



SMS; Extending Beyond Borders...

SMS celebrate Republic Day	3
Advantage PGDM @SMS Eligible for Doctoral Programme at India's no.1 University	3
PGDM Programme Eligible for Lecturership in Universities and Colleges	3
SMS Facilitates Meritorious Students through various Scholarship Schemes	3
National Conference on "Management of Innovation in Business and Technology- New Strides	4
Ferris State University (USA) students got spiritual understanding at SMS	5
Claflin University on Educational Visit	5
SMS, Varanasi students going to Claflin University, Orangeburg, USA	5
SMS Group ties-up with California State University, USA	6
SMS signs MOU with Szent Istvan University, Hungary	6
SMS, Varanasi signed Memorandum of Understanding with Brazilian University.	6
Delegation from Emporia State University, Emporia, USA visited SMS	6
Hi-Life Lecture series on Spirituality for Manager	7
Rare academic accolade greets SMS Director rare achievement	7
Book by Dr. Meenakshi.A.Singh	7
SMS Placement at Zenith	7
SMS organised various organizations online tests successfully.	7
Prof. Mukund Lal's third Death Anniversary witnessed at SMS-Varanasi	8
Accolades galore for SMS Group at World HRD Congress	8
BBA & BCA Students from SMS Bag Gold Medal at VBSPU Convocation	8
One Day Cancer Awareness Programme, organised at SMS Varanasi	9
Faculty Achievements	9
First Delhi Chapter SMS Alumni Meet held	10

Director Speaks



Prof. P. N. Jha
Ph. D. (Mgmt), D. Litt. (Mgmt)

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

Encouraged by a tempestuous welcome from you discerning readers, the newsletter certainly feels a swelling eponymous value within a short period only. The current issue carries interesting glimpses of a number of activities and events such as, the Republic Day Celebrations, SMS again accorded with two prestigious STAR NEWS National B-School Award-2011 and DNA Innovative B-School Award during the World HR Congress, scripting another exceptional & robust track of campus placements, national seminars, international visits & academic exchanges, and so many other value-adding events.

The unabated trend of incubation as well as a comprehensive introspection for coming out with innovative designs towards the delivery of desired values could certainly put a premium on the confidence level of our stakeholders towards the already tested credibility of the School of Management Sciences, Varanasi.

I close with warm wishes.

(P. N. Jha)



Production Credit

Faculty Members
Dr. Ravi Shankar Vishal
Ms. Sonalee Srivastava
Ms. Indrani Sengupta
Dr. Meenakshi Singh

Chief Editor
Dr. Shardul Chaubey

Photographs
Mr. Akhilesh Jha

contact at : msgi.newsletter@gmail.com

School of Management Sciences (SMS) Varanasi keeping with its CSR commitments organised a free health check-up camp for the residents of the villages surrounding its Khushipur Campus. Dr. J. R. Yadav, Director, Shiv Ganga Hospital, Varanasi and Dr. Manoj Kumar (MD) Consulting Physician, Shiv Ganga Hospital Varanasi who conducted check-ups for diabetes, ECG, pediatric etc. Medicines were also distributed free to the patients by the management of SMS. Later few saplings were also planted in the Green campus of SMS in a tree-plantation drive by the Director Prof. P. N. Jha, Executive Secretary Dr. M. P. Singh, Joint Secretary Shri S. K. Singh



and the Registrar Shri Sanjay Gupta. Earlier, unfurling the tri-colour on the occasion of the country's 61st Republic Day, the Director Prof. P. N. Jha called upon the students to develop their 'responsibility quotient' towards society that helps nation building ultimately.. Students of SMS later presented their talent through various literary and cultural competitive events. At the end a cricket match was also organised between Students and the faculty members.



SMS keeping organised a free health check-up camp for the residents of the villages surrounding its Khushipur Campus

Advantage PGDM @SMS Eligible for Doctoral Programme at India's no.1 University

With the concrete Vision 'To become a constantly growing center of excellence nurturing global-centric professional, SMS is proud to announce that students, who want to pursue Doctoral Programs after completion of their PGDMs from SMS, are eligible for applying PhD program offered by FMS-BHU. SMS is the only institute which has received this acknowledgement from India's no 1 University. Last year BHU academic council passed an important resolution to ratify SMS PGDM programme for PhD. This announcement has increased opportunity to SMS students in initiating their efforts in research areas specially in academics.

