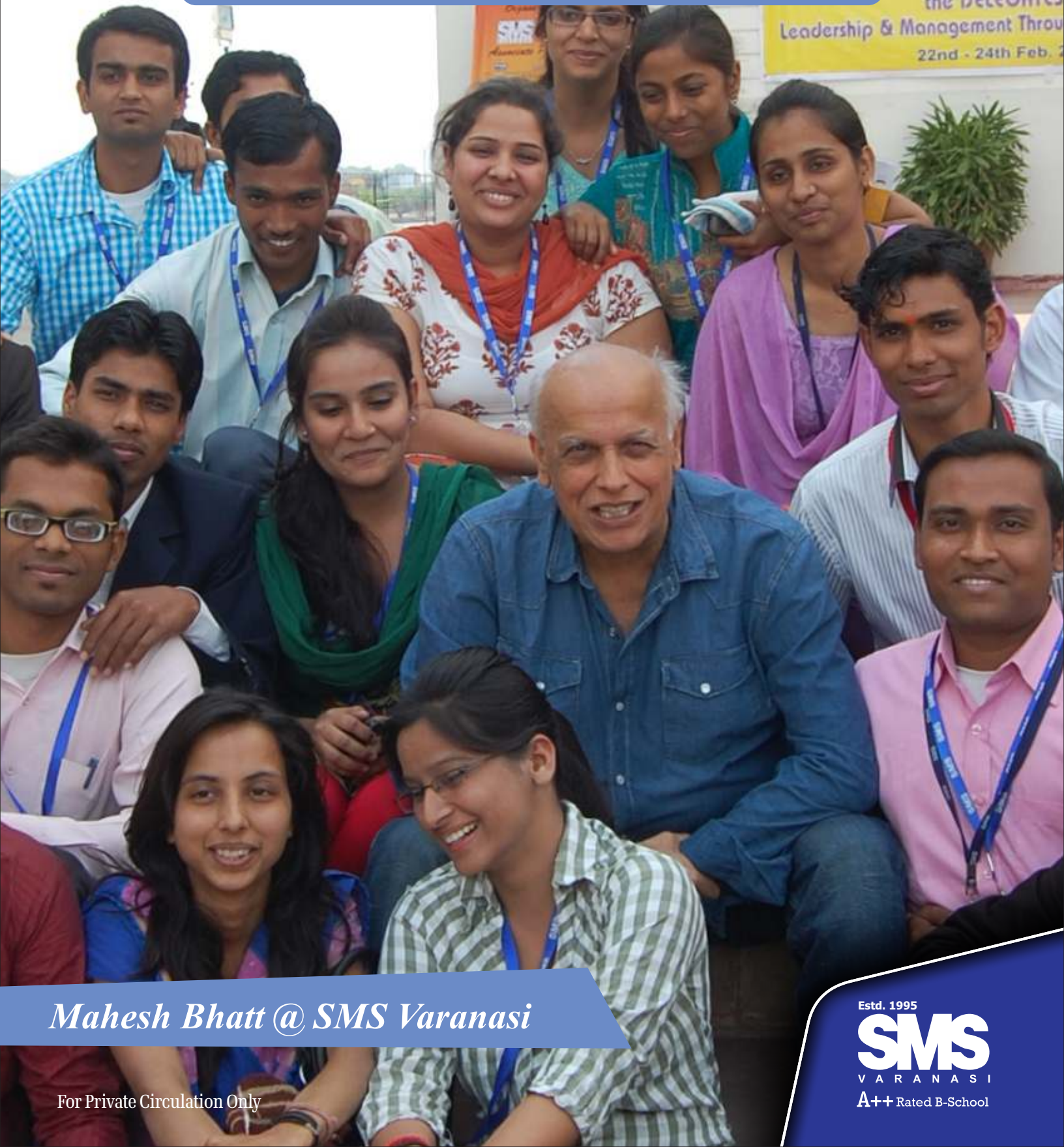


Vol. 11 No. 2 January-June, 2013

# SMSNEWS

A Bi-annual Publication of SMS, Varanasi



*Mahesh Bhatt @ SMS Varanasi*

For Private Circulation Only

Estd. 1995

**SMS**  
VARANASI

A++ Rated B-School

It is indeed an exuberating experience that SMS newsletter, just an adolescent one, seems to have attained a pre-matured maturity in as much as delivering the crushing commentary pertaining to both rubric-activities and newfound ways within the scholastic landscape of School of Management Sciences, Varanasi, is concerned. The new issue has tried to incorporate the glimpses of plural activities and events, beginning with the Republic Day Celebrations, SMS organizing 2nd International Conference of its own genre on a much sought after topic – 'Leadership and Management through Spiritual Wisdom', scripting another exceptional & robust track of campus placements within an acute market crisis, Hi-Life Lecture Series, Alumni Meet, 'Budget Live : Academic Analysis, Workshop on 'Mobile and Web Application Development', Organizing a unique stress management programme – 'Course in Mindfulness' at Mumbai, and so many other value-adding events.



