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**SMS**  
VARANASI



# SMS NEWS

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## IN THIS ISSUE

**Awards & Accolades**  
Pg. No. - 01

**National Conference**  
Pg. No. - 03

**FDP & Workshops**  
Pg. No. - 05

**Dairy of Events**  
Pg. No. - 06

**Faculty Achievements**  
Pg. No. - 16



# DIRECTOR'S MESSAGE

**Y**ou may appreciate that SMS-newsletter has been attaining remarkable maturity even in its growing adolescence in terms of flourishing its creative contour. An uninterrupted presence and meaningful distribution of the publication since the past eleven years certainly speaks of its commendable commitment on the news & entertainment fronts. You know the significance of the month of July in the life-cycle of a globally sensitive B-school of the stature of SMS Varanasi, that not only witnesses a generic experience to welcome the new faces and to see them romping around in the cozy habitat of the green campus of SMS-empire at the Holy City of Varanasi but also flags off a seasoned delivery of our globally acclaimed curricular & co-curricular contents.

The new issue of SMS newsletter is once again brimmed with the glimpses of plural orientation programmes for the new entrants in our PGDM, MBA, MCA, and newly started M. Com. programme along with the Undergraduate Courses to the Freshers' Parties, Teachers' Day celebrations, 15th August National Festival, Awards & Accolades to SMS, organization of FDPs, Director's meeting with Alyque Padamsee, Workshops & Guest Lectures, World Photography and other significant Days, National Conference, Alumni Meets, Robust beginning of an unbelievable track of fabulous campus placements, and other similar interesting episodes.

Understanding its scholastic obligations during the span of its exponential growth, the SMS-family, an acclaimed leader among the peers, has been extremely conscious towards making an honest transition in its roles from dissemination of the knowledge to the creation of the knowledge with a similar outstanding expertise. The days are not very far when SMS will adorn a seamless robe of excellence in the pious endeavour.

I close with best of wishes in the New Year – 2019.

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



## EDITORIAL TEAM

- Dr. Avinash Chandra Supkar • Dr. Saurav Kumar
- Dr. Bhavana Singh • Mrs. Veenita Singh
- Mr. Shailendra Pandey



# AWARDS AND ACCOLADES



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



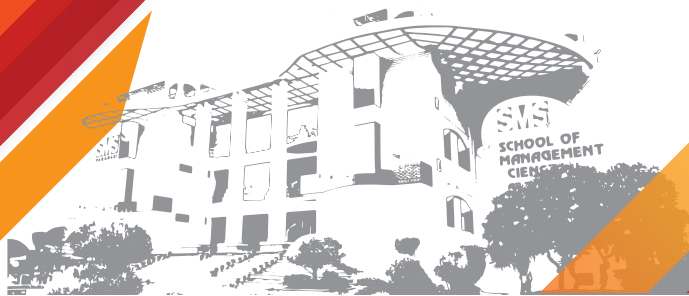
Shri S.K. Singh, Chairman - SMS Society  
Receiving Renowned Edupreneur Award

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

SMS Varanasi has been honoured with the prestigious 'ASSOCHAM National Leadership Excellence Award in Higher Education (North)-2018'. The award was given by Her Excellency, the Governor of Jharkhand, Smt. Draupadi Murmu to Prof. P. N. Jha Director - SMS Varanasi. On this occasion Prof. Jha congratulated all the stakeholders of SMS Varanasi on receiving such award and said that such recognition by The Associated Chambers of Commerce and Industry of India (ASSOCHAM) motivated our faculty members, Non-Teaching Staff and students for their future assignments.

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

Shri Narayan Sanskritik Chetna Nyaas, NOIDA a social and philanthropic organization of Uttar Pradesh, known for its contribution to the society, conferred Dr. M.P. Singh, Executive Secretary, School of Management Sciences, the leading management and professional education institute, with Edupreneur's (Educational Entrepreneur) Award for his exceptional service in the field of Higher Education and his contribution towards society by way of providing quality education and career opportunity to students and also providing excellent professionals to the Industry. The award was received by Shri S K Singh, Chairman - SMS Society on behalf of Dr. M.P. Singh.



# TRIBUTE TO A LEGEND



Prof. P N Jha, Director - SMS, Varanasi with Padma Shri, Alyque Padamsee - the famous Ad Guru, weeks before the latter's demise

THE SMS  
FAMILY PAYS  
CELESTIAL  
TRIBUTE TO  
THE  
RENOWNED  
BRAND  
BUILDER.

# OUR STAR PERFORMERS

SMS, Varanasi Undergraduate students had again proved their academic strength by attaining positions in top ten lists of various graduate level programmes affiliated with Mahatma Gandhi Kashi Vidyapith (MGKVP) University, Varanasi.

