



Estd. 1995

SMS
V A R A N A S I

25
YEARS OF

E X C E L L E N C E

informa



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Chairman, Governing Council

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Former Vice-Chancellor
L.N. Mithila University, Darbhanga

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Head-Human Capital
Garware Wall Ropes Ltd., Pune

Shri Shashi Prakash, IAS
Former Chief Secretary &
Chief Information Commissioner, Govt. of
Tripura

Lt. Gen. M. M. Lakhera
Former Governor, Mizoram

Dr. Arun Vir Singh, IAS
CEO-Yamuna Expressway
Industry Development Authority &
Noida International Airport Ltd., Noida

Prof. K. P. Singh
Former Vice-Chancellor
VBS Purvanchal University, Jaunpur &
Ex-Director – IIT BHU, Varanasi

Prof. Rajeev Tripathi
Director
MNNIT, Allahabad

Shri G. K. Pillai
Managing Director & CEO
Walchandnagar Industries Ltd, Pune

Dr. Chandra Mauli Dwivedi
Group Chief Human Resource Officer
Fazlani Group of Companies, Mumbai

Shri S. K. Singh
Chairman, SMS-Society

Shri Ashok Kumar Singh
Vice-Chairman, SMS Society &
President – Chamber of Commerce, Basti

Dr. M. P. Singh
Executive Secretary, SMS-Society

Er. Amitabh
CEO, Sorreal Systems Pvt. Ltd.
& Former President Eastern UP Exporters
Association (EUPEA), Varanasi

Shri Sharad Singh
Secretary, SMS-Society &
CEO, SMS-Lucknow

Regional Officer
AICTE, Kanpur (Ex-Officio)

State Government Nominee-
Director of Technical Education
U.P. (Ex-Officio)

University Nominee

Member Secretary
Prof. P. N. Jha
Director
School of Management Sciences, Varanasi

**governing
council**

CONTENTS

DIRECTOR'S MESSAGE	04	SMS SCHOLARSHIP SCHEMES	31
JOURNEY OF SMS	06	RESEARCH & PUBLICATIONS	32
VISION & MISSION , QUALITY POLICY	07	INFRASTRUCTURE OF SMS, VARANASI	36
VARANASI- THE OLDEST CITY OF WORLD	08	- IT INFRASTRUCTURE	38
10 INSPIRING REASONS TO CHOOSE SMS	10	- LIBRARY & DOCUMENTATION CENTER	40
COMMENDATIONS	12	- FACILITIES @ SMS	44
AWARDS & ACCOLADES	14	STUDENT CLUBS	46
LEARNING OUTCOMES	17	STUDENT CORNER	50
ACADEMIC PROGRAMMES @ SMS	22	CENTERS OF EXCELLENCE	52
TEACHING PEDAGOGY	24	DIARY OF EVENTS	54
VALUE ADDED PROGRAMMES		OUR STAR PERFORMERS	74
- ONLINE LEARNING FACILITATION VIA MOODLE PLATFORM	25	TRAINING & PLACEMENT	75
- BUSINESS ANALYTICS	25	OUR RECRUITERS	80
- FOREIGN LANGUAGE TRAINING	25	FACULTY @ SMS-VARANASI	82
- LANGUAGE LAB	25	VISITING & GUEST FACULTY	
- BEHAVIOURAL DYNAMICS LAB	25	- INDUSTRY	84
- EMPLOYABILITY ENHANCEMENT PROGRAMME	26	- ACADEMIA	86
- INTERNATIONAL ACADEMIC ALLIANCES	27	- INTERNATIONAL	87
- INTERNATIONAL EXPOSURE	28	CORPORATE ADVISORY COUNCIL	88
- INDUSTRIAL TOURS	29	ACADEMIC COUNCIL	

ACQUIRE
ETHICS
LEADERSHIP
ASPIRE
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ABILITY
ASSOCIATE
CULTURE
PERCEPTION
ASPECT
ASSOCIATE
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ACCOMMODATE
ETHICS
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ABILITY
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PERCEPTION
ASSOCIATE
CULTURE
ETHICS
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ASSOCIATE
LEADERSHIP
ACCOMMODATE

**BE SMART & INVEST IN
YOUR FUTURE**



proud to be
SMS
ians

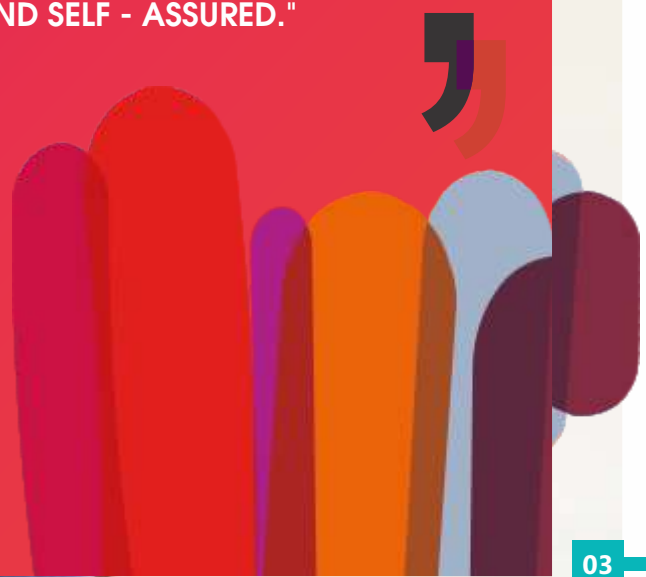
truly global

GLOBAL

PROUD TO BE SMS*ians*

MY GLOBAL JOURNEY

“MY TIME AT SMS HAS BEEN THE BEST YEARS OF MY LIFE. IT’S MADE ME WHO I AM TODAY. I USED TO BE QUITE SHY AND RESERVED, BUT AT SMS, I HAVE GRABBED EVERY OPPORTUNITY. I JOINED SEVERAL CLUBS TAKEN PART IN LOT OF ACTIVITIES. AT SMS THEY WORK TO ENSURE THE HOLISTIC DEVELOPMENT OF THE STUDENTS & DEVELOPIONG EMPLOYABILITY.THE ACADEMIC AMIBANCE AT SMS IS WORLD CLASS. ALL OF THESE EXPERIENCES, IN ADDITION TO MY COURSE, HAVE MADE ME MORE CONFIDENT, OUTGOING AND SELF - ASSURED.”





CREATIVE ENTERPRISING AND CARING

**DISCOVER A PATH
TO YOUR FUTURE**



Dear Sir / Madam,

It is indeed a collegiate pleasure to invite the student community to the **School of Management Sciences, Varanasi** for the upcoming academic year to pursue post-graduation and under-graduation programmes in Management, Computer Sciences, Commerce and Mass Communication. The small publication is indeed a souvenir of the reflections of some of the physical and intellectual capital of the **School of Management Sciences, Varanasi**, a **B-School** titan for providing a true context that enhances professionalism, humanism and social responsibility. **SMS Varanasi** has been one of the oldest in Uttar Pradesh and has been a pioneer in providing majority of these courses since 1995-96. Recently having stepped in the **Silver Jubilee Year** and Accredited by **NAAC** with '**A**' Grade, the institution is equally ranked among the '**Top 50 B-Schools**' of India. Four bi-annual Journals – **Management Insight, Purushartha, Computing Trendz, and SMS Journal of Entrepreneurship & Innovation** are being regularly published by us, and are indexed in International Data-base, Scopus, Elsevier, apart from being listed in the UGC-List of journals. Let me express my deep sense of gratitude towards the unwearied cooperation of our stakeholders in helping SMS develop ideally, taking frequent quantum jumps, and exhibiting an **unparalleled care** of students, faculty & staff during **COVID-19**.

It goes without saying that any society is measured on the canon of its quality of manpower and institutes like SMS Varanasi have this onerous task of producing high quality manpower. SMS Varanasi displays the adaptability to embrace the transition in management education in India and accordingly offers a reasonable space to experiential learning. Besides core competency and knowledge-base, ethics, community service and social sensitivity are given wider focus. You will appreciate that sustained business reforms in recent years have helped India make a leapfrogging to move to **63rd place** on the **World Bank's ranking** of countries by **Ease of Doing Business** along with the present spate of concerted efforts by the government may be taken as a welcome trait for the growing corporate visibility within the globalization-drive getting fully prepared to welcome the commandments of the **Fourth Industrial Revolution (IR 4.0)**. Keeping its role as an active corporate partner in progress, the academic leadership at SMS Varanasi has constantly remained proactive in revisiting both the text and context of the deliverables to ensure a better compatibility to the growing corporate requirements.

A remarkable blending of beautiful '**Green Campus**', compounded with a dedicated team of competent faculty passionately nurtures the talents of our students in order to enable them to address to the plural needs and ethos of the corporate world effectively. This has been a major factor behind SMS always scripting a wonderful track of campus placements. However, the unwavering quest of SMS to redefine the yardstick of excellence is a continuous process, and we are hopeful of touching the apotheosis in this regard by the burgeoning reliance of our stakeholders and the blessings of the Almighty.

Wishing you all the best !

Yours sincerely,

P. N. Jha
MBA, PGDAM, PhD (Ad Mgmt),
D. Litt.(Ad Mgmt)

ACCREDITED BY NAAC WITH 'A' GRADE IN THE VERY FIRST CYCLE, AND EQUALLY MAINTAINING A VISIBLE POSITION IN THE HIGH-PROFILE BRACKET OF 'TOP 50 B-SCHOOLS IN INDIA', SCHOOL OF MANAGEMENT SCIENCES, VARANASI HAS CERTAINLY CATAPULTED ITS ALREADY ESTABLISHED CREDIBILITY.

**TOGETHER
WE CREATE
YOUR
FUTURE**



JOURNEY OF



SMS, Varanasi has entered into the 25th year of its founding. Our journey began in the year 1995 in a modest 6000 sq. ft. campus at Hathua Market Complex with the inception of the Two Year full time PGDBM flagship programme with 30 students. Since then the institute has never looked back. It has made consistent endeavours over the years to prove its national character as a Centre of Excellence in Management, Commerce, Computer Education & Mass Communication.

Most recently SMS, Varanasi has been accredited by NAAC with 'A' Grade (CGPA 3.17) in the very first cycle. SMS, Varanasi is also recognized under section 2(f) & 12(B) of UGC and also ranked amongst the TOP 50 B-Schools by Business India magazine's 'Best B-Schools Survey' because of its proactive approach and immense commitment.

The cerebral firmament of SMS, Varanasi comprises of three post graduate programmes, Master of Business Administration (MBA) duly approved by AICTE and affiliated to Dr. A.P.J. Abdul Kalam Technical University, Lucknow; Master of Computer Applications (MCA) programme duly approved by AICTE and affiliated to Dr. A.P.J. Abdul Kalam Technical University, Lucknow & Master of Commerce (M.COM) programme affiliated to Mahatma Gandhi Kashi Vidyapith, Varanasi And five undergraduate programmes - Bachelor of Business Administration (BBA), Bachelor of Computer

Applications (BCA), Bachelor of Commerce (B.Com), Bachelor of Commerce (Honours) and B.A.(Hons.) in Mass Communication, affiliated to Mahatma Gandhi Kashi Vidyapith, Varanasi.

SMS, Varanasi has also established various centers in its diligent efforts to corroborate its academic excellence which have been recognized at different industrial and academic forums. It is worth mentioning that the reach of the Centre for Spiritualism & Human Enrichment (C-SHE) and the Centre for Entrepreneurship Innovation and Skill Development (CEISD), is now truly global. SMS, Varanasi has also pioneered in establishing the 'Varanasi Management Association' which aims to crystallize the sublime management knowledge which has been flowing in Varanasi right from the start of time itself, and is the basis of the modern management thoughts.

SMS, Varanasi in its span of 25 glorious years with its modern infrastructure, contemporary teaching pedagogy and multifaceted intellectual capital has trained more than 10,000 management, computer science, commerce and mass communication students who have proved themselves as valuable resources across the corporate horizon.

GET INVOLVED!

VISION

TO BECOME A CONSTANTLY GROWING CENTER OF EXCELLENCE NURTURING GLOBAL- CENTRIC PROFESSIONAL LEADERSHIP BASED ON ETHICAL AND MORAL ATTRIBUTES.



MISSION

TO CREATE EXCELLENT LEARNING AMBIENCE THROUGH INNOVATION IN TEACHING, RESEARCH AND CONSULTANCY FOR PRODUCING PROFESSIONALS CAPABLE OF ANSWERING GLOBAL CHALLENGES AND DEMONSTRATING HIGH ETHICAL AND MORAL STANDARDS.



GUIDING VALUES

TRUST; SENSE OF OWNERSHIP; SENSE OF CONTRIBUTION; INNOVATION; MODESTY & MUTUAL RESPECT.

QUALITY POLICY

IMPARTING VALUE BASED EDUCATION OF HIGHEST STANDARD, RELEVANT TO CONTEMPORARY WORLD.



OVER
500⁺

COMPUTER AND LAPTOPS

AVAILABLE ACROSS THE INSTITUTE FOR STUDENT USE

45⁺

DEDICATED FACULTY

10000⁺
ALUMNI



**IN THIS LAND OF GANGA (VARANASI),
THERE WAS EDUCATION OF CULTURE. BUT,
MORE IMPORTANTLY, THERE WAS
A CULTURE OF EDUCATION**
**Shri Narendra Modi,
Hon'ble Prime Minister of India**

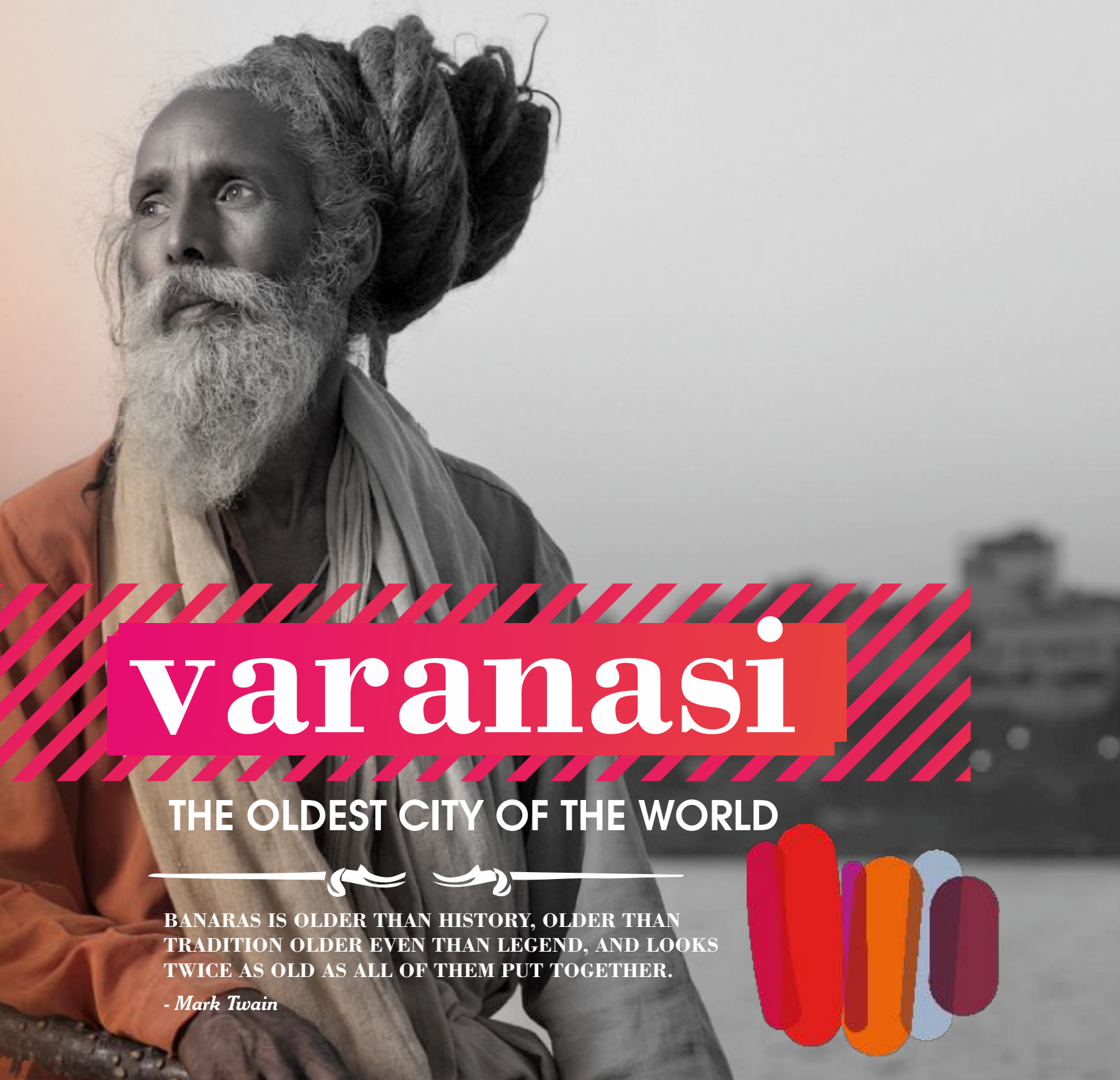


Varanasi, also called Kashi or Banaras, is actually the Land of Eternity between the rivers Varuna and Assi and has acclaimed to be one of the noblest places in not only India, but the whole of the world. The noted American writer Mark Twain in his book, *Following the Equator*, published in 1897 has written "Banares is older than history, older than tradition, older even than legend and looks twice as old as all of them put together".

