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SMSNEWS

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SCHOOL OF MANAGEMENT SCIENCES

VARANASI
(An Autonomous College)

Director's Message

SMS newsletter is going to step into its **eighteenth year**. On account of its uninterrupted publication-track, information-pertinence & sufficiency plus an outstanding creative-contour during all the past years, it has become an indispensable part of the identity of the **School of Management Sciences (Autonomous), Varanasi**. You may appreciate the significance of the months of July-August in the life-cycle of a B-school, that not only witness a generic experience to welcome the new faces and seeing them romping around in the cozy habitat of the green campus of the College-empire at the Holy City of Varanasi but also flag off a seasoned delivery of our highly acclaimed curricular, co-curricular, extra-curricular and extension-activities' package.

The current issue brings you the snapshot of a number of events held during **July-December, 2025**, including the Independence Day Celebrations, Plural Orientation Programmes for the newly admitted students, Multiple Freshers' Parties, Faculty Development Programme, Aadhaarshila-2025, HR Conclave, Workshops and Guest Lectures, Alumni Meet, Jagran Excellence Award to SMS, TECHCON-2025, Opening of Campus Placements, and so forth.

SMS, Varanasi, a pristine institution, always stands conscious towards its different scholastic obligations. In the transformative landscape of **Indian Higher Education** shaped by the **National Education Policy – 2020** coupled with the backdrop of the forthcoming '**Viksit Bharat Shiksha Adhikshan Bill 2025**', the institution actively looks out for the possible related caveats of the Bill so as to enable it to ensure proactive preparedness to successfully address to relevant implications of the Bill with a view to make the chances of any delivery-deficit a big zero, and making our students stand at the cutting edge of the contemporary genre of academics.

I close with best of wishes for the **New Year – 2026**.

P. N. Jha

D. Litt.(Management)



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31st Foundation Day 'Aadharshila'



आदर्शशिला





Aadharshila

School of Management Sciences, Varanasi celebrated the 31st Foundation Day 'Aadharshila' on 9th & 10th November, 2025 with much fanfare and excitement. This momentous occasion witnessed a two-day Cultural Fest along with many inter-institute competitions like Business Quiz, Rangoli Making, Solo Dance, Solo Song, Business Plan and Antakshari. An extravagant Fashion show was the highlight of the event which was organised on the second day.

For three decades, our college has been a hub of creativity, innovation, management and cultural excellence, and this year's Foundation Day fest truly embodied the spirit of unity, talent, and tradition. The chief guest of the event Dr. Piyush Mordia, ADG, Varanasi Zone, Guest of Honour, Prof. S. K. Singh, Former Vice Chancellor, L.N. Mithila University, Darbhanga, Mr. Amitanshu Pathak who along with Dr. M. P. Singh, Executive Secretary, SMS, Varanasi, director Prof. P.N. Jha and Prof. Pallavi Pathak graced the dais.

Director, Prof. P.N. Jha in his welcome address called the 31st Foundation Day as historic and memorable for all the fraternity of the SMS family. In his address, he beautifully emphasized that Aadharshila is not just a celebration; it's a reminder of our roots, our resilience, and our relentless pursuit of excellence. Reflecting on the institute's 31-year journey, he remarked that each milestone we have achieved is a





reflection of our collective effort-of our students' dreams, our teachers' dedication, and our institution's commitment to creating meaningful change. The special day of the institute concluded with the distribution of certificates and awards to the winners of different competitions as well as activities of various clubs, felicitation of the employees for their unwavering commitment towards the institute. Prof. Pallavi Pathak, convener coordinated the inaugural session as well as proposed the vote of thanks.



TECHCON – 2025



The National Conference on “NextGen AI:

The National Conference on Techcon 2025 “NextGen AI: Exploring Future Innovations, Global Trends & Sustainable Technologies” was organized from 22nd to 23rd November, 2025 at SMS Varanasi commenced with a traditional lamp lighting and Goddess Saraswati garlanding, symbolizing knowledge and innovation. Director Prof. P. N. Jha, welcomed all the dignitaries, emphasizing AI’s role as a socio-economic and sustainable transformation. Chief Guest Prof. Amit Patra (IIT BHU) traced AI’s evolution, while Guests of Honour, Mr. Naveen Mishra (Gartner) and Mr. Chetan Pandey (Easebuzz), shared insights on AI generations, data analytics, and ethical use. The inaugural session, coordinated efficiently by Dr. Bhavana Singh, set an inspiring tone for knowledge exchange and innovation-focused discussions.



ORIENTATION PROGRAMMES



School of Management Sciences, Varanasi welcomed its new MBA batch with a three-day Orientation Programme conducted from 12th to 14th August, 2025 filled with inspiration and industry insights. Director Prof. P. N. Jha in his welcome address urged the students to embrace self-reliance, ethics, and continuous skill enhancement to thrive in a rapidly evolving business world. Guest speakers Mr. Ankur Sachdev, Mr. Siddhesh Bhambid, Mr. Rohit Sinha, and Mr. Anku Kumar, emphasized consistency, AI-driven growth, reflective learning, and the need to continually learn and unlearn. The program was coordinated by Prof. Pallavi Pathak which also featured course briefings and institutional insights by the faculty members.

The Orientation Programme for MCA and BCA at School of Management Sciences, Varanasi was organized from 26th to 27th August, 2025 which began with an inspiring inaugural session, marking a meaningful start to the academic journey of new students. Director Prof. P. N. Jha welcomed the fresh batch, emphasizing that education shapes character, curiosity, and values while preparing responsible technocrats. Chief Guest Prof. T. V. Prabhakar highlighted technology's transformative power in the global economy, urging students to blend expertise with ethics. Eminent speakers, including Prof. P. K. Mishra and Mr. Alakh Kumar Srivastava, stressed continuous learning and the impact of emerging technologies. which also featured introductions to MCA and BCA, coordinated presentations, and warm blessings, setting a strong foundation for leadership and innovation.

The Orientation Program for the new BBA batch at School of Management Sciences, Varanasi was organised from 28th to 29th

August, 2025 which began with vibrant energy and high aspirations. Director sir Prof. P. N. Jha welcomed the students, emphasizing that knowledge alone isn't enough and advanced skills and a habit of serious reading set true leaders apart. Chief Guest Prof. S. K. Singh the urged students to view these three years not just as a course, but as a journey of growth, character building, and resilience. Guest of Honour Mr. Vipul Jain encouraged entrepreneurial thinking, urging students to become job creators. The program was coordinated by Assistant Professor Dr. Sofia Khan.

The vibrant campus of School of Management Sciences, Varanasi echoed with enthusiasm as the Orientation Programme for M.Com B.Com (Hons.), and B.A. (Hons.) Mass Communication was organised from 2nd to 3rd September, 2025. The event was graced



by eminent academicians, industry experts, and enthusiastic freshers embarking on a new chapter of learning. Prof. P. N. Jha, Director, SMS Varanasi, extended a warm welcome to the guests and students. In his inspiring address, he remarked SMS is not just an institution of higher learning, but a living ecosystem of values, innovation, and transformation. Chief Guest, Prof. H. K. Singh, Dean & Head, Faculty of Commerce, BHU, ignited the spirit of determination among students with his thought-provoking message that the real mantra of success lies in Patience, Hard Work, and Dedication. Guest of Honour, CA Ms. Sudeshna Basu, emphasized that true education is incomplete without compassion. Guest of Honour, Mr. Rajesh Bhatia, Secretary, Indian Industry Association & President- Small Industry Association, Varanasi inspired students to adopt entrepreneurial thinking. He remarked that in today's world, success belongs to those who dare to think differently.

Prof. Rajkumar Singh, HoD – Commerce, introduced students to their respective programmes and motivated them with the mantra of "Learn, Unlearn, and Relearn. The preamble was

presented by Dr. Shruti Singh, reiterating the institution's vision and mission, while the session was smoothly moderated by Dr. Anju Singh, M.COM course Coordinator. A heartfelt Vote of Thanks was delivered by Dr. Vir Pratap, Coordinator, B.Com(Hons.) programme acknowledging the contributions of all dignitaries.



ALUMNI NEWS



School of Management Sciences, Varanasi organized a memorable Alumni Meet for the PGDBM (1998–2000) and BBA (1997–2000) batches on **8th November, 2025**. Celebrating decades of friendships, achievements, and cherished memories, the event brought alumni together to reconnect and relive their SMS days. Marking the 25th Silver Jubilee and 30 years of excellence, the gathering highlighted SMS Varanasi's enduring legacy of academic distinction and strong bonds with its esteemed alumni.