## BBA RANK HOLDERS



Ms. Jyoti Choubey  
BBA  
1<sup>st</sup> University Rank  
(Gold Medal)



Ms. Garima Raj  
BBA  
7<sup>th</sup> University Rank



Ms. Raj Laxmi  
BBA  
9<sup>th</sup> University Rank

## BCA RANK HOLDERS



Mr. Samarth Saxena  
BCA  
3<sup>rd</sup> University Rank



Ms. Priya Priyadarshini  
BCA  
4<sup>th</sup> University Rank



Ms. Muskan Gupta  
BCA  
5<sup>th</sup> University Rank



Mr. Avanish Kumar  
BCA  
6<sup>th</sup> University Rank



Ms. Phalguni Moitra  
BCA  
8<sup>th</sup> University Rank



Ms. Ruchi Gupta  
BCA  
10<sup>th</sup> University Rank



# NATIONAL CONFERENCE LEVERAGING IT FOR RISING INDIA



Prof P N Jha delivering his inaugural address at the National Conference

SMS, Varanasi organized a two days (6<sup>th</sup> & 7<sup>th</sup> October 2018) National Conference on topic 'Leveraging IT for Rising India' at its Campus. The Chief Guest of the Conference, Prof. S. K. Kak (Former Vice Chancellor of Mahamaya University, Noida) stated that information Technology has become a part of the psyche of the human being which has an incisive impact on the human mind. If information Technology is managed properly, it can lead us to become a modern society along with the ancient wisdom of India. Technology can be horrible if not used properly but proved to be panacea of prosperity, if used judiciously. Earlier, the Director of SMS Varanasi, Prof. PN Jha stated that being NAAC "A" accredited institute, SMS Varanasi always indulge in creating such opportunities to discuss and disseminate knowledge by becoming a bridge to academia and industry. The conference was attended by over a 100 delegates comprising of participants from academia as well as the IT industry.



Dr. Sudhanshu Kumar Jha, Asst. Professor  
J K Institute of Applied Physics & Technology speaking  
at the National Conference



Prof. S.K. Kak, Former Vice Chancellor  
Mahamaya Technical University  
Chief Guest at the National Conference



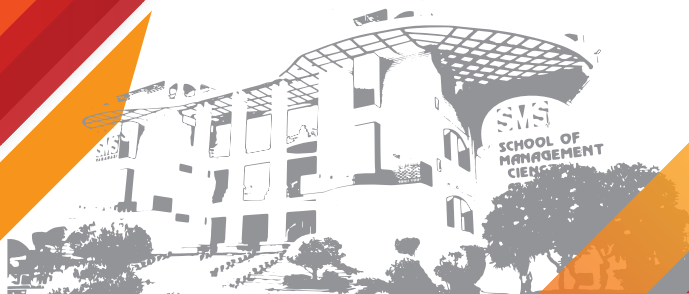
Mr. Amit Singh, Vice President  
Natwest Markets speaking at the National Conference

NATIONAL CONFERENCE ON

## LEVERAGING IT FOR RISING INDIA







# ORIENTATION PROGRAMMES WELCOMING THE NEW STUDENTS

## Orientation Programme for PGDM and MBA students

SMS, Varanasi organized a three day Orientation Programme for 24<sup>th</sup> batch of PGDM Programme & 6<sup>th</sup> batch of MBA courses from 17<sup>th</sup> – 19<sup>th</sup> July, 2018. In his inaugural address, the Director of SMS Varanasi, Prof. P. N. Jha said that it happens to be a landmark day in the history of SMS as students have come to the inflection point by taking admission in the two prestigious courses of the Institute. He said, SMS is a globally sensitive B-School as it has already initiated Values and ethics education in its courses ever since launch. He highlighted that the quality placement of SMS Varanasi are indicator of quality teaching and learning atmosphere of the institute. Mr. A.K. Singh, CEO, Reliance Power (Shashan Waidhan) welcomed & motivated in his inaugural address of the orientation Programme. He gave tips to become professional by having learning attitude, developing excellent communication skill, learn leadership skill and do everything with passion. Guest of Honor Mr. Shubhmay Chatterjee, Vice President HR Bajaj Corp Ltd. reminded student about expectation of the corporate world, further he urged students to work on their strengths.

## Orientation Programme for UG Courses

SMS, Varanasi organized a two days Orientation Programme for BBA, BCA, B.Com. & BA (Hon.) Mass Com. Courses from 2<sup>nd</sup> -3<sup>rd</sup> July 2018. The orientation programme was inaugurated by the Hon'ble VC Mahatma Gandhi Kashi Vidyapith Prof. T.N. Singh. He congratulated about 500 newly admitted students for taking admission to NAAC "A" Graded Institute SMS Varanasi, an affiliated college of the University. Prof. Singh told students that the nation is surging ahead despite of lot of challenges. Further he urged students to face and solve tough problems of the society and provide contribution in nation building process. The Director of SMS Varanasi, Prof. P. N. Jha in his welcome address said that it happens to be a landmark day in the history of SMS as students have come to the inflection point by taking admission in the prestigious courses of the Institute. Further Prof. Jha said that SMS is a globally sensitive B-School as it has already initiated Values and ethics education in its courses ever since launch. He added that SMS would leave no stone unturned to provide compatible skills to its students.

## Orientation Programme for MCA (Lateral) students

SMS, Varanasi organized a one day orientation programme for the 6<sup>th</sup> batch of the students of the MCA (Lateral) students. In his inaugural address Prof. P N Jha, Director - SMS, Varanasi shared with the students about the scope and opportunities in the IT sector in India. He further said that SMS Varanasi with its modern day IT infrastructure and a robust training programme is capable of enabling the MCA students to remaining competitive in the global IT market.

## Orientation Programme for M.Com students

Orientation Program for first batch of Master of Commerce (M. Com) Course held at School of Management Sciences, Varanasi on 14<sup>th</sup> August, 2014. On the occasion Prof. Jha congratulated the students for selecting M. Com course and assured them best possible opportunities in coming days. He informed the students about various available facilities at institute campus and motivated them to use the facilities to the optimum level for their best possible learning and development. Prof. Sandeep



Prof. P N Jha, Director- SMS, Varanasi delivering his inaugural address of the FDP



Prof. T.N. Singh, Hon'ble Vice Chancellor, Mahatma Gandhi Kashi Vidyapith addressing the new UG students at the Orientation programme



Prof. P N Jha, Director – SMS, Varanasi addressing the new MCA (Lateral) students at the orientation programme



Prof. P N Jha, Director – SMS, Varanasi addressing the new M.Com students at the orientation programme.

