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**SMS**  
VARANASI



# SMSNEWS

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**SCHOOL OF MANAGEMENT SCIENCES**

VARANASI

## DIRECTOR'S MESSAGE

The issue of the SMS-newsletter in hand had deliberately to be a compressed one, encompassing the entire span of 2020 – the year that was made to witness a truly unique devastating time in the form of a draconian lingering pandemic, COVID-19. However, notwithstanding the severity of the testing time and maintaining the intellectual order, it certainly becomes a matter of outstanding scholastic attainment for the credible members of the editorial team of 'SMS newsletter' to bring the new issue to the hands of discerning readers not late. Very recently, on the 10th November, 2019, a long awaited exulting year - Silver Jubilee Year for this new-age B-School, soaked with archaic values but equally holding a NAAC 'A' Grade Accreditation as well as a higher order positioning in the bracket of 'Top 50 B-Schools of India', was flagged off, and with a view to commemorate the occasion, a coffee-table book, showcasing the 25-year journey of the Institution, an odyssey of the educational empowerment to the society, had been released with great fanfare. The year equally observed the dawn of the National Education Policy, after 34 years, to outline a new roadmap to overhaul India's education system. Apart from them, the issue provides the glimpses of 8th International Conference, National workshops, FDP, International & National education tours, Republic Day Celebrations, National Conference, NSS Camps, Yoga Camp, Series of Webinars, Alumni Meets, Donation to the PM Cares Fund, Post Covid Safety Awareness Programme, 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, and giving final touch to the remaining academic plus administrative preparations for applying to the UGC for Autonomy in the wake of the enactment of National Education Policy-2020.

I close with warm wishes for the New Year 2021!

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



## EDITORIAL TEAM

- Dr. Avinash Chandra Supkar
- Dr. Bhavana Singh
- Dr. Sourav Kumar
- Mr. Amit Kumar Bhanja
- Mr. Shailendra Pandey

## International Conference

### International Conference

## “Bhagavad Gita and Ramayana as Perennial Sources of Leadership”



The Centre for Spiritualism and Human Enrichment at SMS, Varanasi, organized its 8th International Conference on “Bhagavad Gita and Ramayana as Perennial Sources of Leadership” from February 15th - 16th, 2020. More than three hundred participants from different parts of India and abroad participated in this conference. Academic scholars and students from different quarters of the world including Zimbabwe, Fiji, Bangladesh, Mauritius, Russia, Thailand, Japan and England also actively participated in the conference. More than **250 Research Papers** were presented in the two-day conference.

## PGDM STUDENTS’ INTERNATIONAL TOUR TO MALAYSIA

SMS Varanasi organized 8 days Industrial cum Educational tour to Malaysia for PGDM students from 20th – 28th January, 2020. The tour included visits to various industrial complexes along with national monuments. The students visited the manufacturing sites of Yakult and Royal Selangor. The tour also included Petronas Twin Towers, Sunway Lagoon, Genting Highlands and Berjaya Time Square.





### Workshop on "Quality Assessment and Enhancement"

SMS, Varanasi under the aegis of SMS- IQAC organized a one day workshop titled "Quality Assessment and Enhancement – In the light of new framework of NAAC" on January 9th, 2020. The resource person of this workshop was Prof. A.N.Rai, Former Director– NAAC.

### Internal Lecture Series – "Success Mantras of Life"

SMS, Varanasi under the aegis of SMS-IQAC organized an internal lecture of Prof. Sanjay Saxena Chairman – SMS Digital Learning Center, titled "Success Mantras of Life" on January 13th, 2020 for B.Com 1st and 2nd year students.



### Observing–"Swacchta Pakhwada"

SMS, Varanasi under the aegis of SMS – IQAC observed the "Swacchta Pakhwada" from January 16th-30th, 2020. The students and faculty members also took a Swacchta pledge on the occasion.

### Alumni Meet of the Mumbai Chapter

SMS, Varanasi under the aegis of SMS Alumni Association organized the 6th annual meet of its Mumbai chapter on January 18th, 2020 at Bombay Chamber of Commerce and Industry, Mumbai.



### Internal Lecture Series–"Startup as a Career Option"

SMS, Varanasi under the aegis of SMS- IQAC organized an internal lecture of Prof. R. K. Singh – Dean(R&D) & Chairman – CEISD, titled "Startup as a Career Option" on January 25th, 2020 for B.Com 3rd year students.

### Republic Day Celebrations

SMS, Varanasi celebrated the 71st Republic Day on January 26th, 2020 at its campus. After the flag hoisting, vibrant cultural programs were presented by students of various courses.



### Investor Awareness Program

On January 28th, 2020, SMS, Varanasi in association with Financial Literacy Advisory Board, India (FLAB) and Securities and Exchange Board of India (SEBI) conducted a session on "Help People Manage their own Money" under the "Corporate Adoption Program – An Investor Awareness Program" initiative. The resource person for this session was Mr. Rahul Shukla, NISM trainer.



### Union Budget (2020-21) – Live Telecast and Discussion

SMS, Varanasi organized a live telecast and discussion of the Union Budget (2020-21) on February 1st, 2020 for the PGDM and MBA students.



### NSS Camp

A one day NSS Camp was organized by SMS, Varanasi on February 1st, 2020.



### Workshop on MS- Office

SMS, Varanasi in association with Sega Trainers, Varanasi organized a two-day workshop on MS-Office for B. Com (Hons.) 2nd semester students from February 7th -8th, 2020.

### Entrepreneurship Awareness Camp -2020

SMS, Varanasi under the aegis of SMS-IQAC organized a three-day Entrepreneurship Awareness Camp - 2020 under the DST –NIMAT sponsored project 2019-2020 in association with Entrepreneurship Development Institute of India, Ahmedabad from February 18th - 20th, 2020 for its BCA students. The program was conducted by the Center for Entrepreneurship, Innovation and Skill Development -SMS, Varanasi.



### Yoga Camp

SMS, Varanasi organized a yoga camp for the students on February 28th, 2020 in association with Center for Spiritualism & Human Enrichment, SMS Varanasi. The session was coordinated by Dr. Amit Kishore Sinha, Associate Professor-SMS, Varanasi.

### Platelet Donation Awareness and Sampling Camp

SMS, Varanasi on World NGO Day, February 27th, 2020 organized a "Platelet Donation Awareness and Sampling Camp" in association with Ashva – War Against Cancer, Department of Transfusion Medicine, HBCH – Varanasi and Save a Life Campaign TATA, Mumbai.



### Jan Samadhan 2.0 – Preliminary Round

The Center for Entrepreneurship, Innovation and Skill Development at SMS, Varanasi organized the preliminary round of "Jan Samadhan 2.0 – Clean Kashi" on February 29th, 2019.

# Diary Events

MARCH



## Ad-Manthan-3.0

The Centre for Entrepreneurship, Innovation & Skill Development (CEISD) of SMS, Varanasi organized an ad film making contest **Ad-Manthan-3.0** on March 4th, 2020. A total of 11 teams consisting of students from different courses both at undergraduate and post-graduate levels participated in this contest and exhibited their ad film making capabilities.

## Workshop on Intellectual Property Rights

A one day workshop on **Intellectual Property Rights** was organized on **March 5th, 2020** at SMS, Varanasi under the aegis of **Centre for Advanced Research & Development**. The resource person of the workshop was Prof. Rajnish Kumar Singh, Professor, Faculty of Law, Banaras Hindu University.



# Diary Events

APRIL



## International Webinar on Role and Impact of Mass Media and Social Media in our Locked down Lives

SMS - IQAC organized an International Webinar titled "**Role and Impact of Mass Media and Social Media in our Locked down lives**" on **April 30th, 2020**. The key resource person for this workshop was Amb. Ashok Sajjanhar - Indian Foreign Service. Prof. Anurag Dave, H.O.D - Department of Journalism, BHU; Prof. Atish Parashar, Dean - School of Media and Aesthetics, Bodh Gaya; Prof. Alok Kumar, Dean - FMS, GNS University, Rohatas; Mr. Anirvan Banerjee, Senior Manager - CFO Enterprise Value, Accenture, London, UK; Mr. Bhargava Rani - City University of New York, USA & Mr. Amit Singh, Human Right Researcher, Lisbon, Portugal. This session was coordinated by Dr. Gaurav Shah, Assistant Professor- SMS, Varanasi.

# Diary Events

MAY



## Webinar on "Higher Education: Challenges and Opportunities during Post Lockdown"

SMS Varanasi organized a Webinar on "**Higher Education: Challenges and Opportunities during Post Lockdown**" on **May 5th, 2020**. The key resource persons for this webinar were Prof. T.N. Singh - Ho'nble Vice Chancellor, MGKVP; Prof. S K Singh - Former Vice Chancellor, L N Mithila University, Darbhanga and Prof. Alok Kumar Rai - Ho'nble Vice Chancellor, Lucknow University. This webinar was coordinated by Dr. Kamal Sheel Mishra, Professor-SMS, Varanasi.





### Webinar on "Impact of Atmanirbhar Yojna Stimulus Package on MSME sector in India"

SMS Varanasi successfully organized a Webinar on "Impact of Atmanirbhar Yojna Stimulus Package on MSME sector in India" on May 17th, 2020. The resource persons of the webinar were Prof. Rakesh Raman, Department of Economics – faculty of Social Sciences, BHU; Mr. Puneet Jetli, Fonder & CEO – SensiWise Solutions, Bengaluru; Mr. Vivek Mehra, Founder & CEO – Culinary Cart (P) Ltd. and Trafim Technologies (P) Ltd., Mumbai and Mr. Rajesh Bhatia, Small Industries Association, Varanasi. This webinar was coordinated by Dr. Sofia Khan, Assistant Professor – SMS, Varanasi.

### E – Workshop on "How to Prepare Summer Internship Project Report"

SMS, Varanasi organized an E-workshop for MBA 2nd semester students titled "How to Prepare Summer Internship Project Report" on the basis of primary as well as secondary data from May 18th – 23rd, 2020. The key resource person for this workshop was Dr. Raj Kumar Singh (Dean R&D), Chairperson CEISD and Mr. Kartikeya Singh (Assistant Professor, Course Coordinator, MBA).



### Students' Webinar on "Economic Stimulus Package – 2020"

SMS, Varanasi organized a Students' Webinar on "Economic Stimulus Package – 2020" on May 18th, 2020 for the PGDM students. The webinar was also attended by the PGDM faculty members. This webinar was coordinated by Ms. Jaspreet Kaur and Ms. Gracy Singh, PGDM 2nd semester students of SMS, Varanasi.

### Webinar on "Relevance of AI and Machine Learning in Post COVID Era"

SMS, Varanasi organized a webinar on "Relevance of AI and Machine Learning in Post COVID Era" on May 23rd, 2020. The key resource person for this webinar was Dr. Pinaki Chakraborty, Assistant Professor - Netaji Subhas University of Technology, New Delhi and Mr. Samrat Paul, consultant, TCS, Kolkata. This webinar was coordinated by Ms. Poorva Sanjay Sabnis, Assistant Professor – SMS, Varanasi.



