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# SMSNEWS

A BI-ANNUAL PUBLICATION OF SMS VARANASI

For Private Circulation Only | VOLUME 18 No. 1, July - December 2019 | E-mail: [info@smsvaranasi.com](mailto:info@smsvaranasi.com)

*Celebrating 25 Years of Excellence in Education*



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**SCHOOL OF MANAGEMENT SCIENCES**  
 VARANASI





## DIRECTOR'S MESSAGE

The issue of the SMS-newsletter in hand, though still passing through its adolescence, deserves special appreciation in as much as notifying a breaking news of a long awaited mega event of SMS Varanasi stepping into the Silver Jubilee Year following the celebration of its 25th Foundation Day (Aadharshila) on the 10th November, 2019 and onwards. You know, the institution has already attained NAAC Accreditation with Grade 'A' and experienced a scintillating success as well throughout its scholastic career spanning over 24 years, has already prepared a road-map endowed with plural academic and cultural events to be organized to witness the entire span of the silver jubilee year. Apart from it, the issue provides the glimpses of multiple orientation programmes for the new entrants in our PGDM, MBA, MCA, and M. Com. programmes along with the Undergraduate Courses to the Freshers' Parties, Teachers' Day celebrations, 15th August National Festival, organization of FDPs, Director's address during a seminar on NEP-draft, Workshops & Guest Lectures, World Photography and other significant Days, National Conference, Alumni Meets, more robust beginning of an unbelievable track of fabulous campus placements, and other similar interesting episodes.

SMS Varanasi stands fully committed to undergo an unabated trend of a comprehensive introspection through its intellectual radar in order to glean and practice needful inputs, including infusion of life-skills, soft skills and entrepreneurial skills under a growing trend of startups remarkably beating the equity capital markets in India's digital economy, on plural dimensions of higher learning so as to make the chances of any delivery-deficit a big zero, and making our students stand at the cutting edge of application-based academics the world over as well.

I close with warm wishes for the New Year 2020 !

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



## EDITORIAL TEAM

- Dr. Avinash Chandra Supkar
  - Dr. Bhavana Singh
  - Dr. Saurav Kumar
  - Mr. Amit Kumar Bhanja
- Student Representative:** Ms. Jaspreet Kaur

## ORIENTATION PROGRAMMES



Prof. P N Jha, Director - SMS Varanasi delivering his welcome address at the Orientation Programme.

### PGDM & MBA

The Orientation Programme for the new entrants of the PGDM & MBA programmes was held from 18<sup>th</sup> to 26<sup>th</sup> July, 2019. This orientation programme was particularly designed for 25<sup>th</sup> batch of PGDM and the 7<sup>th</sup> batch of MBA. The programme was presided by, Shri. Ramesh Kumar Agarwal, Chairman, Agarwal Packers and Movers who addressed the newly enrolled students and stressed upon the importance of Management education. He also urged students not to be a part of masses but go for something new. Shri. Pramod Kumar Jain, CEO TCI Ltd., the distinguished guest of the inaugural programme, greeted students by asking them to work and learn in a challenging environment to achieve success. He further explained that to be successful one should be fully conversant with the facts of the issues so that the same can be communicated confidently. His advice to the students was to remain busy and energetic.

Later in the day Prof. S.K Dubey, Director, Institute of Management Studies, BHU shared his experience with newly admitted students and said that the institute is achieving new heights and records in the field of Management. He attributed the Industrial Oriented Curriculum of SMS as being at par with the curriculum design of reputed international universities. Prof. P. N. Jha, Director of SMS Varanasi, said that SMS would leave no stone unturned to provide compatible skills to its students. He highlighted that the quality placement of SMS Varanasi are indicator of quality teaching and learning atmosphere of the institute. Other dignitaries present in the orientation programme included Mr. Sanjay Mehrotra, Sr.VP – Business Excellence, Prism Jhonson Ltd. and Mr. Shamya Roy Choudhary, GM – HR, Berger Paints Ltd.



Shri. Ramesh Kumar Agarwal, Chairman- Agarwal Packers and Movers addressing the new students.



Shri. Pramod Kumar Jain, CEO-TCI Ltd. interacting with the students at the Orientation Programme.





Mr.Sanjay Mehrotra, Sr.VP – Business Excellence, Prism Jhonson Ltd.at the Orientation Programme.



Mr.Shmya Roy Choudhary,GM – HR, Berger Paints Ltd.interacting with the students at the Orientation Programme.



Prof. S.K Dubey, Director-Institute of Management Studies, BHU at the Orientation Programme

## ORIENTATION PROGRAMMES



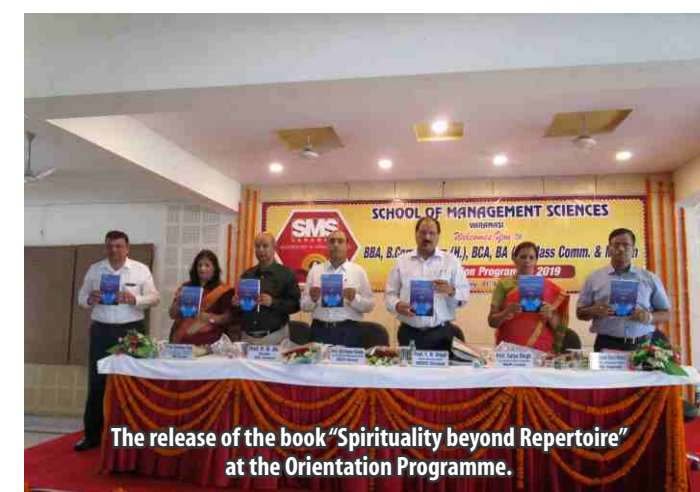
Prof. P.N Jha, Director - SMS Varanasi delivering his welcome address at the Orientation Programme

### UG courses & M.Com

A three day orientation programme from 30<sup>th</sup> July to 1<sup>st</sup> August, 2019 was organized for the newly enrolled students of BBA, BCA, B.Com, B.Com (H), BA (Hons.)-Mass Comm. and the two year full time course of M.Com. The programme was inaugurated and blessed by Honble Vice-Chancellor, Mahatma Gandhi Kashi Vidyapith, Prof. T.N. Singh. He congratulated newly admitted students for taking admission to NAAC 'A' Accredited SMS Varanasi an affiliated college of the University. Prof. Singh opined that despite scarcity of jobs and huge unemployment, opportunities still exist in today's economy. He called upon the students to study not only for getting a job but to become a better human being. Guest of Honor the of programme, Prof. Ajit Kumar Shukla, Director Institute of Management and Commerce, Mahatma Gandhi Kashi Vidyapith, Varanasi laid importance on the required skills to remain relevant in this competitive world. Prof. Shukla explained the students about the importance of three "I"s in our lives namely Innovation, Invention and Internet. Honorable guest of the programme, Prof. Satya Singh, Dean Faculty of Science and Technology, MGKVP quoted Albert Einstein, and explained students about the difference between dream and aim. Dream allows us to sleep effortlessly while aim inspires us to effort sleeplessly. The Director of SMS Varanasi, Prof. P. N. Jha quoted Mark Twain and enlightened the audience with the history of the city of Varanasi and about the aptness of studying in SMS. He shared that, SMS is a globally sensitive B-School as it has already initiated value based and ethical education in its courses ever since its inception in the year 1995. On this occasion, a book on "Spirituality Beyond Repertoire" was released by the esteemed guests.



Prof. T.N Singh, by Honble Vice-Chancellor, Mahatma Gandhi Kashi Vidyapith blessing the new students.



The release of the book "Spirituality beyond Repertoire" at the Orientation Programme.



