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SMS
VARANASI
A++ Rated B-School

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SMSNEWS

A BI-ANNUAL PUBLICATION OF SMS, VARANASI



Foreign Students

SKILLCON

Farewell



Finance ki Pathshala

Brain Race



Director's Message



SMS-newsletter is now eight years old ; an accelerated social encounter by this small publication over the prestigious span certainly reflects its growing maturity among the rush and crush of the peers. With no hiatus in its life-cycle so far, it could establish a propensity to consume among you discerning readers, and that indeed speaks of its information pertinence and sufficiency.

Over the past couple of years, carrying a sustained scholastic edge, positioning-slot and professional impeccability has become a daunting challenge for a globally sensitive institution, like SMS, due to an ever-changing volatility in the relevant environments. With the academic session beginning drawing to a close, the buck once again stops for the forthcoming year. Selection of a desirable set of participants each for various courses, ensuring a muscular compatibility to the rhetorical ruling of the global management education system and to the plural expectations of our stakeholders emphatically ask for the deployment of a praxis-oriented cerebral exercise in terms of curricular re-visits, pedagogical re-engineering, redesigning of beyond-the-curriculum activities, etc.

With its unique creative contour, SMS-newsletter has been a blazing success in apprising our esteemed audience with the interesting glimpses of the proud moments covered in the corresponding periods as per our rubric agenda. The current January to June issue brings you the morphology of a number of episodes such as, the 65th Republic Day Celebrations ; National Conference – SKILLCON 2014 ; Workshops on Indian Philosophy for the visiting delegates from GVSU, Michigan, USA ; SMS-students grabbing majority of top ten positions in BBA & BCA final results ; Alumni Meet of Delhi Chapter ; MDPs, FDP and a host of seminars, symposia and Hi Life Lecture Series ; 'Tech Marathon' – a unique 24-hour techno brain race competition ; Farewell Parties ; SMS scripting another exceptional & robust track of campus placements, and so many other value-adding events of this Centre of Excellence, vowed to nurture intellectual & academic striving, vibrant extra-curricular activity, outreach initiatives & civic engagement, and continue to provide a context enhancing professionalism, humanism and social responsibility.

Let us repeat our commitments to follow an unabated trend of a comprehensive introspection at different levels for coming out with innovative designs to make the chances of any delivery-deficit a big zero. The newsletter humbly expects your similar sanguine patronage in future too.

I close with warm wishes.

(P. N. Jha)

Editorial Board



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65th Republic Day Celebration

SMS Varanasi celebrated this 65th Republic Day with much enthusiasm and pleasure. With the conventional Flag hoisting ceremony, Director of the institute Prof. P. N. Jha, initiated the program. In his inaugural dialogue he motivated the students for putting their contribution towards development of country, institution along with their own development. Apart from this chief activity, plenty of other important events also took place in premises of SMS. Plantation activity was also organized at the institute amidst the presence of Executive Secretary Dr. M. P. Singh and senior faculty members.



Director addressing on Republic Day

SKILLCON 2014 – A two days National Conference



Lightening of Lamp by Chief Guest

Inaugurating the National Conference on the topic “Management and Technology for Skill Development: Innovative approaches” at the Varanasi Campus of School of Management Sciences (SMS) on Saturday, the 22nd February, 2014, the Chief Guest Dr. David Oakley Faulkner, Professor Emeritus, University of London (and formerly a management consultant – McKinsey) said that the notion of putting the Learner first and focusing on ways to empower the learner through improved skills, should be the crux of the National Policy on Skills, something quite elusive till date. Another point he seriously considered was that the perspective of the learner regarding skills and vocational training is little known; at the same time the judgment of learners is clouded by the challenges of survival.

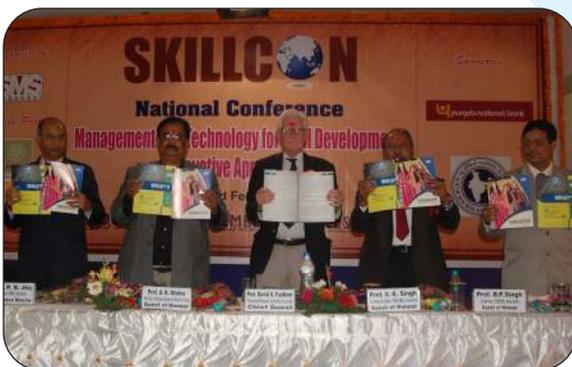
The Guest of Honour, Prof. S. K. Singh, Former Head & Dean, FMS, BHU, Varanasi and ICCR Chair Professor, Ministry of External Affairs, Govt. of India in the Faculty of Management, Pokhara University, Nepal said that the shortage of appropriate skilled labour force is a challenge to overall growth and future of our country. The other Guest of Honour Prof. A. K. Mishra, Head, Department of Business Management, Mizoram University in his deliberation said that skill is the starting unit of performance.

