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**SMS**

VARANASI

A+++ Rated B-School



Vol. 12 No. 100 October, 2013

# SMS NEWS

A Bi-annual Publication of SMS, Varanasi

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# Director's Message



A globally sensitive B-school, such as School of Management Sciences Varanasi, seems destined to encounter a formidable compulsion in not only sustaining the professional impeccability, but to regularly seek to burnish its plural scholastic image within the community of all the stakeholders. Let us congratulate SMS Varanasi for scoring a hat-trick in grabbing the highest A++ rating among all the participating B-schools in India and further making a quantum jump on the overall quality pitch of management education to secure a prestigious positioning not only within the bracket of top-most three B-schools of UP (barring NCR) but also within the top 20 management institutions spread over 22 states of northern, eastern, central and north-eastern regions.

You would appreciate that the month of July is more significant in the life-cycle of a B-school, when we are ready to welcome a fresh lot of new faces. The lot, this time, is expected to be more colourful on account of the students from the just added MBA & MCA (Lateral)-programmes to our course-mix. It really gives a generic experience to see them romping around in the arrogantly beautiful campus of SMS-empire.

SMS-newsletter with its unique creative licence has of course generated a propensity to consume multiple cerebral-information among you discerning readers, which speaks of a robust acknowledgement of its relevance plus sufficiency. The current issue is once again brimmed with interesting glimpses of a number of proud moments such as, Orientation programmes for the new entrants in our PGDM, MBA, MCAs, and Undergraduate Courses to the Freshers' Parties, Teachers' Day celebrations, 15<sup>th</sup> August National Festival celebrations, Industrial Visits, Blood-donation Camps, Hi – Life Lecture Series, Sports Festival, the 19<sup>th</sup> Foundation Day Celebrations of SMS, Robust beginning of an unbelievable track of campus placements once again, and so many other value-adding events.

Let me close with best of wishes in the New Year – 2014.

(P. N. Jha)

## Editorial Board



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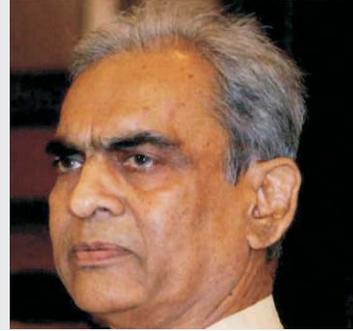
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## Homage to the Socialist & Rajya Sabha MP – Mohan Singh

School of Management Sciences, Varanasi pays a tribute to Rajya Sabha MP and Member, Governing Council of School of Management Sciences, Mohan Singh as he is no more amongst us but he will remain always within our soul in the form of inspiration and motivation to us for achieving great height.



## PGDM Orientation Program

The Four-day Orientation Programme at School of Management Sciences (SMS) Varanasi for the 19th batch of Post Graduate Diploma in Management (PGDM) started at the Khushipur campus with the Chief Guest, Dr. T. K. Mandal (VP-HR, JK Papers) exhorting the fresh students to embrace 'morality' in all their endeavours to become successful in organisations as well as their life. He said that it is a good phenomenon to see that young breed of executives now-a-days are socially very active and he expects the same from budding

managers at SMS.

Earlier, welcoming the dignitaries, the Director, SMS Varanasi, Prof. P. N. Jha said that people in common have big hopes from management professionals and SMS would train the students how to become better citizens, both for corporate as well as for personal life. He said that change is so fast today that there is no crystal-bowl solution but SMS provides the basic knowledge and leadership framework so that the budding managers may do their duties with perfection. Welcoming the new batch of PGDM students, he said that such an orientation programme is academic and environmental socialization for them.

The Guests of Honour on the occasion from the corporate sector, Shri Gautam Mohan Iyer (AVP, Business Banking, Axis Bank Ltd.) and Shri Mudit Dalela (Circle HR Head, Axis Bank Ltd.) emphasized on the need to be more agile in the current business scenario. Citing life examples, they focused on the need to become habitual to stressful situations in Corporate Life. They also stressed on the need to be updated everyday for gaining better insight into business world.

## MBA & MCA Orientation Program

The first batch of the Master of Business Administration & Master of Computer Application (Laterel Entry) programmes (affiliated to the Uttar Pradesh Technical University, Lucknow) got off to a flying start at the Khushipur campus of School of Management Sciences (SMS) Varanasi amidst high profile corporate gathering who all chanted the same mantra for success: Have 'lakshya' (target) in life.