### Webinar on "Managing Businesses in Uncertain Times"

SMS, Varanasi organized a webinar on "Managing Businesses in Uncertain Times" on May 24th, 2020. The key resource persons for this webinar were Mr. Vikas Anand, FCL Head - Asia Pacific DHL Global Forwarding, Singapore; Mr. Pradeep N. Dutta, Business Head - Alternate Channel Panasonic Life Solution; Mr. Naveen Mishra, Sr. Director Analyst - Gartner Research and Advisory and Dr. Abhishek Mishra, Associate Professor IIM Indore. This session was coordinated by Dr. Pallavi Pathak, Associate Professor – SMS, Varanasi.



### Webinar on “Role of Technology in Developing Sustainable and Resilient Supply Chains under COVID- 19 Scenario: A Vision for Self Reliant India”

SMS, Varanasi organized a National Webinar on “Role of Technology in Developing Sustainable and Resilient Supply Chains under COVID-19 Scenario: A Vision for Self Reliant India” on May 26th, 2020. The key resource persons for this webinar were Dr. Rakesh Paras Singh, Chairman and Dean - Institute of Supply Chain Management, Mumbai; Shri. Rajneesh Kumar, Chief Corporate Affairs Officer - Flipkart Group, Bengaluru; Dr. Niti Bhasin, Associate Professor - Department of Commerce, Delhi School of Economics, University of Delhi, New Delhi and Shri. Manoj Kumar Dubey, Director (Finance) - Container Corporation of India Ltd. (CONCOR), New Delhi. This session was coordinated by Mr. Veeresh Tripathi, Assistant Professor – SMS, Varanasi.

### Webinar on Reverse Migration of Labours: Issues, Challenges and Solutions

SMS Varanasi organized a webinar on “Reverse Migration of Labours: Issues, Challenges, and Solutions” for the PGDM students on May 27th, 2020. This webinar was coordinated by Ms. Kajal Jaiswal and Mr. Ankit Srivastava, PGDM 2nd semester students of SMS, Varanasi.



### Webinar on “Road Ahead for Indian Corporate in Present Crisis: Opportunities and Challenges”

SMS, Varanasi organized a National Webinar on “Road Ahead for Indian Corporate in Present Crisis: Opportunities and Challenges” on May 28th, 2020. The key resource persons for this webinar were Mr. Ramesh Agarwal, Chairman - Agarwal Packers & Movers Ltd.; Mr. Shiv Rawat, AVP and National HR Head - DTDC Express Limited; Mr. Pankaj Mehrotra, President Sales - Ceasefire Industries Ltd.; Mr. Vineet Rai, Head HR - Hero Motor Ltd.; Mr. Rajeev Pathak, Head-HR & Administration - Tata Power Renewable Microgrid Ltd. and Mr. Sandeep Bathla, Executive Vice President (Manufacturing) - Blue Star Limited. This webinar was coordinated by Mr. Veeresh Tripathi Assistant Professor School of Management Sciences Varanasi.

### Webinar on “Skills for Post Covid-19 World”

SMS – IQAC and the SMS Alumni Association jointly organized a Webinar on “Skills for Post Covid-19 World” on May 31st, 2020. The key resource persons for this webinar were Mr. Avichal Murab, Group Leader - Amprise Financial Service, Gurugram; Mr. Biplab Sengupta, Founder and Director - HR sutra CO-founder and Product Head – CorpKonnnect, New Delhi; Mr. Rajeev Kumar, Area Manager - SBI Life, Kanpur and Mr. Ashutosh Vetal, Regional Sales Manager - Weikfield Food Pvt. Ltd., Mumbai. This webinar was coordinated by Ms. Gracy Singh and Ms. Jaspreet Kaur, PGDM 2nd semester students of SMS, Varanasi.



## Diary Events

JUNE



### International Webinar on Positive Mind and Karma for Overcoming Crisis: Learnings from Bhagavad Gita

SMS, Varanasi organized an International Webinar on “Positive Mind and Karma for Overcoming Crisis: Learnings from Bhagavad Gita” on June 1st, 2020. The key resource person for this webinar was Shri. H.G. Suradas Prabhu Speaker President & Trustee, ISKCON, Mumbai. The convener of this webinar was Dr. Sandeep Singh, Professor – SMS, Varanasi and it was coordinated by Dr. Sofia Khan, Assistant Professor – SMS, Varanasi.



### Webinar on Life after PGDM and MBA

SMS, Varanasi organized a National Webinar on “Life after PGDM and MBA” on June 2nd, 2020. The key resource person for this webinar was Dr. Sanjay Saxena, Professor – SMS, Varanasi. This session was coordinated by Swati Gupta, MBA 4th semester student of SMS, Varanasi.



### Webinar on “Likely Pattern of Global Order in Post COVID World”

SMS, Varanasi organized a student’s webinar for its PGDM students titled “Likely Pattern of Global Order in Post COVID World” on June 2nd, 2020. This webinar was coordinated by Ms. Garima Goel and Mr. Mayank Phadke, PGDM 2nd semester students SMS, Varanasi.

### Webinar on “Fitting in at Your First Job: A Hand-Holding Session by the Alumni Network”

SMS –IQAC and the SMS Alumni Association jointly organized a webinar titled “Fitting in at Your First Job: A Hand-Holding Session by The Alumni Network” on June 7th, 2020. The key resource persons were SMS Alumni Mr. Harsh Pandey, Channel Head South Asia - Johnson Control, Gurugram; Ms. Aayushi Khanna, Deputy Manager - Somany Ceramics, Pune; Ms. Garima Singh, Senior Project Consultant - Capgemini, Mumbai and Mr. Birendra Nath Pandey, Area Sales Manager - Micro Market OYO, Kolkata. This webinar was coordinated by Ms. Gracy Singh and Ms. Jaspreet Kaur, PGDM 2nd semester students of SMS, Varanasi.



### Webinar on “Significance of IT and Way Ahead”

SMS-IQAC and SMS Alumni Association jointly organized a webinar titled “Significance of IT and Way Ahead” on June 7th, 2020. The resource persons of the webinar were Mr. Rohit Kumar, Software Engineer – Nethues Technologies Pvt. Ltd.; Mr. Ajay Mishra – IT Manager, Qubole Software India Pvt. Ltd. and Mr. Vishwa Deepak Tripathi – Solution Architect, Siemens Technology Services. The event was coordinated by Mr. Rishabh Singh, Software Trainee – J K Technosoft, an MCA Alumnus of SMS, Varanasi.

# Diary Events

JUNE

## Online Faculty Development Programme on “Quality Assurance in Higher Education Institution: Revised NAAC Framework”

SMS – IQAC organized a one week (June 9th – 15th, 2020) Online Faculty Development Programme on “Quality Assurance in Higher Education Institutions: Revised NAAC Framework”. The key resource persons for this FDP were Dr. Pallavi Pathak, Associate Professor (IQAC Coordinator and FDP Convener) SMS, Varanasi; Prof. Bhagwan Jagwani, Director - Allenhouse Group of College, Kanpur; Prof. Mahendra Shirsat, Director - (RUSA) Centre for Advanced Sensor Technology & DDU, KAUSHAL Kendra, Dr. Babasaheb Ambedkar Marathwada University, Aurangabad; Prof. Pratosh Bansal, Institute of engineering & Technology - Devi Ahilya University (DAVV), Indore; Mr. Ram Gopal Gupta, Associate Professor - SMS Varanasi and Dr. Amitabh Pandey, Associate Professor - SMS Varanasi. The entire one- week session was coordinated by Ms. Anamika Patel, Assistant Professor - SMS, Varanasi.



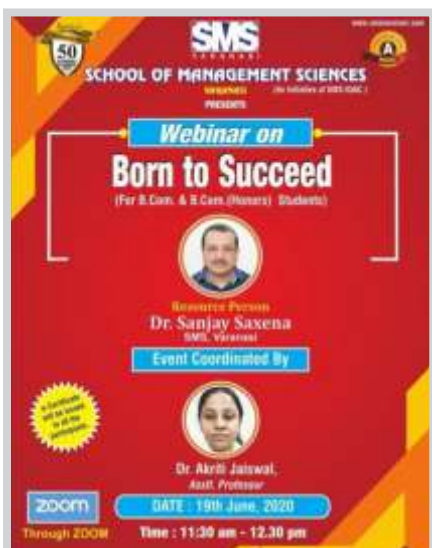
## Webinar on “Leadership in the time of COVID-19: The National and International Perspective”

SMS, Varanasi organized a webinar titled “Leadership in the time of COVID-19: The National and International Perspective” on June 10th, 2020 for its PGDM students. This webinar was coordinated by Ms. Revathi Kannan and Mr. Nikhil Yadav, PGDM 2nd semester students of SMS, Varanasi.



## Webinar on “Career in Business Management after BBA”

SMS – IQAC and the Career Counseling Cell jointly organized a webinar for BBA 6th Semester students titled “Career in Business Management after BBA” on June 17th, 2020. The resource person of this webinar was Dr. Avinash Chandra Supkar, Coordinator – Career Counseling Cell, SMS, Varanasi. This webinar was coordinated by Ms. Harshita Baranwal and Mr. Rahul Joshi, BBA 6th semester students of SMS, Varanasi.



## Webinar on “Born to Succeed”

SMS – IQAC organized a webinar for B.Com and B.Com (Hons.) students titled “Born to Succeed” on June 19th, 2020. The resource person of this webinar was Dr. Sanjay Saxena, Professor – SMS, Varanasi. This webinar was coordinated by Dr. Akriti Jaiswal, Assistant Professor - SMS, Varanasi.





### Webinar on “Changing Business Dynamics Post COVID 19”

SMS – IQAC organized a webinar for BBA 4th semester students titled “Changing Business Dynamics Post COVID 19” on June 19th, 2020. The resource person of this webinar was Prof. Sandeep Singh, SMS – Varanasi. This webinar was coordinated by Mr. Saurabh Kumar Tiwari and Ms. Shreya Singh, BBA 4th semester students of SMS, Varanasi.



### International Yoga Day: “Yoga for Enhancing Body Immunity to Fight against COVID 19”

SMS – IQAC on the occasion of International Yoga Day organized a virtual yoga session on June 20th, 2020. This Virtual Yoga session was conducted in presence of famous Yoga-Guru of Varanasi, Dr. Shailendra. The session was attended by the all the faculty and staff members along with students of the Institute.



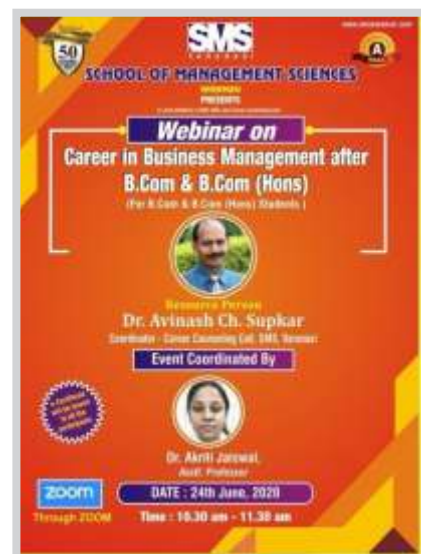
### Online Workshop on “Discovering Statistics through EXCEL and SPSS”

SMS – IQAC successfully conducted its one week online workshop on “Discovering Statistics through EXCEL and SPSS” from June 22nd – 28th, 2020. The key resource persons for the workshop were Prof. G.P. Singh - Institute of Science, BHU and Prof. Rakesh Pandey - Department of Psychology, BHU. The entire event was moderated by Dr. Sofia Khan, Back end support was given by Mr. Veeresh Tripathi. The workshop was coordinated by Mr. Kartikeya Singh, Assistant Professor - SMS, Varanasi.



