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SMSNEWS

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SCHOOL OF MANAGEMENT SCIENCES

VARANASI
(An Autonomous College)

TRIBUTE



Shri Satish Kumar Singh Ji
(19 March 1952 - 17 April 2025)
Founder SMS Group of Institutions

With profound grief, School of Management Sciences, Varanasi, mourns the passing away of our esteemed founder, Shri Satish Kumar Singh Ji — a visionary par excellence, whose guidance and foresight laid the foundation of the SMS Group of Institutions in 1995. Under his vision and guidance, SMS emerged as one of the pioneers in management education in the private sector of Uttar Pradesh, setting new standards in academic excellence and values-based learning. It was also his far-sighted vision that led to the establishment of the C-SHE (Centre for Spiritualism and Human Enrichment) in 2002 — a pathbreaking initiative to integrate spiritualism, ethics, and human values into the education system. While we mourn this immense loss, we pledge to carry forward his legacy with deep commitment. May his noble soul continue to guide and bless us from the heavens above. On 19th April, 2025 a condolence prayer meeting was organised in the seminar hall of School of Management Sciences, Varanasi where director sir, Prof. P. N. Jha, registrar Mr. Sanjay Gupta ji and all the teaching and non-teaching staff paid homage to the departed soul. Director shared memories of Shri Satish Kumar Singh and recalled his invaluable contributions from the establishment of the institute to its continuous development. He said, “We will continue to strive to follow the path shown by Shri Satish Kumar Singh and will keep drawing inspiration from his life.”

Director's Message

Sustaining the professional impeccability for a new-age archaic B-school is gradually becoming a daunting challenge for a socially sensitive institution, like **SMS Varanasi (Autonomous)**. As the academic session begins drawing to a close, the issue certainly comes up as a priority point in the academic agenda for the forthcoming year. Not merely the selection of a distinct set of intake-participants for various courses becomes imperative, but an eye-catching compatibility to the rhetorical ruling of the **National Education Policy 2020** and to the plural expectations of our stakeholders as well needs to be ensured. All this necessitates the actualization of a praxis-oriented cerebral exercise in terms of curricular re-visits, pedagogical re-engineering, redesigning of beyond-the-curriculum activities, etc.

Encouraged by a tempestuous welcome from you discerning readers, the newsletter certainly feels a swelling eponymous value. But, the untimely demise of **(Late) Satish Kumar Singh**, the man who had envisioned and shaped this star Institution of north India, brought a formidable wave of melancholy for the SMS-family in the midway. As a mark of its tribute to the departed soul, SMS Varanasi has instituted '**Babu Satish Kumar Singh Memorial SMS Best Graduate Award**', carrying a Citation and Cash Prize of Rs. 51,000/-, to be awarded to the Best Graduate among all the various UG Courses of SMS Varanasi w.e.f the Academic Session 2025-26.

The current issue carries the glimpses of a number of activities and events such as, the Republic Day Celebrations, Organization of 12th International Conference, HR Conclave, scripting another exceptional & robust track of Campus Placements, Placement Felicitation Ceremony, Alumni Meets, Sports Fest, and so many other value-adding events.

However, a comprehensive introspection for coming out with innovative designs towards the delivery of desired values has certainly put a premium on the confidence level of our stakeholders towards the already tested credibility of the School of Management Sciences, Varanasi.

I humbly **dedicate** this issue to our **Mentor & Bade Bhai Saheb – (Late) S K Singhji**, and close with best wishes to our stakeholders!

(P. N. Jha)



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INTERNATIONAL CONFERENCE ICON 2025



School of Management Sciences, Varanasi conducted its 12th International Conference on “Happiness and Well-Being amidst Polycrisis: Insights from Indian Knowledge Systems” from 1st to 2nd March, 2025. This conference brought together leaders, scholars, and practitioners to explore the intersection of ancient wisdom and contemporary challenges and to address global crises and promote well-being in these transformative times. The grand inaugural of ICON 2025 began with the auspicious lamp-lighting ceremony, symbolizing wisdom and enlightenment. Chief Guest Prof. A.K. Tyagi, Hon’ble Vice-Chancellor of Mahatma Gandhi Kashi Vidyapeeth, along with other esteemed dignitaries, Guest of Honor Swami Parmeshwar Das Ji Maharaj, Mahmandleshwar, Shaktidham, Varanasi, Guest of Honor Dr. Aneeta Madhok, Guest of Honor, Coaching Psychologist & Managing Director, Open Spaces Consulting, Mumbai, Prof. C. S. Sharma, Former Professor, Shri Ram College of Commerce, New Delhi, Guest of Honor Prof. Sadashiv Kumar Dwivedi, Department of Sanskrit & Coordinator-Bharat Addhyayan Kendra, BHU, Varanasi graced the occasion, marking the beginning of an inspiring journey of ideas and innovation.

Chief Guest Prof. A.K. Tyagi, Vice Chancellor, MGKVP, Varanasi highlighted the role of education in fostering empathy, resilience, and wisdom, bridging ancient knowledge and modern societal needs.

Guest of Honor Swami Parmeshwar Das Ji Maharaj, Mahmandleshwar, Shaktidham, Varanasi, who delivered on how spiritual practices are essential for finding inner peace and collective well-being amidst today's global crises.

Guest of Honor Dr. Aneeta Madhok, Guest of Honor, Coaching Psychologist & Managing Director, Open Spaces Consulting, Mumbai focused on cultivating resilience and a positive mindset, integrating psychological practices with Indian wisdom for better mental health.

Prof. C. S. Sharma, Former Professor, Shri Ram College of Commerce, New Delhi highlighted the importance of blending traditional knowledge with modern strategies to overcome polycrisis and achieve holistic happiness.



Guest of Honor Prof. Sadashiv Kumar Dwivedi, Department of Sanskrit & Coordinator-Bharat Addhyayan Kendra, BHU, Varanasi shared insights from Vedic texts, offering solutions for peace, harmony, and well-being that resonate with today's challenges.

Prof. D.S. Chauhan, Former VC, AKTU, in the valedictory session emphasized that the Bhagavad Gita's message of Nishkam Karma (selfless action) remains highly relevant today. He highlighted how yoga, meditation, and Ayurveda can combat modern-day stress and depression.

Prof. Rajiv Ranjan (Former HoD, Sanskrit Vidya, SSU) underscored India's role in offering Vedic solutions to global crises, advocating for the revival of the Sanatan knowledge tradition to reclaim India's place as Vishwaguru.

The welcome address was given by Prof. P. N. Jha – Conference Director who emphasized the significance of integrating ancient Indian knowledge to address modern challenges, urging collaboration for global well-being. Prof. Pallavi Pathak, coordinated the Inaugural Session whereas Dr. Bhavana Singh, Associate Professor, coordinated the Valedictory Session. Prof. Amitabh Pandey, Conference Convener, proposed the vote of thanks in both sessions. Mr. Atish Khadse, Associate Professor presented the conference report. The 12th International Conference brought together global scholars to explore ancient wisdom for contemporary well-being. With over 300 research papers presented by scholars from India, the U.S., Canada, Oman, Bangladesh, and Nepal, the conference fostered a global dialogue on the intersection of tradition and progress. On this occasion, Dr. M.P. Singh, Executive Secretary of SMS, Varanasi, Registrar Mr. Sanjay Gupta, Professors and all the teaching and non-teaching were also present.

ALUMNI NEWS



The Bombay Chamber of Commerce and Industry hosted a remarkable gathering of over 20 distinguished alumni from **SMS Varanasi** on **18th January, 2025**. The event commenced with a brief yet insightful presentation by Mr. Rohit Mehta, Coordinator - Alumni Association setting the stage for the discussions that followed. Prof. Kamal Sheel Mishra then led the agenda, steering conversations that fostered collaboration and growth within our alumni community.

The vibrant city of Pune played host to the inaugural Alumni Meet of **SMS Varanasi's** Pune Chapter at the esteemed Hotel Kalasagar, Pimpri Bypass on **19th January, 2025**. Over 20 distinguished alumni gathered, reconnecting and sharing their journeys since their time at SMS Varanasi. The event commenced with an engaging presentation by Mr. Rohit Mehta, who took attendees on a nostalgic trip down memory lane, highlighting the transformative experiences at SMS Varanasi. Prof. Kamal Sheel Mishra then steered the discussions, focusing on strategies to strengthen the alumni network and foster collaboration among members.

The Alumni Cell of **School of Management Sciences, Varanasi** held its 11th Annual Meet of the Delhi Chapter on **8th March, 2025**. Alumni from different batches and industries gathered under one roof, sharing stories, milestones, and powerful insights that echoed the journey. The event was honored by Chapter

President Mr. Amit Singh (MCA 1998–2001) and Secretary Mr. Biplab Sen Gupta (PGDM-IB 2008–2010), who lit up the evening with stories of grit, growth, and gratitude. From heartfelt throwbacks and future plans to networking vibes and unfiltered fun, the night reminded us all why the SMS bond is for life. Dr. Rohit Mehta (Coordinator, Alumni Cell) and Mr. Shambhu Sharan Srivastava (Associate Professor) were instrumental in conducting this meet.



ALUMNI SPEAK

Vinay Singh (PGDBM 1996-98)
Sr. Manager - Stock Holding Corp. of India Ltd.

President - Mumbai Chapter
"Where ambition found its first direction."

SMS Varanasi gave me more than an education—it gave me purpose. Surrounded by passionate peers and inspiring mentors, I discovered the confidence to dream and the skills to achieve. Every experience, from classrooms to chapter meets, shaped my perspective and leadership. The journey started here, and its impact still echoes in every milestone I cross.



Biplab SenGupta
(PGDM-IB 2008–10)
Founder – ExecStream Media and Knowledge Ventures

Secretary – Delhi Chapter
"No fireworks, just quiet transformation."

