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Students on **International Industrial**  
Trip to **Malaysia**



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Director's Message



SMS-newsletter is going to step into its tenth year of uninterrupted publication. Let us congratulate the periodical for withstanding quite successfully the different ebbs & flows during its peregrination so far. As a living souvenir, it has continued to receive the appreciation and support from you discerning readers on account of its information pertinence and sufficiency. It expects your similar sanguine patronage in future too.

With its unique creative contour, SMS-newsletter has been apprising our esteemed readers with the interesting glimpses of most of the proud moments covered in the corresponding periods as per our scholastic agenda. The current January to June issue brings you a landscape of a number of events and episodes such as, the 67<sup>th</sup> Republic Day Celebrations ; International Conference (ICON 2016) ; Workshop on Youth Empowerment ; SMS Varanasi conferred with B-School Leadership Award ; Becoming Local Chapter of NPTEL ; Technical – Management – Literary Festival ; Spate of Guest Lectures ; Visit of delegates from Limkokwing University, Malaysia ; SMS-students grabbing majority of top ten positions, including No. 1 in both BBA & BCA final results ; Alumni Meet of Delhi Chapter ; Activities of various Students' Clubs ; 'Tech Marathon' – a unique 24-hour techno-brain-race competition ; International & Industrial Visits ; Farewell Parties to outgoing students ; SMS scripting another exceptional & robust track of campus placements ; Campus Placements also for Undergraduate Students for the first time ; Ph. D Degree awarded to Five Faculty Members ; Farewell to Sri P. N. Bhattacharya (PA to Director) ; and so forth.

A newly inducted member to the 'Top 50 B-Schools' Club in India, SMS Varanasi is well aware of its hortatory obligations towards both the managerial academia as well as the corporate world, and has been sincerely making intellectual contributions in terms of both the creation and dissemination of the relevant knowledge inputs so as to effectively legitimize its status of being a partner in sustained corporate relations. 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.

I close with warm wishes.

(P. N. Jha)

Three-day International Conference

A three-day International Conference entitled “Emerging strides in Innovations and Skill Development: A sustainable perspective” was organized from February 20 to 22, 2016 by School of Management Sciences (SMS), Varanasi in association with California State University, USA, Claflin University USA, Eastern UP Exporters' Association (EUPEA), PHD Chamber of Commerce and Industry, Quality Circle Forum of India (QCFI) and Varanasi Management Association (VMA). It was inaugurated by the Chief Guest, Shri G. K. Pillai (MD & CEO Walchand Nagar Industries) alongwith other Guests of Honour, Prof. S. K. Kak (Former Vice Chancellor MMTU-Noida), Prof. Ashish Chandra (University of Houston, Texas, USA) and Prof. B. P. Singh (Former-Head & Dean, Delhi School of Economics). More than 250 delegates from different parts of India and abroad participated. The Director of SMS Varanasi Prof. P. N. Jha delivered welcome address.

In his deliberation, Mr. G. K. Pillai emphasized on need of innovation and skill development. He talked about the requirement of leaders in different domains of innovation and skill development. He clarified that innovation can be done by leaders only and not managers. He spoke that India has immense potential for industrial base and skilled workforce. He also said, Skill development can be attained through rigorous discipline. Innovation can be acquired through passion in concerned area.

Prof. S. K. Kak, said that his generation has high hopes, expectations and demands from Indian youth. He emphasized that merely high production level and innovation in processes cannot make our country, but becoming good human being is more important. He



Inaugural Ceremony of ICON - 2016



Galaxy of Intellectuals



Mr. Sanjay Gupta Welcoming Mr. G. K. Pillai, MD & CEO, Walchand Industries



Director Felicitating Mr. Praphul Mishra, MD & CEO - Netcarrots.com



Prof. Ashish Chandra, University of Houston, USA Addressing Delegates







Guest sharing his views in ICON - 2016



Prof. Alok Kumar welcoming Prof. A. K. Mittal, IIT Kanpur



Dr. Vartika Kulshreshtha interacting with audience @ ICON - 2016

suggested that developing positive attitude is utmost requirement for overall progress, only enhancement of technology is not sufficient. He said that now-a-days information gets obsolete very fast, so in place of gathering information we should focus on learning skills. We should develop ability to understand, learn and innovate.

Prof. B. P. Singh opined on relationship among the factors- population of youth in India, status of high unemployment and Entrepreneurial possibilities through skill development in India. He said that by working on skill development we can make millions of youth of India employable and a kind of sustainability can be developed.

Prof. Ashish Chandra said that every person has potential to become CEO. He compiled his deliberation under two headings- Friend and Enemy. He said a person himself can be his best friend or worst enemy. An individual's good qualities are his friends and bad qualities are enemies. He suggested that an individual should always try to come out of his comfort zone then only success can be achieved. He suggested becoming good corporate citizen as well as global citizen.

