

ACCREDITED WITH  
GRADE 'A' BY



Estd. 1995

**SMS**  
V A R A N A S I

# WE SEE THINGS DIFFERENTLY





**SMS**

**SCHOOL OF  
MANAGEMENT  
SCIENCES  
VARANASI**

shaping the  
**future**

**Prof. B. P. Singh**  
Chairman, Governing Council

**Prof. S. K. Singh**  
Vice-Chancellor  
L.N. Mithila University, Darbhanga

**Shri Ravendra Mishra**  
Head-Human Capital  
Garware Wall Ropes Ltd., Pune

**Shri S. K. Singh**  
Chairman, SMS-Society

**Shri Shashi Prakash, IAS**  
Former Chief Secretary &  
Chief Information Commissioner,  
Govt. of Tripura

**Lt. Gen. M. M. Lakhera**  
Former Governor, Mizoram

**Prof. K. P. Singh**  
Former Vice-Chancellor  
VBS Purvanchal University, Jaunpur &  
Ex-Director – IIT BHU, Varanasi

**Prof. Rajeev Tripathi**  
Director  
MNNIT, Allahabad

**Shri G. K. Pillai**  
Managing Director & CEO  
Walchandnagar Industries Ltd, Pune

**Dr. Chandra Mauli Dwivedi**  
Group Chief Human Resource Officer  
Fazlani Group of Companies, Mumbai

**Shri Ashok Kumar Singh**  
Vice-Chairman, SMS Society

**Dr. M. P. Singh**  
Executive Secretary, SMS-Society

**Er. Amitabh**  
CEO, Sorreal Systems Pvt. Ltd.  
& Former President Eastern UP Exporters  
Association (EUPEA), Varanasi

**Shri Sharad Singh**  
Secretary & CEO SMS, Lucknow

**Regional Officer**  
AICTE, Kanpur (Ex-Officio)

**State Government Nominee-**  
Director of Technical Education  
U.P. (Ex-Officio)

**University Nominee**

**Member Secretary**  
**Prof. P. N. Jha**  
Director  
School of Management Sciences, Varanasi

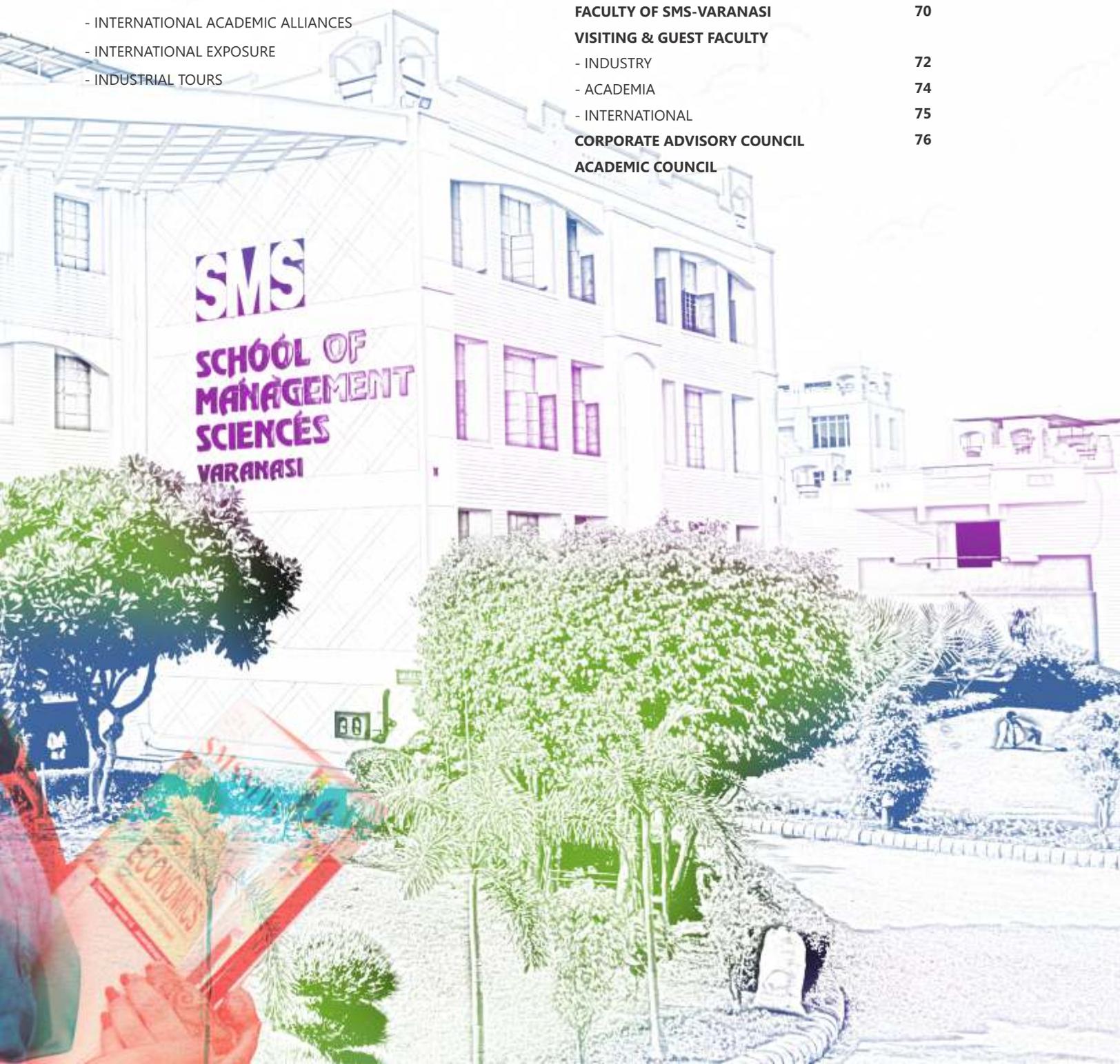
**governing  
council**

PERCEPTION  
LEADERSHIP  
ACQUIRE  
LEADERSHIP  
CULTURE  
ACCOMMODATE  
ETHICS  
PERCEPTION  
ASPECT  
ASSOCIATE  
CULTURE  
ASPIRE  
ACQUIRE  
ABILITY



# CONTENTS

<b>VISION &amp; MISSION , QUALITY POLICY</b>	<b>04</b>	<b>PGDM COURSE PROFILE</b>	<b>26</b>
<b>JOURNEY OF SMS</b>	<b>05</b>	<b>SMS SCHOLARSHIP SCHEMES</b>	<b>28</b>
<b>DIRECTOR'S MESSAGE</b>	<b>07</b>	<b>RESEARCH &amp; PUBLICATIONS</b>	<b>29</b>
<b>VARANASI- THE OLDEST CITY OF WORLD</b>	<b>09</b>	<b>INFRASTRUCTURE OF SMS, VARANASI</b>	<b>30</b>
<b>10 INSPIRING REASONS TO CHOOSE SMS</b>	<b>10</b>	- IT INFRASTRUCTURE	
<b>COMMENDATIONS</b>	<b>11</b>	- LIBRARY & DOCUMENTATION CENTER	
<b>AWARDS &amp; ACCOLADES</b>	<b>12</b>	- FACILITIES @ SMS	
<b>LEARNING OUTCOMES</b>	<b>15</b>	<b>STUDENT CLUBS</b>	<b>38</b>
<b>ACADEMIC PROGRAMMES @ SMS</b>	<b>16</b>	<b>STUDENT CORNER</b>	<b>42</b>
<b>ACADEMIC APPRAISAL OF PGDM</b>	<b>19</b>	<b>CENTERS OF EXCELLENCE</b>	<b>44</b>
<b>TEACHING PEDAGOGY</b>	<b>20</b>	<b>DIARY OF EVENTS</b>	<b>46</b>
<b>VALUE ADDED PROGRAMMES</b>	<b>21</b>	<b>OUR STAR PERFORMERS</b>	<b>62</b>
- EMPLOYABILITY ENHANCEMENT PROGRAMME		<b>TRAINING &amp; PLACEMENT</b>	<b>63</b>
- INTERNATIONAL ACADEMIC ALLIANCES		<b>OUR RECRUITERS</b>	<b>68</b>
- INTERNATIONAL EXPOSURE		<b>FACULTY OF SMS-VARANASI</b>	<b>70</b>
- INDUSTRIAL TOURS		<b>VISITING &amp; GUEST FACULTY</b>	
		- INDUSTRY	<b>72</b>
		- ACADEMIA	<b>74</b>
		- INTERNATIONAL	<b>75</b>
		<b>CORPORATE ADVISORY COUNCIL</b>	<b>76</b>
		<b>ACADEMIC COUNCIL</b>	





*proud to be*  
**SMS**  
*ians*

“

SMS is the obvious fit for career. I learnt to be focussed, creative and practical. It feels like somewhere one could really enjoy learning.

”

”



# JOURNEY OF SMS



**GRADE A** 

**ACCREDITED  
WITH  
GRADE A BY  
NAAC**



## VISION

TO BECOME A CONSTANTLY GROWING CENTER OF EXCELLENCE NURTURING GLOBAL- CENTRIC PROFESSIONAL LEADERSHIP BASED ON ETHICAL AND MORAL ATTRIBUTES.



## MISSION

TO CREATE EXCELLENT LEARNING AMBIENCE THROUGH **INNOVATION IN TEACHING, RESEARCH AND CONSULTANCY** FOR PRODUCING PROFESSIONALS CAPABLE OF ANSWERING **GLOBAL CHALLENGES** AND DEMONSTRATING HIGH ETHICAL AND **MORAL STANDARDS.**

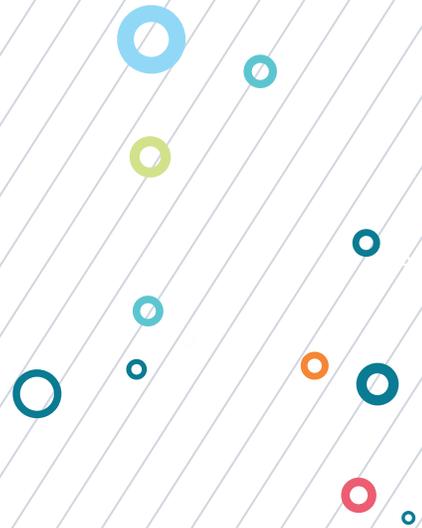
## GUIDING VALUES

TRUST; SENSE OF OWNERSHIP; SENSE OF CONTRIBUTION; INNOVATION; MODESTY & MUTUAL RESPECT.



IMPARTING VALUE BASED EDUCATION OF HIGHEST STANDARD, RELEVANT TO CONTEMPORARY WORLD.





**OVER  
600<sup>+</sup>  
COMPUTER AND LAPTOPS**  
AVAILABLE ACROSS THE  
INSTITUTE FOR STUDENT USE



## JOURNEY OF SMS

Under the guiding light of these commandments the journey of SMS Varanasi began in the year 1995 and since then the institute has never looked back. It has made consistent endeavours over the years to prove its national character as a Centre of Excellence in Management, Commerce and Computer Education. Most recently SMS, Varanasi has been accredited by NAAC with 'A' Grade (CGPA 3.17) in the very first cycle. SMS, Varanasi is also recognized under section 2(f) & 12(B) of UGC and also ranked amongst the TOP 50 B-Schools by Business India magazine's 'Best B-Schools Survey' because of its proactive approach and immense commitment.

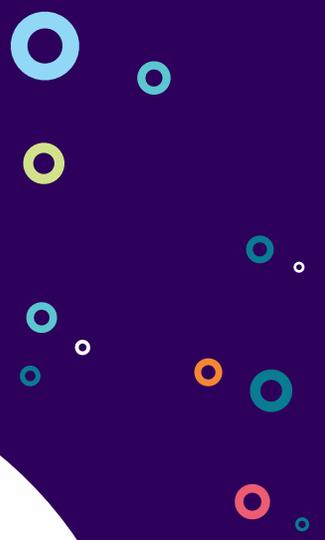
Today SMS, Varanasi is running its flagship post graduate diploma in management (PGDM) programme, approved by AICTE successfully running into its 25th year. At the post graduate level, SMS, Varanasi has equally been running successfully the Master of Business Administration (MBA) programme and the Master of Computer Applications (MCA) programme duly approved by AICTE and affiliated to Dr. A.P.J. Abdul Kalam Technical University, Lucknow & Master of Commerce (M.COM) programme affiliated to Mahatma Gandhi Kashi Vidyapith, Varanasi. Four undergraduate programmes - Bachelor of Business Administration (BBA), Bachelor of Computer Applications (BCA), Bachelor of Commerce (B.Com) and B.A. (Hons.) in Mass Communication, affiliated to Mahatma Gandhi Kashi Vidyapith, Varanasi are other highlights in the SMS cerebral firmament.

SMS, Varanasi has also established various centers in its diligent efforts to corroborate its academic excellence which have been recognized at different industrial and academic forums. It is worth mentioning that the reach of the Centre for Spiritualism & Human Enrichment (C-SHE and the Centre for Entrepreneurship Innovation and Skill Development (CEISD), is now truly global. SMS, Varanasi has also pioneered in establishing the 'Varanasi Management Association' which aims to crystallize the sublime management knowledge which has been flowing in Varanasi right from the start of time itself, and is the basis of the modern management thoughts. SMS, Varanasi with its modern infrastructure and multifaceted intellectual capital has trained more than 10,000 management & computer science students who have proved themselves as valuable resources across the corporate horizon.

**10000<sup>+</sup>  
ALUMNI** 



# DISCOVER A PATH TO YOUR FUTURE



## DIRECTOR'S MESSAGE



**Dear Sir / Madam,**

It is indeed a collegiate pleasure to invite the student community to the School of Management Sciences, Varanasi for the academic year 2019-20 to pursue post-graduation and under-graduation programmes in Management, Computer Sciences, Commerce and Mass Communication, and to equally post the stakeholders, via this small publication, with the ambrosial salience of this institution which has been one of the oldest in Uttar Pradesh and has been a pioneer in providing majority of these courses since 1995-96. Accredited by NAAC with 'A' Grade (CGPA 3.17) in the very first cycle, and equally maintaining a visible position in the high-profile bracket of 'Top 50 B-Schools in India', School of Management Sciences, Varanasi has certainly catapulted its already established credibility. Four bi-annual Journals – Management Insight, Purushartha, Computing Trendz, and SMS Journal of Entrepreneurship & Innovation, published by us, are being indexed in International Data-base, Scopus, Elsevier, apart from being listed in the UGC-approved List of journals. More sanguinely, SMS Varanasi is widely known for providing a context that enhances professionalism, humanism and social responsibility. Let me express my deep sense of gratitude towards the unwearied cooperation of our stakeholders in helping SMS develop ideally and taking quantum jumps one after another.

It goes without saying that any society is measured on the canon of its quality of manpower and institutes like SMS Varanasi has this onerous task of producing high quality manpower. We at SMS Varanasi offer high quality professional education and training aimed at inculcating knowledge, values and techniques to equip the students to deal with the growing complexities of business and organizational management and also prepare them to shoulder higher responsibilities to transform organizations and thereby lives of many people. You will appreciate that a gradually swelling momentum in the country's economic texture in the wake of India's recent eye-catching jump to 77th place on the World Bank's ranking of countries by Ease of Doing Business along with the recently declared World Bank's expectation of India's GDP to grow at 7.3% may be taken as a welcome trait for the growing corporate visibility. Keeping its role as an active corporate partner in progress, the academic leadership at SMS Varanasi has constantly remained proactive in revisiting both the text and context of the deliverables to ensure a better compatibility to the growing corporate requirements.

A remarkable blending of beautiful 'Green Campus', compounded with a dedicated team of competent faculty passionately nurtures the talents of our students in order to enable them to address to the plural needs and ethos of the corporate world effectively. This has been a major factor behind SMS always scripting a wonderful track of campus placements. However, the unwavering quest of SMS to redefine the canon of excellence is a continuous process, and we are hopeful of touching the apotheosis in this regard by the burgeoning reliance of our stakeholders and the incessant blessings of the Almighty.