When I think of SMS, I don't remember flashy moments—I remember subtle shifts. The discipline it instilled, the ability to learn across domains, and the foundation for complex thinking were all shaped during those years. SMS didn't just prepare me for a job; it laid the groundwork for a mindset—one that has stayed strong through law, strategy, and entrepreneurship. That quiet foundation continues to speak volumes.



Vikash Kumar Jaiswal
(PGDM 2009–11)
Associate Director
Ozonetel Communications Pvt. Ltd.

Secretary – Mumbai Chapter
"A journey beyond classrooms."

My SMS journey wasn't confined to books or marks—it was a holistic transformation. The professors taught us to think, the events taught us to lead, and the friendships taught us to care. Each challenge prepared us for the real world—one filled with pressures, ambiguity, and growth. Today, those values are still with me—every pitch, every decision, every step forward.



Vikrant Singh
(MCA 2001–04)
Manager
Deutsche Bank

President – Pune Chapter
"A foundation that travels with me."

Looking back, my MCA days at SMS Varanasi were the beginning of everything meaningful in my journey. The atmosphere was nurturing, yet challenging; the friendships built then still hold strong. The faculty empowered us to dream bigger, while the environment pushed us to grow every day. Though I'm miles away now, the grounding I received at SMS continues to guide my choices and leadership even today.



Amit Singh
(MCA 1998-2001)
Vice President – Natwest Group

President - Delhi Chapter
"More than a campus—SMS was a foundation."

Looking back at my journey with SMS Varanasi fills me with pride and gratitude. It was here that I built the values, vision, and confidence that continue to shape my path. To the students and alumni—make the most of every moment. SMS is not just an institution; it's a legacy we are proud to carry forward.



Harshvardhan Singh
(PGDM 2009–11)
Director – Legal Compliance, Mastercard

Secretary – Pune Chapter
"Two golden years that changed everything."

SMS Varanasi was a perfect blend of rigorous academics, vibrant campus life, and deeply human interactions. It was here that I found not only my footing in the corporate world but also a support system that celebrated both hard work and joy. From lectures to late-night festival planning, those years taught me professionalism, empathy, and resilience. I didn't just study management—I lived it.



Anjani Shukla
(PGDM - RM 2010–12)
Regional Sales Head – Cipla

President – Varanasi Chapter
"We didn't just study—we grew."

My time at SMS Varanasi was much more than lectures and exams. It was a phase of real growth—mentored by caring faculty, supported by lifelong friends, and enriched by moments that still make me smile. Whether it was all-nighters before exams or spontaneous hostel chats, SMS helped me build not just a career, but a sense of self. I carry its lessons and memories with me, every single day.



Shalini Singh
(MBA 2015–17)
Assistant General Manager – Vodafone Idea Ltd.

Secretary – Varanasi Chapter
"SMS wasn't just the best—it was ours."

Stepping into SMS felt like stepping into a new world—vibrant, disciplined, and full of opportunities. The faculty challenged and supported us, the infrastructure empowered us, and the campus gave us memories that go far beyond the classroom. I still draw on the foundation built here—every day, in every professional role. SMS gave me more than an education—it gave me belonging.



HR CONCLAVE



An absolutely transformative HR Conclave 2025 on “Addressing Skill Mismatch: Aligning HR Conclave Industry Demands with Students’ Aspirations” was organised on **26th April, 2025**. The event began with a heartfelt welcome address by Prof. Sandeep Singh, who set the tone for the day with his visionary words. Our esteemed panellists Mr. Adarsh Mishra (Director & CHRO, Panasonic Life Solutions India, Mr. Indrajeet Chatterjee (Talent Acquisition Leader, Big 4 Consulting Firm), Mr. Dev Mani Pandey (Director HR, Hippostores Technology Pvt. Ltd.) and Mr. Shivesh Singh (Head-Business HR, Bandhan Bank) lit up the stage with their thought-provoking insights. The session was brilliantly moderated by Prof. Avinash Chandra Supkar and Prof. Amitabh Pandey, whose engaging questions and seamless coordination kept the audience hooked. The event concluded with a heartfelt vote of thanks by Mr. Atish Khadse, whereas the session was coordinated by Prof. Pallavi Pathak. On this occasion Registrar Mr. Sanjay Gupta, Mr. D. K. Tripathi, and faculty members and students were present.

SPORT FEST



The much-anticipated SMS Varanasi Sports Fest was organised at School of Management Sciences, Varanasi from **14th to 17th February 2025** with energy, enthusiasm, and competitive spirit. The fest brought together over 500 participants in a vibrant celebration of sportsmanship, fitness, and teamwork. An exciting line-up of games including Cricket, Carrom, Chess, 100m Race, Volleyball, Table Tennis, Badminton, Tug of War, and many more were organised, setting the stage for intense competition and unforgettable moments. Director sir Prof. P.N. Jha in his welcome address highlighted the significance of active participation in sports alongside academics, promoting overall health and social harmony. The fest commenced with a spirited march past by students from various courses, followed by a series of exciting events including Cricket, Volleyball, Table Tennis, Badminton, Carrom, Chess, tug-of-war, and the 100-meter race. The Sports Fest concluded with thrilling finals and a heartening address by Prof. P. N. Jha, Director, SMS Varanasi, who emphasized that the true spirit of sports lies not in winning or losing, but in developing resilience, discipline, and a positive mindset. Executive secretary Dr. M.P. Singh, Registrar Mr. Sanjay Gupta, and all the teaching and non-teaching were present. Prof. Pallavi Pathak conducted the inaugural session and the valedictory session.

WORKSHOPS

Efficient Coding and Logic Using Python

Department of Computer Science at School of Management Sciences, Varanasi hosted an enriching 8-Day Workshop on ‘Efficient Coding and Logic Using Python’ from **18th to 25th February 2025**. Conducted by Mr. Rajeev Shivah of Minicimex, the workshop aimed to strengthen students' coding fundamentals, enhance logical thinking, and promote efficient programming practices. The event began with a warm welcome by Prof. Kamalsheel Mishra, Head of the Department. Over eight days, students engaged in hands-on coding sessions, problem-solving exercises, and logic-building activities that provided practical exposure to Python programming. The workshop was expertly organized by Prof. (Dr.) Aditya Kumar Gupta, BCA Course Coordinator, and Ms. Sripriya Roy Chowdhury, Co-Coordinator, whose dedication made the event a success. This workshop proved to be a valuable learning platform for aspiring developers, equipping them with industry-relevant skills to write cleaner, faster, and smarter code.



Interactive Web Development using JavaScript and React

BCA IV Semester students at School of Management Sciences, Varanasi embarked on an exciting 8-day journey into the world of “Interactive Web Development using JavaScript and React” from **4th to 11th March, 2025**. Guided by Mr. Rajeev Shivah, from Minicimex Teach, his workshop was all about mastering cutting-edge web technologies and enhancing hands-on coding skills. Prof. Kamalsheel Mishra, Head of Department, Computer Science, extended a warm welcome. Prof. Aditya Kumar Gupta, BCA Coordinator, emphasized the significance of mastering modern web development. From scripting dynamic websites to building responsive interfaces, this workshop empowered the students with future-ready skills!



Financial Planning for Gen-Z

School of Management Sciences, Varanasi conducted an insightful session on “Financial Planning for Gen-Z”, on **8th March, 2025** with a view to equip the students with essential financial literacy and investment strategies. Mr. Abhinav Rai – Vice President, Bandhan Mutual Fund (Retail Sales) and Mr. Rani Rajan Srivastava – Branch Manager, Geojit Financial Services Ltd. were the resource persons. The students gained valuable knowledge on investment planning, wealth management, and financial security, preparing them for a financially smart future. A big thanks to our esteemed speakers for sharing their expertise and guiding young minds toward financial independence.



Dissertation Report Writing

School of Management Sciences, Varanasi, organized a workshop titled "Dissertation Report Writing: A Beginner's Guide" for BBA & B.Com (Hons.) VIth Semester students on 29th March, 2025 in order to equip the students with the skills and techniques necessary to create structured, impactful, and error-free dissertation project reports. Dr. Vir Pratap, Assistant Professor & Coordinator of the B.Com (Hons.) Program, provided valuable insights into the process of conducting quality research. He discussed the importance of well-structured objectives, literature review, and design in alignment with the project topic. Dr. Khushboo Kumar, Assistant Professor & Co-Coordinator-BBA, led an engaging session on conducting research design & data analysis. She demonstrated the application of tools & techniques for data analysis, explaining its relevance in processing and interpreting the secondary data, which will aid in crafting

detailed and analytical dissertation reports. Mr. Veeresh Tripathi, Associate Professor and Coordinator BBA programme briefed the students on the relevance of this workshop towards the preparation of the dissertation reports in the ongoing sixth semester as a part of the academic requirement.

Data Analysis Using Excel & SPSS

School of Management Sciences, Varanasi organized a 5-day workshop on "Data Analysis Using Excel & SPSS" for B. Com IVth semester students, from 1st to 5th April, 2025. The workshop was conducted by Mr. Ashish Gupta, Trainer, SEG Academy, Varanasi. The purpose of this workshop was to provide an understanding about the use of SPSS & Excel for data analysis for enhancement of research skills of B.Com. students. In this workshop the students learned about an introduction to SPSS & Excel, importing data, data management, data transformation, diagrammatic representation of data, basics of hypothesis testing, analysis of variance (ANOVA), chi-square test of independence, simple correlation, and linear regression.



ELEVATE

School of Management Sciences, Varanasi organized a 9-day power-packed workshop "ELEVATE" for MBA IInd semester students from 1st to 10th April, 2025 designed to enhance leadership, effectiveness, vision, and attitude for tomorrow's executives. Led by the resource person Mr. Prince Grover, this transformational journey equipped our MBA students with cutting-edge leadership insights, strategic thinking, and real-world problem-solving skills. The program kicked off with a warm welcome by Prof. Amitabh Pandey, Coordinator - MBA Program, setting the stage for an enriching experience. From interactive sessions to thought-provoking discussions and hands-on activities, were conducted.