Singh, Head Management & Commerce also pointed that M. Com is a contemporary course as per changing business and commerce related environment. Prof. Raj Kumar Singh, Dean R&D, in his deliberation guided the students about various possible avenues after completion of M.Com course.



# FDP AND WORKSHOPS

## FDP on 'Potential Enhancement in Teaching, Learning and Research'

SMS, Varanasi organized a seven days Faculty Development Programme on 'Potential Enhancement in Teaching, Learning and Research' during 5<sup>th</sup> – 11<sup>th</sup> July, 2018 at its Campus. The resource persons of FDP included Prof. M.R. Dixit (Former Professor, IIM Ahmedabad), Prof. Gyan Prakash Singh (Department of Statistics, Banaras Hindu University), Dr. Alok Gardia (Department of Education, Banaras Hindu University, Varanasi & Visiting Fellow, Eotos Lorand University, Budapest and University of Debrecen, Debrecen, Hungary) and Prof. A.K. Tripathi, Dean – Resources & Alumni, Department of Computer Science & Engineering, IIT (BHU) Varanasi. During his welcome address, Prof. Jha pointed that teachers are self-regulated and self-taught, hence, activities like FDP and refresher courses are indispensable for their growth. He spoke about the changes visible in Education Model 4.0 highlighted that these changes must be absorbed by the young and upcoming generation of teachers.

## International Lecture Series on "Spirituality and Purushartha"

SMS Varanasi organized an International Lecture on "Spirituality and Purushartha" on 21 September, 2018 which was an initiative of SMS-IQAC conducted by Center for Spirituality and Human Enrichment (C-SHE). Professor A.D.N. Bajpai, Former Vice-Chancellor, Himachal Pradesh University was the key note speaker of the session. Prof. Bajpai opined that "Spirituality", is of extreme importance in management and condemned the "occult practices" that are being carried out in today's materialistic world. Talking about the theme he said that it's extremely dynamic and versatile in nature and has a deep implication on the best practices that are being used in management today.

## FDP on Outcome Based Education held at SMS Varanasi

SMS, Varanasi organized a one day Faculty development program on "Outcome Based Education" on 8<sup>th</sup> December, 2018. The key resource person was Dr. Bhagwan Jagwani, Professor, Dr. Gaur Hari Singhania Institute of Management & Research, Kanpur. This workshop was designed to help participants to understand, how Outcomes Based Education can be designed, implemented and used to work as an essential aid in not only ensuring that students undertake deep learning and display desired outcomes but also constructively align the assessment and evaluation techniques to match such learning outcomes. The topics covered in the FDP included : Concept of Outcome-Based Education (OBE), Key Constituents of OBE, Different Levels of Learning Outcomes, Assessment & Evaluation of Learning Outcomes, Calculation of attainment levels of learning outcomes.

## Workshop on "Awareness of Revised NAAC Framework"

The Internal Quality Assurance Cell (IQAC) of SMS, Varanasi organized a one day workshop on "Awareness of Revised NAAC Framework" on 14<sup>th</sup> December, 2018. The resource person of this workshop was Prof. Pratosh Bansal, IET, Devi Ahilya University, Indore. Prof. Bansal in his deliberation highlighted the recent updates in the NAAC accreditation process as well as the weightage given to the different parameters. He further added that the SMS should encourage its faculty members to strengthen their research contributions, join online refresher courses and organize more FDPs. In his welcome address Prof. P N Jha, Director – SMS, Varanasi resolved the commitment of all the stakeholders of SMS for improving the rating of SMS in the next cycle of NAAC, he also said that all



Prof. P N Jha, Director-SMS, Varanasi delivering his inaugural address of the FDP



Prof. A.D.N. Bajpai, Former Vice-Chancellor, Himachal Pradesh University delivering his key note address



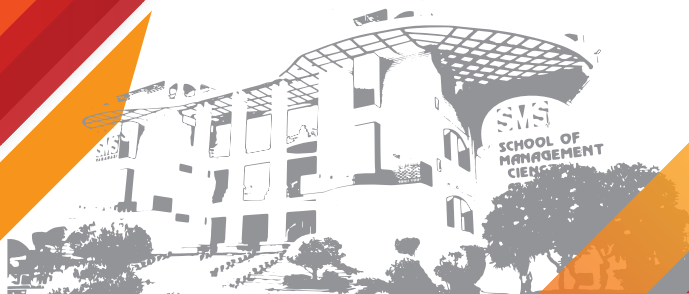
Dr. Bhagwan Jagwani, Professor, Dr. Gaur Hari Singhania Institute of Management & Research, Kanpur delivering his lecture



Prof. Pratosh Bansal, IET, Devi Ahilya University Indore delivering his lecture at the Workshop

possible measures are being taken by the institution to ensure full compliance with the updated NAAC guidelines.





# DIARY OF EVENTS

## Workshop on "Company Secretaryship - A Professional Skill based Career Avenue"

The center for Entrepreneurship, Innovation and Skill Development (CEISD) organized a skill development workshop for our management students on "Company Secretaryship - A Professional Skill based Career Avenue" by Mr. Ashish Kumar Tiwari, (HEAD- Varanasi Chapter), in Association With The Institute of Company Secretaries of India, A Statutory Institution of Ministry of Corporate Affairs, Government of India. This workshop Was held at the SMS, Varanasi campus on 29<sup>th</sup> July, 2018.



