

Press Release



BUSINESS INDIA B-SCHOOL SURVEY 2012

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## School of Management Sciences, Varanasi consolidates and retains the elite 'A++' category

- *SMS Varanasi amongst Top-5 in UP, excluding the National Capital Region (NCR)*
- *SMS Varanasi in Top-32 in North and East India belt*
- *SMS Varanasi in Top-19 in Northern India*
- *Only 3 Institutes of UP in A++ Category, SMS Varanasi one of them*
- *SMS Varanasi amongst two such top performing private sector institutes in UP, Bihar and Jharkhand*

VARANASI: School of Management Sciences (SMS) Varanasi has maintained its elite 'A++' category ranking in the B-School Survey conducted by the reputed business magazine 'Business India' this year. The results have been published in the issue dated November 25, 2012. The notable thing in this Survey is that many UP B-Schools have been left behind and SMS Varanasi happens to be in the Top-5 B-Schools in the state. Apart from SMS Varanasi, only two other institutes have been placed in the A++ category. Remaining UP institutes are behind SMS Varanasi. SMS Varanasi also finds a place in Top-32 institutes of the Northern and Eastern belt while it occupies a position in top-19 in north India which shows its consolidation of strength over the past year. Only IIM-Calcutta (Top performer in this Survey), XLRI-Jamshedpur, IIM-Lucknow, IIT-Kharagpur (Vinod Gupta School of Management) and FMS-BHU fall above SMS Varanasi in the North and the Eastern belt. Except for XLRI, all the other top performers are Government owned, hence, SMS Varanasi happens to be only the second institute after XLRI in the private sector with such a high rating which signifies its strides on various national and international fronts. Overall only 33 Institutes of North and East India fall in top-130 (around one-fourth).

This year, the ratings have been presented on the basis of factors like Perception rankings, Industry rankings, Student rankings and Panel rankings. Salary data's importance has been presented with reduced weightage as it involves maximum fudging, claims Business India. Overall there are 70 institutes in the A++ category of which only three are from Uttar Pradesh (minus NCR). SMS happens to be one of them. SMS has scored on all fronts in this Survey due to which it is highly placed with a standing of only 17 years.

The perception of SMS Varanasi has grown multifold in the recent past owing to its innovative strides which have pushed it into the top echelons of the B-School fraternity in the country. The Institute has around 1500 students now. Apart from the flagship PGDM programme, MCA, BBA and BCA programmes too are successfully running. Establishment of Lucknow campus adds further value to the brand perception. SMS Varanasi has around fifty full-time well qualified and experienced faculty members, some of them having spent more than a decade at SMS and mostly holding Doctorate degrees. Most modern industry-suited pedagogy is already in place at SMS. The faculty members are involved in consultancy, MDPs, EDPs, FDPs and other training programmes at various corporate houses in India, both in the Government and Private sectors from time to time. A good number of research papers, monographs and books are being continuously published by SMS Faculty members.

SMS has done equally well on the 'campus placement' front. Around 96% placement occurred last season. This year's placements have begun too. The Alumni base is getting stronger day-by-day and now every year three Alumni congregations are held at Varanasi, Delhi and Mumbai, Kolkata to be added soon. The Alumni base is getting stronger with over three thousand alumni who are now helping the institute liaison better with the corporate world.

SMS Varanasi boasts of a very rich and updated Central Library with around thirty thousand books, over 300 regularly subscribed journals / magazines and over 500 on-line journals which can be accessed by all faculty members and students. Entire communication internally goes through the 'intranet'. The entire campus is Wi-fi and the PG block of the academic section is fully air-conditioned with all modern

knowledge dissemination techniques and gadgets. SMS Varanasi publishes three journals - Management Insight (since 2004), Purushartha (since 2007) and Computing Trendz (since 2011) of which the first two have been accepted by INFLIBNET centre of the UGC to host these journals on its site, a rare honour for a private Institute (first in fact in the country).

The Centre for Spiritualism and Human Enrichment and the Centre for International Relations happen to be the growth engines of SMS. The Director Prof. P. N. Jha feels that the tough task of making management studies congruent to the Indian ethos would help SMS move further in the international arena in the years to come as weightage of this is increasing every year. Such a noble cause has not been pursued earlier by any other B-school in the country. Owing to this fact, many foreign Universities have academic tie-ups with SMS. USA based Claflin University and California State University are already tied-up with SMS Varanasi for academic exchange. Similar agreements also exist with UNESP, Brazil, Szent Istvan University, Hungary and Carolay Robert College, Hungary. All these have made SMS a class apart from its peers in a very short span of time. The awards on the national and international fronts further ratify this. Further, the Institute is accredited by International Accreditation Organisation (IAO), informed the Director.

The other centres operating and functioning concurrently at Varanasi campus are Centres for Consultancy Services, Corporate Training, Knowledge Management, Advanced Computing, Research and Development, Foreign Language, Competency and Management Development, etc. Students of the PGDM are provided laptops since their very first semester without any extra payment. Students are gaining expertise in computational software packages like MS-Excel and SPSS as a part of their curriculum. Industrial visits in India and abroad are undertaken every year. Students are also sent to foreign countries for internship. Various scholarships exist for the meritorious students at various levels. Overall personality grooming and potential appraisal are fundamental to the SMS Pedagogy.

In the press conference apart from the Director Prof. P. N. Jha and the Executive Secretary Dr. M. P. Singh, others who were present included the Registrar, Mr. Sanjay Gupta, Associate

Professor Alok Kumar and Readers Dr. Shardul Chaubey and  
Mr. Krishna Kant Bajpai.

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