

# SMS

# newsletter

A Bi-Annual Publication of SMS Varanasi

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International Conference @ SMS, Varanasi



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## DIRECTOR SPEAKS



Prof. P.N. Jha  
Director SMS, Varanasi

It is indeed an exulting experience that SMS newsletter seems to have morphed to maturity in delivering the crushing commentary pertaining to both rubric-activities and newfound ways within the scholastic landscape of School of Management Sciences, Varanasi. The new issue has tried to accommodate the glimpses of plural activities and events, beginning with the Republic Day Celebrations to the SMS organizing an International Conference of its own genre on a much sought after topic – 'Spiritual Paradigm for Surmounting Global Management Crisis', scripting another exceptional & robust track of campus placements within an acute market crisis, joining hands with Claflin University (USA) for Faculty Exchange Programme, and so many other value-adding events.

SMS is well-known for its being endowed with strong moorings in Indian ethics and values through curricular, pedagogic, and a fabulous research treatment. The aforesaid international conference, that witnessed a blazing success, was actually a tangible part of the SMS-endeavour to meaningfully position the relevant portions of Indian wisdom within the managerial epistemology worldwide.

Sustaining the professional impeccability has gradually become a daunting challenge for a socially sensitive institution, like SMS. As the academic session begins drawing to a close, the buck once again stops for the forthcoming year. Selection of a distinct set of participants each for various courses, ensuring a muscular compatibility to the rhetorical ruling of the global management education system and to the plural expectations of our stakeholders certainly ask for the deployment of a praxis-oriented cerebral exercises in terms of curricular re-visits, pedagogical re-engineering, redesigning of beyond-the-curriculum activities, etc.

Let us repeat our commitments to follow an unabated trend of a comprehensive introspection at different levels for coming out with innovative designs to make the chances of any delivery-deficit a big zero.

I close with warm wishes.

A handwritten signature in blue ink, appearing to be 'P.N. Jha'.

(P. N. Jha)

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**PHOTOGRAPH BY**  
**Mr. Akhilesh Jha**

## International Conference on "Spiritual Paradigm for surmounting Global Management Crisis" organised at SMS



Dr. Henry N. Tisdale, President, Claflin University, USA

Three day International Conference on "Spiritual Paradigm for surmounting Global Management Crisis" commenced on Friday, 24<sup>th</sup> February on a spiritual note at the Khushipur campus of School of Management Sciences (SMS). The Conference was inaugurated by Dr. S. A. Dave, Chairman-CMIE and former chairman-SEBI & UTI. Other Guests of Honour who were present amidst high profile dignitaries in the inaugural session included Prof. M. J. Xavier, Director-IIM Ranchi, Dr. Henry N. Tisdale, President Claflin University, USA, besides Prof. K. D. Tripathi, Hony. Director of the Centre for Spiritualism & Human Enrichment (C-SHE) of SMS Varanasi. Delegates from the two 'conference-associate' American Universities, Claflin University, South Carolina, Columbia (USA) and California State University, San Bernardino, California (USA) were also present. Inaugurating

the Conference, Dr. Dave said that Spiritualism has to go with materialism today, need is to develop this 'emerging segment' Today, profit is considered a necessity of the organization, but the maximization of profits is no more the sole aim. Societal and environmental concerns have started appearing in the Corporate Vision statements in an increasing way. All these developments have something to do with spiritual transformation of the system.



Ms. Brenda Roberts, E. D., Centre for living in harmony, USA

The entire three day event was divided into eight plenary and eight technical sessions. The plenary sessions witnessed experts like world renowned spiritual guru Sri Sri Shudhaanandaa Brahmachari, Swami Satya Vedanta, Vagish Shastri (Vakyoga Chetana Peetham, Varanasi) Former Chancellor-Osho Multivaristy, Pune, Prof. Samani Charitra Prajna, Vice Chancellor, Jain Vishwa Bharati



Panoramic View of ICON - 2012

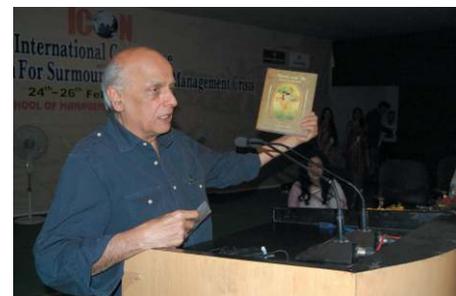
University, Rajasthan, Prof. A. N. Tripathi, Former Head, Malviya Centre for Human Values, BHU, Dr. Subhash Durlabhji, Retired Professor, North Western State University, Louisiana (USA), Prof. Amita Singh, Centre of Law and Governance, JNU, Dr. Shugan C Jain, Chairman, International School of Jain studies, New Delhi, Prof. P. Krishna, Krishnamurthi Foundation India, Ms. Brenda Roberts, Executive Director, Centre for living in harmony, USA, Prof. B. P. Singh, Former Professor, Delhi School of Economics, New Delhi, Prof. Sanjoy Mukherji, IIM Shillong, Dr. Lois Hecht Oppenheim, American Jewish University, USA, Mr. Kaushik Chakraborty, VP-T&D, Royal Bank of Scotland, Prof. S. S. Khanka from NIFM, Mr. Janardan Jee, principal scientist-ICAR, Mr. N. C. Asthana, IPS besides the film personality Mr. Mahesh Bhatt and Ms. Puja Bhatt. Later specialties like Shiv Tandav, Sama Veda