### Webinar on “Career in Business Management after B.Com & B.Com ( Hons.)”

SMS – IQAC and the Career Counseling Cell jointly organized a webinar for BBA 6th Semester students titled “Career in Business Management after B.Com & B.Com ( Hons.)” on June 24th, 2020. The resource person of this webinar was Dr. Avinash Chandra Supkar, Coordinator – Career Counseling Cell, SMS, Varanasi. This webinar was coordinated by Dr. Akriti Jaiswal, Assistant professor - SMS, Varanasi.



# Diary Events

## JUNE

### Webinar on “Career Prospects in General Insurance”

SMS-IQAC and Career Counseling Cell jointly organized a webinar titled “Career Prospects in General Insurance” for its postgraduate students on **June 23rd, 2020**. The key resource persons of this webinar were Ms. Rachana Bhatia, Cluster Manager-Institutional Sales, Liberty General Insurance Ltd., Mumbai and Mr. Abu Osama, BDM-Commercial & SME Chola MS General Insurance Corporation, Mumbai, both alumnus of SMS, Varanasi. This webinar was coordinated by Ms. Sakshi Jha and Ms. Gautami, PGDM 2nd semester students of SMS, Varanasi.



### Webinar on “Why Fitness is a Critical Life Skill?”

SMS, Varanasi organized a webinar titled “Why Fitness is a Critical Life Skill?” on June 24th, 2020. The resource person for this webinar was Mr. Indraneil Lahiry, CEO – The Muscle War. This webinar was coordinated by Mr. Sonu Singh and Mr. Aquib Ahmad Khan, PGDM 2nd semester students of SMS, Varanasi.



### Webinar on “Career Prospects in Journalism and Mass Communication”

SMS-IQAC and Career Counseling Cell jointly organized a webinar titled “Career Prospects in Journalism and Mass Communication” for its BA (Hons.) – Mass Communication students on June 25th, 2020. The resource person of this webinar was Mr. Vinay Singh, Producer – News 18 India, New Delhi. The webinar was coordinated by Dr. Avinash Chandra Supkar, Associate Professor – SMS, Varanasi.



### Webinar on “Contemporary IT Skills for Developing Technical Equity”

SMS-IQAC and Career Counseling Cell jointly organized a webinar titled “Contemporary IT Skills for Developing Technical Equity” for its MCA and BCA students on June 26th, 2020. The resource person of this webinar was Mr. Vijay Tripathi, Consulting Practice Manager – Customer Success, Oracle NetSuite, Boston, USA. The webinar was coordinated by Dr. Avinash Chandra Supkar, Associate Professor – SMS, Varanasi.



### Webinar on “Readying Tomorrow’s Women Managers”

SMS – IQAC under its gender sensitization program organized a webinar for all the female students of various courses of SMS, Varanasi titled “Readying Tomorrow’s Women Managers” on June 27th, 2020. The resource person of this webinar was Ms. Anusuya Roy, Former National Head – Event Sales, ABP Pvt. Ltd., Mumbai. The webinar was coordinated by Dr. Avinash Chandra Supkar, Associate Professor – SMS, Varanasi.



### Webinar on “How to Sell Your Brand”

SMS-IQAC and Career Counseling Cell jointly organized a webinar titled “How to Sell Your Brand” for its PGDM, MBA and BBA students on June 27th, 2020. The resource person of this webinar was Mr. Ashish R. Kamat, Associate VP & Territory Head Sales – Zee Entertainment Enterprises Ltd., Mumbai. The webinar was coordinated by Dr. Avinash Chandra Supkar, Associate Professor – SMS, Varanasi.



### Webinar on “Building a Career in FMCG Sector”

SMS-IQAC and Career Counseling Cell jointly organized a webinar titled “Building a Career in FMCG Sector” for its PGDM and MBA students on June 28th, 2020. The resource person of the webinar was Mr. Saurav Paramanik, Assistant Manager – Godfrey Philips India Ltd as well as an Alumnus of SMS, Varanasi. The webinar was coordinated by Dr. Avinash Chandra Supkar, Associate Professor – SMS, Varanasi.



### Webinar on “Roadmap for Civil Services Examination”

SMS-IQAC in association with the Competitive Examination Guidance Cell organized a webinar titled “Roadmap for Civil Services Examination” on June 28th, 2020. The resource person of this webinar was Mr. Vikash Kishore, PCS (2016 Batch) – Sub Divisional AEO. The webinar was coordinated by Mr. Amit Kumar Bhanja, Assistant Professor – SMS, Varanasi.



### Webinar on “CV, Online Group Discussion, Interview Preparation”

SMS – IQAC organized a webinar titled “CV, Online Group Discussion, Interview Preparation” on June 29th, 2020 for B. Com and B.Com (Hons.) students. The resource person of this webinar was Prof. Raj Kumar Singh, SMS-Varanasi. This webinar was coordinated by Dr. Akriti Jaiswal, Assistant Professor – SMS, Varanasi.



### Webinar on “Enhancing Quantitative Skills for Competitive Examinations”

SMS-IQAC in association with the Competitive Examination Guidance Cell organized a webinar titled “Enhancing Quantitative Skills for Competitive Examinations” on June 29th, 2020. The resource person of this webinar was Mr. Sunit Mishra, Assistant Professor – SMS, Varanasi. This webinar was coordinated by Mr. Amit Kumar Bhanja, Assistant Professor – SMS, Varanasi.





### Webinar on “Business Analytics

**SMS-IQAC organized and International Webinar titled “Business Analytics Driving Digitalization: The Road Ahead”** on June 30th 2020. The resource persons of this webinar were Dr. U. Dinesh Kumar, Professor & Chair, Data Centre and Analytics Lab, IIM, Bangalore, India; Mr. Kapil Malhotra, Director & Head of Analytics, Asia, Middle East & North Africa, PepsiCo, India, Mr. Amit Kurhekar, Director, Data Science Solutions, Envestnet | Yodlee, Bengaluru, India, Mr. Rohit Manghnani, Director, Uniplatform Tech Private Limited, India; Mr. Syed Rahim, Senior Director - Customer Success & Consulting, Middle East and Africa (MEA), Manthan & Ex. Head Marketing – Stores, SPAR India (Max Hypermarket); Dr. Umesh Rao. Hodeghatta, Chief Data Scientist NU- Sigma U2 Analytics Lab, USA & Faculty-Walden University & Kent State University, USA. This webinar was coordinated by Mr. Veeresh Tripathi, Assistant Professor – SMS, Varanasi.

### Post Covid Safety: Awareness Programme

**SMS, Varanasi organized a “Post Covid Safety Awareness Programme”** to spread awareness among the rural villagers of Varanasi in Bhadwar, Khushipur and Bandepur villages on June 29th, 2020. Professor Kamal Sheel Mishra along with Ms. Anju Singh had a talk with the residents of these villages and told them about how to prevent themselves from virus infection by adopting social distancing, washing hands with soap, sanitizing hands regularly, consume spices aloe vera and giloy to boost immunity etc. After spreading awareness, mask was also distributed to the residents of these villages.



### A Plantation Drive

A Plantation drive was observed by the School of Management Sciences on the occasion of the birth anniversary of our honourable PM Mr. Narendra Modi, on 17th September, 2020.



## Diary Events

OCTOBER

### Faculty Development Program

SMS, Varanasi under the aegis of SMS IQAC organized a week long Faculty Development Programme on **"ACUMEN FOR MULTIPLE MANAGEMENT IN ACADEMIA"** from 3rd to 9th October 2020. Prof. T.N. Singh, Vice Chancellor MGKVP was the Chief Guest of the inaugural session. Prof. Kripa Shankar, Former Vice Chancellor, Gautam Buddha Technical University, Lucknow, and Prof. R. C. Mishra, Prof. Emeritus, Dept. Of Psychology, BHU took streaming sessions. The inaugural session was conducted by Mr. Purnendu Patra and the valedictory session was conducted by Dr. Bhavana Singh.



## Diary Events

NOVEMBER

### Adharshila'20

SMS Varanasi celebrated its 26th Foundation Day 'Adharshila' on a very small scale keeping in mind the COVID pandemic.

## Diary Events

DECEMBER

### World Energy conservation Day

SMS, Varanasi under the aegis of SMS-IQAC celebrated **'World Energy conservation Day'** on 14th December, 2020. The resource person of the workshop was Prof. O. P. Singh, Professor, Indian Institute of Technology, Banaras Hindu University.



### Business Analytics using MS-Excel and R-Programming

SMS, Varanasi under the aegis of SMS-IQAC organized a workshop on **'Business Analytics using MS-Excel and R-Programming'** from 17th -19th December, 2020 for PGDM IIIrd Semester students. The resource person of the workshop was Mr. Veeresh Tripathi, Assistant Professor, School of Management Sciences, Varanasi.

# Annual Sports Fest



## Placements at a Glance

As a result of the commendable efforts of the Training & Placement cell at SMS, different companies visited for the campus placement drive to recruit students from both undergraduate and post graduate courses. Leading companies like Berger Paints, Ceasefire Industries Limited, Decathlon Sports India Pvt. Ltd. ICICI Bank, Indiannica Learning Pvt. Ltd., ITC Ltd., J. K. Technosoft, LT Foods Ltd. Paytm etc. visited SMS campus. A few snippets of the placement drive are being showcased in this section.



Bandhan Bank



AGS Transact Technologies Limited



Berger Paints



ICICI Bank Ltd.



LT Foods Ltd.



Mother Dairy



Parle-G



Prism Johnson Ltd.



