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**SMS**  
VARANASI



# SMSNEWS

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**SCHOOL OF MANAGEMENT SCIENCES**

VARANASI

(An Autonomous College)

## Director's Message

SMS-newsletter is 16-year old now, but seems to be attaining a remarkable maturity in terms of information pertinence, punctuality in knocking the readers' doors, and maintaining compatible hues in its innovative layout. Let us congratulate the periodical for successfully withstanding different ebbs & flows during its peregrination so far. We look forward to our readers' similar sanguine and robust patronage to this living souvenir of SMS Varansi in future too.

With its unique creative contour, SMS-newsletter has been apprising our esteemed readers with the interesting glimpses of a majority of the proud moments covered in the corresponding periods as per the periodicity-cycle of the publication. The current issue brings you the snapshot of a number of events, including the Republic Day Celebrations ; 10th International Conference (ICON-2023) ; Sports Fest ; a host of Workshops and Guest Lectures ; IQAC activities; International Yoga Day Celebrations ; Activities of various Students' Clubs ; Techno Camp ; NSS Activities ; Farewell Parties to outgoing students ; Alumni Meet SMS scripting another robust track of campus placements ; and so forth.

School of Management Sciences, Varanasi, an Autonomous pristine institution has always remained extremely conscious towards its scholastic obligations. The institution is committed to follow an unabated trend of a comprehensive introspection at different levels in order to glean and practice needful inputs cropping up from time to time on plural dimensions of higher learning, including those from the National Education Policy & Indian Knowledge System, so as to make the chances of any delivery-deficit a big zero, and making our students stand at the cutting edge of application-based academics.

I am sure you will like the issue covering a myriad of activities experienced by the SMS Varanasi fraternity during January to June, 2023.

Let me close with warm wishes.

**(P. N. Jha)**

D. Litt.(Management)



## EDITORIAL TEAM

Dr. (Mrs.) Bhavana Singh  
 Mr. Amit Kumar Bhanja  
 Mr. Irfan Ahmad Khan  
 Dr. Ashutosh Kumar Shukla

Ms. Diksha Singh (MBA)  
 Mr. Prashant Mishra  
 Mr. Shailendra Pandey



# INTERNATIONAL CONFERENCE

## Two Day International conference on “Indian Knowledge Systems for Sustainable Well-Being”



## ICON 2023

School of Management Sciences, Varanasi conducted its 10th International Conference on “Indian Knowledge Systems for Sustainable Well-Being” from 4th to 5th March 2023. The main theme of the two-day international conference was to highlight the Delphic Indian Knowledge practices lesser known at the global level. This international conference was blessed with the deliberations from former Vice Chancellor of A.P.J. Abdul Kalam Technical University, Prof. D. S. Chauhan, Prof. Rana P. B. Singh, former chairman of the Department of Cultural Geography and Heritage Studies, BHU, Professor Vinayachandra BK of Chanakya University, Bangalore, Bishop of Varanasi Eugne Joseph, Prof. Badri Narayan, Director, G B Pant Social Science Institute, Allahabad, Shri. C.M. Singh, Former Member Public Service Commission Uttar Pradesh and former Head & Dean of Delhi School of Economics, Professor B.P. Singh. A souvenir based on the Indian knowledge system for sustainable wellbeing was also released on the occasion. The inaugural session and the valedictory sessions were conducted by Dr. Abhay Singh Chauhan and Dr. Bhavana Singh, Assistant Professors, School of Management Sciences, Varanasi respectively, whereas the vote of thanks was given by Prof. Avinash Chandra Supkar. Three different technical sessions were also organized on the first day of the two-day international conference, in which about 200 participants from India and abroad presented research papers. On this occasion, Dr. M.P. Singh, Executive Secretary of School of Management Sciences, Varanasi, Registrar Mr. Sanjay Gupta, Conference Coordinator Prof. Avinash Chandra Supkar, Prof. Sandeep Singh, Prof. Rajkumar Singh and all the faculty members and non-teaching staff were present.

## LIST OF ESTEEMED GUESTS IN ICON 2023

**Prof. Rana P.B. Singh**

Former Professor of Cultural  
Landscapes & Heritage Studies  
BHU Varanasi

**Prof. Vinayachandra B. K.**

Director  
Centre for Indian  
Knowledge Systems  
Chanakya University  
Bengaluru

**Prof. Badri Narayan**

Director  
G B Pant Social Science Institute  
Allahabad

**Rt. Rev. Eugene Joseph**

Bishop of Varanasi

**Shri. C.M. Singh,**

Former Member Public  
Service Commission  
Uttar Pradesh

**Prof. B.P. Singh**

Chairman  
Governing Body  
School of Management Sciences  
Varanasi

**Prof D.S. Chauhan**

Former Vice Chancellor  
Dr. APJ Abdul Kalam  
Technical University  
Lucknow

**Prof. Sadashiv Kumar Dwivedi**

Department of Sanskrit  
Faculty of Arts, BHU  
Varanasi

**Prof. Ravinder Rena**

DUT Business School  
Durban University of Technology  
Republic of South Africa

The Guest of Honor in the conference, **Prof. Rana P. B. Singh**, former chairman of the Department of Cultural Geography and Heritage Studies, BHU, said that in the Sanatan tradition, Shiva is not just God but a whole universe. Explaining the geographical mapping of Varanasi city, Professor Singh said that this city is ring-shaped and folded at three places.

**Prof. Vinayachandra BK** of Chanakya University, Bangalore said that India's ancient knowledge tradition is rich in all fields including music, dance, literature, art, Ayurveda, **Psychology**, linguistics. Underlining the origin of linguistics, he reiterated that Paninis Ashtadhyayi is considered to be its origin. Appreciating the positive psychology of India, he also said that all the dimensions of a healthy lifestyle have been mentioned in Indian knowledge since centuries ago.

In the inaugural session of the international conference, Bishop of Varanasi **Eugene Joseph**, terming the Indian knowledge tradition as inclusive, said that ethics, spirituality and a sense of respect have been an integral part of this eternal tradition.

Guest of Honour, **Prof. Badri Narayan**, Director, G B Pant Social Science Institute, Allahabad addressing the audience in the Inaugural Session of the International Conference said that Indian knowledge tradition is not just theory or philosophy but it is a beautiful form of art of living life.

Guest of Honour, **Shri. C.M. Singh**, Former Member, Public Service Commission, Uttar Pradesh addressing the audiences in the Inaugural Session of the International Conference said that it is necessary to look at modern science from the perspective of vedic knowledge. Two great theories emerged in the twentieth century, the theory of relativity and the quantum mechanism, both of which have a deep connection with space and time.

As a special guest, former Head & Dean of Delhi School of Economics, **Prof. B.P. Singh** said that the existence of humanity cannot be imagined without culture. Explaining the ancient Indian knowledge stream in the interest of the world, Professor Singh said that the concepts of Vasudhaiva Kutumbakam and Sarve Bhavantu Sukhinah, Sarve Santu Niramaya make Indian knowledge global.

**Prof. D .S. Chauhan**, the chief guest at the inaugural session of the international conference, said that the ancient Sanatan Vedic tradition has always focused on the transmission of knowledge conducive to the environmental system. There are many examples of encouraging the protection of the environment in the Vedic mantras.





## MOMENT OF PRIDE

Visionary leadership, innovative ideas, and a strong commitment to education, are the hallmarks of School of Management Sciences, Varanasi. Discovering the inspiring story of how a vision can become a reality through the legacy of School of Management Sciences, Varanasi, an interview of Dr. M. P. Singh, Executive Secretary, School of Management Sciences, Varanasi, in Kashivarta provided a glimpse into the institute's inspiring journey.

## HONOUR FOR SCHOOL OF MANAGEMENT SCIENCES, VARANASI

School of Management Sciences, Varanasi is awarded by IIT Bombay for its commendable work and spreading awareness through holding Software Training workshops. On behalf of School of Management Sciences, Varanasi, Dr. Aditya Kumar Gupta, Associate Professor, School of Management Sciences, Varanasi received the **Most Accomplished Spoken Tutorial Educator Award (MASTER Award)** by IIT Bombay for his exemplary contribution as an Educator Resource in the implementation of the Spoken Tutorial Project of IIT Bombay. The Award was presented by Prof. Kannan M. Moudgalya, Spoken Tutorial Project Coordinator, during Spoken Tutorial Awards 2023, held at IIT Bombay on 4th March, 2023.



