

**PRESS RELEASE**

**4-day PGDM Orientation programme wraps-up at SMS-Varanasi**

# **Be and make a good human being first: Corporate doyens**

- *Freshers given a feel of the field of Management*
- *Industry leaders exhort the freshers to accept challenges in life*
- *Value-added programmes for the new batch to enhance corporate acceptability of SMS students*

**VARANASI:** The four-day long PGDM orientation programme concluded on Sunday evening at the School of Management Sciences (SMS) Varanasi with an underlying principle from the corporate world – Be a good human being first and try to make good human beings in the organisations. Mr. Rakesh Seth (Vice President-Corporate HR, Fedders Lloyd), in his address said that character ethics is equally important as personality ethics. We should sharpen our physical, mental, spiritual and emotional quotient to make a good human being out of us. This helps us in attaining competitive edge in the competitive world. He also opined that ‘interdependence’ is more important than ‘independence’. For the same we must first synergize, think win-win and seek first to understand and then be understood.

Mr. Rajeev Gupta (Vice President-HR, Kajaria Ceramics) asked the students to recognize and reorganize their potential and then only one can emerge as a good human being. Prof. A. K. Ghose (IT-BHU) highlighted the importance of communication in the corporate world through his presentation on ‘Corporate Success’. He stressed on the importance of non-verbal communication in the corporate sector and asked the students to be ‘observant’. Mr. Dinesh Chandra Kandpal (Head-HR, CPS India, Dr. Reddy’s Lab) through his pharma sector experience highlighted how corporates are helping making India healthier through their quality Research & Development.

Other sessions were taken by senior faculty members of SMS-Varanasi: Relevance of PGDM in the Current Economic Scenario (Mr. Sandeep Singh, Associate Professor), Management Career in Finance and Banking (Prof. J. P. Mishra, Dean-Academics), HR Issues in the Corporate World (Mr. Alok Kumar, Associate Professor), Positive attitude for building career in the corporate world (Mr. Shubhagata Roy, Senior Lecturer), Emerging Marketing scenario and career prospects (Mr. Anindo Bhattacharjee, Lecturer).

The Central Library structure and facilities were presented before students by Mr. Alok Kumar (Coordinator-Library) and Librarian Mrs. Pratima Bhargava. The other amenities, facilities and value-added programmes (Scholarships, International collaborations, info-tech usage, alumni activities etc.) were highlighted by other faculty members like Mr. Amitabh Pandey, Dr. Ravi Shekhar Vishal, Dr. Meenakshi Singh and Mr. Ram Gopal Gupta while the activities of Spiritual Centre was highlighted by Mr. Sandeep Singh.

The consultancy and entrepreneurial activities alongwith business incubation was brought up by Mr. Anupam Kumar while the Training & Placement Cell activities got highlighted by Dr. Sanjay Saxena (Chairperson-T&P). Mr. Abhishek Srivastava informed the students about the Core faculty. The sessions were coordinated by Dr. Shardul Chaubey, Ms. Indrani Sen Gupta, Ms. Sonalee Srivastava, Ms. Shahista Saleem, Ms. Tanu Chadha and Mrs. Anjana Harish (all faculty members-SMS Varanasi).

The Executive Secretary, Dr. M. P. Singh, the Director, Prof. P. N. Jha, the Registrar, Mr. Sanjay Gupta and all faculty members were present during the felicitation function of the corporate Guests in the evening.

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