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**SMS**  
VARANASI

A BI-ANNUAL PUBLICATION OF SMS VARANASI

# SMS NEWS

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PG 01

International conference (ICON 2017)

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International / National Tours

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Farewell Fever

IN THIS  
ISSUE

**SMS**  
VARANASI

Ranked Amongst **TOP 50 B-Schools** by Business India

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# DIRECTOR MESSAGE

SMS-newsletter, though chronologically an adolescent one, yet has been behaving like a full-blown publication in terms of information pertinence as well as punctuality in knocking the readers' doors. Let us congratulate the periodical for successfully withstanding different ebbs & flows during its peregrination so far. We expect our readers' similar sanguine patronage to this living souvenir in future too.

As a globally sensitive member to the 'Top 50 B-Schools' Club in India, SMS Varanasi is well aware of its hortatory obligations towards the stakeholders. In the aftermath of two disappointing news having appeared recently, viz., our country getting 92nd rank among 118 participating countries in a survey on Global Talent Competitiveness Index (GTCI), conducted by INSEAD and the Human Capital Institute, Singapore, as well as the 2017 report of the AICTE suggesting 66% of our technical graduates are unemployable, the malaise afflicting our education sector needs to be addressed more efficiently through an impregnable strategy involving a participative philosophy in a true sense.

With its unique creative contour, SMS-newsletter has been apprising our esteemed readers with the interesting glimpses of a majority of the proud moments covered in the corresponding periods as per the periodicity-cycle of the publication. The current issue brings you the snapshot of a number of events, including the Republic Day Celebrations ; International Conference (ICON 2017) ; a host of Workshops and Guest Lectures ; several faculty members coming out as NPTEL-All India Toppers ; AKTU Cultural Fest 2017 ; International Yoga Day Celebrations ; Alumni Meet of Delhi Chapter ; Activities of various Students' Clubs ; 'Tech Marathon' ; International & Industrial Visits ; Farewell Parties to outgoing students ; SMS Students participating in Smart India Hackathon 2017 ; SMS scripting another exceptional & robust track of campus placements ; and so forth.

Let us repeat our commitments to follow an unabated trend of a comprehensive introspection at different levels in order to glean and practice needful inputs cropping up from time to time on plural dimensions of higher learning so as to make the chances of any delivery-deficit a big zero, and making our students stand at the cutting edge of application-based academics the world over as well.

I close with warm wishes.

**Prof. P. N. Jha**  
D. Litt.(Management)

## PROF. P.N. JHA

MBA, PGDAM, Ph.D (Ad Mgt.), D. Litt. (Ad Mgt.)

**SMS - Newsletter has been apprising our esteemed readers with the interesting glimpses of a majority of the proud moments covered in the corresponding periods as per the periodicity-cycle of the publication.**

## EDITORIAL BOARD

### CHIEF EDITOR



**Dr. Abhishek Srivastava**



**Dr. (Mrs.) Pallavi Pathak**



**Dr. (Mrs.) Anchal Pathak**



**Mr. Shailendra Kr. Pandey**



## Two day International Conference on Spirituality and Skill for Leadership and Sustainable Management

# ICON 2017

Inaugurating the Two-day international Conference on Spirituality and Skill for Leadership and Sustainable Management organized by the School of Management Sciences (SMS), Varanasi, and supported by California State University (USA), Claflin University (USA), East UP Exporters' Association (EUPEA) and the Quality Circles Forum of India (QCFI) apart from the Varanasi Management Association (VMA), the Chief Guest Padmshree Dr. J. S. Rajput (Former Director, NCERT) said that the Best management is managing self and hence teaching others to manage their selves. We should talk to ourselves and compete with ourselves day-by-day as to find the development in ourselves. Character building is of utmost importance that will build our country India, he added. He also said that management is integrative discipline. Through enormous examples from his life experiences, he tried to explain the virtues of life to the august gathering. Citing the example of Japan, he said that the country could rise out of ashes only due to education.







## List of Esteemed Guests in ICON 2017

**Padmshree Dr. J. S. Rajput**  
Former Director, NCERT

**Prof. G. N. Samten**  
VC, Central University of  
Tibetan Studies -Sarnath, Varanasi

**Dr. D S Chauhan**  
DGM, BIRD NABARD, Lucknow

**Prof. Pradyot Kumar Mukhopadhyay**  
Former Head, Philosophy Department,  
Jadavpur University, Lucknow

**Dr. Vikram Singh**  
Pro Chancellor,  
Noida international University and  
former DGP-UP

**Prof. Rana P. B. Singh**  
Dept. of Geography, Institute of Science,  
BHU & V.P., ACLA,  
Asian Cultural Landscape

**Swami Varishthananda**  
Ramakrishna Mission

**Acharya Raganugananda Avadhoot**  
Anand Marg Pracharak Sangh,  
Varanasi

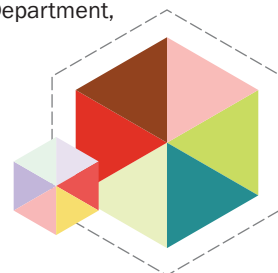
**Mr. Bosco D'Mello**  
Chief Executive,  
Conscious Development, USA

**Dr. Bhaswati Bhattacharya**  
Faculty of Ayurveda, IMS, BHU

**Ms. H. Lucy Guest**  
International Chandramauli Charitable Trust,  
earlier associated with Morgan Stanley  
and Goldman Sachs

**Rt. Rev. Eugene Joseph**  
Hon'ble Bishop, Diocese of Varanasi

**Prof. Pramod Pathak**  
Head-Management Department,  
IIT – ISM, Dhanbad



## List of Session Chairs

**Dr. Balakrishnan Shankar**  
Associate Dean, Amrita University,  
Coimbatore

**Dr. Purnima Awasthi**  
Associate Professor,  
Dept. of Psychology, BHU, Varanasi

**Dr. V. Chandrasekar**  
Vivekananda College, Chennai

**Prof. Alicia Hennig**  
Harbin Institute of Technology,  
Shenzhen Graduate School,  
People's Republic of China

**Dr. Ravindra U. Shenoy**  
Manipal University

**Mr. M. R. Das**  
DGM HR Indian Oil, Kolkata

**Dr. Dinesh Kumar**  
Chief Manager (HRM)  
Bank of Baroda





Every child is taught there how to add-on to nation building that has resulted in best outputs of quality in that country. Even we can bring change through 'spiritual' education, he opined. In his presidential address, Prof. G. N. Samten, VC, Central University of Tibetan Studies - Sarnath said that spirituality bring the virtues within ourselves through conviction and restrain from negative mental elements that eventually get sulfured and eradicated. The best management is training of mind, he added, as Neuro-Science has proved managing minds is very important.

Other distinguished Guests also spoke on the occasion. Dr. D.S. Chauhan (DGM, BIRD NABARD, Lucknow) said that today there is a lot of chaos and disarray in society and values-based management helps us a lot. Prof. Pradyot Kumar Mukhopadhyay (Former Head, Philosophy Department, Jadavpur University) in his address to the audience said that there has been radical change in the concept of business, not only profit but new mantra is having 'a human face'. He talked about developing civil scientific literacy as a part of the Human Development Index concept. Dr. Vikram Singh (Pro Chancellor, Noida International University and former DGP-UP) said without spirituality there can be no management.

Earlier, the Conference Director Prof. P. N. Jha (Director SMS Varanasi) welcomed the visiting dignitaries from India and abroad in his formal welcome address. Later the Guests and the Chief Guest were felicitated by the Conference Director and the Executive Secretary SMS Society, Dr. M. P. Singh. On this occasion, the Conference Souvenir was released along with the latest issues of the newsletter 'SMS News' and all the four Internationally indexed journals published by SMS Varanasi – Management insight, Purushartha, Computing Trendz and SMS Journal of Entrepreneurship and innovation.

The inaugural programme was conducted by Dr. (Mrs.) Pallavi Pathak (Asst. Professor SMS) while the Vote-of-thanks and the Conference themes was presented by the Convener Prof. Sandeep Singh. In first plenary session on day 1st Prof. Rana P. B. Singh, Dept. of Geography, Institute of Science, Banaras Hindu University who is also Vice-President- ACLA, Asian Cultural Landscape Association discussed about Kashi& its Cosmos: Scenario of Sacred – Spiritual Landscape. He explained the scientific positioning of Kashi and its spiritual importance. Two technical sessions took place after first plenary session

On Day two 2nd plenary sessions took place in the noble presence of six speakers from different areas. Mr. Anand Vardhan Sales Consultant & Facilitator, Mumbai explained the utility of Spirituality in sales job. He explained satva, rajas and tamasgunas and their utility in enhancing effectiveness of sales performance. He highlighted the importance of Karma and suggested participants to put their best efforts without being in lust of results. He clarified that results will automatically come in the process of Karma. Another speaker Swami Varishthananda from Ramakrishna Mission, Varanasi discussed the importance of Self-

Management. He suggested four ladders of Self-Management. These are having faith in self, efforts to raise self-consciousness, ensuring balanced lifestyle and cultivate love and unselfishness.