*Prof. P. N. Jha*

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 Mission 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 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.

(P. N. Jha)



**Abhishek Srivastava**  
Chief-Editor



**Krishna Kant Bajpai**  
Member



**Ravi Shekhar Vishal**  
Member



The three day International Conference on "Leadership and Management through Spiritual Wisdom" started on Friday on a spiritual note at the Khushipur campus of School of Management Sciences (SMS), Varanasi. The Conference was inaugurated by Padmshri Prof. Geshe N Samten (Vice Chancellor-Central University of Tibetan Studies) who emphasised on the training of minds in our educational system which could ignite the core element of having transformation within ourselves. He said that entire source of management comes from innerselves and our educational system should focus on social and emotional learning so as to achieve spirituality.



The programme started with Vedic Chanting by specialised scholars followed by a skit by the Ganga Action Pariwar on the conference theme depicting how the materialism has spoiled our basic necessities of life over the different eras. Prof. Luqman Khan (Vice Chancellor-Mohd. Ali Jauhar University) talked about the necessity of having ecological balance while Prof. B. P. Singh (Former Prof.-Delhi School of Economics) emphasised on having spirituality as a part of curriculum. He further said that elevated soul is the best capital of human society. Later he talked about "Managing from Left, Leading from Right and Connecting through Top" in one of the plenary sessions. He also added that leadership should have a magnetic force to create followership.





Mr. Pragyan Ram ji Mishra (Retd.IAS ) opined about connecting preaching and practicing to obtain the spiritual path. Swami Chidanand Saraswati (Head, Parmarth Niketan, Rishikesh) started his discourses focusing on the pathetic condition of our ganges. He said Ganga is on Dialysis and we are busy in Dialogues. He said we love the creator but forget the creation.

Spirituality is not a weekend business, we have to start with selves. Life is to 'be' more, not 'have' more. He asked the modern society to link internet to internet. Be the change and don't wait for anyone else, was his basic idea. Renowned Film Director, Producer and Writer, Mr. Mahesh Bhatt said that Spirituality is essential fuel of life. The ecological disaster is because of arrogance of man. He cited several examples from his professional life to illustrate the above fact.

More than 300 delegates were present on the first day of the three day long event. International delegates have come from the USA, Australia, England, Hong Kong, China, Slovenia, Cambodia, Mauritius, Botswana, Oman, Morocco, Sweden, Spain and Brazil. The Indian delegates have arrived at SMS Campus from faraway places like Delhi, Pune, Kolkata, Coimbatore, Hyderabad, Warangal, Chennai, Ludhiana, Pathankot, Kochi, Patna, Mumbai, Nashik, Dharwad, Thanjavur, Bhabaneshwar, Guntur, Ranchi, Chitrakoot, Jaipur, Kashmir etc. The entire three day event has been divided into seven plenary and seven technical sessions spread over the three days.

Earlier the Conference Director and the Director of SMS Varanasi, Prof. P. N. Jha welcomed the dignitaries and delegates to





SMS Varanasi. Later on the latest issues of all the three journals of SMS (Management Insight, Purushartha, Computing Trendz) were released by the dignitaries alongwith the conference proceedings book and the Souvenir. The organizing secretary Mr. Sandeep Singh (Associate Prof.) gave the theme presentation and the Vote of Thanks. The inaugural session was coordinated by Dr. Meenakshi Singh. The Director, SMS Varanasi, Prof. P. N. Jha felicitated the Chief Guest and other Guests of Honour by presenting a shawl and memento.



A spiritual tour of Varanasi was also on the Conference schedule. A souvenir has also been published covering more than 200 paper abstracts which are being presented in the Conference. Corporate bodies and financial institutions like Union Bank of India, Kashi Gomti Samyut Gramin Bank, Galaxy Hospitals, Career Launcher, IMS Learning Resources, Ganga Saran & Grandsons, Prentice Hall of India and Souvenir De Banaras were the sponsors of the events.

## Republic Day Celebration

SMS Varanasi celebrated 64th Republic Day with much more passion and desire. Initiated with the conventional Flag hoisting ceremony, institute's Director, Prof P. N. Jha initiated the program. In his inaugural discourse, he has underlined the triumphs of our Nation in previous sixty four years. Prof Jha has also discussed about the contribution of SMS Varanasi in contributing top class Leader Managers as its input for nation building.