Arrival of Puja & Mahesh Bhatt



Dr. S. A. Dave, Chairman-CMIE, Felicitated



Mahesh Bhatt with the book "Meera & Me"

recitals, peace meditation were also held. A spiritual tour of Varanasi was also on the Conference schedule. A souvenir was also published covering more

than 200 paper abstracts which were presented in the Conference. The Executive Secretary, Dr. M. P. Singh felicitated the guests by honouring them with a shawl and

mememto. On this occasion all the delegates, conference guests, high profile corporate and academic dignitaries, staff and students of SMS, Varanasi were also present.

## SMS witnessed the August presence of noted film personality Mahesh Bhatt and Puja Bhatt



Puja & Mahesh Bhatt in the Campus with Executive Secretary

SMS witnessed the benign presence of Indian Cinema's dynamic and flamboyance duo Mr. Mahesh Bhatt and his daughter Pooja Bhatt. They articulately gave their version of Spirituality in the International Conference on "Spiritual Paradigm for surmounting Global



Ms. Puja Bhatt on the Dias

Management Crisis" organised in School of Management Sciences. Mahesh Bhatt commented that there lies a difference in living a real life and the reel life of cinema. Therefore it happens that in the fight of survival and competition somewhere certain issues may not be possible to be honestly pursued



During Press Conference

in life. Moreover Spirituality has different connotations in the minds of different people.

In the three day conference they also attended the Press Conference where they candidly answered all the queries related to their present and future projects as well as their approach towards Spirituality. Mr. Mahesh Bhatt also distributed to the people his book "The taste of Life". The conference also saw the mesmerizing performance by Sanjeevani the renowned Sa Re Ga Ma Pa fame bollywood singer on "Meera". She also released her book named "Meera and Me" a collection of bhajans of Meera.



Mr. Mahesh Bhatt sharing views



Ms. Sanjeevani chanting Meera Bhajan

## SMS AV Media organised interview of distinguished personalities during conference

Initiating a new concept of gathering the discussion made by distinguished personalities during international Conference, Audio Visual Media Cell of SMS organised interview session on all three day of the event.. The personalities who were interviewed include famous film

personality Mr. Mahesh Bhatt & Pooja Bhatt. The other notable experts who were interviewed and gave their candid opinion on issues of spiritualism and globalisation were Prof. M. J. Xavier, Director-IIM Ranchi, Dr. Henry N. Tisdale, President Claflin University, USA, Dr. SK



Giving Interview to SMS AV Media

Dave former Chairmen of SEBI, Sri Sri Shudhaanandaa Brahmachari, Swami Satya Vedanta, Vagish Shastri (Vakyoga Chetana Peetham, Varanasi) Former Chancellor-Osho Multivaristy, Pune, Prof. Samani Charitra Prajna, Vice Chancellor, Jain Vishwa Bharati University, Rajasthan, Prof. A. N. Tripathi, Former Head, Malviya Centre for Human Values, BHU, Dr. Subhash Durlabhji, Retired

Professor, North Western State University, Louisiana (USA), Prof. Amita Singh, Centre of Law and Governance, JNU, Dr. Shugan C Jain, Chairman, International School of Jain studies, New Delhi, Prof. P. Krishna, Krishnamurthi Foundation India, Ms. Brenda Roberts, Executive Director, Centre for living in harmony etc. In a studio set up the interview was taken up by Mr. KK Bajpayee



Foreign Delegates before their Interview Session

and Dr. Shardul Chaubey. This collection is unique in terms of content and can be utilized for various academic purposes.

## SMS celebrated Republic Day

26th January 1950 is one of the most important days in Indian history as it was on this day the constitution of India came into force and India became a truly sovereign state. India became a totally republican union this auspicious day. SMS Varanasi celebrated this 63rd Republic Day with much enthusiasm and pleasure. With the conventional Flag hoisting ceremony, Director of the institute Prof P. N. Jha, initiated the program. In his inaugural dialogue he has emphasized on achievements of Country in previous sixty three years. Prof Jha has also discussed about the contribution of SMS Varanasi in building top class Leader Managers as its input for nation building.