## MEMORANDUM OF UNDERSTANDING

A momentous historical occasion unfolded in Varanasi as two venerable and esteemed autonomous institutions, the School of Management Sciences, Varanasi and U.P. College, came together for a significant event on May 23<sup>rd</sup>, 2023. This event marked the signing and exchange of a Memorandum of Understanding (MOU) between these two institutions, each boasting a rich and illustrious legacy intertwined with the golden tapestry of culture. The MOU, encompassing various realms of academia, research, incubation, entrepreneurship, skill development, training, and consultancy, was signed in a ceremonious atmosphere charged with the weight of tradition and the promise of progress. The collaboration between these two entities, both deeply rooted in Varanasi's heritage, aimed to forge new pathways and synergies..



## INDUSTRIAL VISITS / NATIONAL TOURS

### BBA Students visited Parle G Industries

**School of Management Sciences, Varanasi** organized an industrial visit to Parle G Industries, Ramnagar on **5<sup>th</sup> & 8<sup>th</sup> April, 2023** for BBA 2nd semester students. The students were warmly welcomed by Mr. Pralay Day (Production Head, Parle G Industries, (Ram Nagar) in the plant. A brief animation presentation of the development journey and different product categories of Parle-G was given by Mr. Ajeet Choudhary (Production Coordinator, Parle G Industries, Ramnagar). After the presentation there was a plant visit by students led by Mr. Ajeet Choudhary, who explained the various aspects of biscuits production to students in a lucid manner. The queries of students were also resolved by the staff members of Parle G Biscuits. Dr. Ashwani Gupta and Dr. Sofia Khan, Assistant Professors and BBA Course Co-Coordinator accompanied the students.



### BCA students visited Parle-G Industries

**School of Management Sciences, Varanasi** organized an industrial visit to Parle-G Industries Ramnagar on **10<sup>th</sup> April, 2023** for BCA 4<sup>th</sup> semester students led by Prof. Kamal Sheel Mishra, HOD Computers Department, Anand Prakash Dube, coordinator and Vikas Chandra Sharma co-coordinator, BCA programme.



### B.Com (H) students visited PARAG Dairy

Department of Commerce, **School of Management Sciences, Varanasi**, organized an Industrial Visit to PARAG Dairy Cooperative Limited, Varanasi on **12<sup>th</sup> & 13<sup>th</sup> April, 2023** for B.Com(H) 2nd semester students. The team was led by Mr. Suraj Prakash Singh, Assistant Professor and Course co-coordinator, accompanied by Dr. Shishir Kumar Gujrati, Dr. Shikha Agrawal, Assistant Professors who managed all the activities on both the days. Subhanweshah Mahapatra, Head-Human Resources & Admin, PARAG Dairy explained the full details about the company, its history and its importance to the dairy farmers and the state. Miss Tasneem and Mr. Satyajeet Pandey, Assistant HR added more information regarding the process of preparing the milk for ready to dispatch. The students explored the whole production center and understood the total process explained to them at each stage. In the end the students appreciated the visit and gave their valuable feedback to the industry.





### BBA students visited Banaras Beads

**School of Management Sciences, Varanasi** organized an industrial visit to Banaras Beads Ltd, on **24<sup>th</sup> April, 2023**, for BBA 4th semester students. The students were warmly welcomed by Mr. Mohit Gupta (Production Manager, Banaras Beads Ltd,) in the plant. A brief demonstration of different product categories of Banaras Beads Ltd was given by Mr. Ranjeet Tiwari (Production Supervisor, Banaras Beads Ltd.). After the demonstration of products, there was a plant visit by students led by Mr. Ranjeet Tiwari and Mr. Lal Bahadur Patel (Production Supervisor, Banaras Beads Ltd.). They explained the various aspects of manufacturing of Glass Beads, Fashion Jewellery & Accessories to students in a lucid manner. The queries of students were also resolved by staff members. After completion of the production unit, students also visited De- Lemon Showroom (A Unit of Banaras Beads Ltd) where they purchased different fashion jewellery and accessories. The students were led by Dr. Chandra Shekhar Singh, Assistant Professor and BBA Course Coordinator, School of Management Sciences, Varanasi.



## COMPETITIONS

### Tech Marathon – 16 hours

**School of Management Sciences, Varanasi** has been organising, “**Tech- Marathon - A 16 hours Techno Race Competition**” for MCA students. This ground-breaking event has been a part of our academic institution since 2014, and it continues to inspire and challenge young minds. The objective of this event is to enable the students to develop and hone important skills such as Team work, Stress Management, handling the work pressure, meeting the deadline under high pressure situations, team coordination, division of work, creativity and innovation etc. During the event the students participate in teams (each team consist of 4 members including Team Leader) to develop Web or Mobile



Applications on a given problem statement which is same for each team. The best three solution prototypes are selected and they are rewarded with a Certificate of Merit & Monetary Rewards. Above all the participating teams get a Certificate of Participation.



In this series **Tech Marathon 10** was organized from **13<sup>th</sup> to 14<sup>th</sup> June, 2023**. Announcing the start of the 16-hour Tech Marathon, Mr. Sanjay Gupta, Registrar, School of Management Sciences, Varanasi said that the primary objective of this event is to empower students to develop and refine crucial skills such as teamwork, stress management, handling work pressure, meeting deadlines under high-pressure situations, team coordination, division of work, creativity, and innovation. During this exhilarating marathon, students formed teams of four members, including a team leader, and embarked on a mission to develop web or mobile applications based on a “**VIDYA-DHAN**” problem statement.

Features of these apps were explained by Mr. Ram Gopal Gupta. Mr. Sanjay Gupta, Registrar marked the beginning of the contest. Prof. Kamal Sheel Mishra, Head Computer Science department, Mr. S.S. Srivastava, MCA coordinator, Mr. Debprio Banerjee, ensured the smooth conduction of competition and encouraged the participants.

## LIST OF WINNERS FROM MCA

TEAM NO.	ROLL NUMBER	STUDENT NAME	POSITION
5	MCA2221019	Ashraf Waheed Ansari	First
	MCA2221023	Avntika Jaiswal	First
	MCA2221029	Km jigyasaPathak	First
	MCA2221038	Nidhi Vishwakarma	First
6	MCA2221006	Aman Tripathi	Second
	MCA2221011	Anchal Kushvaha	Second
	MCA2221026	Deepak Kumar	Second
	MCA2221056	Sumit Kumar	Second
11	MCA2221007	Amit Kumar	Third
	MCA2221015	Ankit Kumar Pal	Third
	MCA2221057	Tannu Priya	Third
	MCA2221032	Kumari Sonam Dwivedi	Third

## WINNERS AT DIFFERENT COMPETITIONS

**School of Management Sciences, Varanasi** congratulates its BBA students for securing different positions in "Corporate Shala" event organized by the Department of Economics, BHU, Varanasi on 2nd & 3rd June, 2023. School Of Management Sciences, Varanasi is proud of such special and landmark achievements by its students. This was possible through the hard work put in by all the team members and their mentors. We congratulate them on their well-deserved achievements and wish them continued success in their future endeavours.

Astha Singh (BBA 2nd Semester Batch 2022-25) - Event : Speak up - 1st Position  
 Sana Singh (BBA 2nd Semester Batch 2022-25) - Event : Poster Lazo - 2nd Position  
 Sanya Singh (BBA 2nd Semester Batch 2022-25) - Event : Article Writing - 2nd Position  
 Aarya (BBA 2nd Semester Batch 2022-25) - Event : Article Writing - 3rd Position  
 Nisha Ramuka (BBA 6th Semester Batch 2020-23) - Event : Debate - 1st Position.

**Prof. P. N. Jha**, Director of School of Management Sciences, Varanasi, extended his blessings and heartfelt congratulations to the winners.





## WORKSHOPS

### Workshop on “Web Development with Java (Servlet/JSP)”

School of Management Sciences, Varanasi organized a workshop on “Web Development with Java (Servlet/JSP)” for BCA 5th semester students from **12<sup>th</sup> to 19<sup>th</sup> January, 2023**. Engineer Brijesh Kumar Chaurasia and Engineer Sarvesh Kumar Singh, Full Stack Developer, Aradhya Technologies were the resource persons.



### Workshop on “Content writing”

School of Management Sciences, Varanasi conducted a six-day workshop on “Content Writing” for BA(Hons.) Mass Communication 3rd semester students from **18<sup>th</sup> to 23<sup>rd</sup> January, 2023**. The workshop was conducted by Dr. Gaurav Shah, Assistant Professor, School of Management Sciences, Varanasi.



