

Estd.1995



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BBA | BCA | B.COM | BA(H)MC

SCHOOL OF MANAGEMENT SCIENCES
Varanasi

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Prof. S. K. Singh
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L.N. Mithila University
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*Executive Secretary
SMS-Society*

Prof. Rajeev Tripathi
*Director
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*C.E.O., Sorreal System Pvt. Ltd. &
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Varanasi*

Shri G.K. Pillai
*M.D. & C.E.O
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Ex. Director, IIT, BHU, Varanasi*

Dr. Arun Vir Singh, IAS
*CEO-Yamuna Expressway Industry
Development Authority &
Noida International Airport Ltd., Noida*

Dr. Chandra Mauli Dwivedi
*Group Chief Human Resource Officer
ESDS Software Solutions Pvt. Ltd.
Mumbai*

Shri Ravindra Mishra
*Head-Human Capital
Garware Technical Fibers Ltd.
Pune*

Mr. Sharad Singh
*Secretary & C.E.O.
SMS, Lucknow*

Regional Officer
AICTE-Kanpur (Ex-Officio)

**State Government-Nominee-Director of Technical
Education U.P. (Ex-Officio)**

University Nominee

MEMBER SECRETARY

Prof. P. N. Jha
*Director
School of Management Sciences
Varanasi*

FROM DIRECTOR'S DESK



Prof. P. N. Jha
 MBA, PGDAM, Ph.D (Ad Mgmt.),
 D. Litt.(Ad Mgmt.)
 Director

Dear Sir / Madam,

Let me first wish you a Pleasant Day !

I further feel a sense of scholastic exuberance in bringing this small publication to your good self to apprise you of the ambrosial salience of a highly acclaimed seat of learning and research in the streams of management, commerce, mass communication and computer sciences - **School of Management Sciences, Varanasi, a NAAC 'A' Grade Accredited Institution**, and equally maintaining a visible position in the high-profile bracket of '**Top 50 B-Schools in India**'. Four bi-annual Journals – **Management Insight, Purushartha, Computing Trendz, and SMS Journal of Entrepreneurship & Innovation**, published by us, are being indexed in International Data-base, Scopus, Elsevier, apart from being listed in the UGC-approved List of journals. SMS Varanasi has been popular for giving one of the best learning experiences to the students even amidst the teasing and testing times of **Corona-pandemic**. More sanguinely, the institution is widely known for providing a context that enhances professionalism, humanism and social responsibility. Let me express my deep sense of gratitude towards the **unwearied cooperation** of the **corporate sector** in helping SMS develop ideally, taking frequent quantum jumps, moving successfully in the historical **Silver Jubilee Year** and recently exhibiting an **unparalleled care** of students, faculty & staff during **COVID-19**.

You will appreciate that sustained business reforms in recent past have helped India make a leapfrogging to move to **63rd place** on the **World Bank's ranking** of countries by **Ease of Doing Business**. An almost matured GST-venture along with the Indian economy once again experiencing a notable turnaround in as much as growth rebounding, inflation moderating and the budget plus trade deficits narrowing may be taken as a welcome trait for the growing corporate visibility during the days ahead. It is therefore imperative at this juncture for the corporate sector to start gleaning right kind of human resources at junior levels also. Keeping its role as an active corporate partner in progress, especially in the **COVID & Post-COVID era**, the academic leadership at SMS Varanasi has constantly remained proactive in revisiting both the text and context of the deliverables, offered to our **undergraduate participants** within an arrogantly beautiful '**Green Campus**' of SMS, to ensure their increased suitability to the growing & changing corporate requirements. These students imbibe the right set of skills in order to become highly competitive in the global business arena. We understand that job market is becoming more knowledge application based and basic skills are necessary for getting, keeping & doing well on a job. A living paradigm of the blending of desirable managerial traits, our students are trustworthy and credible for catering to the corresponding needs and expectations of the organizations inviting them to serve.

I take this opportunity to cordially invite you to walk through the landscape of the collective talents and wisdom of our **BBA, BCA, B. Com. (Hons.), B. Com. & BA (Hons.) Mass Comm. outgoing students** with a view to assess their compatibility towards accommodating their professional concerns at your respective ends.

Warm regards & best wishes
 Yours sincerely,



(P. N. Jha)

VISION

To become a constantly growing center of excellence nurturing global-centric professional leadership based on ethical and moral attributes.

MISSION

To create excellent learning ambience through innovation in teaching, research and consultancy for producing professionals capable of answering global challenges and demonstrating high ethical and moral standards

QUALITY POLICY

Imparting value based education of highest standard, relevant to contemporary World.

GUIDING VALUES

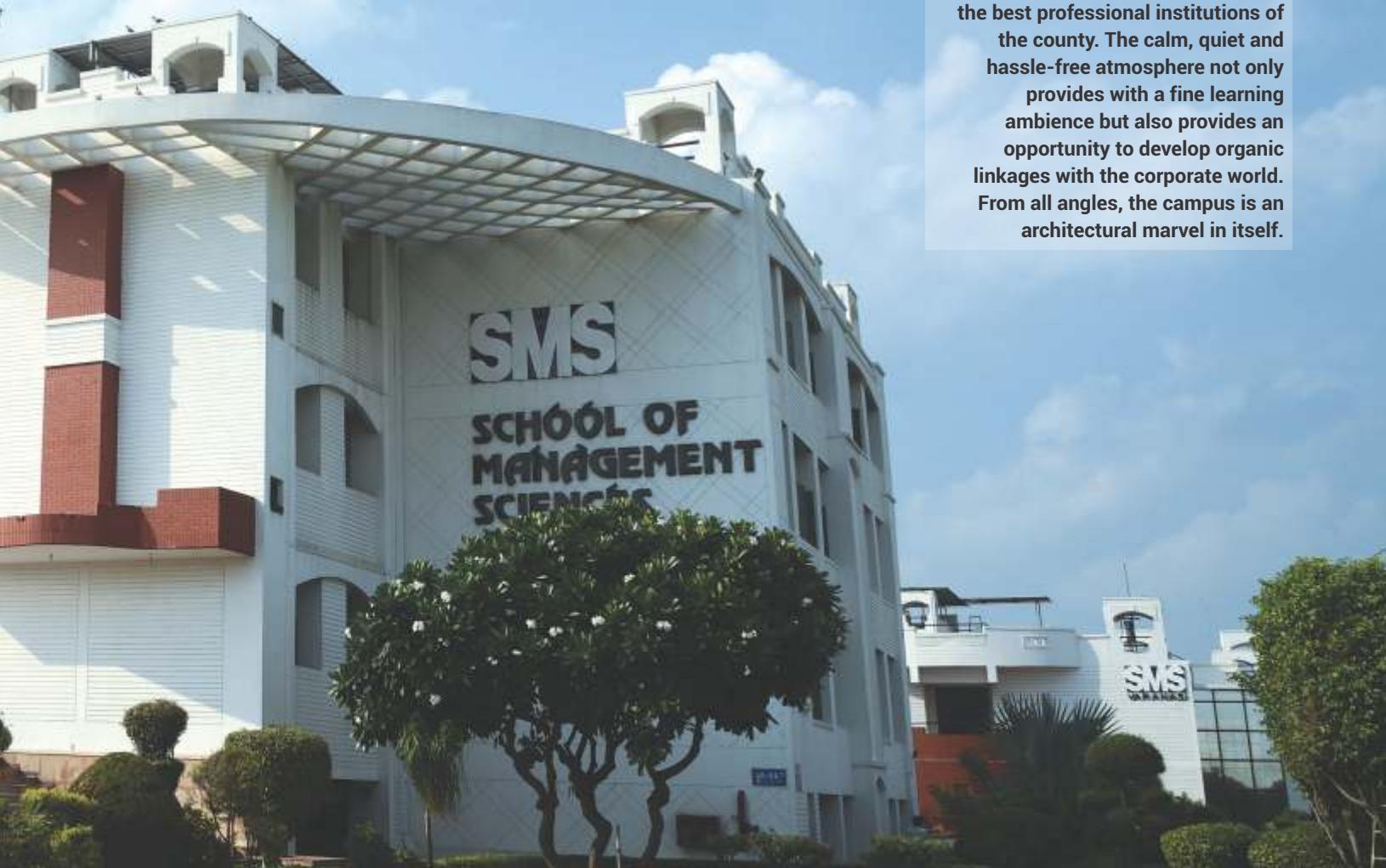
Trust; Sense of Ownership; Sense of Contribution; Innovation; Modesty & Mutual Respect.



