



SMS Group of Institutions
Varanasi / Lucknow

SMS newsletter

A Bi-Annual Publication of SMS Group of Institutions

For Private Circulation Only

Vol.6, No.1, Jan.-June, 2010

www.smsvaranasi.com
www.smslucknow.com
www.smsitlucknow.com



Bhutan PM Confer Award to SMS CEO
At World HRD Congress

MESSAGE FROM SMS GROUP DIRECTORS



Prof. P.N. Jha
Director SMS, Varanasi



Dr. M. Mehrotra
Director SMS, Lucknow



Prof. G.D. Singh
Director SMS-IT, Lucknow

Sustaining the professional impeccability for a new-age archaic B-school has been a daunting challenge that comes up as a priority issue in the next year's agenda, as the academic session begins drawing to a close. This once again calls for ensuring the turning out of a distinct set of graduates, claiming an eye-catching compatibility to our stakeholders' plural expectations. It necessitates the actualization of a praxis-oriented cerebral exercises in terms of curricular re-visits, pedagogical re-engineering, redesigning of beyond-the-curriculum activities, etc. on the part of a peer B-school, like SMS, which dominates among the socially sensitive institutions in a true sense.

Encouraged by a tempestuous welcome from you discerning readers, the newsletter certainly feels a swelling eponymous value within a short span of time only. The current issue carries interesting glimpses of plural activities and events such as, the Republic Day Celebrations, SMS being awarded again with two prestigious Dainik Bhaskar and DNA accolades in the World HR Congress, repeating another exceptional track of campus placement, national seminars, national visits & academic exchanges, and other value-adding events.

The unabated trend of incubation as well as a comprehensive introspection for coming out with innovative designs towards the delivery of desired values could certainly put a premium on the confidence level of our stakeholders towards the already tested credibility of the SMS-system. The newsletter seeks your similar munificent support in future too.

We close with warm wishes.

EDITORIAL BOARD

Dr. Shardul Chaubey
Chief- Editor

FACULTY MEMBERS
Dr. Ravi Shekher Vishal
Ms. Sonali Srivastava
Ms. Indrani Sengupta

STUDENT MEMBERS
Mr. Rajeev Kumar, P.G.D.M.-III Sem.
Ms. Ekta Srivastav, P.G.D.M.-III Sem.
Ms. Aishwarya, P.G.D.M., IB-III Sem.

PHOTOGRAPHS BY
Mr. Akhilesh Jha

Contact at : smsgi.newsletter@gmail.com

SMS Rewrites History, Bags Two Prestigious Awards in the World HRD Congress

Prestigious B-School School of Management Sciences, Varanasi has again bagged awards in the Fourth World HRD Congress organised from 11 - 13 February at Taj Lands End, Mumbai for the second consecutive year, amongst the top management institutes across the country. SMS has bagged awards in the two categories –

1. Innovation in Building Academic & Industry Interface,
2. Outstanding Business Leadership Award (North).



Bhutan PM Speaking at World HRD Congress

The Chief Guest of the summit was the Prime Minister of Bhutan Mr. Jigmy Y. Thingle. The Prime Minister of Bhutan, Hon'ble Jigme Y Thingle, presented the 'Outstanding Business School (North)' and 'Innovative Business School in Academic-Industry Interface' awards. On behalf of SMS this award was received by Mr. Sharad Singh, CEO, SMS Group of Institutions and Dr. Sudhir Sharan, Director, SMS, Lucknow.



Bhutan PM Lighting the Lamp at World HRD Congress

These awards have been bestowed on the top business schools across the country in the fourth World HRD congress under the Dainik Bhaskar, 'B-School Leadership Awards' category and the DNA & Star of Industry Group, 'Innovative Business School' category. This summit was organised by the country's top corporate house ONGC in the Taj Lands End, Mumbai.

National Conference Organized at SMS, Varanasi

Continuing the spirit of academic brainstorming three day National Conference on Recent Global Developments in Management & Information Technology: Prospects and Perspectives was organized at SMS, Varanasi from 29 Jan to 31 Jan. The Conference was inaugurated by the Chief Guest, Mr. A. T. Raman, Editor (Special Projects), Business India. Speaking on the occasion he opined that the present competitive and challenging business scenario poses varied challenges to the several developed and emerging economies of the world and the enhancement of the technology especially mobile commerce and its effective utilization can provide a better socio- economic upbringing of the nation.

The Guest of Honour was Prof. B. P. Singh, Former Head & Dean, Delhi School of Economics. He said that in the past one decade the world has changed dramatically. It has certainly brought a change in the mind set of the people and also in the socio-economic development of the different countries.. Earlier welcoming the dignitaries and participants, Prof. P. N. Jha, Director, SMS, Varanasi said that integration of management & technology has always assisted mankind.



