

ANNUAL 2025 REPORT

वार्षिक प्रतिवेदन



SATYENDRA NARAYAN SINHA INSTITUTE OF BUSINESS MANAGEMENT

(run under S.N. Sinha Educational Trust)

Hawai Nagar, Road No. 06, Birsa Chowk, Ranchi – 834003, Jharkhand



Institute basic information

Satyendra Narayan Sinha Institute of Business Management was established in the year 1978 by a group of educationists and social activists to impart professional education, impart training and education to the poor tribal's and other who cannot afford to have such training due to financial crunch.

Apart from management study, the Institute remains busy in imparting training for the poor women of the Society for their upliftment and livelihood. Literacy improvement programmes, short duration skill training programmes, beautician training programmes, health care and family improvement programmes, social welfare programmes sponsored by the Government of India, State government of Jharkhand, Indian Institute of Public Administration, New Delhi.

The institute stress on employment generation programmes and economic growth of the down trodden people in the tribal population. The institute has sufficient infrastructure facilities of its own organizing and managing aforesaid programmes, Seminars, Workshops etc.

The Institute has followed the academic Calendar for the aforesaid period with its full satisfaction and the classes were held as per the calendar.

Institute is Approved / Affiliated / Recognized by :-

1. Approved by All India Council of Technical Education (AICTE), Ministry of HRD, Govt. of India since 1994 till date for MBA Full Time and part Time.
2. Recognized by Govt. of Bihar since 1987 and Govt. of Jharkhand also since 2000 for MBA Courses.
3. Affiliated to Ranchi University, Ranchi since 1989 for MBA Courses.
4. Currently affiliated to Jharkhand University of Technology.

VISION

Satyendra Narayan Sinha Institute of Business Management will stimulate, both Heart and Mind to empower the Youths for Global Leadership in the field of Management Science, to play a vital role in the Socio-economic and technological development of the country.



MISSION

Satyendra Narayan Sinha Institute of Business Management endeavors to provide Global Market oriented professional education to the youths of India in general and Jharkhand in particular. To achieve the mission, Institute has formulated the programme as spelt below;

- To expose the students to the theory and practice of Management including modern techniques
- To develop the analytical power of students to solve burning issues of Industries as well as urban and rural developments
- To develop administrative and communication skill as tools of Management
- To enable the students to adjust with global changes in business environment

Project Information

Sl. No.	Name of Project
01.	MBA (Master of Business Administration)
02.	Mukhyamantri Sarthi Yojna, SJKVY (Nagri, Ranchi), Govt. of Jharkhand
	1. SJKVY – Saksham Jharkhand Kaushal Vikas Yojna
	2. BIRSA – Block Level Institute for Rural Skill Acquisition
03.	Bhim Rao Ambedkar Unnat Gram Yojna
04.	Horticulture Training, Tribal Welfare Commissioner, Govt. of Jharkhand

1. MBA (Master of Business Administration)

MBA programme (Master of Business Administration) is a postgraduate degree focused on developing skills in business and management. It is one of the most popular and globally recognized qualifications for aspiring business leaders, entrepreneurs, and professionals looking to advance their careers.

Students Information Management Programme Last 3 FY

Session 2024-26

Sl. No.	No. of Students Admitted	Category				Gender	
		ST	SC	OBC	Gen	Male	Female
1.	12	2	2	5	3	7	5

Session 2023-25

Sl. No.	No. of Students Admitted	Category				Gender	
		ST	SC	OBC	Gen	Male	Female
1.	15	0	4	6	5	10	5

Session 2022-24

Sl. No.	No. of Students Admitted	Category				Gender	
		ST	SC	OBC	Gen	Male	Female
1.	19	6	4	6	3	7	12



Academic Infrastructure



State-of-the-art classrooms: Equipped with modern technology, such as smart boards and audio-visual systems.



Library: A vast collection of books, journals, and digital resources, including online databases and e-books.



Computer labs: Well-equipped with latest hardware and software, providing hands-on experience in various programming languages and tools.



Cafeteria: A convenient spot for students to grab a bite or socialize.



Additional Facilities



Seminar halls: Ideal for workshops, presentations, and group discussions.



Seminars and Workshops :

A no. of National Seminars/Workshop were organized by the Institute for enhancing the knowledge of students, participants from different management institutions and faculties. In the programmes Academicians, eminent personalities from industries, different professions and other institutions shared their knowledge and experience.