The Architectural marvel

CAMPUS

The Institute has a sprawling lush-green Campus spreading over an area of over 10 acres with already built-up space of more than 1.25 lacs sq. ft. It is located on the Delhi-Kolkata Golden Quadrilateral Express Highway in a picturesque locale. It encompasses all modern amenities and facilities that are comparable to the best professional institutions of the county. The calm, quiet and hassle-free atmosphere not only provides with a fine learning ambience but also provides an opportunity to develop organic linkages with the corporate world. From all angles, the campus is an architectural marvel in itself.



Infrastructure

IT Infrastructure

The IT infrastructure at SMS Varanasi comprises of fully air-conditioned 8 computer labs equipped with latest generation of all relevant computer & electronic gadgetry advancements. The computer centre has more than 400 Dual Core Smart terminals to work as Standalone and also on LAN environment. The institute has unlimited Internet access through 50 MBPS Lease Line connection. SMS has an authentic range of softwares due to its agreement with the renowned IT Company Microsoft. The entire campus of SMS Varanasi is Wi-fi enabled, allowing the student hi speed internet access.



Infrastructure

LIBRARY AND DOCUMENTATION CENTER

A rich library and documentation centre accommodating more than 100 students at a time, providing equitable access to excellent library and information services, resources and facilities to the participants of various programmes, faculty and also the wider community to enable them to become lifelong learners.

This fully computerized centre comprises of an excellent collection of around 35300 books, 13600 titles, subscription of more than 54 national and international journals, 130 magazines, 30 newspapers along with a wide range of digital material in the form of CDs and DVDs on different functional areas of Management and Computer Science. The library of SMS has an Institutional membership of NDL, INFLIBNET-N-LIST, DELNET including ILL facility and various other online journal search engines. The library is equipped with all kinds of reprographic facilities and maintains a separate reference section.



DIGITAL HARBOUR

The Digital Harbour is special section of the SMS Library which is a type of information retrieval system. The Digital Harbour comprises of a collection of academic materials in the form of e-journals, e-books, lectures videos and a vast collection of digital books covering different aspects of business administration, commerce, computer science and various other subjects like career, ethics etc.

CONFERENCE HALL

The Institute's Conference Hall, with a seating capacity of 100, is fully air-conditioned and equipped with all modern amenities. It is extensively used for Management Development Programmes, Workshops, Conferences and other such events.

SMS is endowed with one of the best Conferencing facilities comparable to any of the top B-Schools in the country. The Conference Room is acoustically designed and aesthetically decorated. It is fitted with all the modern audio-visual gadgets which include LCD Projectors, Computers, DVD Systems and CD Players along with Video Conferencing Facilities.



ACADEMIC PROGRAMMES

SMS is involved in dissemination of knowledge through the following academic and professional programmes in which it has proved its mettle:

TWO-YEAR FULL-TIME

- **MASTER IN BUSINESS ADMINISTRATION (MBA)**

Approved by the AICTE, Ministry of HRD, Government of India and affiliated to Dr. A.P.J. Abdul Kalam Technical University, U.P., Lucknow

- **MASTER IN COMPUTER APPLICATIONS (MCA)**

Approved by the AICTE, Ministry of HRD, Government of India and affiliated to Dr. A.P.J. Abdul Kalam Technical University, U.P., Lucknow

- **MASTER OF COMMERCE (M.COM)**

Affiliated to Mahatma Gandhi Kashi Vidyapith, Varanasi

THREE-YEAR FULL-TIME

- **BACHELOR OF BUSINESS ADMINISTRATION (BBA)**

Affiliated to Mahatma Gandhi Kashi Vidyapith, Varanasi

- **BACHELOR OF COMPUTER APPLICATIONS (BCA)**

Affiliated to Mahatma Gandhi Kashi Vidyapith, Varanasi

- **BACHELOR OF COMMERCE (B.COM)**

Affiliated to Mahatma Gandhi Kashi Vidyapith, Varanasi

- **BACHELOR OF COMMERCE (Hons.)**

Affiliated to Mahatma Gandhi Kashi Vidyapith, Varanasi

- **BACHELOR OF ARTS B.A. (Hons.) MASS COMMUNICATION**

Affiliated to Mahatma Gandhi Kashi Vidyapith, Varanasi



LEARNING OUTCOMES

The following learning outcomes are generally expected from SMS Varanasi students on completion of their respective courses:

- Knowledge and curiosity to learn more in their respective academic domains,
- Employability skills
- Positive attitude
- Rational thinking and decision making capabilities
- Skills of team management and leadership
- Ethical and moral values
- ICT – skills
- Sensitivity towards humanity, society, and environment
- Traits of a responsible citizen of the nation



TRAINING & PLACEMENT CELL

The Institute has been aware of two main important facts: Firstly, that the interaction with the corporate world during summer placement helps the students to sharpen their managerial and incisive skills and, secondly, the performance of a professional institute is gauged in terms of the quality of placements to its outgoing batches. As such, the Institute has established a full-fledged and well-equipped Training and Placement Cell which provides active support to the students in getting quality summer training as well as final placements. In past, the Institute has had an outstanding record of quality placements.

The students of the SMS are absorbed by leading national and multi-national companies every year. Some of the prominent companies that visit SMS regularly for providing Summer Training & Placement to the Post Graduate and Under Graduates are:



PLACEMENT ACTIVITIES-2020



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Berger Paints India Ltd. Conducting Online Recruitment Test



Ceasefire Industries Ltd. Conducting Online Recruitment Test



ICICI Bank Ltd. Conducting Online Recruitment Test



ITC Ltd. Conducting Online Recruitment Test



SBI Life Insurance Conducting Online Recruitment Test



Thomas Assessments Pvt. Ltd. Conducting Online Recruitment Test



Utkarsh Small Finance Bank Conducting Online Recruitment Test

PLACEMENT ACTIVITIES-2020



AGS Transact Technologies Ltd. Conducting Group Discussion



Bharti Airtel Ltd. Conducting Group Discussion



Decathlon Sports India Pvt. Ltd. Conducting Group Discussion



EaseMyTrip.com Conducting Group Discussion



OM Logistics Ltd. Conducting Group Discussion



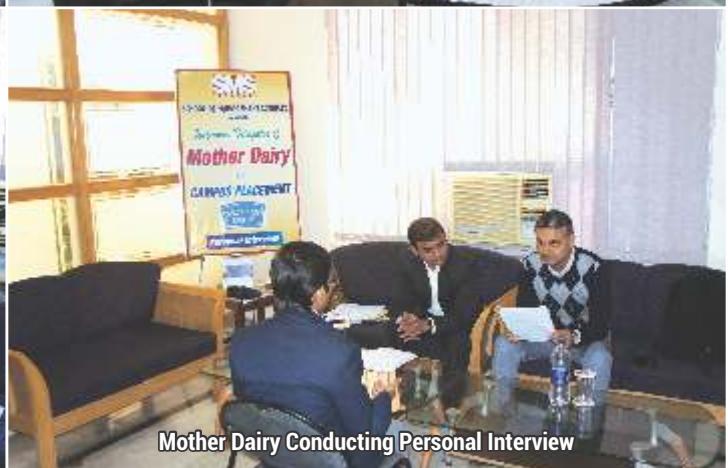
Parle Product Ltd. Conducting Group Discussion



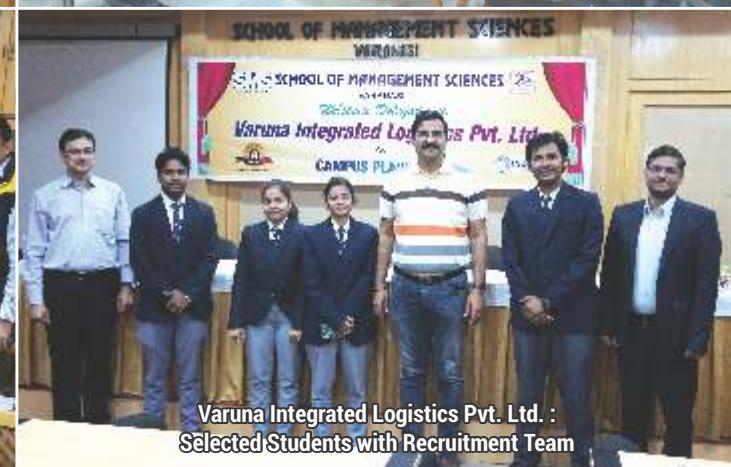
TCI Express Ltd. Conducting Group Discussion