## NATIONAL CONFERENCE (TECHCON) - “EMERGING DIMENSIONS IN ARTIFICIAL INTELLIGENCE AND SOFT COMPUTING”



Ceremonial lighting of the lamp at the inaugural function of the National Conference

A two day National Conference on “Emerging Dimensions in Artificial Intelligence and Soft Computing” was held from 19<sup>th</sup> to 20<sup>th</sup> October, 2019. The two-day event witnessed more than 100 paper presentations on contemporary issues related to Conference themes. The two-day national conference started with the welcoming of guests by the director of the institution, Prof. P.N. Jha, who highlighted the academic achievements of the institute. The chief guest of the National Conference was Prof. Durg Singh Chauhan, Former Vice-Chancellor-UPTU, Lucknow. The chief guest shared his experiences about Digital image processing with the participants. He explained the august audience about the importance of Artificial Intelligence and Soft Computing in today’s world. The guest of honor of the conference, Dr. Rahul Agrawal, Innovation Evangelist-TCS, Delhi explained different dimensions of artificial intelligence and he opined that in today’s technology-dependent society, the role of “Deep Reinforcement Learning” becomes crucial. He further enunciated the relevance of data during the implementation of technology.

Special guest of the conference Mr. Sunil Kumar Singh, Director - Globallogic India in his keynote address explained the basic principles of life” He further stated that the basic concept of life taught in schools helps in understanding technology better. Valedictory ceremony witnessed two eminent personalities, Mr. Sridhar Srinivas Ex-Vice President Wipro and Dr. Bhaskar Viswas spokesperson IIT BHU. Mr. Srinivas elucidated about the importances of consumers in today’s market and said that customers have become more complex and to understand their buying behavior and pattern, one needs the support of Artificial Intelligence and Soft computing and to make decisions accordingly. Dr. Bhaskar explained the importance of Artificial Intelligence in social networking, as it is beneficial to remove “Link Depression” from the mind of youngsters.



Prof. P N Jha, Director – SMS Varanasi delivering his welcome address at the National Conference.



Prof. Durg Singh Chauhan, Former Vice-Chancellor-UPTU, Lucknow speaking at the National Conference.



Dr. Rahul Agrawal, Innovation Evangelist – TCS, Delhi sharing his views at the National Conference.



Mr. Sunil Kumar Singh, Director – Globallogic addressing the delegates.



Paper Presentation of the participating delegates.



Dr. Bhaskar Viswas-IIT BHU (Left) and Mr. Sridhar Srinivas Ex-Vice President Wipro (Right) at the National Conference.





## 25 YEARS CELEBRATIONS OF SMS VARANASI - FOUNDATION DAY ADHARSHILA 2019



Prof. P.N Jha, Director – SMS Varanasi performing Saraswati Puja on the Foundation Day.

**S**MS, Varanasi completed twenty-five years of its establishment. On this prestigious occasion, Silver Jubilee Foundation Day “Adharshila” was celebrated with full fervor and exuberance on 15<sup>th</sup> November, 2019. The Chief Guest was Shri Suresh Rana, Honble. Cabinet Minister-U.P. Govt. and the Guest of Honour was, Prof. T.N Singh, Vice-chancellor, MGKVP, Varanasi. Shri Suresh Rana said that many talented personalities that are adding new dimensions to our society are Alumni of SMS Varanasi. He further added that he is very confident that one day SMS will be one of the most premier management institute of the nation and will be instrumental in making India a “Vishwa Guru”. The Minister was of the view that SMS is not only providing Job-Oriented Education but also making Entrepreneurs who subsequently will provide employment to many.

Prof. T.N Singh, Vice-chancellor, MGKVP, Varanasi expressing his delight on successful completion of institute’s 25 years said that because many courses of the institute are affiliated to his University; therefore he is emotionally attached to SMS. Limitations of resources were never an obstacle for SMS to reach the heights of success and glory. SMS has qualified all the parameters of quality education and has been able to provide nearly 100% placement.

Welcoming the guests, the director of the institute, Prof. P.N Jha called the foundation day as a historic moment for all the members of SMS family. Thanking all the stakeholders of the institute, Prof. Jha said that their hard work and commitment was the prime reason that has made the institute an important landmark in the field of management studies. Established in 1995, SMS has gained new heights and has never looked back. Prof. Jha paying tributes to management stalwart Late Prof. Mukund Lal, the Founder Director of SMS said that the vision of Prof. Lal has ultimately paid rich dividends in the form of the prestige that SMS has lately acquired.

The silver jubilee celebrations included many cultural events and inter-institute competitions in which more than 20 institutes participated from Varanasi and other districts. On this occasion the institute honoured its employees for rendering their uninterrupted services for 20, 15 and 10 years to the Institute.

The main highlight of the musical night was famous poet, singer, satirist and writer-Dr. Kumar Vishwas. He entertained the audience with his poems and songs. His acumen in impressing audience was beyond excellence. Audience fully enjoyed his prose and songs marinated with wit and cheer.



The lighting of the lamp at the inaugural function of the Foundation Day by the dignitaries.



Prof. P.N Jha, Director – SMS Varanasi delivering his inaugural welcome address at the Foundation Day



Classical dance performance by the student



Left to Right: Prof. P.N Jha, Director – SMS Varanasi, Shri Ravindra Jaiswal, Honble Minister of State – Govt. of U.P., Shri Suresh Rana, Honble Cabinet Minister – Govt. Of U.P., Prof. T.N Singh, Honble Vice Chancellor – Mahatma Gandhi Kashi Vidyapith, Shri Surendra Narayan Singh, MLA – Rohania, Dr. M P Singh, Executive Secretary – SMS, Varanasi



Antakshari - Performance by the students



Fashion Show



Dr. Kumar Vishwas – famous poet, singer, satirist and writer performing at the Musical Night of the Foundation Day.



Musical Band of SMS Students performing on foundation day



## OUR STAR PERFORMERS

*Congratulations*

**M.G. KASHI VIDYAPITH**

**RANK HOLDERS**  
**2019**



**ADITYA RAJ SINGH**  
**RANK 1<sup>ST</sup>**

**COURSE - B.COM**

**COURSE BBA**



AKANKSHA PATEL

**RANK 2<sup>nd</sup>**



KHUSHBOO YADAV

**RANK 6<sup>th</sup>**



DIVYA UPADHYAY

**RANK 7<sup>th</sup>**



HARSHITA BANKA

**RANK 8<sup>th</sup>**



**COURSE BCA**



VISHAL GUPTA

**RANK 2<sup>nd</sup>**



ANJALI SRIVASTAVA

**RANK 6<sup>th</sup>**



AKANKSHA SRIVASTAVA

**RANK 7<sup>th</sup>**



ASHUTOSH KUMAR

**RANK 8<sup>th</sup>**

## DIARY OF EVENTS – JULY



Prof. S.K. Soni - Former Professor NITTR, Bhopal  
conducting his session at the FDP

### Seven Days FDP on “Outcome Based Education”

SMS, Varanasi in its quest to meet the need for the dynamic education environment under the aegis of SMS IQAC Varanasi organized a seven days Faculty Development Programme on “Outcome Based Education: Teaching, Learning & Evaluation” from 2<sup>nd</sup> to 8<sup>th</sup> of July, 2019. Eminent resource persons for the FDP were, Prof. S.K. Soni- Former Professor NITTR, Bhopal, Prof. Bhagwan Jagwani - Dr. Gaur Hari Singhania Institute of Management, Kanpur and Prof. Shashi Kant Dikshit. All the distinguished speakers emphasized upon the need for updating the syllabus, question papers and delivery style so that more value can be delivered to the learners.

### HUNAR 2.0 Campus Recruitment Training

School of Management Sciences, Varanasi organized a workshop on “HUNAR 2.0” on Campus Recruitment Training for PGDM Third Semester Students from 16<sup>th</sup> to 21<sup>st</sup> July, 2019. The Resource Person for the workshop was Mr. Prince Grover, Director – Second Wing Foundry. He reflected the importance of soft skills and how students could enhance their overall personality by practicing, observing and implementing these leanings and gain a competitive advantage over their peers. He also conducted mock group discussion sessions and simulation exercises to provide students with an environment that would enable them to visualize the placement scenario so that the students could gear up to face company placements in the very recent future.



