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DIRECTOR'S MESSAGE

Despite being still an adolescent one, SMS-newsletter 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 of SMS-system in future too.

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 2018) ; SMS Varanasi getting Best B-School Award (North) ; a host of Workshops and Guest Lectures ; Ad Manthan Contest-2018 ; IQAC activities ; Women Empowerment Programmes ; International Yoga Day Celebrations ; Activities of various Students' Clubs ; Techno Camp ; French Language Summer Camp ; "WEBDX" & 'Tech Marathon' ; International & Industrial Visits ; Farewell Parties to outgoing students ; Alumni Meet of Varanasi and Delhi Chapters ; 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, including curriculum mapping as per recent guidelines of AICTE, 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.

P. N. Jha



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SMS VARANASI ACHIEVED BEST B-SCHOOL AWARD (NORTH)

This is a matter of pride and honor that School of Management Sciences, Varanasi has been awarded as Best B-School in India (North) by ASSOCHAM, India. Award was presented in "National Summit on Excellence in Education, Training & Development" held at hotel BNR Chanakya, Ranchi, Jharkhand. Program was organized by ASSOCHAM in association with Department of Higher, Technical Education & Skill Development, Government of Jharkhand. Awards ceremony took place in presence of Shri Saryu Rai, Minister, Government of Jharkhand; Shri Ajay Kumar Singh, Principal Secretary, Government of Jharkhand and Prof. S. K. Singh, VC, L.N. Mithila University, Bihar. School of Management Sciences, Lucknow has also been awarded Best Engineering College in India (North).

Awards were also provided in few more categories like Life Time Achievement Award – Central Zone, Best Institute /University in Open, Distance & On-Line Learning, Best Private University, Educational Entrepreneur of the Year, Life Time Achievement Award – North Zone, Best University/ Institution for Promoting Industry, Best Use of Assessment in Education etc. Life Time Achievement Award (East) was provided to Prof. S. K. Singh, L. N. Mithila University, Bihar.

ASSOCHAM the knowledge architect of Corporate India having in its fold more than 500 Chambers of Commerce and Trade Associations and serving more than 4.5 lacs Corporate members all over India, has identified and appreciated efforts of stakeholders of SMS Varanasi for their consistent efforts in area of education by providing Best B-School Award.



INTERNATIONAL CONFERENCE ON ALCHEMY OF LEADERSHIP FOR INNOVATION AND SUSTAINABILITY-17-18, FEBRUARY 2018



Inaugurating a Two day International Conference on "Alchemy of Leadership for Innovation and Sustainability" at the Khushipur campus of School of Management Sciences (SMS) on Saturday, the Chief Guest Prof. Parimal H Vyas (Vice Chancellor, Maharaja Sayajirao University, Baroda) said that Technology has changed the way we think. Technology is the precursor to Innovation and hence sustainability, though broadly! Technology has become a way of life infact. Leadership is the key to all these, he added putting trust and Transparency as important ingredients of Leadership.

Distinguished Guest Prof. B. P. Singh (Former Dean, Delhi School of Economics) said that Innovation is an economic phenomenon and spiritual and social as well. India can win only if continuous Innovations occur. Guest of Honour, Prof. Vikram Singh, IPS (Pro Chancellor-NOIDA International University) said that pain, sacrifice and effort can never be out of fashion, he was relating it to the student community and exhorted the students to shy away from 'mediocrity' which is a sin now a days. He asked the students to lead by character and integrity. For the same, he said, we need mental, spiritual and physical dexterity.

In his presidential address, Prof. Geshe N Samten (Vice Chancellor-Central University for Tibetan Studies-Deemed University, Sarnath, Varanasi) said that we all must have an appreciative attitude and inspiring culture to nurture Innovation and sustainability through leadership. For leadership, we need to possess not only the Intelligence Quotient (IQ) but also 'Spiritual Quotient' (SQ), he added. In fact, Good leadership is the essence of Innovation, commented Prof. Samten.

Earlier the Guests were welcomed by the Director Prof. P. N. Jha who at the end of the inaugural ceremony honoured them with shawl and ICON mementos. The Conference theme was presented by Prof. R. K. Singh while the Vote-of-Thanks was given by Prof. Kamal Sheel Mishra (both ICON conveners). The deliberations by esteemed dignitaries were followed by release of conference souvenir, SMS Journal Purushartha and SMS Journal of Entrepreneurship & Innovation and the SMS newsletter. The Inaugural session was anchored by Dr. (Mrs.) Pallavi Pathak. In ICON 2018, more than two hundred researchers and academicians presented their papers and attended the sessions with fanaticism and fervor.

INTERNATIONAL TOUR

School Of Management Sciences Varanasi Organizes 5 Days (27jan- 31jan 2018) Tour To Malaysia For PGDM Students, Which Was Totally Sponsored By The Institute. The Tour Includes Various Industry Visit And National Monument of Malaysia.

- Day one students first visited to watch factory and batu caves where they enjoyed the visit to temple in the lime stone caves and have opportunity to get photographs below the world tallest lord murgun statue. Then students started their journey for Genting High Lands where they stayed in the Awana Resort hotel and spent night enjoying shopping restaurants and gaming zone.
- Day Two Started With Chinese Temple Visit Followed By Chocolate Factory Visit And Visit Petronas Tower Which Is Widely Know As Twin Tower Visit And Shopping at Petronas Tower Shopping Arena. After Lunch Students Visited World Largest Putter Making Factory Royal Selangor Then The Students Visited Malaysia Prime Minister Residence And Office And In The Night They Also Enjoyed KL Tower Visit.
- Day Three Was Completely Devoted To Sunway Lagoon which Is Having Amusement Park Nickelodeon Park Water Park And Wild Life Sanctuary Where Students Enjoyed The View Of White Tiger.
- Day Four Students Visited Aquria And Berjaya Time Square
- Fifth Day In The First Half Students Again Enjoyed KL City Tour.
- Finally They Came Back To Kuala Lumpur Airport in the Evening To Catch Their Flight to India.



INDUSTRIAL TOUR TO AMAR UJALA PRESS FOR BCA STUDENTS

During a Press Visit Programme at Amar Ujala, Chandpur, Rohania, Students of BCA 4th Semester were Acknowledged with Printing Technology and printing procedures adopted by AMAR UJALA. During the entire one day programme, BCA students were accompanied with their faculty members, Dr. Abhishek Srivastava & Dr. Anchal Pathak, Assistant Professors, SMS, Varanasi on 10th March 2018.



COMPETITIONS

Ad-Manthan Contest- 2018



The Centre for Entrepreneurship, Innovation & Skill Development (CEISD) at SMS Varanasi organized an ad film making contest '**Ad – Manthan 2018**' on 04th April, 2018. The programme was inaugurated with the lighting of lamp by Prof. P.N. Jha, Director-School of Management Sciences, Varanasi, Shri Sanjay Gupta, Registrar - School of Management Sciences, Varanasi, Prof. R.K. Singh, Chairperson-CEISD & Programme Coordinator and distinguished guests of the event. The esteemed panel of judges comprised of noted dignitaries from academia and corporate such as

- Prof. K.K. Agarwal, HoD- Department of Commerce, MGKVP,
- Shri Praveen Chaturvedi, Founder - Moonlight Pictures,
- Shri Neeraj Srivastava, CEO – Young Skilled India (IIT, BHU) and
- Shri Anand Mishra, Founder - Graphic Arts.

