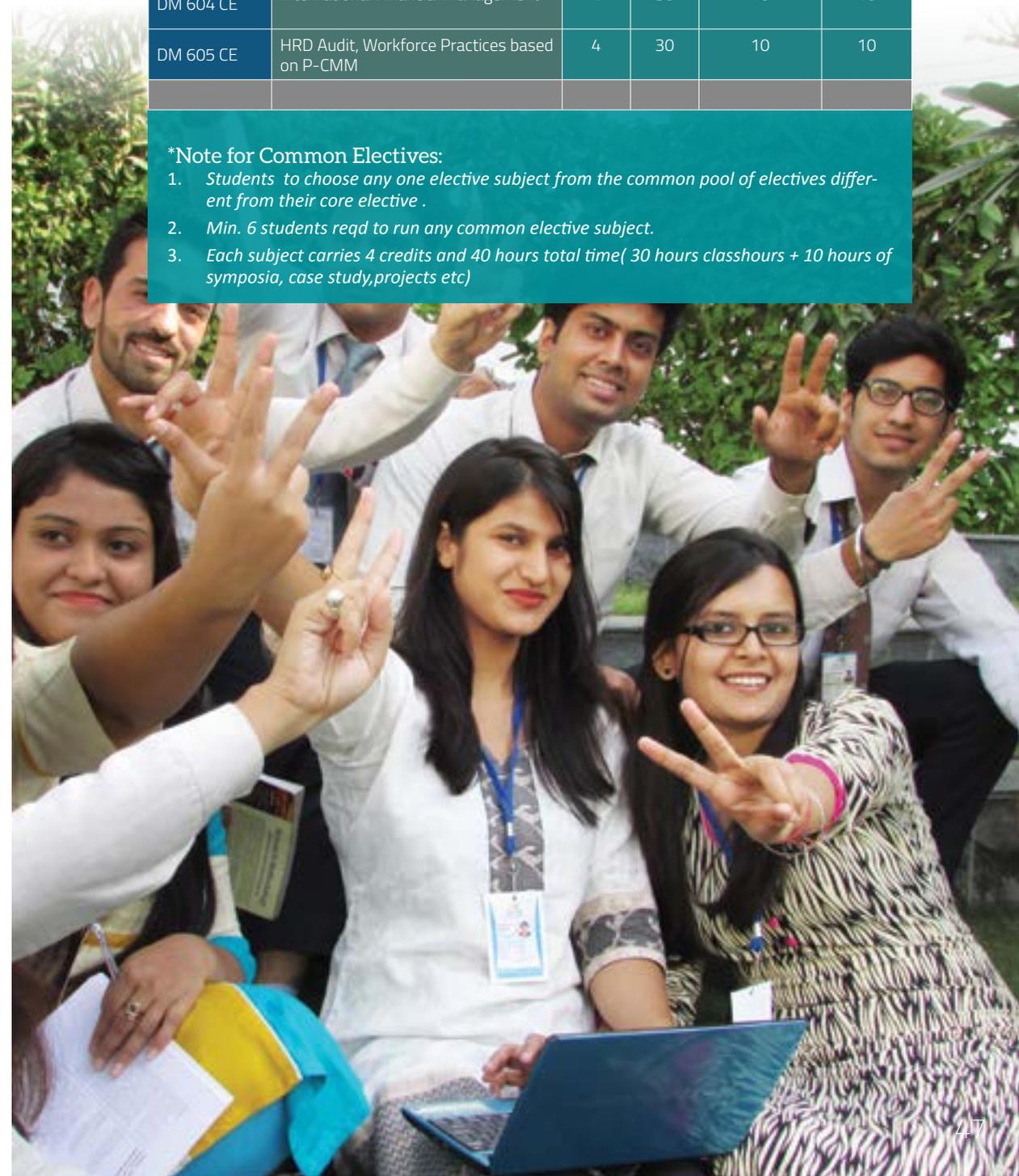
Business Analytics - Research & Systems Management (BARS)					
DM 601 EB	Knowledge Management	4	30	10	10
DM 602 EB	Quality Analytics	4	30	10	10
<b>Total</b>		<b>8</b>	<b>60</b>	<b>20</b>	<b>20</b>

International Business					
DM 601 EI	International Marketing Management	4	30	10	10
DM 602 EI	International HR Management	4	30	10	10
<b>Total</b>		<b>8</b>	<b>60</b>	<b>20</b>	<b>20</b>

Common Electives Common Electives					
DM 601 CE	Customer Relationship Management	4	30	10	10
DM 602 CE	Project Planning, Analysis & Management	4	30	10	10
DM 603 CE	Analytics & Research Project	4	30	10	10
DM 604 CE	International Financial Management	4	30	10	10
DM 605 CE	HRD Audit, Workforce Practices based on P-CMM	4	30	10	10
<b>Total</b>		<b>20</b>	<b>180</b>	<b>60</b>	<b>60</b>

**\*Note for Common Electives:**

1. Students to choose any one elective subject from the common pool of electives different from their core elective .
2. Min. 6 students reqd to run any common elective subject.
3. Each subject carries 4 credits and 40 hours total time( 30 hours classhours + 10 hours of symposia, case study,projects etc)





## HIGHLIGHTS of PEDAGOGY

The salient feature of the pedagogy is to shift the focus from teacher- centralism to student-centralism.

### INTERACTIVE LECTURES

- Structured discussions
- Case methods and dramatized case methods
- Insights from practitioners' perspective – the best corporate practices, Panel discussions and CEO / Senior corporate executive meets
- Beyond classroom learning through hands-on experience
- Workshops / Seminars
- Role plays
- Instrumentation
- Business games and Experiential simulations
- Company internship
- Summer internship
- Business research project
- Exchange program to enhance cross cultural sensitivity.
- Foreign language class for International Business Studies

The objective is to achieve:

Values, skills and knowledge for global competitiveness

- Harmonious integration with Indian society, values and heritage
- Developing sustainable relationship with the eco system and awareness of the social responsibility
- Managing self-health, stress, time, emotions, conflict resolution, and growth
- Ethical and spiritual harmony
- A steadfast alignment to the world of Indian ethos, values and tradition

Adding a new concept of value managers

**Instilling and developing a blend of modern management and spirituality.**

To achieve these objectives, Sri SIIM adopts the following process orientation: Morning meditation session for self development, resilience, and transformation Pedagogy based on group dynamics and learning experiences through self managing teams Transformational workshops on selective Indian ethos subjects intensive integration of information technology and value orientation in all courses State-of-the-art campus with modern amenities, infrastructure, and a serene learning environment Development of entrepreneurial skills through active



“ Sri SIIM is a the platform to transform yourself and we can get the ample opportunities for the future. It has good culture and well developed infrastructure. This college is based on good ethics and values.”

**LAKSDEEP**  
PGDM 2013-15

live-business projects. Research & Study of Core Subject of **Bhagwad Gita** for Corporate Leadership

The innovative PGDM & Exe-PGDM programme of Sri SIIM are among the few autonomous programs which have been given early approval by the All India Council for Technical Education (AICTE), the apex body for approval of management institutes, Ministry of HRD, Govt. of India and Accredited by AACSB, US and AMBA, UK.

The central focus of our programmes is to produce **Shreshtas ( True Leader)** who strive for excellence. The Indian ethos, wisdom and the Bhagwad Gita for Leadership programme is designed to impart a transformational orientation study, service and entrepreneurial attitudes among the students who are dedicated and groomed in such a way that they can bring laurels to the organization in the most desired way.

### STUDENTS MANAGING TEAMS (SMTS)

Organizations are pacing towards flat and flexible structures, with tasks being increasingly managed by a band of cross-functional teams. To prepare students for imbibing the qualities of team spirit and decision making, students at Sri SIIM are required to work in teams that are self-directed and self-sustained. This is a unique opportunity to manage learning by following the process of transfer from classroom to actual work environment. Several business projects, surveys and activities of the institute like library, computers, event management, newsletter, sadhana, placement, alumni, guest lecture, interaction with the industry, diplomatic community, people of political governance & media etc. are managed by individual SMTs. Students are evaluated not only on result-orientation but also on the processes adopted in achieving these targets, namely certain

values and competencies.

### ENTREPRENEURSHIP / BUSINESS PROJECT

Sri SIIM seeks the formulation of Vivek managers who are inspired to be in the business to serve and solve problems of the society. This process is executed through a series of business projects which students adopt in the first year of the academic calendar. The objective is to create a pool of individuals with entrepreneurial mindset, capable of reckoning with the challenges of the global marketplace. Students are evaluated on the basis of the balance sheet they produce at the end of the project, in addition to being judged on the value orientation to work.

# ACADEMIC Life

Your study at Sri SIIM is very different to school or college. You'll be focusing on a subject you love, and depending on what you choose, there will be a lot more variety in terms of teaching methods. We'll help you settle in to this new way of learning, and you can find out exactly what's involved for your course in the 'How will I study?' section of the school brochure for your subject.

Find out how getting feedback from you will help the Institute to improve its services and how effective student representation is a vital part of the Institute's quality assurance and teaching and learning enhancement processes.

## EFFECTIVE STUDY

There are lots of resources available to help you with the transition into higher education. Many of our degrees include modules or other activities designed to help you to get used to what you'll experience over the next few years. You will also have access to our Student Services Centers with specialist study support staff ready to talk to you about your work; as well as plenty of helpful guides full of advice.

## FACILITIES FOR LEARNING

We understand that everyone learns in different ways, as well as traditional methods such as lectures and seminars, your learning will be complemented by technology including podcast and lecture capture facilities. You'll also have access to 24 hour PC suites, Wi-Fi. We have a huge library with huge of resource, including more than one to two hundred thousand books and journals; both printed and eBook items, you might be spending a lot of time in the library, so it's good to know there are group work spaces, silent study zones, PCs and plasma screens, everything you'll need if you are interested in.

## LEARN A LANGUAGE

If you've even wanted to learn a new language, the institute's Centre for Foreign Language Studies (C-Folast) gives you the opportunity to study a wide variety at different levels, even if you're not taking a course that involves a language. At least two languages are offered from beginners' level with some going up to near native competency. The inter-faculty languages programme offers credited modules, which are free for students if taken as part your credit allocation (your credit allocation is the amount of credits you have to take each semester), in Foreign Languages with special focus on SPANISH Language.

## SHARING KNOWLEDGE

U-Now is our collection of open educational materials that have been uploaded to the web. It has been created to enable you to browse or download material about subjects from across the Institute and complete full modules or smaller-scale learning objectives. There are no assessments and no credits are awarded. U-Now is simply about providing you with opportunities to learn more about a familiar subject or study a new one.



Sri SIIM provide numerous support services to help each student succeed academically and develop as individuals. As a student, your personal evolution begins as soon as you are on campus.

## Sri SIIM CAMPUS

The Sri SIIM campus, located at the Institutional Area in Vasant Kunj, New Delhi, is merely 15 minutes drive from the international and 20 minutes drive from the domestic airport. Build up in an area of approximately 4 acres of land, the institute is constructed in an environment friendly World Class infrastructure with lush green environment in a beautiful horticultural ecosystem, featuring low consumption of energy, thus ensuring lesser carbon footprint. The institute has well equipped web enabled Class- rooms, Seminar Hall, Auditorium, Universal Prayer Hall, enriched digital Library and modern IT labs. The campus also provides hostel accommodation for girls within its premises.



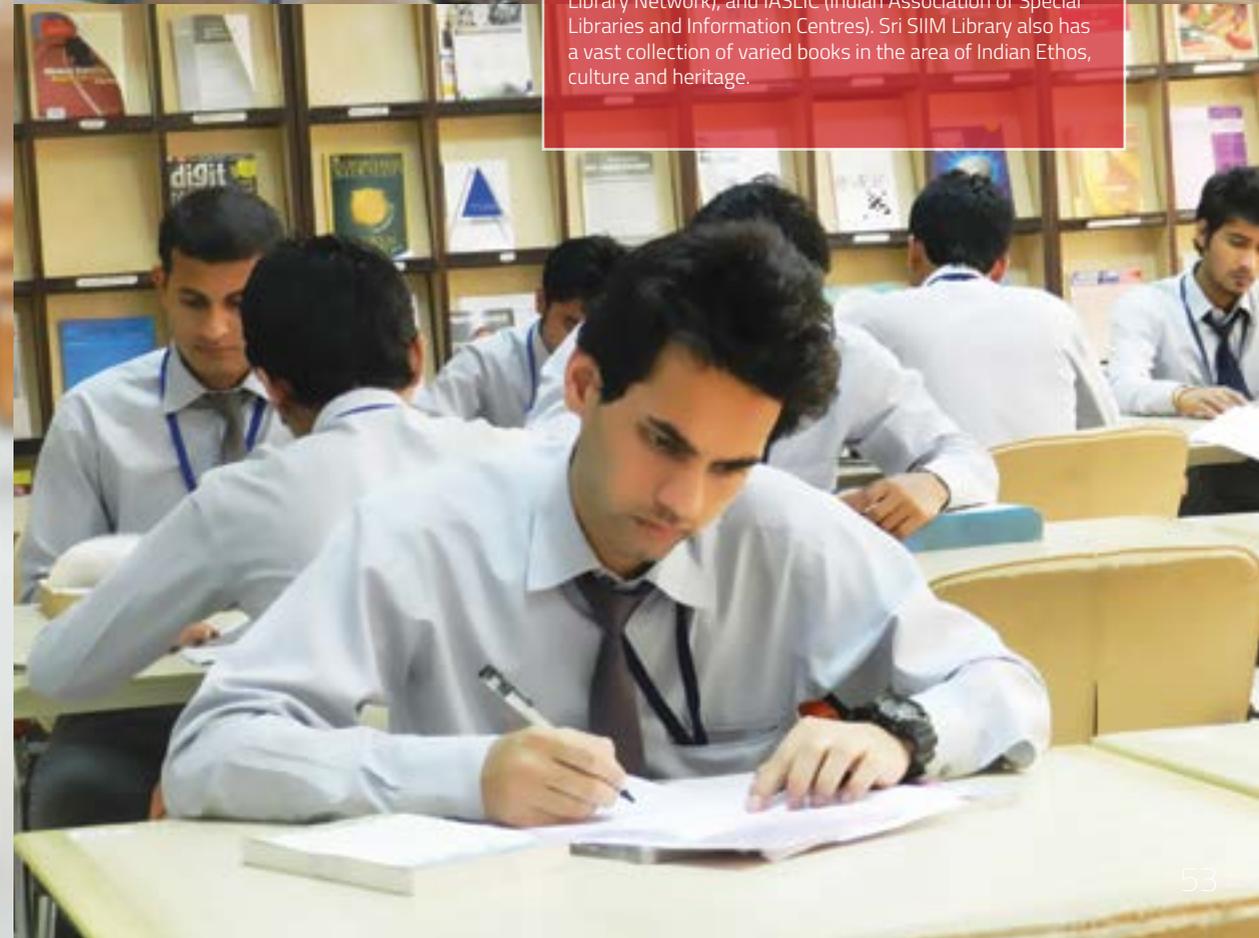
## MAHATMA GANDHI MEMORIAL CENTRAL LIBRARY (McLIB)

### CENTRAL LIBRARY & INFORMATION RESOURCE CENTRE

The Sri SIIM Central Library & digital library has established itself as a nodal point for dissemination of information and knowledge. It has a wide variety of knowledge resources to support the teaching, research and consultancy activities of the students in the institute. The Library holds a stock of more than 200,000 books, and many audio/video cassettes and CDs. It subscribes to 77 national and international journals/ magazines and 11 English national dailies of repute along with an enviable number of e-journals.

The Sri SIIM Library is a digital library with state-of-the-art video conferencing facility.

The library at Sri SIIM is a member of DELNET (Developing Library Network), BCL (British Council Library), AIRC (American Information Resource Centre), MANLIBNET (Management Library Network), and IASLIC (Indian Association of Special Libraries and Information Centres). Sri SIIM Library also has a vast collection of varied books in the area of Indian Ethos, culture and heritage.

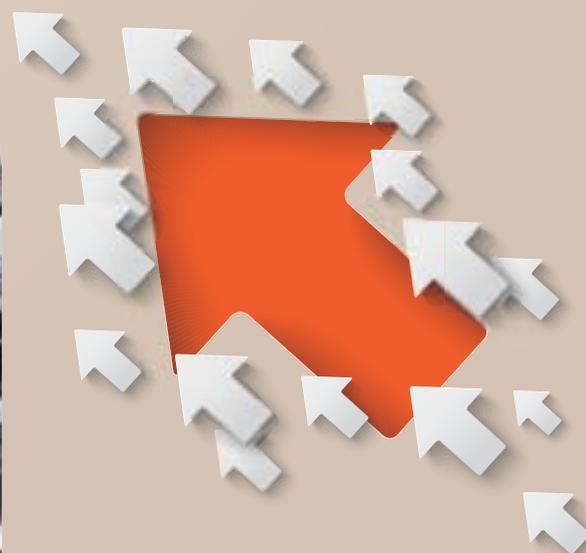


## RAJIV GANDHI CENTRE for INFORMATION TECHNOLOGY (RG-CIT) COMPUTER LABORATORY

The computer centre is well equipped with state-of-the-art hardware and software with high connectivity of LAN system with 50 MBPS bandwidth AND 11TH GENERATION DELL MAKE SERVER. The lab consists of more than 180 computers with core 2 duo Intel processor.

### BOARDING & LODGING

The institute has a girl's hostel within the campus premises for outstation students. The hostel provides a neat & clean accommodation with indoor sports facilities and hygienic food in the mess. The mess also provides food to day-scholars so as to ensure that no student brings eatables from outside. The students are nurtured in a strict disciplined environment for upliftment of their moral values and ethics. We follow strict policy of onion and garlic free vegetarian eatables, non-alcoholic and non-smoking practices.



## Selection PROCESS

The selection would be based on a written test to be conducted at Sri SIIM campus, New Delhi. Successful candidates will be called for an interview.

### DURATION

The 15 months part time/weekend Exe- PGDM is at par with the regular PGDM program in its coverage and rigour. Each year divided into 3 terms. Each term is of 10 months duration for class rooms sessions and 5 weeks for internship in his/ her own organization.

### CLASS SCHEDULE

In the first year (initial 3 terms), classes are held for 4 days a week i.e. Monday to Thursday or on weekend i.e. Saturdays & Sundays. Second year (fourth term) onwards, classes are held depending on the elective offered and chosen. Even the class schedules may be fixed according to the convenience of the students.

### PEDAGOGY

At Sri SIIM, the teaching pedagogy would have a balanced mix of lectures, group discussions, presentations, case analysis, simulation exercises, business games, field visits and project work. The primary emphasis would be on interactive and participative methods of learning tandem with recent advances in training methodology.

### FACULTY

Faculty includes right combination of core Sri SIIM faculty and adjunct faculty associated with leading institutions in India and abroad. The participants would have benefits interacting with eminent academics, policy makers, managers and administrators.

### SPONSORSHIP

The program would admit both organizations sponsored and self sponsored candidates. A letter of consent from the organization would be required in case of organization sponsored candidates. There are also special SPONSORSHIP for MUSLIM GIRLS STUDENTS and students from Jammu & Kashmir, India.





THE BIRD EYE VIEW  
OF THE CENTRAL PARK



CELEBRATING  
21  
GLORIOUS  
YEARS



Glimpse of the  
Swami Vivekananda Auditorium

## EVALUATION & GRADING SYSTEM

Assessment of all programmes is continuous, varied and exacting. The evaluation system emphasizes acquiring personal efficacy and professional competence on a continuous basis. As the programme is demanding in terms of time and quality of output, students are expected to work under considerable pressure and to perform consistently at high academic standards. The multi-dimensional evaluation system enables the students to monitor their performance through participation in a variety of learning activities such as tutorials, presentations, assignments, quizzes, term papers, mid-term and end-term examinations.

Discipline followed during the working hours is also reflected in the evaluation criteria. Students, whose performance falls short of the requisite standards and who show no willingness to improve, may be asked to withdraw from the programme.

Grading reflects a student's own proficiency in the course. While relative standing of the student is clearly indicated by his/her grades, the process of awarding grades is not necessarily based upon fitting performance of the class to some statistical distribution. The course coordinator and associated faculty for a course formulate appropriate procedure to award grades that are reflective of the student's performance vis-à-vis instructor's expectation. The credit system enables continuous evaluation of a student's performance, and allows the students to progress at an optimum pace suited to individual ability and convenience, subject to fulfilling minimum requirement for continuation.

The Institute has got an independent and autonomous authority for controlling examinations under the "Board of Examination" for monitoring and coordinating the evaluation system, with utmost independence, transparency and fairness. The authority of controlling examination is headed by a Professor with full-time assignment who has got the excellency and outstanding competency of the system. The Board of Examinations (BOE) constantly monitors, checks and balances the whole examination grading and evaluation system.

EVALUATION SYSTEM

GRADING SYSTEM

CONTROL AND AUTHORITY

## EVALUATION of PERFORMANCE

The subjects depending on the depth of study are broadly classified into 4 and 2 credits being covered 40 and 20 hours of faculty-student interactions respectively. The subjects depending on the depth of study are broadly classified into 4 and 2 credits being covered 40 and 20 hours of faculty-student interactions respectively.

Each subject is evaluated in two parts namely External and Internal evaluation. External evaluation is carried out through an End Trimester examination, whereas internal evaluation is continuous throughout the Trimester. The details of distribution of marks of both External and Internal evaluations are tabulated below:

### CONTROL AND AUTHORITY

Sub-ject Credit	Exter-nal	Internal					Grand Total
		Mid Term	Assign-ment	Project	Viva-voce	Total	
4	60	15	5	10	10	40	100
2	30	7.5	2.5	5	5	20	50

### SUMMER INTERNSHIP

It is compulsory for the students to do summer internship at the end of Third Trimester in a corporate for 8 weeks and secure minimum pass marks to be eligible for award of PGDM & Exe-PGDM.

### DISSERTATION

It is compulsory for the students to carry out dissertation in the allotted topics and secure minimum pass marks to be eligible for award of PGDM & Exe-PGDM

### PASSING CRITERIA

A student is required to secure a minimum of 50 marks in the case of a 4 credit paper and 25

marks in the case of a 2 credit paper to pass a subject. A student is declared to have passed a Trimester if passed all the subjects in that trimester. A student is entitled for award of Diploma if passed all trimesters and there is no disciplinary case against the student.

### GRADE AND GRADE POINTS IN A TEN POINT SCALE

The marks are converted into grade points and grades, which are recorded in the Trimester Grade Sheets. The percentage equivalence in terms of grades and grade points that are awarded in a 10 point scale is tabulated below:

\*\* One academic hour will translate into seven hours spent in an organization. This implies 20 academic hours for corporate interface per term will translate into 140 hours to be spent in an organization per term by a student. Marks in this area will be given on the basis of the attendance endorsed by the supervisor in the company in which the student has spent 140 hours.

## PERCENTAGE EQUIVALENCE of GRADE POINTS for A TEN POINTS SCALE

Grade	Grade Point	Percentage of Marks
A+	>8.5	90 and above
A	8.5	75-89
B	7.75	70-74
C	7.25	65-69
D	6.75	60-64
E	6.25	50-59
F (Fail)	0	0-49

At the end of each term, the overall Grade and GPA (Grade Point Average) are calculated based on overall percentage and the same is given in the Trimester grade sheet. Accordingly the CGPA (Cumulative Grade Point Average) is also calculated, based on GPA of each trimester and given from second to sixth trimesters.