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



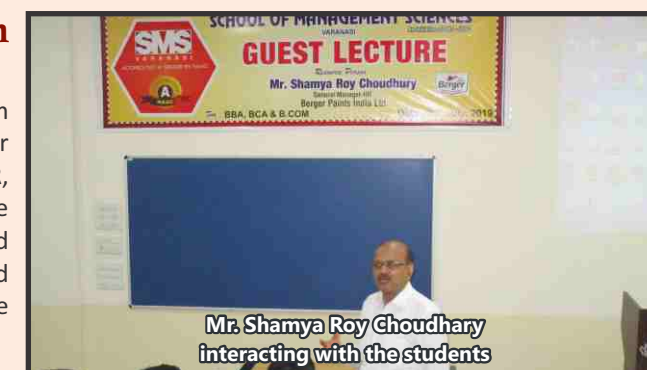
Mr. Nischal Singh, Assistant Manager,  
Projects JSW Steel interacting with his juniors.

### Alumni Interaction Series

Under the aegis of the “Alumni Interaction Series”, on 17<sup>th</sup> July, 2019, the SMS Alumni Association invited Mr. Nischal Singh, Assistant Manager, Projects JSW Steel to have an interaction with the final year students of PGDM and MBA. Mr. Singh is an alumni from the PGDM 2016-18 batch. In his interaction with the students Mr. Singh gave tips on preparing for the upcoming campus placement drive, developing a positive attitude, importance of grooming and shared specific GD and PI strategies. He also answered queries of his juniors related to the expectations and work culture of the corporate sector.

### Guest Lecture for BBA, BCA and B.Com students

A guest lecture was organized for the students of BBA, BCA and B.Com programmes of SMS, Varanasi on 20<sup>th</sup> July, 2019. The resource person for the guest lecture was Mr. Shamy Roy Choudhary, General Manager - HR, Berger Paints India Ltd. Mr. Choudhary in his lecture appraised the students about the changing environment of the corporate sector and urged the students to develop a professional attitude. He also emphasized that the students should come out of their comfort zone and prepare themselves to be easily absorbed by the corporate sector.



Mr. Shamy Roy Choudhary  
interacting with the students



## Panel discussion on “Draft New Education Policy” (DNEP)

A panel discussion on “Draft New Education Policy” was held at the campus of SMS, Varanasi on 27<sup>th</sup> July, 2019. In this brainstorming session all the esteemed faculty members opined and highlighted the need for improvising the existing education policy, the steps that could be initiated to bring in the change and the effect that this would have on the education level provided by the institute per se.



Faculty members deliberating in the panel discussion.



Distinguished guests at the Inaugural function of World Photography Day at SMS, Varanasi.

## World Photography Day

World Photography Day was celebrated by the photography club PANORAMA on 19<sup>th</sup> August, 2019. This was conducted under the aegis of Panorama Club headed by Prof. K.K Bajpai. Entries were received from all the students and various participants from Varanasi. The best photographs were recognized and honoured by Prof. P. N Jha, Director, SMS, Varanasi for their innovativeness. The event was blessed with the presence of Mr. Manish Khattry, Dr. Sudhir Singh, Mr. Vinay Tripathi and Mr. Gufran Khan as distinguished guests.



Prof. M. S. Pandey, Head Dept. of English, BHU delivering his talk at the Workshop.

# DIARY OF EVENTS – AUGUST



Students at the Tree Plantation Programme

## Tree Plantation Programme

Tree Plantation Program under Green City Resolution was organised by School of Management Sciences, Varanasi on 9<sup>th</sup> August, 2019. Under this program around 100 plants of Sagaun, Peeplal, Neem etc. were planted in the campus of SMS, Varanasi. This initiative was undertaken by the institute to honour and express its solidarity keeping in mind the order that had come from Uttar Pradesh Government to plant trees. SMS is already having a lush green campus with pedicured plants and trees, which provides a conducive environment for learning.

## Anushandhan - A Conversation around Meaningful Research

A Research Workshop series for beginners with SPSS and EXCEL for the first semester students of PGDM and MBA was organised on 10<sup>th</sup> and 17<sup>th</sup> August, 2019 respectively. This workshop aimed to highlight the students towards simple and exploratory ways of data analysis through interactive and practice-based sessions along with theoretical learning. The resource person for this workshop was Mr. Saurabh Kumar Srivastava, Assistant Professor-SMS, Varanasi and Mr. Kartikeya Singh, Assistant Professor – SMS, Varanasi.



Anusndahan Workshop in progress



Prof. P. N. Jha, Director – SMS, Varanasi addressing the students on Independence Day.

## 73<sup>rd</sup> Independence Day Celebrations

SMS, Varanasi celebrated 73<sup>rd</sup> Independence Day at its campus on 15<sup>th</sup> August, 2019. After flag hoisting ceremony, Prof. P. N. Jha, Director – SMS, Varanasi presented his tribute towards the Indian freedom fighters. This was attended by all the faculties, staff and students who participated in the National Anthem after the flag hoisting ceremony. Later during the day the students presented colourful programmes on the patriotic theme.

## Workshop on “Soft Skills for Future Managers”

A two days workshop for PGDM First year students on “Soft Skills for Future Managers” was organized on 24<sup>th</sup> August, 2019. The resource person for the workshop was Prof. M. S. Pandey, Head-Dept. of English, BHU. In this workshop practice sessions were conducted to give greater insights to the students and emphasis was laid on the need to sharpen the skills sets which would prove to be an indispensable tool for the success of the budding managers in the corporate world.



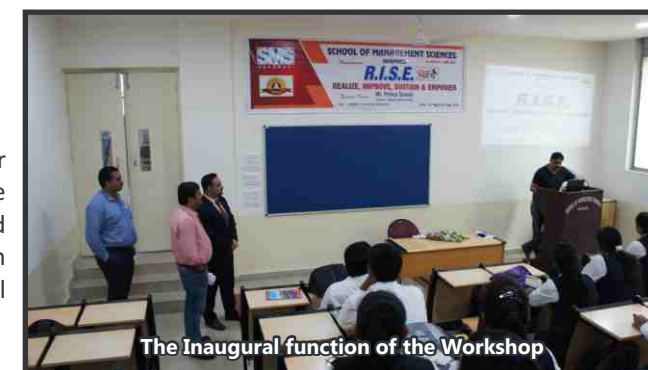
Prof. P. N. Jha, Director – SMS, Varanasi inspecting equipment at the Gymnasium

## Inauguration of Gymnasium

On the occasion of National Sports Day on 29<sup>th</sup> August, 2019, the newly constructed Gymnasium was inaugurated by Prof. P. N. Jha, Director – SMS, Varanasi. This initiative was an important step in adding value among the students as well as the faculty an operant environment to promote harmony and strength by emphasizing on health.

## Workshop on “R.I.S.E.” – ‘REALIZE, IMPROVE, SUSTAIN & EMPOWER’

A workshop on ‘R.I.S.E.’ - REALIZE, IMPROVE, SUSTAIN & EMPOWER for PGDM First year students was organized on 30<sup>th</sup> August, 2019. The resource person of the workshop was Mr. Prince Grover, Director Second Wing Foundry. He helped them polish and improvise their communication and presentation skills which would help them securing managerial positions in the corporate world.



The Inaugural function of the Workshop



Ms. Arti Verma explaining Self Defence tips.

## Self Defense Workshop for Girl Students

A self-defense workshop was organized for the girl students from all the streams of SMS, Varanasi on 31<sup>st</sup> August, 2019. Ms. Arti Verma, Karate Black Belt and Student of M. Com First Semester, taught the students about the basics of karate. It was an initiative to instill more confidence and courage amongst girl students to harness, develop and learn to be equipped for self-protection in this world.



## Swachhata Pakhwada -2019

Swachhata Pakhwada -2019 under Jal Sanrakshan Abhiyaan under the Ministry aegis of Human Resource Development, Govt. of India was observed on 31<sup>st</sup> August, 2019. Awareness drive was organized for the students where they were taken to the drainage system and rain water harvesting system at the campus of the institute. It was interesting to observe that students eagerly participated and spread awareness about the need and benefits of preserving water.



Swachhata Pakhwada -2019 under Jal Sanrakshan Abhiyaan



Students presenting their Business Models at the preliminary round of the contest.

