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VARANASI



SMS NEWS

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SCHOOL OF MANAGEMENT SCIENCES
VARANASI

DIRECTOR'S MESSAGE

SMS-newsletter though chronologically still an adolescent one, yet seems to be attaining a remarkable maturity in terms of information pertinence, punctuality in knocking the readers' doors, and maintaining compatible hues in the creative contour. Let us congratulate the periodical for successfully withstanding different ebbs & flows during its peregrination so far. We look forward to our readers' similar sanguine and robust patronage to this living souvenir of SMS Varanasi in future too.

School of Management Sciences, Varanasi, an acclaimed leader among the peers and having already attained NAAC Accreditation with Grade 'A', has been extremely conscious towards its scholastic obligations. Taking a glance on the current Annual Survey of Education Report (ASER'18) makes it apparent that India is facing a major learning crisis with foundational learning as the most critical gap. Our system of education has been dysfunctional, and most of our population is functionally illiterate. We are still far from being an educated nation. All interventions and initiatives eventually become irrelevant if the most basic learning – reading, writing and arithmetic at the foundational level – is not achieved first. Much like the Swachh Bharat Abhiyan that revolutionized society's mindset, we now need a Foundation Learning Mission with a holistic approach involving all the stakeholders.

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

I am sure you would like the issue covering a myriad of activities experienced by the SMS Varanasi fraternity during January to June, 2019.

Let me close with warm wishes.

P. N. Jha

D. Litt. (Management)



EDITORIAL TEAM

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

INTERNATIONAL CONFERENCE

SPIRITUALITY BEYOND REPERTOIRE: A LEADERSHIP KEY TO SOCIETAL HAPPINESS AND SUSTAINED HARMONY



Prof. P.N. Jha, Director – SMS, Varanasi delivering his inaugural welcome address



Dr. Pallavi Pathak, Convenor – International Conference presenting the conference theme



Dignitaries releasing the conference souvenir

SMS, Varanasi conducted its 7th International Conference from 23rd to 24th February 2019 on the topic “Spirituality beyond Repertoire: A Leadership Key to Societal Happiness and Sustained Harmony” in association with California State University, San Bernardino, USA, ASSOCHAM and Peneleh Research Institute, Indonesdia. This international conference was blessed with the deliberations of Mr. Mahesh Bhatt (Noted Film Maker, Director and Producer), Justice Girdhar Malaviya (Chancellor-Banaras Hindu University, Varanasi), Prof. Rajeshwar Acharya, (Noted Hindustani Classical Vocalist and Padamshri Awardee), Prof. B. P. Singh (Former Dean, Delhi School of Economics), Shri Shuddhanandaa Brahmchari (Founder-Loknath Divine Mission), Swami Dr. Varishtananda Ji (Ramkrishna Mission), Prof. V. S. Somnath (Director – AIMS, Bangalore) and Prof. A. K. Singh (Delhi University). The international conference witnessed the participation of more than 200 research papers from India, Denmark, USA, Indonesia and Nepal.

The international conference brought together notable academicians, researchers and knowledge seekers to explore the esoteric nature of spirituality. The participants exchanged their experiences of spiritual happiness and engage in eloquent dialogue on creating and sustaining spiritual harmony at individual and societal levels. The conference also provided a premier interdisciplinary colloquy for educators, practitioners and researchers to present and pursue their perspectives about the various connotations and applications of spirituality, happiness and harmony. On this occasion, the conference souvenir was released along with the latest issue of Scopus Indexed Journal “Purushartha”.



Mr. Mahesh Bhatt, Chief Guest of the International Conference



Prof. Rajeshwar Acharya, Guest of Honour at the International Conference

PGDM STUDENTS INTERNATIONAL TOUR TO MALAYSIA

School of Management Sciences, Varanasi organized 8 days Industrial cum Educational tour to Malaysia for PGDM students from 22nd to 30th January, 2019. The tour included visits to various industrial complexes along with national monuments. The PGDM students also had an exhaustive interaction with the students and faculty of Limkokwing University, Malaysia. The students visited the manufacturing site of Yakult and Royal Selangor. The tour also included Petronas Twin Towers, the Malaysian Prime Minister Residence office, KL tower, Sunway Lagoon, Batu Caves, Genting high-lands and Berjaya Time Square.



DIARY OF EVENTS – JANUARY

Entrepreneurship Awareness Camp

Centre for Entrepreneurship, Innovation & Skill Development (CEISD) under the Aegis of SMS, Varanasi in association with Entrepreneurship Development Institute of India, Ahmedabad Gujarat under the initiative of SMS-IQAC organized three days Entrepreneurship Awareness Camp in its premises for BCA Students from 3rd to 5th January, 2019. This Entrepreneurship Awareness Camp-2019 was sponsored under the aegis of National Science & Technology Entrepreneurship Development Board (NSTEDB), Department of Science and Technology, Govt. of India, New Delhi under its DST-NIMAT Project 2018-19. This program also witnessed the unveiling of Edited Book “Alchemy of Leadership for Innovation & Sustainability” & UGC Listed Journal “SMS Journal of Entrepreneurship & Innovation” (volume 4 issue 2, June 2018). The prominent speakers shed their knowledge and enlightened us on following topics, Historical background of Entrepreneurship and its relevance to the present scenario, Identification of opportunities for entrepreneurs, the entrepreneurial attitude and confidence which is required while facing tough challenges in their start-ups, Support and financial assistance from government agencies, banks, financial institutions, SFCs and others-securities demanded by FIIs/Banks etc.



The Inaugural session of the Entrepreneurship Awareness Camp



Annual Sports Fest

Annual Sports Day “SPORTS FEST -2019”

SMS, Varanasi under the aegis of Crest sports club held an impressive function to celebrate its Annual Sports Day, from 11th to 13th January, ‘SPORTS FEST – 2019’. Inaugurating the event, Prof. P. N Jha, Director SMS, Varanasi, said that sports helped in enhancing concentration, enhanced memory, stimulates creativity and better ability of problem solving skills in students. With the help of various sports, students develop connections that bond together people from all walks of life and make them responsible citizens. He further appealed students that wherever they go, they must carry the sportsman spirit with them. Furthermore, he highlighted the importance of sports in providing health, wealth and happiness in the life of students. On this occasion Cricket, Volleyball, Badminton, 100 Meter

Race, Tug of War, Table Tennis, Carom, Chess etc., were organized in which students from all the courses participated with great zeal and vigor. Students exhibited their talent and skill along with team spirit in all the dimensions of the sport.

Pravasi Bhartiya welcomed at SMS Campus

SMS, Varanasi welcomed Pravasi Bhartiya and Canada-India Global Firm British Columbia President and Government Relations 3A International Technology Vice President Mr. Aditya Tawatia at its campus on January 23, 2019, where he interacted with the students of various courses. Prof. P.N. Jha Director SMS welcomed the guest and also told about the various academic achievement of SMS Varanasi. Mr. Tawatia while interacting with the students told about his struggle to success journey. He also focused and elucidated the certain trait such as character-building, honesty, humility, and aspect of Indian sacraments, which are very much required to reach at phenomenal success in one’s life. He discussed about various opportunities which are available in India-Canada regarding education and employment, Indian student should take advantage of such opportunities and grow themselves; which will further leads to the development of Indian economy.



Mr. Aditya Tawatia at SMS, Varanasi campus

Workshop on “Working with DBMS in LINUX environment using PHP”

SMS Varanasi organized one day workshop on Working with DBMS in LINUX environment using PHP on 25th January, 2019 for BCA 6th Semester students. The keynoter speaker of this workshop was Mr. Jagadindu Roy Chaudhuri, System Manager (ret.), Computer Center – Banaras Hindu University. Mr. Chaudhuri in his deliberation highlighted upon the importance of LINUX as an operating system as compared to windows based operating systems in the IT companies. He also discussed in detail about various features of LINUX, how to update applications using LINUX and the future scope of using LINUX in the IT sector.