HR CONCLAVE



School of Management Sciences, Varanasi turned its Seminar Hall into a hub of ideas, insights, and industry wisdom in the HR Conclave on the theme “**Institute-Industry Joint Overture to Secure Foot-in-the-Door**” held on **13th September, 2025**. Mr. Shaleen Manik (CHRO, Transsion India, New Delhi) reminded students that while AI & Data Analytics are changing HR, empathy will forever remain irreplaceable. Mr. Girish V (Head Business HR, Exide Industries Ltd., Kolkata) stressed that degrees don’t impress, applications do—real learning comes from solving problems, leading teams, and staying calm under pressure. Ms. Ruchi Chilana Gera (Group Head HR & Admin, Gateway Distriparks Ltd., New Delhi) highlighted that diversity is strength and true leadership begins when we take responsibility, not authority. Mr. Kadainti Karthikeya Kumar (Head HR, Focus Softnet, Hyderabad) painted a global canvas, saying that from Varanasi to Silicon Valley, opportunities await those fluent in adaptability, communication, and digital literacy. Welcoming the gathering, Prof. P.N. Jha, Director, reiterated that HR Conclave is not just about jobs; it’s about shaping careers and lives. The conclave was skillfully conducted by Prof Pallavi Pathak. With Prof. Avinash Chandra

Supkar and Prof. Amitabh Pandey moderating, and Prof. Sandeep Singh delivering the vote of thanks, the conclave ended on a high note of inspiration, leaving students motivated to dream bigger and act bolder. Executive Secretary Dr. M.P. Singh, Registrar Mr. Sanjay Gupta, and other faculty members as well students added grace and energy to the occasion.



WORKSHOPS



Workshop on “The Essentials of Report Writing: Preparation & Writing”

In today’s data-driven world, the ability to design, write, and present an effective survey report is essential for every management student. To strengthen this skill, the Department of Management organized a workshop on “The Essentials of Report Writing: Preparation & Writing” for BBA Vth semester students on **22nd August, 2025**. Led by Dr. Rohit Mehta, Dr. Khushboo Kumar, and Dr. Utkarsh Keshari, the session covered survey design, report structure, data interpretation, and presentation techniques. Interactive tasks and real examples made the workshop highly practical. The session helped students understand how well-crafted reports influence business decisions, policy formulation, and entrepreneurship, preparing them for future corporate and research roles.



Workshop titled “TRANSFORM

A dynamic workshop titled “**TRANSFORM – Training & Realignment for Success, Focus, Outlook, Resilience & Mindset**” was held from **10th to 12th September, 2025** for MBA Ist Semester students. Led by Mr. Prince Grover, Director of Second Wind Foundry and an experienced corporate trainer, the sessions included engaging activities such as ice-breakers, mindset exercises, group tasks, and reflective discussions. Students participated in energizing challenges, solved real-time business problems, practiced resilience and adaptability, and explored personal growth through guided reflection. Mr. Grover’s

interactive storytelling connected corporate realities with academic learning, creating an atmosphere of enthusiasm.

Workshop on “Survey Report Submission”

A highly engaging workshop on “**Survey Report Submission: End to End Guide on Report Preparation**” was organised for B. Com Vth Semester students on **10th September, 2025**. Mr. Gaurav Kumar Bisen, Assistant Professor and Course Co-Coordinator shared valuable insights related to the process of survey report preparation. He also demonstrated how to select survey topics, methods of data collection, questionnaire construction, sample selection, size determination etc. This practical experience provided the students with essential skills and knowledge for survey report preparation.



Workshop on “Microsoft Office”

A one-week long workshop on Microsoft Office was organised for B.Com(Hons.) Illrd semester students from **11th to 16th September, 2025** which was conducted by E-light Computer Institute. On this occasion, Dr. Vir Pratap, Coordinator of the B.Com (Hons.) program, warmly welcomed the guests and motivated the students. He emphasized that MS Office is not just a software suite but a fundamental professional skill. Mastery of tools like Word, Excel, and PowerPoint empowers students to work smarter, present ideas effectively, and gain a competitive edge in their academic as well as professional journey. This initiative reflects SMS Varanasi’s commitment to blending academic excellence with essential technological skills, preparing students for the demands of the modern workplace.



Workshop on "FORMIND – Focus, Outlook, Resilience & Mindset"

School of Management Sciences, Varanasi organized a One-day Workshop on "FORMIND – Focus, Outlook, Resilience & Mindset" on 13th September, 2025 for MCA & M.Com-I semester students. The session was conducted by Mr. Prince Grover, Director – Second Winds Foundry, who inspired students with valuable insights on enhancing focus, building resilience, developing a positive outlook, and strengthening the right mindset for personal and professional growth. The workshop was highly interactive, engaging, and motivating, leaving students with practical takeaways for their academic and career journey.



Workshop on "Industrial Training Project Report Preparation"

A one-week workshop on 'Industrial Training Project Report Preparation' was organised for M. Com IIIrd semester students from 16th to 22nd September, 2025 in which students delved into the art and science of Writing, Interpretation Findings & Suggestions. Dr. Anju Singh, Coordinator M.Com Program, guided the students on how to structure interpretations meaningfully, draw relevant findings, and propose practical suggestions—skills that transform raw research into impactful reports. Mr. Suraj Prakash Singh and Dr. Khushboo Kumar Assistant Professors also took streaming sessions. This session not only enhanced technical writing abilities but also encouraged students to think critically and present their research outcomes with clarity and confidence.



Workshop on Tally

A one week long intensive workshop on "Tally: Step-by-Step Accounting" was organised by Empower Educate for B.Com(Hons) 1st semester students from 18th to 21st September, 2025. This initiative was not just to make the students learn

software, but it was also about unlocking the language of business, building financial confidence, and preparing students for industry-ready careers.



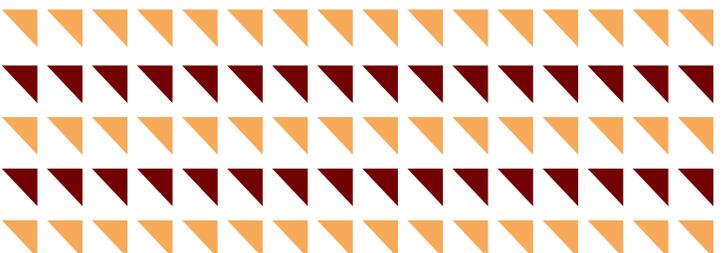
Workshop on "Python & Data Science"

School of Management Sciences, Varanasi organized a one week long workshop on "Python & Data Science in the Age of AI: From Coding Basics to Intelligent Agents" for BCA IIIrd semester students from 21st to 28th September, 2025. The primary objective of this workshop was to equip the students with the latest knowledge and skills in the field of Python programming, Data Science, and Artificial Intelligence. This hands-on learning initiative aimed to bridge the gap between classroom knowledge and industry requirements, preparing students for future careers in technology and data-driven domains.



Workshop on "Sales Training"

School of Management Sciences, Varanasi successfully organized a Sales Training Workshop for MBA III Semester students on 27th & 28th September, 2025. The session was conducted by Mr. Harsh Bardhan Pandey, Managing Director, Morpheus Biz Solutions Pvt. Ltd. Students gained practical insights into modern sales strategies, business development, and client management, enhancing their skills for the corporate world.





Workshop on “Building Machine Learning Models with Flask Web Applications”

A workshop on “Building Machine Learning Models with Flask Web Applications” was conducted from 6th to 13th October, 2025 for BCA Vth Semester students. The workshop enabled the students to integrate ML models into web applications through real-time coding sessions, discussions, and project demonstrations, enhancing their practical competence and industry readiness.

Workshop on “MERN Stack”

School of Management Sciences, Varanasi conducted a 10-Day Workshop on “MERN Stack Development” (MongoDB, Express JS, React JS, Node JS) for MCA III Semester students from 6th to 15th October, 2025, in collaboration with Kamadgiri Software Solutions.

The workshop focussed on practical, full-stack development training, equipping students with industry-relevant technical skills and hands-on exposure to modern web technologies.



Workshop on “Professional Communication Skills”

School of Management Sciences, Varanasi organized a workshop on “Professional Communication Skills” for M.Com IIIrd Semester students on 13th October, 2025. Dr. Pallavi Pathak conducted the session, guiding students on professional language, tone, body language, and etiquette. She highlighted the 7 C’s of Communication, stressing clarity, conciseness, and courtesy as essential for workplace effectiveness. Special appreciation to Dr. Anju Singh, Coordinator, M.Com Program, for planning this impactful session that encouraged students to apply professionalism in all forms of communication.