Dignitaries at the Inaugural Ceremony of SMS Conference

The proceeding of the Conference was conducted in six technical sessions over three days in which galaxy of intellectuals from across the country participated. Prominent among them were Prof. R. K. Singh, Sriram College of Commerce, New Delhi, Prof. Anand Prakash, Delhi University, Prof. P. R. Agrawal, Head of Department, Department of Humanities, MNNIT, Allahabad, Prof. G. C. Agrawal, Ex Director & Pro Vice Chancellor, University of Allahabad, Prof. H. K. Singh, B.H.U. & Prof. Aurnob Mukhopadhyay, IIM, Lucknow.

The Industry stalwarts including Mr. Anil Sud, V.P. Reliance Retail, New Delhi, Dr. V. S. R. Krishnaiya, Sr. Director, NIC, New Delhi, Mr. Himanshu Kumar, HR Head, TCS, Lucknow, and Mr. Rajeev Chaddha, National Sales Manager, SAS India were also associated with the conference.

SMS EXCEL

Unique Research Work carried out at SMS Institute of Technology

Prof Bharat Raj Singh, Associate Director SMS IT has conceptually designed a new, cleaner motorcycle engine that uses compressed air to turn a small air turbine, generating enough power to run a motorcycle for up to 40 minutes. Their design, described in a recent issue of the Journal of Renewable and Sustainable Energy in USA could be combined with a compressed air cylinder as a replacement for traditional internal combustion engines.

According to Prof BR Singh some 50 to 60 percent of present emissions in some areas could be reduced with the new technology, The article, "Study of the influence of vane angle on shaft output of a multi-vane air turbine" by Bharat Raj Singh and Onkar Singh was published May 6, 2010 in the Journal of Renewable and Sustainable Energy. This article has been praised and given appreciation in the world media which includes USA, Britain, Pakistan, India etc.



Prof. B.R. Singh : Rare Achievement

Republic Day Celebrated

26 th January or Republic day is one of the most auspicious occasions which let everyone remember about their rights as well as duties. Like every year the day was celebrated with unfurling the national flag in the premises by the Director of the institute . Speaking on the occasion Prof PN Jha urge students to cultivate the culture of work ethics and remain stick to the duties which are expected from them. He also said that after 61 year of attaining republic lot of challenges and task are there to be accomplished. This can only be done through proper understanding and realization of the problem. As a management professionals our responsibilities are more to make aware others how to deal the situation as our country has progressed in these years but it has left a majority of population in reaping the fruits of development. On this occasion all faculty members ,staff and students were part of this celebration.



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

Workshop on Human Values & Professional Ethics

In the prestigious management institute, School of Management Sciences, Varanasi, one day workshop on "Human Values and Professional Ethics" was organised in cooperation with "Value Education Cell", UPTU, Lucknow. The Inaugural Session was addressed by the Hon'ble Chief Guest, Shri Rajul Asthana, Ex. Global Head, Satyam Learning Center and the Guest of Honor was Shri Kumar Samhbav, from IIT, Kanpur. They opined that professional education has indeed led to progress and enhanced performance, but without human values, such progress cannot be sustained for long.

Earlier, welcoming the guests, Prof. P. N. Jha, Director, SMS, Varanasi said SMS has since the very beginning, realized the importance of Human Values in professional education and therefore, has established Centre for Spiritualism and Human Enrichment (C-SHE) within the premises of the Institute.



Sri Rajul Asthana Addressing the Workshop

SMS students Navin & Vikas won the AIMA Quiz 2010

All India Management Association (AIMA) organised the Eastern Zone Final Round of Sixth National Student Management Quiz 2010 in School of Management Sciences, Varanasi. Navin Kumar & Vikash Kumar from SMS, Varanasi won the first place. This quiz competition was



Quiz Master A.N Mobai in action

organised for the first time in the city. The first & third position was bagged by SMS Varanasi and IMS-Shepa won the second position.

Welcoming the AIMA

team and the participants, Prof. P. N. Jha, Director, SMS said that such competition in

Varanasi shall lead to the mental & personality development of the students. He also reiterated the commitment and continuous endeavor of SMS for the overall development of the students. The quiz was anchored by Shri Aditya Nath Mobai from the AIMA team.



Winning Team

Scholarship Awarded to Meritorious Students

School of Management Sciences, Varanasi has always been the motivating force for the hardworking and bright students. To maintain this practice, we have been rewarding scholarships and citation at regular intervals towards toppers of various courses, here at SMS. As per consistent academic practice opted by School of Management Sciences, following meritorious students, of different programs, have been awarded Scholarships as on 26th April 2010:

Gaurang Agarwal PGDM Ist Sem, Hema Jaiswal PGDM(IB) Ist Sem, Chandni Jaiswal PGDM(IRM) Ist Sem, Jyoti Bondani PGDM(RM) Ist Sem, Biswaranjan Mohapatra PGDM Illrd Sem, Priyam Mehrotra PGDM Illrd Sem, Ruchi Bothra PGDM(IB) Illrd Sem Anjulika Singh PGDM(IRM) Illrd Sem, Swapnil Bhatnagar Swapnil Bhatnagar PGDM(RM) Illrd Sem, Anubhav Prasad MCA Ist Sem, Mamta Agarwal MCA Illrd Sem, Rajan Singh MCA Illrd Sem, Saurabh Kr. Upadhyay MCA Vth Sem.