PGDM Programme Eligible for Lecturership in Universities and Colleges

In a notable decision University Grant Commission, the apex body regulating higher education in the country, has given new directives in 2009 regarding minimum qualifications for appointment of teaching faculty in Universities and colleges in management/business administration stream. Now those who have done two year full time PGDM programme from any institute accredited by the AICTE are eligible for teaching in Indian Universities and Colleges in management and business administration. The decision has opened new avenues in the field of education to those who possess PGDM degree. The



PGDM students can also appear in UGC national eligibility test (NET) exam. UGC has taken the initiative to reduce the gap of better faculty in the professional field like management. SMS authorities have welcomed the decision and hoped that it would give new directions to those who want to pursue career in academics and in research.

SMS Facilitates Meritorious Students through various Scholarship Schemes

School of Management Sciences, Varanasi has always been the motivating force for the hardworking and bright



students. To maintain this practice, we have been rewarding scholarships and citation since the enrollment of students, here at SMS. As per consistent academic practice opted by School of Management Sciences, meritorious students are given different scholarship under different category :

► Dr. Sarvepalli Radhakrishnan Scholarship for New Admissions in PGDM, PGDM-IB, PGDM-RM

Attractive scholarship scheme is offered to our new students in various PGDM programs.



**DR. SARVEPALLI
RADHAKRISHNAN
SCHOLARSHIP**





The quantum of such scholarships would be distributed as per the details given below:

Percentile obtained in CAT/MAT/XAT	Slab of Scholarship applicable in PGDMs Courses
70% to less than 80%	10% of Total Course Fee
80% and above	20% of Total Course Fee

► **Merit Scholarship for New Admissions in PGDM, PGDM-IB, PGDM**

The quantum of such scholarships would be distributed as per the details below:

Percentage obtained in Graduation (Any Discipline)	Slab of Scholarship applicable in PGDMs Courses
70 % and Above	10% of Total Course Fee

► **Babu Nageshwar Singh Scholarship for New Admissions in PGDM, PGDM-IB, PGDM-RM, MCA**

The scheme will be applicable to the undergraduate students (BBA & BCA Programmes) of SMS for pursuing PGDMs/MCA courses at School of Management Sciences from academic Session 2011-12 onwards.

The quantum of such scholarships would be distributed as per the details below:

Overall Percentage of Marks attained by Student in BBA/BCA Courses at SMS	Slab of Merit Scholarship applicable in PGDMs/MCA Courses run at SMS
60% to less than 70%	10% of Total Course Fee
70% to less than 80%	15% of Total Course Fee
80% and above	20% of Total Course Fee

► **Merit Scholarship for New Admissions in BBA, BCA**

The quantum of such scholarships would

be distributed as per the details below:

Percentage obtained in 10+2 (Any Discipline)	Slab of Scholarship applicable in BBA, BCA Courses
70 % and Above	10% of Total Course Fee

► **Prof. Mukund Lal Scholarship for Semester Toppers**

School of Management Sciences, have system of providing adequate scholarships towards toppers of each semester of various Graduate and Post-Graduate Programmes:

- PGDM
- PGDM-IB
- PGDM-RM
- MCA
- BBA
- BCA

► **Scholarships to SMS Students offered by UP State Government**

Uttar Pradesh Government has started a scheme of giving scholarship and fee reimbursement of Students whose parent's yearly income from all sources does not exceed Rs. 1 Lac to alleviate the financial burden of students of all the categories.

Scholarships for the weaker section are provided through the Samaj Kalyan Vibhag, U. P. Government. The basic criteria for govt. scholarships are as follows:

- Guardian must have their annual income less than Rs. 100000/-.
- Student must have a good academic record.
- An amount of Rs. 17000/- scholarship is provided by the govt. to help students as a fee compensation.



PROF. MUKUND LAL SCHOLARSHIP

Uttar Pradesh Government has started a scheme of giving scholarship and fee reimbursement of Students whose parent's yearly income from all sources does not exceed Rs. 1 Lac to alleviate the financial burden of students of all the categories

National Conference on "Management of Innovation in Business and Technology - New Strides"

School of Management Sciences (SMS), Varanasi witnessed a high profile congregation of elite thinkers and academicians in its high profile two day "National Conference on Management of Innovation in Business and Technology - New Strides" in its Khushipur Campus at Varanasi. This two-day Conference was inaugurated by the Chief Guest, Honorable Vice Chancellor of Mahamaya Technical University, Prof. S. K. Kak. On this pious occasion, Mr. Dilip Pithadia, Chairman, Pithadia Foundation, Detroit (USA), Prof. Claude Besner, University of Quebec (Canada) and Prof. Pravash Kumar Mishra, Head, Department of Psychology, Utkal University (Odisha), were the Guest of Honours. Inaugurating the Conference, Chief Guest, Prof. S. K. Kak said that innovation is all about thinking beyond possibilities, thinking beyond ordinary and thinking beyond what is affordable. He further said that innovation should also have social value attached to it so that the society can derive maximum benefit out of it.