**Wishing you all the best !**

Yours sincerely,

**P. N. Jha**

MBA, PGDAM, Ph. D.(Ad Mgmt), D. Litt.(Ad Mgmt)

**ACCREDITED BY NAAC WITH 'A' GRADE IN THE VERY FIRST CYCLE, AND EQUALLY MAINTAINING A VISIBLE POSITION IN THE HIGH-PROFILE BRACKET OF 'TOP 50 B-SCHOOLS IN INDIA', SCHOOL OF MANAGEMENT SCIENCES, VARANASI HAS CERTAINLY CATAPULTED ITS ALREADY ESTABLISHED CREDIBILITY.**

**TOGETHER  
WE SHAPE  
YOUR  
FUTURE**



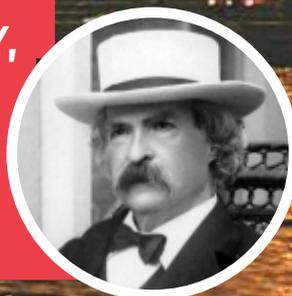
Shri Narendra Modi,  
Hon'ble Prime Minister of India

“ IN THIS LAND OF GANGA (VARANASI),  
THERE WAS EDUCATION OF CULTURE.  
BUT, MORE IMPORTANTLY, THERE WAS  
A CULTURE OF EDUCATION. ”



**BANARAS IS OLDER THAN HISTORY,  
OLDER THAN TRADITION OLDER  
EVEN THAN LEGEND, AND LOOKS  
TWICE AS OLD AS ALL OF THEM  
PUT TOGETHER.**

*- Mark Twain*



**V**aranasi, also called Kashi or Banaras, is actually the Land of Eternity between the rivers Varuna and Assi and has been acclaimed to be one of the noblest places in not only India, but the whole of the world.

Situated on the banks of the holy Ganga, where the pious river takes a crescent sweep towards the North, Varanasi rightly entails the spring of the outstanding human values, the climax in aesthetics, and the aristocracy of the rich Indian ethos. This City of Light has been the permanent home of Lord Vishwanath, who is believed to keep the holy city alive on his Trident even when the whole world may be doomed in the grip of so called 'pralaya'. That is why; this celestial place, decorated with temples and shrines of so many deities located in the vicinity of colourful ghats on the banks of Ganga, facilitates the gurus to gather their disciples, encourages yogis to practice their yogas and ascetics, and equally invites the hermits of various religions and sects for sermonizing their teachings.

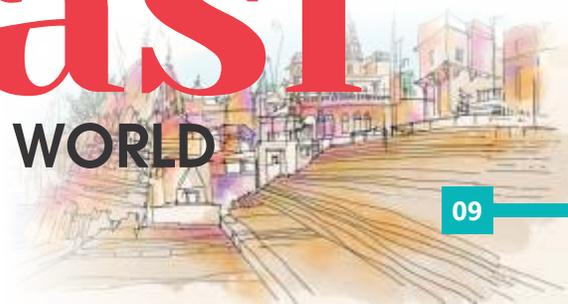
Varanasi has further been a confluence of the golden streams of thought of Hinduism, Buddhism, Jainism, Vaishnavism and Vedic philosophy since the times immemorial. Lord Buddha, the 'Awakened One', preferred Kashi for delivering his maiden sermons on the 'Eight-Fold Noble Path' and 'Dharmachakra' at Sarnath. Kabir too got his enlightenment on the steep stairs of the Ghats of Kashi and Tulsi created his monumental and epoch making contributions like Ramacharit Manas & Vinaya Patrika on the holy banks of Ganga. It is on account of the unique sanctity of this place that Pandit Madan Mohan Malaviya chose Banaras for establishing the well-known 'Banaras Hindu University' the singular seat of 'All Learning of the World'.

Such is the magnanimity of Varanasi, where the School of Management Sciences has been set up with the objective of training our young generation in a true cosmopolitan environment that could cater to the plural and versatile needs. Varanasi is certainly an attractive and thriving city to live and to study. With its sacred character and glorious heritage this holy city offers everything from the excitement of a big city to the eternal peace and tranquility.



# varanasi

THE OLDEST CITY OF THE WORLD





### UGC Recognised Institute

SMS, Varanasi is recognised under section 2(f) & 12(B) of UGC. SMS offers AICTE approved and university affiliated programmes."



### A Truly Global institute

SMS has signed MOUs with different universities in USA, Latin America, Europe & Asia with a student and faculty exchange programme



### A Top Indian Business School

SMS, Varanasi has been ranked amongst the **TOP 50 B-School** in the prestigious best B-School survey conducted by the leading business magazine, Business India.



### Shaping Careers and building Employability

SMS is committed to sharpen and develop the necessary employability skills of its students through its Employability Enhancement programme (EEP). SMS has an Excellent Placement Track record.



### World Class Teaching

Our renowned faculty are among the leading academic teacher in their fields and have real business experience



### Industry specific course content

The PGDM programme's academic content is developed every year in consultation with the experts from the corporate sector



### Strong Industry linkage

The Center for Corporate relations (CCR) at SMS works diligently to maintain healthy and cordial relations with the industry. This center is instrumental in organizing industrial interaction for the students of SMS in the form of Guest Lectures, Industrial visits. This center also assists the Training and Placement Cell of SMS



### High-Calibre International Cohort

Internationally acclaimed experts regularly visit SMS to share their wealth of knowledge and experience from a wide range of countries and cultures



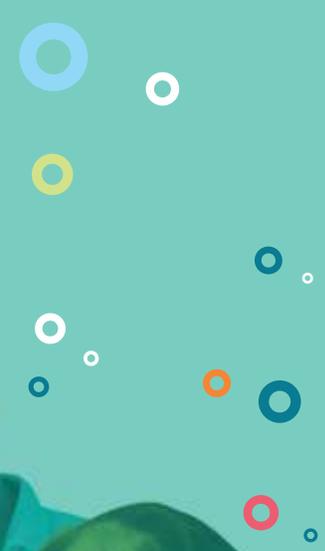
### Personal Supportive Learning

Learn with like minded peers who bring a wealth of knowledge and experience from a wide range of countries, cultures and commercial sectors



### Spiritual Growth

The Center for Spirituality and Human Enrichment (C-SHE) ensures exposure to the ethical and spiritual dimensions of work and life



## INSPIRING REASONS TO CHOOSE SMS



Very good institute. Students are very receptive, open to learn. Faculty and staff are very supportive.

**Dr. Subhasheesh Bhattacharya**

Professor & HOD  
Symbiosis Institute of International Business

Excellent campus and faculty. Response from students is excellent. SMS, has the capability to handhold the bright students and kindling their talent.

**S Roy Choudhury**

General Manager – Personnel & IR  
Berger Paints Indi Ltd.

I found faculty at SMS is dedicated to their profession and student's success. I also found faculty is innovative, entrepreneurial and creative. Students are intelligent and active, engaging in learning. I look forward to meeting faculty and students at SMS soon again.

**Dr. Frank Lin**

Co-Director- Center for Global Management, California State University, USA

Best infrastructure, best faculty members, best library, best placement, best system. My best wishes to SMS Varanasi.

**Prof. K K Agarwal**

Head – department of Commerce, Mahatma Gandhi Kashi Vidyapith, Varanasi

It's always a pleasure to come to Varanasi and visit SMS. The programmes are painstakingly organized and well run. Faculty and students are quiet enthusiastic and its quite an educative experience interacting with them.

**Dr. Azhar Kazmi**

Professor of Management – King Fahad University of Petroleum and Minerals, Saudi Arabia

I found SMS a really vibrant organization of Management Sciences. It's educative ethos will attain status of a university very soon.

**Prof. Harikesh Singh**

Vice Chancellor – Jai Prakash University, Chhapra, Bihar

Excellent infrastructure, highly motivated faculty and equally motivated students. I congratulate SMS for doing an excellent service to the society. Best wishes.

**E. Balagurusamy**

Former Vice Chancellor  
Anna University, Chennai

A management institute deeply committed to impart high value system to management graduates. Need of the day. I came for an extra ordinary conference here. I met the staff & visited the institute. What a marvelous surprise. I wish all the best in their endeavor.

**Dr. S.A. Dave**

Chairman, CMIE Mumbai, Former Chairman (SEBI & UTI)

SMS is providing new ways to integrate spirituality. We all need – compassion & right thinking to handle global economic crisis.

**Prof. Lois Oppenheim**

American Jewish University, Los Angeles, USA

It is very fascinating institution. I feel gracious to be with great illuminaries presenting & delivering their thoughts in the international conference organized by SMS to bring a change in humanity.

**Samani Charitra Prajn**

Vice Chancellor Jain Vishwa Bharti University, Rajasthan

I am highly honored to be a participant in this very significant international conference at SMS. Claflin University welcomes further partnerships including faculty & students. It has been a very spiritual & enlightening experience for me & my Claflin colleagues.

**Prof. Henry N. Tisdale**

President  
Claflin University

Thank you for your enthusiastic welcome.

**Dr. Harriet Nettles**

Educational Psychologist

I sincerely appreciate the commendable works being done by SMS in the field of management education. Keep it up & wish a grand success.

**Prof. G. N. Samten**

Vice-Chancellor, Central University of Tibetan Studies

It was a very rich experience for me to meet the students and faculty of SMS. I view SMS as a very fast growing B-School of North India.

**Prof. V N Giri**

Head- Department of Humanities and Social Sciences, IIT Kharagpur

SMS has an ecosystem conducive to high standards of education

**Prof. R K Khandal**

Vice Chancellor,  
Uttar Pradesh Technical University, Lucknow

SMS, Varanasi has been doing pioneering work in the area of spirituality. The city of Varanasi too adds an aura to the same. I enjoyed the hospitality of SMS and look forward to visiting again.

**Prof. M J Xavier**

Director -IIM, Ranchi

SMS is a first rate institution and I am impressed by the academics as I am by the campus. However, what distinguishes SMS from other institutes is its people. They are competent, professional and totally focused which is the hallmark of a great business school.

**Dr. Zia Hasan**

Vice President - Claflin University, USA

Super, Excellent institution, very inspiring. Keep it up. God Bless you with success, peace & prosperity.

**Swami Chidanand Saraswati**

Parmarth Niketan

Thank you to the organizers. The institution is unique in its focus and hope to come again.

**Prof. Paul Foster**

Hong Kong University

The topic chosen is today's need and I hope the students of this institute will come to real life and services, will certainly follow the path of intellectual honesty & integrity.

**Dr. M. Luqman Khan**

Vice-Chancellor, MAJ University

Very impressed with the organization & the speakers.

**Prof. Lotta Delve**

University of Borås, Sweden

Wonderful to observe the energy and thirst for learning at your institute. Thank you for the opportunity to share my views / thoughts. Best wishes for a bright future for your students, faculty, staff & institute.

**Prof. Atul Tandan**

Director – MICA

I am very much impressed with the infrastructure, the Director & Professors at this institute. I wish the very best for the institution.

**Prof. Subra Ganeshan**

Oakland University

SMS has been able to ignite young minds to integrate spirituality and ethics in concepts and methodology.

**Prof. Sunjoy Mukherjee**

IIM Shillong

"Excellent environment at SMS. Felt good about the campus visit after interacting with the students and the faculty."

**Mr. Rajesh Srivastava**

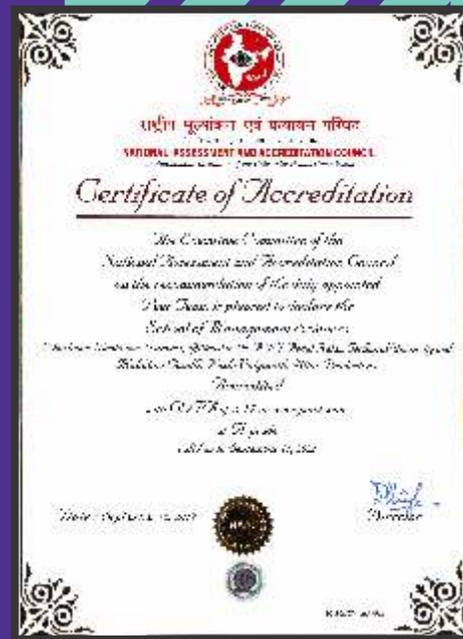
Head HR – British Paints, New Delhi

An oasis in this "desert". Well done SMS.

**Mahesh Bhatt**

Film Director and Producer

# AWARDS & ACCOLADES



An autonomous Institution of the University Grants Commission (UGC) in 2017 in the very first cycle of accreditation process with a CGPA score of 3.17 on a scale of 4. NAAC assessment which had a very wide canvas comprising seven criteria covering aspects like Curriculum, Teaching-learning and Evaluation, Research, Consultancy and Extension, Infrastructure and Learning Resources, Student support & progression, Governance, leadership & Management and Innovation & Best Practices.

The Institution scored well in almost all the above criteria. The three things which NAAC Team found the best was excellent physical infrastructure, committed faculty supported by well-disciplined and good academic ambience and the Green initiatives like 200kW solar power plant which meets major power requirement of the campus. Also, regular publication of 4 journals (all indexed internationally and present in the UGC list), well managed library (comprising of over 34 thousand books and 14 thousand titles and 115 journals in hard copy), high quality research paper publications by faculty, large number of extension activities undertaken and MoUs with 5 foreign Universities added to the high scoring of the Institution.

The NAAC Steering committee comprised of the Director Prof. P. N. Jha (the Chairperson), Dean R&D Prof. Alok Kumar (the Coordinator) and Registrar Mr. Sanjay Gupta (the Member).

## SCHOOL OF MANAGEMENT SCIENCES (SMS), Varanasi has been bestowed the coveted 'A' grade by the National Assessment & Accreditation Council (NAAC)

### Ranked amongst top 50 B-Schools

On the basis of consistent efforts in enrichment of academic input, international exposure to students, excellent summer training and final placement opportunities provided by SMS Varanasi to its students, the Institute has been ranked amongst the TOP 50 Business Schools in the Best B-Schools Survey conducted by the leading corporate journal Business India.

### U.P Brand Leadership Award

Shri Akhilesh Yadav Hon'ble Chief Minister, Government of U.P conferred Education Leadership Award 2016 to School of Management Sciences, presented by ABP News during the glittering ceremony held in Lucknow. The Award was conferred upon the institute for its overall performance and new initiatives in the areas such of Academics, Placements, Social Responsibility, industry-linked management institute etc.

### B School leadership Award

School of Management Sciences, Varanasi has been conferred with the "B-School Leadership Award" at 8th Innovation Education Awards ceremony organized by DNA & Stars of the Industry Group at Mumbai. SMS was conferred with this prestigious award for its effort to promote inclusive leadership and quality education. This global HRD event, which honors the excellence in organizational practices, saw a congregation of over 200 participants from over 55 countries.

### ASSOCHAM awards School of Management Sciences, Varanasi for being "The Best Institute in UP for Placement Efforts"

Associated Chambers of Commerce and Industry (ASSOCHAM) and the reputed educational magazine, The Education Post has recently awarded School of Management Sciences, Varanasi for being "The Best Institute in UP for Placement Efforts" at the event hosted at Ahmedabad. The award was

presented by the State Minister for Education for the State of Gujarat.

### Confederation Of Education Excellence (CEE) Award

SMS received the "Best Institute of UPTU" Award at the Confederation of Education Excellence (CEE) Awards. This Award was conferred to SMS in recognition of outstanding contribution towards Active Participation in Growth of Management Education in Uttar Pradesh.

### SMS Varanasi bags 2013 award on Quality Initiative Mission Educational Leadership in Management Education category.

In their endeavour to identify outstanding individuals and organizations promoting inclusive and quality education, School of Management Sciences (SMS), Varanasi was awarded for 'Quality Initiative Mission Educational Leadership Award for the year 2013' in the Management Education category. The award was presented recently



Prof. P N Jha receiving the award from Her Excellency, Her Excellency, the Governor of Jharkhand, Smt. Draupadi Murmu.



Shri S.K. Singh , Chairman -SMS Society Receiving Renowned Edupreneur Award



Prof. P N Jha, Director - SMS, Varanasi and Dr. M P Singh, Executive Secretary - SMS, Varanasi receiving the Best B - School Award (North)



ASSOCHAM awards SMS Varanasi for being the best Institute in U.P. for Placement Efforts



Bhutan PM conferred award to SMS Group CEO, Mr. Sharad Singh at the World HRD Congress Summit



Mr. Sharad Singh, CEO- SMS Group receiving the U.P Brand Leadership Award



Mr. Sharad Singh, CEO SMS Group, received the Innovation & Outstanding B-School Award by DNA & Stars of the Industry Group



Prof. P. N. Jha, Director - SMS, Varanasi receiving the best B-School Award at the 16th Business School Affaire & Dewang Mehta Business School Awards



SMS Varanasi bags 2013 award on Quality Initiative Mission Educational Leadership in Management Education category



Dr. M P Singh, Executive Secretary - SMS receiving the National Uttar Pradesh Education Award



Mr. Sharad Singh, CEO- SMS Group receiving the B School Leadership Award

### Dr. M. P. Singh- Executive Secretary, School of Management Sciences, Flicitated as Renowned Edupreneur (Education Entrepreneur)

Shri Narayan Sanskritik Chetna Nyass, Noida a social and philanthropic organization of Uttar Pradesh, known for its contribution to the society, conferred Dr. M. P. Singh, Executive Secretary, School of Management Sciences, the leading management and professional education institute with Edupreneur's Award for his exceptional service in the field of Higher Education and his contribution towards society by way of providing quality education and career opportunity to students and also providing excellent professionals to the industry.