Prof. P.N. Jha Awarding Student

Punjab National Bank ATM Inaugurated at SMS Campus

To provide banking facilities Punjab National Bank inaugurated its ATM services in the premises of School of Management Sciences. It was inaugurated in a function by Shri Pankaj Bhargadwaj, General Manager, Punjab National Bank. The ATM facility is provided in this area so that students and SMS fraternity could find it convenient, at the same time it would be benefiting the rural people residing in the area.



G.M. P.N.B., Dr. M.P. Singh & Others

On this occasion Prof. P. N. Jha, Director, SMS appreciated and congratulated Shri Bhargadwaj for this initiative and said that SMS is fully committed for its social

responsibilities towards its stake holders including the society at large. He also said that being situated at the outskirts of the city this facility will help the local residence to get connected for their financial requirements. On this occasion Dr. M. P. Singh, Executive Secretary, Shri Sanjay Gupta, Registrar, senior bank officials, faculty members, staff, students as well as local residence were also present.



G.M. P.N.B. & Exe. Secretary Dr. M.P. Singh

Brain Storming Sessions in the form of lecture series held at SMS

The week long lecture series organized in the SMS. In the week long program intellectuals from different parts of the country and abroad enlightened the students on different aspects of management. The special occasion was the visit of Prof. H. S. Grewal, Dean, School of Business, Claflin University, USA to initiate the procedure for selection of five students under the academic agreement of SMS with Claflin University, USA. It is imperative to



Prof. Ashok Pratap Arora, Senior Professor-MDI

mention here that in the month of August 2009 an academic agreement was signed between SMS and Claflin University and both institutions agreed to exchange five of their students to get a better insight about academic environment. In the first two days of lecture series Prof. Anup Singh, Senior Professor in prestigious International Management Institute discussed the various aspects of organizational behavior and its relevance in present corporate scenario. On this occasion Prof. V.S.R. Krishnnaiya, Director, NIC, New Delhi said that e-governance through technological innovation is the key to success for any organisation.. Mr. Sunil Keshwani, Managing Director, E T Services, New Delhi said that good communication and presentation skills play a pivotal role in shaping one's career in the corporate. It has become the essence of management and exploring the horizons of corporate communication is essential.



Prof. Anup Singh, Senior Professor-IMI

In the following two days Prof. Ashok Pratap Arora from prestigious MDI, Gurgaon discussed the emerging trends in marketing. At this point of time, Mr. C. V. Singh, Vice President, TATA Daewoo, South Korea, said that integration of culture and management are the key forces behind any successful business acquisition. Speaking on the occasion Dr. B. P. Singh, Ex. Head & Dean, Delhi School of Economics said that managing human resource is very crucial in today's culturally diversified and complex organisations.

Industrial visit for PGDM students

Industrial visits are vital part of management curriculum with sole idea to acquaint the students with practical application aspects of all theoretical ideas & studies which are adopted in the classroom. This aims at the all round development of the budding managers. To keep the same spirit industrial visit was organized by , School of Management Sciences, Varanasi from 19-24 February 2010.



Seamless Joy

This industrial visit to Ludhiana, the industrial hub of the country & to Himachal Pradesh started on 19th February with ninety students (PGDBM-IRM & RM) from both the campus, Varanasi & Lucknow under the flagship of four faculty members.



Faculty Felicitating MD of Duke

After a long journey of more than 22 Hours students visited the Industrial Giants like: Duke, Avon Cycles, Aarti International, Ralson Tyres, Vardhman and Kitty Industries. The exposure of the students to the various companies with such big infrastructures & their automated working plants provided them with an insight on how companies (big & small one's) work & also useful information related to the course which cannot be visualized in

the lectures. The students had direct interaction with the Managing Directors of most of the companies to sort their queries.

After the vigorous industrial visit students moved to Shimla, Kufri and Chail for excursion which included tranquil sight seeing of Kali ka Tibba The Mall, Temple etc. at Shimla and Chail. The snowfall at Kufri captivated the learners all around.

Then the small discussion about the small sub sections was completed along the faculty members.

The visit ended with lots of inspirations & reverence. Then the group headed for Varanasi on 23rd February with memories full of knowledge to be preserved for long.

Farewell Party 2010 at SMS, Varanasi "Adieu 2010....."

