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SCHOOL OF MANAGEMENT SCIENCES
 VARANASI

DIRECTOR'S MESSAGE

Despite environmental compulsions, an uninterrupted presence, of the **SMS newsletter** in various pertinent pockets since **fifteen years** certainly speaks of a commendable commitment of the SMS-system on the plural scholastic fronts. This is why the issue had to be once again a compressed one encompassing the glimpses of the entire span of 2022. You know belonging to the genre of pristine institutions, SMS Varanasi, already holding a **NAAC 'A' Grade Accreditation**, a higher order positioning in the bracket of 'Top 50 B-Schools of India', and the gift of **Autonomy** by the **UGC**, stands fully prepared to welcome the new faces with a world class academic package endowed with an appreciable compatibility towards the intent and content of both **National Education Policy 2020** and **Education 4.0**. Newly admitted huge pool of students across the courses romping around in the cozy habitat of the green campus of SMS-empire at the Holy City of Varanasi during the current academic session of course brings a unique soothing collegiate feeling. The new issue of SMS newsletter is once again brimmed with the inputs of plural orientation programmes for the new entrants in our **MBA, MCA, M. Com. and Undergraduate Courses** to the Freshers' & Farewell Parties, Teachers' Day celebrations, National Festivals' organizations, a week-long **Faculty Development Programme**, highlights of 28th Foundation Day – Adharshila, Annual Sports Fest, extension & outreach activities by the NSS Teams, more robust beginning of a **fabulous campus placements**, and other similar interesting episodes.

Understanding its hortatory obligations towards the newly introduced **comprehensive roadmap** to overhaul India's education system, SMS Varanasi, has been extremely conscious towards making an honest intellectual contributions in terms of both the creation and dissemination of the relevant knowledge-insights. I am sure the days are not very far when SMS will adorn a seamless robe of excellence in the pious endeavour.

I close with best of wishes for the **New Year -2023**.

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



EDITORIAL TEAM

- Dr. Avinash Chandra Supkar
 - Dr. Bhavana Singh
 - Mr. Amit Kumar Bhanja
 - Mr. Shailendra Pandey
- Student Representative:** • Diksha Singh • Prashant Mishra

AWARDS & MOUs



SMS, Varanasi has been recognized by the **Center for Education, Growth and Research** as the best environmental friendly institute in North India, 2021. It was given an award and an appreciation certificate for outstanding contribution in Education Skill and Research at **16th Rashtriya Shiksha Gaurav Puraskar Ceremony** held on 30th December, 2021.



A memorandum of understanding was signed between **School of Management Sciences, Varanasi, India** and **Universitas Muhammadiyah Sidenring Rappang (UMS, Rappang), Indonesia** on cooperation in Academic and Research related activities on **14th March, 2022**.



Proud moment for SMS Family

Certificate of Appreciation was conferred on **School of Management Sciences, Varanasi** on **26th July, 2022**, jointly by the Hon'ble Chief Secretary, Government of Uttar Pradesh Shri D. S. Mishra and Hon'ble Vice Chancellor, Dr A P J Abdul Kalam Technical University, Lucknow Prof P.K. Mishra, on the auspicious occasion of Foundation Day ceremony of Dr A P J Abdul Kalam Technical University, Lucknow in recognition of the attainment of NAAC "A" Grade by SMS Varanasi.

OUR STAR PERFORMERS

SMS School of Management Sciences

Congratulations!

"SMS Varanasi, affiliated to MGKVP reaffirms its glorious record once again. The legacy of securing top-notch positions remains unchanged. We are proud to announce that, we have bagged **Six** out of the top ten **University Ranks** in BBA, along with the prestigious Gold Medal.

 1st Rank Arpita Kumari BBA Student University Rank- 1st SMS, Varanasi Gold Medalist	 3rd Rank Anchal Mehra BBA Student University Rank- 3rd SMS, Varanasi	 4th Rank Shalini Verma BBA Student University Rank- 4th SMS, Varanasi
 6th Rank Annu Kumari BBA Student University Rank- 6th SMS, Varanasi	 7th Rank Sanskriti Yadav BBA Student University Rank- 7th SMS, Varanasi	 10th Rank Rishi Kapoor BBA Student University Rank- 10th SMS, Varanasi

SMS School of Management Sciences

Congratulations!

"Congratulations to the students of SMS College for holding 10 of the Top 10 Ranks in the B.COM (H) exam of Mahatma Gandhi Kashi Vidyapith. Your dedication and commitment to excellence have been truly remarkable."

 Anchal Rai Rank 1st	 Arpita Malaviya Rank 2nd	 Darshana Gupta Rank 3rd	 Aditi Mishra Rank 4th	 Archie Agrawal Rank 5th
 Shreya Bansal Rank 6th	 Priya Maurya Rank 7th	 Abhishek Yadav Rank 8th	 Shivam Singh Rank 9th	 Akshara Rank 10th

SMS School of Management Sciences

Congratulations!

"Heartiest congratulations to the students of SMS College for holding 5 of the Top 10 Ranks in the BA (Hons) Mass Communication exam of Mahatma Gandhi Kashi Vidyapith. Your exceptional performance is truly inspiring and deserves to be applauded."

 Neha Rank 2nd	 Gaurav Singh Rank 4th	 Nishtha Singh Rank 5th
 Harshit Agrawal Rank 7th	 Simran Verma Rank 8th	

SMS School of Management Sciences

Congratulations!

"Congratulations to the Student of SMS College for holding 4 of the Top 10 Ranks in the BCA exam of Mahatma Gandhi Kashi Vidyapith"

 Aayush Kumar Kushwaha Rank 3rd	 Adnan Khan Rank 5th
 Akhilesh Kumar Mishra Rank 6th	 Chitaranjan Kumar Rank 10th

SMS Varanasi Foundation Day “Adharshila”

SMS Varanasi celebrated 28th Foundation Day “Adharshila” on 10th November, 2022 with full fervor and exuberance. The distinguished guests were Acharya Shri Shantanu Ji Maharaj, Shri Dayashankar Mishra 'Dayalu', Minister of State in the Ministry of Aayush (Independent Charge) of Uttar Pradesh, Shri Surendra Narayan Singh, former member of Legislative Assembly, Mr. Ajay Kumar Singh, Zonal Head, Punjab National Bank, Varanasi, who along with Dr. M. P. Singh, Executive Secretary, SMS Varanasi, and Prof. P.N. Jha graced the dais. 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. Director, SMS Varanasi, and the guests were felicitated by Dr. M P Singh, Executive Secretary, SMS, Varanasi. A number of inter-institute competitions like Ad & Poster Making, Rangoli Making Solo Dance and Solo Singing, Antakshari, Business Quiz were held. An extravagant Fashion Show was also performed by the students of School of Management Sciences, Varanasi. The Foundation Day concluded with the distribution of certificates, awards to the winners of different competitions as well as the activities of various clubs of SMS Varanasi, felicitation of the employees of the institute. Dr. Pallavi Pathak, Associate Professor, SMS Varanasi coordinated the inaugural function as well as proposed vote of thanks.



Orientation Programmes

Joint Orientation Program of the MBA & MCA course

SMS, Varanasi organised a three day Orientation Program for MBA & MCA course from **15th to 17th September, 2022**. Mr. Sanjay Ramdas Kambekar, General Manager (HR), Prism Johnson, emphasized on self-management and reiterated that purposefulness, patience and passion are the key to success. Mr. Ibad Hanif, Head, National Commodities Management Services Ltd. apprised the students about the important facts to be kept in mind during the campus placement and Mr. Ashwini Kumar, Managing Director, Utkarsh CO Investment Ltd called upon the students to keep time and ethics at the topmost position in life. Prof. Avinash Chandra Supkar read the preamble of SMS, Varanasi. The inaugural session was conducted by Dr. Pallavi Pathak and vote of thanks was given by Dr. Amitabh Pandey, Associate Professors, SMS, Varanasi.



BBA

SMS, Varanasi organized a two orientation programme for BBA course from **27th to 28th September, 2022**. Prof Anand Kumar Tyagi, Vice Chancellor of Mahatma Gandhi Kashi Vidyapeeth, Prof Sujit Kumar Dubey Director, Institute of Management Sciences, BHU, were distinguished guests. Prof. P.N. Jha, Director, SMS, Varanasi gave the welcome address, Prof. Avinash Chandra Supkar read the preamble of SMS, Varanasi, whereas the vote of thanks was given by Dr. Sandeep Singh, HOD Management & Mass Comm. Executive Secretary of SMS, Varanasi, Dr. M.P. Singh and Registrar Mr. Sanjay Gupta were also present. The session was conducted by Dr. Sofia Khan, Assistant Professor, SMS, Varanasi.

UG courses & M.com

SMS, Varanasi organized a two day orientation programme from **18th to 19th October, 2022** for BCA, B.Com(H), B.Com, BA(Hons.) Mass Comm., & M.Com students. Prof. B.P. Singh, Ex Head & Dean, Delhi School of Economics and Prof. Durg Singh Chauhan, Former Vice Chancellor APIAKTU, Lucknow were the guests of the programme. Newly admitted students embarked on their academic journey with the welcome note and blessings of the Director of SMS, Varanasi, Prof. P N Jha. Prof. Avinash Chandra Supkar presented the preamble (Vision, Mission & objective) of SMS, Varanasi whereas Prof. Raj Kumar Singh, SMS Varanasi proposed the vote of thanks. The programme was coordinated by Dr. Bhavana Singh, Assistant Professor, SMS, Varanasi.