### SMS Varanasi achieved Best B-School Award (North)

SMS, Varanasi has been awarded as the Best B-School in India (North) by ASSOCHAM, India for its consistent efforts for providing exemplary education in the field of Business Management. This award was presented to SMS, Varanasi at the "National Summit on Excellence in Education, Training & Development" held at Ranchi, Jharkhand. The summit was organised by ASSOCHAM in association with Department of Higher Technical Education & Skill Development, Govt. of Jharkhand. The award was received by Prof. P N Jha, Director - SMS, Varanasi and Dr. M P Singh, Executive Secretary - SMS, Varanasi.

in New Delhi by Shri Wajahat Habibullah, Chairperson, National Commission for Minorities, Govt. of India (Former Chief Information Commissioner, India) in the presence of Dr. Véronique Briquet-Laugier, a very renowned Life Science Scientist of France & Head, Science Department, French Embassy, India.

### Awards Bagged By SMS at the 12th World Human Resource Development Congress, Mumbai

- Innovations in Building Academic and Industry Interface
- Outstanding B-School in Marketing (North)
- Best B-School in Business School Leadership

### Awards Bagged by SMS at the 17th Asia Brand Summit, Mumbai

- Best Business School for Encouraging Innovations that lead to Better Development
- B-School Leadership Award
- Business School with Best Academic Input (Syllabus) in 'Marketing'

### Pride of Industry Award

SMS was honoured again, now with 'pride of industry' award at the release of the World Brand Congress Brochure and a book entitled "Building Pride" in a special function held at Delhi recently where corporate leaders from all over the world gathered. It is worth mentioning that

several crème de la crème Institutions including the IIMs participated and won in several of the award categories.

### SMS Receives National Uttar Pradesh Education Award

National Uttar Pradesh Education Award was awarded to SMS at the U.P Technical Education Summit 2014 held at Taj Vivanta, Lucknow. The awards were conferred by Hon'ble Shri Shiv Kant Ojha, Minister of Technical Education & Hon'ble Shri Abhishek Mishra, MoS for Vocational Education and Skill Development, Govt of Uttar Pradesh in the presence of Dr R.K. Khandal, Vice Chancellor, U.P.T.U and galaxy of luminaries from academics and industry.

These Awards are a testimony to the continued commitment of the School of Management Sciences towards encouraging all round development of the students with holistic packages beyond the course curriculum.

### SMS Varanasi conferred with 'ASSOCHAM National Leadership Excellence Award in Higher Education (North)

SMS Varanasi has been honoured with the prestigious 'ASSOCHAM National Leadership Excellence Award in Higher Education (North)-2018. The award was given by Her Excellency, the Governor of Jharkhand, Smt. Draupadi murmu to Prof. P. N. Jha Director-SMS Varanasi.



## INSPIRING SUPPORTS

"From being stumped by statistics, to coping with coursework, to career advice, there is support available everywhere."



# DREAMS DON'T WORK UNLESS YOU DO !!

## INSPIRING CAMPUS

"As soon as I stepped on the campus, I knew it was where I would enjoy my institute experience the most."



## INSPIRING TEACHING

"I have met some of the most inspiring and helpful staff who have pushed me beyond what I thought were my limitations."



## INSPIRING FACILITIES

"In terms of facilities available, this is unquestionably the best university for sport and student life."



## INSPIRING EMPLOYABILITY

"my placement year was great for my personal development and helped secure a graduate position at Amul."

# LEARNING OUTCOMES



## LEARNING OUTCOMES

The following learning outcomes are generally expected from SMS Varanasi students on completion of their respective courses:

- Knowledge and curiosity to learn more in their respective academic domains,
- Employability skills
- Positive attitude
- Rational thinking and decision making capabilities
- Skills of team management and leadership
- Ethical and moral values
- ICT – skills
- Sensitivity towards humanity, society, and environment
- Traits of a responsible citizen of the nation



## Prioritized Areas of Research & Consultancy

### MANAGEMENT

- Ethics & Values in Management
- Marketing Communications
- Marketing & Sales
- Entrepreneurship
- Leadership, and
- Indian Ethos for Management

### COMPUTER SCIENCE

- Multi-Agent Systems
- Data Mining and Data Warehousing
- Distributed Software
- Software Engineering



# ACADEMIC



## POST GRADUATE DIPLOMA IN MANAGEMENT (PGDM)

Approved by AICTE, Ministry of HRD, Govt. of India

**Year of Inception :** 1995  
**Intake :** 120  
**Duration :** 2 Year Full Time

### Eligibility :

The programme is designed for those who have completed their Recognized Bachelor's Degree of minimum 3 years duration.

### Admission Procedure:

The admission procedure for the PGDM programme is as follows :

- Tier 1 :** Screening Candidates who qualify in the CAT/XAT/MAT/CMAT with scores meeting SMS standards
- Tier 2 :** Group Discussions and Personal Interview.

## MASTER OF COMPUTER APPLICATIONS (MCA)

Approved by AICTE, Ministry of HRD, Govt. of India and affiliated to Dr. A.P.J Abdul Kalam University, Lucknow

**Year of Inception :** 2013  
**Intake :** 60  
**Duration :** 3 year Full Time

### Eligibility:

he programme is designed for those candidates who have completed there Recognized Graduation Degree of minimum 3 years duration with Mathematics as a subject either at 10+2 level or at Graduate level. The candidates should have obtained at least 50% (45% for reserved category candidate) marks in the qualifying Examination.

### Admission Procedure:

The admission is done through the State Entrance Examination conducted by the Dr. A.P.J Abdul Kalam Technical University, Lucknow.



## MASTER OF BUSINESS ADMINISTRATION (MBA)

Approved by the AICTE, Ministry of HRD, Govt. of India and affiliated to Dr. A.P.J. Abdul Kalam Technical University, Lucknow.

**Year of Inception :** 2013  
**Intake :** 120  
**Duration :** 2 Year Full Time

### Eligibility:

The programme is designed for those who have completed their Recognized Bachelor's Degree of minimum 3 years duration .The candidates should have obtained at least 50% (45% for reserved category candidate) marks in the qualifying Examination.

### Admission Procedure:

The admission is done through the State Entrance Examination conducted by the Dr. A.P.J. Abdul Kalam Technical University, Lucknow.

# PROGRAMMES @SMS



## MASTER OF COMMERCE (M.Com.)

Affiliated to Mahatma Gandhi Kashi Vidyapith, Varanasi

**Year of Inception :** 2018  
**Intake :** 60  
**Duration :** 2 years Full Time

### Eligibility:

The programme is designed for those candidates who have completed B.Com/B.Com (Hon's) degree of minimum 3 years duration from a recognized University.

### Admission Procedure :

The admission is done through the SMS Online Entrance Test followed by Personal Interview.

## BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Affiliated to Mahatma Gandhi Kashi Vidyapith, Varanasi

**Year of Inception :** 1997  
**Intake :** 180  
**Duration :** 3 Year Full Time

### Eligibility:

All those students who have completed 10+2 in any discipline are eligible for BBA programme. Candidates appearing in their final examination of 10+2 can also apply. Such students will have to provide their passing out marksheets, at the time of final selection.

### Admission Procedure:

The admission is done through the SMS Online Entrance Test.

## B.A. (Hons.) Mass Communication

Affiliated to Mahatma Gandhi Kashi Vidyapith, Varanasi

**Year of Inception :** 2017  
**Intake :** 60  
**Duration :** 3 years Full Time

### Eligibility:

All those students who have completed 10+2 are eligible to apply for BA (Hons.)- Mass Communication programme. Candidates appearing in their final examination of 10+2 can also apply. Such students will have to provide their passing out marksheets, at the time of final selection.

### Admission Procedure:

The admission is done through the SMS Online Entrance Test.



## BACHELOR OF COMMERCE (B.COM)

Affiliated to Mahatma Gandhi Kashi Vidyapith, Varanasi

**Year of Inception :** 2014  
**Intake :** 240  
**Duration :** 3 years Full Time

### Eligibility:

All those students who have completed 10+2 with either Commerce or Economics or Mathematics as a subject are eligible to apply for B.Com programme. Candidates appearing in their final examination of 10+2 can also apply. Such students will have to provide their passing out marksheets, at the time of final selection.

### Admission Procedure:

The admission is done through the SMS Online Entrance Test.

## BACHELOR OF COMPUTER APPLICATIONS (BCA)

Affiliated to Mahatma Gandhi Kashi Vidyapith, Varanasi

**Year of Inception :** 1998  
**Intake :** 180  
**Duration :** 3 Year Full Time

### Eligibility:

All those students who have completed 10+2 with Mathematics as a subject are eligible for BCA programme. Candidates appearing in their final examination of 10+2 can also apply. Such students will have to provide their passing out marksheets, at the time of final selection.

### Admission Procedure:

The admission is done through the SMS Online Entrance Test.

THE PGDM PROGRAMME COMPRISES OF FOUR SEMESTERS WHICH FOLLOW A CHOICE BASED CREDIT SYSTEM. THE FIRST TWO SEMESTERS PRIMARILY FOCUS ON COMPULSORY COURSES COVERING FOUNDATION AND VARIOUS FUNCTIONAL AREAS OF MANAGEMENT. SEMESTERS THIRD AND FOURTH INCLUDE INTEGRATIVE COURSES IN MANAGEMENT AND ELECTIVES FROM VARIOUS AREAS OF SPECIALIZATION. THE STUDENT UNDERTAKES SUMMER PROJECT STUDY DURING THE VACATION PERIOD BETWEEN THE 2ND AND 3RD SEMESTERS.



**PGDM**

**ACADEMIC ASSESSMENT**

**SUMMER INTERNSHIP**

**ATTENDANCE**

**AWARD OF  
POST GRADUATE DIPLOMA**

THE PGDM PROGRAMME IS AIMED AT PREPARING DYNAMIC MANAGERS EQUIPPED WITH UNDERSTANDING OF THE CROSS-CULTURAL DIMENSIONS OF BUSINESS AND SKILLS FOR HANDLING A BUSINESS.



**think  
act  
change  
lead**

## ACADEMIC APPRAISAL OF PGDM PROGRAMME

### ACADEMIC ASSESSMENT



Assessment in the programme is of an ongoing and continuous nature. It emphasises development of personal and professional competence as well as gaining of business knowledge and skills. Students therefore, need to perform consistently at high academic levels. They are expected to work under considerable pressure, as the programmes are highly demanding in both their requirement of time and quality of output. Through the Performance Appraisal system of the Institute, it is ensured that the students will be capable of performing with a very high level of efficiency and cater suitably to the needs of industry. The evaluation system ensures that students develop an aptitude for working in challenging conditions. This holistic evaluation system enables the students to monitor their performance through their participation in a variety of learning activities such as class participation, case presentations, assignments, quizzes, term papers, mid-term and end-term examinations and general conduct and behaviour in the course of their stay at the Institute.

### SUMMER INTERNSHIP



Students are required to take summer internship for two months in reputed companies' pan India after completion of the 1st year of the PGDM programme. The objective is to transfer the skills and theory learned in the first year into the real world of the corporate sector. Summer internships offer the important opportunity to work closely with professionals, experience responsibility in the real world scenario and to develop knowledge, competencies, and experience related directly to a student's career goals.

### OPEN DEFENCE

A paper, Open Defence, is to be pursued preferably before the commencement of the end-semester examinations conducted by the panel of examiners.

Open Defence would consist of a student replying to questions raised by various members covering the content of various papers/subjects already taught during the semester under reference.

### COURSE OF INDEPENDENT STUDIES

The Course of Independent Study gives the PGDM students the freedom to go beyond the syllabus and explore a topic of their interest in depth. This study makes an independent contribution to the field. It allows the students to demonstrate their ability to be self directed and uninstructed. They have the freedom to define not just the topic of their study, but form of the final output and the parameters for evaluation, along with their faculty mentor. While the domains may differ, each independent study demands the same degree of rigor in conceptualizing and execution. This opens up possibilities for the students to be creative.

### COMPREHENSIVE VIVA -VOCE

The Comprehensive Viva -Voce shall be conducted after the completion of fourth-semester theory examinations. An external examiner along with an internal examiner shall jointly conduct the Viva -Voce of the examinees, covering the entire PGDM course.

### ATTENDANCE

Attendance in all academic and institutional activities is compulsory. Those students who fail to meet attendance requirement of 75% in a course will not be eligible to appear in the end semester examinations.

### AWARD OF POST GRADUATE DIPLOMA

Those who successfully complete the two-year full-time programme are awarded the Post Graduate Diploma in Management. The Post Graduate Diploma in Management is approved by the All India Council for Technical Education (AICTE), Ministry of HRD, Government of India.

# TEACHING PEDAGOGY



**CLASS ROOM SESSIONS**

**SITUATIONAL EXERCISES**

**CASE ANALYSIS**

**ROLE PLAYS**

**SIMULATION EXERCISES**

**MANAGEMENT GAMES**

**GROUP DISCUSSIONS**

**WORKSHOPS & GUEST LECTURES**

**RESEARCH PROJECTS**

**SEMINARS AND CONFERENCES**

**PAPER PRESENTATIONS**

**LIVE PROJECTS**

**PANEL DISCUSSIONS**

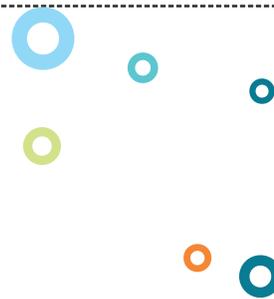
**MARKET SURVEYS**

**MODEL PRESENTATIONS**



*In order to impart to the students the best possible knowledge; the classroom sessions at School of Management Sciences, Varanasi are augmented through exercises, project studies, role plays, case studies, simulation games, brainstorming sessions, software applications, presentations etc. Through these methods, we endeavour to generate and encourage creative and innovative thinking in our students. SMS, Varanasi pursues a holistic approach to the teaching learning paradigm that incorporates innovative learning methods for making the internalization exercise of the students highly lucid, interactive and purposeful.*

# VALUE ADDED PROGRAMMES



## Business Analytics

The demand for trained analytics professionals has witnessed a massive growth in recent years. A career in Analytics requires knowledge and skills from an extremely diverse set of fields viz. mathematics, statistics, economics, econometrics, IT, marketing, finance, HR, domain knowledge and of course a set of software tools. Considering the huge demand of this specialized field of study, SMS, Varanasi has taken a stride and designed a course to provide the PGDM students with a comprehensive understanding of the concepts of Business Analytics – the data, the approach, the technology and its day-to-day business decision applications. This specialized programme is a combination of classroom and technology aided learning platform including specialized workshops which embraces the advanced statistical and financial analysis using 'R Programming' & 'MS Excel'.

### MODULE OF BUSINESS ANALYTICS

- Introduction to Data Science & Business Analytics
- Data Analysis Using MS-Excel
- R Environment and Handling with Data
- Data Manipulation & Visualization
- Basic Statistics (Exploratory Analysis)

## FOREIGN LANGUAGE TRAINING

In an increasingly connected world, foreign language proficiency is more important than ever and we at SMS, Varanasi are determined to equip our future managers to take on every possible challenge. Center for foreign languages at the institute endeavours in exposing students to the foreign languages and culture. The courses are designed to enhance the basic skills in reading, writing and speaking foreign languages with a friendly hand towards an almost effortless Journey towards success.

## Language Lab

The language lab is very useful for enabling students to develop their communicative competencies, to hone their soft skills and to equip them with employability skills and thereby enhance their prospects of placements. The electronic devices used in the laboratory stimulate the eyes and ears of the learner to acquire the language quickly and easily. The laboratory's collection is designed to assist learners in the acquisition and maintenance of aural comprehension, oral and written proficiency, and cultural awareness. The language laboratory offers broadcasting, television programmes, web-assisted materials and videotaped off-air recordings in the target language. In short, a student can get the experience of having interaction with native speakers through the laboratory.

