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SMSNEWS

A Bi-Annual Publication of School of Management Sciences, Varanasi

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Director's Message

With the rollout of this issue, **SMS newsletter** is now an adult. Let us congratulate the periodical for successfully withstanding different ebbs & flows during its peregrination so far. We look forward to our readers' similar sanguine patronage to this living souvenir of **SMS Varanasi (Autonomous)** in future too.

Carrying its appealing creative contour, SMS-newsletter has been apprising our esteemed readers with the interesting glimpses of a majority of the proud moments covered in the corresponding periods as per the periodicity-cycle of the publication. The current issue brings you the snapshot of a number of events, including the Republic Day Celebrations ; 13th International Conference (ICON-2026) ; our '**Purushartha Journal**' attaining **SCOPUS Q1 Ranking** ; Launch of SMS Digital Army ; ANVESHAN 2026 ; International Yoga Day ; Tech Marathon ; SMS student emerging as the Youngest CS Qualifier ; SMS student grabbing First Prize at Ganga Utsav ; a host of Workshops and Guest Lectures ; IQAC activities ; Alumni Meet ; SMS scripting **another robust track of campus placements** ; and so forth.

School of Management Sciences, Varanasi, an Autonomous pristine institution, has always remained extremely conscious towards its plural scholastic obligations. The institution is committed to follow an unabated trend of a comprehensive introspection at different levels in order to glean and practice needful inputs cropping up from time to time on different dimensions of higher education, including the Institution's effective augmentation towards attainment of **Sustainable Development Goals (SDGs)**, so as to make our students stand at the cutting edge of application-based academics.

I am sure you would like the issue covering a myriad of activities experienced by the SMS Varanasi fraternity during **January to June, 2026**.

Let me close with warm wishes.

P. N. Jha
D. Litt.(Management)



EDITORIAL TEAM

Dr. (Mrs.) Bhavana Singh
(Chief Editor)

Members
Dr. Anjana Singh
Dr. Shruti Singh

Photography by
Mr. Shailendra Pandey

Student Representatives
Ms. Akshita Pathak
(MBA)

Mr. Akash Gupta
(MCA)



HIGHLIGHTS OF THE QUARTER

A snapshot of the milestones, honours, and achievements that defined School of Management Sciences, Varanasi between January and June 2026.

ACADEMIC EXCELLENCE

NAAC 'A' Grade Accreditation - School of Management Sciences, Varanasi, was honored by Mahatma Gandhi Kashi Vidyapith for securing an 'A' Grade from the National Assessment and Accreditation Council, in recognition of sustained academic and institutional quality

ICON 2026 - 13th International Conference - School of Management Sciences, Varanasi hosted its 13th International Conference on "Spirituality, Global Well-Being, And Digital Mindfulness, drawing vice-chancellors and scholars from across India.

Purushartha Journal Reaches SCOPUS Q1 - The Institute's flagship research journal, Purushartha, secured a SCOPUS Q1 ranking in the SJR 2025 list.

Union Budget 2026 Learning Series - A month-long series of student presentations and guest lectures unpacked the Union Budget 2026 and the Viksit Bharat @2047 vision for MBA, M.Com, and B.Com students.

RESEARCH & INNOVATION

Shodh Manthan Workshops - Two research paper writing hackathons under CARD and the Institution's Innovation Council strengthened research aptitude across student cohorts.

SMS Digital Army Launched - The LiveWire Technical Club launched a pioneering student initiative spanning AI, cyber security, data science, and web technology.

Bharat YuvAI Hackathon with TCS - School of Management Sciences partnered with Tata Consultancy Services for a hackathon that introduced AI problem-solving to non-technical programmes.

AD-Manthan Hackathon 5.0 - An AI-enabled advertisement-making hackathon ran from its February announcement through to its April final round.

STUDENT ACHIEVEMENTS

First Prize at Ganga Utsav - Tanishka Yadav won First Prize in the Photo Exhibition at Ganga Utsav, hosted by IIT (BHU); four other from School of Management Sciences students were commended for their entries.

Ayushman Tiwari, Youngest CS Qualifier - Mr. Ayushman Tiwari of B.Com (Hons.) VI Semester became one of the youngest students in India to qualify the Company Secretary Examination.

Winners of Tech Marathon 12 - MCA and BCA students competed in a 24-hour techno brain race, with winners felicitated by alumnus Mr. Ashutosh Srivastava.

Success at AAKAAR Inter-College Competition - SMS students brought home honours from Sunbeam Women's College's flagship inter-college competition.

Outstanding Placements Across Programmes - MBA, MCA, M.Com, BBA, B.Com. (Hons.), and Mass Communication students were felicitated for campus placements in May, marking continued growth in on-campus recruitment.

FACULTY ACHIEVEMENT

Prof. Pallavi Pathak Honoured - Prof. Pathak received the Best Professor in Human Resource Management Award, her second national-level teaching honour in three years.

INDUSTRY CONNECT

PRIME Employability Programme - MBA II Semester students took part in a dedicated employability and professional-readiness programme.

Investor Awareness & Financial Literacy - MBA students took part in an Investor Awareness Programme and the college round of the National Financial Literacy Quiz, held with NISM and SEBI.

12th National Conclave on 5S - School of Management Sciences partnered with the QCFI Varanasi Chapter to host a national conclave on workplace discipline and quality culture, valedicted by the BHU Vice-Chancellor.

Guest Lectures by Industry Experts - Sessions on journalism in the digital era, Python for data analysis, and professional readiness brought industry voices to campus throughout the period.

CAMPUS LIFE

ANVESHAN 2026 - The Institute's flagship interdisciplinary festival brought sport, literature, entrepreneurship, and technology together over four days.

Farewell Season - BBA, B.Com. (Hons.), BA (Hons.), MBA, BCA, and MCA batches were celebrated across a series of farewell ceremonies in May.

International Yoga Day - Faculty and staff came together for a Yoga session marking wellness and mindfulness.

NSS Volunteer Felicitation - Volunteers of the 2022-24 session were recognised for their community service contributions.

CELEBRATIONS

Republic Day

The institution commemorated India's 77th Republic Day on **26 January 2026** with flag hoisting, an inspiring address, and patriotic cultural performances.

Basant Panchami

Basant Panchami was celebrated on 23 January 2026 with Saraswati Puja, reaffirming its commitment to wisdom, learning, and academic excellence.

ICON 2026



School of Management Sciences, Varanasi successfully organized its 13th International Conference on the theme **“Spirituality: A Proven Paradigm for Global Well-being, Sustainability, and Digital Mindfulness”** on **14th–15th March, 2026**. The conference brought together eminent academicians, spiritual thinkers, administrators, and researchers to deliberate on the growing significance of spirituality in addressing contemporary global challenges.

In the inaugural address, Prof. Ajit Kumar Chaturvedi, Vice-Chancellor of Banaras Hindu University, observed that spirituality transcends religious boundaries and holds profound relevance in modern scientific inquiry. Vikram Singh, Chancellor of Noida International University and former Director General of Police, Uttar Pradesh, spoke on discipline, character, and the effective utilization of time among youth.

Prof. Girishwar Mishra, former Vice-Chancellor of Mahatma Gandhi Antarrashtriya Hindi Vishwavidyalaya, and Prof. Rajaram Shukla, former Vice-Chancellor of Sampurnanand Sanskrit University, spoke on global well-being and the enduring relevance of Indian spiritual traditions. Welcoming the delegates, Prof. P. N. Jha, Conference Director and Director, **School of Management Sciences Varanasi**, called such conferences a valuable platform for intellectual exchange and interdisciplinary collaboration.

The valedictory address was delivered by Prof. Bihari Lal Sharma, Vice-Chancellor of Sampurnanand Sanskrit University. At the same time, a plenary session featured Sean Clark, a spiritual researcher from Goa, and Bodhi Shuddhananda Brahmachari, Founder of the Lok Nath Divine Life Mission, Dubai. Together, the sessions underscored spirituality's growing relevance to mental well-being, sustainable development, and mindful engagement with technology.



PROUD MOMENT



PROUD MOMENT

Heartiest Congratulations! **AYUSHMAN TIWARI**
B.Com (Hons) - VI Semester
Youngest Student in India to **Clear CS Examination**

Your dedication and excellence inspire us all.
SMS VARANASI School of Management Sciences
Where Dreams Become Achievements

www.smsvaranasi.com ADMISSION HELPLINE NUMBER

PROUD MOMENT!
School of Management Sciences, Varanasi
has been recognized by
Mahatma Gandhi Kashi Vidyapith, Varanasi
for securing 'A' Grade in NAAC Accreditation.



A significant milestone achieved through teamwork, dedication, and visionary leadership.