Earlier welcoming the dignitaries to the Conference, Prof. P. N. Jha, Director, SMS, Varanasi said that the aim of the Conference is to understand the requirement of the skill set that enhances employability globally. Skill is nothing but general wisdom and wisdom is regarded as a prelude to innovation and productivity. The Conference theme was presented by Associate Professor, Dr. R. K. Singh



Token of Remembrance to Chief Guest

(Conference Convenor) while the Vote of Thanks was given by the Dean, Computer Sciences, Mr. Kamal Sheel Mishra. The inaugural session was conducted by Ms. Pallavi Pathak (Senior Lecturer, SMS Varanasi).



Unveiling of SMS Publications

The two day Conference was attended by more than 200 delegates. Representatives from countries like the USA, the UK, Mexico and our neighboring Nepal joined this event besides academia from places like New Delhi, NOIDA, Kolkata, Bangalore, Allahabad, Lucknow, Bareilly, Vellore, Guwahati, Dhanbad, Phagwara, Hyderabad and Muzaffarpur, to name a few. The other prominent speakers included Prof. B. P. Singh (Chairman-DSPSR-Delhi and former Professor Delhi School of Economics); Vice-President, British Paints India Ltd., Mr. Mohd. Abdul Mateen; Prof. A. K. Tripathi, Department of Computer Engineering, IIT-BHU; Prof. A. K. Singh, Faculty of Commerce and Business, Delhi School of Economics; Prof. D. B. Bhandari, Associate Dean, Faculty of Management, Pokhara University (Nepal); Prof. P. K. Mishra, Department of Chemical Engineering, IIT-BHU; Mr. Mahesh Venkateshwaran, Head-Innovations, NSDC, New Delhi and Mr.

Vivek Jha, DGM-PNB.

The Vice-Chancellor of MG Kashi Vidyapeeth, Prof. P. Nag was present during the valedictory function as the Chief Guest whereas Prof. B. P. Singh, Prof P. K. Mishra & Prof. S. K. Singh were present as Guest of Honour. Major sponsor of the event was Punjab National Bank. The Associate Partners of the Conference were the PHD Chamber and EUPEA.

SMS Undergraduate Students in top ten list of MGKVP

SMS Undergraduate students had again proved their academic strength by attaining their position in various graduate level programmes (BBA & BCA) affiliated with Mahatma Gandhi Kashi Vidyapeeth (MGKVP). Ankit Verma grabbed the gold medal, as he topped in BCA Programme followed by three other students among top five students of university examinations. On the other hand six BBA students made their place in top ten list of University led by Mona Kabra, who secured Silver Medal in the university examination.



Participants of SKILLCON

Five Days Workshops on understanding Indian Philosophy for Students of GVSU, Michigan, USA



Foreign Participants attending Workshop

Inaugurating a 5-day workshop on Indian philosophy, tradition and wisdom at the Khushipur campus of School of Management Sciences (SMS) Varanasi for the delegates of Grand Valley University, Michigan, USA, Prof. P.K. Mukhopadhyay (formerly with Jadavpur University) in his lecture on “Introduction to the Indian philosophical traditions” stressed on the need for possessing a thinkable liking for Indian philosophy which is more so skewed towards morality, spirituality and ethics that forms a base for happiness and prosperity. In his lecture, he traced the philosophical dimensions of east and

the west and said that Indian culture is total, just not spiritual. He said that there has been a shift from philosophy of nature to that of man and morals. Indian philosophy finds place in every endeavour – be it politics, education, economics, science or the like.

The team from USA headed by Prof. Michael DeWilde of the Grand Valley State University (Michigan) and his Graduate and Under Graduate students have come to SMS Varanasi to explore the unexplored!, he opined. India has been very rich in philosophy and its implementation everywhere and survival of the fittest pairs up with the philosophy. This workshop hopefully would fill-up the void in the knowledge of Indian traditions and philosophy, he commented.



Yoga Session

The entire programme divided over five days included visit to Sarnath, Varanasi Ghats, Yoga and Meditation sessions, rigorous academic inputs from experts of spirituality and philosophy (including tantra), Indian jugalbandi through music, Ayurveda benefits sessions, exposition to organic farming etc.