PLACEMENT ACTIVITIES-2020

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PLACEMENT ACTIVITIES-2020



MEMBERS OF TRAINING & PLACEMENT CELL

Mr. D K Tripathi
 GM-Corporate Affairs
 E-mail : dktripathi@smsvaranasi.com
 Mobile : 9935064429



Mr. Rohit Mehta
 Assistant Professor
 Member-Training & Placement Cell
 E-mail : placement@smsvaranasi.com

Mrs. Bhawna Dixit
 Sr. Manager-Training & Placement Cell
 E-mail: placement@smsvaranasi.com



Mr. Anand Prakash Dubey
 Associate Professor
 Member-Training & Placement Cell
 E-mail: placement@smsvaranasi.com

Mr. Rahul Singh
 Manager-Training & Placement Cell
 E-mail: placement@smsvaranasi.com



Dr. Shishir Kr Gujrati
 Assistant Professor
 Member-Training & Placement Cell
 E-mail: placement@smsvaranasi.com

Mr. Devashish Mukherjee
 Sr. Office Executive-
 Training & Placement Cell
 E-mail: placement@smsvaranasi.com



Dr. Bharat Kumar
 Assistant Professor
 Member-Training & Placement Cell
 E-mail: placement@smsvaranasi.com

PLACEMENT ACTIVITIES-2020

CORE FACULTY

Prof. P.N. Jha
Director

Prof. Kamal Sheel Mishra
Professor & Dean

Prof. Sandeep Singh
Professor & Dean

Prof. Raj Kumar Singh
Professor & Dean

Prof. Sanjay Saxena
Professor

Mr. Shambhu Sharan Srivastava
Associate Professor

Dr. Avinash Chandra Supkar
Associate Professor

Mr. Anand Prakash Dube
Associate Professor

Mr. Ram Gopal Gupta
Associate Professor

Dr. Amitabh Pandey
Associate Professor

Dr. Amit Kishore Sinha
Associate Professor

Dr. Pallavi Pathak
Associate Professor

Dr. Aditya Kumar Gupta
Associate Professor

Mr. Atish Khadse
Associate Professor

Dr. Bhavana Singh
Assistant Professor

Mr. Sunit Kumar Mishra
Assistant Professor

Mr. Rohit Mehta
Assistant Professor

Mr. Kartikey Singh
Assistant Professor

Mr. Chandrashekhar Singh
Assistant Professor

Mr. Veeresh Tripathi
Assistant Professor

Mr. Saurabh Kumar Srivastava
Assistant Professor

Dr. Shishir Kr. Gujrati
Assistant Professor

Dr. Saurav Kumar
Assistant Professor

Mr. Purnendu Kr. Patra
Assistant Professor

Mr. Vir Pratap
Assistant Professor

Mrs. Anju Singh
Assistant Professor

Mr. Vikash Chandra Sharma
Assistant Professor

Mr. Irfan Ahmad Khan
Assistant Professor

Dr. Bharat Kumar
Assistant Professor

Dr. Gaurav Shah
Assistant Professor

Mr. Suraj Prakash Singh
Assistant Professor

Mr. Santosh Kumar
Assistant Professor

Mr. Amit Kumar Banja
Assistant Professor

Mr. Shubhanker Yadav
Assistant Professor

Ms. Anamika Patel
Assistant Professor

Mr. Aviral Mishra
Assistant Professor

Mr. Himanshu Upadhyay
Assistant Professor

Mr. Sushil Kumar
Assistant Professor

Dr. Sofia Khan
Assistant Professor

Dr. Ashwani Kr Gupta
Assistant Professor

Ms. Poorva Sanjay Sabnis
Assistant Professor

Dr. Akriti Jaiswal
Assistant Professor

Mr. Ashutosh Shukla
Assistant Professor

VISITING FACULTY

ACADEMIA

Prof. A. K. Tripathi
IIT, BHU, Varanasi

Prof. Ajay Kumar Singh
Delhi School of Economics
Delhi

Prof. Anand Prakash
University of Delhi, Delhi

Prof. Alok Kumar Rai
FMS, BHU, Varanasi

Prof. Ashok Kapoor
IIFT, New Delhi

Prof. B. P Singh
Ex Head and Dean
Delhi School of Economics
Delhi

Prof. E Balagurusamy
Former Vice Chancellor
Anna University, Chennai

Prof. G.S. Pathak
IIT, Dhanbad

Prof. H. Karnik
IIT, Kanpur

Prof. Pramod Pathak
HOD-Management
IIT, Dhanbad

Prof. P.K. Mishra
IIT, BHU, Varanasi

Prof. P. Venugopal
XLRI, Jamshedpur

Prof. Prabal Kumar Sen
XLRI, Jamshedpur

Prof. Rajneesh Shukla
Sampoornand Sanskrit
University, Varanasi

Prof. Rajiv Tripathi
MNNIT, Allahabad

Prof. Rohit Kapoor
IIM, Indore

Prof. S.K. Kak
Former Vice Chancellor,
Mahamaya Technical
University, Noida

Prof. S. K. Singh
FMS, BHU, Varanasi

Prof. Sanjoy Mukherjee
IIM, Shillong

INDUSTRY

Mr. Alok Agrawal
Ex. Executive Director
Polar Industries
New Delhi

Mr. Arvind Chaudhary
Former Sr. Vice President
Wallmart, New Delhi

Mr. Ajay Sharma
Joint President Commercial
Jai Prakash Associates Ltd.
Rewa

Mr. Avinash Yogeshwar
Country Gr. Manager- HR
Mahindra & Mahindra
Financial Services Ltd.
Mumbai

Dr. B.R. Singh
Managing Director, SMC &
Ex. Advisor-HR
Ispat Industries Ltd.
Mumbai

Dr. C.M. Dwivedi
Group CHRO
Fazlani Group of Companies
Mumbai

Mr. Devendra Nath Swain
Ex. Sr. President HR &
Administration
Prism Cement Ltd.
Satna

Mr. Deepak Gupta
Director-HR
Kotak Mahindra Bank
Mumbai

Mr. Deepak Singh
G.M-HR
Mother Dairy
New Delhi

Mr. Deepak Jain
Head-HR
Varuna Integrated Logistics
Pvt. Ltd.
Gurgaon

Mr. Himanshu Agarwal
Head-HR
OM Logistics Ltd.
New Delhi

Mr. Hemant Kumar
Director-HR
Indorama
Mumbai

Mr. Manish Agarwal
V.P. & Head-Global Sales
and Marketing
Sterlite Technologies Ltd.
Pune