### Workshop on “Graphic Design and Visual Images”

School of Management Sciences, Varanasi conducted a six-day workshop on “Graphic Design and Visual Images” for BA(Hons.) Mass Communication 1st semester students from **18<sup>th</sup> to 23<sup>rd</sup> January, 2023**. The workshop was conducted by Dr. Sana Absar, Assistant Professor, School of Management Sciences, Varanasi.



### Workshop on “Promotion of Quality Culture and AQAR preparation for an Autonomous College”

A day long workshop on “Promotion of Quality Culture and AQAR preparation for an Autonomous College”, was organized on **21<sup>st</sup> January, 2023** by IQAC cell of School of Management Sciences, Varanasi. Dr. Shyam Singh Inda, Assistant Advisor, NAAC was the resource person.



### IT Skill Development Programme –MS-Powerpoint

School of Management Sciences, Varanasi organized a five-day workshop on “Corporate Learning: Making Powerful Presentations” for BBA 4th semester students from **8<sup>th</sup> to 12<sup>th</sup> April, 2023**. The workshop was conducted by Mr. Ashish Gupta, an esteemed alumnus of IIT Kanpur and Tech Lead at SEGAcademy, with a whopping 18 years of experience in Digital Transforming Training.

### Workshop on Personality Development “Psychology of success”

School of Management Sciences, Varanasi organised a week long workshop on Personality Development “Psychology of Success” for BCA 2nd semester students from **17<sup>th</sup> to 23<sup>rd</sup> April, 2023**. The Expert, Mr. Samir Bhattacharya from Aradhya Technologies, shared his knowledge and experience with the students and explained them the need and importance of various attributes of personality which are very helpful to the students in any recruitment process. He also conducted certain activities for the students, like interview, sitting posture, maintaining attitude, public speaking, extempore, group discussion and other personality development related activities. The students also got the idea to prepare an effective and impressive curricula vitae which is basically the first step toward the process of recruitment.

### Workshop on “MS – Office Automation”

School of Management Sciences, Varanasi organized a six days' workshop on “MS – Office Automation” for B.Com(Hons.) 2nd semester students from 17<sup>th</sup> to 23<sup>rd</sup> April, 2023. It was conducted by Aradhya Technologies.



### Workshop on “Personality Development”

School of Management Sciences, Varanasi organized a six days' workshop on “Personality Development” for B.Com (Hons.) 4th semester students from 24<sup>th</sup> to 29<sup>th</sup> April, 2023. It was conducted by SEG Academy.



### Workshop on “Python”

School of Management Sciences, Varanasi organized a six days' workshop on “Python : Life Without Curly Braces” for BCA 4th semester students from 24<sup>th</sup> to 29<sup>th</sup> April, 2023. The programme was conducted by Aradhya Technologies.



### Workshop on Tally

School of Management Sciences, Varanasi hosted a comprehensive workshop on "Tally" for B.Com students from 9<sup>th</sup> to 13<sup>th</sup> May, 2023. The workshop aimed to provide the participants with valuable insights into utilizing the Tally software. It was conducted by SEG Trainers. During the event, students were immersed in an engaging learning environment where they were introduced to the functionalities and features of Tally. Through hands-on activities and interactive sessions, participants were guided through various aspects of the software, including its accounting and financial management capabilities.

### Workshop on “SAP”

School of Management Sciences, Varanasi hosted an insightful and comprehensive seven-day workshop on "SAP" (Systems, Applications, and Products) for B.COM and M.COM students from 15<sup>th</sup> to 21<sup>st</sup> May, 2023. During this engaging event, students were provided with an invaluable opportunity to delve into the world of SAP, gaining practical knowledge and hands-on experience that would contribute significantly to their academic and professional growth. The workshop's curriculum encompassed a wide range of topics related to SAP, which included its applications in various business contexts, its significance in streamlining processes, and its role in modern organizational management. It was conducted by Aradhya Technologies.



### Workshop on “Data Analysis through SPSS”

School of Management Sciences, Varanasi, meticulously orchestrated a comprehensive and enlightening twelve-day workshop centered on the theme of "Data Analysis Through SPSS" for B.Com(H) IInd semester students from 15<sup>th</sup> to 21<sup>st</sup> May, 2023. This insightful workshop was purposefully tailored to cater to the intellectual growth and development of second semester students. Guided by experienced and knowledgeable instructors, the students were equipped with a diverse range of skills and techniques required for effective data analysis. Through a combination of interactive lectures, practical



exercises, and hands-on sessions, participants were exposed to the various facets of SPSS, empowering them to manipulate, interpret, and draw meaningful insights from complex datasets. It was conducted by Aradhya Technologies.



### Workshop on "Enrichment of Quality Culture & AQAR Compilation for an autonomous college"

School of Management Sciences, Varanasi took a momentous stride in its commitment to nurturing quality education by orchestrating a dynamic one-day workshop on 22<sup>nd</sup> May, 2023 titled "Enrichment of Quality Culture & AQAR Compilation for an autonomous college". The workshop drew upon the

profound expertise of Mr. Pratosh Bansal, a highly respected authority in the realm of NAAC (National Assessment and Accreditation Council), who also held the esteemed position of Director - IQAC (Internal Quality Assurance Cell) at IET-DAVV, Indore. Mr. Bansal's vast knowledge enriched the event as he shared invaluable insights and strategic approaches, all geared towards elevating the prevailing quality culture within educational institutions.

### Workshop on "Warming up the Skill"

School of Management Sciences, Varanasi organized a highly informative workshop titled "Warming up the Skill" on May 23<sup>rd</sup>, 2023, for M.Com students. During the event, students were provided with a comprehensive platform to enhance their skills and knowledge. The workshop aimed to equip them with essential practical insights related to their field of study. Through interactive sessions and engaging discussions, participants were able to delve into various aspects of commerce and business management. It was conducted by Aradhya technologies.



### Workshop on "Advanced Statistics using EXCEL"

School of Management Sciences, Varanasi orchestrated an informative workshop "Advanced Statistics using EXCEL" on 27<sup>th</sup> May, 2023 for MCOM and BCOM students. During the workshop, students were immersed in a comprehensive learning experience aimed at enhancing their understanding of advanced statistical concepts utilizing the EXCEL software. The participants were apprised of various statistical techniques and methodologies, emphasizing their practical application in real-world scenarios. Through hands-on exercises and interactive sessions, attendees had the opportunity to actively engage with the material and gain valuable insights into the intricacies of advanced statistics. The

workshop fostered an environment of collaborative learning, allowing students to clarify doubts and deepen their comprehension of the subject matter. It was conducted by Mr. Kartikey Singh and Mr. Saurabh Kumar Srivastava, Assistant Professors, SMS Varanasi.

### Workshop on "Building Next-Gen Web Apps Using Microsoft Technologies"

School of Management Sciences, Varanasi orchestrated an enriching workshop centered around the theme of "Building Next-Gen Web Apps Using Microsoft Technologies" for MCA IInd semester students from 27<sup>th</sup> May to 2<sup>nd</sup> June, 2023. Er. Satyam Mishra, of Kamadgiri Software Solutions (P) Limited was the resource person. The event provided the students a comprehensive and hands-on learning experience, so as to equip them with the essential skills and knowledge required to construct modern web applications using Microsoft technologies. Er. Satyam Mishra, Sr. IT Manager at Kamadgiri Software



Solutions (P) Limited, led the workshop. Joining him were other distinguished professionals: Er. Artika Pandey, Manager HR & IT, and Er. Anshika Yadav, Jr. Software Developer. The workshop delved into various facets of web application development through Microsoft .NET MVC-Framework. The emphasis was placed on imparting practical skills that mirror the methodologies prevalent in the corporate landscape. This hands-on approach not only enabled students to gain exposure to real-world practices but also facilitated a deeper understanding of the concepts.

### Workshop on “Professional Branding through Social Media”

School of Management Sciences, Varanasi organised A Five Days (30 Contact Hours) Workshop on Value added Course (Course Code – VAC: PBSM) on “Professional Branding through Social Media” for BBA IInd semester students from 28th May to 1st June, 2023. The workshop was conducted by SEG Trainers, Mr. Sandeep Chatterjee, Director and Founder of SEG Academy, Varanasi and Mr. Ashish Gupta, Trainer SEG Academy, Varanasi. The purpose of this workshop was to provide an understanding of the power and impact of social media in both personal and professional life. The students were made to learn how to leverage social media effectively to achieve their goals. The workshop included contents like Social media and Its Importance, Social Media Strategy, Tools, Positive and Negative Impact, Do’s and Don’t on social media, etc.