## Behavioural Dynamics Lab

Behavioural Dynamics Lab strives to provide better mental health and improved interpersonal relations among students particularly to those who seek counselling regarding their behavioural adjustment, sleep and concentration problems on regular basis. The lab provides Psycho Diagnostic Assessment, Mental Health Care and Stress Management Services to students who are vulnerable to pressure and other environmental stresses in this fast changing modern competitive life. At present Psychological tests like Occupational stress Index, Emotional Intelligence Test, Thematic Apperception Test, Academic Stress Questionnaire, Mobile Phone Addiction Scale, Peer Pressure Scale, Emotional Quotient and perceived employability Scale are available. Therapeutic Facilities like Psychological counseling and Bio Feedback Therapy are also there at students' disposal.



# EMPLOYABILITY ENHANCEMENT PROGRAMME

The Employability Enhancement programme (EEP) is the corner stone when we talk about the training and placements at SMS, Varanasi. The main objective of this programme is to train the students for clearing the process of Aptitude Tests, Group Discussion Rounds and Personal interviews conducted by the various corporate entities who visit the campus for recruiting students. This programme follows a very rigorous schedule spread across the academic calendar.



SMS, Varanasi conducts regular workshops for personality development and communication skills improvement for its students by inviting soft skill professionals from all over India. Other activities conducted under this programme include Team Building Tasks, Public Speaking and Stage Fear Exercises. Inputs & feedback to the students on basis of their performances in various activities are provided on an individual basis. SMS, Varanasi has also developed a separate module for conducting Online Mock Numerical, Verbal Reasoning and Clerical Aptitude Tests.



Workshop on Personality Development



Public Speaking Training



Group Discussion Training



Personal Interview Training



Workshop on Personality Training & Assessment



Team Building Exercises



Indigenously developed Mock Online Test series



Team Building Exercises

PERSONALITY DEVELOPMENT

SOFT SKILL DEVELOPMENT

GROUP DISCUSSION

TRAINING SESSIONS

APTITUDE TEST SERIES

PSYCHOMETRIC TEST SERIES

PERSONAL INTERVIEW TRAINING SESSIONS

EVALUATION FROM INDUSTRY EXPERTS

PRE PLACEMENT COMPANY AND INDUSTRY BRIEFINGS

# INTERNATIONAL ACADEMIC ALLIANCES

For developing true global leaders and managers SMS, Varanasi has forged academic alliances with the following institutions in USA, Latin America, Europe and Asia:



UNESP (UNIVERSIDADE ESTADUAL PAULISTA), BRAZIL



CLAFLIN UNIVERSITY, SOUTH CAROLINA, USA



EMPORIA STATE UNIVERSITY, USA



SZENT ISTVAN UNIVERSITY, GODOLO, HUNGARY



CALIFORNIA STATE UNIVERSITY, SAN BERNARDINO, (CSUSB) USA



KAROLAY ROBERT COLLEGE (KRF), GYONGYOS, HUNGARY



Delegates from California State University, USA with the PGDM students



Delegates from California State University, USA interacting with the PGDM students



SMS student's visit to Clafin University, USA



Delegates from California State University, USA at SMS Varanasi



Prof. Vipin Gupta & Dr. Frank Lin from California State University, USA conducting FDP at SMS Varanasi



Students from University of Singapore at SMS



Students from Grand Valley State University, USA at SMS

SMS has signed specific MOUs with these institutions for exchange programmes meant for faculty and students on a regular basis, for conducting joint research work and for conducting training & capacity building exercises to provide holistic solutions for surmounting global management problems. SMS is also in process of finalizing few more such tie-ups of the higher order with top academic institutions around the world to make the students and faculty at par with global standards.

# INTERNATIONAL EXPOSURE



## FREE INTERNATIONAL TOUR

To acquaint the business management students with the global business scenario, product offerings and consumer behavior in international markets, SMS Varanasi has incorporated in its curriculum a trip to a foreign country. This facility is exclusively for the PGDM programme.



## INTERNATIONAL TOURS





SMS students at the printing press of Amar Ujala Newspaper



SMS students visit Doordarshan Kendra



SMS students visit NBC



SMS Students visit to Hindalco



SMS students visit HCL



SMS students visit BOSCH



SMS students Excursion Tour



SMS students Excursion Tour



SMS students visit Parle Products



SMS students Excursion Tour

**TOGETHER  
WE CREATE  
YOUR  
FUTURE**

To provide on the job experiences along with a feel of joy and perpetuity various industrial visits of our student managers are organized from time to time in various reputed companies in India.

Some of the company names are Bajaj Auto Ltd., BOSCH, ACME Tele Power, Hewlett Packard, Jawahar Lal Nehru Port Trust, Coca Cola, Avon Cycles, Ralson Tyres, Arti Steel, Vardhman Industries, Duke, Parle, Dabur India Ltd., Kirolaskar, Hindalco Industries Ltd and Titan Industries Ltd.

**Domestic  
INDUSTRIAL  
TOURS**



# PGDM

# PGDM COURSE PROFILE

## SEMESTER - 1

- Management Principles & Practices
- Marketing Management
- Research Methodology
- Managerial Economics
- Business Statistics
- Accounting & Financial Analysis
- Business Communication
- EEP – 1
- Open Defence – 1

## SEMESTER - 3

- Entrepreneurship & Incubation
- Banking & Financial Services
- Business Analytics
- Core Specialization – I
- Core Specialization – II
- Open Specialization – I
- Open Specialization – II
- Summer Training Project
- EEP - 3
- Open Defence - 3

### CIS\* – II (Choose Any One)

- Corporate Governance & CSR
- Customer Relationship Management
- Project Appraisal & Financing
- International Marketing

## SEMESTER - 2

- Macro-economics
- Supply Chain & Logistics Management
- Human Resource Management
- Financial Management
- Operations Management & Research
- Organizational Behaviour
- Field Survey Project
- EEP – 2
- Open Defence – 2

### CIS\* – I (Choose Any One)

- Rural Marketing
- Business & Sustainable Development
- WTO & International Trade
- Cross Cultural Management

## SEMESTER - 4

- Leadership by Indian Ethos
- Retail Management
- International Business Management
- Strategic Management
- Core Specialization – III
- Open Specialization – III
- Dissertation
- Comprehensive Viva-Voce

\*Courses of Independent Studies

SMS Varanasi offer Dual specialization in the PGDM Programme

## SPECIALIZATION GROUPS

### MARKETING

- Advertising & Consumer Behaviour
- Sales Management
- Services & Digital Marketing

### FINANCE

- Security Analysis & Portfolio Management
- Taxation & Tax Management
- Risk Management & Derivatives

### HRM

- Compensation & Reward Management
- Organizational Development & Management of Change
- Human Resource Development

DISCOVER  
A BRIGHT  
FUTURE

## OTHER COURSES

MBA	As announced by Dr. A.P.J. Abdul Kalam Technical University, Lucknow link: <a href="http://uptu.ac.in/academics/syllabi.htm">uptu.ac.in/academics/syllabi.htm</a>
MCA	As announced by Dr. A.P.J. Abdul Kalam Technical University, Lucknow link: <a href="http://uptu.ac.in/academics/syllabi.htm">uptu.ac.in/academics/syllabi.htm</a>
M.COM	As announced by Mahatma Gandhi Kashi Vidyapith link: <a href="http://mgkvp.ac.in/syllabi.htm">mgkvp.ac.in/syllabi.htm</a>
BBA, BCA, B.Com & B.A (Hons.) Mass Communications	As announced by Mahatma Gandhi Kashi Vidyapith link: <a href="http://mgkvp.ac.in/syllabi.htm">mgkvp.ac.in/syllabi.htm</a>

# SCHOLARSHIP SCHEMES

## FOR NEW ENTRANTS:

### Dr. Sarvepalli Radhakrishnan Scholarship for New Admissions in PGDM Course.

The quantum of such scholarships would be distributed as per the details given below:

#### Percentile obtained in CAT/XAT/MAT/CMAT

- 60 to less than 70
- 70 and above

#### Slab of Scholarship applicable in PGDM Course

- 15% of First Year Fee
- 20% of First Year Fee

### Merit Scholarship for New Admissions in PGDM Course.

The quantum of above scholarships would be distributed as per the details given below:

#### Percentage obtained in Graduation (any discipline)

- 70% and above
- Throughout 60% and above (Xth, XIIth & Graduation)

#### Slab of Scholarship applicable in PGDM Course

- 15% of First Year Fee
- 25% of First Year Fee

### Babu Nageshwar Singh Scholarship for Post Graduate Studies.

The scheme will be applicable to the undergraduate students (BBA, BCA, B.Com & B.Tech. Programmes) of SMS for pursuing Post-Graduate Courses at School of Management Sciences, Varanasi.

### Merit Scholarship for New Admissions in BBA / BCA / B. Com./ B.A.(Hons) Mass Com. This scheme will be applicable for New Admission in BBA, BCA, B.A.(Hons) Mass Com. and B.Com. Courses.

#### Overall percentage of marks attained by student in class XIIth

- 70% to Less than 85%
- 85% and above

#### Slab of merit scholarship

- 10% of First Year Fee
- 15% of First Year Fee

### SMART Scholarship for New Admissions in BBA / BCA / B. Com./ B.A.(Hons) Mass Com. This scheme will be applicable for New Admission in BBA, BCA, B.A (Hons.) Mass Com. and B.Com. Courses.

#### Percentage of marks attained by student in SMART

- 60% and above

#### Slab of SMART scholarship

- 10% of First Year Fee

Note : \*Students are eligible to opt any one of the above Scholarship Schemes.

## FOR EXISTING STUDENTS:

**Prof. MukundLal Scholarship (for Semester Toppers) :** SMS have system of providing adequate scholarships towards toppers of each semester of various Graduate and Post-Graduate Programmes: PGDM, MBA, MCA, M.Com., BBA, BCA & B.Com. & B.A.(Hons) Mass Com.

**Smt. Virendra Kumari Memorial Gold Medal (for University Toppers) -** This prestigious award is bestowed upon the toppers of the various University run courses at SMS, Varanasi.

#### (A) Overall Percentage of Marks attained by Student in BBA/BCA/B.Com/B.Tech. Courses at SMS

- 60% to less than 70%
- 70% and above

#### Slab of Merit Scholarship applicable in PGDM Course run at SMS

- 15% of First Year Fee
- 20% of First Year Fee

#### (B) Overall Percentage of Marks attained by Student in BBA/BCA/B.Com/B.Tech. Courses at SMS

- 60% and above

#### Slab of Merit Scholarship applicable in MBA/MCA /M.Com. Courses run at SMS

- 10% of First Year Fee

# RESEARCH & PUBLICATIONS

SMS Varanasi has numerous achievements to its credit in fulfilling the objectives for which it was established. With the motto that 'where there is no zeal for research, there is no zest in teaching'; it took steps to encourage independent research on different facets of Business Management, Information Technology, Entrepreneurship & Skill Development as well as Ancient Indian Knowledge & Spiritualism and their integration with the modern day work settings. SMS Varanasi publishes four Journals exclusively dedicated to the aforesaid purpose. These journals are published with DOI and are also published online at myresearchjournals.com.

- **Management Insight**  
(ISSN: 0973-936X, E-ISSN :2456-0936) since 2004.
- **Purushartha**  
(ISSN: 0975-024X, E-ISSN :2456-1371) since 2008.
- **Computing Trendz**  
(ISSN: 2230-9152, E-ISSN: 2456-138X) since 2011.
- **SMS Journal of Entrepreneurship & Innovation**  
(ISSN: 2349-7920) since 2014.



## Indexing of SMS Journals

- CROSSREF
- Ulrich's
- PKP
- Open Archives
- Google Scholar
- J-Gate
- SCOPUS (Elsevier)



The two journals of SMS, Varanasi "Management Insight" and "Purushartha" have been accepted for hosting on the OJAS (Open Journal Access System) platform of 'Information & Library Network (INFLIBNET)' Centre, of University Grants Commission (UGC) which is a great achievement in terms of the intellectual capital of the Institution. Additionally the SMS journals are listed in the UGC list of approved journals.

Apart from the above Journals School of Management Sciences publishes its own Newsletter and has published numerous books:

- **Leadership**
- **Taxonomy of Database Management System**
- **Changing perspective of Business Excellence**
- **Emerging Trends in Management and Information Technology**
- **Economics For Managerial Decisions**
- **Essentials of Leadership: Ethics and Spirituality**
- **Logistics Management**
- **Management Discussion & Analysis Reporting in India**



# INSPIRING INFRASTRUCTURE



## **Campus Area**

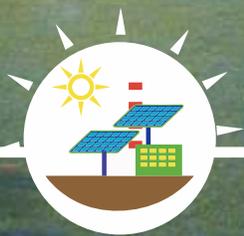
SMS, Varanasi holds a big lush-green campus spreading over an area of 10 acres with built-up area of more than 1.25 lacs sq. ft. It is located on Delhi-Kolkata Golden Quadrangle Super Express Highway.

## **Architectural Philosophy**

The campus of SMS, Varanasi has been designed with the concept of "DESIGN WITH NATURE" which is a blend of local tradition & values with the modern city planning methods. This concept accommodates the whole meaning of the living environment, which emerges from the natural elements of the place, and the underlying processes which shape the campus life. The design ensures a secured institution, permits staff to be deployed efficiently, supports desirable group sizes, staves off the debilitating effects of limiting inmate activity, and avoids obtrusive surveillance that contributes to a dehumanizing environment.



**SMS**  
**SCHOOL OF**  
**MANAGEMENT**  
**SCIENCES**



**GREEN CAMPUS - 200 KWp SOLAR POWER PLANT**

Environment and ecology are a part of the culture and ethos of SMS, Varanasi. SMS believes that all action on climate change must be concerted, structured and sustainable. It must target the rising carbon emissions and work towards the dual objective of reducing the greenhouse gases being spewed into the atmosphere and reviving nature's ability to heal itself. Solar power facilities reduce the environmental impacts of combustion used in fossil fuel power generation, such as impacts from greenhouse gases and other air pollution emissions. SMS, Varanasi procures its total electricity supply of the campus through a 200 KWp Grid Tied Solar Power Plant.

**400**  
SMART  
TERMINALS

**8**  
COMPUTER  
LABS

**12**  
MBPS  
INTERNET  
CONNECTION

**Wi-Fi**  
ENABLED  
CAMPUS

**I.T.**  
**INFRASTRUCTURE**

THE I.T. INFRASTRUCTURE AT SMS VARANASI COMPRISES OF FULLY AIR-CONDITIONED 8 COMPUTER LABS EQUIPPED WITH LATEST GENERATION OF ALL RELEVANT COMPUTER & ELECTRONIC GADGETRY ADVANCEMENTS. THE COMPUTER CENTER HAS 400 SMART TERMINALS TO WORK AS STANDALONE AND ALSO ON LAN ENVIRONMENT.

THE INSTITUTE HAS UNLIMITED INTERNET ACCESS THROUGH 12 MBPS INTERNET CONNECTION. SMS HAS AN AUTHENTIC RANGE OF SOFTWARES DUE TO ITS AGREEMENT WITH THE RENOWNED I.T. COMPANY MICROSOFT. THE ENTIRE CAMPUS OF SMS VARANASI IS WI-FI ENABLED, ALLOWING THE STUDENT HI-SPEED INTERNET ACCESS.

## **iCampus**

This e-system has been developed specially for the students and faculty members of SMS. This system enables the access of important notices and alerts issued by various departments of the institute like library, training and placement cell, Knowledge Management Center etc. This system also enables the students to receive study materials, assignments and the question bank for different courses. I campus allows the students to view their respective attendance through their login. A mobile application of I-campus can also be downloaded by the students for accessing this e-system on their android enabled devices.





CAMPUS  
AGREEMENT  
WITH  
MICROSOFT

INFORMATION  
KIOSKS

GIGABYTE  
NETWORK

NPTEL  
CERTIFICATION  
COURSE



**SMS Varanasi** (Android App)

SMS Varanasi (Android App) is official Android Application of SMS, Varanasi available on Google Play. This application provides real time Information related to In-Campus Notifications, Alerts, Course programs, Facilities, Placement, Admissions, Events and etc.