"I have got my leave. Bid me farewell, my brothers!
I bow to you all and take my departure.
Here I give back all keys of my door---and I give up all claims to my house.
I only ask for last kind words from you.
We were neighbors for long, but I received more than I could give.
Now the day has dawned and the lamp that lit my dark corner is out.
A summons has come and I am ready for my journey." -Rabindranath Tagore



Memorable Moments

It feels that as if it is a matter of yesterday that the new joiners met, shared thoughts and learned the experiences of their seniors the nascent managers & the time flew away, the moment came which brought tears into the eyes of both the seniors & the juniors. Unforgettable instances brought them closer to each other that happened throughout their phases of studies and other activities. Twinge of detachment overtook the happy unification.

But with tears in their eyes and anguishes in their heart they acknowledged the seniors with a token of love and admiration. The stage was set on a blaze with the sparkling performances of both the parting students.

Then came the time to give away the titles and memento and later the titles of Mr. & Ms. Eve for various courses was declared. There were nonstop dance performances through out the evening. But the day has to go on as it is said that "Distance never separates people who really care, for their memories span the miles".

Placement at SMS, Varanasi

"The secret of success in life is for a man to be ready for his opportunity when it comes" - Earl of Beaconsfield...AND we at SMS VARANASI provide this very opportunity to our students and for this the placement cell arranges campus & off campus tests/interviews. The placement cell counsel and support the students in securing suitable jobs at the end of their courses concern.

More than 75% students were already placed which shows how energetically SMS Varanasi placement cell were working since its inception. The Institute is also successful in providing all the students Summer Training in the Corporate so that our students get acquainted with this Corporate World by enhancing their skill and practical knowledge, which will greet them in near future in form of their placement.

"All men dream but not equally. Those who dream by night in the dusty recesses of their minds wake in the day to find that it was vanity; but the dreamers of the day are dangerous men, for they may act their dream with open eyes to make it possible" - T.E. Lawrence

And we have dreamed it with open eyes for our students so that they expand a higher degree of confidence and courage in their life's new journey. SMS students continue to get placed in good opportunities and this eminent feature will persist through the years to come.

Students placed for final/Summer Placement in the following Companies:

Wrigley
SBI Life Insurance
SBI Life
Syntel INC

Indiabulls Securities
Good Year
Beacon Insurance Brokers
TCI

Capital IQ
Unicon Real Estate
SC Johnson
Religare

Dabur
Admarc
Andhra Bank
S.C. Jhonsons & Sons Pvt. Ltd
Datamatics
Samsung
Karvy

Maverics
Kotak Mahindra Bank
Linxsmart Technologies
Mahindra Consulting
U.P.Govt. Education Deptt.
Interra Soft
.....Only a partial list.

Nestle
ITC Wills Life Style
Cease Fire
Optho Remedies Pvt. Ltd.
Syntel INC
Enexco Teknologies Ltd.

Mumbai Port Visit (19 Feb-24 Feb 2010)

To provide students first hand exposure of corporate and business world SMS believes theoretical fundamentals as well as practical exposure to fulfill the objectives of its programme. Like previous year, this year too a Port visit was organized but this time we went to Commercial capital of the country which is also popularly known as Mayanagari. A five day port visit to Mumbai was organized for the PGDM-IB students from 19 of February to 24 of February 2010 by SMS. The journey started from the Varanasi Cantt station with a group of 48 members including three faculty members –Dr. Amit Gautam, Co-ordinator, PGDM-IB, Dr. Shardul Chaubey and Mrs Pratima Bhargava.

The enthusiasm and the exuberance on the face of the students were a sign of the vibrant energy, commitment and urge of the youth to learn to learn and at the same time to enjoy every moment of the life with the common zeal and euphoria. During this journey the students also saw the beautiful scenes of Arabian Sea as well as Gateway of India, a symbol of British Colonial Rule in India. Gateway of India is the starting point for most tourists who want to explore the city. The students also enjoyed a ferry ride from the Gateway of India, Mumbai, to Elephanta Island. Elephanta (a world heritage site) are a network of sculpted caves located on Elephanta Island,. Mumbai is one of the prominent cosmopolitan places in our country where different religion and national people live. Some of the important shrine of Mumbai was also visited by students were Mahalaxmi Temple and The Haji ali Dargah .During their visit they also got an opportunity to view Asiatic society library, hanging garden, Taj Mahal hotel where 26/11 terrorist attack took place and first stock exchange of Asia.