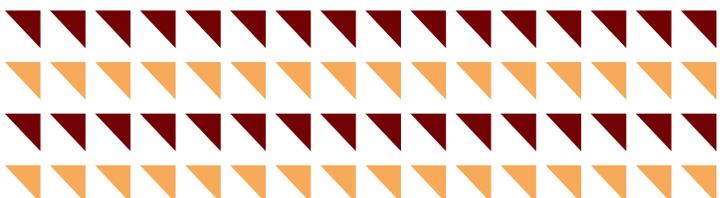
Workshop on “MS Word, Excel & PowerPoint”

A six-days workshop “From Beginner to Pro: MS Word, Excel & PowerPoint” was organised from 24th to 30th October, 2025 for M.Com and BA (Hons) Mass Communication 1st semester students, wherein they gained hands-on training in smart formatting in Word, data handling and charts in Excel, and advanced presentation techniques in PowerPoint, greatly enhancing their digital productivity to creating analytical sheets and visually appealing presentations. Led by certified trainer Mr. Ashish Srivastava, the workshop offered engaging, practical learning experiences, helping students transition from basic computer skills to industry-relevant expertise. The guidance of Dr. Anju Singh and Dr. Ishan Tripathi ensured effective coordination throughout.



Workshop on “Supply Chain Management”

School of Management Sciences, Varanasi conducted a two-day workshop on “Supply Chain Management” on 25th & 26th October, 2025 for MBA IIIrd semester students. Ms. Ruchi Chilana Gera, Group Head – HR & Admin, Gateway Distriparks Ltd., New Delhi was the resource person. The students benefited from practical exposure to supply chain strategies and understood how they contribute to organizational efficiency. The workshop effectively connected classroom concepts with real-world practices, equipping learners with skills essential for future managerial roles.



Workshop on “Perfect Presentations: PowerPoint Meets AI”

School of Management Sciences, Varanasi successfully conducted a six-day workshop on “Perfect Presentations: PowerPoint Meets AI” for BBA III Semester students from 17th to 22nd November, 2025. The workshop commenced with a warm welcome by Dr. Rohit Mehta, Coordinator BBA Program, to our esteemed resource person, Mr. Rajiv Shivah, Minicimex Trainer & AI Expert. Sessions were effectively moderated by Co- Coordinators Dr. Khushboo Kumar and Dr. Tejas Yaduvanshi. The workshop focused on enhancing students’ presentation skills by integrating advanced PowerPoint techniques with AI tools, offering hands-on learning, creative insights, and practical exposure. The resource person was felicitated with a bouquet as a token of appreciation.



Workshop on “General Insurance: Career Opportunities and Industry Readiness”

School of Management Sciences, Varanasi organized a Two-Day workshop on “General Insurance: Career Opportunities and Industry Readiness” on 24th & 25th November, 2025. Experts Mr. Abhishek Jain (Mahindra Insurance Brokers) and Mr. Abhishek Sharma (Talent Discoveri Consulting) shared insights on the insurance sector, career prospects, industry expectations, and essential skills. The workshop provided MBA III Semester students with practical understanding, industry-oriented knowledge, and guidance to excel.



Workshop on “Next gen excel: Data insights with AI Power”

A six days workshop on “Next gen excel: Data insights with AI Power” was organised for BBA final year students at School of Management Sciences, Varanasi from 24th to 29th November, 2025 to train the students to transform Excel sheets into smart dashboards, trend analyses, and decision-making tools. Covering formulas, charts, forecasts, and AI-driven insights, it enhances analytical skills, accuracy, and real-world confidence. Coordinators Dr. Rohit Mehta, Dr. Khushboo Kumar, and Dr. Tejas Yaduvanshi ensured a well-structured, impactful learning experience.



Workshop on “Graphic Design and Visual Images”

A six days workshop on “Graphic Design and Visual Images” was organised from 26th November to 1st December, 2025 for BA(Hons) Mass Communication 1st Semester students at SMS Varanasi. Guided by Dr. Ishan Tripathi, students explored Photoshop tools including the Move Tool, Rectangle Marquee Tool, Property Bar, and Menu Bar, learning to transform ideas into visuals. The lab buzzed with imagination as they dived into visual storytelling. In the coming days, students will create GIFs, experiment with CorelDRAW, and design Magazine Cover Pages, embarking on a week of innovation, colors, and limitless creative exploration.



Workshop on “Content Writing”

The six-day workshop on “Content Writing” was organised from 26th November to 1st December, 2025 for BA(Hons) Mass Communication 3rd Semester students, setting the stage for a week filled with stories, ideas, and powerful writing. Under the insightful guidance of Dr. Anshuman Rana, Assistant Professor, students stepped into the world where creativity meets clarity and writing becomes both an art and a skill. From crafting compelling narratives to understanding the pulse of digital content, the workshop is opening the doors to endless possibilities.



INDUSTRIAL / EDUCATIONAL VISITS



As a part of the Orientation Programme for MBA 1st Semester students, **School of Management Sciences, Varanasi** organized a series of industrial visits on **21st and 22nd August 2025** to provide practical exposure and bridge the gap between classroom learning and industry practices. On **21st August 2025**, students visited Obeetee Pvt. Ltd., Gopiganj, Bhadohi, under the supervision of Prof. Pallavi Pathak and Mr. Anurag Sahu. Welcomed by Mr. Makrand, Director of Operations, students learned about Obeetee's legacy, global presence, and blend of traditional craftsmanship with modern technology. Guided by Mr. Virendra Sharma (Quality Head), the students observed key processes including designing, dyeing, weaving, finishing, and quality control.

The same day, another group visited Clear Water (Prem Industries), Varanasi, where experts Mr. Rupesh Srivastava, Mr. Harcharan Singh, and Ms. Ankita Singh explained packaged drinking water production, quality control, and microbiological testing. The visit was coordinated by Dr. Chandrashekhar Singh and Dr. Ragi T. S.

Students also visited Banaras Beads Limited on **21st August, 2025**, guided by Mr. Veeresh Tripathi and Dr. Aakriti Rathi. Established in 1940, the company showcased its end-to-end production process, quality control, and global export operations, with insights from Mr. Prashant Tiwari.

On **22nd August, 2025** students visited Anirudh Foods Limited, under the supervision of Dr. Anju Singh and Dr. Shubham Gaurav. Mr. Girish Srivastava (Operational Head) explained process integration in food manufacturing, covering wheat cleaning, milling, automated packaging, and laboratory testing for food safety.

The same day, the students toured the Parle G Biscuit Manufacturing Unit, Ramnagar, guided by Dr. Chandrashekhar Singh and Dr. Ashmita Khanna. An introductory session by Mr. Ajeet Kumar Srivastava and the plant visit provided insights into large-scale biscuit production, automated packaging, and quality assurance.

Overall, these visits significantly enhanced students' understanding of manufacturing, operations management, supply chain, quality control, and sustainability, made possible through the effective coordination of the SMS Training & Placement Cell.

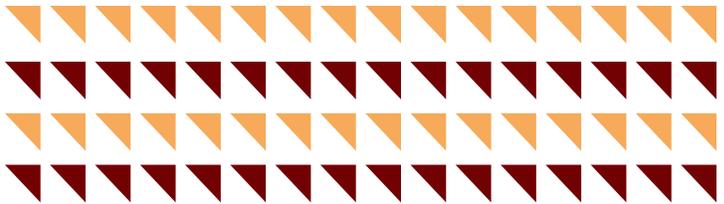
Department of B.Com (Hons.) at **School of Management Sciences, Varanasi** organized an industrial visit to Banas Dairy (AMUL Milk) for 1st semester students, on **11th & 12th September, 2025**. The students explored the journey of milk—from production to packaging, quality testing to cold-chain logistics, and marketing strategies to the network of farmers who are the real stakeholders behind AMUL's success story. Accompanied by the course coordinator Dr. Vir Pratap Singh, Associate Professor, Dr. Shishir Kumar Gujrati, Associate Professor and Co-Coordinator and Dr. Asmita Khanna, where they not only observed the modern mechanized processes but also interacted with dairy experts to understand how AMUL has become a symbol of India's cooperative movement.

School of Management Sciences, Varanasi organized a special industrial visit to the Head Office of Amar Ujala on **15th September, 2025** for B.Com (Hons.) 1st semester and BA (Hons.) Mass Communication students. The visit opened doors to the

inner world of the newspaper industry-from news writing to production, printing, and circulation. Ms. Upmita Vajpai, City Editor, Amar Ujala Varanasi, not only shared her deep insights but also answered each student’s query with warmth, ranging from news selection, editorial decisions, to promotional strategies. Mr. Rishabh Verma ji was instrumental in making this visit enriching. The students were led by their respective coordinators Dr. Vir Pratap and Dr. Ishan Tripathi.

An industrial visit to Parle-G, Parag Dairy and Banas Dairy, Amul Factory, Varanasi, the iconic brands was organised for BBA 1st semester students of School of Management Sciences, Varanasi on **23rd & 24th September, 2025** accompanied by faculty members. The visit was more than an industrial exposure, it was an eye-opener on how a single drop of milk connects farmers, industries, and millions of households every day.