The Inaugural session of the Workshop



Republic Day celebrations at SMS

70th Republic Day Celebrations

SMS Varanasi celebrated 70th Republic Day with patriotic fervor and enthusiasm on 26th January, 2019. After the flag hoisting, the program started with the motivating speech by Prof. P.N. Jha, Director – SMS, Varanasi. In his speech he welcomed the faculty members, staff members and students to the Republic day Celebrations. He discussed about the recent achievements of India in the areas of ‘Ease of doing Business’. He mentioned that India has taken a big jump and reached to the position of 77th place among all participating countries. On that day vibrant cultural programs were presented by students of different courses.

Workshop on “Tally & GST”

A six days workshop on “Tally & GST” was organized at SMS, Varanasi for its B. Com final year students from 24th to 30th January, 2019. The resource person for the workshop was Mr. Ashish Vishwakarma Chaitanya Prabha Foundation, Varanasi, during the workshop; he focused on the importance of this workshop for commerce graduates and the importance of learning Tally. During the workshop, Mr. Vishwakarma trained students about the basics of the Tally and involved the students in making them learn about operating the Tally software in the real business scenario. He also taught the advanced features of Tally and its uses in maintaining the accounts for an organization. With the help of practical assignments he explained the actual usage of Tally software. He also discussed the about newly introduced GST to the student and its importance in current scenario.



Workshop on Tally & GST



Mr. Atul Seth Chairman - Institute of Chartered Accountant of India, Varanasi delivering his lecture at the workshop

Workshop on “Chartered Accountant-A Skill Based Entrepreneurial Avenue”

SMS Varanasi organized one day workshop on “Chartered Accountant-A Skill Based Entrepreneurial Avenue” on 29th January, 2019 for the B.Com students. The key resource person for this workshop was Mr. Atul Seth, Chairman - Institute of Chartered Accountant of India, Varanasi. Mr. Atul Seth told students about importance of chartered accountant as career option. He also said that this career option shouldn’t been seen as mere a job but this should be seen as skill based entrepreneurial avenue, it is an option which not only give freedom to work by practicing as individual but also provide jobs to many other job seekers in the market.

Tech-Series 2019

SMS, Varanasi under the aegis of the Livewire Technical Club organized a five days competition "Tech Series – 2019" from 28th January to 1st February 2019. This series was designed for MCA and BCA students, where student can take part in various challenging events. 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. Events under Tech series were, Techno Quiz Victor - online quiz event based on IT fundamentals and programming basics, Code Troubleshooter - online code troubleshooting event, Code Debugger - corrections in erroneous programs and Web Spider - a web template based on HTML/CSS/JavaScript.



Students participating in Tech – Series events

DIARY OF EVENTS – FEBRUARY

LIVE Interim Budget Session

SMS, Varanasi organized a live budget session on 1st February 2019 for the PGDM and MBA students in the conference hall of the campus. The interim budget for the financial year 2019-2020 was presented in the parliament by Mr.Piyush Goyal, Finance Minister. The faculty members of SMS, Varanasi also explained to the students the different aspects of the interim budget in this live session. This session was organized to keep the students updated on the highlights of the budget and its impact on the Indian economy.



Live session of the interim budget



The participants of the Digital Army competition with the core selection team

Digital Army Selection Process

SMS Varanasi Live wire Technical Club organized SMS Digital Army competition from 4th to 6th February 2019. The main aim for this competition was to provide a platform to the students where they can convert their knowledge into the skills like developing the thrust to know the cutting edge technology, real application of technology, team coordination capability, time management skills, leadership, and communication skills. Different wings under digital army include Artificial Intelligence, Cyber Security, Computer, Programming, System Analysis & Design, Web Technology, Mobile Application, Machine Learning / Deep Learning, DBMS, IOT, Web Marketing and Publication Relations.

Workshop on “MS Word and PowerPoint”

SMS, Varanasi organized three day's workshop on MS Word and PowerPoint for BBA-IV semester students from 5th to 7th February, 2019. The key resource persons for the workshop were Mr. Rishi Upadhyaya and Mr. Raj Govind from Sri IT Solutions Varanasi. Mr. Upadhyaya and Mr. Govind taught student the basics of MS words and PowerPoint to the students and also told importance of these tools in contemporary era. They further elucidated that one should know these basic tool to work and get absorbed in the corporate culture, as today's generation is fully dependent on digital platform. These sessions were very useful to the



Students in the Lab session of the workshop

students as they got to learn many basic and important things and to know the problems and errors which we do and get unnoticed in our day to day working activities. Final day of workshop concluded with certificate distribution to the students by the resource persons.

Workshop on “PR Skill Development & Corporate Communication”

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 & Corporate Communication” on 7th February 2019. An initiative of SMS – IQAC, this workshop was an endeavor to develop the skills of creating and enhancing public relations among the students of the MBA programme. 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, Shri Vishal Arora Unit Head – Amar Ujala, Varanasi and Shri Pradeep Upadhyay, National Executive Council Member, PRSI. Prof. P.N. Jha, Director – School of Management Sciences, Varanasi

welcomed the guest and emphasized on the media responsibility towards delivering the factual and accurate information and suggested that the PR people must ensure that fabricated and false information should not be circulated among the public and should strive towards building trustworthy and credible public relations in the country. Later, Shri Pradeep Upadhyay, introduced the students to the historical background and functions of Public Relations Society of India. Further in the workshop Shri Vishal Arora, addressed the forum and advised the students to be open to change, and criticism. Mr. Arora further added that patience, positive approach with a smiling face & empathy is necessary for PR Personnel. Shri Narendra Mehta, engaged students into a meaningful dialogue offering them practical insights about the profession and practices pertaining to public relations in Indian corporate sector.



The inaugural session of the workshop



Mr. Kuldeep Kumar interacting with the students

Workshop on “Personality Development”

SMS, Varanasi organized a two day personality development workshop for its BBA students from 8th to 9th February, 2019. The resource person for this workshop was Mr. Kuldeep Kumar, Personality Development Trainer. Mr. Kumar interacted with the students on various aspects of personality development and imparted training on attitude improvement, coming out of the comfort zone, improving communications skills, importance of personal grooming and behavioral attitude. During this workshop the students were also given tips on corporate mannerisms and job interview

Alumni meet of the Varanasi chapter of the SMS Alumni Association

11th Annual Meeting of Varanasi Chapter of SMS Alumni Association was held on 10th February, 2019 at SMS Varanasi in which more than 70 Alumni members across different courses and years attended the meet. Mr. Shivendra Singh Bisen and Mr. Ashish Chaurasia were nominated the President and Secretary of the Varanasi chapter. At the meet the alumni members were apprised about the recent developments at their alma mater. Alumni Members introduced themselves and shared their experiences during and after the college days. They offered suggestions for enriching the curriculum, brand building of SMS Varanasi, strengthening Varanasi Chapter of SMS Alumni Association. Meeting was followed by Cultural Programme presented by the students of SMS Varanasi, some of Alumni members presented song and dance performances during the cultural programme. After the cultural programmes, felicitation of Alumni members was done by the Faculty Members.