Proud Moment: Ayushman Tiwari Qualifies the CS Examination

It was a moment of pride for **School of Management Sciences, Varanasi** as Mr. Ayushman Tiwari of B.Com (Hons.) VI Semester became one of the youngest students in India to qualify the Company Secretary (CS) Examination.

Honoured for Securing NAAC 'A' Grade Accreditation

School of Management Sciences, Varanasi, achieved another milestone with its recognition by Mahatma Gandhi Kashi Vidyapith for securing an 'A' Grade from the **National Assessment and Accreditation Council (NAAC)**. This prestigious recognition reflects the Institute's academic excellence, quality education, research, innovation, and continuous institutional development. The recognition caps a multi-year self-assessment and peer-review process involving faculty, staff, and students across every department.

Purushartha Journal Achieves SCOPUS Q1 Ranking

School of Management Sciences proudly celebrated the remarkable achievement of its flagship research journal, Purushartha, which secured the prestigious SCOPUS Q1 (Quartile 1) ranking according to the SJR 2025 rankings. The Q1 ranking places Purushartha among the top quartile of journals worldwide in its category — a first for the Institute.

Best Professor Award

School of Management Sciences, Varanasi, proudly congratulates Prof. Pallavi Pathak on receiving the Best Professor in Human Resource Management Award. This prestigious recognition acknowledges her academic excellence and significant contributions to management education. The award is Prof. Pathak's second national-level teaching honour in three years.

ALUMNI MEET

School of Management Sciences, Varanasi, successfully organised its 12th Alumni Meet – Delhi Chapter on **30th May, 2026**, at the PHD Chamber of Commerce & Industry, New Delhi, bringing together distinguished alumni from diverse professions and batches to reconnect with old friends, faculty mentors, and the institution that shaped their journeys. A key highlight of the meet was an insightful discussion on strengthening alumni engagement, with alumni officials sharing their vision for building a stronger professional network, mentoring current students, promoting industry-academia partnerships, and contributing to the growth of the School of Management Sciences, Varanasi fraternity.



ALUMNI SPEAKS

Where values shape vision

My journey with SMS Varanasi has been truly transformative. Beyond academics, the institution instilled in me discipline, self-belief, and a broad perspective qualities that continue to shape my leadership style and professional decisions. The experiences and values I gained here became the cornerstone of my growth in the corporate world.

VIPUL JAIN

BBA (1997-2000)

Managing Director

My Irigacio World Pvt. Ltd.



My association with School of Management Sciences (SMS), Varanasi has been a strong foundation of my professional journey. The industry-oriented curriculum provided a comprehensive understanding of business and management, comparable to leading management institutes in India. Beyond academics, the institute offered co-curricular and extracurricular opportunities that enhanced my confidence, leadership, communication skills, and overall personality.

PRASHANT SRIVASTAVA

BBA (1998-2001)

PGDBM (2001-2003)

Sales & Marketing Head - Africa, BGSB Construction Products Ltd.



My course at SMS Varanasi enriched my academic knowledge, professional skills, and personal development by combining strong theoretical foundations with practical learning. The learner-centric and industry-oriented curriculum enhanced my critical thinking, problem-solving, communication, and analytical abilities.

My message to today's students- Believe in yourself, stay committed to your goals, and make the most of every opportunity at SMS Varanasi to build a successful future.

Dr. Anand Kumar

BCA (2002-2005)

Assistant Professor, JR Dwyang State University, Chitrakoot



The BBA program at SMS Varanasi gave me a strong foundation in business and management while developing my analytical, leadership, and interpersonal skills. The excellent curriculum, modern infrastructure, vibrant campus, and extracurricular activities fostered holistic development. Beyond academics, SMS gave me lifelong friendships, unforgettable memories, and values that continue to shape my professional journey. As a proud member of the BBA 2002-2005 batch, I consider joining SMS Varanasi one of the best decisions of my life.

PRIYATOSH MISHRA

BBA (2002-2005)

Assistant Professor, Amity University
Patna



My time at SMS School played a crucial role in shaping my professional foundation by strengthening my understanding of management principles, teamwork, leadership, and discipline. The academic environment, along with the guidance of experienced faculty, helped me develop analytical thinking and a professional mindset that has supported me throughout my career. Currently, I strongly believe that the values and knowledge I gained at SMS School have been instrumental in my professional growth, and I remain grateful to the institution for laying a strong foundation for my career.



MR. CHANDRADEEP DUBEY

BBA (2004-07)

Project Manager, TCS Bengaluru

My BBA journey at School of Management Sciences, Varanasi (2004–2007) was truly transformative, shaping me into the HR professional I am today. The experienced faculty inspired critical thinking, leadership, and business innovation through real-world case studies, projects, and industry-oriented learning. Leadership workshops, practical internships, and the academic environment prepared me for HR roles in the IT industry. Beyond academics, cultural festivals, seminars, and campus life created unforgettable memories while fostering confidence and teamwork. I remain deeply grateful to my mentors and proud to be an SMS alumna!



VIDUSHI SINGH

BBA (2004-07)

School of Management Sciences (SMS) is not just an institution for me, but a place filled with memories, learning, and lifelong relationships. I spent five formative years at SMS that truly shaped who I am today. The classrooms, mentors, campus activities, and friendships gave me confidence, direction, and values that continue to guide my journey. SMS taught me not only academics, but discipline, resilience, leadership, and empathy. The encouragement and guidance of respected faculty members left a lasting impact on my personal and professional life. I carry immense gratitude and pride for my alma mater, which will always remain close to my heart.



MRS. POOJA SINGH

BCA (2004-2007)

PGDM (2007-2009)

Dean of Students Activities &

Head - Training & Placement

SHEAT College of Engineering & Management, Varanasi

SMS is one of the premium institute for providing management studies. The beautiful building and lush green campus provides a peaceful environment for the students get knowledge and wisdom. SMS Varanasi also provides spiritual thinking to the students which are beneficial for them throughout the journey of their life. Faculty and staff of the institute are very knowledgeable and cooperative. The T & P cell is very active in organizing campus placements to the students.



VIVER SINGH

PGDM (2007-09)

Revenue officer

Electric Supply Division Muzaffarpur (East)

North Bihar Power Distribution Company Ltd.

The three-year curriculum of my course sharpened cognitive skills, opening doors to diverse industries while enriching academic knowledge. The Computer Science faculty at SMS were highly experienced and focused on practical learning. The college provided me with a strong platform to explore web application development, graphic design, and personality development sessions. Placement opportunities were comparatively better, serving as a gateway to the IT industry. Regular sessions and workshops on cutting-edge technologies further enrich the academic environment and provide students with valuable exposure.



ABDUL KARIM SIDDIQUI

MCA (2008-2011)

Deputy Manager - IT

Hamdard Institute of Medical Sciences & Research

Jamia Hamdard, New Delhi

My journey at SMS- Varanasi has been a path of growth & self-discovery. I entered college with basic knowledge and high expectations, but I soon realized the importance of discipline, time management, and teamwork. Facing academic challenges taught me resilience, while participating in activities and projects along with industrial visits and sessions with Industry experts helped me build confidence and learn about the corporate environment. Today, I feel more independent, skilled, and motivated to achieve my career goals.



RAHUL MUKHERJEE

BBA (2011-2014)

Regional Head-Wealth,

ICICI DIRECT - Pvt. Wealth Mgt.

Bangalore, Karnataka

Being an alumnus of SMS Varanasi is a matter of immense pride. The institute provided a strong academic foundation through its industry-oriented curriculum, experienced faculty, and excellent learning environment. Seminars, workshops, industry exposure, and extracurricular activities further enriched my personal and professional growth. Today, as Director – Training & Internship at Softpro India Computer Technologies (P) Ltd., I am grateful to SMS for shaping my career and values.



ROHIT KUMAR

MCA (2011-2014)

Director – Training / Internship

Softpro India Computer Technologies (P) Ltd.

"Where ambition meets opportunity and potential transforms into success" – that's how I would describe my MBA journey at School of Management Sciences (SMS), Varanasi.



As an MBA student at SMS Varanasi, I have experienced a perfect blend of industry-oriented learning, dedicated faculty, modern infrastructure, and excellent placement support. Practical exposure through projects, seminars, and industry interactions has contributed significantly to my professional and personal growth.

TUSHAR JAISWAL

MBA (2014-2016)

General Manager (HR Head),

Solar and Manufacturing Sector

12th NATIONAL CONCLAVE

School of Management Sciences, Varanasi, in association with the QCFI Varanasi Chapter, organized the two-day **12th National Conclave on 5S** on **12th–13th June 2026**, on the theme **"5S Beyond Housekeeping: A Culture of Discipline for Sustainable Growth to World-Class Practices."** The conclave brought together academicians, industry experts, quality professionals, researchers, and students to deliberate on workplace excellence and sustainable organizational development. Prof. Ajit Kumar Chaturvedi, Vice-Chancellor, Banaras Hindu University, was the Chief Guest at the valedictory session. Welcoming the dignitaries, Prof. P. N. Jha, Director, School of Management Sciences, Varanasi, described 5S as a culture of discipline, efficiency, and continuous improvement rather than merely a workplace tool. Technical sessions and expert deliberations throughout the conclave reinforced 5S as a way of life beyond housekeeping.