## Startup Business Model Contest 5.0 (Preliminary Round)

The preliminary round of the 'Startup Business Model Contest 5.0' was organized by The Centre for Entrepreneurship, Innovation & Skill Development (CEISD) at SMS Varanasi on 31<sup>st</sup> August, 2019. The primary objective of Startup Business Model Contest 5.0 was to unearth the entrepreneurial abilities essential for a business set up. 20 teams consisting of students from different courses at undergraduate and post-graduate levels participated in this contest and exhibited their entrepreneurial capabilities.



B.Com students at Parle Products Industrial Visit

## B. Com First year students Industrial visit to Parle Products

An industrial tour was organized for the B.Com First Year students to Parle Products, Ramnagar Industrial Area, Varanasi on 4<sup>th</sup> September, 2019. This tour gave practical insights to the students with functions like manufacturing and distribution of Parle Products.



Students celebrating Teacher's Day

## Teacher's Day

The students of SMS, Varanasi organized Teacher's Day on 5<sup>th</sup> September, 2019. The students from different courses presented various cultural programmes and organized games for the teachers.



Mr. Vinay Tripathi and Mrs. Manjari Vajpayee conducting the Workshop.

## Workshop on "National Nutrition Week"

On 7<sup>th</sup> September, 2019, SMS Varanasi organized a one day workshop on National Nutrition Week-2019. The key resource persons for this workshop were Mr. Vinay Tripathi, Communication and Branding Head, at DS Research Centre and Mrs. Manjari Vajpayee, Clinical Nutritionist at DS Research Centre. The main topics covered in this workshop were Curing Cancer by following a healthy diet, tips on maintaining a healthy body and having a proper timetable of Nutrition.

## Workshop on "Holistic Approach towards Software Development"

A Workshop on "Holistic Approach towards Software development" for BCA Third and Fifth Semester students of SMS, Varanasi was organized on 11<sup>th</sup> September, 2019. SMS Digital Army and the senior students of MCA Fifth Semester mentored the students of BCA on various issues in software development. The participants were given exposure on Project Development Lifecycle and tips on streamlining the project implementation costs.



The SMS Digital Army mentoring the students.

## College ke Tashanbaaz – Season 6

On 1<sup>st</sup> September, 2019, 93.5 RED FM organized the Sixth edition of its talent hunt, "College Ke Tashanbaaz" at SMS, Varanasi in categories like dancing, singing, acting, music band, etc. RJ Pinki and RJ Shalini anchored the program. SMS Students from all the streams enthusiastically participated in the event and presented their versatile personality traits by performing dances, singing songs, and doing mime acts. Many students won prizes in the events that were conducted by the radio channel.



SMS, Varanasi and 93.5 RED FM College ke Tashanbaaz – Season 6



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

## Workshop on "R.I.S.E." - REALIZE, IMPROVE, SUSTAIN & EMPOWER

SMS, Varanasi organized a four day personality development workshop on 2<sup>nd</sup> September, 2019 - "R.I.S.E – Realize, Improve, Sustain, and Empower" for MBA first and third semester students. This event was organized in association with Second Wind Foundry, Raipur Chhattisgarh India. The resource person of the workshop was Mr. Prince Grover, Director - Second Wind Foundry. Workshop mainly focused on group discussion, interview skills and visualizing long term goals of life, and also made the students to work upon their communication and aptitude related domains. Several icebreaking games and exercises helped the students to improve their personalities.



Certificate distribution to the participants of the Workshop

## One week Workshop on "Developing Standalone Application using Core JAVA"

A one week workshop on Developing Standalone Application using Core JAVA was organized for BCA Fifth Semester students of SMS, Varanasi from 14<sup>th</sup> to 19<sup>th</sup> September, 2019. The key resource persons for the workshop were Mr. Praveen Soni and Mr. Sarvesh Tripathi, SB Soft Technologies, Greater Noida.



## Jal Sanrakshan Abhiyaan

A one day Jal Sanrakshan Abhiyan was organized by SMS, Varanasi in association with Mahatma Gandhi Kashi Vidyapith, Varanasi on 14<sup>th</sup> September, 2019. An awareness campaign was organized in the nearby villages of the institute.



Jal Sanrakshan Abhiyan awareness drive.

## Anushandhan – A Conversation around Meaningful Research

Anusandhan, a two day Research Workshop was organized for BBA students from 20<sup>th</sup> to 21<sup>st</sup> September, 2019. The students were given exposure to SPSS and EXCEL and their importance in conducting research. The key resource person for this workshop was Mr. Saurabh Kumar Srivastava, Assistant Professor, SMS Varanasi.



The Workshop being conducted for BBA students

## Workshop on “UGC NET PREPARATION”

SMS, Varanasi organized a workshop on “UGC NET PREPARATION” for M.Com Students at its campus on 20<sup>th</sup> September, 2019. The key resource persons for this workshop were Dr. Sanjay Saxena, Dr. Amit Kishore Sinha, Dr. Abhishek Kumar, Dr. Veenita Singh and Mr. Sunit Kumar Mishra. The students were told about details of UGC Net Paper I & II, and were also told about the method and strategy to clear this exam.



The Resource Persons and the participants of the Workshop

## Workshop on “Life Management Skills”

A one day workshop on Life Management Skills for M.Com students of SMS, Varanasi was organized on 20<sup>th</sup> September, 2019. The key resource person for this workshop was Dr. Sanjay Saxena, Professor – SMS, Varanasi.



Dr. Sanjay Saxena, Professor – SMS, Varanasi delivering his lecture.

## Guest Lecture on “Emerging Trends in Media and Career Tips”

A Guest Lecture on “Emerging Trends in Media and Career Tips” for the Mass Communication students of Department of Journalism and Mass Communication School of Management Sciences Varanasi on 23<sup>rd</sup> September, 2019. The key resource person for this guest lecture was The Special Correspondent of the National English Daily, The Pioneer, Mr. Ramesh Singh. Addressing to students Mr. Singh said that to become a proper and good quality journalist one must have good command over his language and knowledge. Mr. Singh also witnessed the great inquisitiveness among the students regarding this field. Mr. Singh also shed light on reporting and editing which proves to be an important part of journalism. He said to follow 5Ws’ (Who, What, Why, When and Where), H (How), and principle of 5Cs’ (Clear, Correct, Complete, Concise, and Consistence) while editing the story.



Mr. Ramesh Singh addressing the Mass Communication students



Dr. Balmukund Pandey delivering his lecture at the Workshop

## Itihaas Divas / History Day

A one day workshop was orgnized on the auspicious occasion of Indian History day by SMS, Varanasi on 24<sup>th</sup> September, 2019. Dr. Balmukund Pandey, National Secretary General- All India History Compilation was invited as the chief guest of this workshop. Other dignitaries present were Prof. D P Singh, National Working President - All India History Compilation and Dr. P K Singh, General Secretary Varanasi Chapter - All India History Compilation.

## Startup Business Model Contest 5.0

Startups Business Model Contest-5.0 was organized by the Centre for Entrepreneurship, Innovation & Skill Development (CEISD) – A Centre of Excellence of School of Management Sciences, Varanasi on 24<sup>th</sup> September, 2019. Students from various UG & PG courses participated in the contest with great zeal and vigor. A total of 11 Business Models were presented in the final round of the event. The esteemed panel of judges comprised of noted dignitaries from academia and corporate such as Er. Amitabh - MD, Sorreal Systems (P) Ltd and Ex-President, Eastern UP Exporters Association (EUPEA); Prof. Dr. Kalyan Ghadei – Professor, Department Of Extension Education Institute of Agricultural Sciences, BHU; Dr. Navin Kumar Rai – Managing Director, Bio Mantra, Varanasi; Mr. P. K. Tripathi – Chief Financial Consultant, Money Care Financial Consultancy, Varanasi.



The inaugural function of the Startup Business Model Contest 5.0



Mr. Rishi Upadhyay conducting the Workshop

## Workshop on MS- Office

A two days Workshop on MS- Office was organised for B.Com First year students from 24<sup>th</sup> to 25<sup>th</sup> September, 2019. The key resource person for this workshop was Mr. Rishi Upadhyay, Founding Member – Sri IT Solutions, Varanasi. The participants were give exhaustive knowledge about using the various applications of MS – Office with theoretical and practical exposure.