The 11th Alumni meet of the Varanasi chapter of the SMS Alumni Association

Alumni Interaction Series

SMS, Varanasi organized an Interaction with its Alumni as part of its Alumni Interaction Series on 14th February, 2019. During this Interaction Ms. Ekta Singh from Mother Dairy, Ms Ayushi Shah from SBI Life, Mr. Maharshi Narayan Shukla from Decathlon and Mr. Vinay Kumar from HUL shared their views on current marketing challenges in the corporate and how a young management graduate can prepare themselves to handle these situation. During their interaction with MBA II semester Students they shared challenges faced by them in the market and how they overcame them also emphasized on the importance of participation in different curricular as well as extra-curricular activities. They unanimously accepted that real challenge starts after joining the organization, so prepare well and utilize every bit of academic learning. They opined that a young management graduate may be given different kind of responsibilities but presentation skills are the core of any job responsibility. They encouraged students to come out of their comfort zone and work on their basic understanding of the subjects as well as their presentation skills.



Alumni interaction series held by SMS IQAC

“WEBDX” - An 8 hours continuous Brain Storming

The LiveWire Club at SMS, Varanasi organized “WEBDX” - An 8 hours continuous Brain Storming event for students of BCA 6th Semester on 16th February 2019. 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 from 11 a.m. to 7 p.m. at the Khushipur campus of SMS Varanasi. The top three teams received a certificate of achievement along with cash prize of 6,000/-, 4,000/- and 2,000/- respectively whereas all participants received the certificate of participation.

Workshop on “Video Shooting and Editing”

SMS, Varanasi organized a two day workshop on Video Shooting and Editing from 18th to 19th February, 2019 for BA (Hons.)- Mass Communication students. In this workshop the students learned the skills and techniques of shooting and editing of press conferences and other live events using state of the art equipments . Special emphasis was given on latest editing and mixing gadgets and softwares used by the leading news channels and PR studios.



Inaugural session of the workshop



Voluntary Blood Donation Camp

SMS, Varanasi under the aegis of the Rainbow (Social Welfare Club) organized a voluntary blood donation camp on 28th February, 2019 in association with S.S.P.G Divisional District Hospital, Varanasi. Students and faculty members across different courses donated blood on the occasion. At the inaugural session of the camp the students were made aware about the importance of blood donation along with the removal of misconceptions regarding blood donation. On the occasion a voluntary blood donors list of the students and faculty members was prepared and blood donor cards were distributed.

DIARY OF EVENTS – MARCH

Workshop on “Campus to Corporate: Deciphering the Selection Code”

SMS, Varanasi organized four days' workshop on Campus to Corporate: Deciphering the Selection Code, for the MBA –II year students from 1st to 4th March 2019. The resource person for this workshop was Mr. Puneet Arora, Principal Consultant and Managing Partner RV Consulting Delhi-NCR. During these four days, Mr. Arora had conducted sessions on different types of Interview Techniques and Psychometric test assessment pattern followed by the corporate sector detail. He also elucidated the ways to handle different types of Interviews. He also engaged students in different activities to make them aware of different interview skills. During the workshop Group Discussion handling techniques were also discussed.



Mr. Puneet Arora interacting with the students at the workshop



Mr. Dharmendra Kalra and Mr. Pankaj Tripathi interacting with the students

Alumni Interaction Series

SMS, Varanasi organized an Interaction with its Alumni as part of its Alumni Interaction Series on 7th March, 2019. During this Interaction Mr. Dharmendra Kalra, President Head – Micro Enterprise Banking, Yes Bank Ltd. and Mr. Pankaj Tripathi, VP – Branch Business Leader, Branch Banking, Yes Bank Ltd. shared their views on how management graduates can prepare themselves before entering the corporate sector. During their interaction with the students they shared their experiences with the students on how to cope up with the challenges of the corporate sector. They also emphasized on the importance of participation in different curricular as well as extra-curricular activities. They opined that communication and presentation skills are the core of any job

responsibility. They encouraged students to come out of their comfort zone and work on their basic understanding of the .

Celebrating International Women's Day

SMS, Varanasi celebrated International Women's Day on 8th March, 2019. The chief guest of the event was Prof. Usha Kiran Rai, Banaras Hindu University along with Ms. Sakchhi Srivastava Founder, Sparrow Cafe, Varanasi, Dr. Nisha Prakash and Dr. Samta Pandey as honorary guests. The chief guest Prof. Usha Kiran Rai said and remembered all the eminent personalities who helped in women empowerment. Ms. Sakchhi Srivastava, spoke upon the importance of Entrepreneurship for females. Dr. Nisha Prakash spoke about the importance of right diet and nutrition, and also told that nutrition is totally determined by age and state of body. Dr. Samta Pandey spoke about the importance of females in all aspects of life. This program ended with the Felicitation of guests by Prof. PN Jha.



The inaugural session of International Women's Day

Workshop on “Application Development Using Python with Django Framework”

SMS, Varanasi organized an eight days Workshop on “Application Development Using Python with Django Framework” for BCA and MCA students from 9th to 16th March, 2019. This workshop was aimed to enable our students with sufficient skills to design and develop system development from scratch by implementing all phases of development. The key resource persons for the workshop were Mr. Rohit Kumar, Mr. Brijesh Mishra and Ms. Yashi Asthana from Softpro India Computer Technologies Pvt. Limited. The main objective of this workshop was to make the students conceptually and practically aware of the upcoming technologies prevailing in the market. By the end of this workshop, students were benefitted with the knowledge and necessary skill to design and develop their own projects and to change their own ideas into real practical models using Python.



Ms. Yashi Asthana interacting with the students at the Workshop



SMS students at the special NSS camp

Special NSS Camp

A seven day special NSS camp was allotted to SMS, Varanasi students from 17th to 23rd March, 2019 at village Bhadwar, Varanasi. In this special camp a team of 100 students volunteers across all the UG courses at SMS and undertook programs like Voters Awareness Rally, Cleanliness Drive, Tree Plantation, Child Education Awareness Rally and Follow up.

“Ad-Manthan 2.0” An Ad-Film Making Contest

The Centre for Entrepreneurship, Innovation & Skill Development (CEISD) at SMS, Varanasi organized an ad film making contest ‘Ad – Manthan 2.0’ on 26th March, 2019. The esteemed panel of judges comprised of noted dignitaries from academia and corporate such as Prof. Usha Kiran Rai – Professor, Institute of Management Studies, BHU, Varanasi. Mr. Praveen Chaturvedi – Founder & CEO, Moonlight Pictures. Mr. Sandeep Rai – Founder & CEO, La-Facio Films, Varanasi. Dr Manish Arora – Coordinator, Design Innovation Center, IIT - BHU, Varanasi. 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 inaugural session of the contest

DIARY OF EVENTS – APRIL

Aprajita: 100 Million Smiles” Workshop

SMS, Varanasi organized a self defence Karate training workshop under Mission ‘Aprajita’ in association with Amar Ujala and Vodafone Sakhi on 2nd April, 2019. Girl students from all the courses participated in the event with great enthusiasm. Ms. Divya and Ms. Anita from Manav Academy of martial arts, taught the students how to safeguard themselves in any kind of adverse situations. Students were also taught the right way to punch with other karate techniques. Vodafone sakhi motivated students that in case any person during their travel try to harass or harm them, they should not keep quiet rather they should become rebellion and face them with confidence and attitude. Students were also told about the different features of Vodafone sakhi services where they learned how they can send location alert even if there is no balance and internet connection, they also got to know about recharging their phone without giving their number.