# Faculty Achievements

## Dr. Raj Kumar Singh

Professor



- Conducted the Management Development Programme in NTPC, Rihand Nagar
- Conducted the MDP in Dharamshala of Development Officers of Ministry of MSME.
- Invited as a Key Note Speaker in the FDP organized by the DST in MITS, Gwalior on Entrepreneurship Development
- Conducted a MDP organized by the FFDC, Ministry of MSME for the Directors of MSME in Dharamshala.
- Conducted a MDP organized by the NTPC, Rihand for their Engineers.
- Expert of Panel Discussion in MCIE, IIT, BHU on Varanasi Innovation Summit
- Conducted A Full Day FDP Session Organised By The Entrepreneurship Development Centre of MITS, Gwalior
- Invited in the Panel Discussion conducted during the National Seminar organized by the RSMT
- Invited As A Chief Guest And Key Note Speaker By Kashi Naresh Government P.G. College, Gyanpur, Bhadohi In A Workshop Organised By The Institution Innovation Council, Ministry of HRD, New Delhi on **"Business Plan For Successful Startups"**
- Invited as Session Chair During The National Conference On **"Innovative Approaches Towards Sustainable Development"** Held At Kashi Naresh Govt. P G College, Gyanpur, Bhadohi
- Conducted a Workshop On **"Innovation & Startups"** In The Kashi Naresh Government P.G.Degree College, Gyanpur, Bhadohi
- Invited In The SHEPA Group of Institution To Deliver My Deliberation On **"How To Make Business Plan"**
- Invited by the Mahatma Gandhi Central University, Motihari as a Key Note speaker in their Webinar on Entrepreneurship, Challenges and Opportunities Post COVID - 19
- Invited By The International School of Management Patna as a Key Note Speaker in their International E-Panel Discussion Programme On A Very Pertinent Issue **"Online Learning And It's Positive And Negative Impact On Future's Generation Education"**
- Invited by the Central University of Jharkhand, Ranchi As A Key Note Speaker in Their National Webinar on Very Important Issue Titled **"Pertinent Strategies And Technologies In Business Environment For Post Covid-19"**
- Invited By The SHEPA Group of Institution As A Key Note Speaker In Their National Webinar on **"Online Summer Internship For Management Students"**
- Invited By The SHEPA Group of Institution As An Expert Key Note Speaker In The National Webinar on **"Opportunity & Challenges In MSME Sector of Uttar Pradesh in Post Covid-19 Scenario"**
- Presented Paper in National Conference **"Indian Education System and Employment"** organized by the Raj School of Management and Sciences, Varanasi
- Article **"MSME Strategy in the Covid 19 and Lock Down Crisis in India"** published in the National News Portal MEDIANOW
- Article '8 'S' Model of Post Corona Buddhist Circuit Tourism Entrepreneurship Development' published in the **National News Portal MEDIANOW**
- Article **"12 'C' Mass Communication Model For Media As A Corona Warrior"** published in the National News Portal MEDIANOW
- Article **'Gram Swaraj'** Model of Rural Entrepreneurship : A Panacea of Rural to Urban Migration & Reverse Migration published in the **National News Portal MEDIANOW**
- Article **"Impact of Online Education and Ancient Indian Value Based Education System"** published in the National News Portal MEDIANOW
- Article **"The Spiritual Way of Environmental Peace And Immunity Enhancement"** published in the National News Portal MEDIANOW
- Article **"How doing MBA will help in Entrepreneurship Development in Post Covid-19 Phase"** published in the National Education Portal SHIKSHA.Com
- Unanimously Elected As Chairman of Public Relations Society of India (PRSI), Varanasi Chapter For The Term 2020-2022 For The Second Consecutive Term on 2nd August 2020**
- Appointed as **Startup Mentor by the FIED, Incubation Centre of IIM Kashipur and presently their three mentee** are working for their Startups under my mentorship in which one is going to launch their venture in Oct 2021
- Empaneled in the Department For Promotion Of Industry And Internal Trade, Ministry of Commerce And Industry, Government of India **As A National Startups Mentor Under EXPLORER' Category To Mentor The Startups On All India Level By Exploring Proper Viable Startup Opportunities For Them.**

- Empaneled as **Startup Expert in the National Innovation And Startup Policy** of Ministry of HRD (Now Ministry of Education), Govt of India
- Facilitated as coordinator of the **MOU signed between SMS, Varanasi and Al Asyariah Mandar University**, Indonesia in the field of Research & Development, Innovation and Entrepreneurship Development
- **Started Agro Startups Incubation Programme as Chairperson of Centre For Entrepreneurship, Innovation & Skill Development** of SMS Varanasi and presently one startup in the Fruit Juice Beverages is in verge of launching of its venture
- Invited in over **70 E Conferences, E Workshops, FDP, EDP and Webinars of different Institutes, Universities** and other organizations of India and Abroad as Chief Guests, Guest of Honour and Key Note Speaker.
- Presented a paper **Mental Wellbeing during COVID 19** in Two days National Seminar on **'Realigning the Indian Economy in Post COVID 19 ERA'** organised by dept of Economics, Vasanta College for Women on 11-12th May, 2020
- Organised a **Workshop Quality Assessment & Enhancement-Under New framework of NAAC** on January 9, 2020
- Attended Workshop on **'Promoting Best Practices in Higher Education Institutions'** under NAAC Awareness Programme (NAP) organised by IQAC, Mahatma Gandhi Kashi Vidyapith, Varanasi and & UP State Higher Education Council, Lucknow on March 15, 2020
- Participated in **Seven days International Online Workshop on Research Methodology** conducted from 19th to 25th May organised by Wilson College in association with University of Mumbai
- **Attended Two Week Online Workshop on "Comprehensive e-Learning to eTraining guide for Administrative Work"** from May 25 - June 05, 2020 organised by Teaching learning centre, Ramanujan College University of Delhi under the scheme of Pandit Madan Mohan Malaviya Nation Mission on Teachers and Teaching (PMMMNTT), Department of Higher Education, Ministry of Human Resource Development, Government of India.
- **Attended 10 days Online Workshop on Assessment across Psychological Disorders from 20-30 June 2020** organised by Positive Insight, New Delhi.
- **Organised a One Week Online Faculty Development Programme on Quality Assurance in Higher Education Institutions:** Revised NAAC Framework as FDP Convenor from 9th to 15th June 2020
- **Attended Two Week FDP on Managing Online Classes and Co-Creating MOOCs from 20th April to May 6th, 2020** organised by Teaching learning centre, Ramanujan College University of Delhi under the scheme of Pandit Madan Mohan Malaviya Nation Mission on Teachers and Teaching (PMMMNTT), Department of Higher Education, Ministry of Human Resource Development, Government of India
- **Attended One week FDP on Structure equation Modelling in Management and Social Sciences using AMOS and R** organised by IMS, Ghaziabad from 11 to 15th may, 2020
- **Attended Online FDP on Learning, Pedagogy and Effective Use of Case Methodology** organised by ASM group of Institutes, Pune and ASMA held from 17 to 21th May, 2020
- **Attended one week Faculty Development Program on "DEVELOPMENT AND IMPLEMENTATION OF MOOCs"** from October 21 - October 27, 2020

## Dr. Pallavi Pathak

Associate Professor



- **Completed Online Refresher course in Management** under Annual Refresher Programme in Teaching (ARPIT) Conducted by SWAYAM, MHRD, GOI (2020)
- **Completed a four weeks online Faculty Induction Training/Orientation Programme organized by Teaching Learning Centre (TLC), Ramanujan College, University of Delhi** under MHRD-sponsored Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching (PMMMNTT), organized by Teaching Learning Centre (TLC), Ramanujan College in association with Research Development and Services Cell, Ramanujan College, University of Delhi held from 26th June 2020 to 24th July 2020.
- **Completed a MOOC Course on Plagiarism: Concept and Precautions** from July 06, 2020 to August 09, 2020 organised by Guru Gobind Singh Indraprastha University, New Delhi.
- **Started International Research Collaboration on Millennial Youths' Views on Racism, Religious Conflict & Peace: A Cross-Cultural Case Study in India- Indonesia** in association with Peneleh Research Institute, Indonesia.
- Presented the paper **'Impact of COVID-19 on Higher Education in India'** in the **National Webinar on COVID 19: Changing Dynamics around the Globe** organised by Sunbeam Women's college, Varuna on 9th -10th May, 2020

- AICTE Training And Learning (ATAL) Academy Online FDP on **"Capacity Building of Women in Higher Education"** from 2021-1-25 to 2021-1-29 at SRM Institute of Science And Technology.
- Attended 12- day Faculty Development Programme on **Data Science organized by E & ICT Academy**, IIT Kanpur from July 5 to July 16, 2021 (A Joint initiative of MEITY and IIT Kanpur).
- Published a Book Chapter **'Strategic Human Resource Management'** in the Book **'Business Management'** by MRI Publications.
- Resource Person in the National Conference on **'Current Practices in HR' (SAP DRS II sponsored)** at Department of Psychology at Banaras Hindu University on February 29, 2020
- Invited as a Resource Person in the **Faculty Development Programme on Role of Quality Assurance in Higher Education Institution's** Perspective organized by Govt. MLB Girls PG College, Indore, MP on July 30, 2020
- **Delivered Key note address on August 14, 2020 in the international conference on Business and banking innovations** organised by STIE Perbanas, Indonesia
- Received letter of appreciation for **mentorship by NPTEL** for the course Effective Writing Designed **e-content for MBA programme, School of Management** studies and commerce, Uttarakhand open University

#### Mr. Shambu Sharan Srivastava

Associate Professor



- Published a Research Paper Titled **"A Brief Introduction of Network Security Architecture: Axioms to be emphasized"** has been published in Page 1394-1408 of "Studies in Indian Place Names – UGCC CARE Journal" (ISSN No. 2394-3114) Volume 40, Issue 74, March 2020.
- Completed an online certification on **"Software Testing"** in 2020 from Swayam Portal.
- Developed a Case Study on the topic **"Fruitful Business Transformation inside an Information Technology Company"** for institutional use.
- Contributed a book chapter bearing topic name **"Quality Improvement in the Modern Business Environment through Control Charts"**.
- Attended a Week Long Faculty Development Program on **"Artificial Intelligence"** during the period of November 23-27, 2020. This FDP was organized by Atal Bihari Vajpayee Indian Institute of Information Technology and Management,

Gwalior under the aegis of AICTE Training and Learning (ATAL) Academy.

- Attended a Week Long Faculty Development Program on **"Internet of Things"** during the period of November 02-06, 2020. This FDP was organized by Sri Ramakrishna Mission Vidyalaya College of Arts and Sciences under the aegis of AICTE Training and Learning (ATAL) Academy.
- Attended a Week Long Faculty Development Program on **"Acumen for Multiple Management in Academia"** during the period of October 03-09, 2020. This Program was organized by School of Management Sciences, Varanasi.
- Attended a Faculty Development Program on **"Recent Trends in Technology and Teaching Learning Methodology"** during the period of July 9-11, 2020. This Program was organized by SAGE University, Indore, Madhya Pradesh.
- Attended a Week Long Faculty Development Program on **"Emerging Trends in the New world of Work"** during the period of June 22-27, 2020. This Program was organized by JSS Academy of Technical Education, NOIDA.
- Attended a Week Long Faculty Development Program on **"Digital Learning with Multidisciplinary Approaches"** during the period of June 12-17, 2020. This Program was organized by JSS Academy of Technical Education, NOIDA.
- Attended a Faculty Development Program on **"Cyber Warfare: Information Security Challenges"** during the month of May, 2020. This Program was organized by Gopal Narayan Singh University, Sasaram, Rohtas.
- Presented a Paper titled **"IT: The lone Savior in case of Emergency"** in a Two Day National Conference on the Topic **"Indian Education System and Employment"** in February, 2020. This Seminar was organized by Raj School of Management and Sciences, Varanasi.
- Attended an International Webinar on the Topic **"Introduction to Artificial Intelligence, Machine Learning and Cognitive Automation"** on June 12, 2020. This Webinar was organized by SNS College of Technology, Coimbatore.
- Attended an International Webinar on the Topic **"Current Trends in Cyber Security Threats and Identity Deception Attacks"** on June 06, 2020. This Webinar was organized by AKS University, Satna, Madhya Pradesh.