The primary objective of **Ad Manthan Contest** was to develop an innovative and creative skill set crucial for commercial and social ad film making among the students. 20 teams consisting of various management students from different courses at undergraduate and post graduate levels participated in this contest and exhibited their ad films with great enthusiasm.

The distinguished panel of judges appreciated institute's endeavors to impart creative and practical knowledge to the students by organizing such programmes and expressed happiness over students' intellectual capabilities.

1. First prize was bagged by the team of Shaivee Verma, Utkarsh Krishna and Piyush Panat.
2. Second prize was won by the team of Kshama, Akanksha Kumari, Sonali Kumari and Anupama
3. Third prize was won by the team of Rohit Jaiswal, Suraj Gupta and Rohit Patel.



Unveiling the enigmatic nature of advertising, Prof. P.N. Jha, Director – SMS Varanasi threw light on the present opportunities and challenges before media and advertising. He congratulated the winners and pointed that such management and technology based contests develop the flair essential for real business management among the students and significantly contribute to their holistic development.

The programme was coordinated by Shri Saurabh Srivastava, Assistant Professor – SMS Varanasi and vote of thanks was proposed by Shri Kartikeya Singh, Assistant Professor – SMS Varanasi. On this occasion, Dr. M.P. Singh, Executive Secretary, Shri Sanjay Gupta, Registrar, CEISD members Shri Veeresh Tripathi, Dr. Anil Kumar Gope, Dr. Medha Srivastava and all faculty members were present.

TECH MARATHON-2018 - A 16hrs Techno Brain Race-6

(1700Hrs 20.04.2018 to 0900Hrs. 21.04.2018)

An integral part of professional education, a simulation based competition 'Tech Marathon', organized by LiveWire- Technical Club for MCA students & WebDX Event winners 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 Shri Sanjay Gupta at 17:00 Hrs on 20th April 2018. Topic of this 16 Hrs race was announced by the Director as "e-KSS (Electronic-Knowledge Sharing System)". Features of these apps were explained by Mr. Ram Gopal Gupta. Inauguration of the event was coordinated by Prof. K.S. Mishra and Mr. S.S. Srivastava along with Mr. Ram Gopal Gupta.

Mr. Pradeep Kumar, Mr. Debprio Banerjee, Mr. Sushil Singh, Mr. K.N. Chaubey and all the faculty and Computer lab staff ensured the smooth conduction of competition and encouraged the participants.

| Position | Team Number | Name | Course & Sem |
|----------|-------------|------------------|--------------|
| First | Team 08 | Samarth Saxena | BCA-6 |
| | | Rishabh Singh | |
| | | Priyam Jaiswal | |
| | | Ravikant Pandey | |
| Second | Team 03 | Satyendra Tiwari | MCA-4 |
| | | Indralok Singh | |
| | | Maneesh Yadav | |
| | | Ashutosh Tiwari | |
| Third | Team 10 | Vivek Sharma | BCA-6 |
| | | Somu Kumar | |
| | | | |



"WEBDX"- An 8 Hours Continuous Brain Storming Competition held at SMS VARANASI'



The LiveWire Club at School of Management Sciences, Varanasi organized "WEBDX"- AN 8 HOURS CONTINUOUS BRAIN STORMING event for students of BCA 6th Semester on 24th February, 2018. This Event was aimed at developing and enhancing crucial skills and competencies among the undergraduate students such as planning and execution of technology based projects, teamwork and coordination, stress management, handling the work pressure, meeting the deadline, division of work, creativity and innovation. Participants were required to design a web portal for "WEBDX" event with specific functionalities classified into three levels of static and dynamic designing. 12 teams, consisting of 4 members including the team leader, from BCA 6th semester participated in the event which took place during 11 a.m. to 7 p.m. at the Khushipur campus of SMS Varanasi. The top three teams received certificate of achievement along with cash prize of 6,000/-, 4,000/- and 2,000/- respectively whereas all participants received the certificate of participation.

| Position | Team Number | Roll Number | Name |
|----------|-------------|-------------|-------------------------------|
| FIRST | Team 05 | BC/18/77 | Samarth Saxena (Team Leader) |
| | | BC/18/73 | Rishabh Singh |
| | | BC/18/60 | Priyam Jaiswal |
| | | BC/18/67 | Ravikant Pandey |
| SECOND | Team 12 | BC/18/23 | Ashutosh Tiwari (Team Leader) |
| | | BC/18/105 | Vivek Sharma |
| | | BC/18/30 | Divyanshu Bhardwaj |
| | | BC/18/87 | Somu Kumar |
| THIRD | Team 08 | BC/18/55 | Phalguni Moitra (Team Leader) |
| | | BC/18/21 | Aradhana Gupta |
| | | BC/18/09 | Akrity Kumari |
| | | BC/18/57 | Pratibha Patel |



WORKSHOPS

IIM-A Research Workshop - 18-19, May 2018

A two-day Research workshop entitled “Crafting and conducting High Quality Research” promoted jointly by School of Management Sciences (SMS) Varanasi and Indian Institute of Management (IIM) Ahmedabad started at the SMS Varanasi campus on Friday with around 60 participants registering from different parts of the country along with 40 faculty members of the host institution. The programme, being conducted under the aegis of the Internal Quality Assurance Cell (IQAC) of SMS Varanasi, got inaugurated by the Resource person, Dr. Vishal Gupta (Associate Professor IIM-A) who is a well-acclaimed trainer on the subject. Opining on the emerging challenges of the Research, Dr. Vishal Gupta highlighted how a research enthusiast can find out a problem from the society and work on it towards its betterment.

The first day session was devoted to the crafting aspects of Research like, how to find out a research problem? How to determine the context? How to sense the variables (both dependent and independent)? How to go in for relevant literature, How to identify good readable journals? How to ensure quality aspect in framing a Research proposal? etc. Earlier welcoming the Guest, the Director of the Institute Prof. P. N. Jha highlighted how research aspects are increasingly becoming important in higher education and what needs to be done by the academia so as to have an implementable output for the society. Dr. Anupam Shukla (Associate Professor SMS & Workshop Convener) shared the theme of the workshop. First day session was coordinated by Dr. Pallavi Pathak (Assistant Professor SMS & Workshop Coordinator). Dean (Management) Prof. Sandeep Singh, Dean (Systems & IT) Prof K.S. Mishra, Chairperson-CEISD Prof. R.K. Singh and Dean (R&D) Prof Alok Kumar (IQAC Coordinator) besides the Registrar Shri Sanjay Gupta (all SMS Varanasi) were also present in the event.



One day workshop on “PR Skill Development”



CEISD, Centre for Entrepreneurship, Innovation & Skill Development, A Centre Of Excellence at School of Management Sciences, Varanasi and Public Relations Society of India (PRSI) jointly organized a one day workshop On “PR Skill Development” on 25th April 2018. An initiative of SMS – IQAC, this workshop was an endeavor to develop the skill of creating and enhancing public relations among the students of BBA, BCA, MCA and MBA. The event was presided over by mavens of managing public relations – Shri Amitabh Bhattacharya, National Executive Council Member – PRSI; Shri Narendra Mehta, Vice-President (North), PRSI and Shri Pradeep Upadhyay, National Executive Council Member, PRSI.