Girl students learning Martial Arts at the workshop



Students giving their presentation at the contest

“Jan Samadhan 1.0”- A Public Policy Contest on traffic problems in Varanasi

Center for Entrepreneurship, Innovation & Skill Development (CEISD) at SMS, Varanasi organized “Jan Samadhan-1.0” a Public Policy Contest on the theme “Traffic Problems in Varanasi” on 4th April, 2019. The distinguished judges of this contest were, Shri Padampati Sharma, Veteran Journalist, Prof Ashish Bajpai from Institute of Management Studies, BHU, Shri Chetan Upadhyaya, Founder, Satya Foundation and Shri Manish Khattri, Famous Photo Journalist. The main aim of this contest was to develop constructive skill, social consciousness, and social problems solving ability in students. This program mainly focused on traffic problems which are prevailing in Varanasi. In this competition 10 teams registered who were from different

stream in SMS Varanasi. Each team was assigned different busiest crossroads in Varanasi and was asked to study the problems faced at respective crossroads for 02 months and come up with constructive solution. The distinguished panel of judges appreciated the institute’s endeavors to impart creative and practical knowledge to the students by organizing such programmes and expressed happiness over students’ intellectual capabilities.

“Tech Marathon 7” - A 16 Hrs. Techno Brain Race

SMS, Varanasi under the aegis of LiveWire-Technical Club organized ‘TECH MARATHON-A 16hrs Techno Brain Race-7’ event for the MCA 4th students & WebDx Winners from 6th to 7th April, 2019. The focal appeal of this competitive event was that the students had to form a team of four participants to develop a Web Application within a time limit of 16 hrs. The key features of this event were:

- Event Objective: Team work, meeting dead-lines, perform in stress conditions.
- Duration: 16 hrs. (05:00 PM, 06th April 2019 to 09:00 AM, 07th April 2019).
- Task: Students were expected to form an automated J-ESS web based system for a dummy institution.

Top three winners of the competition were provided cash prizes of Rs. 8,000; Rs. 6,000 & Rs. 4,000 in accordance with their position.



Task objectives being explained to the participants of Tech Marathon

Workshop on “GET ACQUAINTED WITH WORDPRESS for CMS”

SMS, Varanasi organized a workshop dedicated to raise awareness about free and open source software and coding culture titled “GET ACQUAINTED WITH WORDPRESS for CMS” on 10th April, 2019 for its BCA and MCA students. The resource persons for this workshop were, Mr. Harshit Srivastava, Mr. Abhishek Prakash, Mr. Naveen Khawar, Mr. Amit Kumar Singh and Mr. Akshat from VARANASI FOSS Community. The main objective of this workshop was to create awareness about using WordPress, developing plugins for WordPress platform and other career opportunities around it, as well as other Open source software which are available.



Students interacting with VARANASI FOSS delegates



Dr. Rohini Singh and Ms. Rashmi Singh conducting the workshop

Workshop on “Change Your Future with Psych-K”

SMS DIGITAL ARMY under the banner of LiveWire- Technical Club at SMS, Varanasi organized a workshop on Change Your Future with Psych-k on 11th April 2019. This workshop was organized for MCA students with aim to give the right direction to their actions, reactions and thoughts so that students can attain to their predetermined goal. The key resource persons for this workshop were Dr. Rohini Singh, specialization in Child Psychology Guidance & Counseling and Ms. Rashmi Singh, PSYCH-K Facilitator, Psych-K. Psych-K is a self-help tool developed by Robert M. Williams in 1988 for change in feelings, behavior and the way one interacts with life.

Mr. Perry Lang, Noted Hollywood Director, Actor and Writer at SMS, Varanasi

Mr. Perry Lang, Noted Hollywood Director, Actor and Writer visited SMS, Varanasi campus on 12th April, 2019 and interacted with the PGDM and Mass Communication students. He discussed about the intricacies and challenges of Film making emphasizing on how Film Director needs to be a good manager first. The programme was organized under the aegis of ‘Box Office’ – The Film Appreciation Program, SMS Varanasi under the guidance of Mr. K.K. Bajpai, Coordinator of the Club. Registrar, Mr. Sanjay Gupta, felicitated the guest.



Mr. Perry Lang at the SMS, Varanasi campus



AICTE team members appreciating the library of SMS

AICTE team visit to SMS

In response to application submitted by SMS, Varanasi to increase the intake of its MBA course, a three member team of All India Council for Technical Education visited the campus. The team was given a successful tour of the campus and they appreciated the infrastructure and the various facilities given to the students by SMS. Based on their recommendations the intake of the MBA course got increased to 180 from 120.

DIARY OF EVENTS – MAY

Workshop on “Intellectual Property Rights”

SMS, Varanasi organized a one day workshop on Intellectual Property Rights: In the Current Perspectives of Researches in Higher Education on 6th May, 2019 for the faculty members in the conference hall. It was the first programme under the aegis of CARD (Centre for Advance Research and Development), SMS, Varanasi. The key note speaker of the workshop was Prof. R. K. Murali, Professor, Faculty of Law, Banaras Hindu University. An insightful welcome address was given by Prof. P. N. Jha, director, School of Management Sciences, Varanasi wherein he emphasized that it is a matter of intellectual consciousness that SMS is organizing a workshop on such a contemporary and highly demanding issue. Prof. Murali discussed in detail about the various concepts associated with Intellectual Property Rights like trademarks, patents, copyrights etc. He opined that a trademark is a mark, which is used in trade, and it should be distinctive which enables the customer to identify the product in a market amongst various other products. He further elaborated about patent which is an agreement between the person's inventions and government bodies. Prof. Murali was felicitated by Prof. P. N. Jha, director, SMS and the vote of thanks was given by Prof. R. K. Singh, Dean (R&D) & Chairperson CARD, SMS Varanasi.



Inaugural session of the workshop



Mr. K.K. Bajpai conducting the workshop

IQAC Workshop on “Microsoft Office – Tricks and Trade”

SMS, Varanasi organized a one day workshop on Microsoft Office – Tricks and Trade, an initiative of the Internal Quality Assurance Cell (IQAC) for the non-teaching staff of the institute. The workshop was conducted by Mr. K.K. Bajpai, Associate Professor-SMS, Varanasi. In this workshop Mr. Bajpai explained to the participants about the recent updates of MSOffice and demonstrated some useful shortcuts and tips to become more efficient in using MSOffice. The participants were also given live exercises to practice the new skills that they learned in the workshop.

“Skill Development Workshop” for Class IV Employees

SMS, Varanasi organized a one day “Skill Development Workshop” an initiative of the Internal Quality Assurance Cell (IQAC) for Class IV Employees on 1st June, 2019. The motive behind this workshop was to make class IV employees aware about Pradhan Mantri Kaushal Vikas Yojana (PMKVY) scheme and its benefits. The key resource person for this workshop was Mr. Kartikeya Singh, Assistant Professor – SMS, Varanasi. He discussed in detail about Pradhan Mantri Kaushal Vikas Yojana (PMKVY), where he touched the topic like automobile, electronic, health care, hospitality, telecommunication, and told them about availability of avenues in these sectors. Mr Singh also told them that one can also go for part timejob in these sectors through PMKVY without leaving his current job, so that they can increase their source of income and improve their standard of living.



Mr. Kartikeya Singh conducting the workshop

DIARY OF EVENTS – JUNE

National Workshop on “Discovering Statistics Through SPSS and EXCEL for Crafting Cutting Edge Research”

Centre for Advance Research & Development (CARD) at SMS, Varanasi organized a seven days National Workshop on “Discovering Statistics through SPSS & EXCEL for Crafting Cutting Edge Research” from 3rd to 10th June, 2019. The eminent resource person for this workshop was Prof. G.P. Singh, Department of Statistics, Institute of Science, Banaras Hindu University. Prof. P. N. Jha presented his Welcome Address on the inaugural session by welcoming all the participants from all over the India and threw light on the changing dynamics of researches in the various dimensions of higher education. Convener of the Workshop Prof R. K. Singh presented the theme of Workshop whereas Coordinator of Workshop Mr. Kartikeya Singh illustrated the entire programme format to be conducted in the various sessions of the entire seven days national workshop. Over Forty Faculties members and Research Scholars from the various Universities and institutes from over the India participated in this National Workshop. The participants were trained in a customized manner on various theoretical and practical aspects and applications of the SPSS and EXCEL.