The Department of Commerce & Management, **School of Management Sciences, Varanasi**, organized an insightful Industry Visit for M.Com 1st semester students on **23rd & 24th September 2025** to Banas Dairy, Amul Ahrrora, Varanasi, accompanied by faculty members. The students explored the real-time journey of milk – from collection to pasteurization, standardization, chilling, packaging, and distribution. The exposure went beyond processes; it opened doors to cooperative models, supply chain dynamics, quality control, and the role of technology in ensuring hygiene & efficiency.



PROUD Moment

SMS Group of Institutions celebrated a remarkable achievement as our CEO & Secretary, Mr. Sharad Singh, was honoured at the 10th Banking Leadership Summit & Awards 2025 held at Taj Hotel, Lucknow.

This prestigious recognition reflects SMS Group of Institutions’ continuous commitment to excellence, leadership, and impactful contribution to the field of education and management.

We extend heartfelt congratulations to our respected CEO for inspiring us with his vision and dedication.



CELEBRATIONS

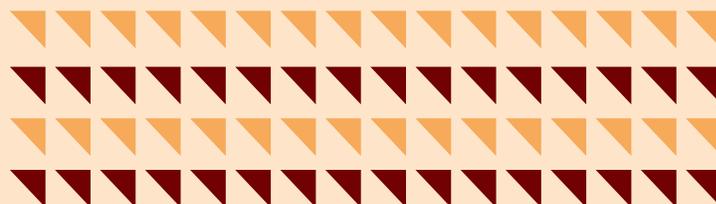
Independence Day

The campus echoed with patriotic fervor as **School of Management Sciences, Varanasi** celebrated the **79th Independence Day** on **15th August, 2025**. The Flag Hoisting Ceremony was led by our Director, Prof. P. N. Jha, who reminded us that India's freedom and sovereignty stands strong because of the dedication of its patriotic citizens. He highlighted the six fundamental rights enshrined in our Constitution, emphasizing the responsibility of today's youth to not only know these rights but also uphold them. He also drew attention to a pressing demographic challenge, a noticeable decline in birth rates due to factors like late marriages and lifestyle changes which could gradually shift India from being the world's youngest nation to an aging one. He called upon the youth to preserve our nation's social balance to face future challenges effectively. On this occasion all the teaching and non-teaching staff were present making the celebration truly memorable.



Janmashtami celebration

School of Management Sciences, Varanasi girls hostel joyfully celebrated **Shree Krishna Janmashtami** on **16th August, 2025** with full devotion and enthusiasm. The students offered prayers, sang bhajans, and decorated the hostel with festive spirit.



Dandiya Night

A Freshers' cum Dandia Night at SMS Girls' Hostel, Naria was organised on **21st September, 2025** with excitement, laughter, which was a truly unforgettable experience. The freshers were not just welcomed, they also celebrated, danced cheered on by a sisterhood that felt like family. The students showcased their dazzling talents, from soulful songs to high-energy dance-offs that brought the spirit of Navratri alive like never before. A heartfelt thanks to Mrs. Pratima Bhargava Administrative Warden & Dr. Bhavana Singh Deputy Administrative Warden for weaving together this magical night filled with joy.



ACTIVITY DAY



Activity Day was celebrated at **School of Management Sciences, Varanasi** on **31st October, 2025** which was filled with energy, enthusiasm, as our vibrant students came together to showcase their skills and creativity in a variety of competitions. A number of activities were conducted by various clubs of the college.

SYNERGY – The Literary Club of SMS Varanasi organised an Extempore Competition to enhance spontaneity, confidence, and communication skills among students. Participants from MBA, BBA, BCA, B.Com (Hons.), and B.Com programmes impressed the audience with their quick thinking and articulate responses. The event was coordinated by Dr. Vir Pratap Singh, with support from Mr. Gaurav Kumar Bisen, Dr. Shruti Singh, and Dr. Utkarsh Keshari. The activity successfully encouraged students to express their ideas with clarity and conviction.

Cyber Jagriti Bharat – Cyber Security Awareness Programme

In observance of National Cyber Security Awareness Month (NCSAM), a “**Cyber Jagriti Bharat**” programme to promote cyber hygiene and responsible digital behaviour. Addressed by Prof. Kamal Sheel Mishra, Prof. Anand Prakash Dubey, Dr. Anju Singh, and Dr. Utkarsh Keshari, the session highlighted the significance of safe digital practices and building a cyber-resilient ecosystem. With active participation from more than 50 students, the

initiative strengthened the campus community’s commitment to secure and informed digital engagement.

The Panorama Club conducted the Photography Contest where Camera clicks captured emotions, campus colors, and everyday life in frames that spoke louder than words.

The Contrast Club conducted the Rangoli Competition where traditional and modern patterns bloomed across corridors, symbolizing India's art, unity and festive spirit.

The Spark Club conducted a solo Dance Competition where the dancers set the stage on fire with folk, classical, hip-hop and fusion moves.

The Rainbow Club organised a Blood Donation Awareness Camp to spread awareness among students and pledged to be life-savers.

From expressive speeches and artistic rangoli designs to captivating photographs, energetic dance performances, and social awareness activities, students showcased exceptional enthusiasm and talent. The celebrations reflected the institute’s commitment to holistic development, creativity, and experiential learning.

DIARY EVENTS

July

Faculty Development Programme

School of Management Sciences, Varanasi, organized a one week Faculty Development Programme on “Integrating AI, Design Thinking, and Analytics in Teaching” from 15th to 21st July, 2025. The programme aimed to equip educators with practical skills in AI tools and prompt engineering, design thinking for engaging learning, data analytics for decision-making, and behavioural skills for digital transformation. Sessions by experts from IITs, NITs, and other institutions combined theory and practice. Prof. S. K. Singh highlighted the AI’s role in education, Dr. Bala Ramadurai on global innovation, and Director Prof. P. N. Jha on academic excellence. Welcoming the guests, Prof. P. N. Jha, Director of SMS Varanasi, shared that this FDP reflects our unwavering commitment to academic excellence and preparing our faculty for global challenge. The inaugural session was conducted by Dr. Bhavna Singh, and the vote of thanks was delivered by Prof. Pallavi Pathak.



Lecture on “NEP 2020: Quality Education and A Way Forward”

School of Management Sciences, Varanasi, hosted a special lecture on “NEP 2020: Quality Education and A Way Forward” on 22nd July, 2025 for faculty, delivered by Prof. Vinay Kumar Nangia, Guru Nanak Dev University, and FDP Valedictory Chief Guest. He shared insights on the evolution and future of higher education in India, from early universities to global institutions. Highlighting that “school education transfers knowledge, while higher education creates it,” he emphasized Aristotle’s view that “structure is more important than content.” He discussed the Kasturirangan Report as a visionary policy and explained NEP 2020’s philosophical and functional aspects. The session ended with a Q&A on policy, academic freedom, and institutional autonomy. The session was moderated by Dr. Nivedita Verma, with Prof. Kamal Sheel Mishra delivering vote of thanks.

August

Food Donation Program

On 8th August 2025, School of Management Sciences, Varanasi organized a Flood Relief Food Donation Program under its Rainbow Social Welfare Club to support families affected by recent floods. Held at Gopi Radha School, Ravindrapuri, now a temporary shelter, the initiative provided essential food grains to 344 displaced residents. Guided by Dr. M. P. Singh, Prof. P. N. Jha, and Mr. Sanjay Gupta, the program began with a symbolic green flag ceremony. Special thanks to Coordinator Prof. Kamal Sheel Mishra, faculty members, and dedicated student volunteers whose efforts reflected SMS Varanasi’s strong commitment to compassion, community service, and timely support in times of crisis.



Talk Session

School of Management Sciences, Varanasi, successfully organized an Invited Talk Session on 22nd August, 2025 for MCA IIIrd and BCA Vth students on “Artificial Intelligence & Data Science.” The session was conducted by Prof. T. V. Vijay Kumar, Professor and Former Dean, School of Computer & Systems Sciences, JNU, New Delhi. His engaging talk offered valuable insights into AI, Data Science, and their real-world applications. The session proved highly enriching, motivating students to explore emerging technologies and their future potential. SMS Varanasi extends sincere gratitude to Prof. Vijay Kumar for his expertise and to faculty members and students for contributing to the success of this academic initiative.



Guest lecture on “Exploring the Mutual Fund Ecosystem & Managing Personal Finance”

School of Management Sciences, Varanasi organized a guest lecture for MBA IIIrd semester finance students on **Exploring the Mutual Fund Ecosystem & Managing Personal Finance**: on **26th August, 2025**. Mr. Sunil Pawar, Sr. HR Manager, NJ Group, highlighted the growing importance of financial literacy and disciplined investing. Mr. D. K. Tripathi emphasized the value of industry-academia interaction. Prof. Amitabh Pandey and the Training & Placement team stressed the role of financial planning. The session concluded with an engaging Q&A on SIPs, risk and wealth creation.