### Workshop on “CUET-PG 2023” Preparation”

School of Management Sciences, Varanasi in association with Career Counselling Cell conducted a comprehensive workshop on 30<sup>th</sup> May, 2023 focussing on preparing the students for the upcoming “CUET-PG 2023” examination. The workshop was specifically designed to equip the students of SMS Varanasi with the necessary skills and knowledge required to excel in the CUET-PG 2023 exam. Mr. Ashwani Kumar Gupta, Assistant Professor, SMS Varanasi provided the students with valuable insights, study strategies, and expert guidance to enhance their preparation for the upcoming examination. Through interactive sessions, practice exercises, and discussions, students were given the opportunity to

engage deeply with the subject matter and clarify any doubts they had. The workshop aimed to not only boost their confidence but also ensure that they were well-prepared to tackle the challenges presented by the CUET-PG 2023 examination.

### Workshop on “Supply Chain Management”

School of Management Sciences, Varanasi, successfully conducted a comprehensive two-day workshop on “Supply Chain Management: Learning Through Real World Case Studies,” on 7<sup>th</sup> to 8<sup>th</sup> June, 2023, for MBA IInd second semester students. The esteemed facilitator for this engaging workshop was Prof. Salma Ahmed, who holds the position of Dean at the Faculty of Management Studies & Research, Aligarh Muslim University, Aligarh. Prof. Ahmed brought her extensive expertise to the event, enhancing the students' understanding of supply chain management through practical case studies drawn from real-world scenarios. Throughout the workshop, participants had the opportunity to delve into the intricacies of supply chain dynamics, guided by Prof. Ahmed's insightful explanations and in-depth analysis of the presented case studies. The interactive nature of the workshop allowed the students to actively engage with the subject





matter, fostering a deeper comprehension of the concepts discussed. It was coordinated by Dr. Pallavi Pathak, Associate Professor whereas vote of thanks was given by Dr. Amitabh Pandey, Associate Professor, SMS Varanasi.

### Workshop on "Camera & Editing"

Department of Mass Communication, **School of Management Sciences, Varanasi** conducted a dynamic 7-day workshop for BA(Hons) Mass Communication- II Semester students from **8<sup>th</sup> to 14<sup>th</sup> June, 2023**. The workshop, led by Dr. Sana Absar, Assistant Professor, focused on **"Camera & Editing"**. Students delved into diverse activities, including mastering camera techniques to capture captivating visuals and understanding various angles. They also dived into video editing intricacies, progressing from basic to advanced techniques for transforming raw footage into compelling narratives. Practical exercises and collaborative projects encouraged hands-on learning and teamwork, enhancing their skills and perspectives.



### Workshop on "Personality & Skill Development"

**School of Management Sciences, Varanasi** organised a one day workshop on **"Personality & Skill Development"** for Support Staff (Class IV Employee) on **13<sup>th</sup> June, 2023**. Mr. Kartikey Singh, Assistant Professor, SMS Varanasi was the resource person who emphasised on skill development at work place. All the IVth class employees attend this workshop. During this workshop Administrative Officer, Mr. Atanu Mukhopadhyay, Security Officer, Mr. Santosh Mishra, Senior Supervisor Mr, Ajay Singh were present.

### Workshop on "Promoting Reading Habits and the Role of the Use of E-Resources"

**School of Management Sciences, Varanasi** hosted a one-day workshop on the theme **"Promoting Reading Habits and the Role of the Use of E-Resources,"** specifically tailored for its dedicated library staff on **19th June, 2023**. The resource person of the workshop Prof. Aditya Tripathi, Head of the Department of Library & Information Science at BHU, delivered a compelling presentation, delving into the significance of nurturing reading habits in the digital age. His discourse shed light on the evolving responsibilities of libraries in an era dominated by technological advancements. A focal point of his address was the vast potential inherent in electronic resources (e-resources), which enable broader access to a wealth of knowledge. Prof. Tripathi underscored the importance of seamlessly blending traditional reading practices with the integration of digital resources to create a comprehensive and enriching learning environment.



## GUEST LECTURES

School of Management Sciences, Varanasi organized a guest lecture on **"Python – Introduction and Beyond"** on **3<sup>rd</sup> January, 2023** for BCA 1st semester students. Engineer Rajiv Ranjan Pandey, Software Engineer, Minicimen, Varanasi, was the resource person.



School of Management Sciences, Varanasi organized a guest lecture on **"Job Interview Skills and Techniques"** on **11<sup>th</sup> January, 2023** for MCA students. Mr. Shivam Singh, Founder of Techup Technologies and Mob (MeraOnline Business.com) was the resource person.

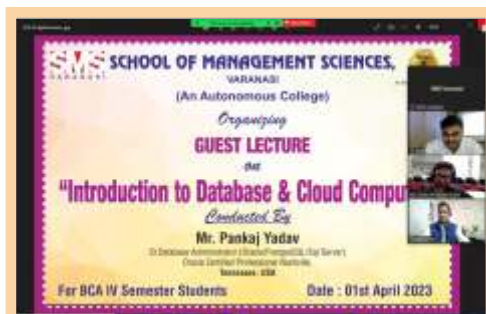
School of Management Sciences Law College, Varanasi organized its first special lecture on **"Career Development in Law: Challenges and Future Prospects"** on **12<sup>th</sup> January, 2023**. The lecture was taken by Dr. Gopal Krishna Sharma, Assistant Professor, faculty of law, Banaras Hindu University.



School of Management Sciences, Varanasi, organized a special lecture on **"An Introduction on Co-Curricular Course"**, on **18<sup>th</sup> January, 2023** for BCA 1st semester students. Prof. Sanjay Saxena was the resource person.



School of Management Sciences, Varanasi organized an online Guest Lecture on **"Introduction to Database and Cloud Computing"** on **1<sup>st</sup> April, 2023** for BCA 4<sup>th</sup> semester students. Mr. Pankaj Yadav, Sr. Database Administrator, Oracle/PostgreSQL/Sql Server), Oracle Certified Professional, Nashville, Tennessee, USA was the resource person.



### **"India's G-20 Presidency Impact on the Global Economic Policy."**

Department of Commerce of School of Management Sciences, Varanasi organised an expert lecture on **"India's G-20 Presidency Impact on the Global Economic Policy"** on **18<sup>th</sup> May, 2023**, for B.Com(Hons.) and B.Com students. The distinguished speaker for the event was Professor (Dr.) Manisha A. Mehrotra, Department of Economics, Banaras Hindu University (BHU) who shared her extensive knowledge and expertise on the subject matter. She discussed the intricate implications of India's role as the G-20 presidency on the broader global economic policy landscape. The event provided a valuable platform for the students to expand their understanding of international economics and global economic governance. Prof. Mehrotra's comprehensive analysis helped students grasp the complexities of economic



policies and their far-reaching consequences on a global scale. The program was coordinated by Dr. Sofia Khan, Assistant Professor, SMS Varanasi.

**Department of Commerce at School of Management Sciences, Varanasi** in collaboration with the Centre for International Relations & Accreditations (CIRA) of SMS Varanasi and Al Asyariah Mandar University, Indonesia, organized a significant online international expert lecture for B.Com.(Hons) and B.Com. students on **26th May, 2023**. The central theme of this highly relevant international lecture revolved around **"Essentials of E-Commerce and the Digitalization of the Education Market."** The esteemed guest speaker for this event was Prof Muthmainnah, an international authority from Al Asyariah Mandar University, Indonesia, who also served as the keynote speaker. During this enlightening lecture, Prof Muthmainnah shared insights and expertise on the international dynamics of E-commerce and the digital transformation taking place within the education market. Through her presentation, our students gained a comprehensive understanding of these global trends and their impact. The programme was coordinated by Dr. Bhavana Singh, Assistant Professor whereas vote of thanks was given by Prof. Raj Kumar Singh, HOD Commerce Department.