Prof. G.P. Singh deliberating at the workshop



A snapshot of Chitkul on the Sino-Indian border

Spiti Valley Calling

Two Assistant Professors at SMS, Varanasi, Mr. Sunit Kr Mishra & Mr. Rohit Mehta as members of Banaras Bullet Bikers Club went for road to Lahaul, Spiti in Himachal Pradesh by Bullet motorcycle covering a distance of 3884 kms. The trip covered the flats, and the mountainous regions of Shivalik and Mighty Himalayas, witnessing quintessential beauty of apple orchids in Shimla and Narkanda till the mountains of Chitkul on the Sino-India border. They then moved to Hikkim, the highest post office in world, to Komic, which is the world's highest village till Kibber and the magnificent Kee Monastery was also en- route to experience the splendid enchantment of Buddhism. The final destination was one of the highest mountain pass viz. Kunjom La, situated at the 4500 meters above sea level.

8th Annual Meeting of Delhi Chapter of SMS Alumni Association

The 8th Annual Meeting of Delhi Chapter of SMS Alumni Association was held on 15th June, 2019 at PHD Chamber of Commerce and Industry, New Delhi. More than 70 Alumni members across different courses and years attended the meeting. Mr. Amitabh Pandey, Associate Professor, SMS Varanasi and Convener, SMS Alumni Association and Mr. Shambhu Sharan Sriavstava, Associate Professor, SMS Varanasi and Member, SMS Alumni Association, welcomed the Alumni Members. Mr. Amitabh Pandey, apprised the participants of the Alumni meet about the recent developments at SMS Varanasi with the help of a brief Power point presentation. Mr. Biplab Sengupta, Coordinator, Delhi Chapter of SMS Alumni Association, put forth the agenda of the meeting, Pointers were given to the members and the floor was open for discussion. Alumni Members introduced themselves and shared their experiences from and after the college days. They offered suggestions for enriching the curriculum, brand building of SMS Varanasi, strengthening Delhi Chapter of SMS Alumni Association. Meeting was followed by dinner and felicitation of Alumni members.



Mr. Amitabh Pandey appraising the Alumni Members about the recent developments at SMS

Techno Camp-2019

One week 'Techno Camp-2019' was organized at SMS, Varanasi from 15th to 21st June, 2019 by the banner of Live Wire- Technical Club. The event held with the concept 'No Barrier between you & Technology' and more than 30 participants of different courses like BBA, BCA, MCA, BMS etc. from different institutions participated in this event. The 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 the best possible knowledge in the upcoming one week time of the workshop. The program witnessed the grand presence of participants from various institutions of Varanasi and from other cities and states like IET Lucknow, Mumbai University. Certificate of Participation, TOP-3 Trophies of each track were distributed to the participants by Prof. P. N. Jha, Director, SMS Varanasi, and Mr. Sanjay Gupta, Registrar, SMS Varanasi.



Winner and participants of Techno Camp -2019



Dr. Shailendra motivating the participants to practice yoga

International Yoga Day observed at SMS

SMS, Varanasi celebrated 'International Yoga day' in its campus on 21st June, 2019. Yoga session was conducted in presence of famous Yoga-Guru of Varanasi, Dr. Shailendra which was attended by the all the faculty and staff members along with few students of the institute. The session started with the welcome address by Prof. Sandeep Singh Dean – Development and Students Affairs, Head of Department – Management and Chairperson – CSHE, 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. Singh highlighted the importance and need of yoga in our daily life. Dr. Shailendra shared his valuable insights 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, yog nidra and do's and don'ts for a good yoga practitioner.



SMS
VARANASI

ACCREDITED 'A' GRADE BY NAAC



SCHOOL OF MANAGEMENT SCIENCES
VARANASI

Organizes Two Days

International Conference

"Bhagavad Gita and Ramayana as Perennial Sources of Leadership"

Date: 15-16 Feb, 2020

ACTIVITY DAY

The last working day of the month at SMS, Varanasi is celebrated as an Activity Day in which students across various courses participate in order to showcase their talents in a wide range of events beyond their academic syllabus. Some snippets of the different activities are being showcased in this section.



FAREWELL – TIME TO SAY GOODBYE



BBA Farewell Party



MBA Farewell Party



PGDM Farewell Party



PGDM Farewell Party



BCA Farewell Party



B.Com Farewell Party

OUTSTANDING PLACEMENTS



As a result of the commendable efforts of the Training & Placement cell at SMS, 56 companies visited for the campus placement drive to recruit students from both the undergraduate and postgraduate courses. Leading companies from across FMCG, Telecommunication, Consumer Durables, Banking & Finance, IT, Cement, Luxury & Lifestyle, Sports and Manufacturing sectors participated in the placement drive of the institute. A few snippets of the placement drive are being showcased in this section.



FACULTY ACHIEVEMENTS

FACULTY MEMBERS QUALIFIED IN NPTEL EXAMINATIONS (JANUARY – JUNE 2019)



Dr. Aditya Kumar Gupta

Associate Professor

NPTEL Course : Big Data Computing

Certification : Elite



Mr. Ram Gopal Gupta

Associate Professor

NPTEL Course : Programming in Java

Certification : Elite & Gold



Ms. Sripriya Roy Chowdhuri

Teaching Associate

NPTEL Course : Problem solving Through Programming In C

Certification : Elite



Mr. Amit Kumar Bhanja

Assistant Professor

NPTEL Course : Soft skill For Business Negotiations And Marketing Strategies

Certification : Elite & Gold



Mr. Chandrashekhar Singh

Assistant Professor

NPTEL Course : Services Marketing: A Practical Approach

Certification : Elite



Dr. Shishir Kumar Gujrati

Assistant Professor

NPTEL Course : Marketing Research and Analysis –II & Financial Institutions and Markets

Certification : Elite



Dr. Veenita Singh

Assistant Professor

NPTEL Course : Financial statements Analysis and Reporting

Certification : Elite



Mr. Vir Pratap

Assistant Professor

NPTEL Course : Marketing Mgmt. -II

Certification : Elite & Gold



Mr. Aviral Mishra

Assistant Professor

NPTEL Course : Consumer Behaviour

Certification : Elite & Silver



Dr. Saurav Kumar

Assistant Professor

NPTEL Course : Sales and Distribution Management

Certification : Elite



Mr. Purnendu Kumar Patra

Assistant Professor

NPTEL Course : Business Statistics

Certification : Elite

FACULTY MEMBERS SUCCESSFULLY COMPLETED SWAYAM ARPIT ONLINE COURSE (ONLINE REFRESHER COURSE IN MANAGEMENT) OFFERED BY BANASTHALI VIDYAPITH