ELEVATE

The M.Com and MCA students of **School of Management Sciences, Varanasi** began their journey of self-discovery and leadership development with the impactful programme “**ELEVATE**” – Enhancing Leadership, Effectiveness, Vision and Attitude for Tomorrow’s Executives which was conducted from **28th to 29th August, 2025**. The session was led by Mr. Prince Grover, Director, Second Wind Foundry, who emphasized that leadership is a mindset built on influence, innovation, and vision. Through interactive activities, vision-mapping tasks, and role-play exercises, students explored adaptive leadership, decision-making, and leading with empathy. Mr. Grover’s powerful insights on learning from failures and moving forward inspired students, leaving them motivated and clearer about their professional path.



PROPEL

School of Management Sciences, Varanasi proudly launched **PROPEL-Professional Readiness for Opportunities, Placement & Employability Learning Programme** for MBA IIIrd semester students from **30th August to 9th September, 2025**. The session, led by Mr. Prince Grover, Director, Second Wind Foundry, combined corporate insights with interactive learning, urging students to evolve from “Job Seekers” to “Value Creators.” Through discussions on corporate culture, storytelling in interviews, resilience, adaptability, and emotional intelligence, students gained practical career guidance. Prof. Amitabh Pandey emphasized PROPEL’s role in bridging academic learning with corporate expectations. The program strengthens SMS Varanasi’s commitment to developing confident, visionary leaders equipped to excel in dynamic professional environments.

September

Rashtriya Hindi Diwas

Department of Mass Communication at **School of Management Sciences, Varanasi** celebrated “**Rashtriya Hindi Diwas**” with a Creative Writing Competition on **12th and 13th September, 2025**. Mr. Ashok Pandey, Program Head, Akashvani Varanasi graced the occasion. While addressing the program, he shed light on the contemporary role of Hindi, stating that in today’s fast-paced world, Hindi is not just a language but a reflection of our cultural identity. On this occasion Prof. Pallavi Pathak, Gaurav Shah, Dr. Anshuman Rana and the course coordinator Dr. Ishan Tripathi set the tone of the event with a fascinating insight. He further reminded that Varanasi has gifted words like राष्ट्रपति, मुद्रास्फीति, and “त्रासदी” to Hindi literature, thanks to the legendary Baburao Vishnu Paradkar, the founder editor of Aj newspaper. A debate competition was also held.



Behavioral Counselling Session

School of Management Sciences, Varanasi organized a Behavioral Counselling Session on **“Campus to Business World: Crafting your Destiny”** for MBA 1st semester students on **16th September, 2025**. The session was conducted by Dr. Sanjay Saxena, Professor, SMS Varanasi, who guided students on transitioning from campus life to the professional business world, highlighting skills, attitude, and mindset required to shape a successful career path.



Vidya Dhan

School of Management Sciences, Varanasi organized **“Vidya Dhan Daan”**, a Free Book Distribution Event on **16th and 17th September, 2025** dedicated to promoting knowledge sharing and supporting learners in their academic journey. The initiative reflects SMS Varanasi’s commitment to empowering students through education and encouraging the spirit of giving for a brighter future.

Webinar on “Basics of Investing”

School of Management Sciences, Varanasi in collaboration with NSDL & Associated Partners organized an engaging Webinar on **“Basics of Investing”** for BBA Vth semester students on **27th September, 2025**. The session wasn’t just about numbers and charts; it was about unlocking the mindset of an investor. Ms. Deepika Kafaltiya, the resource person, simplified complex ideas with real-life examples and practical financial wisdom, leaving students motivated to plan, save, and invest smartly.



October



Chapter Convention on Quality Concepts (VLCCQC – 2025)

On **5th October, 2025** the School of Management Sciences, Varanasi, in collaboration with the Quality Circle Forum of India (QCFI), Varanasi & Lucknow Chapter, hosted the **13th Chapter Convention on Quality Concepts (VLCCQC – 2025)** on the theme **“Investing in People, Building a Better Future.”** The convention brought together esteemed guests, industry experts, and academicians who shared meaningful perspectives on quality improvement and human development. The event aimed to promote continuous enhancement and nurture a culture of quality excellence across academic and industrial sectors. This initiative showcased the strong partnership between SMS Varanasi and QCFI, reinforcing their commitment to empowering individuals and shaping a brighter future through quality-driven practices.

World Mental Health Day Session

The Behavioral Dynamics Lab, School of Management Sciences, Varanasi, organized a brief yet impactful session on **World Mental Health Day** on **11th October, 2025**, on the theme **“Nurture Your Mind: Empower Your Life.”** Dr. Rajesh Kumar Jha, Assistant Professor, DAV P.G. College, served as the Resource Person and highlighted key mental health challenges of the digital age, emphasizing self-awareness, healthy habits, and purpose-driven living. Prof. Pallavi Pathak introduced the theme and encouraged emotional resilience, while Prof. P. N. Jha, Director, SMS Varanasi, welcomed the guest and stressed collective responsibility towards mental well-being. The session concluded with a Vote of Thanks by Dr. Ishan Tripathi, reaffirming the institution’s commitment to holistic development and mental wellness.





Mission shakti

मिशन शक्ति “महिला सुरक्षा जागरूकता कार्यक्रम”

स्कूल ऑफ मैनेजमेंट साइंसेज, वाराणसी द्वारा उत्तर प्रदेश पुलिस के सहयोग से 15 अक्टूबर, 2025 को “महिला सुरक्षा जागरूकता अभियान” का आयोजन किया गया। मुख्य वक्ताओं ने यह संदेश दिया कि नारी सुरक्षा केवल कानून का विषय नहीं, बल्कि समाज की सामूहिक जिम्मेदारी है। श्री राजू सिंह, थाना प्रभारी, रोहनिया ने कहा कि महिलाओं की सुरक्षा तभी सुनिश्चित होगी जब हर घर और हर व्यक्ति के मन में सम्मान की भावना हो। श्री रामकुमार पांडेय, चौकी प्रभारी, भदवर ने युवाओं को संदेश दिया कि यदि हम स्वयं जागरूक नागरिक बनेंगे, तभी दूसरों की सुरक्षा संभव है। सुश्री निरुपमा यादव, सब-इंस्पेक्टर, उ.प्र. पुलिस ने कहा कि नारी वह नहीं जो भयभीत हो, बल्कि वह है जो अपनी वास्तविक शक्ति को पहचानती है। अपने स्वागत भाषण में प्रो. पी. एन. झा, निदेशक, डे वाराणसी ने कहा कि शिक्षा का वास्तविक उद्देश्य केवल ज्ञान देना नहीं, बल्कि एक सुरक्षित, समान

और संवेदनशील समाज का निर्माण करना है। कार्यक्रम का संचालन प्रो. पल्लवी पाठक ने किया, जिनकी ऊर्जावान प्रस्तुति ने पूरे कार्यक्रम को जीवंत और प्रभावशाली बना दिया। छात्राओं की उत्साही उपस्थिति और सहभागिता ने इस अभियान को सशक्त और सार्थक स्वर प्रदान।

National Unity Day

School of Management Sciences, Varanasi, observed National Unity Day (Rashtriya Ekta Diwas) on 31st October, 2025 to honour the birth anniversary of Sardar Vallabhbhai Patel, fondly remembered as the Iron Man of India. This annual event reflects the institute’s commitment to fostering unity, integrity, and national integration among its students and staff. The programme commenced with an inspiring address by Prof. Kamal Sheel Mishra, Head and Dean, Department of Computer Science who highlighted the enduring significance of Rashtriya Ekta Diwas and emphasized Sardar Patel’s monumental contribution to national consolidation. Faculty members, administrative staff, and students participated with remarkable enthusiasm, lending a vibrant and patriotic ambiance to the celebration. The event concluded with a solemn unity pledge, reaffirming the commitment of all attendees to safeguarding the unity, integrity, and security of the nation.



November



SMART-2025

School of Management Sciences, Varanasi successfully launched its flagship initiative SMART-2025 (SMS Mental Ability Recognition Test) on 2nd November, 2025 to enhance the mental aptitude, analytical skills, and competitive abilities of Class 12 students. Conducted as part of its CSR initiative, the program promoted academic excellence and holistic development through structured testing. Over 800 students from more than 30 schools, including St. John’s, CHS, Glenhill, Dalimss Sunbeam, and Crimson World, participated enthusiastically, demonstrating strong problem-solving and critical-thinking skills. Director Prof. P. N. Jha motivated the students to blend knowledge with values and innovation. Winners were awarded cash prizes celebrating talent and future leadership.