## Guest Lecture by Shri P. K. Chakravorty

SMS Varanasi witnessed the presence of Shri P. K. Chakravorty, Coordinator, Computer Center, BHU, in the lush green and adorable campus of SMS Varanasi. Shri Chakravorty interacted with BCA students and discussed about the importance and recent scenarios and development in the area of computer networking.



He has discussed about bridging the gap of knowledge and experience between academic and practically feasible components of networking. He has explained about the aspects of computer networking in association with usage of internet. He emphasized on the need of learning the practical aspect of computer networking as it is an emerging & demanding area where students can make their career in the coming future in the area of Information Technology.

Moreover he has discussed about the issues and challenges in the concerning area likewise customized needs of the businesses, communities and society at large.

## Guest Lecture by Dr. B. R. Singh, Former Director- HR, Ispat Industries Limited

Dr. B. R. Singh, Former Director- HR, Ispat Industries Limited, conducted a workshop on "Emerging Dimensions of Global Economy vis a vis India and the Career Prospects of Young Professional" for PGDM II Semester students on February 04, 2013. In his interaction he emphasized on the availability of younger population in India and its positive impact on growth of country. While discussing about the growing agricultural sector in India and its future prospects he said "Infrastructural support is foundation of development and India is doing remarkable work in this area, due to which Indian markets are developing on their own purchasing power and Indian youngsters possess bundle of opportunities in terms of future employment options."

On the same day another workshop was conducted by Dr. Singh on "Building up the competitive edge and lasting Brand of a Management School" for the faculty and staff of SMS, Varanasi. In this session he highlighted on the need of visionary leadership for the overall improvement and branding of a Business-School. He opined on the need of good academicians and adapting the changes as per change in business, employment and social environment.





### 3rd Annual Alumni Meets of Mumbai & Delhi Chapters

SMS Varanasi organized its Third Annual Alumni Meet for both Mumbai and Delhi Chapter in Mumbai & Delhi this Year. On 2<sup>nd</sup> February 2013, at Hotel Residency, Andheri, Mumbai, witnessed the presence of more than fifty Alumnus from Mumbai and Pune. Mr. Shailesh (Alumni Coordinator-Mumbai Chapter) made all the needed arrangements for the event.



The Alumni meet commenced by a brief presentation and exhibition of corporate film of SMS Group by the faculty members. Thereafter Alumni members were informed about the different milestones achieved by the institution in the recent past including the awards and accolades won from the industry and academia together with the academic agreements entered into with the various international institutions of repute, the world over.

Earlier welcoming the guests, Coordinator of SMS Alumni Association Mr. Amitabh Pandey, Reader, SMS along with Mr. A. P. Dube, Reader, SMS, interacted with the alumnus. They discussed the issues related to the challenges regarding industry- academia interface and the ways to handle the growing demands of the corporate. Members also interacted in ceremonial manner of SMS Alumni Association followed by open house discussion on issues such as future expectations of the industry and how to educate and train the future management aspirants to successfully meet the demand- supply gap existing in the corporates. All the Alumni members were felicitated in the meeting by presenting the mementos.

Another Alumni Meet of Delhi Chapter was organized on June 22, 2013 at the Shriram Hall of PHD Chamber of Commerce and Industry, New Delhi.

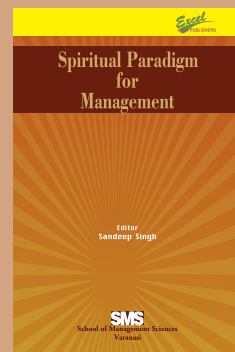


This Meet was attended by more than 90 Alumnus and Alumna of different courses and batches of SMS Varanasi. Meeting got started with welcoming the guests, followed by brief presentation and exhibition of corporate film of SMS Group by Mr. Amitabh Pandey, Reader, SMS Varanasi. Thereafter Alumni members were informed about the recent achievements of SMS. Members also interacted formally about SMS Alumni Association and related topics, followed by Open house discussion on various issues. All the Alumni members were felicitated in the meeting. Mr. R. G. Gupta, Reader, SMS Varanasi presented the Vote-of-Thanks followed by dinner with the alumnus.



## SMS Varanasi published another edited book- Spiritual Paradigm for Management

Management with spirituality at the root is required for better decision making and good results. Short term and narrow objectives often lead to decision making which proves highly detrimental for the stakeholders in the long run although at the time of decision making they seem most beneficial. Spirituality provides a broader and holistic dimension in Management from the perspective of setting of the objectives and following the means to achieve those objectives. The lack of awareness of the spiritual dimensions in management has already done lot of damage to the present world society as has been visible the way society has shaped in last few decades in not only business but also in politics, bureaucracy, and inter-personal relationships. To make this world better management principles and practices must embrace spirituality.