The Conference theme was presented by Prof. R. K. Singh while the vote-of-thanks was given by Prof K. S. Mishra. Guests released the Conference Souvenir. Plenary Sessions of the conference witnessed learned deliberations by Prof. K. B. Gupta (IIM, Lucknow) discussed the issues related to consumer attitude towards food innovation and technology, Mr. D. N. Swain (Sr. President-HRM and Administration, Prism Cement) focused on collaboration of research with skill development in order to ensure better performance of managers in the contemporary and competitive environment, Prof. A. K. Tripathi (IIT-BHU) said that everyone in this world is capable for doing innovation and we keep doing the same in our daily lives but when it comes to professional and skill based innovations we fail. He also said that innovation depends up on creativity and knowledge of usability. He classified the skills in two parts- First Machine Oriented and Second Non Machine oriented. He further emphasized on sustainability issues and said that there should always be scope for further development, Prof. B. P. Singh, considered the basic purpose of innovation as facilitation; Dr. Shakti Vinay Shukla (Principal Director, FFDC Kannauj) who discussed the various emerging start up opportunities, Mr. Sanjay Singhal (Founder and Principal Consultant, Strategizers) discussed various business strategy, entrepreneurial skills and opportunities. He considered entrepreneurship as an idea of entering in to a profitable business; Mr. Praphul Mishra (MD CEO, netcarrots.com) discussed his journey from a student of IIT to a successful entrepreneur. He considered networking as an important tool in imparting the various entrepreneurial skills and the attitude to experiment new ventures, Prof. P. K. Mishra (IIT BHU) emphasized on innovation to serve the society, imparting sustainability through utilization of re-usable sources of energy. He discussed various problems of global warming and how they can be minimized by use of alternative source of energy comprising of solar energy, bio energy



Attentive Audience @ ICON - 2016

etc.; Prof. A. K. Mittal (IIT Kanpur) who said that skill development and innovation is the only thing which differentiates human beings from others. He insisted that innovation and skills are complementary to each other as skill is required to convert the innovation in to a specific domain; Mr. D. K. Srivastava (Executive Director, QCFl) highlighted various CSR activities being carried out by QCFl in various dimension of the country.

Dr. Ashok Rai (President QCFl) threw some light on the concept Total Quality Management and related the same with quality improvement of nursing and health workers. Later on in the session Dr. Vartika Kulshreshtha (An Eye Specialist) discussed her 5-S Model and through this she tried to focus on improving the overall quality of the process.

The Chief Guest of the Valedictory Session of the International Conference, Prof. Prithvish Nag (Vice Chancellor, Mahatma Gandhi Kashi Vidyapith, Varanasi) said that skill development is the only tool which can improve the position of the country in terms of growth and employment generation. He stated that huge population of India can be its greatest strength if it is accompanied by contemporary skill. He further added that skill development courses should contain minimum sixty percent practical skill development exercises and only up to forty percent theoretical discussions. He said that Government of India is also promoting these programmes. He commented that Universities should try to remove the obstacles in the related area and motivate the youth to join such courses.

The Conference report was presented by Mr. Ashish Tiwari (Assistant. Professor, SMS Varanasi). At the end of the session guests were felicitated by Dr. M P Singh (Executive Secretary-SMS, Varanasi). The Vote of thanks was

proposed by the Convener, Prof. Raj Kumar Singh. Around 100 Research Papers were presented by different research scholars as well as industry delegates from across the country in five Technical sessions coordinated by Mr. Veeresh Tripathi, Dr. Shishir Gujrati, Mr. Praveen K Gupta, Dr. Anil K Gope and Mr. Ashish Tiwari (all Assistant Professors, SMS).

## Workshop on Youth Empowerment

SMS Varanasi in association with Varanasi Management Association (VMA) and Panchganga Foundation organized a workshop on Youth Empowerment on 7th April 2016. Chief Guest Mr. Indresh (Member, All India Executive Council- Rashtriya Swayamsevak Sangh) during his deliberation highlighted the importance of Youth in the development of the nation. Distinguished guest Dr. Hemant Gupta (Founder Director-Panchganga Foundation and MD of Samvedna Hospitals Pvt. Ltd.) said that Indian youth is spread across the globe and is contributing in each and every area of global development. Dr. Rajeev Srivastava (Professor-History and Social Science Department- BHU & Founder of Anaaj Bank) stressed on inculcation of emotions and patriotism in the professional studies.