ANVESHAN 2026

INSTITUTE'S FLAGSHIP INTERDISCIPLINARY FESTIVAL

Sports Fest Promotes Excellence Through Sports

Under the banner of CREST – Sports Club, **School of Management Sciences, Varanasi**, organized the Intra-College Sports Fest from **25th to 28th February, 2026**, featuring competitions in Cricket, Volleyball, Badminton, Tug-of-War, Carrom, Table Tennis, Chess, and the 100-Metre Race. Over 300 students took part across the four days of competition.

A Grand Celebration of Talent, Innovation, and Sportsmanship

School of Management Sciences, Varanasi, inaugurated **ANVESHAN-2026**, its flagship annual interdisciplinary festival, under the theme **ANVESHAN-2026 – Exploration of Talent.** The four-day celebration provided students with an inclusive platform to showcase their talents across academic, cultural, literary, technical, entrepreneurial, artistic, and sporting domains. The inauguration drew enthusiastic participation from students, faculty, and staff, setting the tone for a celebration of creativity, innovation, teamwork, and healthy competition.

Literary, Creative, and Innovation Competitions

The Poetry Recitation Competition, organized by the SPARK – Performing Arts Club, captivated audiences with expressive performances, while “Palette of Faces,” a Face Painting Competition organized by the Contrast Club, showcased remarkable artistic imagination.

“**EUREKA – The Business Plan Competition**,” organized by Synergy – The Literary Club, gave aspiring entrepreneurs a platform to present business ideas, while the LiveWire – Technical Club's “**WEB MASTERS**” challenged participants to showcase web design and development skills.

A Festival That Celebrates Holistic Development

ANVESHAN-2026 successfully integrated academics with extracurricular engagement, giving students meaningful opportunities to discover their potential beyond the classroom. The four-day celebration concluded as a memorable showcase of talent, innovation, and collaboration.



ACTIVITY DAY



School of Management Sciences, Varanasi organized an engaging Activity Day on **31st January, 2026** that witnessed enthusiastic participation from students, faculty, and staff across a variety of sports and recreational events. A number of events were organised by different clubs. The Crest Club, organised various sports events like Cricket, Volleyball, Badminton, Chess, and Carrom, encouraging teamwork, healthy competition, and physical well-being. The Crest Club's organisation of five parallel competitions kept turnout high through the day. For many first-year students, it was their first taste of inter-departmental competition outside the classroom. The Contrast Club sparked imagination through a vibrant Poster Making Competition. The Synergy Club encouraged critical thinking with an Essay Writing Competition on “India's Push for Domestic Manufacturing”. The Spark Club set the mood with soulful Solo Singing performances.

On the same day The LiveWire Technical Club of School of Management Sciences, Varanasi successfully organized the selection process for the Digital Army on 31st January, 2026, an initiative aimed at nurturing technical excellence, leadership, and innovation among students. The selection process, conducted at the Computer Centre, consisted of technical and personal interviews to identify students with exceptional aptitude and potential. Selected students will actively contribute to organizing workshops, technical events, and innovation activities while gaining industry-oriented skills and practical exposure to emerging technologies.

DIARY EVENTS

JANUARY

Letter of Understanding

School of Management Sciences, Varanasi signed a Letter of Understanding (LoU) with the National Institute of Securities Markets (NISM), Mumbai, on **9th January, 2026**, marking a significant step towards strengthening industry-academia collaboration in the field of financial education. The partnership aims to provide students with enhanced learning opportunities through certification programmes, expert lectures, skill development initiatives, and greater exposure to the financial markets and securities industry. The LoU was signed by Mr. Sanjeev Bajaj, General Manager, NISM, and Prof. P. N. Jha, Director, School of Management Sciences, Varanasi, in the presence of senior faculty members and institutional representatives. Ms. Barkha Nigam, Assistant Manager, NISM Mumbai, addressed the gathering and highlighted the importance of aligning academic learning with evolving industry requirements. The signing set the stage for joint certification programmes and market-immersion opportunities for the students in the months ahead.



Industrial-cum-Excursion Tour

BBA Final Year students took part in an Industrial-cum-Excursion Tour from **10th to 18th January, 2026** covering Delhi, Amritsar, Rullu-Manali, and Manikaran, with the academic highlight being a visit to Avichal Textile Mills Private Limited, Amritsar, for first-hand exposure to industrial operations and manufacturing practices. The itinerary also included the Golden Temple, the Attari-Wagah Border ceremony, Hadimba Temple, a Buddhist monastery, Manikaran Sahib, and the snow point near the Atal Tunnel, along with river rafting, zip-lining, and paragliding. Accompanied by Course Coordinator Dr. Rohit Mehta and Course Co-Coordinator Dr. Khushboo Kumar, the tour combined academic learning with cultural exploration and adventure, leaving students with lasting experiential memories.

National Startup Day

School of Management Sciences, Varanasi celebrated the **National Startup Day 2026** on **16th January, 2026** under the aegis of the Institution's Innovation Council (IIC). Coordinated by the Centre for Entrepreneurship and Startup Development (CESD), the programme aimed to foster innovation, entrepreneurial thinking, and awareness of emerging startup opportunities among students. Faculty members and students actively participated in discussions focusing on entrepreneurship as a viable career option and the importance of innovation in driving economic growth. The interactive sessions encouraged participants to explore entrepreneurial ventures and contribute towards building a vibrant startup ecosystem. The event successfully inspired young minds to develop innovative ideas and embrace entrepreneurship as a pathway to self-reliance and professional growth.



Memorandum of Understanding

School of Management Sciences, Varanasi entered into a Memorandum of Understanding (MoU) with the Atal Incubation Center (AIC), Banaras Hindu University, on **21st January 2026**, to promote innovation, entrepreneurship, and startup development among students. The MoU was formalized by Prof. P. N. Jha, Director, School of Management Sciences, Varanasi, Prof. Raj Rumar Singh, Chairperson, CESD and President, IIC; Prof. P. V. Rajeev, Director, AIC BHU; and Dr. Nand Lal, Chief Administrative Officer, AIC BHU. Through this strategic collaboration, students will gain access to startup mentoring, incubation support, innovation-driven training programmes, and entrepreneurial skill development, in line with the national mission of Atmanirbhar Bharat.



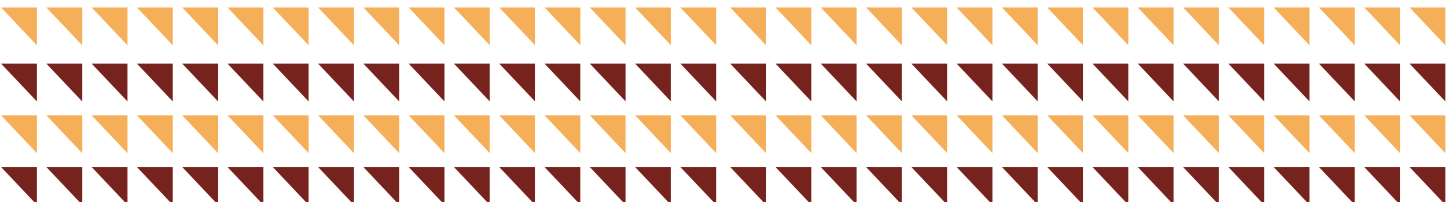
Basant Panchami

School of Management Sciences, Varanasi celebrated Basant Panchami with traditional fervour through the ceremonial worship of Goddess Saraswati, the embodiment of wisdom, learning, and creativity, on **23rd January, 2026**. The Saraswati Puja was performed in the gracious presence of Director Prof. P. N. Jha, Registrar Mr. Sanjay Gupta, senior faculty members, staff, and students. The sacred ceremony symbolized the institution's deep respect for knowledge and its continued pursuit of academic excellence.



Republic Day

School of Management Sciences, Varanasi commemorated the 77th Republic Day of India on **26th January, 2026** with a National Flag Hoisting Ceremony followed by an inspiring speech by the Director, Prof. P. N. Jha delivered with great enthusiasm and patriotic spirit. The celebration was followed by cultural performances showcasing patriotic songs, dances, and presentations by students. The programme highlighted the significance of the Constitution of India and reinforced the values of unity, democracy, and national integrity. Faculty members, administrative staff, and students participated enthusiastically, making the occasion both inspiring and memorable.