Situated on the banks of the holy Ganga, where the pious river takes a crescent sweep towards the North, Varanasi rightly entails the spring of the outstanding human values, the climax in aesthetics, and the aristocracy of the rich Indian ethos. This City of Light has been the permanent home of Lord Vishwanath, who is believed to keep the holy city alive on his Trident even when the whole world may be doomed in the grip of so called 'pralaya'. That is why; this celestial place, decorated with temples and shrines of so many deities located in the vicinity of colourful ghats on the banks of Ganga, facilitates the gurus to gather their disciples, encourages yogis to practice their yogas and ascetics, and equally invites the hermits of various religions and sects for sermonizing their teachings.

Varanasi has further been a confluence of the golden streams of thought of Hinduism, Buddhism, Jainism, Vaishnavism and Vedic philosophy since the times immemorial. Lord Buddha, the 'Awakened One', preferred Kashi for delivering his maiden sermons on the 'Eight-Fold Noble Path' and 'Dharmachakra' at Sarnath. Sant Kabir too got his enlightenment on the steep stairs of the Ghats of Kashi and Tulsidas created his monumental and epoch making contributions like *Ramacharit Manas* & *Vinaya Patrika* on the holy banks of Ganga. It is on account of the unique sanctity of this place that Pandit Madan Mohan Malaviya chose Banaras for establishing the well-known 'Banaras Hindu University' the singular seat of 'All Learning of the World'.

Such is the magnanimity of Varanasi, where School of Management Sciences has been set up with the objective of training our young generation in a true cosmopolitan environment that could cater to the plural and versatile needs. Varanasi is certainly an attractive and thriving city to live and to study. With its sacred character and glorious heritage this holy city offers everything from the excitement of a big city to the eternal peace and tranquility.



varanasi

THE OLDEST CITY OF THE WORLD

BANARAS IS OLDER THAN HISTORY, OLDER THAN TRADITION OLDER EVEN THAN LEGEND, AND LOOKS TWICE AS OLD AS ALL OF THEM PUT TOGETHER.

- Mark Twain





INSPIRING REASONS TO CHOOSE SMS





GET GROWING

1

Strong Accreditation

"SMS, Varanasi has been bestowed with the coveted 'A' grade by the National Assessment & Accreditation Council (NAAC). SMS, Varanasi is recognized under section 2(f) & 12(B) of UGC. SMS, Varanasi offers AICTE approved and University affiliated programmes."

2

A Truly Global Institute

"SMS, Varanasi has signed MOUs with different universities in USA, Latin America, Europe & Asia with a student and faculty exchange programme."

4

Shaping Careers and building Employability

"SMS, Varanasi is committed to sharpen and develop the necessary employability skills of its students through its robust Employability Enhancement Programme (EEP) thus resulting in an Excellent Placement Track record."

3

A Top Indian Business School

"SMS, Varanasi is ranked amongst the **TOP 50 B-School** in the prestigious best B-School survey conducted by the leading business magazine, Business India."

5

World Class Teaching

"Our renowned faculty is among the leading academic teachers in their fields with rich corporate experience. Apart from classroom teaching we also provide ample exposure to experiential learning to our students in the form of industrial visits."

6

Personal Supportive Learning

"The Mentor and Mentee system adopted at SMS, Varanasi allows the students to be a part of a focus group which develops into a unique opportunity for constructive introspection and holistic development."

7

Industry specific course content

"SMS, Varanasi on a regular basis invites experts from academia and industry to appraise our students on the new developments across various sectors. This helps our students to map the upcoming opportunities and develop the required skill sets to enter into the corporate world."

8

Strong Industry linkage

"The Center for Corporate relations (CCR) at SMS works diligently to maintain healthy and cordial relations with the industry. This center is instrumental in organizing industrial interaction for the students of SMS in the form of Guest Lectures, Industrial visits. This center also assists the Training and Placement Cell of SMS"

9

High-Calibre International Cohort

"Internationally acclaimed experts regularly visit SMS to share their wealth of knowledge and experience from a wide range of countries and cultures."

10

Spiritual Growth

"The Center for Spirituality and Human Enrichment (C-SHE) ensures exposure to the ethical and spiritual dimensions of work and life"



GET INVOLVED

Very good institute. Students are very receptive, open to learn. Faculty and staff are very supportive.

Dr. Subhasheesh Bhattacharya

Professor & HOD
Symbiosis Institute of International Business

Excellent campus and faculty. Response from students is excellent. SMS, has the capability to handhold the bright students and kindling their talent.

S Roy Choudhury

General Manager – Personnel & IR
Berger Paints Indi Ltd.

I found faculty at SMS is dedicated to their profession and student's success. I also found faculty is innovative, entrepreneurial and creative. Students are intelligent and active, engaging in learning. I look forward to meeting faculty and students at SMS soon again.

Dr. Frank Lin

Co-Director- Center for Global Management, California State University, USA

Best infrastructure, best faculty members, best library, best placement, best system. My best wishes to SMS Varanasi.

Prof. K K Agarwal

Head – department of Commerce, Mahatma Gandhi Kashi Vidyapith, Varanasi

It's always a pleasure to come to Varanasi and visit SMS. The programmes are painstakingly organized and well run. Faculty and students are quiet enthusiastic and its quite an educative experience interacting with them.

Dr. Azhar Kazmi

Professor of Management – King Fahad University of Petroleum and Minerals, Saudi Arabia

I found SMS a really vibrant organization of Management Sciences. It's educative ethos will attain status of a university very soon.

Prof. Harikesh Singh

Vice Chancellor – Jai Prakash University, Chhapra, Bihar

Excellent infrastructure, highly motivated faculty and equally motivated students. I congratulate SMS for doing an excellent service to the society. Best wishes.

E. Balagurusamy

Former Vice Chancellor
Anna University, Chennai

A management institute deeply committed to impart high value system to management graduates. Need of the day. I came for an extra ordinary conference here. I met the staff & visited the institute. What a marvelous surprise. I wish all the best in their endeavor.

Dr. S.A. Dave

Chairman, CMIE Mumbai, Former Chairman (SEBI & UTI)

SMS is providing new ways to integrate spirituality. We all need – compassion & right thinking to handle global economic crisis.

Prof. Lois Oppenheim

American Jewish University, Los Angeles, USA

It is very fascinating institution. I feel gracious to be with great illuminaries presenting & delivering their thoughts in the international conference organized by SMS to bring a change in humanity.

Samani Charitra Prajn

Vice Chancellor Jain Vishwa Bharti University, Rajastha

I am highly honored to be a participant in this very significant international conference at SMS. Claflin University welcomes further partnerships including faculty & students. It has been a very spiritual & enlightening experience for me & my Claflin colleagues.

Prof. Henry N. Tisdale

President
Claflin University

Thank you for your enthusiastic welcome.

Dr. Harriet Nettles

Educational Psychologist

I sincerely appreciate the commendable works being done by SMS in the field of management education. Keep it up & wish a grand success.

Prof. G. N. Samten

Vice-Chancellor, Central University of Tibetan Studies

It was a very rich experience for me to meet the students and faculty of SMS. I view SMS as a very fast growing B-School of North India.

Prof. V N Giri

Head- Department of Humanities and
Social Sciences, IIT Kharagpur

SMS has an ecosystem conducive to high standards of education

Prof. R K Khandal

Vice Chancellor,
Uttar Pradesh Technical University, Lucknow

SMS, Varanasi has been doing pioneering work in the area of spirituality. The city of Varanasi too adds an aura to the same. I enjoyed the hospitality of SMS and look forward to visiting again.

Prof. M J Xavier

Director -IIM, Ranchi

SMS is a first rate institution and I am impressed by the academics as I am by the campus. However, what distinguishes SMS from other institutes is its people. They are competent, professional and totally focused which is the hallmark of a great business school.

Dr. Zia Hasan

Vice President - Claflin University, USA

Super, Excellent institution, very inspiring. Keep it up. God Bless you with success, peace & prosperity.

Swami Chidanand Saraswati

Parmarth Niketan

Thank you to the organizers. The institution is unique in its focus and hope to come again.

Prof. Paul Foster

Hong Kong University

The topic chosen is today's need and I hope the students of this institute will come to real life and services, will certainly follow the path of intellectual honesty & integrity.

Dr. M. Luqman Khan

Vice-Chancellor, MAJ University

Very impressed with the organization & the speakers.

Prof. Lotta Delve

University of Borås, Sweden

Wonderful to observe the energy and thirst for learning at your institute. Thank you for the opportunity to share my views / thoughts. Best wishes for a bright future for your students, faculty, staff & institute.

Prof. Atul Tandan

Director – MICA

I am very much impressed with the infrastructure, the Director & Professors at this institute. I wish the very best for the institution.

Prof. Subra Ganeshan

Oakland University

SMS has been able to ignite young minds to integrate spirituality and ethics in concepts and methodology.

Prof Sunjoy Mukherjee

IIM Shillong

"Excellent environment at SMS. Felt good about the campus visit after interacting with the students and the faculty."

Mr. Rajesh Srivastava

Head HR – British Paints, New Delhi

An oasis in this "desert". Well done SMS.

Mahesh Bhatt

Film Director and Producer

commendations

AWARDS & ACCOLADES



SCHOOL OF MANAGEMENT SCIENCES (SMS), Varanasi has been bestowed the coveted 'A' grade by the National Assessment & Accreditation Council (NAAC)

SMS, Varanasi has been bestowed the coveted 'A' Grade by the National Assessment & Accreditation Council (NAAC), an autonomous institution of the University Grants Commission (UGC) in 2017 in the very first cycle of its accreditation process with a CGPA score of 3.17 on a scale of 4.

The Institution scored well in almost all the above criteria. The three things which NAAC Team found the best was excellent physical infrastructure, committed faculty supported by well-disciplined and good academic ambience and the Green initiatives like 200kW solar power plant which meets major power requirement of the campus. Also, regular publication of 4 journals (all indexed internationally and present in the UGC list), well managed library (comprising of over 34 thousand books and 14 thousand titles and 115 journals in hard copy), high quality research paper publications by faculty, large number of extension activities undertaken and MoUs with 5 foreign Universities added to the high scoring of the Institution.



Ranked amongst top 50 B-Schools

On the basis of consistent efforts in enrichment of academic input, international exposure to students, excellent summer training and final placement opportunities provided by SMS Varanasi to its students, the Institute has been ranked amongst the TOP 50 Business Schools in the Best B-Schools Survey conducted by the leading corporate journal Business India.

U.P Brand Leadership Award

Shri Akhilesh Yadav Hon'ble Chief Minister, Government of U.P. conferred Education Leadership Award 2016 to School of Management Sciences, presented by ABP News during the glittering ceremony held in Lucknow. The Award was conferred upon the institute for its overall performance and new initiatives in the areas such of Academics, Placements, Social Responsibility, industry-linked management institute etc.

B School leadership Award

School of Management Sciences, Varanasi has been conferred with the "B-School Leadership Award" at 8th Innovation Education Awards ceremony organized by DNA & Stars of the Industry Group at Mumbai. SMS was conferred with this prestigious award for its effort to promote inclusive leadership and quality education. This global HRD event, which honors the excellence in organizational practices, saw a congregation of over 200 participants from over 55 countries.

ASSOCHAM awards School of Management Sciences, Varanasi for being "The Best Institute in UP for Placement Efforts"

Associated Chambers of Commerce and Industry (ASSOCHAM) and the reputed educational magazine, The Education Post has recently awarded School of Management Sciences, Varanasi for being "The Best Institute in UP for Placement Efforts" at the event hosted at Ahmedabad. The award was

presented by the State Minister for Education for the State of Gujarat.

Confederation Of Education Excellence (CEE) Award

SMS received the "Best Institute of UPTU" Award at the Confederation of Education Excellence (CEE) Awards. This Award was conferred to SMS in recognition of outstanding contribution towards Active Participation in Growth of Management Education in Uttar Pradesh.

SMS Varanasi bags 2013 award on Quality Initiative Mission Educational Leadership in Management Education category.

In their endeavour to identify outstanding individuals and organizations promoting inclusive and quality education, School of Management Sciences (SMS), Varanasi was awarded for 'Quality Initiative Mission Educational Leadership Award for the year 2013' in the Management Education category. The award was presented recently



Prof. P N Jha receiving the award from Her Excellency, Her Excellency, the Governor of Jharkhand,



Shri S.K. Singh , Chairman -SMS Society Receiving Renowned Edupreneur Award



Prof. P N Jha, Director - SMS, Varanasi and Dr. M P Singh, Executive Secretary - SMS, Varanasi receiving the Best B - School Award (North)



ASSOCHAM awards SMS Varanasi for being the best Institute in U.P. for Placement Efforts



Bhutan PM conferred award to SMS Group CEO, Mr. Sharad Singh at the World HRD Congress Summit



Mr. Sharad Singh, CEO- SMS Group receiving the U.P Brand Leadership Award



Mr. Sharad Singh, CEO SMS Group, received the Innovation & Outstanding B-School Award by DNA & Stars of the Industry Group



Prof. P. N. Jha, Director - SMS, Varanasi receiving the best B-School Award at the 16th Business School Affaire & Dewang Mehta Business



SMS Varanasi bags 2013 award on Quality Initiative Mission Educational Leadership in Management Education



Dr. M P Singh, Executive Secretary - SMS receiving the National Uttar Pradesh Education Award



Mr. Sharad Singh, CEO- SMS Group receiving the B School Leadership Award

in New Delhi by Shri Wajahat Habibullah, Chairperson, National Commission for Minorities, Govt. of India (Former Chief Information Commissioner, India) in the presence of Dr. Véronique Briquet-Laugier, a very renowned Life Science Scientist of France & Head, Science Department, French Embassy, India.

Awards Bagged By SMS at the 12th World Human Resource Development Congress, Mumbai

- Innovations in Building Academic and Industry Interface
- Outstanding B-School in Marketing (North)
- Best B-School in Business School Leadership

Awards Bagged by SMS at the 17th Asia Brand Summit, Mumbai

- Best Business School for Encouraging Innovations that lead to Better Development
- B-School Leadership Award
- Business School with Best Academic Input (Syllabus) in 'Marketing'

Pride of Industry Award

SMS was honoured again, now with 'pride of industry' award at the release of the World Brand Congress Brochure and a book entitled "Building Pride" in a special function held at Delhi recently where corporate leaders from all over the world gathered. It is worth mentioning that

Dr. M. P. Singh- Executive Secretary, School of Management Sciences, Flicited as Renowned Edupreneur (Education Entrepreneur)

Shri Narayan Sanskritik Chetna Nyass, Noida a social and philanthropic organization of Uttar Pradesh, known for its contribution to the society, conferred Dr. M. P. Singh, Executive Secretary, School of Management Sciences, the leading management and professional education institute with Edupreneur's Award for his exceptional service in the field of Higher Education and his contribution towards society by way of providing quality education and career opportunity to students and also providing excellent professionals to the industry.

SMS Varanasi achieved Best B-School Award (North)

SMS, Varanasi has been awarded as the Best B-School in India (North) by ASSOCHAM, India for its consistent efforts for providing exemplary education in the field of Business Management . This award was presented to SMS, Varanasi at the " National Summit on Excellence in Education, Training & Development" held at Ranchi, Jharkhand. The summit was organised by ASSOCHAM in association with Department of Higher Technical Education & Skill Development, Govt. of Jharkhand. The award was received by Prof. P N Jha, Director - SMS, Varanasi and Dr. M P Singh, Executive Secretary - SMS, Varanasi.

several crème de la crème Institutions including the IIMs participated and won in several of the award categories.

SMS Receives National Uttar Pradesh Education Award

National Uttar Pradesh Education Award was awarded to SMS at the U.P Technical Education Summit 2014 held at Taj Vivanta, Lucknow o. The awards were conferred by Hon'ble Shri Shiv Kant Ojha , Minister of Technical Education & Hon'ble Shri Abhishek Mishra, MoS for Vocational Education and Skill Development , Govt of Uttar Pradesh in the presence of Dr R.K. Khandal , Vice Chancellor , U.P.T.U and galaxy of luminaries from academics and industry.

These Awards are a testimony to the continued commitment of the School of Management Sciences towards encouraging all round development of the students with holistic packages beyond the course curriculum.

SMS Varanasi conferred with 'ASSOCHAM National Leadership Excellence Award in Higher Education (North)

SMS Varanasi has been honoured with the prestigious 'ASSOCHAM National Leadership Excellence Award in Higher Education (North)-2018. The award was given by Her Excellency, the Governor of Jharkhand, Smt. Draupadi murmu to Prof. P. N. Jha Director-SMS Varanasi.