## Mr. Ram Gopal Gupta

Associate Professor



- Invited as a Chairperson for National Seminar on Indian Education and Employment organized by Raj School of Management Sciences, Varanasi on 16th - 17th Feb 2020.
- Deliberation on the topic **“Technical & Commercial Aspects of SSI unit”** in DST-NIMAT Sponsored Entrepreneurship Awareness Camp-2020 at School of Management Sciences, Varanasi dated 18th Feb – 20th Feb 2020.
- Received **“Young Faculty of the Year -2020”** award from Integrated Chamber of Commerce and Industry (ICCI), New Delhi during Second National Education Excellence Conclave on 24th Feb, 2020.
- Completed one week (25th April – 30th April 2020) online course on **PHP + MYSQL** and cleared the exam conducted by **IQAC- Prahladrai Dalmia Lions College of Commerce & Economics, Mumbai** in association with SPOKEN TUTORIAL, IIT Bombay.
- Attended 7-Days (27th April – 3rd May 2020) International Webinar on **“Role of Alternatives & Complementary Therapies to Combat COVID-19: An Integrative Approach”** organized by Yoga & Naturopathy Education Center, MGKVP, Varanasi.
- Invited as a Chairperson for National Webinar on Empowering Education System in Covid-19 Pandemic organized by Raj School of Management Sciences, Varanasi on 2nd – 3rd May 2020
- Successfully completed **“The Fundamental of Digital Marketing”** Google Digital Unlock Certification exam on 18th May 2020
- Attended 5-Days (1st June – 5th June 2020) Global E-Symposium on **“Global Pandemic Outbreak: Role of Technology & Automation (GPORTA)”** organized by Dept. of CSE, JSS Academy of Technical Education, NOIDA
- Attended One Week (8th June – 12th June 2020) International **FDP on Recent Advances in Computer Science and Allied Domains** organized by Dept. of CSE, Sharada University, Greater Noida.
- Resource Person in One Week (09th June – 15th 2020) Online **FDP on Quality Assurance in Higher Education Institutions: Revised NAAC Framework** organized by IQAC, SMS Varanasi. my deliberation was on Criterion-IV: Infrastructure and Learning Resources
- Invited as Expert Resource Person in **One Week (12th June – 17th June 2020) International FDP on Digital Learning with**

**Multidisciplinary Approaches** organized by JSS Academy of Technical Education, NOIDA and my deliberation was on the Topic: Open Source Softwares for Technology Enabled Teaching Learning.

- Published an edited book titled **“COVID-19 Pandemic Effect: Issues & Challenges in Education System”** ISBN: 978-93-90110-07-0 (In June 2020)
- Participated in International Webinar on **“Lean Supply Chain Management”** at SNS College of Technology, Coimbatore on 15.05.2020
- Attended Leadership Talk with **Dr. Pramod Chaudhari, Founder, Chairman, Praj Industries Limited** and Dr. Abhay Jere, Chief Innovation Officer MHRD Innovation Cell, Saturday, 16th May 2020
- Successfully completed and obtained grade ‘A’ in 4-Weeks Orientation Program for **“Faculty in Universities/ Colleges/ Institutes of Higher Education”** from 26th June to 24th July 2020 organized by Teaching Learning Centre, Ramanujan College, University of Delhi under the aegis of MINISTRY OF HUMAN RESOURCE DEVELOPMENT PANDIT MADAN MOHAN MALAVIYA NATIONAL MISSION ON TEACHERS AND TEACHING
- Attended Five Days Online FDP on **“Machine Learning and ITS Application Using Python”** held on 29th June- 3rd July 2020 at Ajay Kumar Garg Engineering College, Noida in collaboration with Consilio Intelligence Research Lab Noida, UIET-CSJMU Kanpur and Dr. H.S. Gour Vishwavidyalaya, Sagar.
- Attended the 3rd International conference on **“Covid 19: Opportunities and Challenges in Digital Environments”** organized by Department of Computer Science & Engineering, School of Engineering Sciences & Technology, Jamia Hamdard on 6th July 2020
- Attended Two Days Virtual FDP **“ONLINE TEACHING, LEARNING AND EVALUATION WITH MOODLE & MOOC PLATFORM”** held on 13-14 July 2020 organized by Education Promotion Society of India (EPSI), New Delhi.
- Attended one week online International FDP on **“Recent Trends in Computer Science & IT”** held from 13th July – 17th July 2020 organized by Dept of CSE- Raj Kumar Goel Institute of Technology, Ghaziabad, India in association with International Association of Professional & Fellow Engineers, Delaware, USA; Indo-UK Confederation of Science, Technology & Research LTD., London, UK; International Accreditation Council for Conference & Professional Excellence, Delaware, USA
- Delivered Lecture in TQIIP **“E-CONTENT DEVELOPMENT, DELIVERY & DIGITAL TOOLS”** at Rajkiya Engineering College, Bijnor held on 15-16 September 2020.

- Invited as a Chair person in National Webinar **"EMERGING TRENDS IN INFORMATION TECHNOLOGY"** held on 24th October, 2020 organized by Maharana Pratap Post Graduate College, Gorakhpur
- Attended One Week AICTE sponsored STTP Program on **"COMPUTER FORENSIC AND CYBER CRIME"** held from 14th December to 19th December 2020 organized by JSS Academy of Technical Education, Noida.
- Attended AICTE sponsored QIP short term course on **"IoT and its Applications"** held from 25th December to 31st December 2020 jointly organized by Department of Computer Science & Department of Mechanical Engineering IIT (BHU), Varanasi.

#### Dr. Bhavana Singh

Assistant Professor III



- Invited as an expert in the seven days National workshop on **"Research & Communication"** held on 4th - 10th January 2020 organised by Mahatma Gandhi Kashi Vidyapith, Dr. Vibhuti Narayan Singh Campus, Gangapur, Varanasi.
- Co-Chaired a session of a National Seminar on **"Women and Gender Equality in Higher Education of India: Issues and Challenges"** held on 11th January, 2020 organised by Campus Placement Cell (CPC), Mahatma Gandhi Kashi Vidyapith and supported by National Commission for Women, New Delhi at Mahatma Gandhi Kashi Vidyapith, Varanasi.
- Published a paper on **"Factors influencing multi-dimensional poverty in India: in an International Peer Reviewed Refereed Research Journal "Anukriti",** Reg. No. 694/2009-10; ISSN: 2250-1193; Vol 10, No 1, January, 2020.
- Presented a paper entitled **"Sita & Draupadi: A comparative Analysis of two great ladies from Mahabharata & Ramayana"**. 8th International Conference on "Bhagavad Gita and Ramayana as a Perennial Sources of Leadership" held on February 15-16, 2020 organized by School of Management Sciences, Varanasi.
- Co-Chaired a session of Two Days National Seminar on **"Indian Education System and Employment"** held on 16th -17th February, 2020 organised by Raj School of Management and Sciences, Varanasi.
- Presented a paper entitled **"Contribution of Education for Sustainability and Development :A competency Framework."** National Seminar on **"Indian Education System and Employment"**, 16th & 17th February, 2020, organised by Raj School of Management and Sciences, Babatpur, Varanasi.
- Invited as a resource person in **One Day National webinar on "Population & Development"** held on 2nd May, 2020 organised by Mahatma Gandhi Kashi Vidyapith, Dr. Vibhuti Narayan Singh Campus, Gangapur, Varanasi.
- Co-Chaired a session of a National Webinar on **"Empowering Education System in COVID-19 Pandemic"** held on 3rd May, 2020 organised by Raj School of Management Sciences, Varanasi.
- Published a paper on **"Perceptions of Elected Gram Pradhans about Panchayati Raj Institutions in Barabanki District of Uttar Pradesh"** in UGC Approved Journal No. 48416, Interdisciplinary Journal of Contemporary Research, Vol. 7, No. 5, May, 2020 ISSN : 2393-8358.
- Completed five days online FDP on **"Learning, Pedagogy and Effective use of Case Methodology"** organised by ASM Group of Institutes held from 17th -21st May, 2020.
- Presented a Paper Titled **"Factors influencing multi-dimensional poverty in India"** in an International Multi-disciplinary Conference on Arts, Social Sciences, Management and Technology held in University of Malaya, Kuala Lumpur, Malaysia.
- Participated in the Seven days Faculty Development Programme on **"Quality Assurance in Higher Education Institutions: Revised NAAC Framework"** organized by IQAC, School of Management Sciences, Varanasi from 9th June to 15th June 2020.
- Attended the 7 days Workshop on **"Discovering Statistics through SPSS & Excel"** organised by School of Management Sciences, Varanasi from 22nd to 28th June, 2020.
- Successfully completed Two Week Online Faculty Development Programme on **"Covid -19 New Age Teaching Pedagogy: Innovative Tools, Techniques And Research Methods For Efficient Business Management Teaching In Digital Era"** From July 20 - July 31, 2020 from Atal Bihari Vajpayee School of Management and Entrepreneurship Jawaharlal Nehru University, New Delhi.
- Published a book titled **"Women's Participation and Decentralised Governance"**, published by Rawat Prakashan, New Delhi, ISBN No.-978-93-88562-97-3, August, 2020.
- Completed a **One Month Faculty Induction Programme (Orientation/Refresher), from Ramanujan College, Delhi** under the aegis of Ministry of Human Resource Development, Pandit Madan Mohan Malviya National Mission on teachers and teaching, from September 01- September 30, 2020.
- Successfully completed AICTE Training And Learning (ATAL) Academy Online FDP on **"Organizational Behaviour"** from 14-

09-2020 to 18-09-2020 at Makhan Lal National University of Journalism and Communication.

- Participated in One-week Faculty Development Program titled "**Acumen for multiple management in Academia**" from 03rd to 9th October 2020 organized by School of Management Sciences Varanasi.
- Successfully completed AICTE Training And Learning (ATAL) Academy Online FDP on "**Rural Entrepreneurship**" from 23-11-2020 to 27-11-2020 at Mahatma Gandhi University.

## Dr. Bharat Kumar

Assistant Professor III



- Attended Weeklong, **Professional Development Program organized by FICCI**, Delhi on the topic 'Industry and Academic Courses
- Attended weeklong faculty enrichment course organized by Utkal University, Odisha from May 26th to June 4th.
- Attended three days long course on '**Media Rhetoric**' organized by St. Joseph First Grade College, Mysore, Karnataka.

## Dr. Saurav Kumar

Assistant Professor III



- Presented a paper titled, "**Education System in India and Employment outcomes: A Critical Relationship**", in the National Seminar on "**Indian Education System and Employment**" Organized by Raj School of Management Sciences, Varanasi.
- Presented a paper titled, "**Impact of E-Commerce and Digitization in Economic growth and Employment generation in India**", in the international conference on "Global Business and Social issues 2020" organized by Department of Business Administration, Assam University, Silchar.

## Himanshu Upadhyay

Assistant Professor III



- Published a Research paper titled, "**Employee Downsizing in Globalized Business Environment: A Study of Public Sector Banks with Special Reference to State Bank of India**" published in "**Management Insight**" (ISSN No. 0973-936X), Vol-15, Issue-2-

December-2019, Pp-43-51, a Journal of School of Management Sciences, Varanasi.