Director Felicitates Mock Test Winners

On the same day winner of 'Mock Aptitude Test 2011' were also awarded by the Director. This award was given to the final year BBA and BCA students to find out best SMS talents in the UG programmes. Students who got the prizes and cash award were Ajit Yadav (BBA Sem-V), Jyoti Srivastava (BCA Sem-V), Krishna Kumar Mishra (BBA Sem-V) won the first, second and third prizes of Rs. 5000/-, 3000/- and 2000/-

respectively after one round of written test and two rounds of Group Discussions; Sabina Shreshtha (BBA Sem-V) and Himanshu Jaiswal (BCA Sem-V) won the consolation prizes of Rs. 1000/- each.



Director during Republic Day

## Month long "Business Skill Development Programme" organised in SMS in association with MSME Varanasi.

A month long "Business Skill Development Programme" in collaboration with Micro, Small and Medium Enterprises (MSME), Ministry of MSME, Govt of India was conducted at the Khushipur Campus of School of Management Sciences from 29<sup>th</sup> January to 28<sup>th</sup> February 2012. Thirty students



Guests on the Dias

who completed the training programme were awarded with certificates from Ministry of MSME, Govt. of India. The training programme covered wide areas of entrepreneurship such as Marketing, Human Resource, Finance, Technology, Export Procedures, Legal Affairs,

Business Incubation, E-commerce etc where expertise were drawn from the SMS faculty pool itself. A plant visit was also conducted in the Industrial Area, Ramnagar for all the participants.

The Chief Guest was Shri D.K.Srivastava, Dy. Director (Incharge), MSME-Branch, Varanasi and the Guest of Honour

was Shri I. B. Singh, Assist. Director (Incharge), MSME-Branch, Varanasi. The Principal Investigator of the programme Dr. Ravi Shekhar Vishal outlined the objectives and Mr. Anupam Kumar, Coordinator of the Consultancy Cell presented the Vote of Thanks. Later Prof. P.N. Jha presented mementos to the guests.



Faculty facilitating Mr. I. B. Singh

## Entrepreneurial Incubation Awareness Camp for BBA Students at SMS

In association with Malaviya Centre for Innovation, Incubation Entrepreneurship, IT BHU and Technology Commercialization and Facilitation Agency; School of Management Sciences, Varanasi organized an Entrepreneurship Awareness Camp in its premises for Management Students. This activity has been sponsored and supported by Deptt. Of Science and Technology, Government of India. Prof. P.K. Mishra and Prof. Pradeep Srivastava, both from IT BHU interacted with students

regarding the topic.

Program initiated with the welcoming of the Guests by Prof. P. N. Jha, Director, SMS Varanasi followed by presentation of theme by Mr. Anupam Kumar, Reader, SMS Varanasi. Later on sessions have been taken up by the Professors of IT, BHU. They discussed the numerous aspects of Entrepreneurship, notably risks related to the same as well as ways to manage such risk. They motivated the pool of students to



Students listening expert

take up endeavor of being Entrepreneur. Session have been Coordinated by Mr. Amitabh Pndey, Reader, SMS Varanasi. After successful completion of event, Prof. J. P. Mishra, Dean, Academics,



Guests during entrepreneurial awareness camp



Prof. P. K. Mishra, I.T.-BHU, delivering lecture

## Delhi-Chapter II - Alumni Meet June 2012 held

School of Management Sciences, Varanasi organized II annual meeting of Delhi Chapter of SMS ALUMNI ASSOCIATION at Jacaranda Hall, India Habitat Centre, New Delhi on June 9th 2012. More than 100 alumni of different courses Viz. PGDBM,

PGIB, PGIRM, PGRM, MCA, BBA and BCA actively participated in the meet. The alumni meet started with the welcome speech by Mr. Kamal Sheel Mishra followed by Corporate Film of SMS, Varanasi. Dr. Sanjay Saxena, Chairperson, Training and Placement Cell, put

forth the agenda and the discussion started. A very active and positive participation by the alumni in the discussion lead to fruitful culmination of the meeting.

The following points were discussed and agreed upon during

the meeting.

- frequent interaction among the members is required to strengthen the Delhi Chapter of SMS Alumni Association,
- A new facebook page dedicated to Delhi Chapter of SMS Alumni Association will be created, which will be managed by the alumni members.
- BBM pin numbers will be shared by the alumni members for networking.
- Senior alumni will share their experience and expert/domain knowledge with junior alumni and

current batches of SMS students, a mentorship model was proposed for this purpose and was appreciated and agreed upon during the meet.

- Alumni get together will be organized at frequent intervals.