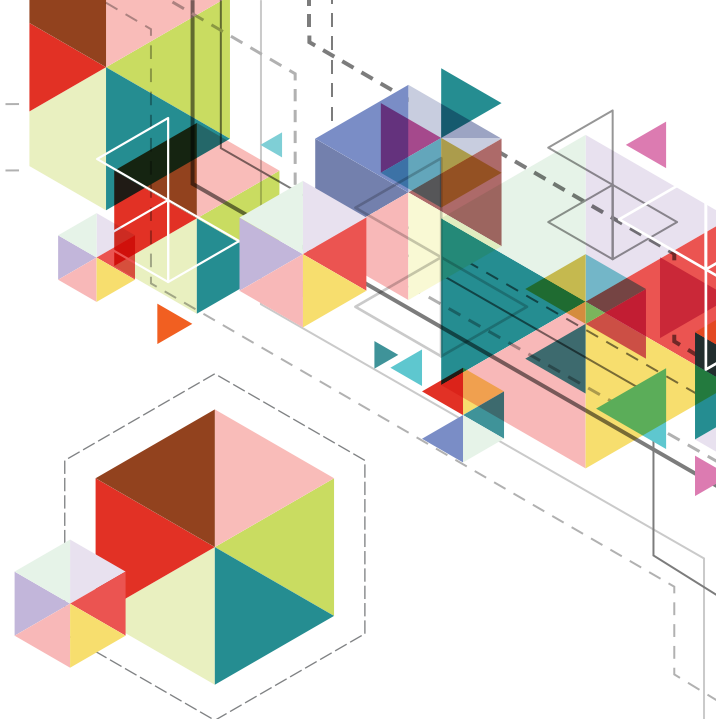
Acharya Raganugananda Avadhoot from Anand Marg Pracharak Sangh focused upon three parts of the human body. These are Physical, psychological and Spiritual. He focused on importance of yoga and its utility in maintaining the balance in human life. During discussion he proved the biological effect of spiritual practices and yoga.

Next speaker Mr. Bosco D'Mello, Chief Executive, Conscious Development, USA emphasized on maintenance of balance between heart and mind. He suggested that a leader should be out of dilemma and expected to take quick decisions. He also said that there are varieties of leadership styles but none applies in all the situations. Therefore leader need to be flexible and should adopt balanced leadership to be successful in long run. Dr. Bhaswati Bhattacharya, Faculty of Ayurveda, IMS, BHU discussed the importance of Ayurveda in our daily life. She also highlighted the utility of Ayurveda in spiritual upliftment.

Ms. H. Lucy Guest, associated with International Chandramauli Charitable Trust, earlier associated with Morgan Stanley and Goldman Sachs, discussed the importance of Ashtanga Yoga which includes Yam, Niyam, Asan, Pranayam, Pratyahar, Dharna, Dhyana, Samadhi. She suggested to have awareness of breath which will help in controlling thoughts and mind. She said that ultimately all the journeys of success ends in Spirituality which leads to true happiness.

In Valedictory Function, two eminent guests in the session were Rt. Rev. Eugene Joseph, Hon'ble Bishop, Diocese of Varanasi and Prof. Pramod Pathak, Head-Management Science, IIT-ISM. Chief guest Eugene Joseph said that we are living in turmoil and spirituality is only answer of this situation. He emphasized on the role of spirituality in leadership and highlighted the qualities of a leader. Leader should have self-esteem, humility, interpersonal skills, empathy, integrity, attention, focus and inner conviction. These traits lead to self-mastery. He also said that leadership is not a position but process to create unity and wholeness. Guest of Honour, Prof. Pathak stated that crux of spirituality is giving back to society happily what an individual takes from society. Further he emphasized that duty has to be performed with Nishkambhav.

In the two day conference more than 260 participants across India participated and above 150 research papers were presented by scholars from different parts of India in eight technical sessions.





# INTERNATIONAL / NATIONAL TOURS

## International Tour: Malaysia visit of PGDM Students- 2017

School of Management Sciences Varanasi organized 5 days (24-28 Feb 2017) Industrial tour to Malaysia for PGDM students, which was completely sponsored by the institute. The tour includes various industry visit and national monument along with an exhaustive interaction with the students and faculty of Limkokwing University Malaysia.

Students visited world leading probiotic drink manufacturing company "Yakult", Chinese temple, Chocolate factory, Petronas Tower, Royal Selangor, Malaysian Prime Minister Residence, KL tower, Sunway Lagoon, Amusement Park, Nickelodeon Park, Water Park and Wild Life Sanctuary, Watch Factory, Batu Caves, the Lime Stone Caves, World Tallest Lord Murgun Statue, Kuala Lumpur.

Students also enjoyed shopping at Berjaya Time Square, Petronas Tower shopping arena and stayed in "Genting highlands" that was First World Hotel where they spent night enjoying at shopping restaurants and gaming zone.

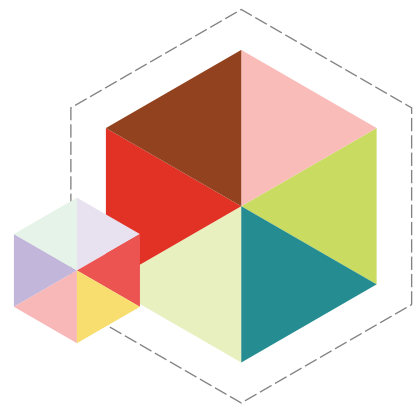
## PGDM Students visited Agra & Jaipur

PGDM students visited Agra, Jaipur on their Industrial cum Excursion Tour. They were accompanied by Mr. Rohit Mehta, Asst. Professor.

## BCA students visited Sitamarhi

Students of BCA Final Semester along with their faculties, Mr. Rajiv Katore (Course Coordinator) and Mr. S. S. Srivastava visited Sitamarhi where they spent their whole day in the lap of nature. Sitamarhi carries deep religious values and significance and is considered as a holy 'Teerth' like Prayagraj & Kashi.

Sita Samahit Sthal (Sitamarhi), the holy place of Sitamarhi is situated between Allahabad and Varanasi, near the national highway No. 2. It is a well known Hindu pilgrimage and a good tourist spot with a lot of tourists almost throughout the year. According to Indian mythology, Sitamarhi has got immense significance, because it was here that Lord Rama's wife Maa Sitaji was abandoned gave birth to Luv & Kush and descended into the lap of Mother Earth forever. The only existing Valmiki Ashram on the banks of the river Ganges is located here.





# COMPETITIONS



## SMS Varanasi MCA Students secured Fourth Position in 'Smart India Hackathon 2017'

School of Management Sciences congratulates MCA Students for securing fourth position in the Grand Finale of "Smart India Hackathon 2017" (World's biggest hackathon organized by AICTE and MHRD, Government of India). SMS Group of Institution is proud of such special achievement and landmark Achievement by the SMSVNSTITANS team. This was possible through the hard work put in by the all the team members and their mentors i.e. Mr. Shambhu Sharan Srivastava, Mr. Ram Gopal Gupta, Associate Professors & Mr. Ashutosh Srivastava (SMS Varanasi, Alumni - MCA), Software Engineer at Mediaagility, Gurgaon who played a significant role in "Smart India Hackathon 2017". It is also noteworthy that School of Management Sciences, Varanasi has been shortlisted among more than 7500 plus proposals from all over India under different Departments/ Ministries for the Grand Finale of 'Smart India Hackathon 2017'. The team has worked on an innovative idea under University Grant Commission Problem Statement (UGC#1 - Institutional Funding Operational Management Solution) a possible digital solution for operational management of institutional funding.

### ABOUT Smart India Hackathon 2017

Our Hon'ble Prime Minister, Shri Narendra Modi, envisages a Digital India to bridge the digital divide in our country and further promote digital literacy in order to make development a comprehensive mass movement and put governance within everyone's reach in India.