This high profile galaxy in the two day National Conference featured among others eminent speakers, prominent being Prof. R.C. Mishra, Department of Psychology, B.H.U. Varanasi, Mr. Rakesh Seth, Corporate Head, HR, Federron

Scholarships for the weaker section are provided through the Samaj Kalyan Vibhag, U. P. Government



Loyds, New Delhi, Mr. Shailendra, S. Mishra, Zonal Head, North Zone, Bajaj Allianz, Ms. Shanta Roy, Chief Marketing Officer, Haier India, New Delhi. Dr. Anjana Sen, Sr. Management Consultant, Mumbai, Prof. K. K. Bhutani, Director UPTeC Computer Consultancy, formerly with University of Allahabad, Prof. Ashish Khare, University of Allahabad, and Prof. K.P. Singh, Magadh University, Bodh Gaya.

More than 250 research papers were presented in the seven parallel technical sessions at different lecture theaters spread across SMS campus. Over 300 participants from India and abroad attended the conference.

Ferris State University (USA) Scholars got spiritual at SMS Varanasi

A Group of sixteen professors and scholars of the Ferris State University, Michigan (USA) landed at the School of Management Sciences, Varanasi (SMS) for a couple of days to know and understand the Indian view-point of 'spirituality' and how it adds to the ethical dimension in understanding



management practices in the contemporary world. Prof. (Mrs.) Krishnakali Mazumdar and Prof. Tracy Bush along with their students selected SMS, Varanasi for such a noble cause. On this occasion a guest lecture was organised by a renowned expert on



'spirituality and human values', Prof. A. N. Tripathi (Former Head, Malviya Centre for Human Values, BHU and Prof of Electrical Engineering, IT-BHU) who apprised them of the meaning and values associated to human life through the Indian route. He said 'nonviolence' is a truth of highest order. Business is a way to contribute to human civilization and we all must educate business managers on spiritual values, he added. Later, a 'Yoga' camp was also organized for the visiting delegation from USA under the aegis of the Centre for Spirituality and Human Enrichment (C-SHE) of SMS coordinated by Dr. Ravikant

Claflin University on Educational Visit to SMS

An academic delegation under Prof. Benjamin Yumol, Director MBA Programmes, Claflin University, South Carolina, USA along with their management students visited the

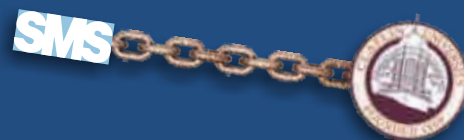


prestigious management institute School of Management Sciences, Varanasi for further strengthening the Faculty and Student Exchange Programmes. It is important to mention that SMS has a bi-lateral academic agreement signed with Claflin University on 10th August 2009. The delegation is presently on the educational trip to India. The delegation during their stay visited D.L.W. Varanasi for their Industrial visit and also learned and gained insights about the Banarasi Silk Saree and the Carpet Industry in and around the neighboring cities of Varanasi.

SMS, Varanasi students going to Claflin University, USA

Congratulations to Vipul Kumar Sharma (PGIB II Sem), and Abhishek Kumar Dubey (PGIB II Sem) for being accepted as transient student into the Claflin University MBA Program for Summer 2011.

As transient students they will be permitted to enroll for a maximum of 10 Semester Hours at School of Business, Claflin University, Orangeburg, USA. In this duration the students will also undergo Summer Internship in Companies located in South Carolina, USA. Last year 4 students of SMS, Varanasi studied a semester in Claflin University, Orangeburg, USA where as three students of Claflin University along



with Prof Benjamin Yumol, Director , MBA Program, Claflin University visited SMS, Varanasi.

SMS Group ties-up with California State University, USA

School of Management Sciences (SMS) group with its campuses in Varanasi and Lucknow entered into an agreement and signed MOU with a young, vibrant university, California State University, San Bernardino, (CSUSB) USA, one of the fastest growing universities in California,

As per the collaboration, both institutions will try to develop collaboration between their colleges, departments, administrative staffs and professors through such means as exchanges, sabbatical leave assignments, lectures, conferences, internships, workshops, collaborative research, joint projects with business and industry, and professional development programs with all colleges and faculties.

