Prof. B. P. Singh
Chairman, Governing Council

Members

Prof. S. K. Singh
Vice Chancellor
L.N. Mithila University
Darbhanga

Lt. Gen. M. M. Lakhera
Former Governor
Mizoram

Shri Shashi Prakash, IAS
Former Chief Secretary &
Chief Information Commissioner
Govt. of Tripura

Prof. K.P. Singh
Former Vice Chancellor
VBS Purvanchal University, Jaunpur
Ex. Director, IIT, BHU, Varanasi

Shri S.K. Singh
Chairman, SMS-Society

Dr. Chandra Mauli Dwivedi
Global HR Head & Group CHRO
ESDS Software Solutions Pvt. Ltd.
Mumbai

Shri Ashok Kumar Singh
Vice-Chairman
SMS-Society

Dr. G.K. Pillai
M.D. & C.E.O
Walchand Nagar Industries Ltd.
Pune

Shri Shashi Prakash, IAS
Former Chief Secretary &
Chief Information Commissioner
Govt. of Tripura

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

Shri G.K. Pillai
M.D. & C.E.O
Walchand Nagar Industries Ltd.
Pune

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

Dear Sir / Madam,

I of course feel a sense of scholastic exultance in putting this small publication before your good self to let you know 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, Purushertha, 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 who have already taken pledge of non-violence to environment. More sanguinely, the institution is widely known for providing a context that enhances professionalism, humanism and social responsibility. I am grateful to the unwearied cooperation of the corporate sector in nurturing and shaping SMS Varanasi ideally to bring it in the historical Silver Jubilee Year.

You may appreciate that India's near repeat of its performance last year in the recent eye-catching jump of another 23 places and now standing at 77 among 190 countries in the World Bank's latest 'Ease of Doing Business Rankings', gradually maturing 'GST Venture' along with the current move to abrogate Article 370 & 35A in J&K may be taken as a welcome trait for the growing corporate visibility within the globalization-drive getting fully prepared to welcome the commandments of the Fourth Industrial Revolution (IR 4.0). It is therefore imperative at this juncture for the corporate sector to start gleaning right kind of human resources. Keeping its role as an active corporate partner in progress, the academic leadership at SMS Varanasi has been particular in reshaping the curricular designs to include focus on skills like critical thinking and global agility, without compromising on domain knowledge as per the dictates of the newly emerged teaching-learning philosophy under Education Model 4.0. The aforesaid drive, within an arrogantly beautiful ‘Green Campus’ of SMS, equally ensures the incorporation of the current industrial & academic concerns within the curricular package to be delivered to our PGDM, MBA & MCA participants for widening their professional permeability. Imbibing all the relevant value models including, communication & personality development, emotional intelligence, business analytics, digital marketing, global economic & political scenario, etc. they become more compatible to the job environments as well as more trustworthy for catering to the versatile 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 PGDM, MBA & MCA 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)

Prof. P. N. Jha
MBA, PGDAM, Ph.D (Ad Mgmt.), D. Litt.(Ad Mgmt.)
Director
FROM GENERAL MANAGER’S DESK

Dear Sir / Madam,

Let me first have the honour to extend you hearty greetings from SMS Varanasi (Accredited with Grade 'A' from NAAC) for constantly receiving an indelible contribution from the corporate houses towards various scholastic pursuits relating to a sustained industry-institute partnership. I really don’t have proper words at my command to manifest the true hue of gratefulness this institution owes to you people on the count of meaningfully addressing to the plural career-concerns of our students including, campus placements, summer training, guest lectures, industrial visits, and so forth.

You may appreciate that SMS Varanasi has been putting-in relentless efforts to imbue the participating students with needful competence with a view to enable them to successfully withstand the dynamic & challenging environment of the corporate world. Endowed with the academic caring by a brilliant pool of faculty, subjecting to the course-curricula of a global standard, coupled with additional pragmatic learning through various training programmes & workshops of high orders, the corporate personality of our students get groomed in terms of domain knowledge & wisdom, analytical skills, leadership traits, positive attitude, perceptual schema and emotional intelligence. You know, the trustworthy performance of several of our alumni has already been acknowledged by a number of corporate units.

I further feel inclined to bring it to your gracious attention that our placement activity invariably starts from the month of October. In this connection I would like to extend a warm welcome to all the organizations to bestowed upon us their pre-placement presentations, and to interact with our outgoing students in order to explore the prospects of recruitment & selection. They are equally invited to share their views with our faculty-team so as to embark upon a mutual thrust towards further enriching the industry-academia dyad.

Humble regards & best wishes

Yours sincerely,

D K Tripathi
Sensing the ever-growing need for competent and highly trained professionals endowed with technical skills and aptitude to operate in the highly complex and technology driven industrial environment, the SMS Society, a philanthropic social organisation, registered under the Societies Registration Act, 1860, established an autonomous nonprofit educational centre, School of Management Sciences (SMS), in Varanasi with avowed mission of imparting highly innovative management and computer education in the eastern part of India which was expected to be the need of the hour in the country’s economy heading so fast towards globalisation. With a modest beginning in 1995, the SMS has never looked back. It has made consistent endeavours over the years to prove its national character as a Centre of Excellence in Management and Computer Education. It is because of its proactive approach and immense commitment that SMS has been rated as one of the top-most Institutions in the country imparting professional education in Management and Computer Sciences. The goal of the PGDM & MBA programme is to develop future management leaders, business crusaders and managerial decision-makers, capable of effectively addressing to the plural corporate responsibility at the domestic plus global platform and be equally sensitive to the wider social aspiration.

The objective of the MCA programme, however is to develop future leaders, chief engineers, head designers, principal technical officers of industrial software engineering practice in computer & IT organisations. While distinguishing itself from the usual programmes in Information Technology, the programme develops professionals to strengthen the structural core capabilities needed particularly for a software organisation.

The School of Management Sciences has already actuated the Centre for Corporate Training & Research (CCTR) at Mumbai for better Institute-Industry interaction and the Centre for Spiritualism & Human Enrichment (C-SHE) at Varanasi in the Campus itself for cultivating the individuals into ideal human beings by blending of traditional values with modern thoughts. SMS has also been recognised as one of the prominent Training Centers by Insurance Regulatory & Development Authority of India for providing training to Insurance Agents.
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 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.
Infrastrucuture
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 P-IV Smart terminals to work as Standalone and also on LAN environment. The institute has unlimited Internet access through 15 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.
Library &
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 35000 books, 13000 titles, subscription of more than 110 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 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 a special section of the SMS Library which is a type of information retrieval system. The Digital Harbour comprises 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
- **POST-GRADUATE DIPLOMA IN MANAGEMENT (PGDM)**
  Approved by the AICTE, Ministry of HRD, Government of India

- **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)** (Lateral Entry 2nd Year)
  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 KashiVidyapith, 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
# PGDM COURSE PROFILE

## FIRST SEMESTER
- Management Principles & Practices
- Marketing Management
- Research Methodology
- Managerial Economics
- Business Statistics
- Accounting and Financial Analysis
- Business Communication
- EEP-I
- Open Defence - I

## SECOND SEMESTER
- Macro economics
- Supply Chain & Logistics Management
- Human Resource Management
- Financial Management
- Operations Management & Research
- Organizational Behaviour
- Field Survey Project
- EEP-II
- Open Defence - II

## THIRD SEMESTER
- Entrepreneurship and Incubation
- Banking and Financial Services
- Business Analytics
- Core Specialisation-I
- Core Specialisation-II
- Open Specialisation-I
- Open Specialisation-II
- Summer Training Project
- EEP-III
- Open Defence-III

## FOURTH SEMESTER
- Leadership by Indian Ethos
- Retail Management
- International Business Management
- Strategic Management
- Core Specialisation-III
- Open Specialisation-III
- Dissertation
- Comprehensive Viva-Voce

Courses of Independent Studies
(Students are to choose any one out of the following four subject-options from CIS-I & CIS-II)

### Course of Independent Studies (CIS-I)
- Rural Marketing
- Business & Sustainable Development
- WTO International Trade
- Cross Cultural Management

### Course of Independent Studies (CIS-II)
- Corporate Governance and CSR
- Customer Relationship Management
- Project Appraisal & Financing
- International Marketing

## DUAL SPECIALIZATION GROUP

### MARKETING
- Advertising & Consumer Behaviour
- Sales Management
- Services Marketing

### HRM
- Compensation & Reward Management
- Organizational Development & Management of Change
- Human Resource Development

### FINANCE
- Security Analysis & Portfolio Management
- Taxation and Tax Management
- Risk Management & Derivatives
# MBA COURSE PROFILE

## FIRST SEMESTER
- Management Concepts & Applications
- Managerial Economics
- Financial Accounting for Managers
- Business Statistics
- Organizational Behaviour
- Marketing Management
- Business Communication
- Computer Application & Management Information System

## SECOND SEMESTER
- Business Environment
- Human Resource Management
- Business Research Methods
- Financial Management
- Management Accounting Control
- Production Operation & Supply Chain Mgmt.
- Quantitative Techniques for Managers
- Legal Aspects for Business
- Comprehensive Viva

## THIRD SEMESTER
- Strategic Management
- International Business Management
- Major Specialization Group (Elective-1)
- Major Specialization Group (Elective-2)
- Major Specialization Group (Elective-3)
- Minor Specialization Group (Elective-1)
- Minor Specialization Group (Elective-2)
- Summer Training Project Report

## FOURTH SEMESTER
- Project Management
- Entrepreneurship Development
- Universal Human Values and Professional Ethics
- Major Specialization Group (Elective-4)
- Major Specialization Group (Elective-5)
- Minor Specialization Group (Elective-3)
- Cyber Security
- Research Project Report & Viva Voce

## DUAL SPECIALIZATION GROUP

### MARKETING
- Sales & Distribution Management (III Sem.)
- Consumer Behaviour and Marketing Communication (III Sem.)
- Digital and Social Media Marketing (III Sem.)
- Marketing of Services (IV Sem.)
- Marketing Analysis (IV Sem.)

### HUMAN RESOURCE
- Performance and Reward Management (III Sem.)
- Employee Relations and Labour Laws (III Sem.)
- Strategic Human Resource Management (IV Sem.)

### FINANCIAL MANAGEMENT
- Investment Analysis & Portfolio Management (III Sem.)
- Tax Planning and Management (III Sem.)
- Working Capital Management (IV Sem.)
# MCA (LATERAL ENTRY)

## COURSE PROFILE

### SEMESTER - I

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>RCA-301</td>
<td>Operating Systems</td>
</tr>
<tr>
<td>RCA-302</td>
<td>Web Technology</td>
</tr>
<tr>
<td>RCA-303</td>
<td>Design &amp; Analysis of Algorithms</td>
</tr>
<tr>
<td>RCA-304</td>
<td>Computer Based Optimization Techniques</td>
</tr>
<tr>
<td>RCA-305</td>
<td>Cyber Security</td>
</tr>
<tr>
<td>RCA-01</td>
<td>Introduction to Programming and Computer Organization*</td>
</tr>
</tbody>
</table>

**PRACTICALS**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Practical Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>RCA-351</td>
<td>Operating Systems Lab</td>
</tr>
<tr>
<td>RCA-352</td>
<td>Design &amp; Analysis of Algorithms Lab</td>
</tr>
</tbody>
</table>

### SEMESTER - II

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>RCA-401</td>
<td>Database Management Systems</td>
</tr>
<tr>
<td>RCA-402</td>
<td>Computer Networks</td>
</tr>
<tr>
<td>RCA-403</td>
<td>Artificial Intelligence</td>
</tr>
<tr>
<td>RCA-404</td>
<td>Compiler Design</td>
</tr>
<tr>
<td>RCA-02</td>
<td>Fundamental of Data Structure, Numerical &amp; Computational Theory*</td>
</tr>
</tbody>
</table>

**Elective-I**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>RCA-E15</td>
<td>Mobile Computing</td>
</tr>
</tbody>
</table>

**PRACTICALS**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Practical Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>RCA-451</td>
<td>Mini Project</td>
</tr>
<tr>
<td>RCA-452</td>
<td>Database Management Systems Lab</td>
</tr>
</tbody>
</table>