B.A. L.L.B. Orientation Programme

First orientation program of **SMS Law College**, a new venture of School of Management Sciences, Varanasi, was organized on **7th December, 2022**. The welcome address was given by the principal of SMS Law College, Dr. Prabhat Kumar Srivastava who said that it is definitely a matter of pride that a new chapter has been added in the glorious journey of SMS, Varanasi of 27 years. Prof. P.N. Jha, Director SMS, Varanasi blessed the newly admitted students on the occasion of the first orientation program of SMS Law College and said that this course will undoubtedly prove to be a milestone in their career plans. Mr. Sanjay Gupta, Registrar, SMS, Varanasi while congratulating the newly entered law students said that law further enriches the career opportunities. SMS Law College will undoubtedly be dedicated to fulfill every aspect. Prof. Dr. Raj Kumar Singh (HOD- Department of Commerce) gave fruitful insights for understanding the importance of journey in its academic discourse. Prof Sanjay Saxena motivated students to be honest and sincere in their course timetable. The Inaugural Session of orientation program of SMS Law College was conducted by Dr. Upasana Wali, Assistant Professor and Vote of thanks was given by Mrs. Ashraya Dubey, Assistant Professor, SMS Law College, Varanasi.

Diary Events - January

Workshop on "MS-Powerpoint"

SMS, Varanasi organized a six days workshop on **"MS-PowerPoint"** from **3rd to 8th January, 2022** for BBA Illrd Semester Students. It was conducted by Sri IT Solutions and the students were trained and coached by trainers from the IT Solution provider firm. The Coordinator of the BBA program, Mr. Rohit Mehta was present to felicitate the trainers and motivate all the students of the course.



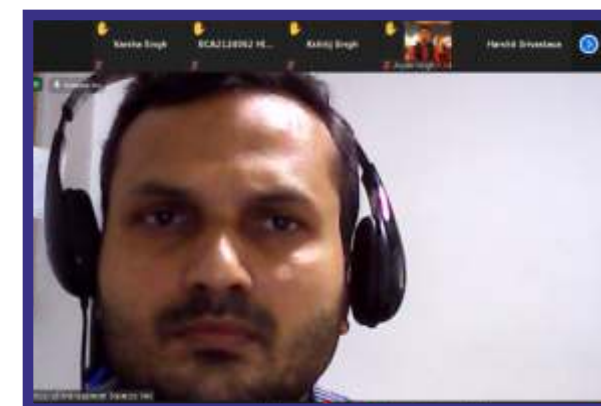
Workshop on "Python Programming"

Department of Computers Science, **SMS, Varanasi** organized a seven days workshop on **"Python Programming"** from **5th to 11th January, 2022** for BCA, B. Tech (CS & IT) and MCA students (Internal & External). It was conducted by Mr. Shivam Singh, Founder of Techup Technologies & Mob (Meraonlinebusiness.com). In this workshop the participants were apprised of the basic concepts of Python along with opportunities and future scope for python developer, the use of Python in IT industry and the students also did one real time practical project. Various participants from eight different colleges of Varanasi attended the workshop. It was inaugurated by Prof. K.S. Mishra, Head of Computer Science Department, SMS, Varanasi who blessed the students with his kind words.



Republic Day

SMS, Varanasi celebrated the **73rd Republic Day** on **26th January, 2022**. The national tri colour flag was hoisted by the director Prof. P. N. Jha which was followed by vibrant cultural programs by the students. All the teaching and non-teaching staff were present on the occasion.



Guest Lecture on "Development of E-Commerce Application"

SMS, Varanasi organized a Guest lecture on **"Development of E-Commerce Application"** on **29th January, 2022** for MCA & BCA students. Mr. Harshit Srivastava an alumnus of SMS & a Software Engineer from TCS and Mr. Utkarsh Sharma a Software Engineer from Fork Technologies Private Limited explained the students the basic concepts of Web design and development like HTML, CSS, Java script, etc. The session was very interacting and the students enjoyed and learnt the basic entities of software development. Mr. Anand Prakash Dube, Coordinator, BCA programme, blessed the students with his kind words. The session was coordinated by Mr. Vikash Chandra Sharma, Co-coordinator of BCA programme.

Diary Events - February

Workshop on "Basic Concept of C - Programming"

Department of Computers, SMS, Varanasi organized a seven days workshop from **3rd to 9th February, 2022** for BCA 1st semester students. Mr. Akhilesh Kumar, Research Scholar, Department of Computer Science, BHU and Mr. Arpit Verma, an alumnus of SMS & a Software Developer, Vinculum Solutions were the resource persons who explained the students the basic concepts of C Language, C Programming like Concept of programming language, introduction to C, elements of C, variable, constant, operator, data type etc,. The session was coordinated by Mr. Vikash Chandra Sharma, Co-coordinator of BCA programme.



Basant Panchami Pooja

SMS, Varanasi celebrated Saraswati Puja on the occasion of **Basant Panchami** in the campus on **5th February, 2022**.



NSS Camp Bhadwar

NSS team of SMS, Varanasi organized a one day NSS camp in Bhadwar village on **11th February, 2022**. A cleanliness drive and an awareness program was carried out with the help of the volunteers of the NSS team to make the villagers aware regarding cleanliness and their voting rights. Apart from this, in order to inculcate and make the rural youth conscious and aware, a Street Play was also organized to motivate them to be self-reliant and self-employed, as well as work towards creating employment opportunities for others.



NSS Camp Bandeypur

NSS team of SMS, Varanasi organized a one day NSS camp in Bandeypur village on **12th February, 2022** to make the villagers aware about various contagious diseases like malaria, dengue etc. In this camp they were also made aware not to let the water logged in and around their surroundings. A group of NSS volunteers also discussed about the women's rights, juvenile crime and their rights and emphasized on the need for a proper drainage system.

NSS Camp Mishirpur

NSS team of SMS, Varanasi organized a one day NSS camp in Mishirpur village on **15th February, 2022** to make the villagers aware about the environment like tree plantation and its role in pollution control. A tree plantation drive was also carried out in and around the villages with the help of the Gram Pradhan.



Workshop on "Career Prospects as a Radio Jockey"

Department of Mass Communication and Career Counseling Cell of SMS, Varanasi organized a Workshop on "Career Prospects as a Radio Jockey" by R.J. Shashank (Red FM 93.5) on **17th February, 2022** for BA (Hons.) - Mass Communication Students.



NSS Camp Sagahat

NSS team of SMS, Varanasi organized a one day NSS camp in Sagahat village on **18th February, 2022** to celebrate the "National Youth Week". During the camp a discussion took place on the achievements of Swami Vivekananda and the villagers of Sagahat were also involved in this discussion and general solutions to their routine problems were chalked out.



NSS Camp Bachhaon

NSS team of SMS, Varanasi organized an NSS camp in Bachhaon village from **20th to 26th February, 2022** in which various social works were carried out like cleanliness, tree plantations, discussions on general routine problems. The women of the Khushipur village were also involved in the discussion of their basic health problems and female foeticide. The camp ended with the address by Prof. P. N. Jha director of



School of Management Sciences, Varanasi.

"Matribhasha Diwas"

SMS, Varanasi celebrated the "Matribhasha Diwas" on **21st February, 2022** as Mother Language Day is a part of a broader initiative to promote the preservation and protection of all languages used by the people. An

Essay Writing competition was organized on the topic “प्रभावी शिक्षण में मातृभाषा की महत्ता एवं सार्थकता ” The event marked its opening with the welcome address by Prof. Kamal Sheel Mishra, Dean and Head of Department Computer Science. Mr. Anand Prakash Dube also shared his views on celebrating this day as Mother Language Day. Many students participated in the event with great zeal and enthusiasm. The event was well coordinated by Mrs. Anju Singh, Assistant Professor, School of Management Sciences, Varanasi.

Workshop on "MS-Office"

Department of Commerce, **SMS, Varanasi** organized an eight days workshop from **23rd February to 04th March, 2022** on "MS-Office" for B.Com (H) Ist semester students.

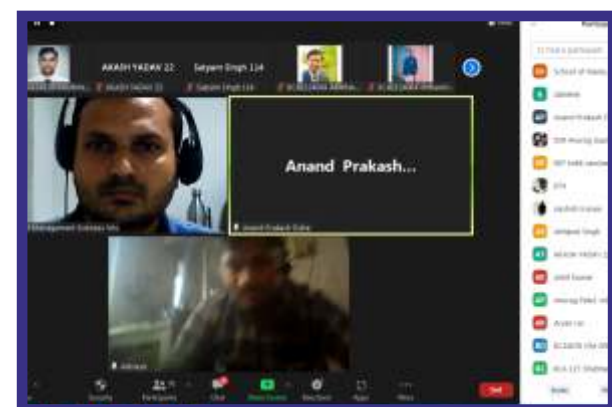


Matdata Jagrukata Abhiyaan

SMS, Varanasi organized a “Matdata Jagrukata Abhiyaan” under Unnat Bharat Abhiyan in the adopted villages of Bandeypur and Khushipur on **25th February, 2022**. Prof. Kamal Sheel Mishra, co-ordinator of Unnat Bharat Abhiyan, faculty members along with students made the villagers aware about the importance of casting vote and also made a flag march in the above villages.

Workshop on "Soft Skills "- The Essence of Life"

SMS, Varanasi organized a workshop on "Soft Skills "- The Essence of Life" on **26th February, 2022** for BCOM 1st semester Students. The session was conducted by Dr. Bhavana Singh & Mr. Amit Kumar Bhanja, Assistant Professors SMS, Varanasi. In this workshop the students were apprised of the soft skills needed to be successful in their professional life.