Eight days Workshop on “Advanced Android Mobile Platform” for MCA Students

Eight days (03.03.2014 to 10.03.2014) 'Advanced Android Mobile Platform' Workshop held at SMS Varanasi. Workshop was organized for MCA IVth Semester students. Workshop started in presence of trainers



MCA Students in Android Workshop

Mr. Kuldeep Pandey (Senior Software Developer at Vaskoe Technologies Private Limited) & Mr. Ashish Kumar (Software Developer at Vaskoe Technologies Private Limited) from Waayoo.com an Educational division of Vaskoe Technologies Pvt. Ltd. Workshop comprised complete forty five hours interaction and exercises spread in eight days schedule. Workshop was planned to deal with various Android related issues like License Issues, Mobile Application Development Targeting Android, User interfaces, Intents and services, Storing and retrieving data, Networking and Web services, Graphics and Animation, Multimedia, Maps, Location Services, Final Project. On the final day of workshop participating students were provided Training Certificate from Vaskoe Technologies Private Limited. For better understanding of the applications of above mentioned topics students were provided Android Mobile phones for the duration of the course as a part of course kit.



Trainers addressing Students

Workshop activities were coordinated by MCA Students. In android workshop few students of MCA- IV Sem (2012-15 Batch) were selected for Internship in Waayoo.com for executing real time projects. This list includes Abhishek Tripathi, Ashutosh Srivastava, Deepak Kumar Dixit (waiting List) & Rohit Kumar (waiting List). This group of students got an opportunity to attend training program of their preferred technology in waayoo.com with-out any fee payment.

Two Days Workshop on “Microsoft Excel” for MBA Students



Welcoming Guests of Workshop

Two days' workshop on MS – Excel 2007/10 was organized at SMS Varanasi campus on April 04-05, 2014 for MBA II semester students. Experts from Skill Soft Solutions; Mr. Ashutosh Vikram, Mr. Sumit Jasoria & Mr. Ankit Arora conducted the workshop.

Topics covered in workshop were Data Sorting and filtering, commonly used formulas in Excel, Splitting, String Functions, Basic Formatting, Conditional Formatting, Pivot Table, Profit & Loss data modeling and analysis, Creating BCG Matrix in Excel etc.

Two Days MDP at HINDALCO for Managers

A two Day Management Development Program was conducted by Dr. Sanjay Saxena, Dean-Management Sciences, SMS Varanasi and Mr. Navin Kumar, Manager-Training and Consultancy, SMS Varanasi for the line managers working in different departments of Hindalco, Renukoot. The topic was aptly titled Team & People Skills which is an integral part of managerial effectiveness. All the participants belonged to the middle management with 10 years or more of work experience. During the workshop the participants absorbed quite a few practical tips about Conflict Management, Coaching & Mentoring, Performance Management Systems, Team Building, and Reflection & Action Planning. This two day training held on May 7 & 8, 2014 was well received by the participants. The founder of CIM and is an academician, author, international motivational speaker, social advocate, universal spiritual teacher, innovative facilitator and a spiritually awakened leader from West Bengal, India.

Two Days MDP at NTPC for Executives

Two days Management Development Program (MDP) titled 'HR for Line Managers' was conducted on January 28 & 29, 2014 by Center for Management Development Programs, SMS Varanasi. The managerial executives of NTPC's Barh Super Thermal Power Station were participants of this in house MDP. Mr. Navin Kumar, Reader & Manager (Training & Consulting), SMS Varanasi trained the NTPC executives. The trainees belonged to the managerial executive bands E1 to E5 of NTPC and are working as managers in different departments. The main idea behind this MDP was to facilitate the learning about how to shoulder more and more HR related responsibilities. Such training programs are being undertaken by forward

looking organizations to enhance their achievement of overall operational and business objectives. The program was well received by the executives who participated in fruitful brainstorming sessions to discuss their day to day experiences followed by learning about how to implement new developments in different sub functions of Human Resource Management such as Change Management, Performance Management System, and Learning & Development.

C-SHE conducted One Day MDP on “Mindfulness for Academic Excellence” at Mumbai

“Mindfulness for Academic Excellence” held at Bunt Sangha's SM Shetty Educational Institutes, Hiranadani , Powai , Mumbai on April 16, 2014 was Jointly organized by School of Management Sciences, Varanasi and Stress Management Academy, Kolkata.



MDP on Mindfulness at Mumbai

FDP on “Teaching and Research Methods”

The week-long Faculty Development Programme on “Teaching and Research Methods” concluded at the Khushipur campus of School of Management Sciences (SMS), Varanasi with trainers making faculty members realize a point that not doing Research makes a faculty professionally obsolete. The programme was inaugurated by Prof. Manas K Mandal (Director General-DRDO) along with Prof. Anand Prakash (Delhi University) who dealt with the Quantitative and Qualitative aspects of Research and highlighted the changing nature of researches along with the challenges which faculty members need to counter in the current socio-economic and cultural set up. Several workshops were organized during the entire programme through which various conclusions were drawn.