Mumbai Port Scene



Life time moment at Juhu Beach

A port is a place of paramount importance and key activities in International Trade and business. To give the IB students a better understanding of the processes and intricacies involved in International trade, the port visit was organized. For decades, Mumbai Port remained India's premier port. The students of SMS- IB were the first among the management students in Varanasi and amongst a very few in North India to have got an opportunity to visit a high security zone like Mumbai Port. The students learned and gained exposure of the practical aspects of the export



Nothing but Memories Remain

and import procedure and documentation In spite of all, the students were able to understand the custom clearing visit formalities, custom clearance of import cargo, stages of custom clearance at Mumbai Port. The session was also organized at our hotel where Custom clearance experts Mr. P. Nambiar and Mr Ohiti gave valuable insights to the International Business students about documentation that is of relevance when dealing in International Trade Prior to port visit the students also relished the fun and leisure time at the Juhu Beach, Marine Drive which is also called Queen necklace. The students cherished and loved the beautiful scene of it.

For the ever lasting memory of the moment faculty member organized a DJ night for the students. These moments again filled the students with zeal and euphoria making the moment immortal in the eyes of students. All of them returned back with rich and valuable knowledge and memories to preserve for life long.

New Association

Ex-Registrar BHU & Eminent Professor K.M. Pandey joins SMS as Emeritus Professor



Distinguished Professor and Ex Registrar of BHU, Prof K.M. Pandey joined SMS as Emeritus Professor recently .Prof Pandey having 43 years of rich teaching experience, did M.Com., Phd. and D.Litt. from Oxford of the East i.e. Allahabad University His specialisation area is accounting and finance and has written many books on Micro and Macro economics. Under him 27 PhD has been awarded. Prof. Pandey has a long experience of academic and administration in both BHU and Allahabad University and has been active member of different academic board of Universities and institutions in India. He also attended a roundtable conference held at Hungary in 2000. He contributed various research articles and papers in different reputed journal of international and national repute.

Dr Manoj Mehrotra joins SMS Lucknow as new Director



Dr. Manoj Mehrotra joins SMS Lucknow as Director in the month of June. Dr. Mehrotra, who did Ph.D. in Management Science from M.D. University, Rohtak, MBA from MONIRBA, University of Allahabad possesses a rich experience of over 13 years in the industry. He also worked with reputed organizations like Wipro lighting- Wipro Ltd., Bajaj Electricals Ltd. & Inalsa Ltd. etc. He also possesses over 13 years of experience in academics. He has over 10 published research papers and articles in National and International Journals. He is an Accredited Management Teacher from AIMA, New Delhi. He has been the recipient of Excellence in Education Award - 2007 International Gold Star Award - 2010

Faculty Achievement in the session 2009-10

1. Mr. Shardul Chaubey , Senior Lecturer in Management got following achievements in his kitty:
 - Completed PhD on the topic “Logistics Management Practices in India: A case study on Container Corporation of India” pursued from the Faculty of Commerce and Management, Mahatma Gandhi Kashi Vidyapith on 9th March 2010.
 - Presented a paper entitled “Exploring Challenges & Prospects of Agriculture in India” in International Seminar on Sustainable Development of Rural India organized by Invertis Institute of Management Studies, Bareilly from 10-11 October 2009.
 - Presented a paper titled “Agriculture to Agripreneurship in India-Paradigm Shift & the Corporate Initiative in International Seminar on Sustainable Development of Rural India” organized by Invertis Institute of Management Studies, Bareilly from 10-11 October 2009.
 - Presented a Paper titled “Environmental Crisis: An Opportunity for better Socio-Economic Order in International Conference on Strategic Management of Energy, Environment & Disaster for Sustainable Development” organized jointly by FMS BHU, Department of Geography and Global Strategic Management Inc, Michigan USA from 11-15 Jan. 2010.
 - Presented a Paper titled “Environmental Laws in India –Issues and Challenges in International Conference on Strategic Management of Energy, Environment & Disaster for Sustainable Development” organized jointly by FMS BHU, Department of Geography and Global Strategic Management Inc, Michigan USA from 11-15 Jan. 2010.
 - Presented a paper titled “Corporate Social Responsibility and Business Ethics –A need for integrated approach in National Conference on Global Management-Cultural Challenges” organized by Dr. DY Patil Institute of Management Sciences, Pune from 13-14 March, 2010.

- Presented a paper titled "Role of Self Help Groups in Economic Empowerment of Women through Microfinance in National Seminar on Impact of Micro credit on Upliftment of Rural Poor in Eastern Uttar Pradesh" organized by Department of Commerce, Udai Pratap Autonomous College, Varanasi from 20-21 March.