The workshop began with an insightful welcome address by Prof. P.N. Jha, Director – School of Management Sciences, Varanasi. Mentioning the various instances of fake news in the recent past, Prof. Jha emphasized on media’s responsibility towards delivering the factual and accurate information and suggested that the PR people must take cognizance of fabricated and false information circulating among the public and strive towards building trustworthy and credible public relations. Afterwards, Shri Pradeep Upadhyay introduced the students to the historical background and functions of Public Relations Society of India whereas Shri Narendra Mehta, Vice-President (North), PRSI engaged into a meaningful dialogue with the students to offer them practical insights about the profession and practices pertaining to public relations in Indian corporate sector. Shri Amitabh Bhattacharya, National Executive Council Member – PRSI, stressed upon the moral values and implications of practicing truth and honesty in the profession of building and maintaining public relations. He underlined the difference between propaganda, advertising and public relations by using interesting examples from various walks of life and stated that a society’s character essentially depends upon its culture. Rampant modernization and globalization has affected the cultural underpinnings of India to a great extent and diluted the strength of its society’s character.

Prof. R K Singh, Chairperson–CEISD & Programme Convener delivered the Vote of Thanks where he recounted his experience of working in close association with PR professionals and expressed gratitude towards the speakers for sharing their knowledge about public relations with the students. The programme was coordinated by Shri Saurabh Srivastava, Assistant Professor – School of Management Sciences, Varanasi. Various faculty members of the institute such as Dr. Anupam Shukla, Shri Kartikeya Singh, Dr. Medha Srivastava, Shri Veeresh Tripathi and Shri Chandrashekhar Singh were present on this occasion.

IQAC of SMS conducted Seminar and Workshop

The Internal Quality Assurance Cell (IQAC) of School of Management Sciences (SMS) Varanasi conducted an events on 21 April, 2018. Seminar entitled **“Growth Prospects of Higher Educational Institutions under NAAC”** addressed by the IQAC Coordinator of the affiliating University-Mahatma Gandhi Kashi Vidyapith, Varanasi, Prof. Kripa Shanker Jaiswal (Director-Institute of Management Studies, MGKVP). The Seminar was attended by the IQAC members of SMS Varanasi besides other faculty and staff members of the Institute. Welcoming the Guest, the Chairperson of IQAC (SMS), Prof. P. N. Jha (Director) said that after the Institution earned the A-grade in NAAC last year, the newer parameters defined by the accreditation institution NAAC-Bengaluru would make the activities further streamlined in order to retain the growth which SMS has witnessed during the decade gone by. The IQAC Coordinator (SMS) Prof. Alok Kumar (Dean R&D) emphasized on the ever-changing needs of higher education and acclimatizing to it quickly so as to continue on growth path. He said that recent changes in NAAC processes involving bringing of more objectivity (to the extent of 70 per cent) and that too under digital platform speaks of the direction in which HEIs need to go! He added that the VUCA (Volatile, Uncertain, Complex, Ambiguous) environment thrown open to us has escalated the mental agility of the Higher education professionals and we must be ready for many more changes in the coming years, he added.

The Resource Person, Prof. Kripa Shankar Jaiswal opined that in a country like India, first educational infrastructure needs to be developed, then only accreditation compliance can be effective and fruitful. NAAC needs to show some flexibility too apart from objectivity in processing the



accreditation applications. Moreover, all different accreditation and ranking mechanisms (including NIRF of MHRD) should be unified, he was referring to the fact that higher ranked institutions in NIRF did not fair that good under NAAC and also the vice-versa (exceptions apart). Online evaluation could be a serious challenge to all stake holders, he added. He also laid stress on the different parameters like alumni benefit, linkage to foreign universities, more academic excellence through different related pursuits, community service and innovative and sustainable practices etc which bring in better accreditation results. He assured all possible help to the IQAC of the Institution. The programme was conducted by Dr. (Mrs.) Anchal Pathak. IQAC Secretary Shri Sanjay Gupta (Registrar) was also present.



Workshop on “Digital Libraries: Conceptualisation to Implementation”

On 22 April, 2018 a workshop was organized for the Library staff of SMS Varanasi and Lucknow entitled **“Digital Libraries: Conceptualisation to Implementation”** featuring Resource Persons Dr. Aditya Tripathi (HOD-Lib and Inf Sc, BHU) and Dr. Sneha Tripathi (CL, BHU) who trained the incumbents on Green Stone and D-Space (Digital Library platforms) which the institution is going to implement from the forthcoming session. On the occasion, the Library Coordinator of SMS Varanasi, Prof. Alok Kumar along with the Librarians of Varanasi and Lucknow campuses, Mrs. Pratima Bhargava and Mr. Shamit Srivastava were also present.

Workshop on ‘Statistical Applications in Management using Specialized Softwares’

School of Management Sciences, Varanasi organized a three days’ workshop on ‘Statistical Applications in Management Using Specialized Softwares’ during 21st – 23rd April, 2018 for the students of MBA IInd Semester. The workshop was aimed at building the fundamental understanding of research methods and enhancing the analytical skills of students. Conducted by Prof. G.P. Singh, Department of Statistics, Banaras Hindu University, Varanasi, the workshop trained the students in various statistical methods and data analysis techniques such as regression, correlation, measures of central tendency, measures of dispersion, etc. through hands on experience of solving statistical problems using specialized statistical packages – MS Excel and SPSS. Day one of the workshop began with deliberations by Prof. G.P. Singh where he introduced basics of statistics, its application and use in day to day business practices. Various concepts like statistical measurements and scaling, sampling distributions, hypothesis testing, measures of central tendency, etc. were discussed at length. On day two of the workshop, Prof. G.P. Singh continued with his deliberation on various statistical measures and their applications for solving problems pertaining to business decision making which was followed by overview of basic functions of MS Excel and SPSS. The third and last day of the workshop witnessed a detailed explanation of correlation and regression analyses and their importance with respect to business research followed by problem solving using MS Excel and SPSS. The session ended with Prof. Singh



addressing students’ queries regarding the concepts and techniques he dealt with during three days of the workshop. Post workshop, the Registrar of the institute Shri Sanjay Gupta presented a memento to Prof. G.P. Singh, as a token of remembrance. In his vote of thanks, Shri Kartikeya Singh, Assistant Professor and Coordinator – MBA programme voiced a profound sense of gratitude towards Prof. Singh and expressed hopes that the learning imparted by this workshop would enable the students to carry out quality research work during the preparation of their research projects. The workshop was coordinated by Shri Saurabh Kumar Srivastava, Assistant Professor, SMS–Varanasi.

Workshop on Soft Skills by Mr. Manish Raj Sharma, M.D - MRS Training

A chain of workshop were organized on Soft Skills for all semester students of BBA, BCA and BA Mass Comm. This workshop made the students to work upon their communication and aptitude related domains. Several icebreaking games and exercises helped the students to improve their personalities. MRS training Services is one among the leading Training providing organizations, and has clients like GMR Group, IIM and other numerous organisations of repute. Mr. Manish Raj Sharma, Director of MRS Training Services conducted the training.



Week long French Language Summer camp

Centre for Foreign Languages, School of Management Sciences organised a week long French Language Summer camp for the beginners Langue Française- Premier Degré (Basic Course in French Language) from May 28 to June 3rd, 2018 and then from 25th June to 1st July, 2018. It was open to all - School and College Students and Professionals. On the last day Prof. P. N. Jha, Director, SMS Varanasi distributed trophies and Certificate of Merit to the First, Second and Third position holders and certificate of Participation to all the participants. The workshops were organized by Dr. Pallavi Pathak, Assistant Professor, SMS Varanasi.