In order to work towards our PM's vision, Ministry of HRD, All India Council for Technical Education (AICTE) propose the Smart India Hackathon 2017, a unique initiative to identify new and disruptive digital technology innovations for solving the challenges faced by our country. This initiative aims to institutionalize a model for harnessing the creativity and technical expertise of 3.0 + million students for direct benefit of our nation. Mr. Prakash Javadekar, Hon'ble Minister, Ministry of HRD is the Chief Patron of this unique initiative, while Dr. Anil Sahasrabudhe, Chairman, AICTE & Dr. Anand Deshpande, Chairman, Founder & MD, Persistent Systems are the Chairman and Co-chairman of the organizing committee of this initiative respectively. NIC, My Gov, NASSCOM, UGC and Rambhau Mhalgi Prabodhini are co-organizers in this initiative. Besides this, several union ministries have agreed to be partners in this initiative.



## Tech Marathon – 16 Hours

An integral part of professional education, a simulation based competition 'Tech Marathon', organized for MCA students ended after continuous 16-hour run at the Khushipur campus of School of Management Sciences (SMS) Varanasi. 16 hours Techno Brain Race' started with the blessings of Director Prof. P. N. Jha and Registrar Mr. Sanjay Gupta at 17:00 Hrs on 08th April 2017. Topic of this 16 Hrs race was announced by the Director as "DDR Application (Digital Data Repository)".

Features of these apps were explained by Mr. Ram Gopal Gupta. Inauguration of the event was coordinated by Mr. K.S. Mishra and Mr. S.S. Srivastava and Mr. Ram Gopal Gupta, Mr. Pradeep Kumar, Mr. Debprio Banerjee, Mr. Sushil Singh, Mr. K.N. Chaubey and all the faculty ensured the smooth conduction of competition and encouraged the participants.



### List of Winning teams from MCA 4th Sem

POSITION	NAME
FIRST	SINGH DEVESH RATNAKAR RAJANI GUPTA SHWETA KUMARI
SECOND	SHRUTY VERMA MOHAMMAD KASHIF SIDDIQUI ALOKITA SINGH NAINCY JAISWAL
THIRD	MUKESH MOURYA PRABHAT KUMAR SINGH ANAND KUMAR PATEL HIMANSHU SINGH

## Mini-Tech Marathon

Mini-Tech Marathon Intra-Institute Competition held for BCA sixth semester students at SMS Varanasi campus. Total 13 groups of three students each qualified for competition. Competition was scheduled for continuous eight hours. Event took place on 31st March, 2017 from 11.00 am to 7.00 pm. This competition was divided in to three phases and their evaluation was also done on the same phase basis. It was an open-ended competition, which means student groups may use books or even access web-sites online.



### Winners of the competition were :

#### First Prize

1. Mr. Shivam Singh
2. Mr. Piyush Anand Verma
3. Mr. Sagor Chakraborty

#### Second Prize

1. Ms. Pragya Srivastava
2. Ms. Meghna Mukherjee
3. Ms. Sunaina Verma

#### Third prize

1. Mr. Nishant Rai
2. Mr. Ishan Singh
3. Mr. Rishu Singh



# WORKSHOPS



## 8-Days Workshop on Web Development

**E**ight days workshop (18.03.2017 to 24.03.2017) on topic 'Web Development using PHP + MySQL' commenced at SMS Varanasi. Workshop is organized for MCA IVth Semester students. Workshop started in presence of trainers Mr. Rohit Kumar, Web Application Expert and Mr. Ashish, Web Developer (all from Softpro India Pvt. Ltd., Lucknow) with the blessings of Prof. P. N. Jha, Director, SMS Varanasi.

Workshop comprised complete forty eight hours interaction and exercises spread in seven days schedule. Workshop is planned to deal with various open source technologies and their future, then mainly focused on PHP and MySql technology with MVC related issues like License Issues, Web Application Development Targeting Web, User interfaces, Intents and services, Storing and retrieving data, Networking and Web services, Graphics and Animation, Multimedia, Maps, SMS, email Services. On the final day of workshop participating students had developed a prototype using PHP and MySql Technology and provided Training Certificate from Trainer organization.

Details about the organization engaged in training are as follows: Softpro India Computer Technologies Pvt. Ltd. was founded in 2004, by a group of Technocrats, Er. S. K. Verma of 1989 batch from Indian Institute of Technology (IIT) Kanpur, the pioneer institute of country & Er. Ajay Chaudhary, an Engineering Graduate from Institute of Engineering & Technology (I.E.T) Lucknow of 1995 Batch. Softpro India Computer Technologies Pvt. Ltd. is a dynamic new generation software solution as well as Networking Product Development company. The company develops markets, sells and supports software products, web-portals, Network Projects and offers turnkey solutions to the customers. Our development team is built of motivated, young, yet experienced professionals, all of whom have a higher degree. We have a strong track record of innovation.





### Practical Oriented Workshop on Python held at SMS Varanasi

Two days workshop on Python successfully held at SMS Varanasi on 27-28 February, 2017. Workshop was aimed to capable our students sufficient enough to design and develop their own projects and to change their own ideas into real practical models. Workshop was provided to BCA-VI & MCA-IV Students. Inputs were provided by the trainers of Softpro India Computer Technologies (P) Limited. Main objective of workshop was to make the students conceptually and practically aware about the upcoming technologies prevailing in the market. So in ongoing cutthroat competition it is mandatory for every engineer to understand and become proficient in these upcoming technologies.

### Two days' workshop on 'Microsoft Excel' in collaboration with IFAP Institute, Varanasi

School of Management Sciences Varanasi organizes Two Days Workshop for PGDM students on "Microsoft Excel" in Collaboration with IFAP Institute Varanasi. The resource person for the workshop was Mr. Ashish Verma from the Institute of Financial Accounting for Professional, Varanasi who teaches PGDM Students with the basics as well as advance techniques used in MS Excel for Data Management and Business Analytics.

### Six days' workshop on TALLY for B.Com 2nd year

A six day Tally workshop was organized at School of Management Sciences, Varanasi for its B. Com IInd year students. The resource person for the workshop was Mr. Ashish Verma from the Institute of Financial Accounting for Professional, Varanasi. During the workshop, he focused on the basics of Talley for commerce graduates and also enlighten the students with importance of learning Tally so as to make the aware of the latest trend in the business market.



## GUEST LECTURES



### Guest lecture by Prof. Pramod Pathak, HoD – Management Studies, IIT (ISM) Dhanbad

Prof. Pramod Pathak from Department of Management Studies, Indian School of Mines, Dhanbad interacted with the PGDM students on the topic "Psychology In Management". Prof. Pathak discussed about the two main pillars of Management, today, are correct use of Technology and perfect understanding of Psychology of employees and other stakeholders. Only correct blend of these two can make the various decisions as successful and well-in-time decisions.

Moreover motivation is becoming the essence of human behavior. In lack of needed motivation, pessimism creates in organizational atmosphere. He has also emphasized on the essential features of a manager's job that is to understand the human behavior, predict it and modify it if possible. In this way with sharp insight on human behaviors, the session closed in presence of Senior Faculty members and staff members at SMS Varanasi.



**Prof. Ajay Kr. Singh**

Delhi School of Economics

**Topic Covered:** Financial Decision making & New Accounting Procedures

**Prof. Kripa Shankar Jaiswal**

(Director-IMS-MGKV, Varanasi)

**Topic Covered:** Personality Attributes for Management Professionals

**Dr. Bal Ram Singh**

MD, SMIC, Mumbai

**Topic Covered:** Business Environment and Management Education

**Mr. S.K.R. Sharma**

Director,

G.V. Knowledge Centre, Gurugram

**Topic Covered:** Case Study on Maruti Suzuki in operations management

**Prof. Pabal K. Sen**

Xavier School of Management (XLRI), Jamshedpur

**Topic Covered:** Economic Environment of Business / Macro Economics and Entrepreneurship & Innovation

**Prof. J. Ram Kumar**

IIT Kanpur

**Topic Covered:** Patents , copyrights and trade marks

# MOMENT OF PRIDE



## SMS Varanasi Turns into “Green & Eco-friendly” Campus

**R**anking amongst Top 50 B- Schools in India and creating new dimensions through various innovative practices from time to time, “School of Management Sciences, Varanasi” has once again stood out as different from other institutions by a new step of installing a 200 KWH Solar Panel, which has not only made it self-dependent in Energy, but also has alleviated the bad effects of fossil fuel generated energy on the environment.

With the installation of this Solar Plant, SMS Varanasi has become the first totally “Solar Energy Run”, Eco- Friendly, Green Campus in the entire region. With this move, the institute has progressed further in the direction of fulfilling its social obligations. The Management and specially the Executive Secretary of the Institute, Dr. M.P. Singh deserves appreciation for their progressive thinking and such commendable step.