Mr. Ashish Kumar Tiwari, (HEAD-Varanasi Chapter), Association With The Institute of Company Secretaries of India speaking at the workshop



Prof. R.K. Singh, Chairman - CEISD addressing the students at the Workshop

## Workshop on Case Study: Analytical Skill Development

The center for Entrepreneurship, Innovation and Skill Development (CEISD) organized III<sup>rd</sup> Workshop on "Case Study: Analytical Skill Development" Organized By Centre For Entrepreneurship, Innovation & Skill Development (CEISD) of School of Management Sciences, Varanasi For Our MBA First Year Students. This workshop Was held at the SMS, Varanasi campus on 10<sup>th</sup> August, 2018.

## 72<sup>nd</sup> Independence day Celebration

15<sup>th</sup> August, 2018, the most pious and auspicious occasion of Independence Day was celebrated by SMS Varanasi with zeal and enthusiasm. After the flag hoisting ceremony, Prof. Jha presented his tribute towards the Indian freedom fighters. He discussed the significance of independence and discussed about importance of equality in our democratic system. He said that he is hopeful that in coming days better equality among states will be established by the Government. He also commented on India's economic performance and discussed about fluctuations in global and Indian GDP. He also expressed his thankfulness towards Indian defense services for safeguarding Indian boundaries. Students of different courses also presented series of melodious performances on themes related to India's. Later during the day plantation activity took place in the SMS campus under the presence of Prof. P.N. Jha and Registrar Sri Sanjay Gupta.



Independence Day celebrations at SMS, Varanasi



World Photography Day celebrated at SMS, Varanasi

## World Photography Day

Panorama- The shutterbugs club of SMS Varanasi celebrated World Photography day on 19<sup>th</sup> August 2018 at SMS Varanasi campus. Renowned Photographers of Varanasi Mr. Manish Khattri, Mr. Vinay Tripathi, and Mr. Shailesh Chaurasia of ABP News along with Prof. P.N. Jha, Director, SMS Varanasi blessed the event with their gracious presence. On this occasion Mr. Manish Khattri and Mr. Vinay Tripathi conducted a workshop on the Topic "Capturing Portraits". Panorama, the shutterbugs Club, completed 5 years of its journey on 19<sup>th</sup> August, 2018 on this occasion a commemorative book showcasing the Journey of Panorama Club has been unveiled by the Dignitaries. Mr. K.K. Bajpai, Coordinator- Panorama Club, gave an account of 5 years' journey of Panorama Club. The event was attended by more than 125 newly joined Panorama Club members.



### Workshop on “Soft Skills for Future Managers”

SMS, Varanasi organized a three days workshop on “Soft Skills for Future Managers” for First Semester PGDM students from August 28 to 30, 2018. Prof M.S. Pandey Professor Department of English, Banaras Hindu University was distinguished speaker, who shared the importance of soft skill for personal and professional growth with the PGDM first semester student. He addressed to PGDM students that as a manager, it has never been enough to be technically adept. You have to excel at soft skills as well. Soft skills are the personality traits, attitudes, habits, and behaviors you display when working with others. While good soft skills are also important for employees, they are critical for managers.



Prof. M.S. Pandey, Department of English  
Banaras Hindu University conducting the Workshop



Swami Varishthanand Ji, Shri Ramakrishna Mission speaking at the Workshop

### Workshop on “Spirituality: Work Efficiency, Decision Making & Happiness”

SMS Varanasi organized one day workshop on “Spirituality: Work Efficiency, Decision Making & Happiness” for the PGDM, MCA and BBA student on August 29, 2018. This session was engaged by Swami Varishthanand Ji, Shri Ramakrishna Mission, Varanasi. He enlightened the students about self management and added that management is a science which is practiced from thousand years. Swami Ji deliberated that we spend less time on ourselves and are more interested in influencing others and also gave tips on coping up with anxiety.

### Workshop on “Campus Recruitment Training”

SMS, Varanasi organized a two day workshop on “Campus Recruitment Training” for PGDM third semester students from 30<sup>th</sup> August - 01<sup>st</sup> September, 2018. Event was organized in association with Second Wind Foundry, Raipur Chhattisgarh India. Second Wind Foundry is one among the leading Training providing organizations. Mr. Price Grover, Director of Second Wind Foundry conducted the training. During the inaugural session of workshop, Prof. P. N. Jha, Director of SMS Varanasi motivated the students for attaining best input from the workshop. Workshop mainly focused on group discussion, interview and visualizing long term goals of life, and also made the students to work upon their communication and aptitude related domains. Several ice breaking games and exercises helped the students to improve their personalities.