**34500 +**  
BOOKS

**14000 +**  
TITLES

**30 +**  
NEWS  
PAPERS

**130 +**  
MAGAZINES

## LIBRARY & DOCUMENTATION CENTER

A rich library and documentation center accommodating more than 100 students at a time, providing equitable access to excellent library and information services, resources and facilities to the participants of various programmes, faculty and also the wider community to enable them to become lifelong learners.

This fully computerized center comprises of an excellent collection of around 34500 books, 14000 titles, subscription of more than 100 national and international journals, 130 magazines, 30 newspapers along with a wide range of digital material in the form of CDs and DVDs on different functional areas of Management and Computer Science. The library of SMS has an Institutional membership of DELNET including ILL facility and various other online journal search engines. The library is equipped with all kinds of reprographic facilities and maintains a separate reference section.

### **Digital Harbour**

The Digital Harbour is a special section of the SMS library which is a type of information retrieval system. The Digital Harbour comprises of a collection of academic materials in the form of e-journals, e-books, lecture videos and a vast collection of digital books covering different aspects of business administration, commerce, computer science and various other subjects like career, ethics etc.





**650 +**  
ANNUALS &  
YEAR BOOKS

**100 +**  
NATIONAL &  
INTERNATIONAL  
JOURNALS

**600 +**  
E -JOURNALS

**2000 +**  
DIGITAL BOOKS  
AND MAGAZINES

**10000 +**  
E BOOKS



FACILITIES

# FEEL LIKE A HOME

THE ATMOSPHERE HERE IS SO ALIVE, FACILITIES ARE EXCELLENT, IT MAKES STUDYING FEEL LIKE A HOME

AWESOME MEDIA LAB



### Conference Hall

The Institute's Conference Hall, with a seating capacity of 100, is fully air conditioned and equipped with all modern amenities. It is extensively used for Management Development Programmes, Workshops, Conferences and other such events. SMS is endowed with one of the best Conferencing facilities comparable to any of the top B-Schools in the country. The Conference Room is acoustically designed and aesthetically decorated. It is fitted with all the modern audiovisual gadgets which include LCD Projectors, Computers, DVD Systems and CD Players along with Video Conferencing Facilities.

### Class Rooms

Centralized Air conditioned P.G. Academic Block with modern multimedia facilities for providing opportune ambience to students for brainstorming sessions, interactive and innovative thought processes.

### Hostels

SMS, Varanasi provides comfortable and well-furnished hostel accommodation both for boys and girl students separately. Facilities for indoor & outdoor games and recreation are also available in the hostel premises, besides the Library and Reading room facilities. The comfort level in the hostel rooms is comparable with the best institutes in the country.



### Cafeteria

The Institute has a separate Cafeteria, providing quality snacks and food items. The Cafeteria possesses a total seating capacity of around 200 at a time. Self-vending machines have also been installed to cater to the needs of the students and the staff members.

### Auditorium

The Institute has a big Auditorium, with a seating capacity of 500. It is used for the large-scale National and International Seminars and Symposia. It encompasses all the electronic equipments and other training aids essential for the high-profiled academic, business and cultural events.

### Sports Room

A dedicated area for different kinds of indoor sports and outdoor sports equipments for developing sportsman spirit and team spirit which play an indispensable part in any walk of life be it academics or corporate.

### Gymnasium

"A Healthy mind resides in a Healthy Body ", complying with the saying, a professionally managed environment is created for the students. Both Physical and Mental Health play an important role for the well being of an Individual. In tune with the objective of all round development of the students, the campus is equipped with an in-house gymnasium.

### Media Lab

Specially designed for the students of Mass Communication, this lab has fully furnished recording studio for news reading and interviews, State of the art editing and mixing center using ADOBE Premier Pro and a Print Media Desk.



**RAINBOW**  
(Social Welfare Club)

Social welfare is concerned with the well-being of entire community. It is not an individual work; it is an organized effort which is intended to advance the social conditions of a community, and especially of the disadvantaged, by providing psychological counseling, guidance, and assistance, especially in the form of social services. This club provides the opportunity to the students to participate in the social cause of the society and be a responsible citizen. The activities undertaken in this club are:

- Blood Donation Camp
- Free Medical check-up Camp
- Plantation & other Environmental Marketing
- Literacy Drive & other Social Marketing
- Economic & Material Assistance to poor
- Cancer Awareness Camp



“THE STUDENTS AT SMS, VARANASI GET SEVERAL OPPORTUNITIES TO SHOWCASE THEIR TALENT THROUGH ORGANISING SEVERAL COLOURFUL & MEANINGFUL ACTIVITIES ALL THE YEAR ROUND UNDER DIFFERENT CLUBS AND INITIATIVES.”



**CONTRAST**  
(Creative Club)

Creativity alone is what makes one stand out in a crowd. It is an approach that transforms every blade of grass into a wonder of life. Creative Arts opens the heart and mind to possibilities & fuels the imagination. Contrast club undertakes several activities like:

- Ad-Darshanam
- Painting Competition
- Mock Parliament Contest
- Poster Making
- Cartooning
- Business Model (Marketing/Human Resource/Finance)





### SYNERGY (Literary Club)

The importance of literary activities can never be ignored by a premium Business School. This club provides a platform to the students in bringing out the best in them, through the following activities:

- Debate
- Extempore
- Role Plays
- Elocution
- Poetry
- Quiz Contest
- Seminars / Workshops
- Management Games
- Budget Analysis



# STUDENT CLUBS



## SHOW YOUR TALENT APART FROM A DEGREE



### SPARK (Performing Arts Club)

This club was established with the objective to promote performing art related activities. The following activities have been among regular course of action by the students under the banner of this club :

- Dance
- Theater
- Mimicry
- Song
- Vocal & Instrumental



## LIVE WIRE (Technical Club)

This club aims to inculcate creativity and to make students more web friendly this club has been constituted. This student club organizes competitions and quiz programs for better understanding of IT concepts and their applications.

- Web Designing Competition
- IT Quiz: Crossfire



“THE STUDENTS AT SMS, VARANASI GET SEVERAL OPPORTUNITIES TO SHOWCASE THEIR TALENT THROUGH ORGANISING SEVERAL COLOURFUL & MEANINGFUL ACTIVITIES ALL THE YEAR ROUND UNDER DIFFERENT CLUBS AND INITIATIVES.”





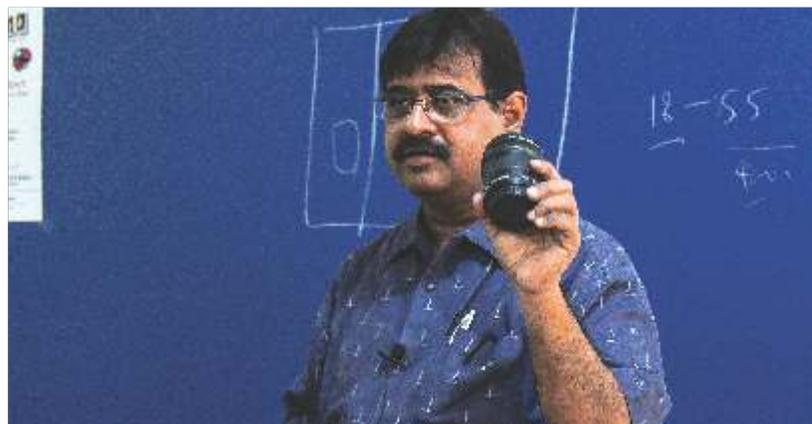
### CREST (Sports Club)

This club provides gaming facilities and platform for competition among students, inside the institute premises as well as outside the institution. This club oversees all indoor and outdoor games facilities and opportunities.



# STUDENT CLUBS

## SHOW YOUR TALENT APART FROM A DEGREE

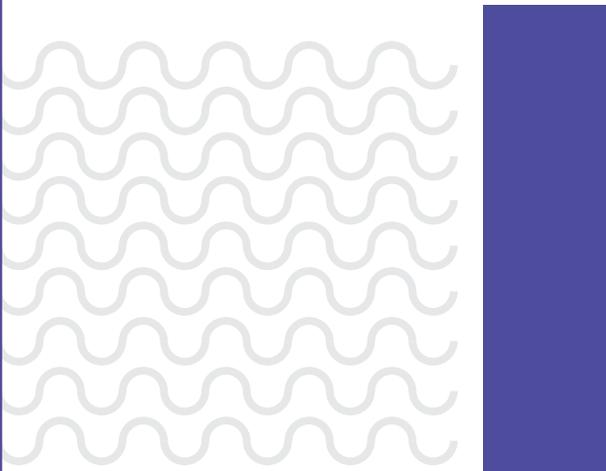


### PANORAMA (Photography Club)

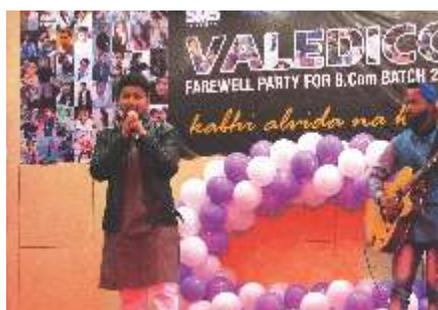
Photography is both art and science. With modern equipment, technology, and software; photography provides unlimited potential to expression. Panorama provides an avenue to all enthusiasts and passionate of photography to polish their craft, and to initiate, interested uninitiated into the realm of images.

# BE IN YOU BELIEVE IN YOURSELF

# STUDENT CORNER



# SHOW YOUR TALENT APART FROM A DEGREE

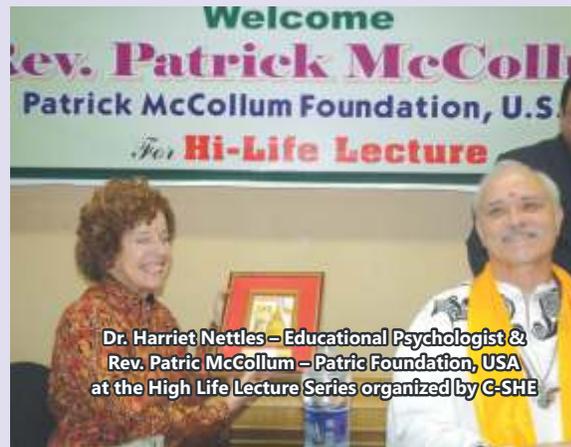


# excellence

## CENTER FOR SPIRITUALISM AND HUMAN ENRICHMENT (C-SHE)



**Shri Shuddhaanadaa Brahmachari, Founder - Stress Management Academy conducting course in mindfulness for corporates in collaboration with C-SHE, SMS - Varanasi**



**Dr. Harriet Nettles - Educational Psychologist & Rev. Patric McCollum - Patric Foundation, USA at the High Life Lecture Series organized by C-SHE**

**Center for Spiritualism and Human** Enrichment was established by SMS, Varanasi in the year 2003 with the noble objective to create a strong platform for all those who are interested in contributing towards enriching human lives and the modern management science through spirituality. Since its inception, this Center is making sincere efforts to fulfill the objective for which it has been established. Organizing conferences, seminars, workshops, research publications, lecture series and e-content development based on spiritualism, human values, ancient Indian wisdom, and business ethics has been a regular feature of the Center. The response which the Center has received from the people belonging to various fields including academia and the corporate has been overwhelming and is a continuous source of inspiration and motivation for the dedicated team involved in the development of this Center.



**Mr. Pramod Shah, Honorary Member, Bombay Management Association**



**Mr. V P Singh, Ex Chairman, IFCI**

### Objectives of the Center:

- Blending Management with Spirituality for awakening the conscience of Corporate World.
- Exploring the Relevance of Ancient Indian Spiritual Foundations for Modern Management.
- Human Values and Management.
- Developing Models to Establish Harmonious Co-existence of Materialism and Spirituality.
- Studying the Role of Spirituality in Sustainable development of World Society and Countering Global Problems.
- To Promote Business Ethics, Organizational Ethics, and Professional Ethics.

# CENTER OF EXCELLENCE

## CENTRE FOR ENTREPRENEURSHIP, INNOVATION & SKILL DEVELOPMENT (CEISD)



**Entrepreneurship Development Mission organised by CEISD**

CEISD is functioning as a Centre of Excellence of School of Management Sciences, Varanasi in order to Develop and Promote the Knowledge Capital on National & International Level through Exploration & Promotion of Ecosystem for Entrepreneurship, Nourish & Mentor the Innovations and Enhance the Multidimensional Managerial, Technical and Human Skill Development in order to enrich the Human Resource Equity of the Nation for its Inclusive Growth.

### CEISD is having the following functional dimensions:

- Promotion the ecosystem of Entrepreneurship, Innovation and Skill Development on the National & International Level with the Comprehensive, Effective & Multidimensional Involvement of Industry, Government Bodies, Public Sector Undertakings, Social Sector, Rural Sector, Development Sector, Public Policy Makers, Financial Institutions, Industrial, Professional & Social Associations, Academic & Research Institutions, Faculties and Students of B-Schools.
- Helping in the Incubation, Development and Mentoring of Existing and Start Up Entrepreneurs and Projects through their Consultancy, Training and Mentoring.
- Enriching the Knowledge Capital on the National & International Level by Updating and Training the Human Resources through Management Development Programme (MDP), Executive Learning & Development Programme (ELDP), In Company Programme (ICP), Professional Development Programme (PDP), Quality Improvement Programme (QIP) and Workshops etc.

- Working for the Nourishment, Incubation, and Promotion & Mentoring of the Innovations of various Innovative Techno-Managerial Ideas.
- Establishing various Specialized & Customized Cells under the CEISD like Entrepreneurship Development Cell, Educational Entrepreneurship Cell, Consultancy Cell, MSME Development Cell, Project Management Cell, and Women Entrepreneurship Cell etc.
- Promoting the Knowledge Sharing Platform with the Academic – Industry Interface by organising the Workshops, Conferences, Seminars, Summits, Panel Discussion, Guest Lectures, Meet the Entrepreneurs Programme, Development of Case Studies and Innovative Business Plans etc.
- Working on the various Projects of Govt. institutions like UGC, DST, NSDC and AICTE etc. In the field of Entrepreneurship, Innovation and Skill Development.



**CEISD at Hindtex - A Seminar on Promotion of Export in the Textile**



**CEISD providing special training to delegates from Rwanda, Africa**



# INTERNATIONAL CONFERENCE ON "SPIRITUALITY BEYOND REPERTOIRE: A LEADERSHIP KEY TO SOCIETAL HAPPINESS AND SUSTAINED HARMONY"

## DIARY OF EVENTS



Prof. P.N. Jha, Director – SMS, Varanasi delivering his inaugural welcome address



Dr. Pallavi Pathak, Covonor – International Conference presenting the conference theme



Dignitaries releasing the conference souvenir

SMS, Varanasi conducted its 7th International Conference on the topic "Spirituality beyond Repertoire: A Leadership Key to Societal Happiness and Sustained Harmony" in association with California State University, San Bernardino, USA, ASSOCHAM and Peneleh Research Institute, Indonesia. This international conference was blessed with the deliberations of Mr. Mahesh Bhatt (Noted Film Maker, Director and Producer), Justice Girdhar Malaviya (Chancellor-Banaras Hindu University, Varanasi), Prof. Rajeshwar Acharya, (Noted Hindustani Classical Vocalist and Padamshri Awardee), Prof. B. P. Singh (Former Dean, Delhi School of Economics), Shri Shuddhananda Brahmachari (Founder-Loknath Divine Mission), Swami Dr. Varishthananda Ji (Ramkrishna Mission), Prof. V. S. Somnath (Director – AIMS, Bangalore) and Prof. A. K. Singh (Delhi University). The international conference witnessed the participation of more than 200 research papers from India, Denmark, USA, Indonesia and Nepal.

### The broad objectives of the International Conference included:-

- To encourage and enable discourse on diverse dimensions of spirituality with an intent to address the gaps in understanding of the true nature of spirituality.
- To identify and influence ingenious ideas and techniques for achieving sustained spiritual happiness.
- To present and promote profound models for realizing the goal of establishing individual and societal harmony.
- To explore and examine the role of spirituality in securing and sustaining happiness and harmony at individual and societal levels.
- To offer key insights and powerful strategies for awakening a heightened sense of spirituality and spiritual happiness as well as building a deeper connection with self and others.
- To sensitize the researchers and practitioners about spirituality – happiness – harmony paradigm of personal development and societal growth.