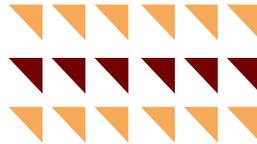
Guest lecture

School of Management Sciences, Varanasi organized a Guest Lecture on “Futuristic Trends of Data Analytics & Advance Visualization” for BCA IIIrd Semester students on 3rd November, 2025. The session was conducted by Mr. Pradeep Tyagi from Dubs Automation, Noida, who shared valuable insights on the latest developments and future opportunities in the field of Data Analytics and Visualization. The lecture aimed to enhance students’ understanding of emerging IT trends and equip them with knowledge relevant to real-world applications.



Guest lecture on “Building Career in IT: Roadmap for BCA Students”

School of Management Sciences, Varanasi organized a Guest Lecture on “Building Career in IT: Roadmap for BCA Students” for BCA 1st semester students on 4th November, 2025. The lecture was conducted by Mr. Pradeep Tyagi from Dubs Automation, Noida, who guided students on how to shape their career paths in the IT sector and develop the necessary skills for professional success. The interactive session helped students gain valuable insights into industry trends, learning strategies, and future opportunities in Information Technology.



Blood Donation Camp

School of Management Sciences, Varanasi, through its Rainbow Social Welfare Club, organized a successful Voluntary Blood Donation Camp on 13th November, 2025. The initiative fostered social responsibility and compassion among students and staff, inspiring all to contribute to the cause and embrace the motto: “Give Blood, Give Life.”

December

School of Management Sciences, Varanasi, organized an insightful Guest Lecture on 3rd December, 2025 for MBA 1st semester students. The session was led by Mr. Pramod Kumar Jain, President–CEO, TCI Global & Group HR & Admin Head, and Co-Chair, Haryana State Development Council – ASSOCHAM. He shared valuable insights on leadership, human resource management, industry expectations, and emerging trends in the corporate world. Students actively participated in the session and gained practical knowledge that will help them in shaping their future managerial careers.



Jan Samadhan

School of Management Sciences, Varanasi successfully organized Jan Samadhan 5.0 on 4th December, 2025. This event focused on an important theme: “Encroachment Issues in Varanasi.” The program aimed at discussing challenges related to urban encroachments and exploring effective solutions for better city management. The event was conducted by the Center for Public Policy Development (CPPD), providing a platform for meaningful dialogue, expert insights, and constructive public policy discussions.

Expert Lecture on “Impact of US Tariff Policy on the Indian Economy”

School of Management Sciences, Varanasi organized an insightful Expert Lecture on “Impact of US Tariff Policy on the Indian Economy” on 06th December, 2025. Prof. Manisha A. Mehrotra, Professor, Department of Economics, Faculty of Social Sciences, Banaras Hindu University (BHU), graced the occasion as the Chief Guest and the Resource Person. She provided an in-depth analysis of how shifts in U.S. tariff policy influence India’s exports and imports, the manufacturing sector, and overall macroeconomic performance, while also highlighting key aspects of global trade dynamics and India–US economic relations.

The lecture shed light on emerging challenges and opportunities for Indian businesses in a changing trade environment. Students and faculty members participated actively, making the session highly interactive and enriching for management learners. The event was conducted by the Center for Public Policy Development (CPPD) at SMS, Varanasi.





Awareness Programme

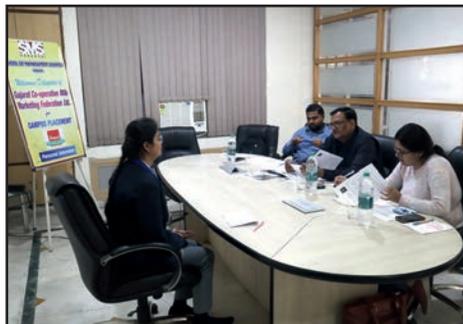
School of Management Sciences, Varanasi organized an Awareness Programme on the POSH Act, 2013 under **Sexual Harassment Prevention Week**, observed from **10th to 17th December, 2025**. The programme aimed to create awareness about a safe, respectful, and inclusive work and learning environment by educating participants on the provisions of the POSH Act and the importance of prevention and redressal of sexual harassment. The session was taken by Prof. Pallavi Pathak, SMS, Varanasi.

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.



PLACEMENTS AT A GLANCE





Fresher's Party





DEAR SMS FAMILY JOIN US FOR

अभ्युदय

COME TO THE NEXT-GEN JOURNEY!

ICA : 2025-27

of Celebration and New Beginnings
coming Juniors to the SMS Family.

ORGANISED BY FOR ORGANISED FOR
2025

SCHOOL OF MANAGEMENT
VARANASI
(An Autonomous College)
Freshers Party

आरोहणम्

"New Horizons, await"
November 2025

SCHOOL OF MANAGEMENT
(AN AUTONOMOUS COLLEGE)
Freshers
उदय
"Rising"
08th T

FACULTY ACHIEVEMENTS

Prof. Shambhu Sharan Srivastava

- Obtained a Patent Grant from Government of India on “**AI BASED SOLAR POWERED PLANT HEALTH MONITORING DEVICE**”. The date of Grant was **13.11.2025**. The Design is patented at serial number 213462 and the Design Number is **463795-001**.
- Published a Book Titled “**5G and Beyond Communication**” from **Quill Tech Publications, India**. The ISBN Number of the book is **678-93-6286-510-1**. The DOI is 10.5281/zenodo.17332738. This book is indexed in Google books with the link https://www.google.co.in/books/edition/5G_and_Beyond_Communication/BemOEQAQBAJ?hl=en&gbpv=0.
- Presented a Paper Titled “**EdgeCipher Vault: A Hybrid Encryption Based Model for Securing Data in Wireless Sensor Networks**” in the **6th International Conference on Data Intelligence and Cognitive Informatics (ICDICI 2025) (www.icdici.com/2025)IC**. This paper can be accessed through ieeexplore.ieee.org/document/11135023. This paper is index in SCOPUS database. The paper was published on 12nd July 2025.



Dr. Radha Raman Chandan

Associate Professor

- **RR Chandan, et al.** “Robust multiclass classification of crop leaf diseases using hybrid deep learning and Grad-CAM interpretability.” *Sci Rep* **15**, 29955 (2025) *Scientific Reports*, Springer Nature, 2025 <https://doi.org/10.1038/s41598-025-14847-7> JCR & Scopus Ranking **Q1**, Indexing in **Web of Science (SCIE) & Scopus**, ***Journal: Scientific Reports is the 3rd most-cited journal in the world**, with more than 734,000 citations in 2024*, and receives widespread attention in policy documents and the media. *2023 Journal Citation Reports® Science Edition (Clarivate Analytics, 2025).
- **RR Chandan, et al.** “Energy-efficient multi-factor authentication protocols in sustainable security for wireless networks using machine learning algorithm”, *Results in Engineering*, **Elsevier**, Volume 28, 2025, 107196, ISSN 2590-1230, (<https://www.sciencedirect.com/science/article/pii/S2590123025032517>) Indexing in Web of Science & Scopus, JCR & Scopus Ranking Q1,
- **RR Chandan, et al.** “**Accelerating Pharmaceutical R&D: The Role of Generative Artificial Intelligence in Modern Drug Discovery.**” *Biomedical Informatics and Smart Healthcare*, Institute of Central Computation and Knowledge Volume 1, Issue 2, 2025: 67-78 <https://www.icck.org/article/abs/bish.2025.789201>.
- **RR Chandan, et al.** “**Enhancing 5G Infrastructure Reliability with AI-Driven Predictive Maintenance and Digital Twins**”. © MAR 2025 | IRE Journals | Volume 8 Issue 9 | ISSN: 2456-8880
- **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>



Mr. Veeresh Tripathi

Associate Professor

- Published an ABDC Category “**C**” journal article titled “**Advances in Supply Chain Coordination: A Bibliometric Review of Coordination Mechanisms, Technologies, and Emerging Trends**” in *European Economic Letters (EEL)*, Volume 15, Issue 3, pages 1130–1161, ISSN 2323-5233. <https://doi.org/10.52783/eel.v15i3.3507>.
- Co-authored a SCOPUS indexed paper titled “**A Cutting-Edge AI Model for Transforming Supply Chain & ERP Workflows**” presented at the 2025 3rd International Conference on Self Sustainable Artificial Intelligence Systems (ICSSAS), Erode, India, and published in the IEEE conference proceedings (pp. 1889–1895). Electronic ISBN: 979-8-3315-3884-2. <https://doi.org/10.1109/ICSSAS66150.2025.11080870>.
- Contributed scopus indexed a book chapter titled “**Strategies and Consumer Psychology in Luxury Brand Marketing: A Literature Review**” in the edited volume *International Insights for Luxury Brand Marketing* published by IGI Global Scientific Publishing (pp. 95-126). ISBN13: 9798337304175, ISBN13, Softcover: 9798337304182, EISBN13: 9798337304199 <https://doi.org/10.4018/979-8-3373-0417-5.ch004>.