Mr. Prince Grover, Director – Second Wind Foundry conducting the Workshop

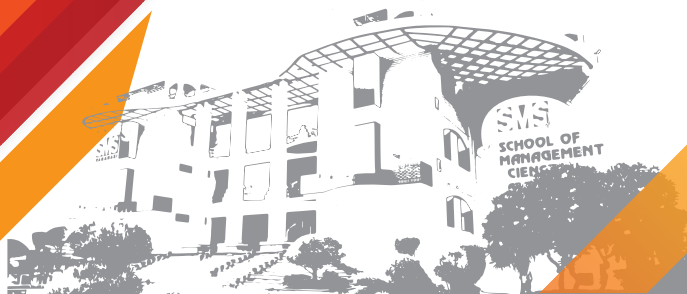


Mr. Harsh Jain, Manager-HR EBIX Cash conducting the Workshop

### Guest Lecture Mr. Harsh Jain, Manager-HR EBIX Cash

SMS, Varanasi organized a guest lecture by Mr. Harsh Jain, Manager-HR EBIX Cash on 1<sup>st</sup> September, 2018 for MBA 3<sup>rd</sup> Semester students. Mr. Jain, gave insights of procedures involved in Digital Cash transactions. He discussed about the safety measures and precautions regarding use of digital medium of transactions.





### Guest Lecture on Professional Skill Development

SMS, Varanasi organized a guest lecture on “Professional Skill Development” on 01<sup>st</sup> September 2018 for B.A (Hons) Mass Communication and BBA students. This session’s key speaker Mr. Vishal Arora, Unit Head, Amar Ujala, Varanasi, enlightened the students with the importance of professional skill development in our personal and professional life. He discussed about future opportunities and challenges in professional skill development.



Mr. Vishal Arora, Unit Head, Amar Ujala, Varanasi conducting the Workshop



Teacher's Day Celebrations at SMS, Varanasi

### Teacher's day Celebration

On 5<sup>th</sup> September the students in the School of Management Sciences celebrate the Teachers day with great zeal and enthusiasm. As we all know, that teacher's day is celebrated in honor of great teacher, scholar and president of India Dr. Sarvapalli Radhakrishnan. In the same way, our students perform various cultural events in honour of their teachers. On this auspicious occasion the heart touching dance performance by the students depicting the different festivals and personalities of the country adds a feather in the cap. Teachers also showcase their respective talents in various categories of events including Singing and Antakshari. The unmatched performances by the teachers and the students make the day memorable and everlasting in the memories of all which everyone cherishes. In the end teachers are felicitated by the students. This event is the hallmark of teacher–student solidarity in the institution.

### Workshop on “Classroom to Boardroom”

SMS Varanasi organized four days workshop from 27<sup>th</sup> to 30<sup>th</sup> September, 2018, on topic “Classroom to Boardroom” for MBA I & III Semester students. The key resource person for the workshop was Mr Puneet Arora, Director HR Pure Software Pvt. Ltd. Classroom to Boardroom workshop provided participants a rich and unique learning experience which guided and guaranteed them a competitive edge in contemporary job market. With increase in competition corporate today are looking toward graduates who not only possess technical skill rather should also be equipped with various skills to meet the job intricacies efficiently and effectively. However, Mr. Puneet Arora guided to students regarding soft skills, interview skills, organization etiquette, body language and positive attitude.



Mr. Puneet Arora, Director-HR, Pure Software Pvt. Ltd. conducting the Workshop



Cloth Donation Programme by the Rainbow Club at SMS, Varanasi

### Rainbow Club Cloth Distribution Donation programme

The members of RAINBOW- A social welfare club of School of Management Sciences, Varanasi and students along with Prof. Kamal Sheel Mishra, Prof. A.P. Dubey, Mrs. Prateema Bhargava, Ms. Anjali Singh and Mr. Prateek Upadhyaya started a month long cloth donation programme on Activity day, 29<sup>th</sup> September 2018 with a view to spread awareness about donating the clothes which are not useful for us but can be useful for needy people. The collected clothes would be distributed to the weaker community of our society along with the student members of RAINBOW club.



### Workshop on “Prevention of Sexual Harassment at Work Place Laws”

SMS, Varanasi organized two days workshop on Prevention of Sexual Harassment at Work Place Laws” for PGDM and MBA final year students. Workshop was organized on 7<sup>th</sup> and 8<sup>th</sup> October, 2018. This workshop was organized under the aegis of SMS Varanasi Alumni Association along with Anti-sexual Harassment Cell. The key resource person at this workshop was Mr. Biplab Sengupta, Co-founder of Corpconnect, Noida an alumni of SMS Varanasi. Mr. Sengupta discussed main provisions of The Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act, 2013. He said as the final year PGDM and MBA students are about to enter the corporate and they should be aware about the workplace laws in advance and they should be aware of important laws.



Mr. Biplab Sengupta, Co-founder of Corpconnect speaking at the Workshop



Mr. Amit Singh, Vice President, Natwest Markets addressing the students

### Guest Lecture by Mr. Amit Singh, Vice President, Natwest Markets

On 8<sup>th</sup> October, 2018, SMS, varanasi organized a Guest Lecture for MCA IIIrd & Vth semester students. The eminent resource person for this lecture series was Mr. Amit Singh, Vice President, Natwest Markets. NatWest Markets is the investment banking arm of The Royal Bank of Scotland (RBS) Group. This Investment Banking was created from the Group's corporate and institutional banking division in 2016, as part of a structural reform intended to comply with the requirements of the Financial Services (Banking Reform) Act 2013 and to give the NatWest brand greater prominence. Mr. Singh gave various technical and general insights about the industry to students and motivated them to work hard and excel in their upcoming career.

### Workshop on Life Management Skills

On October 9, 2018, SMS, Varanasi organized one day workshop on “Life Management Skills” for PGDM Students. The key resource person was Dr. Sanjay Saxena, CEO Extract Business Solution. Dr. Saxena elucidated the power of subconscious mind to the students and explained that how one can achieve greatness or height in his/her life by rewiring their subconscious mind. He said that our conscious mind helps in decision making only upto the extent of 5-6 percent and rest 95 percent decision making is governed by subconscious mind. He has also quoted few specific parts of his recent book ‘Write your Script’. He motivated students to change their lifestyle and bring major changes in their daily routine also and thought process.