### COURSE COMPLETION AND PROVISIONAL CERTIFICATE

Students who fulfill the norms and requirements in terms of attendance, test, projects and all examinations will be issued with the course completion certificate when they leave the institute after completion of the sixth trimester. No separate provisional certificate will be issued. The course completion certificate along with the transcript after publication of final results will serve as Provisional Certificate.



“Sri SIIM is a place which teaches you how to lead your life at your will. It is a transformation center which transforms your personality by continuously adding value in you.”

**Rahul Singh**  
PGDM 2015-17

### CREDIT SYSTEM FOR EXE-PGDM

Seven hours spent in an organization will be translated into one academic hour. Accordingly such 20 academic hours against equivalent hours in corporate, per term will be translated into 140 hours. Marks in this area will be given on the basis of the attendance endorsed by the supervisor in the company in which the student has spent 140 hours.

### IMPORTANT NOTE

The subject Etiquettes & Manners and Employability Skills Development, in each trimester has two purposes. First, it is to develop essential employability skills and the second to ensure that students pick up the essential good etiquettes, manners and above all lead disciplined life both within and outside the Institute. Every student at the beginning of the trimester is awarded 90 marks, assuming that they are

disciplined and well behaved. Due marks are deducted from 90; whenever the student gets involved in any type of indiscipline activity or bad etiquettes and manners. A student who scores less than 50 marks in this subject will be treated as Fail and will be asked to repeat all subjects of the trimester examinations.



“Entrepreneurship always attracted me as I believe that one should work hard to fulfil his or her own dreams and write the success story rather to be a part of someone else’s dreams. Thus unbelievably which Sri SIIM has taught me.”

**Gurpreet Kaur**  
PGDM 2006-08



#### CORPORATE INTERFACING

Several workshops are arranged for the students, so as to facilitate a learning environment, where not only eminent people from the industry but also achievers from other walks of life interact with the students and share their experiences of their profession with them. This exchange of ideas ensures upgrading the knowledge base of students on a continuous basis.

#### INDUSTRY VISITS

We have a series of industrial visits every year. Visits to renowned companies expose the students of Sri SIIM to practical realities. Interaction with management professionals of the industry helps Sri SIIMites to have a glimpse of the corporate working environment. Sri SIIM students have visited industries like Maruti Suzuki, Hero Motor, NTPC, Parle-G, BHEL, BPL Telecom, DCM Sugar Plant, Honda, L&T, Mother Dairy, Usha Martin, Bharti Shipyard Ltd., Kalbhawe Cashews Ltd., Otera Group of Hotels, Accenture India Ltd., Apollo Tyres Ltd., etc.

#### DIFFERENTIATING FACTORS

The philosophy of education at Sri SIIM is guided by a holistic vision. It attempts to create managers who have enlightened self interest and are driven by a spirit of service. Students come from diverse academic background ranging from science, humanities, commerce, technology and social sciences and at the end of two years of rigorous academic discipline, they are transformed into quintessential knowledgeable workers who are progressive, flexible and resourceful. Above all, they demonstrate a rare human endowment – an integrated personality.

#### SWADHYAYA (SELF PREPARATION) AND TERM PAPERS

The Indian style of education revolves around three pillars, viz., Shrivana, Manana, and Nididhasana. Shrivana – to listen, Manana – to reflect, and Nididhasana – intuitive experimentation, form the core educational philosophy of the Indian Swadhyaya. Students are encouraged to accumulate wisdom from varied sources of literature on Indian spirituality and reproduce them in an integrated fashion in the form of a term paper at the end of each trimester.



Sri SIIM'S  
THINK TANK  
&  
INTELLECTUAL RESOURCES

“...NEITHER LEADERS are SELECTIVELY BORN nor  
the LEADERS are MADE. EVERY one of US WHO HAS TAKEN BIRTH in  
THIS PLANET as HUMAN BEING  
is LEADER.....”

Sri SIIM SCHOOL of THOUGHT  
By REV. CMT



**Dr. N.K. Chaudhary**  
Emeritus Professor  
Governing Director (Chair of Academia)

Qualification	Ph. D., MBA (ISSMP-AMP) from Harvard Business School & B. Tech (IIT-K)
Area of Expertise:	Marketing & Strategic Management

He has diverse and extensive forty five years of industry experience in concept to implementation of projects and operations management at various levels. He is the Formerly CEO of Arcelor- Mittal Ltd for its Central Asian Operation. He has completed his last few assignments with Indal – Hindalci, Nalco and Arcelor- Mittal. He is associated with Sri Sharada Institute of Management since 2007 .



**Prof. K.K. Ahuja**  
Academic Advisor and Professor of Eminence

Qualification	M.S. (IR),Templeton College, Oxford U.K. MBA.(FMS, DU), PGDPM(IR), PGDMM,
Area of Expertise:	HR Management, Competence Profiling, Design and Development of Assessment centers .

Prof. K.K. Ahuja has an experience of more than 40 years in HR, IR and Strategic Management in Indian and Multinational companies. Mr. Ahuja is an author of 15 books on management. He has written so many articles & chapters in professional journals & books. He has presented papers at various international conferences He is a certified Lead Assessor by CII and Cranfield Institute of Technology. He is Certified Managerial Excellence Assessment Auditor by Frost & Sullivan and Certified HR Assessor on EFIQM Model.



**Dr. Vinaysheel Goutam**  
Governing Director & Distinguished Professor

Qualification	FRAS (London) , Ph.D, M.A
Area of Expertise	Leadership Studies, Statregic HRM, Behavioural Studies Cross Cultural Management, Organizational Psychology

Dr. Gautam served as Founder Head & Professor of Department of Management Studies of IIT New Delhi. He is an internationally acclaimed management expert having facilitated Management Development activities i.e. Germany, UAE, Saudi Arabia, Malaysia, and some of the fines organizations in India. Dr. Gautam has addressed International audiences from Montreal to Melbourne and Merida to Tokyo. H has been invited to lecture to Universities such as Cambridge Sussex, London, Brunel, (UK)Dominican, Penn State, Duke Minnesota (USA) Toronto, York, (Canada) Merida, Centra University (Venezuela). Among other things Dr. Gautam has served as the Founder Director of IIM(K); Leader consulting team IIM (Shillong). He serves as Independent Directors of many reputed company such as RITES Ltd, JK industries Ltd., KEC Infrastructures Limited and Export Import Bank of India, Shivam Autotech Ltd, Moser-Baer India Ltd Gail India Ltd, SAIL etc. Dr. Gautam has been a member of a committee of the Central Vigilance Commission and the Chairman of the AI India Board of Management Education. He is the recipient of many national and international honors including the G-51 Millennium Award, Bharat Gaurav Award, Shiksha Ratan Puraskar, DMA Achievement Award and Fellowship of Artdo International and the Royal Asiatic Society. He is a Fellow of the Royal Asiatic Society, London. Currently he is Senior Managing Director of Protivity.



**Prof. Colin Clouson Thomas**

Distinguished Professor  
Nobel Laureate

Qualification	MSc. (London), DPA (London), PG Dip. Film Studies (CNAAB), MSc. (Econ.) (London), MA (CNAAB), MA (Southern California), MPA (South Africa), PhD (Aston), FCA, PQ Cert. MIS, FCCA, FCIS, Dip. M, FCIM, FMS, FCMI, Dip. CAM, FCIPR, FCIPD, FAIA (Hon.), FRSA, FRGS
Area of Expertise	Corporate Governance, Learning & Transformation and Change, Knowledge and Talent Management

Colin is an international authority on director, board and business development, corporate communication and governance, learning and transformation, and change, knowledge and talent management. He has held professorial appointments in Europe, North and South America, Africa, the Middle East, India and China. Since being the world's first professor of corporate transformation he has been a professor of competitiveness, direction and leadership and international relations and pioneered new ways of working and models of organisation. His other appointments with business schools and universities, include periods as an external examiner and as a Director, Dean of faculty, Director of Corporate and Executive Programmes and head of a university campus. He has also served on the editorial boards of academic and professional journals and been the media spokesman of national and international bodies and an ambassador of public, voluntary and professional bodies. Colin has led European and international initiatives, and has served as a judge for awards at national and international level in a number of areas, including as Chairman of the panel of judges.

Colin advises corporate, public and national bodies. He has helped directors in over forty countries to improve director, board and corporate performance. The author of some seventy books and reports, over sixty book chapters and over 1,000 articles, he is a regular speaker at major corporate events and a speaker and provider of theme papers at international conferences, conventions, congresses and summits. He has contributed plenary addresses to over 300 national and international events. He has led over 20 investigations to identify critical success factors for key corporate activities and quicker, more affordable and less disruptive routes to high performance organisations, and has undertaken surveys of entrepreneurial and boardroom issues, attitudes and practice for various professional bodies, Government departments and the National Health Service.



**Dr. Peter Church OAM FAICD**

Distinguished Professor

Qualification	Ph. D., Fellow, Australian Institute of Company Directors (FAICD B. Com. (University of New South Wales) Bachelor of Laws (University of Sydney), LL.M. (University of London). Awards: Awarded the Medal of the Order of Australia (OAM) in 1994 by the Australian Government for promotion of business between Australia and South East Asia
	Admitted as a Solicitor in New South Wales, Queensland, Victoria, Hong Kong and England
Area of Expertise:	International Corporate Law, International Taxation Law, Merger & Acquisition

He is an versatile expert in Corporate Law, International Taxation Law, Merger & Acquisition Executive Chairman, AFG Venture Group - an Australian and Asian corporate advisory firm with activities throughout Australia, South East Asia and India -Special Counsel, Stephenson Harwood, an English law firm with operations in multiple jurisdictions including London, Hong Kong and Singapore. Non Executive Director, OM Holdings Limited (ASX listed), a manganese producer with mines in Australia and South Africa and a smelter in Sarawak, Malaysia - Non Executive Director, Elara Capital PLC, an Indian investment bank, broker and asset manager, headquartered in London with operations in London, New York, Mauritius, Mumbai, Delhi, Dubai and Singapore - www.elaracapital.com. Non Executive Director, Domacom Limited (ASX listed)- a fractional property investment platform - www.domacom.com.au. Non Executive Director, Talisman Telecommunications Pte. Limited -a cloud and mobile communications company- www.talismantelecom.com



**Prof. Subhash Jagota**

Distinguished Professor

Qualification	MBA (XLRI-Jamshedpur)
Area of Expertise	HR Management, Organisation Behaviour, Cross Cultural Management etc.

he is renowned International Corporate Trainer and has conducted Corporate Training and Management development programs in India and abroad.

Mr. Jagota has penned down leading books like "Foundation of success", "Success", "Succeeding in Interviews" & "Succeeding through Communication". He has been the speaker in various National & International conferences and ILO too and also received various Awards from National and International bodies. Currently on advisory board of premier Management Institutes in India and Abroad. Former chairman of National Institute of Personal Management. He is also Managing Director of Jabro Advertising & Marketing Pvt. Ltd.



### Prof. Vijay Sardana

Governing Director & Distinguished Professor

Qualifications	MBA (IIM-A), M.Sc. (Food Tech.)(CFTRI), B.Sc. (Dairy Tech.) PG Diploma in International Trade Law and ADR (IL), Justice (Harvard)
	Admitted as a Solicitor in New South Wales, Queensland, Victoria, Hong Kong and England
Area of Expertise	Macro Economics, International Trade

Vijay Sardana is Post Graduate from IIM-A, CFTRI, Collage of Dairy Science and Legal Qualification from Indian Law Institute, WIPO, Geneva and Harvard University, USA and is also Management Committee Member of Solvent Extractors Association of India, Life Member of Indian Dairy Association, AFST(I), All India management Association, Crop Care Association of India and Consulting editor and Member of Editorial Board of five magazines on agriculture, agribusiness and food processing, besides members of other important associations and professional bodies and currently Member, Advisory Committee, Forward Market Commission, Government of India, Independent Director, ACE Commodity & Derivative Exchange, Head, Food Security Initiatives & Agribusinesses (Policies and program), UPL Group, Mumbai and Director, Achievers' Resources, New Delhi, with experience of more than 20 years in various leadership positions, committed himself for the development of efficient and fair commodity markets and globally competitive agribusinesses through his knowledge, experience, insight and determination.



### Dr. O.P. Bohara

Governing Director & Senior Professor

Qualification	Ph. D. (JU), M.Sc , B.Sc
Area of Expertise	Urban Finance, Rural Finance and Fiscal Decentralization

Dr. Bohra is also a visiting at Professor Skyline University, Sharjah (UAE). Prior to this he was associated as Professor at the Institute of Management Technology, Dubai and Abu Dhabi University-AI Ain campus and the University of Wollongong in Dubai and visiting Assistant Professor at College of Business Administration, Abu Dhabi University, Abu Dhabi (UAE). He has also worked as Associate Professor at National Institute of Rural Development, Hyderabad (India). In the research field he was associated as an Economist with National Institute of Public Finance and Policy, New Delhi for a long span of time. He had undertaken many consultancy assignments with World Bank in Republic of Yemen and UNDP, ADB and DFID. He is Deputy Chairman Council of Economic Affairs, Royal Government of UAE.



### Dr. C. Rajendra Kumar

Governing Director & Senior Professor

Qualification	Ph. D., (Rural Marketing) from Amravati University, M. Phil., MMM (Pon. Univ), MBA (Osmania University).
Area of Expertise	Marketing, Sales, Rural Marketing Strategy

He is 22 years experienced in Rural Sales and Marketing, being the first had practitioner and principal-Insights in launching new products successfully. He is Promoter-Director, Godavari Polymers Pvt Ltd, Hyderabad, Governing Director, Sri Sharada Institute of Indian Management-Research, New Delhi. Dr. Kumar is authored for fifty one articles /research papers published so far in various National and International journals, magazines and news papers; He also authored six books.



### Dr. GP Rao

Chairman, Academic Senate & Senior Professor

Qualifications	M. Com, LL.B. MBA., Certification in Assessment Tools of MBTI, OPQ, SHL, Human Edge, Ph.D.( Honoris Causa)
Area of Expertise	Strategic HR, Leadership Development, Employee Relations, Talent Acquisition and HR Advisory.

Dr. Rao, worked in Human Resources Management with SAIL, JK group, Birlas and Reliance group in India and Malaysia. His last assignment was as Chief of Human Resources & Management Services, Recron Malaysia, a Reliance group company. GP has received a number of Awards including the Award for Outstanding Contribution to NHRDN, HR Professional of the year Award, HR Leadership Excellence Award at Singapore, Achievers Awards at Colombo and in New Delhi and special felicitation at the silver jubilee conference of National HRD Network. He is also the Chairman, Academic Senate of Sri SIIM. He has been excelling as a Trainer, Motivational Speaker and Moderator, combining his practical exposure, conceptual understanding and niche for uniqueness. Dr. Rao has founded a HR consultancy outfit branded as "Good People Relations"



### Prof. R. K. Dubey

Governing Director & Distinguished Professor

Qualification	MA(Eng. Lit.), LL.B., MBA(HR), PGP in Dev. Banking(Manchester, UK),
Area of Expertise	Banking & Finance, Investment Banking, HRM, and Leadership

Prof. Dubey is one of the renowned and successful Bankers in India, had been in the position of Chairnman cum MD of CANARA Bank and superannuated in 2015. He had also served as Executive Director of CANARA Bank till 2013. He was successfully turn around the bank and increased the Business over 2.4 Trillion., and has been instrumental of appointing highest number of young people i.e. 16000, most of them were women. He had been conferred upon several awards in India and abroad. He also has served in Central Bank of India, Punjab National Bank etc. As the CMD of CANARA Bank, he had been holding sever important position as ex-officio position holder in Banking Sector.



**Dr. Swami Parthasarathy FIMA**  
Chairman cum Managing Trustee

Qualifications	D. Lit. Ph. D.(U-Chicago), MBA (U-Chicago)
Area of Expertise	International Business, Corporate Governance, IWM & Bhagwad Gita, Strategic Management

He is an eminent man of management academia; he is associated with several world institutions and universities for research and training. His expanancy in management science, corporate governance, and strategic management of global trade, human values and ethics in management is well recognized throughout the world. He is the Member of Joint Commission for BRICS Countries. He has authored 28 books and 129 research papers published at international level. His books, "Human Values in Management", "Business Management Redefined", "Bhagwad Gita for Corporate Excellence" and "Corporate Governance" are of Global Repute and are a text in 200 universities across the globe including 49 universities in US and UK. Mr. Barak Obama, US President referred his book "Transforming Personality" during his election campaign number of times. 7 Honaris Causa (Hony. Post Doctoral Degrees) from Several universities of India and abroad.



**Lt. Gen. Sunil Kumar Gadeock, AVSM (Retd.)**  
Distinguished Professor

Qualification	Ph. D. ( UoM), M Phil (Defence Studies & Management), Devi, MSc (Defence Studies), Madras University
Area of Expertise	Statregic Leadership, Logistic Management, Traing & Development

Lieutenant General Sunil Kumar Gadeock, AVSM, was the Vice Chief pf Army Staff, commissioned into the Brigade of the Guards, Indian Army on 11 Jun 1977. He is an alumnus of National Defence Academy, Khadakwasla and Indian Military Academy, Dehradun. During his well chequered career in the Army, he has held command, staff and instructional appointments, which included command of 12 GUARDS and later posted as Commander of 23 (I) Armoured Brigade. He was selected for a three year Staff tenure as Logistics Advisor to Botswana Defence Force, as part of the Indian Army Training Team at Gaborone, Botswana in Africa. He served as General Staff Officer Grade 1 (Operations) and Colonel Administration of 31 Armoured Division and 1 Armoured Division respectively. He served a short tenure as Brigadier Quartermaster (Brig Q), Headquarters 3 Corps in North Eastern Sector. He has also been the youngest Aide to the President of India at Rashtrapati Bhawan, having served two Presidents, viz Dr Neelam Sanjeeva Reddy & Dr Giani Zail Singh. He was Adjutant of the National Defence Academy, Khadakwasla (Pune)



**Dr. S. N. Nandi**  
Senior Professor

Qualification	PGDIE, M. Tech, Ph. D
Area of Expertise	Operation Management, Strategic Management, Project Management

Dr. Nandi has been awarded Ph.D. in Management from the Deptt. of Management Studies, India Institute of Technology, Delhi. He has done 2 years of Pos Graduate Diploma in Industrial Engineering from Training Institute of Productivity and Industrial Engineering, Madras and M. Tech in Chemical Engineering & Technology from Calcutta University. He has Thirty seven year of work experience in Govt. / Corporate sector. Coach-cum-Educator in Strategic Change Management, Business Process Innovation, Quality & Productivity Management.



**Lt. Gen. J. S. Ahluwalia, PVSM (Retd.)**  
Distinguished Professor

Qualification	C. Eng(UK).C. Eng (I),FIETE,FIE,MIERE(UK),MBIM(UK) MIMA, MCSI, MIIPE, F Inst D.PGDQM
Area of Expertise	Production & Operation Management, Corporate Governance, logistic Management & Corporate Law.

Lt. Gen J. S. Ahluwalia, PVSM (Retd) is President of the 'Institute Of Directors' and of the 'World Environment Foundation' (WEF). A Post Graduate in Electronics Engineering and MBA, he had specialized in engineering support to weapon systems of the Army. He has undergone extensive training in various manufacturing concerns in France, UK, USSR and Japan. He is an alumnus of the National Defence College and College of Defence Management. He is also a Chartered Engineer and Fellow Member of a large number of foreign and Indian professional engineering and management institutions. He was chairman of the 'Institution of Engineers (INDIA)'; President of 'Delhi Management Association'. He has also been on the Board of Governors of 'Engineering staff College of India', 'Quality Council of India' (QCI), 'All India Management' (AIMA).



**Prof. N. Venkatesan**  
Senior Professor

Qualification	B. Tech. (Hons) (IIT-K). DIC C. Eng. F.I.T.E. FIMA. MICA
Area of Expertise	Information Technology and Business Analytics

Formerly Member of Railway Board, Govt. of India. He has specialization in various fields such as Production, Operations & Supply Chain Management, Mergers & Acquisitions, Project Appraisals, Business Analytics, Data Mining & Warehousing and many more. He was also consultant to the World Bank on Mumbai Urban Transport Project & IRCA (UK).



**Prof. Ashok Kapoor IAS.(Retd.)**  
Distinguished Professor

Qualification	M.Sc., M.A.(Public Admin.). LLB., FICA., MICA.
Area of Expertise	Public Policy, Public Administration etc.

Ashok Kapur was an officer of the Indian Administrative Service (1967 Batch). He is the former Principal Secretary to Govt. of West Bengal. He has served the Government in various capacities, including Secretary & magistrate of various districts. During 1992- 94, was appointed leader of the Indian Delegation to the UN Conference on Biological Warfare. In September, 1991 was appointed as Joint Secretary, Ministry of Civil Supplies & food & science & technology, Govt. of India. Currently he is the Director General of Institute Of Directors, India.



**Prof. S. DURGANANDA SWAMY**

Governing Director & Senior Professor

Qualification	MA, LL.M., CIIB
Area of Expertise	Banking, Foreign Exchange and Corporate Governance

He has work Experience of 40 years in Reserve Bank of India, specializing in Banking Regulation and Supervision, Monetary Policy formulation and implementation, Foreign Exchange and Reserve management, Gold Reserve Management and Gold markets etc.,

He is visiting Faculty at Administrative Staff College of India, Hyderabad since 2009. He has participated in Seminars/Workshops at World Bank, IMF, National University of Singapore & different institutions in India



**Prof. Ashok Anand**

Professor

Qualification	FICA, MBA from HP University, B.Sc
Area of Expertise	Project Management, Organizational Design & Development, Applied HRM. Economics of HR.

Mr. Anand has over four decades of experience in the oil and gas industry. He worked in Petrotech as its Director General, Director (Human Resources & Business Development) with Oil India Limited and brings a unique set of knowledge, experience and skills in HRM as People Manager & Organization developer as well as Business developer and also has in-depth understanding of process of managing E&P projects in exploration & development phases.



**Prof. Rajneesh Bawa**

Distinguished Professor

Qualification	M. Com., LL. B. PG in IR & PM and specialization in Service laws
Area of Expertise	Corporate Law, Organisation Behaviour, Cross Cultural Management etc.

Rajneesh associated with a large Indian Group ALP-as Group Director-Strategic Business HR  
And responsible for Apex leadership Team Development ,Executive Coaching & Mentoring ,Change Mgmt, Redesigning Business Verticals/Companies, spread over at multi-locations including overseas  
He is an avid reader, well-travelled all over the world, other professional interest include Theatre, is a life skill coach and Mentor including how to manage and face Mid age career blues  
Immediately prior to this ,he was HR Director with New Holland Tractors I Ltd, and have held positions in UK/ANZ/Italy including Director SE Asian countries in his 18 years tenure  
During his 3 + decades of experience in Auto and allied industries he served in various capacities in leading Indian Cos  
He is known for many a path breaking HR practices –Org Culture building, Blue collar Mgmt./Industrial Relations /Employee engagement/Multiple employment Model etc  
He has been executive member of various business and HR forums-Con-federation of Indian Industries, NCR region/PHD chambers of Commerce/ National Productivity Council /National HRD network-NCR



**Dr. Markanandey Rai**

Senior Professor

Qualification	Phd in Statistics, MA.
Area of Expertise	Statistics

Dr. Markanandey Rai is the Hony. Senior Advisor of the United Nations Human Settlements Programme (UN-Habitat) after his retirement as the Chief of the U.N. Inter-Agency Coordination. Global Parliamentarians and Trade Unions programme of UN-HABITAT based in Nairobi, Kenya. He has written and published several academic and scientific papers as well as publications of un Book. He has widely travelled and attended several conferences of scientific as well as of political nature. He is life member and elected office bearer of several academic, cultural and social bodies in the world. His biography was published in the 14th edition of Marquis Who's Who in the World in 1997. He has been honored with "Hind Rattan Award" in January 2006 in New Delhi and Humanity Achievers Award 2014.