Inaugurating Workshop with Lamplighting



Guest sharing his views on Youth Empowerment



Conferred with B-School Leadership Award



Director & Registrar with B-School Leadership Award

Leaping ahead towards perfection and excellence in various endeavors of professional education, teaching, placements, industry-interface and inculcating philanthropic culture, School of Management Sciences (SMS), Varanasi bagged the B-School Leadership Award at 8th Innovation Education award Ceremony organized by DNA & Star of the Industry Group at Taj Lands in Mumbai on 18th February, 2016. The award is in recognition of leadership, development, innovation and industry interface of School of Management Sciences, Varanasi. The award category received nominations from more than 100 leading institutes from all over India. Dr. M.P. Singh, Executive Secretary, SMS Group of Institution received the above awards amongst a galaxy of corporate leaders, internationally acclaimed professionals and representatives of top-notch B-Schools. In all more than 500 delegates across the country participated in the event of great relevance to the management education in India. The institutions were evaluated on important criteria such as quality of education and academic delivery system, facilities provided by the institutions, number of faculty members, their qualifications and experience, placement of the students and the companies participating in the placement.

SMS becomes Local Chapter of NPTEL

To cater to the contemporary needs of the new generation, School of Management Sciences (SMS), Varanasi has taken a new initiative to connect their students with National Programme for Technology Enhanced Learning (NPTEL), Coordinated by IIT Madras. NPTEL is a joint

venture of seven IITs (IIT Bombay, Delhi, Guwahati, Kanpur, Kharagpur, Madras and Roorkee), Indian Institute of Science, Bangalore (IISc), and funded by the Ministry of Human Resource Development, Government of India.



NPTEL is the world's largest curriculum-based science and engineering content repository with hundreds of courses in video formats. IITs are assisting students of engineering, science, social studies streams by providing them video and other study material. The courses closely mimic the traditional classroom model: a series of long lectures followed by quizzes and a written examination for certification.

COMPETITIONS

Technical-Management-Literary Festival

SMS, Varanasi with Dr. A.P.J Abdul Kalam Technical University (AKTU), Lucknow organized the Technical-Management-Literary Festival, 2016 at its campus on 26th February, 2016. Competitive events like Business Plan, Hindi Debate, English Debate, Ad-Mad Show and Entertainment Quiz for more than 15 Management and Technical Institutes participated with great zeal and vigor. Panel of Judges for the different events comprised of Prof. Sandeep Singh (SMS, Varanasi), Prof. P. N. Singh (RSMT, Varanasi), Dr. B. D. Mazumdar (SHEPA, Varanasi), Mr. Amitabh Pandey (SMS, Varanasi), Mr. Sacchidanand (Prasad Institute of Technology, Jaunpur).



Winners of Tech-Fest with Director

Events	Winner	1st Runner Up	2nd Runner Up
Business Plan	Silky Agrawal SMS, Varanasi	Saurabh Upadhyay, Shivam Singh, Sarah Parvez SHEPA, Varanasi	Nidhi Shukla, Mohd. Adnan, Rajni Pandey G.D. Binani, Mirzapur
Hindi Debate	Shubham Singh SMS, Varanasi	Vivek Kumar Gupta SHEPA, Varanasi	Parul Dubey KIT, Varanasi
English Debate	Vijay Prakash Pal PIT, Jaunpur	Shalini Singh SMS, Varanasi	Soumya Gupta SHEPA, Varanasi
Ad-Mad Show	Pallavi Singh, Shatakshi Dubey, Radhika Patel SHEPA, Varanasi	Aviral Shah, Wagisha Rao, Shikha Barua SMS, Varanasi	Sushmita Agrahari, Shreya Mishra, Priya Khatri G.D. Binani, Mirzapur
Entertainment Quiz	Manu Srivastava, Ritika Pandey SMS, Varanasi	Vivek Kumar Gupta, Vidhu Ojha SHEPA, Varanasi	Shakshi Singh, Shilu Jaiswal JDIMT, Varanasi

The Programme was coordinated by Dr. (Mrs.) Pallavi Pathak and Vote-of-thanks was given by Prof. Kamal Sheel Mishra (Dean IT & Systems, SMS Varanasi).

Tech Marathon



Organised for MCA students ended after continuous 16-hour run at the campus. A 16 hours 'Techno Brain Race' started with the blessings of Director Prof. P. N. Jha and Registrar Mr. Sanjay Gupta at 17:00 Hrs on 05th May 2016. Topic of this 16 Hrs race was announced by the Director as "ICON APPS". Features of apps were explained



Brainstorming @ Tech Marathon

by Mr. Ram Gopal Gupta (Assistant Professor). Inauguration of the event was coordinated by Mr. S.S. Srivastava (Associate Professor). Mr. Pradeep Kumar (Manager - IT), Mr. Debprio Banerjee, Mr. Sushil Singh, Mr. K.N. Chaubey (All Programmers) ensured the smooth conduction of competition and encouraged the participants.

