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SMS
VARANASI

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SMSNEWS

A BI-ANNUAL PUBLICATION OF SMS, VARANASI



SMS
VARANASI

Ranked Amongst TOP 50 B-Schools by Business India

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Director's Message

A globally sensitive B-school of the stature of SMS Varanasi has to continuously address to a formidable compulsion in not only sustaining the professional impeccability, but equally to regularly seek to burnish its scholastic image within the relevant landscape facing fierce competitive forces. Let us congratulate SMS Varanasi for making another quantum jump on the overall quality pitch of management-education by landing into a more prestigious & sparkling bracket of **'Top-50 B-schools'** of India on securing **46th All India Rank**. We are committed to create the best learning experience in an ideal environment.

The month of July, you may appreciate, has got its own genre of importance in the rubric life-cycle of a B-school, when we get the opportunity to welcome a fresh lot of new faces. It certainly provides an exulting experience to see them romping around in the cozy habitat of the green campus of SMS-empire, ready to imbibe a seasoned delivery of our globally acclaimed curricular contents that reflect a cent-per-cent compliance on the academic canon already set recently by the global management education system.

A growing social encounter of SMS-newsletter certainly speaks of its swelling maturity among the rush and crush of peer publications. Establishing a propensity to consume among you discerning readers is of course an acknowledgement of its information pertinence and sufficiency. The current issue is once again housed with interesting glimpses of a number of proud moments such as, Orientation programmes for the new entrants in our PGDM, MBA, MCA, and Undergraduate Courses to the Freshers' Parties, Teachers' Day celebrations, 15th August National Festival celebrations, colourful mega-events of 'Adharshila' & Alumni Meet, Robust beginning of an unbelievable track of fabulous campus placements once again, and so many other value-adding events.

Understanding its motto to always give its students the best of what is happening in and around so that they are always at the cutting edge of application-based academics the world over, the SMS-system has been constantly proactive to imbibe and practice needful inputs cropping up from time to time on plural dimensions for a similar institution of higher learning.

Let me close with best wishes for the New Year – 2016.

(P. N. Jha)

SMS Achieves 100% Student Placement

The placement cell of School of Management Sciences, Varanasi has announced that the institution has achieved 100% placements for PGDM, MBA and MCA final year students. More than 50 companies visited the Institute for campus recruitment and appreciated the potential of students by offering them with the highest salary package of 5.75 Lac per annum.



Wipro Technologies visited campus for Placement



Placement Activities at Campus



Selected Students along with Placement Cell & Recruiters



In brief following companies had recently visited Institute for Campus Placement:



Foundation Day 'ADHARSHILA-2015'

School of Management Sciences (SMS), Varanasi completed two decades of its existence on the land of Kashi and the occasion was celebrated with great vigor and zeal by the entire SMS fraternity on 21st November, 2015. A series of competitive events and cultural program was organized on the day.

Inaugurating the function, the Commissioner (Varanasi Division) Shri Nitin Ramesh Gokarn said that it was heartening to note the way SMS shapes the youth energy. Presiding over the function, the Vice Chancellor of MGKV, Prof. Prithvish Nag said that the future of SMS is very bright and it is the right time to venture into newer vocational courses as the Institute not only has the academic infrastructure but also innovative ways to take lead in this segment.

During the inaugural ceremony, SMS also felicitated the University Toppers of BCA and BBA courses namely Mr. Piyush Gupta and Ms. Gautami Jhingran respectively with Medals and Cash prizes. SMS Varanasi honored its 13 employees (including three teachers: Prof. Alok Kumar-Dean R&D, Shri KK Bajpai-Associate Professor & Shri AP Dube-Assistant Professor) for rendering their uninterrupted services for 20, 15 and 10 years to the Institution. The entire day was dedicated for the inter school competition of events like Photography, Business Quiz, Antakshari, Solo Song, Solo dance, Ad Making & Rangoli. The participating teams includes few prominent names like FMS-BHU, Faculty of Commerce-BHU, MPMIR-BHU, MGKV, FMT-HCPG College, IMS-SHEPA, Vasantha College for Women, Sunbeam College for Women, AITM, SAMS, Ambition Institute of Management, Dharendra Mahila PG College along with the host teams from SMS Varanasi and sister Institution SMS Technical Campus, Lucknow. At the end of the event an electrifying performance was given

by renowned singer Mr. Shrikant Krishnamurthy. He presented blend of classical and bollywood songs and turned the crowd to break out with their best moves.