One Week Techno-Camp 2018 Held at SMS Varanasi

One week 'Techno Camp' started at SMS Varanasi campus on 11th June, 2018 and ended on 17th June, 2018 under banner of Live Wire- Technical Club of SMS Varanasi. The event held with the concept 'No Barrier between you & Technology' and attracted more than 60 participants of different age, different institutions and persons of different profile. The event held under coordination of Mr. Ram Gopal Gupta, Associate Professor, SMS Varanasi. Ms. Shweta Kumari, Team Leader and Mr. Devesh Singh, Team Member of Smart India Hackathon 2017 (4th Runner up), given their inputs in various Tracks of the activity. Program started with the welcome speech by Prof. P. N. Jha, Director, SMS Varanasi. He congratulated the participants for joining the program and wished them for best possible learning in the upcoming one week time of workshop. Program witnessed grand presence of participants from various institutions of Varanasi and nearby areas including persons from institutes like RSMT, ICST-SHEPA, Raj School of Management, Jagatpur PG College, Maharaja Balwant Singh PG College and SMS Varanasi.

Techno Camp-2018 is classified under three tracks-

Track: 1:- 21- hours Java Foundation course

Track: 2:- 28- hours Web Development using PHP + MySql

Track: 3:- 21- hours Web Application Development using ASP.net

Methodology of content delivery in all the tracks of Techno Camp will be practical oriented. At the end of each session, online assessment will be conducted so that progress can be monitored.

On 18th June, 2018 a final online assessment was taken for the Track-1 & Track-2, on the basis of this assessment TOP- 3 of each track separately announced by Prof. P. N. Jha, Director, SMS Varanasi. Certificate of Participation, TOP-3 of each track Trophies distributed by Prof. P. N. Jha, Director, SMS Varanasi and Mr. Sanjay Gupta, Registrar, SMS Varanasi.

TOP-3 IN Track: 1:- 21- hours Java Foundation course

1. PRIYANSHU DUBEY, BCA 6TH, SMS VARANASI
2. ADITI TRIPATHI, BCA 4TH, SMS VARANASI
3. PIYUSH PARASAR, MCA 4TH, RSMT VARANASI

TOP-3 IN Track: 2:- 28- hours Web Development using PHP + MySql

1. AVANISH KUMAR, BCA 6TH, SMS VARANASI
2. SHALINI SINGH, MCA 4TH, RSMT VARANASI
3. RISHABH SINGH, BCA 6TH, SMS VARANASI



Workshop on Women Entrepreneurship & Women Empowerment

A week after the world celebrated international women's day, a day when women are recognized and celebrated for their contributions and achievements in different walks of life with no regard to divisions, whether national, ethnic, linguistic, cultural, economic or political. Along with the rest of the world, India paid her tribute too when on this women's day, NITI Aayog launched The Women Entrepreneurship Platform aimed at building a vibrant entrepreneurial ecosystem where women do not face any gender-based barriers. Just like the Niti Aayog, School of Management Sciences, Varanasi too, recognizes the strength of women empowerment and the significance of women entrepreneurship. On 14 March, 2018, the event was a humble endeavor of Centre for Entrepreneurship, Innovation & Skill Development, A Centre of Excellence at SMS Varanasi, to register our respect for Women Entrepreneurs, honour them and learn from them.

On this occasion, noted business leader, Ms. Swati Rai, Executive Director of BIOMANTRA Cosmetics and a torchbearer in the field of social work, Ms. Neelam Patel from Pragati Path Foundation along with Shri Deepak

Pujari, Co-Founder - Pragati Path Foundation shared their view with the female students from MBA & BBA courses at the institute.

Ms. Swati Rai, a young business leader and an accomplished corporate professional, in her session inspired the students with her own experience as woman going out in the corporate world and leaving a profound impact on the lives around. She discussed various challenges from the society & business problems she faced in her venture and how she was able to overcome them.

Ms. Neelam Patel, General Secretary - Pragati Path Foundation & Founder member of Awas Adhikar Manch, is a seasoned social worker who has dedicated her life to bringing positive changes in the society. Ms. Neelam Patel narrated her own experiences and family problems that she faced being women. She motivated the students to be self-determined in-order to attain their place in the society and should not fear the society or their family.

Workshop on Social Development for Social Entrepreneurship



SMS, Varanasi has been involved in various Social Extension Activities under the Aegis of Rainbow Club over past several years. Recently CEISD, A Centre of Excellence of SMS-Varanasi to this workshop on Social Entrepreneurship for Social Development (An initiative under IQAC) organized in association with Panchganga Foundation. On the occasion Dr. Rajeev Kumar Srivastava, Founder & Chairman, ANAJ BANK and Dr. Hemant Gupta, Founder & Chairman, Panchganga Foundation shared their views on how entrepreneurship can drive social development. Dr. Hemant Gupta, Founder & Chairman, Panchganga Foundation, emphasized on the importance of cleanliness & hygiene for societal development. Sir discussed the research done on cleanliness of drinking water & the extent of pollution in river Ganga (Ganga Maiya).

Sir also shared various initiatives of Panchganga Foundation-Distribution of Pradhan Mantri Suraksha Bima Yojana Card, Starting Valmiki Shiksha Kendra, Organizing Free Medical Check-up camps, Setting-up Various Taleem-Kendra for weaker & underprivileged

section of the society in Varanasi, Advisor to Anaaj-Bank, Setting-up Women Empowerment Centre, Advisor to Baal-Sansad, Installation of R.O. Water Plants at various places in Varanasi, etc. Dr. Rajeev Kumar Srivastava, Assistant Professor in History Department in BHU, Varanasi and Founder & Chairman, ANAJ BANK also shared his own views, experiences & practice of societal development through entrepreneurial activities.

GUEST LECTURES



1. Guest Lecture: **Sri Pramod Kumar Jain**, CEO and Head HR TCI Ltd. for MCA and PGDM on 5th Feb
2. Guest Lecture by **Prof. Ajeet Shukla**, Dept. of Commerce, MGKVP, Varanasi on 7th February 2018
3. **Mr. Rishi Upadhyay, Mr. Shubham Singh, RMIT Cube Solutions, Varanasi** conducted a workshop on "Big Data, Hadoop and Web Services" for MCA 4 and BCA 6 Sem on 12 March

INTERNATIONAL YOGA DAY

International Yoga Day Celebration held at SMS Varanasi



On 21st June, 2018 School of Management Sciences Varanasi celebrated 'International Yoga day' in its campus. Yoga session was conducted in presence of famous Yoga-Guru of Varanasi, Dr. Shailendra. Session was attended by the all the faculty and staff members along with few students of the institute. Session started with the welcome address by Prof. P. N. Jha, Director of the institute who expressed thanks to the Honorable Prime Minister Shri Narendra Modi for reestablishing importance of yoga in the world. He also expressed thanks to Dr. Shailendra for sharing his precious time with SMS Varanasi staff. Prof. Jha highlighted the importance and need of yoga in our daily life.