Personal Branding, Professional Image, And Public Speaking

School of Management Sciences, Varanasi conducted a 30 hours workshop on Personal Branding, Professional Image, And Public Speaking for BBA, BA(Hons.) Mass Comm. BCA, BCom, Bcom(Hons.) VIth semester students from 16th to 26th April, 2025 that are crucial for undergraduate students as they shape their identity and influence in the business world. The program kicked off with a warm welcome by Mr. Veeresh Tripathi, Coordinator – BBA Program, setting the stage for an enriching experience. The resource person of the workshop was Mr. Prince Grover, Director Second Wind Foundry.



Excelling In Competitive Exams

An insightful workshop under the aegis of the Competitive Exam Cell was hosted on 24th April, 2025 for Commerce students, focusing on smart strategies for excelling in competitive exams like Banking, SSC, and CUET. Mr. Shreyas Gupta – Lead, Operations & Tech Support, Sabre Tech, India and SMS Alumni (BBA Batch 2004–07) as well as Mr. Kartik Sharma – Co-Director, Career Power, Varanasi were the resource persons who guided the students on valuable insights into competitive exam strategies like Time Management Techniques, Understanding the Exam Syllabus, Current Vacancies Overview, Interactive Q&A, Practice Questions in Reasoning & Quantitative Aptitude. On this occasion coordinators of MCom, BCom and BCom(hons.) and members of Alumni Association were also present.



Value-Added Course

School of Management Sciences, Varanasi successfully conducted a 30-hour value-added course titled "Understanding Constitutional Values, Fundamental Rights & Duties" from 25th to 29th April 2025 for BBA II Semester students aimed to instill constitutional awareness and civic responsibility among future business leaders. The event began with a ceremonial inauguration and lamp lighting by dignitaries. Prof. (Dr.) Sandeep Singh, Head of Department of Management & Mass Communication while, welcoming the esteemed guests Dr. Mayank Pratap, Faculty of Law, BHU and Dr. Prabhat Kumar Srivastava Principal, SMS Law College emphasized the relevance of constitutional knowledge in cultivating ethical leadership, highlighting the importance of justice, equality, and democratic values. Dr. Mayank Pratap provided insights into the core values of the Indian Constitution, while Dr. Srivastava elaborated on Fundamental

Rights and Duties, stressing their mutual significance and constitutional relevance. Registrar Mr. Sanjay Gupta, felicitated the speakers, and Mr. Veeresh Tripathi, BBA Course Coordinator, extended the vote of thanks. The program concluded with the National Anthem, marking the end of a highly enriching academic initiative.

INDUSTRIAL/EDUCATIONAL VISITS



BBA IV Semester students recently undertook an insightful educational visit to Banas Dairy, AMUL Factory on 1st February, 2025, gaining a practical glimpse into the dynamic dairy industry. Guided by Mr. Veeresh Tripathi (Course Coordinator) and Dr. Khushboo Kumar (Co-Coordinator), the students explored the intricacies of ice cream and sweets production, packaging, quality control, and logistics. The visit effectively bridged classroom learning with industry practices. Heartfelt thanks to the Banas Dairy team for their warm hospitality and for sharing valuable lessons in quality, sustainability, and community-focused business excellence.

School of Management Sciences, Varanasi organized an insightful Industrial Visit for M.Com IInd and IVth semester students on

25th March, 2025 to the Parag Dairy Plant (Dugdh Utpadak Sahkari Sangh Limited), giving them a real-world glimpse into the functioning of one of the region's leading dairy cooperatives. Accompanied by Assistant Professor Mr. Suraj Prakash Singh, the students explored the entire production cycle — from milk collection and pasteurization to packaging and distribution. The visit offered a deeper understanding of the cooperative business model, logistics operations, and quality control mechanisms that keep the dairy industry running efficiently. During their interaction with plant officials, students gained valuable insights into Procurement from rural milk societies, Cold chain management, Marketing strategies in the dairy sector, Financial aspects of dairy cooperatives. Such visits are a part of SMS Varanasi's commitment to providing experiential learning that prepares





students for dynamic industry challenges. BBA IIInd semester students of **School of Management Sciences, Varanasi** explored the world of dairy production during a visit to Banas Dairy-AMUL Factory, Varanasi, gaining a firsthand understanding of the dynamic dairy industry on **April 17, 2025**. Led by Mr. Himanshu Upadhyay (Dr. Khushboo Kumar BBA Course Co-Coordinator - BBA), Dr. Anjana Singh, and Dr. Tejas Raghuvanshi, the students witnessed the intricate processes behind ice cream and sweets production, including packaging, quality control, and logistics. The state-of-the-art infrastructure, innovative operations, and dedication of the Banas Dairy team offered students a memorable experience, blending academic concepts with real-world practices.

BBA VIth semester students of **School of Management Sciences, Varanasi** embarked on an enriching educational visit to Dugdh Utpadak Sahkari Sangh Ltd. (Parag Dairy), Varanasi, on **28th & 29th April, 2025** where they explored the dynamic world of dairy production. Guided by Mr. Himanshu Upadhyay & Dr. Khushboo Kumar, co-coordinators of BBA along with faculties, Dr. Utkarsh Keshari and Mr. Gaurav Kumar Bisen, students got a first-hand experience and practical insights into cooperative dairy operations, supply chain logistics, and quality control. This visit was helpful towards bridging the academic learning with real-world applications, enhancing understanding of production processes and marketing strategies within the dairy industry. Students also enjoyed the freshly packed, refreshing Masala Mattha (मसाला मट्ठा) at the Parag Dairy Plant.

CELEBRATIONS

Republic Day

School of Management Sciences, Varanasi celebrated Republic Day on **26th January, 2025** to honor the essence of our Constitution and the values it upholds. Director Prof. P. N. Jha delivered an inspiring speech, highlighting that India's greatest achievement lies in its Constitution, which serves as the cornerstone of our democracy and guides us toward progress and unity. The event was graced by Registrar Mr. Sanjay Gupta, along with esteemed faculty and staff members, who collectively celebrated the spirit of the nation. The campus resonated with patriotic fervor as students presented vibrant cultural programs, including songs, dances, speeches, and poems, reflecting the rich cultural heritage of India.

Basant Panchami

On the sacred occasion of Saraswati Puja, on **2nd February, 2025**, **School of Management Sciences, Varanasi** united in reverence to honor Goddess Saraswati, the divine symbol of wisdom, knowledge, and the arts. With devotion and enthusiasm, the students and faculty paid homage, seeking her blessings for enlightenment and academic excellence. The celebration reflected our deep-rooted values of learning and cultural heritage, inspiring all to embrace creativity, intellect, and inner harmony.

International Women's Day

School of Management Sciences, Varanasi, celebrated the spirit of womanhood with an empowering Self-Defence Training Workshop on **8th March, 2025** for all the female students. Guided by expert trainers, the session equipped them with essential self-defence techniques to stay strong and confident in any situation.



MEETINGS



Academic Council meeting, Governing Council and Meetings of Board of Studies of different departments of **School of Management Sciences, Varanasi** viz., Computers, Commerce, Management and Mass Communication, were held in the month of June.



DIARY EVENTS

January

Business Talkz

We are thrilled to share that Dr. Radha Raman Chandan, MCA Course Coordinator at SMS Varanasi, has been featured in the premium online platform "Business Talkz Plus: Elevating Business Intelligence. This insightful article highlights his expertise in Artificial Intelligence and groundbreaking research achievements.



February

Interactive Session

An insightful interactive session was recently organized by **School of Management Sciences, Varanasi** in collaboration with Kiran Society for students of BA (Hons.) Mass Communication and B.Com (Hons) students on **19th February, 2025**. Mr. Jitu Kumar Lead Programmer, EFICOR, New Delhi, sparked meaningful discussions on inclusivity and social responsibility. Students shared their experiences from a recent visit to Kiran Society, appreciating its impactful initiatives for the differently abled. Mr. Luxmi Dutta Upadhyay from Kiran Society also graced the event, which was warmly inaugurated by Dr. Ishan Tripathi, Coordinator of BA (Hons) Mass Communication.



Jan Samadhan

School of Management Sciences, Varanasi, in collaboration with the Center for Public Policy Development (CPPD), successfully organized "**Jan Samadhan 4.0**" on **24th February, 2025** on the theme "**Street Problems of Varanasi**". This unique initiative empowered students to propose creative and practical solutions to some of the city's most pressing urban issues, including traffic congestion, waste management, encroachment, and urban safety. The event witnessed engaging and insightful student presentations, sparking powerful discussions around sustainable urban development. The distinguished panel of judges included Mr. Rajesh Bhatia (President, Small Industries Association Ltd.), Prof. K. K. Aggarwal (MGKVP), Prof. Manisha Mehrotra (BHU), and Mr. D. Chandra (Chairman, St. Joseph Group of Schools), who commended the students for their research-driven and solution-oriented approach. Prof. P. N. Jha, Director, SMS Varanasi, lauded the student initiatives and encouraged continued engagement with real-world problems to drive meaningful change. A special thanks to Prof. Raj Kumar Singh, HoD, Department of Commerce & Chairperson-CPPD, for leading this impactful initiative. The event was seamlessly moderated by Dr. Khushboo Kumar, with enthusiastic support from other faculty members.



School of Management Sciences, Varanasi students shone at Ransangram – BHU Management Fest. They showcased their talent and competitive spirit at Ransangram, organized by the Institute of Management Studies, BHU. Competing against top-tier institutions, our students demonstrated excellence, innovation, and strategic thinking, securing the First Prize in "Money Market Madness." Their outstanding performance is a testament to their dedication, analytical skills, and academic rigor.