Fashion Show @ Adharshila



Antyakshari Competition @ Adharshila



Ganeshh Vandana @ Adharshila



University of BBA while receiving Award from VC



University Topper of BCA while receiving Award from VC

8th Annual Alumni Meet



Alumni @ their Alma Mater

SMS Varanasi organized its Eighth Annual Alumni Meet on 20th Nov 2015 in Varanasi. Venue of the meeting, SMS Varanasi Campus, witnessed the presence of more than hundred Alumnus from different batches and courses including PGDM, MBA, MCA, BBA, BCA and B.Com.

The Alumni meet commenced with a welcome note by Director of the institute Prof. P. N. Jha. He appreciated the Alumni members for their support in earlier years towards placement of students. A brief presentation about the recent activities and exhibition of corporate film of SMS Group was made by Mr. Shardul Shankar, student PGDM.

Alumni members were informed about the different milestones achieved by the institution in the recent past including the awards and accolades from the industry and academia. Information about various academic agreements with the various international institutions of repute was also communicated to the Alumni members. All the Alumni members were felicitated in the meeting by presenting the mementos. The event ended with a series of cultural programs by the existing students of SMS, Varanasi.



College Students welcoming their super seniors @ Cultural Night

Orientation Programme - PGDM & MBA

The 21st batch of the PGDM programme and 3rd batch of the MBA programme at SMS, Varanasi got off to a sensational start with the Chief Guest on the occasion, Shri Ankur Jain (GM-Bata India Ltd). The chief guest welcomes the new comers to perceive and act innovatively specially in our thought processes which often hamper our growth. The entire 3 days orientation programme includes various sessions by SMS senior faculties to enlighten the students with a new start.



Director Felicitating Shri Ankur Jain with memento

BBA, BCA and B.Com.

Prof. Prithvish Nag, Vice Chancellor, Mahatma Gandhi Kashi Vidyapeeth blessed the occasion as Chief Guest in the Orientation Programme of Under-Graduate courses at School of Management Sciences (SMS), Varanasi. In his exhortation to the fresher's of BBA, BCA and B. Com. Programmes, he said that the students should try to become solution providers in life. He congratulated the students on joining these courses at SMS because this Institution happens to be the pioneer in envisioning the courses of BBA and BCA.

The Executive Secretary of SMS, Dr. M. P. Singh felicitated the Chief Guest with a memento as a token of love and remembrance.



Registrar of the Institute welcoming Prof. P. Nag (VC-MGKVP)

38	Amity International Business School	1998	Noida	Prof. (Dr) Gurninder Singh	404	NA	www.amity.edu/bbs
39	Bharatidasan Institute of Management	1964	Trichirappalli	Dr. Karanthiah Pandian	120	S2	www.bim.edu
40	Institute for Financial Management & Research	1970	Chennai	Prof. Lakshmi Kumar	120	S2	www.ifmr.ac.in
41	Institute for Technology & Management	1991	Navi Mumbai	Dr. T. Dayakara Rao	300	S1	www.itsm.ac.in/pgdm/
42	Balaji Institute of Modern Management	1999	Pune	A. Balaji Ramakrishnan	120	S2	www.bimpm.com
43	Christ University Institute of Management	1994	Bangalore	Dr. (Fr) Thomas C Mathew	120	S2	www.christuniversity.in
44	Goka Institute of Management	1993	Ritopur	Dr. Ajit Parulkar	240	S2	www.gim.ac.in
45	Xavier Institute of Management and Entrepreneurship	1991	Bangalore	Prof. J. Philip	178	S2	www.xim.edu
46	School of Management Sciences	1995	Varanasi	Prof. P. N. Jha	240	S1	www.smsvaranasi.com
47	Amrita School of Business	1996	Coimbatore	N/A	120	S2	N/A
48	Aditya Institute of Management and Sciences	1994	Bangalore	Raja Madhy	120	S1	www.adim.ac.in
49	Sytemham Inst. of Mgmt Studies, Research & Entrepreneurship	1993	Mumbai	Dr. Savitri Chhabra	120	S2	www.sismere.org
50	Lal Bahadur Shastri Institute of Management	1995	New Delhi	Prof. Arun Kumar	360	S2	www.lbsim.ac.in