Inaugurating the two-day orientation programme, the Chief Guest on the occasion, Shri Sunil K Narang (Senior Director-Jacksons Group) exhorted the new incumbents to work hard in life, study with focus and generate ideas to make that difference in life which makes one successful. The Guests of Honour, Shri A. N. Rangaswamy (Director-Advatech Cera Tiles Ltd.) and Shri Rajesh Srivastava (Head, HR-British Paints Ltd.) stressed on basics in life and asked the youngsters to give their best in life. Shri Rangaswamy talked at length about the real life scenarios in which we all have to survive and succeed.



## BCA / BBA Orientation

Inaugurating the 17<sup>th</sup> batch of the Bachelor of Business Administration (BBA) and 16<sup>th</sup> batch of Bachelor of Computer Applications (BCA) programmes at School of Management Sciences (SMS) Varanasi, Prof. P. Nag, Vice Chancellor, Mahatma Gandhi Kashi Vidyapeeth, Varanasi and the Chief Guest of the UG Orientation Programme, exhorted the freshers to utilize technology for developing new business models. He said, integration and convergence of technology has brought immense business opportunities across the globe in areas like Development, Disaster Management, Navigation, Urban Management, Public access, Climate change, Natural Resource Management etc. He further said that remote sensing helps in business strategy by continuous monitoring of resources. He asked the students to think of becoming 'Global players' by having information to control resources necessary for business.



The President of the Orientation Programme for UG courses on the occasion, Prof. S. K. Singh (Former Dean, FMS-BHU) asked the fresh BBA and BCA incumbents to develop a relationship and purposeful interaction with the environment and challenge the status quo to become better managers and citizens. He congratulated them for selecting SMS Varanasi as this institution happens to be the pioneer in these courses. He requested students not to become passive listeners and put in the 'needed' efforts to become successful in life. Prominently present were the Executive Secretary, Dr. MP Singh, Registrar, Mr. Sanjay Gupta, Mr. Atish Khadse, Coordinator-BBA, Mr. Rajiv Katare, Coordinator-BCA and other senior faculty members. The Programme was conducted by Dr. Meenakshi A Singh (Reader). In the end of the programme, Dr. MP Singh felicitated the Guests with memento of Lord Vishwanath.



## FDP

A unique faculty development programme on the topic "Changes in Management Education: Concepts to Practice" was conducted on July 20<sup>th</sup>. The resource person for this technical session was a renowned and famous personality, Prof. Atul Tandon, Former Director, MICA, Ahmedabad.

## Director – SMS Varanasi on NAAC Expert Panel

Prof. P. N. Jha, Director, School of Management Sciences, Varanasi has now empanelled in the Team of Experts of National Assessment and Accreditation Council– Bangalore which is an autonomous body and established by the University Grants Commission in 1994 in pursuance of the recommendation made by the National Policy of Education, 1986 and the Programme of Action (POA), 1992 which lay particular importance on evaluating the quality of higher education in India.

The NAAC functions through its General Council and Executive Committee where educational administrators, policy makers and senior academicians from a cross-section of system from higher education are represented.



## Workshops

Eight days 'Advanced Android Mobile Platform' Workshop commenced at SMS Varanasi. Workshop is organized for MCA Vth Semester students. Workshop started in presence of trainers Mr. Kuldeep Pandey (Senior Software Developer at Vaskoe Technologies Private Limited), Mr. Viresh Kumar (Software Developer at Vaskoe Technologies Private Limited) and Mr. Ankur Agarwal (Software Developer at Vaskoe Technologies Private Limited) from waayoo.com an Educational division of Vaskoe Technologies Pvt. Ltd. spread in NCR, Lucknow, Dehradun, Chandigarh, Patna and Kolkata.

Workshop will comprise complete forty five hours interaction and exercises spread in eight days schedule. Workshop is planned to deal with various Android related issues like License Issues, Mobile Application Development Targeting Android, User interfaces, Intents and services, Storing and retrieving data, Networking and Web services, Graphics and Animation, Multimedia, Maps, Location Services, Final Project. On the final day of workshop participating students will be provided Training Certificate from Vaskoe Technologies Private Limited. For better understanding of the applications of above mentioned topics students are provided Android Mobile phones for the duration of the course as a part of course kit. Mr. Naveen C. Mishra, Research Director, Gartner Research & Advisory visited SMS Varanasi campus on September 18, 2013 and interacted with Management students. During his visit Mr. Mishra conducted a workshop on "Preparing for Career in Market Research & Consultancy" with MBA Ist Semester students of SMS, Varanasi. He started off with elaborate description and working of Market Research & Consulting Companies along with different types of jobs available in such organizations. Next, he provided a deep insight into the skill set required to build a career in Market Research & Consulting organizations. Mr. Mishra also gave practical tips to students as how they can acquire the required skill set to full fill the expectations of their future employers.