The international conference brought together notable academicians, researchers and knowledge seekers to explore the esoteric nature of spirituality. The participants exchanged their experiences of spiritual happiness and engage in eloquent dialogue on creating and sustaining spiritual harmony at individual and societal levels. The conference also provided a premier interdisciplinary colloquy for educators, practitioners and researchers to present and pursue their perspectives about the various connotations and applications of spirituality, happiness and harmony. On this occasion, the conference souvenir was released along with the latest issue of Scopus Indexed Journal "Purushartha".



Mr. Mahesh Bhatt, Chief Guest of the International Conference



Prof. Rajeshwar Acharya, Guest of Honour at the International Conference





Shri. Shuddhananda Brahmachari, Guest of Honour at the International Conference



Justice Girdhar Malaviya, President of the International Conference



Prof. B. P. Singh, Guest of Honour at the International Conference



Varishthananda speaking at the International Conference



Prof. Sandeep Singh proposing the vote of thanks at the International Conference

## NATIONAL CONFERENCE LEVERAGING IT FOR RISING INDIA

SMS, Varanasi organized a two days National Conference on topic ‘Leveraging IT for Rising India’ at its Campus. The Chief Guest of the Conference, Prof. S. K. Kak (Former Vice Chancellor of Mahamaya University, Noida) stated that information Technology has become a part of the psyche of the human being which has an incisive impact on the human mind. If information Technology is managed properly, it can lead us to become a modern society along with the ancient wisdom of India. Technology can be horrible if not used properly but proved to be panacea of prosperity, if used judiciously. Earlier, the Director of SMS Varanasi, Prof. PN Jha stated that being NAAC “A” accredited institute, SMS Varanasi always indulge in creating such opportunities to discuss and disseminate knowledge by becoming a bridge to academia and industry. The conference was attended by over a 100 delegates comprising of participants from academia as well as the IT industry.



Prof P N Jha delivering his inaugural address at the National Conference

## ORIENTATION PROGRAMME FOR PGDM AND MBA STUDENTS

SMS, Varanasi organized a three day Orientation Programme for 24th batch of PGDM Programme & 6th batch of MBA courses. In his inaugural address, the Director of SMS Varanasi, Prof. P. N. Jha said that it happens to be a landmark day in the history of SMS as students have come to the inflection point by taking admission in the two prestigious courses of the Institute. He said, SMS is a globally sensitive B-School as it has already initiated Values and ethics education in its courses ever since launch. He highlighted that the quality placement of SMS Varanasi are indicator of quality teaching and learning atmosphere of the institute. Mr. A.K. Singh, CEO, Reliance Power (Shashan Waidhan) welcomed & motivated in his inaugural address of the orientation Programme. He gave tips to become professional by having learning attitude, developing excellent communication skill, learn leadership skill and do everything with passion. Guest of Honor Mr. Shubhmay Chatterjee, Vice President HR Bajaj Corp Ltd. reminded student about expectation of the corporate world, further he urged students to work on their strengths.



Prof. P N Jha, Director- SMS, Varanasi delivering his inaugural address of the FDP

## ORIENTATION PROGRAMME FOR UG COURSES

SMS, Varanasi organized a two days Orientation Programme for BBA, BCA, B.Com. & BA (Hon.) Mass Com. Courses. The orientation programme was inaugurated by the Hon'ble VC Mahatma Gandhi Kashi Vidyapith Prof. T.N. Singh. He congratulated about 500 newly admitted students for taking admission to NAAC "A" Graded Institute SMS Varanasi, an affiliated college of the University. Prof. Singh told students that the nation is surging ahead despite of lot of challenges. Further he urged students to face and solve tough problems of the society and provide contribution in nation building process. The Director of SMS Varanasi, Prof. P. N. Jha in his welcome address said that it happens to be a landmark day in the history of SMS as students have come to the inflection point by taking admission in the prestigious courses of the Institute. Further Prof. Jha said that SMS is a globally sensitive B-School as it has already initiated Values and ethics education in its courses ever since launch. He added that SMS would leave no stone unturned to provide compatible skills to its students.



Prof. T.N. Singh, Hon'ble Vice Chancellor, Mahatma Gandhi Kashi Vidyapith addressing the new UG students at the Orientation programme

## ORIENTATION PROGRAMME FOR MCA (LATERAL) STUDENTS

SMS, Varanasi organized a one day orientation programme for the 6th batch of the students of the MCA (Lateral) students. In his inaugural address Prof. P N Jha, Director - SMS, Varanasi shared with the students about the scope and opportunities in the IT sector in India. He further said that SMS Varanasi with its modern day IT infrastructure and a robust training programme is capable of enabling the MCA students to remaining competitive in the global IT market.



Prof. P N Jha, Director - SMS, Varanasi addressing the new MCA (Lateral) students at the orientation programme

## ORIENTATION PROGRAMME FOR M.COM STUDENTS

Orientation Program for first batch of Master of Commerce (M. Com) Course held at School of Management Sciences, Varanasi on 14th August, 2014. On the occasion Prof. Jha congratulated the students for selecting M. Com course and assured them best possible opportunities in coming days. He informed the students about various available facilities at institute campus and motivated them to use the facilities to the optimum level for their best possible learning and development. Prof. Sandeep Singh, Head Management & Commerce also pointed that M. Com is a contemporary course as per changing business and commerce related environment. Prof. Raj Kumar Singh, Dean R&D, in his deliberation guided the students about various possible avenues after completion of M.Com course.



Prof. P.N. Jha, Director – SMS, Varanasi addressing the new M.Com students at the orientation programme.

## FDP ON 'POTENTIAL ENHANCEMENT IN TEACHING, LEARNING AND RESEARCH'

SMS, Varanasi organized a seven days Faculty Development Programme on 'Potential Enhancement in Teaching, Learning and Research' in Campus. The resource persons of FDP included Prof. M.R. Dixit (Former Professor, IIM Ahmedabad), Prof. Gyan Prakash Singh (Department of Statistics, Banaras Hindu University), Dr. Alok Gardia (Department of Education, Banaras Hindu University, Varanasi & Visiting Fellow, Eotos Lorand University, Budapest and University of Debrecen, Debrecen, Hungary) and Prof. A.K. Tripathi, Dean – Resources & Alumni, Department of Computer Science & Engineering, IIT (BHU) Varanasi. During his welcome address, Prof. Jha pointed that teachers are self-regulated and self-taught, hence, activities like FDP and refresher courses are indispensable for their growth. He spoke about the changes visible in Education Model 4.0 highlighted that these changes must be absorbed by the young and upcoming generation of teachers.

**DIARY OF EVENTS**



Prof. P.N. Jha, Director-SMS, Varanasi delivering his inaugural address of the FDP

## INTERNATIONAL LECTURE SERIES ON "SPIRITUALITY AND PURUSHARTHA"

SMS Varanasi organized an International Lecture on "Spirituality and Purushartha" which was an initiative of SMS-IQAC conducted by Center for Spirituality and Human Enrichment (C-SHE). Professor A.D.N. Bajpai, Former Vice-Chancellor, Himachal Pradesh University was the key note speaker of the session. Prof. Bajpai opined that "Spirituality", is of extreme importance in management and condemned the "occult practices" that are being carried out in today's materialistic world. Talking about the theme he said that it's extremely dynamic and versatile in nature and has a deep implication on the best practices that are being used in management today.



Prof. A.D.N. Bajpai, Former Vice-Chancellor, Himachal Pradesh University delivering his key note address





## ENTREPRENEURSHIP AWARENESS CAMP

School of Management Sciences, Centre for Entrepreneurship, Innovation and Skill Development (CEISD) Varanasi in association with Entrepreneurship Development Institute of India, Ahmedabad Gujarat under the initiative of SMS-IQAC organized three days Entrepreneurship Awareness Camp in its premises for BCA Students. This Entrepreneurship Awareness Camp-2019 was sponsored under the aegis of National Science & Technology Entrepreneurship Development Board (NSTEDB), Department of Science and Technology, Govt. of India, New Delhi under its DST-NIMAT Project 2018-19.



Mr. S. K. Tiwari, NABARD addressing the participants

## 70TH REPUBLIC DAY CELEBRATIONS

SMS Varanasi celebrated 70th Republic Day with with patriotic fervor and enthusiasm. Program started with the motivating speech by Prof. P.N. Jha, Director – SMS, Varanasi. In his speech he welcomed the faculty members, staff members and students. He discussed about the recent achievements of India in the areas of 'Ease of doing Business'. He mentioned that India has taken a big jump and reached to the position of 77th place among all participating countries. After the flag hoisting, vibrant cultural programs were presented by students of different courses.



Republic Day celebrations at SMS

## TECHNO-10: SOFTWARE TRAINEE PROGRAM

SMS, Varanasi in association with Sorreal Systems Pvt. Limited, New Delhi started a unique software development centre at the campus of SMS- Varanasi. As its first initiative, this centre has announced "TECHNO-10: SOFTWARE TRAINEE PROGRAM" which is being organised under the banner of the LIVEWIRE – Technical Club. The aim of this program is to transform 10 software trainees as software engineers, equipped with the contemporary knowledge and tools of IT, who will be ready to be inducted in the IT industry.



Experts conducting interviews of applicants of the TECHNO 10 PROGRAM



## WORKSHOP ON TALLY & GST

A six days workshop on "Tally & GST" was organized at School of Management Sciences, Varanasi for its B. Com final year students. The resource person for the workshop was Mr. Ashish Vishwakarma Chaitanya Prabha Foundation, Varanasi, during the workshop; he focused on the importance of this workshop for commerce graduates and the importance of learning Tally. During the workshop, Mr. Ashish trained students about the basics of the Tally and involved the students in making them learn about operating the Tally software in the real business scenario. He also taught the advanced features of Tally and its uses in maintaining the accounts for an organization. With the help of practical assignments he explained the actual usage of Tally software. He also discussed the about newly introduced GST to the student and its importance in current scenario.



Workshop on Tally & GST

## WORKSHOP ON CHARTERED ACCOUNTANT- A SKILL BASED ENTREPRENEURIAL AVENUE

SMS Varanasi organized one day workshop on "Chartered Accountant-A Skill Based Entrepreneurial Avenue" for the B.com students. The key resource person for this workshop was CA Atul Seth Chairman, Institute of Chartered Accountant of India Varanasi. Mr. Atul Seth told students about importance of chartered accountant as career option, he also said that this career option shouldn't been seen as mere a job but this should be seen as skill based entrepreneurial avenue, it is an option which not only give freedom to work by practicing as individual but also provide jobs to many other job seekers in the market.



Mr. Atul Seth Chairman, Institute of Chartered Accountant of India, Varanasi

## WORKSHOP ON MS WORD AND POWERPOINT

SMS Varanasi organized three day's workshop on MS Word and PowerPoint for BBA-IV semester students. The key resource person for the workshop was Mr. Rishi Upadhyaya and Mr. Raj Govind from Sri IT Solutions Varanasi. They taught the student the basics of MS words and PowerPoint to the students and also told importance of these tools in contemporary era, he further elucidated that one should know these basic tool to work and get absorb in the corporate culture, as today's generation is fully dependent on digital platform. Final day of workshop concluded with certificate distribution to the participating students.



Workshop on MS Word and PowerPoint





## FDP ON OUTCOME BASED EDUCATION HELD AT SMS VARANASI

SMS, Varanasi organized a one day Faculty Development program on "Outcome Based Education". The key resource person was Dr. Bhagwan Jagwani, Professor, Dr. Gaur Hari Singhania Institute of Management & Research, Kanpur. This workshop was designed to help participants to understand, how Outcomes Based Education can be designed, implemented and used to work as an essential aid in not only ensuring that students undertake deep learning and display desired outcomes but also constructively align the assessment and evaluation techniques to match such learning outcomes. The topics covered in the FDP included : Concept of Outcome-Based Education (OBE), Key Constituents of OBE, Different Levels of Learning Outcomes, Assessment & Evaluation of Learning Outcomes, Calculation of attainment levels of learning outcomes.



Dr. Bhagwan Jagwani, Professor, Dr. Gaur Hari Singhania Institute of Management & Research, Kanpur delivering his lecture

## WORKSHOP ON "AWARENESS OF REVISED NAAC FRAMEWORK"

The Internal Quality Assurance Cell (IQAC) of SMS, Varanasi organized a one day workshop on "Awareness of Revised NAAC Framework". The resource person of this workshop was Prof. Pratosh Bansal, IET, Devi Ahilya University, Indore. Prof. Bansal in his deliberation highlighted the recent updates in the NAAC accreditation process as well as the weightage given to the different parameters. He further added that the SMS should encourage its faculty members to strengthen their research contributions, join online refresher courses and organize more FDPs. In his welcome address Prof. P N Jha, Director – SMS, Varanasi resolved the commitment of all the stakeholders of SMS for improving the rating of SMS in the next cycle of NAAC, he also said that all possible measures are being taken by the institution to ensure full compliance with the updated NAAC guidelines.



Prof. Pratosh Bansal, IET, Devi Ahilya University Indore delivering his lecture at the Workshop.

## WORKSHOP ON "COMPANY SECRETARYSHIP - A PROFESSIONAL SKILL BASED CAREER AVENUE"

The center for Entrepreneurship, Innovation and Skill Development (CEISD) organized a skill development workshop for our management students on "Company Secretaryship - A Professional Skill based Career Avenue" by Mr. Ashish Kumar Tiwari, (HEAD- Varanasi Chapter), in Association With The Institute of Company Secretaries of India, A Statutory Institution of Ministry of Corporate Affairs, Government of India. This workshop Was held at the SMS, Varanasi campus.



Mr. Ashish Kumar Tiwari, (HEAD- Varanasi Chapter), Association With The Institute of Company Secretaries of India speaking at the workshop



## WORKSHOP ON CASE STUDY: ANALYTICAL SKILL DEVELOPMENT

The center for Entrepreneurship, Innovation and Skill Development (CEISD) organized 3rd Workshop on "Case Study: Analytical Skill Development" Organized By Centre For Entrepreneurship, Innovation & Skill Development (CEISD) of School of Management Sciences, Varanasi For Our MBA First Year Students. This workshop Was held at the SMS, Varanasi campus.



Prof. R K Singh, Chairman – CEISD addressing the students at the Workshop

## 72ND INDEPENDENCE DAY CELEBRATION

15th August, 2018, the most pious and auspicious occasion of Independence Day was celebrated by SMS Varanasi with zeal and enthusiasm. After the flag hoisting ceremony, Prof. Jha presented his tribute towards the Indian freedom fighters. He discussed the significance of independence and discussed about importance of equality in our democratic system. He said that he is hopeful that in coming days better equality among states will be established by the Government. He also commented on India's economic performance and discussed about fluctuations in global and Indian GDP. He also expressed his thankfulness towards Indian defense services for safeguarding Indian boundaries. Students of different courses also presented series of melodious performances on themes related to India's. Later during the day plantation activity took place in the SMS campus under the presence of Prof. P.N. Jha and Registrar Sri Sanjay Gupta.



Independence Day celebrations at SMS, Varanasi

## WORLD PHOTOGRAPHY DAY

Panorama- The shutterbugs club of SMS Varanasi celebrated World Photography day at SMS Varanasi campus. Renowned Photographers of Varanasi Mr. Manish Khattri, Mr. Vinay Tripathi, and Mr. Shailesh Chaurasia of ABP News along with Prof. P.N.Jha, Director, SMS Varanasi blessed the event with their gracious presence. On this occasion Mr. Manish Khattri and Mr. Vinay Tripathi conducted a workshop on the Topic "Capturing Portraits". Panorama, the shutterbugs Club, completed 5 years of its journey on 19th August, 2018 on this occasion a commemorative book showcasing the Journey of Panorama Club has been unveiled by the Dignitaries. Mr. K.K Bajpai, Coordinator- Panorama Club, gave an account of 5 years' journey of Panorama Club. The event was attended by more than 125 newly joined Panorama Club members.



World Photography Day celebrated at SMS, Varanasi



## WORKSHOP ON “SOFT SKILLS FOR FUTURE MANAGERS”

SMS, Varanasi organized a three days workshop on “Soft Skills for Future Managers” for First Semester PGDM students. Prof. M.S. Pandey Professor Department of English, Banaras Hindu University was distinguished speaker, who shared the importance of soft skill for personal and professional growth with the PGDM first semester student. He addressed to PGDM students that as a manager, it has never been enough to be technically adept. You have to excel at soft skills as well. Soft skills are the personality traits, attitudes, habits, and behaviors you display when working with others. While good soft skills are also important for employees, they are critical for managers.