# IQAC WORKSHOP

## IQAC Workshop on “Digital Library” @ SMS Varanasi

IQAC workshop on Digital Library was conducted by Dr. Aditya Tripathi, HOD, Library & Information Science, BHU, Varanasi at SMS, Varanasi. For building digital library digital objects, good digital collections, Metadata services are required. He explained that we can connect Digital Library with Facebook can create a Blog and various characteristics of Digital Library. Dr. Tripathi also described about the main issues like copy right, access copy, quality requirement, file size, Meta data equipment's, scanner, storage media, storage media file format, quality control. The training programme also covered topics such as selection of material for Digital Library, archiving data storage, refreshing and migrating the data. All the staff from library has actively participated in the programme.



## NOW MEMBER OF NATIONAL DIGITAL LIBRARY

**S**MS Varanasi became a member of the National Digital Library on 6th April 2017. All the faculty members and the PG students of SMS Varanasi can access it through their own logins at any terminal across the campus. Ministry of Human Resource Development under its National Mission on Education through Information and Communication Technology has initiated the National Digital Library (NDL) project to develop a framework of virtual repository of learning resources with a single-window search facility. It is being developed at IIT Kharagpur. Here, educational materials are available for users ranging from primary to post-graduate levels. NDL has been designed to benefit all kinds of users like students (of all levels), teachers, researchers, librarians, library users, professionals, differently abled users and all other lifelong learners. More than 60 types of learning resources are available - books, articles, manuscripts, video lectures, thesis, etc. Repository integrates contents from different Indian Institutional Repositories.

## All Four SMS, Varanasi Journals now Indexed with Reputed J-Gate and Crossref

Again it's a matter of pride that all three journals of SMS, Varanasi i.e. Management Insight, Computing Trendz & SMS Journal of Entrepreneurship and Innovation are now indexed with reputed J-Gate (i.e. an Electronic Gateway to Global E-Journal Literature) and Crossref (i.e. an Official Digital Object Identifier Registration Agency). Opportunely, another matter of vanity is after our premier Scopus indexed Journal "Purushartha".

## Our recently launched Journal “SMS Journal of Entrepreneurship and Innovation” now listed with UGC's Approved List of Journals.

## “KALRAV”-AKTU FEST, GHAZIABAD

**S**tate level AKTU Cultural Fest “Kalrav” was organised by RKGIT, Ghaziabad. Students from all over the state participated in the zonal fests and winners got the chance to compete at the state level of art and cultural events and activities at Ghaziabad. With an explosion of talent, challenging competitions and exciting prizes, our students perform well and won prizes in different events which are as follows:

- 1) Vikash Kumar Singh (MBA- 1st Year) Event (Solo Song - 2nd Prize)
- 2) Aprajita Pandey (MBA- 1st Year)- Event (Duet Song - 2nd Prize)
- 3) Akhilesh Kumar (MBA- 2nd Year )- Event (Duet Song - 2nd Prize)
- 4) Prabhat Pandey (MBA 1st Year) – Event (Poster Making)

## Winners at Sunbeam group of colleges in Intercollege Youth Fest

### VIVIDHA 2017 - Sunbeam Collge, Bhagwanpur (Feb 5, 2017)

- |                  |        |                            |
|------------------|--------|----------------------------|
| I. Web Designing | Second | Shivam Singh (BCA 6)       |
| II. Paintek      | Third  | Piyush Anand Verma (BCA 6) |

### Aarambh 2017 - Sunbeam College, Varuna (Jan 19, 2017)

- |                    |       |                          |
|--------------------|-------|--------------------------|
| I. Business Plan   | Third | Rekha Agarwal (MBA 2)    |
| II. Collage Making | Third | Priya Srivastava (MBA 2) |





### Winners at Ashoka Institute of Technology & Management, Varanasi – Abhyudaya

I. Web Designing	First	Piyush Anand Verma & Shivam Singh (BCA 6)
	Second	Devesh Singh & Rajni Gupta (MCA 3)
II. Quiz (Non-Tech.)	First	Ritika Pandey (MBA 4), Kartikeya Mishra & Deshraj Prabhakar (BBA 2)
III. Poster Making	Second	Pooja Verma (MBA 2)
IV. Picture Perception	First	Preetam Singh (BBA 4)
V. Track the Bug	First	Devesh Singh(MCA 3)
	Second	Harshvardhan Gupta (BCA 4)
VI. Break the code	Second	Md. Ahmad Shams (BCA 6)
	Third	KaushalOjha (BCA 4)
VII. Quiz (Civil Dept)	Third	Raj Sharma (BBA 4)

### Winners at Kashi Institute of Technology, Varanasi - Anoogonj 2017

I. Coding	First	Kaushal Ojha (BCA 4)
	Second	Abhishek Gupta (BCA 4)
II. Presentation	First	Ramneet Singh Ratan (B.COM 2)
III. Debate	Second	Aditya Srivastava (BBA 4)
IV. Quiz	First	Abhinav Kumar (BBA 4)
	Third	Raj Sharma (BBA 4)
V. Counter Strike	Third	Abhinav Kumar Mayank Singh Manish Dubey Preetam Singh Fazeel Akhtar (All BBA 4)



## International Yoga Day

International Yoga Day was celebrated at SMS Varanasi on Wednesday, 21 June, 2017 to imbibe the value of discipline, peace and harmony. The celebrations were led by Director of the Institute, Prof. P. N. Jha along with faculty members and staff of School of Management Sciences. The training of SMS fraternity was carried out by Shri Shaiendra Bahadur Singh, Yoga Expert. Yoga is a physical, mental and spiritual practice attributed mostly to India. The Indian Prime Minister Narendra Modi in his UN address suggested the date of 21 June, as it is the longest day of the year in the Northern Hemisphere and shares special significance in many parts of the world.





# ACTIVITY DAY



**A**part from the daily academic practices, SMS Varanasi encourages the students to take part in extra-curricular activities. Such activities bring several opportunities for the overall development of the students' personality, with this objective, SMS Varanasi has arranged a series of extra-curricular activities on January 31st, 2017 & February 28th, 2017 so as to give opportunity to the students to get acquainted and show case as well as hone their creativity and talent in sports, Dance, cartoon, singing, social welfare activities, photography etc. These activities have been organized for the students under the aegis of different activity clubs like Synergy (The Literary Club), Contrast (Creative Club), Rainbow Club (Social Welfare Club), Panorama- The shutter-bugs club, Spark (Performing Arts & Cultural Club), Crest (Sports Club).

The activity day at SMS Varanasi campus on January 31st, 2017 witnessed enthusiastic participation from the PGDM, MBA, MCA, BBA, BCA students of the institute in various events organized by different clubs such as Duet song competition, solo dance, badminton, chess, carom, extempore, and many other such activities to help our students to build up their personality for the competitive world.

## Winners of Activity days are as follows:

January 30, 2017	Debate Competition	1. Devansh Srivastava 2. Ruchi Seth 3. Ramneet S Ratan
January 30, 2017	Instrumental and Band Performance	1. Piyusha Dubey 2. Atharva Srivastava 3. Aditya Raghuvanshi
February 28, 2017	Extempore Competition	1. Piyusha Dubey 2. Prabhat Pandey 3. Raj Sharma
February 28, 2017	AD- DARSHANAM (Final Round)	1. Pooja Verma 2. Prabhat Pandey 3. Himanshu Prajapati
February 28, 2017	Mimicry Competition/ Poetry Recitation/ Song/Dance	1. Ekta Singh 2. Rama Sharma 3. Divya Upadhyay

# MEETINGS



## Sixth Annual Alumni Meet – Delhi Chapter

Sixth Annual Alumni meet of Delhi Chapter of SMS Alumni Association on June 17, 2017 at the Shriram Hall of PHD Chamber of Commerce and Industry, New Delhi. The Meet was attended by more than 70 Alumnus and Alumna of different courses and batches of SMS Varanasi. Meeting got started with the welcome address by Mr. Amitabh Pandey, Convener of SMS Alumni Association who informed the alumni members about recent developments at SMS Varanasi through a power point presentation and put forth the agenda of the Alumni meet. Afterwards Prof. Alok Kumar, Dean R&D, Mr. Rishi Raman Singh, Associate Professor and coordinator PGDM Programme and Dr. Abhishek Srivastava, Assistant Professor, SMS Varanasi also addressed the gathering.

Alumni members took active participation in open discussion session. It was also discussed by the members that in what manner they can support the institution to achieve new heights of success and strengthen the Delhi chapter of SMS Alumni Association while building the "Brand SMS". All the alumni members were treated to sumptuous dinner followed by felicitation. Mr. Biplab Sengupta (Alumni Coordinator-Delhi Chapter) and Mr. Birendra Nath Pandey (Alumni Coordinator-Delhi Chapter) were instrumental in coordinating the entire event successfully.