## High-Life / Special Lecture Series at SMS

Mr. Rakesh Kumar Mittal (Retd IAS), Government of India, delivered a special lecture on Spiritualism. It was organised by the C-SHE of SMS under the Hi- Life Lecture Series.



SMS has organised a three day long special lecture series in their lush green and adorable campus in Varanasi on 19th, 20th and 21st October, 2013. The key speaker of the lecture series was Prof. B. P. Singh, former Head & Dean, Delhi School of Economics. His overall lecture series was divided in three sessions in three days. On first day he interacted with PGDM first semester students. He talked about different subtopics of subject 'Management Principles and Practices'. On the second day he interacted with PGDM-III and PGDM-International Business-IIIrd semester students. With this batch Prof. Singh talked about various practical issues related to Strategic Management and their importance in present scenerio. In his third and last day of delivery he interacted with MBA-Ist semester students and discussed about issues related to 'Managing Organization'.

Another Guest lecture was arranged for PGDM-IIIrd semester students in which they interacted with Prof. P. R. Agarwal, MNNIT Allahabad. He talked about the problems and challenges with the upcoming Management Graduates and probable answers of the same. Earlier to this lecture series, Mr. Rakesh Kumar Mittal (Retd IAS), Govt. of India., Mr. Rajeev Chandola, Head (HR), Cold-Ex and Mr. Sarfraz Khan, VP (Operations), ColdEx. Also interacted students of PGDM and MBA on different issues of Management Tactics.

## C-SHE conducted MDP Program (M-Power) in Mumbai

SMS Centre for Spiritualism (C-SHE) in association Stress Management Academy (SMA) conducted its 3rd MDP program at Mumbai. The title of the programme was M-Power (Mindful Parenting Power) and it took place on 24th August 2013 at Gundecha Club, Thakur Village, Kandivali East Mumbai. Trainers of the programme were:

Ms. Meera Kothari, Director, Counseling & NIOS – Goenka & Associates Edu. Trust

Dr. Nimrat Singh, Founder & Director Tangram HR, Ahmedabad

Sri Sri Shhuddhanada Brahmachari, Founder,

Course in Mindfulness Programme started with Ganesh Vandana by Shri Kirti Anurag, famous music director and singer. In his introductory speech Mr. Manish Asthana, General Manager – MDP, SMS Varanasi informed the audience & guests about SMS Varanasi and C-SHE.

Swami Shuddhaananda Brahmachari, lovingly called as Babaji. interacted on the acclaimed topic "stress" and focused as most important point in today's world is conscious parenting as compared to age-old asserting parenting. Babaji said that parents should not focus on children but essentially on their own inner life till they are centered and calm to awaken the power of spirit. Audience found the idea of blending spirituality with parenting to be unique in nature. After the three electrifying sessions, a formal written and recorded feedback session was conducted followed by vote of thanks.

## IIT Bombay Spoken Tutorials

On the occasion of Teachers' Day, the School of Management Sciences (SMS) Varanasi, presented to its students a spoken tutorial through video-conferencing from experts of IIT-Bombay. The Spoken Tutorial project is the initiative of the 'Talk to a Teacher' activity of the National Mission on Education through Information and Communication Technology (ICT), launched by the Ministry of Human Resources and Development, Government of India. The workshops are online in nature and students interact with a specialist team of IIT-Bombay through online video conferencing.



The first Spoken Tutorial workshop on 'C and C++' on the Linux environment at the Khushipur campus of SMS Varanasi was conducted for the final year MCA students. Other prominent areas to be covered through this mode include Java, Net beans, MySQL, PHP, Latex and Linux in the upcoming weeks. During workshop Miss Kusum Lata Verma (Coordinator, Spoken Tutorial Project - IIT Bombay, East UP Division) interacted with SMS students.