This book is a small attempt to explain spirituality in a simple way and highlighting its role in management so that the field of management gets more enriched for the betterment of practices. This book tries to highlight the fact that spirituality is not detrimental to management in any way rather it is highly beneficial in demonstrating responsible and effective management.

## Budget Live at SMS Varanasi

Budget Live was organized in the conference hall of SMS Varanasi and the students of PGDM experienced the Live telecast where the Finance Minister, Sri P. Chidambaram was presenting the details of budget. Budget was presented mainly in relation with Financial Deficit, Fiscal deficit and Gross Domestic Product. Optimization of the government expenditures, encouraging the industrial galleries, connecting the post-offices with the core banking solutions, insurance services from the banks, special bank for women, separate arrangement for human resource skill development, diversification of crops, putting surcharge on yearly income above one crore were the mainly discussed

provisions of budget. Moreover, no new relief has been offered for salaried persons in relation to tax slab. In toto this is a mixed budget, which puts burden on one side and promises to improve the economy and growth rate on other. Senior Lecturer Mr. Rishi Raman Singh explained the budget related terminologies and elaborated the economic aspects of the same.

## Budding Writer & Director, Vishesh Bhatt visits SMS Campus

Vishesh Bhatt a writer, Director and son of Producer, Director, Mukesh Bhatt and nephew of Mr. Mahesh Bhatt was the centre of attraction in the School of Management Sciences, Varanasi. Mr. Vishesh Bhatt is the script writer of the movie Jannat and Director of the movie Murder 3. Mr. Bhatt interacted with the students and emphasized that people management is the most important aspect of management. He further exhorted the students to be honest to themselves and learn the skills and tools required for effective crisis and people management. The other dignitaries in the programme were Mr. Aryan NathJha, an Engineer and Consultant by profession and Ms. Kanika, a young entrepreneur and media person. The distinguished guest were felicitated by giving a memento as a token of remembrance.





*Centre for spiritualism and human enrichment (C-SHE), was at the world's largest spiritual congregation: the Mahakumbh 2013. This years Kumbh was the biggest in the history of mankind and was attended by approximately 120 million people as per official estimates.*

In order to share with the world the spirit of the event, the C-SHE commissioned a documentary – “In Search of the soul of Kumbh” shot and directed by Krishna Kant Bajpai. The documentary explores the Kumbh mela through one to one interviews with various holy men ( sadhus), Sanyasis and pilgrims. It looks beyond the visual spectacle to understand what draws millions of people from far and wide to this unique place. Old and frail walk miles and miles, spend nights in the open braving the biting winter, all for that holy dip. The mystical world of the Naga Sanyasis, their journey from the material world to the spiritual one. Engrossed in their faith and symbolically moving to the other realm where all worldly associations, relations and affiliations cease.





"It was one of the most wonderful experiences, sheer bliss" said Krishna Kant Bajpai, who stayed at Kumbh for C-SHE plans to release a coffee table book of the photographs of the Maha Kumbh.

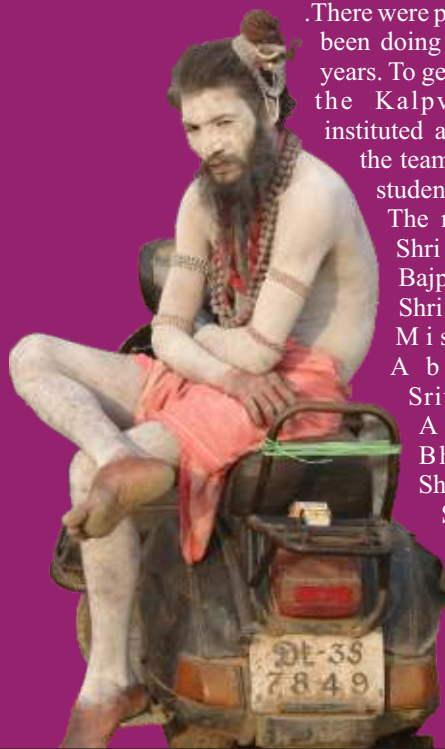




The documentary also takes a close look at the life style of the Kalpvasies, the people who stay at the Kumbh, worship, eat just once a day, and stay disconnected from the material world for months.

There were people who have been doing kalpvas for 40 years. To get an insight into the Kalpvasis C-SHE instituted a survey, which the team of faculty and student conducted.