**Code List of Elective-I**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>RCA-E11</td>
<td>Design &amp; Development of Applications</td>
</tr>
<tr>
<td>RCA-E12</td>
<td>Client-Server Computing</td>
</tr>
<tr>
<td>RCA-E13</td>
<td>Data Warehousing &amp; Data Mining</td>
</tr>
<tr>
<td>RCA-E14</td>
<td>Advanced Computer Architecture</td>
</tr>
<tr>
<td>RCA-E15</td>
<td>Mobile Computing</td>
</tr>
</tbody>
</table>

### SEMESTER - III

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>RCA-501</td>
<td>Computer Graphics &amp; Animation</td>
</tr>
<tr>
<td>RCA-502</td>
<td>Software Engineering</td>
</tr>
</tbody>
</table>

**Elective-II**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>RCA-E21</td>
<td>Cryptography and Network Security</td>
</tr>
</tbody>
</table>

**PRACTICALS**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Practical Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>RCA-551</td>
<td>Computer Graphics &amp; Animation Lab</td>
</tr>
<tr>
<td>RCA-552</td>
<td>Project Based on Software Engineering</td>
</tr>
</tbody>
</table>

**Code List of Elective-II**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>RCA-E11</td>
<td>Design &amp; Development of Applications</td>
</tr>
<tr>
<td>RCA-E12</td>
<td>Client-Server Computing</td>
</tr>
<tr>
<td>RCA-E13</td>
<td>Data Warehousing &amp; Data Mining</td>
</tr>
<tr>
<td>RCA-E14</td>
<td>Advanced Computer Architecture</td>
</tr>
<tr>
<td>RCA-E15</td>
<td>Mobile Computing</td>
</tr>
</tbody>
</table>

**Code List of Elective-III**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>RCA-E21</td>
<td>Cryptography and Network Security</td>
</tr>
<tr>
<td>RCA-E22</td>
<td>Natural Language Processing</td>
</tr>
<tr>
<td>RCA-E23</td>
<td>Human Computer Interaction</td>
</tr>
<tr>
<td>RCA-E24</td>
<td>Software Testing</td>
</tr>
<tr>
<td>RCA-E25</td>
<td>Modern Application Development</td>
</tr>
</tbody>
</table>

**Code List of Elective-IV**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>RCA-E31</td>
<td>Cloud Computing</td>
</tr>
<tr>
<td>RCA-E32</td>
<td>Soft Computing</td>
</tr>
<tr>
<td>RCA-E33</td>
<td>Information Storage Management</td>
</tr>
<tr>
<td>RCA-E34</td>
<td>Digital Image Processing</td>
</tr>
<tr>
<td>RCA-E35</td>
<td>Distributed Systems</td>
</tr>
</tbody>
</table>

### SEMESTER - IV

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>NMCA-611</td>
<td>Colloquium</td>
</tr>
<tr>
<td>NMCA-612</td>
<td>Project</td>
</tr>
</tbody>
</table>

**PRACTICALS**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Practical Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>RCA-551</td>
<td>Project Based on Software Engineering</td>
</tr>
<tr>
<td>RCA-552</td>
<td>Project Based on Software Engineering</td>
</tr>
</tbody>
</table>

**Code List of Elective-II**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>RCA-E21</td>
<td>Cryptography and Network Security</td>
</tr>
<tr>
<td>RCA-E22</td>
<td>Natural Language Processing</td>
</tr>
<tr>
<td>RCA-E23</td>
<td>Human Computer Interaction</td>
</tr>
<tr>
<td>RCA-E24</td>
<td>Software Testing</td>
</tr>
<tr>
<td>RCA-E25</td>
<td>Modern Application Development</td>
</tr>
</tbody>
</table>

**Code List of Elective-III**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>RCA-E31</td>
<td>Cloud Computing</td>
</tr>
<tr>
<td>RCA-E32</td>
<td>Soft Computing</td>
</tr>
<tr>
<td>RCA-E33</td>
<td>Information Storage Management</td>
</tr>
<tr>
<td>RCA-E34</td>
<td>Digital Image Processing</td>
</tr>
<tr>
<td>RCA-E35</td>
<td>Distributed Systems</td>
</tr>
</tbody>
</table>

**Code List of Elective-IV**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>RCA-E21</td>
<td>Cryptography and Network Security</td>
</tr>
<tr>
<td>RCA-E22</td>
<td>Natural Language Processing</td>
</tr>
<tr>
<td>RCA-E23</td>
<td>Human Computer Interaction</td>
</tr>
<tr>
<td>RCA-E24</td>
<td>Software Testing</td>
</tr>
<tr>
<td>RCA-E25</td>
<td>Modern Application Development</td>
</tr>
</tbody>
</table>

**Code List of Elective-II**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>RCA-E21</td>
<td>Cryptography and Network Security</td>
</tr>
<tr>
<td>RCA-E22</td>
<td>Natural Language Processing</td>
</tr>
<tr>
<td>RCA-E23</td>
<td>Human Computer Interaction</td>
</tr>
<tr>
<td>RCA-E24</td>
<td>Software Testing</td>
</tr>
<tr>
<td>RCA-E25</td>
<td>Modern Application Development</td>
</tr>
</tbody>
</table>

**Code List of Elective-III**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>RCA-E31</td>
<td>Cloud Computing</td>
</tr>
<tr>
<td>RCA-E32</td>
<td>Soft Computing</td>
</tr>
<tr>
<td>RCA-E33</td>
<td>Information Storage Management</td>
</tr>
<tr>
<td>RCA-E34</td>
<td>Digital Image Processing</td>
</tr>
<tr>
<td>RCA-E35</td>
<td>Distributed Systems</td>
</tr>
</tbody>
</table>

**Code List of Elective-IV**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>RCA-E21</td>
<td>Cryptography and Network Security</td>
</tr>
<tr>
<td>RCA-E22</td>
<td>Natural Language Processing</td>
</tr>
<tr>
<td>RCA-E23</td>
<td>Human Computer Interaction</td>
</tr>
<tr>
<td>RCA-E24</td>
<td>Software Testing</td>
</tr>
<tr>
<td>RCA-E25</td>
<td>Modern Application Development</td>
</tr>
</tbody>
</table>

**Code List of Elective-II**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>RCA-E21</td>
<td>Cryptography and Network Security</td>
</tr>
<tr>
<td>RCA-E22</td>
<td>Natural Language Processing</td>
</tr>
<tr>
<td>RCA-E23</td>
<td>Human Computer Interaction</td>
</tr>
<tr>
<td>RCA-E24</td>
<td>Software Testing</td>
</tr>
<tr>
<td>RCA-E25</td>
<td>Modern Application Development</td>
</tr>
</tbody>
</table>

**Code List of Elective-III**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>RCA-E31</td>
<td>Cloud Computing</td>
</tr>
<tr>
<td>RCA-E32</td>
<td>Soft Computing</td>
</tr>
<tr>
<td>RCA-E33</td>
<td>Information Storage Management</td>
</tr>
<tr>
<td>RCA-E34</td>
<td>Digital Image Processing</td>
</tr>
<tr>
<td>RCA-E35</td>
<td>Distributed Systems</td>
</tr>
</tbody>
</table>

**Code List of Elective-IV**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>RCA-E21</td>
<td>Cryptography and Network Security</td>
</tr>
<tr>
<td>RCA-E22</td>
<td>Natural Language Processing</td>
</tr>
<tr>
<td>RCA-E23</td>
<td>Human Computer Interaction</td>
</tr>
<tr>
<td>RCA-E24</td>
<td>Software Testing</td>
</tr>
<tr>
<td>RCA-E25</td>
<td>Modern Application Development</td>
</tr>
</tbody>
</table>
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 PGDM, MBA & MCA students are:
PLACEMENT ACTIVITIES - 2019

Prism Johnson Ltd. During Pre Placement Talk

Parekh Group During Pre-Placement Talk

LT Foods Ltd. During Pre-Placement Talk

JK Technosoft During Pre-Placement Talk

ITC Ltd. During Pre-Placement Talk

Bandhan Bank During Pre-Placement Talk

Agarwal Packers And Movers Ltd. During Pre-Placement Talk
PLACEMENT ACTIVITIES - 2019

Berger Paints India Ltd. Conducting Online Recruitment Test

ICICI Bank Ltd. Conducting Online Recruitment Test

Axis Bank Conducting Online Recruitment Test

Utkarsh Small Finance Bank Conducting Online Recruitment Test

Thomas Assessments Pvt. Ltd. Conducting Online Recruitment Test

Bridgestone India Pvt. Ltd. Conducting Online Recruitment Test

SBI Life Insurance Conducting Online Recruitment Test
PLACEMENT ACTIVITIES - 2019

Bharti Airtel Ltd. Conducting Group Discussion

Tenon Facility Management India Pvt. Ltd. Conducting Group Discussion

Satin Creditcare Network Ltd. Conducting Group Discussion

OM Logistics Ltd. Conducting Group Discussion

Gopal Corporation Ltd. Conducting Group Discussion

Decathlon Sports India Pvt Ltd. Conducting Group Discussion

ColdEX Logistics Ltd. Conducting Group Discussion
PLACEMENT ACTIVITIES - 2019

GCMMF (Amul) Conducting Personal Interview

Mother Dairy Conducting Personal Interview

Indiannica Learning Pvt. Ltd. Conducting Personal Interview

Ekta Engineering Udyog Pvt. Ltd. Conducting Personal Interview

Ceasefire Industries Ltd. Conducting Personal Interview

Asian Paints Ltd. Conducting Personal Interview

TCI Ltd. Conducting Personal Interview
INDUSTRY LINKAGE

To keep abreast of the latest changes in the industrial world, a professional Institute should have close linkage with the real business world. Based on this hypothesis, the School of Management Sciences makes concerted endeavours towards organising institute-industry interfaces at different places of importance and so it also undertakes the following activities:

SEMINARS, CONFERENCES AND EXECUTIVE DEVELOPMENT PROGRAMMES

Seminars and Conferences on key problem areas feature regularly in the Academic Calendar of the Institute. The objective is to provide a platform where the students and faculty members could interact with the highly experienced professionals and academicians.

Perceiving the need for developing and sharpening the skills to exploit the burgeoning and enticing opportunities emerging as a result of the cataclysmic developments in global environment, the SMS also offers several significant Executive Development Programmes for promising entrepreneurs and working executives for which it has received wide appreciation.

GUEST LECTURES

In addition to class-room teaching, the Institute also organises the year-long Guest Lecture Series to give the students a glimpse of the real corporate practices. In this series, the working executives from the organisations of repute are invited to interact with the students on the topics of thematic importance.

CONSULTANCY

The Institute with its highly experienced teaching faculty has been offering consultancy services not only to the local entrepreneurs but also to the business and industrial organisations in the country. Since its inception, the Institute has emerged as a Centre of Excellence where the local entrepreneurs and other organisations do visit for redressal of their problems and also for seeking assistance to get market and consumer surveys conducted for their different products not only in Varanasi but also in other parts of the country.

It is worth mentioning that in the recent past, the Institute has conducted many significant research / market surveys for a number of reputed organisations in the corporate world, both from the Public and Private Sectors.
STUDENTS’ ACTIVITIES

ALL-INDIA YOUTH FESTIVAL
Based on the theme of “Success through Hardwork and Commitment”, the School of Management Sciences organises All-India Youth Festival every year. This festival has an excellent blend of academic and cultural programmes which test the skills of the participants and give them an opportunity to bring out the best in them. The whole event is organised by the students of SMS itself.

CONSUMER TRADE FAIR
To give an exposure to the intricacies of event management, the Institute organises Consumer Trade Fair which is participated both by the local entrepreneurs and the business and industrial houses of national repute. In this endeavour, the students are given almost complete autonomy to organise this event in a grand manner. Thus, the SMS students get a fair opportunity of interacting with the representatives of various participating organisations which further helps them in their final placement. It is heartening to note that the students of this Institute have been participating in the Mega Trade Fairs of the country organised at Delhi and other places.

AD-DARSHANAM
Ad-Darshanam is yet another regular Advertising-cum-Display Exhibition where students from the post-graduate as well as the undergraduate streams join in making different brand-wagons run through Product or Service displays and concept selling using advertisements and other mass media.

CROSS-FIRE
The SMS students also organise Inter-Institutional Quiz programme “Cross-Fire” every year which is participated by a large number of institutions from all over the country.