Dr. Manas K. Mandal -DG, DRDO addressing Faculties

only one – continue to do Research. He exhorted the faculty members to go beyond the rituals, develop attitude for Research. He talked at length about various facets of research Methodologies in Social Sciences and Computing. He also commented on strategizing Research. He stressed on the fact that there should be continuous training for the trainers and one must have the tendency even to 'unlearn' in order to learn new things. Later he also commented on the ethical issues of research.

Prof. Anand discussed the nuances of Qualitative Research and highlighted the role of 'narratives' in Research methods. Narratives are in the form of tragedy, romance, satire and humor and these pervade everyday lives. Narrative is immortal, he added. Movies were later shown to discuss applications and implications of Qualitative Research. Prof. A. K. Tripathi (IIT-BHU) talked about collaborative learning in classrooms and discussed the issues, challenges and problems in research. He said science helps in disambiguation (or quantification) of Qualitative assertions.



SMS Faculties in Brain Storm Session



Faculties in discussion with Trainer

Later Prof. P. N. Jha (Director SMS Varanasi) gave certificates to all the participants. The Executive Secretary, SMS Society Dr. M. P. Singh and the Registrar, Mr. Sanjay Gupta was also present on the occasion. The programme was conceptualized by Dean (Management Sciences) Dr. Sanjay Saxena while it was conducted by Mr. Amit Kishore Sinha (Sr. Lecturer).

One day Seminar on “Role of Youth in National Development”

The world's eye is on India because India is young and confident that it can change itself and lead the world. The youth of the country is now opting for change which the country badly needs on the global front. The youth should not waste time but get engaged into constructive things beneficial for human beings. We have to rise above casteism to show that humanity comes first. These were some of the remarks of the noted educationist and media personality, Shri Nalin S Kohli, also the executive member of a national political party in a seminar on “Role of Youth in National development” at the Khushipur campus of School of Management Sciences (SMS), Varanasi.



Executive Secretary, SMS felicitating Sri Nalin Kohli Ji with Memento

Speaking as the Chief Guest of the seminar, he said that youth power can change the direction of our social set-up (tana-bana), the economy and pave the way towards a developed India. Citing the instances of economic slowdown he exhorted the young generation to rise above petty things like casteism and invoke nationalism, the need of the hour. Addressing a gathering of around 200 students at SMS Varanasi campus, he said that the world is looking at us; the youth of the country needs to participate heavily in the upcoming elections which are going to decide the fate of the country for the next generation. Guest of Honour, Shri Sunil Deodhar, a social worker, said that India is needing change, change of ideas, change of ideologies, change of our perception of social structure are some of the immediate needs and answers can be provided by youth by electing a strong Government at the Centre which talks about national interest first.

One day Symposium on "The Role of Forthcoming Government in the Development of India"



Registrar, SMS welcoming the Guest

School of Management Sciences, Varanasi witnessed a high profile congregation of elite thinkers in its one day symposium on the topic “The Role of Forthcoming Government in the Development of India”. The event was inaugurated by the Hon'ble Chief Guest, Shri R. K. Singh, Former Home Secretary, Govt. of India. On this occasion Prof. P. N. Singh, Professor, Sampurnanand Sanskrit University, Varanasi was also present. Shri R. K. Singh addressed the gathering of students and told them that apart from being a student they all are the citizens of this country. They have a prominent role to play in nation building. Many a times it happens that due to lack of commitment towards our own duties and lack of information regarding the country, we stop us from being decisive and thus creating a situation of policy paralysis. The role of the forthcoming government for development of India is manifold. Prominent among them is drafting policies for development and ensuring that the

benefit reaches to every corner of the country.

Addressing the students Prof. P. N. Singh said that students should ensure their active participation towards the social concerns of the country. It is only after performing our duties that we can analyze the performance of any government. Students should march forward to serve the country by becoming more conscious both personally and professionally.

Lecture Series at SMS

Mr Rajesh Srivastava, Head HR, British Paints Ltd. visited SMS Varanasi campus on March 14, 2014. During his visit Mr. Srivastava interacted with PGDM II semester students.

Prof. K. K. Bhutani from Allahabad University visited SMS Varanasi campus and delivered a lecture on "Integrated Approach in I.T. based services". Students of BCA and faculty members of the Computer Science department attended the lecture.