- Presented a paper titled as "**Green E-Retailing: A Path of Sustainability**" in an International Conference on "Industry 4.0 – Architecting Management Practices in Business" organized by Indrapuram Institute of Higher Studies, Ghaziabad on 25th January, 2020.
- Presented a paper titled as "**Analyzing the Effects of Transformational Leadership Traits taken from Ramayana, on Organizational Creativity of Employees: A Case of Asset Management Companies in Dehradun and Haridwar Region**" in an International Conference on "**Bhagwad Gita and Ramayan as Perennial Sources of Leadership**" organized by School of Management Sciences, Varanasi on 15-16 February, 2020.
- Research paper titled as "**Green E-Retailing: A Path of Sustainability**" published in "**Studies in Indian Place Names**" (ISSN NO. 2394-3114), Vol-40 Issue-69-March-2020, Pp-352-357, a UGC Care Journal.
- Taken "**Life Time Membership**" of "**Lucknow Management Association (LMA)**" (Affiliated to All India Management Association, New Delhi).
- Attended and successfully completed one-week STTP and qualified the examination on "**Advanced Research Methodology**" from 11th to 15th May, 2020 organized by REST Society for Research International (RSRI), Krishnagiri, Tamil Nadu, India.
- Participated in one-day Faculty Development Programme on "**Publishing Research Papers in Premier Journals - Do's and Don'ts**" organized by I.T.S, Ghaziabad on 21st May, 2020.
- Participated in one-day Faculty Development Programme on "**Creation of Google Sites and OER**" organized by Department of Business Management, RBVRR Women's College, Narayanaguda, Hyderabad on 26th May, 2020.
- Participated in six days e-Faculty Development Programme on "**Business Case Development**" from 08th to 13th June, 2020 organized by Llyod Business School, Greater Noida.
- Participated in one-week online workshop on "**Discovering Statistics through Excel and SPSS**" from 22nd to 28th June, 2020 organized by School of Management Sciences, Varanasi.
- Participated and successfully completed UGC sponsored online Multi-disciplinary "**Refresher Course in Multiculturalism**" organized by UGC - Human Resource Development Centre, Maulana Azad National Urdu University, Hyderabad from 27th August to 9th September, 2020 and obtained Grade "**A**".

- Participated & successfully completed an AICTE Training and Learning (ATAL) Academy sponsored five days online FDP on **"Organizational Behaviour"** organized by Mizoram University Aizawl from 21st to 25th September, 2020.
- Participated in a seven days Faculty Development Programme on **"Acumen for Multiple Management in Academia"** organised by School of Management Sciences, Varanasi from 03rd to 09th October, 2020.
- Published a Research paper titled, **"Employer Branding: A Tool to Attract, Hire, and Retain the "Right Fit"** published in **"Business Management Practices - Emerging Trends"** (ISBN NO. 978-81-947738-5-6), Volume-III-October-2020, Pp-72-76, an Edited book.
- Awarded with **"Elite+Silver"** certificate in the NPTEL online certification course on **"Marketing Management – I"**, conducted by IIT Kanpur during the period September-November, 2020.
- Successfully Completed a one-week NPTEL -Faculty Development Programme on **"Marketing Management – I"**, conducted by IIT Kanpur during the period September-November, 2020.

#### Vir Pratap

Assistant Professor II



- Presented a paper titled as **"Marketing Strategy for Sustainability in Vocational Education - An Exploratory Enquiry"** at National Seminar on Indian Education System and Employment, organized by Raj School of Management & Sciences, Varanasi on February 16 & 17, 2020.
- Presented a paper titled as **"Higher Education: Challenges and Opportunities during Covid19 - An Exploratory Enquiry"** at National Webinar on Covid 19 Changing Dynamics Around the Globe, organized by Sunbeam Women's College, Varanasi, Varanasi on May 9 & 10, 2020.
- Attended and successfully completed five days online Professional Development Program Entitled, **"FICCI Future X Professional Development Program"** Organized by FICCI from 25th May to 29th May, 2020.
- Attended five days Global E-Symposium on "Global Pandemic Outbreak: Role of Technology and Automation" Organized by JSS Academy of Technical Education, Noida. 1st June to 5th June, 2020.
- Attended seven days FDP on the topic **"Outcome Based Education: Teaching, Learning and Evaluation"**, organized by

School of Management Sciences, Varanasi from 9th June to 15th July, 2020.

- Participated in Five Days Online FDP on the topic **"E Content Creation for MOOCs and MOODLE"** Organized by Dr. Ram Manohar Lohia Awadh University, Ayodhya, in collaboration with IIT-Bombay Spoken Tutorial from 10th to 14th July 2020.
- Participated in Seven Days Online FDP on the topic **"ICT, Learning and E-Content Development"** Organized by Dr. Ram Manohar Lohia Awadh University, Ayodhya, Uttarpradesh from 20th to 26th July 2020.
- Successfully completed **Annual Refresher Programme in Teaching (Management)** from Banasthali Vidyapith on 15th September 2020.
- Successfully completed course on **Marketing Management – I form IIT – Kanpur (NPTEL)** and awarded with Silver Medal, Elite Certificate on 29th September, 2020.
- Participated in Seven Days FDP on the topic **"Acumen for Multiple Management in Academia"**, organized by School of Management Sciences, Varanasi from 3rd October to 9th October, 2020.
- Participated in Five Days AICTE Training And Learning (ATAL) Academy Online FDP on **"Innovation Management"** from 10th October to 14th October 2020 at Shiv Nadar University.
- Participated in Five Days AICTE Training And Learning (ATAL) Academy Online FDP on "Strategy" from 16th November to 20th November 2020 at P.A.C. Ramasamy Raja Polytechnic College.

#### Mr. Veeresh Tripathi

Assistant Professor II



- Awarded Appreciation Certificate for Mentorship for Course, **"Innovation, Business Models and Entrepreneurship: July - Dec 2020"** under National Programme on Technology Enhanced Learning (NPTEL).

#### Chandrasekhar Singh

Assistant Professor II



- Published a Research Paper Titled **"Impact of Social Advertising Campaigns On The Behavior Of Youths In Selected Cities in India"** in UGC listed Journal **"Studies In Indian Places Names"** ISSN - 2394-3114, Volume 3, Issue 3, Feb 2020
- Presented a paper **"Life Management Lessons From Bhagvad Geeta and Ramayana"** in 8th International Conference on "

Bhagvad Gita and Ramayana as Perennial Sources of Leadership” organized by School of Management Sciences, Varanasi, on 15-16 Feb 2020

- Attended one day workshop on **“Organizational Leadership: Generating Extraordinary Organizational Performance”** organized by School Of Management Sciences. Varanasi on 11 Jan 2020.
- Successfully conducted a workshop on **“Soft Skills For Future Managers”** on 31st Jan 2020 for the students of MBA –HRD Second and Fourth Semester Students in Department Of HRD, VBS Purvanchal University, Jaunpur.
- Attended a 7 Days Faculty Development Programme on **“Acumen for Multiple Management in Academia”** organized by School Of Management Sciences, Varanasi on 3- 9 October 2020.

## Dr. Sofia Khan

Assistant Professor II



- Participated and Presented a Paper entitled **"Women Employment in Unorganized Sector in India: An Empirical Analysis"** in the National Seminar on **"Working Women in Unorganized Sector in India: Issues & Challenges"** held on January 20-21, 2020 organized by Department of Economics, Arya Mahila P.G. College, Varanasi Sponsored by National Commission for Women, New Delhi.
- Participated and Presented a Paper entitled **"Self-Management Principles from Ramayana"** in the 8th International Conference on **"Bhagavad Gita and Ramayan as a Perennial Sources of Leadership"** held on February 15-16, 2020 organized by School of Management Sciences, Varanasi.
- Participated and Presented a Paper entitled **"Start Ups are Paying Way for Mass Employment in India"** in the National Seminar on **"Indian Education System and Employment"** February 16-17, 2020 Organized by Raj School of Management Sciences, Varanasi.
- Received a letter of appreciation from the director of the institute for successfully organizing two days long 8th International Conference on Bhagavad Gita and Ramayan as Perennial Sources of Leadership
- Attended the Spoken Tutorial Workshop on **‘R Training’** organized by IMS Noida in Collaboration with IIT Bombay in January 2020 Semester.
- Participated and Presented a Paper entitled **"Role of Various App in Empowering Education System During Lockdown 2.0 Due to COVID 19"** in National Webinar on "Empowering

Education System in COVID-19 Pandemic" held on 2 - 3 May, 2020 organized by Department of Computer Science, Raj School of Management Sciences, Varanasi.

- Participated and Presented a paper entitled **“Impact of COVID-19 Pandemic on Micro, Small and Medium Enterprises in India”** in National E-Seminar on "Post COVID-19 Business Opportunities in INDIA with Lessons from 1918 Pandemic" held on 5 May, 2020 Organized by Department of Business Management & Entrepreneurship in collaboration with Institute of Engineering Technology Dr. Rammanohar Lohia Avadh University, Ayodhya.
- Completed an Online Faculty Awareness Program on **"NAAC Accreditation"** held on 10 May - 15 May, 2020 Organized by RD's Shri Chhatrapati Shivajiraje College of Engineering, Dhangawadi, Pune-412206
- Participated in the 2nd International Symposium (Webinar) on **"Concern, Complexities and Dialogues in Religious Philosophy"** held on 12 May, 2020 Organised by Kaash Foundation Mumbai in Collaboration with Indian Council of Historical Research, New Delhi, Widya Kerthi Foundation of Indonesia, Archeological Institutes of Afghanistan, Centre for study of Society and Secularism Mumbai.
- Completed an Online Faculty Awareness Program on **"Outcome Base & NBA Accreditation Education"** held on 12 May - 17 May, 2020 Organized by RD's Shri Chhatrapati Shivajiraje College of Engineering, Dhangawadi, Pune-412206
- Participated in International E- Panel Discussion Programme on **“Online Learning and Its Positive & Negative Impact of Future Generation Education”** held on 14 May, 2020 Organised by International School of Management Patna.
- Participated and Presented a paper in the International Level Webinar on **‘Socio-Economic Repercussions of Covid-19 Pandemic on Global Economy’** held on 15 May, 2020 organized by Department of Economics, Poona College of Arts, Science and Commerce, Pune Maharashtra.
- Participated in Online Faculty Development Programe Series on **"Learning, Pedagogy and Effective Use of Case Methodology"** held on 17 May - 21 May, 2020 Organized by ASM Group of Institutes in Association with Innoserve Group ASMA.
- Completed an Online Faculty Awareness Program on **"Research Methodology"** held on 20 May - 25 May, 2020 Organized by RD's Shri Chhatrapati Shivajiraje College of Engineering, Dhangawadi, Pune - 412206.
- Awarded with the UDEMY Certification – Introduction to Forex-Learn to Trade forex by Yourself on 23rd May, 2020.