## Workshop on “Conversation Control”

SMS, Varanasi organized a one day Workshop on Conversation Control under the aegis of the Communication Lab for the undergraduate students of various courses. The resource person of this Workshop was Mr. Amit Kumar Bhanja, Assistant professor-SMS, Varanasi. The topics relating to effective commination, ability to influence without power and overcoming communication barriers were discussed.



Mr. Amit Kumar Bhanja conducting the Workshop



Mr. Brijesh Mishra engaging the participants of the Workshop

## Workshop on “Android Application Development”

A Workshop on Android Application Development for MCA students was organised from 28<sup>th</sup> September to 4<sup>th</sup> October, 2019. The key resource person for this workshop was Mr. Brijesh Mishra, Project Lead (Android Wing) – Softpro India Pvt. Ltd. The Workshop covered SMS Gateway Integration, Google Map, Location Tracking and several APIs connection.



## DIARY OF EVENTS – OCTOBER



MBA students visit to Milestones Gears Pvt. Ltd.

### MBA Excursion Tour

An excursion tour for MBA First Semester students of Chandigarh and Kullu –Manali was organized from 1<sup>st</sup> to 8<sup>th</sup> October, 2019. Apart from sightseeing this tour also included an industrial visit to Milestones Gears Pvt. Ltd., where in they got insights about the manufacturing process of various machines used in the agricultural sector. The students also enjoyed a few adventure sports like White Water Rafting, Nature Walk and Para Gliding.



BBA students enjoying adventure sports at Manali

### BBA Excursion Tour

An excursion tour for BBA Fifth Semester students of Kullu-Manali was organized from 1<sup>st</sup> to 7<sup>th</sup> October, 2019. This tour included a visit to Rohtang Pass, Hidimba Temple, Camping at Kullu and adventure sports like Para gliding, White Water Rafting, Trekking and Rock Climbing.



B.Com students visit to Sun Pharma Ltd.

### B. Com Industrial cum Excursion Tour

An excursion tour of B. Com Third Year students was organised to Pelling & Gangtok from 3<sup>rd</sup> to 9<sup>th</sup> October, 2019 with an Industrial visit to Sun Pharma Ltd. The tour also included sightseeing of various tourist attractions of Pelling and Gangtok.



Dr. Ravi Sekhar Vishal interacting with the BBA students

### Guest lecture on Business Organisation

A guest lecture on Business Organisation by Dr. Ravi Sekhar Vishal, Assistant Professor, Sikkim University was organised for BBA First Semester students on 5<sup>th</sup> October, 2019. Dr. Vishal emphasized on the need for effective management of the business organization that will lead to optimum utilization of resources and maximization of profits.



Ms. Swati Singh and Mr. Ashok Priyadarshi interacting with the students.

### Alumni Interaction Series

Under the aegis of the “Alumni Interaction Series”, on 9<sup>th</sup> October, 2019, the SMS Alumni Association invited Mr. Ashok Priyadarshi (PGDM 2014-16 batch) currently working with Unilever Ltd. as Customer Development Manager and Ms. Swati Singh (PGDM 2014-16 Batch) currently working with Mother Dairy Fruits & Vegetables Pvt. Ltd. as Junior Key Account Manager, to interact with the I<sup>st</sup> and III<sup>rd</sup> Semester students of PGDM and MBA Programme. It was a lively session in which Swati and Ashok shared their experiences and gave valuable suggestions to the participating students.

### Workshop on MS-Powerpoint

A two days workshop on MS-Powerpoint for BBA Third Semester students was organized from 11<sup>th</sup> to 12<sup>th</sup> October, 2019. The key resource person for this workshop was Mr. Rishi Upadhyay, Founding Member – Sri IT Solutions, Varanasi.



Mr. Sandeep Chatterjee imparting soft skill training



Workshop in progress for BBA students

### Workshop on “Soft Skills & Personality Development”

A one week workshop for B.Com students on “Soft Skills & Personality Development” by SEGA Trainers commenced from 14<sup>th</sup> to 19<sup>th</sup> October, 2019. The key resource person was Mr. Sandeep Chatterjee, Director – SEGA Trainers. The workshop covered topics like maintaining a positive attitude, appropriate behavior in social and organizational circles, personal grooming and cross cultural etiquette.

### Workshop on MS-Excel

A two days workshop on MS-Excel for BBA Fifth Semester students was organized from 17<sup>th</sup> to 18<sup>th</sup> October, 2019. The key resource person for this workshop was Mr. Rishi Upadhyay, Founding Member – Sri IT Solutions, Varanasi.



Dr. Pallavi Pathak, Associate Professor – SMS Varanasi at the International Conference at Surabaya, Indonesia.



BBA students participating in the Workshop.

### SMS, Varanasi signs MOU with Peneleh Research Institute, Malang, Indonesia

On 16<sup>th</sup> October, 2019 a Memorandum of Understanding was signed between School of Management Sciences, Varanasi and Peneleh Research Institute, Malang, Indonesia. The parties agreed that this MOU was made to foster institutional relations and partnerships and implementing cooperation in the field of Education and Research. As a part of this Agreement, SMS, Varanasi co-hosted the International Conference at Surabaya, Indonesia.

### SMS Mental Ability Recognition Test (SMART)

SMS, Varanasi organized the competition “SMART” (SMS Mental Ability Recognition Test) on 20<sup>th</sup> October, 2019. More than 1200 students of 30 different schools across Varanasi, Bhadohi and Sonebhadra district participated in this “SMART” competition. This Annual competition is organized every year involving school students for creating awareness about emerging competitive environment and dimensions and to make the participants understand about their local positioning in the peer group.



The winners of SMART-2019



### Guest Lecture on “Employment Enhancement”

A guest on “Employment Enhancement” was organised for MCA and BCA Third Semester students on 21<sup>st</sup> October, 2019. The key resource person was Mr. Sridhar Srinivasan, Former VP-Wipro, Bangalore. Mr. Srinivasan motivated the students to develop a career goal and to pursue skill development programmes as a value addition for the upcoming placement season. He also gave important tips to the students for appearing in the selection process of IT companies.



Mr. Sridhar Srinivasan conducting the Workshop



Mr. Ashwani Kumar delivering his talk in the Workshop

### Workshop on Microfinance

A one day workshop on Microfinance for PGDM IIIrd semester students was organized on 21<sup>st</sup> October, 2019. The key resource person of this workshop was Mr. Ashwani Kumar, MD & CEO, Utkarsh Coreinvest Ltd. Mr. Kumar appraised the students about the operations of Utkarsh Microfinance Ltd. He also made the students aware about career opportunities and future prospects of the Microfinance sector.

### Lecture on “Value based Professional Learning”

SMS, Varanasi organized a special Lecture on “Value Based Professional Learning” for BCA First Semester Students on 23<sup>rd</sup> November, 2019. The key resource person for this lecture was Prof. K. S. Mishra, SMS – Varanasi. This workshop aimed to expose the students towards the developing the right professional attitude for their career advancement.



Mr. Veeresh Tripathi conducting the Workshop

### Workshop on “Business Analytics Using MS-Excel & R-Programming”

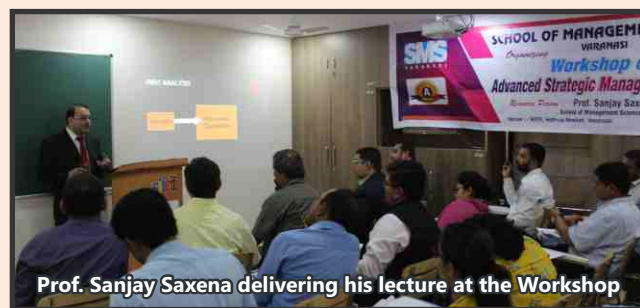
A Workshop on Business Analytics using MS-Excel & R-Programming was organized for PGDM Third Semester students from 23<sup>rd</sup> to 24<sup>th</sup> November, 2019. The key resource person for this workshop was Mr. Veeresh Tripathi, Assistant Professor – SMS, Varanasi. This workshop was intended to help students in sharpening their analytical skills through MS-Excel & R-

Programming. The workshop was designed to cover all relevant aspects of statistical data analysis starting from the very basics of defining the variable, input responses, data preparation, and data cleaning to advance statistical technique including theoretical aspect behind such technique

## DIARY OF EVENTS – NOVEMBER

### Workshop on “Advanced Management Practices”

SMS Varanasi organised a workshop on 16<sup>th</sup> November, 2019 on Advanced Management Practices at its city office. The workshop was attended by the leading entrepreneurs of Varanasi. The key resource person for this workshop was Prof. Sanjay Saxena Professor, School of Management Sciences Varanasi. Prof. Saxena touched upon various Strategic Management concepts like Industry Analysis, SWOT Analysis, Generic Strategy, Blue Ocean Strategy, Disruptive Strategy, Strategic Choice and Strategic Execution.