This year, Lecture series at SMS also includes the blessings of Professor S C Mishra, IIT Guwahati, Prof. Alok Rai, FMS, BHU, Varanasi from the area of Academics. From Corporate field, Mr. Shivam Bansal, Director,



Prof. K. K. Bhutani, University of Allahabad with Students

JJ Plast Alloy Pvt. Ltd., Ms. Aparna Sharma, Country Head, Lafarge India, Head-Corporate HR, Datamatics Global Services Limited, Mumbai, Mr. Lalit Kumar Singh, Scientist – Research & Development, Bhabha Atomic Research Center, Mumbai. They had nurtured & guided our students of different streams so as to survive in the industry after the course completion.

Dr. Chandra Mauli Dwivedi, President and Global

Senior Fulbright Scholar Dr. Bhaswati Bhattacharya interacted with faculty of SMS

Dr. Bhaswati Battacharya, MD, Founder & Producer, Betel Nut Productions, NY, USA, & Senior Fulbright Scholar, visited SMS Varanasi campus on Saturday January 04, 2014. During her visit Dr. Bhattacharya interacted with the faculty members of SMS Varanasi. She elaborated the "Importance of following different steps of Dincharya (Daily Routine) as prescribed by the Ayurveda". She also dwelt upon Fulbright Nehru Fellowship programme and the procedure to apply for the same.



Dr. Bhaswati interacting with SMS Faculties

IIT Bombay Spoken Tutorials classes now for BCA students

IIT-Bombay and MHRD supported 'Spoken Tutorials' workshop was opened to the BCA students of SMS, perhaps for the first time. A series of Workshops on C and C++ were successfully organized by IIT Bombay in School of Management Sciences Varanasi campus through the video-conferencing learning mode exclusively for BCA Students. This programme is an initiative of the "Talk to a Teacher" project of the National Mission on Education through Information and Communication Technology, launched by MHRD, Govt of India. In this workshop IIT Bombay provides a series of Audio Video tutorials for the students that can be studied offline. The Spoken Tutorial project is about teaching and learning a particular FOSS (Free and Open Source Software) like Linux, Scilab, LaTeX, PHP & MySQL, Java, C/C++, LibreOffice etc.



BCA Students attending Spoken Tutorial Workshop

Unique "Tech Marathon" a 24 Hours Techno Brain Race Competition for MCA Students



MCA Students in Brain Race Competition

An integral part of professional education, a simulation based competition 'Tech Marathon', organized for MCA students ended after continuous 24-hour run at the Khushipur campus of School of Management Sciences (SMS) Varanasi. The event starts on 22nd April, 2014 at 11:00 AM sharp and ended on 23rd April, 2014 at 11:00 AM. The contest was won by the Team Number-9 (Team members were Abhishek Tripathi, Ashutosh Srivastava, Alok Kumar Singh, Saurabh Jain (MCA Semester 4 students) who were able to implement all three levels of the Android based applications with all functionalities. The

runners-up position was captured by the Team No-3 (Team members were Sakshi Srivastava, Meenakshi Singh, Nutan Singh and Ashish Dhar Tripathi). Second runners-up position was held by Team Number-5 (Team members were Rohit Kumar, Vaibhav Barnwal, Rashmi Kumari, Karunesh Kumar Tripathi)

According to the organizer of the event, Shri Ram Gopal Gupta (Reader),



Participants with Director & Faculties

the competition was unique in the sense that it aimed at honing the skills of teamwork amongst students, a necessary ingredient in software development and also how to work under stressful conditions of deadlines, which is always demanded from the client side in typical business scenario. The team-centric event comprised of Registration through mobile at the first level while the second level was concerned with admin which can add, delete or modify the contest list, in other words controlling the apps.

The final level consisted of deployment of the local database to remote server using google/dropbox/skydrive. Then the constraints were validated and finally implemented. The problem levels were also discussed with corporates - Mr. Atul Mishra, Tech Lead, Samsung India, Noida, Mr. Abdul Qaiyoom, CEO, Allies Interactive Pvt. Ltd., Kanpur, and Mr. Gagan Singh, Sr. Android Developer, Copper Mobile, Noida before finalizing the event.



Winners of Tech Marathon

Addressing the winners and other participants, around 40 in number under 11 teams, the Director of the Institute hailed the efforts from both sides-faculty and students owing to which this unique exercise got organized flawlessly for continuous 24 hours where students stayed at the campus day-night.

Later Certificates were presented to the winning teams. On the occasion, the Dean, Computer Science Sri Kamal Sheel Mishra congratulated the students for their success. MCA coordinator Shri S. S. Srivastava, Associate Professor along with Shri Abhishek Srivastava (Sr. Lecturer) stayed for full 24 Hrs session at campus. Shri Pradeep Srivastava (Manager-IT), Shri Debpriyo Banerjee (System Administrator), Shri Sushil Singh and Shri K. N. Chaubey were also present.