**Dr. V. Aravind**

Governing Director & Senior Professor

Qualification	M.com; MBA; Phd (USA); CCD(UK); MFP (USA); MIMA; FUWAIW
Area of Expertise,	Strategic Management, Corporate Governance

He is a certified corporate Director, having diversified experience in corporate strategies. He has served in High power Technical Committee of Ministry of Industries of Govt. of Tamil Nadu. He has immensely contributed in the development of vocational training and skill building. He has authored books on Govt. Schemes and NGOs. and also published many articles in several subjects in international journals. He also was the President of Ceramic Manufacturer Association. For his outstanding contribution he is honoured with Indira Gandhi Seva Ratan Award and Rashtriya Udyog Rattan Award.



**Prof. N. M. Mishra**

Professor

Qualification	PGDCSA, M.Sc. (Phy), MBA (BHU), Ph.D FDP (IIMA)
Area of Expertise	IT, Strategic Management and Training & Development International Business

Prior to his joining in Sri SIIM, Prof. Mishra was in IIM Ahmedabad as faculty of Enterprise Information System & Modeling and Strategic HR. He Has more than 16years of experience in Academics, including 5 years span as Asst. Director-Dept. of Management Studies in SRM University. He is a versatile teacher having multidimensional pedagogy. He has published several research and working papers in leading national and international journals. Currently, he is extensively engaged in research for developing an ultra-classic model of Strategic HR Resource Planning.



**Prof. Alok Sabharwal**  
Designation Professor

Qualification	AMIE Production, Chartered Engineer, B. Tech( BITS-Rachi)
Area of Expertise	Customer Relationship Management , Sales & Marketing Management, Leadership & Team Building

Prof. Sabharwal is innovation Expert with 42 years of Professional Experience including 20 Years with BUHLER-a Swiss MNC) in High Technology, Multi Unit Business Operations, proven Management Leader with wide ranging Sales and Business Development expertise in successfully identifying & capturing new target opportunities yielding strong and sustainable revenue growth and driving process improvements to enhance productivity, profitability and optimum customer satisfaction has successfully created strategic alliances with organization leaders to effectively align with and support key business initiatives and groomed cross-cultural teams by hiring, developing and motivating employees at all levels. His mission is to help young entrepreneurs, business owners & corporate employees experience and enjoy blissful life by cultivating a positive attitude, an effective team spirit with a "WE-OPIC" Vision. Thereby nurturing a happier state of mind to attain success, Growth & Prosperity- Both on the Professional & Personal Front.



**Ms. Bhawna Kapil Kashyap**  
Controller of Examinations & Assistant Professor

Qualification	MBA (HR & Finance) (BVU), BBA (GGSIPU)
Area of Expertise	Career Counseling, Enhancement of Employability Skill & HR

She is expert in competency profiling, performance management systems and appraisals. Ms. Bhawna has also has diversified abilities for soft skill building, career counseling. She is also experienced is psychometric. She has been Successfully handling entire examination Matters of Sri SIIM with utmost sanctity ability. Previously she had been looking after Corporate Resource Centre, Corporate Communications and career counseling of students in Sri SIIM more than last 5 years.



**Mr. Ranjan Sen**  
Registrar (Actg)

Qualification	PGDM (Marketing & Finance) (IIPM), MBA- IMI, Brussels
Area of Expertise	Administration

He has over 13 years of experience in the field of Administration working with reputed colleges in Chennai, Bhubaneswar and New Delhi. He has been closely associated with the education industry since the start of his career. Enhancing his knowledge in the education sector has always been his aim and motive. He has attended several short courses in different parts of the world. He has attended Marketing classes in Webster University (Geneva, Switzerland) by Professor Nicholas Bates in 2005 and thereafter Marketing & Sales classes in Judge School of Business (Cambridge University) by Professor Li in 2009.

As part of Global Opportunity and Threat Analysis programme in previous Institutions he has travelled extensively throughout Europe attending lectures in European Parliament (Antwerp),Port of Antwerp, Citibank (UK), Royal Bank of Scotland in UK and World Economic Forum (Davos, Switzerland) to name a few.



**Ms. Geetanjali Kumar**  
Dy. Director (Plng. & Inst. Dev.), & Student's Advisor,  
Assistant Professor

Qualification	B.E (CS) (MDU), PGDM (IB & HR)
Area of Expertise	International Business, Career Counseling,

She has experienced in working in Google India Inc. as Project Analyst and handled several projects. She also has her depth of knowledge in diversified field of Administration. She has developed several methods of career counseling, Employability Training and Development.



**Prof. Parul Dewan**  
Assistant Professor

Qualification	PGDM in Marketing Communications Management
Area of Expertise	Marketing & Sales

She has worked with MNCs like Iky Human Capital Solutions, Lobo staffing Solutions, Monster.com, ICICI Lombard and GE Capital. She has a rich experience in Manpower Planning, Organisation Development, Recruitment & Selection, Training & Development, People management, & People Leadership. She has been awarded for outstanding sales performance and team management skills.



**Prof. Puneet Kumar**  
Assistant Professor

Qualification	B.E (Metallurgy) from M.S University, Baroda PGDM (Marketing & Operations) from Asia Pacific Institute of Management, New Delhi.
Area of Expertise	Business Analytics, Research Methodology & Strategic Management

He has diverse and extensive twelve years of industry experience in corporate like Wipro, Godrej & Boyce, Bureau Veritas Certification, SGS India etc. His experience encompasses Market Research, Business Analysis, Consulting Domain, Strategic Planning, New Product Launching, Marketing Promotion, Team Management and Tendering. His academic experience started with Jaipuria Institute of Management Ghaziabad as a Visiting Faculty - Marketing Management course for PGDM students.



**Prof. Deepshikha Gupta**  
Assistant Professor

Qualification	MBA (IMT Ghaziabad, B.Tech (University of Jamia Millia Islamia, New Delhi)
Area of Expertise	International Business, Strategy, Information Technology

Ms. Deepshikha has an experience of 10+ years, in Corporate and Education world. Before joining Sri SIIM, she was working in the e-learning space as academic expert, assisting students across the globe with their curriculum coursework. Prior to that, she worked with Infosys Technologies as ERP Consultant, Finance in Hyderabad and Chandigarh. Her role entailed collecting, defining and documenting functional and system requirements for clients and issue identification, resolution and tracking of solution deployed. She also brings global experience to the institute, having studied and worked in the US.



**Ms. Kajal Kapil**  
Academic Associate to Rev. CMT. & Lecturer

Qualification	BA, MA. (DU), Diploma in Vastu Shastra
Area of Expertise	Indian Traditional Wisdom Studies, Bhagwat Gita for Leadership & Rastra Bhasa

She is having 3 years experience in Rastra Bhasa Siksha. She is capable of handling the Indian Traditional Wisdom Studies, Scriptures and Bhagwat Gita. Ms. Kapil now engaged in several Research Project and Thesis work on Bhagavad Gita for Leadership, Indian Wisdom for Management. Saptha Sheela Principles for Leadership. She also has done some work on Vastu Shastra.

## PROFESSORS OF EMINENCE & VISITING PROFESSORS

**DIAZ L. DIEGO** Head, UNO's Commission for Trade and Millennium Development Goal Central and North America

**HENRY COLEMAN** Deputy Secretary General, Ministerial Conference, G-20 Countries

**DR. CRAIG GALBRAITH** Dean & Henry Ford Chair Professor, International Institute of Business and Policy Research, USA. Prof. of Management, University of Northern Carolina Wilmington

**ROBERT FOSTER** President, American Centre for Global Trade Studies, USA

**KELVIN A. HASSETT** Director of Economic Policy Research, American Enterprise Institute of Public Policy Research, Washington D.C. USA

**ANN M. FUDGE** Director, GE (General Electric), Former Chairman and CEO, Young & Rubicam Brands, Global Marketing Communications Network, New York

**MERCK A. DAINES** President & CEO, North American centre for Corporate Governance

**SCARDINO D.M.** Vice Chairman & Chief Executive, Nokia Corporation & Member Committee on Corporate Governance and National Nomination, Nokia

**PROF. (DR.) RAVI KUMAR** Professor, Indian Institute of Management, Bangalore

**JUSTIN F. TERRY** Vice President, Philips Electronics, North America

**HARSH V. PANT** Centre for Science and Security, King's College, London

**DR. RAJ CHETTY** Professor of Economics, Harvard University

**PROF. NISHIKANT SONWALKAR** M.Tech, PhD., Dean MIT (USA)

**PROF. N.M. MISHRA** M.Sc., PGDCA, MBA., FTP (AIMA) Phd.,



**Prof. Gauri Dua Mongia**  
Assistant Professor (Foreign Language Studies)

Qualification	Advanced Diploma in Spanish(DU), Advance Diploma in Spanish language(Hispania), Certificate for Advanced Level from Institute Cervantes, BBA(DU)
Area of Expertise	Spanish Language and Literature

She is Skilled Spanish Teacher with 7 years dedicated experience in imparting lessons. She has conducted a 3 months long Spanish Corporate Training for the employees of NTPC Noida. She has also worked 3 years with Bhartiya Vidya Bhawan as Senior Spanish Trainer. She has ability to interact and communicate effectively in Spanish. She has conducted trainings in different companies.



**Mr. Himanshu Arora**  
PG. Programme Coordinator & Lecturer

Qualification	MA (Economics), M.Com, B.Com, UGC NET Qualified in Commerce Discipline
Area of Expertise	General Management, Marketing Management & Economics

He has 3 years experience in teaching commerce subjects to undergraduate students of SOL, University of Delhi as a Guest Faculty, & 3 years of experience in teaching commerce & management subjects to B.Com, M.Com, BBA and MBA Students at private institutes. He had also worked for Auditing at Sanjay Salig Arora & Co. (Chartered Accountancy Firm), New Delhi.

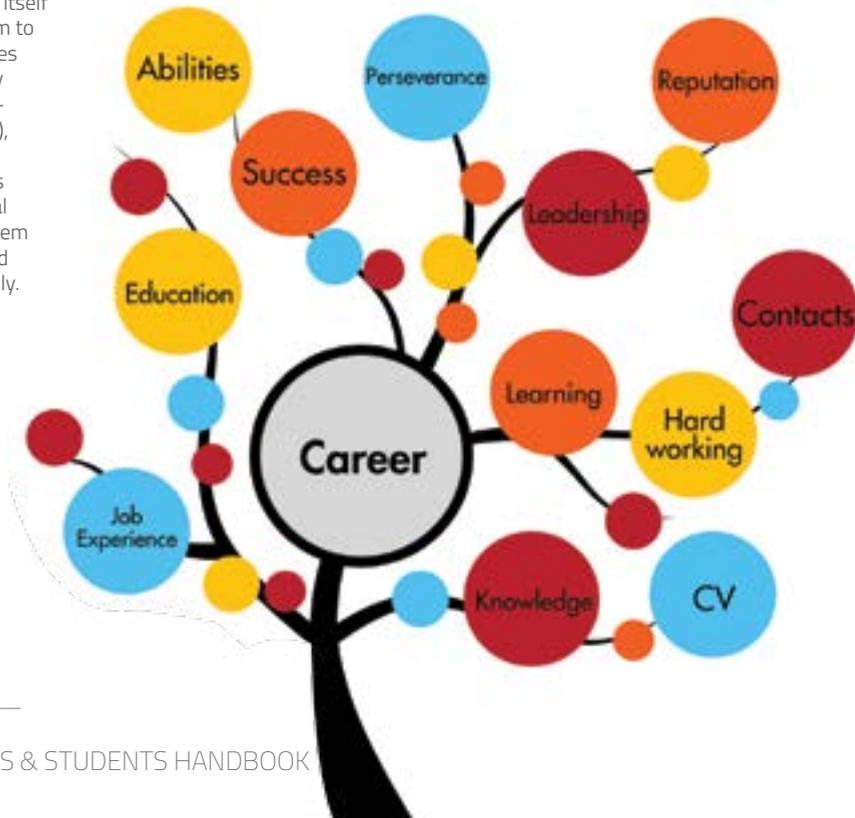
# PLACEMENT & CAREER COUNSEL

## CORPORATE RESOURCE CENTRE(CRC)

In October 2008, MBA degree turned 100 years. One hundred years later, this degree is the world's most popular degree. The purpose for creating this program was to train managers for a rapidly industrialized economy. This big idea took root and over time, spread far and wide. Indeed, popularity has led this to a disturbing commoditization of the degree. Academic critics challenge the degree's relevance, asserting that the programs have drifted too far into theory that has relatively little use in practice. And they blame business schools for turning out graduates fixated on shareholder value at the cost of all else. Based on this assessment, leaders of management education had to apply their mind collectively to explore possible change in curriculum after assessing various gaps. There is a general agreement that we need to focus in three broad areas : leadership development, globalization and experiential learning outside class room.

The Institute under the guidance of the dynamic leadership of Rev. CMT has seriously engaged itself in re-orienting the curriculum to keep pace with the challenges of business environment. By enhancing the role of Corporate Resource Centre (CRC), it will be able to expose the participants of the programs to ground realities of the real world and this will enable them to adjust to the business and workplace environment easily. Recognizing that our future leaders need to manage issues unprecedented in history of management, we understand the importance of assuring that a technological, innovative and analytical perspective permeates our curricula. Even as we are making change to our curricula, we realize curricular change and innovation must be an on-going process.

Today's business environment calls for a mix of leadership talent and insight, coupled with more specialized knowledge. Our current approach, our products will be organizational leaders who understand the intricacies of their field and will play dual management/practitioner roles within them.



### Our Industry Partner & Recruiters



**MS.NAAZ ALI**  
**PACKAGE \$45000 PA**  
**PLACED IN**  
**UAE EXCHANGE, DUBAI**

Sri SIIM is very unique among the world of Business Schools as it has the ability to produce extraordinary talent with its experienced faculty members and modern infrastructure. At Sri SIIM, one gets to learn a lot while working in teams, gets to explore different possibilities and also to interact with many Corporate persons. The faculty of Sri SIIM is very supportive, encouraging, and approachable, specially the CMT and the MD. This institute is well equipped with the modern technology and infrastructure. Sri SIIM is all about making students punctual, disciplined and giving them the right education, which helps not only in their professional life but also in their personal life, making them competent enough to survive in any situation of life. Sri SIIM's hostel was like my second home. Sri SIIM is very unique in its own way as it has the ability to produce extraordinary talent with its experienced faculty members and modern infrastructure. At Sri SIIM, one gets to learn a lot while working in teams, gets to explore different possibilities and also to interact with many Corporate persons. The faculty of Sri SIIM is very supportive, encouraging, and approachable, specially the CMT and the MD. This institute is well equipped with the modern technology and infrastructure. Sri SIIM is all about making students punctual, disciplined and giving them the right education, which helps not only in their professional life but also in their personal life, making them competent enough to survive in any situation of life. Sri SIIM's hostel was like my second home.

DOMESTIC PLACEMENT	INTERNATIONAL PLACEMENT
<ul style="list-style-type: none"> <li>• Highest package : 8 Lacs per Annum</li> <li>• Average package: 5 Lacs per Annum</li> <li>• Lowest package : 3 Lacs per Annum</li> </ul>	<p>Highest Package - 30 Lacs per Annum                      Highest package offered : Domestic - UB Group (United Spirits Ltd.), Wipro Ltd., Deloitte International -NMC Group, UAE Exchange Group</p>

- |   |   |   |   |  |
|---|---|---|---|--|
| ABN AMRO<br>HCL INFOSYSTEMS<br>PUNJ LLOYD<br>AMADEOUS<br>HDFC BANK<br>PEARL POLYMER<br>AMERICAN EXPRESS<br>HCL<br>PEPPI<br>ANWAY<br>HERO GROUP<br>PHILIPS<br>ANZ GRINDLAYS A<br>HINDUSTAN LEVER<br>RELIANCE INFOCOMM<br>APOLLO TYRES<br>DS GROUP OF COMPANIES | STANDARD CHARTERED BANK<br>BHARATI ENTERPRISES<br>INDIA BULLS<br>SAMSUNG INDIA LTD<br>BRITANNIA<br>IBM<br>SAMTEL<br>BRITISH TELECOM<br>IRODE INDIA<br>SHARP<br>CENTURION BANK<br>INDIA INFOLINE<br>SHALIMAR GROUP<br>CITI BANK<br>JET AIRWAYS<br>SIEMENS<br>THOMAS COOK | ICICI SECURITIES<br>RANBAXY<br>BAJAJ CAPITAL<br>ITRUST FINANCIAL ADVISORS<br>RPG<br>BECHTEL<br>IDBI<br>SILVER LINE TECHNOLOGIES<br>BHARTI TELECOM<br>INFOCOM NETWORK LIMITED<br>HDFC BANK<br>OGILVY & MATHER<br>WHIRLPOOL<br>HUTCH<br>ONIDA<br>ZEE TV NETWORK<br>KARYV SECURITIES | LG ELECTRONICS<br>THE BRAIN LAB<br>ELIXIR WEB SOLUTIONS<br>L&T<br>TCS<br>ESCORTS<br>LML<br>TELCO<br>GATI<br>LUFFTHANS<br>TIMES OF INDIA<br>GEC ALSTHOM<br>MODI GROUP<br>CEASEFIRE INDUSTRIES<br>JK INDUSTRIES<br>TORUS BUSINESS SOLUTIONS<br>CROMPTON GREAVES | TRACTORS INDIA LTD<br>GE CAPITAL<br>MA FOI<br>TRANSWORLD GROUP<br>GLETTE<br>NEO CORP INTERNATIONAL<br>UNITED SPIRITS LIMITED<br>GODFREY PHILIPS<br>NESTLE<br>VARDHMAN<br>HEWLETT PACKARD<br>NIRMA<br>WIZCRAFT<br>CMC LIMITED<br>KOTAK SECURITIES<br>TITAN INDUSTRIES<br>CROMPTON GREAVES |
|---|---|---|---|--|

**Naaz Ali**  
 PGDM 2013-15  
 Financial & Portfolio Analyst  
 UAE Exchange, Dubai



## Unique CAREER OPPORTUNITIES in Business Analytics

At least 2.5 million additional direct new jobs are likely to be created in the next five years in India. According to this year's Global Retail Development Index by A.T.Kerney, India is positioned as the leading destination for new investment especially in the manufacturing sector.

At least 2.5 million additional direct new jobs are likely to be created in the next five years in India. According to this year's Global Retail Development Index by A.T.Kerney, India is positioned as the leading destination for new investment especially in the manufacturing sector.

In case of Business Analytics, challenging, engrossing, dynamic and quality education is required to advance and succeed. Sri SIIM is the only institution in India which offers PGDM (Eqv. to MBA) in Business Analytics. All students are placed with lucrative packages across India and Abroad.

### BUSINESS ANALYTIC- RESEARCH & SYSTEMS MANAGEMENT (BARS)

#### TERM-III

- Database Management System (DBMS),
- Analytical Number Theory and Practice

#### TERM-IV

- Fundamentals of Business Analytics & Research
- Database Management, Data Warehouse and Data Mining
- Business Intelligence and Competitive Intelligence

#### TERM-V

- Data Risk & Predictive Analysis
- Analytic Tools & Multivariate
- Measurement Control & Metrics (Analytic Metrics)

#### TERM-VI

- Knowledge Management
- Quality Analytic
- Analytics & Research Project
- International Financial Management



Leadership is not about becoming the smartest... but Influencing other to become Smarter...

*Prof. Daniel Goleman*



## OTHER PROGRAMMES

EXECUTIVE PGDM (POST GRADUATE DIPLOMA IN MANAGEMENT) 15 MONTHS [PART-TIME/WEEKEND : EQUIVALENT TO EXE-MBA]

A future corporate leader needs an in-depth knowledge, strategic thinking, seasoned judgement, international perspective, adaptability and integrity.

Sri SIIM's 15 Month part-time/weekend PGDM is designed especially for working executives and entrepreneurs who aspire to have formal management education to equip them with modern managerial tools and techniques. This program is approved by the All India Council for Technical Education (AICTE), Ministry of HRD, and Government of India. Sri SIIM is one of the very few AICTE accredited part-time PGDM programmes in the country.

### OBJECTIVES

After going through this program the student should be able to:

- Scan socio-economic-technical-legal environment at national and global levels
- affecting organizations
- Build a managerial perspective on issues and problems in the different functional areas of management.
- Explore feasible alternatives for effective decision-making.
- Deal effectively with subordinates, peers, superiors, suppliers, customers and other stakeholders using leadership, team working and entrepreneurial skills.

### PROFILE & ELIGIBILITY

Executives of private, public and government undertaking and state and central government department located in and around NCR are the potential candidates. Entrepreneurs of family concerns are also eligible. Candidates should possess 3 years Bachelor Degree or equivalent in any discipline of Commerce, Science, Engineering, CA, CS, Architectures etc. would have an added advantage for admission. The participants should have at least 3 years of executive/managerial work experience.



## POST GRADUATE CERTIFICATE in RETAIL MANAGEMENT (PGCM-RM)

### CAREER IN RETAIL

The Indian retail industry is on the verge of a revolution! Market liberalization and increasingly assertive consumers are sowing the seeds of a retail transformation that is bringing bigger Indian and multinational operators on the scene. A number of Indian and international retailers are entering this nascent market. Retailing as an industry in India is coming alive!

There has been a significant change in retail trading over the years, a transition from the traditional retail sector to organized retailing. The size of Indian retail at present is US \$300 billion; by 2020 it will be US \$427 billion and US \$650 billion by 2025. With around 13% contribution to the GDP and 7% employment of the national workforce, retailing, undoubtedly is a strong pillar of the Indian economy and a sector offering huge opportunities.

The fast evolving Indian organized retail scenario is looking ahead to many strong regional and national players, emerging across formats and product categories. Most of these players are now gearing up to expand more rapidly than the initial years of starting up. Most have regained/ improved profitability after going through their respective learning curves. Indian consumers too, are rapidly evolving and accepting modern formats overwhelmingly.

Brands world-wide are willing to partner with retailers in India. Last but not the least, are the emerging Malls in India, which have taken the country by storm. Retail space is no more a constraint for growth. With India on the radar of global retailers and suppliers, the retail arena today is very different- the opportunities are incredible!

### CAREER IN RETAIL

The jobs created shall be adding further jobs in the direct and support businesses. Who should join this programme

- Graduating students looking for a career in retail.
- Retail Professionals aspiring for better prospects in the industry.
- Working Professionals in any sector wanting to switch over to retail. Programme Objective: To develop competent retail management professionals to take upcoming challenges in organized retail sector in India. This programme will introduce the participants to theoretical and practical aspects of professional retailing.

**Duration:** 12 months (3 trimesters of 3 months each and 3 months of practical training in organized retail sector)

**Eligibility:** Graduates from any stream with at least 50% marks from any recognized university, with or without work experience.

**Selection Process:** Candidates are selected based on comprehensive review of their application form, their past academic performance, work experience and their performance in the Group Discussion and Personal Interview.



