

Press Note



UG ORIENTATION PROGRAMME AT SMS VARANASI

Develop business models by using technology integration: Prof. P. Nag

VARANASI: Inaugurating the 17th batch of the Bachelor of Business Administration (BBA) and 16th batch of Bachelor of Computer Applications (BCA) programmes at School of Management Sciences (SMS) Varanasi, Prof. P. Nag, Vice Chancellor, Mahatma Gandhi Kashi Vidyapeeth, Varanasi and the Chief Guest of the UG Orientation Programme, exhorted the freshers to utilize technology for developing new business models. He said, integration and convergence of technology has brought immense business opportunities across the globe in areas like Development, Disaster Management, Navigation, Urban Management, Public access, Climate change, Natural Resource Management etc. He further said that remote sensing helps in business strategy by continuous monitoring of resources. He asked the students to think of becoming 'Global players' by having information to control resources necessary for business.

The President of the Orientation Programme for UG courses on the occasion, Prof. S. K. Singh (Former Dean, FMS-BHU) asked the fresh BBA and BCA incumbents to develop a relationship and purposeful interaction with the environment and challenge the status quo to become better managers and citizens. He congratulated them for selecting SMS Varanasi as this institution happens to be the pioneer in these courses. He requested students not to become passive listeners and put in the 'needed' efforts to become successful in life.

Earlier, welcoming the dignitaries and new students of the BBA and BCA courses, the Director of the Institute, Prof. P. N. Jha cautioned the students not to become 'slaves' to technology but utilize them for betterment of society as the society expects more from professionals. He reiterated the importance of being away from the crowd and equipping oneself with wisdom. The Vision and the Mission of SMS Group of Institutions was presented by Mr. KK Bajpai (Reader) while the Vote of thanks was given by Mr. KS Mishra (Dean-Computer Sciences). Dean-Management Sciences, Dr. Sanjay Saxena gave a preview about the UG Programmes at SMS Varanasi. Prominently present were the Executive Secretary, Dr. MP Singh, Registrar, Mr. Sanjay Gupta, Dean-R&D, Mr. Alok Kumar, Coordinator-BBA, Mr. Atish Khadse, Coordinator-BCA-Mr. Rajiv Katore and other senior faculty members. The Programme was conducted by Dr. Meenakshi A Singh (Reader). In the end of the programme, Dr. MP Singh felicitated the Guests with memento of Lord Vishwanath.