Prof. Sanjay Saxena delivering his lecture at the Workshop



### Lecture on “Success Mantra of Life”

A special lecture on “success Mantra of Life” for BCA Third and Fifth Semester students was organized on 21<sup>st</sup> November, 2019. The key resource person for this lecture was Prof. Sanjay Saxena Professor, SMS-Varanasi. Prof. Saxena deliberated upon developing the power of internal focus, developing positive attitude, developing positive traits and emotions. He also explained the concepts of developing 10X vision, 10X goals and 10X actions. Prof. Saxena also touched upon the topics of managing personal finances and developing personal wealth.

### Workshop on “Statistical Applications in Management using Specialized Softwares”

SMS, Varanasi organized a three days workshop from 22<sup>nd</sup> to 24<sup>th</sup> November, 2019 on “Statistical Applications in Management using Specialized Softwares (SPSS & EXCEL)” for PGDM First Semester Students. The Resource Person for the workshop was Prof. G. P. Singh, Professor, Department of Statistics, Institute of Science, BHU, Varanasi. This workshop was aimed to expose the students towards simple and exhaustive ways of data analysis through interactive and practice-based sessions along with theoretical learning. This workshop was also intended to help management students in sharpening their analytical skill through SPSS & Excel.



Prof. G. P. Singh conducting the Workshop

### Case Chase Contest 5.0

Center for Entrepreneurship, Innovation & Skill Development (CEISD), School of Management Sciences, Varanasi organized “Case Chase Contest – 5.0” on 25<sup>th</sup> November, 2019. The esteemed judges for this contest were, Prof. K. K. Agarwal, Professor, Head of Department, Faculty of Commerce & Management, MGKVP, Varanasi, Prof. J. B. Komaraiah, Professor, Department of Economics, Faculty of Social Sciences, BHU. Mr. D. Chandra, Chairman, St. Joseph Group of Schools, Varanasi and Managing Director, Jazz Plastic Works Private Limited, Varanasi. Mr. Pavel Purkait, General Manager, Bholanath International Limited, Bhadohi, Mr. Sanjay Gupta Registrar – School of Management Sciences as well as Prof. R. K. Singh, Professor and Dean (R & D) and Chairperson, CEISD, School of Management Sciences, Varanasi. The primary objective of Case Chase Contest was to develop an innovative and creative skill set vital for solving prominent cases among the students. Ten teams consisting of various management students from different courses at Undergraduate and Postgraduate levels participated in this contest.



Students presenting their case studies at the Contest



The participants with the organizing team of Tech Marathon 8

### Tech Marathon 8

Tech Marathon 8 - A 24 Hrs. Techno Brain Race – 2019 was organized by the computer science department of SMS, Varanasi from 25<sup>th</sup> to 27<sup>th</sup> November, 2019. This event witnessed the participation of MCA Vth semester students. 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 24 hrs. The objective of this event was to develop team work spirit, understanding the importance of delivery in a set dead-line and to perform in stress conditions.



## DIARY OF EVENTS – DECEMBER



### Workshop on MS Office

A workshop on MS Office was organized for B.Com Third Year students from 17<sup>th</sup> to 21<sup>st</sup> December, 2019. The key resource person for this workshop was Mr. Rishi Upadhyay, Founding Member – Sri IT Solutions, Varanasi.



### Faculty Development Programme titled “Campus to Corporate”

A five days Faculty Development Programme titled “Campus to Corporate” was organized by SMS, Varanasi in association with TATA Consultancy Services from 26<sup>th</sup> to 30<sup>th</sup> December, 2019. The resource persons for this FDP were Ms. Deepmala Ganguli and Mr. Uma Makesh, Trainers - TCS. In this FDP the topics discussed were Corporate Etiquettes, Professional Competencies, Effective English Communication, Social Conversation Skills, Interview and Group Discussion Skills.



Ms. Deepmala Ganguli and Mr. Uma Makesh conducting the FDP

## SMS VARANASI Scholarship Schemes

Dr. Sarvepalli Radhakrishnan Scholarship for New Admissions in the PGDM Course :  
The quantum of above scholarships would be distributed as per details given below

Percentile obtained in CAT/XAT/MAT/CMAT	Slab of Scholarship Applicable in the PGDM Course
• 60 to less than 70	15% of First Year Fee
• 70 and above	20% of First Year Fee

### Merit Scholarship for New Admissions in PGDM Course.

The quantum of above scholarships would be distributed as per details given below

Percentage obtained in Graduation (any discipline)	Slab of Scholarship Applicable in the PGDM Course
• 70% and above	15% of First Year Fee
• Throughout 60% and above (Xth, XIth & Graduation)	25% of First Year Fee

### Babu Nageshwar Singh Scholarship for Post Graduate Studies

The scheme will be applicable to the undergraduate students (BBA, BCA, B.Com & B.Tech. programmes) of SMS for pursuing Post Graduate courses at School of Management Sciences, Varanasi.

[A] Overall Percentage of Marks attained by Student in BBA/BCA/B.Com/ B.Tech. Courses at SMS	Slab of Merit Scholarship applicable in PGDM Course run at SMS
• 60% to less than 70%	15% of First Year Fee
• 70% and above	20% of First Year Fee

[B] Overall Percentage of Marks attained by Student in BBA/BCA/ B.Com./ B.Tech. Courses at SMS	Slab of Merit Scholarship applicable in MBA/MCA/MCA(L) M.Com. Course run at SMS
• 60% and above	10% of First Year Fee

Merit Scholarship for New Admissions Undergraduate Course run by the Institute  
This scheme will be applicable for New Admission in BBA, BCA, B.Com., B.Com. (H) and BA (Hons.) Mass Comm. Course

Overall Percentage of marks attained by student in Class XIIth	Slab of Merit Scholarship
• 70% to Less than 85 %	10% of First Year Fee
• 85% and above	15% of First Year Fee

SMART Scholarship for New Admissions in Undergraduate Course run by the Institute.  
This scheme will be applicable for New Admission in BBA, BCA, B.Com., B.Com. (H) and BA (Hons.) Mass Comm. Course

Percentage of marks attained by student in SMART	Slab of SMART Scholarship
• 60% and above	10% of First Year Fee

Note : • Students are eligible to opt any one of the above Scholarship Schemes.

### SMS Scholarship Schemes for Existing Students

- Prof. MukundLal Scholarship for Semester Toppers  
SMS has a system of proving adequate scholarships towards toppers of each semester of various Graduate and Post-Graduate Programmes:  
PGDM, MBA, M.Com., MCA(L), BBA, BCA, B.Com., B.Com. (H) & B.A. (Hons.) Mass Comm.
- Smt. Virendra Kumari Memorial Gold Medal (for University Toppers).  
This Prestigious award is bestowed upon the toppers of the various University run courses at SMS, Varanasi.

## CLUB ACTIVITIES

SMS, Varanasi under the aegis of its different student clubs organizes various events on the Activity Day, which is the last working day of every month. Students from across various courses participate in these events to showcase their talents beyond the academic syllabus. Some snippets of such activities are being showcased in this section.