Workshop “C Programming”

Department of Computer Science, **SMS, Varanasi** organized an eight days workshop on “C Programming from **23rd February to 4th March, 2022** for BCA students. The resource person of the workshop was Mr. Akhilesh Kumar, Research Scholar, Department of Computer Science, Banaras Hindu University, Varanasi, and it was coordinated by Mr. Vikas Chandra Sharma,

Diary Events - March

Women's Day Celebration

SMS, Varanasi under the aegis of SMS IQAC Celebrated “International Women's Day” on **8th March, 2022**. The guests at this occasion were Prof. Usha Kiran Rai, IMS BHU, Ms. Sakshi Shrivastava, Founder, Sparrow Life and Co-founder Namaste Varanasi and Dr. Niharika Dubey, Physician. The guests expressed their point of view on the various roles that women play in today's dynamic society and the corporate world.



Diary Events - April



Workshop on “Communication”

SMS, Varanasi under the aegis of the Language Lab conducted a two-day workshop on “Communication: The Key to Success” from **11th to 13th April, 2022** for M. Com IInd year students. In this workshop the students were briefed up about the importance, ways and techniques to develop and harness their communication skills which will help them gear up for the fast paced corporate world. The participants were also given participation certificates after the successful completion of the workshop. It was conducted by Dr. Bhavana Singh and Mr. Amit Kumar Bhanja, Assistant Professors, SMS, Varanasi.

“Cultural Tour” Dwadash Aditya Yatra"

Department of Mass Communication, **SMS, Varanasi** organized a two days cultural tour from **13th to 14th April, 2022** for BA(Hon.) Mass communications IInd semester students. In this educational cum cultural tour, the students of Mass Communication got crucial information about the ancient heritage of Varanasi city. Also the students got the support of the famous religious tour scholar of the city, Shri Umashankar Gupta, who told them the importance of a particular place, through religious stories and episodes. The students were also shared with the social context of other yatras organized in Kashi like Dwadash Jyotirling Yatra, Chappan Vinayak Yatra, Panchkroshi Yatra, Intergrahi Yatra, Shodash Vishnu Yatra, Ashta Gauri Yatra, Nav Durga Yatra and so on and also got valuable experience of various cultural aspects as well as socio-religious relations. The cultural tour was led by Dr. Gaurav Shah and Mr. Ishan Tripathi, Assistant Professors, SMS Varanasi.



Special Lecture on “Current Trends in the IT Industry BCA”

SMS, Varanasi organised a special lecture on the “Current Trends in the IT Industry” on 18th April, 2022 for BCA IInd semester students. Prof. Kamal Sheel Mishra HOD, Department of Computer Science discussed about the current trends in the IT industry. The session was coordinated by Mr. Vikash Chandra Sharma, co-coordinator BCA programme.



Intercollegiate Youth Festival -UMANG

Team of SMS, Varanasi participated in the “Inter Collegiate Youth Festival- UMANG” organised by Faculty of Students Welfare, MGKVP from 23rd to 24th April, 2022. The team was led by Dr. Chandrashekhar Singh and Mr. Suraj Pratap Singh, Assistant Professors, SMS, Varanasi.



RISE - Realise, Improve, Sustain and Empower

SMS, Varanasi organised “RISE; Realise, Improve, Sustain and Empower” from 25th to 30th April, 2022 for MBA IInd semester students. Mr. Prince Grover, Director- Second Wind Foundry was the resource person.



Guest Lecture on “Basic Skills for IT Professionals”

SMS, Varanasi organised a guest lecture on “Basic Skills for IT Professionals” on 26th April, 2022 for BCA IInd semester students. The session was taken by Er. Abhishek Singh, an IITian and a Software Developer Engineer working with Amazon.



Workshop on “Company Secretary Ship and Skill Based Career Development Avenue”

SMS, Varanasi, organised a workshop on “Company Secretaryship and Skill Based Career Development Avenue”, on 28th April, 2022 for B.com (Hons.) and B.Com students. Mr. Ashish Kumar Tiwari, incharge, ICST Varanasi, CS Shambhavi Mishra, Founder Shambhavi Mishra and Associates were the resource persons. The programme was coordinated by Mrs. Anju Singh, Assistant Professor, School of Management Sciences, Varanasi.



Diary Events - May

“R.I.S.E”, Realise, Improve, Sustain and Empower

SMS, Varanasi, organised “R.I.S.E”, Realise, Improve, Sustain and Empower from 2nd to 4th May, 2022 for MCA, MCOM and BA(Hons.) Mass Communication students. The resource person was Mr. Prince Grover, Director – Second Wind Foundry.



Workshop on “Personality Development”

SMS, Varanasi organised a workshop on “Personality Development” from 6th to 7th, 2022 for B.Com II semester students which was conducted by SEGA Trainers.

Workshop on “Personality development”

SMS, Varanasi, organised a workshop on “Personality Development” from 9th to 14th May, 2022 for BBA II semester students. This workshop was conducted by SEGA Trainers.



Special Lecture on “Data Structure using C”

Department of Computer Science, SMS, Varanasi organized a special lecture on “Data Structure using C” on 11th May, 2022 for BCA 4th semester students. Ms. Poorva Sanjay Sabnis, Assistant Professor, Computer Science Department was the resource person.

Guest lecture on “Wealth Management – An Introduction”

SMS, Varanasi, organised a guest lecture on “Wealth Management–An Introduction” on 12th May, 2022 for MBA II Semester students. Mr. Mrunmay Das, Founder Director, Das Capital Private Limited was the resource person.

Workshop on “Website Designing and Web Development”

SMS, Varanasi organized a seven-day workshop on “Website Designing and Web Development” from 13th to 26th May, 2022 for BCA IInd semester students. Er. Sarvesh Kumar Singh, Unique Software



Development Dallas, USA and Er. Brijesh Kumar Chaurasia, Full Stack Developer (API) Elgoss Private limited, Jaipur,, from were the resource persons who explained the students the concept of HTML and its implementation through practical demonstration and examples.



“Yashwaan Pradhan Samman Samaroh”

A “Yashwaan Pradhan Samman Samaroh” under the ageis of Danik Jagaran and Ultra Cements was organized on **14th May, 2022**. It was organised at Laxman banquet in Maldahiya, Varanasi. MLA Mr. Ravindra Jaiswal, Padma Shri. Shekhar Singh, Editor of Dainik Jagaran, Shri. Bhartiya Vasant and Comissioner Sri Deepak Agarwal were present to grace the occasion. The students of BA(H) Mass Communication of SMS,

Varanasi participated and captivated everyone with their journalistic skills.

Visit to Doordarshan Kendra, Varanasi

Students of BA(H) Mass Communication, SMS Varanasi held an academic visit to Doordarshan Kendra, Varanasi on **18th May, 2022**. This visit helped the students of the second semester gain better insights about the nuances of analog and digital broadcasting at Doordarshan Kendras located at Nadesar.



Workshop on “Communication – The Game Changer”

SMS, Varanasi organized a workshop on “Communication–The Game Changer” from **20th to 21st May, 2022** for BA (Hons.) Mass Communication IInd semester students. The workshop was conducted by Dr. Bhavana Singh and Mr. Amit Kumar Bhanja,

Assistant Professors, School of Management Sciences, Varanasi.

“Investors Awareness Program for the Youth”

SMS, Varanasi in association with NSDL conducted an “Investors Awareness Program for the Youth” Market ka Eklavya Express on **23rd May, 2022** for BBA VIth Semester students through a virtual medium.



Special camp for ESPC members on Health Awareness

SMS, Varanasi under the aegis of “Rainbow Club” organised a special camp for ESPC members on Health Awareness on **25th May, 2022**. This programme was organised in association with Employee State Insurance Corporation for ESIC members and their families. An experienced team of doctors from ESI dispensary, Bhelupur including Dr. R.P Singh, Consultant Physician, Dr. Manisha, Physician, and Dr. Sandeep Kumar Singh, Physician, ESI dispensary sensitized the audience about the benefits of ESIC membership. The event was coordinated by Mrs. Anju Singh, Assistant Professor, SMS, Varanasi.



Workshop on “MS PowerPoint”

SMS, Varanasi, organised a workshop on “MS PowerPoint” on **26th May, 2022** for B.Com IInd Semester students. It was conducted by Sri IT Solutions.



Case Chase Contest 6.0

Center for Entrepreneurship Innovation and Skill Development (CEISD) at SMS, Varanasi under the aegis of SMS IQAC organized a “Case Chase Contest 6.0” on **28th May, 2022** in which students of various courses participated in it. The guests were Prof. K.K Agarwal, Dr. Manisha Mehrotra, Mr. D. Chandra and Mr. Ashish Bajpai. The inaugural and valedictory sessions were coordinated by Dr. Bhavana Singh and Dr. Sofia Khan Assistant Professors, SMS, Varanasi respectively.



Hindi Patrakarita Diwas

SMS, Varanasi celebrated “Hindi Patrakarita Diwas” on **30th May, 2022** and a one day conclave was organised on the theme on the “डिजिटल दौर में पत्रकारिता: चुनौतियां व संभावनाएं”. Shri Vishwanath Gokharn and Shri Pradeep Kumar Shrivastava were the distinguished guests.



Workshop on “Tally”

SMS, Varanasi under the aegis of SMS IQAC conducted a seven days workshop on “Tally” from **30th May to 5th June, 2022** for B.Com (Hons.) IInd semester students. It was conducted by SEGA trainers.

Felicitation

SMS, Varanasi, bid a farewell to Mr. R.B Verma on **31st May, 2022** for his outstanding contributions since 18 years. He was incharge of Electric and Maintenance Department.