Dr. Sandeep Singh

Professor

Course : Online Refresher Course
in Management

Certification : Swayam ARPIT Online Course



Dr. Amit Kishore Sinha

Associate Professor

Course : Online Refresher Course
in Management

Certification : Swayam ARPIT Online Course

FACULTY ACHIEVEMENTS

Dr. Raj Kumar Singh

Professor



- Published an Edited book as a co-author with Prof P N Jha and Prof Kamal Sheel Mishra , titled “ Alchemy of Leadership for Innovation and Sustainability” published by MRI Publications Pvt Ltd., Lucknow with ISBN : 978-93-86142-23-8.
- Invited by The Design Innovation Centre, IIT-BHU Regarding My Deliberation Related With The Design Innovation, Design Thinking Process, Innovation Management, Prototype Development Dimension, Its Feasibility Analysis And Business Model Preparation For Startups Entrepreneurs on 10th January, 2019.
- Invited as a Key Resource Person To Take Full Day Session During The Faculty Development Programme On Entrepreneurship Development (Duly Sponsored By DST, Govt. Of India) Organised By The Entrepreneurship Development Cell, MITS, Gwalior on 13th January, 2019.
- Conducted a Management Development Programme on “Entrepreneurship Development For Startups” for the Directors, Deputy Directors and Asstt. Directors of Ministry of MSME , Government of India , from 14th to 17th Feb’2019, at Vegamon, Near Kochi, Kerala.
- Invited As A Guest of Honour for the Annual Inter Institute Management Fest "RANSANGRAM 5.0" of Institute of Management Studies, BHU on 12th March, 2019.
- Invited for Deliberation In MCIIIE of IIT, BHU On “Innovation & Leadership For Budding Startups" During The Workshop "Inception Hunt" For Aspiring Startups & Innovators, organized by Sponsoria on the 17th March, 2019.
- Invited as Guest of Honour and Resource Person during the national Conference RAMTECH organized by the Rajashri School of Management & Technology, Varanasi on 5th April, 2019.
- Invited by Heritage World School as Chairman of the Selection Committee of Heritage World School for the appointment of their Principal and Vice-Principal on 28th May and 2nd June, 2019.
- Invited as Chairman of the Public Relations Society of India, Varanasi Chapter on the Occasion of National Public Relations Day During A Seminar On The Theme "One Nation , One Agenda , One Voice" Jointly Organised By The Public Relations Society of India And Sampurnanand Sanskrit University, Varanasi on 20th April, 2019.

Dr. Arun Kumar Singh

Professor

- Participated in International Conference on “Spirituality beyond Repertoire: A Leadership Key to Societal Happiness and Sustained Harmony” held at SMS Varanasi on 23-24 Feb 19 and Chaired a Technical Session.
- Participated in the 7 day National Workshop on “Discovering Statistics Through SPSS and EXCEL for Crafting Cutting Edge Research” organised by Centre for Advance Research & Development (CARD) at SMS Varanasi (03-10 June 2019).



Mr. Shambhu Sharan Srivastava

Associate Professor

- Attended a One Week Faculty Development Program organized by Electronics and ICT Academy, IIT Roorkee, on “Deep Learning and Applications”, during the period of 27th May, - 31st May, 2019.
- Attended a National Conference on “ Emerging Trends in Science, Technology and Management”, in Ashoka Institute of Technology and Management, Varanasi on 2nd and 3rd November, 2018 and also presented a paper titled “A Reliable Network Security System: Factors affecting the system efficiency”.
- Attended a One Week Faculty Development Program organized by Institute of Engineering and Rural Technology, Allahabad and Dr. A.P.J. Abdul Kalam Technical University, Lucknow on “Advancement in Machine Learning for Business Intelligence: Concepts, Techniques and Applications”, during the period of 26th February, - 2nd March, 2019.



Dr. Pallavi Pathak

Associate Professor

- Attended One day Workshop on NAAC Awareness Programme (NAP) organised by IQAC , Mahatma Gandhi Kashi Vidyapith, Varanasi and sponsored by NAAC , New Delhi & UP State Higher Education Council, Lucknow on March 26, 2019.
- Presented the Paper titled, “India’s Position in the Human Development Index: Roadblocks for the Ascent” in the National Seminar on Recent Advances in Management & Technology held at Rajarshi School of Management and Technology, Varanasi on 4-5 April, 2019.
- Published research paper “Agent Mediated Code Comprehension: A Cognitive Challenge” in Scopus, Elsevier and UGC listed Approved journal named “Purushartha” Vol. XI, No.2; September 2018 - February 2019. ISSN: 0975-024X (Print Version); ISSN: 2456-1371 (Electronic Version) doi: 10.21844/pajmes.v11i2.14628.



Mr. Amitabh Pandey

Associate Professor

- Delivered an Invited lecture on “Marketing for Entrepreneurs” in a DST-NIMAT Entrepreneurship Awareness Camp organized @ Kashi Institute of Technology, Varanasi on October 10th, 2018.
- Research Paper Titled “Measuring the Relationship between Corporate Social Responsibility and Corporate Image: A Case Study Of Bharti Airtel Ltd. And Bharat Sanchar Nigam Ltd (Bsnl)” has been published in the latest issue of SMS Journal of Entrepreneurship Innovation, ISSN: 2349-7920, Vol. 5, No.1, December 2018.



Mr. Ram Gopal Gupta

Associate Professor

- Attended One Week FDP on “Advancement in Machine Learning for Business Intelligence: Concepts, Techniques and Applications” sponsored by TEQIP-III project of Dr. APJ Abdul Kalam Technical University, Lucknow at Dept. of CSE, IERT Allahabad from 26th February to 2nd March, 2019.
- Invited as the Judge for Web Designing competition of Vividha-2019- an inter-college youth fest at Sunbeam College for Women, Bhagwanpur held on 2nd & 3rd February, 2019.
- Attended a one and half week NPTEL-AICTE Faculty Development Program on “Programming in Java”.



Dr. Aditya Kumar Gupta

Associate Professor

- Received Certificate of Appreciation for instrumental role as SPOC for SWAYAM-NPTEL Local Chapter, for Active SPOC based on Candidate Performance for Jan-June 2019 Semester, by Director NPTEL-PIC, IIT Madras.
- Presented a paper "Community Computing for National Data Centres : An Approach towards E-Governance through Big Data", in National Seminar on "Recent Advances in Management & Technology" Organized by Rajshri School of Management and Technology Varanasi in Association with Mahatma Gandhi Kashi Vidyapith Varanasi from 4th to 5th April, 2019.
- Presented a Paper Aditya K Gupta, "Samajik Samrasta evam Mahamati Prannath ki Vani" in International Conference on "Sant Sahitya aur Mahamati Prannath" Jointly organized by Bharat Adhyan Kendra, Banaras Hindu University and Mahamati Prannath Sahitya Parishad Surat from 11th to 12th March, 2019.
- Presented a Paper, "Actualizing yourself for Happy & Balanced Life: Spiritual Path for writing Self Code of Conduct", in the 7th International Conference "Spirituality beyond Repertoire : A Leadership Key to Societal Happiness and Sustained Harmony" organized by School of Management Sciences Varanasi, from 23rd to 24th February, 2019.



Dr. Bhavana Singh

Assistant Professor

- Presented a paper on "A comparison of FMCG industry in India and USA" The case of laundry detergent market" in the National Conference on "Innovation in Business Practices" held on 2nd March, 2019 organised by Institute of Management Studies, Banaras Hindu University in association with AIC- Mahamana Foundation for Innovation & Entrepreneurship-IM-BHU.
- Participated in 4th International Yoga Day – a cause supported by Hindustan, organised by Mahatma Gandhi Kashi Vidyapith, Varanasi, directed by Ministry of Youth Affairs Sports Government of India and UGC, New Delhi.
- Presented a paper on " Role of journalism in incorporating societal changes" in the National Seminar on "Hindi Patrakarita: Kal Aur Aaj" held on 30th May, 2019 organised by Department of Journalism & Mass Communication, Mahatma Gandhi Kashi Vidyapith, Varanasi, UP & Prakshit Patrakar Association (PPA), New Delhi.
- Presented a paper on "Strategies to cope stereotypes in a negative work climate" in the National Seminar on "Gender Stereotyping in Occupational Choices: Impact on Women held on 4th May, 2019 organised by Campus Placement Cell, University Employment Information and Guidance Bureau and supported by National Commission for Women, at Mahatma Gandhi Kashi Vidyapith, Varanasi, UP.



