

**BANARAS HINDU UNIVERSITY
INSTITUTE OF MANAGEMENT STUDIES**

Press Release

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Workshop cum Training Session on CMIE ProwessIQ

Today, Institute of Management Studies, BHU has organized a **Workshop cum Training Session on CMIE ProwessIQ**. The Session embarked by garlanding the bust of Mahamana Malviya Ji, Lighting of Lamp and recitation of Kulgeet. **Prof. Raj Kumar**, Director, Dean & Head, Institute of Management Studies, Banaras Hindu University welcomed and greeted **Mr. Syed Hasan Jafar** (Head, Marketing Intelligence, CMIE), who was the key resource person in the Workshop. Prof. Raj Kumar emphasised on the importance of the various techniques in conducting efficient and valuable research. He said that the Research should not be confined within a particular boundary. Mr. Jafar started the session by putting emphasis on the navigation for using this database. He talked about different methods to utilise the available data from ProwessIQ. Another limb of the workshop was on using Economic Outlook (CMIE) for the Macro economic analysis.



Vote of thanks was given by Mr. Mahendra Singh & Memento was presented by Prof. Rekha Prasad. The Workshop was organized under the flagship of **centenary year of lecture series** and conducted by **Knowledge Forum**, Institute of Management Studies, Banaras Hindu University. The lecture was attended by research scholars and faculty members of the Institute, & Research Scholars of other faculties.

DIRECTOR