**School of Management Sciences, Varanasi** hosted an insightful and thought-provoking guest lecture on **30<sup>th</sup> June, 2023**, centered around **"Constitutional Obligations"**. The distinguished speaker for the occasion was Dr. Prabhat Kumar Srivastava, the former Principal of M. S. Law College, Azamgarh. Leveraging his extensive expertise and rich experience, Dr. Srivastava shared his profound insights and wisdom with the audience. During the lecture, Dr. Srivastava delved into the depths of Constitutional Obligations, shedding light on their profound significance and their transformative impact on society. He emphasized the pivotal role that Constitutional Obligations play in nurturing a vibrant democracy. Dr. Srivastava underscored that a comprehensive understanding of citizens' roles

and responsibilities empowers active engagement in the democratic process, thereby contributing to the advancement and prosperity of the nation.



## DIARY EVENTS – JANUARY

### Road Safety Campaign

**School of Management Sciences, Varanasi**, under the initiative of NSS unit organized a month long **“Road Safety Campaign”** from **5<sup>th</sup> January to 4<sup>th</sup> February, 2023**. Prof. P. N Jha, Director of the institute administered the oath to the students regarding the rules of road safety. On this occasion, Registrar Mr. Sanjay Gupta, NSS Officer, Dr. Shishir Kumar Gujrati, Prof. Kamal Sheel Mishra, Dr. Chandrasekhar Singh, Dr. Ishan Tripathi, Dr. Mohit Sharma, Mr. Suraj Prakash Singh, and Mrs. Anju Singh were present.



### Investor Awareness Programme

**School of Management Sciences, Varanasi** under the aegis of Securities Exchange Board of India (SEBI), National Stock Exchange (NSE) and National Securities Depository Limited (NSDL) organized an investor awareness programme on **6<sup>th</sup> January, 2023**. The guest of honour was Shri S. K. Mohanty, whole time member SEBI. The distinguished speakers were Shri Joginder Singh, VP(Regulatory) - NSE, Delhi, Shri Rajesh Kumar Dangeti, Regional Director and CGM – SEBI NRO and Shri Sachin Utreja, Senior Manager, NSDL, Delhi. The program was coordinated by Mr. Purnendu Patra, Assistant Professor, School of Management Sciences, Varanasi.

### “National Startup Day 2023”

**School of Management Sciences, Varanasi**, and Institution’s Innovation Council organized **“National Startup Day 2023”** on **16<sup>th</sup> January, 2023**. Shri Rajesh Bhatiaji, National Secretary - Indian Industries Association and President – SIA & UPCBMA was the chief guest whereas, Ms. Shikha Shah, Founder and CEO, Scrapshala, was the guest of honour. The welcome address was given by Prof.R. K. Singh, HOD (Dept. of Commerce), Chairperson – (CEISD), President (IIC).Dr. Amitabh Pandey, Associate Professor, Coordinator, MBA Programme briefed about CEISD and IIC, whereas vote of thanks was proposed by Mr Atish Khadse, Associate Professor, Coordinator B.Com(H) program. The program was coordinated by Mr. Vikash Chandra Sharma, Assistant Professor, SMS Varanasi. It was conducted by Center for Entrepreneurship Innovation and Skill Development, SMS, Varanasi.



### National Unity

**School Of Management Sciences, Varanasi** celebrated 74th Republic Day in a special way on **26<sup>th</sup> January, 2023** by hoisting the flag and by participating in a National Awareness Rally under NSS and forming a human chain to spread the message of national unity to nearby villages of Sagahat and Misirpur. During this rally, the NSS program officer, Dr. Shishir Kumar Gujrati, Prof. Kamal Sheel Mishra, Dr. Shivendra Pathak and Mr. Suraj Prakash Singh were present.



### Hostel Volleyball League -2023

**School of Management Sciences, Varanasi** hosted the fourth hostel volleyball league in the premises of School of Management Sciences, Varanasi Boys Hostel from **29<sup>th</sup> to 30<sup>th</sup> January, 2023**.



## DIARY EVENTS – FEBRUARY



### NSS Camp

NSS unit of **School of Management Sciences, Varanasi** organized a seven day NSS special camp from **8<sup>th</sup> to 14<sup>th</sup> February, 2023**.

### NSS Camp on Cattlestock

NSS volunteers of **School of Management Sciences, Varanasi** in lieu of seven day NSS special camp, visited Bhadowar village on **11<sup>th</sup> February, 2023** and spread an awareness program in which they shared with the villagers as to how to take care of their cattlestock.



### NSS Camp on Computer Awareness

NSS unit of **School of Management Sciences, Varanasi**, visited composite schools of village Dhanpalpur on **16<sup>th</sup> February, 2023** for a one-day Computer Awareness Camp. The volunteers discussed the basics of computers and its usage in their day to day lives. The activity was undertaken under the guidance of NSS Programme officer Dr. Pallavi Pathak.



### NSS Camp Health and Education

**School of Management Sciences, Varanasi** organized a one day NSS camp related to Health and Education awareness in Misirpur village on **24<sup>th</sup> February, 2023**. NSS officer Dr. Shishir Kumar Gujarati, Dr. Pallavi Pathak, Dr. Mohit Sharma, Dr. Shikha Agarwal and Dr. Ishan Tripathi were present on the occasion.

## DIARY EVENTS – MARCH

### World Happiness Day

**School of Management Sciences, Varanasi** celebrated “**World Happiness Day**” on **20<sup>th</sup> March, 2023**.



### Soft Skills Development Programme

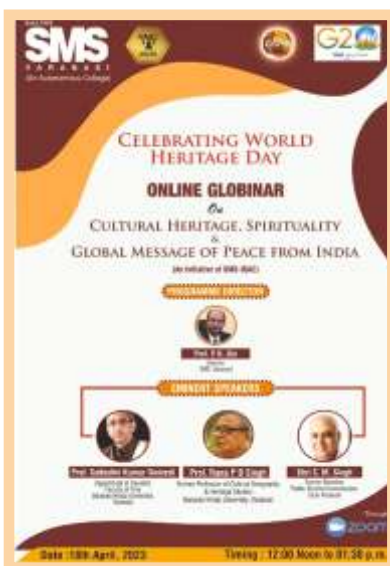
**School of Management Sciences, Varanasi** organised a “**Soft Skills Development Programme**” for MBA 2<sup>nd</sup> semester students from **27<sup>th</sup> March to 04<sup>th</sup> April, 2023**. Mr Prince Grover, Director of Second Wind Foundry, was the resource person who shared his expertise and reiterated that Soft skills are just as important as technical skills which helps the students to grow and develop into effective communicators and leaders.



## DIARY EVENTS – APRIL

### “RISE-Realize, Improve, Sustain Empower”

School of Management Sciences, Varanasi organized a “Soft Skills Development Programme” for MCA 2nd & 4th & MCOM 2nd & 4th semester students from **5<sup>th</sup> to 6<sup>th</sup> April, 2023**. The resource person was Mr. Prince Grover, Director – Second Wind Foundry.



### Globalinar on- "Cultural Heritage, Spirituality, and Global Message of Peace from India"

School of Management Sciences, Varanasi under the aegis of C-SHE (Center for Spiritualism and Human

Enrichment) an initiative of School of Management Sciences, Varanasi organised a one day globalinar on “Cultural Heritage, Spirituality and Global Message of Peace from India” to commemorate World Heritage Day on **18<sup>th</sup> April, 2023** and to keep pace with G20 agenda of preserving and promoting our cultural heritage. The welcome address was given by Prof. Avinash Chandra Supkar followed by the deliberations by the distinguished guests, Prof. Sadashiv Kumar Dwivedi, Department of Sanskrit, Faculty of Arts, Banaras Hindu University, Prof. Rana P.B. Singh, Former professor of cultural geography & heritage studies, Banaras Hindu University as well as Shri C. M. Singh, Former member, Public Service Commission, Uttar Pradesh. The Globalinar was conducted by Dr. Bhavana Singh, Assistant Professor and vote of thanks was given by Prof. Avinash Chandra Supkar.

### “World Intellectual Property Day”

School of Management Sciences, Varanasi organized “World Intellectual Property Day” on **26<sup>th</sup> April, 2023** for BCOM (Hons) Students. Prof. Rajnish Kumar Singh, Faculty of Law, Banaras Hindu University, Varanasi was the resource person. The program was coordinated by Dr. Sofia Khan, Assistant Professor, School of Management Sciences, Varanasi.



### “NIPUN”- Competency Development Programme

School of Management Sciences, Varanasi organized a Competency Development Programme “NIPUN” for MBA 2nd semester students on **30<sup>th</sup> April, 2023**. Mr. Vishal Singh, Mr. Kartikey Singh, Dr. Ashutosh Shukla and Dr. Amitabh Pandey were the resource persons.