MODEL CONTESTS
Students from all courses participate in Annual Contests like HR Model Contest, Strategic Management Case-Race Contest, Anveshan, etc. and show their talent in making their thoughts converted into actions.
MEMBERS OF TRAINING & PLACEMENT CELL

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

Mr. Amitabh Pandeyl
Member-Training & Placement Cell
E-mail: placement@smsvaranasi.com

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

Mr. Kartikeya Singh
Member-Training & Placement Cell
E-mail: placement@smsvaranasi.com

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

Mr. Shambhu Sharan Srivastava
Member-Training & Placement Cell
E-mail: placement@smsvaranasi.com

Mr. Devashish Mukherjee
Sr. Office Exe.-Training & Placement Cell
E-mail: placement@smsvaranasi.com
Prof. Kamal Sheel Mishra  
Professor & Dean

Prof. Sandeep Singh  
Professor & Dean

Prof. Raj Kumar Singh  
Professor & Dean

Prof. Sanjay Saxena  
Professor & Chairperson

Prof. Arun Kumar Singh  
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

Mr. 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. Gujral  
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. Anil Kumar Singh  
Assistant Professor

Dr. Bharat Kumar  
Assistant Professor

Mr. Amit Kumar Banja  
Assistant Professor

Dr. Veenita Singh  
Assistant Professor

Ms. Anamika Patel  
Assistant Professor

Mr. Aviral Mishra  
Assistant Professor

Dr. Abhishek Kumar  
Assistant Professor

Mr. Himanshu Upadhyay  
Assistant Professor

Mr. Sushil Kumar  
Assistant Professor

Dr. Sofia Khan  
Assistant Professor

Ms. Sripryia Roy Chowdhuri  
Assistant Professor

Dr. Ashwani Kr Gupta  
Assistant Professor

Mr. Anurag Pandey  
Assistant Professor

Dr. Pooja Chaturvedi  
Assistant Professor

Ms. Poorva Sanjay Sabinis  
Assistant Professor

Ms. Akriti Jaiswal  
Assistant Professor

Mr. Shubhankar Yadav  
Assistant Professor
# VISITING FACULTY

## ACADEMIA

<table>
<thead>
<tr>
<th>Name</th>
<th>Institution/Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prof. A. K. Tripathi</td>
<td>IIT, BHU, Varanasi</td>
</tr>
<tr>
<td>Prof. B. P. Singh</td>
<td>Ex Head and Dean, Delhi School of Economics, Delhi</td>
</tr>
<tr>
<td>Prof. P. K. Mishra</td>
<td>IIT, BHU, Varanasi</td>
</tr>
<tr>
<td>Prof. Pramod Pathak</td>
<td>IIT Dhanbad</td>
</tr>
<tr>
<td>Prof. Rajiv Tripathi</td>
<td>MNNIT, Allahabad</td>
</tr>
<tr>
<td>Prof. Rohit Kapoor</td>
<td>IIM, Indore</td>
</tr>
<tr>
<td>Prof. S. K. Singh</td>
<td>FMS, BHU, Varanasi</td>
</tr>
<tr>
<td>Prof. K. Kak</td>
<td>Former Vice Chancellor, Mahamaya Technical University, Noida</td>
</tr>
<tr>
<td>Prof. G. S. Pathak</td>
<td>IIT, Dhanbad</td>
</tr>
<tr>
<td>Prof. Prabal Kumar Sen</td>
<td>XLRI, Jamshedpur</td>
</tr>
<tr>
<td>Prof. G. S. Pathak</td>
<td>IIT, Dhanbad</td>
</tr>
<tr>
<td>Prof. H. Karnik</td>
<td>Indian Institute of Technology, Kanpur</td>
</tr>
<tr>
<td>Prof. Rajneesh Shukla</td>
<td>Sampoornand Sanskrit University, Varanasi</td>
</tr>
<tr>
<td>Prof. Alok Kumar Rai</td>
<td>FMS, BHU, Varanasi</td>
</tr>
<tr>
<td>Prof. Sanjoy Mukherjee</td>
<td>IIM, Shillong</td>
</tr>
</tbody>
</table>

## INDUSTRY

<table>
<thead>
<tr>
<th>Name</th>
<th>Company/Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mr. A. P. Singh</td>
<td>Sr. V.P.-HR-IPLC, Vadodara</td>
</tr>
<tr>
<td>Mr. Alok Agrawal</td>
<td>Ex. Executive Director, Polar Industries, New Delhi</td>
</tr>
<tr>
<td>Mr. Arvind Chaudhary</td>
<td>Sr. Vice President-Walmart, New Delhi</td>
</tr>
<tr>
<td>Mr. Ayaj Sharma</td>
<td>Joint President Commercial, Jai Prakash Associates Ltd., Rewa</td>
</tr>
<tr>
<td>Mr. A. K. Gupta</td>
<td>VP- Retail Banking, Axis Bank, Mumbai</td>
</tr>
<tr>
<td>Mr. Avinash Yogeshwar</td>
<td>Country Group Manager-HR, Mahindra &amp; Mahindra Financial Services Ltd., Mumbai</td>
</tr>
<tr>
<td>Dr. B. R. Singh</td>
<td>Managing Director, SMC &amp; Ex. Advisor-HR-Ispat Industries Ltd., Mumbai</td>
</tr>
<tr>
<td>Dr. C. M. Dwivedi</td>
<td>Group Chief Human Resource Officer, Fazlani Group of Companies, Mumbai</td>
</tr>
<tr>
<td>Mr. Deepak Gupta</td>
<td>Director-HR-Kotak Mahindra Bank, Mumbai</td>
</tr>
<tr>
<td>Mr. Deepak Singh</td>
<td>G.M-HR-Mother Dairy, New Delhi</td>
</tr>
<tr>
<td>Mr. Deepak Singh</td>
<td>Head-HR Varuna Integrated Logistics Pvt. Ltd., Gurugram</td>
</tr>
<tr>
<td>Mr. Deepak Jain</td>
<td>Head-HR OM Logistics Ltd., New Delhi</td>
</tr>
<tr>
<td>Mr. Himanshu Agarwal</td>
<td>Head-HR OM Logistics Ltd., New Delhi</td>
</tr>
<tr>
<td>Mr. Hemant Kumar</td>
<td>Director-HR-Indorama, Mumbai</td>
</tr>
<tr>
<td>Mr. Hemant Kumar</td>
<td>Chief Executive Officer, TCI Global Logistics Ltd., Gurgaon</td>
</tr>
<tr>
<td>Mr. Hemant Kumar</td>
<td>Chief Executive Officer, TCI Global Logistics Ltd., Gurgaon</td>
</tr>
<tr>
<td>Mr. Hemant Kumar</td>
<td>Chief Executive Officer, TCI Global Logistics Ltd., Gurgaon</td>
</tr>
<tr>
<td>Mr. Manish Agarwal</td>
<td>V.P. &amp; Head-Global Sales and Marketing-Sterlite Technologies Ltd., Pune</td>
</tr>
<tr>
<td>Mr. Pratap Kumar Jain</td>
<td>Director-HR-Kotak Mahindra Bank, Mumbai</td>
</tr>
<tr>
<td>Mr. Pratap Kumar Jain</td>
<td>Director-HR-Kotak Mahindra Bank, Mumbai</td>
</tr>
<tr>
<td>Mr. Pratap Kumar Jain</td>
<td>Director-HR-Kotak Mahindra Bank, Mumbai</td>
</tr>
<tr>
<td>Mr. Pritish Sah</td>
<td>GM-HR, Safexpress Pvt. Ltd., New Delhi</td>
</tr>
<tr>
<td>Mr. Ramesh Kr Agarwal</td>
<td>Chairman Agarwal Packets and Movers Ltd., New Delhi</td>
</tr>
<tr>
<td>Mr. Rajeev Singh</td>
<td>Vice President-HR-Luxor Parker, New Delhi</td>
</tr>
<tr>
<td>Ms. Saagarika Rai</td>
<td>Chief People Officer-Reliance Big Ent. Pvt. Ltd., Mumbai</td>
</tr>
<tr>
<td>Mr. Sunil K. Narang</td>
<td>Senior Director-Jackson Engineers, Noida</td>
</tr>
<tr>
<td>Mr. S. K. Dutta</td>
<td>Group Head HR-ABG Shipyard Ltd., Mumbai</td>
</tr>
<tr>
<td>Mr. Sachin Joglekar</td>
<td>Sr. Vice President-HR-ICICI Prudential Life Ins. Co. Ltd., Mumbai</td>
</tr>
<tr>
<td>Dr. V.P. Singh</td>
<td>Exe. Director-Devyani Beverages, New Delhi</td>
</tr>
<tr>
<td>Mr. V. Ramachandran</td>
<td>Sr. Director-HR-Motorola, New Delhi</td>
</tr>
</tbody>
</table>
## Students' Profile - 2020

### POST GRADUATE DIPLOMA IN MANAGEMENT

**PGDM (MARKETING & FINANCE)**

**DUAL SPECIALIZATION**

<table>
<thead>
<tr>
<th>Name</th>
<th>Qualification</th>
<th>E-mail ID</th>
<th>Summer Training Organization</th>
<th>Summer Training Project</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aaliya Akram</td>
<td>B.Com</td>
<td><a href="mailto:aaliyaakramofficial@gmail.com">aaliyaakramofficial@gmail.com</a></td>
<td>Hindustan Coca-Cola Beverages Pvt. Ltd.</td>
<td>Comparative Analysis of Coca-Cola and Pepsico Retail Outlets</td>
</tr>
<tr>
<td>Aditya Narain</td>
<td>B.Com</td>
<td><a href="mailto:adityanarain029@gmail.com">adityanarain029@gmail.com</a></td>
<td>All India ITR</td>
<td>Income Tax</td>
</tr>
<tr>
<td>Adya Tiwari</td>
<td>B.Com</td>
<td><a href="mailto:adiyatiwari64@gmail.com">adiyatiwari64@gmail.com</a></td>
<td>Hindalco Industries Ltd.</td>
<td>To study the process of supply chain management in Hindalco</td>
</tr>
<tr>
<td>Ahtesham Ahmed</td>
<td>B.Com</td>
<td><a href="mailto:aahtesham82@gmail.com">aahtesham82@gmail.com</a></td>
<td>HT Media Ltd.</td>
<td>Sales Analysis in Hindustan Media Ventures Ltd.</td>
</tr>
<tr>
<td>Aman Asthana</td>
<td>B.Com</td>
<td><a href="mailto:amanasthana91@gmail.com">amanasthana91@gmail.com</a></td>
<td>Bharat Sanchar Nigam Ltd.</td>
<td>Financial Statement Analysis of BSNL</td>
</tr>
<tr>
<td>Aneesha Srivastava</td>
<td>B.Com</td>
<td><a href="mailto:aneeshasri2695@gmail.com">aneeshasri2695@gmail.com</a></td>
<td>Punjab National Bank</td>
<td>A Study of Loans &amp; Advances Offered By PNB</td>
</tr>
<tr>
<td>Anisha Chauhan</td>
<td>B.Com</td>
<td><a href="mailto:anisha.chauhan396@gmail.com">anisha.chauhan396@gmail.com</a></td>
<td>HT Media Ltd.</td>
<td>Sales Analysis in Hindustan Media Ventures Ltd.</td>
</tr>
<tr>
<td>Ankit Singh</td>
<td>B.Com</td>
<td><a href="mailto:20apr1996@gmail.com">20apr1996@gmail.com</a></td>
<td>LT Foods Ltd.</td>
<td>To Study Consumer Behavior with respect to LT Foods at Lucknow</td>
</tr>
<tr>
<td>Name</td>
<td>Qualification</td>
<td>Email ID</td>
<td>Summer Training Organization</td>
<td>Summer Training Project</td>
</tr>
<tr>
<td>---------------------</td>
<td>---------------</td>
<td>---------------------------------</td>
<td>--------------------------------------------------</td>
<td>------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Anushka Srivastava</td>
<td>B.Com</td>
<td><a href="mailto:geetasrivastava002@gmail.com">geetasrivastava002@gmail.com</a></td>
<td>LT Foods Ltd.</td>
<td>Understanding Consumer Behavior at the Point of Purchase</td>
</tr>
<tr>
<td>Beauty Singh</td>
<td>B.Com</td>
<td><a href="mailto:sbeauty16official@gmail.com">sbeauty16official@gmail.com</a></td>
<td>GCMMF (Amul)</td>
<td>To Identify Distribution Gap in the Local retail Market for Amul Beverages, Chocolate Cheese &amp; Ghee</td>
</tr>
<tr>
<td>Devtosh Mishra</td>
<td>B.Sc</td>
<td><a href="mailto:devtosh58@gmail.com">devtosh58@gmail.com</a></td>
<td>GSK Consumer Healthcare Ltd.</td>
<td>To Explore Opportunity for Enhance Retail Coverage Contribution to allotted Territory</td>
</tr>
<tr>
<td>Divyendra Kumar Jha</td>
<td>M.A.</td>
<td><a href="mailto:dkj.boss@gmail.com">dkj.boss@gmail.com</a></td>
<td>HT Media Ltd.</td>
<td>Sales Analysis in Hindustan Media Ventures Ltd.</td>
</tr>
<tr>
<td>Gautami</td>
<td>B.Com</td>
<td><a href="mailto:gautamiverma000@gmail.com">gautamiverma000@gmail.com</a></td>
<td>GCMMF (Amul)</td>
<td>To Promote the Sale of Amul Single Origin and Dark Chocolate in Modern Format Stores in Varanasi</td>
</tr>
<tr>
<td>Hitesh Sharma</td>
<td>B.Com</td>
<td><a href="mailto:hitsesharma9771@gmail.com">hitsesharma9771@gmail.com</a></td>
<td>Om Logistics Ltd.</td>
<td>Study on Logistics Operation in OM Logistics Ltd.</td>
</tr>
<tr>
<td>Jitendra Kr Upadhyay</td>
<td>B.Com</td>
<td><a href="mailto:jitendrakupadhayay56@gmail.com">jitendrakupadhayay56@gmail.com</a></td>
<td>Berger Paints India Ltd.</td>
<td>To Identify the Potential of Paint ADC Segment</td>
</tr>
<tr>
<td>Kaiful Wara</td>
<td>B.Com</td>
<td><a href="mailto:kaifseraji.3382@gmail.com">kaifseraji.3382@gmail.com</a></td>
<td>Swastika Investment</td>
<td>Marketing &amp; Finance</td>
</tr>
</tbody>
</table>
Kumari Jharna Pingua
23 Years