The MoU was signed by Prof. Manoj Mehrotra, Director, SMS-Lucknow and Prof. Albert Karnig, the third President of CSUSB. Prof. Vipin Gupta, Co-Director of Global Management Centre, CSUSB and Dr. Meenakshi Singh, Coordinator, Centre for International Relations, SMS, Varanasi along with Mr. Amitabh Pandey, Senior Lecturer, SMS Varanasi were present on the occasion. The Executive Secretary of SMS Society, Dr. M. P. Singh has hailed the latest tie-up and has equated the same to the planned

inching of SMS Group towards global standards which happens to be a rare feat by a B-School, especially in the Northern and Eastern belt of the country.

SMS signs MOU with Szent Istvan University, Hungary

School of Management Sciences (SMS) signed a MoU with Hungary based Szent Istvan University at its campus through which the faculty and students of SMS group of Institutions would be benefited in terms of Faculty exchange, students' exchange and other co-curricular and academic activities. As per the MoU signed, both institutions will try to conduct lectures, conferences, internships, workshops, joint projects with business and industry in India and Hungary and various other professional development programmes.

On the auspicious occasion, Prof. Mahesh Kumar Singh, Coordinator-International Business Affairs, Szent Istvan University, was present at the SMS campus. He launched the corporate film of the SMS Group of Institutions. He urged the student community to keep on embracing the rich Indian culture and ethos and follow values in life, which SMS preaches and follows. It is worth mentioning that SMS is surging ahead on the Global platform owing to its special inclination for Indian wisdom and values education being imparted to the young professionals in the Management, Computer Applications and Engineering fields in various courses spread across its two campuses in Varanasi and Lucknow.

SMS, Varanasi signed Memorandum of Understanding with Brazilian University

School of Management Sciences (SMS), Varanasi signed its second International Memorandum of Understanding with UNESP (Universidade Estadual Paulista), Brazil, one of the largest and most successful multi campus Universities of Brazil. Dr. Julio Cezar Durigan Vice Rector, UNESP and Izabel Cristina of UNESP signed the MOU and on behalf of School of Management Sciences, Varanasi Prof. P. N. Jha, Director along with Dr. Meenakshi Singh, Senior Lecturer of SMS signed the same.



This is the second Academic collaboration of SMS with foreign universities, Claflin University, USA being the first. The important areas covered in the MOU include, student and faculty exchange, joint seminars and research.

Delegation from Emporia State University, USA visited SMS

A two members delegation comprising Dr. Gonzalo Bruce, Assistant Vice president of International Education & Dr. Dipak Ghosh, Professor, School of Business Emporia State University, KS, USA visited SMS, Varanasi on 21st May 2011 from Emporia State University, USA to explore the possibilities of Academic and cultural exchange between the two institutions.

CALIFORNIA STATE UNIVERSITY
SAN BERNARDINO



As per the MoU signed, both institutions will try to conduct lectures, conferences, internships, workshops, joint projects with business and industry in India and Hungary and various other professional development programmes.

A Hi-Life lecture series on Spirituality for Managers was organized on 25th & 26th February, 2011 in campus of SMS Varanasi. First day of lecture series started with the deliberations of Prof. Rajnish Shukla, Deptt. of Philosophy, Sampurnanand Sanskrit University, Varanasi. He discussed on the topic 'Spirituality and Human Resource Development: Man Making Process'. In the second day session, Dr. Sanat Kumar Sharma, Former Head, Deptt. Of Sociology, Gondar, Ethiopia interacted with audience on topic 'Bhagwad Gita and Social Management'. In this two day interactive session both the speakers discussed the various dimensions of Spirituality and usage of the same in manager's routine activities and decision making.

Rare academic accolade greets SMS Director

School of Management Sciences (SMS) - Varanasi, ever since its inception in 1995, has kept on adding jewels in its academic kitty, latest one being the academic achievement by its Director, Prof. P. N. Jha who earned his Post-Doctoral Degree (D.Litt.) in Management stream on the topic "A study on the Quasimodo effect in publication advertising in India



with special reference to testimonial / celebrity endorsement" recently.

Prof. P. N. Jha got associated with SMS in the year 2005 and since then has been working overtly for the all-round development of the Institution which finds a prominent place in the country amongst Quality B-Schools. The global strides which SMS Varanasi has made in the past few years pertaining to tie-ups with Universities in the USA and Brazil happen to be his brain-child. Moreover, the contributions on the academic front through researches and publications have witnessed an upswing during his stewardship era. The Executive secretary of SMS, Dr. M. P. Singh along with the entire SMS team has congratulated Prof. Jha for this rare achievement.