## DIARY EVENTS – MAY

### 'Divyang Mitrs'

On **May 5, 2023**, a commendable display of civic engagement took place as NSS Volunteers from the **School of Management Sciences, Varanasi** stepped forward to extend their valuable assistance as '**Divyang Mitrs**' during the Municipal Elections. Their selfless dedication was evident as they wholeheartedly supported elderly and disabled individuals in exercising their right to vote. These dedicated volunteers were given comprehensive training by the district administration ahead of the elections. This training equipped them with the necessary knowledge and skills to effectively aid and guide those who faced challenges in casting their votes due to physical limitations. The volunteers were sensitized to the unique needs and requirements of the elderly and disabled, ensuring that every individual had an equal opportunity to participate in the democratic process.



### "Business Model Contest – 7.0"

The Centre for Entrepreneurship, Innovation & Skill Development (CEISD) of **School of Management Sciences, Varanasi**, an autonomous

college and Institution Innovation council conducted an "**Agro - Rural Startup Business Model contest 7.0**" on **12<sup>th</sup> May, 2023**. This contest provided an exceptional platform for the students at SMS Varanasi to showcase their innovative ideas and strategic acumen. The students, fuelled by their determination and creativity, demonstrated an impressive array of novel business concepts. The event not only encouraged students

to apply theoretical knowledge to real-world scenarios but also fostered a spirit of collaboration and critical thinking. The esteemed panel of judges comprised of noted dignitaries from academia and corporate such as, Prof, Ashish Bajpai, Professor and coordinator, MBA (Agri-Business), Institute of Management Studies, Banaras Hindu University, Varanasi, Shri Rajesh Bhatiaji, President, Small Industries Association, National Secretary, Indian Industries Association, President - UP Card Board Manufacturers Association, Varanasi, Shri, D.S. Mishraji, President, Ramnagar Industrial Association. Dr. Bhavana Singh, Assistant Professor – SMS Varanasi, conducted the inaugural session. Prof. R.K. Singh gave the welcome address whereas Mr. Vikas Chandra Sharma, Assistant Professor, SMS Varanasi, briefed the rules and regulations. Dr. Sofia Khan, Assistant Professor, SMS Varanasi, conducted the valedictory session whereas Dr. Amitabh Pandey, Associate Professor, SMS Varanasi, proposed the vote of thanks.

### "Street Play Training"

Department of Mass Communication, **School of Management Sciences, Varanasi** organized a six days value-added program "**Street Play Training**" from **May 17<sup>th</sup> to 23<sup>rd</sup> May, 2023**. The program commenced with an engaging inaugural session on the first day, featuring esteemed resource persons, Natyashree Moti Lal Gupta and Mr. Vivekanand Brahmchari. These seasoned professionals conducted highly interactive sessions that delved into various aspects of street play performance. During these enlightening sessions, students were provided with a comprehensive understanding of the intricacies involved in theatrical acting and street play performances.



### हिंदी पत्रकारिता दिवस

स्कूल ऑफ मैनेजमेंट साइंसेज, वाराणसी में हिंदी पत्रकारिता दिवस के अवसर पर एक दिवसीय संवाद संगोष्ठी का आयोजन किया गया। संवाद संगोष्ठी का केंद्रीय विषय 'हिंदी पत्रकारिता, मीडिया साक्षरता और समालोचनात्मक विचार' था। इस अवसर पर मुख्य अतिथियों के रूप में वरिष्ठ पत्रकार डॉ पदमपति शर्मा, प्रसिद्ध खेल पत्रकार एवं विश्लेषक व डॉ शैलेश चौरसिया, वरिष्ठ पत्रकार, टी.वी. 9 भारतवर्ष मौजूद रहे। अतिथियों का स्वागत करते हुए स्कूल ऑफ मैनेजमेंट साइंसेज, वाराणसी के निदेशक प्रो० पी० एन० झा ने कहा कि 30 मई का दिन ऐतिहासिक है, पंडित जुगल किशोर शुक्ल ने पहले हिंदी भाषी अखबार उदन्त मार्तण्ड का प्रकाशन तो किया ही साथ ही साथ देश की स्वतंत्रता संग्राम में संचार माध्यम की भूमिका की ऐसी लौ जगाई जिससे प्रेरणा लेकर तमाम स्वतंत्रता सेनानियों ने समाचार पत्र-पत्रिका का प्रकाशन शुरू किया। मुख्य अतिथि वरिष्ठ पत्रकार डॉ पदमपति शर्मा ने कहा कि सूचना क्रान्ति के इस दौर में हिन्दी पत्रकारिता के सामने सबसे बड़ी चुनौती भाषा के अनुशासन को बनाये रखने का है। उन्होंने कहा कि आज डिजिटल प्लेटफॉर्म ने नागरिक पत्रकारिता को नई ऊँचाइयाँ दी हैं। मुख्य वक्ता वरिष्ठ पत्रकार डॉ शैलेश चौरसिया ने डिजिटल पत्रकारिता को वैकल्पिक पत्रकारिता की संज्ञा देते हुए कहा कि अब पत्रकारिता बाह्य नियंत्रण से मुक्त हो रही है। इस अवसर पर कुलसचिव श्री संजय गुप्ता, डॉ अविनाश चंद्र सुपकर, समन्वयक, जनसंचार विभाग, डॉ गौरव शाह, डॉ सना अबसार सहित बड़ी संख्या में विद्यार्थी उपस्थित रहे। धन्यवाद ज्ञापन प्रो० संदीप सिंह, विभागाध्यक्ष, जनसंचार और प्रबंधन विभाग ने दिया। कार्यक्रम का संचालन डॉ ईशान त्रिपाठी ने किया।



## DIARY EVENTS – JUNE



### World Environment Day

School of Management Sciences, Varanasi's NSS unit, organized an awareness workshop titled "Sustainable Practices and Mission Life" on 5<sup>th</sup> June, 2023 to mark the "World Environment Day." The session aimed to promote environmental protection and emphasize collective action for a better planet. Prof. Kamalsheel Mishra inaugurated the event, highlighting the protection of the environment as vital role in today's world. He stressed its significance for sustainable development and the well-being of present and future generations. Mr. Purnendu Kumar Patra, Assistant Professor, SMS Varanasi discussed pressing environmental needs such as sustainable practices, waste management, and

resource conservation. He encouraged NSS volunteers to actively takepart in eco-initiatives and drive positive change. Dr. Shishir Kumar Gujrati, NSS Unit's Programme Officer, urged volunteers to understand the environment's nuances and humanity's relationship with it. He motivated them to engage in activities promoting environmental preservation, including planting and nurturing at least one tree annually. This workshop not only commemorated World Environment Day but also empowered NSS volunteers to advocate for sustainability and create a greener future.

### International Yoga Day

The NSS Unit of School of Management Sciences, Varanasi organized a magnificent Yoga Day celebration on the occasion of International Yoga Day on 21<sup>st</sup> June, 2023 in the campus. The highlight of the event was the presence of the esteemed Yogacharya, Dr. Shailendra Bahadur Singh, a renowned expert who shared his profound insights into the transformative benefits of practicing yoga. He explained that Yoga is not merely a physical exercise but a holistic path towards attaining harmony between the mind, body, and soul. Regular yoga practice enhances flexibility, boosts mental clarity, and promotes overall well-being. Director Prof. P. N. Jha, of School of Management Sciences, Varanasi addressing the significance of Yoga Day and its impact on our lives reiterated that Yoga serves as a powerful reminder for all of us to embrace this ancient practice in our daily lives. By integrating yoga into our routines, we can experience its immense potential to transform us physically, mentally, and spiritually. "On this occasion, a special yoga session was also organized under the guidance of Yogacharya Dr. Shailendra Bahadur Singh, in which various yogasanas and pranayama were practiced. The program was conducted by Dr Anju Singh.





## MEETINGS

### Alumni Interaction Series

**School of Management Sciences, Varanasi** organized an Alumni Interaction Series on “**Career Growth Post Management Education**” on **27<sup>th</sup> April, 2023** for BBA II Semester students. Mr. Aryan Sharma (BBA 2014-17 batch) currently working as Accounts Payable Supervisor and assisting Income Auditor at Melia Desert Palm Resort & Hotel, Dubai was the key speaker for the session. He delivered a wonderful session & urged the students to be aware about various opportunities awaiting them after graduation and alumni interaction session is a worthy event that can guide, motivate and inspire the future managers to walk on to a road of success as well as understand & exhibit the behaviour necessary to achieve their career goals. It was an interactive session where the alumni handled almost all the concerns and queries to the best of his abilities. The event concluded with the vote of thanks by the Coordinator of BBA Programme, School of Management Sciences, Varanasi - Dr. Chandra Shekhar Singh.