**CONTRAST**  
The Creative Club



**CREST**  
The Sports Club







**LIVE WIRE**  
 Technical Club



**SPARK**  
 The Performing Arts Club



**PANORAMA**  
 The Shutterbugs' Club



**SYNERGY**  
 The Literary Club



**RAINBOW**  
 The Social Welfare Club





# freshers & farewell



MCA Fresher's and Farewell Party



M.Com. Fresher's & Farewell Party



B.COM Fresher's Party



MBA Fresher's Party



BA (Hons.) - Mass Communication Fresher's Party



BCA Fresher's Party



B.COM (Hons.) Fresher's Party



BBA Fresher's Party



PGDM Fresher's Party



## PLACEMENTS AT A GLANCE

The Training & Placement Cell provides placement assistance to both the undergraduate and postgraduate courses. Leading companies from FMCG, Consumer Durable, Banking & Finance, IT, Cement, Sports and logistics have participated in the placement drive. In this section we present a few glimpses of the placement drive so far.





## FACULTY ACHIEVEMENTS

### Dr. Raj Kumar Singh Professor



- Conducted a three days MDP of Development Officers of Ministry of MSME on Entrepreneurship, Functioning of Establishment, Communication, Office Management, Noting & Drafting Preparation etc. The programme was organized by FFDC, Kanauji, Ministry of MSME, Govt. of India from 2<sup>nd</sup> August, 2019 at Dharamshala.
- Conducted a one day DST sponsored FDP Session on "How to Develop a Smart Business Model for Successful Startups" organized by The Entrepreneurship Development Centre of MITS, Gwalior on 26<sup>th</sup> August, 2019.
- Conducted two days Management Development Programme in NTPC, Rihand Nagar for the frontline managers of NTPC under their Management Development Programme on the topic "Mentoring through Healthy Mentor - Mentee Relationship, Personality & Soft Skill Development, Communication and Inter-Personal Relationship Development Through Cross Cultural Management" from 6<sup>th</sup> September, 2019.
- Took A Session of Master of Personnel Management & Industrial Relations (MPMIR) Students of Banaras Hindu University during the Orientation Programme of 2019-2021 on 17<sup>th</sup> September, 2019. The Main Theme of the entire deliberation was "Campus to Corporate" and "HR Challenges before the Startups".
- Was invited as the Chief Guest and Key Note speaker by Kashi Naresh Government P.G. College, Gyanpur, Bhadohi in a Workshop organized by the Institution Innovation Council, Ministry of HRD, New Delhi on the topic "Business Plan For Successful Startups" on 16<sup>th</sup> December, 2019. The main theme of the deliberation was on the "Methodology of making of various Business Models specially based on Rural Entrepreneurship", to be very specific on Agripreneurship.

### Dr. Amitabh Pandey Associate Professor



- Delivered a lecture on the topic "Rural Development through Rural Marketing, Entrepreneurship and Rural Tourism" in the ten days Workshop on "Balanced Human Development: An Overview" held from 22<sup>nd</sup> August to 31<sup>st</sup> August 2019, organized by Department of Sociology, A Centre of Excellence, Mahatma Gandhi Kashi Vidyapith, Varanasi on 26<sup>th</sup> August, 2019.
- Received the Doctor of Philosophy degree from IFTM University, Moradabad in the convocation held on 17<sup>th</sup> November, 2019, topic of the thesis: "Corporate Image Building Process in Indian Telecom Industry: A Comparative Study of BSNL and Bharti Airtel Ltd.".

### Dr. Pallavi Pathak, Associate Professor



- Edited book titled "Spirituality beyond Repertoire- Leadership and Happiness Perspectives" (Excel India Publishers; ISBN 978-93-88237-3)
- Attended a Conference at Surabaya, East Java, Indonesia as a key note speaker. The conference "Religious & Cultural Paradox in Social, Economic, & Business Sciences" (INCRECS) was jointly organised by Peneleh Research Institute and ALJEBI (Aliansi Pengelola Jurnal Ekonomi dan Bisnis Indonesia) and was co-hosted by School of Management Sciences, Varanasi. Dr. Pathak deliberated on the topic. 'Immersing Spirituality in the Social, Economic and Management Education'. on 16-17 October 2019
- Besides chairing a technical session in the conference she also shared her experience as the Editor of Journal 'Management Insight' in the Press conference organized by ALJEBI International Editors' and Reviewers' Forum.
- STIE, Perbanas (A leading Business and banking school) at Surabaya Indonesia Invited her for a guest lecture on 18 October 2019 on the topic 'Best Practices for Managing Organisational Change'

### Mr. Atish Khadse Associate Professor



- Attended a AICTE sponsored QIP Short Term Course on "Operation Research: Principles and Applications" from 30<sup>th</sup> December to 3<sup>rd</sup> January, 2019 jointly organized by Department of Mechanical Engineering and Department of Mathematical Sciences, Indian Institute of Technology, BHU.

### Dr. Aditya Kumar Gupta Associate Professor



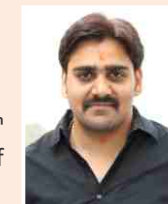
- Appointed as a Reviewer for "BSSS Journal of Computers ISSN: 0975-7228, published by The Bhopal School of Social Sciences (NAACA Re-Accredited Institute) affiliated to Barakatullah University, Bhopal.
- Presented a paper "Analyzing Spatial Data for Cyber Crime Detection using Python", in National Seminar on "Emerging Dimensions in Artificial Intelligence and Soft Computing" Organized by Rajshri School of Management Sciences, Varanasi from 19<sup>th</sup> October to 20<sup>th</sup> October, 2019.
- Received Certificate of Appreciation for instrumental role as SPOC for SWAYAM-NPTEL Local Chapter, for Active SPOC based on Candidate Performance for July-December, 2019 Semester, by Director, NPTEL-PIC - IIT Madras.

### Mr. Chandrashekhar Singh Assistant Professor



- Attended one Week Professional Development Program (PDP) from 6<sup>th</sup> July to 11<sup>th</sup> July, 2019 on the topic 'Research Methodology and Quantitative Techniques' organized by Department of Commerce & Business Management in association with Internal Quality Assurance Cell (IQAC), Integral University, Lucknow.
- Attended one day workshop on "Anti-Plagiarism in Research" on 3<sup>rd</sup> August, 2019 organized by Faculty of Education, Integral University, Lucknow.
- Attended two days Faculty Development Programme on "Case Methods - Learning, Teaching and Writing" on 16<sup>th</sup> August to 17<sup>th</sup> August, 2019 organized by Department of Commerce and Business Management in association with Internal Quality Assurance Cell (IQAC), Integral University, Lucknow.
- Attended and Presented the paper entitled "Leadership Lessons From Ancient Wisdom" in two days National Conference "LEADERSHIP AND ENTREPRENEURSHIP DEVELOPMENT (NCLED)" on 15<sup>th</sup> November to 16<sup>th</sup> November, 2019 organized by the Centre for Incubation, Leadership, And Entrepreneurship Development in association with Department of Commerce & Business Management, Integral University, Lucknow.

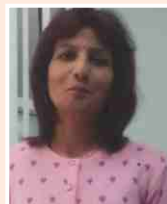
### Mr. Veresh Tripathi Assistant Professor



- Attended a AICTE sponsored QIP Short Term Course on "Operation Research: Principles and Applications" from 30<sup>th</sup> December to 3<sup>rd</sup> January, 2019 jointly organized by Department of Mechanical Engineering and Department of Mathematical Sciences, Indian Institute of Technology, BHU.



**Dr. Bhavna Singh**  
 Assistant Professor



- Attended a one week Faculty Development programme on ‘Outcome Based Education: Teaching, Learning & Evaluation’ organized by School of Management Sciences, Varanasi from 2<sup>nd</sup> July to 8<sup>th</sup> July, 2019.
- Participated and Presented a paper titled “Bhartiya Parampara ka Swaroop” in the two days National Seminar on “Bhartiya Parampara Ka Adhunik Bharat: Swaroop Evam Disha” organized by Mahatma Gandhi Kashi Vidyapith, Varanasi from 27<sup>th</sup> July to 28<sup>th</sup> July, 2019.
- Participated and Presented a paper titled “Rethinking the Philosophy of Religion: Its relevance to religious studies” in 21<sup>st</sup> century in the three days National Seminar on “Philosophy & Its Essentiality: Need and Relevance in Present Time” organized by Mahatma Gandhi Kashi Vidyapith, Varanasi from 24<sup>th</sup> August to 26<sup>th</sup> August, 2019.
- Published a paper titled “Spirituality at the workplace: A key to business sustainability” in the edited book on Spirituality Beyond Repertoire: Leadership and Happiness Perspectives by Excel Publishers, ISBN: 978-93-88237-67-3.