Next in the session Dr. Shailendra shared his valuable experiences as yoga teacher and motivated the participants to practice yoga as a part of their daily routine. He demonstrated all important yoga steps which were also practiced by the participants. Besides traditional yoga poses and pranayama he also discussed about the importance of diet and do's and don'ts for a good yoga practitioner.

ACTIVITY DAY

Like every year this year also, SMS, Varanasi has encouraged extra-curricular activities by organizing Activity Day at the last working day of every possible month under the aegis of various clubs which includes, Synergy- The Literary Club, Contrast Creative Club, Rainbow – Social Welfare Club, Panorma – The Shutterbugs Club, Sparks – Performing arts and Cultural Club, Crest – The Sports Club. Different extra –curricular activities have been organized like Quiz, Extempore, Solo Dance, Solo Song,

Cloth Distribution under the Banner of Rainbow Club

On Account of Republic Day the 26th January 2018, Cloth distribution event was organized by the Rainbow club along with the members and students in the area of Sankatmochan, Kusht Ashram etc.



Ambedkar Jayanti celebrated at SMS

Dr. B.R Ambedkar jayanti (14th April) was fervidly celebrated in the campus on 14th April 2018. On this occasion, both faculties and students discussed the contribution of Dr. B.R Ambedkar towards Nation building. He was an Indian jurist, economist, politician and social reformer who inspired the Dalit Buddhist movement and campaigned against social discrimination towards Untouchables (Dalits), while also supporting the rights of women and labour. Ambedkar's legacy as a socio-political reformer had a deep effect on modern India.

MEETINGS

Alumni Meet Varanasi & Delhi Chapter



SMS Varanasi organized its Alumni meet of Varanasi Chapter on Jan 21, 2018 at SMS Varanasi campus. The Meet was attended by more than 100 Alumnus and Alumna of different courses and batches of SMS Varanasi. 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. Open discussion concluded with the felicitation of alumni members. Present students of the institute presented cultural performances in the program.

Another Alumni Meet on June 09, 2018 marked the organization of School of Management Sciences Varanasi's 7th Annual Alumni Meet of the Delhi Chapter at PHD Chamber of Commerce & Industry, New Delhi. The Meet witnessed animated presence of more than 100 Alumnus and Alumna of different courses and batches of SMS Varanasi. It commenced with the welcome address of Mr. Amitabh Pandey, Convener of SMS Alumni Association. A brief presentation on the glorious journey of SMS Varanasi informed the alumni members

about the achievements and recent developments at SMS Varanasi. Subsequently, an open discussion and general meeting of alumni took place where it was resolved that members would extend their cooperation and support to this great journey towards excellence that SMS Varanasi has embarked upon. The discussion was followed by a felicitation ceremony where the institution put forward its recognition and appreciation for the alumni members. Secretary of the Alumni Association at SMS Varanasi presented official Vote-of-Thanks. The meet culminated into informal interactions among the alumni members over a sumptuous dinner. It was coordinated by Mr. Rohit Mehta, Coordinator – Alumni Association, Biplab Sengupta and Birendra Nath Pandey, Coordinators – Delhi Chapter in the presence of senior faculty members including Shri Shambhu Sharan Srivastava – Associate Professor.

CELEBRATIONS

SMS Varanasi Celebrated 69th Republic Day



SMS Varanasi celebrated 69th Republic Day with great zeal and enthusiasm at SMS Varanasi Campus. Program started with the inspiring speech by Prof. P.N. Jha, Director, School of Management Sciences Varanasi. In his speech he discussed about the current condition of education system in India. He discussed the outcome of The Annual Status of Education Report (ASER) 2017 namely 'Beyond Basics'. He shared his concern about the condition of India's secondary education as report stated that "India's Secondary Education Sector is Failing to Impart Basic Skills". He also expressed his thankfulness towards freedom fighters whether their name is known or unknown to society. Prof. Jha also discussed about recent government policies and commented upon their suitability towards betterment of India. After the flag hoisting, vibrant cultural programs were presented by students of BBA, BCA, B.Com, PGDM, MBA & MCA batches. SMS Varanasi campus echoed with patriotic fervor and enthusiasm.

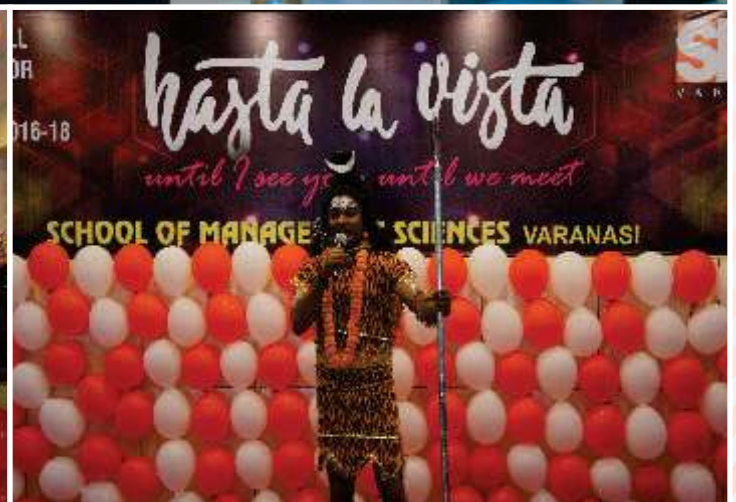


Cultural Programs were coordinated by Dr. Pallavi Pathak, Assistant Professor, SMS Varanasi. All the faculty members, staff and students of different courses including MBA, PGDM, BBA, BCA, MCA & B.Com were present in the function. At the end of the program sweets and snacks were given to the students and staff members.

FAREWELL

Students of SMS accorded a warm farewell celebration to their seniors of different graduate and post-graduate courses. On the said occasion, the seniors were awarded with various titles like Lady & Gentleman of the Eve, Mr. & Ms. Farewell, Mr. Handsome, Ms. Elegant, Star Performer and many others. The farewell ceremony began with worship of Lord Ganesha, various solo and group dance performances, skits, mimics and many other programs.

The first farewell party started with B.Com. followed by PGDM, BCA, MBA and at last BBA. At the end of the programs, students bided good bye to their seniors with tears in eyes and warm affection in their hearts.



SPLENDID CAMPUS PLACEMENTS

Like every year, this year also we proudly announce that in the second phase of student's placement at SMS Varanasi campus, we have invited fifty - five marketing, finance, HR and IT related companies for PGDM, MBA, MCA, BBA, BCA & B.Com students. Companies have appreciated the potential of students by offering them with the highest salary package of Six Lac per annum. In brief, following companies have visited Institute this year for the placement:



- Aditya Birla Capital Ltd.
- Ameriprise Financial India Pvt. Ltd.
- Associated Global Logistics Pvt. Ltd.
- Atlas Shipping Services Pvt. Ltd.
- Bajaj Corp. Ltd.
- Berger Paints India Ltd.
- BMA Wealth Creators Ltd.
- Capital First Ltd.
- CarWale Automotive Exchange
- Ceasefire Industries Ltd.
- CERA Sanitaryware Ltd.
- Chaitanya India Fin Credit Private Limited
- ColdEX Logistics Ltd.
- Coromandel International
- Decathlon Sports India Pvt. Ltd.
- DTDC Express Ltd.
- Ebix Software India Pvt. Ltd. (ItZ Cash)
- Educational Initiatives

- Fusion Microfinance Pvt. Ltd.
- GCMF Ltd. (AMUL)
- Godrej & Boyce Ltd.
- Hindustan Coca-Cola Beverages Pvt. Ltd.
- IndusInd Bank
- Inforcom Network Ltd. (Tradeindia.com)
- Interglobe Aviation Ltd. (Indigo)
- ITC Ltd. (FMCG Division)
- JJ Plastalloy Pvt. Ltd.
- Just Dial Ltd.
- Kamdhenu Ltd.
- Kips Learning Solutions Pvt. Ltd.
- Mahindra Holidays & Resorts India Ltd.
- MBD Alchemie
- Mother Dairy
- Nysaa Retail Pvt. Ltd.
- Obeetee Pvt. Ltd.
- Om Logistics Ltd.