## The SMALL PRINT - ESSENTIAL INFORMATION for ALL STUDENTS

THE FOLLOWING SECTION COVERS ESSENTIAL INFORMATION FOR ALL APPLICANTS, INCLUDING IMPORTANT TERMS, CONDITIONS AND REQUIREMENTS THAT THE UNIVERSITY WILL APPLY AND RELY UPON IN ITS FUTURE RELATIONSHIP WITH YOU. IT IS ESSENTIAL THAT YOU READ THEM CAREFULLY.

If you decide to accept our offer, a contract will be made between you and the Institute. Your rights and obligations to the Institute and the Institute's obligations to you arising under the contract are set out in the documents listed below which will form the terms and conditions of your student contract under the following documents thereof :

- Your offer letter The offer letter or The Letter of Provisional Admission
- The prospectus, as appropriate
- Sri SIIM Admission Policy & Rules, Sri SIIM Rule of Student's Code of Conduct and it's subsequent amendments, orders and directives.
- All other Notices & Announcements ( available at: [www.srisiim.ac.in](http://www.srisiim.ac.in))
- The Constitution of Sri SIIM Foundation and all other relevant Statutes, Ordinances, Regulations and Codes of Practice; the current version can be viewed on [www.srisiim.ac.in](http://www.srisiim.ac.in) or in applicant information from which you can find a summary of any changes which have already been agreed from the start of

the next academic year of the university's health and safety

- Policies and guidance, General Conditions of Use of Computing and Network Facilities, Data Protection Policy, Equality Scheme, Public Interest Disclosure Policy and Anti-Bribery and Corruption Policy and Hon'ble Supreme Court's Order on Anti Ragging Policy.
- Programme requirements, which are shown for each programme on our website at [www.srisiim.ac.in](http://www.srisiim.ac.in)
- Joint Undertaking by the Student and the Guardian.

### APPLICATION AND ADMISSION TO THE INSTITUTE: INFORMATION AND REQUIREMENTS

You must provide accurate and complete information in your application form. If you do not, the Institute can withdraw the offer or order you to leave.

### PROGRAMME ENTRY REQUIREMENTS

The programme requirements for admission are set out in the relevant section of the prospectus and our website at [www.srisiim.ac.in](http://www.srisiim.ac.in) Please consider these carefully to ensure your

eligibility for your chosen subject.

### CRIMINAL CONVICTIONS

Offer of a place is conditional to obtaining a satisfactory Disclosure and Barring Service (DBS) check. The Institute will decide if any conviction or information revealed is incompatible with a place on the programme. If yes, you will be notified and your offer will be withdrawn. If your situation changes after the offer of a place, please notify the Head of Admissions, or if you have already registered, then please notify to the Office of the Registrar of Student's Advisor.

### BLOODBORNE VIRUSES/INFECTIOUS DISEASES

All applicants with an offer of a place on the course will be required to undergo a screening process for Blood borne viruses or any infectious disease. The screening process may be subject to change from time to time, and so you are advised to consult the concerned section of the Institute.

### DEFERRED ENTRY

Applicants who wish to apply for deferred entry should obtain the prior written permission

from the Head of Admission. Applicants wishing to defer entry until September must meet all the conditions of their offer by 1st September. The tuition fees attached to your offer letter are based on the start date shown in the offer letter and will apply for the entire duration of your programme.

### CANCELLING YOUR ACCEPTANCE

After you have accepted our offer of a place, you can cancel your acceptance only before the last date. If you cancel within 14 days from the date of your acceptance, any deposit or administration or other fees you have paid will be refunded in full, deducting the processing fee. If you apply in the prescribed format before the commencement of the programme, the Institute will deduct a reasonable sum from the fees and shall be refunded, provided the wait listed candidate/s admitted in vacancy created by you but if there is no such wait list candidate then no refund will be made. All issues of cancellations shall be governed by the Directives by MHRD, AICTE which are already incorporated in Sri SIIM Admission Policy & Rules, the same is in part of the Admission Form. Please note that Registration Fee once deposited shall not be refunded.

### CHANGES TO PROGRAMMES, COURSES, MODULES AND SERVICES

Information set out in the prospectus and in the Institute's website is accurate at the date of publication. However, changes to programmes, modules, Institute services and the content of the prospectus may be necessary, to meet the requirements of an accrediting body or to keep courses contemporary by updating practices or areas of study. Changes to programmes or modules may also be needed because of circumstances outside the reasonable control

of the institute. Such as a key member of staff leaving the Institute or being unable to teach (where the programme or module is reliant on that person's expertise) or where the minimum or maximum number of students needed to ensure a good learning experience has not been met or has been exceeded. Other circumstances outside the reasonable control of the Institute include unexpected lack of funding, industrial action, severe weather, fire, civil disorder, political unrest, government restrictions or serious concern about the transmission of serious illness making a course unsafe to deliver. If changes to your programme are made after you have accepted your offer, the Institute will try to give you early notification of those changes and, where necessary, minimise their impact by offering suitable alternative arrangements, helping you find an alternative programme or university or providing compensation where it believes there is a fair case to do so.

### FEES AND PAYMENT

The tuition fees as agreed upon attached to your offer letter will apply for the duration of your programme (subject to any changes in the law or government requirements). It is your responsibility to make sure your fees and all expenses relating to your programme are paid in full and on time as per the schedule given to you. The Institute's requirements on the payment of fees can be found in Sri SIIM Annual Financial Rules & Directives of the respective year and Sri SIIM Admission Policy & Rules. If you are a sponsored student or you are under some scholarship, you are responsible for payment if your sponsor does not pay your tuition fees or if you become the under performer in the course. Unless otherwise your offer letter says that the tuition fee quoted in your offer letter does not include any charges



“ Sri SIIM is an excellent Institute and I don't find any comparison to it. The curriculum is designed in such a way that one can easily enhance his skills and can improve their personality. It has very positive vibes. The faculty and staff are very supportive, I am very happy to be a part of this Institute. It has changed my life and is helping me in grooming my personality. The facilities provided are simply awesome. ”

IRAM RAB  
PGDM 2013-15

for reexamination fees, cost of academic documents or uniform, extensions to the designated period of study, travelling expenses or any other miscellaneous expenses which may be related to your programme (such as the cost of field trips). Details of any other miscellaneous expenses you are likely to incur on your programme are shown for each course.

#### **NON-PAYMENT OF FEES/DE-LAY OF PAYMENT**

If you do not pay your tuition fees in full or on time, the Institute shall impose late fees which are set out in Sri SIIM Annual Financial Rules & Directives. As a result, you may not be allowed to progress on your programme or may not be allowed to appear the examinations or you may be expelled from the Institute. The Institute may also take legal action against you to recover any unpaid fees. If you do not pay any other (non-tuition) fees or other sums you owe, the Institute may also take action to recover those sums. This may include withholding any service for which you owe money (for example, if you do not pay library fines you may not be allowed to access the Library or use some or all of its facilities) or taking legal action against you. If, as part of your programme, you spend time in another university, institution or organisation in India or abroad, the rules and regulations of that university, institution or organisation are likely to apply to you while you are there. Some overseas institutions might impose academic sanctions, for example, they might refuse to release your marks, if you do not pay either tuition fees or any other fees or costs (such as hostel fees) which you owe them. This might mean that you are not able to complete your programme as planned.

#### **DEPOSITS**

We reserve the right to charge a deposit for some programmes.

Full details will be included in our offer letter.

#### **SCHOLARSHIPS, GRANTS AND BURSARIES**

At Sri SIIM we ensure that fears about finance do not constrain prospective students from considering the university and that excellence is rewarded. The Institute offers a range of additional financial support for students studying at Sri SIIM in the form of bursaries grants with refundable compensation and scholarships but all these come under the exclusive discretion of BoG and subject to the outcome of the decision of BoG based on your appeal with proofs.

#### **CONDUCT AND ATTENDANCE**

Students are required to attend lectures, tutorials, examinations and other activities as form part of their programme mandatorily with the attendance as prescribed in the Sri SIIM Rule of Students Code of Conduct. This includes the requirement to submit projects, dissertations, internship and it's project and coursework on time. Students must also be aware of and observe the Institute's regulations and codes of practice relating to conduct, plagiarism, attendance and reasonable diligence. The University can impose penalties if you do not follow these requirements, and in serious cases the Institute can suspend or expel you from the University.

#### **DIVERSITY AND EQUALITY**

The Institute prides itself on being a diverse community with multi faith. Our commitment to equality and diversity and the elimination of discrimination is embodied in the Institute's Charter and Statute and also in the Constitution of Sri SIIM Foundation Trust. Our aim is to ensure that the Institute remains an inclusive environment where equality of opportunity and tolerance for all are fostered and promoted.

#### **DISABILITIES**

If you have a disability, the Institute will be there to support you whenever possible. If you have not disclosed that disability, we encourage you to do so at the earliest opportunity. As individual student's needs (even those with the same condition) can vary, it is important that you contact Appropriate Administrative Authoritative before you accept any offer of a place to find out what type of support is likely to be available to you and what information we need to arrange it. If you choose not to tell us about your disability and provide this information with only short notice before your course or examination/assessment commences or do not provide full information about it before or during your programme, we will still try to do our best to help you but you might not be able to have access to the full range of support which might otherwise be available to you.

#### **RELIGIOUS OBSERVANCE**

The Institute is committed to the promotion of equality and Harmony of All Religions. However, you should be aware that: Sometimes we have to schedule activities, including examinations, on Fridays and Saturdays or on any day of your festival etc. If this is likely to conflict with the observance of religious days for some students, the University will try to make alternative arrangements within reasonable limits. Therefore students are advised to inform the Administration and/or the Examination Office in writing of such issues as soon as possible. So While the University imposes no dress code on its students and welcomes the variety of appearance brought by individual styles and choices of dress, there may be exceptions. For example, some professional regulatory bodies or placement providers may have requirements as to what can be worn in certain situations, such

as clinical settings. Non-Hindus are allowed certain special privileges including 03 additional holiday/leave in a academic year.

#### **INTERNATIONAL STUDENTS**

The Institute's International Students Advisory Service (ISAS) provides support and advice for prospective international students. The international students need a visa to enable you to be in the India to study, you will have to attend a Right to Study Check when you first arrive at the University. If you do not attend this Right to Study Check or cannot provide conclusive proof that you have the correct visa or immigration permission, you will not be allowed to begin your programme and/ or you may be eliminated from your programme. It is essential that you regularly read our emails (in the email account provided by you in your application to the Institute) and follow very carefully the instructions for arrival, collection of Residence Permits and Right to Study checks.

#### **INTELLECTUAL PROPERTY**

If you develop intellectual property including an invention, device, discovery, material, product, process, computer software or any other potentially valuable result or innovation with material input from the Institute's academic staff or as part of a collective project, programme or research activity, you will be required to assign all rights in such intellectual property to the Institute; the procedures and arrangements for notification and exploitation will be the same as those for Staff in the Institute. The Institute will not make any claim to any intellectual property developed by you in circumstances other than those set out above. Details of the Institute's procedures and guidance involving sharing of revenue from exploitation are available from the Director of Research and Knowledge Transfer within.

#### **ACCOMMODATION**

Your right to reside in the Institute accommodation is dependent on you continuing to study at the Institute. There are separate terms and conditions which apply to your occupation of Institute accommodation, and for further details, please follow Sri SIIM Hostel Rules. The Administration reserves right to evict you from Institute accommodation if your behaviour is found unbecoming and prejudicial to the interest of the Institute.

#### **WHEN YOU MAY BE ASKED TO LEAVE THE UNIVERSITY**

You may be asked to leave the Institute if:

- Your academic performance is not satisfactory!
- For breach of conduct, Fitness to Practise, low attendance or not meeting reasonable diligence requirements;
- You do not pay your fees in accordance with the Institute's Regulations;
- You are dismissed or expelled from any other organisation which you are required to attend or be a member of as part of your programme;
- You do not have the correct visa or immigration permission to study at the Institute, and you are an international Non-resident Indian student needing a visa to enable you to be in India to study;
- The Institute has reason to believe that you have not supplied all relevant information or have supplied false or misleading information relating to your application to the University;
- As a result of your actions, the Institute is unable to find a suitable placement which is required to complete your programme. A decision requiring you to leave the Institute will be taken in accordance



“ This is a great institute of management, which helps to grow our strength and confidence. It also focuses on co-curricular activities. This institute is providing me knowledge with values, culture and ethics.”

**Deepti Kumari**  
PGDM 2016-18



“ Sri SIIM is very unique among the world of Business Schools as it has the ability to produce extraordinary talent with its experienced faculty members and modern infrastructure. At Sri SIIM, one gets to learn a lot while working in teams, gets to explore different possibilities and also to interact with many Corporate persons. The faculty of Sri SIIM is very supportive, encouraging, and approachable, specially the CMT and the MD. This institute is well equipped with the modern technology and infrastructure. Sri SIIM is all about making students punctual, disciplined and giving them the right education, which helps not only in their professional life but also in their personal life, making them competent enough to survive in any situation of life. Sri SIIM’s hostel was like my second home. ”

**Naaz Ali**  
Batch 2013-15

with the relevant procedure and subject to any right of appeal or review.

#### COMPLAINTS / OMBUDSMAN

Sri SIIM is committed to providing a high quality educational experience, supported by a range of academic and administrative support and facilities. From time to time, however, things do go wrong, and if the matter cannot be resolved informally, the University provides students with a system for raising concerns and complaints about both academic and non-academic matters. The Codes sets out a procedure for dealing with students' complaints fairly, consistently and as quickly as possible. Students who are dissatisfied with a decision relating to a complaint they have raised may be able to complain to the Office of the Independent Adjudicator (OIA), an independent body under Legal & Vigilance Officer (LVO) which reviews student complains. Thereafter if the student is not satisfied, he/shemay proceed to the Higher Appealant Authority of OMBUSMAN and finally to the Highest Appelant Body, the Board of Governing Directors. More information about this is available on the website.

#### DATA PROTECTION AND DISCLOSURE OF PERSONAL INFORMATION

The Institute will collect a range of information about you from the application and registration procedures, as part of your academic progress which will also include Disclosure and Barring Service (DBS) checks or health checks (if necessary). The Institute and the organisations we work with to deliver programmes will use this to support you on your programme and for the administration and management of the Institute including statistical analysis. Some information may be disclosed outside the Institute, for example, at your request and with your consent in order to meet statutory obligations. We may disclose information relating to your academic progress to your sponsor. We will also ask for emergency contact details, and by providing them, you confirm that these individuals have consented to the processing of their personal data by the Institute. All information will be kept for a reasonable period in accordance with legal requirements and for administration purposes.

#### GENERAL MATTERS

The University will not be liable to you and you will not be liable to the Institute for any failure or delay in performing obligations. If the failure or delay is due to any significant cause beyond the Institute or your reasonable control, such as fire, flood or industrial dispute, etc. Your contract with the University is between you and the Institute and only these two parties can enforce it. The Consumer Protection Act does not apply. The contract between you and the Institute is governed by Instructional Statutes and Relevant Rules and Regulations of the Institute and the Rules and Regulations as framed by MHRD and AICTE.

#### FURTHER INFORMATION

This prospectus was published in February 2017 and refers to entry from September 2018 and thereafter. If you have any complaints regarding the accuracy or fairness of this prospectus, they should be addressed to the Head of Admission, who will investigate the matter and reply, in writing, within 21 days of receiving your written complaint. The Institute is a chairiable venture of Sri SIIM Foundation established under Indian Trust Act 1882 and is exempted from any tax to levied upon it under 12AA Indian Income Tax Act.



“ Transformational workshops on selective Indian ethos subjects Intensive integration of information technology and value orientation in all courses State-of-the-art campus with modern amenities, infrastructure, and a serene learning environment ”

**Naman Jain**  
PGDM Batch 2014-16

Uttaran

SRI SIIM CENTRE FOR SOCIAL RESPONSIBILITIES



## INSPIRATIONAL & VISIONARY PHILOSOPHY

Emphasizing the significance of societal concerns for the well being of humans,

**Swami Vivekanand says:**

"I consider that the great national sin is the neglect of the masses, and that is one of the cause of our downfall. No amount of politics would be of avail until the masses in India are once more well educated, well fed, and well cared for. They pay for our education, they build our temples, but in return they get kicks. They are particularly our slaves. If we want to regenerate India, we must work for them."

Similarly, **Albert Einstein said,** "Everyday I remind myself that my inner and outer life are based on the labours of other men, living or dead, and that I must exert myself in order to give in the same measure as I have

received and am still receiving."

It may be appropriate **to recall Gandhiji's talisman:** "Recall the face of the poorest and the weakest man whom you may have seen, and ask yourself if the step you contemplate is going to be of any use to him. Will he gain anything by it? Will it restore him to control his own life and destiny? In other words, will it lead to Swaraj for the hungry and spiritually starving millions?"

Adverting to the philosophy of business & charity, it would be worth recalling:

Adverting to the philosophy of business & charity, it would be worth recalling: "As water in a tank gets pure by filtration, so accumulated wealth is preserved by being employed in charity," **CHANAKYA** from 'Vridha Chanakya'.



### MISSION

Social capital-A Shared Destiny.  
Strive to view CSR as an intrinsic part of our activity and not an optional project.  
To follow socially responsible business practices that ensure an equitable distribution of financial resources and well being of the society in which we operate.  
To engage in ethical and responsible business practices that balances the needs of key stakeholders, employees and society at large.  
To understand the key concerns, priorities and perspectives of all key stakeholders.

### VISION

Prosper by helping society to prosper. Our mandate, thus, would be:  
i) Co-existence of functional priorities with social commitments.  
ii) Responsive to and responsible towards the society at large and specifically within which we operate and from which we draw sustenance.  
iii) Such efforts be geared towards creating sustainable impact on the neediest sections of our society.

Uttaran

SRI SIIM CENTRE FOR SOCIAL RESPONSIBILITIES



**VIKRAM KUMAR**  
Chief Executive officer

With the increasing growth of management, young professionals of some section of society, i.e. marginalised young students are left behind. The reason being that there is a gap in knowledge which has resulted from the economic, social and cultural background of this section of the society. The Centre for Corporate Social Responsibility is setup to take care of this vulnerable group which is large in number. The 'UTTARAN' is proposed to provide multifaceted services to this group through economic, social and cultural upliftment. The 'UTTARAN' would not only support this group in management skills but also extend financial support. It will further help in finding suitable places for financial self sufficiency of the group.

The Corporate sector has an important role to play for this centre. It can financially support the students of this community and help in achieving the management skills at par with other groups of students. It can extend the support in proving some suitable placement to start their career. This is the social responsibility of the corporate sector, which is indirectly, developing on the strength of this large numbered group.

With the full support of corporate sector, the 'UTTARAN' would achieve its vision and mission, and goals pertaining to its development and development of the group.

## ADMISSION UNDER FEE WAIVER QUOTA for ECONOMICALLY WEAKER MERITORIOUS STUDENTS THROUGH the Sri SIIM CENTRE for CSR

**SOCIETY AND Sri SIIM:** In tune with our rich cultural heritage, Sri SIIM has introduced a scheme of Institutional Social Responsibility (ISR). This initiative encourages knowledge gaining drive for the intellectually bright people of economically weaker sections of the society. The efforts would elicit encouraging response & would add an ethical dimension to our brand building. Besides, it would also result in establishing long term relationship with the society at large.

**ADMISSION IN NO FEE SCHEME (FEE WAIVER):** Sri SIIM offers admission in (Fee Waiver) No Fee Scheme under Corporate Social Responsibility in its acclaimed PGDM/MBA 2 years full time (day boarding) programme (14th batch). This Fee Waiver Programme is for those aspirants who have potential and aptitude to prove themselves, but are restrained, economically

### ELIGIBILITY

- Graduate in any discipline from a recognized university in India.
- Not less than 60% marks in aggregate, with consistent good academic record.
- Relaxation for students with achievements in extra curricular and sports at state, national or international
- Marks secured not less than 60% in the aggregate & consistently good academic record.
- Exemption for CAT/MAT/XAT score under this category.
- Submission of valid and satisfactory claim for falling in the economically weaker section as acceptable to Sri SIIM.
- Students from special category states as declared by Govt. of India (J&K, NE States, Jharkhand, Chattisgarh, upperhills of UK & HP). Applicable expense structure as against the total fee declared for full course in paid quota after accounting for the 100% waivers and substantive concession you would require to pay the fee, details of which are available at the office. Outstation candidates may apply in an application form-cum-prospectus by sending a crossed draft of the requisite cost of the prospectus, favoring Sri Sharada Institute of Indian Management-Research drawn on New Delhi. It can also be collected personally. Completed a plication form should be sent before 30th June.



**PREETI DIVEDI**  
Dy. Chief Executive officer

### SELECTION PROCESS

There will be an Entrance Test for the eligible candidates. Depending on the number of candidates the centers for examination would be located in the respective state capital. Date and venue would be intimated individually. Those who qualify the Entrance Test would be required to undergo a GD and a personal interview for which the date and venue would be intimated individually.

MAJOR PROJECTS

<p><b>HEALTH CARE CAMP:</b> <b>HCC.01-15 ( AROGYAM)</b> Identified locations having deficient health care facilities and inhabitants unaware of health concern would be served. In such areas our goal would be to provide quality health care facilities through our mobile clinics manned with doctors and para medics.</p>	<p><b>WOMEN SAFETY &amp; EMPOWERMENT:</b> <b>WSE.02-15 (NIRBHAYA)</b> Project aims to identify underlying problem posing hurdle to empowerment of women by removing obstacles in educating girls, Educating parents to plan for need of child education. Our hope is to awaken society.</p>	<p><b>SCHOOL ADOPTION SCHEME:</b> <b>ASA.03-15 (AASHAYEIN)</b> A project aims to adopt the schools in backward &amp; underprivileged area to ignite the desire for learning and gaining knowledge through a questioning mindset. To make available quality education for children to motivate students, teachers and communities.</p>	<p><b>SKILLING OF UNSKILLED YOUTH:</b> <b>SUY.04-15 (PROKAUSHALAM)</b> A project would aim at using information technology as a tool for self education. The project effort would be to create interest amongst the recipients and that will trigger multiply and peaks into self sustain progress and to make them aware of the vast opportunities for self learning.</p>
<p><b>BLOOD DONATION CAMPS:</b> <b>BDC.05-15 (RAKT SANDAN)</b> The project aims at fulfilling dire needs of needy patients who need life support through Blood infusion in medical emergencies. It is a satisfying experience for a donor the he/she could save the Life of unknown patients who may have been resting on a fraction of hope in their struggle for survival.</p>	<p><b>WELFARE OF SPECIALLY ABLED:</b> <b>WSA.06-15 ( KALYAN)</b> Our endeavor is to develop conditions that would provide respectful living environment for specially challenged persons by creating social awareness regarding their needs by pursuing Institutions, Offices and provide for them appropriate civic amenities and infrastructure for their unrestricted movements.</p>	<p><b>PROJECT FOR OLD PARENTS HOME &amp; ORPHANAGE HOME: BAGBAAN:</b> <b>BGB.07-15 (BAGBAAN)</b> A project to add life to years, take good care of the aged , we advocate and support with our new project Bagbaan with the help of infrastructure development for old age home, orphanage home. The idea is to minimize their feeling feelings of social disconnect.</p>	<p><b>WINTER PROJECT:</b> <b>WPT.08-15 (SANRAKSHAN)</b> Project is to provide the protection for needy persons against hostile weather during frozen winters by fulfilling their needs for existence; such as provision of woollen clothing, Blankets and other items.</p>
<p><b>CHILD EDUCATION SPONSORSHIP SCHEME:</b> <b>CES.09-15 (BAL SHIKSHA)</b> Project aims to help needy children, families and communities' access to best education in the society. It will facilitate overall growth and development of the society ; to serve the purpose of nation building leading to better future .</p>	<p><b>SOCIETY AWARENESS SCHEME:</b> <b>SAS.10-15 (JAGRUKTA)</b> To bring about Social Change, we advocate and support awareness programmes on anti social issues, de-addiction campaigns and programmes, espouse basic moral values.</p>	<p><b>DISASTER RELIEF PROGRAMME:</b> <b>DRP.11-15 (SAHAYATA KOSH)</b> The initiative is to provide holistic assistance to communities affected by natural disaster around the India. Sri SIIM family is socially oriented and devoted volunteer work force for meeting such eventualities.</p>	<p><b>SWACHHA BHARAT MISSION:</b> <b>SDW.12-15 (SWACHHA BHARAT)</b> An initiative aims to connect with PM's Clean India Campaign: Swachha Bharat Mission; We are committed to improve the hygiene amongst poor children studying in remote and rural areas schools by installation of filtration plants for safe drinking water and toilets to children specially separate for girl child.</p>



“ WEALTH IS NOT TO FEED OUR EGOS, BUT TO FEED THE HUNGRY AND TO HELP PEOPLE HELP THEMSELVES ”

## SCHOLARSHIPS & REWARDS



Sri SIIM also has a unique and comprehensive programme of Scholarship and Stipend Scheme to encourage the students in their academic pursuits.