Entrepreneurship & Skill Development Programme at Kannauj

Dr. Raj Kumar Singh, Associate Professor and Coordinator of CEISD, SMS Varanasi gave valuable inputs to the participants during an “Entrepreneurship & Skill Development Programme” on Essential Oils, Flavour & Fragrance Industry for Start Up and Entrepreneurs of Rwanda (Africa) organized jointly by FFDC, Kannauj (A Govt. of India Institution under Ministry of MSME), INTEC (International Technology & Economic Cooperation) of Ministry of External Affairs, India and as Knowledge Partner in Management Education by CEISD (Centre For Entrepreneurship, Innovation and Skill Development) of Institute. Event took place in the campus of FFDC Kannauj.



Participants alongwith their Trainer Dr. R.K. Singh

Fourth Annual Alumni Meet at New Delhi



Fourth Annual Alumni Meet of Delhi Chapter

SMS Varanasi organized its IVth Annual Alumni meet of Delhi Chapter on June 21, 2014 at the Shriram Hall of PHD Chamber of Commerce and Industry, New Delhi. The Meet was attended by more than 100 Alumnus and Alumna of different courses and batches of SMS Varanasi. Meeting got started with welcoming the guests followed by brief presentation and exhibition of corporate film of SMS Group by Mr. Amitabh Pandey, Reader, SMS Varanasi. Thereafter Alumni members have been informed about the recent achievements of SMS Group of institution. Members also discussed about SMS Alumni Association and related topics, followed by Open house discussion on various issues. All the Alumni members have been felicitated in the meeting. During the session Mr. Dhritendra Kumar Tripathi, GM-Corporate Affairs, SMS Varanasi also interacted with students. Mr. Shambhu Sharan Shrivastava, Associate Professor, SMS Varanasi presented Vote-of-Thanks followed by dinner of all the present members. Mr. Biplab Sengupta (Alumni Coordinator-

Delhi Chapter) and Mr. Birendra Nath Pandey (Alumni Coordinator-Delhi Chapter) made all the needed arrangements for the successful accomplishment of the event.

Shooting of Doordarshan Programme "Finance Ki Pathshala"

Doordarshan Team arrived at sms to shoot one of the series of a programme called Finance ki pathshala where a team of academic experts from that particular institute solve the different finance related queries of the students. The objective of the programme is to create mass awareness in basic finance amongst the youth.



Finance Ki Pathshala

APN News Channel at Campus

APN News at SMS Varanasi Campus on May 9, 2014 for a first hand coverage of BRANDING IN POLITICS programme. On this occasion, team APN interacted with students and faculty members. Later the programme was aired on the channel across India.



APN News interacting with Faculty Members

Anant Gyan 2014 (Sudoku, Crossword & Budget Analysis Competition)

A literary event 'Anant Gyan-2014' was organized on 10th March, 2014 under the aegis of "SYNERGY – The literary Club". This competitive event

had three activities namely Business Crossword Competition, Sudoku Competition and Budget Analysis Competition.



Winners of Anant Gyan with Director

This event was organized specially for the students of PGDM and MBA of our institution who will be soon exposed to the corporate world. The students participated in all the activities with great enthusiasm and vigor.

Results:

Business Crossword: Utkarsh Dubey (Winner; PGDM-II Sem), Vivek Kumar Singh (1st Runner-up; PGDM-II Sem) and Anjali Singh (2nd Runner-up; MBA-II Sem)

Sudoku: C.V.Sharda (Winner; MBA-II Sem), Naina Chaurasia (1st Runner-up; PGDM-II Sem) and Pritam Kumar (2nd Runner-up; PGDM-II Sem)

Budget Analysis: Janice David (Winner; MBA-II Sem), Satyam Anand (1st Runner-up; PGDM-II Sem) and Divya Vats (2nd Runner-up; MBA-II Sem)

Director, Prof.P. N. Jha gave trophies and certificates to the winning participants and blessed the students with his words of wisdom. Registrar and faculty members of the institute were also present to witness and cherish the activities.

Faculty of SMS Varanasi on NDTV India

It was a moment of pride and glory for School of Management Sciences, Varanasi when Mr. Alok Kumar, Dean (Research & Development) was invited on NDTV India by Ravish in his programme 'Prime Time' for a panel discussion on the theme 'Political Advertising' where experts shared their thoughts and experiences on the effectiveness and impact of advertising in Politics.