The winners of the event were as follows –

**First Prize (₹ 6,000/-) -**  
Arpita Tiwari, Ankit Srivastava & Deepali Gupta

**Second Prize (₹ 4,000/-) -**  
Ishwar Chandra Tiwari, Lavanya Shrestha & Manish Kumar Lakra

**Third Prize (₹ 2,000/-) -**  
Sudha Srivastava, Prakriti & Archana Pathak



Participants after 16 Hour Techno Brain Race



## Mini Tech-Marathon

Mini-Tech Marathon, an Intra-Institute Competition was held for BCA sixth semester students at SMS Varanasi campus. Total 5 groups of four students each qualified for competition. Competition was scheduled for continuous eight hours. The topic of competition was Web-site development for world-peace and students were free to use any web development tool or language to develop required website.



BCA 6th Sem Students in Mini - Tech Marathon

## Winners of the competition were

### First Prize

Milan Saluja, Ayushmaan Verma, Ashutosh Kumar Patel & Ravi Shankar Gupta

### Second Prize

Neshat Imam, Aparajita Mishra, Sushmita Kumari & Chinmay Vivek

### Third Prize

Gajendra Singh, Ashish Kumar Pal, Anand Jagannath & Sanjeev Singh

## Sports Day

School of Management Sciences, Varanasi celebrated its Annual Sports Day, 'SPORT FEST-2016' under the banner of Crest 'Sports Club'. SMS students have been fortunate to have auspicious presence and blessings of former Olympian and legendary Hockey player Shri Narsingh Pratap Singh (Former Deputy Director-Sports College, Gorakhpur). Speaking on the occasion, he said that sports helps in increasing concentration, enhanced memory, stimulated creativity, and better-development of problem



Chief Guest of Sport Fest addressing the Contingents



Director Sir showcasing his batting skills



Chief Guest greeting Players



Get Set Go....

solving skills in students. The Chief Guest declared the meet open by lighting the Sports Torch followed by Oath taking ceremony in which the students solemnly pledged to uphold the spirit of true sportsmanship.

On the occasion Cricket, Volleyball, Badminton, 100 Meter Race, Tug of War, Table Tennis, Carom, Chess etc were organized in which students from all the courses participated. Winners of different games were Cricket-BCA 4th Semester, Volleyball-MBA 2nd Semester, Badminton (Boys)-Avinash (PGDM 4th Semester), Badminton (girls)-Shalini Singh (MBA 2nd Semester), Tug of War (Boys)-PGDM 4th Semester, Tug of War (Girls)-MBA, 100 Meter Race (Girls)-Garima (MBA 4th Semester), 100 Meter Race (boys)-MilindKapoor (BBA 4th Semester), Table Tennis (boys)-RaghvendraKhemka (B.Com 1st Year), Table Tennis (girls)-Simaran Singh (BBA 2nd Semester), Chess (boys)-AkashShamra (BBA 4th Semester), Chess (girls)-Arpita Mishra (BCA 6th Semester), Carom (boys)-Siddhartha (BCA 2nd Semester) and Carom (girls)-Nadia Shafique (MBA 4th Semester).



Dum Laga ke Haisha



Director with Winners of Sport Fest

## Dr. Balram Singh interacted with students



Dr. B. R. Singh (Consultant & MD, SMIPL)

As a part of Guest Lecture Series, Dr. Balram Singh (Consultant & MD-SMIPL), formerly with ISPAT Group visited SMS, Varanasi on 10th February 2016 to interact with MBA 2nd Semester Students. During his deliberation on "Changing Business Environment and Economic Scenario" he discussed various emerging challenges for Indian economy like Sustainable Growth & Development, Green Growth, Land Reforms, Strengthening Public Sector Institution and Centre State Co-operation. He also compared India with the world on various parameters like Human Development, Purchasing Power Parity, Per Capita Income, Gender Index, Infant Mortality Rate and Life Expectancy. He also put emphasis on various opportunities available in India due to demographic dividend.

## Prof B. P. Singh interacted with students



Discourse of Prof. B. P. Singh

As part of the Guest Lecture Series Prof. B.P Singh (Chairman-DSPSR-Delhi and former Professor Delhi School of Economics) engaged the students on the Topics "Current Business Environment" and "Business Strategy".



Delegates of Limkokwing University, Malaysia

To explore possibilities of mutual academic relationship, SMS Varanasi hosted Delegates from Limkokwing University, Malaysia on 13th April, 2016. Delegation was headed by Ms. Shayami Yatawara (Head, International Development, Limkokwing University). SMS Varanasi team was headed by Prof. P. N. Jha (Director, SMS Varanasi) along with Mr. Sanjay Gupta (Registrar), Prof.