Diary Events - June



Cyber Crime and Safety Awareness

SMS, Varanasi, under the aegis of Rainbow Club organised a programme on **"Cyber Crime and Safety Awareness"** on **1st June, 2022** to sensitize the students about cyber-crime and the preventive measures that can be taken afterwards. The event was coordinated by Mr. Vikas Chandra Sharma, Assistant Professor, SMS, Varanasi.

Workshop on "MS-Word"

SMS, Varanasi, organised a workshop on **"MS-Word"** on **6th June, 2022** for BBA IInd semester students. It was conducted by Sri IT Solutions.



"Entrepreneurship Development Programme"

SMS, Varanasi, in association with Malviya Center for Innovation and Incubation and Entrepreneurship, organised a four weeks **"Entrepreneurship Development Programme"** from **9th June to 6th July, 2022** sponsored by Entrepreneurship Development Institute of India, Ahmedabad DST NIMAT Project 2019-20.



Workshop on "Operations of soul 3.0 & Access of AKTU Nalanda E-Consortium"

SMS, Varanasi under the aegis of SMS IQAC organized a two days workshop on **"Operations of soul 3.0 & Access of AKTU Nalanda E-Consortium"** from **17th to 18th June, 2022**. The resource person of the workshop was Mr. Shamit Srivastava, Librarian, SMS, Lucknow.



Workshop on "Basic Skills of Photography"

Department of Mass Communication and Panorama Club SMS, Varanasi organised a one day workshop on **"Basic Skills of Photography"** on **18th June, 2022** for BA (Hons.) Mass Communication IInd semester students. The resource person of the workshop was Mr. Irfan Ahmad Khan, Assistant Professor, SMS, Varanasi.



International Yoga Day

SMS, Varanasi celebrated **"International Yoga Day"** on **21st June, 2022**. The chief guest of the programme was Prof. P. K Mishra, Honourable Vice Chancellor of AKTU.



Alumni Meet

The Ninth Alumni Meet of Delhi Chapter of SMS Alumni Association was held on **25th June, 2022**.

Guest Lecture on "Study Plan for Career in Banking Sector"

SMS, Varanasi organised a guest lecture on the topic **"Study Plan for Career in Banking Sector"** on **28th June, 2022** for B.Com and B.Com(Hons.) IInd semester students. Dr. Dinesh Kumar, Assistant General Manager (HRM) and Zonal HR head, Bank of Baroda was the chief speaker.



Workshop on "Graphics and Multimedia"

SMS, Varanasi, conducted a workshop on **"Graphics and Multimedia"** from **20th to 25th June, 2022** for BBA IInd semester students. It was conducted by Mr. Rishi Upadhyay of Shri IT Solutions.



Workshop on "Tally"

SMS, Varanasi conducted a three day workshop on **"Tally"** from **23rd to 25th June, 2022** for B.Com IInd semester students. This was workshop was conducted by SEGA Trainers.



Workshop on “Backend Web Development”

SMS, Varanasi organized a seven-day workshop on “Backend Web Development” from 28th June to 4th July, 2022 for MCA, B.Tech, & BCA Students (Internal & External). This workshop was conducted by Er. Brijesh Kumar Chaurasiya, Full Stack Developer, Unique Software Private Limited, Dallas, USA and Mr. Sarvesh Kumar Singh, Full Stack Developer, (API) Elgoss Private Limited, Jaipur.



Workshop on “Personality and Skill Development”

SMS, Varanasi, organised a workshop on “Personality and Skill Development” वैयक्तिक एवं कौशल विकास on 28th June, 2022 for support staff (Class IVth employees). It was conducted by Mr. Veeresh Tripathi, Assistant Professor, SMS, Varanasi.



Staff Development Program

SMS, Varanasi, under the aegis of SMS IQAC organised a Staff Development Program on “Use of IT Tools To Enhance Work Efficiency” on 29th June, 2022 for its non-teaching staff. The workshop was conducted by Mr. Ram Gopal Gupta, Associate Professor, SMS, Varanasi.



Diary Events - July

Workshop on “Advanced MS-Office”

Department of Commerce, SMS, Varanasi conducted a three days workshop on “Advanced MS-Office” from 4th to 06th July, 2022 for B.Com (Hons.) IVth semester students. It was conducted by SRI IT Solutions.



“Akhil Bhartiya Shiksha Samagam”

A team from SMS Varanasi participated in the “Akhil Bhartiya Shiksha Samagam”, a three days National Summit organized from 7th to 9th July, 2022 to deliberate upon the Implementation of “NEP 2020” held at RUDRAKSH - International Cooperation and Convention Centre, Varanasi.



“Ad-Manthan 4.0”

Center for Entrepreneurship Innovation and Skill Development (CEISD) at SMS, Varanasi under the aegis of SMS IQAC organized an Ad-Film Making Contest “Ad-Manthan 4.0” on 8th July, 2022 in which students of various courses showcased their talents related to film making. The guests were Prof. Anurag Dave, Department of Journalism & Mass Communication, BHU, Prof. Sandeep Kumar, Department of Psychology, Faculty of Social Science, BHU, Sri Rajesh Bhatiaji, National Secretary, Indian Industries Association & President Small Industries Association & UPCBMA and Sri Manish Khattriyji – National Reputed Photo Journalist, Founder Ishita Adlab and Ishita Foundation. The inaugural and valedictory sessions were coordinated by Dr. Bhavana Singh and Dr. Sofia Khan Assistant Professors, SMS Varanasi respectively.



Workshop on “Graphics & Multimedia”

Department of Mass Communication SMS, Varanasi conducted a seven-day workshop on “Graphics and Multimedia” from 7th to 14th July, 2022 for Mass Communication students. In this workshop the students learnt to design logo, create perspective image, create creative design, create certificate through Corel Draw and Photoshop. This workshop was conducted by Dr. Ishan Tripathi, Assistant Professor, SMS Varanasi.



Visit to Amar Ujala Publications, Ramnagar

Students of BBA programme SMS, Varanasi under the guidance of Dr. Chandra Shekhar Singh, Assistant Professor and BBA Course Co-Coordinator visited Amar Ujala Publications Ramnagar on 14th July, 2022. Mr. Anand Kumar Jha, the Administration Head, Amar Ujala Publications, warmly welcomed the students and a brief introduction as well as an audio visual presentation about the journey of Amar Ujala and different aspects of the newspaper industry in India of Amar Ujala Publications was given by the Unit Head, Amar Ujala Publications Mr. Sanjiv Nandan Prasad. Ramnagar. After the presentation the students visited the press led by Mr. Amit Kumar, Production Head, who explained the various aspects of printing newspapers to students in a lucid manner. A copy of Amar Ujala Year Book 2022 was also given to the BBA Course Co-Coordinator Dr. Chandra Shekhar Singh as a token of appreciation.



Visit to Parle G Industries, Ramnagar

Students of BBA 4th semester of SMS, Varanasi visited Parle G Industries Ramnagar on 22nd July, 2022 along with their course coordinators. Mr. Pralay Day, Production Head, Parle G Industries, Ram Nagar gave a brief presentation of the development journey of Parle-G whereas information on different product categories of Parle G was given by Mr. Ajeet Choudhary, Production Coordinator, Parle G Industries. He also explained various aspects of biscuits production to students in a lucid manner.

“TECH MARATHON”

The **LIVE-WIRE Technical Club of SMS, Varanasi** organized “**TECH MARATHON- A 12 Hours Techno Brain-Race**” on 31st July, 2022, for BCA 6th Semester students. It was inaugurated by Prof. P. N. Jha, Director, SMS, Varanasi and a Problem statement “**GYAN-SANGRAH**” was announced. Prof. Kamal Sheel Mishra Sir, Shambhu Sharan. Srivastava, MCA Coordinator, Mr. A.P. Dube, BCA Coordinator, Mr. R.G. Gupta, Mr. Vikash Chandra Sharma, Mr. Debprio Banerjee, Mr. Sushil Kumar Singh, and Mr. Vijay Kumar Yadav were also present.



Diary Events - August



Visit to PARLE-G Industries, Ramnagar

Students of B.Com(Hon.) IVth semester **SMS, Varanasi**, along with their course co-coordinator Mr. Suraj Prakash Singh visited **PARLE-G Industries, Ramnagar Production Center** on **1st August, 2022**. Mr. Ajeet Srivastava, Coordinator, Parle-G accompanied the students and explained them in detail about the company and its products through audio-video mode.

Azadi Ka Amrit Mahotsav

A tricolour flag distribution programme was organised at **SMS, Varanasi** on **11th August, 2022** in the series of events to celebrate the 75th anniversary of India's Independence. Prof. P. N. Jha director, SMS, Varanasi and Registrar Mr. Sanjay Gupta distributed national flag to all the members of SMS family and urged everyone to celebrate the **Azadi ka Amrit Mahotsav** by hoisting the national flag on their respective homes and sharing their selfies with the national flag to be uploaded as per the guidelines.



Bharat Vibhajan Vibhishika Day

Mahatma Gandhi Kashi Vidyapith and NSS Wing of **SMS, Varanasi** organized a photo exhibition and a debate on the long term effect of partition on India's development on **14th August, 2022**. Dr. Shishir Kumar Gujrati NSS coordinator was the moderator of the program.

76th Independence Day

SMS, Varanasi celebrated **76th Independence Day** on **15th August, 2022** to remember its freedom from British rule and its birth as a sovereign nation. The tri-colour national flag was hoisted by the director Prof. P. N. Jha who also presented his tribute towards the Indian freedom fighters. He discussed the significance of independence and the importance of equality in our democratic system and emphasised the importance of today's youth and pointed out how they have a crucial role to play in India's development and in improving her standing globally. Flag hoisting was followed by cultural programs full of patriotic fervor along with the culmination of 'Azadi Ka Amrit Mahotsav'.