Mr. Pramod Kumar Jain
Chief Executive Officer
TCI Global Logistics Ltd.
Gurgaon

Mr. Pritish Sah, GM-HR,
Safexpress Pvt. Ltd.
New Delhi

Mr. Pankaj Mehrotra
President-Sales,
Ceasefire Industries Ltd.
New Delhi

Mr. Rajeev Singh
Vice President-HR
Luxor Parker
New Delhi

Mr. Sunil K. Narang
Senior Director
Jackson Engineers
Noida

Dr. V.P. Singh
Ex. Executive Director
Devyani Beverages
New Delhi



Date of Birth
05.08.2000

E-mail ID
b22001@smsvaranasi.in

Qualification
BBA

Aayushi Jaiswal



Date of Birth
27.02.2000

E-mail ID
b22006@smsvaranasi.in

Qualification
BBA

Abhinav Aryan



Date of Birth
19.01.2001

E-mail ID
b22004@smsvaranasi.in

Qualification
BBA

Abhijeet Gupta



Date of Birth
27.12.2000

E-mail ID
b22005@smsvaranasi.in

Qualification
BBA

Abhijeet Singh



Date of Birth
12.05.2000

E-mail ID
b22007@smsvaranasi.in

Qualification
BBA

Abhishek Kumar



Date of Birth
20.08.1999

E-mail ID
b22003@smsvaranasi.in

Qualification
BBA

Abdul Zahir



Date of Birth
16.06.2001

E-mail ID
b22009@smsvaranasi.in

Qualification
BBA

Aditi



Date of Birth
12.10.2000

E-mail ID
b22012@smsvaranasi.in

Qualification
BBA

Aditya Singh



Aditya Jaiswal

Date of Birth

18.05.1997

E-mail ID

b22010@smsvaranasi.in

Qualification

BBA



Ajay Kumar Yadav

Date of Birth

05.05.1999

E-mail ID

b22013@smsvaranasi.in

Qualification

BBA



Akanksha Kumari

Date of Birth

15.11.1999

E-mail ID

b22014@smsvaranasi.in

Qualification

BBA



Akash Kumar Singh

Date of Birth

01.07.2000

E-mail ID

b22016@smsvaranasi.in

Qualification

BBA



Akash Jain

Date of Birth

08.01.1999

E-mail ID

b22015@smsvaranasi.in

Qualification

BBA



Akshat Agrawal

Date of Birth

22.07.2000

E-mail ID

b22017@smsvaranasi.in

Qualification

BBA



Akshat Mishra

Date of Birth

17.12.1999

E-mail ID

b22018@smsvaranasi.in

Qualification

BBA



Akshat Yadav

Date of Birth

10.01.2000

E-mail ID

b22019@smsvaranasi.in

Qualification

BBA



Aman Chaubey

Date of Birth
02.09.2001

E-mail ID
b22020@smsvaranasi.in

Qualification
BBA



Aman Gupta

Date of Birth
20.01.2000

E-mail ID
b22021@smsvaranasi.in

Qualification
BBA



Aman Kumar Jaiswal

Date of Birth
05.07.1999

E-mail ID
b22022@smsvaranasi.in

Qualification
BBA



Aman Shahi

Date of Birth
18.09.1999

E-mail ID
b22023@smsvaranasi.in

Qualification
BBA



Amisha Singh

Date of Birth
14.05.1998

E-mail ID
b22026@smsvaranasi.in

Qualification
BBA



Aman Verma

Date of Birth
11.06.1999

E-mail ID
b22025@smsvaranasi.in

Qualification
BBA



Amit Kumar Gupta

Date of Birth
02.03.1996

E-mail ID
b22027@smsvaranasi.in

Qualification
BBA



Amrendra K. Yadav

Date of Birth
05.06.1997

E-mail ID
b22028@smsvaranasi.in

Qualification
BBA



Anisha Kumari

Date of Birth

15.06.2001

E-mail ID

b22033@smsvaranasi.in

Qualification

BBA



Anjali Patel

Date of Birth

09.10.1999

E-mail ID

b22034@smsvaranasi.in

Qualification

BBA



Ankita

Date of Birth

06.01.2001

E-mail ID

b22037@smsvaranasi.in

Qualification

BBA



Ankit Rai

Date of Birth

10.09.1998

E-mail ID

b22036@smsvaranasi.in

Qualification

BBA



Ankita Kumari Singh

Date of Birth

14.05.1999

E-mail ID

b22038@smsvaranasi.in

Qualification

BBA



Ankita Arora

Date of Birth

12.06.2000

E-mail ID

b22182@smsvaranasi.in

Qualification

BBA



Anupam Upadhyay

Date of Birth

16.09.2001

E-mail ID

b22042@smsvaranasi.in

Qualification

BBA



Anurag Chakraborty

Date of Birth

20.10.2000

E-mail ID

b22044@smsvaranasi.in

Qualification

BBA

Students' Profile-2021

Bachelor of Business Administration (BBA)



• BBA • BCA • B.Com. • BA(H)MC

SMS Placement Brochure | 2021 |



Anushka Gupta

Date of Birth

26.11.2001

E-mail ID

b22045@smsvaranasi.in

Qualification

BBA



Anupama Shah

Date of Birth

22.03.2001

E-mail ID

b22043@smsvaranasi.in

Qualification

BBA



Anikesh Verma

Date of Birth

16.06.1999

E-mail ID

b22031@smsvaranasi.in

Qualification

BBA



Anish Kumar Shah

Date of Birth

10.12.2000

E-mail ID

b22032@smsvaranasi.in

Qualification

BBA



Ankit Kumar Sharma

Date of Birth

10.03.1999

E-mail ID

b22035@smsvaranasi.in

Qualification

BBA



Asvi Kumari

Date of Birth

18.09.2000

E-mail ID

b22050@smsvaranasi.in

Qualification

BBA



Ashutosh Gupta

Date of Birth

14.08.1999

E-mail ID

b22047@smsvaranasi.in

Qualification

BBA



Astha Singh

Date of Birth

07.11.1997

E-mail ID

b22049@smsvaranasi.in

Qualification

BBA



Ashutosh Kumar Singh

Date of Birth

25.07.1999

E-mail ID

b22048@smsvaranasi.in

Qualification

BBA



Ayush Upadhyay

Date of Birth

25.11.2001

E-mail ID

b22056@smsvaranasi.in

Qualification

BBA



Ayush Choudhary

Date of Birth

15.06.2000

E-mail ID

b22051@smsvaranasi.in

Qualification

BBA



Ayush Gupta

Date of Birth

15.01.2000

E-mail ID

b22052@smsvaranasi.in

Qualification

BBA



Ayush Rai

Date of Birth

01.01.2000

E-mail ID

b22053@smsvaranasi.in

Qualification

BBA



Ayush Raj

Date of Birth

03.07.1999

E-mail ID

b22054@smsvaranasi.in

Qualification

BBA



Denish Singh

Date of Birth

15.11.2000

E-mail ID

b22061@smsvaranasi.in

Qualification

BBA



Deepshikha Dubey

Date of Birth

25.07.2000

E-mail ID

b22060@smsvaranasi.in

Qualification

BBA

Students' Profile-2021

Bachelor of Business Administration (BBA)