Faculty interacting with Delegates

Alok Kumar (Dean, R&D), Prof. Sandeep Singh (Dean, DSA), Prof. Raj Kumar Singh (Coordinator, CEISD) Mr. K. K. Bajpai (Associate Professor), Mr. Kartikeya Singh (Coordinator, Centre for International Relations, SMS Varanasi) and Er. Amitabh (Chairman EUPEA).

Alumni Meet - Delhi Chapter

Fifth Annual Alumni meeting of the Delhi Chapter of SMS Alumni Association was held on June 18, 2016 at the Shriram Hall, PHD Chamber of Commerce and Industry, New Delhi. The occasion was graced by more than 70 Alumni and their family members ranging across different courses and batches of SMS Varanasi. Dr. Alok Kumar,



Alumnus sharing his experience



Recalling old memories

Dean Research & Development & Mr. Amitabh Pandey, Convener, SMS Alumni Association welcomed the alumni and their family members and appreciated their zeal to assemble in the Alumni Meet. Mr. Amitabh Pandey presented a brief report on the recent developments at SMS Varanasi and subsequently while highlighted the objectives of Delhi Chapter of Alumni association. In the meeting, Alumni Members discussed regarding their contribution for the growth and development of SMS as well as training, development and final placements of the current batches at SMS Varanasi.

SOCIAL EVENTS

Cloth Donation Programme-2016

After republic day ceremony at the campus, another event of clothes' distribution to the poor and needy at Assi Ghat and Sankat Mochan temple took place on Republic Day 2016 which was conducted by 'Rainbow', the Social Welfare club of SMS Varanasi. Faculty members, staff and students of different courses were present in the function.



Contribution for Social Cause



Patriotic Speech by Director Sir

SMS Varanasi celebrated the 67th Republic Day with great zeal and enthusiasm. The ceremony started with conventional flag hoisting followed by the message of Prof P.N Jha, Director, SMS Varanasi. In his address he expressed his thankfulness towards youth of the country and all the stakeholders of the society for maintaining sovereignty in the country. He discussed about the condition of research and development in our country. He expressed his worries about low participation of Indian research in Global research. He also expressed his concern about slow rate of growth in scientific research in country.

Farewell Party

"A farewell is necessary before we can meet again, and meeting again after moments or a lifetime is certain for those who are friends" Richard Bach.

Juniors of SMS had organized farewell parties to show there love and respect to their seniors and a Good Bye message to all. Such auspicious day begin with welcoming the dignitaries and beloved seniors followed by the SMS tradition of worship. The party was enriched with various cultural events, which includes dance performances, solo song performances, skit which has made the ambience full of light mood and positive energy among the senior's students. It was the day when seniors have enjoyed many fun games and shown their hidden talents. Finally, at the end of the heart touching day various titles including Mr. & Ms. Farewell were awarded to the selected seniors from there junior counterparts.



Dance Masti @ PGDM Farewell



Talent display by MBA students



Saraswati Vandana by BBA Student



Lighter Moments during BCA Farewell



PGDM students of SMS Varanasi visited Malaysia in the last week of January 2016 as a part of their International Industrial Tour. The Coordinator of the PGDM programme, Mr. Rishi Raman Singh (Assistant Professor, SMS Varanasi) accompanied them. During the International Study tour, the group visited Putrajaya that serves as the federal administrative center of Malaysia, PM office and Residence, Petronas Towers (also known as the Petronas Twin Towers), Kuala Lumpur City Centre KL Tower, Aquaria, Independent Square, Kuala Lumpur Convention Centre and National Monument. On the last day of trip students had grand DJ night celebration. The group also visited manufacturing Plants of Yakult (World's leading Probiotic Drink producer) and Royal Selangor (World's largest pewter maker). The Study Tour also included visit to Berjaya Time Square (one of the largest Mall), Genting (a hill city of Malaysia), Batu Caves (Temple with World Largest Lord Murgan Statue) and night stay in First World Hotel (World Largest Hotel).



Industrial Visit to YAKULT, Malaysia

PGDM Students visited Nainital

PGDM students visited Nainital, Rudrapur and Jim Corbett on their Industrial Cum Excursion Tour. They were accompanied by Mr. Sunit K Mishra, Asstt. Professor.



PGDM Students in Corbett National Park

“ It was the most memorable day of our college when we were informed about an international tour to Malaysia. Talking about the experience, we got to know about the culture, tradition and lifestyle of the people over there. The kind of discipline and dignity they have maintained in their work is something which needs to be taken as a lesson and imbibed into our work too. This journey so memorable that it will be cherished forever in our life.”