INSPIRING SUPPORTS

“From being stumped by statistics, to coping with coursework, to career advice, there is support available everywhere.”



GET INVOLVED



INSPIRING TEACHING

“I have met some of the most inspiring and helpful teachers who have pushed me beyond what I thought were my limitations.”



INSPIRING CAMPUS

“As soon as I stepped on the campus, I knew it was where I would enjoy my institute experience the most.”



INSPIRING EMPLOYABILITY

“my placement year was great for my personal development and helped secure a graduate position at Amul.”



DREAMS DONT'WORK UNLESS YOU DO !!



LEARNING OUTCOMES

M.B.A Programme

- Students are expected to have the understanding of environment in which business operates and that includes economic, socio-cultural, political, legal and technological environment. Further, there are various functions and activities of business that need to be performed. Students are expected to have deep knowledge and understanding of those functions and activities as that would help in recognizing the functioning of businesses, identifying potential business opportunities, evolution of business enterprises and exploring the entrepreneurial opportunities.
- Students are expected to develop competencies in critical thinking for business decision making, capabilities, and skills to analyze and solve business problems across functional areas and more so by coming out with innovative solutions.
- Students are expected to demonstrate a global outlook with the ability to identify aspects of the global business and Cross Cultural Understanding.
- Students are expected to identify the contemporary social problems, exploring the opportunities for social entrepreneurship, designing business solutions and demonstrate ethical standards in organizational decision making. Demonstrate awareness of ethical issues and can distinguish ethical and unethical behaviors.
- Students are expected to develop effective oral and written communication skills especially in business applications with the use of appropriate technology wherever necessary.
- Students are expected to have leadership skills and ability to collaborate effectively with organizational members having diverse capabilities and skills to achieve organizational goals.



M.C.A Programme

- Knowledge and Application of computing environment for domain specific solutions.
- Apply knowledge of Mathematics, Computer Science and Management in practice.
- Adeptness in Designing, Analyzing and Developing Computer Applications.
- Proficiency in Modern Computing Tools & Techniques and using them with agility.
- Understanding the impact of system solutions in a contemporary, global, economical, and societal context for sustainable development.
- Develop Understanding of cross technological issues.
- Exhibiting Social Responsiveness and Ethical Behavior.

LEARNING OUTCOMES



LEARNING OUTCOMES

M.COM Programme

- Students should have sound understanding of concepts in different commerce related subjects along with practical application of such concepts in real life situations.
- Students are expected to develop a personality so that they are conveniently selected by Top MNC as employee. Moreover students should also understand the opportunities and challenges of entrepreneurial ventures.
- Students should be able to adapt managerial skills as per changing industrial conditions.
- Students are expected to develop positive attitude towards different organisational and personal life situations in their lives.
- Students must be able to acquire a better personality and should come out as a responsible citizen in society after successful completion of course.

B.B.A Programme

- Students should be able to develop analytical thinking capability to identify the problems and opportunities facing the business world,
- Students should be able to apply the statistical and decision science tools to analyze problems and opportunities, develop alternatives, and make effective decisions.
- Students should be able to develop and demonstrate business acumen.
- Students should be able to gain domain specific knowledge in various functional areas of Business and Management.
- Students should be able to apply the best practices of the business administration in the functional areas of business such as Marketing, Finance, HR and Operations.
- Students should be able to write effective business Documents such as Project Proposal, Business report, sales letters, collection letters, minutes of the meeting etc.
- Students should be able to make and deliver effective presentation using ICT techniques and tools.
- Students should be able to demonstrate excellent interpersonal skills
- Students should be able to develop team spirit
- Students should be able to develop time management competence in order to meet the deadlines.
- Students should be able to display ethical behavior and Professional Integrity.
- Students should be able to develop understanding of the prevailing laws relevant to business and its application to business.
- Students should develop the ability to apply the knowledge gained in Entrepreneurship Management.

B.C.A Programme

- Attainment of Basic Knowledge of Computer Science in understanding the Real World problems.
- Exposure to role of Mathematics and Management in Computer Science.
- Understanding the concept and Application of Procedural and Object-oriented Programming Languages.
- Sensitization towards role of IT in providing Business Solution.
- Preparedness to work in different computing environments for handling the problems related to a specific domain and working on a suitable solution domain
- Exhibiting Social Responsiveness and Ethical behavior.

B.COM Programme

- Students are expected to develop a sound understanding of the various dimensions of the system of commerce both within and out of the country.
- Students are expected to familiarize themselves with managerial skills and to build sound competency in particular areas of business.
- Students are expected to develop proficiency in important areas economics etc.
- Students are expected to develop sufficient communication skills to be corporate job-worthy.
- Students are expected to develop sufficient knowledge and skills set, so as to be able to successfully pursue higher academic qualifications in the field of commerce or work in the field of research.





LEARNING OUTCOMES



LEARNING OUTCOMES

B.COM (Hons) Programme

- Students are expected to develop a thorough understanding of the Legal, economic, political social, cultural and technological subsystems that constitute the complex system of commerce in any country or internationally.
- Students are expected to deeply familiarize themselves with a wide range of managerial skills while building competency in particular areas of business.
- Students through wide exposure, are expected to understand general business principles and to develop proficiency in pertinent areas like accounting, finance, human resources, business management, marketing and economics.
- Students along with the knowledge of the pertinent areas critical to the field of commerce are also expected to develop excellent communication skills, both oral and written, so as to be able to effectively and efficiently fill the supply-demand gap in the field of commerce.
- Students are expected to develop sufficient knowledge and skills set, so as to be able to successfully pursue higher academic qualifications in the field of commerce or work in the field of research.

B.A.(Hons) Mass Communication Programme

- Students are expected to be fully trained and prepared with professional skills of writing as a reporter having complete knowledge of ABCD of media writing such as Accuracy, Brevity, Clarity and Discernment.
- New technologies have kept the media professionals paper and pen less to the maximum extent. So, the students would be fully trained and prepared to handle computer, internet and other modern technologies used in media at present.
- Students shall study and understand Indian Constitution, Freedom of Speech, working of governments and countrys international relations with neighboring and other countries to be prepared to write.
- Students would be fully trained with practical knowledge of production of program and documentary production for television through modern media lab as per current demand of TV industry. They would also understand well practical aspects of professional photography, news reading for TV and Radio and art of Radio Jockey.
- This is time of publicity in all sphere of society so the students would be fully trained to practice modern tools and techniques of PR and Publicity to cater demand of industry.
- Students would be fully trained with complete professional knowledge of editing news for print and electronic media in well-equipped media lab.
- Students would gain theoretical and practical knowledge about news reports writing on emerging subjects of media such as development, environment, economy and sports to cater the need of readers. They would learn how to write news stories on these subjects.
- Students would understand well as to how an event is organized for which they would undergo internship in offices of Event Companies to be a perfect Event media professional.
- Students shall gain insight regarding the Press Law and Media ethics to practice and save their print publication from legal complications. They would also understand the media ethics to be sincere journalist to build up the image of their own as well as organization.

Prioritized Areas of Research & Consultancy

MANAGEMENT & COMMERCE

- Ethics & Values in Management
- Marketing Communications
- Marketing & Sales
- Entrepreneurship
- Leadership, and
- Indian Ethos for Management

COMPUTER SCIENCE

- Multi-Agent Systems
- Data Mining and Data Warehousing
- Distributed Software
- Software Engineering

ACADEMIC PROGRAMMES @

MASTER OF BUSINESS ADMINISTRATION (MBA)

Approved by the AICTE, Ministry of HRD, Govt. of India and affiliated to Dr. A.P.J. Abdul Kalam Technical University, Lucknow.

Year of Inception: 2013
Intake: 300
Duration: 2 Year Full Time

Eligibility :

The programme is designed for those who have completed their recognized Bachelor's Degree of minimum 3 years duration .The candidates should have obtained at least 50% (45% for reserved category candidate) marks in the qualifying Examination.

Admission Procedure :

The admission is done through the State Entrance Examination conducted by the Dr. A.P.J. Abdul Kalam Technical University, Lucknow.

Syllabus : MBA

As announced by Dr. A.P.J. Abdul Kalam Technical University, Lucknow.

Link: aktu.ac.in/syllabus.html



MASTER OF COMPUTER APPLICATIONS (MCA)

Approved by AICTE, Ministry of HRD, Govt. of India and affiliated to Dr. A.P.J. Abdul Kalam University, Lucknow

Year of Inception : 2013
Intake : 60
Duration : 2 year Full Time

Eligibility :

The programme is designed for those candidates Passed BCA/ Bachelor Degree in Computer Science Engineering or equivalent Degree. OR passed B.Sc./ B.Com./ B.A. with Mathematics at 10+2 Level or at Graduation Level (with additional bridge courses as per the norms of the concerned University). Obtained at least 50% marks (45% marks in case of candidates belonging to reserved category) in the qualifying Examination.

Admission Procedure :

The admission is done through the State Entrance Examination conducted by the Dr. A.P.J. Abdul Kalam Technical University, Lucknow.

Syllabus : MCA

As announced by Dr. A.P.J. Abdul Kalam Technical University, Lucknow.

Link: aktu.ac.in/syllabus.html



BACHELOR OF COMPUTER APPLICATIONS (BCA)

Affiliated to Mahatma Gandhi Kashi Vidyapith, Varanasi

Year of Inception : 1998
Intake : 180
Duration : 3 Year Full Time

Eligibility:

All those students who have completed 10+2 with Mathematics as a subject are eligible for BCA programme.

Admission Procedure:

The admission is done through the SMS Online Entrance Test.

Syllabus : BCA

As announced by Mahatma Gandhi KashiVidyapith, Varanasi.

Link: mgkvp.ac.in/syllabi.htm



BACHELOR OF COMMERCE (B.COM)

Affiliated to Mahatma Gandhi Kashi Vidyapith, Varanasi

Year of Inception : 2014
Intake : 240
Duration : 3 years Full Time

Eligibility:

All those students who have completed 10+2 with either Commerce or Economics or Mathematics as a subject are eligible to apply for B.Com programme.

Admission Procedure :

The admission is done through the SMS Online Entrance Test.

Syllabus : B.COM

As announced by Mahatma Gandhi KashiVidyapith, Varanasi.

Link: mgkvp.ac.in/syllabi.htm



MASTER OF COMMERCE (M.Com.)

Affiliated to Mahatma Gandhi Kashi Vidyapith, Varanasi

Year of Inception : 2018
Intake : 60
Duration : 2 years Full Time

Eligibility:

The programme is designed for those candidates who have completed B.Com/B.Com (Hon's) degree of minimum 3 years duration from a recognized University.

Admission Procedure :

The admission is done through the SMS Online Entrance Test followed by Personal Interview.

Syllabus : M.COM

As announced by Mahatma Gandhi KashiVidyapith

Link: mgkvp.ac.in/syllabi.htm



BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Affiliated to Mahatma Gandhi Kashi Vidyapith, Varanasi

Year of Inception : 1997
Intake : 180
Duration : 3 Year Full Time

Eligibility:

This programme is designed for those candidates who have completed 10+2 in any discipline.

Admission Procedure:

The admission is done through the SMS Online Entrance Test.

Syllabus : BBA

As announced by Mahatma Gandhi KashiVidyapith, Varanasi.

Link: mgkvp.ac.in/syllabi.htm



BACHELOR OF COMMERCE (HONS.)

Affiliated to Mahatma Gandhi Kashi Vidyapith, Varanasi

Year of Inception : 2019
Intake : 240
Duration : 3 years Full Time

Eligibility:

All those students who have completed 10+2 with either Commerce or Economics or Mathematics as a subject are eligible to apply for B.Com. (Hons.) programme.

Admission Procedure :

The admission is done through the SMS Online Entrance Test.

Syllabus : B.COM (HONS.)

As announced by Mahatma Gandhi KashiVidyapith, Varanasi.

Link: mgkvp.ac.in/syllabi.htm



B.A. (HONS.) MASS COMMUNICATION

Affiliated to Mahatma Gandhi Kashi Vidyapith, Varanasi

Year of Inception : 2017
Intake : 60
Duration : 3 years Full Time

Eligibility:

All those students who have completed 10+2 are eligible to apply for BA (Hons.)- Mass Communication programme.

Admission Procedure:

The admission is done through the SMS Online Entrance Test.

Syllabus : B.COM (MASS COMMUNICATION)

As announced by Mahatma Gandhi KashiVidyapith, Varanasi.

Link: mgkvp.ac.in/syllabi.htm





PAPER PRESENTATIONS
MODEL PRESENTATIONS

CLASS ROOM SESSIONS
SITUATIONAL EXERCISES
CASE ANALYSIS

ROLE PLAYS

SIMULATION EXERCISES

MANAGEMENT GAMES

GROUP DISCUSSIONS

WORKSHOPS & GUEST LECTURES



RESEARCH PROJECTS

SEMINARS AND CONFERENCES

LIVE PROJECTS

PANEL DISCUSSIONS

MARKET SURVEYS



In order to impart to the students the best possible knowledge; the classroom sessions at School of Management Sciences, Varanasi are augmented through exercises, project studies, role plays, case studies, simulation games, brainstorming sessions, software applications, presentations etc. Through these methods, we endeavour to generate and encourage creative and innovative thinking in our students. SMS, Varanasi pursues a holistic approach to the teaching learning paradigm that incorporates innovative learning methods for making the internalization exercise of the students highly lucid, interactive and purposeful.

TEACHING PEDAGOGY



VALUE ADDED PROGRAMMES

Online Learning Facilitation via MOODLE Platform

SMS, Varanasi became a pioneer in Uttar Pradesh in implementing the exalted E-learning platforms: Moodle. The aim behind the launch of this platform is to provide "Education 24 x 7" by enabling the students of SMS, Varanasi to access and learn anywhere. Through this platform SMS, Varanasi has implemented the cycle of Teaching - Learning process in the online mode from e-content delivery to its monitoring, controlling and evaluation. SMS, Varanasi can deliver e-content of various courses in the form of video lectures, Interactive Power Point Presentations (PPTs), Portable Documents Format (PDF) as well as many more mediums to our bright young minds. With this platform we can also monitor & evaluate the performances of the students through assignments, quizzes and discussion forums.



Business Analytics

The demand for trained analytics professionals has witnessed a massive growth in recent years. A career in Analytics requires knowledge and skills from an extremely diverse set of fields viz. mathematics, statistics, economics, econometrics, IT, marketing, finance, HR, domain knowledge and of course a set of software tools. Considering the huge demand of this specialized field of study, SMS, Varanasi has taken a stride and designed a course to provide the MBA students with a comprehensive understanding of the concepts of Business Analytics – the data, the approach, the technology and its day-to-day business decision applications. This specialized programme is a combination of classroom and technology aided learning platform including specialized workshops which embraces the advanced statistical and financial analysis using 'R Programming' & 'MS Excel'.

FOREIGN LANGUAGE TRAINING

In an increasingly connected world, foreign language proficiency is more important than ever and we at SMS, Varanasi are determined to equip our future managers to take on every possible challenge. Center for foreign languages at the institute endeavours in exposing students to the foreign languages and culture. The courses are designed to enhance the basic skills in reading, writing and speaking foreign languages with a friendly hand towards an almost effortless journey towards success.

Language Lab

The language lab is very useful for enabling students to develop their communicative competencies, to hone their soft skills and to equip them with employability skills and thereby enhance their prospects of placements. The electronic devices used in the laboratory stimulate the eyes and ears of the learner to acquire the language quickly and easily. The laboratory's collection is designed to assist learners in the acquisition and maintenance of aural comprehension, oral and written proficiency, and cultural awareness. The language laboratory offers broadcasting, television programmes, web-assisted materials and videotaped off-air recordings in the target language. In short, a student can get the experience of having interaction with native speakers through the laboratory.

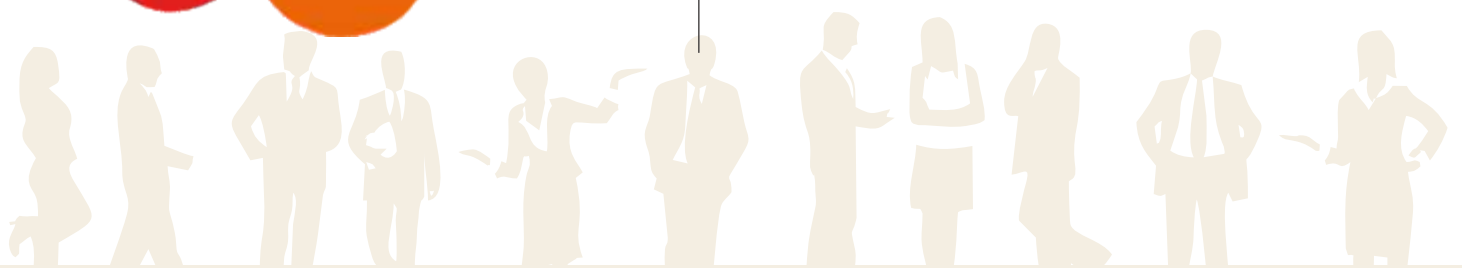
Behavioural Dynamics Lab

Behavioural Dynamics Lab strives to provide better mental health and improved interpersonal relations among students particularly to those who seek counseling regarding their behavioural adjustment, sleep and concentration problems on regular basis. The lab provides Psycho Diagnostic Assessment, Mental Health Care and Stress Management Services to students who are vulnerable to pressure and other environmental stresses in this fast changing modern competitive life. At present Psychological tests like Occupational stress Index, Emotional Intelligence Test, Thematic Apperception Test, Academic Stress Questionnaire, Mobile Phone Addiction Scale, Peer Pressure Scale, Emotional Quotient and perceived employability Scale are available. Therapeutic facilities like Psychological Counseling and Bio Feedback Therapy are also there at students' disposal.