46	Apex School of Management	1993	New Delhi	Alok Saklani	120	S1	www.apexschoolsm.com
47	Bharati Vidyapeeth Univ. Inst. of Mgmt & Research	1992	New Delhi	Dr. Vikas Nath	180	S1	www.bharativedyapeeth.edu
48	Chennai Business School	2006	Chennai	Sridhar Natarajan	48	S1	www.cbs.org.in
49	Faculty of Management Studies, Biju	1984	Varanasi	R. K. Pandey	90	S2	www.bsm.ac.in/fms

One more step towards Excellence

Maintaining its upward spree, the School of Management Sciences (SMS), Varanasi has earned 46th rank in the latest B-School survey conducted by 'Business India' (published in Dec 21, 2015 to Jan 3, 2016 issue) which shows further consolidation of the private B-Schools in the country. SMS Varanasi happens to be the top-most rated and the only institution in the private sector in 17 states to have got this accolade amidst presence of big names. In Uttar Pradesh, it falls next only to IIM-Lucknow (Rank 6) although all IIMs are supported by the Government.

The other highlights of this All India B-School Survey are that in top-20 B-Schools in India, 11 are from the private sector. Further, in the next 30 rankings (from 21 to 50), there are 29 private sector B-Schools, making the total to 40 private B-Schools in the top-50 cadre. North India again performs poorly with only 11 B-Schools out of top-50, however, it is heartening that SMS Varanasi falls in this category.

Workshops

Personality Training & Assessment

This Workshop was conducted for PGDM & MBA I Semester students by ABBSCISSA HR Consultancy, New Delhi. Mr. B.M. Das, Chief Operating Officer, ABBSCISSA along with Ms. Jayanti Mitra initiated the session. In full day long training workshop, various personality assessment and developmental activities took place including Numerical Test, Verbal Reasoning, Clerical Aptitude, Map problems, Group Discussion Activities, Story Writing & Personal Interviews. Organizers provided inputs to the students individually on basis of their performances in various activities.

Business Analytics

A five-day's workshop on 'Business Analytics using SAS' for held at School of Management Sciences, Varanasi from 27th September, 2015 to 1st October, 2015. The workshop was conducted by the Trainer, Mr. Shubham Pandey, Intaglio Solutions, New Delhi. The intent of this workshop was to acquaint the PGDM-III Semester students with various dimensions of business analytics and the statistical tool 'SAS'. At the end of the course, the participants understands the role of business analytics within an organization, Analyze data using statistical tools and data mining techniques and understand relationships between the underlying business processes of an organization.



DOT NET Technologies

A ten day workshop on DOT NET Technology was organized in SMS, Varanasi from 26th Sept 2015 to 5th October 2015.

Workshop was organized by Agile Softech Private Limited for the students of MCA 5th Semester. Mr. Santosh Chaudhary (Project Manager-Agile Softech Pvt.Ltd) was the trainer for the workshop. The 10 days long workshop focused on various concepts of DOT NET TECHNOLOGY.