FEBRUARY

Laurels at Ganga Utsav

The students of the BBA program at the School of Management Sciences, Varanasi, brought laurels to the institute through their outstanding participation in "Ganga Utsav – **Flow Of Life: Innovation And Art For Clean & Healthy Rivers,**" organized at IIT (BHU), Varanasi. The event celebrated creativity, innovation, and environmental awareness while providing an excellent platform for young minds to promote the cause of clean and healthy rivers. The institute proudly congratulates Tanishka Yadav, who secured first prize in the photo exhibition. Appreciation is also extended to Manikaran Singh, Ishika Singh, Aditya Kapoor, and Pratham Singh for their commendable participation in the photo exhibition, while Shailesh Patel represented the institute through an insightful oral presentation on innovation.



Presentation of the Union Budget 2026

School of Management Sciences, Varanasi, organized a two-day student presentation series on "**Union Budget 2026: Key Highlights & Sectoral Analysis**" for MBA IInd semester students on **4th & 5th February 2026**, which transformed the Union Budget into an engaging academic discussion, encouraging students to critically examine its implications across diverse sectors of the Indian economy. On the opening day, students presented detailed analyses covering Agriculture and Allied Sectors, Infrastructure, MSMEs, Education, Healthcare, Energy and Clean Technology, Urban Development, and Housing. Guided by faculty mentors, students moved beyond descriptive analysis to critically evaluate the broader economic significance of the Budget, strengthening their analytical thinking and presentation skills.

Guest Lecture on Union Budget 2026

School of Management Sciences, Varanasi, organized an insightful guest lecture on “Union Budget 2026 on 5th February, 2026 for M.COM and B.COM(Hons.) students. Decoding the Viksit Bharat @2047 Roadmap the session was delivered by Professor Anup Kumar Mishra, who explained the key provisions of the Union Budget 2026–27 in the context of India's long-term economic vision. Professor Mishra highlighted the distinction between economic growth and economic development, emphasizing the importance of human welfare, social equity, infrastructure, education, skill development, MSMEs, and fiscal discipline.



Bharat YuvAI Hackathon

School of Management Sciences, Varanasi, successfully organised the Bharat YuvAI Hackathon on 6th February, 2026 in collaboration with Tata Consultancy Services (TCS). The three-hour hackathon introduced non-technical students to the transformative potential of Artificial Intelligence through experiential learning, innovation, and industry interaction. Students from BBA, B.Com., B.Com. (Hons.), and BA (Hons.) Mass Communication actively participated by developing AI-enabled solutions to real-world challenges. It was the first TCS-affiliated hackathon open to non-technical programmes at SMS.

Workshop on Basics of Dissertation Report Writing

School of Management Sciences, Varanasi organized a workshop on “Basics of Dissertation Report Writing” on 9th February, 2026 for BBA VI semester students to strengthen their research aptitude and academic writing skills. The workshop was conducted by Dr. Rohit Mehta, Dr. Khushboo Kumar, and Dr. Tejas Yaduvanshi, who guided students through the essential stages of dissertation preparation, including topic selection, research design, literature review, data collection and analysis, report writing, referencing, and research ethics. The interactive sessions addressed students' queries and equipped participants with the confidence required to prepare well-structured dissertations.



PRIME Programme

School of Management Sciences, Varanasi, organized PRIME (Professional Readiness for Industry Mindset & Employability) for MBA II Semester students from 10th to 21st february to strengthen their industry readiness and enhance employability skills. The session was conducted by Mr. Prince Grover, who shared valuable industry perspectives and practical insights into the competencies required for success in today's dynamic corporate environment. The programme served as a valuable platform for bridging the gap between academic learning and industry expectations.

Workshop on Python for Data Analysis and Visualization

School of Management Sciences, Varanasi, organized a workshop on “Python with Data Analysis & Visualization Tools” from 11th to 23rd February, 2026 for BCA IInd semester students to strengthen their technical and analytical competencies. The session was conducted by Mr. Rajeev Srivastava, who introduced students to Python programming and demonstrated its applications in data analysis and visualization. Several participants went on to apply the visualization techniques they learned in their semester projects.



Shodh Manthan

School of Management Sciences, Varanasi, through its Institution's Innovation Council (R&D Cell) and Centre for Advanced Research & Development (CARD), organized a workshop under **Shodh Manthan**, “**Research Paper Writing for Students.**” on **11th February, 2026**. The workshop focused on R&D awareness and building research capacity among students. Participants gained valuable insights into research methodology, academic writing techniques, and publication ethics. The session proved to be highly informative and interactive, encouraging students to enhance their research and analytical skills.



SMS Digital Army

School of Management Sciences, Varanasi, through its LiveWire Technical Club, announced the formation of the **SMS Digital Army**, an initiative designed to foster innovation, technical expertise, and leadership among students. The programme features six specialized wings—Artificial Intelligence, Computer Programming, Cyber Security, Data Science, Digital Marketing & Public Relations, and Web Technology—providing students with opportunities to apply their knowledge through practical, industry-oriented learning. Guided by a team of experienced faculty members and IT professionals, the selected students will contribute to building a digitally empowered campus while enhancing their technical and leadership capabilities. The institution congratulated all the selected members and wishes them success in their journey towards innovation and digital transformation.

Guest Lecture cum Interactive Session

The Department of Mass Communication, **School of Management Sciences, Varanasi**, organized an engaging guest lecture on “**The Transformation of Journalism in the Digital Era**” on **16th February, 2026** to familiarize students with the rapidly evolving media landscape. The session was delivered by Devendra Nath Singh, who shared valuable professional experiences and discussed journalism's transition from traditional print media to digital and multimedia platforms, covering themes such as mobile journalism, data journalism, and AI in newsrooms.



SMS Varanasi Shines at SMSOTSAV-2026

Students of the **School of Management Sciences (SMS), Varanasi** brought laurels to the institution through their outstanding performance at **SMSOTSAV-2026**, held at SMS Lucknow from **16th to 21st February 2026**. The institute emerged as **Volleyball Champions** and secured the **Runner-Up** position in **Tug of War**. In athletics, **Mohd. Saif Siddiqui (MBA IV Semester)** won the **Gold Medal in Shot Put**, while **Rohit Yadav (BBA IV Semester)** earned the **Bronze Medal**, reflecting the students' exceptional talent and dedication. The contingent was mentored by **Mr. Sunit Kumar Mishra, Assistant Professor**, whose guidance inspired the teams to perform with confidence and determination. These achievements exemplify SMS Varanasi's commitment to holistic student development by fostering excellence in sports alongside academics.

WebDX: Eight-Hour Brainstorming Session

School of Management Sciences, Varanasi successfully organized “**WebDX – An 8-Hours Continuous Brainstorming**” on 17 February 2026, from 9:00 A.M. to 5:00 P.M. The programme witnessed enthusiastic participation from students, who actively engaged in interactive discussions, practical sessions, and collaborative problem-solving activities focused on web development and emerging digital technologies. The intensive hands-on learning experience strengthened participants' technical competencies, creativity, and teamwork while providing valuable industry-oriented exposure. The successful completion of WebDX reaffirmed the institution's commitment to promoting innovation, skill development, and experiential learning, preparing students to excel in the rapidly evolving digital landscape.



MARCH

International Women's Day

School of Management Sciences, Varanasi celebrated **International Women's Day** with great enthusiasm on **8th March, 2026**, honoring the strength, achievements, and contributions of women in society. Students and faculty members actively participated in the celebration and shared inspiring thoughts on women's empowerment and equality. The programme reflected this year's theme, "Give to Gain," highlighting that supporting and empowering women leads to progress for the entire society.



Workshop on Full Stack Web Development Using MVC Framework

School of Management Sciences, Varanasi organised an eight-day workshop on "**Full Stack Web Development using MVC Framework**" for MCA III Semester students from **8th to 15th March 2026**, conducted by Ramadhighi Software Solutions Pvt. Ltd. The workshop gave students hands-on experience in building dynamic web applications using the MVC framework, covering both front-end and back-end development, and began with enthusiastic participation from students and faculty members.

Special Lecture on National Education Policy & Its Implementation

School of Management Sciences, Varanasi organized an insightful special lecture on "**National Education Policy and its Implementation**" on **17th March, 2026**, delivered by Prof. D. P. Singh, Chancellor of the Tata Institute of Social Sciences, Mumbai, and former Chairman of the University Grants Commission. The lecture focused on the vision and practical implementation strategies of the National Education Policy 2020 and its transformative impact on skill development and academic reform in India. Faculty members engaged closely with the session, drawing insights for future curriculum planning.



Workshop on Building Websites Using JavaScript & React

School of Management Sciences, Varanasi organised a workshop on "**Building Websites using JavaScript & React**" for BCA IV Semester students from **17th to 25th March 2026**, designed to give students practical exposure to modern web development tools. The opening day drew enthusiastic participation from students eager to learn how to build dynamic and interactive websites using JavaScript and React.