# CELEBRATIONS



## SMS Varanasi Celebrated 68th Republic Day

68th Republic Day celebration began with the inspiring speech by Prof. P. N. Jha, Director, School of Management Sciences Varanasi. In his deliberation he expressed his thankfulness towards freedom fighters whether their name is known or unknown to society. He said that Mahatma Gandhi was worried about four issues even before independence- Injustice in society, Administrative challenges, Problems of poor and exploitation by rich. Gandhiji was of the opinion that such problems can be resolved only with the good education system. Good education includes learning for brain, learning for heart and learning for hands, Prof. Jha said that present education system in India is still unable to maintain good balance among these three components. Prof. Jha also discussed about recent government policies including demonetization and clean India program.

After the flag hoisting, colorful cultural programs had also been presented by students of BBA, BCA, B.Com, PGDM, MBA & MCA batches. Students and faculty members presented a number of patriotic songs, dance, speeches and Poems. The institute's campus reverberated with patriotic fervor and enthusiasm.

## Saraswati pooja on Basant Panchmi

Like every year, this year also SMS-Varanasi celebrated BasantPanchami with Saraswati Puja at our campus to honor the Goddess Saraswati, the goddess of learning who bequeaths the greatest wealth to humanity & the wealth of knowledge. As per Hindu mythology, Goddess Saraswati a pristine lady bedecked with white attire, white flowers and white pearls, sitting with Veena on a white lotus, which blooms in a wide stretch of water. On the said occasion, our Director along with teaching and non-teaching staff worshipped together.





# FAREWELL FEVER



**F**arewell party is a great way to bid goodbye to friends with boundless memories. Juniors of all courses at UG and PG level organized farewell party for their beloved seniors to show their love and affection towards them. The first farewell party started with B.Com. followed by PGDM, BCA, MBA and at last BBA. The parties were enriched with various performances such as Dance-Masti, Fun Loving Games, Songs, passionate Seniors Talent Showcasing & craved for various titles and crowns. At the end, with tears in eyes and sorrow the seniors set on to the launching pad for the beginning of new chapter of their life.



**“What We Call The  
Beginning is Often  
The End  
And To Make An  
End Is To Make  
A Beginning And  
The End Is Where We  
Starts From”  
-T. S. Eliot**



# CAMPUS PLACEMENTS



## Undergraduate Placements



Gopal Corp Co Limited conducting personal interview



Vodafone conducting personal interview



Biomantra conducting personal interview



Encyclopaedia Britannica India conducting personal interview

We proudly announce that in the second phase of student's recruitment in various organizations, School of Management Sciences Varanasi invited more than two dozen Marketing, Finance, HR and IT companies for campus placements especially for PGDM & MCA students. College invites companies operating in different functional areas including IT Companies, Entertainment Companies, Consumer Durable Organizations, Online Marketing, Securities, Auto Companies, Banks, FMCG Organizations, Transport Companies, Pharma Companies, Retail Giants & Infrastructure related Organizations. More than 90% students were placed in different corporate houses with an average Package of 3.75 Lakhs per Annum. In this way, SMS, Varanasi manages the maximum possible placement opportunities even better than plenty of other Management Colleges not in the zone but in entire UP region.



# FACULTY ACHIEVEMENTS

## NPTEL All India Toppers – Faculty members who make us Proud

We proudly announce the results of NPTEL courses certification qualified by our faculty members who all have cleared this course under the aegis of Elite group. NPTEL is a joint venture of seven IITs (IIT Bombay, Delhi, Guwahati, Kanpur, Kharagpur, Madras and Roorkee), Indian Institute of Science Bengaluru (IISc), and funded by the Ministry of Human Resource Development, Government of India. The project also originated from many deliberations between IITs, IIMs and Carnegie Mellon University (CMU). NPTEL is the world's largest curriculum-based Science and Engineering Content Repository with hundreds of courses in video formats. IITs are assisting students of Engineering, Science, Social Studies streams by providing them with Video Lectures and other study materials in PPT and Word formats. The lectures are of various kinds - some with students and some with the acclaimed Professors taking classes through Video-Conferencing using blackboards same as in actual classroom environment. The online certifications for varied courses by faculties at SMS are as follows:-



**PURNENDU KUMAR PATRA 96 %**  
School of Management Sciences

**1st Position (All India Topper)**  
in "Consumer Behaviour"



**ANCHAL PATHAK 89 %**  
School of Management Sciences

**1st Position (All India Topper)** in  
"Principles of Human  
Resource Management"



**RAM GOPAL GUPTA 83%**  
School of Management Sciences

**1st Position (All India Topper)** in  
"Introduction  
to Modern Application Development"



**DR. MEDHA SRIVASTAVA 93%**  
School of Management Sciences

**2nd Position in**  
"Consumer Behaviour"



**ANIL KUMAR GOPE 87 %**  
School of Management Sciences

**2nd Position in**  
"Principles of Human  
Resource Management"

## FACULTIES WHO BAGGED ELITE CERTIFICATES:



Name of The Faculty	Subject
<b>Computers</b> Dr. Kamal Sheel Mishra, Professor	Programming In C++
Mr. Anand Prakash Dube, Associate Professor	Programming In C++
Dr. Abhishek Srivastava, Assistant Professor	Programming In C++
<b>Management</b> Mr. Shubhagata Roy, Assistant Professor	Introduction to Operations Research

### DR. ALOK KUMAR, Professor

E-mail- alokkumar@smsvaranasi.com

### BEST PAPER AWARD

Disruptive Marketing & Branding: A Perspective through Indian cases" in the National Conference on 'Managing Uncertainty: Prospects, Challenges and Strategies' at School of Management Sciences Technical Campus, Lucknow (February 2017); Cash Prize plus citation

### RESOURCE PERSON

IQAC CELL (Mahatma Gandhi KashiVidyapith, Varanasi), Workshop on "Methods for Assessment & Accreditation: Reconsiderations & Suggestions"; Lecture on NAAC for Self-Financed Institutions- Relevance and Challenges, March 2017. IQAC CELL (Dr. Sampurnanand Sanskrit University, Varanasi), Workshop on "Preparation of Self Study Report"; Lecture on Preparation of SSR by Self-Financed Institutions-Issues and Challenges, March 2017



### PUBLICATIONS

- Paper, "Integrating Sustainability and Skill in the VUCA world with Millennials: A Macro-view" in the journal 'SMS Journal of Entrepreneurship & Innovation' published by SMS, Varanasi (Vol. 3 No. 2, June 2017) ISSN 2349 7920.
- Paper, "Disruptive Marketing & Branding: A Perspective through Indian cases" in the Edited Book on 'Managing Uncertainty: Prospects, Challenges and Strategies' at School of Management Sciences Technical Campus, Lucknow (June 2017); ISBN 978-93-86142-08-5.
- Paper, "Disruptive and Sustaining Innovation in Management Education: A Perspective" in the Edited Book on 'Managing Uncertainty: Prospects, Challenges and Strategies' at School of Management Sciences Technical Campus, Lucknow (June 2017); ISBN 978-93-86142-08-5.
- Paper, "Managing Development and Prosperity through Renewable Energy: A Perspective" in the International Seminar Edited Book on 'Sources of Planet Energy, Environmental and Disaster Science: Challenges & Strategies - SPEEDS2016'

published by School of Management Sciences, Lucknow (May 2017); ISBN 978-93-86142-02-3.

- PAPER, "Water: Managing at the Cross-stream" in the International Seminar Edited Book on 'Sources of Planet Energy, Environmental and Disaster Science: Challenges & Strategies - SPEEDS2016' published by School of Management Sciences, Lucknow (May 2017); ISBN 978-93-86142-02-3.

### PAPER PRESENTATION & CONFERENCE PARTICIPATION

- Participated and Presented two papers "Disruptive Marketing & Branding: A Perspective through Indian cases" and "Disruptive and Sustaining Innovation in Management Education: A Perspective" in the National Conference on 'Managing Uncertainty: Prospects, Challenges and Strategies', organized by SMS Technical Campus, Lucknow in association with National HRD Network, Lucknow chapter and Lucknow Management Association (February 2017)

### WORKSHOPS PARTICIPATION

- Attended One-Day Workshop on "Methods for Assessment & Accreditation: Reconsiderations and Suggestions" at Mahatma Gandhi Kashi Vidyapith, Varanasi under the aegis of IQAC-MGKV and sponsored by UP State Higher Education Council, Lucknow & Deptt of Higher Education, UP Govt. (March 2017).
- Attended a Workshop for Indian Innovations (Round 5 Grant Challenge) organized by Millennium Alliance in association with Technology Development Board, DST, Govt. of India and supported by FICCI, US Aid, UK Aid, ICICI Foundation, The World Bank, Facebook etc. at Varanasi (January 2017)

### PANEL DISCUSSION ON TELEVISION

Participated as a panel member in KTV-Voice of Varanasi for a panel discussion on Political Advertising and its impact on the UP Assembly Elections (March 11, 2017).