March

Pledge for Equality

At **School of Management Sciences, Varanasi**, students and faculty came together to take a solemn pledge for gender equality, respect, and empowerment on the occasion of International Women's Day on **7th March, 2025**. With this pledge, they reaffirmed their commitment to creating a world where women are valued, empowered, and given equal opportunities in every sphere of life.



DIARY EVENTS

"Police Ki Pathshala"

Synergy: The Literary Club of School of Management Sciences, Varanasi, in collaboration with Amar Ujala, organized an eye-opening session "**Police Ki Pathshala**" on **27th March, 2025** aimed at sensitizing the young minds about the rising threat of cybercrime in today's digital world. Dr. Natasha Goyal (IPS), a dynamic and fearless officer, engaged students in a gripping conversation on Cyber Security Awareness. She reiterated that cyber thugs are getting smarter every day, but awareness is our greatest weapon. She decoded real-life cyber fraud tactics and warned students to steer clear of anything that triggers greed or fear. Director, Prof. P. N. Jha, in his welcome address remarked that SMS Varanasi has always believed in educating beyond textbooks. The event was further graced by Mr. Birendra Kumar Shukla, Deputy News Editor, Amar Ujala and Mr. Pushpendra Tripathi, Senior Crime Reporter, who shared valuable journalistic insights into reporting cyber crimes and how the media plays a critical role in spreading awareness. The interactive session saw enthusiastic participation from students who posed intelligent questions and shared their personal experiences with online fraud, creating a truly impactful dialogue. The event was seamlessly moderated by Dr. Shruti Singh, while the heartfelt Vote of Thanks was delivered by Dr. Vir Pratap, Coordinator of Synergy: The Literary Club. On this occasion Registrar Mr. Sanjay Gupta, and other teaching and non-teaching staff were also present.



April

Data Visualization & Analysis

School of Management Sciences, Varanasi recently organized insightful an 30 hours value-added course, on "**Data Visualization & Analysis: Excel & Tableau Essentials**" for BBA IV semester students from **7th to 11th April, 2025**. The sessions were conducted by Mr. Ashish Kumar from SEG Academy Varanasi who covered essential tools like Excel and Tableau, to empower the students with the skills required to analyse & visualize data effectively and derive meaningful insights for making informed decisions. The five-day course equipped the students with the essential skills, providing valuable hands-on experience on Microsoft Excel & Tableau, bridging the academic learning with practical application. The sessions were coordinated by Mr. Veeresh Tripathi, BBA-Course Coordinator and Mr. Himanshu Upadhyay & Dr. Khushboo Kumar, BBA-Course Co-Coordiators.



TECH MARATHON

The mega competitive event "**TECH MARATHON-11: A 24 Hours Techno Brain-Race**" under the banner of LiveWire- Technical Club was organized for MCA and BCA final year students on **9th April, 2025**. The problem statement given to them was to create a "Grih Utpaad" platform. "**Grih Utpaad**" a space designed to empower women, help them recognize their talents, and turn their skills into self-sustaining businesses. It was inspiring to see the enthusiasm and energy as the teams brainstormed, designed and developed innovative solutions. The Tech Marathon event was planned and executed by LiveWire-Technical Club Team: Mr. Ram Gopal Gupta-Coordinator, Mr. Shambhu Sharan Srivastava, Ms. Sripriya Roy Chowdhuri, Mr. Abhishek Singh, Mr. Debprio Banerjee and Mr. Sushil Kumar Singh. The problem statement was announced by Prof. P.N. Jha- Director, SMS Varanasi in presence of Mr. Sanjay Gupta- Registrar, SMS Varanasi.



First Position

- Areeba Fatima Ansari (Team Leader) BCA 6th
- Adarsh BCA 6th
- Anurag Tiwari BCA 6th
- Ashutosh Pandey BCA 6th

Second Position

- Kaustubh Shukla (Team Leader) MCA 4th
- Akash Gupta MCA 4th
- Shivam Javeri MCA 4th
- Arya Singh MCA 4th

Third Position

- Pankaj Kumar (Team Leader) MCA 4th
- Kirti Sharma MCA 4th
- Divya Ranjan Raj MCA 4th
- Avinash Kumar MCA 4th

Consolation Prize

- Rishikesh Gupta BCA 6th (Team Leader)
- Rohit Srivastav BCA 6th
- Ram Asare BCA 6th
- Saurabh Srivastava BCA 6th

DIARY EVENTS

Expert Session

Department of Commerce, **School of Management Sciences, Varanasi**, hosted an enlightening expert session on **"Intellectual Property Rights"** for B.Com(Hons.) students on **9th April, 2025**. Prof. Rajnish Kumar Singh from the Faculty of Law, SMS Varanasi, captivated the audience with his insights on protecting creativity and innovation in today's world. From trademarks to patents, he made the complex world of IPR relatable and exciting. The session kicked off with a warm welcome by Prof. Rajkumar Singh, HoD, Department of Commerce, who emphasized the importance of understanding IPR in the modern business landscape. The session was moderated by Associate Professor, whereas vote of thanks was given by the B.Com(Hons.) course coordinator Dr. Vir Pratap.



Value Added Course

School of Management Sciences, Varanasi organized an insightful 30 hours Value Added Course, **"Data Mastery: Excel & Tableau for Powerful Analytics"** for BBA VIth semester students from **11th to 15th April, 2025**. The sessions were conducted by Mr. Ashish Kumar from SEG Academy Varanasi who covered essential tools like Excel and Tableau, to empower the students with the skills required to analyse & visualize data effectively and derive meaningful insights for making informed decisions. The five-day course equipped the students with the essential skills, providing valuable hands-on experience on Microsoft Excel & Tableau, bridging the academic learning with practical application. The sessions were coordinated by Mr. Himanshu Upadhyay & Dr. Khushboo Kumar, BBA-Course Co-Coordiators.



Photo Walk

BA (Hons) Mass Communication II Semester students of **School of Management Sciences, Varanasi** embarked on an unforgettable Photo Walk at the vibrant Assi Ghat on **12th April, 2025**. From the majestic Gangetic vistas to the serene whispers of nature, they captured everything ranging from the emotions raw and real, the iconic walls, the lively ghats, the essence of humanity, the charm of animals, and the beauty of relationships. Under the dynamic guidance of Dr. Anshuman Rana, Assistant Professor, their creativity soared to new heights, turning every frame into a story.

Higher Education Prospects in the Field of Business Administration

School of Management Sciences, Varanasi, under the aegis of Career Guidance Cell hosted an enlightening session on **"Higher Education Prospects in the Field of Business Administration"** for BBA VI Semester students, SMS Varanasi on **16th April, 2025**. The session was taken by Prof. (Dr.) Avinash Chandra Supkar, whose insights illuminated the path to higher education prospects. During his deliberation Prof. Supkar highlighted the relevance of business administration programme for the undergraduate students along with key skills required for this prestigious degree programme. The program kicked off with a warm welcome by Mr. Veeresh Tripathi, Coordinator – BBA Program, who sensitized the students towards how it is significant for BBA students as they graduate. On this occasion Mr. Himanshu Upadhyay and Dr. Khushboo Kumar, Course Co-Coordiators-BBA were also present.



Value Added Course

School of Management Sciences, Varanasi organized 30 hours power-packed value-added course on **"Personal Branding, Professional Image and Public Speaking"** from **16th to 20th April, 2025** for final year students of BBA, BA(H) Mass Comm, BCA, BCOM & B.COM (Hons.). The course was designed to enhance the leadership skills and attitude in our undergraduate students. Led by the dynamic resource person, Mr. Prince Grover, Director – Second Wind Foundry this transformational journey equipped our students with art of personal branding, professional image, public speaking, team building and real-world problem-solving skills.



DIARY EVENTS

Career Counselling Session

Under the guidance of the Career Guidance Cell, **School of Management Sciences, Varanasi** organized a thought-provoking Career Counselling Session on **"Charting the future: Unlocking higher education paths in Commerce and management"** for B.Com & B.Com (Hons) VI semester students on **23rd April, 2025** aimed at helping students navigate their journey beyond graduation. Prof. Rajkumar Singh, Head of Department of Commerce with his rich academic experience, guided the students through various higher education opportunities in the fields of Commerce & Management, helping them understand how to align their passions with career prospects. The students actively participated and explored valuable insights into postgraduate options, professional courses, and entrance preparation strategies.



Higher Education Prospects

BCA VI Semester students **School of Management Sciences, Varanasi** gained valuable insights into the world of **"Higher Education Opportunities In Computer Applications"** on **23rd April 2025** through an enlightening session by Prof. Kamal Sheel Mishra, and Prof. Avinash Chandra Supkar, of SMS Varanasi. The session opened new perspectives on career paths, specializations, and the evolving demands of the tech industry.



Business Plan Contest

School of Management Sciences, Varanasi and Institution's Innovation Council (IIC) under the aegis of Centre for Entrepreneurship, Innovation & Skill Development (CEISD) conducted the **"Business Plan Contest 9.0 on 25th April, 2025**. Mr. Pavel Purkait, GM- Operations, Shree Bholanath Industries Ltd., Mr. D. S. Mishra, President, Ramnagar Industrial Association, and Prof. K. K. Agarwal, Department of Commerce, MGKVP, Varanasi were the esteemed judges who added immense value to our event. Prof. R. K. Singh, Chairperson- IIC & President- CEISD, warmly welcomed the guests and shed light on the significance of this initiative. A heartfelt vote of thanks was extended by Dr. Bhavana Singh, Associate Professor, SMS Varanasi expressing gratitude to everyone whereas Dr. Shruti Singh, Dr. Ragi. T. S, Dr. Anjali and Dr. Sofia Khan seamlessly handled the others sessions.



Laurels

BCA students from **School of Management Sciences, Varanasi** brought home multiple laurels at Tech Kriti organized by Kashi Institute of Technology & Engineering (KITE).