Qualification: B.Com
E-mail ID: jharnapinguaj@gmail.com
Summer Training Organization: Tata Steel Ltd.
Summer Training Project: Working Capital Management

Manish Keshari
23 Years

Qualification: B.Com
E-mail ID: keshari27manish@gmail.com
Summer Training Organization: HT Media Ltd.
Summer Training Project: Sales Analysis in Hindustan Media Ventures Ltd.

Manisha Mallick
23 Years

Qualification: B.Sc
E-mail ID: manishamallick0507@gmail.com
Summer Training Organization: Tata Steel Ltd.
Summer Training Project: Financial Ratio Analysis

Manmohan Gupta
22 Years

Qualification: B.Com
E-mail ID: manmohangupta.ps10@yahoo.com
Summer Training Organization: GCMMF (Amul)
Summer Training Project: To Identify Distribution Gap in the Local retail Market for Amul Beverages, Chocolate Cheese and Ghee

Megha Daminee Jha
26 Years

Qualification: B.E.
E-mail ID: damineejha@gmail.com
Summer Training Organization: GCMMF (Amul)
Summer Training Project: To Identify Distribution Gap in the Local retail Market for Amul Beverages, Chocolate Cheese and Ghee

Mishra Abhishek Vinod
26 Years

Qualification: B.Com
E-mail ID: abhishekmishra15794@gmail.com
Summer Training Organization: Jaipan Industries Ltd.
Summer Training Project: Customer Satisfaction Survey

Pooja Tripathi
21 Years

Qualification: B.Com
E-mail ID: poojatipathi131@gmail.com
Summer Training Organization: Deyor Adventures Pvt. Ltd.
Summer Training Project: Prospects of Adventure Travel in India

Pranjal Srivastava
23 Years

Qualification: B.Com
E-mail ID: pranjal3396@gmail.com
Summer Training Organization: GCMMF (Amul)
Summer Training Project: Find out Market Potential of Amul Ice-cream and to Identify Gap in the Market
<table>
<thead>
<tr>
<th>Name</th>
<th>Qualification</th>
<th>E-mail ID</th>
<th>Summer Training Organization</th>
<th>Summer Training Project</th>
</tr>
</thead>
<tbody>
<tr>
<td>Priyanka Tiwari</td>
<td>B.Com</td>
<td><a href="mailto:priyankatiliwari8998@gmail.com">priyankatiliwari8998@gmail.com</a></td>
<td>LT Foods Ltd.</td>
<td>A paradigm shift in buying behavior of consumers at DAAWAT point of purchase in Allahabad city.</td>
</tr>
<tr>
<td>Satish Kumar Yadav</td>
<td>M.Com</td>
<td><a href="mailto:satishyadav0307@gmail.com">satishyadav0307@gmail.com</a></td>
<td>GSK Consumer Healthcare Ltd.</td>
<td>To Explore Opportunity for Enhance Retail Coverage Contribution to allotted Territory</td>
</tr>
<tr>
<td>Shivam Baranwal</td>
<td>B.Com</td>
<td><a href="mailto:10shivam12@gmail.com">10shivam12@gmail.com</a></td>
<td>GSK Consumer Healthcare Ltd.</td>
<td>To Explore Opportunity for Enhance Retail Coverage Contribution to allotted Territory</td>
</tr>
<tr>
<td>Raunak Jain</td>
<td>B.Com</td>
<td><a href="mailto:raunaknahata@gmail.com">raunaknahata@gmail.com</a></td>
<td>Bundle Technologies Pvt. Ltd. (Swiggy.in)</td>
<td>To Study on Sourcing &amp; Training of Candidate in swiggy.in</td>
</tr>
<tr>
<td>Risabh Singh</td>
<td>B.Com</td>
<td><a href="mailto:mrrishabsinghk23@gmail.com">mrrishabsinghk23@gmail.com</a></td>
<td>NJ India Invest Pvt. Ltd.</td>
<td>Study of Customer Satisfaction Towards Demat A/c</td>
</tr>
<tr>
<td>Roshan Kumar Verma</td>
<td>B.Com</td>
<td><a href="mailto:raunaknahata@gmail.com">raunaknahata@gmail.com</a></td>
<td>Bundle Technologies Pvt. Ltd. (Swiggy.in)</td>
<td>Measurement of Brand Awareness and Perception of Tata Tiscon TMT Bar</td>
</tr>
<tr>
<td>Shashank Shekhar Singh</td>
<td>B.B.A</td>
<td><a href="mailto:rvmotoverma@gmail.com">rvmotoverma@gmail.com</a></td>
<td>Pasa Resource Pvt. Ltd.</td>
<td>Sales Analysis in Hindustan Media Ventures Ltd.</td>
</tr>
<tr>
<td>Tulsi Prashant Joshi</td>
<td>B.Com</td>
<td><a href="mailto:p09542@gmail.com">p09542@gmail.com</a></td>
<td>HT Media Ltd.</td>
<td>Sales Analysis in Hindustan Media Ventures Ltd.</td>
</tr>
</tbody>
</table>

**Students' Profile-2020**

**POST GRADUATE DIPLOMA IN MANAGEMENT**

**PGDM (MARKETING & FINANCE)**

**DUAL SPECIALIZATION**
## POST GRADUATE DIPLOMA IN MANAGEMENT
### PGDM (MARKETING & FINANCE)
#### DUAL SPECIALIZATION

<table>
<thead>
<tr>
<th>Name</th>
<th>Qualification</th>
<th>E-mail ID</th>
<th>Summer Training Organization</th>
<th>Summer Training Project</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vaibhav Singh</td>
<td>B.Com</td>
<td><a href="mailto:singhvaibhav4683@gmail.com">singhvaibhav4683@gmail.com</a></td>
<td>Decathlon Sports India Pvt. Ltd.</td>
<td>Catchment Analysis &amp; SCF</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Yashwant Singh Maurya</td>
<td>B.Sc</td>
<td><a href="mailto:yashwantsinghmaurya@gmail.com">yashwantsinghmaurya@gmail.com</a></td>
<td>Swastika Investment</td>
<td>Marketing &amp; Finance</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Name</th>
<th>Age</th>
<th>Qualification</th>
<th>E-mail ID</th>
<th>Summer Training Organization</th>
<th>Summer Training Project</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vaibhav Singh</td>
<td>23</td>
<td>B.Com</td>
<td><a href="mailto:singhvaibhav4683@gmail.com">singhvaibhav4683@gmail.com</a></td>
<td>Decathlon Sports India Pvt. Ltd.</td>
<td>Catchment Analysis &amp; SCF</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Yashwant Singh Maurya</td>
<td>26</td>
<td>B.Sc</td>
<td><a href="mailto:yashwantsinghmaurya@gmail.com">yashwantsinghmaurya@gmail.com</a></td>
<td>Swastika Investment</td>
<td>Marketing &amp; Finance</td>
</tr>
</tbody>
</table>
Students' Profile-2020

POST GRADUATE DIPLOMA IN MANAGEMENT
PGDM (MARKETING & HR)
DUAL SPECIALIZATION

Aanchal Gupta
22 Years

Qualification
B.B.A

E-mail ID
ruchu.997.gupta@gmail.com

Summer Training Organization
Bundle Technologies Pvt. Ltd.
(Swiggy.in)

Summer Training Project
Sourcing and Onboarding of DE

Ankit Bharuka
23 Years

Qualification
B.Com

E-mail ID
ankitbharuka26@gmail.com

Summer Training Organization
Decathlon Sports India Pvt. Ltd.

Summer Training Project
Identify of Distribution Gap in the Local Market for Amul Products

Aditya Singh
23 Years

Qualification
B.Com

E-mail ID
aditya9170080104@gmail.com

Summer Training Organization
Haier Appliances (India) P. Ltd.

Summer Training Project
Sell Out

Aatray Singh
22 Years

Qualification
B.Com

E-mail ID
aatray.s24@gmail.com

Summer Training Organization
Decathlon Sports India Pvt. Ltd.

Summer Training Project
Facebook Insight Analysis of Hikes

Aman Singh
24 Years

Qualification
B.Sc

E-mail ID
singh23695@gmail.com

Summer Training Organization
Decathlon Sports India Pvt. Ltd.

Summer Training Project
LSP of Cycling & Its Merchandising

Anchal Keshari
23 Years

Qualification
B.Com

E-mail ID
singham496@gmail.com

Summer Training Organization
Decathlon Sports India Pvt. Ltd.

Summer Training Project
Training and Development

Anchal Gupta
22 Years

Qualification
B.Com

E-mail ID
ruchi.997.gupta@gmail.com

Summer Training Organization
Bundle Technologies Pvt. Ltd.
(Swiggy.in)

Summer Training Project
Sourcing and Onboarding of DE

Aanchal Gupta
22 Years

Qualification
B.B.A

E-mail ID
ruchu.997.gupta@gmail.com

Summer Training Organization
Bundle Technologies Pvt. Ltd.
(Swiggy.in)

Summer Training Project
Sourcing and Onboarding of DE

Ankit Bharuka
24 Years

Qualification
B.Com

E-mail ID
ankitbharuka26@gmail.com

Summer Training Organization
Decathlon Sports India Pvt. Ltd.

Summer Training Project
Identify of Distribution Gap in the Local Market for Amul Products

Anjali
25 Years

Qualification
B.Com

E-mail ID
at8210633@gmail.com

Summer Training Organization
HT Media Ltd.

Summer Training Project
Sales Analysis in Hindustan Media Ventures Ltd.

Ankit Bharuka
24 Years

Qualification
B.Com

E-mail ID
ankitbharuka26@gmail.com

Summer Training Organization
Decathlon Sports India Pvt. Ltd.