These are:

- Special Scholarship and Sponsorship for J & K Students
- Special Scholarship and Sponsorship for Muslim Girls Students
- Bharathi Teeratha Scholarship (BTS)
- Fee waiver scheme.
- Meritorious Economically Weaker Students' Scheme.
- Fee Back Scheme for Toppers.
- Students of Best Philanthropic Mind Set.
- Student Business Magnet scholarship.
- V.S.Ramachandra Shastri Best Outgoing Students Award
- The Highest Institutional Award, The Hall of Honour
- Distinguish Alumni Award

## BLEND OF INDIAN CULTURE WITH MANAGEMENT

To connect our academic endeavours with our culture, we elicit students participation in different celebrations. The most important being the Navaratra Celebration followed by a grand bhandara. It is mandatory for every student to participate and undertake responsibility in each of such functions of great cultural value. Our students are very participative & take initiatives in making the



celebration for 9 days a memorable event. It has an educative value as well. Team work and competitive spirit is manifested from their active involvement. Performance and team building capacities are rewarded. Smiti Gupta of 2nd year got recognition as the best student volunteer on Bhandara day

## SENSITISING STUDENTS TO SOCIETY

Sri SIIM practices the concept of Vivek Management and imparts spiritual and traditional values, a component of skill development. In this quest, one such effort is to support the resource less children. Students of Sri SIIM help the mentally challenged persons who require special efforts for their place in the society. The money collected at the Institute through Photostat, lamination charges etc. is donated to some social welfare organisations. In addition, on an ongoing basis a part of Sri SIIM's earning, is also used to impart primary education to the children there. In the year 2008-09 a sum of Rs. 1,80,000 was donated along with 10 computers for these children. All these initiatives are taken as a part of Corporate Social Responsibility. All these efforts are geared towards making the world a better place.



# HALL of HONOUR'S Testimony



“Sri SIIM is not only an Institution, it's like a home which grooms everyone into a comprehensive figure which enables to encounter any challenge, be it professional or personal, ethical or emotional. Even after so many years of completing my course, I find that learning at Sri SIIM is still relevant.”

**Arundhati Bhardwaj**  
Batch 2006-08  
Assistant Vice President,  
Berger Paints Ltd.



“I have just one line to say about Sri SIIM, 'It's awesome, incomparable. Experience of studying in Sri SIIM is beyond expression and I am really short of words to describe. I invite the aspirants to plunge in journey of Sri SIIM.”

**Neeraj Bansal**  
Batch 2007-2009  
Asso. Vice President,  
UAE Exchange, Dubai



“Entrepreneurship always attracted me, as I believe that one should work hard to fulfil his or her own dreams and write the success story rather than being part of someone else's dreams. Sri SIIM has made it happen in my life. I started my journey by doing my summer internship in an animation company and today we are having the fifth largest animation studio in the world and the first web portal. Although, I am from a very humble background, (from Bihar), all this was possible only because of Sri SIIM.”

**Kumar Gaurav**  
Batch: 2008-2010  
Co-Founder & CEO,  
Animation Boss Com.  
& Animation Boss Studio



“For me, Sri SIIM is a beautiful mechanism for complete transformation of an ordinary individual to an outstanding leader. Yes, it has happened in every case. We have several reputed B-Schools in the country but studying at Sri SIIM has no comparison.”

**Shantanu Arora**  
Batch 2007-09  
Noted Singer & Indian Idol  
Contestant 2007  
Director: Sans School of Music



“The Faculty was a team of professionals who motivated us to steer clear of pre-conceived notions and rely on facts and figures.”

**Saranya B.**  
Batch 2008-2010  
Dy. Director(Technical)  
Wipro Technology Ltd., USA



“After I graduated from Sri SIIM I became a very different person from what I was when I first stepped in the campus. Most of the major changes in my life are because of the specific opportunities I found at a Sri SIIM.”

**Aastha Shukla**  
Batch 2009-11  
Senior Financial Analyst,  
Mesherak Bank, UAE.



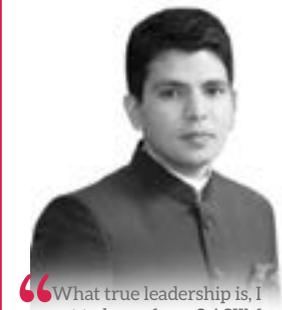
“Sri SIIM is not only an Institution, it's movement for transformation of human life from an ordinary man to an extraordinary personality. After the completion of my course, I was selected in Google Inc., and had worked there for some time. Thereafter I was given an opportunity to be a part of the Management Team of Sri SIIM. I opted to join, because I wanted to be a part of the Great Mission of Sri SIIM. Sri SIIM doesn't make the so called "managers" with theories and bookish knowledge, but it builds a complete man with extraordinary quality of leadership.”

**Geetanjali Kumar**  
Batch: 2010-2012  
Dy. Director & Student's  
Advisor, Sri SIIM



“Though I was specially attracted to Sri SIIM because of its transformational course & workshops on a unique subject "Bhagwad Gita for Leadership" & Indian Wisdom for Management, the intensive integration of information technology and value orientation in all courses, State-of-the-art campus with modern amenities, infrastructure, and a serene learning environment, has left me spellbound. Sri SIIM has made a huge difference altogether in my life.”

**Rahman Danish (PGDM)**  
Batch 2011-13  
Senior Analyst and  
Consultant,  
Exgivo Technologies



“What true leadership is, I got to learn from Sri SIIM. There were lots of ups and downs in my life but because of Sri SIIM's environment, teachings and the various opportunities, I got to be the CEO of Sri SIIM CSR. The unique study of the Bhagwad Gita for Leadership, has changed my perspective and objective of life. My gratitude towards Sri SIIM can't be expressed in words.”

**Karan Bhateja**  
Batch: 2012-2014  
Executive Officer, XXXX Ltd.



“It get reminded of my complete 2 years at Sri SIIM as how I entered as a boy who had no idea about how to go ahead in life. I would have got knowledge about management from any institute but at Sri SIIM, I got something more than knowledge of management and that is sense of responsibility which I was lacking of. I am completely different man after passing out. Sri SIIM CSR was the best experience of my life. I am confident; I can deliver the expectations and maintain the standard. I am in contact with the new batch and I believe they will also do very well.”

**Ashish Sinha**  
Batch 2014-2016  
Dy. Manager, Xedence Ltd.



“Every graduate of Sri SIIM has become a story, but my story is a second to none as I feel that Sri SIIM is present in every Sphere of my life. What I have achieved in Sri SIIM is much more than what one can achieve in one's academic life or from a B-School. Sri SIIM has made me realize the true strength, The Bhagwad Gita for Leadership has enabled me to discover my confidence and victory over the weakness of mind. It has empowered me upto the state that everything is possible in one's life if one has self confidence and conviction.”

**Karishma Shekh**  
2014-2016  
Financial Analyst,  
WNS Global Consulting Ltd.



Mahindra & Mahindra Ltd.

Revered Swamiji,

In occasion of birthday of Dr. Radhakrishnan I wish you a very warm teacher's day Sir.

You always being a true mentor and after passing out of two years down the line I use to remember those Bhagavat geeta classes days where you have been a guiding light . I kept that class note book along with me so when I got demotivated or stressed out due to work pressure I use to look after and try to memories those glorious period. It really works as a stress buster ! It's my routine affairs to read the Bhagwat Gita Class Note to ease out my hectic life.

I am still working with Mahindra & Mahindra in the vertical of manufacturing division as Associate Vice President. Hope SriSIIIM is going all the way for a quality leadership in management education & managing life . I do not got any chance to go to Delhi. But if I get chance I would definitely like to visit my alma mater once again to rejuvenate myself.

I wish you all the best for your health and future endeavours - Sir.

Seeking your immense blessing

Your Sincerely .

Sourmik  
Associate Vice President-Manufacturing Division  
Mahindra & Mahindra Ltd.



Respected Swamiji

Hope you are doing well.

It's always blissful connecting with you and seek your blessings.

Completed 1.6 years at corporate. Working in a consulting firm round the clock at least 15 hours per day, one day late in the office I remembered your classes during PGDM ( had a small tea break). We used to feel a lot pressure during the PG days and I still remember your words that you used to say that this is nothing once we join corporate we would understand what corporate pressure is. I still remember that we used to study our finance classes and put our all efforts, but you used to say the only classes we would remember are the Bhagwad Gita classes and your teachings as to how to manage pressure and manage life. How to keep focus and manage the time. How important it is to keep the "control over our mind" and work efficiently.

It is a little ironical but true that same as college days, I wake up 7 am and take the cab to office. But the only difference is that during college days we knew we would be free by 6:30 pm but now I do not know when I will enter our house.

I surely believe that the training that I have received has helped me to cope with the challenging corporate environment and would seek your guidance to shape the my career further.

I know you are very busy but if possible would seek your permission for a meeting as per your availability to discuss my career plans further.

Seeking your Blessings.  
Thanks & regards,  
Ankur Datta Roy  
Transaction Advisor



Pearson

Rev Swamiji

I wish and hope that this mail finds you in best of the health, It has been long since we have spoken over mail, I just was remembering yourself since it is almost 2 years that I have passed out from Sri SIIIM.

I remember having problem in learning BHAGWAD GITA Shlokas in Sanskrit but I have always remembered and imbibed the lessons taught by yourself from BHAGWAD GITA . I have not found any better interpretation of Shlokas than what you have enlightened us with your interpretations.

I would like to take this opportunity to Thank You for your time in the college, that will remain with me always and I shall cherish it always.

I bow down and seek your Blessings.

Your Sincerely  
Ketan Bhateja



STANDARD CHARTERED BANK

Respected Swami Ji

I would like to give you thanks for the two year of improvement in me through your teachings and practical training. This has resulted in vast improvement in my career. By god grace, Today i am working with one of the leading multinational bank, Standard Chartered, Delhi. You have not only enhanced my personality but also provided me with in-depth knowledge of the concerned subjects( like Indian Wisdom of Management) which has really helped me a lot to prove my stand.

As I am growing in my career and climbing the ladder of success, I am planning to give an extra edge to it by expanding my knowledge horizon. For that, I would be lucky and really thankful to you if you can provide me with Letter of Recommendation (LOR)-(format attached in the mail) which is required for filing an application for higher studies. This will play a major role in making the admission process better and smoother.

Once again, I am really thankful to you for those two years of learning and development which has not only gave boost to my career but as well as to my personality. Moreover, I hope that you will continue to teach not only to help students to stand at the top in their studies but also in their career.

Grateful for your help.

Enclosed: LOR Format

Thanks and Regards  
Astha Shukla  
Vice President - Corporate Banking

COMPLIMENTS from ALUMNUS

# Leadership SUMMIT

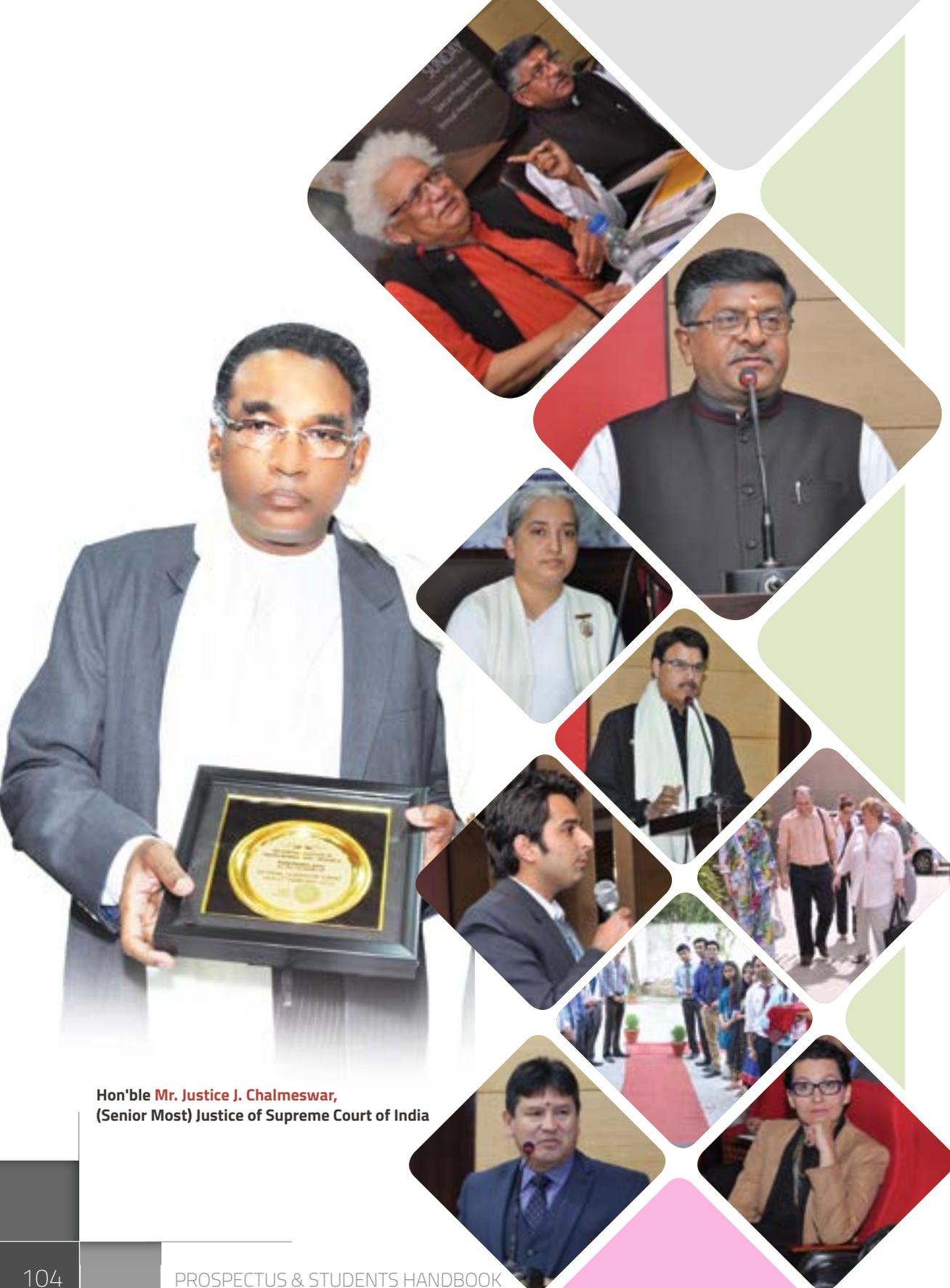
## BUSINESS Summits & EXTRA CURRICULAR Events

The National Leadership Summit of Sri SIIM is one of the Mega Annual Events of the Institute. It's a 2 day long Programme, inaugurated by Some of the Prominent Figures of India and Abroad. The Summit commences with a grand inaugural session followed by 5 Technical Sessions and finally concluding with a session of Valedictory Address by some important dignitaries. The National Leadership Summit is always a contemporary theme based programme comprising of a Main Theme and several important sub themes for all other Technical Sessions.



HIS EXCELLENCY SHERIF MOHAMED. FEKRY  
Ambassador of Egypt





Hon'ble Mr. Justice J. Chalmeswar,  
(Senior Most) Justice of Supreme Court of India



Sh. Gangaram Aahir, Hon'ble Union Minister of State for Home



## FOUNDATION DAY Celebration

It is very important to know where you've come from, the 11th day of May is celebrated as the Foundation Day of Sri SIIM. On this day we are reminded of how Sri SIIM was instituted, its journey as an movement of Neo-classical Management & Leadership blended with Indian Wisdom, Ethos, Values and rich Indian Culture.



The celebration comprises of presentation of awards in various categories like Speed Viva Awards, Economic Survey Awards, Sri SIIM CSR Budget Report and Presentation Award, Best Outstanding Service Excellence Award, Co-curricular Activity Award, Fee Back Scheme for Topper and Top Scorer in IWM.



Foundation day Speech by Sh Shyam Jaju, National Vice President, BJP

# Annual GENERAL MEET & GENERAL Budget SESSION

In Sri SIIM, we believe in **GOOD GOVERNANCE** with **TRANSPARENCY & FAIRNESS**. The Annual General Meet is the event which proves and validates the commitment of Sri SIIM. Every year we hold the Annual General Meet & Sri SIIM Foundation General Budget Session. The objective of this meet is to set the standard of **BEST PRACTICES** of **TRANSPARENCY, FAIRNESS** and **PARTICIPATORY LEADERSHIP** aiming at the **GOOD GOVERNANCE**.

The General Meet is structured in Two Sessions, 1st Session is for Submission of Unaudited Statements of Account, Annual Report of Sri SIIM Foundation and Economic Survey & Financial Analysis. Thereafter the 2nd Session is for Sri SIIM Annual General Budget Session and The Budget of 'The Uttaran', Sri SIIM Centre for Social Responsibility. We get our Annual General Budget approved every year in this forum. Our students prepares the Economic Survey & Financial Analysis.



## INTERFACE with STAKEHOLDERS

### SOME OF OUR CONTRIBUTIONS

- Nobel Prize winner Sir Peter Mansfield constructed the very first MRI scanner in the physics department at The University of Nottingham in the 1970s. Four decades later, his ground-breaking research is still having a profound effect on the world of medical research, and the University has received a further £9m to continue advancement of the technology.

- In the last year, the University has secured a record-breaking £181 m worth of new grants to fund its pioneering research. These grants include £2.85m to run two major engine-related research projects for the development of new technologies in low carbon vehicles, £12.5m to train a multitude of scientists to lead the next industrial revolution in biosciences and £6m to build a research facility to prototype a new generation of tiny nano-sensors.

- In 2013, Harminder Dua, professor in ophthalmology at the University, and a team of researchers, found a new layer of tissue in the cornea which has revolutionised eye surgery. The newly found layer has been named 'Dua's layer' after the ground-breaking discovery by the professor. The University also won the 2014 Times Higher Education award for research project of the year in recognition of the achievement.

### WHAT DOES THIS MEAN FOR YOU?

You'll be working with, and learning from, some of the brightest minds in the sector who are changing the world with their work. They are passionate and motivated, and this dedication attracts funding for further development, worldclass facilities and the latest technology, so you'll benefit from libraries and laboratories with the best equipment and materials. The opportunities that the University can bring to you are endless, for example a first-year student from the University's Malaysia Campus has recently had a literature review of the Southeast Asian monsoon published in an academic journal and one of our alumni, Professor Sir Ian Vifilmut, went on to manage the team that cloned Dolly the sheep. If you're interested in a research career in the future, you couldn't be in a more inspiring environment.



# GYAN DIKSHA Samaroh

## & INDUCTIONS PROGRAMME

Gyan Diksha Samaroh is organized as the Commencement Ceremony of the Academic Session in the month of September, every year. As a tradition of Sri SIIM, on this day, students of the new batches are welcomed wholeheartedly, with happiness and warmth. We make them aware of the significance of their commitment to transform themselves into leaders. The whole programme is structured to blend the gurukulam tradition of Indian and modern university system. It's always attended by High Profile Dignitaries from Political, Diplomatic Community, Bureaucrats and Corporate Leaders.



Sh. Fagan Singh Kulaste, Hon'ble Union Minister for Health, Govt of India was the Chief Guest to deliver the Gyan Diksha Address, His Excellency Mr. Juan Jose' Cortez Rojas, Hon'ble Ambassador of the Sate of Bolivia and Sh. Ramesh Biduri, Hon'ble Member of Parliament were present as Guest of Honour.

# HR Summit

Our HR Summit is one of the Largest Annual Events of the Institute. It's a day long summit inaugurated by some of the Prominent Figures of India specially in the field of HR. The Summit commences with a beautiful inaugural session followed by 3 Technical Sessions and the penultimate aleatory session with the Valedictory Address by a noted HR Guru. The Summit is based on a relevant main theme, while there are other important sub themes for all Technical Sessions.