EMPLOYABILITY ENHANCEMENT PROGRAMME

The main objective of the Employability Enhancement Programme (EEP) is to train the students for clearing the process of Aptitude Tests, Group Discussion Rounds and Personal interviews conducted by the various corporate entities who visit the campus for recruiting students. This programme follows a very rigorous schedule which is spread across the academic calendar. SMS, Varanasi conducts regular workshops for personality development and communication skills improvement for its students by inviting soft skill professionals from all over India. Other activities conducted under this programme include Team Building Tasks, Public Speaking and Stage Fear Exercises. Inputs & feedback to the students on basis of their performances in various activities are provided on an individual basis. SMS, Varanasi has also developed a separate module for conducting Online Mock Numerical, Verbal Reasoning and Clerical Aptitude Tests.



Workshop on Personality Development



Public Speaking Training



Group Discussion Training



Personal Interview Training



Workshop on Personality Training & Assessment



Team Building Exercises



Indigenously developed Mock Online Test series



Team Building Exercises

PERSONALITY DEVELOPMENT

SOFT SKILL DEVELOPMENT

GROUP DISCUSSION

TRAINING SESSIONS

APTITUDE TEST SERIES

PSYCHOMETRIC TEST SERIES

PERSONAL INTERVIEW TRAINING SESSIONS

EVALUATION FROM INDUSTRY EXPERTS

PRE PLACEMENT COMPANY AND INDUSTRY BRIEFINGS

INTERNATIONAL ACADEMIC ALLIANCES



"For developing true global leaders and managers SMS, Varanasi has academic alliances with the following institutions in USA, Latin America, Europe and Asia."



CLAFLIN UNIVERSITY, SOUTH CAROLINA, USA



UNESP (UNIVERSIDADE ESTADUAL PAULISTA), BRAZIL



PENELEH RESEARCH INSTITUTE MALANG, INDONESIA



SZENT ISTVAN UNIVERSITY, GODOLO, HUNGARY



Karoly Robert College (KRF), Gyongyos, Hungary



City University Malaysia



EMPORIA STATE UNIVERSITY, USA



CALIFORNIA STATE UNIVERSITY, SAN BERNARDINO, (CSUSB) USA



Delegates from California State University, USA with the PGDM students



Delegates from California State University, USA interacting with the PGDM students



SMS student's visit to Claflin University, USA

SMS has signed specific MOUs with these institutions for exchange programmes meant for faculty and students on a regular basis, for conducting joint research work and for conducting training & capacity building exercises to provide holistic solutions for surmounting global management problems. SMS is also in process of finalizing few more such tie-ups of the higher order with top academic institutions around the world to make the students and faculty at par with global standards.



Delegates from California State University, USA at SMS Varanasi



Prof. Vipin Gupta & Dr. Frank Lin from California State University, USA conducting FDP at SMS Varanasi



Students from University of Singapore at SMS



Students from Grand Valley State University, USA at SMS

INTERNATIONAL TOUR

To acquaint the business management students with the global business scenario, product offerings and consumer behavior in international markets, SMS-Varanasi provides the experiential learning opportunity to visit a foreign country.



INTERNATIONAL EXPOSURE INTERNATIONAL TOURS



GET INTERNATIONAL





SMS students at the printing press of Amar Ujala Newspaper



SMS students visit Doordarshan Kendra

TOGETHER WE CREATE YOUR FUTURE



SMS students visit NBC



SMS Students visit to Hindalco

To provide on the job experiences along with a feel of joy and perpetuity various industrial visits of our student managers are organized from time to time in various reputed companies in India.



SMS students visit HCL



SMS students visit BOSCH

Some of the company names are Bajaj Auto Ltd., BOSCH, ACME Tele Power, Hewlett Packard, Jawahar Lal Nehru Port Trust, Coca Cola, Avon Cycles, Ralson Tyres, Arti Steel, Vardhman Industries, Duke, Parle, Dabur India Ltd., Kirolaskar, Hindalco Industries Ltd and Titan Industries Ltd.



SMS students Excursion Tour



SMS students Excursion Tour



SMS students visit Parle Products



SMS students Excursion Tour

Domestic INDUSTRIAL TOURS



SCHOLARSHIP SCHEMES

FOR NEW ENTRANTS:

Dr. Sarvepalli Radhakrishnan Scholarship for New Admissions in MBA & MCA Course.

The quantum of above scholarships would be distributed as per the details given below:

Percentile obtained in Graduation (any discipline)

Slab of Scholarship applicable in MBA/MCA Course

Throughout 60% and above (Xth, XIIth & Graduation)

10% of the First Year Fee

Babu Nageshwar Singh Scholarship for Post Graduate Studies.

The scheme will be applicable to the undergraduate students (BBA, BCA, B.Com. (H) & B.Tech. Programmes) of SMS for pursuing Post-Graduate Courses at School of Management Sciences, Varanasi.

Overall Percentage of Marks attained by Student in BBA/BCA/B.Com./B.Com.(H)/B.Tech. Courses at SMS

Slab of Merit Scholarship applicable in MBA/MCA/M.Com. Courses run at SMS

• 60% and above

• 10% of First Year Fee

Merit Scholarship for New Admissions in Undergraduate Courses run by the Institute

This scheme will be applicable for New Admission in BBA, BCA, B.Com., B.Com. (H) and B.A. (Hons) Mass Comm. Course.

Overall percentage of marks attained by student in class XIIth

Slab of merit scholarship

• 70% to Less than 85%
85% and above

• 10% of First Year Fee
• 15% of First Year Fee

SMART Scholarship for New Admissions in Undergraduate Course run by the Institute. This scheme will be applicable for New Admission in BBA, BCA, B.Com., B.Com. (H) and B.A. (Hons) Mass Comm. Courses.

Percentage of marks attained by student in SMART

Slab of SMART scholarship

• 60% and above

• 10% of First Year Fee

Note : *Students are eligible to opt any one of the above Scholarship Schemes.

SMS SCHOLARSHIP SCHEMES & AWARD FOR EXISTING STUDENTS

Prof. Mukund Lal Scholarship (for Semester Toppers) : SMS have system of providing adequate scholarships towards toppers of each semester of various UG and PG: MBA, MCA, MCA, M.Com., BBA, BCA & B.Com., B.Com. (H) & B.A.(Hons) Mass Com

Smt. Virendra Kumari Memorial Gold Medal (for University Toppers) - This prestigious award is bestowed upon the toppers of the various University run courses at SMS, Varanasi.

Apart from the above Scholarship Schemes the students can also apply for scholarship through the following Govt. initiatives subject to Eligibility.

- National Scholarship Portal (NSP)
www.scholarships.gov.in
- SAKSHAM Scholarship (UP Pre & Post Matric Schemes)
www.scholarship.up.gov.in

RESEARCH & PUBLICATIONS

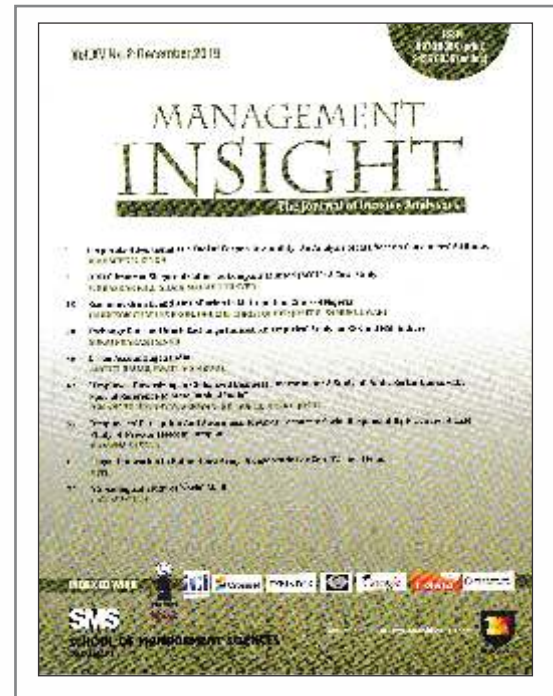
Journals

SMS Varanasi has numerous achievements to its credit in fulfilling the objectives for which it was established. With the motto that 'where there is no zeal for research, there is no zest in teaching'; it took steps to encourage independent research on different facets of Business Management, Information Technology, Entrepreneurship & Skill Development as well as Ancient Indian Knowledge & Spiritualism and their integration with the modern day work settings. SMS Varanasi publishes four Journals exclusively dedicated to the aforesaid purpose. These journals are published with DOI and are also published online at myresearchjournals.com.

Management Insight

(ISSN: 0973-936X, E-ISSN :2456-0936)

Established in 2004, Management Insight is a bi-annual peer reviewed pioneer international publication of SMS, Varanasi. Its objective is to integrate the practices of the professional world with knowledge creation in the relevant academic arena to enrich the analysis of the researches occurring in the fields of Management in a more pragmatic way and to ensure speedy dissemination of such research outcome among the pertinent consumers.



Indexing:

OJAS platform of the UGC's INFLIBNET, CrossRef, PKP, Open archives, Google Scholar, J-Gate, Ulrich, and Indian Citation Index.

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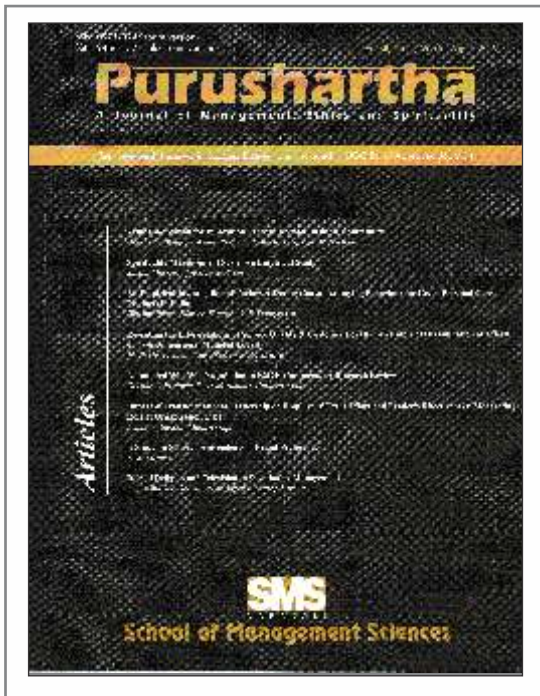
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RESEARCH & PUBLICATIONS



Purushartha

(ISSN: 0975-024X, E-ISSN :2456-1371)

Established in 2008, Purushartha is a bi-annual peer reviewed pioneer international publication of SMS, Varanasi. The objective of this journal is to focus primarily on the Blending of ancient Indian management thoughts with the modern management principles, Business ethics, Values and Indian spirituality for modern business. Through this journal an effort has been made to explore these dimensions for enriching the modern management science.



Indexing:

Scopus Elsevier, Google Scholar, CrossRef, PKP, Indian Citation Index and J-Gate.

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RESEARCH & PUBLICATIONS

Computing Trendz

(ISSN: 2230-9152, E-ISSN: 2456-138X)

SMS, Varanasi introduced the pioneering issue of the Journal Computing Trendz in the year 2011 as a bi-annual publication. Its objective is to integrate the practices of the professional world, most essentially related to Computer & Information Technology, along with the knowledge creation in the academic world so as to enrich the analysis of the researches occurring in the fields of Computers and providing them with a speedy delivery for its dissemination amongst computing professionals, faculties and research scholars.



Indexing:

Google Scholar & CrossRef

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SMS Publishes its own
Bi Annual Newsletter
"SMSNEWS"



Books

- Leadership.
- Taxonomy of Database Management System.
- Changing perspective of Business Excellence.
- Emerging Trends in Management and Information Technology.
- Economics for Managerial Decisions.
- Essentials of Leadership: Ethics and Spirituality.
- Logistics Management.

RESEARCH & PUBLICATIONS

SMS Journal of Entrepreneurship & Innovation (ISSN: 2349-7920)

Founded in 2014, SMS Journal of Entrepreneurship and Innovation is a bi-annual peer, blind reviewed and refereed publication of Entrepreneurship, Innovation, Skill Development and General Management of Centre for Entrepreneurship, Innovation and Skill Development (CEISD) of School of Management Sciences, Varanasi. It aims to integrate the practices of the professional world with the knowledge creation in the relevant academic arena in order to enrich the analysis of the researches being pursued in the field of Entrepreneurship, Innovation and Skill development in a more pragmatic way.

Indexing:

Google Scholar, PKP, CrossRef and J-Gate.



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Varanasi

Members

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Darbhanga

Prof. Anand Mohan

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IIT, BHU & Former Director
NIT, Kurukshetra

Prof. Vipin Gupta

California State University (USA)

Prof. Burhan Ozkan

Akdeniz University (Turkey)

Prof. Azhar Kazmi

King Fahd University of
Petroleum & Minerals
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Prof. Pramod Pathak

IIT(ISM), Dhanbad

Prof. Pradeep Kumar Mishra

IIT – Banaras Hindu University, Varanasi

Prof. Bharat Raj Singh

School of Management Sciences
Lucknow

Dr. Bhavana Singh

School of Management Sciences, Varanasi

Dr. Sofia Khan

School of Management Sciences, Varanasi

- Management Discussion & Analysis Reporting in India.
- Spiritual Paradigm for Management.
- Alchemy of Leadership for Sustainability and Innovation.
- Write Your Script.
- Spirituality Beyond Repertoire - Leadership and Happiness Perspectives.
- Organisational Effectiveness in Centers of Higher Learning – A Comparative Study.
- Women's Participation and Decentralised Governance.





FRIENDLY
AFFORDABLE &
SAFE

INSPIRING INFRASTRUCTURE

Campus Area

SMS, Varanasi holds a big lush-green campus spreading over an area of 10 acres with built-up area of more than 1.25 lacs sq. ft. It is located on Delhi-Kolkata Golden Quadrangle Super Express Highway.

Architectural Philosophy

The campus of SMS, Varanasi has been designed with the concept of "DESIGN WITH NATURE" which is a blend of local tradition & values with the modern city planning methods. This concept accommodates the whole meaning of the living environment, which emerges from the natural elements of the place, and the underlying processes which shape the campus life. The design ensures a secured institution, permits staff to be deployed efficiently, supports desirable group sizes, staves off the debilitating effects of limiting inmate activity, and avoids obtrusive surveillance that contributes to a dehumanizing environment.