Dr. Saurav Kumar

Assistant Professor

- Secured one week FDP certificate from NPTEL-AICTE for attaining the course "Sales and Distribution Management" in April 2019.
- Presented a paper on," Product marketing and Spiritual Organization: An analysis" in the international conference on "Spirituality beyond Repertoire: A leadership key to societal happiness and sustained harmony" Organized by School of Management Sciences, Varanasi in Feb. 2019.



Mr. Chandrashekhar Singh

Assistant Professor

- Successfully completed Google Digital Unblocked online certification on "Fundamentals Of Digital Marketing" on 27 April 2019.



Dr. Anil Kumar Singh

Assistant Professor

- Published a paper titled, "A Noble Watermarking Scheme Based on Spatial Domain Approach with Pixel Exchange and Compressive Sensing" in the proceedings of International Conference on Sustainable Computing in Science, Technology and Management (SUSCOM), Amity University Rajasthan, Jaipur - India, February 26-28, 2019.
- Presented a paper titled, "Spiritual Intervention as an antidote for addiction" in the 7th International Conference, "Spirituality beyond Repertoire: A Leadership Key to Societal Happiness and Sustained Harmony", organized by School of Management Sciences, Varanasi from 23rd -24th February, 2019.
- Presented a paper titled, "Women Entrepreneurs and Impediments in Digital Ecosystem: A case of Arunachal Pradesh" in the National Conference on Innovations in Business Practices organized by Banaras Hindu University on 2nd March 2019.


Mr. Purnendu Kumar Patra

Assistant Professor

- Presented a paper titled "A Review of Contemporary Global Literature about studies on Fortune at the Bottom of the Pyramid" in the 7th International Conference, "Spirituality beyond Repertoire: A Leadership Key to Societal Happiness and Sustained Harmony", organized by School of Management Sciences, Varanasi from 23rd -24th February, 2019.
- Contributed a chapter titled "A Review of Contemporary Global Literature about studies on Fortune at the Bottom of the Pyramid" in an edited book by Excel Publications, New Delhi.
- Participated in a 7-day workshop titled "Discovering Statistics through SPSS and Excel for Crafting Cutting-edge Research" organized by "Center for Advance Research & Development (CARD), School of Management Sciences, Varanasi from 3rd to 10th June, 2019.


Mr. Vir Pratap

Assistant Professor

- Successfully completed ARPIT program on "Introduction to Marketing Essentials" by securing 80 % marks; conducted by SWAYAM (IIM, Bangalore) on 23rd May, 2019.


Dr. Bharat Kumar

Assistant Professor

- Ph.D. thesis on the topic, "Polarization of Non Jat Voters and the Politics of Election Campaign", in the department of Journalism, Jagannath University has been awarded under his supervision on December 26, 2018.
- A research paper titled, "Paid News: A danger to the democracy" accepted for publication by a UGC referred journal, The International Journal of Science and Research (IJSR).
- Also contributed in the Vishwa Kosh of Kendriya Hindi Sansthan, Govt of India, for Hindi journalistic terms and words.
- Published a research paper titled, "Trend of Paid News in India", in International Journal of Science and Research, volume 8, Issue 6, June 2019.


Mrs. Anju Singh

Assistant Professor

- Presented a paper on "Digital Transformation, backbone for GST implementation in Indian Economy" in the National Seminar on Recent Advances in Management and Technology held on 4th & 5th April, 2019 organized at Rajarshi School of Management & Technology - [RSMT], Varanasi, U.P. in association with Mahatma Gandhi Kashi Vidyapith, Varanasi, U.P.



- Presented a paper on "Opportunities for women in Occupational Choices." in the National Seminar on Gender Stereotyping in Occupational Choices: Impact on Women organised by Campus Placement Cell, University Employment Information and Guidance Bureau and supported by National Commission for Women held on 4th May, 2019 at Mahatma Gandhi Kashi Vidyapith, Varanasi, U.P.
- Presented a paper on "Impact of Globalization on Hindi Patrakarita" in the National Seminar on Hindi Patrakarita : Kal aur Aaj held on 30th May, 2019 organised at Department of Journalism and Mass Communication, Mahatma Gandhi Kashi Vidyapith, Varanasi, U.P. & Prashikshit Patrakar Association (PPA).
- Participated in Faculty Development Programme on "Advanced Research Methodology and Writing High Quality Research Paper for Scopus Indexed Journals" held on June 24-30, 2019 at Jaipuria Institute of Management, Indirapuram, Ghaziabad in association with Dr. A.P.J. Abdul Kalam Technical University, U.P. Lucknow.

Dr. Veenita Singh

Assistant Professor



- Qualified UGC-NET in the subject of Commerce on 5th January, 2019.
- Published the paper titled, "Gender Issues In Indian Agriculture Sector " in the Edited Book, "Paradigm Shift In Agribusiness" published by Swaranjali Publication, Ghaziabad, ISBN: 978-93-87662-56-8; January, 2019.
- Presented The Paper On "CSR and Tribal Development: A Case Study of Tata" in the National Conference On "Corporate Social Responsibility And Tribal Development" organized by Department Of Tribal Resource Management, School Of Resource Management, Kalinga Institute Of Social Sciences(KISS) Bhubaneswar in February, 2019.
- Presented the paper titled, "Workplace Spirituality- the Spirit of Business Organization in the Modern Era" in the 7th International Conference on "Spirituality Beyond Repertoire: A Leadership Key to Societal Happiness and Sustained Harmony", organized by School of Management Sciences, Varanasi from 23rd to 24th February, 2019.
- Acted as the editor of the edited book titled, "Changing Horizons of Indian Business" published by Bharti Publication, New Delhi, ISBN: 978-93-86608-83-3; March, 2019.
- Published the paper titled, "Impact of SHGs on Women Section: A Case Of Selected Districts Of U.P." in the edited book "Changing Horizons of Indian Business" published by Bharti Publication, New Delhi, ISBN: 978-93-86608-83-3; March, 2019.
- Published the paper titled, "ICT: A Paradigm Shift in Promotion of Agricultural Products", in the Scopus Indexed Journal, "International Journal of Recent Technology and Engineering (IJRTE)" ISSN: 2277-3878, Vol. 7 Issue-6; March 2019.
- Qualified the "NPTEL Certification Course" in the subject, "Financial Statement Analysis And Reporting" with an Elite Certificate by scoring 71%.
- Attended the 7 days Workshop on "Discovering Statistics through SPSS & Excel for Crafting Cutting Edge Research" organized by "Center for Advance Research & Development (CARD), School of Management Sciences, Varanasi" from 3rd to 10th June, 2019.
- Awarded As "Doctorate of Philosophy (D.Phil.)" in the Commerce Stream from Department of Commerce & Business Administration, University Of Allahabad on 10th June, 2019.

Dr. Sofia Khan

Assistant Professor



- Attended and actively participated in the Discussion Session at International Collaborative Workshop/Seminar on "Women's World of Work: Issues and Challenges held on 7th June, 2019 organized by Department of Economics, DAV PG College Varanasi in collaboration with School of Social Sciences, University of Manchester , UK under the aegis of IQAC.
- Presented a paper entitled "Role of Social Media in Showcasing Women Injustices and Atrocities" at National Seminar on "Hindi Patrakarita: Kal or Aaj" held on May 30, 2019 organized by Department of Journalism & Mass Communication, Mahatma Gandhi Kashi Vidyapith, Varanasi in association with Prakshit Patrakar Association (PPA), New Delhi.
- Presented a Research paper entitled "Challenges and Solutions: The Experiences of Faculties in Higher Education" at Two Days National Seminar on Evaluation in Education: Challenges and Solution held on May 27-28, 2019 organized by Department of Education, Mahatma Gandhi Kashi Vidyapith, Varanasi.
- Received a Special Mention Award at 1st Indique Law Online Blog Writing Competition held on 25th May, 2019.