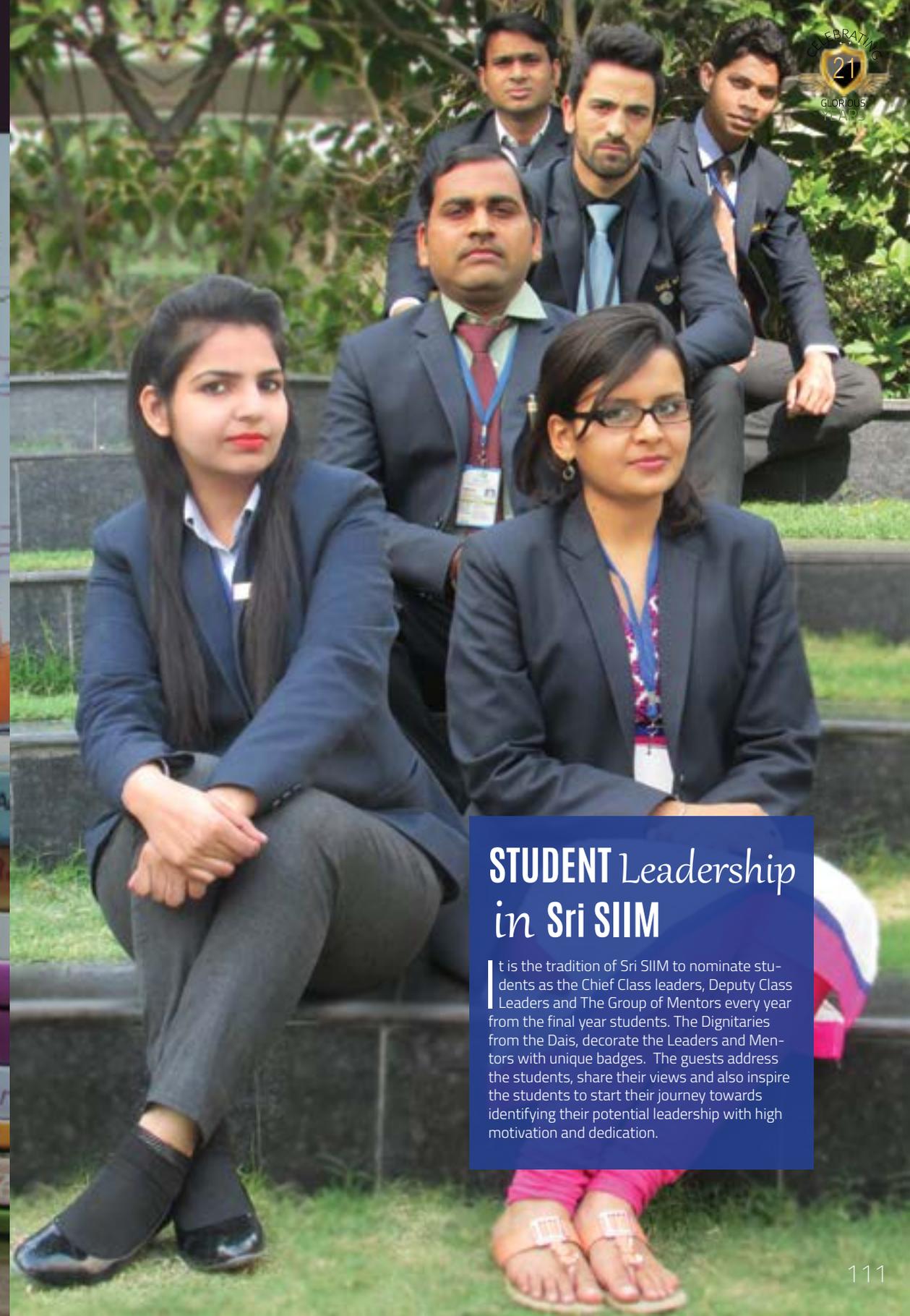


Padam Shree Dr. Preetam Singh, Noted Management Guru, Founder Director IIM Lucknow delivered the valedictory address of HR Summit. Mr. Rajneesh Bawa, Group Director(HR), ALP Group. Dr. B. P. Singh, Director( HR) R.J Corp, Mr. Deepak Bharara, Chief HRO, Lanco Group, etc. were among the noted Speakers of the Summit. Renown HR Guru, Mr. Dawrkanath, Director(HR), GlaxoSmithKline Ltd., was the Guest of Honour of the HR Summit.

# DIGITAL Studio & Sri SIIM RESEARCH PRESS

Sri SIIM has its own publication house, the Sri SIIM Research press, with support from graphic design, management and production team with high-tech systems. We regularly publish world class research journals, books and newsletters. We release an international research journal, The Politeconomy, and The Abhinava Prabandhan, a unique compilations of research papers on Indian Wisdom, Ethos & Values in Management & Leadership. The Vivek Management is the quarterly newsletter of Sri SIIM, which we publish.

## PUBLICATIONS



## STUDENT Leadership in Sri SIIM

It is the tradition of Sri SIIM to nominate students as the Chief Class leaders, Deputy Class Leaders and The Group of Mentors every year from the final year students. The Dignitaries from the Dais, decorate the Leaders and Mentors with unique badges. The guests address the students, share their views and also inspire the students to start their journey towards identifying their potential leadership with high motivation and dedication.

# Important **MOMENTS** of our **INSTITUTE**



# Future **AGENDA** of Sri SIIM

WORLD SCHOOL  
OF *Transformational Leadership* (WSOTL)

*Adi Shankara International Centre*  
FOR RESEARCH & DEVELOPMENT (AICRD)

*Bharathi Teertha School*  
OF DISTANCE LEARNING ( BTSDL)



GLIMPSE OF FESTIVALS & CELEBRATION IN SRI SIIM



HOLI CELEBRATION



BASANT PANCHAMI CELEBRATION



NAVRATRA CELEBRATION



GANDHI JAYANTI QUIZ COMPETITION



DIWALI CELEBRATION



CHRISTMAS DAY CELEBRATION



SRI SIIM IN BOOK FAIR



REPUBLIC DAY CELEBRATION

दीक्षांत समारोह:  
**Graduation Ceremony**

2022  
The Convocation  
17<sup>th</sup> March  
Saturday



SRI SHARADA INSTITUTE OF  
INDIAN MANAGEMENT-RESEARCH



SRI SHARADA INSTITUTE  
INDIAN MANAGEMENT-RESEARCH





**PROF. COLIN COULSON THOMAS**  
*Interacting with Students*

## Sri SIIM ADMISSION POLICY & RULES

Signature at Pages: Please Confirm with

- Cover Page
- Page No. 5
- Page No. 14
- Page No. 28
- Page No. 31

Signature of the Applicant Student\_\_\_\_\_

## CLAUSE I: FOREWORD

### 1. Introduction and Clarification:

- Sri SIIM Admission Policy & Rules is the standard statute for admission in institutions, schools and academic units under Sri SIIM Foundation and thus shall be applicable to all the units and shall not be amendable and modifiable unilaterally by any units and its functionaries.
- The Institute and its units under Sri Sharada Institute of Indian Management Research Foundation had been practicing these prevailing rules and norms for Admission which are presently unwritten. By virtue of this document, these have been formulated in a structured format.

### 2. Interpretation on Scope of Power

- These Rules shall govern admission to all academic courses, be it formal Course under any statutory body or any constitutional body established by the Federal or State Government or non-formal course and programmes run under Sri SIIM Foundation.
- Except the Boards, no other bodies or councils of Sri SIIM Foundation shall have authority to infringe upon these Rules. Nor an interpretation of these Rules shall lie in their domain.
- No administrative or academic head or Department of Admission shall have the power to tinker with the rules or by pass these Rules.

### 3. Definition

**Application:** Means a formal request seeking Admission to an Academic / Professional Course submitted through a Specified Format.

**Board :** Means Board of Trustees or Board of Governing Directors.

**CA:** Means Competent Authority of an Institution or Unit.

**Cancellation:** Means cancellation of admission by an appropriate authority of an institution.

**Concerned Officer:** Means any officer in Admission Dept. or head of academics or administration.

**Documents:** Means document(s) of academic, non-academic such as Mark Sheet, Grade Sheet, Completion Certificate, Degree, Migration, Transfer Certificates, Affidavits, Undertakings, Bond, Agreement and any other papers and documents from any academic institution or university or an authority required.

**Drop out:** Means Discontinuance from a course after the last date of withdrawal of admission.

**Economic Backward:** BPL category or whose family income below National per capita income.

**Exigencies:** means an urgent need or demand or an emergency or that which is required in a particular situation.

**Form:** Means Admission Form for seeking Admission in Formal or Non-formal Courses leading to conferring a Degree, Diploma, Training, Certificate Course etc.

**Fees:** Tuition Money paid in exchange of study & teaching and would exclude charges payable under various heads as given in Fee structure & footnotes therein.

**GDPi or PI:** Means "Group Discussion & Personal Interview" and 'PI' is personal Interview.

**HCA:** Means Highest Competent Authority of an Institution or Unit or of the organization as the case may be.

**Last day of Admission:** means 15th August of a calendar year (as set by the Hon'ble Supreme Court on its judgment on WP 853 of 2014 in the case of Varun Saini & Others Vs G.G.S.I.P University) for Under Graduate / Post Graduate courses but for other courses, guidelines of Federal / Provincial Government and its concerned statutory body be adhered to.

**Last day of withdrawal of Admission:** means 31st August of the calendar year (as set by the Hon'ble Supreme Court on its judgment on WP 853 of 2014 in the case of Varun aini & Others Vs G.G.S.I.P University for Under Graduate / Post Graduate courses but for other courses, guidelines of Federal / Provincial Government and its concerned statutory body be adhered to.

**NOC:** Means No Objection Certificate by the concerned authority/department or the concerned person/student

**Other Charges:** Means all other charges / Expenses payable while undergoing a course excluding the Fees specified in Fee structure, charges for obtaining the Documents and towards Cost of Uniform or any other charges as specified in Sri SIIM Annual Financial Directives.

**Programme or Course:** Means any Formal or Non-formal Courses whose completion leads to conferring a Degree, Diploma, Training, Certificate

**Refund:** Means refund of deposited fee amount after defraying permissible expenses before the commencement of the course and last date of withdrawal of admission as per Regulatory provisions. Accordingly, the amount payable is computed and specified for refund to the bonafied beneficiary.

**Registration:** Means a written request for registration for participating in the admission process to an approved course of studies.

**Rule:** Rule Means Sri SIIM Admission Policy & Rules.

**Sri SIIM Foundation:** Means the Sponsoring Body of an institution or its unites

**Scholarship:** Means an award of financial aid granted to a student for pursuing his studies on fulfillment of laid down criterion, norms relating to merit and or need etc. to be made to support a student's fee for education on the basis of academics and other

achievements.

Sponsorship means when the sponsoring Trust of the Institution/Unit i.e. Sri SIIM Foundation Trust undertakes funding of shortfall in the gross fee amount represented by sponsored amount or by any other nomenclature either partially or fully on the own or in collaboration with a Corporate body or a funding agency or any such other avenue for meeting repayment obligation towards sponsored component of the Fee structure applicable to the student concerned.

**Verification:** Means the process of establishing the truth or validity of documents, supporting evidences, papers submitted for seeking admission to an academic course.

**Withdraw:** Means cancellation of admission by the student concerned before commencement of the course and before the last day of withdrawal admission

## CLAUSE II: GENERAL POLICY OF ADMISSION

### 4. Scholarship etc

- The scholarship is not a matter of right it is a matter of privilege to be determined and awarded by the Institutional Authority.
- Scholarship shall be given on the basis of the following :
  - Merit (Academic/Non-academic)
  - Academic Track Record/Score
  - Outstanding Co-curricular Track Record
  - Recognition latent talent
  - Achievement in Field & Track events/competitions National/International level only
  - Extra ordinary past performance(s) in areas which may reckoned with on a case-to-case basis. Need based
    - Unmet Financial needs assessed on the basis of laid down norms.
    - Qualifying norms based on gender, religion, family, medical history or any other student specific factor.
- The exact criteria for awarding a scholarship shall require to be formulated prior to the beginning of the admission process by the Admission Department in coordination with Admission Committee and Head of Institution with the Approval of CA/HCA.
- Once the criteria is fixed for the specific academic year, shall not be diluted or lowered down or scaled up.
- Consideration of scholarship is subject to the submission of appropriate and valid supportive evidence accompanying the application for scholarship.
- The Institutional Authority shall be vested with the right to withdraw the scholarship or lower down the quantum of scholarship if an awardees student is found:
  - Involved in Anti-Institutional activities.
  - Violating Sri SIIM Rules of Student Code of Conduct amounting to gross misconduct
  - Involved in ragging or advocating / inciting, aiding & abetting, supporting the ragging oriented activities.
  - Causing moral turpitude or indulging in criminal offences or participating in any activity amounting to infraction of Law of the Land.
- The student(s) who has / have been awarded scholarship must maintain academic track record and adhere to the academic and non-academic norms as may have been stipulated while awarding a particular scholarship.
- Failure to comply with the standard norms governing the award of Scholarship shall call for and management review of decision for continuance of award of Scholarship availed by awarding the student concerned.
- No appeal shall be lie against the withdrawal or scaling down of the scholarship; the latter under provision of Section 4 (f) of these Rules.

### 5. Sponsorship

- The Institution/Unit may mobilize the sponsorship amount to meet out short fall in fees amount payable otherwise in absence of sponsorship.
- Sponsorship amount is to be determined within the structure of the fee and thus would form a part of the quantum of Fee payable otherwise by a student. Provision for sponsorship aims at providing to a student an alternative source of funding to eliminate recourse to loan facility by a student. Thereby, sparing him of meeting out repayment obligations towards an Education Loan. The Institute/Unit shall not persuade or encourage or canvass or student for availing sponsorship. The sole discretion in the matter lies with the student concerned.
- Sponsorship is not a scholarship. This is an arrangement secured by monetary bond as it is in place of Education loan granted by a Bank from Bankers to support funding of the cost of studies for completing a particular course of studies by the borrower student. Sponsorship is not a grant. It is a financial assistance secured by execution of Monetary Bond by a student.
- Sponsorship should make every student's entertained if he/she prefers to obtain so.
- The quantum of sponsorship shall be determined prior to the beginning of the admission process by Head of Institution with the approval of CA/HCA.
- The Institution's Authority shall have the sole discretion to withdraw the sponsorship if a student is found:
  - Involved in Anti-Institutional activities.
  - Indulged in violation of Sri SIIM Rule of Student Code of Conduct amounting to gross misconduct
  - Involved in ragging or advocating or supporting the ragging activities.
  - Involved in causing moral turpitude or in offences attracting a provision of Law of the Land.
- No appeal shall be entertained/considered against sponsorship withdrawal or its lowering down due to reasons as enumerated under Section 5(f) of these Rules.
- Once the student has opted the sponsorship scheme and its funding is secured by a Bond executed by the beneficiary student, the said student shall be bound to return the sponsored amount to the sponsoring Trust, Corporate body, funding agency or any such agency which has taken responsibility of funding if the student concerned fails to pursue the course/programme for which

he sought enrolment.

- (i) Student has to execute a sponsorship bond sought on a prescribed format which is to be submitted along with the Admission Form while obtaining admission under sponsorship scheme. (See Format Appendix).
- (j) Once the sponsorship Bond is executed by a Student, the Institute/Unit shall not undertake any delegation towards sponsoring Trust, Corporate body, funding agency or any such agency which has taken responsibility of to fund his/her fees representing the sponsored component.

#### 6. Admission under Quota

- (a) The admission under quota shall be governed by the guidelines of Federal /Provincial Government and its concerned statutory body if any, which shall require to be adhered to.
- (b) In absence of the guidelines of Federal / Provisional Government and its concerned statutory body, Institute/Unit can formulate/ device its own system quota intake in an Admission to a particular course/programme.
- (c) In Admission process merit consideration shall be accorded the top priority over other consideration that may have been set out for a particular course/programme.
- (d) Under any circumstances, the merit of a student shall not be subverted or undermined, in favour quota considerations..

#### 7. Muslim Girls & J&K Quota

- (a) Institute should encourage the Girls Education in general and specially the Muslim girls in particular. Therefore, a special privilege shall be granted to Muslims girls for admission to a particular Course/Programme.
- (b) A specific quota shall also be determined and reserved for the Muslim Girl(s).
- (c) The criteria/privilege or the quantum of reservation shall be formulated over and above the general category, or normal category, prior to commencement of the admission process and be notified accordingly.
- (d) The criteria privilege and quantum of scholarship/sponsorship or other privileges shall also be determined prior to the commencement of the admission process and be notified.
- (e) Quota for the students from J&K shall be governed as per rules, norms, and guidelines by Federal or Provincial Government for all formal courses.
- (f) For all Non-formal Courses, Certificate Courses or Diploma Courses, the Board of Governing Directors shall be formulating the quantum of fees and quota for admission reservation.

#### 8. Waiver of Fees

- (a) The waiver of fee may be considered for awarding on the following basis:
  - (i) Extra-ordinary and outstanding merit
  - (ii) Outstanding track record in co-curricular activities.
  - (iii) Outstanding achievements in Field/Track Events/Competitions in World/International Level.
  - (iv) Meritorious but orphan student with extreme economic backward condition.
  - (v) Meritorious & Economically Backward condition
- (b) The exact criteria for waiver of fees shall require to be formulated prior to the beginning of the admission process by the Admission Department in coordination with Admission Committee and Head of Institution with the Approval of CA/HCA.
- (c) Once the criteria is fixed for the specific academic year, shall not be diluted or lowered down or scaled up.
- (d) Consideration of waiver of fees is subject to the submission of appropriate and valid supportive evidence in accompanying with the application for scholarship.
- (e) The Institutional Authority shall be vested with the right to withdraw the waiver of fees or lower down the quantum of scholarship if an awardee student is found:
  - (i) Involved in Anti-Institutional activities.
  - (ii) Violating of Sri SIIM Rules of Student Code of gross misconduct
  - (iii) Involved in ragging or advocating / inciting, aiding & abetting, supporting the ragging related activities.
  - (iv) Causing moral turpitude and indulging in criminal offences.
- (f) The student(s) who has / have been awarded waiver of fees must maintain academic track record and adhere to the academic and non-academic norms as may have been stipulated while awarding a particular waiver of fees.
- (g) Failure to comply with the standard norms governing the award of waiver of fees shall call for and management review of decision for continuance of award of waiver of fees availed by awarding the student concerned.
- (h) No appeal shall be lie against the withdrawal or scaling down of the waiver fees; the latter under provision of Section 8(e) of these Rules.
- (i) No application for waiver of fees shall be entrained/accepted by the Administration or by the Department of Finance.

#### 9. Rule for Collegiate/Non-Collegiate/Dis-Collegiate Candidates

Selected candidates are required to attend their classes from the very beginning of the session. Candidates who take admission after commencement of the session will have their percentage of class attendance counted from the very next day of their admission.

- (a) **Collegiate Candidates-** Students are required to attend at least 95% (inclusive of approved medical leave as per rule) of the total lectures delivered to them in the session to complete the said course. They are eligible to appear at the each End term/ Semester Examination (As defined in Rule 10.2 (a)(i) of Sri SIIM Rule Students Code of Conduct and Rule 16 (v)(a) of Sri SIIM Rules Student Code of Conduct).
- (b) **Non-Collegiate Candidates-** The Students whose percentage of class attendance is less than 95% and above 80% of the total lectures delivered to them in the session will be treated as Non-Collegiate candidates as defined Rule 10.2 (a) (ii) of Sri SIIM Examination Rules and Regulations and Rule 16 (v) (b) of Sri SIIM Rules Student Code of Conduct, such candidates shall be allowed to seat in supplementary re-examination without any additional fine except re-examination fees per paper. But students whose attendance percentage below 80% and above 65%, shall also be allowed to seat in re-examination with an additional fine alongwith re-examination fees per paper.
- (c) **Dis-Collegiate Candidates-** The candidates whose percentage of class attendance falls below 65% of the total lectures delivered to them in the session will be treated as Dis-Collegiate candidates. They are not eligible to appear at the End Term / Semester Examination. They have to repeat the particular Trimester/Semester to establish the credible attendance as per Rule.

#### 10. Supports for Incubation of Enterprise

- (a) Sri SIIM encourages and motivates the Entrepreneur skill of student, therefore, support shall be extended for incubation for establishing the entrepreneurship by the student while they are studying in Institute/Unit under Sri SIIM Foundation.
- (b) Support for incubation of entrepreneur skill shall only be extended to the Under Graduate/Post Graduate student, in formal course duration of 2 Years/3 Years/ 4 Years of study.
- (c) Support for incubation for Entrepreneur skill may be extended by way of providing space, time and any other category subject to the submission of an application with all supporting documents/evidences; CA/HCA may consider the render the same.
- (d) For establishing the incubation centre, the student may seek a collaborative support/co-operation from any external agency, government body, corporate body etc. with the approval of CA/HCA.

#### 11. Do's and Don'ts while conducting the GDPI or PI

##### Do's

- (i) Each Interview shall be conducted at least for a minimum duration of 15 minutes and mandatorily not less than that.
- (ii) A prospective student should be asked to relate himself in terms of his dream, views of life and importance of Disciplined life in the professional world.
- (iii) In case an Interviewee wants to seek clarification in respect of any aspect of Institution (Sri SIIM) it must get clarified from either highest authority or from Admission Department, prior to commencement of interview.
- (iv) During discussion, the entire conversation shall and must be focused on motivation, encouragement and to bring home to a student that Sri SIIM shall be the right place for fulfilling his/her dream.
- (v). Highlight the strength of the Institution, such as : (only issustration in nature)
  - (a) Homely/Family like environment in the campus where personal attention is is bestowed on each student.
  - (b) Hostlers are taken care of so that they do not feel the absence of home like environment.
  - (c) Opportunity for learning Foreign Language i.e. Spanish/German. Or any other language as may be decided.
  - (d) An Unique course of "Bhagavat Gita for Leadership" which shall not only enhance the capabilities of students but also facilitate excellence in their work and personal life. By attending this course of "Bhagavat Gita" one shall be able to discover one's latent potential paving the way for transformation in their life.
  - (e) Opportunity for creative writing in two International Journals and in house News Letter, One may aspire for being a Student Editor of the same.
  - (f) "Uttaran" Sri SIIM Centre for Social Responsibility a unique platform to exhibit their concerns for societal causes and to deliver services to satisfy their urge to give back to society.
  - (g) Opportunity to actively participate and lead several conferences, seminars and events.
  - (h) Opportunity to participate in International/National seminars, events and to meet with the whose and who.
  - (i) Opportunity to meet several legendary figures and luminaries representing a wide spectrum of pursuits.
  - (j) Opportunity to participate in, competition and debates Enabling them to build perspective on a specified subject matter.
  - (k) Opportunity to work under Incubation centre to start up his/her own enterprise inside the Campus only.
  - (l) Coveted emphasis be given to Sri SIIM ethos in supporting the harmony of religion, castes, colour creed and all faith with a focus on our Indian traditional heritage.

##### Don't's

- (i) Don't communicate any demerits of the Institution. Keep away all your personal likings/disliking relating to campus environment
- (ii) Don't portray the Institution as strict Institution as the strictness is not the objective. Rather Interviewer must portray the Institution as a Centre of grooming for the student as highly disciplined, value based professional with the help of structured regulated way of living life.
- (iii) Don't attempt to mislead or miscommunicate about an issue which you don't understand. In such case, your silence or avoidance in regard to the subject matter is desirable.
- (iv) Don't express your personal emotion and feelings to the candidate as most of the time that is misconceived and misunderstood by the candidate.
- (v) Don't feed a student with an incorrect information on a point of doubt raised by him. This would have a disadvantage of being counter productive
- (vi) In case a student singles out any demerit or the weakness about the Institution, but don't support or accept his views.
- (vii) Don't discuss any topic / subject which is neither beneficial to the candidate nor helpful to the admission.
- (viii) Don't discuss or criticize any political view or your preference for own political affiliation. Such discussions being irrelevant are to be avoided.
- (ix) Don't discuss any topic on religious/communal matter that also definitely makes an adverse impact on the candidate/admission.

## CLAUSE III : PROCEDURE OF ADMISSION

#### 12. Notification for Admission

- (a) The Admission Notification for each course / program is required to be published well in advance at the beginning of admission session.
- (b) The contents of Notification must be approved prior to its publication.
- (c) The publication of the Notification may be through print or digital media as well as inter a Institutional Notice Board(s).

#### 13. Application – Eligibility Criterion

- (a) Students applying for a course or program have to apply through specific format along with Identity Proof, Address Proof, requisite Mark sheet(s), Degree Certificate(s), Migration/Transfer Certificate etc.
- (b) All students have to apply through online application form as well as submit Hard Copy of the same. (see Format Appendix).
- (c) The format of the application may vary in case of each course/program as per need and requirement of the specific program.
- (d) The format of the application may be designed by the Department of Admission in coordination with specific Department or Institution under which the program shall be run and thus shall be approved by the Competent Authority.
- (e) If there is any specific instruction from the regulatory authority/statutory authority or by the Government in such case the Institution has to abide by those instruction(s) while designing the format of admission application form and for setting eligibility

criterion.

- (f) All the filled application forms along with the documents are required to be screened and verified by the two layers of scrutiny, first by the concerned Department of Admission and thereafter by the Administration or Admission Committee or who so ever authorized by the Competent Authority.
- (g) Under both layers of verification, the concerned officer has to put the stamp of "checked and verified found correct " alongwith the date and signature.
- (h) All the pages of the application form are required to be signed in full by the applicant student and any unattended and blank space in application forms shall not be allowed and accepted. All cuttings/substitutions are required to be authenticated by the candidates.