Adarsh Pandey (BCA-IV)

1st Position – Tech Debate

Runner-Up – Quiz (Who am I)

Shadman Mufeed (BCA-IV)

1st Position – Memory-Based Coding Challenge

Yash Tiwari (BCA-IV)

Runner-Up – Virtual Escape

Ravi Kumar, Akash Kumar Singh, Shivam Kumar Pandey, Shivam Verma (BCA-VI)

Runner-Up Team – Hackathon

Rishikesh Gupta (BCA-VI)

Runner-Up – Fastest Typing

Prashant Singh (BCA-II)

Runner-Up – 24-Hour Hackathon



On this proud occasion, Director Prof. P. N. Jha, Registrar Mr. Sanjay Gupta, congratulated the students for their outstanding performance and wished them continued success in the future.



DIARY EVENTS

May

Placement Felicitation Ceremony

School of Management Sciences, Varanasi organized a **Placement Felicitation Ceremony** for the MBA and MCA students of Batch of 2023–25 on **29th May, 2025** who secured placements in top national and multinational companies such as Asian Paints, Airtel, SBI, Tata Capital, Amul, Paytm, Ultratech, Mother Dairy, and IDBI Bank. Prof. P. N. Jha, Director, praised the students' efforts and the students in turn expressed heartfelt gratitude, recounting their journey through mock interviews, GDs, PD sessions, and mentoring. Anchored by Mrs. Bhavana Dixit, with a vote of thanks by Prof. Amitabh Pandey, the ceremony was a memorable celebration of hard work, transformation, and future success. On this occasion Registrar Mr. Sanjay Gupta, members of the placement cell as well other faculty members were also present.



June

Tablet Distribution

Under the visionary Swami Vivekanand Youth Empowerment Scheme (DigiShakti), School of Management Sciences, Varanasi proudly organized a Tablet Distribution Ceremony for its MBA (2021-23 Batch) students on **4th June, 2025** fostering the digital leap of tomorrow's professionals. Chief Guest, Mr. Surendra Singh Yadav, Block Development Officer, Arazi Line, Varanasi, said that the digital tools in the hands of our youth are like wings to a bird. He stated that let this flight be high, fearless, and full of purpose. Prof. P. N. Jha, Director, SMS Varanasi, expressed that SMS has always believed in enabling holistic growth. This initiative reflects our commitment to aligning education with digital innovation. The enthusiastic faces of students told a story of joy and gratitude. The tablets were distributed in the presence of Chief Guest, Director, and Registrar Mr. Sanjay Gupta, marking a moment of pride and progress.



International Yoga Day

School of Management Sciences, Varanasi, proudly observed **International Yoga Day** on **21st June, 2025** with great enthusiasm and spiritual fervor. The event was organized in alignment with the global theme **"One Earth, One Health,"** emphasizing the interconnectedness of human well-being with environmental harmony. The session was led by the esteemed Dr. Shailendra Bahadur Singh, a renowned Yogacharya, who enlightened the audience with his deep insights into yogic philosophy and practices. Faculty members and staff gathered to mark the significance of yoga in modern life.



Staff Development Programme

School of Management Sciences, Varanasi successfully organized a Staff Development Programme on **"Time Management and Work Prioritization Techniques"** on **24th June, 2025**. Prof. Pallavi Pathak, Coordinator - Behavioral Dynamics Lab at SMS Varanasi gave an insightful session aimed to enhance the effectiveness and efficiency of staff by equipping them with practical tools and strategies for better time utilization and task prioritization. She also shared valuable techniques rooted in professional best practices, supported by real-life examples and interactive discussions.



PLACEMENTS AT A GLANCE

The Training and Placement Cell provides placement assistance to both the undergraduate and postgraduate course. Leading companies from FMCG Banking & Finance, IT, Cement, Paints, Logistics visit the campus and recruit students. In this section we present a few glimpses of the placement drive so far.



Farewell



FACULTY ACHIEVEMENTS

Prof. Aditya Kumar Gupta

- Published a paper entitled "Machine learning algorithms for predicting air quality index: A case study in urban and industrial zones" has been published in the Q2- indexed Journal "Periodicals of Engineering and Natural Sciences", Vol. 13 No. 2 (2025) Page: 425-434.
- Published Book entitled "Artificial Intelligence and Data Science" Scientific International Publishing House, Mannargudi Tamilnadu, India, (ISBN: 978-93-6674-142-0) in 2025.
- Participated in Faculty Development Programme on "IoT and Its Industrial Applications" organized by EICT Academy, IIT Roorkee in association with GIET University Odisha during 02-06 April 2025.
- Received "Certificate of Appreciation" from NPTEL for instrumental role as SPOC for SWAYAM-NPTEL Local Chapter, January – April Semester 2025.
- Received "Letter of Appreciation" from IIT Bombay for spreading awareness and holding Software Training Workshops and outstanding contribution of using ICT based teaching and learning methodology.



Dr. Radha Raman Chandan

Associate Professor

- RR Chandan, et al. " Implementation of a novel secured authentication protocol for cyber security applications" Scientific Reports, 14(1), p.25708, Springer Nature, 2024 JCR & Scopus Ranking Q1, Indexing in Web of Science (SCIE) & Scopus, <https://doi.org/10.1038/s41598-024-76306-z>. *Journal: Scientific Reports is the 5th most-cited journal in the world, with more than 734,000 citations in 2023*, and receives widespread attention in policy documents and the media. *2023 Journal Citation Reports® Science Edition (Clarivate Analytics, 2024)
- RR Chandan, et al. "A Novel Machine Learning-Based Early Warning Detection System for Business Customer Churn". In 2024 5th International Conference on Recent Trends in Computer Science and Technology (ICRTCTST) , (pp. 250-254). IEEE, <https://ieeexplore.ieee.org/document/10578489>, Indexing in Scopus
- RR Chandan, et al. "Security model to identify block withholding attack in blockchain." Artificial Intelligence, Blockchain, Computing and Security Volume 1. CRC Press, 2023. 621-629, <https://doi.org/10.1201/9781003393580> Indexing in Scopus.
- RR Chandan, et al. "Enhancing the Effectiveness of Drones to Monitor Mars Surface Exploration: A Study." Unmanned Aircraft Systems (2024): 65-92. Wiley, ISBN:9781394230648, Indexing in Scopus <https://onlinelibrary.wiley.com/doi/10.1002/9781394230648>,
- RR Chandan, et al. "Security Vulnerabilities in IPv6 Link-Local Networks: An Examination of DAD Mechanism." 2025 International Conference on Pervasive Computational Technologies (ICPCT). IEEE, 2025, Indexing in Scopus, <https://ieeexplore.ieee.org/document/10940536>
- RR Chandan, et al. "Brain-Computer Interface of an Immersive Virtual Metaverse for Preventive Brain Healthcare and Neurorehabilitation." Applying Metaverse Technologies to Human-Computer Interaction for Healthcare. Auerbach Publications, 2025. 161-178. Indexing in Scopus. <https://doi.org/10.1201/9781003491668>
- Session Chair at International Conference on Communications, Security and Artificial Intelligence (ICCSAI-2025), Technically co-Sponsored by IEEE U.P Section and Indexing in SCOPUS held on 4th to 6th April, 2025, organized by Galgotias University, Greater Noida, India. <https://www.iccsai.in/>



Mr. Shambhu Sharan Srivastava

Associate Professor

- Published a Book Titled "Discrete Mathematics and Graph Theory" from RK Publications, Coimbatore. The ISBN Number of the book is 978-93-48020-70-3.
- Published a Paper Titled "Explainable AI Models for Enhanced Decision-Making in Cybersecurity" in the "Frontiers in Health Informatics", which is a journal indexed at SCOPUS in Q4 category. This paper can be accessed through <https://healthinformaticsjournal.com/index.php/IJMI/article/view/1775/1661>. The paper was published in January 2025. The Impact Factor of the Journal in 3.2 and SCIMAGO H-INDEX is 21. Its ISSN No. is 2676-7104 (Online).
- Published a Paper Titled "IoT-Enabled Systems for Smart Monitoring of Mining Operations" in the "International Journal of Environmental Sciences", which is a journal indexed at SCOPUS in Q4 category. This paper can be accessed through <https://theaspd.com/index.php/ijes/article/view/2028/1633>. The paper was published in June 2025. The Impact Factor of the Journal in 0.166 and SCIMAGO H-INDEX is 2. Its ISSN No. is 2229-7359.



Mr. Suraj Prakash Singh

Assistant Professor (Stage-II)

- Published an Indian Patent Titled “An Integrated Business Performance Analytics Platform and Method for Data-Driven Decision-Making” on 03.01.2025 with application No.202411093116 A.
- Published a Text Book titled “A Primer on Business Regulatory Framework” Volume I with ISBN – 978-93-49669-96-3 by APK Publishers, Pune.
- Published a Research Paper titled “The Influence of Currency Fluctuation on NSE Market Capitalization: An Econometric Analysis” in Purushartha a Journal of Management, Ethics and Spirituality (SCOPUS Indexed Q2) Vol.17, No. 2, (June 2025), pp. 43-51 with ISSN - 0975-024X.
- Published a Book Chapter titled “AI-Driven Predictive Analytics for Enhancing Automotive Safety in Financial Risk Assessments in Cloud Data” (Scopus Indexed) in the Book Embracing the Cloud as a Business Essential, Volume I with ISBN – 979-83-69395-81-3 IGI Global Scientific Publishing.
- Participated and presented a paper titled “Exploring the Strategic benefits of Bank-Fintech Collaborations: A Critical Discourse and Comparative Analysis” in the International Conference on Management Perspectives for a Technology-Driven Future organized by School of Management KIIT Bhubaneswar held on 21-22 February 2025.
- Participated and presented a paper titled “Navigating the Metaverse: The Interplay of Social interaction and Consumer Behavior” in the International Conference on Computational Modelling, Simulation and Optimization (ICCMO-2025) organized virtually from Singapore held on 19-21 June 2025.
- Successfully Completed SEBI-Investor Certification Examination conducted by NISM in March 2025.
- UGC Net Qualified in Commerce in February 2025 organized by National Testing Agency.
- Attended a comprehensive online training on How to Navigate Springer Nature Platforms to access all journals organized by Springer Nature for ONOS member institution.