One day seminar on “Farmers & Labourers are the pillars of Development” was organized by Satyendra Narayan Sinha Institute of Business Management. Sitting on dias from left to right. Mr. Subhash Kumar is seen speaking on the occasion regarding use of automated harvessing tools while in the photograph No. II. Mr. Sudhir Kumar, Secretary Satyendra Narayan Sinha Education Trust with women deligates is inaugurating the event by lighting the lamp.



One Day Seminar on Economic Growth through Skill Development



One day seminar on “Economic Growth through Skill Development” was organized by Satyendra Narayan Sinha Institute of Business Management on 24/02/2025 in conference hall, Hawaii Nagar, Road No. 06., Sitting on the dais from Left to Right. Speakers said skill development is vital for economic growth. A skilled work force enhances productivity, innovation and promoter entrepreneurship. It reduces poverty and contributes to GDP growth.

Top pic – secretary trust Mr. Sudhir Kumar is seen distributing certificates.





One day seminar on “संवाद से विश्वास राष्ट्रीय एकता – एवं विकास” was organized by Satyendra Narayan Sinha Institute of Business Management at Galla Hall on 15/07/2025. Event was inaugurated by Chief Guest Dr. Indresh Kumar (Bhai Sahab) along with other dignitaries of Minority Dr. Shahid Akhtar, Mr. Subodh Kumar Singh, Chairman Satyendra Narayan Sinha Institute of Business Management, Dr. MS Mallik welcomed Chief Guest & other dignitaries. Vote of thanks was proposed by Dr. Ashfaque Alam. Satyendra Narayan Sinha Institute of Business Management Chairman Mr. Subodh Kumar is presenting Memento to Dr. Indresh Kumar.



Sitting on the dais (Left to Right) Dr. MS Mallik, Dr. D. K. Singh, VC Jharkhand University of Technology, Mr. Subodh Kumar, Chairman Satyendra Narayan Sinha Institute of Business Management, Dr. Indresh Kumar Chief Guest, Mr. Siddhnath Singh, Dr. Shahid Akhtar Chairman Minority Commission Govt. of India along with other members.



One day seminar on “विकासशील भारत में प्रबंधन का दायित्व” was organized by Satyendra Narayan Sinha Institute of Business Management on 01/06/2024. Sitting on Dais are Photograph No. – II Mr. Sudhir Kumar is seen speaking & Photograph No. – III (Left to Right) Awdhesh Kumar, Mr. Sudhir Kumar Secretary Satyendra Narayan Sinha Educational Trust, Sheo Kumar, Mr. Saurabh Kumar, Mr. V.N. Singh.



Celebrating No Drugs Day at Satyendra Narayan Sinha Institute of Business Management



Industrial Visit in Medha Dairy Asst. Prof. Yashpal Chugh & Asst. Prof. P.K. Tripathi are guiding the students.



Technology and Resources

1. Wi-Fi connectivity: Seamless internet access across the campus.
2. Learning management system: A platform for students to access course materials, submit assignments, and engage with faculty.
3. Digital resources: Access to online libraries, e-journals, and databases.

Support Services

1. Career counseling: Guidance and support for students to explore career options and secure internships or jobs.
2. Mentorship programs: Faculty mentors provide guidance and support to students throughout their academic journey.
3. Counseling services: Support for students dealing with personal or academic challenges.

These infrastructure and facilities contribute to a conducive learning environment, fostering academic excellence and personal growth.

MBA (Master of Business Administration) academic programs are designed to equip students with advanced business and management skills, preparing them for leadership roles in various industries. Here are some key aspects of MBA programs:

Types of MBA Programs

- Full-time MBA: A traditional, two-year program ideal for recent graduates or those looking to transition into a new field.
- Online MBA: Offers flexibility and convenience for students who prefer remote learning.
- Specialized MBA: Focuses on specific areas like sustainability, innovation, or entrepreneurship.

MBA Specialization

Here's an overview of the **MBA specializations** you mentioned: **Human Resource Management, Marketing Management, Financial Management, and Information Technology (IT)**. Each specialization caters to different career paths and skill sets in the business world.

- A. MBA in Human Resource Management (HRM)

Overview

Focuses on managing people, building workplace culture, and strategic HR practices that drive organizational success.