- Oppo Mobiles MU Pvt. Ltd.
- Parekh Group
- Prism Cement Ltd.
- Radio City (91.1 FM)
- Radio Mirchi Entertainment Network
- RAK Ceramics India Pvt. Ltd.
- Satin Creditcare Network Ltd.
- SBI Life Insurance
- Siyaram Silk Mills Ltd. (Oxemberg)
- Somany Ceramics Ltd.
- South Asia FM Ltd. (RED FM)
- Svatantra Microfin Pvt. Ltd.
- Tata Autocomp GY Batteries Pvt. Ltd.
- Tata Capital Housing Finance Ltd.
- Tata ClassEdge
- TCI Ltd.
- Tenon Facility Management India Pvt. Ltd.
- Utkarsh Small Finance Bank

FACULTY ACHIEVEMENTS

Prof. Alok Kumar

Dean Research and Development



Journal Publications (Papers)

1. Published a Paper titled **"Consumer Psychology: The more it changes the more it's the same thing"** in the journal 'Management Insight' published by SMS, Varanasi (Vol. 14, No. 1, June 2018); ISSN 9073 936X (with co-authors)
2. Published a Paper titled **"Synergizing Digitization & Disruption for Service Economy: A Perspective on Digital marketing"** in the journal 'Adhyayan' published by SMS, Lucknow (Special Volume) ISSN 2249 1066.
3. Published a Paper titled **"The Metamorphosis of Indian Newspapers"** in the journal 'Media Jagat' published by Deptt. of Journalism and Mass Communication, MG Kashi Vidyapith, Varanasi (Vol. July-December 2017) ISSN 2231 6566
4. Published a Paper titled **"Redefining sustainability through Digital India: A Preview"** in the journal 'International Journal of Science, Technology and Society' published by Babasaheb Bhimrao Ambedkar University, Lucknow and Association of Socio-economic Development Studies (Vol. 3, No. 2 Dec 2017) ISSN 2395 7395 (with co-authors).
5. Published a Paper titled **"Interlinking of Indian Rivers: An answer to Eco-sustainability?"** in the journal 'International Journal of Science, Technology and Society' published by Babasaheb Bhimrao Ambedkar University, Lucknow and Association of Socio-economic Development Studies (Vol. 3, No. 1, June 2017) ISSN 2395 7395 (with co-authors).

Book Chapter Publications

- a. Published a Chapter titled **"Grabbing Consumer space through mobile advertising: A Perspective on Disruptive Metamorphosis"** in the book 'Dimensions of Digitalisation: A Path towards Economic Growth & Job Creation' published by MG Kashi Vidyapith, Varanasi (March); ISBN 978-93-86453-42-6
- b. Published a Chapter titled **"Eco-friendly transportation: Destination Redefined"** in the International Seminar Proceedings Book on **'Sources of Planet Energy, Environmental and Disaster Science: Challenges & Strategies – SPEEDS2017'** published by School of Management Sciences, Lucknow (ISBN 978-93-86142-19-1).
- c. Published a Chapter titled **"Development amidst breathlessness: Unshackling the Policy, Principle and Human Disconnect"** in the International Seminar Proceedings Book on 'Sources of Planet Energy, Environmental and Disaster Science: Challenges & Strategies – SPEEDS2017' published by School of Management Sciences, Lucknow (ISBN 978-93-86142-19-1).
- d. Published a Chapter titled **"Swachh Bharat Abhiyaan: Environmental Lessons"** in the International Seminar Proceedings Book on 'Sources of Planet Energy, Environmental and Disaster Science: Challenges & Strategies – SPEEDS2017' published by School of Management Sciences, Lucknow (ISBN 978-93-86142-19-1) with co-author.

Resource Person

1. Department Of Journalism & Mass Communication (Mahatma Gandhi Kashi Vidyapith, Varanasi) (7-day Training Programme on

"Media ki Bhasha" or Language of Media); SESSION CHAIR & RESOURCE PERSON, January-February 2018

2. School of Management Sciences (Technical Campus, Lucknow) (National Conference on "Achieving Business Synergy through Social, Spiritual and Technological Dimensions"); SESSION CHAIR, Feb 2018.
3. IQAC CELL (Dr. Sampurnanand Sanskrit University, Varanasi) (Workshop on "New Perspectives of NAAC Accreditation Process"); RESOURCE PERSON (Two Lectures on: Changes brought in from 2017 onwards; Issues and Challenges in the preparation of SSR) March 2018.

Paper Presentations:

1. "Synergizing Digitization and Disruption for Service economy: A Perspective on Digital marketing" in the National Conference on 'Achieving Business Synergy through Social, Spiritual and Technological Dimensions' at School of Management Sciences Technical Campus, Lucknow (February 2018).
2. "Impact of Union Budget on education sector" in the National Seminar on The philosophy of Union Budget 2018-populism versus Development at Department of Economics, DAV PG College, Varanasi (February 2018)

Faculty Development / Training Programmes:

"Media ki Bhasha" (Language of Media) organized by Deptt of Journalism and Mass Communication, MG Kashi Vidyapith, Varanasi (January-February 2018)

Conferences/Seminars:

1. National Seminar on "The philosophy of Union Budget 2018-Populism versus Development" at Department of Economics, DAV PG College, Varanasi (February 2018)
2. National Seminar on "Digitalisation: A Path Towards Economic Growth & Job Creation- Opportunities, Issues & Challenges", Faculty of Commerce and Management, MG Kashi Vidyapith, Varanasi (February 2018)
3. National Conference on 'Achieving Business Synergy through Social, Spiritual and Technological Dimensions' at School of Management Sciences Technical Campus, Lucknow (February 2018)

Workshop

One-Day Workshop on "Development of HEIs based on NAAC Parameters" at Mahatma Gandhi Kashi Vidyapith, Varanasi under the aegis of IQAC-MGKV and sponsored by UP State Higher Education Council, Lucknow (March 2018).

Prof. Raj Kumar Singh

Chairperson - CEISD

- Represented CEISD-SMS, Varanasi at The Department of Journalism & Mass Communication at Mahatma Gandhi Kashi Vidyapith, Varanasi on National P.R. Day on 21st, April 2018.
- Represented CEISD-SMS, Varanasi at The Varanasi Innovation Summit and trained STARTUPS at Malviya Centre for Innovation, Incubation & Entrepreneurship (MCIE), IIT(BHU), Varanasi on 27th and 28th March 2018.