Delhi Alumni Chapter Scene

## Guest Lecture Series

A lecture series organised for the students of PGDMs at SMS amidst great satisfaction within the student's community. The first lecture was organised on



Prof. P. Pathak, I.S.M., Dhanbad

“Organisational dynamics” by Prof. Pramod Pathak of Indian School of Mines (ISM), Dhanbad. He delivers about ins and outs of organisational dynamics in the changing business environment. He also discussed about its importance to the future managers.

Another lecture was organised on the Human Resource tools in the new era by Mr. Vijay Deshpande, Vice President (HR) JK Tyres Ltd. Mr. Deshpande talked about different HR practices and



Alumni remembering old days at lunch

Mr. Amitabh Pandey, Convener, SMS Alumni Association proposed the vote of thanks followed by dinner and felicitation of Alumni.

Mr. Biplab Sengupta, Coordinator (Delhi Chapter) coordinated the event, Mr. Birendra Nath Pandey, Coordinator Delhi Chapter was also present on the occasion.



Mr. Vijay Deshpande, VP(HR) JK Tyres Ltd

strategies during recession. He focused his discussion on the evolution of HR tools and tactics in the new information age which is an emerging need of the organisation.

## BCA Education cum Excursion Tour

Academic institutions who believe in performance always give something extra to its students. It is not only academics but extracurricular which develops overall personality of the students. SMS always takes initiatives to enhance students capability. During under graduate and post graduate programmes

every year International and national educational visits are arranged. This time BCA



BCA Educational Tour

students under two faculty members Mr. Abhishek Srivastava, Senior Lecturer and



Students enjoying their tour

Ms Sudha Singh, Lecturer, took BCA Students for educational cum excursion trip to Ramnagar (better known as 'the village near Jim Corbett National Park') & Nainital. It was a 4-nights-5-days trip altogether. They had started their journey from Cantt Station, Varanasi along with the group of 19 students on 4<sup>th</sup> of April 2012. They had visited

Ramnagar, Garjia devi temple, Jim Corbett Tiger Reserve & some other places at Ram Nagar & stayed at Mapple Resort there. In Nainital, they had visited Naina lake, Naina Devi Temple, Snow- View, Naina Peak / Cheena Peak, Tiffin Top / Dorothy's seat, High Court of Uttarakhand / The Old Secretariat, Bhimtal, Sattal, Khurupa Tal,

Naukuchia Tal etc there. Finally went to Dhanuli, a luxury camping resort just 17 kms away from Nainital for some Adventure Activities like Rappelling, rock climbing, valley crossing, etc. Finally they returned back to Varanasi early morning on 10<sup>th</sup> april 2012 keeping lots of excitement, fun and thrill in their memory.

## Amar Ujala organized Campus Connect at SMS



Lets see the joy

Leading hindi daily of north India, Amar Ujala News Paper organised a program connecting to campus and its youth. This program was organised in association with Idea Cellular Ltd., BIG Magic, Hero Group & other corporate giants. With an objective to search tallent through campus in entire UP, SMS was selected as a 'Campus of



Dancing moment



Jiyo Talent



Fashion talent

Talent'. In the day long program fashion show, singing , dancing, Dramatic , band and just a minute were the main highlight of the competition where SMS students participated with zeal and fervour. The purpose of the activity was to identify and select talents from different colleges in mega events.

## Fresher-Farewell Moments at SMS

*I have got my leave. Bid me farewell, my brothers!*

*I bow to you all and take my departure.*

*Here I give back all keys of my door---and I give up all claims to my house.*

*I only ask for last kind words from you.*

*We were neighbors for long, but I received more than I could give.*

*Now the day has dawned and the lamp that lit my dark corner is out.*

*A summons has come and I am ready for my journey."*

-Rabindranath Tagore



Unforgettable moment

Its feels that as if it is a matter of yesterday that the new joiners met, shared thoughts and learned the experiences of their seniors

the nascent managers & the time flew away , the moment came which brought tears into the eyes of both the seniors & the juniors.



Chalo Jhume Naache



Cherishing Time

Unforgettable instances brought them closer to each other that happened throughout their phases of studies and other activities. Twinge of detachment overtook the happy unification.

But with tears in their eyes and anguish in their heart they acknowledged the seniors with a token of love and admiration. The stage was set on a blaze with the sparkling performances of both

the parting students. Then came the time to give away the titles and memento and later the titles of Mr. & Ms. Eve for various courses was declared. There were nonstop dance performances through out the evening. But the day has to go on as it is said that "Distance never separates people who really care, for their memories span the miles".

### New Initiative by SMS through SMS PREP

A unique initiative by SMS Varanasi where the second and third year BBA and BCA students would be provided Guidance and counselling through classroom exercises & other testing mechanisms about various career

options and how to get into a good PG programme of choice. This value added service launched in January 2012.