Summer Training Project
Identify of Distribution Gap in the Local Market for Amul Products

Anjali
25 Years
<table>
<thead>
<tr>
<th>Name</th>
<th>Qualification</th>
<th>E-mail ID</th>
<th>Summer Training Organization</th>
<th>Summer Training Project</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ankita Gupta</td>
<td>B.Com</td>
<td><a href="mailto:gankita110@gmail.com">gankita110@gmail.com</a></td>
<td>HT Media Ltd.</td>
<td>Sales Analysis in Hindustan Media Ventures Ltd.</td>
</tr>
<tr>
<td>Anshika Agrawal</td>
<td>B.B</td>
<td><a href="mailto:agrawalanshika96@gmail.com">agrawalanshika96@gmail.com</a></td>
<td>Hindustan Wellness</td>
<td>Effectiveness of Selection &amp; Recruitment Process</td>
</tr>
<tr>
<td>Ashish Kr Chaturvedi</td>
<td>B.Com</td>
<td><a href="mailto:ashishkumachaturvi@gmail.com">ashishkumachaturvi@gmail.com</a></td>
<td>HT Media Ltd.</td>
<td>Sales Analysis in Hindustan Media Ventures Ltd.</td>
</tr>
<tr>
<td>Bholanath Patra</td>
<td>B.Com</td>
<td><a href="mailto:patrab195@gmail.com">patrab195@gmail.com</a></td>
<td>Decathlon Sports India Pvt. Ltd.</td>
<td>Youth and their Interest in Outdoor Sports like Cricket</td>
</tr>
<tr>
<td>Anupama</td>
<td>B.B</td>
<td><a href="mailto:singhannu269@gmail.com">singhannu269@gmail.com</a></td>
<td>Hindustan Wellness</td>
<td>Work Life Balance of Employees in Hindustan Wellness</td>
</tr>
<tr>
<td>Ayushi</td>
<td>B.B</td>
<td><a href="mailto:anupamachats@gmail.com">anupamachats@gmail.com</a></td>
<td>GCMMF (Amul)</td>
<td>To Promote the Sale of Amul Single Origin and Dark Chocolate in Modern Format Stores in Varanasi</td>
</tr>
<tr>
<td>Annu Kumari</td>
<td>B.Com</td>
<td><a href="mailto:imayushi89@gmail.com">imayushi89@gmail.com</a></td>
<td>Hindustan Wellness</td>
<td>Sales Analysis in Hindustan Media Ventures Ltd.</td>
</tr>
<tr>
<td>Ankita Gupta</td>
<td>B.Com</td>
<td><a href="mailto:gankita110@gmail.com">gankita110@gmail.com</a></td>
<td>HT Media Ltd.</td>
<td>Sales Analysis in Hindustan Media Ventures Ltd.</td>
</tr>
<tr>
<td>Anupama</td>
<td>B.B</td>
<td><a href="mailto:gankita110@gmail.com">gankita110@gmail.com</a></td>
<td>Hindustan Wellness</td>
<td>Effectiveness of Selection &amp; Recruitment Process</td>
</tr>
<tr>
<td>Ayushi</td>
<td>B.B</td>
<td><a href="mailto:gankita110@gmail.com">gankita110@gmail.com</a></td>
<td>Hindustan Wellness</td>
<td>To Promote the Sale of Amul Single Origin and Dark Chocolate in Modern Format Stores in Varanasi</td>
</tr>
<tr>
<td>Annu Kumari</td>
<td>B.Com</td>
<td><a href="mailto:gankita110@gmail.com">gankita110@gmail.com</a></td>
<td>Hindustan Wellness</td>
<td>Sales Analysis in Hindustan Media Ventures Ltd.</td>
</tr>
<tr>
<td>Ankita Gupta</td>
<td>B.Com</td>
<td><a href="mailto:gankita110@gmail.com">gankita110@gmail.com</a></td>
<td>HT Media Ltd.</td>
<td>Sales Analysis in Hindustan Media Ventures Ltd.</td>
</tr>
<tr>
<td>Anupama</td>
<td>B.B</td>
<td><a href="mailto:gankita110@gmail.com">gankita110@gmail.com</a></td>
<td>Hindustan Wellness</td>
<td>Effectiveness of Selection &amp; Recruitment Process</td>
</tr>
<tr>
<td>Ayushi</td>
<td>B.B</td>
<td><a href="mailto:gankita110@gmail.com">gankita110@gmail.com</a></td>
<td>Hindustan Wellness</td>
<td>To Promote the Sale of Amul Single Origin and Dark Chocolate in Modern Format Stores in Varanasi</td>
</tr>
<tr>
<td>Annu Kumari</td>
<td>B.Com</td>
<td><a href="mailto:gankita110@gmail.com">gankita110@gmail.com</a></td>
<td>Hindustan Wellness</td>
<td>Sales Analysis in Hindustan Media Ventures Ltd.</td>
</tr>
<tr>
<td>Ankita Gupta</td>
<td>B.Com</td>
<td><a href="mailto:gankita110@gmail.com">gankita110@gmail.com</a></td>
<td>HT Media Ltd.</td>
<td>Sales Analysis in Hindustan Media Ventures Ltd.</td>
</tr>
<tr>
<td>Anupama</td>
<td>B.B</td>
<td><a href="mailto:gankita110@gmail.com">gankita110@gmail.com</a></td>
<td>Hindustan Wellness</td>
<td>Effectiveness of Selection &amp; Recruitment Process</td>
</tr>
<tr>
<td>Ayushi</td>
<td>B.B</td>
<td><a href="mailto:gankita110@gmail.com">gankita110@gmail.com</a></td>
<td>Hindustan Wellness</td>
<td>To Promote the Sale of Amul Single Origin and Dark Chocolate in Modern Format Stores in Varanasi</td>
</tr>
<tr>
<td>Annu Kumari</td>
<td>B.Com</td>
<td><a href="mailto:gankita110@gmail.com">gankita110@gmail.com</a></td>
<td>Hindustan Wellness</td>
<td>Sales Analysis in Hindustan Media Ventures Ltd.</td>
</tr>
<tr>
<td>Ankita Gupta</td>
<td>B.Com</td>
<td><a href="mailto:gankita110@gmail.com">gankita110@gmail.com</a></td>
<td>HT Media Ltd.</td>
<td>Sales Analysis in Hindustan Media Ventures Ltd.</td>
</tr>
<tr>
<td>Anupama</td>
<td>B.B</td>
<td><a href="mailto:gankita110@gmail.com">gankita110@gmail.com</a></td>
<td>Hindustan Wellness</td>
<td>Effectiveness of Selection &amp; Recruitment Process</td>
</tr>
<tr>
<td>Ayushi</td>
<td>B.B</td>
<td><a href="mailto:gankita110@gmail.com">gankita110@gmail.com</a></td>
<td>Hindustan Wellness</td>
<td>To Promote the Sale of Amul Single Origin and Dark Chocolate in Modern Format Stores in Varanasi</td>
</tr>
<tr>
<td>Annu Kumari</td>
<td>B.Com</td>
<td><a href="mailto:gankita110@gmail.com">gankita110@gmail.com</a></td>
<td>Hindustan Wellness</td>
<td>Sales Analysis in Hindustan Media Ventures Ltd.</td>
</tr>
<tr>
<td>Name</td>
<td>Qualification</td>
<td>E-mail ID</td>
<td>Summer Training Organization</td>
<td>Summer Training Project</td>
</tr>
<tr>
<td>---------------------</td>
<td>---------------</td>
<td>----------------------</td>
<td>------------------------------------------------</td>
<td>-------------------------------------------------------------</td>
</tr>
<tr>
<td>Deepika Singh</td>
<td>B.Com</td>
<td><a href="mailto:ds1109226@gmail.com">ds1109226@gmail.com</a></td>
<td>Vantage Netservices Pvt. Ltd.</td>
<td>A Study of the Growth of Internet Marketing</td>
</tr>
<tr>
<td>Grijesh Singh</td>
<td>B.Com</td>
<td><a href="mailto:gagan1046611@gmail.com">gagan1046611@gmail.com</a></td>
<td>Berger Paints India Ltd.</td>
<td>To Identify the Potential of Paint Industry</td>
</tr>
<tr>
<td>Kirti Mishra</td>
<td>B.Com</td>
<td><a href="mailto:kirtim072@gmail.com">kirtim072@gmail.com</a></td>
<td>Decathlon Sports India Pvt. Ltd.</td>
<td>Local Sports Project for Badminton</td>
</tr>
<tr>
<td>Harsha Seth</td>
<td>B.Com</td>
<td><a href="mailto:harshaseth2711@gmail.com">harshaseth2711@gmail.com</a></td>
<td>Decathlon Sports India Pvt. Ltd.</td>
<td>Consumer Satisfaction towards Sports Apparel in Decathlon</td>
</tr>
<tr>
<td>Harshdeep Singh Bhatia</td>
<td>B.Com</td>
<td><a href="mailto:hshk80925@gmail.com">hshk80925@gmail.com</a></td>
<td>Decathlon Sports India Pvt. Ltd.</td>
<td>Retail Merchandising</td>
</tr>
<tr>
<td>Harshita Chauhan</td>
<td>B.Com</td>
<td><a href="mailto:harshu.lally3@gmail.com">harshu.lally3@gmail.com</a></td>
<td>Meru Mobility Tech Pvt. Ltd.</td>
<td>Employer Branding</td>
</tr>
<tr>
<td>Harshita Gupta</td>
<td>B.Sc</td>
<td><a href="mailto:harshitag191097@gmail.com">harshitag191097@gmail.com</a></td>
<td>Bundle Technologies Pvt. Ltd. (Swiggy.in)</td>
<td>To Study Sourcing And Onboarding</td>
</tr>
<tr>
<td>K. Sriya</td>
<td>B.Com</td>
<td><a href="mailto:sriya.sriya1995@gmail.com">sriya.sriya1995@gmail.com</a></td>
<td>Tata Steel Ltd.</td>
<td>A Study of Human Behavior Targeting Reduction in Accident at RMM</td>
</tr>
</tbody>
</table>

www.smsvaranasi.com
<table>
<thead>
<tr>
<th>Name</th>
<th>Qualification</th>
<th>E-mail ID</th>
<th>Summer Training Organization</th>
<th>Summer Training Project</th>
</tr>
</thead>
<tbody>
<tr>
<td>KM Archana</td>
<td>BBA</td>
<td><a href="mailto:archanara092@gmail.com">archanara092@gmail.com</a></td>
<td>Bundle Technologies Pvt. Ltd. (Swiggy.in)</td>
<td>To Study Onboarding Process</td>
</tr>
<tr>
<td>Manali Chourasia</td>
<td>B.Com</td>
<td><a href="mailto:manalibliss96@gmail.com">manalibliss96@gmail.com</a></td>
<td>Bundle Technologies Pvt. Ltd. (Swiggy.in)</td>
<td>To Study Sourcing Channels</td>
</tr>
<tr>
<td>Mikky Kumari</td>
<td>BBA</td>
<td><a href="mailto:mikkisinghrajput@gmail.com">mikkisinghrajput@gmail.com</a></td>
<td>GCMMF (Amul)</td>
<td>To Identify Distribution Gap in the Local retail Market for Amul Beverages, Chocolate Cheese and Ghee</td>
</tr>
<tr>
<td>Neha Jaiswal</td>
<td>B.A.</td>
<td><a href="mailto:nehajaiswal431@gmail.com">nehajaiswal431@gmail.com</a></td>
<td>Bundle Technologies Pvt. Ltd. (Swiggy.in)</td>
<td>Recruitment and Selection Process in Swiggy</td>
</tr>
<tr>
<td>Neha Tiwari</td>
<td>B.Com</td>
<td><a href="mailto:nehatiwari1498@gmail.com">nehatiwari1498@gmail.com</a></td>
<td>Hero Motors Ltd.</td>
<td>Training and Attrition Rate</td>
</tr>
<tr>
<td>Nikita Kumari</td>
<td>B.Com</td>
<td><a href="mailto:nikitasinghxp@gmail.com">nikitasinghxp@gmail.com</a></td>
<td>Tata Steel Ltd.</td>
<td>Employee Engagement</td>
</tr>
<tr>
<td>Pawan Kumar Singh</td>
<td>B.Com</td>
<td><a href="mailto:pawansinghrajputana@gmail.com">pawansinghrajputana@gmail.com</a></td>
<td>Tata Autocomp GY Batteries Pvt. Ltd.</td>
<td>Marketing</td>
</tr>
<tr>
<td>Pinki Boral</td>
<td>B.B.A.</td>
<td><a href="mailto:pinkiboral27@gmail.com">pinkiboral27@gmail.com</a></td>
<td>Hindustan Wellness</td>
<td>Retention practices at Hindustan wellness</td>
</tr>
</tbody>
</table>
Students' Profile-2020

POST GRADUATE DIPLOMA IN MANAGEMENT
PGDM (MARKETING & HR)
DUAL SPECIALIZATION

Prachi Shukla
21 Years

Qualification
B.Com

E-mail ID
prachishukla19@gmail.com

Summer Training Organization
Northern Coalfields Ltd.

Summer Training Project
Trend Analysis of Sales during different times of Years

Purnima Gupta
22 Years

Qualification
B.Com

E-mail ID
purnimabsb@gmail.com

Summer Training Organization
NTPC Ltd.