### Annual Alumni meet

**School of Management Sciences, Varanasi** organized its Seventh Annual Alumni meet of the Mumbai Chapter of School of Management Sciences, Varanasi Alumni Association on **18<sup>th</sup> February, 2023** at the Ruby Hall of Bombay Chamber of Commerce and Industry, Mumbai. The Meet was attended by more than 25 Alumnus and Alumna of different courses and batches of School of Management Sciences, Varanasi. Meeting started with the welcome address by Dr. Amitabh Pandey, Coordinator of School of Management Sciences, Varanasi Alumni Association. Afterwards Mr. Rohit Mehta, Deputy Coordinator of School of Management Sciences, Varanasi Alumni Association informed the alumni members about

the developments of School of Management Sciences, Varanasi in 27 years of establishment and also presented the agenda of the Alumni meet. Subsequently, an open discussion and general meeting of alumni took place where it was resolved that members would extend their cooperation and support towards this great journey for excellence that School of Management Sciences, Varanasi has embarked upon. The discussion was followed by a felicitation ceremony where the institution put forward its recognition and appreciation for the alumni members.

# Celebrations

## Republic Day

26th January, 1950 is one of the most important days in Indian history as it was on this day the constitution of India came into force and India became truly a sovereign state and republican country on this auspicious day. **School of Management Sciences, Varanasi** celebrated this 74<sup>th</sup> Republic Day with much enthusiasm and pleasure. With the conventional Flag hoisting ceremony, the Director of the institute Prof. P. N. Jha, initiated the program. In his inaugural dialogue he emphasized on the achievements of the country in previous 74 years. Prof. Jha also discussed about the contribution of School of Management Sciences, Varanasi in building top class Leader Managers as its input for nation building. In his deliberation he expressed his thankfulness towards freedom fighters whether their name is known or unknown to society. He also called upon the students to develop their responsibility towards the society that helps in building the nation. The institute's campus reverberated with patriotic fervour and enthusiasm.



## Saraswati pooja on Basant Panchmi

On the auspicious occasion of Basant Panchami, the worship of Maa Saraswati was organized at **School of Management Sciences, Varanasi** on 26<sup>th</sup> January, 2023. The worship program was completed in the presence of Director Prof. P.N.Jha, Registrar Mr. Sanjay Gupta. On this occasion, all the teaching and non-teaching staff were present.

# Sports Fest

A four day Intra- Institute Sports Fest was held at School of Management Sciences, Varanasi from 23<sup>rd</sup> to 26<sup>th</sup> February, 2023 with high euphoria, zeal and enthusiasm among the students as well as the faculty and staff members of School Of Management Sciences, Varanasi. It was declared open by the director Prof. P. N. Jha by the beat of the drum and igniting the ceremonial flame. The Fest witnessed various league matches in Cricket, Volleyball, Table Tennis, Badminton, Chess, Carom and Tug of War. Over the past four days, the students of different courses came together and showcased their incredible spirit and sportsmanship, competing in a range of events. The winners as well as runners up were felicitated by Dr. M. P. Singh, Executive Secretary of School of Management Sciences, Varanasi, Prof. P. N. Jha, Director and Registrar. Mr. Sanjay Gupta.





# Freshers & Farewell Fever

What We Call The Beginning is Often The End And To Make An End Is To  
 Make A Beginning And The End Is Where We Starts From" -T. S. Eliot





## CAMPUS PLACEMENTS





## FACULTY ACHIEVEMENTS

### Dr. Sanjay Saxena

Professor

Visited the Department of Public Health, Lithuanian University of Health Sciences, Lithuania under the European Faculty Exchange Program between **21<sup>st</sup> April to 1st May 2023** and delivered 8 lectures on the topic of **"Role of Emotional Intelligence in Health and Wealth: Neurochemistry and Quantum Mechanics Elucidation."**



### Dr. Aditya Kumar Gupta

Associate Professor

Received the **Most Accomplished Spoken Tutorial Educator Award (MASTER Award)** by IIT Bombay for exemplary contribution as an Educator Resource in the implementation of the Spoken Tutorial Project of IIT Bombay, during Spoken Tutorial Awards 2023 held at IIT Bombay on 4th March, 2023.



### Dr. Radha Raman Chandan

Associate Professor

- Received Best Paper Award in Taylor and Francis group (SCOPUS indexed) London, in the International Conference on Artificial Intelligence, Blockchain, Computing and Security (ICABCS 2023), February 24 - 25, 2023.
- Received the Best Paper Award in IEEE International Conference on "Contemporary Challenges in Science and its Engineering Applications" [IC3SEA 203], 05<sup>th</sup> to 06<sup>th</sup> May 2023.
- Invited as a key Resource person in National Workshop on **"Tools and Techniques for Scientific Research"**, organized by Computer Science Section, MMV, Banaras Hindu University, Varanasi, U.P, India on 27<sup>th</sup> February, 2023.
- Invited as a Special Guest in the inaugural session in the International Conference on **"Artificial Intelligence, Blockchain, Computing and Security"** (ICABCS-2023) on 24<sup>th</sup> February 2023 and had the honour to interact with the participants and guide them by my scholarly experience.
- Published a research paper on **"Secure Modern Wireless Communication Network Based on Blockchain Technology"** in Electronics, MDPI (SCIE & Scopus).
- Published a research paper on **"A Critical Analysis on Neural Networks and Deep Learning based Techniques**



**for the Cloud Computing System and its Impact on Industrial Management"** at 5th International Conference on Contemporary Computing and Informatics (IC3I), Uttar Pradesh, India (Scopus).

- Published a research paper on **"Implementation and Execution of Blockchain Technology in the Field of Education,"** 2022 5th International Conference on Contemporary Computing and Informatics (IC3I), Uttar Pradesh, India. (Scopus).
- Published a research paper on **"Efficient COVID-19 Identification Using Deep Learning for IoT,"** at 5th International Conference on Contemporary Computing and Informatics (IC3I), Uttar Pradesh, (Scopus).
- Presented a paper on **"Implementation of Optimized Protocol for Secure Routing in Cloud Based Wireless Sensor Networks"** in Taylor and Francis group, International Conference on Artificial Intelligence, Blockchain, Computing and Security (ICABCS 2023), held from 24<sup>th</sup> – 25<sup>th</sup> February, 2023 (Paper has been presented but it will come online soon) (SCOPUS Indexed).
- Member of the National Advisory Committee of International Conference on **"Artificial Intelligence, Blockchain, Computing and Security (ICABCS 2023)"**, by Taylor and Francis group organised by, Galgotias University, Greater Noida, India, held on 24<sup>th</sup> to -25<sup>th</sup> February, 2023.
- A Program Committee Member of the 24th International Conference on Parallel and Distributed Computing: Applications and Technologies (PDCAT 2023), organised by KIPS Korean Information Processing Society August 16<sup>th</sup> to 18<sup>th</sup>, 2023, Jeju, Korea.
- Appointed as an External Examiner for evaluation of PhD Thesis Titled **"OPTIMIZING SCHEDULING IN CONTAINER BASED CLOUD"** of Computer/ IT Engineering Discipline, Acharya Jignaben Navanitlal, of Gujarat Technological University, Ahmedabad, Gujarat, India
- Appointed as an External Examiner for evaluation of PhD Thesis Titled **"OBJECT BASED IMAGE CLASSIFICATION OF SATELLITE IMAGES FOR URBAN AREAS"** of Electronics & Communication Engineering Discipline of Gujarat Technological University, Ahmedabad, Gujarat, India.
- Appointed as External Examiner for evaluation of Ph. D synopsis and Thesis on titled **"Designing a Machine Learning Model to Deal with Social Media for Validating Data Authenticity"** of Computer Science & Engineering, Banasthali University, Rajasthan.

- Appointed as an External Examiner for evaluation of Ph. D synopsis and Thesis titled **"A Novel Approach to Implement a Computerized Mechanism for Smart Farming"** of Computer Science & Engineering, Banasthali University, Rajasthan.