Book by Dr. Meenakshi A. Singh: Management Discussion & Analysis Reporting in India



About the BOOK --This book is on "Management Discussion & Analysis Reporting in India" which is the result of SEBI, implementation of clause 49 of Listing Agreement, mandating MD&A Reporting as a part of Director's Report to bring more transparency and accountability of the agents of the stakeholders. Keeping this in mind, efforts have been made to complete the present research work highlighting the MD&A Reporting in India. The book is divided into seven chapters covering the

present scenario of Corporate Reporting in India including the Legal Framework of Corporate Reporting. Chapters also focus on MD&A Reporting practices in India and its international perspective.

SMS Placement at Zenith

In the post financial crisis, School of Management Sciences fulfilled its promise to give its PGDM students employment opportunity of their choice. In lieu of this promise the placement cell made an outstanding achievement in providing placement to cent percent students in this very session. Prestige is made by the prestigious institutions through their acts and keeping their words to the pragmatic extent and SMS has always adhered to its commitment. This was the year where every institute in the country had to struggle for the placement of students due to the long financial mishap. But SMS came out with flying colours to provide its students placement par excellence.

SMS organised various organizations online tests successfully

School of Management Sciences, Varanasi has proved itself a number of



Following companies visited and gave offer letters to students :

Whirlpool
SAS Group of Co.
Genpact Analytics
Go Air
Future Dimensions
Beacon Insurance
ICICI Securities
Cryobanks

Kajaria Ceremaic
Apollo Tyres
Mother Dairy
Glaxo Smith Kline
Dr. Reddy's Lab.
Pepsico India
Alkem Pharma
Cease Fire

People Cyclotron
Invest Care
TCS
Smart Talents
Linxsmart Tech.
Lupin Pharma
Titan Industries
Hewlett Packard

HB Entertainment
SBI Life
ICICI BANK
Globus Retail
Goodyear
Mahindra Finance
Berger Paints
India Mart and so on...

times for showing its excellence not only in imparting quality education to its students and placing them to renowned companies but also in providing its infrastructural support in organizing various online entrance and recruitment examinations for various reputed organizations. Recently SMS has extended its support to NPCIL (National Power Corporation India Ltd), RCI (Rehabilitation Council of India), PT Education, Career launcher for conduction of online recruitment examination, B.Ed. Entrance Test for MJP Rohilkhand University Bareilly. Before this SMS has successfully conducted the CAT (of IIMs) in 2009. It has been possible because of its competent workforce and strong and well equipped computer centres.

Prof. Mukund Lal's third Death Anniversary witnessed at SMS-Varanas

Three years back, Prof. Mukund Lal, Founder Director of renowned B-School of the country, School of Management Sciences (SMS) left this world for heavenly abode. It was 25th of May 2008 that this management education doyen breathed his last in the early morning hours. The SMS family in his chamber paid rich tributes to this great leader who served as an undisputed leader in



Recently SMS has extended its support to NPCIL (National Power Corporation India Ltd), RCI (Rehabilitation Council of India), PT Education, Career launcher for conduction of online recruitment examination, B.Ed. Entrance Test for MJP Rohilkhand University Bareilly.

the field of management education and took SMS to a height what it stands today. The Executive Secretary Dr. M. P. Singh, Joint Secretary Shri S. K. Singh, Registrar, Shri Sanjay Gupta were joined by members from faculty and non-teaching staff to pay homage to this great leader. The management of the B-School has already announced a Scholarship in the name of Prof. Mukund Lal for the existing students of SMS Varanasi for all its courses where cash reward and a citation is given to each semester topper.

Accolades galore for SMS Group at World HRD Congress



Complementing the fast track movements of the SMS Group of Institutions (SMSGI) in various endeavors of professional education, teaching, placements, industry interface, inculcating philanthropic culture etc., the DNA and Stars of the Industry Group has conferred the "Innovation in Building Academic & Industry Interface" to SMSGI. The Award presented at a Special function in the World HRD Congress organised at Taj Lands in Mumbai on February 12th. The award is in recognition of leadership, development, innovation and industry interface of SMSGI. The Group constitutes of School of Management Sciences (SMS) in Varanasi and Lucknow in addition to SMS Institute of Technology in Lucknow.

Prof. Mukund Lal served as an undisputed leader in the field of management education and took SMS to a height what it stands today.