The members were, Shri Krishna Kant Bajpai along with Shri Kamal Sheel Mishra, Shri Abhishek Srivastava, Shri Anind Bhattacharjee, Shri Amit Kishore Sinha, Student Himanshu Tiwari.



almost 2 months to shoot the documentary.



## Workshop on Web Application Development

School of Management Sciences (SMS) Varanasi, for its students of the 'Master of Computer Applications' (MCA) programme, started a series of technical workshops oriented towards computing skills development of the students to suit the industry standards. A two-day workshop on "Mobile and Web Application Development" was conducted by a team of Mr. Shyam Singh, MD and Mr. Raman Kumar Jha, Soft skill trainers from Lichens Technologies, New Delhi. at the Khushipur campus of SMS.

Mr. Shyam Singh delivered his lecture on Web based application development and its implementation at client side. He focused on DOT NET Framework & Technologies and presented a framework for developing Web applications. He also conducted a test based on technical and analytical skills for the students. He opined that students should always be goal-oriented and they must be 'industry-ready'. Mr. Shyam also gave some tips to the students for writing efficient codes with demonstration in C# programming language, which has now become a back bone to DOT NET platform, preferably used in software development industry now a days.



Mr. Raman Kumar Jha, an expert of soft skills, talked about the Interview skills which has now become the need of the hour for the students (whether off-campus or in-campus) as per current industry requirements. He focused on the need of attitude required to face the current challenges of the industry and also pin-pointed details that need to be adopted by students to secure a place in top notch MNCs. The Guests were welcomed and felicitated by the Director Prof. P. N. Jha and the HOD-Computer Applications, Mr. Kamal Sheel Mishra (Associate Prof., SMS).

Another, Six day Web Application Development Workshop was organised at SMS Varanasi. Workshop started in the presence of Resource persons Mr. Amit Saini (Lead Developer), Mr. Kuldeep Pandey (Lead Developer), Mr. Ankur Agrawal (Developer) and Mr. Avinash (Developer) from Waayoo.com, educational division of Vaskoe Technologies Pvt. Ltd. spread in NCR, Lucknow, Dehradun, Chandigarh, Patna and Kolkata. In the Workshop the resource persons dealt with RIA (Rich Internet Application). The topic has covered various areas related to Java, GWT, Spring, Hibernate and MVP.

In the presence of faculty members, Workshop activities were coordinated by MCA Students Mr. Vinay Singh, Mr. Rohit Kumar, Ms. Shraddha Jaiswal, Mr. Jitesh Kumar Rai, Mr. Danish Akhtar and Mr. Sarvesh Kumar Tripathi.





## Hi-Life Guest Lecture Series

School of Management Sciences (SMS), Varanasi organized Hi-Life Lecture Series where Rev. Patrick McCollum, Patrick Foundation, USA along with Dr. Harriet Nettles, Educational Psychologist interacted with PGDM Students and Faculty members. Addressing students under the Hi-Life Guest Lecture series; Dr. Harriet Nettles said that physical and psychological fitness goes side-by-side. She emphasized on the need of Yoga in fast moving lifestyle. She also made the students to recall that India is the birth place of Yoga.

In the next part of the series Rev. Patrick McCollum shared the plethora of problems in the corporate world and their possible solutions with sound value based practices. He appreciated the team of SMS Varanasi about their value based systems and teachings to its students. While addressing the gathering of students he urged them to attain success and rise up in their career, not by suppressing other competitors, on the contrary by improving their level of efforts and innovation. He said, “By treating every stakeholder along with customer in the rightful manner you can be successful. Don't just follow money, execute your work in a good manner, otherwise it will be an endless struggle for more and more money”.



We have another eminent speaker, Prof. Graham Ward, Coaching Practice Director, INSEAD, France who is an expert in Leadership & CEO coaching. He was at SMS campus to deliver a lecture on “Role of Self Management in Leadership Development” organized by Centre for Spiritualism and Human Enrichment (C-SHE), SMS. He provided thoughtful insights and also engaged the students in leadership games for practical insights into the phenomenon of Leadership. Prof. Ward is also a Director of the Kets de Vries Institute in Sweden and the IGLC Programme Director for the Transition to General Management (TGM).

In prolongation with the matching chain, on 29th April 2013, Prof. Michael DeWilde also visited the campus to deliver his lecture to the students of SMS Varanasi. Prof. Michael DeWilde is Director of the Business Ethics Center at the Seidman College of Business and an Associate Professor of Philosophy at Grand Valley State University & the recipient of a major grant from the Kellogg Foundation and winner of a 2007 Pew “Teaching Excellence” award.