Prior to this a 'Mock Aptitude Test 2011' was also held amongst the final year BBA and BCA students to find out best SMS talents in the UG programmes where Ajit Yadav (BBA Sem-V), Jyoti Srivastava (BCA Sem-V), Krishna Kumar Mishra (BBA Sem-V) won the first, second and third prizes of Rs. 5000=00, 3000=00 and 2000=00 respectively after one round of written test and two rounds of Group Discussions; Sabina Shreshtha (BBA Sem-V) and Himanshu Jaiswal (BCA Sem-V) won the consolation prizes of Rs. 1000=00 each.

## Faculty Achievement

### Mr. Alok Kumar, Associate Professor

- Participated in a Faculty Development Programme "Differentiating yourself as a management faculty" on June 15-16, 2012 at New Delhi organised by Entrepreneurship & Management Processes International Business School, New Delhi.

### Dr. Shardul Chaubey, Reader

#### Resource Person

- Delivered Guest Lecture in the "Sensitisation Workshop on WTO" organised by Micro, and Medium Enterprises in association with Indo-American Chambers of Commerce [U.P. Branch] on the topic "WTO-principles, objectives, functions, dispute settlement mechanism and Multi fibre agreement" on 17<sup>th</sup> December 2011.
- Delivered Guest Lecture in the "Sensitisation Workshop on Intellectual Property Rights" organised by Micro, Small and Medium Enterprises in association with Indo-American Chambers of Commerce [U.P. Branch] on the topic "Intellectual Property Rights under WTO regime P" on 17<sup>th</sup> March 2011.
- Delivered Lecture on Payment of Wages Act 1936 and Payment of Bonus Act 1965 organized by

Department of Commerce ,Arya Mahila PG College((admitted to the privileges of BHU),Varanasi on 02 Dec 2011

#### Chapter Contribution

- Published a chapter entitled, "Special Economic Zones and Land Acquisitions: Contradictions in Economic Prosperity" in an edited volume of a book "Indian Economy: The Emerging Issues" edited by Dr. Vimal Shankar Singh, Associate Professor, Economics, DAV College and Dr. Mahendra Pratap Singh, Professor, Department of Economics, B.H.U. published by GAUR Publishers and Distributors [ISBN No. 81-89441-13-2]

#### FDP Programme Attended

- Participated in a Faculty Development Programme "Research Methods & Data Analysis using SPSS" from 2<sup>nd</sup> June to 15<sup>th</sup> June 2012 organised by DST Center for interdisciplinary mathematical sciences & Faculty of Management Studies (FMS), Benaras Hindu University, Varanasi.

#### Paper Presented

- At Kuala Lumpur Infrastructure University College in the international conference on Communication and Language

Lancomm2011 scheduled from 19-20 October 2011 held at Putrajaya, Malaysia. Paper title "Nation Branding through Indian Hindi Films: A Communication Innovation to boost Tourism".

- Facilitating Trade through Ports: Issues and Challenges in International Conference organized on Management Practices and Research by Apeejay School of Management, Dwaraka on 28 Dec. 2011.
- "Changing role of women in indian TV soap opera: A post liberalisation effect" in a two day national seminar on globalisation & Indian women: Problems, opportunities and information need, organised by Department of social work, Mahatma Gandhi Kashi Vidyapith, Varanasi on 21-22<sup>nd</sup> Jan 2012.
- "Increasing Role of Management in Agriculture Business" in the National Conference on Agribusiness and Rural Development: Issues and Challenges, organized by Faculty of Management Studies, BHU Varanasi on 5<sup>th</sup> Nov, 2011.
- "Mahatma Gandhi National Rural Employment Guarantee Scheme: A Financial Inclusion Endeavour" in the National Seminar on the topic

Inclusive growth in India organized by Economics Department of Arya Mahila PG College (admitted to the privileges of BHU), Varanasi on 9-10 April 2012.

- Presented a paper titled "Health Insurance: A top priority area for Indian Govt." in the National Conference on Innovative Management Practices in Insurance and Banking Sector-A Global Perspective, organized by Faculty of Management Studies, BHU, Varanasi on 14-15 April, 2012.

**Mr. Abhishek Srivastava, Sr. Lecturer**

#### Chapter Contribution

- "Growth of E-commerce in Indian Scenario" in the book - Emerging Trends in Management and Information Technology, published by ABC Press New Delhi.
- Contributed a chapter titled "Applicability of Information Technology in Rural Development" in the book - Managing Innovations in Business & Technology, published by Excel India Publishers, New Delhi.

#### Paper Presented

- "Secure Socket Layer : A Key to Secure Online Transactions" in National Conference on Growth of Indian Banking Industry: A Roadmap for the Future, at School of Management Sciences, Lucknow.
- "An Integrated approach to E-commerce with Network Security in present scenario: A consumer perception" in National Conference on Business Restructuring: Creating values in Global Era, at UIM, Allahabad.