Aakanksha Mishra & Shreya Rai, PGDM Students

“ I had never thought that I would get a chance to visit foreign country at such an early age. Due thanks to college administration and our Coordinator for providing us the opportunity to Visit Malaysia and having an experience always to cherish.”

Ashutosh Srivastava, PGDM Student

“ It was a feeling of enrichment and joy visiting Malaysia with our dear friends. I felt a wave of knowledge, enjoyment and happiness visiting many ancient, modern and unique destinations of Malaysia. Wonderful experience with a new culture, new faces around. Kudos to our Coordinator for managing us so perfectly during the transition of boundaries, times and feelings during the awesome trip.”

Sugandha Sharma, PGDM Student

“ Malaysia tour was great, with lot of adventure and out of the box experience. I would like to thanks our Director & Management for planning such a wonderful trip to Malaysia. It was a great and well-arranged trip with excellent services. Our tour guide was very helpful, accommodating, punctual& professional.”

Lucky Shubham, PGDM Student

PGDM students fly to Malaysia for International Industrial Tour

“ As it is always a dream for most of us to have a foreign tour at least once in a lifetime, I have been fortunate enough to get this opportunity during my college life. Now I feel how wise decision I have taken i.e. to pursue PGDM from SMS. This kind of tour definitely helps students to have a global exposure and also boosting up of confidence for the survival in corporate culture. I am very Thankful to my college and our coordinator for making our dreams come true.”

Vineet Tripathi, PGDM Student



PGDM Students chilling at Royal Selangor, World's largest Pewter Manufacturer @ Kuala Lumpur, Malaysia



## SMS Paid Tribute to Dr. B. R. Ambedkar



Remembering Dr. Ambedkar on his Birth Anniversary

In a formal function, School of Management Sciences, Varanasi paid tribute to the father of our constitution, Dr. Bhim Rao Ambedkar. During inaugural session of function Director of the institution Prof. P. N. Jha gave emphasis on the learning from his life and mentioned the importance of the philosophy of Dr. Ambedkar. He also stressed on the abolition of caste system, untouchability and considered every individual as a pure creation of God.

Later, the Registrar of Institution - Mr. Sanjay Gupta shared some incidence from Dr. Ambedkar's life. He also put light on the relevance of Dr. Ambedkar's teaching and his contribution in social welfare. From student side Mr. Rahul Pandey also shared his view on the same. Programme was coordinated by Mr. Ashish Tiwari and Vote of thanks was given by Prof. Kamal Sheel Mishra.

## SMS bids Farewell to Sri P. N. Bhattacharya



School of Management Sciences, Varanasi recently bid farewell to Shri P. N. Bhattacharya (P. A. to Director), who retired from his services on 30th June, 2016. All the faculty and staff members were present with heavy hearts to bid adieu to their beloved 'Dada'. Prof. P. N. Jha (Director, SMS Varanasi) said that he has learnt a lot from Shri Bhattacharya while working with him for 11 years. As a dedicated, punctual and admirable employee, Shri Bhattacharya has been an asset for the institution, he further added.

Registrar of the institute, Shri Sanjay Gupta also shared his memories with 'Dada' who together have worked for 18



Director felicitating Shri P. N. Bhattacharya



Faculty bidding farewell to 'Dada'

long years. He said that Shri Bhattacharya has always a fatherly figure for him and has helped him unconditionally whenever required.

Dr. Alok Kumar, Mr. Anand Prakash Dube and Dr. Abhishek Srivastava also shared their personal and professional experience with 'Dada'. At last, Shri Bhattacharya was honoured with shawl, memento and other gifts as a token of love and remembrance.



### Wedding Bells

Mr. Veeresh Tripathi, Assistant Professor married Ms. Ritu Shukla on 6th February 2016.

## 100% Placement Achieved

Students of all the post graduate programmes got placements in the various companies during the session 2015-16.

As already indicated in the previous issue of the newsletter, SMS Varanasi achieved 100% placements, a record this session!!!

## SMS, Varanasi initiates SMSOET-2016

With sustenance of Digital India Mission & eco-friendly move, SMS Varanasi has launched its Online Admission Test this year i.e. SMSOET-2016 in BBA, BCA & B. Com courses for session 2016-17. This online admission test software has been developed in-house by the Software Development Team of SMS, Varanasi under the supervision of Mr. R G Gupta, Assistant Professor. With the deployment of this software, the handling of the entire admission procedure has now become so tranquil for the entire SMS System.