SMS Mental Ability Recognition Test

(SMART)-2015

School of Management Sciences (SMS), Varanasi on Sunday, 01st November, 2015 organised an online aptitude test named SMS Mental Ability Recognition Test (SMART) for the intermediate students to identify the potential talent existing in the city, with an intention to hone their skills depending on the aptitude of the candidate. 800 students from 25 schools of Varanasi and adjacent areas of Purvanchal participated in the event. The prominent schools included St. John's School (DLW, Madauli and Ledhupur), Little Flower House, CHS (Boys and Girls), W. H. Smith School, Atulanand Convent School, Gurunanak Convent School, KDK Kanodia Convent School, Renukoot, St. Francis etc. were to name a few. The Director of SMS, Varanasi, Prof. P. N. Jha in his inaugural address welcomed and exhorted the participants and said that youth are the future leaders of the nation and they should appear in competitive examinations organized by different forums to improve their competitive Efficiency. Later, the awards (which included cash prizes, trophies and certificates) were distributed by him in the Valedictory Session.

- The 1st prize of Rs. 15,000/- was won by Mr. Prashant Tripathi of St. Johns School, DLW, Varanasi
- 2nd prizes of Rs. 10,000/- was won by Mr. Aditya Chakraborty Little Flower House, Varanasi
- 3rd prize of Rs. 5,000/- was won by Ms. Shraddha Kishan Tripathi of C.H.S. Boys School, Varanasi.
- Along with seven consolation prizes of Rs. 2,500/- for each.



Winners of SMART Contest



MCA Students during the Event

As a part of technical and practical learning, a simulation based competition 'Tech Marathon' organized for MCA students ended after a 24-hour continuous run at the Khushipur campus of School of Management Sciences (SMS) Varanasi from 15th oct 2015 to 16th oct 2015. The competition was unique in the sense that it aimed at polishing 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 development of a web application "Pratispardha" to manage the various contests of all the clubs of SMS, Varanasi (archived-year wise). Addressing the 64 participants comprising of 16 group of 4 each, Prof.P.N Jha (Director, SMS, Varanasi) 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. On the said occasion, MCA coordinator Shri. S. S. Srivastava, Shri Ram Gopal Gupta, Shri Abhishek Srivastava and a technical team were also present.



Students Relaxing at 24 Hours Techno Brain-Race Competition

Mr. Ashok Batra, Vice President HR-GD Foods interacted with SMS Varanasi students



Mr. Batra along with Management Students

As a part of guest lecture series Mr. Ashok Batra, visited SMS, Varanasi on 9th Sept 2015 to interact with PGDM and MBA 3rd semester students. During his interaction with the students he focused on hard work as the main tool for success. He further said that effective communication and presentation skills are the pillars for success in corporate world and gave tips to the students pertaining to same. Present on the occasion were Prof. P.N. Jha, Director SMS Varanasi, Prof. Sandeep Singh (Dean Student's Welfare), Prof. Alok Kumar (Dean Research and Development), Prof. Raj Kumar Singh along with other faculty members.

Shri Pankaj Mehrotra President (Sales), Ceasefire Industries Ltd.

Shri Pankaj Mehrotra, President (Sales), Ceasefire Industries Ltd. Has shared his experiences with MBA, PGDM & MCA students with various tools and strategies involved in sales and marketing. He also focuses on the issues and their solutions related to client handling. He was later felicitated by the Director of Institute Prof. P. N. Jha.



Director of the Institute felicitating Shri Pankaj Mehrotra

Mr. Pradip Bandyopadhyay, Talent Acquisition Manager, Berger Paints Ltd.



Mr. Bandyopadhyay motivating Future Managers @ SMS

Mr Pradip Bandyopadhyay, Talent Acquisition Manager, Berger Paints Ltd. shared his experiences with MBA and PGDM Students on the topic "Career in Paints Industry". He discussed the issues and prospects in the field of Paint Industry for the freshers.

Mr. Deepak Jain, VP, HR, TCI Ltd.



Mr. Jain interacting with Students of SMS

Mr. Deepak Jain has visited campus and interacted with Management students on the topic "How to Achieve Success". Mr. Jain has shared his own experiences with them and tries to make students aware of the industry situation in present context.