GREEN CAMPUS - 200 KWp SOLAR POWER PLANT

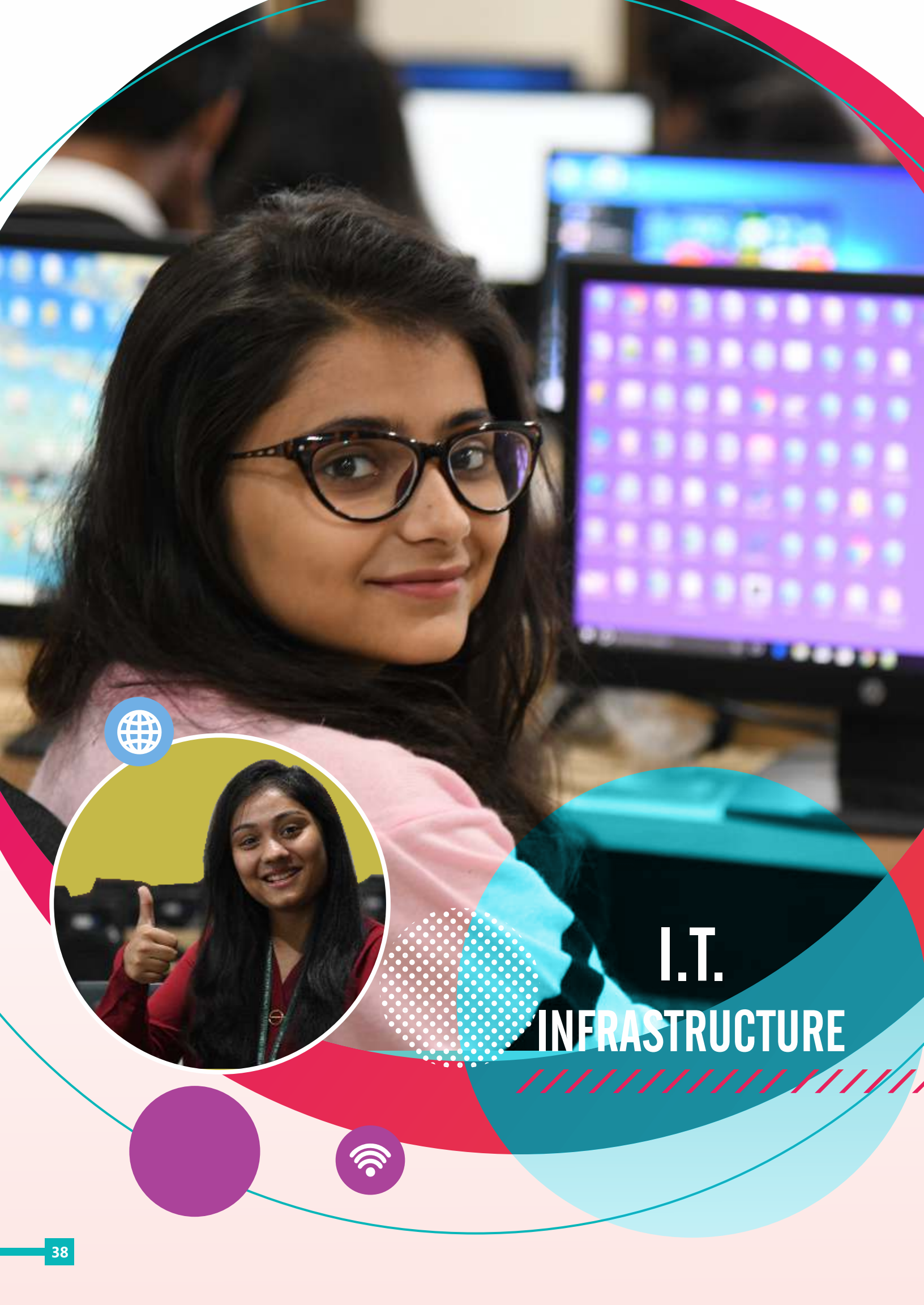
Environment and ecology are a part of the culture and ethos of SMS, Varanasi. SMS believes that all action on climate change must be concerted, structured and sustainable. It must target the rising carbon emissions and work towards the dual objective of reducing the greenhouse gases being spewed into the atmosphere and reviving nature's ability to heal itself. Solar power facilities reduce the environmental impacts of combustion used in fossil fuel power generation, such as impacts from green house gases and other air pollution emissions. SMS, Varanasi procures its total electricity supply of the campus through a 200 KWp Grid Tied Solar Power Plant.

SMS



EXCELLENCE





I.T. INFRASTRUCTURE







IT INFRASTRUCTURE

THE I.T. INFRASTRUCTURE AT SMS VARANASI COMPRISES OF FULLY AIR-CONDITIONED 8 COMPUTER LABS EQUIPPED WITH LATEST GENERATION OF ALL RELEVANT COMPUTER & ELECTRONIC GADGETRY ADVANCEMENTS. THE COMPUTER CENTER HAS 500 SMART TERMINALS TO WORK AS STANDALONE AND ALSO ON LAN ENVIRONMENT.

THE INSTITUTE HAS UNLIMITED INTERNET ACCESS THROUGH 75 MBPS INTERNET CONNECTION. SMS HAS AN AUTHENTIC RANGE OF SOFTWARES DUE TO ITS AGREEMENT WITH THE RENOWNED I.T. COMPANY MICROSOFT. THE ENTIRE CAMPUS OF SMS VARANASI IS WI-FI ENABLED, ALLOWING THE STUDENT HI-SPEED INTERNET ACCESS.

iCampus

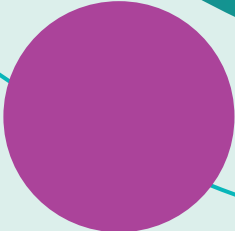
This e-system has been developed specially for the students and faculty members of SMS. This system enables the access of important notices and alerts issued by various departments of the institute like library, training and placement cell, Knowledge Management Center etc. This system also enables the students to receive study materials, assignments and the question bank for different courses. I campus allows the students to view their respective attendance through their login. A mobile application of I-campus can also be downloaded by the students for accessing this e-system on their android enabled devices.

75 MBPS INTERNET CONNECTION 	8 COMPUTER LABS 	500 SMART TERMINALS 	Wi-Fi ENABLED CAMPUS 
CAMPUS AGREEMENT WITH MICROSOFT	INFORMATION KIOSKS	GIGABYTE NETWORK	NPTEL CERTIFICATION COURSE





LIBRARY & DOCUMENTATION CENTER



LIBRARY & DOCUMENTATION CENTER

A rich library and documentation center accommodating more than 100 students at a time, providing equitable access to excellent library and information services, resources and facilities to the participants of various programmes, faculty and also the wider community to enable them to become lifelong learners.

This fully computerized center comprises of an excellent collection of around 35000 books, 15000 titles, subscription of more than 100 national and international journals, 130 magazines, 30 newspapers along with a wide range of digital material in the form of CDs and DVDs on different functional areas of Management, Commerce and Computer Science. The library is equipped with all kinds of reprographic facilities and maintains a separate reference section.

Digital Harbour

The Digital Harbour is a special section of the SMS library which is a type of information retrieval system. The Digital Harbour comprises of a collection of academic materials in the form of e-journals, e-books, lecture videos and a vast collection of digital books covering different aspects of business administration, commerce, computer science and various other subjects like career, ethics etc.

Digital Resources

- 10,000 + E-Books
- DELNET including ILL (Inter Library Loan) facility.
- LOFT (Library on Finger Tips by AKTU, Lucknow).
- E-Shodha Sindhu by INFLIBNET.
- JAWS (Talking Screen Reader for the Visually Challenged)

35000 +
BOOKS

15000 +
TITLES

130 +
MAGAZINES

30 +
NEWS
PAPERS

650 +
ANNUALS &
YEAR BOOKS

100 +
NATIONAL &
INTERNATIONAL
JOURNALS

600 +
E - JOURNALS

10000 +
DIGITAL BOOKS
AND MAGAZINES





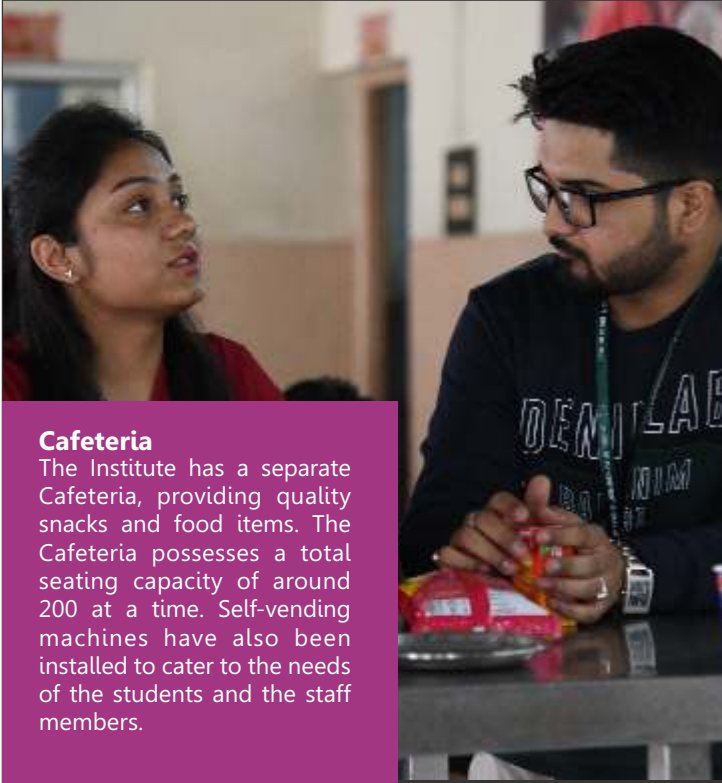
I MADE THE
DIFFERENCE



FEELS LIKE HOME

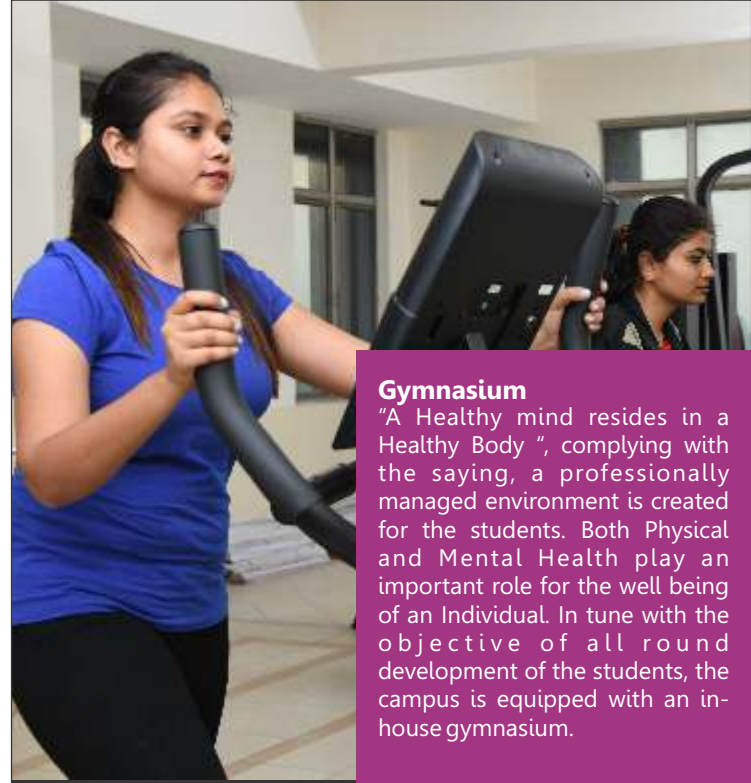
THE ATMOSPHERE
HERE IS SO ALIVE,
FACILITIES ARE
EXCELLENT, IT
MAKES STUDYING
FEEL LIKE HOME

FACILITIES



Cafeteria

The Institute has a separate Cafeteria, providing quality snacks and food items. The Cafeteria possesses a total seating capacity of around 200 at a time. Self-vending machines have also been installed to cater to the needs of the students and the staff members.



Gymnasium

"A Healthy mind resides in a Healthy Body", complying with the saying, a professionally managed environment is created for the students. Both Physical and Mental Health play an important role for the well being of an Individual. In tune with the objective of all round development of the students, the campus is equipped with an in-house gymnasium.

Auditorium

The Institute has a big Auditorium, with a seating capacity of 500. It is used for the large-scale National and International Seminars and Symposia. It encompasses all the electronic equipments and other training aids essential for the high-profiled academic, business and cultural events.

Sports Room

A dedicated area for different kinds of indoor sports and outdoor sports equipments for developing sportsman spirit and team spirit which play an indispensable part in any walk of life be it academics or corporate.



Media Lab

Specially designed for the students of Mass Communication, this lab has fully furnished recording studio for news reading and interviews, State of the art editing and mixing center using ADOBE Premier Pro and a Print Media Desk.

Conference Hall

The Institute's Conference Hall, with a seating capacity of 100, is fully air conditioned and equipped with all modern amenities. It is extensively used for Management Development Programmes, Workshops, Conferences and other such events. SMS is endowed with one of the best Conferencing facilities comparable to any of the top B-Schools in the country. The Conference Room is acoustically designed and aesthetically decorated. It is fitted with all the modern audiovisual gadgets which include LCD Projectors, Computers, DVD Systems and CD Players along with Video Conferencing Facilities.

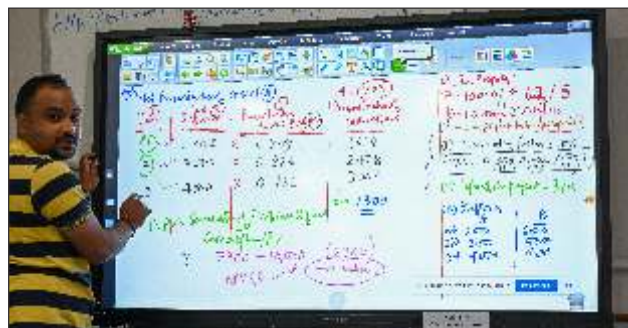
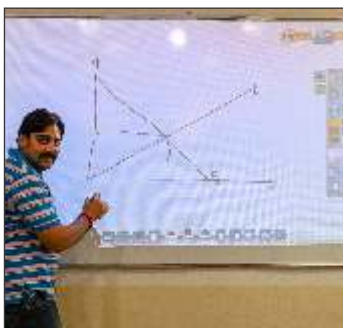


Hostels

SMS, Varanasi provides comfortable and well-furnished hostel accommodation both for boys and girl students separately. Facilities for indoor & outdoor games and recreation are also available in the hostel premises, besides the Library and Reading room facilities. The comfort level in the hostel rooms is comparable with the best institutes in the country.

Class Rooms

Centralized Air conditioned P.G. Academic Block with modern multimedia facilities for providing opportune ambience to students for brainstorming sessions, interactive and innovative thought processes.



Smart Classrooms

Smart Classrooms at SMS, Varanasi are technology enhanced classrooms that foster opportunities for teaching and learning by integrating learning technology, such as computers, specialized software, audience response technology, assistive listening devices, networking, and audio/visual capabilities



RAINBOW (Social Welfare Club)

Social welfare is concerned with the well-being of entire community. It is not an individual work; it is an organized effort which is intended to advance the social conditions of a community, and especially of the disadvantaged, by providing psychological counseling, guidance, and assistance, especially in the form of social services. This club provides the opportunity to the students to participate in the social cause of the society and be a responsible citizen. The activities undertaken in this club are:

- Blood Donation Camp
- Free Medical check-up Camp
- Plantation & other Environmental Marketing
- Literacy Drive & other Social Marketing
- Economic & Material Assistance to poor
- Cancer Awareness Camp



SPARK (Performing Arts Club)

This club was established with the objective to promote performing art related activities. The following activities have been among regular course of action by the students under the banner of this club :

- Dance
- Song
- Theater
- Vocal & Instrumental
- Mimicry



CLUBS

REBEL
BELIEVE IN
YOUR
CORSE



CONTRAST (Creative Club)

Creativity alone is what makes one stand out in a crowd. It is an approach that transforms every blade of grass into a wonder of life. Creative Arts opens the heart and mind to possibilities & fuels the imagination. Contrast club undertakes several activities like:

- Ad-Darshanam
- Poster Making
- Painting Competition
- Cartooning
- Mock Parliament
- Business Model Contest (Marketing/Human Resource/Finance)

SYNERGY (Literary Club)

The importance of literary activities can never be ignored by a premium Business School. This club provides a platform to the students in bringing out the best in them, through the following activities:

- Debate
- Quiz Contest
- Extempore
- Seminars / Workshops
- Role Plays
- Management Games
- Elocution
- Budget Analysis
- Poetry

CREST (Sports Club)

This club provides gaming facilities and platform for competition among students, inside the institute premises as well as outside the institution. This club oversees all indoor and outdoor games facilities and opportunities.

LIVE WIRE (Technical Club)

This club aims to inculcate creativity and to make students more web friendly this club has been constituted. This student club organizes competitions and quiz programs for better understanding of IT concepts and their applications.

- Web Designing Competition
- IT Quiz: Crossfire

PANORAMA (Photography Club)

Photography is both art and science. With modern equipment, technology, and software; photography provides unlimited potential to expression. Panorama provides an avenue to all enthusiasts and passionate of photography to polish their craft, and to initiate, interested uninitiated into the realm of images.





I MADE THE
DIFFERENCE



MORE THAN STUDY

EXTRACURRICULAR
ACTIVITIES HAVE
HELPED ME IN
TEAM BUILDING,
FOSTER LEARNING
AND POSITIVE
SELF DEVELOPMENT.