#### 14. Eligibility Criteria

- (a) The eligibility criteria for admission shall be according to the norms and regulations of the Federal/Provincial Government and its concerned statutory body.
- (b) No eligibility criteria is allowed to be set by the concerned Institution over and above the standard set by the Federal/Provincial Government and its Regulatory Authority for the specific program and course.
- (c) In absence of any specific instructions, norms and guidelines by the Federal/Provincial Government and its Regulator body, the concerned Institution or its Department can set its own eligibility criteria and standard with the approval of Competent Authority.
- (d) Once the eligibility criteria and standard is set, and approved by the Competent Authority, No dilution of the said eligibility criteria and standard shall be permitted during the specific year and session of admission unless and until it is approved by the Highest Competent Authority.
- (e) But no dilution shall be permitted below the standard or norm set by the Federal/Provincial Government and its Regulatory Authority.

#### 15. Test & Selection

- (a) The selection of the students for a specific course shall be based on the following parameters :
  - (i) Past Academic Performance
  - (ii) Past Co-curricular performance
  - (iii) Work Experience (required if any)
  - (iv) Score of written/apititude test
  - (v) Group Discussion
  - (vi) Personal Interview
- (b) Based on the parameters as stated in 15 (a) top scorers shall be selected for admission.
- (c) The Admission Committee with the approval of Competent Authority shall have the liberty to fix the weightage of marks in each parameter as stated under section 15 (a)
- (d) If there are any specific instructions, norms and regulations of the Federal/Provincial Government and its concerned Statutory body, the parameter and its weightage shall be fixed according to that.
- (e) In the case of any admission, under any specific Quota or categories as set by Federal/Provincial Government and its concerned statutory body, thus shall be followed accordingly.
- (f) In absence of any specific instructions, norms and guidelines by the Federal/Provincial Government and its Regulator body, the concerned Institution or its Department can set its own parameters of selection with the approval of Competent Authority.
- (g) Once the parameter and the selection process criteria and standard is set, and approved by the Competent Authority, no dilution of the said selection process shall be permitted during the specific year and session of admission unless and until it is approved by the Highest Competent Authority.

#### 16. Registration

- (a) A student's registration for the course and program has to apply through a specific format. (See Format Appendix).
- (b) All aspiring students have to registrar their names to participate in the admission process.
- (c) The format for registration may be varied from course to course and program to program according to need and requirement of the specific program but should preferably be simple requiring only basic information.
- (d) Registration may be done only through the online process.
- (e) Application for Registration does not constitute application for admission.
- (f) Application registration form must be filled while paying the cost of application form and prospectus.
- (g) The cost of the application form and prospectus may be fixed by the Institute concerned with the approval of Competent Authority and thus may be varied from Course to course and program to program.
- (h) Once the cost is fixed before the admission process, it shall not be lowered down during the process of admission for a particular session or academic year of admission.

#### 17. Fee Structure& payment

- (a) Unless and otherwise a particular fee structure is fixed by Federal/Provincial Government and its concerned Statutory body; for the specific course and program, the Institute concerned shall have the liberty to fix its own fees structure and the mode/ schedule of payment.
- (b) The date of payment of fee shall be decided by the Admission Department in coordination with Finance Department only for the registration fee and first installment.
- (c) For rest of the installments, Finance Department shall have to maintain the specific schedule of payment as declared in fees structure.
- (d) Unless otherwise approved by the BoG or BOT, the date of payment of fees is neither to be extended nor preponed in case of any student nor in general.
- (e) The Institute shall fix the quantum of Other Charges with the approval of Competent Authority to account for the cost of the services and items to be provided to students during time frame of their study.
- (f) Once the quantum of charges is fixed it shall not be varied for a particular session/ year for the specific course and program unless and otherwise decided by the Board of Governing Directors or Board of Trustees.
- (g) The Cost of Uniform, Overseas study trip and any other extras or add ones shall neither be covered under Tuition Fees or other charges. These charges would be other than Tuition Fees & Other Charges which may have been already specified.
- (h) In each case of late payment of fees, the student concerned has to submit the late fees as may be determined and thus cannot

be exempted unless otherwise decided by the BoG or BOT

- (i) The quantum of late fee to be levied would be governed by the Sri SIIM Annual Financial Directives and Rules.
- (j) As much as possible the transactions of fees and charges shall be through online, debit, credit, Demand Draft and non cash mode, except in any exigency provided specifically permitted by an appropriate authority in individual case.
- (k) While fixation of Fees & Other Charges the admission committee/fee fixation committee or the concerned department of the unit concerned must keep in mind that our objective is not profit maximization or any commercial motive, rather its for value based training, professional skill building, academic development and character building and to nurture contributing good citizen for nation building.

#### 18. Submission of Undertaking (s)

- (a) Every student irrespective of Course and Program must submit a written undertaking(s) at the time of admission in specified format (See Appendix Format) by way of Oath cum Affirmation for Sri SIIM Student Code of Conduct and all other prevailing Rules and Regulation of Sri SIIM/Sri SIIM Foundation including its all Notification, Standing Order, Directives and Notices along with its all Modifications and Amendments and the Permanent Injunction of Hon'ble High Court on Dharna, Demonstration etc.
- (b) Unless and otherwise the undertaking as stated under Section 18(a) jointly by parent / guardian and student is submitted at the time of Admission, no admission shall be valid.
- (c) If applicant student refuses to submit the said undertaking(s), the Institute shall have the right and authority to cancel the admission with prior notice/information to the concerned applicant.
- (d) In addition and apart from the said undertaking as stated under section 18(a), the Institute Administration may direct to submit any sort of legitimate undertaking during currency of the Course / Program and the student is liable and bound to submit the same.
- (e) In case of non-submission or denial of the same as stated under Section 18(d), Institute shall have the right to initiate appropriate disciplinary and legal action against the erring student including the expulsion from the course and program.

#### 19. Confirmation of Admission

- (a) Admission shall be confirmed subject to the approval of the Office of the Highest Competent Authority and subject to the compliance of all prevailing sections of the Admission Rules.
- (b) On each case of approval and confirmation of these shall be stamped of the same and signature.

#### 20. Joining & Induction program

- (a) Every student admitted to respective course and program has to undergo induction program. It is compulsory and mandatory.
- (b) Absenteeism in the Induction program shall affect overall attendance percentage.
- (c) Each and every student has to maintain specific note book to note & expand all the salient points of lectures, presentations by the respective guest speaker and has to submit to the office of the Competent Authority for scrutiny on each day of Induction Program.
- (d) At the end of the Induction Program there shall be test based on contents of the lectures and presentations delivered during the program and the marks obtained may be incorporated as supplementary marks with the examination score.
- (e) Before valedictory address as concluding part of Induction program, there shall be session for briefing about the Sri SIIM Rule of Students Code of Conduct and other prevailing Rules and Regulations. At this point of time, students may seek clarifications on their specific concerns regarding these Rules
- (f) There shall be valedictory session/program on the concluding day of induction program and Highest Competent Authority shall be invited to deliver the valedictory address to the new entrants.
- (g) On the day of valedictory program some prizes be given to newly admitted students whose performance in Induction Programmes merits recognition on the basis of norms/parameters as may have been determined..

#### 21. Allocation of Hostel Accommodation

- (a) The Hostel Accommodation is compulsory for Girls Students who are from Non-Delhi/NCR Area.
- (b) However, allocation of Hostel Accommodation to Non-Delhi/NCR Girl students is subject to the availability of rooms.
- (c) If the student fails to join on the commencement day of session /program, the Institution Administration shall have the right to cancel Hostel Accommodation without prior notice. Normally no appeals would be preferred or entertained in respect of such cancellations.
- (d) In the event of non-reporting to the Hostel and on cancellation of Hostel Accommodation, Hostel fees once submitted cannot be refunded.
- (e) Once Hostel accommodation is allotted to a student on their requisition, the concerned student has to stay for full academic session and program else he/she has to pay full hostel fee. Under any circumstances, no exemption would be granted in this respect.
- (f) No application shall be entertained / accepted in respect the said matter by any Department/official of the concerned Institution.
- (g) The Hostel Room occupancy shall be allotted cross religious, cross cultural, cross linguistic basis with the inter mix of course program and seniority.
- (h) No deviation or departure from Section 21(e & g) shall be allowed and no application/request of student in such matter shall be accepted by the Institute Administration.
  - (i) Rest of the Hostel matters shall be governed by Hostel Rules and Regulation of Sri SIIM.

## CLAUSE IV: VERIFICATION OF DOCUMENTS & ITS RETURN

#### 22. Submission

- (a) The students applying for a course or program have to submit all requisite documents in original as stated in the subsequent paragraphs along with Identity Proof, Address Proof, Migration/Transfer Certificate etc., thus shall be mandatorily original but not any true copy/Photostat copy or any attested copies.
- (b) For UG or Diploma Courses: All Original Mark sheet(s) and Certificates of 10th, 12th, Exam Hall Tickets/Admit Cards, Character Certificates and Migration/Transfer Certificate etc.
- (c) For PG or PG Diploma Courses: All Original Mark sheet(s) and Certificates of 10th, 12th and Degree/s Exam Hall Tickets/Admit Cards, Character Certificates and Migration/Transfer Certificate etc.

- (d) For below the level of UG or Diploma Courses: All Original Mark sheet(s) and Certificates of 10th, 12th or any of these, Exam Hall Tickets/Admit Cards, Character Certificates and Migration/Transfer Certificate etc.
- (e) For Training or any Certificate course or short course: All academic or non-academic documents in original as to be decided by the concerned institution or its unit with the approval of competent authority.
- (f) The candidate must also submit other original documents/supporting evidences that may be needed for availing scholarships, quotas or sponsorships or fee waivers.
- (g) Failure/failing to submit the said documents in original as stated u/s 22(a) to (f) shall render the admission invalid and would thus get nullified with out prior notice.
- (h) Failure to submit the said documents in original as stated u/s 22(f) the privilege granted in the admission of a student shall render it invalid & would get nullified without prior notice.
- (i) The said originals must be attached with the two copies of the Photostat of same documents.
- (j) The original documents so received from the newly admitted students must immediately be digitized by IT department and to be kept in respective year and course wise folder in IT department and that similar copy of CD be kept in the respective file of the concerned students.
- (k) All the original documents should be kept under the custody of the HCA of the Institute/Unit/Organization. The admission department must respective submit those original documents for safe to the said custody of the HCA in a week time along the file of the concerned student.

#### 23. Verification

- (a) The purpose for submission of original is for the sole objective of verification of authenticity of the said documents and for such purpose any true copy/Photostat copy or any attested copies shall not be acceptable in substitution of the original.
- (b) The documents, in original, shall be sent to the concerned issuance authority for verification and scrutiny.
- (c) Thus shall also require to be sent to the concerned university, statutory body for verification under whose jurisdiction the concerned student has taken admission for the particular course and completed his studies.
- (d) If the outcome of the verification process is negative surfacing any discrepancies and found to be fake or tampered etc. the admission granted to a student shall be invalid and nullified with out prior notice.
- (e) Any objection on the said rules u/s 23(a) to (d) neither shall be entertained nor shall justify the need for a review/deviation/ departure.
- (f) On reporting of receiving or on receiving any fake or dubious or forged documents, irrespective of cancelling of admission to a course the matter shall also be reported to the police along with initiating appropriate legal course of action..
- (g) Unless and other wise decided by the BoT/BoG no deviation shall be carried out by the concern institute/unit upon u/s 23(e) of this instance.

#### 24. Time Duration

- (a) The institution/unit neither can take the responsibility for an expeditious verification nor can guarantee any time bound verification.
- (b) The time duration of verification is subject to the process, taken recourse to discretion of the respective issuance authority as well as the time duration for postal transit and any force majeure situations.
- (c) If any student has taken admission under any sponsorship quota or under any bonded fees or under any highly subsidized fees quota, the time duration of return of documents shall be concurrent with duration of the course to which admitted and until and unless the student concerned is successfully finishing the course without any loss to the institution or damage to the property of the institution.
- (d) If the case of any student is subjudice or referred to any court of law insuch case the documents shall be in the safe custody of the institution and shall not be returned till the time duration of conclusion of the judicial proceedings unless and otherwise any order from the court of law.

#### 25. Returning of Documents

- (a) The original documents shall be returned to the concerned student immediately after the completion of verification and on receiving of those documents after verification.
- (b) The due process of returning of original documents must be followed such as: Obtaining of Application in Specified Format, Obtaining an Undertaking along with two(02) witnesses, on receiving the application on specified format thus shall require to be processed through proper channel of clearance along with NOC from all the department of the institution/units and final approval for return from the CA or HCA whichever is applicable.
- (c) The Undertaking along with two(02) witnesses must be obtained from a student while handing over the original documents.
- (d) The original documents must not be handed over to any one other than the concerned student unless he/she is appearing in person and fulfilling the norms and rules applicable for returning the documents.
- (e) The original documents neither be handed over to parents/guardian or any authorized persons of the student nor through postal mode, unless the concerned student is appearing in person and fulfilling the norms and rules meant for returning the documents.
- (f) Unless and otherwise any order from the court of law or by virtue of any prevailing law, the original documents can not be handed over to any police personnel or enforcement agency or any representative of the same.
- (g) If any student has taken admission under any sponsorship quota or under any bonded fees or under any highly subsidized fees quota, the time duration for return of documents shall be synchronous with duration of the course and until and unless the student concerned in successfully finishing the course with out any loss to the institution or damage to the property of the institution.
- (h) When a student's case is subjudice or referred to a court of law in such case the documents shall be in the safe custody of the institution and shall not be returned till the time duration of conclusion of the judicial proceedings unless and otherwise any order from the court of law.
- (i) Unless and otherwise the fulfillment of the requirements as enumerated u/s 25 (a) to (h) any application or request or any approach shall not be entertained and thus shall be dismissed on the face of it.
- (j) In the case of withdrawal of admission or drop out or cancellation after the approval of the same, the original documents immediately be returned to the concerned student if those documents are available with the institution/unit, unless and otherwise contrary to any Clause of the Rule or any other Prevailing Rule of Sri SIIM Foundation
- (k) In case of the non-availability of the original documents with the institution/unit due to non completion of verification process / non return from the issuance authority after verification or due to delay in postal transit, the concerned student has to wait till those are returned and in such cases the institute/unit shall not be held responsible and liable for non-compliance of Rule 25 (a)

& (b).

#### 26. Loss of Documents

- (a) In custody: If the documents are lost or damaged while in custody of the institute, the concerned institute/department shall be solely responsible for such loss or damage.
- (b) The erring staff or official under whose custody the documents were kept shall render himself with penalty towards cost coupled with disciplinary action be initiated as per Sri SIIM Service Rules and liable for punishment.
- (c) In addition the institute concerned through the erring staff or by resorting to any other means (cost to be born by the erring officials)has to help the concerned student for obtaining from the concerned documents issuing authority.
- (d) In transit :If the documents are lost or damaged while being in postal transit, the concerned institute/department shall not be responsible for such loss or damage.
- (e) While in custody of Issuing Authority: If the documents are lost or damaged while in custody of an issuing authority, the concerned institute/department shall not be responsible for such loss or damage.
- (f) In the event of loss or damage of a document the matter must be reported jointly by the concerned institute and the student to the concerned Police Station
- (g) Institute is not liable to pay any financial compensation to the concerned student or his/her guardian on any such loss or damage.
- (h) Unless and otherwise any order from the court of law or by virtue of any prevailing law, Institute is not liable to adhere to any directions of an enforcement agency or any other agency to pay any financial compensation to the concerned student or his/her guardian and or such like support on any such loss or damage.

### CLAUSE V: WITHDRAWAL & REFUND

#### 27. Application

- (a) The student has the liberty and right to withdraw his/her admission and that application for withdrawal be submitted in specified format (See Format Appendix) on or before the last date of withdrawal of admission and before commencement of the course.
- (b) The last date of withdrawal of the admission in UG & PG Courses shall be 31st day of August of the particular year.
- (c) In the case of other courses/programmes that shall be decided by the institution/unit and be announced through a Notice.
- (d) Submission of the withdrawal application after the last date of withdrawal of the admission in UG & PG Courses which shall be 31st day of August of the particular year and in the case of other courses/programmes as decided by the institution/unit and announced through a Notice, shall not be treated/entertained as withdrawal of admission. In such case the student who desires to withdraw be advised to follow the Rules under Clause: VI. and the withdrawal application shall not be received.
- (e) The application for withdrawal shall not be accepted in any form other than on hard copy of the format as specified,
- (f) The last date of admission be decided by the institution/unit for other courses/programmes shall and be announced through a Notice unless and otherwise decided by the BoT/BoG.
- (g) The last date of withdrawal of admission shall be decided by the institution/unit for all courses/programmes other than UG & PG Programmes and be announced through a Notice unless and otherwise any directive or norms and guide lines from the Federal/ Provincial Government and its concerned statutory body.
- (h) The last date of admission be decided by the institution/unit for all courses/programmes shall and be announced through a Notice unless and otherwise any directive or norms and guide lines of the Federal/Provincial Government and its concerned statutory body.
- (i) The date of commencement of the UG & PG course shall be 1st day of September of the year, unless and otherwise any directive or norms and guide lines or regulations from the Federal/Provincial Government or its concerned statutory body or any direction from any Court of Law or any decision to the contrary by the BoT/BOG.
- (j) To be added

#### 28. Processing

- (a) The application so received for withdrawal as submitted in specified format (See Format Appendix) on or before the last date of withdrawal of admission and before commencement of the course shall be processed
- (b) Process be followed such as: The application so received be processed along with the personal file of the particular students by obtaining of Application in Specified Format, the Undertaking according to this Rule under Clause III, Rule 18, Clause IV under Rule 25 (a) to (c), on receiving of the application on specified format thus shall required to processed through proper channel of clearance along with NOC from all the department of the institution/units and final approval from the CA or HCA whichever is applicable.
- (c) No withdrawal application irrespective of being in specified format shall not be accepted or shall be taken cognizance of or considered if it is received through e-mail.
- (d) The application for withdrawal as submitted in specified format shall only be submitted to the Head of Admission and the said department shall initiate to process through Proper Channel.
- (e) The Admission Department after processing the said file along with application and having obtained the necessary NOC and approval from CA/HCA shall initiate the process of returning the original documents as per Rule 25 and Refund of Fees as Per Rule 29 & 30 of this Rule.

#### 29. Computation of Refund

- (a) The computation of refund shall be as per specific rule, norms and regulations of the Federal/Provincial Government and its concerned statutory body after due process and NOC from all concern department of the institute as per the application received according to Rule 29.
- (b) Unless or otherwise if any student has taken admission under any sponsorship quota or under any bonded fees or under any highly subsidized fees quota, loan guaranteed by the Trust, the assessment be done keeping in view of these facts and also by assessing the loss if any to the institution or damage to the property of the institution.
- (c) The Department of Finance after having received the file from the Admission Department after processing the said file along with application and having obtained the necessary NOC and approval from CA/HCA shall initiate the process of refund as per Rule.

### 30. Refund

- (a) Refund of fees to students under different circumstances for AICET Courses shall according to AICET rule and AICET guidelines no. - AICET / Legal / 04(01)/2007, April 2007.

Sl. No.	Case of Admission Withdrawal	Refund Amount
i.	When the request is made before the date of start of the academic session and the institute could fill the seat before the cutoff date from the waitlisted candidates.	Entire fee less by Rs 1000/-. The refund amount should include full amount of security, caution money also
ii.	When the request is received on/after the beginning of academic session and the institute could fill the seat before the cut off date from the waitlisted candidates.	Entire fee less the Seat Cancellation Charges on pro rata basis. For calculation of pro-rata basis, 1 month shall be treated as 1 unit. For example if the candidate withdraws within a month after the start of academic session and the seat is filled before the cut off date, the cancellation charges on pro rata basis will be the amount of total fee/12 or Rs.1000/-, whichever is higher.
iii.	When the request is received before/after the start of the academic session and the institute could not fill the seat	No Refund except security deposit shall be made
iv.	Settlement of dispute	Usually the court jurisdiction of the area where the B school is situated is to be exercised. If the dispute is with IIM Ranchi, the jurisdiction area will be Ranchi
v.	As per Sl. No. 3, Since the Sri SIIM does not take any security deposit / caution money for AICTE courses, So if the application for withdrawal is not received on or before last day of withdrawal of admission and not prior to commencement of academic session not refund such be made.	No Refund except security deposit shall be made

- (b) Refund of fees to the student under UGC/University Courses shall also be governed as per under u/s 30 (a) of this Rule.  
(c) Refund of fees to students admitted in course in school education, or any other formal education under Board of Education/ Council of Education under Federal/Provincial Government shall be governed as per norms and guidelines laid down thereto.  
(d) In absence of any particular norms/rules, guidelines as stated u/s 30(b) of the Rule shall be governed under section 30(a) of this rule.  
(e) For any other informal course / Diploma course/Certificate course, no refund shall be made except the caution money (if any) once Admission is confirmed.  
(f) All the refund amount shall be process directly to bank transfer or by the Account Payee Cheque in favour of the particular Students.  
(g) The amount of refund must not be handed over to any one other than the concerned student unless he/she is appearing in person and fulfilling the norms and rules applicable for refund of fees.  
(h) The amount of refund neither be handed over to parents/guardian or any authorized persons of the student nor through postal mode, unless the concerned student is appearing in person and fulfilling the norms and rules meant for refund of fees.  
(i) Unless and otherwise any order from the court of law or by virtue of any prevailing law, the amount of refund can not be handed over to any police personnel or enforcement agency or any representative of the same.

## CLAUSE VI: CANCELLATION & DROP OUT

### 31. Cancellation by the institution

- (a) Consequent upon noticing discrepancy while in process of verification of Documents of academic or non-academic nature submitted for seeking admission, the enrolment of the concerned student shall stand cancelled. Accordingly the Admission of the concerned student shall be cancelled.  
(b) The Institute/Unit shall reserve its right to cancel the admission of a particular student if found that he/she was previously involved in any criminal activity or prosecuted for causing disruptive activities or moral turpitude.  
(c) On finding an adverse report of the enquiry by an enquiry committee, the Institute/Administration shall have the right to cancel the admission of particular student.  
(d) The admission of a student shall be cancelled for following reasons :  
(i) If found that student has taken admission by misleading the Institution about his/her eligibility,  
(ii) Any academic document such as degree, certificate, marksheet, grade certificate, transcription, character certificate, migration certificate etc is/are found fake, tempered, manipulated, extrapolated, interpolated.  
(iii) If found that the score, percentile of the All India Test or Aptitude Test is manipulated, extrapolated or the document submitted in support is fake, tempered or fabricated.  
(iv) Subsequent to enrolment of a student to a course/programme if the Institution is forced to discontinue the pertinent programme as a result of force majeure event, the institution concerned will notify to that effect as soon as possible and use reasonable endeavours to transfer the affected student to a suitable replacement programme for which the student qualifies. In case the alternative course does not suit a student or institution is not able to provide replacement programme, the admission would be cancelled from the Course. No further liability would be incurred by a student towards payment of remaining tuition fee except what was due payable by the student towards tuition fee upto the period of continuance of his studies. No refund would be entertained.  
(v) If a student does not conduct himself in accordance with the undertakings executed by him at the time of seeking admission to a course. Or if a student fails to abide by the requirements as are set out by any Professional body's

terms and conditions related to the offer of admission under the pertinent tie-up.