Guest Lecture Series

Prof B. P. Singh (Former Professor & Dean, Delhi School of Economics, New Delhi)

As a part of Guest Lecture Series, Prof B. P. Singh (Former Professor & Dean, Delhi School of Economics) visited SMS, Varanasi from 18th to 21st September 2015. During the series of lectures he interacted with the students of PGDM and MBA and discussed various aspects of management education and contemporary practices in business world.



Prof. P. Venugopal in his Lecture Session

Prof. P. Venugopal (XLRI - Jamshedpur)

Guest Lecture for two days (Sept 25-26) by Prof P Venugopal (XLRI-Jamshedpur) On Rural Marketing Development & Marketing Management for MBA Sem-III and PGDM Sem-I students. He enlightened the students with emerging areas of Rural Development and Rural Marketing.

Shri Anand Prakash Srivastava (Usha Deep Academy of Insurance and Finance, Lucknow)



Director felicitating Mr. Srivastava with Memento

Shri Srivastava address the students of FINANCE of MBA and PGDM Programme on the issues of Life, General, Health Insurance, Financial Services, Mutual funds, Banking and Micro-finance/insurance.



Prof. B. P. Singh

Business Model Contest



Director Sir along with the Judges of Startups Mela Contest

A Business Model Contest was organized at SMS, Varanasi on 20th November, 2015 for the students of PGDM and MBA students. Students from both the programs participated in the contest with great zeal and vigor. A total of 14 Business Models by the students were presented in the event. Earlier during his welcome address Prof. P. N Jha (Director, SMS-Varanasi) extended a very welcome to the guests and advocated the importance of entrepreneurship in the today's complex competitive environment. He also said that such contests are the essence of Management Education in any B-School. Dignitaries present on the occasion were Shri Yogendra Singh – DGM, Union Bank of India, Prof. S K Singh- Ex-Head & Dean FMS-BHU, Prof.P. K Mishra, Department of Chemical Engineering & Secretary & Coordinator, Malviya Center for Innovation, Incubation & Entrepreneurship, IIT-BHU, and Shri. Amitabh Singh – MD, Sorreal Systems (P) Ltd & Ex-President, Eastern UP Exporters Association.

The winners of the contest were provided with Cash Prize as per below:-

1st	Silky Agrawal , MBA-1st Year	Rs.7500/-
2nd	Swati Singh PGDM-2nd Year	Rs.5000/-
3rd	Shardul Shankar PGDM-2nd Year	Rs.2500/-



PG Student representing his Business ideas in front of Judges

Case Chase Competition

A "Case Chase Competition" was organized for PGDM & MBA students at SMS Varanasi campus on September 30, 2015 by School of Management Sciences, Varanasi. Students from both the courses participated with great vigor and zeal. 31 case studies related to different dimensions of Marketing, Finance, HR, Strategic Management etc were presented by the participating students. Case of McDonalds, Mahindra Scorpio, Kellogs, Jet Airways, Maruti Suzuki, Kerala Tourism, Cadbury, Hindustaan Motors, Raymonds etc were discussed in the forum.



Panel of Judges Evaluating presentation

Prof S.K Singh (Former Head and Dean FMS, BHU and ICCR Chair Professor, Pokhara University, Nepal) said that Case studies provide a means for highlighting and extracting practical principles and methods for shaping and accelerating progress in solving complex real world problems. Following students were declared the winners by the panel of eminent judges comprising of Prof. S.K. Singh (FMS BHU), Prof. N.B. Singh (FMS BHU) and Prof. Alok Kumar (SMS Varanasi).

1st	Shalini Singh MBA 1st Year	Rs 7,500/-
2nd	Swati Singh PGDM 2nd Year	Rs 5,000/-
3rd	Vikram Kumar PGDM 1st Year	Rs 2,500/-



Students during the competition

Delegate from Emporia State University



Faculty interaction with Dr. Gonzalo R. Bruce

The Dean of International Education-Emporia State University, Kansas (USA), Dr Gonzalo R Bruce visited the Institute for a new series of Collaboration with SMS Varanasi, the discussion lasted for more than 2 hours and it was highly successful. Soon we would hear what all this collaboration would lead to the discussion on various academic and cultural aspects. In the discussion, Director Prof P N Jha along with other faculty members (Prof. Alok Kumar, Prof. Sandeep Singh, Prof. Kamal Sheel Mishra, Prof. Raj Kumar Singh, Shri Kartikeya Singh) discussed various avenues of mutual cooperation from the session 2016-17.