## Two Days 'Personality Assessment & Training' by ABBSCISSA at SMS

School of Management Sciences, Varanasi has organized two full day 'Personality Training & Assessment Workshop' for PGDM Ist Semester students at SMS Campus. Workshop has been conducted by ABBSCISSA HR Consultancy, New Delhi on 9th & 10th Sep, 2013. ABBSCISSA is seventeen years old HR Consultancy. Mr. B.M. Dash, Chief Operating Officer, ABBSCISSA along with Mr. Sanjay Patra & Mr. Jaydeep Mitra conducted the workshop for PGDM students. In two day long training workshop, various personality assessment and developmental activities took place including Numerical Test, Verbal Reasoning, Clerical Aptitude, Map problems, Group Discussion Activities, Story Writing & Personal Interviews.



## Celebrations at SMS

### 67th Independence Day Celebration

On 15th August, 2013, School of Management Sciences celebrated the most pious and auspicious occasion with zeal and enthusiasm. Prof. P. N. Jha, Director of SMS Varanasi, executed the activity of flag hoisting on behalf of whole SMS family. He presented his tribute towards the lead-ers of the freedom struggle of India. Several other activities also took place including Free Health check-up under guidance of Director Prof. P. N. Jha, Joint Secretary Mr. S. K. Singh, Registrar Mr. Sanjay Gupta along with senior faculty and staff members. Cultural programs had also been pre-sented by several students of BBA, BCA, PGDM, MBA & MCA batches.



### Guru Kripa: A Teacher's Day Celebration

On 5th September, students celebrated the Teachers day with fervour. On this occasion, students performed various cultural events in honour of their teachers. On this auspicious occasion the heart touching dance performance by the students depicting the different festivals and personalities of the country added a feather in the cap. Teachers also show-cased their respective talents in various categories of events including Singing and Antyakshari.



### Freshers' Parties of PGDM, MBA, MCA, BCA & BBA

Fun, Frolic, Smiles and rejuvenated Spirits marked the start of the academic session in SMS. The senior batch whole heartedly welcomed their junior batch. The mesmerizing music, songs, flash freezing lights and the exuberant students were the defining moments in the par-ties. It was the day of love, affection, trust and above all the bond of togetherness and belongingness. The Batches of PGDM, MBA, MCA, BCA and BBA showed their talents while wel-coming their juniors.

### Activity Day at SMS, October-26th

Students of SMS Varanasi celebrated the Saturday, 28th Sep, 2013 as 'Activities-Day' for various Club related activities. Last Saturday of every month is dedicated to different club related activities in the institute. The special programme 'Ray of Hope' saw an awareness campaign regarding cancer disease (organized by DS Research Centre, Varanasi), where about 1000 pink balloons were flown from the campus.



This Saturday also witnessed the student's participation in different fascinating co-curricular events at SMS Campus including Games like Cricket, Volleyball, Badminton, Table Tennis, Carrom and Chess; Inauguration of Photography Club Panorama and various photography related activities under the Photography club & Business Quiz among students of various programs of institute. Panorama, a photography club was inaugurated at School of Management Sciences.

## Sports Fest 2013

A Two day Intra-Institute Sports Competition took place at School of Management Sciences (SMS) on Friday, October 04, 2013 with high euphoria and zeal. Inaugurating the Sports Fest 2013 Chief Guest Dr. Abhimanyu Singh, Assistant Professor, Department of Physical Education, B.H.U. Varanasi said that it is good to see management students embracing sports as sports helps in developing good physical and mental health besides quick decision making. He further added that sport helps in developing the superior subordinate relationship within an organizational network. The Sports Fest 2013 was declared open by Prof. P. N. Jha, Director, SMS, Varanasi by the beat of the drum and igniting of the ceremonial flame by the Chief Guest



preceded by a march past by the participating 12 teams from PGDM, MBA, MCA, BBA & BCA courses. Oath taking ceremony also ensured the sports-spirit of the students. Earlier welcoming the Chief Guest Prof. P. N. Jha, Director, SMS said that such an intra-institute sports competition is being conducted regularly which not only provides good health but sharpens the mental ability too. It also gives an appealing personality, most important attribute of modern times. A memento was presented to the Chief Guest, Dr. Abhimanyu Singh at the end of the inaugural session. Event became successful with the support of Executive Secretary Dr. M. P. Singh; Registrar of the institute, Mr. Sanjay Gupta; Coordinator of the Sports club 'CREST', Mr. Sunit Kumar Mishra as well as faculty and staff members who served as event coordinators or members in various games. The inaugural function was coordinated by Mr. Subhagata Roy, Reader, SMS.