Faculty Development Programme

SMS, Varanasi under the aegis of SMS IQAC organized a seven day Faculty Development Programme on "**Faculty Preparedness towards Education 4.0**" from **16th to 22nd August 2022**. Prof. Durg Singh Chauhan, Former Vice Chancellor, Uttar Pradesh Technical University, Lucknow was the chief guest. The FDP witnessed dedicated sessions on AI, Machine Learning, IOT, Data Analytics, personalized teaching learning delivered by subject matter experts both from Industry and academics including IITs. The Welcome address was given by Prof. P. N. Jha, director, SMS, Varanasi. The inaugural session was coordinated by Dr. Pallavi Pathak and the valedictory session was coordinated by Dr. Bhavana Singh. Vote of thanks was proposed by Prof. Sandeep Singh and

Dr. Amitabh Pandey respectively.

Diary Events - September

10th QCFI, Varanasi Convention on "Quality Concepts"

Quality Circle Forum of India, Varanasi Chapter & **SMS, Varanasi** organized the **10th QCFI, Varanasi Convention on "Quality Concepts" [VRCCQC-2022]** on the theme "**Integrated Quality Concepts -The Gateway to Global Leadership**" on **4th September, 2022** at SMS Varanasi. The Convention provided an excellent platform for presenting the best of the work done by various quality practicing organizations. Eminent personalities from both academics and industry participated in this event.



“Teachers’s Day” and Shikshak Parv

On the occasion of Teacher's Day, a four-day **Shikshak Parv** was celebrated at **SMS, Varanasi** from **5th to 8th September, 2022**. On the first day of the function, SMS-IQAC cell organized a photo exhibition of great personalities of the country in the field of education. Under the directives of UGC, different programs were also organized on this occasion. The first day of the program witnessed a panel discussion on the “**Role of Teacher Under NEP 2020**” followed by felicitation of Prof. Sandeep Singh, Prof. Kamal Sheel Mishra and Mr. Anand Prakash Dubey for their outstanding contributions in teaching at SMS, Varanasi. On this occasion, executive secretary Dr M.P. Singh, director Prof. P. N. Jha and Registrar Mr. Sanjay

Gupta, were also present. The program concluded with the screening of documentary film and a book reading session and presentation of educational film for the students of SMS Varanasi.

Swachhata Pakhwada

SMS, Varanasi organized a **Swachhata Pakhwada-2022** from **1st to 12th September, 2022** under the campaign – “Say No To Plastics”. Prof. Kamal Sheel Mishra enlightened the students with the ill-effects of use of plastic bags and other such materials which pose danger to the environment. Mr. Anand Prakash Dubey highlighted the do’s and don’ts with respect to the use of plastic material bags and what can be done to avoid the ill-effects of such plastic wastes. The students were also briefed about the civic sense, the impact of use of plastic material bags on future generation and therefore asked the students to take pledge to reduce the use of plastic and plastic material bags significantly so that it brings about the requisite change in the environment and the society.



Drug de-addiction campaign by the NSS

NSS unit of SMS, VARANASI under the drug de-addiction campaign, took out an awareness rally on **15th September, 2022** in the villages of Misirpur and Sagahat. The shops around the institute were also requested not to sell intoxicants and the volunteers also took an oath to stay away from any kind of intoxicants.



Industrial Visit to PARLE-G Industries

Department of Commerce SMS, Varanasi, organized an industrial visit to PARLE-G Industries, Ramnagar Production Center on **22nd September, 2022** for B.Com (H) IIIrd semester students. Mr. Ajeet Srivastava, coordinator, Industrial Visit Cell Parle-G explained the students about the company and its products whereas the experts from the accounts department and ISO Officer clarified all the queries relating to finance and accounts and quality certification related to the industries. The team was led by Mr. Suraj Prakash Singh and Mrs. Anjali Kushwaha, Assistant Professors, SMS, Varanasi.



National Service Scheme Day

National Service Scheme Day was celebrated by NSS volunteers at SMS, Varanasi with great pomp on **24th September, 2022**. During the program, the volunteers shared their experiences spent in NSS, after which the volunteers planted saplings and a cleanliness drive was carried out in the campus. Dr. Shishir Kumar Gujrati, NSS head, Mrs. Poorva Sanjay Sabnis, and Mr. Suraj Prakash Singh were also present during the celebration.

Visit to Parag Dairy, Amar Ujala and Parle

SMS, Varanasi organized an industrial visit to Dugdh Utpadak Sahkari Sangh Limited (Parag Dairy), Amar Ujala (Printing Press) and Parle Biscuits respectively on **24th September, 2022** for MBA 1st semester students. The students were led by Mr. Vir Pratap to Parag Dairy, Dr. Mahendra Sharma to Amar Ujala (Printing Press) and Dr. Shivendra Pathak to Parle Biscuits.



Diary Events - October



“HUNAR” Campus Recruitment Training

SMS, Varanasi under the aegis of SMS IQAC organized “HUNAR”- A Campus Recruitment Training from **7th to 15th October, 2022** for MBA IIIrd semester students. The resource person was Mr. Prince Grover, Director – Second Wind Foundry.



Tech Marathon- Prize & Certificate Distribution Ceremony

SMS, Varanasi, organized a prize & certificate distribution ceremony of "Tech Marathon-9: A 12Hrs Techno Brain Race - 2022" on **7th October, 2022** for BCA VIth semester students. Prof. P N Jha, Director of SMS, Varanasi, gave away the First, Second and Third prizes to the winners of



the Tech Marathon, 2022. Registrar Mr. Sanjay Gupta, Prof. Kamal Sheel Mishra, Mr. Anand Prakash Dube, Mr. Ram Gopal Gupta, and Mr. Debprio Banerjee were also present during the ceremony.

Workshop on “Prioritising Mental Health and Well Being for All”

SMS, Varanasi under the aegis of Behavioural Dynamics Lab organized a workshop on “Prioritizing Mental Health and Well Being for All” on **10th October, 2022** to celebrate World Mental Health Day so as to sensitize the students,

increase awareness of mental health issues and encourage de-stigmatisation attached to it. The resource person of the workshop was Dr. Pallavi Pathak, Associate Professor, SMS, Varanasi.

"R.I.S.E." Realize, Improve, Sustain & Empower

SMS, Varanasi under the initiative of SMS IQAC organized "R.I.S.E." Realize, Improve, Sustain & Empower on **12th October, 2022** for



MCOM-IIIrd semester, BA(Hons) Mass Comm. - IIIrd semester & III Year, MCA- Ist & IIIrd semester students. The resource person was Mr. Prince Grover, Director – Second Wind Foundry.

“PAHAL” Getting Prepared for the Corporate Journey
SMS, Varanasi under the initiative of SMS IQAC organized “PAHAL” Getting Prepared for the Corporate Journey from 16th to 17th October, 2022 for MBA Ist semester students. The resource person was Mr. Prince Grover, Director – Second Wind Foundry.



"Ekta Diwas"

The NSS unit of SMS, Varanasi took out an Ekta Diwas march on the occasion of "Ekta Diwas", the birth anniversary of Iron Man Sardar Vallabhbhai Patel. Prof. P.N. Jha, Director, SMS, Varanasi formally inaugurated the program on 31st October, 2022 on the life of Sardar Patel and reiterated that that the future belongs to the youth. Underlining the importance of Ekta Diwas, Prof. Jha said that the nation progresses only with united youth power and united citizens. On this occasion, Registrar Mr. Sanjay Gupta, Program in-charge of NSS unit Dr. Shishir Gujrati administered the oath to the volunteers. While marching, the NSS volunteers reached Misirpur village where local residents were made aware about Ekta Diwas who also participated in the march.

During the march Dr. Shishir Gujrati, Program incharge of National Service Scheme of SMS, Professor Kamalsheel Mishra, Dr A.P. Dube, Mrs. Anju Singh and other teachers and students were also present.

Diary Events - November

Guest Lecture on “Data Science”

Department of Management, SMS, Varanasi organized a guest lecture on "Data Science: The Future of Strategic Growth" on 5th November, 2022 for MBA IIIrd semester students. The resource person was Dr Bhaskar Roy, Vice President and Global Ops Leader, Genpact, Analytics and Data Science, Gurugram.



Guest Lecture on “Career Prospects”

Department of Commerce, SMS, Varanasi organized a guest lecture on "Career prospects after B.Com" on 5th November, 2022 for B.Com IIIrd year students. The resource person was Dr. Sanjay Saxena, SMS, Varanasi.

Puja Celebration

SMS Varanasi on the occasion of 28th Foundation Day “Adharshila” organized a puja in the campus on 10th November, 2022. Prof. P. N. Jha, Director, SMS Varanasi performed the puja. A number of teaching and non-teaching staff were present in the puja.



Workshop on “Preparation for Banking Services”

SMS, Varanasi and an initiative of SMS IQAC under the aegis of Competitive Examination Guidance Cell organized a workshop on "Preparation for Banking Services" from 14th to 18th November, 2022 for B.Com and M.Com students.

Workshop on "Supply Chain & Logistics Management"

SMS, Varanasi organized a workshop on "Supply Chain & Logistics Management" on 14th November, 2022 for MBA IIIrd semester students. The resource person of the workshop was Mr. Ibad Hanif, Head-3PL, National Commodities Management Services Ltd.