Also during election time, Mr. Alok Kumar was invited by another NDTV India Anchor, Abhigyaan in his programme Mahamuquabla which highlighted the educational and cultural milieu of Benaras.



Mr. Alok Kumar, Dean-R&D with Ravish on NDTV

Farewell Parties for PGDM, BBA and BCA

Don't be dismayed at goodbyes. A farewell is necessary before you can meet again. And meeting again, after moments or lifetime, is certain for those who are friends. ~Richard Bach



Students enjoying their Farewell Party

As another round of farewell ceremonies conclude, once again, the students of SMS organized farewell parties to their seniors. The



Students enjoying their Farewell Party

auspicious day begins with the lighting of the lamp and garlanding of Goddess Saraswati. The mesmerizing music, songs, flash freezing lights and the exuberant students are the defining moments in the party. It is the day of love, affection, trust and above all the bond of togetherness and belongingness. On account of number of dances and other cultural performances of the students, ambience becomes extremely energetic. At the

end of the heart touching performances Mr. Farewell & Ms. Farewell titles awarded to the selected seniors from their junior counterparts.

Pinnacle Placements at SMS



Placement Activities at SMS

In the vein of previous year, this year also School of Management Sciences announces with pride that we had achieved our objective of approx 100% placement for PGDMs (2013-2014) students at noticeable organizations. In both the phases i.e., first half (October – December 2013) & second

(January – June 2014), student's recruitment in various organizations, more than three dozen Marketing, Finance, HR and IT companies arrived for campus

selection especially for PGDM & MCA students. College invited companies operating in different functional areas including IT Sectors, Entertainment Sectors, Consumer Durable, Online Marketing, Securities, Auto Companies, Banks, FMCG Organizations, Transports, Pharma, Retail Giants & Infrastructure related Organizations. This year, SMS Varanasi explores the maximum possible placement opportunities for the students of both Management and Computers.



Placement Activities at SMS

Companies have recruited students for various Managerial positions at attractive packages ranging from 3-6 Lacs per annum, highest being 6.0 Lacs per annum.

Aircel
Axis Bank
Bajaj Corp. Ltd.
Beacon Insurance Pvt. Ltd.
Berger Paints India Ltd.
BharatMatrimony.com
British Paints
Capital IQ
Ceasefire Industries Ltd.
ColdEX
E2I Group

Greenply Industries Ltd.
ICICI Securities
Info Edge India Ltd. (99 acars)
Intec Capital Ltd.
ITC LTD.
ITC Wills Lifestyle
Kamdhenu Ispat Ltd.
Kotak Mahindra Bank
KOYE Pharmaceuticals Pvt. Ltd.
Lares Softech Pvt. Ltd.
Locon Solutions Pvt. Ltd.

M-Oasis Home Appliances
Mother Dairy
OM Logistics Ltd.
Prism Cement Ltd.
Reliance Retail Ltd.
SBI Life Insurance
Synergy Oil (LLC)
TCI Ltd.
Technova
Vishal Retail Ltd.

Faculty Achievements

Mr. Alok Kumar, Associate Professor

- Published an article on Hindustan Times: Column My City My Pride On May 28, 2014 - "Every citizen needs basic management lessons in Kashi"
- Published an article on Hindustan Times: Column Xpressions On May 29, 2014 - "Ganga has been turned into a dumpyard"
- Published an article on Manvani (Hindi): Column Kataksh, May 2014 issue - "Brand Banaras aur Marketing Modi ki"



Mr. Anand Prakash Dube, Assistant Professor

- Published a paper "Analysis of a Dynamic Load Balancing Model in Grid Environment" in Vol. III, No. 2 July 2013 of Computing Trendz - A Journal of Emerging Trends in Information Technology



Mr. Abhishek Srivastava, Assistant Professor

- Participated and presented a paper In National Conference on "Indian Preparation to Face the Opportunities & Challenges in the Post-Recession Era: A Management Perspective", titled "Role of Social Media Marketing in E-commerce: Indian Perspective", Organised by School of Management Studies, Uttar Pradesh Rajarshi Tandon Open University (UPRTOU), Allahabad (14-15 February, 2014)



Dr. Aditya Kumar Gupta, Assistant Professor

- Presented and Publish a Paper "Data Warehouse and Data Mining Practices for Indian Agriculture" in CII-SMS HR Conference-2014 on "Emerging Practices in People Management" organized by Confederation of Indian Industry and School of Management Sciences, Lucknow, 21-22 February, 2014.
- Publish a Paper "Life Insurance Market: The Rural India Connect" , in the Journal of Incisive Analysers, Management Insight - Published by School of Management Sciences, Varanasi, Volume X : No. 1, June - 2014 (ISSN NO: 0973-936X)
- Received Certificate for Organizing Java, C++ & C Workshop from IIT Bombay under Spoken tutorial Project, funded by NMEICT, MHRD, Govt of India.