GET
CREATIVE

STUDENT CORNER



SHOW YOUR
TALENT
APART FROM A
DEGREE

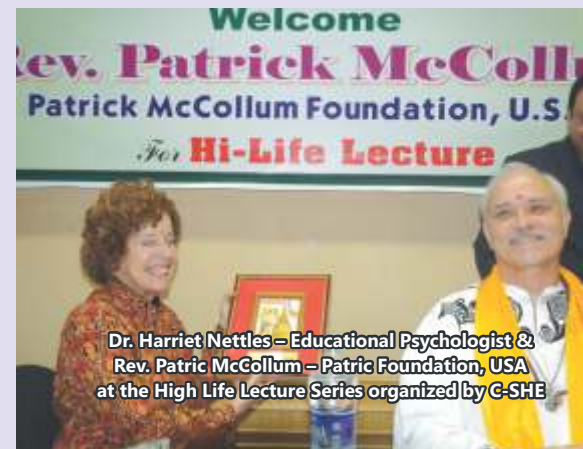


CENTER OF EXCELLENCE

CENTER FOR SPIRITUALISM AND HUMAN ENRICHMENT (C-SHE)



Shri Shuddhaanadaa Brahmachari, Founder - Stress Management Academy conducting course in mindfulness for corporates in collaboration with C-SHE, SMS - Varanasi



Dr. Harriet Nettles – Educational Psychologist & Rev. Patric McCollum – Patric Foundation, USA at the High Life Lecture Series organized by C-SHE

Center for Spiritualism and Human Enrichment was established by SMS, Varanasi in the year 2003 with the noble objective to create a strong platform for all those who are interested in contributing towards enriching human lives and the modern management science through spirituality. Since its inception, this Center is making sincere efforts to fulfill the objective for which it has been established. Organizing conferences, seminars, workshops, research publications, lecture series and e-content development based on spiritualism, human values, ancient Indian wisdom, and business ethics has been a regular feature of the Center. The response which the Center has received from the people belonging to various fields including academia and the corporate has been overwhelming and is a continuous source of inspiration and motivation for the dedicated team involved in the development of this Center.



Mr. Pramod Shah, Honorary Member, Bombay Management Association



Mr.V P Singh, Ex Chairman, IFCI

Objectives of the Center:

- Blending Management with Spirituality for awakening the conscience of Corporate World.
- Exploring the Relevance of Ancient Indian Spiritual Foundations for Modern Management.
- Human Values and Management.
- Developing Models to Establish Harmonious Co-existence of Materialism and Spiritualism.
- Studying the Role of Spirituality in Sustainable development of World Society and Countering Global Problems.
- To Promote Business Ethics, Organizational Ethics, and Professional Ethics.

CENTER OF EXCELLENCE

CENTRE FOR ENTREPRENEURSHIP, INNOVATION & SKILL DEVELOPMENT (CEISD)



Entrepreneurship Development Mission organised by CEISD

CEISD is functioning as a Centre of Excellence of School of Management Sciences, Varanasi in order to Develop and Promote the Knowledge Capital on National & International Level through Exploration & Promotion of Ecosystem for Entrepreneurship, Nourish & Mentor the Innovations and Enhance the Multidimensional Managerial, Technical and Human Skill Development in order to enrich the Human Resource Equity of the Nation for its Inclusive Growth.

CEISD is having the following functional dimensions:

- Promotion the ecosystem of Entrepreneurship, Innovation and Skill Development on the National & International Level with the Comprehensive, Effective & Multidimensional Involvement of Industry, Government Bodies, Public Sector Undertakings, Social Sector, Rural Sector, Development Sector, Public Policy Makers, Financial Institutions, Industrial, Professional & Social Associations, Academic & Research Institutions, Faculties and Students of B-Schools.
- Helping in the Incubation, Development and Mentoring of Existing and Start Up Entrepreneurs and Projects through their Consultancy, Training and Mentoring.
- Enriching the Knowledge Capital on the National & International Level by Updating and Training the Human Resources through Management Development Programme (MDP), Executive Learning & Development Programme (ELDP), In Company Programme (ICP), Professional Development Programme (PDP), Quality Improvement Programme (QIP) and Workshops etc.

- Working for the Nourishment, Incubation, and Promotion & Mentoring of the Innovations of various Innovative Techno-Managerial Ideas.
- Establishing various Specialized & Customized Cells under the CEISD like Entrepreneurship Development Cell, Educational Entrepreneurship Cell, Consultancy Cell, MSME Development Cell, Project Management Cell, and Women Entrepreneurship Cell etc.
- Promoting the Knowledge Sharing Platform with the Academic – Industry Interface by organising the Workshops, Conferences, Seminars, Summits, Panel Discussion, Guest Lectures, Meet the Entrepreneurs Programme, Development of Case Studies and Innovative Business Plans etc.
- Working on the various Projects of Govt. institutions like UGC, DST, NSDC and AICTE etc. In the field of Entrepreneurship, Innovation and Skill Development.



CEISD at Hindtex - A Seminar on Promotion of Export in the Textile



CEISD providing special training to delegates from Rwanda, Africa

DIARY OF EVENTS



Prof. P. N. Jha – Director, SMS Varanasi addressing the new students



Shri Ramesh Kumar Agarwal – Chairman, Agarwal Packers and Movers at the orientation programme



Shri Pramod Kumar Jain - CEO, TCI Ltd. at the orientation programme.



Prof. T. N. Singh - Honble Vice-Chancellor, Mahatama Gandhi Kashi Vidyapith at the orientation programme.

Orientation Programme
The new session at SMS, Varanasi begins with the Orientation Programme of the new students enrolled across the various courses. Eminent personalities from the corporate sector and academia bless the new students on this auspicious occasion for their new scholastic journey and also share with them the ideal roadmap for success in their respective careers. The prominent dignitaries that graced this auspicious programme at SMS, Varanasi were Shri Ramesh Kumar Agarwal – Chairman, Agarwal Packers and Movers; Shri Pramod Kumar Jain - CEO, TCI Ltd; Prof. T.N. Singh - Honble Vice-Chancellor, Mahatama Gandhi KashiVidyapith; Prof. S.K. Dubey - Director, Institute of Management Studies, BHU; Prof. Ajit Kumar Shukla - Director Institute of Management and Commerce, Mahatama Gandhi Kashi Vidyapith and Prof. Satya Singh - Dean Faculty of Science and Technology, Mahatama Gandhi Kashi Vidyapith. Prof. P. N. Jha - Director, SMS, Varanasi, welcomed the students and committed that SMS would leave no stone unturned to provide compatible skills to its students. He also highlighted that the placements at SMS, Varanasi are the reflection of quality teaching and learning atmosphere of the institute.



Prof. S. K. Dubey - Director, Institute of Management Studies, BHU at the orientation programme.



Prof. Ajit Kumar Shukla - Director Institute of Management and Commerce, Mahatama Gandhi Kashi Vidyapith at the orientation programme.



Prof. P.N. Jha – Director, SMS Varanasi and the Conference Director of the International Conference delivering his inaugural address



Prof. Sandeep Singh – Conference Convener welcoming the dignitaries and the participants



Guest of Honour, Mr. Rajeev Papneja - Chief Operating Officer, ESDS Software Solutions, Mumbai delivering his address.



Guest of Honour, Mr. Rajeev Papneja - Chief Operating Officer, ESDS Software Solutions, Mumbai delivering his address.



Guest of Honour, were His Grace SuraDas Prabhu - President and Trustee, ISKCON Mumbai delivering his address.



President of the inaugural session, Prof. R. C. Panda - Dean, Faculty of SVDV, BHU delivering his address.



President of the inaugural session, Prof. R. C. Panda - Dean, Faculty of SVDV, BHU delivering his address

International Conference - “Bhagavad Gita and Ramayana as Perennial Sources of Leadership”

The Centre for Spiritualism and Human Enrichment at SMS, Varanasi organized its 8th International Conference on “Bhagavad Gita and Ramayana as Perennial Sources of Leadership”. More than three hundred participants from different parts of India and abroad participated in this conference. Academic scholars and students from different quarters of the world including Zimbabwe, Fiji, Bangladesh, Mauritius, Russia, Thailand, Japan and England also actively participated in the conference. More than 250 Research Papers were presented in the two day conference.

Mr. Manoj Shrivastava - Additional Chief Secretary, Govt. of Madhya Pradesh was the Chief Guest of the International Conference. Prof. R. C. Panda - Dean, Faculty of SVDV, BHU presided over the inaugural session of the International Conference. The Guest of Honour of this International Conference were His Grace SuraDas Prabhu - President and Trustee, ISKCON Mumbai; Prof. Ram Mohan Pathak - Vice-Chancellor, Dakshin Bharat Hindi Prachar Sabha, Chennai; Prof. B. P. Singh - Chairman, D.S.P.S.R, Delhi, and Mr. Rajeev Papneja - Chief Operating Officer, ESDS Software Solutions, Mumbai. Prof. P.N. Jha – Director, SMS Varanasi was the Conference Director and Prof. Sandeep Singh – Chairperson, Center for Spiritualism and Human Enrichment was the Conference Convener.



Prof. D. S. Chauhan - Former Vice-Chancellor, Uttar Pradesh Technical University, Lucknow addressing the participants of the conference.

**National Conference
“Emerging Dimensions in Artificial Intelligence and Soft Computing Trends”**

A two day National conference entitled “Emerging Dimensions in Artificial Intelligence and Soft Computing Trends” was organized at SMS, Varanasi. The two-day event witnessed more than 100 paper presentations on contemporary issues related to Conference themes. The Chief Guest of this national conference was Prof. D.S. Chauhan - Former Vice-Chancellor, Uttar Pradesh Technical University, Lucknow and the Guest of Honour was Dr. Rahul Agarwal – Innovation Evangelist, TCS.



7 Days FDP on ‘Outcome Based Education’

SMS-IQAC, organized a seven days Faculty Development Programme titled “Outcome Based Education: Teaching, Learning & Evaluation” from. The eminent resource persons for the FDP were, Prof. S.K. Soni- Former Professor NITTR, Bhopal; Prof. Bhagwan Jagwani - Dr. Gaur Hari Singhania Institute of Management, Kanpur and Mr. Shashi Kant Dixit – Analyst & Consultant.



Prof. Bhagwan Jagwani - Dr. Gaur Hari Singhania Institute of Management, Kanpur speaking at the FDP



Mr. Shashi Kant Dixit – Analyst & Consultant speaking at the FDP



Prof. S.K. Soni- Former Professor NITTR, Bhopal engaging participants of the FDP.



Online Faculty Development Programme on “Quality Assurance in Higher Education Institution: Revised NAAC Framework”

SMS – IQAC organized a one week online Faculty Development Programme titled “Quality Assurance in Higher Education Institutions: Revised NAAC Framework. The key resource persons for this FDP were Dr. Pallavi Pathak, Associate Professor (IQAC Coordinator and FD Convener) SMS, Varanasi; Prof. Bhagwan Jagwani, Director - Allen house Group of College, Kanpur; Prof. Mahendra Shirsat, Director - RUSA Centre for Advanced Sensor Technology & DDU, KAUSHAL Kendra, Dr. Babasaheb Ambedkar Marathwada University, Aurangabad; Prof. Pratosh Bansal, Institute of Engineering & Technology - Devi Ahilya University (DAVV), Indore; Mr. Ram Gopal Gupta, Associate Professor - SMS Varanasi and Dr. Amitabh Pandey, Associate Professor - SMS Varanasi.





Ms. Deepmala Ganguli and Mr. Uma Makesh conducting the FDP

Faculty Development Programme titled "Campus to Corporate"

A five days Faculty Development Programme titled "Campus to Corporate" was organized by SMS, Varanasi in association with TATA Consultancy Services. The resource persons for this FDP were Ms. Deepmala Ganguli and Mr. Uma Makesh, Trainers - TCS.



HUNAR 2.0 Campus Recruitment Training

SMS, Varanasi organized workshop on "HUNAR 2.0" on Campus Recruitment Training for PGDM 3rd Semester students. The Resource Person for the workshop was Mr. Prince Grover, Director – Second Wing Foundry.



Mr. Prince Grover conducting the Workshop.



Mr. Saurabh Kumar Srivastava conducting the Workshop.



Mr. Kartikeya Singh conducting the Workshop.

Anusandhan – A Conversation around Meaningful Research

A Research Workshop series for beginners with SPSS and EXCEL was organized for the students of PGDM, MBA and BBA. This workshop gave exposure to the students towards simple and exhaustive ways of data analysis through interactive and practice-based sessions along with theoretical learning. The key resource persons of the Workshop series were Mr. Kartikeya Singh and Mr. Saurabh Kumar Srivastava, Assistant Professors at SMS, Varanasi.



Prof. M.S. Pandey conducting the Workshop.

Workshop on Soft Skills for Future Managers

A two day workshop for PGDM and MBA students on Soft Skills was organized at SMS, Varanasi. The resource person for the workshop was Prof. M. S. Pandey, Head - Dept. of English, BHU.



Workshop titled "R.I.S.E." REALIZE, IMPROVE, SUSTAIN &; EMPOWER"

Workshop titled "R.I.S.E." REALIZE, IMPROVE, SUSTAIN &; EMPOWER' for PGDM and MBA students was organized at SMS, Varanasi. The resource person of the workshop was Mr. Prince Grover, Director - Second Wing Foundry.



Prof. M.S. Pandey conducting the Workshop.



Ms. Arti Verma explaining self defense techniques.

Self Defense Workshop for Girl Students

A self-defense workshop was organized for the girl students from all the streams of SMS, Varanasi. Ms. Arti Verma, Karate Black Belt and Student of M. Com First Semester, taught the students about the basics of karate in this workshop.



Workshop on Holistic Approach towards Software Development

A Workshop titled Holistic Approach towards Software development for the BCA students of SMS, Varanasi. The student members of SMS Digital Army and the senior students of MCA mentored the students of BCA on various issues in software development.



SMS Digital Army mentoring the BCA students



Participants receiving their workshop certificates from the resource persons

One week workshop on Developing Standalone Application Using Core JAVA

A one week workshop on Developing Standalone Application Using Core JAVA was organized for BCA students of SMS, Varanasi. The key resource persons for the workshop were Mr. Praveen Soni, Director and Mr. Sarvesh Tripathi, Programmer at SB Soft Technologies, Greater Noida.

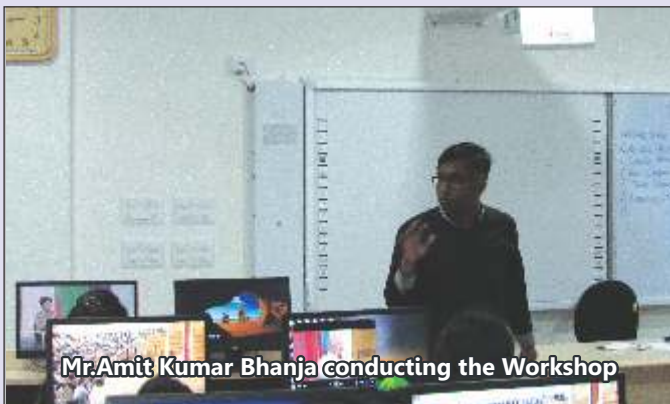


Workshop on UGC NET Preparation

SMS, Varanasi organized a workshop on UGC NET Preparation for the M.Com Students. The key resource persons for this workshop were Dr. Sanjay Saxena, Dr. Amit Kishore Sinha, Dr. Abhishek Kumar, Dr. Veenita Singh and Mr. Sunit Kumar Mishra from SMS, Varanasi.



Dr. Sanjay Saxena conducting the Workshop.



Mr. Amit Kumar Bhanja Conducting the Workshop

Workshop on Conversation Control

The Language Lab at SMS, Varanasi organized a one day Workshop on Conversation Control for the undergraduate students. The resource person of this Workshop was Mr. Amit Kumar Bhanja, Assistant professor-SMS, Varanasi.



Workshop on Life Management Skills

A one day workshop on Life Management Skills was organized for M.Com students of SMS, Varanasi. The key resource person for this workshop was Dr. Sanjay Saxena, Professor – SMS, Varanasi.



Dr. Sanjay Saxena conducting the Workshop.



Prof. M.S. Pandey conducting the Workshop.

Workshop Series on MS- Office

A Workshop series on MS- Office was organized for all the undergraduate courses of SMS, Varanasi. The key resource person for this workshop series was Mr. Rishi Upadhyay, Founding Member – Sri IT Solutions, Varanasi.



Workshop on Soft Skills & Personality Development

A one week workshop for B.Com students titled "Soft Skills & Personality Development" was organized by SMS, Varanasi. The key resource person was Mr. Sandeep Chaterji, Director – SEGA Trainers.



Mr. Sandeep Chaterji conducting the Workshop.



Ms. Arti Verma explaining self defense techniques.

Workshop on ANDROID Application Development

A Workshop on ANDROID Application Development for MCA Students was organized at SMS, Varanasi.. The key resource person for this workshop was Mr. Brijesh Mishra, Project Lead (Android Wing) – Softpro India Pvt. Ltd.



Workshop on Microfinance

A one day workshop on Microfinance for PGDM and MBA students was organized on. The key resource person of this workshop was Mr. Ashwani Kumar, MD & CEO, Utkarsh Coreinvest Ltd.



Mr. Ashwani Kumar delivering his talk in the Workshop



Prof. Sanjay Saxena delivering his lecture at the Workshop

Workshop on Advanced Management Practices

SMS Varanasi organized a workshop on Advanced Management Practices at its city office which was attended by the leading entrepreneurs of Varanasi. The key resource person for this workshop was Dr. Sanjay Saxena, SMS, Varanasi.



Workshop on Statistical Applications in Management using Specialized Softwares

SMS, Varanasi organized a three day workshop on "Statistical Applications in Management using Specialized Softwares (SPSS & EXCEL)" for PGDM and MBA Students. The Resource Person for the workshop was Prof. G. P. Singh, Professor, Department of Statistics, Institute of Science, BHU, Varanasi.