Dr. Sofia Khan

Assistant Professor (Stage-III)

- Research Paper entitled “**Luxury Tourism in India: Investment Opportunities and Management Challenges**” published in an Edited Book “*Indian Tourism: Development and Prospects*” ISBN no. 978-93-48421-94-4 by Rudra Publishers & Distributors, 2025, Pp 89-103.



- Participated in Seven Days Faculty Development Programme on "**Cyber security in Education: Protecting Institutions, Data and Digital Learning Ecosystems**" Organized by Trinity Institute of Innovations in Professional Studies in Collaboration with Indian Economic Association during 11th July – 18th July, 2025.
- Participated in Seven Days Faculty Development Programme on "**Integrating AI, Design Thinking and Analytics in Teaching**" Organized by School of Management Sciences, Varanasi during 15th July – 21st July, 2025.
- Successfully completed the **NEP - 2020** Orientation & Sensitization Programme under **Malaviya Mission Teacher Training Programme (MMTTP) of University Grants Commission (UGC)** organized by the Indian Institute of Teacher Education, Malaviya Mission Teacher Training Centre, Gandhinagar from 21st July to 29th July 2025.
- Participated and Presented a Paper entitled "**HR Challenges in Managing Hybrid and Remote Work forces Using Deep Learning: An Implementation Framework**" in the 2nd International Conference on Computing and Data Science (ICCDs-2025) held from July 25th -26th, 2025 organized by Department of Computer Science and Engineering, Rajalakshmi Engineering College.
- Research Paper entitled "**Transforming Financial Services: The Role of Fintech in Empowering Chartered Accountants and Allied Professionals**" published in "**The Chartered Accountant- Journal of the Institute of Chartered Accountants of India**", Vol. 74, Issue 2; ISSN No.2349-7165, in August 2025, Pp 260-266.
- Successfully participated and completed **19th GURU DAKSHTA: Faculty Induction Program** from 1st August, 2025 to 28th August, 2025 and obtained A+ Grade from UGC- Malaviya Mission Teacher Training Centre, University of Allahabad under Ministry of HRD.
- Reviewed research paper in SMS Journal of Entrepreneurship and Innovation, An Indexed Peer Reviewed and Refereed Bi Annual Journal, Vol. XI, Issue 2; June 2025.
- Obtained a Patent Grant on **IOT-POWERED PERSONAL SAFETY MONITORING AND ALERT SYSTEM FOR WOMEN** from Government of India, Design Patent no, 461522-001 dated- 08/10/2025.
- Participated and Presented a Paper entitled "**Ethical Frameworks for Deploying AI in Predictive Population Health Management**" in the 1st International Conference on Advances in Next - Gen Computer Science (ICANCS 2025) held from Nov 14h -15th, 2025 organized by CSE Department, Gopalan College of Engineering and Management, Bengaluru.
- Successfully Completed the Online **Two-week Refresher Course in Commerce and Management** held from 15th December 2025 to 29th December 2025 organized by UGC- MMTTC University of Jammu in collaboration with Department of Commerce, University.

Dr. Khushboo Kumar

Assistant Professor (Stage-II)

- Published Research Paper Titled "**The Interplay of Transformational Leadership, Organizational Support, and Employee Engagement in Driving Performance: A Moderated Mediation Perspective from Indian Higher Education**" in the journal of Chinese Human Resources Management, Q3, Scopus & Web of Science indexed journal.
- Book Chapter entitled "**Role of Steve Jobs' Leadership in Creating, Growing and Sustaining Apple Inc.**" published in the edited book titled "**The Nexus of Ideas**", ISBN: 978-93-343-2248-4.
- Delivered special lecture as a Resource Person on the topic "**Project-based, Case-based & Problem-based learning**" in the 7-days national FDP organized by IOT Academy on theme "**Innovative Teaching and Learning in HEIs**" conducted from 10th November to 18th November 2025.
- Completed 8-weeks NPTEL course on "**Organization Development and Change in 21st Century**" offered by Indian Institute of Technology, Bombay with silver-badge.
- **Received A+ Grade** in the refresher course participated in the subject "**Research Writing and Academic Integrity**" conducted by Kumaun University, Nainital, Uttarakhand, India, from 18/08/2025 to 30/08/2025.
- Presented a research paper titled "**Moonlighting and the Future of Work: The Role of Ethical Ideology, Motivation, and Personality Traits**" in the **Global Innovation and Technology Summit "AAROHAN 3.0"** titled **VISION 2050: CATALYZING INNOVATION AND TRANSFORMATION** from 4th – 8th August, 2025 organized by ATLAS SkillTech University, Mumbai, Maharashtra.
- Participated in the Five Days Faculty Development Programme on "**CLASSROOM MANAGEMENT CHALLENGES & STATE-OF-THE-ART ABL**" from 01.12.2025 to 05.12.2025 organized by Department of Management Studies, St. Joseph's College of Engineering and Technology, Thanjavur.
- Completed the **NEP Orientation & Sensitization Programme under Malaviya Mission Teacher Training Programme (MM-TTP)** of University Grants Commission (UGC) Organized by UGC- Malaviya Mission Teacher Training Centre, DDU Gorakhpur University, Gorakhpur from 29-07-2025 to 06-08-2025.
- Participated in **9-days National FDP** on "**Capacity Building through Orientation and Sensitization on NEP 2020 for Academic and Administrative Stakeholders**" organized by Gokul Global University, Sidhpur, Gujarat from 21st July to 29th July, 2025.
- Participated in **7-days FDP** on "**Integrating AI, Design Thinking and Analytics in Teaching**" organized by SMS, Varanasi from 15th July, 2025 to 21st July, 2025.



Mr. Shubham Sahai

Assistant Professor (Stage-I)

- Published a **Research Paper** titled "**2P-BENC: A Two-Phase Information Retrieval and Ranking System Based on the BERT Encoder**" in the AIN Shams Engineering Journal, published by Elsevier (Science Direct). The paper is indexed in Scopus and Web of Science and ranked Q1 in both SJR and JCR, with an impact factor of 5.9. The study



- contributes to advancements in information retrieval and ranking systems using deep learning techniques.
- Successfully completed in a One-week Faculty Development Programme on **“Integrating AI, Design Thinking and Analytics in Teaching”** organized by the School of Management Sciences, Varanasi, July 2025.
- Successfully completed a 12-day Online Refresher Course on **“Network Security and Network Science: Mathematical Foundations, Practice and Research Trends”**. The programme was organized by the Malaviya Mission Teacher Training Centre (MMTTC), IIIT Kancheepuram, Chennai, from 10 July 2025 to 23 July 2025.
- Successfully Completed One-Week Faculty Development Programme in the AICTE recognized Faculty Development Programme on **“AI for Future Workforce (in Collaboration with Intel)”** conducted by Computer Science and Engineering Department at NITTTR Chandigarh from 22 August to 28 August, 2025.
- Attended the 18th NEP 2020 Orientation & Sensitization Programme organized by the Malaviya Mission Teacher Training Centre (MMTTC), Central University of South Bihar, Gaya. The programme was conducted from 02 December 2025 to 10 December 2025. The orientation provided valuable insights into the implementation and academic integration of NEP 2020 in higher education.
- Published a Book Chapter titled **“The Convergence of IoT and AI: A New Era in Business Management”** for inclusion in the edited book **“Internet of Things and Artificial Intelligence in Management: Driving Innovation and Efficiency in Business.”** The chapter explores the integration of IoT and AI technologies and their impact on modern business management practices.

Dr. Parul Singh

Assistant Professor (Stage-I)

- Participated in one week faculty development programme on **Integrating AI, Design Thinking and Analytics in Teaching organized by School of Management Sciences, Varanasi** from 15-17th July, 2025.
- Presented research paper on title **“Female Employment and Skill Utilization in India’s Manufacturing Industry: An aggregate analysis”** in the national seminar organized by the G.B. Pant Social Science Institute, Prayagraj, on VIKIST BAHARAT 2047, Unleashing the potential of skills, Innovation and Entrepreneurship for inclusive and sustainable development during 6-7th August, 2025.
- Successfully completed Short Term Programme in Research Methodology in online mode, held at UGC-MMTTC Goa University, from 16-22 July, 2025 with A+ Grade.
- Successfully completed the 7th Refresher Course (Business and Economics) on **“Revitalizing Key Concepts in Business Strategy and Economics”** organized by the Malaviya Mission Teacher Training Centre, Shri Ram College of Commerce (MMTTC, SRCC) in online mode from July 16, 2025 to July 29, 2025 under the Malaviya Mission Teacher Training Programme (MMTTP) of the Ministry of Education, Government of India.