Key Subjects:

- Talent Acquisition & Retention
- Performance Management
- Organizational Behavior
- Labor Laws and Industrial Relations
- HR Analytics
- Compensation and Benefits



Career Opportunities:

- HR Manager
- Talent Acquisition Specialist
- Training & Development Manager
- Employee Relations Manager
- HR Business Partner

Ideal For:

Those interested in people management, leadership development, and building strong workplace environments.

B. MBA in Marketing Management

Overview

Emphasizes strategies for market research, branding, consumer behavior, sales, and digital marketing.

Key Subjects:

- Consumer Behavior
- Brand Management
- Digital Marketing
- Sales & Distribution
- Marketing Analytics
- Strategic Marketing

Career Opportunities:

- Marketing Manager
- Brand Manager
- Digital Marketing Specialist
- Product Manager
- Market Research Analyst

Ideal For:

Creative thinkers, communicators, and those interested in market trends and business growth strategies.

C. MBA in Financial Management

Overview

Prepares students to manage financial systems, investment strategies, and corporate finance within organizations.



Key Subjects:

- Financial Accounting
- Corporate Finance
- Investment Analysis
- Risk Management
- International Finance
- Mergers & Acquisitions

Career Opportunities:

- Financial Analyst
- Investment Banker
- Finance Manager
- Risk Analyst
- CFO (with experience)

Ideal For:

Those with strong analytical skills and a keen interest in numbers, financial markets, and economic trends.

D. MBA in Information Technology (IT)

Overview

Combines core business skills with IT management, focusing on technology-driven innovation in organizations.

Key Subjects:

- IT Strategy & Management
- Data Analytics
- Cybersecurity Management
- Enterprise Resource Planning (ERP)
- Software Project Management
- Information Systems

Career Opportunities:

- IT Manager
- Business Analyst
- Systems Analyst
- Technology Consultant
- Chief Information Officer (CIO – with experience)

Ideal For:

Professionals interested in technology, systems development, and aligning IT with business goals.



MBA Curriculum

- Core subjects: Includes marketing management, financial reporting, organizational behavior, and business communication etc.
- Electives: Offers specializations in areas like finance, human resources, or operations management.

Benefits of an MBA

- Enhanced leadership skills: Prepares students for leadership roles and strategic decision-making.
- Networking opportunities: Provides a platform to connect with peers, alumni, and industry professionals.
- Career advancement: Opens up new career opportunities and increases earning potential

CSR Funds

CSR grant of Rs. 18, 00,000/- (Rupees Eighteen Lakhs) to support ST/SC students



Satyendra Narayan Sinha Educational Trust, Ranchi express its gratitude to CCL for providing financial assistant to the tune of Rs. 18,00,000/- (Rupees Eighteen lakhs) to 10 ST/SC students. This would help students to pursue their studies without financial constraints so that they achieve their academic goals

CSR Grant of Rs. 27, 08,606/- from LICHFL to construct a Hostel for Tribal Girls



Satyendra Narayan Sinha Educational Trust, Ranchi express its gratitude to LICHFL for granting Rs. 2708606/- (Rupees twenty seven lakh eight thous and sis hundred six). Construction of ground floor is already in advance stage & would accommodate about 20 students from SC/ST/OBC/EWS background.





2. Skill Development Programme under Jharkhand Skill Development Mission Society.

A. Saksham Jharkhand Kaushal Vikas Yojna (SJKVY) Nagri Block, Ranchi Sponsored by JSDMS Department of Labour Govt. of Jharkhand

The Saksham Jharkhand Kaushal Vikas Yojna (SJKVY) is a flagship initiative launched under the broader framework of the Mukhyamantri Sarthi Yojana. The primary objective of this project is to equip rural youth with relevant, demand-driven skills, enabling them to become job-ready, self-reliant, and economically empowered.

Named in honor of Birsa Munda, the legendary tribal freedom fighter and symbol of empowerment, the SJKVY project reflects the government's commitment to inclusive and equitable development, particularly for marginalized, tribal, and underprivileged communities across Jharkhand.

Through structured training programs, career counseling, and industry linkages, the SJKVY aims to bridge the gap between skill development and employment opportunities—fostering sustainable livelihoods and reducing migration for low-paying, unskilled jobs.