3rd Annual Conference of Quality Circle



Inaugural of 3rd Annual VRCCQC – 2015 by Guests

3rd VRCCQC-2015, a one day conference on Quality Concept Education Programme was organized at campus in collaboration with Quality Circle Forum of India. Quality Circle Forum of India being an International group of 13 countries continuously work on the improvement of quality in education and industries and organizes workshops through its 26 branches and Varanasi Chapter of same is a prominent one. During his inaugural address Mr. S. S Kashyap

(D.R.M North Eastern Railway) said that implementation of quality concept in Micro Small and Medium enterprises may accelerate the industrial growth and may relate to the main theme of Make in India. While inaugurating Quality Concept Education Workshop, Shri. Radhey Mohan (Director, U P Power Corporation Lucknow) advocated on the important contribution of social groups in the development of society.

69th Independence Day Celebration



Rashtra Gaan by the Students

Independence Day is the festival for entire India and celebrated to remember its freedom from British rule and its birth as a sovereign nation on 15th August 1947. Sixty ninth anniversary of India's Independence, on 15th August, 2015, School of Management Sciences celebrated the most pious and auspicious occasion with zeal and enthusiasm.

Prof. P. N. Jha, Director of SMS Varanasi, executed the activity of flag hoisting on behalf of whole SMS family. He presented his tribute towards the leaders of the freedom struggle of India. He discussed the importance of independence and suggested the students to be cautious about the safeguarding of our independence.



Tree Plantation by the Faculty and Students



Prominent Shutterbugs in Action

From this academic year, every month's end date was observed as Activity Day in SMS, Varanasi. On such occasion, various clubs of the institutes organized different activities to hone the extra co-curricular activities of the students.

SPARK –Performing Art Club of SMS Varanasi organized a SOLO DANCE Competition on Activity Day

Following Student were declared winners of the Competition

First- Prize: Sonu Razvi

Second-Prize: Priyanka Chaubey

Third-Prize: Trishala Pandey

Consolation Prize: Harsh Bajaj



All Sets for Golden deed: To help those who are in Need

RAINBOW- The Social Welfare Club of SMS Varanasi launched "Old/Unused Cloth Collection" started from 30th September, 2015. A Donation Box for clothes has been kept near the Library for collecting old/unused clothes donated by SMS Varanasi Students and Staff members. The Collected Clothes would be distributed to the needy and weaker sections of the society in collaboration with the NGOs. A Free eye checkup camp was also organized under the banner of Rainbow Club for the staff, students and faculty



Posing Before Playing

members of the institute.

CREST - The Sports Club of SMS Varanasi, organized different sports activities on the occasion. Activities included indoor and outdoor games like Table Tennis, Chess, Carom, badminton and Volleyball. An Intra-Institute competition of Volleyball was also organized.

National Energy Conservation Day



A much needed Pledge to abide by

School of Management Sciences, Varanasi celebrated National Energy Conservation Day on 14th December, 2015 at its Khushipur Campus. Keeping in mind the scarcity of natural energy and increasing global demand, a seminar on Energy Conservation was organized to discuss the measures to overcome the problem. Students from various streams along with the faculty members attended the seminar in discussed the various measures to save energy. During his welcome address Prof. P. N. Jha (Director, SMS, Varanasi) extended a very warm welcome to the participants and said that institution is regularly engaged in organizing such events relating to the society and environment as part of its corporate social responsibility. He further said that the actual crisis of energy is only because of inefficient manner of utilization. Through studies, it has been established that efficient use of electricity could result in saving of 23% what we consume.