Chapter Contributed

Chapter title Coverage of Gender Issues in Hindi National Dailies of India is contributed in book titled "Matrix of Gender Issues" published by Discovery Publishing house, New Delhi

- Mr. Aditya K. Gupta, Lecturer in Computer Science Department has following achievements in this session:
 - Paper got published with title "Emerging Trends of Data Warehouse Technology in Web Mining and its Application Domain", in The Technical Journal of Lal Bahadur Shastri Institute of Management & Development Studies, Lucknow, Volume 1 : issue 1, July -December 2009.
 - Another paper published with title, "Binary Image Mapping for Digital Rights Management with computer graphics Theory, Practice and Approaches", in the Journal of Information Technology, (Pragyan-IT) published by IMS Institute of Management Studies, Dehradun, Volume 7 : issue 2, December 2009. 2, December 2009.
 - He along with Dr. Ravi Shekhar Vishal, Lecturer, participated and presented paper "Implementing Knowledge Management in Agri Food Supply Chain: The Need of Integrated Infrastructure" in the National Conference on "Managing Agri Food Supply Chain", organized by Center for Food & Agribusiness Management, Indian Institute of Management, Lucknow and Indian Society of Agri –Business Management, April 9-11, 2010.
 - Presented paper "Managing Land Resources, Using Remote Sensing Techniques: An Approach towards Computerization of Agricultural Data" National Seminar, on "Land Use Planning for Agricultural Development and Establishment of Agro-Economic Zone : Strategies for India with Special reference of Uttar Pradesh" organized by Center for Food & Agribusiness Management, Indian Institute of Management, Lucknow and State Land Use Board, Department of Planning Government of U.P., Lucknow, 11-12 December 2009.
- Mr. Abhishek Srivastava, Lecturer in Computer Science department has following achievements:
 - Co-Chaired a Technical Session along with Dr. Asim Kumar Mishra, Professor IIM-Lucknow and Dr. P. N. Mehrotra, Professor Allahabad University, as well as presented a paper titled "Role of Information Technology in Rural Development: A Growth Perspective Approach in Changing Scenario" at National Conference on Managing Inclusive Growth in India: A Re-look into the Socio-economic Perspectives, Organized by Dept. of Humanities, Moti Lal Nehru National Institute of Technology (MNNIT), Allahabad, 12-13 February, 2010.
- Mrs Pallavi Pathak, Lecturer in Management has following achievements in the session:
 - Her book review on 'Marketing Management' by P.K Agarwal published in Research Journal- Humanities & Social Sciences : Interdisciplinary Approach, Issue Dec. 2009.
 - Participated and presented paper on "Managing Behaviour to combat Job stress' in International Symposium on Cognition, stress and mental health" organised by Department of Psychology, BHU held on 14-16 Dec 2009.
 - Participated and presented the paper 'Status of maternal health in Uttar Pradesh' in National seminar on Population, growth and environment organised by Department of Geography, BHU held on 18-20 Feb., 2010.
- Dr Meenakshi Singh, Lecturer in Management has following achievements :
 - Article published on Topic "A Projection of Magnitude of Management Discussion and Analysis Reporting in India – A Study Of ITC Ltd." In International Journal of Management Sciences, published by Shiva Institute of Management Studies, Ghaziabad. Vol:5, issue: 2, July 2009.
 - Her two abstract with titles "Look Ahead the Obvious" and The road to transparency for companies: Corporate Reporting got published in Indian Journal of Commerce, volume 62.
 - Participated and presented paper with title "Green Marketing: A third world Challenge." at International Conference on Strategic Management of Energy, environment & Disaster for Sustainable Development held at BHU Varanasi from 11 January -15 January 2010.
 - Attended Quality Improvement Programme (QIP) sponsored by AICTE on 'Corporate Social Responsibility' held at BHU, Varanasi from 11 Jan.-15 Jan 2010.
- Ms Sonalee Srivastava, Lecturer in Management got her e-article with title "Disparaging Emotions in Negotiation: Emotion & Negotiation go hand in hand" published by "content writer in".