- (vi) In the event of any conflict between a provision in these terms and conditions and the documents forming part of the relationship with the institution (affected person in the capacity of a student and institution as provider of education) these terms and conditions and the Admission Rules shall normally take precedence.  
(e) If any student is found involved or engaged in anti Institutional activity, immediately his/her admission to the related course / programme shall be cancelled.  
(f) If any student is found involved or engaged in Anti-national activities, his/her admission to the concerned course/programme shall be cancelled.  
(g) If a student is unable to pay or refuses to pay the fees, or charges as prescribed his Admission shall be cancelled without giving prior notice.  
(h) If any student refuses to acknowledge & sign written submission in prescribed format (See Format Appendix) meant for acceptance of Sri SIIM Admission Policy and Rules& Sri SIIM Students Code of Conduct and any other stipulated undertaking his/ her admission shall be cancelled without prior intimation or notice..  
(i) Institution reserves this right to cancel the Admission of any Student if he/she is found indulged in manipulation / misleading / spreading misinformation about her eligibility of Quota, to avail privilege on backward Economic Condition or eligibility criteria of Scholarship

### 32. Drop out by the Students

- (a) If any student applying / willing for discontinuation of the course after 15th August of the Calendar Year (as set by the Hon'ble Supreme Court on it's judgment on WP 853 of 2014 in the case of Varun Saini & Others Vs G.G.S.I.P University) or last date of Admission notified if any, shall be treated as case of Drop Out and thus neither be considered as withdrawal of Admission nor Cancellation of Admission by Student.  
(b) In such case as stated in Section 32 (a) the concerned student shall require to apply through a prescribed format, meant for dropping out cases (See Format Appendix).  
(c) Application submitted on a format other than prescribed format as stated in Section 31(b), shall not be entertained under any circumstances.  
(d) Having received the application for dropping out on the prescribed format, the office of the Registrar should initiate the process of dropping out, to channel through Admission Office, Library, Administration Office, Office of the Controller of Examination, Department of IT or Lab, and all other relevant departments for clearance along with obtaining the NOC from the said department of the Institution/Unit and be sent for final approval from Competent Authority or Highest Competent Authority, whichever is applicable.  
(e) Application for dropping out shall only be submitted to the Office of the Registrar and be addressed to Registrar/Admin Officer/ Director/Principal whichever is applicable.  
(f) Registrar Office/Admin Office/Director's Office/Principal's Office whichever is appropriate after processing the said application and having obtained the necessary NOC and approval from Competent Authority/Highest Competent Authority shall initiate the process of returning Original Document as per Rule 25 if the Original Academic document(s) is/are in possession with the Institution/Units.  
(g) If the student is the hosteller, then he/she shall only be permitted to vacate the Hostel after the completion of process of dropping out as stated in Section 32 (a) to (f).  
(h) If any student has taken admission under any sponsorship Quota, the process of returning of Original Academic Documents in dropping out cases shall be in accordance with the Clause IV, Section 25 of these Rules

### 33. Suspension of Admission

- (a) The admission of a student shall be suspended if any enquiry instituted against the student proceeded against is held guilty of charges levelled against him shall be dealt with in accordance with Section 31 of these Rules.  
(b) The Institute/Unit shall have the right to suspend the admission pending enquiry if :  
(i) It is found that the presence of particular student shall be dangerous or injurious to culture, belief and objectives of the Institution /Unit.  
(ii) Found misbehaving with /insulting officials or the staff of Admission Department or any officials of any Department of the Institution/Unit.  
(iii) If found involved in any Anti-National/Terrorist, Communal activities.  
(c) The Institution/Unit reserves right to suspend the admission of a student if parent/guardian/relative/friend is found misbehaving/ insulting the staff of Admission Department or any officials of any department of Institution/Unit or is found involved in lowering down the image of the Institution/Unit.  
(d) The Institute/Units shall have the right to suspend the admission of any student if he/she is delaying the payment of fees without valid reasons/approval of the Competent Authority/ Highest Competent Authority.  
(e) The Institute/Units shall have the right to suspend the admission of any student if he/she refuses to pay LATE FEES as stated under section 17 (h) & 17 (i).

## CLAUSE VII: COMMITTEES & DEPARTMENT

### 34. Structure & Role of Department.

- (a) The responsibility of managing the entire end to end process of admission shall be the responsibility of Admission Department.  
(b) The Admission Department shall be headed by an official in the rank of Director/Deputy Director whichever is appropriate in prevailing situation.  
(c) The Head of the Department of Admission/Head of the Admission Department shall be the Charge-de-Affairs of the Department and all other staff and officials employed/deployed in the Department shall be reporting to the Head.  
(d) The admission promotion wing of Institute/Unit shall also be working under the subordination and supervision of Head of the Admission Department.  
(e) The admission promotion activities shall be managed and coordinated under the supervision and guidance of the Head of the Admission.  
(f) Except the drop out case, stated under Section 31, Clause VI, the withdrawal of admission, before the last day of admission

- i.e. 15th August of the calendar year and withdrawal of admission i.e. 31st August of the calendar year (as set by the Hon'ble Supreme Court on its judgment on WP 853 of 2014 in the case of Varun Saini & Others Vs G.G.S.I.P University), shall be responsibility of Admission Department.
- (g) The Head of the Admission Department with the approval of CA/HCA shall be empowered to appoint admission channel partner/ consultants/or any such agencies which will co-operate and assist in the admission process.
  - (h) With the approval of CA/HCA, by following the due process, the Head of Admission Department shall be empowered to fix the quantum of remuneration(s) for the admission channel partner/consultants/or any such agencies which will co-operate and assist in the admission process.
  - (i) The Head of Admission Department also be responsible for releasing of the remuneration of co-ordination with the Department of Finance and Accounts.
  - (j) Except the Head of Institute/Unit, the office of the Registrar/Admin Officer or any such department shall have no jurisdiction over the Head of Admission.
  - (k) Head of Admission Department shall be working under the guidance/supervision of Head of Institution/Unit/CA/HCA and shall only reporting to him directly.
  - (l) Head of the Admission shall be authorized to appoint or nominate the Interview Board consisting of the members in the rank of Assistant Professor or above and all such appointments shall be done in consultation with the Head of Admission Committee.
  - (m) But in exigencies the Head of Admission Department can appoint the interview Board directly if required.
  - (n) Head of the Admission neither shall have any right or power to revise fee to recommend any revision of fees for any student nor he/she can recommend any extension of date or schedule of payment.
  - (o) The possible structure shall be as under :
  - (p) Unless or otherwise decided by the Board of Governing Directors or HCA, the Head of Admission Department shall be solely responsible for collection of Registration Fee and 1st Installment of Fees & charges.

### 35. Structure & Composition of Committee

- (a) There shall be one Admission Committee in the Department of Admission to monitor and assist the process of Admission and selection.
- (b) The Admission Committee shall be headed by the CA/HCA/Head of the Admission Department and three other members shall be appointed by the CA/HCA on the recommendation of Head of Admission Department.
- (c) The decision of HCA regarding constitution, dissolution and alteration of Admission Committee shall be absolute.
- (d) Admission Committee shall be constituted prior to commencement of Admission of the particular academic year/session for the term of the ensuing academic year.

### 36. Power & Functions of Committee

- (a) Admission Committee shall be responsible to conduct the admission Interview, Test, GDPI.
- (b) Admission Committee shall be responsible for finalize the list of selected students for admission.
- (c) Admission Committee shall oversee that selection for admission has been done after following the due process of assessment of meritocracy/quota as directed / defined by Federal/Provincial Government and its concerned statutory body or any other prevailing criteria of selection as per statutory norms.
- (d) The Admission Committee shall meet from time to time to review the admission process & scrutiny of selection of the candidates etc.
- (e) The Admission Committee shall also suggest the quantum of fees & charges and its structure, payment schedule etc. in consultation with the Department of Finance and Accounts.
- (f) CA/HCA shall have the absolute right/authority to fix the quantum of fee structure and schedule of payment but approval/ ratification of BoG is mandatory.
- (g) Unless otherwise authorized by Board of Governing Directors, the Admission Committee shall not be authorized to finalize the quantum of fees/structure and payment schedule.
- (h) It only can play its role as consultative/advisory body on the matter for fixation of fees & charges, structure and schedule of payment.
- (i) The Admission Committee neither shall have any right or power to revise fee or to recommend any revision of fees for any student nor it can recommend any extension of date for schedule of payment.
- (k) The Admission Committee shall neither have any power to decide/recommend/intervene any matter pertaining to as stated in Clause IV nor in Clause VI.
- (l) The Admission Committee has to play positive and supportive role in students' selection for admission and as well as in retention of admitted student. It is responsible for ensuring pursuit of institutional culture/beliefs/objectives by the students and to extend utmost supportive role for compliance of the Rules and Regulations of the Institution and Students' Rule of Code of Conduct.
- (m) Any instance in which a member(s) of the Admission Committee is found acting contrary to the Section 36 (k) and (l) above shall be deemed as gross violation of the Rules and gross misconduct.
- (n) In such case as stated under Section 36 (m), the HCA shall have the right to remove the particular member(s) from the Admission Committee and to initiate appropriate disciplinary proceedings against the erring member(s).
- (o) The appropriate disciplinary action including the legal action shall be initiated against the member(s) of the admission committee, if found sabotaging or disrupting the admission process.
- (p) The admission committee shall have no power to recommend any case for selection for admission out of turn or by passing the process.

### 37. Selection Committee & Interview Board

- (a) Selection Committee/Interview Board shall be constituted / appointed from the Members of Faculty in the rank of Assistant Professor or above or the Senior Most Level of Officials in the rank of Deputy Director or above.
- (b) Once any members of faculty/official is requested to be member of committee of Interview shall have no right to refuse, except to abide by the request.
- (c) Request from the Admission Department to be member of Selection Committee or Interview Board shall be considered as the direction from the HCA and denial to that shall tantamount to violation of rules, negligence of duty and gross misconduct.
- (d) The Selection Committee neither shall have any right or power to revise fee to recommend any revision of or remission in of fees for any student nor it is empowered to recommend any extension of date or change schedule of payment.
- (e) The Selection Committee shall neither have any power to decide/recommend/intervene any matter pertaining to as stated in Clause IV nor to Clause VI.
- (f) Acting contrary to the Section 37 (d) and 37 (e) above by any member(s) shall amount to gross violation of the Rules and gross

- misconduct.
- (g) In such case as stated under Section 37 (f), the HCA shall have the right to remove the particular member(s) from the Selection Committee and to initiate appropriate disciplinary proceedings against the erring member(s).
- (h) An appropriate disciplinary action including the legal action wherever warranted shall be initiated against a member (s) of the Selection Committee, if he is found sabotaging or disrupting the admission process.
- (i) The Selection Committee shall have no power to recommend any case for an out of turn selection in Admission process.
- (j) If any member of Selection Committee/Interview Board is found indulging in manipulation or circumvention of selection process shall be held accountable for causing disruptions and shall be punished with the penalty or appropriate disciplinary action as may be deemed appropriate..
- (k) The Selection Committee shall be obligated to adhere to/ abide by the General Policy of Admission as stated in Clause II of these Rules.
- (l) The Selection Committee/Interview Board shall be responsible/liable for abiding by the process of assessment of meritocracy/ quota eligibility in selection. and compliance of directives

## CLAUSE VIII : GRIEVANCE & DISPUTE REDRESSAL

### 38. Disputes on Selection

- (a) The following issues shall not be considered as dispute :
  - (i) If the candidate is not selected due to short percentage from the cut off percentage.
  - (ii) If the candidate is not selected due to non-fulfillment of eligibility criteria with respect to qualification, work experience, percentage/CGPA of marks/score of All India Aptitude Test or any other condition laid down for being eligible for a particular course.
  - (iii) If the candidate does not qualify for quota/reservation/for scholarship eligibility.
  - (vii) If the candidate doesn't fulfill any criteria laid down for consideration of merit.
- (b) Save and except for the reasons contained in the preceding sub para (a), the result of the selection can only be challenged for dispute redressal, if there is any serious aberration by the Admission Committee/Selection Committee or the Interview Board regarding in appropriate consideration of eligibility criterion..
- (c) The result of the selection can be challenged for dispute redressal, only if there is human error / typographical error.
- (d) No dispute shall be entertained in terms of objection on presence of certain member in the Selection Board.
- (e) No dispute shall be entertained in terms of objection based on any assessment of competence of the Selection Board or any of its members
- (f) If there is minor difference in percentage, there shall be consideration of round off in case 0.5 and above shall be considered as 1 and below 0.5 shall be considered as Zero.
- (g) Selection Committee/Admission Committee/ Admission Department shall have the only power to act on the percentage difference as stated under section 38(f) not beyond that. Selection contrary to Clause II regarding General Policy of Admission shall also be liable to rejection even though it is communicated in writing or else by the Admission Department.
- (h) The consideration of selection shall not be the decision or option of the Student/Institute/Unit either, that shall be governed as per Clause III of this Rule.
- (i) Grievance relating to selection shall only be submitted in writing to Head of Admission Department.
- (j) A decision on dispute regarding selection can only be appealed against before the HCA. Before deciding on appeal, HCA would seek comments of the Selection Committee.

### 39. Disputes on Communication by the Admission Dept.

- (a) Any verbal communication contrary to the Sri SIIM Admission Rules and Policy shall not be considered as dispute.
- (b) Any reference of verbal communication pertaining to any matter of Admission shall be considered as the personal communication or the personal view of the respective individual/staff/faculty or else and the same if conveyed shall be deemed. contrary to Sri SIIM Admission Rules & Policy
- (c) Once the undertaking is submitted under Section 18 Clause III any objection by the candidate or their guardians pertaining to that shall be liable to be rejected/dissmised even though any content of communication from Admission Department is perceived or interpreted as being inconsistent with these Rules or the contests of the undertaking(s) executed
- (d) Any communication contrary to Clause II regarding General Policy of Admission shall also liable to be rejected/dissmised even though any matter contrary to the said clause is communicated in writing by Admission Department.
- (e) Any communication whether verbal or written not having the sanction of Sri SIIM Admission Rules and Policy shall be considered as invalid and to be dismissed.

### 40. Disputes on Withdrawal, Drop out & Cancellation

- (a) Interpretation as to whether a particular case is of drop out or cancellation shall be governed as per Clause V & VI of these Rules.
- (b) The date of commencement of the Academic Session, last date of withdrawal of admission, can not be a matter of dispute as these dates are already categorically specified in Clause V & VI.
- (c) Even though no dates in respect of section 39 (b) are notified/announced officially, the dates as mentioned in these Rules shall be the final and penultimate.
- (d) In no case the last date for withdrawal of admission for UG & PG Courses can be disputed as it is already directed in the judgment of Hon'ble Supreme Court re : WP 853 of 2014 in the case of Varun Saini & Others Vs G.G.S.I.P University.
- (e) A dispute pertaining to refund of fee can't be considered where a student has taken admission under sponsorship bond or though highly subsidized fees or under fee waiver scheme.
- (f) A case of denial of refund of Admission Fee / Registration Fee or the cost of the Prospectus, can't be considered as dispute and liable to be dismissed.
- (g) An application regarding dispute of refund can be considered only if there is a mistake in calculation of refund amount or the refund does not qualify the norms under Section 30 of Clause V.
- (h) An application regarding dispute on withdrawal, dropout, cancellation shall be submitted before the Head of the Institution through Head of the Admission Department, only if there is no response till 30 days from the date of receipt of application of withdrawal, dropout, cancellation or an unsatisfactory response from the concerned authority.

- (i) Any withdrawal, dropout, cancellation not having the sanction of Sri SIIM Admission Rules and Policy shall be considered as invalid and liable to be dismissed.

#### 41. Appeal on Decision

- (a) Any revision or appeal on the decision of the Head of Institution, shall be filed before an Ombudsman of Institute/Unit.
- (b) The decision of the Ombudsman of Institute/Unit shall be final and binding for the student and Institute.
- (c) The Appeal for Revision can't be filed before the Ombudsman until and unless any decision is taken by the Institute/Unit authority.
- (d) An application for revision shall only be filed within 30 days from the date of decision on the dispute filed before the Institute/Unit authority.
- (e) An Ombudsman shall be bound to dispose off the matter, involving revision/appeal within the 30 days from the date of receiving of an appeal.

## CLAUSE IX : MISCELLANEOUS PROVISIONS

#### 42. Student's Advisory

- (a) Every Institute/Unit shall have a "Student Advisory Wing" responsible to address student related issues, other than the Student/Academic Administrative matter.
- (b) Student Advisory wing shall be headed by the Student Advisor.
- (c) The responsibility of Student Advisor shall be
  - (i) to counsel new aspirant Student/candidate for Admission.
  - (ii) addressing all sort of queries relating to Admission during pre-admission phase.
  - (iii) organizing/monitoring/controlling all the counseling sessions for off/on campus admissions.
  - (viii) to meet guardian of an aspirant student, if required also to address their issues pertaining to admission.
  - (vi) To ensure that the responses to a query are invariably consistent with Institutions/Unit's Mission, Vision, Policy, Objectives, Principles, Beliefs and Culture.
  - (vii) The personal views of Student Advisor shall not make any matter in his/her official capacity.
  - (viii) Under NO circumstances responses from a Student Advisor should contain his personal view.

#### 43. Counseling After Commencement of Session

- (a) Addressing all sort of queries related to Admission in post admission phase.
- (b) Student Advisor shall be playing the role of Student Welfare Officer equivalent to the rank of Associate Dean or Dean.
- (c) To guide/counsel and help the student to resolve their issues related to admission during post admission phase Student Advisor shall continue to perform such functions until students complete their first Trimester/Semester whichever is earlier.
- (d) Student Advisor shall have no authority to intervene in any matter pertaining to Academic Administration except rendering the advise or performing an advisory role.
- (e) To address an issue even if it is pertaining to a Student's personal matter, in case the student concerned approaches a Student Advisor.
- (f) To guide and monitor Students' Mentors, Class Leaders and Class Prefects regarding Student Related issues.
- (g) To guide and counsel students in matters relating to campus discipline, hostel occupancy and adherence to the Rules and Regulation of the campus.

#### 44. Undertaking regarding Sri SIIM Admission Rules & Policy

- (a) Undertaking in regard to Sri SIIM Admission Rules and Policy must be attached to admission form irrespective of any program/course.
- (b) Students applying for Admission must sign at an appropriate place in token of acceptance in an agreement with Sri SIIM Admission Rules and Policy. Signature need be affixed on each page thereof
- (c) In addition to the signature of acceptance in every page as stated under section 43 (b), every student has also to submit a duly signed separate form of undertaking which is an integral part of Sri SIIM Admission Rules and Policy. (See Format Appendix).
- (d) Once the Admission Form is filled, the signature in token of acceptance of the Sri SIIM Admission Rules & Policy is mandatory.
- (e) Any objection to or conditional acceptance of or an application for revision of Sri SIIM Admission Rules & Policy or any part thereof shall be dismissed and not be entertained.
- (f) Admission to a course / programme shall not be confirmed/no interview/admission test shall be conducted in this respect unless the candidate signs in token of acceptance of Sri SIIM Admission Rules & Policy.
- (g) Head of the Institution, Head of the Admission, Admission Department, Admission Committee or Interview Board shall have no power to intervene/recommend exemption from obtaining undertaking regarding Sri SIIM Admission Policy & Rules and signature for acceptance of the said Rules.
- (h) A candidate aspiring for admission must submit an undertaking meant abiding by anti-ragging policy stating that he/she shall not be involved in any kind of activities of ragging either directly or indirectly or exposes as a supporter of ragging.

## CLAUSE X: AMENDMENTS & POWER TO MAKE RULE

#### 45. Amendment Provisions

- (a) Unless or otherwise approved by the Board of Governing Directors, none of the authorities of the Institute/Unit, Head of Institute or Head of Admission shall have any right, power or authority to amend Sri SIIM Admission Rules and policy.
- (b) Authority for effecting any amendment to these Rules is only vested with the Board of Governing Directors.
- (c) The Academic Senate, Board of Studies, Executive Council, Admission Committee or Interview Board shall have no power and authority to amend, modify, rectify or to suspend operation of a Rule or a part thereof.

- (d) The CA/HCA shall also have no power and authority to amend, modify, rectify or to suspend a Rule or a part thereof.
- (e) If so required for amendment, a suggestion for such amendment may be submitted before CA/HCA but the suggestion for amendment shall not be considered/treated as a mandatory for being carried out as an amendment to these provisions.
- (f) All such suggestions as stated in under section 45 (e) must have the consent/concurrence of the Head of the Admission along with Head of the Institution.
- (g) But in exigencies, HCA can exercise the power for issuance of ordinance entailing an amendment/suspension of part of a Clause or part of the Rule except Clause II, IV, V, VI, VIII, IX(Section 44) & X but such Ordinance must be approved as per the Constitution of Sri SIIM Foundation.
- (h) Unless and otherwise, approved by the Board of Governing Directors or Board of Trustees, the amendment / suspension is prohibited in the Section 45 of Clause IX.
- (i) Amendment shall also be carried out immediately, if there is any direction from the Federal/Provincial Government and its concerned statutory body/by Court of Law and the ordinance be issued immediately to give effect to such directions.

#### 46. Exercise of Provisions of Rule on Alteration on Exigency

- (a) Section 17 of Clause III of Sri SIIM Admission Policy & Rules shall always be subject to amendment of Sri SIIM Annual Financial Directive of the Financial Directive of the particular Financial Year, and the discretion of HCA by way of ordinance or through the Financial Bill for Sri SIIM Annual General Budget.
- (b) Section 4 & 5 of Clause II may also be applied according to the prevailing condition and HCA shall have the power to issue the ordinance of amendment if so required.
- (c) Section 43 of Clause IX may also be applied according to the prevailing condition and HCA shall have the power to issue the ordinance of amendment if so required.
- (d) Date of commencement of admission is the subject to the discretion of Head of Institution, Head of Admission Department with the approval of HCA/CA.

#### 47. Power to interpret & Make Rule

- (a) The Board of Governing Directors / Board of Trustees shall only have the power to interpret and to make the rule including addition and alternation of new clause(s)/section(s).
- (b) HCA/CA/Head of Institution/Head of Admission shall have no power to interpret any rule or a part of any rule.
- (c) The Board of Governing Directors/Board of Trustees shall have the ultimate power to suspend/abolish of Sri SIIM Admission Policy and Rules entirely or partially.
- (d) The Board of Governing Directors/Board of Trustees shall have the power to introduce new rule of Admission after suspension or abolition of an existing rule.
- (e) But provisions, norms and guidelines by the Federal/Provincial Government and its concerned statutory body shall remain intact ever after the abolition/suspension of rule or part of rule
- (e) Whereas, there is a conflict between Sri SIIM Admission Policy and Rules and norms and guidelines Federal/Provincial Government and its concerned statutory body, there the norms guidance Federal/Provincial Government and its concerned statutory body shall be prevailed.
- (f) If there is any difference in interpretation in terms of Sri SIIM Admission Policy & Rules and the guidance and norms of Federal/Provincial Government and its concerned statutory body, there Hon'ble High Court or Hon'ble Apex Court shall be appealed to resolve the ambiguity of in interpretation and to obtain its judgment to clarify same.

Some of our Students with  
World Renown Professor, *Dr. Colin Colouson Thomas*



**SRI SIIM**  
THE MODEL  
INSTITUTION OF  
PRIME MINISTER'S  
SWACHH BHARAT MISSION





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