UG aspirants during Online Admission Test



Prospective Students appearing for SMSOET - 2016





AWARD OF DOCTORATES:



**Prof. Kamal Sheel Mishra**, (Dean-System & IT) completed his Ph.D. on “Some observation on distributed software task allocation under faulty conditions” from Dept. of CSE, Indian Institute of Technology, BHU, Varanasi.



**Dr. Abhishek Srivastava**, (Asstt. Professor) completed his Ph.D. on “An analysis of E-Commerce Issues and Strategies for Traditional Organizations moving towards Automation in India” from School of Management, UPRTOU, Allahabad.



**Dr. Anil Kumar Gope**, (Asstt. Professor) completed his Ph.D. on “Quality of Work-Life of Employees in Life Insurance Corporation of India: A Case Study of Varanasi Division” from Dept. of Commerce, BHU, Varanasi.



**Dr. Saurav Kumar**, (Asstt. Professor) completed his Ph.D. on “Quality of Work-Life of Employees in Life Insurance Corporation of India: A Case Study of Varanasi Division” from Dept. of Management, Jaipur National University.

MISCELLANEOUS ACHIEVEMENTS :



**Prof. Alok Kumar**, Professor & Dean (R&D):

HONOUR

Nominated Board of Studies Member (MBA) by the Vice Chancellor, Dr. APJ Abdul Kalam Technical University, Lucknow (2016-19)

INTERNATIONAL PUBLICATIONS

■ PAPER, “Synergising Advertising campaigns with Appeals: A perspective through cases”, JOURNAL 'Global Business Review' published by International Management

Institute (Delhi)-Sage (GBR 17.4 Jul-Aug 2016) ISSN 0972 1509 (Journal indexed in SCI, Elseiver SCOPUS).

■ PAPERS, “Climate Change: A Critical Appraisal” and “Disaster Management: Seeing through the Management Lens” in the International Seminar Proceedings Book on 'Sources of Planet Energy, Environmental and Disaster Science: Challenges & Strategies – SPEEDS2015' published by School of Management Sciences, Lucknow (ISBN 978-81-931392-40).

RESOURCE PERSON

■ National Seminar on “Creating Brand India: Strategies, Issues and Challenges – Managerial Perspectives, Organised by Faculty of Commerce & Management, Mahatma Gandhi Kashi Vidyapith, Varanasi (January 2016)

WORKSHOPS

■ Participated in a Two-Day Workshop on “Role of Higher Education in the development of Social Innovation in India” at Institute of Management Studies, Banaras Hindu University, Varanasi (March 2016).

■ Participated in a One-Day Workshop on “NAAC: A need for academic excellence” at MGKVP, Varanasi under the aegis of IQAC-MGKV and sponsored by UP State Higher Education Council, Lucknow & Deptt of Higher Education, UP Govt. (March 2016).

SEMINAR/CONFERENCE

■ Participated in National Conference on “The Pursuit of Business Excellence: Practices in Managing Men, Money, Material, Machines and Methods” organized in association with PHD Chamber, Lucknow Management Association (LMA) & Association of Knowledge Workers (AKWL) by School of Management Sciences, Lucknow (February 2016).

FACULTY DEVELOPMENT PROGRAMME

■ Attended FDP on “Emerging Trends in HRM” organized by FORE School of Management, New Delhi



**Prof. Sandeep Singh**, Professor & Dean (Development & Students Affairs):

INTERNATIONAL PUBLICATIONS

■ Research Paper titled "Wise Leadership in Kautilya's Philosophy" was published in Philosophy of Management Journal (Springer International Publishing), Vol 15(1), 35-49.

SEMINAR/CONFERENCE

■ Presented a Research Paper on "Framework for Measuring the Effectiveness of Integrated Marketing Communications in Business Organizations" at NIDA International Business Conference, 2016 organized by NIDA Business School, Bangkok on March 12, 2016.



**Prof. Raj Kumar Singh**, Professor

RESOURCE PERSON

■ Conducted an MDP on “How to do the Entrepreneurship Development in the Aroma Industry” for the Ministry of MSME at the Fragrance and Flavour Development Centre (FFDC), Kannauj where the participants were the Directors, Deputy Directors and Assistant Directors of Ministry of MSME.

■ Conducted an Entrepreneurship Awareness Programme on the “Challenges and Opportunities in the Pharmaceutical Sector & Potential Entrepreneurial Avenue” for the B. Pharm. & M. Pharm. Students of SHEAT Institute of Pharmacy, Varanasi.

HONOUR

■ Nominated by the Ministry of MSME as the Member of the Industrial Advisory Committee of the Fragrance and Flavour Development Centre (FFDC), Kannauj, UP.