### DR. RAJ KUMAR SINGH, Professor

E-mail- rksingh@smsvaranasi.com



### RESOURCE PERSON/GUEST/JUDGE

- Chief Guest and Key Note Speaker by the Faculty of Ayurveda, Institute of Medical Sciences, BHU in a workshop "Entrepreneurial Opportunity in Ayurveda" organized for their BAMS Students, 1st April' 2017
- Guest of Honour & Key Note Speaker in the International Conference on "Innovative Entrepreneurship and Startup", Organized By Kamla Nehru Institute of Technology (An Autonomous Govt. Institution) Sultanpur - 228 118 (U.P.), INDIA, 3rd March, 2017
- Chief Guest and Key Note speaker in Little Flower House School, Varanasi, in its Seminar on "Startups India", 11th January 2017.
- Key Note Speaker by the Vishwa Ayurveda Parishad, an apex organization of Ayurveda Professionals to deliver a talk on "Time Management", 2nd Jan' 2017
- Judge in the Case Studies Contest "Ran Sangram" organized by the Institute of Management Studies, BHU, Varanasi, 26th Feb' 2017

### HONOURS / RESEARCH PROJECT

- Included in the Advisory Board of International Conference on "Innovative Entrepreneurship and Startup", organized by Kamla Nehru Institute of Technology (An Autonomous Govt. Institution) Sultanpur - 228 118 (U.P.), INDIA, 3rd March, 2017
- Received Distinguished Alumni Award, during the National Meet of BHU Management Alumni Association (BHUMAA), organized by the Institute of Management Studies, BHU, Varanasi, 12th Feb' 2017

- Received Distinguished Teacher Award by the Lions Club International-Distt 321-E, 14th Jan' 2017

- Received a Minor Project from the FFDC, Ministry of MSME on "Quality Check of Mint Oil Crops in Different Districts of Uttar Pradesh".

### PAPER/CHAPTER CONTRIBUTION

- Paper presented on "Herbal Plantation as a Backward Integrated Agribusiness Entrepreneurship Opportunity of Ayurvedic Pharmaceuticals" in the National Conference on "Rural Development & its Different Dimensions", organized by Institute of Management Studies, RGSC, BHU, Mirzapur.
- Paper titled "Herbal Plantation as a Backward Integrated Agribusiness Entrepreneurship Opportunity of Ayurvedic Pharmaceuticals" published in the Edited Book "Rural Development" (ISBN - 978-81-933475-6-0), Feb' 2017 of Institute of Management Studies, RGSC, BHU,

### DR. ANUPAM SHUKLA, Associate Professor

E-mail- anupamshukla@smsvaranasi.com



Delivered a lecture on "Definition and Models of Culture" as a resource person in a Faculty Development Programme on "Cross Cultural Management" organized by Rajkiya Engineering College, Azamgarh, February 13, 2017, Sponsored by AKTU, Lucknow

### MR. AMITABH PANDEY, Assistant Professor

E-mail- amitabhpandey@smsvaranasi.com



Delivered an lecture on "Management Culture and Employment in Japan" as a resource person in a Faculty Development Programme on "Cross Cultural Management" organized by Rajkiya Engineering College, Azamgarh, February 13, 2017, Sponsored by AKTU, Lucknow

### DR. ABHISHEK SRIVASTAVA, Assistant Professor

E-mail- abhishek@smsvaranasi.com



### HONOUR

- Invited as Chair Person & Chaired a Technical Session at International Conference on "Innovative Trends In Technology & Management - (ICITM-2017)" Organised by Department of MBA, Kalasalingam University, Viruddha Nagar, Tamil Nadu, India, 31st March, 2017

### BEST PAPER AWARD

- Received Best Paper Award on the paper titled "Information Credibility Analysis Of Social Media's Smart User Generated Content Using Artificial Intelligence" in the International Conference on "Innovative Trends In Technology And Management- ICITM 2017" Organised by Department of MBA, Kalasalingam University, Viruddha Nagar, Tamil Nadu, India, 30-31st March, 2017



# FACULTY ACHIEVEMENTS

## PAPER PUBLISHED/PRESENTED

- Published a Paper titled "SEM Modeling approach for Studying the Social Impact of Whatsapp Usage" in the "Scopus" Indexed Journal of International Repute, Indian Journal of Public Health Research & Development, Vol 8(2), ISSN (Print) 0975-0245 & ISSN (Online) 0976-5506, pp 268-272, DOI Number: 10.5958/0976-5506.2017.00124.3, April - June 2017
- Presented a Paper titled "Artificial Intelligence & Stock Market: A Predictive Approach" in the National Conference on "Managing Uncertainty Prospects, Challenges & Strategies" Organised by School of Management Sciences, Lucknow, Uttar Pradesh, India, 25-26 February 2017
- Presented a Paper titled "Twitter Analytics: A Persuasive Tool for Social Media Marketing & Monitoring" in the National Conference on "Managing Uncertainty Prospects, Challenges & Strategies" Organised by School of Management Sciences, Lucknow, Uttar Pradesh, India, 25-26 February 2017

## DR. ADITYA GUPTA, Assistant Professor

E-mail-akgupta@smsvaranasi.com



## PAPER PUBLISHED

- Published a Paper "Market Intelligence for Context Advertisement: Analyzing Big Data on Social Media", Proceedings of National Conference on "Managing Uncertainty: Prospects, challenges and Strategies" published by School of Management Sciences Lucknow, (ISBN-Awaited)
- Published a Paper "Corporate Environmental Responsibility: Policies and Challenges", Proceedings of International Seminar "Sources of Planet Energy, Environmental and Disaster Science: Challenges & Strategies", with School of Management Sciences Lucknow, (ISBN-978-81-931392-95)

## WORKSHOP

Attended One Week National Workshop on "Applied Data Science and Business Analytics Using R" Organized by National Institute of Technology, Calicut, Kerala (12-17 March 2017)

## DR. PALLAVI PATHAK, Assistant Professor

E-mail-pallavipathak@smsvaranasi.com



## HONOUR

On the Editorial Board of "Global Journal of Engineering, Science & Social Science Studies", ISSN 2394-3084

## PAPER PRESENTED

Presented the Paper 'Creativity and Innovation in Reward & Compensation Practices' at 8th International Conference on Strengthening Strategies, Shaping Policies & Empowering Personnel: Key To Organizational Competitiveness held at Prestige Institute of Management, Gwalior, 7-9 January, 2017

## WORKSHOP

Attended a UGC sponsored Workshop on "Constitutional Rights of

Women at Workplace" held at Mahatma Gandhi KashiVidyapith, 26th February, 2017

## DR. (MS.) MEDHA SRIVASTAVA,

Assistant Professor

E-mail-medha@smsvaranasi.com



## PAPER PUBLISHED

- Paper titled "Mechanics of Engendering Customer Loyalty: A Conceptual Framework" has been accepted for publication in IIMB Management Review of Indian Institute of Management - Bangalore, 2017.
- Paper titled "Empowering Indian Women through Corporate Social Responsibility Way" has been published in International Journal of Academic Research & Development Vol. 2 Issue 2, 2017.

## WORKSHOP

Participated in One Week Workshop on "Tools and Techniques for Data Analysis in Management Research" organized by Department of Humanities and Social Sciences, Jaypee University of Information Technology during June 19-24, 2017.