• BBA • BCA • B.Com. • BA(H)MC

SMS Placement Brochure | 2021 |



Deepak Keshari

Date of Birth

14.10.1999

E-mail ID

b22057@smsvaranasi.in

Qualification

BBA



Devansh Jindal

Date of Birth

20.02.2000

E-mail ID

b22062@smsvaranasi.in

Qualification

BBA



Devesh Sharma

Date of Birth

15.01.1999

E-mail ID

b22063@smsvaranasi.in

Qualification

BBA



Deepak Pandey

Date of Birth

13.09.1997

E-mail ID

b22058@smsvaranasi.in

Qualification

BBA



Deepanjali Gupta

Date of Birth

10.10.1998

E-mail ID

b22059@smsvaranasi.in

Qualification

BBA



Dhananjay Pal

Date of Birth

15.07.2001

E-mail ID

b22065@smsvaranasi.in

Qualification

BBA



Divyank Jaiswal

Date of Birth

07.11.2001

E-mail ID

b22067@smsvaranasi.in

Qualification

BBA



Harsh Kumar Singh

Date of Birth

06.08.1998

E-mail ID

b22070@smsvaranasi.in

Qualification

BBA



Harshita Rai

Date of Birth

11.10.2001

E-mail ID

b22073@smsvaranasi.in

Qualification

BBA



Ishita Srivastava

Date of Birth

24.07.2001

E-mail ID

b22074@smsvaranasi.in

Qualification

BBA



Kushal Rohatgi

Date of Birth

08.10.2000

E-mail ID

b22078@smsvaranasi.in

Qualification

BBA



Kshitij Agarwal

Date of Birth

17.01.2000

E-mail ID

b22077@smsvaranasi.in

Qualification

BBA



Mantasha

Date of Birth

20.07.2000

E-mail ID

b22081@smsvaranasi.in

Qualification

BBA



Minshu Singh

Date of Birth

22.01.2001

E-mail ID

b22085@smsvaranasi.in

Qualification

BBA



Muskan Rastogi

Date of Birth

09.09.1999

E-mail ID

b22087@smsvaranasi.in

Qualification

BBA



Malaeka Firdous

Date of Birth

17.07.1999

E-mail ID

b22079@smsvaranasi.in

Qualification

BBA



Mayank Patel

Date of Birth

18.09.2000

E-mail ID

b22082@smsvaranasi.in

Qualification

BBA



Neeraj Kumar Mishra

Date of Birth

07.08.2001

E-mail ID

b22090@smsvaranasi.in

Qualification

BBA



Neeraj Yadav

Date of Birth

01.08.2000

E-mail ID

b22091@smsvaranasi.in

Qualification

BBA



Neelkamal Maurya

Date of Birth

06.08.1999

E-mail ID

b22089@smsvaranasi.in

Qualification

BBA



Nidhi Singh

Date of Birth

14.09.1999

E-mail ID

b22092@smsvaranasi.in

Qualification

BBA



Nishant Tripathi

Date of Birth

24.01.2001

E-mail ID

b22095@smsvaranasi.in

Qualification

BBA



Nandan Tiwari

Date of Birth

11.11.2000

E-mail ID

b22088@smsvaranasi.in

Qualification

BBA



Payal

Date of Birth

11.09.2001

E-mail ID

b22098@smsvaranasi.in

Qualification

BBA



Payal Dixit

Date of Birth

05.09.1999

E-mail ID

b22099@smsvaranasi.in

Qualification

BBA



Prakash Tiwari

Date of Birth

18.09.1999

E-mail ID

b22104@smsvaranasi.in

Qualification

BBA



Pranjal

Date of Birth

26.06.1999

E-mail ID

b22105@smsvaranasi.in

Qualification

BBA



Priyam

Date of Birth

25.07.2001

E-mail ID

b22107@smsvaranasi.in

Qualification

BBA



Priyanshi Upadhyay

Date of Birth

12.07.2001

E-mail ID

b22108@smsvaranasi.in

Qualification

BBA



Pragat Keshari

Date of Birth

03.08.1999

E-mail ID

b22101@smsvaranasi.in

Qualification

BBA



Pragati Sharma

Date of Birth

28.08.2000

E-mail ID

b22102@smsvaranasi.in

Qualification

BBA



Prajwal Gupta

Date of Birth

18.09.2000

E-mail ID

b22103@smsvaranasi.in

Qualification

BBA



Prince Kumar Jain

Date of Birth

31.03.1999

E-mail ID

b22106@smsvaranasi.in

Qualification

BBA



Rahul Pahlani

Date of Birth

24.08.2000

E-mail ID

b22111@smsvaranasi.in

Qualification

BBA



Rajat Srivastava

Date of Birth

04.12.1999

E-mail ID

b22114@smsvaranasi.in

Qualification

BBA



Rashmi Singh

Date of Birth

06.02.1999

E-mail ID

b22116@smsvaranasi.in

Qualification

BBA



Ratna Singh

Date of Birth

14.09.1999

E-mail ID

b22117@smsvaranasi.in

Qualification

BBA



Rishabh Raj

Date of Birth

31.01.2000

E-mail ID

b22122@smsvaranasi.in

Qualification

BBA



Ritwiz Dwivedi

Date of Birth

26.03.1999

E-mail ID

b22123@smsvaranasi.in

Qualification

BBA



Riya Singh

Date of Birth

17.09.2001

E-mail ID

b22124@smsvaranasi.in

Qualification

BBA



Rupali Raj Singh

Date of Birth

30.04.1998

E-mail ID

b22125@smsvaranasi.in

Qualification

BBA



Raj Singh

Date of Birth

24.09.2000

E-mail ID

b22112@smsvaranasi.in

Qualification

BBA



Rashika Singh

Date of Birth

19.11.2000

E-mail ID

b22115@smsvaranasi.in

Qualification

BBA



Reena Kumari

Date of Birth

17.07.2002

E-mail ID

b22118@smsvaranasi.in

Qualification

BBA



Riddhi Kumari

Date of Birth

14.01.2001

E-mail ID

b22120@smsvaranasi.in

Qualification

BBA



Saurabh Kumar Tiwari

Date of Birth

26.03.2000

E-mail ID

b22133@smsvaranasi.in

Qualification

BBA



Sandhya Kumari

Date of Birth

22.05.2001

E-mail ID

b22131@smsvaranasi.in

Qualification

BBA



Shashank Jaiswal

Date of Birth

02.06.2000

E-mail ID

b22135@smsvaranasi.in

Qualification

BBA



Shivam Singh

Date of Birth

30.10.1999

E-mail ID

b22141@smsvaranasi.in

Qualification

BBA



Shiwani Singh

Date of Birth

17.10.2000

E-mail ID

b22147@smsvaranasi.in

Qualification

BBA



Shreyash Jaiswal

Date of Birth

28.11.1999

E-mail ID

b22149@smsvaranasi.in

Qualification

BBA



Shreya Singh

Date of Birth

05.11.2000

E-mail ID

b22150@smsvaranasi.in

Qualification

BBA



Simran

Date of Birth

14.12.1999

E-mail ID

b22155@smsvaranasi.in

Qualification

BBA



Simran Jaiswal

Date of Birth

08.04.2000

E-mail ID

b22156@smsvaranasi.in

Qualification

BBA



Sneha Jaiswal

Date of Birth

19.05.2000

E-mail ID

b22157@smsvaranasi.in

Qualification

BBA



Snigdha Malviya

Date of Birth

19.04.1997

E-mail ID

b22158@smsvaranasi.in

Qualification

BBA



Date of Birth
 14.12.1997

E-mail ID
 b22161@smsvaranasi.in

Qualification
 BBA

Subrato Kuity



Date of Birth
 11.01.2001

E-mail ID
 b22162@smsvaranasi.in

Qualification
 BBA

Suchita Tiwari



Date of Birth
 06.11.2001

E-mail ID
 b22163@smsvaranasi.in

Qualification
 BBA

Suchitra Mall



Date of Birth
 07.04.2002

E-mail ID
 b22166@smsvaranasi.in

Qualification
 BBA

Surbhi Kumari



Date of Birth
 18.08.1997

E-mail ID
 b22165@smsvaranasi.in

Qualification
 BBA

Suraj Kumar Yadav



Date of Birth
 25.01.1999

E-mail ID
 b22168@smsvaranasi.in

Qualification
 BBA

Sushil Kumar



Date of Birth
 25.06.1997

E-mail ID
 b22170@smsvaranasi.in

Qualification
 BBA

Swayam Verma



Date of Birth
 02.01.1999

E-mail ID
 b22181@smsvaranasi.in

Qualification
 BBA

Srishty Jaiswal



Sachidanand Gupta

Date of Birth

30.01.2000

E-mail ID

b22126@smsvaranasi.in

Qualification

BBA



Sakshi Soni

Date of Birth

18.05.1999

E-mail ID

b22129@smsvaranasi.in

Qualification

BBA



Samar Gupta

Date of Birth

26.03.2000

E-mail ID

b22130@smsvaranasi.in

Qualification

BBA



Shashank Mishra

Date of Birth

26.06.2000

E-mail ID

b22136@smsvaranasi.in

Qualification

BBA



Shashwat Upadhyay

Date of Birth

26.11.1998

E-mail ID

b22138@smsvaranasi.in

Qualification