Dr. Sanjay Saxena, CEO Extract Business Solution speaking at the Workshop

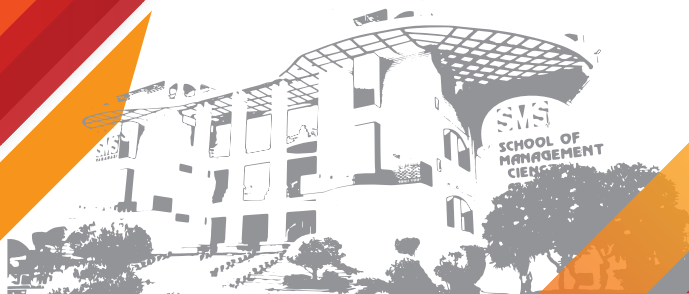


Students presenting their case study to judges in the contest

### Case Chase Contest – 4

A “Case Chase Contest – 4” was organized by the Center for Entrepreneurship, Innovation and Skill Development (CEISD) at SMS Varanasi campus on 13<sup>th</sup> Oct, 2018 to provide an exposure to real life case-based problem solving approach & develop analytical skills of the students from various UG & PG courses. Around 15 case studies related to different dimensions of Marketing, Finance, HR, Strategic Management etc. were presented by the participating students. Cases of Patanjali, Dove, Kellogg's, Ranbaxy, Kodak, Amul, etc were discussed in the forum. The panel of judges was constituted by Prof. O P Mishra, HOD of Department of Extension Education, Institute of Agricultural Sciences, BHU, Prof. K. K. Agarwal, HOD, Faculty of Commerce & Management, Mahatma Gandhi Kashi Vidyapeeth, Prof. Sandeep Kumar of Department of Psychology, Faculty of Social Sciences, BHU and Dr D. Chandra, Chairman of St. Joseph Group of Schools and MD of Jazz Plastic (P) Ltd. The prize winners were: 1st Prize – Priya Singh (MBA 3rd Semester), 2nd Prize – Bhavya Khanna (PGDM 3rd Semester) & 3rd Prize (Tie) – Atishay Jain & Awantika Agrawal (MBA 1ST SEMESTER) and Gautami & Anupama (PGDM – 1st Semester).





### Swachhata Pakhwada 2018 organised by NE Railways at Manduadih Railway Station in association with SMS Varanasi

Students and members of RAINBOW- A social welfare club of SMS, Varanasi observed the Swachhata Pakhwada from 15<sup>th</sup> October – 2<sup>nd</sup> October, 2018 organised by North Eastern Railways association with SMS Varanasi and QCFI, Varanasi at Manduadih Railway Station. Students and members took the oath towards the cleanliness and promise to keep our locality clean and hygienic. They also marched at the station with slogans and placards to spread awareness about the Swachh Bharat Abhiyaan, an initiative of Govt. of India.



Students and Staff of SMS, Varanasi taking the pledge of cleanliness



Prof. P.N. Jha, Director – SMS, Varanasi with the winners of SMART contest

### “SMART” (SMS Mental Ability Recognition Test)

SMS, Varanasi organized the competition “SMART” (SMS Mental Ability Recognition Test) on 28<sup>th</sup> October, 2018. Keeping up with the tradition of its commitment towards its social responsibility activities, SMS initiated this competitive event. 1100 students of 25 different schools across Varanasi, Bhadohi and Sonbhadra district participated in this “SMART” competition and showcased their analytical, reasoning and mental ability. This Annual competition is organized every year involving school students for creating awareness about emerging competitive environment and dimensions, to make the participants understand about their local positioning in the peer group, to secure financial assistance for higher studies at SMS in the form of scholarships and to highlight their institution by winning prizes. The prize winners were: Rohit Shekhar (Central Hindu Boys School, Varanasi) – 1<sup>st</sup> position, Medha Tiwari (Central Hindu Girls School, Varanasi) -2<sup>nd</sup> position, Anirudh Pratap Singh (SOS Hermann Gmeiner School Chaubeypur) -3<sup>rd</sup> position. Seven consolation prizes were also given.

### National Unity Day

The students and members of RAINBOW- A social welfare club of School of Management Sciences, Varanasi along with Registrar Shri Sanjay Gupta, Prof. Kamal Sheel Mishra and Prof. A.P. Dube observed the Birth anniversary of Late Sardar Vallabhbhai Patel as National Unity Day on 31<sup>st</sup> October, 2018 in School of Management Sciences, Varanasi. Students and members took the oath towards dedicating themselves to preserve the unity, integrity, security of the nation and also spreading the message among the fellow countrymen.



Students and Staff of SMS, Varanasi taking oath of Unity at National Unity Day



SMS students learning Self Defense at the Workshop

### Workshop on Self Defence

A team of Students from SMS Varanasi under the guidance of Dr. Pallavi Pathak, Associate Professor, SMS Varanasi, participated in “Self Defence Workshop” a praiseworthy initiative of UP Police Women Power Line 1090 along with UNICEF for girls & Ladies of Varanasi on 1<sup>st</sup> December, 2018. Ms. Aparna Rajawat, Motivational Speaker and Martial Arts Champion of International fame provided useful insight regarding self defence, Digital Safety, Mental & Emotional Strength, Legal rights etc. She is the founder of “Pink belt Mission” which imparts training to girls to become certified self defender & lead life with dignity, safety, confidence & respect. ADG – Women Power Line 1090, Ms. Anju Gupta was also present. She enlightened girls regarding the working of 1090 women help line. She also handled numerous queries raised by girls on various issues. Presences of these dynamic ladies had generated immense enthusiasm in each and every girl of the Jam Packed Auditorium.



