

PRESS RELEASE



NEW ACADEMIC SESSION BEGINS AT SMS VARANASI

## **Do not hesitate to break the rules: Bata India GM**

VARANASI: The 21<sup>st</sup> batch of the PGDM programme and 3<sup>rd</sup> batch of the MBA programme at School of Management Sciences (SMS), Varanasi got off to a sensational start with the Chief Guest on the occasion, Shri Ankur Jain (GM-Bata India Ltd) exhorting the new comers not only to perceive and act innovatively but also break the rules where necessary, specially in our thought processes which often hamper our growth. Pre-conceived notions have to be done away with if they prove as bottle-necks, reacted the Guest. He pondered upon the different nuances of success as naturally witnessed in the corporate sector and advised the students to remain away from prevailing 'corporate illusion' propagated through different means amongst the promising youth of the country.

Earlier welcoming the Guest, the Director of the Institute, Prof PN Jha said that it has been 20 years now that Institution is serving the nation in producing ethical and entrepreneurial-mindset managers in an era of political and economic uncertainty as seen in the backdrop of global events occurred recently. The onset of 'techno-culture' has resulted in many emerging challenges for B-Schools in the recent past and we are fortunate to have assimilated our functioning with the challenges to make our students winners in the Corporate sector, he said. Prof. Jha was referring to the daunting task of bringing over 50 top-notch companies to the SMS Varanasi campus for the final placement of the PGDM and MBA students. He also referred to a company offering annual package as high as Rs. 18 lakhs this time and said that it is for the students to grab such opportune moments as they are rare!

In the programme, the preamble of SMS was presented by Associate Prof. Krishna Kant Bajpai while the current Management Education Scenario was highlighted by Prof. Sandeep Singh. Prof. Raj Kumar Singh highlighted the emerging scenario of Entrepreneurship and Business Incubation while the respective Coordinators of the PGDM and MBA programmes, Shri Rishi Raman Singh and Shri Kartikeya Singh gave a briefing about their courses and pedagogies present therein.

The Dean (R&D) Prof. Alok Kumar highlighted the Emerging Industrial scenario and scope for professionalism. He said, gone are the days to look into the traditional sectors for placement, the sectors like music industry, sports industry, children's toys and gaming industry, printing and publishing (including the e-mode) industry and knowledge creation industry are the 'miss-not' sectors. He encouraged the new incumbents to toe the incubation line and help the country in its 'Make-in-India' endeavours through the SME route.

Later in other sessions, the students were introduced to the SMS system of working and the facilities and amenities available for use. The C-SHE activities were highlighted by Shri Anindo Bhattacharji who

has just returned from Oxford (Britain) after attending an International Conference. On the occasion, the Executive Secretary SMS, Dr. MP Singh and the Registrar, Shri Sanjay Gupta were also present. Prof. PN Jha felicitated the Guest. The Vote-of-thanks was given by Prof. Alok Kumar. The three day Orientation Programme concluded on Saturday.