## ADHARSHILA

School of Management Sciences (SMS), Varanasi completed its 18 years of existence on November 10, 2013. The Institution celebrated its 19th Foundation Day "Adharshila" amidst joyous fervor and competitive spirit with over two dozen teams participating in the day long competitive events covering four events in academic and cultural arenas. A traditional 'puja' was performed at the Campus in the early morning hours before the arrival of the Chief Guest. The Chief Guest in the inaugural session was Dr. R. K. Khandal, Honorable Vice Chancellor, U.P. Technical University, Lucknow.



Inaugurating the day-long event "Adharshila 2013" at SMS Campus, Dr. R. K. Khandal, Honorable Vice Chancellor, U.P. Technical University, Lucknow said that any organization becomes big when big people visit the same, SMS Varanasi is lucky to have the gracious presence of Justice Girdhar Malaviya Ji on the occasion which makes both the event and the institution great. Addressing a big gathering of students and authorities of the participating educational institutions in the event, Prof. Khandal said that the three important pillars for

making an institution are its students, its teachers and blessings of the elderly people and SMS Group of Institutions is lucky to have all the three. He asked the institution to take care of these three pillars and said that then these will take care of the growth of the institution.

He further said that the dynamics of education have changed but the visionary can still envision a bright future amidst today's crisis of loss of human values. Students should create identity for themselves, study and become employable and should look for achieving excellence not the pay package.

On this occasion, an inter institute competition was also organized which includes one academic event Business Quiz and three cultural events Solo Song, Antyakshari and Solo Dance. The participating teams were from IIT- BHU, Faculty of Management Studies- BHU, Faculty of Commerce- BHU, UIM- Allahabad, Sunbeam College for Women, Vasanta College for Women- Varanasi, Arya Mahila Degree College- Varanasi, KIT- Varanasi, SMS-Lucknow, and few other institutions of repute.



In the evening, the winners were awarded with the certificates and the trophies. After the prize distribution ceremony, a sizzling and mesmerizing musical performance was given by Arko Chatterjee (Musical Group HOBOS and OHM) a well

known guitarist, lyricist and music composer. He presented the Indian traditional and contemporary fusion. In line with musical performances Singer Sreekant sang various film songs including his uniquely different breathless performance.

Subsequently a scintillating musical program was presented by the famous bollywood film playback singer and 1995 ZEE - Sa Re Ga Ma winner Sanjeevani. She with her melodious voice, mesmerised the young and vibrant crowd of SMS. On the occasion Dr. Sanjay Saxena, Associate Professor played drum set and enthralled the audience.



## Felicitation session of Lieutenant General M. M. Lakhera and Director, NAAC Prof. A. N. Rai

School of Management Sciences felicitated the two luminaries – Lieutenant General M. M. Lakhera (Former Governor, Mizoram) and Prof. A. N. Rai (Director NAAC, Bangalore) on their maiden visit to its Khushipur campus. Lieutenant General M. M. Lakhera in his talk urged the students to develop the ability to hard work and have clear aims in life. He further enlightened the students on the quality of positive thinking, time management, character of conviction and communication skills and their relevance in professional and personal life.

Prof. A. N. Rai told students to work towards seeking knowledge which requires exploring the various learning resources. He talked on focus, commitment and controlling the senses inwards which requires consistent upgradation of knowledge and withdrawing from the world through focused approach. He further emphasized on consistent refreshing, training, retraining and developing modules for bridging the skill gap persisting between the educational institutions and corporate.



Earlier, Director SMS, Prof. P. N. Jha in his welcome address said that SMS is fortunate enough to have the blessings and guidance of such luminaries in public life from time to time who consistently inspire us to set high standards in our academic endeavors and showcase strong commitment for shaping the better future of our students. He elaborated the efforts undertaken by the institution since inception to inculcate and integrate ethics, values and spirituality with the contemporary management practices which has been appreciated and acclaimed both at the national and international level. Both the distinguished guests, Prof. A. N. Rai and Lieutenant General M. M. Lakhera were felicitated by the Executive Secretary, Dr. M. P. Singh and Director, Prof. P. N. Jha by presenting a shawl and memento to honour their gracious presence amongst us.