Prof. G. P. Singh conducting the Workshop



Mr. Veeresh Tripathi conducting the Workshop

Workshop on Business Analytics Using MS-Excel & R-Programming

A Workshop on Business Analytics using MS-Excel & R-Programming was organized for PGDM 3and MBA students. The key resource person for this workshop was Mr. Veeresh Tripathi, Assistant Professor – SMS, Varanasi.



Workshop on Quality Assessment and Enhancement

SMS- IQAC organized a one day workshop titled "Quality Assessment and Enhancement – In the light of new framework of NAAC". The resource person of this workshop was Prof. A.N. Rai, Former Director – NAAC.



Prof. A.N. Rai deliberating in the workshop



Dr. Sanjay Saxena conducting the workshop.

Workshop on Organizational Leadership

SMS, Varanasi organized a one day workshop titled "Organizational Leadership". The resource person of this workshop was Dr. Sanjay Saxena, Professor -SMS, Varanasi.



Workshop on Intellectual Property Rights

A one day workshop on Intellectual Property Rights was organized by SMS, Varanasi under the aegis of Centre for Advance Research & Development. The resource person of the workshop was Prof. Rajnish Kumar Singh, Professor - Faculty of Law, Banaras Hindu University.



Prof. Rajnish Kumar Singh conducting the workshop.



Dr. Balmukund Pandey delivering his lecture at the Workshop

Workshop on Indian History

A one day workshop was organized on the auspicious occasion of Indian History day by SMS, Varanasi. Dr. Balmukund Pandey, National Secretary General- All India History Compilation was invited as the chief guest of this workshop.



Panel discussion on Draft New Education Policy (DNEP)

A panel discussion on Draft New Education Policy was held at the campus of SMS, Varanasi. In this brainstorming session all the esteemed faculty members opined and highlighted the need for improvising the existing education policy, the steps that could be initiated to bring in the change and the effect that this would have on the education level provided by the institute per se.



Faculty members deliberating in the panel discussion.



Dr. Sanjay Saxena addressing the students.

Lecture on Success Mantras of Life

A special lecture titled "Success Mantras of Life" for its undergraduate students was organized at SMS, Varanasi. The key resource person for this lecture was Prof. Sanjay Saxena Professor - SMS, Varanasi.



Lecture on Value based Professional Learning
 SMS, Varanasi organized a special Lecture on Value Based Professional Learning for its undergraduate students. The key resource person for this lecture was Dr. K. S. Mishra, Professor – SMS, Varanasi.



Dr. K. S. Mishra addressing the students.



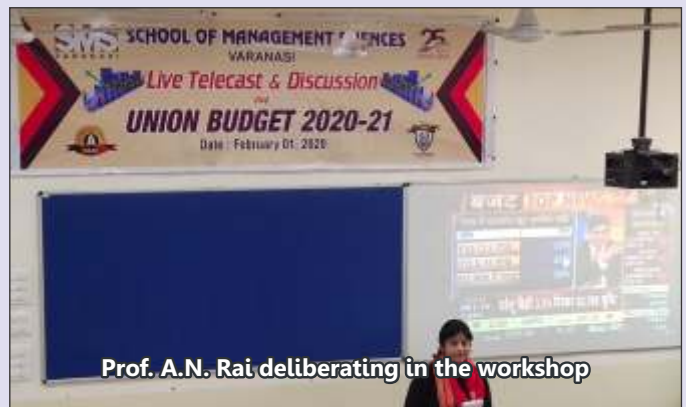
Prof. R. K. Singh addressing the students.

Lecture on Startup as a Career Option

SMS, Varanasi organized a lecture of Prof. R. K. Singh – Dean (R&D) & Chairman – CEISD, titled Startup as a Career Option for the undergraduate students.



Live Union Budget session and discussion in progress.
 SMS, Varanasi organized a live telecast and discussion of the Union Budget (2020-21) for the PGDM and MBA students.



Prof. A.N. Rai deliberating in the workshop



NSS Camp

NSS Camp

SMS, Varanasi organizes on regular NSS camps for its undergraduate students on different social issues like Cleanliness Awareness, Tree Plantation, Water Conservation etc.



Tree Plantation Programme

Tree Plantation Program under Green City Resolution was organized by SMS, Varanasi. Under this program around 100 plants of sagaun, peepal, neem etc. were planted in campus of the institute.



Students at the Tree Plantation Programme



Swachhata Pakhwada -2019 under Jal Sanrakshan Abhiyaan

Swachhata Pakhwada

Swachhata Pakhwada under the Jal Sanrakshan Abhiyaan of the Ministry of Human Resource Development, Govt. of India was observed at SMS, Varanasi.



Platelet Donation Awareness and Sampling Camp

SMS, Varanasi on World NGO Day organized a Platelet Donation Awareness and Sampling Camp in association with Ashva – War Against Cancer, Department of Transfusion Medicine, HBCH – Varanasi and Save a Life Campaign TATA, Mumbai.



Platelet donation by SMS students



Blanket distribution to the needy.

Blanket Distribution to the Needy

SMS, Varanasi organized a Blanket Distribution Programme for the needy at the peak of the winter season.



Post Covid Safety: Awareness Programme

SMS, Varanasi organized a Post Covid Safety Awareness Programme to spread awareness among the rural villagers of Varanasi. Prof. K. S. Mishra along with Ms. Anju Singh had a talk with the residents of these villages and told them about how to prevent themselves from virus infection. Masks were also distributed to the residents of these villages.



Prof. K. S. Mishra and Ms. Anju Singh conducting the programme



The Inaugural session of the Entrepreneurship Awareness Camp

Entrepreneurship Awareness Camp

SMS, Varanasi under the aegis of SMS-IQAC organized a three day Entrepreneurship Awareness Camp under the DST –NIMAT sponsored project 2019-2020 in association with Entrepreneurship Development Institute of India, Ahmedabad. The program was conducted by the Center for Entrepreneurship, Innovation and Skill Development - SMS, Varanasi.



Yoga Camp

The Center for Spiritualism & Human Enrichment at SMS, Varanasi organized a yoga camp for the students. The session was coordinated by Dr. Amit Kishore Sinha, Associate Professor-SMS, Varanasi.



Dr. Amit Kishore Sinha conducting the Yoga camp



Prof. P N Jha, Director – SMS Varanasi delivering his inaugural welcome address at the Foundation Day



The lighting of the lamp at the inaugural function of the Foundation Day by the dignitaries.



Fashion Show

25 Silver Jubilee Year

SMS, Varanasi completed twenty-five years of its establishment. On this prestigious occasion, Silver Jubilee Foundation Day “Adharshila” was celebrated with full fervor and exuberance on 15th November, 2019. The Chief Guest was Shri Suresh Rana, Honble. Cabinet Minister-U.P. Govt. and the Guest of Honour was, Prof. T.N Singh, Vice-chancellor, MGKVP, Varanasi. Shri Suresh Rana said that many talented personalities that are adding new dimensions to our society are Alumni of SMS Varanasi. He further added that he is very confident that one day SMS will be one of the most premier management institute of the nation and will be instrumental in making India a “Vishwa Guru”. The Minister was of the view that SMS is not only providing Job-Oriented Education but also making Entrepreneurs who subsequently will provide employment to many.

Prof. T.N Singh, Vice-chancellor, MGKVP, Varanasi expressing his delight on successful completion of institute’s 25 years said that because many courses of the institute are affiliated to his University; therefore he is emotionally attached to SMS. Limitations of resources were never an obstacle for SMS to reach the heights of success and glory. SMS has qualified all the parameters of quality education and has been able to provide nearly 100% placement.

Welcoming the guests, the director of the institute, Prof. P.N Jha called the foundation day as a historic moment for all the members of SMS family. Thanking all the stakeholders of the institute, Prof. Jha said that their hard work and commitment was the prime reason that has made the institute an important landmark in the field of management studies. Established in 1995, SMS has gained new heights and has never looked back. Prof. Jha paying tributes to management stalwart Late Prof. Mukund Lal, the Founder Director of SMS said that the vision of Prof. Lal has ultimately paid rich dividends in the form of the prestige that SMS has lately acquired.

The silver jubilee celebrations included many cultural events and inter-institute competitions in which more than 20 institutes participated from Varanasi and other districts. On this occasion the institute honoured its employees for rendering their uninterrupted services for 20, 15 and 10 years to the Institute.

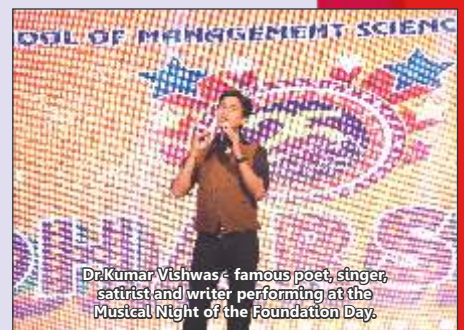
The main highlight of the musical night was famous poet, singer, satirist and writer-Dr. Kumar Vishwas. He entertained the audience with his poems and songs. His acumen in impressing audience was beyond excellence. Audience fully enjoyed his prose and songs marinated with wit and cheer.



Musical Band of SMS Students performing on foundation day



Antakshari - Performance by the students



Dr. Kumar Vishwas - famous poet, singer, satirist and writer performing at the Musical Night of the Foundation Day.



Prof. P. N. Jha, Director – SMS, Varanasi addressing the students on Independence Day.

Independence Day Celebrations

SMS, Varanasi celebrated 73rd Independence Day at its campus. After flag hoisting ceremony, Prof. P. N. Jha, Director – SMS, Varanasi presented his tribute towards the Indian freedom fighters. Later during the day the students presented colourful programmes on the patriotic theme.



Teacher's Day

The students of SMS, Varanasi organized Teacher's Day. The students from different courses presented various cultural programmes and organized exciting games for the teachers.



Students celebrating Teacher's Day



Students presenting program on Patriotic theme on Republic Day

Republic Day

SMS, Varanasi celebrated the at its campus. After the flag hoisting, vibrant cultural programs were presented by students of various courses.



College ke Tashanbaaz

93.5 RED FM organized the Sixth edition of its talent hunt, College KeTashanbaaz at SMS, Varanasi for categories like dancing, singing, acting, music band, etc. RJ Pinki and RJ Shalini anchored the program. SMS Students from all the streams enthusiastically participated in the event and presented their versatile personality traits by performing dances, singing songs, and doing mime acts. ently will provide employment to many.



SMS, Varanasi and 93.5 RED FM 'College ke Tashanbaaz – Season 6'



The Inaugural function of the Startup Business Model Contest 5.0

Startup Business Model Contest

Startup Business Model Contest-5.0 was organized by Centre for Entrepreneurship, Innovation & Skill Development (CEISD) at SMS, Varanasi for the students of various UG & PG courses.



SMS Mental Ability Recognition Test (SMART)

SMS, Varanasi organized the competition "SMART" (SMS Mental Ability Recognition Test) in which more than 1200 students of 30 different schools across Varanasi and adjoining districts participated.



The winners of SMART-2019



Students presenting their case studies at the Contest

Case Chase Contest

Center for Entrepreneurship, Innovation & Skill Development (CEISD) at SMS, Varanasi organized "Case Chase Contest - 5.0" for both the UG & PG students.



Tech Marathon

Tech Marathon - A 24 Hrs. Techno Brain Race - 2019 was organized by the computer science department of SMS, Varanasi. This event witnessed the participation of MCA students.



The participants with the organizing team of Tech Marathon 8



Students presenting their ideas at the contest.

Ad Manthan

The Center for Entrepreneurship, Innovation and Skill Development at SMS, Varanasi organized the preliminary round of "Ad Manthan 3.0 – An Ad film making contest".



Jan Samadhan

The Center for Entrepreneurship, Innovation and Skill Development at SMS, Varanasi organized the contest titled "Jan Samadhan" on the theme of Clean Kashi.



The inauguration of Sports Fest by Prof. P. N. Jha, Director – SMS, Varanasi.

Annual Sports Fest

SMS, Varanasi organized its Annual three days Intra-Institute Sports Fest from under the aegis of the Crest Club.



March Past at the Sports Fest.



Students playing the game of Chess.



Girls Cricket Match in Progress



The Winners



Online Initiatives in the COVID -19 Lockdown
International Webinar on Business Analytics

Driving Digitalization: The Road Ahead
 SMS, Varanasi - IQAC organized an International Webinar titled "Business Analytics Driving Digitalization: The Road Ahead". Nearly seven hundred fifty participants from 5 Countries and 22 States of India across 200 Schools, Colleges & Universities registered to participate in this international webinar.



One Week Online Workshop on Discovering Statistics through EXCEL and SPSS

SMS, Varanasi has successfully conducted, One Week online workshop titled "Discovering Statistics through EXCEL and SPSS". The workshop trained the participants in various statistical methods and data analysis techniques through hands-on experience of solving statistical problems using specialized statistical packages.



Webinar on International Yoga Day

On the occasion of International Yoga Day SMS, Varanasi organized Ina webinar titled "Yoga for Enhancing Body Immunity to Fight against COVID 19". This session was attended by the all the faculty and staff members along with students of the Institute.



SMS SCHOOL OF MANAGEMENT SCIENCES
Varanasi

Internal Quality Assurance Cell
Organized
A One Week

Online Faculty Development Programme

On
**Quality Assurance in Higher Education Institutions :
Revised NAAC Framework**

Date
Date : 09.06.2020 to 15.06.2020

One-Week Online Faculty Development Programme on Quality Assurance in Higher Education Institution: Revised NAAC Framework

SMS, Varanasi - IQAC organized a one week Online Faculty Development Programme titled "Quality Assurance in Higher Education Institutions: Revised NAAC Framework". The key resource persons of this online FDP were Dr. Pratibha Singh, NAAC Deputy Advisor; Dr. Bhagwan Jagwani, Director – Allenhouse Group of Colleges; Prof. Mahendra Shirsat, Director – RUSA & DDU Kaushal Kendra; Prof. Pratosh Bansal, Institute of Engg. & Technology, Devi Ahilyabai University; Dr. Pallavi Pathak, Associate Professor – SMS, Varanasi; Dr. Amitabh Pandey, Associate Professor – SMS, Varanasi and Mr. Ram Gopal Gupta, Associate Professor – SMS, Varanasi.

International Webinar on Role and Impact of Mass Media and Social Media in our Locked down Lives

SMS - IQAC organized an International Webinar titled "Role and Impact of Mass Media and Social Media in our Locked down lives."

NAAC Grade "A" **SMS School of Management Sciences**

School Of Management Sciences, Varanasi

Presents:
International Webinar
on
Role and Impact of Mass Media and Social Media in our Locked down Lives
(An Initiative of SMS IQAC)

Program Director
Prof. P. N. Jha
Director, SMS, Varanasi

Panelist

Dr. Alok Kumar, Vice Chancellor, Lucknow University, Lucknow
Dr. Mahendra Shirsat, Director, RUSA & DDU Kaushal Kendra
Dr. Pratosh Bansal, Institute of Engg. & Technology, Devi Ahilyabai University
Dr. Pallavi Pathak, Associate Professor, SMS, Varanasi
Dr. Amitabh Pandey, Associate Professor, SMS, Varanasi
Mr. Ram Gopal Gupta, Associate Professor, SMS, Varanasi

Date: 30 April, 2020

Webinar on "Higher Education: Challenges and Opportunities during Post Lockdown"

SMS Varanasi organized a Webinar on "Higher Education: Challenges and Opportunities during Post Lockdown".

NAAC Grade "A" **SMS School of Management Sciences**

School Of Management Sciences, Varanasi

Presents
Webinar
on
HIGHER EDUCATION: CHALLENGES AND OPPORTUNITIES DURING POST LOCKDOWN
(An Initiative of SMS IQAC)
KEY PANELISTS

PROF. ALOK KUMAR RAI
Vice Chancellor
Lucknow University
Lucknow.

PROF. S K SINGH
Former Vice Chancellor
LN Mithila University
Darbhanga

PROF. T N SINGH
Vice Chancellor
M.G Kashi Vidyapith
Varanasi

TUESDAY 5TH MAY 4:00 P.M

Please Follow The Link For Registration
<https://bit.ly/webinar5thMayatSMS>

Webinar on "Role of Technology in Developing Sustainable and Resilient Supply Chains under COVID-19 Scenario: A Vision for Self Reliant India"

SMS, Varanasi organized a National Webinar on "Role of Technology in Developing Sustainable and Resilient Supply Chains under COVID-19 Scenario: A Vision for Self Reliant India".

NAAC Grade "A" **SMS** School of Management Sciences VARANASI

SCHOOL OF MANAGEMENT SCIENCES, VARANASI

Organising **National Webinar**

"Role of Technology in Developing Sustainable & Resilient Supply Chains Under Covid-19 Scenario : A Vision for Self-Reliant India"

An Initiative of SMS-IQAC

Prof. P. N. Jha
National Webinar Director
Director, SMS, Varanasi

Speakers

DR. RAKESH PARAS SINGH
Chairman and Dean
Institute of Supply Chain Mgmt,
Demand Planning Academy and
SCMPs, Knowledge, Mumbai

SHRI. RAJNEESH KUMAR
Chief Corporate
Affairs Officer,
Tijubart Group Bengaluru

DR. NITI BHASIN
Associate Professor
(International Business),
Department of Commerce,
Delhi School of Economics,
University of Delhi.