Dr. Archila Kushwaha

Assistant Professor (Stage-I)

- Published a research paper titled **“Evaluating the Performance of Central Banks of G20 Countries: Integrating DEA with an Entropy-Based Russell Measure”**. The paper has been published as a book chapter in the Springer volume **“Advances in the Theory and Practice of Data Envelopment Analysis”** under the Lecture Notes in Operations Research series. The publication is indexed in Scopus and contributes to empirical research in efficiency and performance analysis.
- Successfully completed a Two-Week Online Refresher Course on **“Business and Economics”** organized by the Malaviya Mission Teacher Training Centre (MMTTC), Shri Ram College of Commerce, University of Delhi, July 2025.
- Successfully completed in a one-week Faculty Development Programme on **“Integrating AI, Design Thinking and Analytics in Teaching”** organized by the School of Management Sciences, Varanasi, from 15th to 21st July 2025. Successfully completed NPTEL online Certification on **“Business Analysis and Decision Making-II”** which was held during May to August, 2025 by IIT Kanpur.
- Successfully completed an AICTE-recognized Faculty Development Programme on **“Managing Business Start-ups for Making Self-Reliant India”** conducted by the Entrepreneurship Development and Industrial Coordination Department, NITTTR, Chandigarh, under the Ministry of Education, Government of India, from 17th to 24th November 2025.
- International research paper accepted in a Scopus-indexed Q1 journal titled **“Academic Rank, Gender, Reservation and Research Productivity: A Comprehensive Analysis”**. The paper has been accepted for publication in Global Knowledge, Memory and Communication, published by Emerald Publishing.





UPCOMING EVENTS



SCHOOL OF MANAGEMENT SCIENCES
VARANASI
(An Autonomous College)

Centre for Advanced Research and Development (CARD)

Shodh Manthan

Research Paper Writing Hackathon
IDEATE - INNOVATE - IMPLEMENT

Preliminary Round : January 2026 Final Round : March 2026

About Shodh Manthan

Shodh Manthan Research Paper Writing Hackathon is an initiative of Centre for Advanced Research and Development (CARD) of School of Management Sciences, Varanasi that offers undergraduate and post graduate students to think differently with new ideas, innovate to inspire others and succeed professionally in future with the help of consistent research. The Shodh Manthan Research Paper Writing Hackathon aims at encouraging students to enhance their career in Research & Development.

Objectives

- To foster the Research and Development Ecosystem in the institution from the grass root level.
- To encourage and stimulate interest about research among the undergraduate and post graduate students.
- To provide a forum to students for sharing of their knowledge and experience based on their original research findings in a well defined manner.

Broad Areas of Research

Marketing, Finance, Human Resource, Operations Management, Entrepreneurship, Sustainable Development, Corporate Social Responsibility, Organizational Behaviour, E-Commerce, International Business or any contemporary relevant theme etc.

Who May Participate

- Under Graduate Programmes : Students of BBA, B.Com, B.Com (Hons.), BCA, BA(Hons.) Mass Communication and B.A.L.L.B. of SMS Varanasi.
- Post Graduate Programmes : Students of MBA, M.Com. and MCA, of SMS Varanasi.

Notes & Registration of Shodh Manthan

All entries must meet the following criteria:

- Author Status: Must be student of SMS Varanasi.
- Co-authorship: Papers to be written in a team of Two to Four students in order to promote collaborative research.
- Single Submission: One team will submit only one paper on any of the theme mentioned above.
- Student Authorship: Papers coauthored with faculty are not eligible. Only student authored papers are eligible.
- Originality: Each paper must be an original research. Papers previously published are not eligible.
- It should qualify maximum 10% Similarity Index in the Plagiarism Report as per the norms of UGC and 0% AI.
- Timing for Presentation: Each author will be given minimum 10 minutes and maximum 15 Minutes to present their entire research paper followed by the Question Answer Session by the Experts.
- Submission of Full Research Paper: Author is required to submit the one copy of full research paper according to the below mentioned format in soft copy. The abstract should not be more than 200 words including title, affiliation and key words. Research Paper should not exceed 5000 words including tables and figures. The text should be in Times New Roman font type, double spacing with 12 point and 1.5 inches margin on all the sides. All the tables and figures must be serially numbered. References should be cited at the end of the paper.

Format of Research Paper

1. Title (with name and course of author and coauthor)	8. Research Methodology
2. Abstract & Key Words	9. Analysis and Discussion
3. Introduction	10. Findings
4. Literature Review	11. Conclusion
5. Research Gap	12. Implications
6. Statement of the problem	13. Limitations of the study
7. Objectives of the Study	14. References (As per the latest 7th Edition of APA Format)

Prizes:

There are prizes for the Shodh Manthan Research Paper Writing Hackathon.

- Cash Prizes, Trophy and Certificates will be given to the Top Three Winners of Ist, IInd and IInd Prize.
- Presentation Certificate to All the Participants of the Final Round.
- The Research Paper of All Prize Winner's will be published in peer reviewed SMS Journal of Entrepreneurship & Innovation after its due approval.

For Registration & Details Contact

Prof. (Dr.) Raj Kumar Singh
Chairperson
Centre for Advanced Research and Development
CARD

Programme Coordinated By:-
INSTITUTION'S INNOVATION COUNCIL

50th Anniversary

NAAC 'A' GRADE



NAAC 'A' GRADE

ICON-2026

13th INTERNATIONAL CONFERENCE
ON
SPIRITUALITY: A TESTED PARADIGM FOR GLOBAL WELL-BEING,
SUSTAINABILITY, AND DIGITAL MINDFULNESS

Accredited with grade 'A' by NAAC

SELECTED PAPERS SHALL BE CONSIDERED FOR PUBLICATION IN A SCOPUS-INDEXED JOURNAL

SPiritual TOUR OF VARANASI AND AYODHYA

(March 14th and 15th, 2026)
Venue: SMS, Varanasi

3 BEST PAPER AWARDS

Organized by:
School of Management Sciences, Varanasi
Conference Secretariat
Centre for Spiritualism & Human Enrichment
School of Management Sciences
Khusiapat, Mohan Sarai-Mughal Sarai By-pass, P.O. Bachchaon, Varanasi-221011, Uttar Pradesh (India)
Phone: +91-9506034099, 7007828075, 7007938078 | E-mail: icon2026@smvvaranasi.com
www.icon2026@smvvaranasi.com



SCHOOL OF MANAGEMENT SCIENCES - VARANASI
(An Autonomous College)

Centre for Entrepreneurship & Startup Development (CESD)
&
Institution's Innovation Council (IIC)

Organising

Techno-Business Model Hackathon 10.0

Business Model based on Application of AI & ML, Cloud, IoT, BOT, AR/VR, Robotics etc. for Industry 4.0

Contest Date : February 2026 (Preliminary Round)

PRIZES
1st Prize IInd Prize IInd Prize

Selection Process :
Presentation of Techno-Business Models In Two Phases Judged by the Eminent Academicians & Industry Experts

Areas of Techno-Business Model

Techno-Business Model should be innovative & related with the application of AI & ML, Cloud, IoT, BOT, AR/VR, Robotics etc. for Industry 4.0.

Who Can Participate

- All The Students of MBA, MCA, M.Com., BBA, B.Com., B.Com(Hons), BCA, BA (Hons) Mass Com. & B.A.L.L.B programmes of SMS, Varanasi
- Techno Business Model Registration & Presentation will be done by students in a group of maximum 2 to 4 students.
- Every Group of Student will present separate Techno-Business Model as registered with CESD.

Criteria of Evaluation

- Innovativeness of Techno-Business Model, Revenue Model, Commercial Viability, SWOT Analysis, Source of Funding, Future Scalability & Sustainability, Overall Presentation, Communication, Analytical Skill and Query Handling.

Business Model Presentation

- Presentation of the Techno-Business Model will be held on February 2026 for Preliminary Round.
- Every student group will be given a stipulated time of 10 minutes to present the Techno-Business Model in the preliminary round.
- Presentation will be done through the Power Point Presentation including Texts, Pictures, Audio & Video etc.
- Presentation should be to the point and analytical.

Format of Techno-Business Model Presentation

- Title of Techno-Business Model & name of the student group members with their program (MBA, MCA, M.Com., BBA, B.Com., B.Com (Hons.), BCA, BA (Hons) Mass Com. & B.A.L.L.B)
- Name of the Techno-Business Model, Introduction, Problems Statement, Vision, Mission, Goals and Objectives
- Innovativeness of the Techno-Business Model & SWOT Analysis
- Functional applications in Marketing, HR, Production, Operations, Supply Chain Management, etc.
- Total Fund requirement and source of funding
- Revenue Generation Model
- 5 Years Projected Revenue & Expenditure Statement
- Future Scalability & Sustainability of the Techno-Business Model

Last Date of Registration
15th January, 2026

-For Registration & Further Details Contact -
Prof. (Dr.) Raj Kumar Singh
Professor & Chairperson
CESD

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