Mr. Ram Gopal Gupta*Associate Professor*

Invited as the Judge for Web Designing Competition of Vividha-2018- an inter college youth fest at Sunbeam College for Women, Bhagwanpur. (28th January, 2018)

**Workshops**

- Attended FDP on "Big Data and High Performance Computing" at Ashoka Institute of Technology & Management, Varanasi (sponsored by AKTU, Lucknow, UP). Jan 27-31, 2018
- Attended 8-days workshop "Hands on Training Programme on C & MATLAB" organized by DST-CIMS, BHU Varanasi. (10th Feb – 17th Feb 2018)

Dr. Abhishek Srivastava*Assistant Professor***Resource Person**

Invited as a Session Chair in Two Days National Seminar on Achieving Business Synergy through Social, Spiritual and Technological Dimensions organized by School of Management Sciences, Lucknow (24th February, 2018)

**Journal Publications**

1. Published a paper titled "Whatsapp and its Impact on Social Life of Youngsters: A Perspective " in the Journal of International repute, Management Insight, ISSN 0973-936X, Vol. 14, No.1: June 2018.
2. Published a paper titled "Predicting Stock Market: An Approach with Artificial Intelligence" in the Journal of International repute, Management Insight, ISSN 0973-936X, Vol. 13, No.2: December 2017.

Paper Presentation

Participated and Presented a Paper titled "Digital Marketing Analytics: Adding New Dimensions to E-Marketplaces" in the National Conference on "Achieving Business Synergy through Social, Spiritual and Technological Dimensions" Organised by School of Management Sciences, Lucknow, Uttar Pradesh, India (24 -25 February 2018)

Dr. Pallavi Pathak*Assistant Professor***Award**

Received the prestigious 'Award for Teacher with Higher Potential ' under International Academic Achiever Awards (IAAA) Nomination 2018 by South Asia Management Association-Indian Chapter at their 11th International Conference held at Hitkarini Prashikshan Mahila Mahavidyalaya , Jabalpur on June 9-10, 2018.

**Resource Person**

Participated as a Key Speaker in the National Seminar on "Management Education and Employability" held at ISM Patna, on 21st April 2018.

Conferences Attended

1. Presented the Paper 'Skill India : Enhancing Women's Economic Empowerment" in National Conference on Economic Reforms & their Impact on Indian Economy held at Integral University, Lucknow on 22-23 February 2018
2. Presented the Paper 'Fostering Social Entrepreneurship for Social-Economic Development " in National Conference on Achieving Business Synergy through Social, Spiritual and Technological

Dimensions held at School of Management Sciences, Lucknow on 24-25 February 2018

Training Attended

- Attended One week training Programme on 'Language of Media' organized by Journalism and Mass Communication Department, Mahatma Gandhi Kashi Vidyapith, Varanasi from January 29 to February 4, 2018

Dr. Medha Srivastava*Assistant Professor***Workshops**

1. Participated in a Workshop on 'Qualitative Research Methods in Social Sciences' organized by Department of Humanities & Social Sciences, Motilal Nehru National Institute of Technology, Allahabad during 11th to 17th June, 2018.
2. Participated in a Faculty Development Programme on 'Technological Enhancement' organized by Unity Law and Degree College, Lucknow during 3rd - 9th May, 2018.
3. Participated in the Workshop on 'Goods and Services Tax (GST) (A Practical Training Programme)' organized by Department of Commerce - Arya Mahila P.G. College in association with the Institute of Chartered Accountants of India during 5th Feb. to 11th Feb. 2018.

**Mr. Purnendu Kumar Patra***Assistant Professor***Journal Publication**

Published a Paper titled "A Study of Earth-friendly transport using Green Logistics" in the Journal of International repute, Management Insight, ISSN 0973-936X, Vol. 14, No.1: June 2018.

**Paper Presentation**

- Presented a paper titled "Green Logistics: Issues, Benefits and Implications" at International Conference on organized by Asian School of Business Management, Bhubaneswar during January-2018.
- Presented a paper titled "Effectiveness of MSMEs in Rural Development and Employment Generation- Case study of Odisha" at International Conference on Spirituality and Skill for Leadership and Sustainable Management organized by School of Management Sciences, Varanasi during February-2018.

Dr. Shishir Gujrati*Assistant Professor*

Awarded with Gold Medal, Bagged All India Topper Award with 94% marks in the NPTEL Exam "Financial Statement Analysis and Reporting" conducted by IIT Roorkee on April 29, 2018

**Mr. Vir Pratap Singh***Assistant Professor***Award**

Awarded with Gold Medal, Elite Certificate by securing 93% marks (Top 1 % of Certified Candidates) in Financial Statement Analysis & Reporting, conducted by NPTEL on April 29, 2018.



Workshops

Attended five days short term course on "Project Management for Development Professionals and Researchers" at National Institute of Technology, Rourkela, Odisha, from 25th to 29th June, 2018.

Paper Presentations

1. Paper titled, "Enabler and Impediments of Cashless Instrument with special reference to M-Wallet- A Case Study of Varanasi region" presented on 12-14 October, 2017 at 70th All India Commerce Conference, Jaipur, Rajasthan.
2. Paper titled, "Cryptomania – Fact or Aritfact" presented on 24-25 February, 2018 at National Conference, School of Management Sciences, Lucknow.
3. Paper titled, "Enabler and Impediments of Cashless Instrument with special reference to M-Wallet- A Case Study of Varanasi region" accepted for publication by International Journal of Trend in Scientific Research and Development, in volume 2, Issue 4, ISSN: 2456-6470

Dr. Saurav Kumar

Assistant Professor

Published a paper "Reliance JIO and restructuring of Indian Telecom industry: A case study on acquisition and merger between airtel-telenor and Vodafone-idea", in Management Insight, ISSN 0973-936X, Vol. 14, No.1: June 2018



Dr. Anil Kumar Singh, Assistant Professor

Published a Paper titled "Role of Human Resource Information Systems in Improving Tourism: A Conceptual Study of Situation in Arunachal Pradesh" in Management Insight, ISSN: 2456-0936 (online), Volume 13, Number 2, 2018, 40-45.

Mr. Chandrashekhar Singh

Assistant Professor

- Presented a paper titled " Influence Of Social Advertising With Celebrities on Youth" In National Conference on " Economic Reforms & Their Impact On Indian Economy" Organized By Department Of Commerce & Business Management in association with Human Resource Development Centre , Integral University Lucknow on 22-23 Feb 2018.
- Participated In National Conference on "Emerging Business Practices" organized by the Institute Of Management Studies , Banaras Hindu University on 7-8 April 2018.



Dr Anchal Pathak

Assistant Professor

Best Paper Award

- Paper titled "Occupational Stress at Work Place: A Case Study of Private Colleges in Varanasi" received "Best Paper Award" at National Conference on Achieving Business Synergy through Social, Spiritual and Technological Dimensions, Organized by School of Management Sciences, Lucknow (24-25 February 2018)



Session Chair: International Conference

- Chaired a Technical Session in an International Conference on Healthcare Systems & Global Business Issues held on 2nd and 3rd January, 2018 at IMS Unison University, Dehradun, India on 2nd January, 2018.

Journal Publication

Published a paper titled "Occupational Stress at Work Place: A Case Study in Private Colleges in Varanasi" in the Journal of Incisive Analysers, Management Insight, ISSN 0973936X (Print) – 24560936(Online), Vol. XIV, No. 1; June, 2018.