Investor Awareness Programme

School of Management Sciences, Varanasi organized an "**Investor Awareness Programme**" for MBA II Semester students on **26th March 2026**, with experts from Bandhan Mutual Fund sharing insights on avoiding common investment mistakes and making informed financial decisions. The session strengthened students' understanding of financial planning, mutual fund investments, and smart investment strategies ahead of their professional careers.



National Financial Literacy Quiz (NFLQ) 2026 – College Round

School of Management Sciences, Varanasi organized the College Round of the **National Financial Literacy Quiz (NFLQ) 2026** for MBA II Semester students on **26th March 2026**, conducted in collaboration with the National Institute of Securities Markets

(NISM) and the Securities and Exchange Board of India. The nationwide competition is designed to build financial literacy and decision-making skills, progressing from college rounds to regional and national levels. Students took part with enthusiasm, showcasing a strong grasp of financial concepts and analytical skills.

Workshop on Smarter Writing: AI-Powered MS Word

An eight-day workshop on “Smarter Writing: AI-Powered MS Word” was held for BBA II Semester students from **26th March to 5th April 2026**, conducted by Minicimex. The workshop gave students hands-on exposure to AI-powered writing tools in MS Word, helping them improve document quality and strengthen professional communication skills.



APRIL



Research Paper Writing Hackathon – Shodh Manthan 2026

Under the aegis of the Institution's Innovation Council (IIC) and the Centre for Advanced Research and Development (CARD), **School of Management Sciences, Varanasi** organized **Shodh Manthan** on **1st April, 2026**, a Research Paper Writing Hackathon aimed at strengthening research aptitude among students and scholars. The programme encouraged participants to develop research proposals, improve academic writing skills, and engage in scholarly discussions under the guidance of experienced faculty members.



Techno-Business Model Hackathon 10.0

The Centre for Entrepreneurship and Startup Development (CESD), **School of Management Sciences, Varanasi** successfully organized **Techno-Business Model Hackathon 10.0**, on **2nd April, 2026**, providing students with a platform to transform innovative ideas into viable business models. Participants collaborated in multidisciplinary teams to develop creative solutions to contemporary business challenges while strengthening their entrepreneurial mindset, problem-solving abilities, and presentation skills.



Workshop on Data Analysis Using Excel and SPSS

A four-day workshop on “Data Analysis using Excel and SPSS” was organized for B.Com IV semester students from **2nd to 7th April, 2026** to enhance their analytical and research competencies. The workshop provided practical training in statistical techniques, data visualization, and quantitative analysis using industry-relevant software, equipping participants with skills for academic research and business decision-making.



AD-Manthan Hackathon 5.0 – Final Round

School of Management Sciences, Varanasi successfully organized the **AD-Manthan Hackathon 5.0 Final Round** on **4th April, 2026**, an AI-enabled Advertisement Film Making Hackathon that brought together creativity, technology, and marketing innovation. The students conceptualized and developed advertising campaigns using emerging digital tools and artificial intelligence, demonstrating creative storytelling, communication skills, and technical expertise.



Workshop on Statistical Analysis Using SPSS

School of Management Sciences, Varanasi organized a specialized workshop on “Statistical Analysis Using SPSS” on 6th April, 2026 for BBA II Semester students, designed to strengthen quantitative research capabilities. The workshop introduced participants to statistical techniques, hypothesis testing, data analysis, and interpretation using SPSS software, with an emphasis on practical applications in business research and management decision-making.



Students Excel At Inter-College Competition

Students of School of Management Sciences, Varanasi brought laurels to the institution by securing remarkable achievements at AAKAAR – An Inter-College Competition, organized by Sunbeam Women's College, Varanasi. Competing across multiple academic and creative categories, the students showcased outstanding talent, innovation, and teamwork. The results add to a growing list of inter-college honours for students this year.



Workshop on Intellectual Property Rights for Entrepreneurship

School of Management Sciences, Varanasi organized an insightful workshop on “Intellectual Property Rights for Entrepreneurship: Issues, Challenges and Opportunities” on 15th April, 2026 to create awareness about the significance of intellectual property in fostering innovation and entrepreneurship. Experts discussed patents, copyrights, trademarks, and legal frameworks governing intellectual property while highlighting their role in protecting innovative ideas and promoting startup ventures.



Workshop on Social Media Marketing

School of Management Sciences, Varanasi conducted a six-day specialized workshop on “Social Media Marketing” from 8th to 13th April, 2026 for B.Com (Hons.) and from 15th to 20th April for M.Com IVth semester students, conducted by Dizi Global Solutions, Varanasi. The workshop provided practical insights into digital marketing strategies, content creation, branding, and effective use of social media platforms, giving students hands-on experience to enhance their marketing and entrepreneurial skills.

Workshop on Media Communication Skills

A one-day workshop on “Media Communication Skills: From Interpersonal Effectiveness to On-Screen Presentation” was successfully organized on 15th April, 2026 under the Language Laboratory at School of Management Sciences, Varanasi. The insightful sessions were conducted by Dr. Anjana Singh, Dr. Thakur Dibijay Singh, and Dr. Asmita Khanna, focusing on building essential media communication competencies through interactive and hands-on learning.



Workshop on Camera, Light and Sound & Print Media Production

The Department of Mass Communication organized intensive six-day workshops on Camera, Light and Sound and Print Media Production using Adobe PageMaker and QuarkXPress from 16th to 21st April, 2026 for undergraduate students. Through practical sessions, students gained experience in photography, lighting techniques, audio production, print media design, and publication software. The workshops concluded with project presentations showcasing participants' creativity and technical proficiency.

Career Counselling Sessions

A series of career counselling sessions were organized for final-year students of B.Com (Hons.), BBA, BCA, and BA (Hons.) Mass Communication, covering themes such as **“Pathways to Success,” “Shaping Your Future,” “Career Opportunities after BCA,”** and **“Career Opportunities in the Evolving Geoeconomic Scenario.”** Distinguished resource persons motivated students to align their academic aspirations with evolving global career trends.



Industrial Visits Provide Experiential Learning Opportunities

Students from the BBA programme participated in industrial visits to **Banaras Beads Limited** and an Industrial-cum-Excursion Tour on **20th and 21st April, 2026** aimed at enhancing their practical understanding of industrial operations, manufacturing processes, and workplace practices. The visit to Banaras Beads Limited gave BBA students a rare look at floor-level manufacturing decisions rarely covered in the classroom.

Awareness Programme on Nari Shakti Vandan Adhiniyam, 2023

School of Management Sciences, Varanasi organized an awareness programme on the **Nari Shakti Vandan Adhiniyam, 2023**, on **20th April, 2026** to educate students and faculty members about women's empowerment, constitutional rights, and gender-inclusive governance. The programme highlighted the significance of women's representation in democratic institutions and encouraged discussions on gender equality and inclusive national development.



Tech Marathon 12

The LiveWire Technical Club successfully organized **Tech Marathon 12 – A 24-Hour Techno Brain Race**, on **25th April 2026** bringing together MCA and BCA students in an intensive coding and innovation challenge. The marathon included multiple evaluation rounds, mentorship sessions by industry experts and alumni, and continuous faculty support. Winners were honoured at a felicitation ceremony held in May – see the May section for details.

MAY

2nd May, 2026

School of Management Sciences, Varanasi, organized the **Prize Distribution Ceremony of Tech Marathon 12 – A 24-Hour Techno Brain Race**, On **2nd May, 2026** celebrating the achievements of students who demonstrated exceptional technical expertise, creativity, and problem-solving abilities throughout the competition. The occasion was graced by Mr. Ashutosh Srivastava, an esteemed alumnus of the Institute, whose presence motivated students to pursue excellence in technology and innovation. Winning teams will be given priority mentoring slots in the next LiveWire Club cycle.



NSS Volunteer Felicitation Ceremony

School of Management Sciences, Varanasi, organized an **NSS Volunteer Felicitation Ceremony** on 26th May, 2026 to recognize the dedicated service rendered by National Service Scheme (NSS) Volunteers of the 2022–24 Session. Volunteers were presented with Certificates of Appreciation by **Prof. P. N. Jha**, **Mr. Sanjay Gupta**, and **Prof. Pallavi Pathak**, who commended their commitment to community service and nation-building. The dignitaries encouraged the volunteers to continue upholding the ideals of the National Service Scheme through compassion, discipline, and responsible citizenship.