7. Mr. Anindo Bhattacharya, Lecturer in Management, got his paper accepted with title "Why do firms fail in international market (Bounded Rationality and Game theory in action)" for Conference organized by International Journal of Arts & Sciences, Harvard University (Radcliff Institute of Advanced Studies) scheduled on 31st May'10 to 3rd June'10.
8. Dr. Preeti Singh, Senior Lecturer in Management has following achievements to her credit:
 - Attended Quality Improvement Programme (QIP) on "Research Methodology in Management" sponsored by AICTE held at FMS B.H.U Varanasi during 15th to 20th Feb 2010. She also attended Workshop on "Social Entrepreneurship" conducted by FMS B.H.U, Varanasi on 20th Feb 2010.
9. Dr. Ravi Shekhar Vishal, Lecturer in Management has following achievements:
 - Participated and presented ten papers in different conferences. The title of papers and conferences details are given here -Contemporary Issues in Business Ethics" & "Managing Organizational Change in the 21st Century- People's Dimension" in the International Conference on Indigenous Management Practices organized by the Department of Business Administration, Annamalai University, from July 16th – July 18th 2009.
 - "The Role & Functioning of Audit Committees In The Post Global Crisis" in the International Conference on Convergence of Corporate Governance Norms organized by the Indian Institute of Technology, Kharagpur & National Foundation for Corporate Governance from September 5th - September 6th 2009.
 - "Agriculture to Agripreneurship in India-Paradigm Shift and the Corporate Initiatives" & "Exploring Challenges and Prospects of Agriculture in India" in the International Seminar on Sustainable Development of Rural India organized by the Faculty of Management Studies, Invertis Institute of Management Studies from October 10th-October 11th 2009.
 - "Environmental Laws in India- Issues and Challenges" & "Environmental Crisis- An opportunity for better Socio-economic Order" in the International Conference on Strategic Management of Energy, Environment and Disaster for Sustainable Development organized by the Faculty of Management Studies, Banaras Hindu University from January 11th – January 15th 2010.
 - " CSR and Business Ethics- Need for An Integrated Approach" in the National Conference on Global Management- Cultural Challenges organized by Padmashree Dr. D.Y. Patil Institute of Management Studies in Association with DYPIMS ALUMNI from 13th – 14th March 2010.
 - "The Role of NABARD in the SHG Bank Linkage Program- An Appraisal" in the ICSSR sponsored National Seminar on Impact of Micro credit on Upliftment of Rural Poor in Eastern Uttar Pradesh organized by the Department of Commerce, Uda Pratap Autonomous College, Varanasi from 20th- 21st March 2010.
 - "Implementing Knowledge Management in Agri Food Supply Chain: The Need of Integrated Infrastructure" during the National Conference on Managing Agri Food Supply Chain, scheduled to be held during April 9-11, 2010 at IIM Lucknow.
10. Mr. Ram Gopal Gupta, Senior Lecturer in Computer Science attended a workshop on Effective use of SCORM packager and player in Brihaspati-2, organized by Department of Electrical Engineering, Indian Institute of Technology Kanpur held on 19-20 June 2010.
11. Ms. Indrani Sengupta, Lecturer in Management, Participated in National Seminar on "Globalization: A tool for global competition" Organized by LBSIMDS & UPTU in Lucknow on 31st Oct 2010.
12. Dr. Gyanendra B. S. Johri, Senior Lecturer in Management, has following achievements in this year :
 - Completed Ph.D. on the topic "Significance of Foreign Institutional Finance in Indian Economic Development" from Faculty of Commerce, VBS Purvanchal University, Jaunpur in 2009.
 - Did Summer School on the topic Research Methodology organized by IIIT Allahabad, May 26 – June 18, 2010.
 - Participated and presented paper on the topic Financial Implications of Energy Management Practices: Issues and Concerns, on International Conference, FMS, BHU, ICONSMEEDS, Jan. 2010.
 - Participated and presented paper on Financial Inclusion and Micro Finance in India", in ICSSR Sponsored Two Day National Seminar on Impact of Microcredit on Upliftment of Rural Poor in Eastern Uttar Pradesh, March 20-21, 2010.
 - Got his paper published with title Performance of Steel Industry in India: Issues and Concerns, Page 171, WIM Journal of Management, (ISSN 0975-5063), Jan. 2010, Vol.-1, No.-2.
 - Got his paper published with title Financial Implications of Energy Management Practices: Issues and Concerns, Banaras Hindu University, Jan. 11 – 15, International Conference on Strategic Management of Energy, Environment and Disaster for Sustainable Development.

SMS LUCKNOW

Campus Placement First Batch PGDM 2010, SMS Lucknow!

Lucknow's prestigious B-School "School of Management Sciences" had a significant placement year in 2010. In all for the purpose of the placements we received 25 Pre Placement Talks out of which 18 Companies conducted the process. The highest CTC offered has been Rs. 4 Lacs p.a. The average CTC on campus was Rs. 2.25 Lacs p.a.

The key recruiters were:

- | | |
|-------------------------------------|---|
| 1. Amplus consulting (P) Limited | 2. Aegon Religare Life Insurance Company Ltd. |
| 3. Datamatics Global Services Group | 4. Mother Dairy |
| 5. India Bulls Securities Ltd. | 6. Linxsmart Technologies Pvt. Ltd. |
| 7. Infrasoftware Technologies | 8. Bristlecone Consulting (Mahendra Group) |
| 9. ING Vysya Life Insurance | 10. Financial Technologies Group |
| 11. NUGRID Consulting | 12. Laurent & Benon Management Consultants Ltd. |
| 13. Syntel INC | 14. Reliance Big Entertainment for Bigflics |
| 15. VAJ Consulting | 16. Reliance Big Entertainment for Big Cinemas |
| 17. Karvy Stock Broking Ltd. | 18. HSBC Invest direct |

It was the first time and a host of companies forming the elite list of recruiters graced our campus with a desire to come again next year.