Meanwhile, the SMS also bagged the Star News National B-School Awards in the category of "Outstanding B-School (North India)". This award comes as recognition to the Institution for being innovative, modern and industry related curriculum in Marketing, Advertising, Marketing Communications etc. This award ceremony too would be held in Mumbai on the same day. The Executive Secretary, SMSGI, Dr. M. P. Singh felt elated with this news and dedicated these two awards to the excellent processes adopted by the SMSGI family in providing value-based and quality blended modern professional education which is making the Group move with greater confidence. The continuing excellent placement this season at both the Varanasi and Lucknow campuses further accentuates this fact. More than two thousand students are studying different programmes at SMSGI.

BBA & BCA Students from SMS Bag Gold Medal at VBSPU Convocation

The prestigious management institute, School of Management Sciences, Varanasi, upholding its tradition of producing University toppers has once again created history by producing two



SMS also bagged the Star News National B-School Awards in the category of "Outstanding B-School (North India)".

Faculty Achievements:

more University Toppers. Ms. Pallavi Thakkar from Bachelor of Business Administration securing 83.94 percent and Ms. Neha Jain from Bachelor of Computer Science, securing 84.49 percent bagged the Gold Medal. Honorable B. L. Joshi Governor, U.P. gave the Gold Medal to the two V.B.S. Purvanchal University Toppers from School of Management Sciences in the 14th Convocation Ceremony held at V.B.S. Purvanchal University, Jaunpur.

One Day Cancer Awareness Programme, organised at SMS Varanasi

Upholding its tradition of organizing programs as its social responsibility mission to enhance public awareness against social evils, School of Management Sciences Varanasi, organised one day Cancer Awareness Programme, in association with National Cancer Foundation. The programme witnessed the august presence of Swami Varishtha Nandji, Director, Ramakrishna Mission Hospital, Varanasi and Mr. Chandra Prakash Tiwari, President National Cancer Foundation, New Delhi. On this occasion Swamiji discussed the diminishing health status in India as a result of unhealthy lifestyle including the habit of using tobacco.

The students of SMS administered the Oath of neither using tobacco themselves nor allowing others to fall into the evil prey of Cancer. It is important to mention that since its inception, SMS Varanasi campus is already Tobacco-Free Camp

Alok Kumar

Presented paper entitled "Strategizing Human Resources for Competitive Advantage" in the 'National Seminar' on "Innovation and Creativity for Business Excellence" at Indian School of Mines, Dhanbad, full paper to be published in Conference Proceedings Book

- RESOURCE PERSON FOR ESDPs CONDUCTED BY TECHNOLOGY BUSINESS INCUBATOR, IT BHU – Varanasi

Mr. Anupam Kumar

Presented paper entitled "Product & Process Innovation in Indian Office Furniture Industry" in the 'National Seminar' on "Innovation and Creativity for Business Excellence" at Indian School of Mines, Dhanbad (February, 2011)

Dr. Hemant Kumar

Papers published & accepted

- "An entrepreneurial approach in management", Vidushi, (ISSN 0974-6374), Vol. , 2011
- "Crisis: A Vibrator For World Economy", Anvikshiki, (ISSN 0973-9777), Banaras Hindu University, May 2011
- "Ethical Leadership Through Higher Self", Vol. 111, NO- 2 September 2010- February 2011, pp. 96-111 Purushartha, (ISSN 0975 - 024X), School of Management Sciences, Varanasi

Papers Presented :

- "Financial innovation in globalised era: opportunity and threats" at DAV Post-Graduate degree college Varanasi in National Seminar in innovative management practices in globalised era, January, 4-5, 2011
- "Management of Innovation in TATA Steel" at School of Management Sciences, Varanasi in National conference on management of innovation in business and technology: new strides, February, 19-20, 2011.
- "Social Issues Concerning Human Resource Management in India" at DAV Post-Graduate degree college Varanasi in National Seminar in the relevance of social norms in modern times, Feb, 22-23, 2011
- "Human Resource Issues Pertaining to Economic Growth in Globalised Scenario" at Department of Economics, Mahatma Gandhi Kashi Vidyapith, Varanasi in National Seminar on Economic Growth In India And Problems Of Inclusiveness, February, 20-21, 2011
- "Human Resource Issues Pertaining to social development in post Globalised Scenario" at Department of Social Work, Mahatma Gandhi Kashi Vidyapith, Varanasi in National Seminar on : issues, prospects and challenges , February, 26-27, 2011.
- "Human Resource Issues Pertaining to social development in post Globalised Scenario" at Department of Social Work, Mahatma Gandhi Kashi Vidyapith, Varanasi in National Seminar on : issues, prospects and challenges , February, 26-27, 2011.
- "Human Resource integration between india and

ASEAN Countries" at Department of Economics, J.V.JAIN COLLEGE, SAHARANPUR, UTTAR PRADESH in International Seminar on Economic, cultural and political viability of ASEAN in global Environment, March, 12-13, 2011.