Dr. Thakur Digbijay Singh

Assistant Professor (Stage-II)

- Published a paper entitled titled Marketing Logistics and consumer behaviour: An empirical study on Indian E – Shoppers” in a Q 2 Scopus Indexed Journal Cogent Business & Management published by Taylor and Francis.
- Published a paper entitled Foreign Direct Investment Trends and Patterns in Emerging Markets in Advances in Consumer Research an ABDC, B-Category journal.
- Published an edited book titled Sustainable Business Ecosystem "Publisher: Kitab Mahal; SBN: 978-81-986276-3-6
- Presented a paper title “Strategic Role of Foreign Direct Investment in India Development – Vision of Vikshit Bharat” in International Conference organized by Banaras Hindu University.
- Participated in Conference organized by Uttar Pradesh Micro Finance association.
- Participated in a workshop by Prof. Lim Weng Marc, Dean, Sunway University Business School, Malaysia on Publishing in High Impact Journals.
- Completed a refresher course under the Malaviya Mission Teacher Training Programme on “Academic Leadership in higher Education”
- Attended Faculty Development Programme on “Advanced Analytical Tools for Effective Research.
- Reviewed one paper for IGI Global on topic The mediating role of Social Media Marketing among perceived value, purchase intention and purchase decision of Adult Luxury consumers in France.
- Delivered a guest lecture on parenting psychology at Little Flower School.



Sripriya Roy Chowdhuri

Designation: Assistant Professor (II)

- Participated in three days International Conference on “Artificial Intelligence and Computer Vision in Medical domain” during 17th-19th February, 2025 organized by DST- Centre for Interdisciplinary Mathematical Sciences, BHU.
- Published a research paper titled “Multilabel Classification in the Context of Code Smell Detection” in Scopus Indexed Q2 journal, SN Computer Science in April 2025.
- Received “Elsevier Reviewer Recognition Certificate” from the Journal of Engineering Applications of Artificial Intelligence for contributing as an active Reviewer (May, 2025).
- Published a research paper titled “Machine Learning Models for Software Defect Detection: A Strategic Management Approach” in Scopus Indexed Q2 journal, PURUSHARTHA - A Journal of Management, Ethics and Spirituality in June 2025.



Dr. Anjali

Assistant Professor (Stage-I)

- Participated and Presented a Paper in National Seminar on “The Idea of Ram in Folk Literature” Organized by K.S. Saket PG College, Ayodhya.
- Participated and Presented a paper in National Seminar on “Modern Media; Implications on Society and National Security” organized by Sakaldiha Post Graduate College, Chandauli.
- Published one book chapter entitled "Green Crypto Revolution; India's Blockchain-powered currency shift" with Notion Press in the edited book titled "Artificial Intelligence and Machine Learning" (ISBN: 979-8899298103).
- One book chapter titled "Navigating AI-Driven Rationality and Political Dynamics in IT Governance Decision Making" accepted for publication in an edited book by Cambridge Scholar Publishing.
- One patent published with IPR, Government of India on "Predictive Financial Planning System using AI and Blockchain-based Behavioral and Transactional Analysis."



Dr. Ragi T S

Assistant Professor (Stage-I)

- Published an Indian Patent titled “An Integrated Business Performance Analytics Platform and Method for Data-Driven Decision-Making” along with four co-inventors in January 2025. The patent focuses on a novel framework for integrating business analytics with decision-making tools.
- Authored and published a textbook titled “A Primer on Business Regulatory Framework” through APK Publishers, in alignment with SMS’s emphasis on academic contributions and research output.
- Published a research paper titled “The Influence of Currency Fluctuations on NSE Market Capitalization: An Econometric Analysis” in Purushartha, Vol. 17 No. 2 (2024), a Scopus-indexed journal (ISSN: 0975-024X).
- Awarded a Certificate of Appreciation by NPTEL for mentoring and supporting learners in an online certification course, reflecting commitment to digital pedagogy and learner engagement.
- Participated and presented a paper at the International Conference on Management Research (ICMR-2025) organized by KIIT University.
- Presented a research paper at the National Seminar on Indigenous Education System from Bharat: From Gurukuls to Digital Classroom, organized by Sunbeam Women’s College.
- Presented a paper titled “Navigating the Metaverse: The Interplay of Social Interaction and Consumer Behaviour” during an online technical session on Information Science & Operation Analysis at the 4th International Conference on Computational Modelling, Simulation and Optimization, Singapore, held from June 20–22, 2025.



Dr. Shruti Singh

Assistant Professor (Stage-I)

- Research paper titled “The Social Ledger: Qualitatively Decoding Interaction-Driven Investment Decisions among Indian Investors and Fund Managers” published in Qualitative Research in Financial Markets, published by Emerald Publishing | Indexed in Scopus (2009–2025) | Q2 | ABDC Category B.
- Research paper titled “Is Social Media Transforming How We Manage Our Finances?” published in the Journal of Financial Counseling and Planning, indexed in Scopus (Q2) and Web of Science | Journal Impact Factor: 2 | ABDC Category C.
- Research paper titled “Educators' Learning Experiences and Intention to Use Online Learning Management Systems’ Platforms: A Perceptual Study” published in the Serbian Journal of Management indexed in Scopus (2014–2025) | Q3.
- UGC-CARE listed research paper titled “Blockchain Revolution in the BFSI Sector: A Comprehensive Review and Bibliometric Analysis” published in Paradigm: A Management Research Journal, published by SAGE Publications | Volume 29, Issue 1 | DOI: 10.1177/09718907251338117.
- Textbook authored: A Primer on Business Regulatory Framework, Published by APK Publishers.
- Book chapter titled “Tweets to Trades: Exploring the Influence of Social Media Interactions on Stock Market Participation”, published in Psychology and Intricacies in Social Media Interactions: A Critical Perspective | Publisher: CRC Press, Taylor & Francis Group | Scopus-Indexed ISBN: 9781774919842 (Print), 9781003614326 (eBook).
- Session Chair, Online Technical Session on Information Science & Operation Analysis 4th International Conference on Computational Modelling, Simulation and Optimization, Singapore, June 20–22, 2025, Moderated research presentations and facilitated expert discussion in computational and analytical sciences.
- Indian Patent Published titled “An Integrated Business Performance Analytics Platform and Method for Data-Driven Decision-Making”, published in January 2025 by the Indian Patent Office.
- Invited as Keynote Speaker on “Empowering Future Innovators: The Role of Emerging Technologies in Shaping School Education, delivered on 18th January 2025 at Adarsh Inter College, Matigoan, Chandauli, Varanasi, to an audience of educators, students, and academic leaders.



Dr Tejas Yaduvanshi

Assistant Professor (Stage-I)

- Successfully passed and secured 1% TOPPER ELITE score of 80 % in 8 WEEK NPTEL COURSE - Marketing Management – II by IIT KANPUR – FEB APRIL, 2025.
- Published 3 research papers as FIRST AUTHOR in ABDC indexed ‘C’ category ranking journals, titled as follows:
 - Conceptual Framework of AI-Enabled Next-Gen CRM: Integrating Machine Learning for Proactive Customer Engagement.
 - Big Data Analytics in CRM: A Conceptual Model for Customer Segmentation and Lifetime Value Prediction.
 - Gig Economy in India: Transforming Employment Dynamics in the Digital Age



- Published 5 research papers as FIRST AUTHOR in peer reviewed journals, titled as follows:
 - Artificial intelligence in Indian classrooms: Bridging the digital divide: The AIIF framework for Nep-driven transformation. International Journal of Advanced Academic Studies.
 - Beyond satisfaction: Uncovering the psychological and behavioral drivers of customer loyalty. International Journal of Research in Management.
 - The ICEF paradigm: Mapping CRM effectiveness through quadripartite framework of CRM success. International Journal of Research in Finance and Management.
 - The Maha Kumbh Multiplier: Unveiling the economic ripple effects of mega religious gatherings in Uttar Pradesh. International Journal of Foreign Trade and International Business.
 - Reimagining village tourism: The FTDM framework for farmstay-led sustainable development in Uttar Pradesh. International Journal of Financial Management and Economics.
- Authored and published book chapter titled “Digital Transformation and Strategic Management in the G20: Navigating the Intersection of Technology, Policy, and Global Leadership” as FIRST AUTHOR.
- Successfully completed FDP on MARKETING MANAGEMENT by NPTEL -AICTE – FEB APRIL, 2025.

Ms. Parul Singh

Assistant Professor (Stage I)

- Published a research paper titled “Nexus of Labor, Capital and FDI: Boosting India’s Manufacturing Sector”, in a scopus indexed journal “Scope” on 15/01/2025, with ISSN: 1177-5653, vol.14; no.04.
- Published a research paper on title “Does Foreign Direct investment have Uniform effect on Growth of Manufacturing Industries? A Panel Analysis”, in UGC –CARE listed journal “South Asian Journal of Management”, with ISSN: 0971-5428, in vol.32; no. 4.
- Published a chapter titled “Microfinance and Capital Market: A Sustainable path to Poverty Alleviation” in an edited book titled “Sustainable Business Ecosystem” with ISBN: 978-81-986276-3-6, Publisher: Kitab Mahal Publisher, New Delhi.
- Published a chapter titled “Microfinance Outreach and MSMEs Performance in India” in an edited book titled “The Management matrix: Balancing Growth, Risk, and Sustainability” Published by PharmDart Consulting Private Ltd. With ISBN: 978-81-954736-4-9.
- Acceptance of a chapter titled “The Role of Natural Resource Governance in Promoting Sustainable Economic Growth and Reducing Regional Disparities in India” for publication in an edited book titled “Resource Driven Economy: Unlocking Growth and Prosperity Through Sustainable Practices”, Published by Apple Academic Press, an CRC Press, Taylor and Francis Group.