### Dr. Bhavana Singh

Assistant Professor III



- Organized Two Days International conference on **"Indian Knowledge Systems for Sustainable Well-Being"** ICON 2023 as conference coordinator, held on March 4th to 5th, 2023 at School of Management Sciences, Varanasi.
- Completed five days online Faculty Development Programme on **"Technological Advancement in Tourism and Hospitality Industry"** organized by Academic and Administrative Development Centre, Amity School of Hospitality in association with Amity Academic Staff College from 20th to 24th March, 2023 at Amity University Haryana.
- Completed two weeks UGC Sponsored Refresher Course on **"Role of Digitalization in Sustainable Business and Social Development"** organized by University Grants Commission, Human Resource Development Center(HRDC), Dr. Hari Singh Gour Viswavidyalaya (A Central University) from 22nd February to 07th March, 2023
- Published an edited book on **"Innovation, Entrepreneurship and Economic Development"**, OrangeBooks Publication; ISBN: 978-93-5621-665-5
- Published a research paper on **"Women Empowerment: Fostering of a Woman's Sense of Self-Worth via Entrepreneurship"**, in MANAGEMENT INSIGHT, the Journal of Incisive Analysers, A peer reviewed half-yearly journal (Vol. 18 No. 2), December 2022.

### Himanshu Upadhyay

Assistant Professor III



- Presented a paper on **"Relationship Between Perceived Employee Emotional Competence and Customer's Uses Pattern towards Digital Banking Services"** in an International Conference on **"New Paradigms in Economy, Commerce and Society"** organized by School of Commerce, Finance and Accountancy, CHRIST (Deemed to be University), Delhi-NCR campus in collaboration with Faculty of Management Sciences, Durban University of Technology, Republic of South Africa during 10<sup>th</sup> to 11<sup>th</sup> February, 2023.

- Awarded with **"Elite+Gold"** certificate in the NPTEL online certification course on **"Business Law for Managers"** conducted by IIT Kharagpur during the period January-March, 2023.
- Successfully Completed a one-week NPTEL - Faculty Development Programme on **"Business Law for Managers"**, conducted by IIT Madras during the period January to March, 2023.

### Dr. Sofia Khan

Assistant Professor II



- Successfully completed and participated in Five Days Online Faculty Development Program on **"Systematic Literature Review (SLR)"** held from 12<sup>th</sup> June – 16<sup>th</sup> June, 2023 Organized by G.L. Bajaj Institute of Management, Greater Noida.
- Annual Professional Individual Member of All India Management Association (AIMA) effective from 01<sup>st</sup> April 2023 till 31<sup>st</sup> March 2024, Membership No. is M-202311099.
- Participated and Presented a Paper entitled **"Indian Education System: An Overview"** in the National Conference on **"Education and Culture of Indo-Tibetan Society in the Context of Global Scenario"** held on May 27<sup>th</sup>, 2023 Jointly organized by Faculty of Education, Banaras Hindu University Kamachha, Central Institute of Higher Tibetan Studies Sarnath, Varanasi and Bharat Tibet Samanvay Sangh (BTSS), Kashi Prant, Varanasi.
- Successfully completed and participated in Five Days National Level Virtual FDP on **"Skills Reengineering in Business Management"** held from 23<sup>rd</sup> May – 27<sup>th</sup> May, 2023 Organized by the Department of Master of Business Administration, Andhra Loyola Institute of Engineering and Technology, Vijayawada.
- Participated and Presented a Paper entitled **"Indian Education System & Indian Knowledge System"** in the 10<sup>th</sup> International Conference on **"Indian Knowledge Systems for Sustainable Well Being"** held on March 4<sup>th</sup>-5<sup>th</sup>, 2023 organized by School of Management Sciences, Varanasi.

### Dr. Gaurav Shah

Assistant Professor II



- Successfully completed NPTEL AICTE Faculty Development Programme on **"The Science of Happiness and Wellbeing"** held during February- April, 2023 by IIT Kharagpur.
- Successfully completed NPTEL Online Certification on **"The Science of Happiness and Wellbeing"** in May 2023 organised by IIT Kharagpur.



- Wrote a chapter titled **"A study of 'Don't care' attitude of Bhagavad Gita against the 'Ahimsa' and 'Self-suffering' ethos of Jainism"** for the forthcoming book on Indian Knowledge System.
- Wrote a chapter titled **"From Call of Desire to Call of Duty: An Enquiry into Bhagwad Gita's Karma Philosophy in Life Management"** for the forthcoming book on Indian Knowledge System.
- Conducted a Six days workshop on **"Content Writing"** for students of BA(H) Mass Communication as a resource person from 18<sup>th</sup> to 23<sup>rd</sup> January, 2023.
- Successfully completed an online training course on **"Introduction to Digital Journalism"** organized by Reuters and sponsored by Meta Journalism Project.

#### Dr. Santosh Kumar

Assistant Professor I



- Published a research paper titled **"Analysis of Artificial Intelligence based Forecasting Techniques for Renewable Wind Power Generation"** in Smart Technologies, Communication and Robotics (STCR), IEEE, indexed in Scopus.

#### Dr. Anjali Kushwaha

Assistant Professor I



- Published research paper titled **"Interventions of non-governmental organizations for women's empowerment through micro-entrepreneurship: Evidences from India"** in UGC CARE listed, International Journal of Indian Culture and Business Management, Vol. 29, No. 1.
- Presented a research paper titled **"Opportunity recognition and exploitation by women entrepreneurs in VUCA world: In the context of COVID-19 pandemic"** in international conference, **"NLDICM-2023 Challenges and opportunities for entrepreneurship and business growth"** held from 17<sup>th</sup> to 18<sup>th</sup> February, 2023.
- Completed a refresher course titled **"Managing Online Classes & Co-creating MOOCS 23.0"**, organized by Teaching Learning Centre, Ramanujan College, University of Delhi from 7<sup>th</sup> to 21<sup>st</sup> February, 2023)
- Lifetime membership in Indian Commerce Association. Membership ID: UP994

#### Dr. Sana Absar

Assistant Professor I



- Successfully attended NPTEL AICTE Faculty Development Programme on **"Soft Skill Development"** conducted by IIT Kharagpur from 24<sup>th</sup> January to 26<sup>th</sup> March, 2023.

- Successfully completed 8 week long NPTEL course on **"Emotional Intelligence"** conducted by IIT Kharagpur, from 25<sup>th</sup> January to 26<sup>th</sup> March, 2023.
- Successfully completed NPTEL AICTE Faculty Development Programme on Emotional Intelligence conducted by IIT Kharagpur from 25<sup>th</sup> January to 26<sup>th</sup> March, 2023.
- Successfully completed 8 week long NPTEL course on Soft Skill Development conducted by IIT Kharagpur from 24<sup>th</sup> January to 26<sup>th</sup> March, 2023.
- Completed two weeks online Refresher Course on **"Information and Communication Technology"**, organized by Human Resource Development Centre, University of Hyderabad with Grade 'A' from 06<sup>th</sup> to 18<sup>th</sup> March, 2023
- Completed online two week Interdisciplinary Refresher Course in **"Advanced Research Methodology"** organized by Teaching Learning Centre, Ramanujan College, and University of Delhi and obtained Grade A+. 23<sup>rd</sup> January to 06<sup>th</sup> February, 2023.
- Presented a Paper titled **"An Analytical study of the aphorism of political pundits about the leader during the 21st Century Politics"** in an International Conference on "Indian Knowledge System for Sustainable Well-Being" organized by School of Management Sciences, Varanasi held on 04<sup>th</sup> to 05<sup>th</sup> March, 2023.
- Presented a research paper titled **"Digital Public Sphere: An Analytical Study of Social Media as an Active Social Public Space in India"** at International Conference of Media and Communication organized by Adamas University, Kolkata. Research paper got published as a chapter in book New Media landscape in India: Dimension, Issues, Trends and Future with ISBN 978-81-963402-0-9, held from 30<sup>th</sup> to 31<sup>st</sup> March, 2023.
- Published a Research paper titled Revisiting **"Celebrity, Social Mobility and the future of Reality TV"** in a International peer reviewed "Journal of Communication and Management" with ISSN: 2583-617X.
- Conducted a Six days workshop on **"Graphic Design and Multimedia"** for students of BA(H) Mass Communication as a resource person from 18<sup>th</sup> to 23<sup>rd</sup> January, 2023.
- Conducted a Six days workshop on **"Camera and Editing"** for students of BA(H) Mass Communication as a resource person from 06<sup>th</sup> to 14<sup>th</sup> June, 2023.



Estd. 1995



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