- "Legal Issues Pertaining to Human Resource Management in Post Globalized Scenario" at Department of Law, Mahatma Gandhi Kashi Vidyapith, Varanasi in National Seminar on Economic Growth In India And Problems Of Inclusiveness, February, 20-21, 2011.
- "Human Resource management in managing development" at Banaras Hindu University, Varanasi. in International Seminar on managing sustainable development of rural economy and agribusiness (ICONBHU11), January, 21-23, 2011
- "Human Resource issues regarding Indian foreign policy" at DAV Post-Graduate degree college Varanasi in National Seminar in the Indian foreign policy: challenges and opportunities, March 26, 2011.
- "Human Resource development through higher education" at DAV Post-Graduate degree college Varanasi Participated in National Seminar in the Higher education in current scenario, February, 25-26, 2011.
- "future of health insurance in India" at Banaras Hindu University, Varanasi in national Seminar on insurance industry in India: agenda for future, April, 16-17, 2011.
- "Brand Management In India: a case study of café coffee day" at institute of management sciences, Mahatma Gandhi Kashi Vidyapith, Varanasi in National Seminar on brand management in Indian corporate sector, February, 20-21, 2011.
- "Goods and services tax in India" at department, Lucknow university, Lucknow in National Seminar on tax system in India, May, 14-15, 2011.

Training Programmes :

Participated in Workshop on Research Methodology for Beginners Organized by Department of economics, Tilak dhari college, Jaunpur Varanasi, on 23-29, March 2011

Ms. Indrani Sengupta

- Presented paper in a national conference on Insurance Industry in India: Agenda for future on "Bancassurance : Countering Impediments, developing new Panaroma" organized by Faculty of Commerce, Banaras Hindu University on April 16th & 17th, 2011
- Presented paper in the national seminar organized by DAV PG College Sponsored by UGC on "Unleashing in the new era – The Indian experience of Marketing" held on Jan 04-05, 2011.
- Paper presented (Co-Author) on topic "Workers as an asset for industrial democracy – A novel view" at UGC Sponsored National Seminar on Innovation Management practices in Globalized Era, Department of Commerce, DAV Post Graduate College, Varanasi, 4 & 5th Jan, 2011

Dr. Preeti Singh

Research Paper entitled "Impact of Globalization on Indian Insurance Industry", presented at National



Alok Kumar



Mr. Anupam Kumar



Dr. Hemant Kumar



Ms. Indrani Sengupta

Conference organized by Faculty of Commerce, B.H.U., Varanasi during April. 16-17, 2011

Ms. Shahista Saleem

- Paper presented at National seminar on "Microfinance in India on the Track of evolution" in FMS-BHU held on 29th Jan.
- Paper presented on "Perspective on Innovation" in National Seminar held in SMS varanasi on 20th Feb.
- Paper presented on "Social work issues-A Global Challenge" in National Seminar on MGKVP held on 26th feb
- Participation in National Seminar on Women Leadership summit in Delhi. An National Conference held by Silicon Valley on 5th March
- Initiated and Conducted HR Practical Certification Training Programme for PGDM students by IVY HR services held in the month of January

Ms. Sonalee Srivastava

- Paper presented on topic "Effective HRP is a prerequisite for managing Insurance Industry" for National Conference on Insurance Industry in India; Agenda for future" Banaras Hindu University, 16-17th April 2011
- Paper presented on topic "Workers as an asset for Industrial democracy- A novel view." at UGC Sponsored National Seminar on Innovation Management practices in Globalized Era, Department of Commerce, DAV Post Graduate College, Varanasi, 4 & 5th Jan, 2011.
- Paper presented (Co-Authored) on topic "Unleashing in the new era – The Indian experience of Marketing" at UGC Sponsored National Seminar on Innovation Management practices in Globalized Era, Department of Commerce, DAV Post Graduate College, Varanasi, 4 & 5th Jan, 2011

Dr. Shardul Chaubey

Resource Person

- Delivered lecture on Export Management under Business Skill Development Programme organized by Technology Business Incubator, Institute of Technology, BHU, Varanasi on January 18, 2011.
- Delivered Lecture on Marketing Survey and Research organized by Department of Commerce, Arya Mahila PG College (admitted to the privileges of BHU), Varanasi on 22 January 2011.