### 5<sup>th</sup> Alumni Meet – Mumbai Chapter

SMS, Varanasi organized its Alumni Meet of the Mumbai chapter on 15<sup>th</sup> December, 2018 at Bombay Chamber of Commerce and Industry, Dadar (W), Mumbai. The meet was attended by around 30 Alumnus and Alumna of different courses and batches of SMS, Varanasi. Alumni Members took active participation in the open discussion session and they pledged their support to their Alma Mater for achieving greater heights of success. The meet concluded with the felicitation of the alumni members. Mr. Amitabh Pandey, Convenor of SMS Alumni Association gave a brief presentation at the meet about the recent developments at the institute.



5th Alumni Meet of the SMS – Alumni Association of the Mumbai Chapter taking the pledge of cleanliness



### Adharshila – Foundation Day

The 24<sup>th</sup> foundation day of SMS, Varanasi – Adharshila was observed on 10<sup>th</sup> November, 2018. On this day a puja was organized at the institute to seek the blessings of Goddess Saraswati. All the faculty members, staff and students were present at the occasion.

### Startups Business Model Contest-4

A “Startups Business Model Contest-4” was organized by the Center for Entrepreneurship, Innovation and Skill Development (CEISD) at SMS Varanasi campus on 3<sup>rd</sup> November, 2018 to develop the entrepreneurial acumen of our students by developing the startups culture in the students from various UG & PG courses. A total of 15 Business Models were presented in the final round of the event. The contest was judged by Er. Amitabh Singh, MD & C. E. O. Sorreal Systems Pvt.Ltd. , Former President Eastern UP Exporters Association (EUPEA), Prof. J B Komaraiah, Professor , Department of Economics, Faculty of Social Sciences, BHU, Mr Sushil Kumar Tiwari, District Development Manager , NABARD and Mr Pradeep Kumar Tripathi , Chief Financial Consultant , Money Care Financial Consultancy. **The prize winners were:** 1st Prize, Bhavya Khanna (PGDM-3rd Semester), 2nd Prize, Yogesh Mishra & Saloni Chandak (MBA-1st Semester) & 3rd Prize, Anupama & Gautami (PGDM – 1st Semester).



Dignitaries with the winners of the Startup Business Model Contest



Prof. P.N. Jha, Director – SMS, Varanasi speaking at the “Gramin Udyamita Vikas Karyakram”

### Workshop “Gramin Udyamita Vikas Karyakram”

A Workshop was organised by the Center for Entrepreneurship, Innovation and Skill Development (CEISD) on “Gramin Udyamita Vikas Karyakram” (Rural Entrepreneurship Development Programme with the objective of rural entrepreneurship development for the rural youth in Varanasi & nearby areas. This workshop Was held at the SMS, Varanasi campus on 30<sup>th</sup> September, 2018.





# FRESHERS AND FAREWELL



BBA & BA (Hons.)-Mass Com Course Fresher's Party



BCA Course Fresher's Party



MBA course Fresher's Party



B.Com Course Fresher's Party



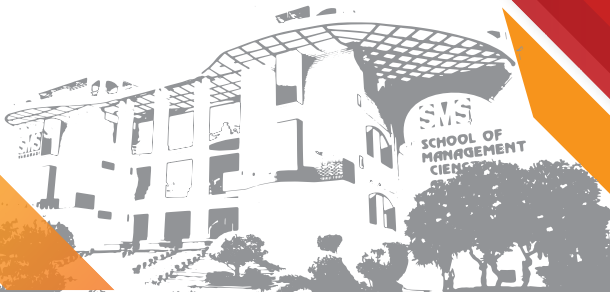
PGDM & M.Com course Fresher's Party



MCA (Lateral) course Fresher's Party

Continuing the tradition at SMS, Varanasi, the senior batches of different courses organize Freshers Party every year. This is their way of welcoming their juniors. These events are filled with cultural performances and many fun activities. In a nutshell, the students enjoy together and celebrate the beginning of a new camaraderie between seniors and juniors.





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# ACTIVITY DAY

The last working day of every month is observed as "Activity Day" at SMS, Varanasi. On this day a series of activities like sports and other competitions under the aegis of different student clubs are organized. In this section we present to you a few glimpses.







# PLACEMENTS AT A GLANCE 2018-19

The placement season has begun at SMS, Varanasi. As a result of the commendable efforts of the Training & Placement Cell, the placement season at SMS started early September this year. Different companies have visited SMS for recruiting the Post-Graduate as well as the under-graduate students.





# PLACEMENTS AT A GLANCE 2018-19





# FACULTY ACHIEVEMENTS

## Prof. Raj Kumar Singh

Dean-R&D, Chairperson-CEISD

- Received "Innovative Academician Of The Year Award 2018" at the Research & Innovation Summit 2018 held at New Delhi.
- Elected as a Chairman of Public Relation Society of India (Varanasi Chapter), An apex national level organization of Public Relations Professionals.
- Awarded with "KashiGauravAlankaran-2018".
- Invited as a Key Note Speaker in the SAMOJANAM – 2018, An International Ayurveda Youth Conclave Organised In BHU Jointly By Vishwa Ayurveda Parishad In Association With the Faculty of Ayurveda, Institute of Medical Sciences, BHU.
- Invited as a Chief Guest of Commerce Carnival Organised By The Little Flower House Group of Schools, Varanasi.
- Attended the "Directors Conclave" organized by the RSMT, U P College, Varanasi.
- Invited as a Resource Person by the Department of Psychology, Faculty of Social Sciences, BHU to conduct a workshop on "Case Studies Analytical Skill Development".
- Conducted a Workshop On "Effective Communication Skill Development For Successful Career" in Seth M R Jaipuria School, Varanasi.