Scheme	Job Role	Category				Gender	
		ST	SC	OBC	GEN	Male	Female
SJKVY	Sampling Tailor	65	10	37	8	6	114
	DDEO	66	9	32	13	67	53
	RAS	10	3	3	14	12	18
	GDA-Advanced	15	3	4	8	7	23

- The SJKVY project was launched in 2016, with the goal of providing skill training to 25,000 youths in Jharkhand.
- The project has partnered with 39 Training Service Providers (TSPs) to deliver training programs in about 30 industrial sectors.
- However, there's no specific information available on the Jajpur Nagri center or the number of beneficiaries for this project in that location.





Welcome Kit Distrubution



DDEO LAB



CLASSROOM



SAMPLING TAILOR LAB



HEALTH CHECKUP CAMP



PLACE MENT DRIVE



GDA - ADVANCED LAB



CANTEEN



B. BIRSA Project, Tamar Ranchi Sponsored by JSDMS Department of Labour Govt. of Jharkhand

Block-level Institute for Rural Skill Acquisition—is a flagship initiative under the Mukhyamantri Sarthi Yojana, aimed at transforming rural youth into a skilled, job-ready, and self-reliant workforce. Named in honor of tribal icon **Birsa Munda**, the project reflects the government's commitment to inclusive development, especially among marginalized and tribal communities.

➤ Tamar Block, Ranchi

Scheme	Job Role	Category				Gender	
		ST	SC	OBC	GEN	Male	Female
BIRSA	Self Employed Tailor	77	129	181	93	1	479
	Home Health Aide	19	44	40	17	23	97

➤ Arki Block, Ranchi

Scheme	Job Role	Category				Gender	
		ST	SC	OBC	GEN	Male	Female
BIRSA	Self Employed Tailor	23	14	21	2	0	60

- The SJKVY project was launched in 2016, with the goal of providing skill training to 25,000 youths in Jharkhand.
- The project has partnered with 39 Training Service Providers (TSPs) to deliver training programs in about 30 industrial sectors.
- However, there's no specific information available on the Jajpur Nagri center or the number of beneficiaries for this project in that location.
- The Birsa Project aims to provide skill training to rural youth in Jharkhand, with centers opened in 80 blocks across the state, including Tamar and Arki blocks.
- The project is part of the Mukhya Mantri Sarathi Yojana (MMSY), which seeks to link skilled youth to employment or self-employment opportunities.
- While the total number of beneficiaries for the Birsa Project in Tamar and Arki blocks isn't specified, the project aims to benefit a large number of youth across the state ¹.





WELCOME KIT DISTRIBUTION



CLASS ROOM PHOTO GRAPH



LAB PHOTO GRAPH



PLACEMENT DRIVE PHOTO GRAPH



Seminars and Workshops:

A number of National Seminars and Workshops were organized by the Institute with the objective of enhancing the knowledge, skills, and industry readiness of students. These programs attracted participation from students undergoing skill development training under various government schemes, as well as attendees from management institutions and academic faculties.

Each event served as a dynamic platform for learning, interaction, and collaboration. Distinguished academicians, industry experts, professionals from various fields, and representatives of reputed institutions were invited to share their insights, real-world experiences, and expertise. Their valuable contributions provided participants with a broader understanding of current trends, practical challenges, and emerging opportunities in their respective domains.

These seminars and workshops not only bridged the gap between theoretical learning and practical application but also helped participants to develop critical thinking, communication, and professional skills necessary for success in their careers.



A rally on the occasion of World Women's Day was organized by Satyendra Narayan Sinha Institute of Business Management under Mukhyamantri Sarthi Yojna at Saporom, Nagri, Ranchi on 08th March' 2025.



A rally on the occasion of World Environment Day in was organized by Satyendra Narayan Sinha Institute of Business Management Mr. Subodh Kumar Chairman, & Mr. Sudhir Kumar Secretary Satyendra Narayan Sinha Educational Trust are seen in the rally.



Teachers Day is being celebrated (Photograph No – XII) at Satyendra Narayan Sinha Institute of Business Management



Celebrating Holi Festival (Photograph No. – XIV) at Satyendra Narayan Sinha Institute of Business Management Mr. Sudhir Kumar Secretary Satyendra Narayan Sinha Educational Trust



On the occasion of 85th birth anniversary of founder chairman Satyendra Narayan Sinha Institute of Business Management Prof. Narendra Prasad Singh, a seminar on “विकासशील भारत में प्रबंधन का दायित्व” was organized at Tamar Jharkhand also on 1st June' 2024.