At the end the vote of thanks was proposed by Prof. A. K. Mishra (member, Governing Council, SMS). The session was coordinated by Dr. Meenakshi Singh, (Reader and Coordinator, PGDM).

## National Energy Conservation Day Celebration at SMS

School of Management Sciences (SMS), keeping up with its tradition of conducting programme towards its social responsibility, organised a one day program on National Energy Conservation Day December 14, 2013. Activity took place under banner of Rainbow - The Social welfare club of SMS Varanasi.

On this occasion Prof. P. N. Jha, Director, SMS Varanasi, Mr. K. K. Bajpai, Reader, SMS Varanasi, Dr. R. K. Singh, Associate Professor, SMS Varanasi and Mr. K. S. Mishra sensitized the faculty and staff members towards the need and importance of Energy conservation they also shared and suggested different ways to conserve energy.

Prof. Jha discussed the importance and interdependence of various substances in nature. He emphasized on maintaining their proper mix by utilizing the certain specified resources in the rightful manner. Mr. Bajpai & Dr. R. K. Singh talked about practical ways for energy conservation. Mr. Mishra gave vote of thanks to various stakeholders of activity.



## Varanasi Centre Convention on Quality Concepts' at SMS Varanasi

Quality circle forum of India in association with School of Management Sciences Varanasi organized one day program 'Varanasi Centre Convention on Quality Concepts' on 22nd Sep, 2013. Prof. Prithvish Nag, Vice Chancellor, MGKVP along with Mayor of Varanasi, Sri Ram Gopal Mohle inaugurated the program. Speakers discussed about the importance of Quality in the area of education, development, health, media and social issues.

Program fulfilled following objectives:

- To provide opportunity to quality circles to freely express and exchange their ideas and to express their achievement through case studies presentations
- To give opportunity and to encourage creativity talent in quality circle members through competitions
- To provide a forum for interaction and exchange of knowledge on quality circle concepts.
- To encourage the spirit of competition, team work and continuous improvement.
- To make quality circle movement self-generating and an ever growing segment of Total Quality Management

At the end of the event Gold, Silver and Bronze awards were given to the presenters. Another award was given for the skit presentation. Events took place in presence of Mr. A. M. Chakraborty, Secretary, QCFI, Varanasi Centre, Dr. Ashok Rai, Chairman, QCFI Varanasi Centre, Mr. Sanjay Gupta, Organizing Secretary of the event along with Dr. Parag Bajpayee, Coordinator of the program. Prof. P. N. Jha, Director, SMS Varanasi spoke upon the Quality based Management and congratulated the participant for attending the program and delivering their best in various competitive activities.



## AWARDS & ACCOLADES

### SMS Undergraduate Students in top ten list of MGKVP, Varanasi

SMS Undergraduate students had again proved their academic strength by attaining their position in various graduate level programmes (BBA & BCA) affiliated with Mahatma Gandhi Kashi Vidyapith (MGKVP). Ankit Verma has grabbed gold medal, as he topped in BCA Programme followed by three other students among top five students of university examinations. On the other hand six BBA students made their place in top ten list of University led by Mona Kabra, who secured Silver Medal in the university examination.

### ASSOCHAM Awards School of Management Sciences, Varanasi for being "The Best Institute in UP for Placement Efforts"



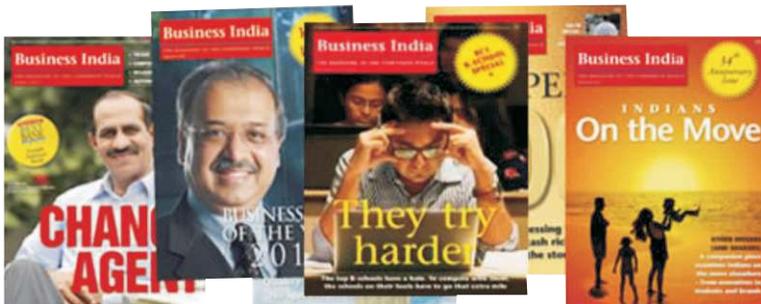
Associated Chambers of Commerce and Industry (ASSOCHAM) and the reputed educational magazine, The Education Post has recently awarded School of Management Sciences, Varanasi for being "The Best Institute in UP for Placement Efforts" at the event hosted at Ahmedabad. The award was presented by the State Minister for Education for the State of Gujarat on Sunday, November 24, 2013.