**Mr. Saurabh Kumar Srivastava**  
 Assistant Professor



- Published a paper titled “Responsible Consumption for Curbing Food Wastage – An Exploratory Enquiry” “has been published in ‘Purushartha’ fully indexed in Scopus, Elsevier and UGC approved, ISSN No. 0975-024X, Vol. XI, No. 2, 2019.
- Participated in Training Programme on Academic Leadership organized by Aligarh Muslim University under the scheme of (PMMMMNMTT) MHRD Govt. of India 4<sup>th</sup> April to 10<sup>th</sup> April, 2019.
- Attended seven days Workshop on Applied Research Methodology in Social Sciences, organized by MNNIT, Prayagraj during 17<sup>th</sup> June to 23<sup>rd</sup> June, 2019.
- Attended One Week National Workshop on “RESEARCH METHODOLOGY AND QUANTITATIVE DATA ANALYSIS USING SPSS AND AMOS” organized by Kashi Institute of Technology Varanasi, during the 23<sup>rd</sup> December to 28<sup>th</sup> December, 2019.
- **Awarded the UDEMY Certification for :**
  - Writing Academic English for Beginner online course on 11<sup>th</sup> July, 2019.
  - SPSS Essentials: Statistics made easy online course on 16<sup>th</sup> July, 2019.
  - IBM SPSS AMOS Foundation Course: SEM Scratch to Advanced online course on 18<sup>th</sup> September, 2019.

**Mr. Vir Pratap**  
 Assistant Professor



- Participated in Higher Education Conclave on "Impact of Disruptive Technologies on Higher Education" organized by the Confederation of Indian Industries at ITC, Kolkata, West Bengal on 17<sup>th</sup> August, 2019.
- Awarded with Elite Certificate in Marketing Management - I, conducted by NPTEL (IIT Kanpur) on 29<sup>th</sup> September, 2019.
- Participated in one and half week Faculty Development Program on Marketing Management - I, conducted by NPTEL (IIT Kanpur) on 29<sup>th</sup> September, 2019.

**Dr. Bharat Kumar**  
 Assistant Professor

- Ph.D of Ms. Parul Goyal Malhotra was awarded under his supervision on 23rd August, 2019 on the topic, "An Analytical Study of Cartoons Channels with Special Reference to HUNGAMA TV". The candidate having the Ph.D registration no (JHU/RG/2013 MC003) was enrolled with UGC Approved & NAAC Accredited Jagannath University, Jaipur.



**Dr. Gaurav Shah**  
 Assistant Professor

- Presented a paper on "Gendered Violence Among Women Journalists on Social Media" at the National Conference titled “Emerging Dimensions in Artificial intelligence and Soft Computing” organized by SMS, Varanasi from 19<sup>th</sup> October to 20<sup>th</sup> October, 2019.
- His three abstracts got accepted in two international conferences at University of Helsinki, Finland, University of Trombo, Norway and international journal, 'JTPP'.



**Dr. Sofia Khan**  
 Assistant Professor

- Attended Seven days Faculty Development Programme on “Outcome Based Education: Teaching, Learning and Evaluation” organized by School of Management Sciences, Varanasi during 02nd July to 08th July, 2019.
- Presented a paper entitled “India in the 21st Century: Aim and Expectations” at National Seminar on “**भारतीय परम्परा का आधुनिक भारत: स्वरूप और दिशा**” held on July 27-28, 2019 organized by Mahatma Gandhi Kashi Vidyapith, Varanasi.
- Presented a paper entitled “Management Philosophy and its essentiality: Need and Its relevance in the present Scenario” at National Seminar on “Philosophy and its essentiality: Need and Its relevance in the present Time” held on August 24-26, 2019 organized by Department of Philosophy, Mahatma Gandhi Kashi Vidyapith, Varanasi.
- Research Paper entitled “Role of SHGs in Uplifting the Women Entrepreneurs with special reference to Economic Condition in Varanasi District” published in SMS Journal of Entrepreneurship and Innovation (ISSN No. 2349-7920), Volume : V, Issue No.2, June, 2019, Pp 38-47.
- Research Paper entitled “Meditative Mind: A Journey towards the Societal Happiness and Sustained Harmony” published in Edited Book (ISBN No- 978-93-88237-67-3) – Spirituality beyond Repertoire: Leadership and Happiness Perspectives, 2019 (Excel India Publishers, New Delhi), Pp 167-170.



**Dr. Ashwani Kumar Gupta**  
 Assistant Professor

- Awarded with Silver Certificate in Marketing Management - I, conducted by NPTEL (IIT Kanpur) on 29<sup>th</sup> September, 2019.
- Participated in one and half week Faculty Development Program on Marketing Management - I, conducted by NPTEL (IIT Kanpur) on 29<sup>th</sup> September, 2019.



**Ms. Anamika Patel**  
 Assistant professor

- Cleared and qualified UGC NET June 2019 conducted by NTA in Labour Welfare/Personnel Management/Industrial Relations/ Labour and Social Welfare/Human Resource Management for the fifth time.
- Participated in a 7-day Faculty Development Programme on 'Outcome Based Education: Teaching, Learning & Evaluation' organized by School of Management Sciences, Varanasi from 2<sup>nd</sup> July to 8<sup>th</sup> July, 2019.





**Mr. Santosh Kumar**  
 Assistant Professor

- Participated in the National seminar on "Impact of GST on Business and Economy" organized jointly by the University Department of Applied Economics & Commerce, Magadh University, Bodh Gaya, Bihar and Indian Accounting Association, Patna branch on 17<sup>th</sup> November, 2019. He also presented a paper titled "Impact of GST on Indian Economy".



**Dr. Pooja Chaturvedi**  
 Assistant Professor

- Awarded the Elite Certificate in the NPTEL online certification course on "Introduction to Internet of Things" during the period July – December, 2019.
- Presented a paper titled "Big Data Dissemination Techniques in WSN" at the National Conference on Emerging Dimensions in Role of Artificial Intelligence and Soft Computing organized by School of Management Sciences, Varanasi from 19<sup>th</sup> October to 20<sup>th</sup> October, 2019.
- Received acceptance for the paper titled "Application of Learning Analytics Model in Outcome Based Education" at the International Conference on Role of ICT in Higher Education (ICRIHE-2020) to be organized by Institute of Information Technology and Management, Janakpuri, Delhi from 14<sup>th</sup> February to 15<sup>th</sup> February, 2020.



**Mr. Himanshu Upadhyay**  
 Assistant Professor

- Participated in a 7 days Faculty Development Programme on 'Outcome Based Education : Teaching, Learning & Evaluation' organized by School of Management Sciences, Varanasi from 2<sup>nd</sup> July to 8<sup>th</sup> July, 2019.
- Successfully completed a 4 weeks NPTEL-AICTE Faculty Development Programme on 'Leadership' during July-August 2019.
- Awarded with certificate on "Leadership" conducted by NPTEL during July-August 2019.



**Dr. Saurav Kumar**  
 Assistant Professor

- Got certified by NPTEL in "Marketing research and analysis" during July- November 2019.



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15 - 16 February, 2020

ACCREDITED WITH GRADE  
A  
NAAC  
Accredited 'A' Grade by NAAC

**Bhagavad Gita and Ramayan as  
Perennial Sources of Leadership**

15<sup>th</sup>-16<sup>th</sup> February, 2020

25  
YEARS  
OF EXCELLENCE  
IN EDUCATION

IMPORTANT DATES

Abstract Submission : 05<sup>th</sup> December, 2019  
 Communication of Acceptance : 10<sup>th</sup> December, 2019  
 Full length paper submission : 25<sup>th</sup> December, 2019

CONFERENCE DATES

15th & 16th February 2020  
 Venue: SMS, Varanasi

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