Tour to Nainital by SMS Students



Industry Visit by MBA Students

Like every year, this year also School of Management Sciences Varanasi organized an Industrial come Educational tour for the students of MBA and BCA Programme. This year, a six days adventurous tour to Nainital and Jim Corbett, Ramnagar was organized for the students along with various activities like river crossing, trekking, rippling, paragliding, jungle safari, boating with dance and music every night. The trip also includes one night camping at Pangot (Bird Sanctuary) which is 25 more kms above Nainital. An industry visit was also scheduled for MBA students in Brite industry, Bhimtal who manufactures high quality plastic auto component moulds and dies for Automobile Industries.



BCA Excursion to Nainital



Faculty on Tour

School Of Management Sciences pays tribute to 'missile man' Dr APJ Abdul Kalam, his h Birthday

"Teaching is a very noble profession that shapes the character, caliber, and future of an individual. If the people remember me as a good teacher, that will be the biggest honour for me" - A. P. J. Abdul Kalam



During his deliberation Prof. P. N. Jha (Director SMS, Varanasi) said that Kalam Sahab didn't believe that only weapons made a nation strong, he believed that a nation is strengthened by its people. He was a person who didn't look for opportunities but challenges. Further he counted the valuable contribution of our former president in the development of the nation. Further in the session Shri Sanjay Gupta (Registrar, SMS Varanasi), Prof. Sandeep Singh presented their views and said that "Missile Man" was born in a middle class family seen and faced problems and hardships of middle class, never daunted and depressed of failures rose to the height of first citizen of India, the president of India, a visionary, a pragmatist, a poet a good human being, a complete man.

Vote of thanks was given by Prof. Kamal Sheel Mishra (Dean, Computer Sciences, SMS, Varanasi)

Obituary

Death is inevitable, but when someone you love so much passes on, the pain becomes quite unbearable than the reality. However, death is real, and inescapable. We are all going to die some day you know. On behalf of our entire SMS Fraternity, we offer a prayer of contrition for the departed Souls.

- MBA Student "Shashi Kumar"
- Father of Prof. Kamal Sheel Mishra (HOD, Computer Science)
- Son of Shri Rajesh Singh, (Assistant Registrar)
- Mother of Shri K. P. Sharma (Professional Assistant)
- Father of Shri Krishna Kumar Singh (Security Personnel)

Fresher's Party



An Act from MBA Freshers

The students of different courses MBA, PGDM, BBA, BCA and B.Com whole heartedly welcomes their junior batches at the SMS Varanasi campus. The auspicious day begins with the lighting of the lamp and garlanding of Goddess Saraswati and the events like dance music, masti, dramas and programmes. Seniors have put lots of efforts to organize the exploding party along with delightful foodstuffs in their lunch menus.

At the end of the heart touching performances Mr. Fresher & Ms. Fresher titles are awarded to the selected juniors from their senior counterparts, thus putting formal introduction of junior & seniors a foundation of long-term relationship.



PGDM Freshers Ready to ROCK



Fun and Excitement all around

“You didn't need a college degree to become one of the people who knew what was really going on. If you paid attention, you could pick things up on your own.”

— Jeannette Walls, The Glass Castle

Ms North India Princess Contest



Beauty with Brain: SMS has it all

It was not just a beauty pageant event where a group of women vie for the top spot, but was a platform for recognition & respect to the spirit of womanhood. Miss North India Princess 2015 was held in the college premises on August 7th 2015.

'Miss North India Princess 2015' is a multi-stage contest in select Girls Colleges across 10 towns of North India. The 12 Finalists undergo a comprehensive grooming & personality development program in Delhi, under the watchful eyes of a group of renowned experts from the fields of Beauty, Modeling, Fashion, Make-over, Choreography & Styling. Thereafter the 12 Finalists will take part in a star-studded grand finale in Delhi, where there are multiple rounds of contests in front of a panel of judges, comprising of distinguished personalities from various fields of society. The winner get modeling contracts, gift hampers, crown & much more. Amar Ujaala, as the host of 'Miss North India Princess 2015', intended to showcase this event as a symbol of confidence and triumph of young women across North India. The success of these young women will definitely inspire thousands of other women to chase and reach their dreams.