Prof. M.S. Pandey, Department of English  
Banaras Hindu University conducting the Workshop

## WORKSHOP ON “SPIRITUALITY: WORK EFFICIENCY, DECISION MAKING & HAPPINESS”

SMS Varanasi organized one day workshop on “Spirituality: Work Efficiency, Decision Making & Happiness” for the PGDM, MCA and BBA student. This session was engaged by Swami Varishthanand Ji, Shri Ramakrishna Mission, Varanasi. He enlightened the students about self management and added that management is a science which is practiced from thousand years. Swami Ji deliberated that we spend less time on ourselves and are more interested in influencing others and also gave tips on coping up with anxiety.



Swami Varishthanand Ji, Shri Ramakrishna Mission speaking at the Workshop

## WORKSHOP ON “CAMPUS RECRUITMENT TRAINING”

SMS, Varanasi organized a two day workshop on “Campus Recruitment Training” for PGDM third semester students. Event was organized in association with Second Wind Foundry, Raipur Chhattisgarh India. Second Wind Foundry is one among the leading Training providing organizations. Mr. Price Grover, Director of Second Wind Foundry conducted the training. During the inaugural session of workshop, Prof. P. N. Jha, Director of SMS Varanasi motivated the students for attaining best input from the workshop. Workshop mainly focused on group discussion, interview and visualizing long term goals of life, and also made the students to work upon their communication and aptitude related domains. Several ice breaking games and exercises helped the students to improve their personalities.



## GUEST LECTURE MR. HARSH JAIN, MANAGER-HR EBIX CASH

SMS, Varanasi organized a guest lecture by Mr. Harsh Jain, Manager-HR EBIX Cash for MBA 3rd Semester students. Mr. Jain, gave insight of procedures involved in Digital Cash transactions. He discussed about the safety measures and precautions regarding use of digital medium of transactions.



## GUEST LECTURE ON PROFESSIONAL SKILL DEVELOPMENT

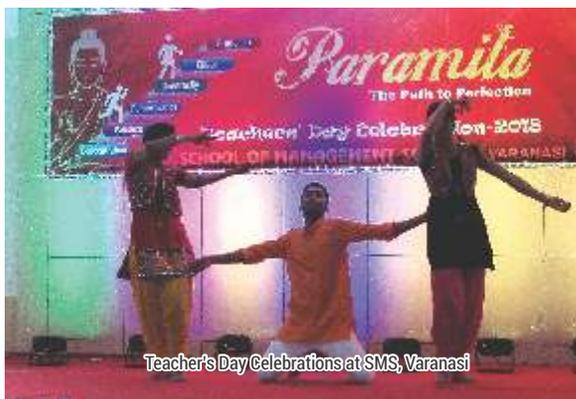
SMS, Varanasi organized a guest lecture on "Professional Skill Development" for B.A (Hons) Mass Communication and BBA students. This session's key speaker Mr. Vishal Arora, Unit Head, Amar Ujala, Varanasi, enlightened the students with the importance of professional skill development in our personal and professional life. He discussed about future opportunities and challenges in professional skill development.



Mr. Vishal Arora, Unit Head, Amar Ujala, Varanasi conducting the Workshop

## TEACHER'S DAY CELEBRATION

On 5th September the students in the School of Management Sciences celebrate the Teachers day with great zeal and enthusiasm. As we all know, that teacher's day is celebrated in honor of great teacher, scholar and president of India Dr. Sarvapalli Radhakrishnan. In the same way, our students perform various cultural events in honour of their teachers. On this auspicious occasion the heart touching dance performance by the students depicting the different festivals and personalities of the country adds a feather in the cap. Teachers also showcase their respective talents in various categories of events including Singing and Antakshari. The unmatched performances by the teachers and the students make the day memorable and everlasting in the memories of all which everyone cherishes. In the end teachers are felicitated by the students. This event is the hallmark of teacher-student solidarity in the institution.



Teacher's Day Celebrations at SMS, Varanasi





## WORKSHOP ON “CLASSROOM TO BOARDROOM”

SMS Varanasi organized four days workshop on topic “Classroom to Boardroom” for MBA I & III Semester students. The key resource person for the workshop was Mr Puneet Arora, Director HR Pure Software Pvt. Ltd. Classroom to Boardroom workshop provided participants a rich and unique learning experience which guided and guaranteed them a competitive edge in contemporary job market. With increase in competition corporate today are looking toward graduates who not only possess technical skill rather should also be equipped with various skills to meet the job intricacies efficiently and effectively. However, Mr. Puneet Arora guided to students regarding soft skills, interview skills, organization etiquette, body language and positive attitude.



Mr. Puneet Arora, Director-HR, Pure Software Pvt. Ltd. conducting the Workshop

## RAINBOW CLUB CLOTH DISTRIBUTION DONATION PROGRAMME

The members of RAINBOW-A social welfare club of School of Management Sciences, Varanasi and students along with prof. Kamal Shell Mishra, Prof. A.P. Dubey, Mrs. Prateema Bhargva, Ms. Anjali Singh and Mr. Pratek Upadhyaya started a month long cloth donation programme with a view to spread awareness about donating the clothes which are not useful for us but can be useful for needy people. The collected clothes would be distributed to the weaker community of our society along with the student members of RAINBOW club.



Cloth Donation Programme by the Rainbow Club at SMS, Varanasi

## WORKSHOP ON “PREVENTION OF SEXUAL HARASSMENT AT WORK PLACE LAWS”

SMS, Varanasi organized two days workshop on Prevention of Sexual Harassment at Work Place Laws” for PGDM and MBA final year students. Workshop was organized. This workshop was organized under the aegis of SMS Varanasi Alumni Association along with Anti-sexual Harassment Cell. The key resource person at this workshop was Mr. Biplab Sengupta, Co-founder of Corpconnect, Noida an alumni of SMS Varanasi. Mr. Sengupta discussed main provisions of The Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act, 2013. He said as the final year PGDM and MBA students are about to enter the corporate and they should be aware about the workplace laws in advance and they should be aware of important laws.



Mr. Biplab Sengupta, Co-founder of Corpconnect speaking at the Workshop



## GUEST LECTURE BY MR. AMIT SINGH, VICE PRESIDENT, NATWEST MARKETS

SMS, varanasi organized a Guest Lecture for MCA IIIrd & Vth semester students. The eminent resource person for this lecture series was Mr. Amit Singh, Vice President, NatWest Markets. NatWest Markets is the investment banking arm of The Royal Bank of Scotland (RBS) Group. This Investment Banking was created from the Group's corporate and institutional banking division in 2016, as part of a structural reform intended to comply with the requirements of the Financial Services (Banking Reform) Act 2013 and to give the NatWest brand greater prominence. Mr. Singh gave various technical and general insights about the industry to students and motivated them to work hard and excel in their upcoming career.



## WORKSHOP ON LIFE MANAGEMENT SKILLS

SMS, Varanasi organized one day workshop on "Life Management Skills" for PGDM Students. The key resource person was Dr. Sanjay Saxena, CEO Extract Business Solution. Dr. Saxena elucidated the power of subconscious mind to the students and explained that how one can achieve greatness or height in his/her life by rewiring their subconscious mind. He said that our conscious mind helps in decision making only upto the extent of 5-6 percent and rest 95 percent decision making is governed by subconscious mind. He has also quoted few specific parts of his recent book 'Write your Script'. He motivated students to change their lifestyle and bring major changes in their daily routine also and thought process.



Dr. Sanjay Saxena, CEO Extract Business Solution speaking at the Workshop

## CASE CHASE CONTEST – 4

A "Case Chase Contest – 4" was organized by the Center for Entrepreneurship, Innovation and Skill Development (CEISD) at SMS Varanasi campus to provide an exposure to real life case-based problem solving approach & develop analytical skills of the students from various UG & PG courses. Around 15 case studies related to different dimensions of Marketing, Finance, HR, Strategic Management etc. were presented by the participating students. Cases of Patanjali, Dove, Kellogg's, Ranbaxy, Kodak, Amul, etc were discussed in the forum. The panel of judges was constituted by Prof. O P Mishra, HOD of Department of Extension Education, Institute of Agricultural Sciences, BHU, Prof. K. K. Agarwal, HOD, Faculty of Commerce & Management, Mahatma Gandhi Kashi Vidyapeeth, Prof. Sandeep Kumar of Department of Psychology, Faculty of Social Sciences, BHU and Dr D. Chandra, Chairman of St. Joseph Group of Schools and MD of Jazz Plastic (P) Ltd. The prize winners were: 1st Prize – Priya Singh (MBA 3rd Semester), 2nd Prize – Bhavya Khanna (PGDM 3rd Semester) & 3rd Prize (Tie) – Atishay Jain & Awantika Agrawal (MBA 1ST SEMESTER) and Gautami & Anupama (PGDM – 1st Semester).



Students presenting their case study to judges in the contest



## WORKSHOP ON “CLASSROOM TO BOARDROOM”

SMS Varanasi organized four days workshop on topic “Classroom to Boardroom” for MBA I & III Semester students. The key resource person for the workshop was Mr Puneet Arora, Director HR Pure Software Pvt. Ltd. Classroom to Boardroom workshop provided participants a rich and unique learning experience which guided and guaranteed them a competitive edge in contemporary job market. With increase in competition corporate today are looking toward graduates who not only possess technical skill rather should also be equipped with various skills to meet the job intricacies efficiently and effectively. However, Mr. Puneet Arora guided to students regarding soft skills, interview skills, organization etiquette, body language and positive attitude.



Mr. Biplab Sengupta, Co-founder of Corpconnect speaking at the Workshop



Students and Staff of SMS, Varanasi taking the pledge of cleanliness

## SWACHHATA PAKHWADA 2018 ORGANISED BY NE RAILWAYS AT MANDUADIH RAILWAY STATION IN ASSOCIATION WITH SMS VARANASI

Students and members of RAINBOW- A social welfare club of SMS, Varanasi observed the Swachhata Pakhwada organised by North Eastern Railways association with SMS Varanasi and QCFI, Varanasi at Manduadih Railway Station . Students and members took the oath towards the cleanliness and promise to keep our locality clean and hygienic. They also marched at the station with slogans and placards to spread awareness about the Swacch Bharat Abhiyaan, an initiative of Govt. of India.

## “SMART” (SMS MENTAL ABILITY RECOGNITION TEST)

SMS, Varanasi organized the competition “SMART” (SMS Mental Ability Recognition Test). Keeping up with the tradition of its commitment towards its social responsibility activities, SMS initiated this competitive event. 1100 students of 25 different schools across Varanasi, Bhadohi and Sonebhadra district participated in this “SMART” competition and showcased their analytical, reasoning and mental ability. This Annual competition is organized every year involving school students for creating awareness about emerging competitive environment and dimensions, to make the participants understand about their local positioning in the peer group, to secure financial assistance for higher studies at SMS in the form of scholarships and to highlight their institution by winning prizes. The prize winners were: Rohit Shekhar (Central Hindu Boys School, Varanasi) – 1st position, Medha Tiwari (Central Hindu Girls School, Varanasi)-2nd position, Anirudh Pratap Singh (SOS Hermann Gmeiner School Chaubeypur) -3rd position. Seven consolation prizes were also given.



Prof. P N Jha, Director – SMS, Varanasi with the winners of SMART contest



## NATIONAL UNITY DAY

The students and members of RAINBOW- A social welfare club of School of Management Sciences , Varanasi along with Registrar Shri Sanjay Gupta, Prof. Kamal Sheel Mishra and Prof. A.P. Dube observed the Birth anniversary of Late Sardar Vallabhbhai Patel as National Unity Day in School of Management Sciences, Varanasi. Students and members took the oath towards dedicating themselves to preserve the unity, integrity, security of the nation and also spreading the message among the fellow countrymen.



Students and Staff of SMS, Varanasi taking oath of Unity at National Unity Day

## WORKSHOP ON SELF DEFENCE

A team of Students from SMS Varanasi under the guidance of Dr. Pallavi Pathak , Associate Professor, SMS Varanasi, participated in "Self Defence Workshop" a praiseworthy initiative of UP Police Women Power Line 1090 along with UNICEF for girls & Ladies of Varanasi. Ms. Aparna Rajawat, Motivational Speaker and Martial Arts Champion of International fame provided useful insight regarding self defence, Digital Safety, Mental & Emotional Strength, Legal rights etc. She is the founder of "Pink belt Mission" which imparts training to girls to become certified self defender & lead life with dignity, safety, confidence & respect. ADG – Women Power Line 1090, Ms. Anju Gupta was also present. She enlightened girls regarding the working of 1090 women help line. She also handled numerous queries raised by girls on various issues. Presences of these dynamic ladies had generated immense enthusiasm in each and every girl of the Jam Packed Auditorium.



SMS students learning Self Defense at the Workshop

## 5TH ALUMNI MEET – MUMBAI CHAPTER

SMS, Varanasi organized its Alumni Meet of the Mumbai chapter at Bombay Chamber of Commerce and Industry, Dadar (W), Mumbai. The meet was attended by around 30 Alumnus and Alumna of different courses and batches of SMS, Varanasi. Alumni Members took active participation in the open discussion session and they pledged their support to their Alma Mater for achieving greater heights of success. The meet concluded with the felicitation of the alumni members. Mr. Amitabh Pandey, Convenor of SMS Alumni Association gave a brief presentation at the meet about the recent developments at the institute.



5th Alumni Meet of the SMS – Alumni Association of the Mumbai Chapter taking the pledge of cleanliness



### Adharshila – Foundation DAY

The 24th foundation day of SMS, Varanasi – Adharshila was observed. On this day a puja was organized at the institute to seek the blessings of Goddess Saraswati. All the faculty members, staff and students were present at the occasion.



### STARTUPS BUSINESS MODEL CONTEST-4

A "Startups Business Model Contest-4" was organized by the Center for Entrepreneurship, Innovation and Skill Development (CEISD) at SMS Varanasi campus to develop the entrepreneurial acumen of our students by developing the startups culture in the students from various UG & PG courses. A total of 15 Business Models were presented in the final round of the event. The contest was judged by Er. Amitabh Singh, MD & C. E. O. Sorreal Systems Pvt.Ltd. , Former President Eastern UP Exporters Association (EUPEA), Prof. J B Komaraiah, Professor , Department of Economics, Faculty of Social Sciences, BHU, Mr Sushil Kumar Tiwari , District Development Manager , NABARD and Mr Pradeep Kumar Tripathi , Chief Financial Consultant , Money Care Financial Consultancy. The prize winners were: 1st Prize, Bhavya Khanna (PGDM-3rd Semester), 2nd Prize, Yogesh Mishra & Saloni Chandak (MBA-1st Semester) & 3rd Prize, Anupama & Gautami (PGDM – 1st Semester).



Dignitaries with the winners of the Startup Business Model Contest

### WORKSHOP "GRAMIN UDYAMITA VIKAS KARYAKRAM

A Workshop was organised by the Center for Entrepreneurship, Innovation and Skill Development (CEISD) on "Gramin Udyamita Vikas Karyakram" (Rural Entrepreneurship Development Programme with the objective of rural entrepreneurship development for the rural youth in Varanasi & nearby areas. This workshop Was held at the SMS, Varanasi campus.



Prof. P N Jha, Director – SMS, Varanasi speaking at the "Gramin Udyamita Vikas Karyakram"





# ANNUAL SPORTS FEST



SMS Varanasi organized a three day exciting sport extravaganza to celebrate its annual Sport's Day, "SPORTS FEST". At the inaugural event of the function, Prof. P. N. Jha, Director – SMS, Varanasi wished all the best to the participating teams and said that sports acts as a catalyst in the overall development of the students. He further appreciated the zeal and enthusiasm of the students and appealed to them to play all the games in the sportsman spirit irrespective of win or loss. The inaugural function was followed by the ceremonial lighting of the sport's torch and oath taking in which the students solemnly pledged to uphold the spirit of true sportsmanship.

Over the three days, various games like cricket, volleyball, badminton, 11 meters race, table tennis, carom, chess and tug of war were played by students from all the courses and their respective teams participated with great vigor. The winners of the different sporting events were awarded their prizes on the last day of the sports fest by the director of the institute.