Placement Felicitation

School of Management Sciences (SMS), Varanasi, organized a **Placement Felicitation Ceremony** in the month of May to celebrate the outstanding achievements of undergraduate and postgraduate students who secured campus placements in reputed organizations. The event honoured students from **BBA, B.Com. (Hons.), BA (Hons.) Mass Communication, MBA, MCA, and M.Com.** programmes for their remarkable accomplishments. Congratulating the students, **Prof. P. N. Jha**, Director, emphasized that true success extends beyond securing employment and lies in upholding the values of integrity, professionalism, and lifelong learning. **Mr. Sanjay Gupta, Registrar**, also felicitated the students and appreciated their dedication, perseverance, and commitment to academic excellence. The ceremony reflected the pride and satisfaction of the institute as students embarked on promising professional careers.



JUNE

TECHNO-10: Software Internship Programme

School of Management Sciences, Varanasi, through its LiveWire – Technical Club, conducted selection interviews for **TECHNO-10: Software Internship Programme**, an industry-academia collaboration with **Sorreal Systems Pvt. Ltd., New Delhi**. Shortlisted candidates will undergo an intensive two-month software internship, working on live projects with real-world exposure and industry mentorship to strengthen their technical and professional foundation.



International Yoga Day

On the occasion of **International Yoga Day**, **School of Management Sciences, Varanasi** organized a Yoga session on **21st June, 2026**, bringing together faculty and staff in a collective pursuit of physical wellness and mental clarity. Participants performed asanas and breathing exercises, marking yoga not merely as a practice but as a way of life that fosters balance and mindfulness in daily routines.

Staff Development Programme

School of Management Sciences, Varanasi, under the initiative of **SMS-IQAC**, organized a **Staff Development Programme** on **29th June, 2026** on the theme “Strengthening Professionalism in Stakeholders’ Interaction.” The programme focused on professional excellence, effective communication, and stakeholder engagement among faculty and staff, offering a platform to share best practices that support institutional quality enhancement.



FAREWELL & ADIEU



Celebrating New Beginnings and Cherished Memories

School of Management Sciences, Varanasi, bid a heartfelt farewell to its graduating students through a series of vibrant Farewell and Freshers-cum-Farewell celebrations organized across various departments during **April and May 2026**. These events provided an opportunity to honour the achievements of the outgoing batches while warmly welcoming new students into the SMS family.

The celebrations commenced with "**Shubh Samapan**", the farewell ceremony for the **B.Com. Batch (2023–2026)**, followed by "**Commerz Fiesta 2026**", a Freshers-cum-Farewell for the **M.Com. programme** that blended warm welcomes with fond farewells through cultural performances and interactive sessions.

The Department of Mass Communication organized a vibrant Freshers-cum-Farewell celebration for BA (Hons.) students, creating an atmosphere of joy, nostalgia, and camaraderie. The programme featured cultural performances, creative presentations, and the exchange of memories between outgoing and incoming students, as faculty members welcomed the new batch into the SMS family.

The **MBA Farewell – "Prayaan 2026"** inspired graduating students to pursue their future with confidence and integrity, while "**The Grand Log Out**" provided an emotional send-off to the **BCA graduates**, emphasizing that values and meaningful human connections remain the true foundations of success in the technology-driven world.

The **MCA Farewell – "TARANG 2026"**, organised under the theme "**From Memories We Built... to Futures We Conquer**," celebrated the academic journey of the graduating batch through cultural performances and heartfelt tributes. The **BBA Farewell Ceremony**, themed "**A Happy Journey Ahead**," created an atmosphere of warmth and nostalgia as juniors conveyed their best wishes through music, dance, and creative presentations. Similarly, the **B.Com. (Hons.) Farewell Party – "तारंग 3.0: As One Journey Ends, Another Begins – Let's Celebrate the Transition"** commemorated the successful completion of the Batch 2023–26 with memorable cultural performances and meaningful interactions between students and faculty.

Collectively, these celebrations reflected the institution's commitment to fostering lasting relationships, celebrating academic milestones, and inspiring graduates to embark on their future journeys with confidence, gratitude, and a strong sense of belonging.



Farewell



PLACEMENTS AT A GLANCE

The Training and Placement Cell continues to provide placement assistance to both undergraduate and postgraduate students, with leading companies from FMCG, Banking & Finance, IT, Cement, Paints, and Logistics visiting the campus to recruit.



FACULTY ACHIEVEMENTS

Dr Pallavi Pathak

Professor

- Received best Professor award in Human Resources Management @ World HRD Congress on 16th February 2026 at Taj Land's End, Mumbai.
- Completed Certificate course in OD INTERVENTION PROFESSIONAL - CODIP by Skill Deck in February 2026.
- Completed Certificate course in MASTER PRACTITIONER IN L&OD by Skill Deck in March 2026.
- Published the edited book titled "Spirituality, Happiness, and Global Well-Being: Insights from the Indian Knowledge Systems" Excel India Publishers; 978-93-49666-86-3 (Paperback); 978-93-49666-30-6 (eBook).
- Published the edited book titled "Well-being through Wisdom: Health Education and the Indian Knowledge System" Excel India Publishers; ISBN 978-93-49666-14-6 (Paperback); 978-93-49666-21-4 (eBook)
- Published a Book Chapter '**Harnessing Indigenous Knowledge Systems for a Greener Future: Responsible Consumption, Sustainable Diet and Frugal Living Practices in Western Rajasthan**' in the book "Green Technology & the Circular Economy: Towards a Sustainable Future" (2025), Emerald Publishing (Scopus).
- Delivered a keynote address at Seventh International Conference on Religious and Cultural Sciences – Nusantara on the Move organized by Peneleh Research Institute, Malang, Indonesia on September 13, 2025.
- Chaired a Technical session at the International Conference on 'Spirituality: A Tested Paradigm for Global Well-Being, Sustainability and Digital Mindfulness on 14-15 March 2026 held at School of Management Sciences.



Dr. Aditya Kumar Gupta

Professor

- Received Most Accomplished Award 'ASPIRANT' for Jan-April 2026 and receive Certificate of Appreciation for my role as SPOC of the SWAYAM-NPTEL Local Chapter and for serving as NPTEL's Brand Ambassador at the School of Management Sciences, Varanasi.



Dr. Shambhu Saran Srivastava

Professor

Published a Book Chapter Titled "AI-Based Cascaded AutoEncoder-Convolutional Neural Network Model for Accurate Crop Yield Prediction Using Remote Sensing and Climate Data" in the book titled "Artificial Intelligence and Sustainable Networks: Innovations Beyond 5G" from Taylor & Francis, CRC Press. The ISBN Number of the book is 978-10-0364-214-5. The DOI is <https://doi.org/10.1201/9781003642145>. This book is available with the link <https://www.taylorfrancis.com/chapters/edit/10.1201/9781003642145-13/ai-based-cascaded-autoencoder-convolutional-neural-network-model-accurate-crop-yield-prediction-using-remote-sensing-climate-data-vivek-parashar-naga-swaroop-shambhu-sharan-srivastava-spoorthi-swapna-lakshmana-phaneendra-maguluri?context=ubx&refId=d20e31ff-ef99-421f-8c21-101810fec0b0>.



Anand Prakash Dubey

Professor

- Research paper titled "Deep Learning-Based Image Denoising: Convolution Neural Network" was published in the AIP (American Institute of Physics) Conference Proceedings following its presentation at the International Conference on Advanced Research in Engineering (ICARE), Chandigarh Engineering College, Jhanjeri, Mohali, India, in May 2026 (Volume 3375). The paper is available at: <https://doi.org/10.1063/5.0329104>.
- Research paper titled "5G-Driven Telehealth Systems for High-Fidelity Remote Diagnostics" was presented at the International Conference on Interdisciplinary Approaches in Technology and Management (IATMSI 2026) hosted by ABV-IIITM, Gwalior, India, and was subsequently published in the IEEE Conference Proceedings in June 2026. The publication can be accessed at: <https://doi.org/10.1109/IATMSI68868.2026.11466081>.



Dr. Shishir Kumar Gujrati

Associate Professor

- Participated in "Nurturing Future Leadership Program" organized by IIM Bodh Gaya, Bihar
- Obtained a patent entitling "Fintech Driven Business Management Kiosk-rep sheet".
- Published a Book Chapter entitling "Business Continuity Planning Enhanced by AI-Driven Cyber Threat Intelligence" in IEEE Conference Publication.