Workshop on "Investor Education Programme"

SMS, Varanasi under the initiative of SMS IQAC organized an "Investor Education Programme" on 19th November, 2022 for under graduate students. This program was conducted by Lakshmishree Investment & Securities Pvt. Ltd. and the resource person was Mr. Shivendra Singh Bisen, Vice President, Lakshmishree Investment & Securities Pvt. Ltd.

"PAHAL" Workshop Series - Realize, Improve, Sustain & Empower

SMS, Varanasi organized a workshop on "PAHAL" Realize, Improve, Sustain & Empower for BBA, B.COM (H), B.Com and BCA & MBA students from 21st November to 2nd December, 2022. The resource person of the workshop was Mr. Prince Grover, Director - Second Wind Foundry.



Workshop on "Web Design"

SMS, Varanasi organized a workshop on "Web Design" on 29th November, 2022 for BCA-IIIrd semester students. The resource person of the workshop was Er. Brijesh Kumar Chaurasia, Full Stack Developer, Aradhya Technologies.



Workshop on "Web Application Development Using CI Framework"

SMS, Varanasi under the aegis of SMS IQAC organized a seven day workshop on "Web Application Development Using CI Framework" from 30th November to 6th December for MCA IIIrd semester students. The resource person of the workshop was Mr. Ritesh Singh and it was organized by Sorreal Systems Pvt. Ltd., New Delhi.

Diary Events - December

Workshop on "Office Automation"

SMS, Varanasi organized a workshop on "Office Automation" on 9th December, 2022 for BCA 1st semester students. The resource person of the workshop was Er. Brijesh Kumar Chaurasia, Full Stack Developer, Aradhya Technologies.



Awareness Program on "Road Safety"

The NSS unit of SMS, Varanasi keeping in view the road safety month, organized an awareness program and an oath taking ceremony "Yatayat Shapath". On this occasion the NSS team as well as the students of SMS, Varanasi were apprised of the traffic rules, nuances of road safety, wearing of helmet and to avoid consuming drugs and alcohol while driving. The program was flagshiped by Mr. Sanjay Gupta Registrar, SMS Varanasi and on this occasion Mr. Rajesh

Singh, Assistant Registrar, NSS program office, Mr. Shishir Kumar Gujrati, Mrs. Poorva Sanjay Sabnis and Dr. Ishan Tripathi were also present.

Guest Lecture on "Full Stack Web Developer - MERN STACK"

SMS, Varanasi organized a guest lecture on "Full Stack Web Developer - MERN STACK" on 9th December, 2022 for BCA IIIrd semester students. Er. Brijesh Kumar Chaurasia, Full Stack Developer, Aradhya Technologies was the resource person.



Industrial Visit to All India Radio

Department of Mass Communication, SMS, Varanasi organized an industrial visit on 9th December, 2022 for the students of BA(H)Mass Communication. The students visited All India Radio, Varanasi and gained vital information related to the technical nuances of radio, program production, utility of sound and voice, radio script writing. The students were led by Dr. Gaurav Shah, Assistant Professor, SMS, and Varanasi.



Sensitisation Programme on "POSH Awareness"

SMS, Varanasi organized a Sensitisation Programme on "POSH Awareness" a discrimination against Women Pakhwara on 10th December 2022. All the teaching and non-teaching staff along with the ICC members attended the session. Dr. Pallavi Pathak, Presiding officer, Women Anti-Harassment Cell and ICC conducted the session.

Guest Lecture on "Logical Diagram - DFD & ER"

SMS, Varanasi organized a guest lecture on "Logical Diagram - DFD & ER" on 10th December, 2022 for BCA 5th semester students. Er. Sarvesh Kumar Singh, Full Stack Developer (API), Aradhya Technologies was the resource person. The program was coordinated by Mr. Vikas Chandra Sharma, Assistant Professor and vote of thanks was proposed by Mr. Anand Prakash Dubey, Associate Professor, SMS, Varanasi.



Workshop on "Crowdsourcing by Google"

SMS, Varanasi under the aegis of SMS IQAC organized a workshop on "Crowdsourcing by Google" on 10th December, 2022 for the students of both undergraduate and post graduate courses. The session was taken by Ms. Madhurima Maji, Program Manager, Google, Bangalore, India. The program was coordinated by Dr. Pallavi Pathak, Associate Professor, SMS, Varanasi.

Blood Donation Camp

SMS, Varanasi under the aegis the joint auspices of the Social Welfare Club "Rainbow" and the National Service Scheme Unit of School of Management Sciences, Varanasi organized a "Blood Donation Camp" on 13th December, 2022. Medical Officer of Shivprasad Gupta Government Hospital, Dr. Sanjeev Singh was the Chief Guest whereas Mr. Himanshu Kumar, Senior Manager of HDFC Bank and Mr. Vikas Singh, incharge of Blood Bank of Shivprasad Gupta Government



Hospital were special guests. The program was presided by Mr. Sanjay Gupta, Registrar, SMS, Varanasi who emphasized that it is very necessary to remove any kind of misconceptions and myths related to blood donation. The chief guest Dr. Sanjeev Singh said that blood donation should be done at least once in a year for better health. On this occasion, Dr. Shishir Kumar Gujrati, Program Officer of NSS unit of SMS, Varanasi and Prof. Kamalsheel Mishra, Head of Rainbow Club, gave useful information to the students regarding blood donation and explained how blood donation helps in saving lives. The students and the staff of the college actively participated in the occasion. The program was conducted by Mrs. Anju Singh Assistant Professor, SMS, Varanasi and the vote of thanks was given by Prof. Kamalsheel Mishra.



World Energy Conservation Day

SMS, Varanasi under the joint aegis of IQAC Cell of SMS, Varanasi and Rainbow Club, on the occasion of **World Energy Conservation Day**, celebrated **"World Energy Conservation Day"** on **14th December, 2022**. Prof. P.N. Jha, Director, SMS, Varanasi, reiterated that the students should conserve the energy resource, whereas Mr Sanjay Gupta, Registrar, SMS, Varanasi exhorted the students that we should use our physical strength and reduce our dependence on machines. A large number of employees and students including the Head of Rainbow Club Prof. Kamalsheel Mishra, Prof. Rajkumar Singh, Dr. Ashutosh Shukla were present. The program was coordinated by Mrs. Anju Singh and the vote of thanks was given by Mr. Anand Prakash Dubey.

Training Program on "Financial Education for Young Citizen"

SMS, Varanasi under the aegis of Career Counselling Cell organized a Training Program on **"Financial Education for Young Citizen" (Career in Securities Market)** from **17th to 18th December, 2022** for MBA IIIrd semester & BBA Vth semester Students. This program was conducted by National Institute of Securities Markets (An Education Initiative of SEBI). The resource persons were Mr. Deepak Kumar, and Ms. Moni Sahu Certified Financial Education Trainer.



Workshop on "Tally & Computerized Accounting"

SMS, Varanasi organized a workshop on **"Tally & Computerized Accounting"** for B.COM (Hons) 1st Semester Students from **19th to 31st December, 2022**. It was conducted by SEGA Trainers.



Guest lecture on "Language and Practice of Radio Broadcasting"

Department of Mass Communication, SMS Varanasi organized a guest lecture on **"रेडियो प्रसारण की भाषा और अभ्यास"** on **20th December, 2022** for BA(H) Mass Communication students. The Chief Guest Mr. Arun Pandey, Senior Announcer, All India Radio, Varanasi was the resource person who while establishing a direct dialogue with the students of mass communication said that keeping the correct

pronunciation of Hindi is given a priority in radios. He gave tips to the students to correct the spelling mistake, and reiterated that the beauty of Hindi language is that what is spoken in it is written and we should practice it. He also gave a radio script to the students and encouraged all the students to read the script after which he also explained in detail to the students about voice modulation, tone and pitch used in reading.

Guest Lecture on "Building New India - Power of Leadership"

SMS, Varanasi organized a Guest Lecture on **"Building New India - Power of Leadership"** on **31st December, 2022** for MBA 1st semester Students. Mr. D.K. Bakshi, Chief Mentor & CEO, Global Talent Company, Bangkok, Thailand was the resource person. The program was coordinated by Dr. Pallavi Pathak, and vote of thanks was proposed by Dr. Amitabh Pandey, Associate Professors, SMS, Varanasi.



INDUSTRIAL VISITS



CLUB ACTIVITIES

SMS Varanasi under the aegis of its different student clubs organized various events on the activity day which is the last working day of every month. Students from across various courses participated in these events and showcased their talents beyond academics. Some snippets of such activities are being showcased in this section.



