

To
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PRESS RELEASE

MAHATMA GANDHI KASHI VIDYAPEETH VICE CHANCELLOR AT SMS

“Be ready to manage complexity and dynamism of today’s world ” : Prof. P. Nag

VARANASI: The fifteenth batch of ‘Bachelor of Business Administration’ (BBA) and fourteenth batch of Bachelor of Computer Applications (BCA) programmes were flagged-off here at School of Management Sciences (SMS) amidst rocketing aspirations to be a part of the corporate enigma with a strong backing of academic feeders of high quality supported by the most modern techno-savvy infrastructure at the Khushipur campus.

Inaugurating the function, the Chief Guest, Prof. P. Nag, Vice-Chancellor, Mahatma Gandhi Kashi Vidyapeeth said that in the post globalization scenario the complexities and challenges are immense and managing the human capital is the most important among all. Prof. Nag further urged to the students to imbibe within them the spiritual and ethical values, develop innovative and creative intellect to offset the vulnerable global complexities. Prof. Nag also emphasized on discovering the self and shaping the thoughts of tomorrow. He also urged that the teaching fraternity to help students develop their domain knowledge as well as management knowledge to become the young budding leaders of tomorrow. On this occasion, Prof. Nag inaugurated the new computer centre in the library of the School of Management Sciences. He also assured full cooperation in the future academic endeavors of the Institute that will be required to establish and upgrade the world class academic delivery system.

The Director of SMS Varanasi, Prof. P. N. Jha in his motivating welcome address exhorted the students to take their and the society’s high expectations to reality through diligence, hard-work and sincerity with a human face and become a front-runner in the Corporate arena through leadership qualities. He further said that SMS happens to be the pioneering

institution in bringing this professional Under-graduate programme to the 'Purvanchal' region which still is devoid of industrialization strides. Yet, the BBA and BCA alumni have spread to different parts of the country and are showing their mettle. They also have been instrumental in shaping up various small enterprises flourishing in the city apart from serving the local offices of the corporate giants in numerous industrial sectors. He said that conventional courses are not highly sensitive to environmental changes. Here BBA and BCA fill-in the gap.

Blessing the students, the Dean (Academics), Prof. J. P. Mishra said that gone are the days when customer was taken for granted. Today is a world of cut-throat competition and survival of the fittest is the ultimate goal of an individual. This can only be managed if one is knowledgeable and good at developing relations and networks. Success stories are written on the premise of mutual cooperation which needs to be imbibed upon right since the first day in college, asserted Prof. Mishra. He said, today via the information technology, all grievances can be registered and solved to the satisfaction of the customers. Information Technology infact is helping us in generating revenues for the company and serving the customers as well with a lot of ease, asserted Prof. Mishra.

The Principal Coordinator of the Under-graduate programmes at SMS, Associate Professor Alok Kumar presented the activities of the SMS Group of Institutions and also outlined the various value-added services designed specially for career advancement of the BBA and BCA students. According to him, there would be separate Guest Lectures and Workshops covering various facets of management apart from on-line exercises and simulation games, normally available for PG students in countable B-Schools across the country. Those students willing to go in for higher studies in management would be provided with adequate counseling and mentoring to guard their penchant. The Training and Placement Cell would also be active to provide all necessary help on the placement front, added the Principal coordinator. The Coordinators of the BBA and BCA Programmes, Mr. Atish Khadse and Mr. Rajiv Katore gave the course outline.

In other sessions the senior faculty members presented their viewpoints on International Business (Dr. Shardul Chaubey), Marketing (Anindo Bhattacharjee), Finance (Rohit Mehta), Human Resources (Alok Kumar), Business Incubation (Anupam Kumar), Positive attitude (Subhagat Roy),

Human Values & Ethics (Kamal S Mishra), Career in Computer Applications (Shambhu S Srivastava), Emerging Dimensions in Computer Applications (Anand P Dube), IT Applications in the 21st century (Abhishek Srivastava), Managerial Requirements for the IT sector (Alok Kumar), Communication (Anjana Harish). The Computer Centre activities were highlighted by Ram Gopal Gupta while Library Resources by Pratima Bhargava.

Dr. Meenakshi Singh informed the gathering about International collaborations while Spiritual Centre activities were highlighted by Sandeep Singh. The Knowledge Management Centre's role was presented by Dr. Ravi Shekhar Vishal while Ms. Indrani Sen Gupta highlighted the extra-curricular activities at SMS. The GM-Administration, Mr. Ram Singh stressed on the need of discipline and code of conduct. Mr. Amitabh Pandey talked about the Placement, Training and Alumni Network on the occasion. Ms. Shahista Saleem presented the core and visiting faculty to the audience. Dr. Sanjay Saxena discussed on 'Leadership roles'.

The programme was coordinated by Dr. Meenakshi Singh (Sr. Lecturer, SMS). The Vote-of-thanks was presented by the Dean (Academics) Prof. J. P. Mishra. The Executive Secretary, Dr. M. P. Singh honoured the guests with memento of Lord Vishwanath and a shawl. Members of the faculty and staff were also present on the occasion alongwith the Registrar, Mr. Sanjay Gupta.

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