**Mr. Amitabh Pandey**, Assistant Professor

HONOUR

■ Nominated as a committee member in the form of a domain expert for recommending

Startups for Startup India recognition to promote the Start-Up ecosystem in the country under the aegis of Malaviya Centre for Innovation, Incubation and Entrepreneurship - MCIE, IIT(BHU), which is one of 68 Technology Business Incubator to give recommendations to startup which will later get recognized in Startup India movement.

RESOURCE PERSON





**Dr. Pallavi Pathak,**  
Assistant Professor

**RESOURCE PERSON**

■ Invited as a Resource person to deliver a lecture on 'Non Verbal Communication' in an EDP organized by MCIE, IIT (BHU), Varanasi in May, 2016

**SEMINAR/CONFERENCE**

■ Presented the paper 'Understanding Consumers' Behaviour Within The New Retail Settings Enriched With Smart Technologies' in Global Leadership Research Conference 2016 on Leadership, Public Policy and Governance held at Amity Business School, Noida

**Dr. Shishir Kumar Gujrati,**  
Assistant Professor

**PUBLICATIONS**

■ Chapter titled “BASEL III – A Step Ahead in Banking Risk Management” published in book “International Perspective on Socio-Economic Development in the Era of Globalization” published by IGI- Global, USA in March 2016



**SEMINAR/CONFERENCE**

■ Presented a paper titled "Cross Border Investment and Its Effect Over Indian Stock Market" in National Seminar on “Corporate Entrepreneurship in Present Scenario” organized by Faculty of Commerce, Sri AKPG College, Varanasi.

**Mr. Purnendu Kumar Patra,**  
Assistant Professor

**SEMINAR/CONFERENCE**

■ Presented a paper titled "Green Logistics: Issues, Benefits and Implications" at the National Symposium on “Operations and Supply Chain Management” in March 2016 held at Sambalpur University.



**Mr. Veeresh Tripathi,**  
Assistant Professor

**WORKSHOP**

Attended ten-day Short-Term Course from June 16, 2016 - June 25, 2016 at National Institute of Technology, Tiruchirappalli (NIT-Trichy). The theme of the Programme was “Quantitative models for Supply Chain Management” organized under Global Initiative of Academic Networks (GIAN) courses, an initiative by Human Resource Development (HRD) Ministry, Government of India.

**Dr. Anil Kumar Gope,**  
Assistant Professor



**PUBLICATIONS**

■ Published a Research Article Titled “The Antecedents and Consequences of Organization Citizenship Behaviour (OCB): A Conceptual Inquiry Published in Management Insight- The Journal of Incisive Analysers. ISSN 0973-936X, Vol.XI No.2 December, 2015.

■ Presented a paper on “Promoting Decent Work: An Agenda for Sustainable Development in 21st Century” in a 3-day International Conference on “Emerging Strides in Innovations & Skill Development: A Sustainable Perspective” during February 20 – 22, 2016 organised by School of Management Sciences Varanasi.

**WORKSHOPS**



■ Attended a ten days workshop on Understanding Statistics by MS-Excel and SPSS (June, 2016) Jointly organized by Division of Biostatistics, Deptment of Community Medicine, IMS and DST Centre for Interdisciplinary Mathematical Sciences (CISM), BHU, Varanasi



**Mr. Saurabh Kumar Srivastava,**  
Assistant Professor

**PUBLICATIONS**

■ Research paper titled “The Antecedents and Consequences of Organization Citizenship Behavior (OCB): A Conceptual Inquiry” Published in Management Insight ISSN No. 0973-936X Vol. XI No. 2 Dec 2015.

**WORKSHOPS-**



■ Attended Seven days U.G.C. sponsored “Workshop on Research Methodology under College with Potential for Excellence Scheme” organized by UdaiPratap Autonomous College Varanasi. (28 Nov – 4 Dec 2015)

**SEMINAR/CONFERENCE-**

■ Presented & Received “**Best Paper Award**” for the Paper “Bridging the Skill Gap for a Diversified Intergenerational workforce : A Review” in National Conference on Make in India Role of Commerce Academia and Professionals organized by JRN Rajasthan Vidyapeeth Deemed University in Collaboration with The Institute of Cost Account of India . ( 5-6 March 2016)

■ Presented a Paper “ An Analysis of Current Social Reporting” in International Seminar on Accounting Education & Research” organized by Indian Accounting Association & Punjab University. (5-6 Dec. 2015)

■ Presented a Paper “Dynamics of CSR in Indian Context : A Exploratory Study” in National Seminar Corporate Social Responsibility Practices in India organized by Department of Commerce Mahatma Gandhi KashiVidyaPeeth University. (19-20 Dec 2015)



*“The mediocre teacher tells. The good teacher explains. The superior teacher demonstrates. The great teacher inspires.”*

- William Arthur Ward