**Mr. Shubhagata Roy, Senior Lecturer**

#### Paper Presented

- "Dimensions of Micro Insurance in India" in National Conference on " at Faculty of Commerce, in the National Conference on Innovative Management Practices in Insurance and Banking Sector-A Global Perspective, Organized by Faculty of Commerce, BHU from 14-15 April, 2012.

**Dr. Ravi Shekhar Vishal, Senior Lecturer**

#### Resource Person

- Delivered Guest Lecture in the "Sensitisation Workshop on WTO" organised by Micro, Small and Medium Enterprises in association with Indo-American Chambers of Commerce [U.P. Branch] on the topic

"Tariff Barriers & Opportunities for MSME" on 17<sup>th</sup> December 2011.

- Delivered Guest Lecture in the "Sensitisation Workshop on Intellectual Property Rights" organised by Micro, Small and Medium Enterprises in association with Indo-American Chambers of Commerce [U.P. Branch] on the topic "IPR specific to MSME in India, Role of IP Facilitation Centers, IPR Adoptions during MSMEs Case Study, Documentation Process under IPR" on 17<sup>th</sup> March 2011.

#### Chapter Contribution

- "The Relevance of Kautilya's Arthashastra in the Present Day Governance- An Appraisal" in an edited volume of a book "Kautilya on Governance and Corruption" edited by Professor Shri Bhagwan Dahiya and Ms. Seema V. Lamba, Convener of International Conference on Governance Issues and Corruption organized by the Department of Economics, Maharshi Dayanand University, Rohtak (Under University Grants Commission Special Assistance Program) published by Intellectual Foundation [India] Ltd [ISBN 81-903952-9-7].
- "Transformation in Power Sector Infrastructure- The Indian Perspective" in the book "Strategic Framework of Infrastructure Financing" edited by Dr. Rudra P. Pradhan, Convener of International Conference on Infrastructure Finance and Assistant Professor, Rajiv Gandhi School of Intellectual Property Law published by Macmillan Publishers India Ltd

**Mr. Anindo Bhattacharjee, Lecturer**

#### Paper Presented

- "Sustainable Management Practices through Ancient Indian Wisdom" jointly authored by Mr. Sandeep Singh, Associate Professor at Wise Management Conference 2012 held at China Europe International Business School (CEIBS), Shanghai China dated 23-24th May, 2012.

**Dr. Hemant Kumar Yadav, Lecturer**

#### Paper Presented

- In National conference on innovative management practices in banking and insurance sector- a global perspective, 14-15, April, 2012. Presented the paper entitled "effective changes in Indian banking sector" at Faculty of commerce, Banaras Hindu University.

- In National Seminar on globalization and Indian woman: problems, opportunities and information needs, 21-22, April, 2012. Presented the paper entitled "rural working women in globalized era" at Department of social work, Mahatma Gandhi Kashi Vidyapith, Varanasi
- In International Seminar on poverty and humanitarianism: challenges and solution, February, 11-12, 2012. Presented the paper entitled "poverty culture in Indian economy" at Department of sociology, Mahatma Gandhi Kashi Vidyapith, Varanasi.

#### Paper Published:

- 'Crisis: A Vibrator of World Economy' has been published in journal 'South Asian journal of commerce and management' having ISSN 0975-8259.
- 'A Comparative Study on Indian Banking Sector' has been published in the journal 'Indian journal of commerce and social sciences' having ISSN 2231-5888, page no. 61-65.
- "Motivation: Basic Need for Employees", March-April 2012. Anvikshiki, (ISSN 0973 - 9777), Banaras Hindu University, 2012.
- Micro insurance: a way to handle the poverty" has been published in Indian economy the emerging issues having ISBN 81-89441-13-2, page no. 241-247.
- "Variations In Financial Resources Of Industrial Finance Corporation Of India After Recent Global Recession" has been published in journal 'Shodh drishti' having ISSN 0976-6650.
- "Revival Of Industrial Finance Corporation Of India After Tragic Conditions" has been published in international journal Anukriti' having ISSN 2250-1193.

**Ms. Indrani Sengupta, Lecturer**

#### Chapter Contribution

- Published a chapter entitled, "A Crisis that guzzled the Economy: A Connotation" in an edited volume of a book "Indian Economy The Emerging Issues" edited by Dr. Vimal Shankar Singh, Associate Professor, Economics, DAV College and Dr. Mahendra Pratap Singh, Professor, Department of Economics, B.H.U. published by GAUR Publishers and Distributors [ISBN No. 81-89441-13-2]

## SMS Students under Exchange Program at Claflin University

Mr. Taufiq & Mr. Sumeet Sinha of PGDM 2nd semester got an opportunity under student exchange program in association with SMS, Varanasi and Claflin University, USA to have two months study and internship program in USA. This student exchange program has been a part of International collaboration initiated in year 2010 by SMS. Presently these SMS students are having internship in Courtesy Management Inc.