Paper Presented

- Logistics Management through Containerization : A case study on CONCOR in UGC sponsored National Seminar on Innovative Management Practices in Globalised Era organized by Department of Commerce DAV Post Graduate College (admitted to the privileges of BHU), Varanasi from 4-5 January 2011.
- Microfinance Microfinance regulations in India : The need of the hour in National conference on Inclusive

Growth and Microfinance Access organized by Faculty of Management Studies, BHU, Varanasi from 29-30 January 2011.

- Managing Effective Supply Chain : A case study on McDonald India in National Conference on Management of Innovation in Business & Technology : New Strides organized by School of Management Sciences, Varanasi from 19-20 February 2011.
- Presented a paper titled in UGC sponsored National Seminar on The Relevance of Social Norms in Modern Times organized by Department Sociology DAV Post Graduate College (admitted to the privileges of BHU), Varanasi from 22-23 Feb 2011.
- Empowering Women Through Coexistence in National Seminar on Women Empowerment : Challenges and solution organized by Stree Vimarsh DAV Post Graduate College (admitted to the privileges of BHU), Varanasi on 8 March 2011.
- Foreign Trade Policy 2009-14: Post Recession Challenges in UGC sponsored National Seminar on Indian Foreign Policy : Challenges & Opportunities organized by Department of Political Science DAV Post Graduate College (admitted to the privileges of BHU), Varanasi from 26-27 March 2011.
- Re Emergence of Kabir : Modern Theoretical Context in International Seminar on Aaj Ka Bhartiya Samajaur Kabir Ka Sach organized by Kabirpratishtan, New Delhi and Kabirchaura math, Varanasi on 18 March 2011
- Health Insurance in India : a new look to its proposition in National conference on Insurance Industry in India : Agenda for Future organized jointly by Faculty of commerce, BHU and Varanasi Insurance Institute, Varanasi from 16-17 April 2011.
- Branding Places and Nations in the National seminar on Brand management in Indian Corporate Sector organized by the Institute of Management Studies, Mahatma Gandhi Kashi Vidy Pith University, Varanasi from 26-27 April 2011.
- Are Regional Trade Agreements Threat to World Trade Organization: An Evaluation in the National Conference on Contemporary Management Research organized by Apeejay School of Management, New Delhi on 13 May, 2011.
- Goods and Service Tax : An Attempt to reduce multilayer of Taxation in the National Seminar on Reforms in Indian Tax Structure organized by Department of Commerce, University of Lucknow on 14-15 May, 2011



School of Management Sciences, Varanasi organized its first annual meeting of Delhi Chapter of SMS ALUMNI ASSOCIATION at Magnolia Hall, India Habitat Centre, New Delhi on 18th June 2011. More than 100 alumni of different courses Viz. PGDBM, PGIB,



PGIRM, PGRM, MCA, BBA and BCA actively participated in the meet.

The following points were discussed and agreed upon during the meeting.

1. The alumni will help in exploring Training and Placement Avenues for SMS students
2. Senior alumni will share their experience with SMS students through guest lectures at regular interval
3. To strengthen the brand image of SMS in the corporate world, a magazine will be published and circulated with the help of alumni.
4. Alumni meet will be organized at regular intervals in different cities.

Mr. Amitabh Pandey, Coordinator, SMS Alumni Association proposed the vote of thanks followed by dinner and felicitation of Alumni. Mr. Birendra Nath Pandey, Coordinator (Delhi Chapter) coordinated the event, Mr. Akshay Pandya, Coordinator Delhi Chapter was also present on the occasion.



Dr. Preeti Singh



Ms. Shahista Saleem



Ms. Sonalee Srivastava



Dr. Shardul Chaubey

SMSSHOTS





School of Management Sciences



Varanasi

City Office :

Hathwa Market, Varanasi 221001

Phone : 0542-2415842, Fax : 0542-2418742

Campus :

Khushipur (Mohansarai-Mughalsarai Bypass)

P.O. Bachchhaon, Varanasi 221011

Phone : 0542-2271770/71/72, Fax : 0542-2271773

smsvns@satyam.net.in, admissionsms@rediffmail.com

www.smsvaranasi.com



Lucknow

City Office :

Sky Hi Chamber, 2nd Floor, 5 Park Road, Lucknow

Phone : 0522-2238116, Fax : 0522-2237273

Campus :

PO : Kasimpur, Biruha (Lucknow-Sultanpur Road)

Block : Gosaiganj, Lucknow - 227125

info@smslucknow.com, registrar@smslucknow.com

www.smslucknow.com