## MR. CHANDRA SHEKHAR SINGH,

Assistant Professor

E-mail-chandrashekharsingh@smsvaranasi.com



## PAPER PRESENTED

- Presented a paper on "Financial Challenges Faced By Start-ups In India" in National Seminar On "Recent Issues In Indian Economy" Organized By Department Of Economics, D. D. U Gorakhpur University, Gorakhpur, 01-02 February 2017.
- Attended One Day Workshop on "Constitutional Rights Of Women at Workplace", Sponsored By UGC, Organized at Mahatma Gandhi KashiVidyapeeth, 26 February, 2017
- Contributed a paper on "Social Entrepreneurship as Innovative Business Model" In National Conference on "Managing Uncertainty, Prospects, Challenges & Strategies" organized by School Of Management Sciences Lucknow, 25-26 February 2017.
- Presented a paper on "Service Sector In India and Its Performance & FDI Trends" in National National Conference on FDI and its Impact on Indian Economy, Organized By Department of Commerce, Harish Chandra PG College, Varanasi, Sponsored By UGC, Delhi, 5-6 March 2017
- Presented a paper titled "e-Commerce and e-Governance in India-Status Quo, Impediments and Enablers" in National Seminar on Retail, Logistics and Supply Chain Management- Issues, Challenges and Prospects, organised by DDU Kaushal Kendra, Banaras Hindu University, Varanasi, 15th April-2017

## MR. SAURABH SRIVASTAVA, Assistant Professor

E-mail-saurabh@smsvaranasi.com



## PAPER PUBLISHED

Research Article titled "The Present Status and Future Prospects of online shopping & consumer behavior: A Literature Review" Published in International Journal of Economics

and Managerial Thoughts - A bi-annual publication referred Journal  
ISSN No. 2229-3736 Vol. VI (No. 2) Oct 2015 to March 2016

### FDP

Attended a Seven days Faculty Development Program on "Cross Cultural Management" organized by Rajkiya Engineering College, Deogaon from 13 to 19 Feb., 2017, Sponsored by AKTU, Lucknow

### DR. SHISHIR GUJRATI, Assistant Professor

E-mail- shishir@smsvaranasi.com



### BOOK EDITED

"Transformations in Indian Financial Sector" in March 2017, ISBN 9781730352300.

### CHAPTER CONTRIBUTED

Contributed a chapter entitled "GST: A Paradigm Shift in Indian Tax Structure" in the book "Transformations in Indian Financial Sector".

### PAPER PUBLISHED

Article entitled "MUDRA – Financing Small to become Large" published in Indian Journal of Business Research and Analysis" Vol. I, Issue 2, pp. 30-35 July – September 2016, ISSN. 2456-0545.

### MR. VEERESH TRIPATHI, Assistant Professor

E-mail- veeresh@smsvaranasi.com



### WORKSHOP

Attended one week (5 days) Workshop from May 29, 2017 - June 02, 2017 at Motilal Nehru National Institute of Technology Allahabad. The theme of the Workshop was "Data Analytics and Machine Learning with R (DAMLR-2017)" organized by CSED, MNNIT Allahabad.

### MR. VIR PRATAP, Assistant Professor

E-mail- virpratap@smsvaranasi.com



### CHAPTER CONTRIBUTED

- Book chapter, "Agricultural Marketing in India: Challenges and Prospects", "Agri Business Marketing", Bharti Publication, ISBN: 978-81-933475-5-3, pp 44-53.
- Book Chapter, "Impact of Financial literacy and Awareness Program on Indian Financial System – A Case study of Barkagaon Block, Hazaribag, Jharkhand", "Transformation in Indian Financial Sector", Sara Book Publication, Ahmedabad, ISBN:978-1-73035-230-0, pp 75-81.

### PAPER PRESENTED

- "An Overview of Online Education Services in India: Challenges and Prospects" in the National Seminar on "Retail, Logistics & Supply Chain Management-Issues, Challenges and Prospects" organized by Deen Dayal Upadhyay Kaushal Kendra, Banaras Hindu University, Varanasi.
- "Agriculture Marketing in India: Challenges and Prospects" in the National Seminar on the theme "Paradigm Shift in Agri-Business and Rural Development" organized by Institute of Management Studies, Banaras Hindu University, Varanasi.
- "FDI in Food Processing Industry in India: Challenges and Prospects" in the National Seminar on the theme "FDI and its Impact on Indian Economy" organized by H.S.P.G. College, Varanasi.

### WORKSHOP

Participated in one day National Workshop on "Developing Competencies & Skills for Enhancing Competitiveness", organized by Department of M.B.A. & CSE of Cambridge Institute of Technology, Tatisilwai, Ranchi on 4th March, 2017.

### Dr. Saurav Kumar, Assistant Professor

Email- saurav@smsvaranasi.com



### Chapter Contributed

- Kumar Saurav, Pratap Veer (2017), Book Chapter, "An overview of Online Education Services in India: Challenges and Prospects" "Retail, Logistics & Supply Chain Management", Bharti Publication Delhi
- Kumar Saurav, Patra Purnendu, Pratap Veer (2017) Book chapter, "Agricultural Marketing in India: Challenges and Prospects", "Agri Business Marketing", Bharti Publication, ISBN: 978-81-933475-5-3, pp 44-53.

### Paper Presented

- Kumar Saurav (2017), "An overview of Online Education Services in India: Challenges and Prospects" in the National Seminar on "Retail, Logistics & Supply Chain Management-Issues, Challenges and Prospects" Organized by Deen Dayal Upadhyay Kaushal Kendra, Banaras Hindu University, Varanasi.
- Kumar Saurav (2017), "Agriculture Marketing in India: Challenges and Prospects" in the National Seminar on the theme "Paradigm Shift in Agri Business and Rural Development" organized by Institute of Management Studies, Banaras Hindu University, Varanasi.
- Kumar Saurav (2017), "FDI in Food Processing Industry in India: Challenges and Prospects" in the National Seminar on the theme "FDI and its Impact on Indian Economy" organized by H.S.P.G. College, Varanasi.

### Mr. Purnendu Patra, Assistant Professor

Email- purnendu@smsvaranasi.com



### Chapter Contributed

- Kumar Saurav, Patra Purnendu Kumar, Pratap Veer (2017) Book chapter, "Agricultural Marketing in India: Challenges and Prospects", "Agri Business Marketing", Bharti Publication, ISBN: 978-81-933475-5-3, pp 44-53.

### Paper Presented

- Patra Purnendu Kumar (2017), "e-Commerce and e-Governance in India- Status Quo, Impediments and Enablers" in the National Seminar on "Retail, Logistics & Supply Chain Management-Issues, Challenges and Prospects" organized by Deen Dayal Upadhyay Kaushal Kendra, Banaras Hindu University, Varanasi.
- Patra Purnendu Kumar (2017), "Agriculture Marketing in India: Challenges and Prospects" in the National Seminar on the theme "Paradigm Shift in Agri-Business and Rural Development" organized by Institute of Management Studies, Banaras Hindu University, Varanasi.
- Patra Purnendu Kumar (2017), "FDI in Food Processing Industry in India: Challenges and Prospects" in the National Seminar on the theme "FDI and its Impact on Indian Economy" organized by H.S.P.G. College, Varanasi.



# STUDENTS' ACHIEVEMENTS

## Rekha Agarwal, MBA 1st Year

It is a matter of pleasure for the entire SMS, Varanasi family that for the first time, a student of MBA, Ms. Rekha Agrawal, under the guidance of Prof. Alok Kumar (Dean R&D) has been able to put a splendid show in co-curricular and extra-curricular events including International Conferences.

### Paper Publications:

1. Interlinking of rivers in India: A SWOT Analysis, Edited Book "Sources of Planet Energy, Environmental & Disaster Science: Challenges and Strategies" published by MRI Publication Pvt. Ltd. ISBN 978-93-86142-02-3 pp 345-358.
2. Pradhan Mantri Jan Dhan Yojana: Bold step to financial inclusion", Edited Book 'Agri Business Marketing' published by Bharti Publication, ISBN- 978-81-933475-5-3, Pp. 184-192

### Paper Presentations/ Best Paper Award:

1. Digital India: A Need of Hour, National seminar & 3rd annual conference of IAMD on Smart City Vs. Smart Village: A Path Towards Startup India- Opportunities, Issues And Challenge held on 10th – 11th January 2017 at MGKVP Varanasi. Eventually won the Third prize in paper presentation under the Prof. A.P. Baijal Memorial Lecture Award Session
2. Skilling dimensions in higher education: A Perspective in 4th International Conference on "Spirituality & skill for leadership and sustainable management" held on 18th – 19th February 2017 at SMS Varanasi.
3. Electronic Payment in cashless economy of India: A demonetization effect, National conference on the theme "Managing Uncertainty: Prospects, Challenges & Strategies" on 25th – 26th February 2017 at SMS, Lucknow.
4. Pradhan Mantri Jhan Dhan Yojna: Bold step to financial inclusion, National Conference on "Paradigm Shift in Agri-Business and Rural Development (PSABRD)" on 5th march 2017 at BHU Rajiv Gandhi South campus Mirzapur.
5. FDI: A challenge or Opportunity, National seminar on the theme "FDI and its impact on Indian Economy" on 6th march 2017 at Harish Chandra PG College, Varanasi.
6. Growth and impact of services sector: A case study of Uttar Pradesh, National seminar on the theme "Growth & social service sector development in Uttar Pradesh Economy" on 6th – 7th April 2017 at Lucknow University.