Dr. Sofia Khan

Assistant Professor (Stage –III)



- Research Paper entitled "**Navigating Digital Transformation: The Role of Technology in HRM Efficiency and Effectiveness**" published as a Chapter 11 in a Scopus Indexed Edited Book "**The Future of Human Resource Management in a Multigenerational Workforce**" ISBN electronic no. 978-1-83708-808-9 by Emerald Publishing Limited.
- Research Paper entitled "HR Challenges in Managing Hybrid and Remote Work Forces Using Deep Learning: An Implementation Framework" published in a Scopus Indexed Conference Proceeding, ISBN No is 979-8-3315-9668-2, Print on Demand (PoD) ISBN No. is 979-8-3315-9669-9.
- Obtained a Patent Grant on IOT-POWERED DEVICE FOR DYNAMIC BUSINESS MODEL ANALYSIS AND TRACKING from Government of India, Design Patent no, 463388-001.
- Participated and Presented a Paper entitled "An Analytical Study of Mindfulness and Inner Peace in Sufi Saint Traditions" in the 13th International Conference on "Spirituality: A Tested Paradigm for Global Well Being, Sustainability and Digital Mindfulness (ICON-26)" held from March 14-15, 2026 organized by Centre for Spiritualism and Human Enrichment, School of Management Sciences, Varanasi.
- Research Paper entitled " **Spiritual Wisdom for Sustainable Development: Exploring Sufism and Indian Knowledge Systems**" published as a Chapter 10 in an Edited Book "**Spirituality, Happiness and Global Well Being: Insight from the Indian Knowledge Systems**" ISBN: 978-93-49666-86-3 (Paperback) ISBN: 978-93-49666-30-6 (eBook) by Excel India Publishers, page no -135-147.
- Research Paper entitled "Ethical Frameworks for Deploying AI in Predictive Population Health Management" published in a Scopus Indexed Conference Proceeding, ISBN No is 979-8-3315-9647-7, Print on Demand (PoD) ISBN No. is 979-8-3315-9648-4.
- Participated and Presented a Paper entitled "**Intelligent Portfolio Management using Reinforcement Learning for Dynamic Investments**" in the **2nd International Conference on Computational Robotics, Testing and Engineering Evaluation (ICCRTEE 2026)** held from **May 14th -15th, 2026** organized by Kalasalingam Academy of Research and Education, Krishnankoil, Tamil Nadu India.

Gaurav Shah

Assistant Professor (Stage -II)



- Published an article in Scopus Q3 indexed journal 'Indian Journal of Marketing' in April 2026. The title of the paper is "Consumer Ethnocentrism and Generational Purchase Intentions for Indigenous Products".
- Got a patent done on "Artificial Intelligence Based Media & Communication Device"
- issued on 14/05/2026
- Completed an online course orammar and Punctuation authorized by University of California.
- Wrote a book chapter for a reference and text book of media. The chapter is based on changing media vis-à-vis changing culture of Banaras.

Mr. Suraj Prakash Singh

Assistant Professor (Stage-II)



- Research Paper Published titled "Navigating the Metaverse: The Interplay of Social Interaction and Consumer Behaviour" in 2025 Fourth International Conference on Computational Modelling, Simulation and Optimization (ICCMO, Singapore) (Scopus Indexed) (pp. 175-181). IEEE."
- Research Paper Published titled "Exploring the Strategic Benefits of Bank-Fintech Collaborations: A Critical Discourse and Comparative Analysis" in Advances in Economics, Business and Management Research (Proceedings of the International Conference on Management Research (ICMR 2025) (WOS Indexed) (pp. 130-141). Atlantis Press (Springer)."
- Published a Text Book titled "Modern Investment Management: Concepts, Models and Practical Approaches" Volume I with ISBN- 9789379297747 by PHI Learning Private Limited, New Delhi in June 2026
- Published a Chapter titled "Mindful Living amidst Global Challenges: Indian Wisdom for Well-Being" in the Book Resilience and Mindfulness in Times of Polycrisis: Indian Knowledge Systems perspective Volume I with ISBN – 978-93-49666-77-1, Excel India Publishers.
- Successfully completed the AICTE approved Refresher Program in "Research Writing and Academic Integrity" organized under Malaviya Mission Teacher Training Programme (MM-TTP) of University Grants Commission (UGC) Organized by Kumaun University from 18.08.2025 to 30.08.2025
- Successfully 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.
- Successfully passed the National Programme on Technology Enhanced Learning (NPTEL) course titled, "Organization Development and Change in 21st Century" with 66% score during July - September Session 2025

- Participated and presented a paper titled "Spirituality as a Moderator between Personality Traits and Investment Behaviour: Implications for Sustainable Finance" in the International Conference on Spirituality: A Tested Paradigm for Global Well -Being, Sustainability and Digital Mindfulness organized by School of Management Sciences, Varanasi held on 14-15 March 2026
- Successfully completed the 8 Weeks Faculty Development Program on "Organization Development and Change in 21st Century" in July-September 2025 Session conducted by NPTEL-AICTE with a score of 66% in the program
- Participated and presented a paper titled "Responsible Digital Citizenship as a Pillar of Panch Parivartan in Building the Bharat of the Future" in the National Seminar on "Panch Parivartan and the Bharat of the Future organized by DAV PG College Varanasi held on 2-3 February 2026
- Successfully completed **Tally ERP Prime with GST Certification with A+ Grade.**

Dr. Khushboo Kumar

Assistant Professor (Stage-II)

- Published a research article titled "Green Signals: Leveraging Sustainability in Online Recruitment Advertisements to Boost Employer Brand Appeal and Talent Acquisition" in Global Business and Organizational Excellence (Q1 journal; indexed in Scopus and Web of Science).
- Delivered Online guest lecture on topic "Budget 2026" for the students of Maharaja Agrasen Himalayan Garhwal University on 7th February, 2026.
- Acquired an additional postgraduate qualification, MBA (Marketing), from Indira Gandhi National Open University (IGNOU), strengthening expertise in marketing management.
- Awarded the Top Performing Mentor Certificate for exemplary mentoring of BBA-4th semester students in the NPTEL course "Fundamentals of Digital Marketing."
- Attended 7-Days Online Faculty Development Programme on "Entrepreneurship Across Dimensions: Innovation, Finance & IPR" at "IIMT College of Management, Greater Noida" held from 27th January to 3rd February, 2026.



Dr. Gaurav Kumar Bisen

Assistant Professor (Stage-I)

- Published Research paper titled "Exploring the Role of Artificial Intelligence in Strengthening Operational Risk Resilience in the Insurance Sector" in journal titled "Journal of Information & Knowledge Management" indexed in Scopus Q3 category published by World Scientific Publishing Co. (PP 157 - 178).
- Published Research paper titled "Exploring the Digital Marketing Strategies that Drive Business Performance: A Focus on Technological Capabilities as a Mediator" in journal titled "International Journal of Industrial and Systems Engineering" indexed in Scopus Q3 category published by inderscience publishers. (PP 212 - 233).
- Published Research paper titled "Augmented Reality and Virtual Reality in Product Customisation: Effects on Consumer Decision-Making and Satisfaction Levels" in journal titled "International Journal of Industrial and Systems Engineering" indexed in Scopus Q3 category published by inderscience publishers. (PP 236 - 264).
- Published Research paper titled "**Customer Service in the Age of Q-Commerce: Leveraging AI, Machine Learning, and Data Analytics to Deliver Personalized and Efficient Service Experiences**" in 7th IEEE International Conference on Information Systems and Computer Networks (ISCON) Proceedings. (PP 53 - 58).
- Presented a paper titled "Artificial Intelligence and Economic Growth: Exploring The Future of Development in India" at 17 Annual International Conference organised by Divi Welfare Society, India & International Academy of Business, USA
- Presented paper titled "Mapping the Intellectual Landscape of Auditor and Audit Committee Roles in Earnings Management: A Bibliometric Analysis (2000-2025)" in the Technical Session on Earnings Management: Issues and Challenges in 47th All India Accounting Conference and International Seminar on Accounting Education and Research.



Dr. Asmita Khanna

Assistant Professor (Stage-I)

- Best Paper Presenter Award by Institute for Policy Research in Economics, Management and Social Development IPREMS for research paper entitled Awareness and Willingness to Contribute for Environmental Projects: Evidence from Young Consumers in International Conference on Emerging Business Practices and sustainability on 6-7th September, 2025.
- Participated and presented a research paper in 76th All India Commerce Conference on Emerging World Trade Order organized by ICA.
- 2 days National Seminar on Advancing Sustainable Development Goal 4&5 for Viksit Bharat during 22-23 August, 2025 organized by Department of Economics, Laxminarayan College, Jharsuguda
- Published one Research Paper Published in Scopus Indexed Journal (Role of Crowdfunding Environmental Projects: A Consumer in International Journal of Environmental Sciences, ISSN: 2229-7359).
- Completed the Refresher Course in Commerce and Management from 06 August to 19 August, 2025 and obtained grade A+ by Sambalpur University.
- Participated and presented a research paper in International Conference on emerging business practices and sustainability,



ICEBPS-2025, On 6th-7th, September, 2025, Organized by IPREMS-Berhampur.