*Mr Taufiq, PGDM Student at Grace Thomas Kennedy Business and Communications Building of Claflin University, USA*

## SMS signed an agreement on Faculty Exchange Program with Claflin University, USA.

Another illustrious achievement of Centre for International Relations, SMS, Varanasi. On February 24, 2012 Dr. Henry N Tisdale , Hon'ble President , Claflin University and Prof. P.N Jha , Director, SMS, Varanasi signed an Agreement for Faculty Exchange between the two Institutions.

Dr. Meenakshi Singh, Coordinator, Centre for International Relations, SMS, Varanasi, through her relentless efforts was instrumental in making this agreement a reality.

An agreement for Joint Conduction of seminar/conference and students exchange between the two institutions is already in force. Claflin University also extended support in ICON 2012 as one of the Associate Partners. A



*Historical moment for both Institutions*

three members delegation from Claflin University, South Carolina, USA comprising of Dr. Henry N. Tisdale, President, Claflin University, Dr. Zia Hasan, Vice President, Assessment, Planning and Information

Services, along with Dr. Harpal Singh Grewal, Dean, School of Business, Claflin University was at SMS, Varanasi on February 24 and 25, 2012 to participate in the inaugural and other sessions of ICON 2012

## Splendid Placement at SMS

Once again SMS Varanasi has achieved its objective of 100% placement of PGDMs (2010-2012) students in prominent organisations. In continuation to previous year success, this year more than 40 companies visited our institute for the placement with average package of Rs 4 Lac p.a.

First phase of placement started with a bang in month of October 2011 when Wadhwan Group of companies followed by SBI Life selected our students. Afterwards, SMS Varanasi had along queue of companies that turned up for the placements. To name a few are like Titan Industries, Capital IQ, Amul Dairy, Mother Dairy, Lupin Ltd., Glaxo Smithkline, ICICI Securities, Ceasefire and Technova etc. In our final phase various other leading organisations like Berger Paints Ltd., ITC Wills Lifestyle, Religare

Securities, Axis Bank, Spice Jet, Sundaram Finance (TVS Group), Safe Express, Trans Solutions, Varuna Integrated Logistics & Beacon Insurance Pvt Ltd. visited our campus for placements. Various other reputed organisations like TCI Ltd., IIFL, ITC Ltd. & Radio Mantra further added flying colours to our placements by conducting campus interviews at SMS Varanasi.

List of Recruiters:

- Coca-Cola
- Go Airlines India Pvt. Ltd.
- HDFC Bank
- Prism Cement
- Radio Mantra
- Reliance Retail Ltd.
- Religare Securities
- Safe Express
- TCI
- TCS
- Trans Solutions
- Tech Nova
- Titan Industries
- Mother Dairy\
- Alembic Limited
- Amul
- Axis Bank
- Beacon Insurance
- Bajaj Group
- Berger Paints
- Bhartia International
- Genpact Analytics
- Glaxo SmithKline
- HDFC
- Lupin
- Mahindra Finance
- Pepsico
- Vodafone
- Appolo Tyres
- Videocon Industries
- Whirlpool
- Kajaria Ceramics
- Sundaram Finance
- SC Johnson
- Spice Jet Ltd.
- SBI Life
- Wadhwan Group

## YOUTH ON GREEN (YOG) ONLINE ESSAY COMPETITION FETCHES ENTRIES FROM SEVEN STATES

Coalescing with the national concern of being environment friendly, the School of Management Sciences (SMS) Varanasi took initiative in involving the youth of the country towards importance of going 'green' in daily activities by organizing an online essay competition entitled 'Youth on Green' which fetched about 200 write-ups on topics of general interest like recycling, energy conservation, environment protection, green manufacturing, non-conventional energy resources, waste management, pollution, etc. through web mode.

This was a total online activity aimed at creating awareness amongst people how to make mother earth green and our neighbourhood environment friendly.

The First prize of Rs. 15000=00 was won by C. Devi Meenakshi, an Engineering student of Institute of Road and Transport Technology, Erode (Tamil Nadu) for the essay "Save Paper" while Sabina Shreshtha, a BBA student of SMS Varanasi captured the second spot (Prize money Rs. 10000=00) for her contribution on "Go Green-Harmonise with nature". The third prize worth Rs.