BBA



Shikhar Srivastava

Date of Birth

07.11.1998

E-mail ID

b22139@smsvaranasi.in

Qualification

BBA



Shiva Singh

Date of Birth

19.06.1999

E-mail ID

b22140@smsvaranasi.in

Qualification

BBA



Shivang Mishra

Date of Birth

19.10.2000

E-mail ID

b22142@smsvaranasi.in

Qualification

BBA



Shivang Patel

Date of Birth

14.07.1999

E-mail ID

b22143@smsvaranasi.in

Qualification

BBA



Shivangi Mishra

Date of Birth

09.09.1998

E-mail ID

b22144@smsvaranasi.in

Qualification

BBA



Shivanshu K. Singh

Date of Birth

23.03.2000

E-mail ID

b22145@smsvaranasi.in

Qualification

BBA



Shivasnh Jaiswal

Date of Birth

28.02.2000

E-mail ID

b22146@smsvaranasi.in

Qualification

BBA



Shweta Pandey

Date of Birth

03.12.2002

E-mail ID

b22153@smsvaranasi.in

Qualification

BBA



Soumy Verma

Date of Birth

19.04.2000

E-mail ID

b22159@smsvaranasi.in

Qualification

BBA



Sudhir Kumar Tiwari

Date of Birth

29.08.2000

E-mail ID

b22164@smsvaranasi.in

Qualification

BBA



Tanya Paul

Date of Birth

15.04.2000

E-mail ID

b22172@smsvaranasi.in

Qualification

BBA



Tarique Zillur Rehman

Date of Birth

19.05.1999

E-mail ID

b22173@smsvaranasi.in

Qualification

BBA



Trisha Jaiswal

Date of Birth

08.08.2000

E-mail ID

b22174@smsvaranasi.in

Qualification

BBA



Vipul Dubey

Date of Birth

29.08.1999

E-mail ID

b22176@smsvaranasi.in

Qualification

BBA



Aditya Kumar Tripathi

Date of Birth
19.12.1996

E-mail ID
bc21013@smsvaranasi.in

Qualification
BCA



Aachal Verma

Date of Birth
18.05.2000

E-mail ID
bc21001@smsvaranasi.in

Qualification
BCA



Abdul Rabb Nawaz

Date of Birth
01.08.1999

E-mail ID
bc21003@smsvaranasi.in

Qualification
BCA



Abhishek Kumar Singh

Date of Birth
10.02.1998

E-mail ID
bc21007@smsvaranasi.in

Qualification
BCA



Abhishek Kumar

Date of Birth
10.05.2000

E-mail ID
bc21006@smsvaranasi.in

Qualification
BCA



Abhishek Ranjan

Date of Birth
01.04.2000

E-mail ID
bc21008@smsvaranasi.in

Qualification
BCA



Abhinav Yadav

Date of Birth
03.07.1999

E-mail ID
bc21005@smsvaranasi.in

Qualification
BCA



Aditya Pandey

Date of Birth
01.06.1999

E-mail ID
bc21014@smsvaranasi.in

Qualification
BCA



Date of Birth
20.04.2000

E-mail ID
bc21016@smsvaranasi.in

Aditya Singh



Date of Birth
28.12.2000

E-mail ID
bc21018@smsvaranasi.in

Akash Pandey



Date of Birth
30.07.1999

E-mail ID
bc21019@smsvaranasi.in

Akash Singh



Date of Birth
07.12.1999

E-mail ID
bc21017@smsvaranasi.in

Akash Kumar Maurya



Date of Birth
03.10.1999

E-mail ID
bc21024@smsvaranasi.in

Amit Kumar



Date of Birth
08.01.1999

E-mail ID
bc21025@smsvaranasi.in

Amit Kumar Dubey



Date of Birth
08.12.1999

E-mail ID
bc21022@smsvaranasi.in

Aman Deep Tiwari



Date of Birth
07.07.2000

E-mail ID
bc21023@smsvaranasi.in

Aman Sinha



Anand Kumar Gupta

Date of Birth

11.07.2000

E-mail ID

bc21026@smsvaranasi.in

Qualification

BCA



Ankush Dubey

Date of Birth

06.10.1999

E-mail ID

bc21032@smsvaranasi.in

Qualification

BCA



Anchal Yadav

Date of Birth

06.02.2001

E-mail ID

bc21028@smsvaranasi.in

Qualification

BCA



Anshuman Singh

Date of Birth

06.07.1999

E-mail ID

bc21137@smsvaranasi.in

Qualification

BCA



Ankit Srivastav

Date of Birth

10.05.2000

E-mail ID

bc21031@smsvaranasi.in

Qualification

BCA



Aniket Keshari

Date of Birth

30.12.1998

E-mail ID

bc21029@smsvaranasi.in

Qualification

BCA



Ankit Kumar Tiwari

Date of Birth

30.03.1999

E-mail ID

bc21030@smsvaranasi.in

Qualification

BCA



Arpit Mishra

Date of Birth

10.09.2001

E-mail ID

bc21037@smsvaranasi.in

Qualification

BCA

**Date of Birth**
19.10.1999**E-mail ID**
bc21039@smsvaranasi.in**Qualification**
BCA**Ashish Kumar Rai****Date of Birth**
16.07.2001**E-mail ID**
bc21040@smsvaranasi.in**Qualification**
BCA**Ashutosh Singh****Date of Birth**
20.06.2000**E-mail ID**
bc21044@smsvaranasi.in**Qualification**
BCA**Balaji Upadhyay****Date of Birth**
10.08.1998**E-mail ID**
bc21045@smsvaranasi.in**Qualification**
BCA**Bind Abhinesh Sewalal****Date of Birth**
14.07.2001**E-mail ID**
bc21048@smsvaranasi.in**Qualification**
BCA**Dheeraj Singh****Date of Birth**
06.07.2001**E-mail ID**
bc21051@smsvaranasi.in**Qualification**
BCA**Divyanshu Rai****Date of Birth**
13.10.2000**E-mail ID**
bc21052@smsvaranasi.in**Qualification**
BCA**Garima Gupta****Date of Birth**
06.03.1998**E-mail ID**
bc21055@smsvaranasi.in**Qualification**
BCA**Hrishabh Dubey**



Himanshu Singh

Date of Birth
10.03.2002

E-mail ID
bc21054@smsvaranasi.in

Qualification
BCA



Himanshu Singh

Date of Birth
11.10.2000

E-mail ID
bc21053@smsvaranasi.in

Qualification
BCA



Ishita Agrawal

Date of Birth
15.01.2002

E-mail ID
bc21056@smsvaranasi.in

Qualification
BCA



Jai Prakash Pandey

Date of Birth
25.05.2000

E-mail ID
bc21057@smsvaranasi.in

Qualification
BCA



Karan Singh

Date of Birth
18.12.2002

E-mail ID
bc21058@smsvaranasi.in

Qualification
BCA



Kishan Seth

Date of Birth
12.06.1998

E-mail ID
bc21060@smsvaranasi.in

Qualification
BCA



Manish Kumar Singh

Date of Birth
15.09.2000

E-mail ID
bc21062@smsvaranasi.in

Qualification
BCA



Md Rizwan Khan

Date of Birth
02.02.2001

E-mail ID
bc21063@smsvaranasi.in

Qualification
BCA



Mohit Vishwakarma

Date of Birth
11.03.2000

E-mail ID
bc21067@smsvaranasi.in

Qualification
BCA



Mohit Kumar Singh

Date of Birth
12.03.2000

E-mail ID
bc21065@smsvaranasi.in

Qualification
BCA



Mukul Chandel

Date of Birth
17.05.2000

E-mail ID
bc21068@smsvaranasi.in

Qualification
BCA



Nitin Gupta

Date of Birth
18.11.2000

E-mail ID
bc21071@smsvaranasi.in

Qualification
BCA



Neeraj Dwivedi

Date of Birth
16.05.2000

E-mail ID
bc21070@smsvaranasi.in

Qualification
BCA



Pankaj Singh

Date of Birth
16.09.2001

E-mail ID
bc21075@smsvaranasi.in

Qualification
BCA



Parth Thakar

Date of Birth
19.05.2000

E-mail ID
bc21077@smsvaranasi.in

Qualification
BCA



Pranjal Kumar

Date of Birth
13.11.1999

E-mail ID
bc21082@smsvaranasi.in

Qualification
BCA



Pranjal Upadhyay

Date of Birth

22.02.2002

E-mail ID

bc21083@smsvaranasi.in

Qualification

BCA



Pritam Pandey

Date of Birth

20.07.2001

E-mail ID

bc21087@smsvaranasi.in

Qualification

BCA



Priyanka Yadav

Date of Birth

01.11.1998

E-mail ID

bc21088@smsvaranasi.in

Qualification

BCA



Pratik Srivastava

Date of Birth

10.02.2000

E-mail ID

bc21085@smsvaranasi.in

Qualification

BCA



Raj Dubey

Date of Birth

15.07.2000

E-mail ID

bc21089@smsvaranasi.in

Qualification

BCA



Ravi Kant Yadav

Date of Birth

16.08.1999

E-mail ID

bc21090@smsvaranasi.in

Qualification

BCA



Ritesh Singh

Date of Birth

25.03.2001

E-mail ID

bc21139@smsvaranasi.in

Qualification

BCA



Riti Kumari

Date of Birth

15.04.2001

E-mail ID

bc21094@smsvaranasi.in

Qualification

BCA

Students' Profile-2021

Bachelor of Computer Applications (BCA)