- Participated in Online Faculty Development Programme on **"New Challenges in Business Management Post Covid-19 Pandemic Scenario"** held on 25 May - 31 May,
- 2020 Organized by Department of MBA, CMR Technical Campus Hyderabad in association with Tryitfirst.
- Participated in Five days Online Faculty Development Programme on **"How to Publish Research in Top tier International Journals"** held on 26 May - 30 May, 2020 Organized by IMS Ghaziabad.
- Received a Certificate of Appreciation on 2nd June, 2020 from EDSMART and CRED, Varanasi for providing an Uninterrupted Essential Service to Nation through **Online Classes with Innovative Teaching and Learning Solutions during the Testing Times of COVID 19.**
- Attended the One day International Virtual Conference **"Novel Corona and Novel Challenges: Life Ahead with Covid 19"** held on 03 June, 2020 organized by UGC Cell of SGGS College, Chandigarh
- Awarded with the UDEMY Certification – How to Write and Publish a Research Paper: Complete Guide on 4th June, 2020
- Participated in Five days Online Faculty Development Programme on **" Evolution from Offline to Online Teaching"** held on 30 May - 03 June, 2020 Organized by Satish Pradhan Dnyanasadhana College, Thane in Association with Department of Information Technology University of Mumbai and Microsoft.
- Participated and Presented a Paper on **"Impact of COVID-19 on the Global Financial Services Sector"** in the Three Day International Webinar on **"COVID-19 and Its Global Impact"** held on 5 June -7 June, 2020 Organized by Department of Economics, Arya Mahila P.G.College, Varanasi.
- Awarded with the UDEMY Certification – **Entrepreneurship Empire: Entrepreneur's Wealth Creation** on 7th June, 2020
- Awarded with the Elsevier Certification for Module - **"How to Secure Funding - ECR Edition"** on 08th June, 2020.
- Participated in **Faculty Development Programme from 08 June to 14 June, 2020 on Moodle Learning Management System** organized by Department of Applied Business Economics, St. John's College, Agra with course material provided by Spoken Tutorial Project, IIT Bombay and funded by the National Mission on Education through ICT, MHRD, Govt. of India.
- Participated in Seven days Online Faculty Development Programme on **"Quality Assurance in Higher Education Institutions: Revised NAAC Framework"** held on 09 June - 15 June, 2020 Organized by School of Management Sciences, Varanasi.
- Participated and Attended One Week International Faculty Development Programme on **"Digital Learning with Multidisciplinary Approaches (DLMA)"** held on 12 June -17 June, 2020 conducted at JSS Academy of Technical Education, Noida organized by the Department of Computer Applications.
- Participated in the One Week Online Workshop on **"Discovering Statistics through Excel and SPSS"** held between 22nd June, 2020 to 28th June, 2020 organized by School of Management Sciences Varanasi.
- Awarded with the **UDEMY Certification – Marketing Analytics and Retail Business Management** on 17th September, 2020
- Participated & Completed successfully AICTE Training and Learning (ATAL) Academy Online FDP on **"Leadership & Excellence"** from 25/09/2020 to 29/09/2020 at Banaras Hindu University.
- Participated in Seven days Online Faculty Development Programme on **"Acumen For Multiple Management in Academia"** held on 03 October - 09 October, 2020 Organized by School of Management Sciences, Varanasi.
- Participated & Completed successfully AICTE Training and Learning (ATAL) Academy Online FDP on **"Social Enterprise Management"** from 23/11/2020 to 27/11/2020 at Alagappa University.
- Awarded with the UDEMY Certification – Accounting for Beginners: Financial Accounting Made Easy on 12th December, 2020
- Awarded with the UDEMY Certification – Business Analytics Course 2020 (Version 7.3) on 18th December, 2020
- Successfully participated and completed Four Weeks Faculty Induction Program from 16th November, 2020 to 11th December, 2020 at Teaching Learning Centre NITTTR under Ministry of HRD, Government of India.

#### Dr. Ashwani Kumar Gupta

Assistant Professor II

- Qualified UGC-NET in Economics in DECEMBER, 2020.
- Presented a paper titled as **"Green E-Retailing: A Path of Sustainability"** in International Conference on **"Industry 4.0 – Architecting Management Practices in Business"** on Jan. 25, 2020 organized by Indrapuram Institute of Higher Studies, Ghaziabad.



- Presented a paper titled as **“Analyzing the Effects of Transformational Leadership Traits taken from Ramayana, on Organizational Creativity of Employees: A Case of Asset Management Companies in Dehradun and Haridwar Region”** in International Conference on **“Bhagwad Gita and Ramayan as Perennial Sources of Leadership”** organized on Feb. 15 to 16, 2020 by School of Management Sciences, Varanasi.
- Presented a paper titled as **“Agile Transformation and Leadership: Doing it the Geeta Way”** in 8th International Conference on **“Bhagwad Gita and Ramayan as Perennial Sources of Leadership”** organized on Feb. 15 to 16, 2020 by School of Management Sciences, Varanasi
- Published a Research paper titled, **“Globalization and Indian Economy- A Saga of Mixed Blessings”** in Scopus and UGC Care Journal titled **“PURUSHARTHA”** vol. 13, no.01 MARCH-AUGUST, 2020 (ISSN NO. 0975-4520).
- Research paper titled, **Green Marketing Practices in Indian Hospitality Industry: An Empirical Study** in Scopus Journal titled **“ParlArch’s Journal of Archeology of Egypt / Egyptology”** vol. 17, no.12 NOV.- DEC., 2020 (ISSN NO. 1567-214x).
- Published a Research paper titled, **“An Abiding Review of Literature On HRD Practices, Knowledge Management and Organizational Performance”** in UGC Care Journal titled **“SAMBODHI”** vol. 43, no.04 October- December 2020 (ISSN NO. 2249-6661).
- Published a Research paper titled, **“NPA Management: A Financial Study of Selected Banks in India”** in UGC Care Journal titled **“Wesleyan Journal of Research”** vol. 03, no.03, Nov. 2020 (ISSN NO. 0975-1386).
- Published a Research paper titled, **“Role of Micro, Small and Medium Enterprises in The Rural Economy and Its Emerging Challenges: A Theoretical View”** in UGC Care Journal titled **“Kala Sarovar”** vol. 23 , no.04 (J), Oct.- Dec. 2020 (ISSN NO. 0975-4520).
- Successfully completed one week online FDP on **“Quality Assurance in Higher Education Institutions: Revised NAAC Framework”** from 09th June, 2020 to 15 June, 2020 organized by School of Management Sciences, Varanasi, India.
- Successfully completed a three days **FDP on Analysis of Time Series Data Using E-Views** from July 30 to Aug. 01, 2020 Organized by IMS Ghaziabad.
- Successfully completed a five days **AICTE-ATAL FDP on Consumer Behaviour** from Sep. 21 to 25, 2020 Organized by Mizoram University, Aizawl.
- Successfully completed a five days **AICTE-ATAL FDP on Strategy** from Nov. 16 to 20, 2020 Organized by PAC Ramasamy Polytechnic College.
- Successfully attended and qualified with **Elite category, the 12 week NPTEL Course on Managerial Economics** (July-Oct.2020).
- Successfully completed 12 weeks NPTEL-AICTE Faculty Development Programme on **‘Managerial Economics’** during July- Oct. 2020.
- Successfully completed one week online STTP and qualified the examination on **“Advanced Research Methodology”** from 11 May, 2020 to 15 May, 2020 organized by REST Society for Research International (RSRI), Krishnagiri, Tamil Nadu, India.

**Dr. Gaurav Shah**  
Assistant Professor II



- Published a Paper titled, **“A Social Media Study of Neoliberal Populist Hegemony”** in Journal of Transdisciplinary Peace Praxis (JTTP); a peer-reviewed, biannual, scholarly international journal published by Frontpage Publications Limited, UK, Volume 2, Issue- 1; ISSN 2631-746X ( Print) & 2631-7478 (Online )
- Published a Paper titled, **“Media Entrepreneurship and Over-The-Top (OTT) Streaming in the Domain of Media Ownership”** in International Journal of Advanced Research in Commerce & Management (IJARCM); a peer reviewed journal published by Rama University, Kanpur, Volume 6 Issue 4; ISSN 2395-0749
- Published a Paper titled, **“Visual Stories on Social Media: Promoter of Inter-Religious Peace Building”** in a peer reviewed biannual inter-disciplinary journal PEACEWORKS supported by Indian Council of Social Science Research (ICSSR), New Delhi Vol 10, issue-2
- “Freedom of Expression and Ethical Parameters: A Case Study of Delhi Gang-Rape Case”** in proceedings of International Conference on The Innovative Methods in Teaching Foreign Languages: The Role of Skill and Translation in Teaching, Namangan Institute of Engineering and Technology, Uzbekistan, 2020
- Created E-content of syllabus of BA (H) Mass Communication course for Mahatma Gandhi Kashi Vidyapeeth, Varanasi.
- Created multiple digital contents including video lectures, quizzes and assignments over the institute’s online learning management system MOODLE in following subjects

- Participated in the Faculty Development Program on **"Quality Assurance in Higher Education Institutions: Revised NAAC Framework"** organized by SMS Varanasi from 09th June to 15th June 2020
- Participated in the Faculty Development Programme on Acumen For Multiple Management in Academia organized by SMS, Varanasi during 03rd to 09th October 2020
- Presented a paper titled Bhagavad Gita: Scripture that Transcends Religious and Moral Hegemony at an International Conference on **"Bhagavad Gita and Ramayan as Perennial Sources of Leadership"** (ICON) Feb 15-16, 2020 at SMS, Varanasi
- Organised an international webinar on April 30, 2020 titled **"Role and Impact of Mass Media and Social Media in Our Locked down Lives"**.

#### Dr. Ashutosh Shukla

Assistant Professor II

- Awarded Doctor of Philosophy in Management from Birla Institute of Technology Mesra, Ranchi Research Topic: Reinventing Organisations by Developing a Learning Model: A Case Study of IT Companies Operating in India. Eight-weeks NPTEL Elite Certification in Marketing Research & Analysis from IIT Madras (September-November 2020)
- Attended Seven Days workshop on Quality Assurance in Higher Education Institutions: Revised NAAC Framework (09th to 15th June, 2020)
- Attended Seven Days workshop on Discovering Statistics through XL organized by School of Management Sciences, Varanasi in June 2020
- Attended the FDP on Acumen for Multiple Management in Academia (03rd to 09th October, 2020)
- Presented a paper titled **"Karmayoga and Leadership Lessons in Bhagwad Gita"** at International Conference Organized by School of Management Sciences, Varanasi in February 2020.
- Organized Seven Days Online Workshop for UGC-NET/JRF (September 3rd to September 10th, 2020) at School of Management Sciences Varanasi



#### Sushil Kumar

Assistant Professor II

- Successfully attended 7 day FDP on **"Quality Assurance in higher education Institutions Revised NAAM Framework"** Organised by School of Management



sciences Varanasi from 9 June to 15 June 2020.

- Successfully Attended 7 day FDP on **"Acumen for Multiple Management in Academia"** Organised by School of Management sciences Varanasi from 03Oct to 09 Oct 2020.
- One month workshop on **"Advanced International Training Program on Research Manuscript Drafting and Publishing 2020"** Organised By Eudoxia Research Centre, India from 30Sept to 31Oct 2020.
- Qualified UGC National Eligibility Test June 2020 in Computer Science and Application.
- Successfully attended QIP on **"IOT and its Applications"** organised by IIT BHU during 25-31 December 2020.