Dr. A. Shankar Prakash,
Asst. Professor married
Ms. Richa Upadhyay
on 27th November
2015

Faculty Achievement

Dr. Alok Kumar, Professor & Dean (R&D)



Conference

Invited as a 'Key-note' Speaker in the International Seminar on "Sources of Planet Energy, Environmental Disaster Science: Challenges and Strategies" (or SPEEDS 2015) organised in association with Council of Science and Technology, Uttar Pradesh, The Institution of Engineers (India), UP State Centre-Lucknow by the School of Management Sciences Technical Campus, Lucknow on November 21-22, 2015. The Key-note address was delivered on topic 'Mother Earth and We' by Prof. Alok Kumar on November 22, 2015 in one of the sessions.

Two other papers entitled 'Disaster Management: Seeing through the Management Lens' and 'Climate Change: A Critical Appraisal' were considered for presentation and publication in this International Seminar on SPEEDS.

Book Chapter

Prof. Alok Kumar contributed a chapter entitled 'Growing Influence of Media in political advertising in India' in the book "Media and Society" published by Classical Publishing Company, New Delhi (ISBN 978-81-7054-691-7). The co-author is Prof. Pramod Pathak, HOD-Management Studies, Indian School of Mines, Dhanbad.

Article

'Go back to traditions, arrest climate change', an article in Xpressions column in Hindustan Times (Lucknow) written by Prof. Alok Kumar was published on December 8, 2015.

He contributed an article "BENGALI NEW YEAR: SOME INSIGHTS" in Bangiya Samaj Publication "Ahvaahn" (Dec 2015); another article "DIFFERENT FACETS OF DUSSEHRA FESTIVAL" in Kashi Durgotsav Samiti publication "KDS Souvenir" (Oct 2015).

Mr. Shubhagata Roy, Assistant Professor



Presented a research paper entitled "Fertility Decline in Uttar Pradesh: A Statistical Analysis" in National Seminar on "Use of Statistics in Industry and Corporate World" held on 25th & 26th October, 2015 at Department of Statistics, Faculty of Science, Banaras Hindu University, Varanasi.

Mr. Abhishek Srivastava, Assistant Professor



Attended a Training Programme on hands-on with INFLIBNET Online Portal at INFLIBNET Centre, Gandhinagar, An IUC of University Grants Commission, Gandhinagar, Gujarat. The purpose of training was to understand the basics as well as advance features of Inflibnet online portal where our two esteemed Journals i.e. "Management Insight" and "Purushartha" hosted.

Dr. Aditya Kumar Gupta, Assistant Professor



Presented a Paper "Agro-Biodiversity Informatics" using Remote Sensing and GIS in the technical session "Environmental Issues" of the International Seminar on "Sources of Planet Energy, Environmental and Disaster Science: Challenges & Strategies" (SPEEDS-2015) organized by SMS Lucknow in association with The Institute of Engineers (INDIA) and Council of Science & Technology.

Dr. Pallavi Pathak, Assistant Professor



She has completed her Ph.D. on the topic "Organisational Effectiveness in Centres of Higher Learning - A Comparative Study" from Faculty (Now Institute) of Management Studies, Banaras Hindu University, Varanasi.

Mr. Chandrashekhar Singh, Assistant Professor



Presented a paper "Future Of Corporate Social Responsibility In India" In National Seminar On "CORPORATE SOCIAL RESPONSIBILITY PRACTICES IN INDIA" Organized by Department of Commerce, Mahatma Gandhi Kashi Vidyapith, Varanasi On 19-20 December, 2015.

Mr. Ashish Tiwari, Assistant Professor



Completed his "Masters in Journalism and Mass Communication" from MGKVP, Varanasi
Paper Published in Management Insight journal on the topic "Non-Verbal Communication-An Essence of Interpersonal Relationship at Workplace"

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P.O. Bachhaon, Varanasi 221011

Phone : 0542-2271770/71/72

Fax : 0542-2271773

info@smsvaranasi.com

admissionsms@rediffmail.com

www.smsvaranasi.com