Summer Training Project
A Study on Training & Development of Employee in NTPC Ltd.

Raj Jaiswal
22 Years

Qualification
B.Com

E-mail ID
raj072126@gmail.com

Summer Training Organization
Om Logistics Ltd.

Summer Training Project
Role of Operation in Marketing in OM Logistics Ltd.

Rajat Srivastava
23 Years

Qualification
BBA

E-mail ID
rajatsrivastava582@gmail.com

Summer Training Organization
Hindalco Industries Ltd.

Summer Training Project
To study the process of supply chain management in Hindalco

Rakesh Kr Shukla
27 Years

Qualification
B.E.

E-mail ID
rshukla126@gmail.com

Summer Training Organization
GCMMF (Amul)

Summer Training Project
To Findout the Market Potential of Potato Based Snacks in Varanasi

Raman Kumar Verma
23 Years

Qualification
BBA

E-mail ID
ramanverma0902@gmail.com

Summer Training Organization
GCMMF (Amul)

Summer Training Project
Comparative Study of Amul Premium Range Ice-cream with Other Brands

Rishabh Srivastava
20 Years

Qualification
B.Com

E-mail ID
rishabhsri360@gmail.com

Summer Training Organization
Om Logistics Ltd.

Summer Training Project
Role of Operation in Marketing in OM Logistics Ltd.

Ruchika Agarwal
23 Years

Qualification
B.Com

E-mail ID
agarwalruchika1996@gmail.com

Summer Training Organization
GCMMF (Amul)

Summer Training Project
To Identify Distribution Gap in the Local retail Market for Amul Beverages, Chocolate Cheese and Ghee
### Students' Profile 2020

**POST GRADUATE DIPLOMA IN MANAGEMENT**  
**PGDM (MARKETING & HR)**  
**DUAL SPECIALIZATION**

<table>
<thead>
<tr>
<th>Name</th>
<th>Qualification</th>
<th>E-mail ID</th>
<th>Summer Training Organization</th>
<th>Summer Training Project</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sakshi Jha</td>
<td>B.Com</td>
<td><a href="mailto:sakshijha007@gmail.com">sakshijha007@gmail.com</a></td>
<td>Decathlon Sports India Pvt. Ltd.</td>
<td>Consumer Buying Behavior</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Shreya Singh</td>
<td>B.Com</td>
<td><a href="mailto:24shreyasingh@gmail.com">24shreyasingh@gmail.com</a></td>
<td>Deorthy Adventures Pvt. Ltd.</td>
<td>Customer Handling Process of Deorthy Camps</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Shruti Singh</td>
<td>B.A</td>
<td><a href="mailto:shrutsingh7257@gmail.com">shrutsingh7257@gmail.com</a></td>
<td>Decathlon Sports India Pvt. Ltd.</td>
<td>Customer Satisfaction towards Skating</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Shubham Chaurasia</td>
<td>B.Com</td>
<td><a href="mailto:chaurasia.shubham18@gmail.com">chaurasia.shubham18@gmail.com</a></td>
<td>Gold’s Gym</td>
<td>Marketing</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Shubham Kumar Singh</td>
<td>B.Sc</td>
<td><a href="mailto:shubhamshinghmcit@gmail.com">shubhamshinghmcit@gmail.com</a></td>
<td>HT Media Ltd.</td>
<td>Study on Logistics Operation in OM Logistics Ltd.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Suchi Aryan</td>
<td>B.B.A</td>
<td><a href="mailto:suchi.aryan027@gmail.com">suchi.aryan027@gmail.com</a></td>
<td>Varun Beverages Ltd.</td>
<td>Sales &amp; Distribution-Retail</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sumit Upadhyay</td>
<td>M.C.A.</td>
<td><a href="mailto:sumitpg91@rediffmail.com">sumitpg91@rediffmail.com</a></td>
<td>UPRUVUNAL</td>
<td>Employees Welfare and Safety in UPRUVUNAL</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Estd. 1995**  
www.smsvaranasi.com
<table>
<thead>
<tr>
<th>Name</th>
<th>Qualification</th>
<th>E-mail ID</th>
<th>Summer Training Organization</th>
<th>Summer Training Project</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ushaly Mukherjee</td>
<td>B.Com</td>
<td><a href="mailto:ushaly.mukherjee27@gmail.com">ushaly.mukherjee27@gmail.com</a></td>
<td>Shivchandra Consultancy and Services Pvt. Ltd.</td>
<td>Customer Experience Management</td>
</tr>
<tr>
<td>Vaibhav Srivastava</td>
<td>B.Com</td>
<td><a href="mailto:vibhu.v123@gmail.com">vibhu.v123@gmail.com</a></td>
<td>Om Logistics Ltd.</td>
<td>Activities of Transportation Business</td>
</tr>
<tr>
<td>Vikas Singh</td>
<td>B.Com</td>
<td><a href="mailto:vikas.vsingh1996@gmail.com">vikas.vsingh1996@gmail.com</a></td>
<td>Hero Motors Ltd.</td>
<td>F5-Rating and Manpower Optimization</td>
</tr>
<tr>
<td>Yash Malhotra</td>
<td>B.Com</td>
<td><a href="mailto:yash.malhotra0505@gmail.com">yash.malhotra0505@gmail.com</a></td>
<td>Decathlon Sports India Pvt. Ltd.</td>
<td>Visual Merchandising in Mountain Sports</td>
</tr>
<tr>
<td>Anand Vishwakarma</td>
<td>B.Com</td>
<td><a href="mailto:avishj4@gmail.com">avishj4@gmail.com</a></td>
<td>Hindustan Coca-Cola Beverages Pvt. Ltd.</td>
<td>Training &amp; Development</td>
</tr>
<tr>
<td>Mritunjay Pradhan</td>
<td>B.Com</td>
<td><a href="mailto:nihalpradhan125@gmail.com">nihalpradhan125@gmail.com</a></td>
<td>Tata Steel Ltd.</td>
<td>Work Towards Spability Division</td>
</tr>
<tr>
<td>Shivani Singh</td>
<td>B.Com</td>
<td><a href="mailto:shivanisingh050496@gmail.com">shivanisingh050496@gmail.com</a></td>
<td>Big Bazaar</td>
<td>Effect of Loyalty Program on Consumer Buying Behavior at Big Bazaar</td>
</tr>
<tr>
<td>Yash Singh</td>
<td>B.Com</td>
<td><a href="mailto:yashisinghvns1998@gmail.com">yashisinghvns1998@gmail.com</a></td>
<td>GCMMF (Amul)</td>
<td>To Identify Horeca Distribution on Gap for Creamer in Varanasi</td>
</tr>
</tbody>
</table>

**Students' Profile-2020**

**POST GRADUATE DIPLOMA IN MANAGEMENT**

**PGDM (MARKETING & HR)**

**DUAL SPECIALIZATION**

www.smsvaranasi.com
<table>
<thead>
<tr>
<th>Name</th>
<th>Qualification</th>
<th>E-mail ID</th>
<th>Summer Training Organization</th>
<th>Summer Training Project</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prashant Singh</td>
<td>B.Com</td>
<td><a href="mailto:ps993939@gmail.com">ps993939@gmail.com</a></td>
<td>SK Consumer Healthcare Ltd.</td>
<td>To Explore Opportunity for Enhance Retail Coverage Contribution to allotted Territory</td>
</tr>
<tr>
<td>Aditya Pal</td>
<td>BBA</td>
<td><a href="mailto:adityapal.2009@gmail.com">adityapal.2009@gmail.com</a></td>
<td>HT Media Ltd.</td>
<td>Sales Analysis in Hindustan Media Ventures Ltd. ts</td>
</tr>
<tr>
<td>Harsh Kumar Dubey</td>
<td>B.Com</td>
<td><a href="mailto:hdubey783@gmail.com">hdubey783@gmail.com</a></td>
<td>Khadims India Ltd.</td>
<td>Product &amp; Market Classification</td>
</tr>
<tr>
<td>Aditya Pal</td>
<td>BBA</td>
<td><a href="mailto:adityapal.2009@gmail.com">adityapal.2009@gmail.com</a></td>
<td>HT Media Ltd.</td>
<td>Sales Analysis in Hindustan Media Ventures Ltd. ts</td>
</tr>
<tr>
<td>Harsh Kumar Dubey</td>
<td>B.Com</td>
<td><a href="mailto:hdubey783@gmail.com">hdubey783@gmail.com</a></td>
<td>Khadims India Ltd.</td>
<td>Product &amp; Market Classification</td>
</tr>
<tr>
<td>Aditya Pal</td>
<td>BBA</td>
<td><a href="mailto:adityapal.2009@gmail.com">adityapal.2009@gmail.com</a></td>
<td>HT Media Ltd.</td>
<td>Sales Analysis in Hindustan Media Ventures Ltd. ts</td>
</tr>
<tr>
<td>Harsh Kumar Dubey</td>
<td>B.Com</td>
<td><a href="mailto:hdubey783@gmail.com">hdubey783@gmail.com</a></td>
<td>Khadims India Ltd.</td>
<td>Product &amp; Market Classification</td>
</tr>
</tbody>
</table>
Students' Profile-2020
MASTER IN BUSINESS ADMINISTRATION
MBA (MARKETING & FINANCE)
DUAL SPECIALIZATION

**Abhinit Kumar**  
23 Years  
Qualification: BBA  
E-mail ID: ashish500.av@gmail.com  
Summer Training Organization: Tata Autocomp GY Batteries Pvt. Ltd.  
Summer Training Project: Factor Affecting for the Success of Logistics Industries

**Aman Makhija**  
22 Years  
Qualification: B.Com  
E-mail ID: amanmakhija1997@gmail.com  
Summer Training Organization: GCMMF (Amul)  
Summer Training Project: To Study the Market Potential of Amul Ice-cream in Varanasi Town and to Identify the Gap in the Market

**Anchal Singh**  
21 Years  
Qualification: B.Com  
E-mail ID: anchal230597@gmail.com  
Summer Training Organization: Outlook Group  
Summer Training Project: A Study on CRM, Role of E-Commerce and Related Marketing Strategies

**Ankit Kumar Mishra**  
22 Years  
Qualification: B.Com  
E-mail ID: ankit.mishra041996@gmail.com  
Summer Training Organization: OM Logistics Ltd.  
Summer Training Project: Customer Satisfaction & Relationship

**Aradhana Mohan Singh**  
25 Years  
Qualification: M.Com  
E-mail ID: aradhanamohansinghs@gmail.com  
Summer Training Organization: Tata Steel Ltd.  
Summer Training Project: Study of Entire Bill Processing at Tata Steel

**Arsha Singh**  
23 Years  
Qualification: B.Com  
E-mail ID: singharsha.2496@gmail.com  
Summer Training Organization: Sharekhan Ltd.  
Summer Training Project: Trading Capacity Currency

**Ashi Chaurasia**  
23 Years  
Qualification: B.Sc  
E-mail ID: ashichaurasia5.ac@gmail.com  
Summer Training Organization: Tata Autocomp GY Batteries Pvt. Ltd.  
Summer Training Project: Automotive Four Wheeler

**Ashish Verma**  
23 Years  
Qualification: BHM  
E-mail ID: ashish500.av@gmail.com  
Summer Training Organization: Tata Autocomp GY Batteries Pvt. Ltd.  
Summer Training Project: Automotive Two Wheelers
### Students' Profile - 2020