Summer Training 2010

The summer training organized by the School of Management Sciences, Lucknow has equipped the students with hands-on skills of working in a large organization as they get acquainted in the areas of sales, marketing, finance, customer care and hone their skills in communication and presentations and self-motivation.

In all for the purpose of the summer training we received 35 offers. The highest stipend offered has been by Castrol of Rs. 15,000/month inclusive of all expenses.



Images



The major organizations who selected our students for summer training are:

- | | | |
|-----------------------|----------------------|--------------------|
| 1. KARVY | 2. HDFC BANK | 3. VAJ CONSULTING |
| 4. SIDBI | 5. FOOD COAST | 6. HINDALCO |
| 7. HDFC STANDARD LIFE | 8. HANUNG TOYS | 9. MRS BACTOR FOOD |
| 10. JSW | 11. MOTHER DAIRY | 12. CASTROL |
| 13. BHARAT PUMPS | 14. AIRTEL | 15. NTPC |
| 16. KOTAK BANK | 17. HAL(1st of June) | 18. UNION BANK |
| 19. MOSERBAER | 20. GLOBUS | 21. PEPSICO ERBAER |
| 20. GLOBUS | 21. PEPSICO | 22. TATADOCOMO |

A host of companies graced our campus for summer training selections this year offering great opportunity for our students to learn about the dynamic corporate world.

BBA PROGRAMME

School of Management Sciences has also added 3 years full time Bachelor of Business Administration (BBA) programme, affiliated to University of Lucknow, that fulfills the need of student's intellectual ability, executive personality and managerial skills through an appropriate blending of business and general education. The program assists the student in understanding and developing the unique leadership qualities required for successfully managing business functions, an organizational unit or an enterprise.

SMSIT, LUCKNOW NEWS :

1. SMS Group of Institutions, Lucknow sponsored and took active participation in the National Conference on "Advances in Management of Energy Efficiency and Clean Environment" organized by Harcourt Butler Technological Institute, Kanpur on 3rd -4th April' 2010.

2. Prof. Bharat Raj Singh, Associate Director, SMSGI, Lucknow-attended the National Conference and presented his paper on "Compressed Air Energy Storage Power Plant and its Feasibility in India" on 3rd June' 2010. He also chaired the Technical Session on 4th June' 2010.

3. Guest Lectures- as Value additions

- Prof. Misra, ME-Dep't., IET, Lucknow-delivered guest lecture on Manufacturing Process" on 10th April' 2010.
- Prof. VK Singh, HOD-EC, IET, Lucknow-delivered lecture on "Basic Electronics" on 25th April' 2010.

4. SMS Institute of Technology, Lucknow – started "Wall Magazine" of its own kind 1. by entire participation of Students from all discipline which is going to be placed on quarterly basis. It is going to explore and enhance the talent of students. Its inauguration was done on 28th April' 2010 by Hon. Sharad Singh, CEO, SMSGI, Lucknow.

5. SMS Group of Institutions, Lucknow- took lead to organize "Edu Expo" at Fanthom Hall, Ashok Marg, Lucknow on 3rd-4th June' 2010 to benefits educationist, academicians, executives and aspirants (10+2) and under graduate students for



Book on Emerging Trends in Management and Information Technology published by SMS Varanasi

An edited book on Emerging Trends in Management and Information Technology got published by SMS. This book is an attempt to throw light on the dynamic changes that are taking place in the business world and how these developments are going to shape the future. This book is edited by Prof. P.N. Jha, Director SMS, Varanasi & Dr. Amit Gautam, Associate Professor SMS, Varanasi.

From the webrelease of Claflin University, USA

Exchange Students from India Express Great Fondness for Claflin University



Mr. Upendra Pandey, Mr. Abhimanu Tripathi, Mr. Mudit Nemani and Mr. Aditya from Varanasi, India at Claflin University. They are attending summer business courses as part of an exchange program between Claflin University and the School of Management Sciences.



SMS IN CAMERA





SCHOOL OF MANAGEMENT SCIENCES

Campus : Khushipur, PO : Bachhaon (NH-2 Bypass), Varanasi - 221 011

City Office : Hathua Market Complex, Chetganj, Varanasi - 221 001

Telephones : Campus : 91-542-2271771/72, 3259266, City Office : 91-542-2415842, 3242770

Fax : Campus : 91-542-2271773, City Office : 91-542-2418742

E-mail : smsvns@satyam.net.in, **Website :** www.smsvaranasi.com



SCHOOL OF MANAGEMENT SCIENCES

CITY OFFICE

Sky Hi Chamber, 2nd Floor, 5 Park Road, Lucknow-226001 (U.P.)

Phone : 0522-2238116 : **TeleFax :** 0522-2237273

CAMPUS

PO: Kashimpur, Biruha (Lucknow-Sultanpur Road), Gosaiganj, Lucknow-227125 (U.P.)

Website : www.smslucknow.com