## Quality Initiative Mission Educational Leadership Award to SMS Varanasi

In their endeavour to identify outstanding individuals and organizations promoting inclusive and quality education, School of Management Sciences (SMS), Varanasi was awarded for 'Quality Initiative Mission Educational Leadership Award for the year 2013' in the Management Education category. The award was presented recently in New Delhi by Shri Wajahat Habibullah, Chairperson, National Commission for Minorities, Govt. of India (Former Chief Information Commissioner, India) in the presence of Dr. Véronique Briquet Laugier, a very renowned Life Science Scientist of France & Head, Science Department, French Embassy, India.



## Ranking & Recognition



Making a hattrick, School of Management Sciences (SMS) Varanasi has retained the prestigious 'A++' rating in the B-School Survey 2013 conducted by the reputed business magazine 'Business India'. The results have been published in the issue dated November 11-24, 2013. The notable thing in this Survey is that leaving behind many UP B-Schools, SMS Varanasi happens to be in the Top-3 B-Schools in the state (excluding NCR).

SMS Varanasi also finds a place in Top-20 institutes amongst 22 states spread over Eastern, Northern, North-Eastern and Central India covered in the Survey. Only IIM-Lucknow, and FMS-BHU fall above SMS Varanasi in the state of Uttar Pradesh (barring NCR). Alternately speaking, SMS Varanasi has thus arrived at the first slot in the private sector in UP which signifies its strides on various national and international fronts. Ratings this year have been presented on the basis of factors like Perception rankings, Recruiter rankings, Student rankings and Panel rankings. Overall there are 65 institutes in the A++ category throughout India. SMS happens to be one of them. The perception of SMS Varanasi has grown multi fold in the recent past owing to its innovative strides which have pushed it into the top echelons of the B-School fraternity in the country.

## Educational cum Industrial Tours

SMS Varanasi organized several Industrial cum educational tours in different Industries and places of adventure. Such tours are essential part of overall learning in different professional courses at SMS Varanasi. This year tours were planned for the courses including PGDM, PGDM-International Business, BCA as well as BBA.



Agra, Nainital and Rudrapur visit by PGDM Students. Jaipur, Ranthambore, Rajasthan Shilp Industry and Leather Manufacturing unit visit of BCA Students. Fatehpur Sikri and Jaipur visit was for BBA Students.



## Campus Placements at SMS Session 2013-2014

The placement is one of the ultimate dreams of students after finishing their PG course. School of Management Sciences appreciates such expectations of its future managers, therefore likewise every year, this year too in the same fashion, SMS arranged a scheduled and well planned Placement Season divided in two phases. The first phase initiates from the month of October and ends by December 31st, further followed by the second phase from January onwards to supplement the activities of first phase. This year also, numbers of corporates have appreciated potential of student in PGDM, MCA and other courses at SMS, Varanasi.

SMS Varanasi holds the pride to announce the first phase of student's campus recruitment, more than four dozen Marketing, Finance, HR and IT companies were invited in the college campus especially for PGDM & MCA students.

In brief following companies had recently visited Institute for Campus Placement:

- Capital IQ
- Greenply Industries Ltd.
- ColdEX
- Bajaj Corp. Ltd.
- KamdhenuSpa Ltd.
- Beacon Insurance Pvt. Ltd.
- ITC Wills Lifestyle
- Berger Paints India Ltd.
- Mother Dairy
- SBI Life Insurance
- ITC LTD.
- inTarvo Technologies Ltd.
- Coracle Infotech
- BetaSoftSystems
- Compassites Software Solutions
- Agile Softech Pvt. Ltd.
- Softpro India Pvt. Ltd.
- Karpa IT Solutions
- AllyzoleSofttech Pvt. Ltd.



## Seminars & Publications

### Alok Kumar

1. Contributed a paper entitled “Reinventing HR through Imagination, Innovation and Inspiration” at the NIPM Convention-Dhanbad Chapter (August 2013)
2. Contributed a paper entitled “The transmutation in Advertising Appeal: A Theoretical Perspective with India-centric cases” in the journal 'Management Insight' published by SMS, Varanasi (Vol. 9 No. 2, December 2013) ISSN 0973 936X
3. Presented a paper entitled “An Approach of financial sustainability-Key Indicator of Corporate Excellence: A case study of TCS” in the 'National Seminar' on “Effectiveness, Ethics and sustainability: The Measures of Organisational Excellence” at Indian School of Mines, Dhanbad, full paper being published in Conference Proceedings Book (December 2013) coauthored with Dr. A. Shanker Prakash
4. Contributed a paper entitled “Advertising Appeals and Purchase Intention: An Empirical Study” in the journal 'Adhyayan' published by SMS, Lucknow (Vol. 3 No. 2, December 2013) ISSN 2249 1066



### Abhishek Srivastava

Invited as resource person for a full day workshop at Varanasi Branch, MSME, Govt. of India on the topic “Introduction to Bar code Driven Tool Tracking System in Leather Industry & its Impact on Globalization” on 14<sup>th</sup> December 2013.