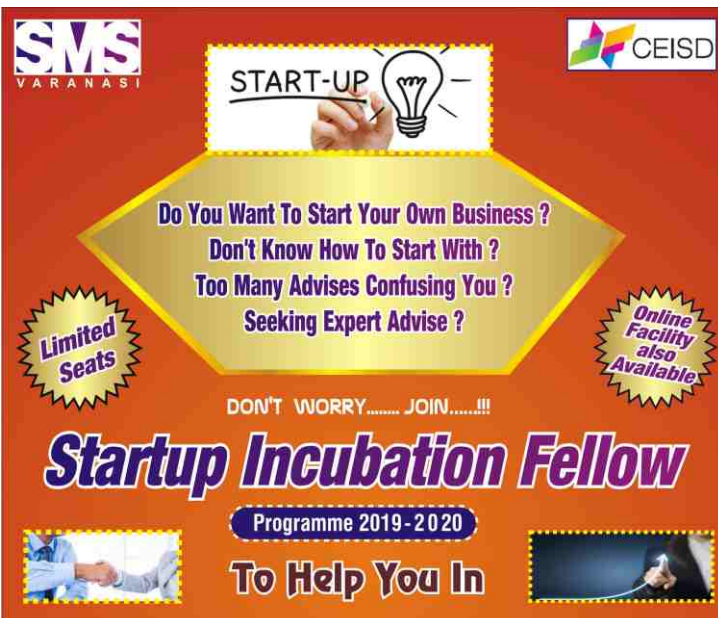
- Presented a Research paper entitled "A Competitive Analysis of Top Two Big E-Tailers: Flipkart and Amazon" at National Seminar on Recent Advances in Management & Technology held on April 04 – 05, 2019 organized by Rajarshi School of Management and Technology, Varanasi.
- Presented a Research paper entitled "Innovations and Business Idea Incubation: Institutional Support" at National Conference on Innovations in Business Practices held on March 02, 2019 organized by Institute of Management Studies, Banaras Hindu University, Varanasi in association with AIC- Mahamana Foundation for Innovation & Entrepreneurship – IM BHU.
- Presented a Research paper entitled "Culture of Spirituality: Happiness & Success at Workplace" at 7th International Conference on Spirituality beyond Repertoire: A leadership Key to Societal Happiness and Sustained Harmony held on Feb 23 - 24, 2019 organized by School of Management Sciences, Varanasi.
- Taken a session on "Support and financial assistance from Govt. agencies, banks, financial institutions, SFCs and others-securities demanded by Fls/Banks etc." at Entrepreneurship Awareness Camp – 2019 Under DST-NIMAT Sponsored Project (2018-2019) held from January 3- 5, 2019 organized by Centre for Entrepreneurship, Innovation and Skill Development (CEISD), A centre of Excellence of School of Management Sciences, Varanasi in Association with Entrepreneurship Development Institute of India.
- Research Paper entitled "A Competitive Analysis of Top Two Big E-Tailers: Flipkart and Amazon" Published in an Edited Book (ISBN No- 978-93-86608-94-9) – Recent Advances in Management & Technology (Proceedings of Conference), 2019 (Bharti Publications).
- Research Paper entitled "Innovations and Business Idea Incubation: Institutional Support" Published in an Edited Book (ISBN No- 978-93-86608-86-4) - Innovations in Business Practices (Proceedings of Conference), 2019 (Bharti Publications).
- Research Paper entitled "NRLM Programme: Progress of Women Entrepreneurs with Special Reference to Varanasi District" published in SMS Journal Management Insight (ISSN No. 0973936X Print) (ISSN No. 24560936 Online) Vol. XIV, No. 2; Pp 66-71.



Ms. Sripriya Roy Chowdhuri

Teaching Associates

- Earned "Mentor Certificate" from NPTEL for mentoring students for the course "Problem Solving Through Programming in C" (Jan-Apr 2019)



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For Registration Contact

Prof.(Dr.) Raj Kumar Singh

Professor, Dean (R&D) & Chairperson

Centre For Entrepreneurship, Innovation & Skill Development (CEISD)
 (Business Incubation Cell)

Mobile : 7617018890, E-Mail : rksingh@smsvaranasi.com

SCHOOL OF MANAGEMENT SCIENCES

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NATIONAL CONFERENCE ON EMERGING DIMENSION IN ARTIFICIAL INTELLIGENCE AND SOFT COMPUTING



19th & 20th October 2019 | Venue: SMS, Varanasi



ABOUT SMS

School of Management Sciences was established as an autonomous institution of higher learning in 1995 at Varanasi.

The institute was established to provide Technical and Management education of highest quality to the students and making them not only skillful but also a human being full of ethical and moral attributes. The institute has been awarded with "A" grade by NAAC. We are ranked amongst the top 50 B-Schools in the country and has been awarded at many national and international forums for its achievements. We are working with an aim to inculcate in our students with the value system that shape them into a better citizen who could contribute decisively towards the progress of the industry.

THEMATIC CLUSTER

Agriculture
Banking and insurance
Big Data Technology Computing
Chat bots
Cognitive Science
Business Analytics
Decision Theory
Deep Learning
Optimum Design
Digital Education
Evolutionary Computing
Feature Engineering
Medical Diagnosis & Health Care
Industry 4.0

Machine Learning
Algorithm
Marketing Analytics
Neural Language Processing
Recommender system
Retail
Robotics
Social Media
Support Vector Machine
Text Mining
Predictive Analytics
Emotional Analysis
HR Analytics
Trend Analytics
Market Basket Analysis

CONFERENCE SESSIONS

- Plenary Sessions
- Technical Sessions and Paper Presentation

IMPORTANT DATES

Abstract Submission : 20th September, 2019
Communication of Acceptance : 25th September, 2019
Full Length Paper Submission : 30th September, 2019

All Correspondence regarding Abstract and Paper submission are to be done through e-mail:
techcon2019@smsvaranasi.com
or
apdube@smsvaranasi.com

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SCHOOL OF MANAGEMENT SCIENCES
Varanasi

Conference Contacts: 📞 7619995400, 📞 7880483072
Conference Website: <http://techcon.smsvaranasi.com>

NATIONAL CONFERENCE ON
EMERGING DIMENSION IN ARTIFICIAL
INTELLIGENCE AND SOFT COMPUTING
19th & 20th October 2019 | Venue: SMS, Varanasi



2019 TECHCON

ABOUT CONFERENCE

Data is going to be dynamic and, combined with the performance of computing that allows for artificial intelligence to be applied, is going to bring all kinds of insight and addition to enhance everybody life."

-Brian Krzanich.

From SIRI to self-driving cars Artificial Intelligence is progressing rapidly AI can encompass anything from Google's Search Algorithm to autonomous weapons. The goal of keeping AI's impact on society beneficial motivates research in many areas from economics & law to technical topics such as verification, validity, security & control. Default Paragraph Font; There are some questions whether strong AI will ever be achieved where the systems would outperform humans at nearly every cognitions task and others who insist that the creation of superintelligent AI is guaranteed to be beneficial. Only researched today will help the society better prepare for and prevent negative consequences in future thus enjoying the benefits of AI while avoiding pitfalls.

REGISTRATION FEE

Category	Up to 30th September, 2019	After 30th September, 2019
Academicians & Industry Delegates	INR 2500/-	INR 3000/-
Research Scholars/Students	INR 1500/-	INR 2000/-
Alumni /Ex-Faculty SMS	INR 1000/-	INR 1500/-

The Registration fee will include the participation fee, conference kit and conference meals.

MODE OF PAYMENT

Payment of Registration fee shall be paid either through DD in favour of "Convener, School of Management Sciences" payable at Varanasi (India) or through electronic transfer in the account the details of which are given below:

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