#### Ms. Anamika Patel

Assistant Professor I

- Published the paper titled **"Leadership Attributes Good vs. Bad- Lessons from Vidur Neeti (Mahabharata)"** in International Journal of Religious and Cultural Studies, Vol. 2 No 1 (2020). Online ISSN 2656-694X
- 7-week course (98%) on **"Creative Thinking: Techniques and Tools for Success"** authorized by Imperial College London, offered through Coursera
- Completed 12- weeks NPTEL Course on Managerial skills for Interpersonal Dynamics
- UDEMY certification course: **"First steps into NLP: Starter guide"**
- Presented paper entitled **"Covid-19 and The Lessons From Vedas"** in Two Days National Webinar on 'Realigning the Indian Economy in Post Covid-19 Era' organized by Department of Economics, Vasanta College for Women, KFI, Rajghat, Varanasi.



#### Dr. Akriti Jaiswal

Assistant Professor I

- Participated in **"International Conference on Bhagavad Gita and Ramayan as Perennial Source of Leadership"** organized by School of Management Sciences during 15-16 Feb, 2020.
- Published Paper entitled **"Moderating Role Of Work Attitudes On Relationship Between HRM Practices And Perceived Organizational Performance: Empirical Evidences From The Banking Industry"** in IOSR Journal of Business and Management, 22(6), June 2020 (Impact Factor 3.52).



- Published Paper entitled **"Role of Employee Diversity as Moderator in the relationship between HRM Practices and Work Attitudes in Indian Rural Banks"** in International Journal of Multidisciplinary Educational Research, 9;11(8), November, 2020. Impact Factor:6.514
- Attended Faculty Development Programme on **"Research Tools and Techniques"** organized by National Institute of Technology, Puducherry from 23-27 November, 2020 through virtual mode.
- Attended Faculty Development Programme on **"Applied Science and Humanities"** organized by National Institute of Technology, Puducherry from 14-18 December, 2020 through virtual mode.

## Ms. Poorva Sanjay Sabnis

Assistant Professor I



- Awarded with the certificate of achievement for successfully completion of certification exam **"The Fundamentals of Digital Marketing"** by Google Digital Unlocked dated on 03/06/2020.
- Awarded with certificate of completion of online course **"Elements of AI"** designed by University in Helsinki, Finland dated on 15 September, 2020.
- Selected as a translator of NPTEL courses (translation of English language to Marathi language) by SWAYAM translation team, AICTE.
- Coordinated a webinar on **"Artificial Intelligence and Machine Learning"** organized by School of Management Sciences, Varanasi dated on 23rd May, 2020.
- Successfully participated in ISTE & IEI Approved National Level One Week Online FDP on **"Advanced Teaching Tools, Techniques and Methodologies for Outcome Based Education"** organized by Center of Excellence in Teaching & Learning, AISSMS College of Engineering, Pune" from 1 June to 5 June 2020.
- Successfully completed AICTE Training And Learning (ATAL) Academy Online Faculty Development Program on **"Internet of Things (IoT) (Applications in Biomedical Instrumentation, Healthcare and Pharmacy)"** with 85% conducted by WOMEN ENGINEERING COLLEGE AJMER dated from 12th October to 16th October, 2020.
- Successfully participated in AICTE sponsored one week short term training program (STTP) on **"Internet of Things and Data Analytics"** conducted by JSS academy of Technical Education,

Noida from 17th to 23rd November, 2020.

- Successfully participated in AICTE sponsored QIP Short Term course on **"IoT and Its Applications"** jointly organized by Department of Computer Engineering and Mechanical Engineering, Indian Institute Technology, BHU, Varanasi dated on 25th to 31st December, 2020.
- Participated in webinar on **"CLOUD COMPUTING"** organized by Department of Information Technology, Rajkiya Engineering College, Banda in association with Softpro India Computer Technologies Pvt. Limited under TEQIP-3 scheme.
- Attended **Leadership Talk conducted by Dr. Pramod Chaudhari**, Founder, Chairman, Praj Industries Limited and Dr. Abhay Jere, Chief Innovation Officer MHRD Innovation Cell, Saturday, by MHRD's Innovation Cell.

## Anju Singh

Assistant Professor I



- Presented a Research paper title **"Technology as a driver in Higher Education and its Social Impact"** in two days National Conference on "Indian Education System and Employment" organised by Raj School of Management Sciences, Varanasi during 16- 17 February, 2020.
- Participated & Presented a paper titled **"Leadership and Learnings from the Great Indian Epic: Bhagavad Gita and Ramayana for the Business World in the 8th International Conference on Bhagavad Gita and Ramayana"** as Perennial Sources of Leadership organized by School of Management Sciences, Varanasi on 15th - 16th February, 2020
- Participated in **Seven Day Faculty Development Programme on Acumen for Multiple Management in Academia** organised by School of Management Sciences, Varanasi during 03rd - 09th October, 2020
- Successfully completed **Nine days' certificate course on Goods and Services Tax** organised by Sivaji College, University of Delhi & Voice of Chartered Accountants during 17th - 28th August, 2020
- Participated & completed successfully AICTE Training And Learning (ATAL) Academy Online FDP on **"Social Enterprise Management"** from 2020-11-23 to 2020-11-27 at Banaras Hindu University, Varanasi.

**Mr. Suraj Prakash Singh**

Assistant Professor I



- Participated and presented a paper titled **"CSR ,the hidden base for Companies Profitability "** in the National Seminar NSCSRPP'20 organized by School of Management and Commerce Gangadhar Meher University held at Sambalpur
- Participated and presented a paper titled **"Artificial Intelligence in Corporate Finance - A literature review "**in the International Conference on Industry 4.0 Architecting Management Practices in Business organized by IIHS Ghaziabad
- Published a Research Paper titled **" Exchange Rate and Stock Indices: An Empirical Study on BSE and NSE "**in the Journal **"Management Insight"**, SMS Varanasi of Volume 2020
- Participated and presented a paper titled **"Management Functions; the base from Ancient Holy Epics Mahabharata and Ramayana "**in the ICON -2020 organized by SMS Varanasi
- Participated in the International One week Faculty Development Program online titled **"Digital Learning with Multi-disciplinary Approaches"** organized by JSS Academy of Technical Education, Noida
- Passed the course of **Integrated Marketing Management of NPTEL with 100% score (Covid-19 Impacted January 2020 Semester)**
- Successfully participated in **Seven days FDP on Quality Assurance in Higher Education Institutions: Revised NAAC Framework** organized by SMS Varanasi
- Published a Research Paper titled **"An Abiding Review of Literature on HRD Practices, Knowledge Management and Organizational Performance"** in the Journal Sambodhi (UGC Care Journal) in Vol-43, No.-4, (O) October-December:(2020) with ISSN -22496661
- Published a Research Paper titled **"Role of Micro, Small and Medium Enterprises in the Rural Economy and its Emerging Challenges: A Theoretical View"** in the Journal Kala Sarovar (UGC Care Group -1 Journal) in Vol-23, No.-04, (J) October-December:(2020) with ISSN - 0975-4520
- Published a Research Paper titled **"NPA Management: A Financial Study of Selected Banks in India"** in Wesleyan Journal of Research (UGC Care Journal) in Vol-03, No.-3, November (2020) with ISSN-0975-1386
- Published a Book Chapter titled **"Financial Derivatives : A Premier tool for Risk Aversion in the Financial Market"** in the Book Business Management Practices Emerging Trends Volume III with ISBN–978-81-947738-5-6
- Successfully participated in **Seven days FDP on Acumen for multiple management** in Academia organized by SMS Varanasi
- Successfully participated in Seven days FDP on **"Strategy" under ATAL**
- Successfully participated in Seven days FDP on **"Research Methodology"** under ATAL
- Successfully attended the **ASPIRE – A Multidisciplinary International Conference** held on 20-21st November under Raisoni Group in association with NDEJJE University, UGANDA

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# UPCOMING @ SMS VARANASI





Do You Want To Start Your Own Agro Startup?  
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Making of Business Plan, Detailed Project Report Preparation,  
Strategy Formulation & Business Plan Execution, Mentoring  
Entrepreneurship Development Training, Interaction with Startups  
Financial Planning, Funding Advise, Post-Business Launching Support

For Registration Contact

**Prof.(Dr.) Raj Kumar Singh**  
Professor, Dean (R&D), HOD (Deptt. of Commerce) & Chairperson  
Centre For Entrepreneurship, Innovation & Skill Development (CEISD)  
(Agri Incubation Cell)



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**SCHOOL OF MANAGEMENT SCIENCES**  
VARANASI  
Organising

**Jan Samadhan - 3.0**  
A Public Policy Contest

**Kashi Fighting COVID 19**

Preliminary Round : 31st March' 2021

Final Round : April' 2021

**First Prize Second Prize Third Prize**

Presentation in Two Phases Judged By Entire Academician, Policy Makers, Health Experts & Prominent Personalities of the Society

**About Jan Samadhan - 3.0**

Public policy is the principled guide to action taken by the administrative executive branches of the state with regard to a class of public issues, in a manner consistent with law and institutional constraints keeping care of the basic interests of the public. The Jan Samadhan - 3.0 A Public Policy Contest, is being organized by the Public Policy & Sustainable Development Cell of Centre For Entrepreneurship, Innovation & Skill Development, A Centre of Excellence of SMS, Varanasi. The Jan Samadhan aims to establish a connectivity between the Society and the Students for their learning beyond the Classroom and institutes boundaries. This will help in the development of Social Consciousness among the students and problem solving approach towards the various social issues.

**Objectives**

- To develop the analytical social sciences among the students to get aware of various issues related with COVID 19.
- To make every student aware of the effect of COVID 19 on the Society and make society aware of it as a common citizen of society.
- To develop the analytical and decision making ability among the students to critically examine the procedure measures taken to fight against COVID 19.
- To enhance the communication ability of a student to express the various Cause, Effect and Solution related with COVID 19 in an analytical manner.

**Who May Participate**

Students of PGDM, MBA, M.Com, BBA, B.Com., B.Care (Hons), BCA & BA(Hons) Mass Com Programmes of SMS, Varanasi compulsorily. In a team. Every team must consists of minimum 2 to maximum 4 Students of any one programme or across different programmes. of one batch or different batches.

**Rules & Regulation of Jan Samadhan -3.0**

- Every Team will be registered for only one specific Locality to study the COVID 19 Problem.
- In one specific Locality not more than 1 Team will be registered.
- Every Team will be given maximum of 10 Minutes to give the Power Point Presentation.
- The Entire 10 minutes presentation should consists of following multiple components:
  - (a) Text (b) Map (c) Graphics (d) Video (e) Interview (f) Table (g) Graphs etc.
- The entire presentation should be original and self made.

**Format of Jan Samadhan -3.0**

- Name of the students & Programme Details of the Contesting Team
- Objectives of Study
- Locality Name, COVID 19 Problem and Present Status of Problematic Measures, Impact and Problem (Using Text, Map, Graphics, Video, Interview, Table & Graphs etc.)
- Solution and Suggestions
- Action Plan for Implementation of Suggestions

**For Registration & Details Contact**

Prof. (Dr.) Raj Kumar Singh  
Professor, Dean (R&D), HOD (Deptt. of Commerce) & Chairperson, CEISD



Last Date of Registration  
15<sup>th</sup> Feb. 2021



Center For Entrepreneurship, Innovation & Skill Development  
**SCHOOL OF MANAGEMENT SCIENCES VARANASI**

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Visit us : [www.smsvaranasi.com](http://www.smsvaranasi.com)

 [www.facebook.com/smsvns](https://www.facebook.com/smsvns)