CONTRAST
The Creative Club



Panorama Club
The shutterbugs Club



Spark
The Performing Arts Club



Synergy
The Literary Club

PLACEMENTS AT A GLANCE

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



freshers & farewell



Prof. Kamal Sheel Mishra
Professor



- Received **"Best Teachers Award"** on Teacher's Day at School of Management Sciences, Varanasi on 5th September, 2022

Dr. Radha Raman Chandan
Associate Professor



- Published a research paper on **"Machine learning Technique for improving the stability of Thermal Energy storage"** in journal of Elsevier (Indexing SCIE & Scopus, Energy Reports, Volume 8, Supplement 8, 2022, Pages 897-907, ISSN 2352-4847. J Impact factor: 4.93).
- Published a book chapter on **"Genetic Algorithm and Machine Learning"** in *Advanced Bioinspiration Methods for Healthcare Standards, Policies, and Reform* (pp. 167-182). ISBN13: 9781668456569, IGI Global.
- Participated in a Seven Day Faculty Development Programme on **"Faculty Preparedness towards Education 4.0"** organized by School of Management Sciences, Varanasi, Uttar Pradesh from 16th to 22nd August, 2022

Dr. Bhavana Singh
Assistant Professor III



- Successfully completed 12 weeks **Swayam NPTEL Online Certification on "Entrepreneurship"** conducted by Indian Institute of Technology Madras and earned Elite certificate.
- Successfully completed **NPTEL Faculty Development Programme on "Entrepreneurship"**.
- Successfully completed online **Management Development Programme on Rural Development Leadership** conducted by National Institute of Rural Development & Panchayati Raj, -North Eastern Regional Council, Guwahati, Assam from 17th to 21st January, 2022.
- Successfully completed online **Management Development Programme on Role of Business in Sustainable Development Leadership** organized by RV Institute of Management from 24th to 28th January, 2022.
- Successfully completed an ICSSR sponsored virtual **Faculty Development Programme and workshop** conducted by St. Francis Institute of Management & Research and on **Statistical Tools on Research held from 31st January to 5th February, 2022.**
- Successfully participated in an **Online Training Programme on Presentation & Communication** from 16th to 18th February, 2022 conducted by Harish Chandra Mathur Rajasthan State Institute of Public Administration, Udaipur, Rajasthan.
- Participated in one week Online national Workshop on **Research Methodology and Data Analysis** held from 22nd to

28th February, 2022 conducted by BPS Institute of Teacher Training and Research, Bhagat Phool Singh Mahila Vishwavidyalaya, Khanpur Kalan, Sonapat, Haryana.

- Successfully completed seven days **Capacity Development Programme on Research Publication and Ethics** organized by School of Business and Economics, Adamas University in collaboration with Research Foundation of India (Research and Innovation Wind) from 7th to 13th March, 2022.
- Participated in seven days **Capacity Development Programme on Research Publication and Ethics** from 18th to 24th April, 2022 organized by School of Commerce and Management, Sandip University Nashik, Maharashtra.
- Successfully completed **Refresher Course on "Social Entrepreneurship and Business Environment"** from 23rd August to 5th September, 2022 conducted by UGC HRDC Doctor Harisingh Gour Viswavidyalaya, Sagar.
- Participated and presented a research paper in first **"International Conference on Technologies, Sustainable Development Goals and Academia"** jointly organised by Indian Institute of Technology, Patna, SPAST Foundation and Indira Gandhi National Tribal University, Amarkantak from 1st to 2nd July, 2022 and was awarded with a Frontiers sponsored Awards under the category, **Best Oral Talk.**
- Participated in a Seven Day Faculty Development Programme on **"Faculty Preparedness towards Education 4.0"** organized by School of Management Sciences, Varanasi, Uttar Pradesh from 16th to 22nd August, 2022.
- Published a research paper on **"Impact of Job in Managing Personal Life by Women Employees,"** in 'Management Insight-The Journal of Incisive Analyzers', ISSN No. 2456 0936, Vol. 18, No. 1, 2022.
- Published a research paper on **"Spirituality at Work and Job Performance: An Empirical Assessment of the Serial Mediation Modelling of Attitudinal Outcomes"** in Purushartha, XV, 69-79.(2022) (Scopus Indexed).
- Took a session on **"Soft Skills"** in a workshop on "Soft Skills - The Essence of Life" on 26th February, 2022 for BCOM 1st semester Students.
- Took a session for M. Com IInd year students on ways and techniques to develop and harness their communication skills in a two day workshop on **"Communication: The Key to Success"** from 11th to 13th April, 2022.
- Took a session in a workshop on **"Communication-The Game Changer"** from 20th to 21st May, 2022 for BA (Hons.) Mass Communication IInd semester students.

Dr. Abhay Singh Chauhan
Assistant Professor III



- Participated and successfully completed (A+ Grade) an Online Two week Interdisciplinary Refresher Course in **"Advanced Research Methodology"** Faculty Development Programme on **"Academic Administration"** organized by Teaching Learning Centre, Ramanujan College, University of Delhi in collaboration with Government College

(Autonomous), Rajahmundry Y. Junction, Rajamahendravaram, Andhra Pradesh under the aegis of Ministry of Education Pandit Madan Mohan Malaviya National Mission of Teachers and Teaching from 22nd August to 5th September, 2022.

- Participated in a Seven Day Faculty Development Programme on **"Faculty Preparedness towards Education 4.0"** organized by School of Management Sciences, Varanasi, Uttar Pradesh from 16th to 22nd August, 2022.
- Participated and successfully completed (A+ Grade) an Online One week Faculty Development Programme on **"Academic Administration"** organized by Teaching Learning Centre, Ramanujan College, University of Delhi under the aegis of Ministry of Education Pandit Madan Mohan Malaviya National Mission of Teachers and Teaching from 6th to 12th August, 2022.
- Participated in Three-Day Faculty Development Programme on **"Research Insights & Publication Strategies"** organized by Centre for Research & Training (CRT) National Foundation for Entrepreneurship Development (NFED), Coimbatore, and Tamil Nadu from 22nd to 24th July 2022.
- Participated in a Workshop on **"Research Tools and Techniques"** organized by School of Business and Management, CHRIST (Deemed to be University), Bangalore from 9th to 13th July, 2022.
- Participated and successfully completed 10 Days (20 Hours) Online Faculty Development Program on **"Research Design, Methods and Analysis"** conducted by IIM Bodh Gaya from 20th to 29th June, 2022.
- Participated in Faculty Development Program on **"Organizing Academic Research and Editing & Proof Reading Techniques"** organized by Excellence Brings Success, New Delhi from 28th to 29th January, 2022.
- Published a research paper on **"Employee Relations: A Bibliometric Analysis of Eighty-Two Years of Research Community Engagement"** in Journal of Content, Community & Communication, XVI, 76-91(2022).(Scopus Indexed)
- Published a research paper on (2022). **"E-Payment System reforms and its impact on Currency in Circulation in India: Evaluation using Vector Autoregressive Model (VAR)"** in Purushartha, XV, 69-79.(2022) (Scopus Indexed).
- Published a research paper on **"Antecedents of Customer Satisfaction in Social Commerce"** in World Journal of Management and Economics, XV(2022). (ABDC "C" Category)
- Published a research paper on **"Influence of Company's Policy on the Ordering Intentions of E-Food Customers during Covid Pandemic"** in Empirical Economics Letters, 21(1), 43-49(2022). (ABDC "C" Category)
- Published a case (2022). **"Good Corporate Governance: A Journey not a Destination"**. In Sikarwar, Tarika S.; Baber, Raturaj; (Ed.), Cases in Management (pp. 209-213). Bharti Publication. (ISBN: 978-93-94779-03-7).
- Presented a paper on **"Demographic Dividend and Economic Growth: Panel Evidence from BRICS"** in 44th All India Accounting Conference and International Seminar on

"Accounting Education & Research" organized by School of Commerce and Business Studies, Jiwaji University, Gwalior, Madhya Pradesh on 29th-30th October, 2022.

- Presented a paper on **"Antecedents of Loyalty infusing Branding in Banking Sector during COVID-19"** in 44th All India Accounting Conference and International Seminar on "Accounting Education & Research" organized by School of Commerce and Business Studies, Jiwaji University, Gwalior, Madhya Pradesh on 29th-30th October, 2022

Dr. Sofia Khan

Assistant Professor III



- Received letter of appreciation of Top Performing Mentor by NPTEL for mentorship for the course Organizational Behaviour.
- Received letter of appreciation in recognition of important contribution as Anchor Faculty in the 10 hours' session of the program **"Kona Kona Shiksha"**, conducted by National Institute of Securities Markets (NISM) under the aegis of CSR program of Kotak Securities Limited on 18-Dec-2022.
- Participated and Presented a paper entitled **"India's March Towards USD 5 Trillion Economy by 2024: Role of Financial Sector"** in the 73rd All India Commerce Conference 2022 of Indian Commerce Association and International Seminar on **"India's March Towards USD 5 Trillion Economy by 2024"** held from December 22, 2022 to December 24, 2022 organized by Dr. Babasaheb Ambedkar Marathwada University, Aurangabad, Maharashtra, India and MGM University, Aurangabad.
- Successfully completed NPTEL Online Certification on **"Organizational Behaviour"** with Elite in July - October, 2022 by IIT Hyderabad.
- Successfully completed NPTEL AICTE Faculty Development Programme on **"Organizational Behaviour"** which was held during July - October, 2022 by IIT Hyderabad.
- Participated and successfully completed the UGC Approved Short Term Professional Development Programme Under Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching on **"Implementation of NEP 2020 for University and College Teachers"** held from 09th September to 17th September, 2022 Organized by INDIRA GANDHI NATIONAL OPEN UNIVERSITY Staff Training and Research Institute of Distance Education, New Delhi.
- Completed the criteria associated with earning a digital credential from the IBM Digital Badge program and Earned a Badge for **"Enterprise Design Thinking Practitioner"** on 9th September, 2022 from IBM.
- Successfully completed and participated in One Week National Level Workshop on **"Data Analytics and Learning"** held on 05th September - 10th September, 2022 Organized by the Department of Information Science and Engineering, JSS Science and Technology University Mysuru, Karnataka.
- Awarded with the UDEMY Certification - Finance Management Model for Hospitality during Crisis, completed on 2nd September, 2022, 1.5 total hours course.