**"SUCCESS IS NOT FINAL  
FAILURE IS NOT FATAL"  
IT IS THE COURAGE  
TO CONTINUE THAT  
COUNTS**



# OUR STAR Performers

**1<sup>st</sup> UNIVERSITY RANK**



**Ms. Jyoti Choubey**

BBA  
Mahatma Gandhi kashi Vidyapith

**7<sup>th</sup> UNIVERSITY RANK**



**Ms. Garima Raj**

BBA  
Mahatma Gandhi kashi Vidyapith

**9<sup>th</sup> UNIVERSITY RANK**



**Ms. Raj Laxmi**

BBA  
Mahatma Gandhi kashi Vidyapith

**3<sup>rd</sup> UNIVERSITY RANK**



**Samarth Saxena**

BCA  
Mahatma Gandhi kashi Vidyapith

**4<sup>th</sup> UNIVERSITY RANK**



**Priya Priydarshini**

BCA  
Mahatma Gandhi kashi Vidyapith

**5<sup>th</sup> UNIVERSITY RANK**



**Muskan Gupta**

BCA  
Mahatma Gandhi kashi Vidyapith

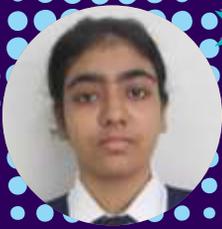
**6<sup>th</sup> UNIVERSITY RANK**



**Avanish Kumar**

BCA  
Mahatma Gandhi kashi Vidyapith

**8<sup>th</sup> UNIVERSITY RANK**



**Phalguni Moitra**

BCA  
Mahatma Gandhi kashi Vidyapith

**10<sup>th</sup> UNIVERSITY RANK**



**Ruchi Gupta**

BCA  
Mahatma Gandhi kashi Vidyapith

# TRAINING & PLACEMENT

## PLACEMENT CELL

**THE INSTITUTE HAS BEEN AWARE OF TWO IMPORTANT FACTS:** FIRSTLY, THAT THE INTERACTION WITH THE CORPORATE WORLD DURING SUMMER PLACEMENT HELPS THE STUDENTS TO SHARPEN THEIR MANAGERIAL AND INCISIVE SKILLS AND, SECONDLY, THE PERFORMANCE OF A PROFESSIONAL INSTITUTE IS GAUGED IN TERMS OF THE QUALITY OF PLACEMENTS TO ITS OUTGOING BATCHES.

AS SUCH, THE INSTITUTE HAS ESTABLISHED A FULL-FLEDGED AND WELL EQUIPPED TRAINING AND PLACEMENT CELL WHICH PROVIDES ACTIVE SUPPORT TO THE STUDENTS IN GETTING QUALITY SUMMER TRAINING AS WELL AS FINAL PLACEMENTS. IN PAST, THE INSTITUTE HAS HAD AN OUTSTANDING RECORD OF QUALITY PLACEMENTS. THE STUDENTS OF THE SMS ARE SELECTED BY LEADING NATIONAL AND MULTI-NATIONAL COMPANIES EVERY YEAR BOTH AT THE POST GRADUATE AS WELL AS THE UNDER GRADUATE LEVEL.



DREAM  
BELIEVE  
ACHIEVE



# TRAINING & PLACEMENT

SMS, VARANASI HAS ALWAYS APPRECIATED AND GIVEN DUE IMPORTANCE TO ESTABLISHING LINKAGES WITH INDUSTRY, FOR THE PURPOSE OF PLACING ITS STUDENTS. ACCORDINGLY, THE INSTITUTE HAS ESTABLISHED A FULL-FLEDGED AND WELL-EQUIPPED TRAINING AND PLACEMENT CELL WHICH PROVIDES ACTIVE SUPPORT TO THE STUDENTS OF VARIOUS COURSES IN GETTING QUALITY SUMMER AS WELL AS FINAL PLACEMENTS. SMS, VARANASI HAS PROVIDED AN OUTSTANDING PLACEMENTS FOR THE CURRENT BATCH.



analysis  
develop  
scoping  
design  
approach





## EMPLOYABILITY ASSESSMENT & GROOMING

Employability assessment and grooming is another significant area of activity for the training and placement cell at SMS, Varanasi. This activity is executed to prepare the students well in advance for their final placement selection process.

The students are made aware of the important criterion employed by different organizations so that they are equipped with the right attitude and aptitude to face the forthcoming employment evaluation activities resulting in their successful induction in any reputed organisation. For this purpose the training and placement cell conducts various personality assessment tests, evaluation sessions by industry experts, and employability assessment tests.

# TRAINING & PLACEMENT



analysis  
develop  
scoping  
design  
approach



DREAM  
BELIEVE  
ACHIEVE

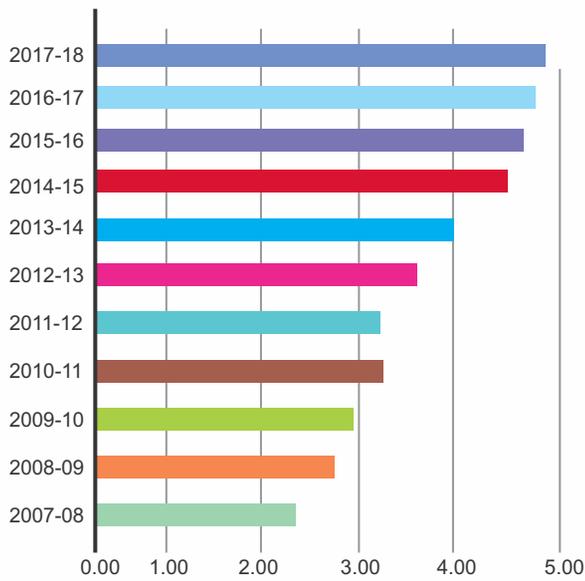


## LIST OF COMPANIES

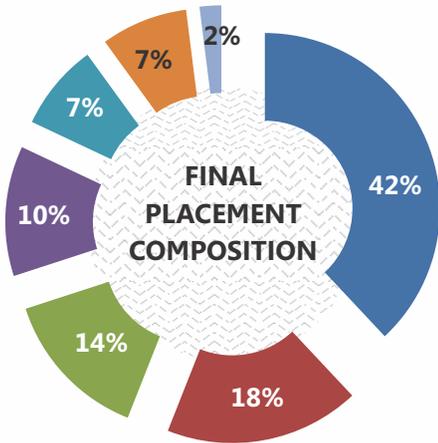
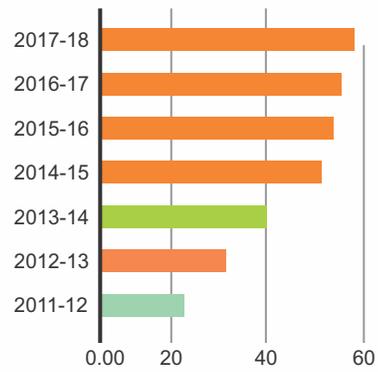
- ABG Shipyard
- Accenture
- Advent Infosoft
- Alembic
- Air India
- Apollo Tyres
- Amul
- Asian Paints Ltd.
- AU Small Finance Bank
- Axis Bank
- Barclays Bank
- Bandhan Bank
- Bajaj Corp
- Bharti Airtel
- Berger Paints
- Bridgestone India
- Bose
- Bhilwara Infotechnology
- Bharatiya International
- Bharti AXA General Insurance
- Birla Soft
- Cadbury
- Calvin Klein
- Capital IQ
- Castrol
- Coldex
- Ceasefire Industries
- Century Textiles
- Coca Cola
- Colgate
- Crayons Advertising
- Cera Sanitaryware
- Dabur India Ltd.
- Datamatics
- DTDC
- Decathlon Sports India
- Deyor Adventures Pvt. Ltd.
- Dixon Utilities
- EaseMyTrip
- E – Value Serve
- Elf Industries
- Essar Steel
- Everest Industries Ltd.
- Extramark Education
- Fedex
- Fortis Securities
- Genpact
- Glaxo Smithkline
- Globus
- Go Air
- Godrej & Boyce
- Goodyear
- Gopal Corp
- Havells
- HCL
- HDFC Bank
- Hero Motors
- Hidden Brains Infotech
- Hindalco
- Hindustan Unilever
- Hotel Radisson
- IBM
- ICICI Bank
- ICICI Securities
- IDBI Bank
- Indiannica Learning
- IndusInd Bank
- Indian Oil
- Indigo Airlines
- Infopro
- Interra IT
- Inter Solutions
- Ispat industries Ltd.
- ITC
- IUP Jindal
- J. K. Technosoft
- J. P. Associates
- Jakson Engineering
- Jana Small Finance Bank
- JCB India
- Jet Airways
- J J Plast Alloy
- Kajaria Ceramics
- Karvy
- Kamdhenu Group
- Kotak Mahindra Bank
- Kotak Securities
- Larsen & Toubro
- Lupin Ltd.
- LT Foods Pvt. Ltd.
- Macleods
- Mahindra Consultancy
- Mahindra Finance
- Max New York Life
- Media Transasia
- Mohan Meakins
- Motilal Oswal
- Mother Dairy
- Momentum Software
- Nielsen India
- Nestle India Ltd.
- Network Programme
- Nilkamal
- Nysaa Retail Pvt. Ltd.
- Om Logistics
- Outlook
- Paras Group of Companies
- Polar Industries Ltd.
- Polaris
- Prism Cement
- Pepsico
- Quinnox
- RAK Ceramics
- Reliance Jio
- Reliance Capital Services
- Reliance Life Insurance
- Reliance Retail
- Religare Securities
- Somany Ceramics
- S C Jhonson
- Samsung
- Satin Creditcare
- SBI Life Insurance
- SBI Mutual Fund
- Shopper's Stop
- Shyam Steel
- Siemens
- Safexpress
- Standard Chartered Bank
- Stock Holding
- Strategic Analysis India
- Syntel Inc.
- Soft Pro India
- Transport Corporation of India
- TCS
- Trans Solution
- Times Group
- Titan Industries Ltd.
- Utkarsh Small Finance Bank
- United Cooker
- Varuna Logistics
- Varun Beverages
- Vodafone
- Wipro Spectramind
- Wrigley's
- Yash Papers Ltd.
- Zomato



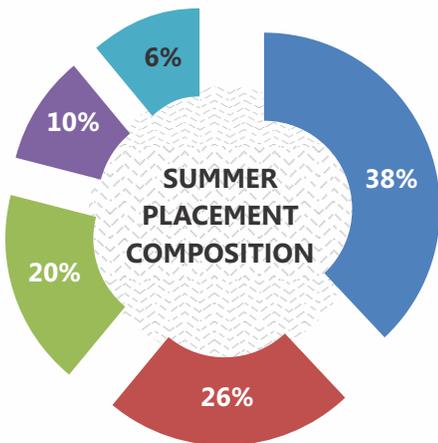
### AVERAGE SALARY PACKAGE (IN LACS)



### NO. OF COMPANIES VISITED



- - CONSUMER DURABLES (42%)
- - LOGISTIC & SUPPLY CHAIN (18%)
- - BANKING & FINANCE (14%)
- - BUSINESS ANALYTICS (10%)
- - ENGINEERING SECTOR (7%)
- - CONSUMER NON DURABLES (7%)
- - OTHERS (2%)



- - CONSUMER DURABLES (38%)
- - ENGINEERING SECTOR (26%)
- - BANKING & FINANCE (20%)
- - CONSUMER NON DURABLES (10%)
- - OTHERS (6%)



FACULTY@

SMS

DREAM  
BELIEVE  
ACHIEVE



**Prof. P. N. Jha**  
Director

**Prof. Kamal Sheel Mishra**  
Professor & Dean

**Prof. Sandeep Singh**  
Professor & Dean

**Prof. Raj Kumar Singh**  
Professor & Dean

**Prof. Arun Kumar Singh**  
Professor

**Mr. Shambhu Sharan Srivastava**  
Associate Professor

**Mr. K. K. Bajpai**  
Associate Professor

**Mr. Rishi Raman Singh**  
Associate Professor

**Dr. Avinash Chandra Supkar**  
Associate Professor

**Dr. Anupam Shukla**  
Associate Professor

**Mr. Anand Prakash Dube**  
Associate Professor

**Mr. Ram Gopal Gupta**  
Associate Professor

**Mr. Amitabh Pandey**  
Associate Professor

**Dr. Amit Kishore Sinha**  
Associate Professor

**Dr. Pallavi Pathak**  
Associate Professor

**Dr. Aditya Kumar Gupta**  
Associate Professor

**Mr. Atish Khadse**  
Assistant Professor

**Dr. Bhavana Singh**  
Assistant Professor

**Mr. Sunit Kumar Mishra**  
Assistant Professor

**Mr. Rohit Mehta**  
Assistant Professor

**Mr. Kartikeya Singh**  
Assistant Professor

**Mr. Chandrashekhar Singh**  
Assistant Professor

**Mr. Veeresh Tripathi**  
Assistant Professor

**Mr. Saurabh Kumar Srivastava**  
Assistant Professor

**Dr. Shishir Kumar Gujrati**  
Assistant Professor

**Dr. Saurav Kumar**  
Assistant Professor

**Mr. Purnendu Kumar Patra**  
Assistant Professor

**Mr. Vir Pratap**  
Assistant Professor

**Mrs. Anju Singh**  
Assistant Professor

**Mr. Vikash Chandra Sharma**  
Assistant Professor

**Mr. Irfan Ahmed Khan**  
Assistant Professor

**Dr. Anil Kumar Singh**  
Assistant Professor

**Dr. Bharat Kumar**  
Assistant Professor

**Mr. Amit Kumar Bhanja**  
Assistant Professor

**Mrs. Veenita Singh**  
Assistant Professor

**Mr. Vivek Kumar**  
Assistant Professor

**Ms. Anjali Singh**  
Assistant Professor

**Mr. Shubhanker Yadav**  
Assistant Professor

**Ms. Anamika Patel**  
Assistant Professor

**Mr. Aviral Mishra**  
Assistant Professor

**Dr. Abhishek Kumar**  
Assistant Professor

**Mr. Ranjeet Kumar Singh**  
Assistant Professor

**Mr. Sushil Kumar**  
Assistant Professor

**Mr. Saurabh Kumar Srivastava**  
Assistant Professor

**Dr. Sofia Khan**  
Assistant Professor

**Ms. Sripriya Roy Chowdhuri**  
Assistant Professor



**SHAPING  
YOUR  
FUTURE**

# VISITING & GUEST FACULTY - INDUSTRY



**Mr. Himanshu Agarwal**  
Head – HR,  
Om Logistics Ltd.

**Mr. Ibad Hanif**  
CEO - JUSDA

**Mr. Amit Kumar**  
Regional Manager – HR  
Ujjivan Small Finance Bank

**Mr. Ashwani Kumar**  
DVP – HR (Training & Corporate  
Communication),  
Utkarsh Small Finance Bank

**Mr. Santosh Kumar Gupta**  
DGM – HR, BHEL

**Mr. Praveen Kumar**  
VP - Delivery & Digital Competency  
J. K. Technosoft Ltd.

**Dr. Bal Ram Singh**  
MD – Strategic Management India  
Consultants, Mumbai

**Mr. S K R Sharma**  
Director- G V Knowledge Center,  
Gurgaon

**Mr. Yogesh Kumar**  
Ex. VP – HR  
Bhartiya International  
New Delhi

**Mr. Alok Agrawal**  
Ex. Executive Director  
Polar Industries, Noida

**Mr. Rajeev Gupta**  
Head – HR  
Kajaria Group, New Delhi

**Mr. Saugata Mitra**  
Chief People Officer &  
Group – HR Head  
Mother Diary, Noida

**Mr. Pankaj Kumar**  
Vice President  
Relinace Industries Ltd., Mumbai

**Mr. Pradip Bandyopadhyay**  
Head - HR  
G4 Securities Ltd.

**Mr. K. Gopal**  
Vice President – Finance  
Price Water House Coopers

**Mr. Rajeev Chandola**  
Head – HR & Admin.  
ColdEx, Gurgaon

**Mr. Pankaj Mehrotra**  
President – Sales  
Ceasefire Industries Ltd.  
New Delhi

**Mr. S. D. Tripathi**  
Head – HR  
SRF Ltd., New Delhi

**Mr. Sunil K. Narang**  
Sr. Director  
Jackson Engineers, Noida

**Mr. A. K. Gupta**  
VP – Retail Banking  
Axis Bank, New Delhi

**Mr. Rakesh Seth**  
Ex VP - HR,  
Fedders Lloyd Corporation Ltd.  
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