Prof. DeWilde further discussed with Prof. Sandeep Singh and other faculties about the possibilities of creating joint research initiatives, study-abroad programs and student-exchange programs with the C-SHE at SMS, Varanasi.

## Farewell Functions of PGDM, BBA & BCA Batches

Fun frolic moment which brought tears in the eyes of both the seniors and juniors of PGDM, BCA & BBA batches. The junior batch whole heartedly bid their best wishes in form of Farewell to their senior batch. The auspicious day begins with the lighting of the lamp and garlanding of Goddess Saraswati. The mesmerizing music, songs, flash freezing lights and the boisterous students are the defining moments in the party. It is the day of love, affection, trust and above all the bond of togetherness and belongingness.

On account of number of dances and other cultural performances of the students, ambience becomes extremely energetic. At the end of the heart touching performances Mr. Farewell & Ms. Farewell titles were awarded along with Ms. Eve & Mr. Eve to the selected seniors from their junior counterparts. In this way, juniors laid the foundation of a never ending relationship with their seniors.

“

Don't be dismayed at good-byes. A farewell is necessary before we can meet again and meeting again, after moments or a lifetime, is certain for those who are friends. ”

- Richard Bach



## Formation of Internal Quality Assessment Cell (IQAC) at SMS Varanasi

IQAC (Internal Quality Assurance Cell) of our Institution has been formed as a fore-runner to the NAAC (National Assessment and Accreditation Council) Accreditation. The Cell would act as a catalyst for auditing the consistency and adequacy of the academic and related milestones of the Institution. The prime aim of IQAC is to develop a system to improve the academic and administrative performance of the institution.

### **IQAC shall evolve mechanisms and procedures for:**

- Ensuring timely, effective and progressive performance of academic, administrative and financial tasks.
- The relevance and quality of academic and research programmes
- Equitable access to and affordability of academic programmes for various sections of society
- Optimization and integration of modern methods of teaching and learning
- The credibility of evaluation procedures
- Ensuring the adequacy, maintenance and functioning of the support structure and services
- Research sharing and networking with other institutions in India and abroad.



## C-SHE organized 'Course in Mindfulness' a Unique Stress Management Programme at Mumbai

SMS Varanasi and Stress Management Academy - powered by C-SHE organized a one day unique program titled “Course in Mindfulness” – resurgence Stress Management Programme on 16th May 2013 at world famous Hotel Taj Mahal, Mumbai. The participants included exclusive Rotary Club members (President, Gen Sc and all top members). The numbers of participants were 52. The program was conducted by Sri Sri Shuddhaanandaa Brahmachari, lovingly called as Baba.

Another program on the same title, “Course in Mindfulness” was also organised at Orchid Hall, World Trade Centre, Cuffe Parade, Mumbai on 20th April 2013 where top corporates like IDBI Bank, BASF, TCS, Videocon, PepsiCo, ICMS, LC Media House and reputed bodies such as Lions Club, Bombay Management Association has participated.

Babaji began the training program with the invocation of the presence through collective meditation. He stressed on the concept of BEING rather than DOING. He stressed on the concept of creating a holistic balance between the left and the right brain. Babaji used specific examples of how top corporates like Google, General Motors, Apple, Intel, Twitter, Facebook, Target, Aetna, Nexterra, and many others had already incorporated Meditation and Mindfulness into mainstream human resource development. He touched upon the fruits of MINDFULNESS practice and the art to do so. Babaji demonstrated and made participants practice many techniques of Yoga, Meditation and Mindfulness. This was followed by explaining the 5 steps of Mindfulness



### **PHYSICAL REJUVENATION:**

Yoga , Stretches, Chi Practices and Healings  
Stretching, Yoga postures, torso twisting, stretch ups, shoulder rotations, pranic healings and cleansing  
Kapalbharti, brahamari, Bee breathing and eye exercise

### **ENHANCING THE POSITIVE POWER OF MIND**

ABC of mindfulness  
Daily Mindfulness Techniques

### **SOCIAL RESPONSIVENESS**

Live Life Inside Out  
Oneness and Harmony for global peace

### **SPIRITUAL CONNECTEDNESS**

IshaVashyam  
Vasudhaiva Kutumbakam  
Art of Giving  
Service as Compassion in Action

### **ECONOMIC ETHICS**

Chanakyas model for economic ethics Lastly Babaji stressed on the TRAITS of a wise leader. All the above mentioned techniques were demonstrated by Babaji and practiced by all participants.