Mrs. Pallavi Pathak, Assistant Professor

- Participated in International Workshop / Webinar on "Postgraduate Research Tools-Research Made Easy" held on 29-30 January, 2013 organised by Research Centre for Training and Development, Abu Dhabi
- Published a Paper "Analysing and Managing Employee Turnover" In online Journal International Journal of Management & Behavioral Sciences, Vol.05, No. December-2013, 317-325
- Published a Paper "Solar Power as a Source of Ecologically Sustainable Growth in Rajasthan" in Vol. 5 Special Edition-II (2014) of SAMRIDDHI - A Journal of Physical Sciences, Engineering & Technology, 131-136



Dr. A. Shanker Prakash, Assistant Professor

- He has also completed his MBA from Shobhit University
- Book Published- Market Efficiency of Indian Stock Market, Astral International Publisher 2014 ISBN 978-93-5130-203-2
- Attended an FDP on the topic "Financial Econometrics through e-views" at BVIMR, New Delhi.
- Invited as Resource Person to conduct a session on Post-Organizational Skills Development organized by academique, an Interdisciplinary Discussion Group, Benaras Hindu University, Varanasi on the 19th April 2014.



Chandrashekhar Singh news, Assistant Professor

Presented a Paper "Rural Marketing-Challenges and Opportunities" in CII - SMS HR Conference 2014 on "Emerging Practices in People Management" organised by Confederation of Indian Industry and School of Management Sciences, Lucknow, 21 - 22 Feb 2014

Presented a Paper "Effect of Globalization On Indian Society" in a National Seminar "Innovative Trends In Modern Business Management" organized by United Institute of Management, Allahabad, 5 April 2014



Scholarship

Scholarship by U.P. State Government

Scholarship to SMS Student offered by U.P. State Government:

"Students are motivated to put their best efforts towards various activities to the institution. Semester toppers are entitled for Scholarship, in accordance with their performance. Students are also eligible for scholarship offered by Uttar Pradesh State Government. Scholarships for the weaker section are provided through the Samaj Kalyan Vibhag, U.P. Government and it is granted as per the Prevailing rules of the U.P. Government,"

Dr. Sarvepalli Radhakrishnan Scholarship

for New Admissions in the PGDM Programme

Percentile obtained in CAT/XAT/MAT/CMAT	Slab of Scholarship Applicable
60 to less than 70	15% of First Year Fee
70 and above	20% of First Year Fee

Merit Scholarship for New Admission in PGDM Course

Percentage obtained in Graduation (any discipline)	Slab of Scholarship Applicable
70% and above	15% of First Year Fee
Throughout 60% and above (Xth, XIIth & Graduation)	20% of First Year Fee

Babu Nageshwar Singh Scholarship

for Post Graduate Studies. The scheme will be applicable to the undergraduate student (BBA, BCA & B.Tech. Programmes) of SMS for pursuing PGDM/MCA/MBA courses at School of Management Sciences.

Percentage of Marks attained in BBA/BCA/B.Tech Courses at SMS	Slab of Scholarship Applicable in PGDM Courses at SMS
less than 70%	20% of First Year Fee
70% and above	25% of First Year Fee
Percentage of Marks attained in BBA/BCA/B.Tech Courses at SMS	Slab of Scholarship Applicable in MCA/MBA Courses at SMS
60% - 70%	10% of First Year Fee
70% and above	15% of First Year Fee

Merit Scholarship

for New Admissions in BBA, BCA Courses

Percentage of Marks attained in Class XII th	Slab of Scholarship Applicable
60% - 70%	10% of First Year Fee
70% and above	15% of First Year Fee

Scholarship for Existing Students

Prof. Mukund Lal Scholarship for Semester Toppers

SMS have system of providing adequate scholarship towards toppers of each semester of various Graduate and Post-Graduate Programmes:

PGDM	MBA	MCA	BBA	BCA
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SMSSHOTS



Guests of SKILLCON



Plantation in Campus



Cloth Distribution at Assi Ghat by SMS



Students of Grand Valley State University in Workshop



Faculties in Faculty Development Program



PGDM Students in a Program



Shri Nalin Kohli in SMS Campus



APN News interacting with Students



Trainer in Microsoft Excel Workshop



PGDM Final Year Students in a Photo Session



Alumni Meet, Delhi Chapter



An Event of a Cultural Evening

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