SHRI. MANOJ KUMAR DUBEY
Director (Finance),
Container Corporation
of India Ltd. (CONCOG)

Date : Tuesday, 26th May 2020 **Time : 5:00 PM to 6:00 PM**

Webinar on "Role of Technology in Developing Sustainable and Resilient Supply Chains under COVID-19 Scenario: A Vision for Self Reliant India"

SMS, Varanasi organized a National Webinar on "Role of Technology in Developing Sustainable and Resilient Supply Chains under COVID-19 Scenario: A Vision for Self Reliant India".

Webinar on "Relevance of AI and Machine Learning in Post COVID Era"

SMS, Varanasi organized a webinar on "Relevance of AI and Machine Learning in Post COVID Era".

Webinar on "Managing Businesses in Uncertain Times"

SMS, Varanasi organized a webinar on "Managing Businesses in Uncertain Times".

SMS School of Management Sciences **NAAC Grade "A"**

NATIONAL WEBINAR

ON
"MANAGING BUSINESSES IN UNCERTAIN TIMES"

Date : 24.05.2020 **Time : 4:00 PM to 5:00 PM**

Program director

Prof. P. N. Jha
Director,
SMS Varanasi

Mr. Vikash Anand
PCL Head Asia Pacific
DHL Global Forwarding
Singapore

Mr. Pradeep N. Dutta
Business Head - Alternate
Channel,
Panasonic Life Solutions
India Pvt. Ltd.

Mr. Naveen Mishra
Sr. Director, Analyst,
Gartner Research and
Advisory

Dr. Abhishek Mishra
Associate Professor
IIM Indore

PLEASE FOLLOW THE LINK FOR REGISTRATION

Webinar on "Road Ahead for Indian Corporate in Present Crisis: Opportunities and Challenges"

SMS, Varanasi organized National Webinar "Road Ahead for Indian Corporate in Present Crisis: Opportunities and Challenges".

NAAC Grade "A" **SMS** School of Management Sciences VARANASI

SCHOOL OF MANAGEMENT SCIENCES, VARANASI

Organising **National Webinar**

ON
"Impact of Atmanirbhar Yojna"
Stimulus Package on MSME Sector in India

Date : Tuesday, 26th May 2020 **Time : 4:00 PM to 5:00 PM**

PROGRAM DIRECTOR

Prof. P. N. Jha
National Webinar Director
Director, SMS, Varanasi

DR. ANITA BAHUGUNA
Department of Economics
Faculty of Social Science
BHU

DR. ROHIT JETA
Faculty of Law,
Banarusi
Banarusi

DR. JYOTSNA
Faculty of IIT
College of Post
& Tech Knowledge (IPAT)
Banarusi

DR. RAJESH KUMAR
Faculty
Faculty of Economics
Banarusi

Please Follow The Link For Registration

Webinar on Impact of Atmanirbhar Yojna Stimulus Package on MSME sector in India

SMS Varanasi successfully organized a Webinar on the "Impact of Atmanirbhar Yojna Stimulus Package on the MSME sector in India".



International Webinar on Positive Mind and Karma for Overcoming Crisis: Learnings from Bhagavad Gita

SMS, Varanasi organized an International Webinar on “Positive Mind and Karma for Overcoming Crisis: Learnings from Bhagavad Gita”.



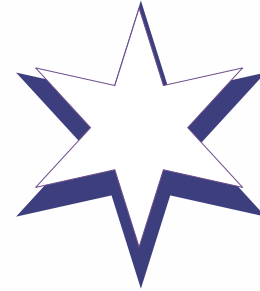
List of other webinars conducted:

- Webinar on “Economic Stimulus Package – 2020”.
- Webinar on Reverse Migration of Labours: Issues, Challenges and Solutions.
- Webinar on “Skills for Post Covid-19 World”.
- Webinar on Life after PGDM and MBA.
- Webinar on “Likely Pattern of Global Order in Post COVID World”.
- Webinar on “Fitting in at Your First Job: A Hand-Holding Session by the Alumni Network”
- Webinar on “Significance of IT and Way Ahead”
- Webinar on “Leadership in the time of COVID19: The National and International Perspective”
- Webinar on “Career in Business Management after BBA”
- Webinar on “Born to Succeed”
- Webinar on “Changing Business Dynamics Post COVID 19”
- Webinar on “Career in Business Management after B.Com & B.Com (Hons.)”
- Webinar on “Career Prospects in General Insurance”
- Webinar on “Why Fitness is a Critical Life Skill?”
- Webinar on “Career Prospects in Journalism and Mass Communication”
- Webinar on “Contemporary IT Skills for Developing Technical Equity”
- Webinar on “Readying Tomorrow’s Women Managers”
- Webinar on “How to Sell Your Brand”
- Webinar on “Building a Career in FMCG Sector”
- Webinar on “Roadmap for Civil Services Examination”
- Webinar on “CV, Online Group Discussion, Interview Preparation”
- Webinar on “Enhancing Quantitative Skills for Competitive Examinations

TOGETHER
WE CREATE
YOUR
FUTURE



OUR STAR PERFORMERS



M.G. KASHI VIDYAPITH

RANK HOLDERS
2019



ADITYA RAJ SINGH
RANK 1ST

COURSE - B.COM

COURSE BBA



AKANKSHA PATEL

RANK 2nd



KHUSHBOO YADAV

RANK 6th



DIVYA UPADHYAY

RANK 7th



HARSHITA BANKA

RANK 8th



COURSE BCA



VISHAL GUPTA

RANK 2nd



ANJALI SRIVASTAVA

RANK 6th



AKANKSHA SRIVASTAVA

RANK 7th



ASHUTOSH KUMAR

RANK 8th

TRAINING & PLACEMENT

DREAM BELIEVE ACHIVE



THE INSTITUTE HAS BEEN AWARE OF TWO IMPORTANT FACTS: FIRSTLY, THAT THE INTERACTION WITH THE CORPORATE WORLD DURING SUMMER PLACEMENT HELPS THE STUDENTS TO SHARPEN THEIR MANAGERIAL AND INCISIVE SKILLS AND, SECONDLY, THE PERFORMANCE OF A PROFESSIONAL INSTITUTE IS GAUGED IN TERMS OF THE QUALITY OF PLACEMENTS TO ITS OUTGOING BATCHES.

AS SUCH, THE INSTITUTE HAS ESTABLISHED A FULL-FLEDGED AND WELL EQUIPPED TRAINING AND PLACEMENT CELL WHICH PROVIDES ACTIVE SUPPORT TO THE STUDENTS IN GETTING QUALITY SUMMER TRAINING AS WELL AS FINAL PLACEMENTS. IN PAST, THE INSTITUTE HAS HAD AN OUTSTANDING RECORD OF QUALITY PLACEMENTS. THE STUDENTS OF THE SMS ARE SELECTED BY LEADING NATIONAL AND MULTI-NATIONAL COMPANIES EVERY YEAR BOTH AT THE POST GRADUATE AS WELL AS THE UNDER GRADUATE LEVEL.

Placements with Highest Package



Atishay Jain
BVJU's
Rs. 10 LPA



Atul Chandra Jha
ITC Ltd.
(FMCG Division)
Rs. 7.30 LPA



Roshan Kumar Verma
Prism Johnson Ltd.
Rs. 5.75 LPA



Shashank Shekhar Singh
Prism Johnson Ltd.
Rs. 5.75 LPA



Anisha Chauhan
Thomas Assessments
Pvt. Ltd.
Rs. 5.62 LPA

TRAINING & PLACEMENT





DREAM BELIEVE ACHIEVE



TRAINING & PLACEMENT





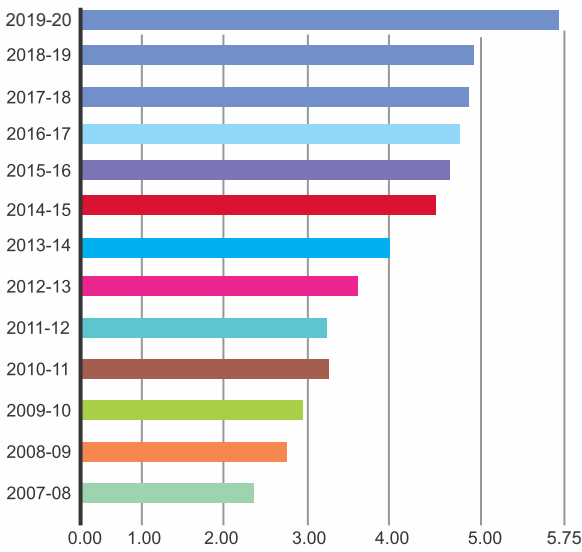
DREAM BELIEVE ACHIEVE

LIST OF COMPANIES

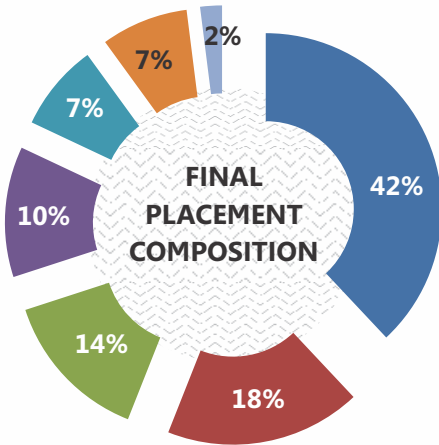
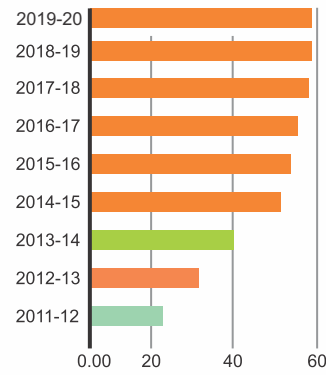
- ABG Shipyard
- Accenture
- Advent Infosoft
- Alembic
- Air India
- Apollo Tyres
- Amul
- Asian Paints Ltd.
- AU Small Finance Bank
- Axis Bank
- Barclays Bank
- Bandhan Bank
- Bajaj Corp
- Bharti Airtel
- Berger Paints
- Bridgestone India
- Bose
- Bhilwara Infotechnology
- Bharatiya International
- Bharti AXA General Insurance
- Birla Soft
- Cadbury
- Calvin Klein
- Capital IQ
- Castrol
- Coldex
- Ceasefire Industries
- Century Textiles
- Coca Cola
- Colgate
- Crayons Advertising
- Cera Sanitaryware
- Dabur India Ltd.
- Datamatics
- DTDC
- Decathlon Sports India
- Deyor Adventures Pvt. Ltd.
- Dixon Utilities
- EaseMyTrip
- E – Value Serve
- Elf Industries
- Essar Steel
- Everest Industries Ltd.
- Extramark Education
- Fedex
- Fortis Securities
- Genpact
- Glaxo Smithkline
- Globus
- Go Air
- Godrej & Boyce
- Goodyear
- Gopal Corp
- Havells
- HCL
- HDFC Bank
- Hero Motors
- Hidden Brains Infotech
- Hindalco
- Hindustan Unilever
- Hotel Radisson
- IBM
- ICICI Bank
- ICICI Securities
- IDBI Bank
- Indiannica Learning
- IndusInd Bank
- Indian Oil
- Indigo Airlines
- Infopro
- Interra IT
- Inter Solutions
- Ispat industries Ltd.
- ITC
- IUP Jindal
- J. K. Technosoft
- J. P. Associates
- Jakson Engineering
- Jana Small Finance Bank
- JCB India
- Jet Airways
- J J Plast Alloy
- Kajaria Ceramics
- Karvy
- Kamdhenu Group
- Kotak Mahindra Bank
- Kotak Securities
- Larsen & Toubro
- Lupin Ltd.
- LT Foods Pvt. Ltd.
- Macleods
- Mahindra Consultancy
- Mahindra Finance
- Max New York Life
- Media Transasia
- Mohan Meakins
- Motilal Oswal
- Mother Dairy
- Momentum Software
- Nielsen India
- Nestle India Ltd.
- Network Programme
- Nilkamal
- Nysaa Retail Pvt. Ltd.
- Om Logistics
- Outlook
- Paras Group of Companies
- Polar Industries Ltd.
- Polaris
- Prism Cement
- Pepsico
- Quinnox
- RAK Ceramics
- Reliance Jio
- Reliance Capital Services
- Reliance Life Insurance
- Reliance Retail
- Religare Securities
- Somany Ceramics
- S C Jhonson
- Samsung
- Satin Creditcare
- SBI Life Insurance
- SBI Mutual Fund
- Shopper's Stop
- Shyam Steel
- Siemens
- Safexpress
- Standard Chartered Bank
- Stock Holding
- Strategic Analysis India
- Syntel Inc.
- Soft Pro India
- Transport Corporation of India
- TCS
- Trans Solution
- Times Group
- Titan Industries Ltd.
- Utkarsh Small Finance Bank
- United Cooker
- Varuna Logistics
- Varun Beverages
- Vodafone
- Wipro Spectramind
- Wrigley's
- Yash Papers Ltd.
- Zomato



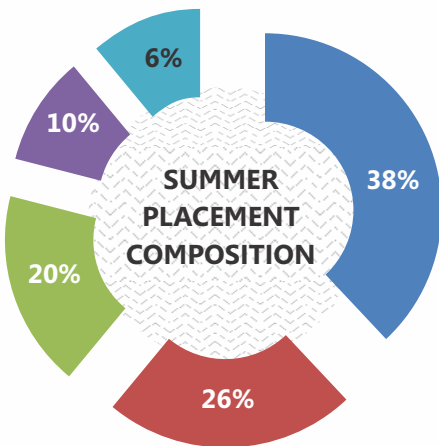
AVERAGE SALARY PACKAGE (IN LACS)



NO. OF COMPANIES VISITED



- - CONSUMER DURABLES (42%)
- - LOGISTIC & SUPPLY CHAIN (18%)
- - BANKING & FINANCE (14%)
- - BUSINESS ANALYTICS (10%)
- - ENGINEERING SECTOR (7%)
- - CONSUMER NON DURABLES (7%)
- - OTHERS (2%)



- - CONSUMER DURABLES (38%)
- - ENGINEERING SECTOR (26%)
- - BANKING & FINANCE (20%)
- - CONSUMER NON DURABLES (10%)
- - OTHERS (6%)



FACULTY @ SMS

DREAM
BELIEVE
ACHIEVE



Prof. P. N. Jha
Director

Prof. Kamal Sheel Mishra
Professor & Dean

Prof. Sandeep Singh
Professor & Dean

Prof. Raj Kumar Singh
Professor & Dean

Prof. Sanjay Saxena
Professor

Mr. Shambhu Sharan Srivastava
Associate Professor

Dr. Avinash Chandra Supkar
Associate Professor

Mr. Anand Prakash Dube
Associate Professor

Mr. Ram Gopal Gupta
Associate Professor

Dr. Amitabh Pandey
Associate Professor

Dr. Amit Kishore Sinha
Associate Professor

Dr. Pallavi Pathak
Associate Professor

Dr. Aditya Kumar Gupta
Associate Professor

Mr. Atish Khadse
Associate Professor

Dr. Bhavana Singh
Assistant Professor

Mr. Sunit Kumar Mishra
Assistant Professor

Mr. Rohit Mehta
Assistant Professor

Mr. Kartikeya Singh
Assistant Professor

Mr. Chandrashekhar Singh
Assistant Professor

Mr. Veeresh Tripathi
Assistant Professor

Mr. Saurabh Kumar Srivastava
Assistant Professor

Dr. Shishir Kumar Gujrati
Assistant Professor

Dr. Saurav Kumar
Assistant Professor

Mr. Purnendu Kumar Patra
Assistant Professor

Mr. Vir Pratap
Assistant Professor

Mrs. Anju Singh
Assistant Professor

Mr. Vikash Chandra Sharma
Assistant Professor

Mr. Irfan Ahmed Khan
Assistant Professor

Dr. Bharat Kumar
Assistant Professor

Mr. Himanshu Upadhyay
Assistant Professor

Mr. Amit Kumar Bhanja
Assistant Professor

Mr. Shubhanker Yadav
Assistant Professor

Ms. Anamika Patel
Assistant Professor

Mr. Aviral Mishra
Assistant Professor

Mr. Sushil Kumar
Assistant Professor

Dr. Sofia Khan
Assistant Professor

Dr. Ashwani Kumar Gupta
Assistant Professor

Mr. Ashutosh Shukla
Assistant Professor

Dr. Gaurav Shah
Assistant Professor

Mr. Suraj Prakash Singh
Assistant Professor

Dr. Akriti Jaiswal
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Mr. Santosh Kumar
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