- Served as Resource Person for a session in the One-Day Workshop on "Media Communication Skills: From Interpersonal Effectiveness to On-Screen Presentation" organized under the Language Laboratory
- Actively contributed as a member of the Language Laboratory Committee in planning and execution of communication and language skill enhancement activities.
- Served as Panel Member for MBA Summer Training Report Presentations and MBA Field Survey Report Presentations, evaluating student presentations and reports
- Accompanied and guided MBA students during the Industrial Visit to Banas Dairy and B.Com. (Hons.) students during the Industrial Visit to Parle, facilitating industry exposure and experiential learning.
- Conducted Employability Enhancement Programme (EEP) sessions focusing on Group Discussion, Personal Interview Skills, Communication Skills, and Professional Etiquette.
- Served as Session Rapporteur in International Conference organized by the institute.

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 SCI and is ranked Q1 in both SJR and JCR, with an Impact Factor of 6.2. The research contributes to advancements in information retrieval and ranking systems using deep learning techniques.
- Published a Research Paper titled "Adaptive Intrusion Detection System for Wireless Sensor Networks Using Deep Learning Models" in the Pan-American Mathematical Journal (ISSN: 1064-9735). The paper is indexed in Scopus (Q4), and the journal has an H-index of 13. The research focuses on enhancing intrusion detection in wireless sensor networks using advanced deep learning models.
- Successfully Completed a One-Week Faculty Development Programme on "AI for Future Workforce (in Collaboration with Intel) – Series 2", organized by the Department of Computer Science and Engineering, NITTTR Chandigarh, under the AICTE Recognized Faculty Development Programme, from 22 April 2026 to 28 April 2026. The programme enhanced knowledge and practical skills in Artificial Intelligence for future-ready workforce development.
- **Attended the 18th NEP 2020 Orientation & Sensitization Programme**, organized by the **Malaviya Mission Teacher Training Centre (MMTTC), Ranchi University, Ranchi, from 19 January 2026 to 28 January 2026**. The programme provided valuable insights into the implementation and academic integration of the National Education Policy (NEP) 2020 in higher education.
- Published a Book Chapter titled "Generative AI in Software Engineering: Opportunities and Challenges" in the edited book Next-Generation Software Engineering with Generative AI. The chapter explores the opportunities, challenges, and future prospects of integrating Generative AI into modern software engineering practices.
- Attended and Presented a Research Paper titled "AI-Driven Predictive Maintenance System for Smart Manufacturing Using Machine Learning Techniques" at the International Conference on Emerging Trends in Engineering, Management and Computing (Hybrid ICEMTEC 2026), organized by MMIT Pune in hybrid mode, held on 13-14 February 2026. The paper highlighted the application of Artificial Intelligence in predictive maintenance for smart manufacturing, with a focus on predictive analytics, operational efficiency, and intelligent decision-making.



Dr. Rohit Singh

Assistant Professor (Stage-I)

- Published Book Chapter in Book Titled "Internet of Things and Artificial Intelligence in Management" Chapter titled "Reshaping Human Resources Management Practices and the Future of Work through Artificial Intelligence" ISBN 978-93-49566-17-0 pp 37-44 Bharti publications
- Published Book Chapter in Book Titled "Fin Tech (Innovation, Opportunities and Challenges)" Chapter titled "Digital Trust at Risk: Exploring the Intersection of Data Privacy, Cybersecurity, and Consumer Protection." ISBN 9789371399036 pp 153-164 Blue Rose One



Anjanee Kumar Rai

Assistant Professor (Stage-I)

- **Authored Edited book** on the topic of **FinTech: Innovations, Opportunities and Challenges with ISBN no- 978-93-7139-903-6 and E book ISBN no 978-93-7139-556-4** published by **International Publisher Blue Rose Publication, New Delhi and London.**
- One chapter titled Digital Currency and its Implication for the Future of Banking in India published in an edited book titled Artificial Intelligence Reshaping the Future of Finance in India, a national publication with ISBN: ISBN 978-93-49894-25-9.
- One chapter titled Compliance Challenges and Benefits of GST for SMEs in India published in an edited book titled GST and the Spirit of Bharat, a national publication with ISBN: 978-93-47292-67-5.



- One chapter titled Digital Equity in Action: Policy Frameworks for Scaling AI and EdTech in Marginalized Communities to Achieve SDG 4 published in an edited book titled Digital Transformation and the Future of Education for Sustainable Development Goal 4, a national publication with ISBN: 978-81-988575-0-7
- Successfully completed a one-week NPTEL-AICTE - Faculty Development Programme on Financial Management for Managers conducted by IIT Roorkee during the period January to April 2026.
- Awarded with Elite certificate in the NPTEL online certification course on Financial Management for Managers conducted by IIT Roorkee during the period January - April, 2026.
- Patent Grant -AI-Integrated Financial Fraud Detection and Prevention Device, issued by national government intellectual property offices.
- **Recognized as an NPTEL Discipline Star in Management** for the Jan-Apr 2026 session.

Mr. Chandra Prakash Agrawal

Assistant Professor (Stage-I)

- Chapter titled **"Human-AI Synergy in Indian Finance: HR Strategies for a Regulated Digital Era"** in edited book **AI Reshaping the Future of Finance in India: Building a Developed Economy**. ISBN no. 978-93-49894-25-9, page-103-110, Right Way Publication & Distribution.
- Participated in an online workshop on "Qualitative Data Analysis for Educators: Exploring Taguette in Classroom" organized by Nucleus of Learning & Development on 5th April, 2026.
- Completed Five Credit Score Course by SWAYAM- 12 Week Course on Macro Economics conducted by School of Economics, Devi Ahilya Vishwavidyala, Indore for Jan to June Session 2026.
- Acted as a "Resource Person" in the "Atmanirbhar Bharat Lecture Series 2025" organized by International Hindu School, Varanasi.
- Participated and Presented Paper (Online) on "Artificial Intelligence in Corporate Finance: Emerging Issues and Challenges in Indian Corporate Practices" held on 28th and 29th March 2026 by Faculty of Management Sciences, Veer Bahadur Singh Purvanchal University, Jaunpur.
- Participated and Presented Paper (Online) on "An Analytical Study of GST in India: Evaluating Achievements, Structural Challenges, and the Transition toward GST 2.0" held on 9th and 10th March 2026 by Department of Commerce, DDU, Gorakhpur University.
- Acted as "JUDGE" in the event "ASHWAVAAG 2025" – National Level University Debate Competition.
- Awarded Design Patent (Patent Design Number: 482671-001) titled 'AI-INTEGRATED FINANCIAL FRAUD DETECTION AND PREVENTION DEVICE' by Indian Patent Office.



Dr. Abhinav Srivastava

Assistant Professor (Stage-1)

- Book Chapter Titled "Human-AI Synergy in Indian Finance: HR Strategies for a Regulated Digital Era" in edited book "AI Reshaping the Future of Finance in India: Building a Developed Economy. ISBN no. 978-93-49894-25-9, page-103-110, Right Way Publication & Distribution
- Book Chapter Titled **"Humanizing the Financial Gig Economy:HR Insights into a Digitally Flexible Workforce"** in edited book **Microfinance and Entrepreneurship Development** ISBN no. 978-93-49354-68-5, Page-190-200, Opus Publishers & Distributors.
- Participated in an online workshop on "Qualitative Data Analysis for Educators: Exploring Taguette in Classroom" organized by Nucleus of Learning & Development on 5th April, 2026
- Refresher Course on Research Methodology and Academic Writing under Malaviya Mission Teacher Training Programme (MM-TTP) of University Grants Commission (UGC) Organized by UGC-Malaviya Mission Teacher Training Centre, Central University of Andhra Pradesh, from 01-04-2026 to 16-04-2026.
- Awarded Design Patent Patent Design Number: 482671-001 titled 'AI-INTEGRATED FINANCIAL FRAUD DETECTION AND PREVENTION DEVICE' by Indian Patent Office.



UPCOMING EVENTS





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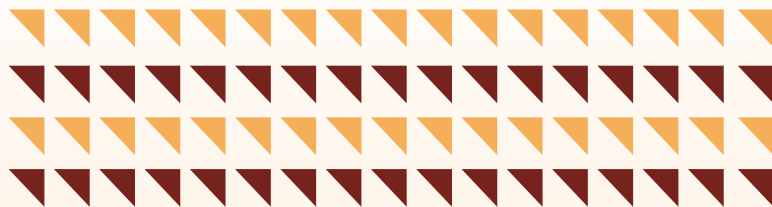


SCHOOL OF MANAGEMENT SCIENCES Varanasi

CITY OFFICE:

6th Floor, Vinayak Plaza, Maldahiya Crossing,
Varanasi - 221001
PH : 8400277770

www.smsvaranasi.com



CAMPUS :

Khushipur, PO - Bachhaon, Varanasi - 221011
Ph: 7052055555, 8953761666, 8953940777
E-mail : info@smsvaranasi.com
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