Dr Utkarsh Keshari

Assistant Professor (Stage-I)

- Published a Book entitled “The Management Matrix: Balancing Growth, Risk & Sustainability” Published by Pharm Dart Consulting Private Ltd. (ISBN No- 978-81954736-4-9), 2025.
- Published a Patent titled “Consumer Behaviour Prediction Device” by Government of India (Application Number- 202521032142), April, 2025.
- Published a Research Paper indexed in ABDC-C entitled “Gig Economy in India: Transforming Employment Dynamics in Digital Age” published in the Journal of Informatics Education & Research, (ISSN: 1526-4726), 2025.
- Acceptance of a book Chapter titled “Transforming Customer Value in Industry 6.0: The Role of Green Finance in Marketing Eco-Conscious Innovation” in the edited book Industry 6.0: Next Frontier of Intelligent Transformation, to be published by SP Wiley Publisher.
- Accepted a book chapter indexed in Scopus entitled “Examine the role of Social Media Foodscapes in Shaping Gastronomic Tourists’ Visit Intention” to be published in the book Exploring Food at the Crossroads of Health & Business to be published by IGI Global Scientific Publishing.
- Published a book chapter entitled “Envisioning Viksit Bharat 2047: Strategic Pillars for Development and Economic Dynamics for Viksit Bharat 2047 mission” published in the Book: Envisioning Developed India (ISBN No: – 978-93-5552-580-2), 2025.
- Published a book chapter entitled “Marketing Metrics for Evaluating Green Campaign Effectiveness” published in the Book: “The Management Matrix: Balancing Growth, Risk & Sustainability” (ISBN No- 978-81954736-4-9), 2025.
- Participated and Presented a Paper in International Conference on Innovation & Development: A recent Trend in Commerce Science & Humanities by Research Foundation of India, (RFI), 2025.
- Participated and Presented Paper in National Seminar at SHEPA Institute, 2025.
- Reviewer SMS Journal of Entrepreneurship & Innovation for the session 2025-26.
- Participated and Presented Paper in International Conference ICON 2025.



Ms Jyoti Singh

Assistant Professor (Stage-1)

- Book published with titled “Interdisciplinary Approaches in Higher Education “by Genuine Little Squid Publication, DOI 10.5281/Zenodo.15561017
- Published a Research Paper entitled “A Study on Leadership Challenges and Its Impact on Organizational Effectiveness with Special Reference to the Higher Education Sector of Uttar Pradesh” in ABDC (Category-C) Multidisciplinary Journal in European Economic Letters (EEE) (ISSN 4777-4791) VOL.15 NO.2(2025)
- Successfully Completed 12 Week Course from NPTEL Certification course on the title” Leadership and Team Effectiveness Organized by IIT Roorkee from Jan-April 2025 with Elite certificate.
- Worked as Reviewer in Scopus Indexed Journal Foundations of Management 2300-5661, Reviewed Manuscript Number FoM-D-24-00019 “PERCEIVED FORMAL AND INFORMAL UNIVERSITY SUPPORT FOR STUDENT BEHAVIOR IN VIETNAM” in March 2024



Anjanee Kumar Rai

Assistant Professor (Stage I)

- One chapter titled “Viksit Bharat @2047: A Blueprint for a Developed India” published in an edited book titled “Viksit Bharat@2047: Transforming Future of the Nation”, a national publication with ISBN: 9789348120557.
- One chapter titled “Artificial Intelligence in Investment Management: Current Trends & Future Directions” published in an edited book titled “Contemporary Research in Commerce and Management-II”, a national publication with ISBN: 9789391580902.
- One chapter titled “Transforming the Insurance Industry with Artificial Intelligence” published in an edited book titled “Advance in Academic Research and development (Volume-13)”, a national publication with ISBN: ISBN 9789358343649.
- One chapter titled “One District One Product (ODOP) Initiative in India: A Comprehensive Study” published in an edited book titled “Role of One District One Product Scheme in Paving the way for Viksit Bharat@2047”, a national publication with ISBN: ISBN 9789393575494.
- One chapter titled “Sustainable Practices from Ancient Indian Traditions” published in an edited book titled “Bhartiya Gyan Parampara Decoding IKS for Modern Management”, a national publication with ISBN: ISBN 978-81-986336-2-0.
- Participated in a One-Week Faculty Development Programme on “Advanced Analytical Tools for Effective Research” organized by School of Management Sciences, Varanasi during 02nd to 08th August, 2024.
- Successfully completed a one-week NPTEL-AICTE - Faculty Development Programme on “Introduction to GST”, conducted by IIT Madras during the period August-October, 2024.
- Successfully completed a one-week NPTEL-AICTE - Faculty Development Programme on “Fundamentals of Cost Accounting”, conducted by IIT Madras during the period August-October, 2024.
- Participated in a One-Week Faculty Development Programme on “Research Methodology and Data Analytical Tools” organized by Ashoka Institute of Technology and Management Varanasi during 24.02.2025 to 01.03.2025.
- Successfully completed a one-week NPTEL-AICTE - Faculty Development Programme on “Financial Statement Analysis and Reporting”, conducted by IIT Roorkee during the period Jan-April, 2025.
- Successfully completed a one-week NPTEL-AICTE - Faculty Development Programme on “Foundations of accounting & Finance”, conducted by IIT Madras during the period Jan-April, 2025.
- Successfully Completed Two Week Multi-Disciplinary Refresher course on Enhancing the Quality of Teacher and Teacher Education’ Organized by the MMTC, Department of Education, M.G. Kashi Vidyapith, Varanasi WITH Grade A from 12.08.2024 to 28-08-2024.
- Successfully Completed UGC Sponsored Two Week Refresher Course in Business Studies’ Organized by the Pt. Ravishankar Shukla University, Raipur’ under MMTC, WITH Grade A from 28.08.2024 to 13-09-2024.
- Participated and Presented a Paper entitled Viksit Bharat@2047-Emerging Managerial Opportunities and the challenges of Transformation in the National Seminar on VIKSIT BHARAT@2047: Managerial Opportunities and Challenges Organized by the department of commerce, Rajiv Gandhi South campus, Banaras Hindu University, Barkachha, Mirzapur held on 26th October, 2024.
- Participated and Presented Paper in International Seminar organized by 75th All India Commerce Association, Paper entitled “Artificial Intelligence in Investment Management: A Study of Mutual Fund Industry” held on 18th to 20th October, 2024.
- Participated and Presented a Paper entitled The Role of Digitalization in Shaping Women’s Employment Opportunities and Challenges in the International Conference on Employment, Livelihood and Regional Development Challenges (A Vision for Viksit Bharat @2047 Organized by the department of economics, DAV PG College, Banaras Hindu University held on 23 -24 August, 2024.
- Participated and Presented a Paper entitled The Gurukul System: Foundations of Education in Ancient India in the National Seminar on The Indigenous System on Bharat: From Gurukuls to Digital Classrooms Organized by Sunbeam Women’s College, Varuna, Varanasi held on 27-28 September, 2024.



- Participated and Presented a Paper entitled NEP 2020 and its Role in Shaping India's Knowledge Economy in the National Seminar on National Education Policy-2020 Quality Concerns in Higher Education Organized by SHEPA Varanasi held on 21-22 February, 2025.
- Awarded with "Elite+Silver" certificate in the NPTEL online certification course on "Fundamentals of Cost Accounting" conducted by The Institute of Cost Accounts of India during the period August-October, 2024
- Awarded with "Elite" certificate in the NPTEL online certification course on "Introduction to GST" conducted by The Institute of Cost Accounts of India during the period August-October, 2024
- Awarded with "Elite" certificate in the NPTEL online certification course on "Foundation of Account & Finance" conducted by IIT Madras during the period January-April, 2025.
- Awarded with "Elite+Silver" certificate in the NPTEL online certification course on "Financial Statement Analysis and Reporting" conducted by IIT Madras during the period January-April, 2025.
- Research paper published in UGC CARE listed Journal, Rai A.K., Bhartia M., (2024). Artificial Intelligence: Transforming the Insurance landscape in India, The Journal of Insurance Institute of India, April-June, 29-34. ISSN 2278-6759
- Research paper published in Peer Reviewed Journal, Rai A.K., Bhartia M., (2024). Value creation through merger & acquisition a case study of punjab national bank, Research Bulletin. 50(III & IV) 187-202, ISSN 2230-9241
- Research paper published in Peer Reviewed Journal, Bhartia M., Rai A.K., (2024). An Analysis of the Post-Merger Performance of Punjab National Bank and Canara Bank Using the CAMEL Model, Management Insight, 20(2) 62-71, ISSN 2456-0936 & 0973-936X
- Research paper published in Peer Reviewed Journal, Bhartia Madhu., Rai A.K., (2024), Non-Performing Asset Management in Indian Banking: A Comparative Study of Public & Private Sector Banks, Commerce Research Review 2(1) 36-43, ISSN 3048-9512 & 2584-234X.
- Research paper published in Peer Reviewed Journal, Rai A.K., (2024), Performance Evaluation of Mutual Fund in India- A Case Study of Large Cap Mutual Funds, The Kashi Journal of Commerce Issue XXI, No.1 (July - December, 2024) 115-122
- Certificate of Appreciation for The Role of Mentor in NPTEL online certification course on "Fundamentals of Cost Accounting" conducted by The Institute of Cost Accounts of India during the period August-October, 2024.