- Successful completed One Week Faculty Development Program on **"Amazon Web Services (AWS)"** during the period of 22nd – 27th August, 2022 Organized by Department of Electrical, Electronics and Communication Engineering, School of Technology, GITAM (Deemed to be University), Hyderabad in collaboration with Brain O Vision Solutions India Pvt. Ltd & All India Council for Technical Education (AICTE).
- Successfully attended and completed Five Day Faculty Development Programme on **"Data Science and Its Tools"** held on 23rd August – 27th August, 2022 Organized by the Department of Computer Technology of KG College of Arts and Science, Coimbatore.
- Participated in Seven Days Faculty Development Programme on **"Faculty Preparedness Towards Education 4.0"** held on 16th August – 22st August, 2022 Organized by School of Management Sciences, Varanasi.
- Research Paper entitled **"Impact of Job in Managing Personal Life by Women Employees"** published in SMS Journal Management Insight (ISSN No. 0973936X Print) (ISSN No. 24560936 Online) Vol. XVIII, No. 1; June 2022, Pp 67-72.
- Research Paper entitled **"Influence of Company's Policy on the ordering Intentions of E – Food Customers During Covid Pandemic"** published in Empirical Economics Letters Journal, 21 (Special Issue 1) (ISSN – 1681-8997) in May 2022, Pp 43-49
- Successfully attended and completed Online One Week Faculty Development Programme on **"Inspired Teaching"** held on 01st August – 05th August, 2022 Organized by School of Management, Graphic Era Hill University, Bhimtal Campus.
- Assigned with the responsibility of Course Co-Coordinator of BBA Programme from August 01, 2022 at School of Management Sciences, Varanasi.
- Participated in the Two - days Virtual National Seminar on **"Services Sector in Post Pandemic Challenges and Opportunities"** held from July 29, 2022 to July 30, 2022 organized by Department of Business Management & IQAC, Sarojini Naidu Vanita Maha Vidyalaya, (Sponsored and Managed jointly by Osmania Graduates' Association and Exhibition Society) Exhibition Grounds, Hyderabad.
- Awarded with the UDEMY Certification – Accounting - Financial Accounting Total Beginners to Advanced, completed on 21st July, 2022, 119 total hours course.
- Successfully attended and completed Online One Week Faculty Development Programme on **"The Overview of Indian Capital Market & Indian Economy"** held on 06th June – 13th June, 2022 Organized by Master of Vocation (Accounting, Taxation and Auditing) Department of Accountancy and Business Statistics, Mohanlal Sukhadia University, Udaipur (Rajasthan) & Bombay Stock Exchange Brokers Forum, Mumbai.
- Successfully completed NPTEL AICTE Faculty Development Programme on **"Principles of Management"** which was held during January- April, 2022 by IIT Roorkee.
- Successfully completed NPTEL Online Certification on **"Principles of Management"** with Elite in May, 2022 by IIT Roorkee.

Dr. Gaurav Shah
Assistant Professor II



- Published a paper titled **"Until it bites you, the snake doesn't exist: An Analysis into Risk-prone and Preventive Behaviour during Covid-19"** in UGC care listed journal titled Towards Excellence. ISSN no-0974035X
- Participated in an international editage webinar on **"Statistical and research design problems to avoid in manuscripts"** conducted by Dr. Regina Nuzzo, Dr. Kristin Sainani, and Dr. Jo Røislien on the 13th of October, 2022.
- Completed an Eight Weeks NPTEL FDP Certification on **"Philosophical Foundations of Social Research"**

Dr. Ashutosh Shukla
Assistant Professor II



- Book Chapter titled, **"Operating in Industry 4.0: The Need for Gig-Workers and Systems Approach"** in the book Sustainability in the Gig Economy published by Springer Singapore.
- Eight Weeks NPTEL FDP Certification on **"Philosophical Foundations of Social Research"** with 82% marks & a silver-badage.
- **"Until it bites you, the snake doesn't exist: An analysis into risk - prone and preventive behavior during COVID - 19"** in Towards Excellence ISSN NO. 0974-035X; June 2022. VOL.14. ISSUE NO.2 pp.1904-1916, a peer reviewed UGC Care Listed Journal.
- As a Resource Person in an online workshop on **Product Market Fit at SISTEC-E**, Ratibad, Bhopal, on February 26, 2022

Dr. Anamika Singh
Assistant Professor I



- Participated in 4th International Conference on **"Smart Materials for Sustainable Technology-II (SMST-2022)"** in IIT Bombay.
- Published a Book Chapter **"An Empirical Study on banks performance: Evaluation of Scheduled commercial banks"** Computational Finance: A Scientific Approach to Financial Analysis" from Springer, Germany (Scopus).
- Completed a five Days online workshop on SPSS.

Dr. Ishan Tripathi
Assistant Professor I



- Book Chapter titled, **"लीला और संचार की प्राचीन भारतीय परम्परा"** in the book राष्ट्रीय शिक्षा नीति- 2020 की गंगोत्री भारत ज्ञान परम्परा published by kitabwale.com (ISBN: 9789390702985).
- Book chapter entitled **"महात्मा गांधी की पत्रकारिता: सत्य, निडर, विद्रोही शब्द"** in the book **"गांधी दर्शन, शिक्षा एवं संस्कृति"** published by Kishor Vidya Niketan, Gaziabad, ISBN: 978-81-959162-0-7.
- Book chapter entitled **"गुरु-शिष्य परम्परा"** in the book वैभवशाली

भारत, published by Pustak Bharati, Toronto, Canada, ISBN: 978-1-98241666-2. (For this, also received the **"Writer Award"** in a two-day national seminar organized by the Indian Council of Historical Research in Jodhpur during 28-29 January, 2023).

- Eight Weeks **NPTEL FDP** Certification on **"Philosophical Foundations of Social Research"**.
- Online elementary FDP of ATAL on **"Cyber Security"** from 21/02.2022 to 25/02/2022 at National Power Training Institute.
- Successfully completed 3days FDP on **"Development Journalism"** by Press Club, Kolkata & UNICEF from 25/02/2022 to 27/02/2022.
- Completed FDP program on **"Research Methodology & Publication Ethics"** by Department of Computer Science & Engineering, Islamic University of Science & Technology, Awantipura, Kahsmir from 7/02/2022 to 11/02/2022.
- Participated in Seven Day Faculty Development Programme on **"Faculty Preparedness towards Education 4.0"** organized by School of Management Sciences, Varanasi, Uttar Pradesh from 16-22 August, 2022.
- Completed the **"Fundamentals of Digital Marketing"** certification program of Google Digital Unlock on 14/01/2022.
- Research paper entitled **"अब्बास किरास्तामी की सिनेमाई प्रयोगधर्मिता का समीक्षात्मक अध्ययन"** published in 'समीचीन', a UGC CARE journal, ISSN No. 2250-2335, Year 15, Vol- 31, April-June 2022.
- Research Paper entitled **"Contextualising Events or Polarising Issues: A Discourse on Hindi News Channels' Approach in Post Truth Era (Special Reference: U.P. Assembly Election 2022)"** published in 'Inclusive' a UGCCARE Journal, ISSN:2278-9758, Vol. II, No.21, July-August, 2022
- **"HIKIKOMORIES IN INDIA: A STUDY ON THE PROBLEM OF INCREASING LONELINESS AMONG YOUTH & MEDIA INTERVENTION"** in 'Towards Excellence' ISSN NO. 0974-035X; September 2022. VOL.14. ISSUE NO.3 A peer reviewed UGC Care Listed Journal
- Resource Person in 7days workshop on **"Graphics & Multimedia"** organized for BA(H)MC- IIInd Semester students of SMS, Varanasi (from 7/07/2022 to 14/07/2022).

Dr. Santosh Kumar
Assistant Professor I



- Successfully completed **Module 7: Creative problem Solving, innovation and Meaningful R & D of National Initiative for Technical Teachers Training (NITT) in July, 2022.**
- Participated & Presented a paper on **"Impact of Environmental Disclosure on Firm Value: A Sustainability Perspective"** at the First International Conference on Technologies, Sustainability Development Goals and Academia 2022 (ICTSGA-1) jointly organised by Indian Institute of Technology, Patna, SPAT Foundation, and Indira

Gandhi National Tribal University, Amarkantak held from on 1st to 2nd July, 2022.

- Participated and successfully completed a One-week Faculty Development Programme titled **"Faculty Preparedness Towards Education 4.0"** from 16th to 22nd August, 2022 organized by School of Management Sciences, Varanasi, Uttar Pradesh.
- Participated and successfully completed a Professional Development Programme on **"Implementation of NEP-2020 for University and College Teachers"** held from 7th to 15th October, 2022 and obtained 'A' Grade, organised by IGNOU, New Delhi.
- Published a research paper titled **"Ethically – Minded Consumer Behavior: Understanding Ethical Behavior of Consumer towards Food Wastage"** in 'International Journal of Food and Nutritional Sciences (IJFANS)', ISSN No. 2319-1775, Vol. 11, No. 7, 2022.

Anjali Kushwaha
Assistant Professor I



- Published research paper titled **"Interventions of non-governmental organizations for women empowerment through micro-entrepreneurship: Evidences from India"**, in **International Journal of Indian Culture and Business Management** (UGC CARE Listed Journal with an impact factor of 0.25)
- Published research paper titled, **"Challenges and opportunities for women entrepreneurs in India during Covid-19 pandemic"** in **SMS Journal of Entrepreneurship & Innovation**.
- Became a member of All India Commerce Association (Membership ID: UP994)
- Became a member of National HRD Network.

Sana Absar
Assistant Professor I



- Attended one week online FDP on **"NEP 2020: New Trends in Higher Education"** from 29th August to 04th September, 2022 organized by Teaching Learning Centre, Ramanujan College, University of Delhi.

Shivendra Pathak
Assistant Professor I



- Successfully completed an eight week NPTEL course on **"Marketing Management - I"** and passed the exam with a 70% marks.