#### Master in Business Administration (MBA) (Marketing & Finance)  
DUAL SPECIALIZATION

<table>
<thead>
<tr>
<th>Name</th>
<th>Qualification</th>
<th>E-mail ID</th>
<th>Summer Training Organization</th>
<th>Summer Training Project</th>
</tr>
</thead>
<tbody>
<tr>
<td>Astha Srivastava</td>
<td>B.Com</td>
<td><a href="mailto:asthasrivastava305@gmail.com">asthasrivastava305@gmail.com</a></td>
<td>Big Bazaar</td>
<td>Building Customer Loyalty through Loyalty Programs</td>
</tr>
<tr>
<td>Atul Chandra Jha</td>
<td>B.Com</td>
<td><a href="mailto:atuljha0909@gmail.com">atuljha0909@gmail.com</a></td>
<td>Berger Paints India Ltd.</td>
<td>Alternate Distribution Counters</td>
</tr>
<tr>
<td>Garima Mishra</td>
<td>B.Sc</td>
<td><a href="mailto:garima.mishra.mg@gmail.com">garima.mishra.mg@gmail.com</a></td>
<td>Big Bazaar</td>
<td>Brand Visibility and Customer Engagement</td>
</tr>
<tr>
<td>Gaurav Pandey</td>
<td>B.Com</td>
<td><a href="mailto:pandeygaurav658@gmail.com">pandeygaurav658@gmail.com</a></td>
<td>NJ India Invest Pvt. Ltd.</td>
<td>Mutual Fund As an Investment Avenue</td>
</tr>
<tr>
<td>Atishay Jain</td>
<td>B.Com</td>
<td><a href="mailto:atishyajain15@gmail.com">atishyajain15@gmail.com</a></td>
<td>Decathlon Sports India Pvt. Ltd.</td>
<td>Omni Sales Strategies of Decathlon</td>
</tr>
<tr>
<td>Atul Chandra Jha</td>
<td>B.Com</td>
<td><a href="mailto:atuljha0909@gmail.com">atuljha0909@gmail.com</a></td>
<td>OM Logistics Ltd.</td>
<td>The Effectiveness of Logistics, Distribution &amp; Customer Satisfaction</td>
</tr>
<tr>
<td>Divyansh Jaiswal</td>
<td>B.Com</td>
<td><a href="mailto:djaiswalvns@gmail.com">djaiswalvns@gmail.com</a></td>
<td>Tata Autocomp GY Batteries Pvt. Ltd.</td>
<td>Potential of Tata Green Battery in Two Wheeler and Four Wheeler</td>
</tr>
<tr>
<td>Gaurav Kumar</td>
<td>BA</td>
<td><a href="mailto:kumargaurav6331@gmail.com">kumargaurav6331@gmail.com</a></td>
<td>Tata Autocomp GY Batteries Pvt. Ltd.</td>
<td></td>
</tr>
<tr>
<td>Gaurav Sahni</td>
<td>B.Com</td>
<td><a href="mailto:gauravsahni32@gmail.com">gauravsahni32@gmail.com</a></td>
<td>Decathlon Sports India Pvt. Ltd.</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Measurement of Brand Awareness and Brand Perception</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Name</th>
<th>Qualification</th>
<th>E-mail ID</th>
<th>Summer Training Organization</th>
<th>Summer Training Project</th>
</tr>
</thead>
<tbody>
<tr>
<td>Garima Mishra</td>
<td>B.Com</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gaurav Kumar</td>
<td>B.Com</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gaurav Sahni</td>
<td>B.Com</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
### Students' Profile-2020

**MASTER IN BUSINESS ADMINISTRATION**

**MBA (MARKETING & FINANCE)**

**DUAL SPECIALIZATION**

<table>
<thead>
<tr>
<th>Name</th>
<th>Qualification</th>
<th>E-mail ID</th>
<th>Summer Training Organization</th>
<th>Summer Training Project</th>
</tr>
</thead>
<tbody>
<tr>
<td>Harshvardhan Singh</td>
<td>B.Com</td>
<td><a href="mailto:sharshvardhan32@gmail.com">sharshvardhan32@gmail.com</a></td>
<td>GCMMF (Amul)</td>
<td>To Study the Market Potential of Amul Chocolate in Varanasi and to Identify Gap in the Market</td>
</tr>
<tr>
<td>Heena Kumari</td>
<td>B.Com</td>
<td><a href="mailto:hinaa.kumari95@gmail.com">hinaa.kumari95@gmail.com</a></td>
<td>HDFC Bank Ltd.</td>
<td></td>
</tr>
<tr>
<td>Himanshu Choubey</td>
<td>B.Com</td>
<td><a href="mailto:chaubeyhimanshu0@gmail.com">chaubeyhimanshu0@gmail.com</a></td>
<td>HT. Media Ltd.</td>
<td></td>
</tr>
<tr>
<td>Jay Prakash Singh</td>
<td>B.Com</td>
<td><a href="mailto:thakurjayprakash1001@gmail.com">thakurjayprakash1001@gmail.com</a></td>
<td>Swasrika Investment</td>
<td>Financial and Marketing</td>
</tr>
<tr>
<td>MD. Umair Afsar</td>
<td>B.Com</td>
<td><a href="mailto:afsar.umair@gmail.com">afsar.umair@gmail.com</a></td>
<td>GCMMF (Amul)</td>
<td>Comparative Analysis of Premier Range of Ice-cream Brand Amul and other Confections</td>
</tr>
<tr>
<td>Nidhi Singh</td>
<td>B.Com</td>
<td><a href="mailto:nidhisinghpri@gmail.com">nidhisinghpri@gmail.com</a></td>
<td>Swasrika Investment</td>
<td>Financial and Marketing</td>
</tr>
<tr>
<td>Pooja Kumari</td>
<td>B.Com</td>
<td><a href="mailto:gargp1078@gmail.com">gargp1078@gmail.com</a></td>
<td>NJ India Invest Pvt. Ltd.</td>
<td>A Study of Awareness of Mutual Fund Among Insurance Advisor in Lucknow</td>
</tr>
<tr>
<td>Pooja Vishwakarma</td>
<td>B.Com</td>
<td><a href="mailto:poojavishwa75@gmail.com">poojavishwa75@gmail.com</a></td>
<td>Outlook Group</td>
<td>Sales and Promotion of Subscription of Outlook Magazine</td>
</tr>
</tbody>
</table>
Pooja Yadav
24 Years
Qualification: M.Com
E-mail ID: poojayaradav141015@gmail.com
Summer Training Organization: Outlook Group
Summer Training Project: Sales Promotion Techniques Used by Outlook Magazine

Pranjali Baranwal
22 Years
Qualification: BBA
E-mail ID: pranjalibaranwal26@gmail.com
Summer Training Organization: GCMMF (Amul)
Summer Training Project: To Study the Market Potential of Amul Ice-cream in Varanasi Town and to Identify the Gap in the Market

Pratibha
22 Years
Qualification: B.Com
E-mail ID: pratibha9193@gmail.com
Summer Training Organization: Bundle Technologies Pvt. Ltd. (Swiggy.in)
Summer Training Project: Cost Analysis on Sourcing and Onboarding

Rahul Agrahari
25 Years
Qualification: B.Tech
E-mail ID: r.agrahari2011@gmail.com
Summer Training Organization: Mindquest Business Solution Pvt. Ltd.
Summer Training Project: How to Grow Sales through Digital Media

Raju Kumar Goswami
27 Years
Qualification: B.Com
E-mail ID: razzugoswami06@gmail.com
Summer Training Organization: Tata Autocorp GY Batteries Pvt. Ltd.
Summer Training Project: A detailed study on CRM at Distributors and Retailers Stores

Rishabh Narayan Singh
23 Years
Qualification: B.B.A
E-mail ID: pranjalibaranwal26@gmail.com
Summer Training Organization: GCMMF (Amul)
Summer Training Project: Study of Role of Marketing Campaign in Sales Promotion

Rishav Srivastava
26 Years
Qualification: B.Tech
E-mail ID: rishavsn3@gmail.com
Summer Training Organization: GCMMF (Amul)
Summer Training Project: To Study the Market Potential of Amul Beverages in Varanasi Town and to Identify the Gap in the Market

Rohit Jaiswal
22 Years
Qualification: B.C.A
E-mail ID: rohitjaiswal10081997@gmail.com
Summer Training Organization: Berger Paints India Ltd.
Summer Training Project: Alternate Distribution Counters
### Students' Profile-2020

**Master in Business Administration**  
**MBA (Marketing & Finance)**  
**Dual Specialization**

<table>
<thead>
<tr>
<th>Name</th>
<th>Qualification</th>
<th>E-mail ID</th>
<th>Summer Training Organization</th>
<th>Summer Training Project</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rishikesh Kumar Jha</td>
<td>B.Com</td>
<td><a href="mailto:rishijharj1997@gmail.com">rishijharj1997@gmail.com</a></td>
<td>Decathlon Sports India Pvt. Ltd.</td>
<td>Analytical Study of Hiring Process in Swiggy</td>
</tr>
<tr>
<td>Shivani Singh</td>
<td>B.Com</td>
<td><a href="mailto:shivanisingh1844@gmail.com">shivanisingh1844@gmail.com</a></td>
<td>Decathlon Sports India Pvt. Ltd.</td>
<td>Measuring Brand Positioning of Decathlon</td>
</tr>
<tr>
<td>Sampada Kapshey</td>
<td>B.Com</td>
<td><a href="mailto:sampadaskapshey@gmail.com">sampadaskapshey@gmail.com</a></td>
<td>Decathlon Sports India Pvt. Ltd.</td>
<td>A Study on Offensiveness of Marketing of Decathlon India Pvt. Ltd.</td>
</tr>
<tr>
<td>Satyam Jaiswal</td>
<td>BBA</td>
<td><a href="mailto:satyamjaiswali28@gmail.com">satyamjaiswali28@gmail.com</a></td>
<td>GCMMF (Amul)</td>
<td>Comparative Analysis of Premier Range of Ice-cream Brand Amul and other Confections</td>
</tr>
<tr>
<td>Shivam Singh</td>
<td>BBA</td>
<td><a href="mailto:amsaurabh123@gmail.com">amsaurabh123@gmail.com</a></td>
<td>A.K. Infra Projects Pvt. Ltd.</td>
<td>Financial Audit and Bid Management</td>
</tr>
<tr>
<td>Shilpa Garg</td>
<td>B.Com</td>
<td><a href="mailto:shilpagarg407@gmail.com">shilpagarg407@gmail.com</a></td>
<td>Decathlon Sports India Pvt. Ltd.</td>
<td>Analysis Customer Behavior and Measuring Customer Satisfaction</td>
</tr>
<tr>
<td>Shristi Gupta</td>
<td>B.Com</td>
<td><a href="mailto:shristi786009@gmail.com">shristi786009@gmail.com</a></td>
<td>GCMMF (Amul)</td>
<td>Measurement of Brand Awareness and Brand Perception</td>
</tr>
<tr>
<td>Saurabh Kumar Pathak</td>
<td>BBA</td>
<td><a href="mailto:shivamsingshsarkar@gmail.com">shivamsingshsarkar@gmail.com</a></td>
<td>A.K. Infra Projects Pvt. Ltd.</td>
<td>To Study the Market Potential of Amul Beverages in Varanasi Town and to Identify the Gap in the Market</td>
</tr>
</tbody>
</table>

**www.smsvaranasi.com**
Shubham Upadhyay
22 Years

Qualification: BCA
E-mail ID: upadhyay221302@gmail.com
Summer Training Organization: Bundle Technologies Pvt. Ltd. (Swiggy.in)
Summer Training Project: A Feasibility Study on the Market Mapping of Swiggy in Delhi

Shweta Jaiswal
21 Years

Qualification: B.Com
E-mail ID: shwetajaiswa1946@gmail.com
Summer Training Organization: Zuari Finserv Ltd.
Summer Training Project: GST Implications

Shweta Kumari
25 Years

Qualification: BCA
E-mail ID: shwetakumarirvs482@gmail.com
Summer Training Organization: Kotak Securities
Summer Training Project: Comparative Study Between Kotak Securities and Other Competitors in the Market

Siddharth Srivastava
25 Years

Qualification: B.Com
E-mail ID: siddharthsrivastav010@gmail.com
Summer Training Organization: Big Bazaar
Summer Training Project: Impact of Visual Merchandising on Sale at Big Bazaar

Sonam Gupta
22 Years

Qualification: B.Com
E-mail ID: sonamgupta.gupta72@gmail.com
Summer Training Organization: Outlook Group
Summer Training Project: Marketing CRM By Studying Consumer Buying Behavior Of Outlook Magazine

Subhi Mukherjee
22 Years

Qualification: B.Com
E-mail ID: subhimukherjee224@gmail.com
Summer Training Organization: Banaras Beads
Summer Training Project: Working Capital Management of BBL

Sukanto Ghosh
25 Years

Qualification: B.Com
E-mail ID: sukanpto158@gmail.com
Summer Training Organization: Bundle Technologies Pvt. Ltd. (Swiggy.in)
Summer Training Project: Cost Optimization Per Delivery of Swiggy in Delhi

Supriya Roy
23 Years

Qualification: B.Com
E-mail ID: supriyaroy.live@gmail.com
Summer Training Organization: Zuari Finserv Ltd.
Summer Training Project: Effect of Training on Employee Performance
Students' Profile-2020