3. Bhim Rao Ambedkar Unnat Gram Yojana Sponsored by Jharkhand State Scheduled Caste Cooperative Development Corporation Limited, Dept. of Welfare, Govt. of Jharkhand

Project Overview

The Bhim Rao Ambedkar Unnat Gram Yojana (BRAUGY) aims to transform rural areas into model villages by providing basic amenities and infrastructure. The project in Sohgara under Kandi Block focuses on improving the quality of life for villagers through various development initiatives.

Key Components Implemented



Road Infrastructure: Development of roads and pathways to enhance connectivity within the village and to nearby areas.



Solar Street Lights: Installation of solar-powered street lights to improve safety and visibility in the village during night time



1. Irrigation Tank with Solar Pump: Construction of irrigation tanks and installation of solar-powered pumps to support agriculture and water management.



Benefits

- **Improved Infrastructure:** Enhanced road connectivity and public amenities have increased the overall quality of life in Sohgara.
- **Sustainable Energy:** The use of solar-powered street lights and pumps promotes sustainable energy practices and reduces dependence on non-renewable sources.
- **Agricultural Productivity:** The irrigation tank with solar pump has improved water management for agriculture, potentially increasing crop yields and supporting local farmers.
- **Access to Clean Water:** The provision of drinking water facilities has ensured that villagers have access to clean and safe water, improving public health.

Implementation Agency

The village-level program implementation agency is responsible for overseeing the development project in Sohgara. This agency works closely with local authorities and stakeholders to ensure the successful implementation of the project.

Challenges and Opportunities

- **Sustainability:** Ensuring the long-term sustainability of the project's benefits, such as maintaining the solar-powered systems and water supply infrastructure.
- **Community Engagement:** Encouraging community participation and ownership of the project to ensure its success and longevity.
- **Monitoring and Evaluation:** Regular monitoring and evaluation of the project's progress and impact to identify areas for improvement.

By focusing on these key areas, the Bhim Rao Ambedkar Unnat Gram Yojana project in Sohgara under Kandi Block has the potential to make a significant positive impact on the lives of villagers.

4. Horticulture Training Programme (Income Generation Programme through Horticulture) Dept. of Welfare, Govt. of Jharkhand

The Scheduled Caste SHG group income generation program through horticulture in Jharkhand is a comprehensive initiative. Here's an overview:

Program Components

1. **Horticulture Training:** Capacity-building for SHG members in horticulture practices.





- Small horticulture tools



- Vermipet (vermicomposting units)



- Vegetable seeds (tomato, grain dal, lady finger, cauliflower)



- 20-liter spray automatic machines





2. Equipment Distribution: Provision of essential equipment like:



- Water pumps

Seminar & Exposure Visit



One day seminar on Horticulture Technology was organized by Satyendra Narayan Sinha Institute of Business Management at Nagri, Jajpur, Jharkhand.

3. Exposure Visits: Opportunities for SHG members to visit institutions like:



- Dean of Forestry, Birsa Agricultural University, Kanke, Ranchi



2 days Exposure visit for Self Help Group Birsa Krishi Samiti was organized in Dean of Forestry Birsa Agricultural University, Kanke, Ranchi. They were given exposure for horticulture processing equipments in Dept. of forestry & Agricultural Engineering College.



- Ramakrishna Mission



Potential Benefits

1. Increased Income: SHG members can generate income through horticulture activities.
2. Improved Livelihoods: The program can lead to improved livelihoods for SHG members and their families.
3. Sustainable Agriculture: Promotion of sustainable agriculture practices through organic fertilizers and efficient irrigation systems.

Impact

1. Empowerment: The program can empower SHG members, particularly women, to take charge of their economic development.
2. Community Development: The initiative can contribute to the overall development of the community.
3. Adoption of Modern Techniques: Exposure visits can encourage SHG members to adopt modern agricultural techniques and technologies.

By providing comprehensive support, the program can have a lasting impact on the lives of Scheduled Caste SHG members in Jharkhand.

THANK YOU

HEAD OFFICE

Satyendra Narayan Sinha Institute of Business Management (SNSIBM)
(run under S.N. Sinha Educational Trust)

Hawai Nagar, Road No. -06, Khunti Road, Ranchi-834003, Jharkhand.

BRANCH OFFICE

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