## SMS celebrated World Environment Day

VARANASI : School of Management Sciences (SMS), keeping up with its tradition of conducting programme towards fulfilling its social responsibility, organised a one day program on World Environment Day. The programme concluded with the plantation of trees by Prof. P. N. Jha, Director SMS. On this occasion he said that such an academic discussion regarding environmental protection will help to instill among students the responsibility, they have towards the environment. SMS has since the very inception focused on environmental issues and the Rainwater Harvesting Plant and Green Campus are the evidence of our responsibility towards greener environment. Mr. Anupam Kumar (Reader, SMS) presented the theme. He said that Environment Protection is not limited to planting trees only but it also affected by our lifestyle, human values and work ethics.



## Two-Days Faculty Development Program on “Pedagogical Innovations”



In a two-day unique FDP on 'Pedagogical Innovations in Professional Education' at the prestigious School of Management Sciences (SMS) Varanasi campus, it was a firm opinion that a modern day teacher has to go beyond the traditional lecturing and the act of information disseminators, for the technology is able to do the same more easily. A galaxy of trainers encompassing Prof. Anand Prakash (Delhi University), Prof. B. P. Singh (Formerly with Delhi School of Economics), Prof. K. P. Pandey (former VC-MG Kashi Vidyapith), Prof. R. C. Mishra, Prof. S. K. Singh and Prof. P. S. Tripathi (all three from BHU) were present at the SMS Campus to sensitize the teachers of SMS Group of Institutions

from both the Varanasi and Lucknow campuses of SMS. Prof. Anand Prakash talked about the 'art of teaching' which he said, must be left to the subjective experiences of individuals. Deliberating on the ways for artful teaching, he said that the style of communication needs to be changed now.

Prof. B. P. Singh through his talk on 'Innovative pedagogy in management education' said that teaching in humanities is different from other streams; here it needs flight of imagination. Prof. S. K. Singh aired his views on 'Bridging the skill gap through pedagogical innovations' while Prof. P. S. Tripathi mulled upon 'Enhancing students involvement in teaching-learning process'. He cited Panchtantra method of educating students. Prof. R. C. Mishra discussed at length the importance of communication and para-languages in teaching. Prof. K. P. Pandey delivered his talk on 'Becoming an effective teacher'. More than 50 teachers from both SMS campuses attended the programme for which they were given the certificates and a copy of original text on 'Panchtantram'.





## Peaking Placements at SMS

Like previous year, this year also School of Management Sciences announces with pride that we had achieved our objective of 100% placement for PGDMs (2011-2013) students at noticeable organizations. In both the phases i.e. first half (October – December 2012) & second (January – June 2013), student's recruitment in various organizations, more than four dozen Marketing, Finance, HR and IT companies arrived for campus selection especially for PGDM & MCA students. College invited companies operating in different functional areas including IT Sectors, Entertainment Sectors, Consumer Durable, Online Marketing, Securities, Auto Companies, Banks, FMCG Organizations, Transports, Pharma, Retail Giants & Infrastructure related Organizations. This year, SMS Varanasi manages the maximum possible placement opportunities even better than plenty of other Colleges.

To name a few like Bajaj Corp, Capital IQ, KamdhenuIspat, Berger Paints India pvt. Ltd., Ceasefire Industries, SBI Life, Mother Dairy, Vishal Retail, Kajaria Ceramics, Apollo Tyres, Reliance Retail, GlaxoSmithkline, Beacon Insurance Brokers, Dr. Reddy's Laboratories, TCI, Prism Cement, ICICI Securities, Safeexpress Pvt. Ltd., Axis Bank, J.J. Plastalloy etc. Companies have recruited students for various Managerial positions at attractive packages ranging from 3-6 lacs per annum, highest being ₹ 6.21 Lacs per annum.

### List of Recruiters:



- Bajaj Corp. Ltd.
- SKS Microfinance Ltd.
- Instant Placement
- VaibhavPariwar
- Capital IQ
- ACELERAR Technologies Pvt. Ltd.
- KamdhenuIspat Ltd.
- Berger Paints India Limited.
- Ceasefire Industries Ltd.
- SBI Life Insurance
- ZydusCadilla
- Mother Dairy
- Unity Earthtech
- Vishal Retail Ltd.
- IndiaMart.com
- Litchi Knowledge Center Pvt. Ltd.
- ITC Wills Lifestyle Ltd.
- Ego Flooring Pvt. Ltd.
- Info Edge India Ltd. (99acers.com)
- Vodafone
- ITC Limited.
- ICICI Securities
- Glaxosmithkline Pharmaceuticals Ltd.
- Virbac Animal Health India Pvt. Ltd.
- Yash Papers
- TNV Solutions
- Locon Solutions Pvt. Ltd. (Mumbai Location)
- Our Vivaha (e-commerce platform)
- Apollo Tyres Ltd.
- LaresSofttech Pvt. Ltd.
- Transport Corporation of India (TCIL)
- Hotel Radisson
- Prism Cement Ltd.
- Locon Solutions Pvt. Ltd. (Gurgaon Location)
- Axis Bank
- J.J. Plastalloy
- Reliance Retail Ltd.
- India Infoline Ltd.
- Reliance Communication