### Pallavi Pathak

#### Conferences Attended

1. Presented paper ' Internationalization of Higher Education : An Indian Perspective' in the International Conference on Education for Achieving Millennium Development Goals organised on Nov 16-18, 2013 at Faculty of Education, BHU, Varanasi
2. Presented paper Perceived Effectiveness in Higher Education Institutions from Student Centric Criteria in the National Conference on Effectiveness, Ethics and Sustainability : The Measures of Organisational Excellence to be organised on Dec 06-07, 2013 at Department of Management Studies, ISM, Dhanbad

#### Publications

1. Contributed Paper 'Dimensions of Organisational Effectiveness in Private Management Institutes' in Aatmbodh Vol.X No. 3, Autumn 2013



### Dr. A. Shanker Prakash, Lecturer

#### Publication:

1. Paper Titled, “Event Study Test of Incorporating Earning Announcement on Share Price”, published in IOSR Journal of Economics and Finance (IOSR-JEF), e-ISSN: 2321-5933, p-ISSN: 2321-5925. Volume 1, Issue X (Nov. – Dec. 2013).
2. Paper entitled, “Empirical Study of Weak Form of Efficiency in the Indian Stock Market at Index Level and Scrip Level”, published in Management Insight, ISSN 0973-936X, Volume IX No. 2 December, 2013.

#### Conference Attended:

1. Paper Titled, “An approach of financial sustainability - key indicator of corporate excellence: a case study of Tata consultancy services” presented in national seminar on effectiveness, ethics and sustainability: the measures of organizational excellence (Dept. of management studies, ism-Dhanbad) Dec 6-7, 2013.



## Scholarship by U.P. State Government

Scholarship to SMS Student offered by U.P. State Government:

"Students are motivated to put their best efforts towards various activities to the institution. Semester toppers are entitled for Scholarship, in accordance with their performance. Students are also eligible for scholarship offered by Uttar Pradesh State Government. Scholarships for the weaker section are provided through the Samaj Kalyan Vibhag, U.P. Government and it is granted as per the Prevailing rules of the U.P. Government,"

## Dr. Sarvepalli Radhakrishnan Scholarship

for New Admissions in the PGDM Programme

Percentile obtained in CAT/XAT/MAT/CMAT	Slab of Scholarship Applicable
60 to less than 70	15% of First Year Fee
70 and above	20% of First Year Fee

Merit Scholarship for New Admission in PGDM Course

Percentage obtained in Graduation (any discipline)	Slab of Scholarship Applicable
70% and above	15% of First Year Fee
Throughout 60% and above (Xth, XIIth & Graduation)	20% of First Year Fee

## Babu Nageshwar Singh Scholarship

for Post Graduate Studies. The scheme will be applicable to the undergraduate student (BBA, BCA & B.Tech. Programmes) of SMS for pursuing PGDM/MCA/MBA courses at School of Management Sciences.

Percentage of Marks attained in BBA/BCA/B.Tech Courses at SMS	Slab of Scholarship Applicable in PGDM Courses at SMS
less than 70%	20% of First Year Fee
70% and above	25% of First Year Fee
Percentage of Marks attained in BBA/BCA/B.Tech Courses at SMS	Slab of Scholarship Applicable in MCA/MBA Courses at SMS
60% - 70%	10% of First Year Fee
70% and above	15% of First Year Fee

## Merit Scholarship

for New Admissions in BBA, BCA Courses

Percentage of Marks attained in Class XII th	Slab of Scholarship Applicable
60% - 70%	10% of First Year Fee
70% and above	15% of First Year Fee

## Scholarship for Existing Students

### Prof. Mukund Lal Scholarship for Semester Toppers

SMS have system of providing adequate scholarship towards toppers of each semester of various Graduate and Post-Graduate Programmes:

PGDM	MBA	MCA	BBA	BCA
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