5000=00 was won by Kavipriya, a Commerce student of Cauvery College, Tiruchirapalli (Tamil Nadu) for contribution on "Green Manufacturing". Haripriya of Tamil Nadu Agriculture University, Coimbatore and Pramod Kumar Rai of SMS Varanasi bagged the two consolation prizes of Rs. 2000=00 each. The Certificates to all winners were also sent 'on-line' as per the 'green policy' of SMS Varanasi. The chief organizer of the event was Mr. Anupam Kumar (Reader) SMS.

## Dr. Shardul Chaubey, Reader in Management, presented paper at KLIUC, Malaysia

Dr. Shardul Chaubey, Reader in Management department presented a paper at Kuala Lumpur Infrastructure University College in the International conference on Communication and Language Lancomm2011 scheduled from 19-20 October 2011 held at Putrajaya, Malaysia. His Paper title "Nation Branding through Indian Hindi Films: A Communication Innovation to boost Tourism". In this Conference delegates from different parts of the world participated and discussed the emerging issues of media, marketing and language. Dr. Chaubey in his paper discussed how nation branding can take place through an innovative tool like Cinema. Since destination marketing has become the tool of nation branding where Indian cinema is being invited to be shoot in certain nations to enhance tourism business.



*Dr. Shardul Chaubey presenting his paper*



*Group photo of the Session*

## Mr. Anindo Bhattacharjee, Lecturer in Management, presented paper at CEIBS, China

Mr Anindo Bhattacharjee, Lecturer at School of Management Sciences Varanasi presented a paper on "Sustainable Management Practices through Ancient Indian Wisdom" was jointly authored by Prof. Sandeep Singh, Coordinator, Centre for Spiritualism & Human Enrichment at the School of Management Sciences, Varanasi, at the Wise Management Conference 2012 held at the China Europe International Business School (CEIBS) in Shanghai China.



*Group Photo of The Conference*

## Scholarships for New Admission in Post Graduate Studies

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

Percentile obtained in CAT/MAT/XAT/CMAT	Slab of Scholarship applicable in PGDMs Courses
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 PGDM, PGDM-IB, PGDM-RM**

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
Throughout 70 and above (Xth, Xlth & Graduation)	15% of Total Course Fee
Throughout 70 and above (Xth, Xith & Graduation) & 80 percentile in CAT	25% of Total Course Fee

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

On the auspicious occasion of the 61st anniversary of our Republic Day, School of Management Sciences felt immense pleasure in hereby announcing the launch of a scholarship scheme in the name of 'Babu Nageshwar Singh Scholarship for Post Graduate Studies'. 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

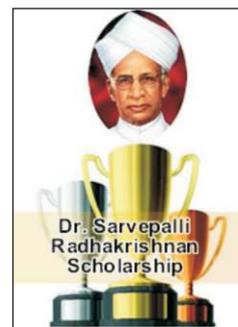
- SMS Mental Ability Recognition Test (SMART) Scholarship**

This scheme will be applicable for New Admission in PGDMs, MCA Courses.

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 Scholarship applicable in PGDMs, MCA Courses
60% and above	10% of Total Course Fee

**Important :** The prospective students must further note that they can avail of either the aforesaid scholarship scheme or the one already available by the SMS for pursuing PGDMs programmes on the basis of the percentile-score achieved in CAT/MAT/XAT by the applicants. However, a deserving student may opt either of the schemes on the basis of benefit-weightage as well as qualification applicable to the respective schemes



## Scholarships for New Admission in Under-Graduate Studies

- 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

- SMS Mental Ability Recognition Test (SMART) Scholarship**

This scheme will be applicable for New Admission in BBA and BCA Courses:

Percentage scored in SMART	Slab of Scholarship applicable in BBA/BCA Courses
60% and above	10% of Total Course Fee

Note : Students for undergraduates studies, are eligible to opt any one of the above mentioned Scholarship Schemes

## Scholarships for Existing Students

- 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
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## Scholarships by UP State Government

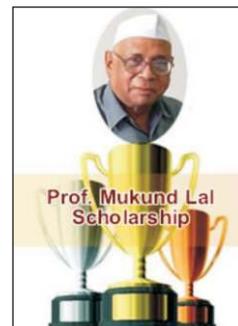
Scholarships to SMS Students offered by UP State Government:

Students are motivated to put their best efforts towards various activities of the institution. Semester toppers are entitled for scholarship, in accordance with their performance. Students are also eligible for below mentioned scholarship scheme offered by Uttar Pradesh 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:

- For General/OBC/SC/ST category Students, Guardian must have their annual income as per UP govt guidelines.
- Student should hold a good academic record.
- An amount of Rs. 17000/- is provided by the State Govt. to help students (Gen & OBC Category) under annual fee reimbursement program.
- Full Tuition Fee reimbursement to help SC/ST Category students by the State Govt.
- An additional amount of Rs. 3300/- is awarded by the State Govt. as a study scholarship annually.







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