National conference on "Achieving business synergy through social, spiritual and Technological Dimensions" organized by School of Management Sciences Lucknow.

- Presented a Paper "Spiritual Wisdom: Creating Synergy of Self Worth & Managing Work Life Balance" in National conference on "Achieving business synergy through social, spiritual and Technological Dimensions" organized by School of Management Sciences Lucknow.

## Dr. Saurav Kumar

Assistant Professor

- Published a research paper titled "Green Marketing in India: A Sustainable Prospective" in the International Journal of Trend in Scientific Research and Development (IJTSRD), E ISSN 2456-6470, pp 931-938.



## Dr. Sishir Gujrati

Assistant Professor

- Secured Elite Certificate in "Project Management for Managers" exam conducted by IIT – Roorkee under NPTEL in Oct 2018.
- Secured Elite + Gold Certificate in "Working Capital Management" exam conducted by IIT – Roorkee under NPTEL in Oct 2018.



## Mr. Shambhu Sharan Srivastava

Associate Professor

- Participated in the National Conference, "Emerging Trends in Science Technology & Management" organized by Ashoka Institute of Technology & Management, Varanasi and presented a paper titled "A Reliable Network Security System factors Affecting the System Efficiency" held on 2nd & 3rd November, 2018.



## Mr. Vir Pratap

Assistant Professor

- Awarded with Elite Certificate by securing 81% marks in Working Capital Management, conducted by NPTEL (IIT Roorkee) on 28th October, 2018.
- Given a Invited lecture on "Applying Marketing to Vocational Education: Scope and Limits with reference to the state of Jharkhand" at National Seminar organized by Department of Economics, Nilamber Pitamber University, on 29th November, 2018.



## Dr. Aditya Kumar Gupta

Associate Professor

- Received "Certificate of Appreciation" from Professor Bhaskar Ramamurthi Chairman NPTEL PIC & Director, IIT Madras, for his instrumental role as a SPOC for the SWAYAM-NPTEL Local Chapter at SMS Varanasi.
- Completed Elite Certificate in 12 Weeks online course on "Business Analytics and Data Mining Modeling using R" from IIT-Roorkee under National Programme on Technology Enhanced Learning (NPTEL) project, funded by the Ministry of Human Resource Development (MHRD).
- Published a paper "Make in India" through PPP for IT Industry: IT Independence of Indian Economy" in July - December 2017 issue of "SMS Journal of Entrepreneurship & Innovation", (ISSN 2349-7920).
- Participated in One Week Faculty Development Programme on "Hadoop and Big Data Analytics" Organized by Agnel Institute of Technology and design, Goa in Association with E & ICT Academy National Institute of Technology, Warangal and Sponsored by Ministry of Electronics and Information Technology, Government of India.
- Participated in Seven Days workshop on "मीडिया की भाषा" Organized by Department of Journalism & Mass Communication, Mahatma Gandhi Kashi Vidyapith Varanasi.
- Presented a Paper "Synergising Digital India with MOOC for Technical Literacy" in National Seminar "Digitalisation: A Path towards Economic Growth & Job Creation-Opportunities, Issues & Challenges" organized by Faculty of Commerce & Management Studies, Mahatma Gandhi Kashi Vidyapith Varanasi.
- Presented a Paper "Digital Transformation of Higher Education: Anxieties and Constraints for Planning and Implementation" in



## Mr. Irfan Ahmed Khan

Assistant Professor

- Successfully completed a multidisciplinary course entitled "Cognition, Transformation and Lives" (Aug - Sept 2018) by Dr. Alok Bajpai of IIT Kanpur under NPTEL in Elite category.



## Mr. Veeresh Tripathi

Assistant Professor

- Attended AICTE Sponsored Short Term Course On "Supply Chain Management" during October 8-13, 2018 organized by Department of Mechanical Engineering, Indian Institute of Technology (BHU), Varanasi.
- Presented paper on "A study on supply chain coordination and collaboration among manufacturers and third party logistics service provider in India" at International Conference on Operations Management (ICOM, 2018) at ICFAI Business School (IBS), Hyderabad, November 30th- December 01st, 2018.



## Mrs. Anju Singh

Assistant Professor

- Qualified UGC-NET JULY 2018 in Commerce.
- Qualified NPTEL Exam in the course "Working Capital Management" and obtained Elite Certificate.







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23-24 February, 2019  
Venue : SMS, Varanasi

# 7<sup>th</sup> INTERNATIONAL CONFERENCE

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## IMPORTANT DATES

ABSTRACT SUBMISSION - 15<sup>th</sup> JANUARY, 2019  
COMMUNICATION OF ACCEPTANCE - 18<sup>th</sup> JANUARY, 2019  
FULL LENGTH PAPER SUBMISSION - 25<sup>th</sup> JANUARY, 2019

**E-mail: [icon2019@smsvaranasi.com](mailto:icon2019@smsvaranasi.com)**

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