## Faculty Achievements

**Mr. Alok Kumar**, Associate Professor



**FDPs Attended:**

One Day FDP on “Advertising and Integrated Marketing Communication Teaching Techniques” on June 3, 2013 at FORE School of Management, New Delhi

Two Days FDP on “SPSS & Research Methodology” June 6-7, 2013 at FORE School of Management, New Delhi

**Mr. Anupam Kumar**, Reader

**International Publications:**

Paper titled, “Dynamics and Dimensions Pertaining to Purchase of Capital Goods”, to be published in the International Journal of Management, IT, and Engineering (IJMIE), ISSN: 2245-0558, Vol. 3, Issue 7, July 2013.

Paper titled, “Indian Furniture Industry: Is It Time to Commoditize?” published in the International Journal of Business, Management & Social Sciences, (IJBMS), ISSN: 2249-7463, Vol. II, Issue 10(I), June 2013, published by Pune: Choice College of Art & Commerce, pp. 54-57

Paper titled, “Human Paradigm to Sustainable Development: A Case Study of Armstrong with Reference to the Indian Modular Furniture Industry,” published in Global Journal of Finance and Management, (GJFM), ISSN: 0975-6477, Vol. 5, No. 4, [Special Issue], 2013, published by New Delhi: Research India Publication, pp. 94-99.



**Conference Attended:**

International Research Conference on Innovative Strategies in Commerce, Management, Engineering, Technology and Social Sciences, organized by the Indo-Global Chamber of Commerce, Industries and Agriculture at Shree Damodar College Complex, Margao, Goa on June 10<sup>th</sup> - 11<sup>th</sup>, 2013

**MDP's Attended:**

MDP: Short Term Training Program on “Business Analysis and Perspectives of Foreign Investments in India,” organized at MotiLal Nehru National Institute of Technology, Allahabad from June 24<sup>th</sup> to June 30<sup>th</sup>, 2013.



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

**Publications:**

Research paper titled “Social Media Marketing: An impeccable approach to E-Commerce”, published in the Journal of National repute, Management Insight, ISSN 0973-936X, Vol. 8, No. 2; December, 2012

**FDP Attended:**

Fourteen days AICTE approved FDP on “3G Communications in Wireless Technologies” organized by Dept. of Computer Application, Institute of Technology & Science (ITS), Ghaziabad from May 29<sup>th</sup> to June 12<sup>th</sup> 2013.



**Mr. Aditya Kumar Gupta, Sr. Lecturer**



Received his Ph.D. degree in Computer Science.

**Publications:**

Paper titled “Computational Model for Agricultural Decision Support System” published in International Journal of Computer Application (ISSN No. 0975 – 8887) Volume 64, No.3, March-2013

Paper titled “Multidimensional Schema for Agricultural Data Warehouse” published in International Journal of Engineering Research and Technology (ISSN No. 2278-0181) Volume 2, Issue 3, March–2013

**Workshop:**

Attended ISTE Workshop on DBMS conducted by IIT Bombay and Sponsored by Ministry of MHRD Govt. of India under National Mission on Education through ICT.

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Received his Ph.D. degree in Computer Engineering from Department of Computer Engineering IIT (BHU) Varanasi in the first convocation of IIT (BHU) Varanasi. He received his Ph.D. on "Multi-Agent Model with Data Mining Methods for Negotiation in B2C E-Commerce".



**Dr. Hemant Kumar Yadav, Sr. Lecturer**



**Publication:**

Book publication titled “DFIs : A case study of I.F.C.I” in 2013 having ISBN No.- 9-788191-075045, E R T Publication Pvt. Ltd.

**Paper Presentation:**

Presented a paper titled “F.D.I in Supply Chain” in National Seminar on Global challenges and opportunities in the post Globalized era: A managerial prospective on April 13-14, 2013 at Faculty of Commerce, Banaras Hindu University, Varanasi.

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Presented and published a Paper titled “Mindful Innovation Program – a view on Sustainable Growth through Mindfulness” in International sustainability Conference (SusCon 2013) organized by Rajiv Gandhi – IIM Shilong in March 2013.



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