• BBA • BCA • B.Com. • BA(H)MC

SMS Placement Brochure | 2021 |



Rishabh Kumar

Date of Birth

10.09.2000

E-mail ID

bc21091@smsvaranasi.in

Qualification

BCA



Rishabh Singh

Date of Birth

16.03.2000

E-mail ID

bc21092@smsvaranasi.in

Qualification

BCA



Rudransh Singh

Date of Birth

13.12.2000

E-mail ID

bc21096@smsvaranasi.in

Qualification

BCA



Samriddhi Maurya

Date of Birth

08.02.2001

E-mail ID

bc21097@smsvaranasi.in

Qualification

BCA



Saurav Kumar Ray

Date of Birth

20.08.1999

E-mail ID

bc21105@smsvaranasi.in

Qualification

BCA



Sanya Singh

Date of Birth

13.01.2001

E-mail ID

bc21099@smsvaranasi.in

Qualification

BCA



Sanskriti Jaiswal

Date of Birth

10.10.1999

E-mail ID

bc21098@smsvaranasi.in

Qualification

BCA



Satvik Gupta

Date of Birth

05.09.1998

E-mail ID

bc21100@smsvaranasi.in

Qualification

BCA



Shanvi Singh

Date of Birth

14.06.2001

E-mail ID

bc21106@smsvaranasi.in

Qualification

BCA



Shivam Kumar Maurya

Date of Birth

05.04.1999

E-mail ID

bc21107@smsvaranasi.in

Qualification

BCA



Shivam Pandey

Date of Birth

18.06.2001

E-mail ID

bc21108@smsvaranasi.in

Qualification

BCA



Shivani Sharma

Date of Birth

11.10.2000

E-mail ID

bc21109@smsvaranasi.in

Qualification

BCA



Shiwam Vishwakarma

Date of Birth

04.03.2001

E-mail ID

bc21110@smsvaranasi.in

Qualification

BCA



Shovil Gupta

Date of Birth

04.02.2000

E-mail ID

bc21111@smsvaranasi.in

Qualification

BCA



Shreya Pathak

Date of Birth

28.10.2001

E-mail ID

bc21112@smsvaranasi.in

Qualification

BCA



Shreyansh Jain

Date of Birth

31.07.1999

E-mail ID

bc21145@smsvaranasi.in

Qualification

BCA



Date of Birth

30.01.1999

E-mail ID

bc21118@smsvaranasi.in

Qualification

BCA

Sudheer Singh Chauhan



Date of Birth

06.03.1998

E-mail ID

bc21120@smsvaranasi.in

Qualification

BCA

Sumit Dwivedi



Date of Birth

02.01.2003

E-mail ID

bc21142@smsvaranasi.in

Qualification

BCA

Shalu Mishra



Date of Birth

22.02.2000

E-mail ID

bc21114@smsvaranasi.in

Qualification

BCA

Shubham Singh



Date of Birth

20.02.2000

E-mail ID

bc21117@smsvaranasi.in

Qualification

BCA

Somesh Rai



Date of Birth

24.02.2000

E-mail ID

bc21104@smsvaranasi.in

Qualification

BCA

Saurabh Verma



Date of Birth

11.08.2000

E-mail ID

bc21124@smsvaranasi.in

Qualification

BCA

Upendra Pratap Singh



Date of Birth

25.11.2001

E-mail ID

bc21125@smsvaranasi.in

Qualification

BCA

Vaibhav Goswami



Vedika Vishwakarma

Date of Birth

01.08.1999

E-mail ID

bc21127@smsvaranasi.in

Qualification

BCA



Date of Birth

23.10.1998

E-mail ID

bc21131@smsvaranasi.in

Qualification

BCA



Vikash Singh

Date of Birth

08.05.2000

E-mail ID

bc21130@smsvaranasi.in

Qualification

BCA



Yogesh Pandey

Date of Birth

25.08.2001

E-mail ID

bc21143@smsvaranasi.in

Qualification

BCA

**Aadarsh Verma****Date of Birth**

11.05.1999

E-mail ID

bcom05001@smsvaranasi.in

Qualification

B.Com

**Abhishek Yadav****Date of Birth**

20.09.2000

E-mail ID

bcom05004@smsvaranasi.in

Qualification

B.Com

**Aditya Dhingra****Date of Birth**

05.04.2000

E-mail ID

bcom05006@smsvaranasi.in

Qualification

B.Com

**Akshay Motiramani****Date of Birth**

04.08.1999

E-mail ID

bcom05016@smsvaranasi.in

Qualification

B.Com

**Akash Kumar****Date of Birth**

10.02.2001

E-mail ID

bcom05013@smsvaranasi.in

Qualification

B.Com

**Anmol Kumar Singh****Date of Birth**

20.01.2000

E-mail ID

bcom05022@smsvaranasi.in

Qualification

B.Com

**Aryan Singh****Date of Birth**

18.05.1999

E-mail ID

bcom05028@smsvaranasi.in

Qualification

B.Com

**Ashutosh K. Singh****Date of Birth**

03.03.2000

E-mail ID

bcom05029@smsvaranasi.in

Qualification

B.Com



Date of Birth
26.08.2000

E-mail ID
bcom05030@smsvaranasi.in

Qualification
B.Com

Atul Kumar Mishra



Date of Birth
13.11.1999

E-mail ID
bcom05031@smsvaranasi.in

Qualification
B.Com

Avikesh Maurya



Date of Birth
07.07.1999

E-mail ID
bcom05040@smsvaranasi.in

Qualification
B.Com

Bipul Kumar Thakur



Date of Birth
25.11.2001

E-mail ID
bcom05044@smsvaranasi.in

Qualification
B.Com

Dev Mishra



Date of Birth
01.07.2001

E-mail ID
bcom05046@smsvaranasi.in

Qualification
B.Com

Disha Yadav



Date of Birth
06.07.1999

E-mail ID
bcom05043@smsvaranasi.in

Qualification
B.Com

Deepak Gupta



Date of Birth
16.01.2000

E-mail ID
bcom05050@smsvaranasi.in

Qualification
B.Com

Gaurav Kumar



Date of Birth
03.08.1999

E-mail ID
bcom05053@smsvaranasi.in

Qualification
B.Com

Hardik Verma

Students' Profile-2021

Bachelor of Commerce (B.Com.)

SMS Placement Brochure | 2021 |



• BBA • BCA • B.Com. • BA(H)MC



Date of Birth
10.05.2000

E-mail ID
bcom05054@smsvaranasi.in

Harsh Jaiswal



Date of Birth
17.08.1999

E-mail ID
bcom05055@smsvaranasi.in

Harsh Rai



Date of Birth
21.10.2000

E-mail ID
bcom05058@smsvaranasi.in

Harshit Verma



Date of Birth
29.07.2000

E-mail ID
bcom05060@smsvaranasi.in

Himanshu Gupta



Date of Birth
07.07.1999

E-mail ID
bcom05065@smsvaranasi.in

Jyoti Singh



Date of Birth
02.09.1999

E-mail ID
bcom05068@smsvaranasi.in

Komal Gupta



Date of Birth
23.02.2000

E-mail ID
bcom05070@smsvaranasi.in

Kshitij Arora



Date of Birth
02.03.2003

E-mail ID
bcom05067@smsvaranasi.in

Kisan Singh



Krishna Kumar Singh

Date of Birth
04.10.2000

E-mail ID
bcom05069@smsvaranasi.in

Qualification
B.Com



Kumar Aditya

Date of Birth
07.05.2000

E-mail ID
bcom05071@smsvaranasi.in

Qualification
B.Com



Kumari Vaishnavi

Date of Birth
07.10.2000

E-mail ID
bcom05074@smsvaranasi.in

Qualification
B.Com



Mansi Yadav

Date of Birth
14.07.1999

E-mail ID
bcom05079@smsvaranasi.in

Qualification
B.Com



Madhavi Patel

Date of Birth
18.09.2000

E-mail ID
bcom05077@smsvaranasi.in

Qualification
B.Com



Mohit Dwivedi

Date of Birth
02.08.2001

E-mail ID
bcom05083@smsvaranasi.in

Qualification
B.Com



Nidhi Singh

Date of Birth
27.02.1999

E-mail ID
bcom05087@smsvaranasi.in

Qualification
B.Com



Nilesh Pal

Date of Birth
21.11.2001

E-mail ID
bcom05088@smsvaranasi.in

Qualification
B.Com

**Prashanjit Kumar****Date of Birth**
17.07.1997**E-mail ID**
bcom05094@smsvaranasi.in**Qualification**
B.Com**Preeti Yadav****Date of Birth**
26.10.1999**E-mail ID**
bcom05097@smsvaranasi.in**Qualification**
B.Com**Priyanshu Singh****Date of Birth**
28.07.2001**E-mail ID**
bcom05182@smsvaranasi.in**Qualification**
B.Com**Promita Das****Date of Birth**
26.05.1997**E-mail ID**
bcom05100@smsvaranasi.in**Qualification**
B.Com**Purnima Sahu****Date of Birth**
30.07.1999**E-mail ID**
bcom05101@smsvaranasi.in**Qualification**
B.Com**Rajeev Kumar Chauhan****Date of Birth**
08.06.2000**E-mail ID**
bcom05105@smsvaranasi.in**Qualification**
B.Com**Raghuvendra Tripathi****Date of Birth**
09.04.2001**E-mail ID**
bcom05102@smsvaranasi.in**Qualification**
B.Com**Rakesh Kumar Yadav****Date of Birth**
09.03.2000**E-mail ID**
bcom05106@smsvaranasi.in**Qualification**
B.Com



Ravi Kumar Yadav

Date of Birth

04.10.2001

E-mail ID

bcom05110@smsvaranasi.in

Qualification

B.Com



Ritu Yadav

Date of Birth

11.03.2001

E-mail ID

bcom05119@smsvaranasi.in

Qualification

B.Com



Rukhshan Tahseen

Date of Birth

24.12.1997

E-mail ID

bcom05121@smsvaranasi.in

Qualification

B.Com



Rishabh Jain

Date of Birth

24.08.2000

E-mail ID

bcom05114@smsvaranasi.in

Qualification

B.Com



Rishabh Jain

Date of Birth

24.08.2000

E-mail ID

bcom05114@smsvaranasi.in

Qualification

B.Com



Saurabh Kumar Yadav

Date of Birth

16.09.1999

E-mail ID

bcom05129@smsvaranasi.in

Qualification

B.Com



Saurabh Tiwari

Date of Birth

18.08.2000

E-mail ID

bcom05130@smsvaranasi.in

Qualification

B.Com



Shashank Gupta

Date of Birth

10.09.2000

E-mail ID

bcom05134@smsvaranasi.in

Qualification

B.Com

Students' Profile-2021

Bachelor of Commerce (B.Com.)