Mr. Chandra Prakash Agrawal

Assistant Professor (Stage - I)

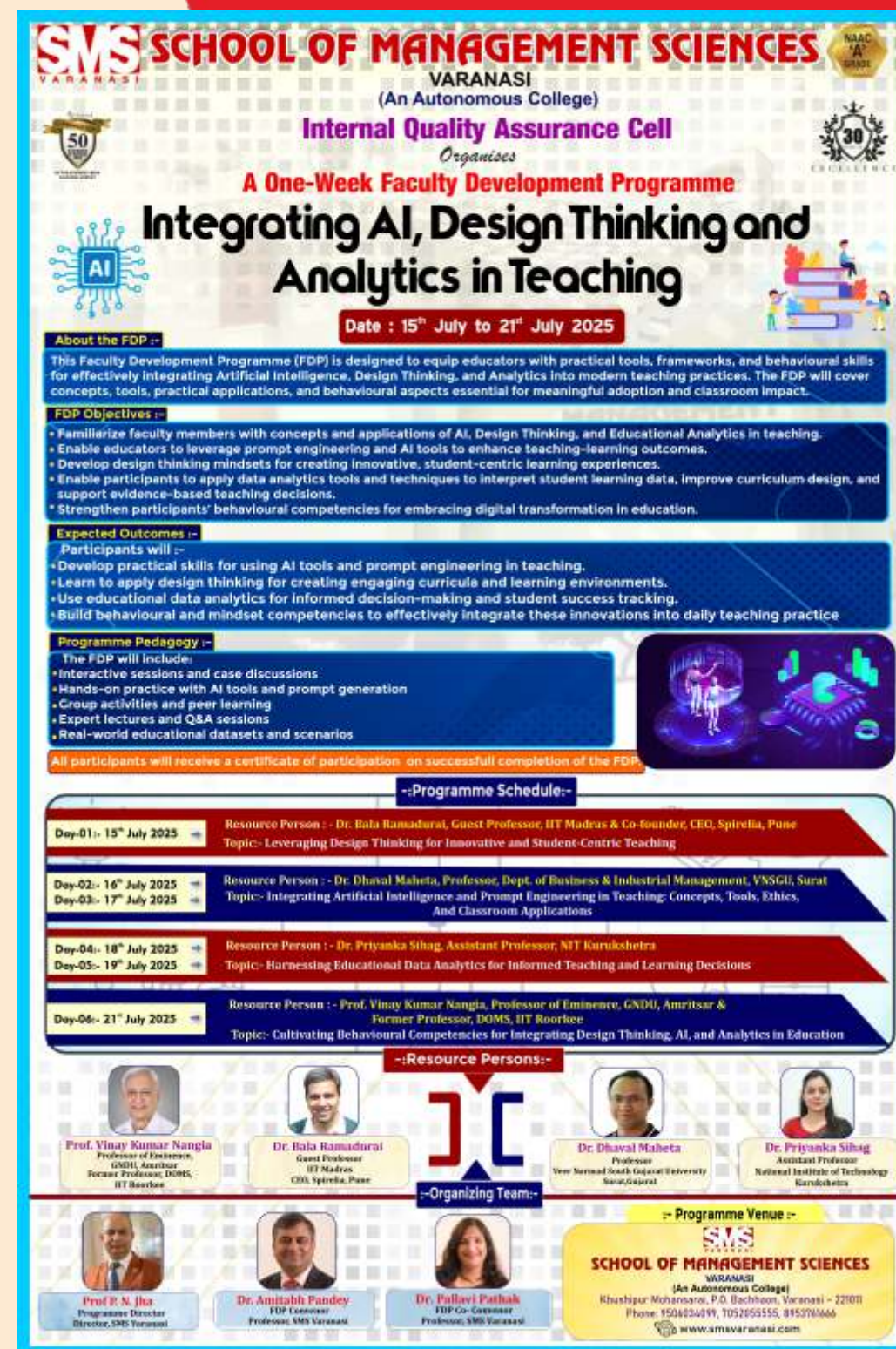
- Published a chapter titled "AI Integration and the Goal of Viksit Bharat @20247: From Vision to reality" in the book Internet of things and Artificial Intelligence in Management published by Bharti Publications, New Delhi, authored by Professor K.K Agrawal, MGKVP.
- Published a chapter titled "The role of Spirituality in mental well-being and the path to Viksit Bharat" in the book in the book Envisioning Developed India – multidisciplinary perspective for Viksit Bharat@2047 published by Nikhil Publishers & Distributors.
- Participated in One-week online Faculty Development Program on "Research and Write with AI Assistance" conducted by Institute of Public Enterprise (IPE), Hyderabad, India's Premier Business School during Feb.17 to 21, 2025.
- Acted as a "Resource Person" in the Value added Course on Financial & Business Skill organized by the Department of Commerce, Deen Dayal Upadhyaya Gorakhpur University on 10th June 2025.
- Presented paper (online) on "The AI-driven evolution of Entrepreneurial ecosystem- Opportunities, challenges and future pathways" in the National Conference on Artificial General Intelligence and Geopolitics: Innovation and Business Sustainability held during 25th-26th April 2025, organized by IMS Ghaziabad.
- Acted as a "SHARK TANK JUDGE" at the event Shark Tank Sunbeam organized by Finance & Investment Club at Sunbeam Lahartara School, Varanasi on 10th May 2025.



Ms. Archila Kushwaha

Assistant Professor (Stage-1)

- Presented a paper titled "Enhancing Financial Inclusion for Sustainable Growth: A DEA-Based Efficiency Analysis across Emerging Economies" at the International Conference on "Advancing Financial, Digital and Health Inclusion: Steps towards Viksit Bharat@2047" held on 11 February 2025. Organized by Department of Management Studies, Jamia Millia Islamia, New Delhi.
- Published a Paper titled "Impact of Digitalization on MSMEs and Its Contribution towards Sustainable Economic Development in India" in Korea Review of International Studies, 18(67), Feb 2025. (ABDC-C Category).
- Published a Paper titled "Modeling the efficiency of financial inclusion in Bihar: A Data Envelopment Analysis", in International Journal of Accounting, Business and Finance, 3(2) June 2024.
- Published a Paper titled "DEA Generalized Return to Scale with Slack-Based Measure of Financial Inclusion Efficiency in Bihar, India" in Empirical Economic Letters, 24(6), June 2025, (ABDC-C Category) <https://doi.org/10.5281/zenodo.15731172>.
- Completed a 12 weeks Swayam Course of "Fundamental of Financial Management".

SMS SCHOOL OF MANAGEMENT SCIENCES
VARANASI
(An Autonomous College)

Internal Quality Assurance Cell
Organizes

A One-Week Faculty Development Programme
Integrating AI, Design Thinking and Analytics in Teaching
Date : 15th July to 21st July 2025

About the FDP :-
This Faculty Development Programme (FDP) is designed to equip educators with practical tools, frameworks, and behavioural skills for effectively integrating Artificial Intelligence, Design Thinking, and Analytics into modern teaching practices. The FDP will cover concepts, tools, practical applications, and behavioural aspects essential for meaningful adoption and classroom impact.

FDP Objectives :-
• Familiarize faculty members with concepts and applications of AI, Design Thinking, and Educational Analytics in teaching.
• Enable educators to leverage prompt engineering and AI tools to enhance teaching-learning outcomes.
• Develop design thinking mindsets for creating innovative, student-centric learning experiences.
• Enable participants to apply data analytics tools and techniques to interpret student learning data, improve curriculum design, and support evidence-based teaching decisions.
• Strengthen participants' behavioural competencies for embracing digital transformation in education.

Expected Outcomes :-
• Participants will :-
• Develop practical skills for using AI tools and prompt engineering in teaching.
• Learn to apply design thinking for creating engaging curricula and learning environments.
• Use educational data analytics for informed decision-making and student success tracking.
• Build behavioural and mindset competencies to effectively integrate these innovations into daily teaching practice

Programme Pedagogy :-
The FDP will include:
• Interactive sessions and case discussions
• Hands-on practice with AI tools and prompt generation
• Group activities and peer learning
• Expert lectures and Q&A sessions
• Real-world educational datasets and scenarios

All participants will receive a certificate of participation on successful completion of the FDP.

--Programme Schedule--

Day-01:- 15th July 2025	Resource Person :- Dr. Bala Ramadurai, Guest Professor, IIT Madras & Co-founder, CEO, Spirella, Pune Topic:- Leveraging Design Thinking for Innovative and Student-Centric Teaching
Day-02:- 16th July 2025 Day-03:- 17th July 2025	Resource Person :- Dr. Dhaval Maheta, Professor, Dept. of Business & Industrial Management, VNSGU, Surat Topic:- Integrating Artificial Intelligence and Prompt Engineering in Teaching: Concepts, Tools, Ethics, And Classroom Applications
Day-04:- 18th July 2025 Day-05:- 19th July 2025	Resource Person :- Dr. Priyanka Sihag, Assistant Professor, NIT Kurukshetra Topic:- Harnessing Educational Data Analytics for Informed Teaching and Learning Decisions
Day-06:- 21st July 2025	Resource Person :- Prof. Vinay Kumar Nangia, Professor of Eminence, GNDU, Amritsar & Former Professor, DOMS, IIT Roorkee Topic:- Cultivating Behavioural Competencies for Integrating Design Thinking, AI, and Analytics in Education

--Resource Persons--

Prof. Vinay Kumar Nangia Professor of Eminence, GNDU, Amritsar Former Professor, DOMS, IIT Roorkee	Dr. Bala Ramadurai Guest Professor, IIT Madras CEO, Spirella, Pune	Dr. Dhaval Maheta Professor Veer Normal South Gujarat University Surat, Gujarat	Dr. Priyanka Sihag Assistant Professor National Institute of Technology Kurukshetra
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--Organizing Team--

Prof. P. N. Jha Programme Director Director, SMS Varanasi	Dr. Amitabh Pandey FDP Co-Coordinator Professor, SMS Varanasi	Dr. Pallavi Pathak FDP Co-Coordinator Professor, SMS Varanasi
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--Programme Venue--
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SMS SCHOOL OF MANAGEMENT SCIENCES
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Organizing
One - Week Faculty Development Programme (FDP)
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