

## **Achievement of goal is ensured by sense of priority: Prof. Anand Kumar Tyagi**

- **Two-day orientation program for BBA course started in SMS**
- **The enthusiasm of the new entrants was visible in the orientation program organized for the 27th batch of BBA.**

Varanasi, September 12: A two-day orientation program for the BBA course conducted at the School of Management Sciences began. While addressing the newly admitted students in the inaugural session of the program, Chief Guest Prof. Anand Kumar Tyagi, Vice Chancellor, Mahatma Gandhi Kashi Vidyapeeth said that personality development is possible only through value added skills. Calling upon the students to adopt a valuable approach and discipline in life, Prof. Tyagi said that it is very important to have a sense of priority in life. Only by having a sense of priority, a person can easily achieve any type of goal. He said that in the era of globalization, while the Western ideology considered countries as 'markets', the Indian ideology welcomed this era with the Vedic concept of 'Vasudhaiva Kutumbakam' which unifies the entire world. Similarly, our students should always maintain their connection with their roots, success lies in this and is certain. Vice Chancellor Prof. Tyagi also gave tips to the newly admitted students to be successful, which include using the library daily instead of searching online resources, doing regular self-study and analyzing the knowledge gained.

Prof. H.P. Mathur, Head of the Department and Dean, Institute of Management Education, BHU, present as a special guest in the orientation program, said that education will be considered successful in the true sense only when it is useful to the society. He appealed to the newly admitted students to become a conscious citizen. Prof. Mathur advised the students to adopt the three principles of content, confidence and communication. He said that only by developing the habit of reading, one will gain knowledge of the subject matter and develop self-confidence.

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Another special guest of the program, Mr. Piyush Gupta, Recruitment Manager, Bharti Airtel, Lucknow said that today all the big companies around the world are taking more interest in recruiting such youth who have multidisciplinary knowledge. Appreciating the students' decision to take admission in SMS, Mr. Gupta said that the true flag bearers of any institution are its students because when they contribute in the building of the society, it brings glory to the institution.

Welcoming the guests in the inaugural session of the orientation program, SMS Varanasi Director Prof. P.N. Jha said that the institute has proficiency in the field of management. Along with the regular studies here, students get a lot of benefit from other academic and personality development related activities. Encouraging the new entrants, Prof. Jha said that the institute is dedicated to making you professional. He said that the library of SMS is as per international standards and by participating in the activities organized here from time to time, students can prepare themselves as per the demands of today's industry. Prof. Jha explained that today, rapid changes are taking place in various fields including education, management and technology at the global level, it is the need of the hour to understand these changes and adapt to them.

In the inaugural session, the introduction of SMS was presented by Mr. Kartikeya Singh, Assistant Professor. Professor Sandeep Singh informed about BBA course. It was conducted by Dr. Bhavna Singh and vote of thanks was given by BBA course coordinator Mr. Atish Khadse. On this occasion, SMS Varanasi's Executive Secretary Dr. M.P. Singh, Director Prof. P.N. Jha, Registrar Mr. Sanjay Gupta, BBA Course Co-ordinator Mr. Suraj Prakash Singh, Dr. Ashwini Gupta and all the teachers and employees were present.