Workshops

1. Participated in one week workshop on "Tools and Techniques for Data Analysis in Management Research", organized by Dept. of Humanities and Social Sciences, from June 11 - 17, 2018 at Jaypee University of Information Technology (JUIT), Waknaghat, Solan (HP).
2. Participated in one week AICTE sponsored QIP on the topic "Multivariate Data Analysis" organized by Department of Management Studies & Social Sciences, from 28.05.2018 to 01.06.2018 at IIT Roorkee, Uttarakhand.

Paper Presentations

1. Presented a Paper titled "Occupational Stress at Work Place: A Case Study of Private Colleges in Varanasi" at National Conference on Achieving Business Synergy through Social, Spiritual and Technological Dimensions, Organized by School of Management Sciences, Lucknow on 24 - 25 February 2018.
2. Presented a Paper titled "Employee Satisfaction In Health Care Services: Issues And Challenges" in an International Conference on Healthcare Systems & Global Business Issues held at IMS Unison University, Dehradun, India. 3rd January, 2018.

Dr Anil Kumar Gope

Assistant Professor

Successfully completed Six Week (September – October 2017) Online Course Work in Basics of Entrepreneurship Development in Agriculture, Conducted by Center for Development of Technical Education IIT, Kanpur along with Dept. of Extension Education BHU Varanasi and British Columbia, Canada



Mr. Veeresh Tripathi

Assistant Professor

Attended Seven Days National Level Faculty Development Programme from 3rd – 9th May 2018 on "Technological Enhancement" organised by Unity Law & Degree College, Lucknow.



Mr. Saurabh Kumar Srivastava

Assistant Professor

- Attended Seven days workshop on Goods and Services Tax (GST) (A Practical Training Programme) from 5th Feb. to 11th Feb. 2018 organized by Arya Mahila P.G. College - Department of Commerce in Association with the Institute of Chartered Accountants of India.
- Attended Seven Days National Level Faculty Development Programme on "Technological Enhancement" organized by Unity Law and Degree College, Lucknow, from 3rd May to 9th May, 2018.
- Participated in One week National Workshop on "Statistical and Optimization learning in Multidisciplinary Arena in Conjunction with National Statistics" organized during June 25th-29th, 2018 by Department of Mathematics & Statistics School of Basic Sciences Manipal University Jaipur.



Mrs. Anju Singh
Assistant Professor



Award

Qualified NPTEL Exam in the Course "Financial Statement Analysis and Reporting" and obtained ELITE Certificate.

Paper Presentation

1. Presented a paper titled "GST & Digitalization : A Dual Bonanza to adopt an ERP " in the national conference on Achieving Business Synergy through Social Spiritual and Technological Dimensions at SMS, Lucknow.
2. Presented a paper titled "GST- A Study of its Impact with reference to Industrial Sector and Customers" in the national conference-2018 on Economic Reforms and their impact on Indian Economy at Integral University, Lucknow.

Mrs. Veenita Singh
Assistant Professor



Edited Book Publication

Published a Book "Pragmatic Issues in Business Research", ISBN: 978-93-86608-52-9, Bharti Publisher, New Delhi, 2018

Book Chapter Publication

Published a chapter "NPA Management and its Role in Indian Economy" in Pragmatic Issues in Business Research, ISBN: 978-93-86608-52-9, pp 213-217, 2018

Paper Presentation

Presented a paper "Importance of Self Help Groups In Economic Social Development in Rural India" in a National Conference "Achieving Business Synergy Through Social, Spiritual and Technological Dimensions" organized by School of Management Sciences Lucknow on 24th February, 2018

STARTUP INCUBATION FELLOW PROGRAMME

Centre For Entrepreneurship, Innovation & Skill Development (CEISD), A Centre of Excellence of SMS, Varanasi launched a new venture, "Startup Incubation Fellow Programme" in order to help in the promotion of Entrepreneurship at National Level with special emphasis on industrially backward eastern UP and Bihar Region.



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Content
Dr. Raj Kumar Singh
Professor & Chairman
Centre For Entrepreneurship,
Innovation & Skill Development (CEISD)
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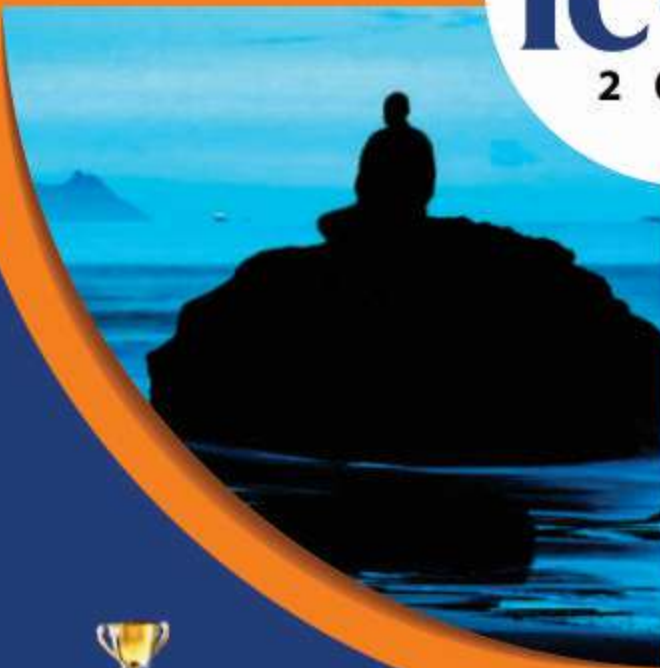
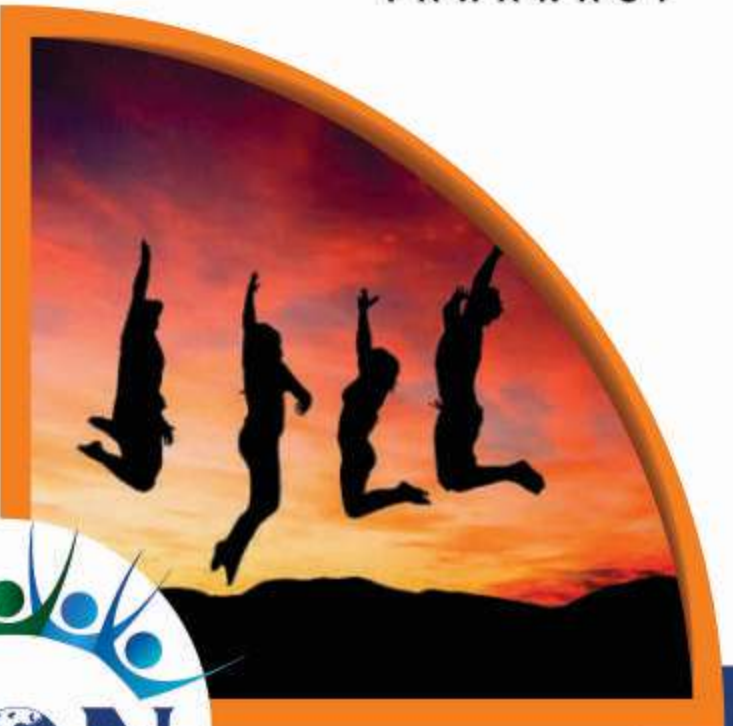
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Fax : 0542-2418742

CAMPUS :

Khushipur, PO - Bachhaon, Varanasi - 221011
Ph. : 0542-2271771, 72 & 3259266 | Mob: 07052055555
Fax : 0542-2271773 | E-mail : info@smsvaranasi.com
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