SMS Placement Brochure | 2021 |



• BBA • BCA • B.Com. • BA(H)MC



Shivam Singh

Date of Birth
16.06.2000

E-mail ID
bcom05140@smsvaranasi.in

Qualification
B.Com



Shivani

Date of Birth
15.09.2000

E-mail ID
bcom05142@smsvaranasi.in

Qualification
B.Com



Shivani

Date of Birth
25.06.1999

E-mail ID
bcom05143@smsvaranasi.in

Qualification
B.Com



Shubham Raj Singh

Date of Birth
28.10.2000

E-mail ID
bcom05144@smsvaranasi.in

Qualification
B.Com



Shubham Singh

Date of Birth
28.09.1999

E-mail ID
bcom05146@smsvaranasi.in

Qualification
B.Com



Shubham Singh

Date of Birth
07.07.2001

E-mail ID
bcom05146@smsvaranasi.in

Qualification
B.Com



Shubham Tripathi

Date of Birth
01.07.2000

E-mail ID
bcom05148@smsvaranasi.in

Qualification
B.Com



Siddharth Chhabra

Date of Birth
06.05.2000

E-mail ID
bcom05149@smsvaranasi.in

Qualification
B.Com



Date of Birth

13.07.1999

E-mail ID

bcom05151@smsvaranasi.in

Siddheshwar Goel



Date of Birth

03.01.2001

E-mail ID

bcom05152@smsvaranasi.in

Silki Yadav



Date of Birth

14.11.2001

E-mail ID

bcom05154@smsvaranasi.in

Suraj Kumar Verma



Date of Birth

15.11.2000

E-mail ID

bcom05155@smsvaranasi.in

Swasthi Singh



Date of Birth

18.08.2000

E-mail ID

bcom05156@smsvaranasi.in

Tanushree Bagchi



Date of Birth

30.08.2000

E-mail ID

bcom05157@smsvaranasi.in

Qualification

B.Com

Ujjawal Singh



Date of Birth

21.08.1999

E-mail ID

bcom05158@smsvaranasi.in

Utkarsh Chaudhary



Date of Birth

13.06.2000

E-mail ID

bcom05159@smsvaranasi.in

Qualification

B.Com

Utsav Jaiswal

Students' Profile-2021

Bachelor of Commerce (B.Com.)

SMS Placement Brochure | 2021 |



• BBA • BCA • B.Com. • BA(H)MC



Date of Birth
06.07.2000

E-mail ID
bcom05162@smsvaranasi.in

Vaibhav Shah



Date of Birth
17.09.2001

E-mail ID
bcom05163@smsvaranasi.in

Varun Singh



Date of Birth
27.09.2001

E-mail ID
bcom05164@smsvaranasi.in

Vijay Kumar Singh



Date of Birth
29.06.1999

E-mail ID
bcom05165@smsvaranasi.in

Vimarsh Ranjan Singh



Date of Birth
27.01.2001

E-mail ID
bcom05166@smsvaranasi.in

Vipul Singh



Date of Birth
22.08.2000

E-mail ID
bcom05167@smsvaranasi.in

Vishal Keshri



Date of Birth
21.11.1999

E-mail ID
bcom05169@smsvaranasi.in

Vishal Rai



Date of Birth
03.07.1998

E-mail ID
bcom05171@smsvaranasi.in

Yash Dev



Aman Chaturvedi

Date of Birth
03.04.2000

E-mail ID
bamc0202@smsvaranasi.in

Qualification
BAHMC



Amit Kumar Dubey

Date of Birth
30.06.2000

E-mail ID
bamc0203@smsvaranasi.in

Qualification
BAHMC



Amrita Saxena

Date of Birth
03.08.2000

E-mail ID
bamc0204@smsvaranasi.in

Qualification
BAHMC



Ashish Srivastava

Date of Birth
02.01.1998

E-mail ID
bamc0205@smsvaranasi.in

Qualification
BAHMC



Ayush Dubey

Date of Birth
28.10.1999

E-mail ID
bamc0206@smsvaranasi.in

Qualification
BAHMC



Gaurav Singh

Date of Birth
21.04.1999

E-mail ID
bamc0207@smsvaranasi.in

Qualification
BAHMC



Ishika Srivastava

Date of Birth
24.09.2001

E-mail ID
bamc0208@smsvaranasi.in

Qualification
BAHMC



Neha Kumari

Date of Birth
29.05.1999

E-mail ID
bamc0209@smsvaranasi.in

Qualification
BAHMC

Students' Profile-2021

Bachelor of Journalism and Mass Communication - BA(H)MC

SMS Placement Brochure | 2021 |



• BBA • BCA • B.Com. • BA(H)MC



Ramesh Yadav

Date of Birth

22.09.1999

E-mail ID

bamc0221@smsvaranasi.in

Qualification

BAHMC



Rani Kumari Mishra

Date of Birth

11.12.2000

E-mail ID

bamc0211@smsvaranasi.in

Qualification

BAHMC



Rashmi Lalwani

Date of Birth

09.04.1999

E-mail ID

bamc0212@smsvaranasi.in

Qualification

BAHMC



Shreya Pathak

Date of Birth

20.06.1998

E-mail ID

bamc0215@smsvaranasi.in

Qualification

BAHMC



Shreya Srivastava

Date of Birth

08.09.1996

E-mail ID

bamc0216@smsvaranasi.in

Qualification

BAHMC



Shreya Srivastava

Date of Birth

17.11.1999

E-mail ID

bamc0217@smsvaranasi.in

Qualification

BAHMC



Simranjeet Kaur Ratan

Date of Birth

27.09.1998

E-mail ID

bamc0218@smsvaranasi.in

Qualification

BAHMC



Swarnika Singh

Date of Birth

06.11.1998

E-mail ID

bamc0219@smsvaranasi.in

Qualification

BAHMC



Utkarsh Upadhyay

Date of Birth

22.05.1999

E-mail ID

bamc0220@smsvaranasi.in

Qualification

BAHMC



CHAIRPERSON

Prof. P. N. Jha

Director

School of Management Sciences
Varanasi

MEMBERS

Prof. H. Karnik

Indian Institute of Technology
Kanpur

Dr. N. B. Singh

Institute of Management Studies
Banaras Hindu University
Varanasi

Prof. Ajay Kumar Singh

Vice Chancellor
Sri Sri University
Cuttack

Prof. H.P. Mathur

Institute of Management Studies
Banaras Hindu University
Varanasi

Prof. Amit Gautam

Institute of Management Studies
Banaras Hindu University
Varanasi

Mr. Aklish Mishra

Operations Head
Beta Landrex
Varanasi

Prof. Kamal Sheel Mishra

School of Management Sciences
Varanasi

Prof. Sandeep Singh

School of Management Sciences
Varanasi

Prof. Raj Kumar Singh

School of Management Sciences
Varanasi

MEMBER SECRETARY

Mr. Sanjay Gupta

Registrar
School of Management Sciences
Varanasi

INTERESTED RECRUITERS
MAY CONTACT

D K Tripathi

(General Manager-Corporate Affairs)
Mobile No. : 0-9935064429
E-mail : placement@smsvaranasi.com
dktripathi@smsvaranasi.com

W W W . S M S V A R A N A S I . C O M



SCHOOL OF MANAGEMENT SCIENCES
Varanasi

CITY OFFICE:
6th Floor, Vinayak Plaza, Maldahiya Crossing,
Varanasi - 221002
PH : 08400277770

CAMPUS :
Khushipur (Mohan Sarai - Mughal Sarai Bypass),
PO - Bachhaon, Varanasi - 221011
Ph: 07052055555, 08953761666, 08953940777
E-mail : info@smsvaranasi.com
Visit us : www.smsvaranasi.com

www.facebook.com/smsvns