### Co-curricular accolades:

1. Certificate of honour for securing 3rd prize at Inter-college youth fest for the competition BUSINESS PLAN held at Sunbeam Varuna, Varanasi (19th January)
2. Title of MISS LA'DIVA at the event organized by KashiYatra (IIT-BHU) scoring 1st position which was held between 20th -22nd January.

3. Attended the Millennium Alliance Roadshow Presentation organized by FICCI at Hotel Hindustan International on 31st January 2017.

4. Attended International lecture on "Learn to find your hidden talent" delivered by GESHE MICHAEL ROACH (founder & CEO, Diamond cutter Institute, Arizona, USA) on 13th February 2017 at Institute of Science, BHU, Varanasi

## Shweta Kumari and Devesh Singh, MCA IV Students

Presented a Paper "Professional Ethics in IT Sector: Preserving Corporate Responsibility" in International Conference on "Spirituality and Skill for Leadership and Sustainable Management" organized by School of Management Sciences Varanasi (Feb 18-19, 2017)

## Phalguni Moitra, Aradhana Gupta and Akriti Kumari BCA IV Students

Presented a Paper "Information Technology Enabled System of Police Department: A Giant Breakthrough for Skill Development" in International Conference on "Spirituality and Skill for Leadership and Sustainable Management" organized by School of Management Sciences Varanasi (Feb 18-19, 2017)

## Samarth Saxena BCA IV Student

Presented a Paper "Market Intelligence for Context Advertisement: Analyzing Big Data on Social Media" in National Conference on "Managing Uncertainty : Prospects, Challenges and Strategies" organized by School of Management Sciences, Lucknow (Feb 25-26, 2017).

## Priya Srivastava, MBA 1st Year

### Paper Presentation

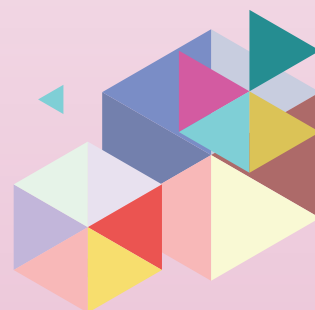
1. Presented a paper on "Agri-business and rural development" in national conference on "paradigm shift in agri- business and rural development" during 5th march 2017, organized by MBA agribusiness, Institute of Management Studies, Rajiv Gandhi South Campus Banaras Hindu University.
2. Presented a paper on "FDI- AGRIBUSINESS" in two day national seminar on "FDI & its impact on Indian economy" during 5th – 6th march, 2017 organized by Faculty of Commerce, Harishchandra P. G. College, Varanasi.
3. Presented a paper on "Digital India" in two day National Seminar on "Smart city vs smart village: a path towards startup india – opportunities, issues and challenges" during 10th – 11th January, 2017 in association with Indian association for Management Development (IAMD) organized by Faculty of Commerce & Management Studies, Mahatma Gandhi Kashi Vidyapith Varanasi, (U.P.).
4. Presented a paper on "Spirituality – Sustainable Management (Skills and Opportunities) in an International Conference on "Spirituality & Skill for Leadership and Sustainable Management" during 18th – 19th February, 2017 organized by School of Management Sciences, Varanasi.



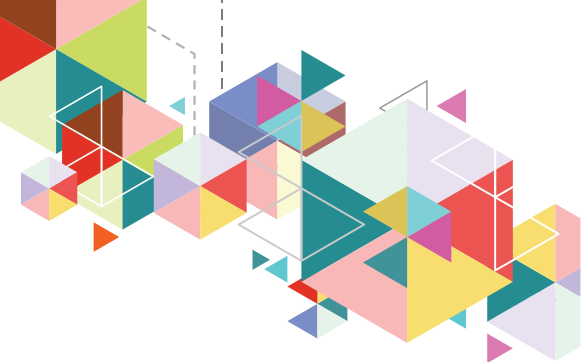
**Priya Srivastava, MBA 1st Year**

### Co-Curricular Activities

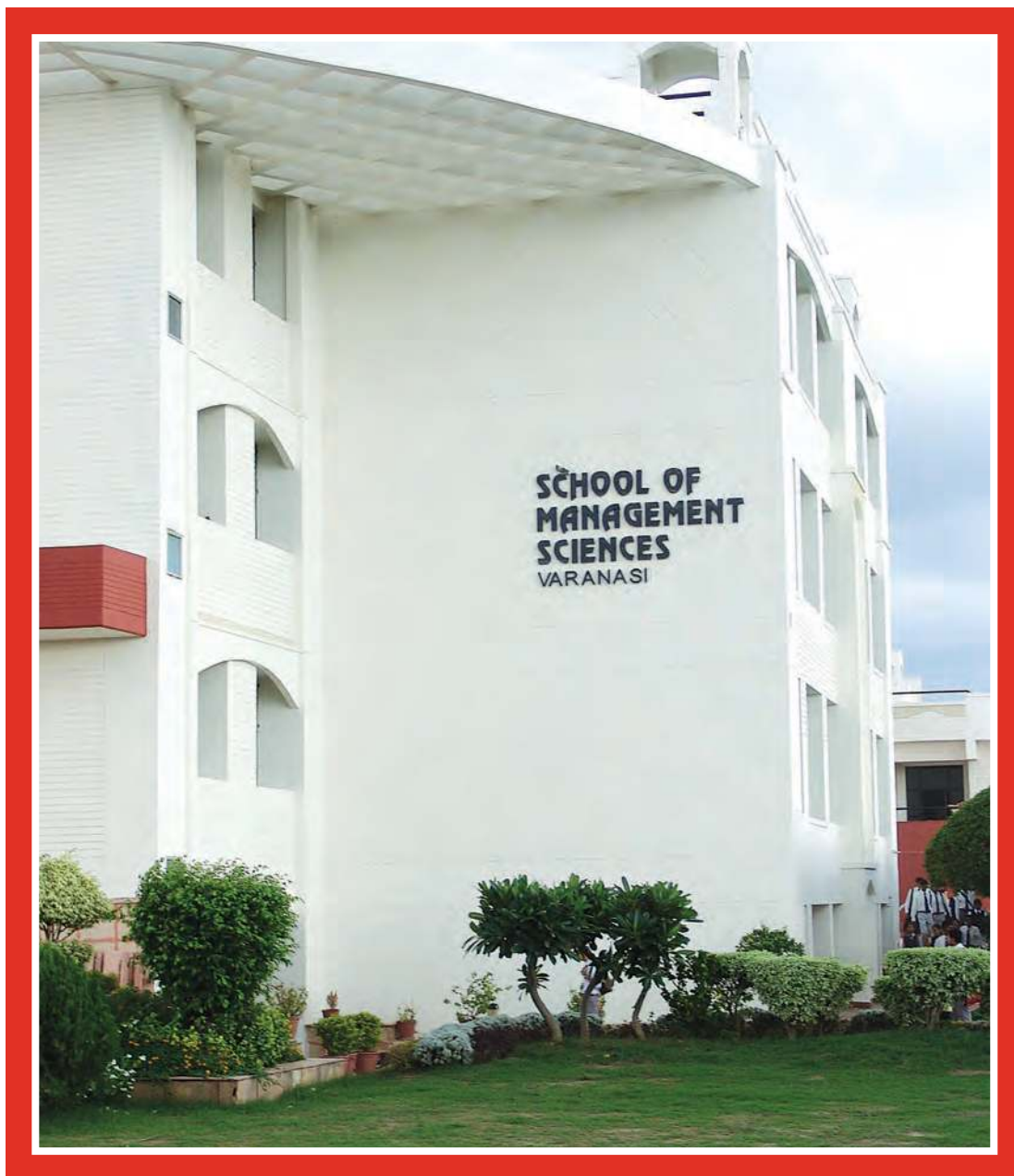
1. Won the 3rd price on Sunbeam College for Women, Varuna in aarambha 17 on 19th January 2017 in collage making.
2. Title "Miss Fun Loving" award in Mr. & Miss Purvanchal 2016 participated in modeling and beauty competition on December 26, 2016 organized by Youth Club, Varanasi.
3. Title "Best Eyes Award" in school of fashion designing, styling & Self-Grooming participated in fashion show 2016 in modeling organized by fashion & style education society.
4. Title "Best walk Award" in modeling Paridhaan-The fashion designing show during 18th march 2017 orgnized by departments of Fine Arts (P.G. diploma in Fashion Designing ), Mahatma Gandhi Kashi Vidyapeeth.
5. Won 2nd position in the event design - Kashi yatra 2017, the annual socio-cultural festival of IIT- BHU, Varanasi during 20th – 22nd January.







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