MASTER IN BUSINESS ADMINISTRATION
MBA (MARKETING & FINANCE)
DUAL SPECIALIZATION

<table>
<thead>
<tr>
<th>Name</th>
<th>Qualification</th>
<th>E-mail ID</th>
<th>Summer Training Organization</th>
<th>Summer Training Project</th>
</tr>
</thead>
<tbody>
<tr>
<td>Swatantra P. Mishra</td>
<td>B.Sc</td>
<td><a href="mailto:swatantra.mishra251@gmail.com">swatantra.mishra251@gmail.com</a></td>
<td>Tata Autocomp GY Batteries Pvt. Ltd.</td>
<td>Roll of the Mechanic in Selling Two Wheeler Batteries</td>
</tr>
<tr>
<td>Swati Gupta</td>
<td>B.Com</td>
<td><a href="mailto:swatigupta16497@gmail.com">swatigupta16497@gmail.com</a></td>
<td>Calvin Klein &amp; Tommy Hilfiger</td>
<td>Focusing on Sales &amp; Marketing Strategies Tommy Hilfiger to Convert Potential Customer</td>
</tr>
<tr>
<td>Ved Prakash Choubey</td>
<td>B.Com</td>
<td><a href="mailto:vedprakashchobey@gmail.com">vedprakashchobey@gmail.com</a></td>
<td>Berger Paints India Ltd.</td>
<td>Market Mapping of Distributors</td>
</tr>
<tr>
<td>Yogesh Kumar Mishra</td>
<td>B.Com</td>
<td><a href="mailto:yogeshmishra951@gmail.com">yogeshmishra951@gmail.com</a></td>
<td>Lazer India Pvt. Ltd.</td>
<td>Study on Retailers Perception &amp; Expectation</td>
</tr>
<tr>
<td>Vishal Prasad</td>
<td>B.Com</td>
<td><a href="mailto:prasadvishal52@gmail.com">prasadvishal52@gmail.com</a></td>
<td>Decathlon Sports India Pvt. Ltd.</td>
<td>Customer Satisfaction for Domyos in Decathlon</td>
</tr>
</tbody>
</table>

www.smsvaranasi.com | 45 |
<table>
<thead>
<tr>
<th>Name</th>
<th>Qualification</th>
<th>E-mail ID</th>
<th>Summer Training Organization</th>
<th>Summer Training Project</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aayushi</td>
<td>B.A.</td>
<td><a href="mailto:iucsinh35@gmail.com">iucsinh35@gmail.com</a></td>
<td>Calvin Klein &amp; Tommy Hilfiger</td>
<td>Analysis of Service Delivery of CK in Agra</td>
</tr>
<tr>
<td>Abhishek Srivastava</td>
<td>B.Com</td>
<td><a href="mailto:mailabhishekvs@gmail.com">mailabhishekvs@gmail.com</a></td>
<td>Outlook Group</td>
<td>Sales Generating Strategies for Outlook Groups Magazine Using Corporates</td>
</tr>
<tr>
<td>Akash Mishra</td>
<td>B.Com</td>
<td><a href="mailto:akmishra171@gmail.com">akmishra171@gmail.com</a></td>
<td>Outlook Group</td>
<td>Maintaining CRM By Studying Consumer Behavior Related to Buying Outlook Magazine</td>
</tr>
<tr>
<td>Aman Singh</td>
<td>B.Com</td>
<td><a href="mailto:amans300895@gmail.com">amans300895@gmail.com</a></td>
<td>Outlook Group</td>
<td>Perception of Investors towards Investing Mutual Fund through Online Mode</td>
</tr>
<tr>
<td>Amisha Singh</td>
<td>B.Com</td>
<td><a href="mailto:amisha.11jan@gmail.com">amisha.11jan@gmail.com</a></td>
<td>Big Bazaar</td>
<td>Awareness of Private Label Brand in Big Bazaar</td>
</tr>
<tr>
<td>Anand Kumar Singh</td>
<td>B.Com</td>
<td><a href="mailto:anandsinghvd@gmail.com">anandsinghvd@gmail.com</a></td>
<td>NJ India Invest Pvt. Ltd.</td>
<td>Perception of Investors towards Investing Mutual Fund through Online Mode</td>
</tr>
<tr>
<td>Anjali Garg</td>
<td>B.A.</td>
<td><a href="mailto:anjaligarg609@gmail.com">anjaligarg609@gmail.com</a></td>
<td>Axis Bank Ltd.</td>
<td>Effect of Branding in Marketing of Banking Service in India</td>
</tr>
<tr>
<td>Archit Shah</td>
<td>B.B.A.</td>
<td><a href="mailto:archit.vns2010@gmail.com">archit.vns2010@gmail.com</a></td>
<td>GCMMF (Amul)</td>
<td>To Study the Market Potential of Amul Chocolate in Varanasi and to Identify Gap in the Market</td>
</tr>
<tr>
<td>Qualification</td>
<td>E-mail ID</td>
<td>Summer Training Organization</td>
<td>Summer Training Project</td>
<td></td>
</tr>
<tr>
<td>--------------</td>
<td>-----------</td>
<td>-------------------------------</td>
<td>--------------------------</td>
<td></td>
</tr>
<tr>
<td>BBA</td>
<td><a href="mailto:asmitamishra1549@gmail.com">asmitamishra1549@gmail.com</a></td>
<td>Big Bazaar</td>
<td>A Study on Operation Harassment at Big Bazaar</td>
<td></td>
</tr>
<tr>
<td>B.Com</td>
<td><a href="mailto:awantikaagrawal2015@gmail.com">awantikaagrawal2015@gmail.com</a></td>
<td>Outlook Group</td>
<td>Study the Potential of Social Networking Sites to Increase the Circulation of Outlook Magazine</td>
<td></td>
</tr>
<tr>
<td>B.Com</td>
<td><a href="mailto:dikshasingh0203@gmail.com">dikshasingh0203@gmail.com</a></td>
<td>Hindustan Wellness Ltd.</td>
<td>Study on Employees Satisfaction</td>
<td></td>
</tr>
<tr>
<td>B.Com</td>
<td><a href="mailto:vardhan6909@gmail.com">vardhan6909@gmail.com</a></td>
<td>OM Logistics Ltd.</td>
<td>Study on Operational Activities in OM Logistics</td>
<td></td>
</tr>
<tr>
<td>B.Sc</td>
<td><a href="mailto:harshitarai126@gmail.com">harshitarai126@gmail.com</a></td>
<td>Big Bazaar</td>
<td>Study on Impact of Relationship Marketing on Customer Loyalty at Big Bazaar</td>
<td></td>
</tr>
<tr>
<td>B.Sc</td>
<td><a href="mailto:janhavisingh9622@gmail.com">janhavisingh9622@gmail.com</a></td>
<td>Deyor Adventures Pvt. Ltd.</td>
<td>Customer Satisfaction</td>
<td></td>
</tr>
</tbody>
</table>
Qualification: B.Com  
E-mail ID: yashikajaiswal123@gmail.com  
Summer Training Organization: Banaras Beads  
Summer Training Project: Market Segmentation & Forgetting  
Kajal Jaiswal  
23 Years

Qualification: B.A.  
E-mail ID: bisheshanand@gmail.com  
Summer Training Organization: Hero Motors Ltd.  
Summer Training Project: Training and Competency Mapping  
Kumar Bishesh Anand  
27 Years

Qualification: B.M.M.  
E-mail ID: iamkrititripathi@gmail.com  
Summer Training Organization: Outlook Group  
Summer Training Project: Importance of Customer Relationship Management in Magazine Industry  
Kriti Tripathi  
22 Years

Qualification: B.Com  
E-mail ID: vasudhakaley98@gmail.com  
Summer Training Organization: Tema Business Systems Pvt. Ltd.  
Summer Training Project: Recruitment and Selection  
Kaley V. Satyavathi  
21 Years

Qualification: B.Sc  
E-mail ID: sakshi30798@gmail.com  
Summer Training Organization: H.T. Media Ltd.  
Summer Training Project: Sales Analysis Hindustan Media Ventures Ltd.  
KM Sakshi Singh  
21 Years

Qualification: B.Sc  
E-mail ID: krishnakirtirai@gmail.com  
Summer Training Organization: Znet Technologies Pvt. Ltd.  
Summer Training Project: Recruitment and Selection  
Krishna Kirti  
22 Years

Qualification: B.C.A.  
E-mail ID: meerakkv06@gmail.com  
Summer Training Organization: GCMMF (Amul)  
Summer Training Project: To Study the Market Potential of Amul Beverages in Varanasi Town to Identify the Gap in the Market  
Kamal K. Vishwakarma  
22 Years

Qualification: B.B.A.  
E-mail ID: kashika1696@gmail.com  
Summer Training Organization: Vodafone Mobile Service Ltd.  
Summer Training Project: To Study Customer Satisfaction in Urban  
Kashika Singh  
22 Years
Students' Profile-2020

MBA (MARKETING & HR)

DUAL SPECIALIZATION

<table>
<thead>
<tr>
<th>Name</th>
<th>Qualification</th>
<th>E-mail ID</th>
<th>Summer Training Organization</th>
<th>Summer Training Project</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lovely Yadav</td>
<td>BBA</td>
<td><a href="mailto:lovelyyadav195@gmail.com">lovelyyadav195@gmail.com</a></td>
<td>OM Logistics Ltd.</td>
<td>To Study the Market Potential of Amul Ice-cream in Varanasi Town and to Identify the Gap in the Market</td>
</tr>
<tr>
<td>Nishant Kumar</td>
<td>BBA</td>
<td><a href="mailto:nishantrocks230@gmail.com">nishantrocks230@gmail.com</a></td>
<td>OM Logistics Ltd.</td>
<td>Marketing Strategies in OM Logistics</td>
</tr>
<tr>
<td>Nausheen Fatima</td>
<td>B.Sc</td>
<td><a href="mailto:niranjang564@gmail.com">niranjang564@gmail.com</a></td>
<td>Mindaquest Business Solution Pvt. Ltd.</td>
<td>Study of Loyalty Programs in Big Bazaar</td>
</tr>
<tr>
<td>Nidhi Rai</td>
<td>BBA</td>
<td><a href="mailto:rainidhi1826@gmail.com">rainidhi1826@gmail.com</a></td>
<td>Bundle Technologies Pvt. Ltd. (Swiggy.in)</td>
<td>Employees Retention</td>
</tr>
<tr>
<td>Niranjan Gupta</td>
<td>B.Sc</td>
<td><a href="mailto:nishantrocks230@gmail.com">nishantrocks230@gmail.com</a></td>
<td>Mindquest Business Solution Pvt. Ltd.</td>
<td>Marketing Strategy of Animation Industry</td>
</tr>
<tr>
<td>Nandi Kushwa</td>
<td>BCA</td>
<td><a href="mailto:nandikushwaha@gmail.com">nandikushwaha@gmail.com</a></td>
<td>Rourkela Steel Plant</td>
<td>Executive Performance Management System in SAIL</td>
</tr>
<tr>
<td>Niranjan Gupta</td>
<td>BBA</td>
<td><a href="mailto:nishantrocks230@gmail.com">nishantrocks230@gmail.com</a></td>
<td>OM Logistics Ltd.</td>
<td>Marketing Strategies in OM Logistics</td>
</tr>
<tr>
<td>Nidhi Rai</td>
<td>BBA</td>
<td><a href="mailto:rainidhi1826@gmail.com">rainidhi1826@gmail.com</a></td>
<td>Bundle Technologies Pvt. Ltd. (Swiggy.in)</td>
<td>Employees Retention</td>
</tr>
<tr>
<td>Nauheed Fatima</td>
<td>B.B.A</td>
<td><a href="mailto:shuklanaha331@gmail.com">shuklanaha331@gmail.com</a></td>
<td>Neel Metal Product Ltd.</td>
<td>Performance Management System</td>
</tr>
<tr>
<td>Nidhi Rai</td>
<td>BBA</td>
<td><a href="mailto:rainidhi1826@gmail.com">rainidhi1826@gmail.com</a></td>
<td>Bundle Technologies Pvt. Ltd. (Swiggy.in)</td>
<td>Employees Retention</td>
</tr>
<tr>
<td>Nidhi Rai</td>
<td>BBA</td>
<td><a href="mailto:rainidhi1826@gmail.com">rainidhi1826@gmail.com</a></td>
<td>Bundle Technologies Pvt. Ltd. (Swiggy.in)</td>
<td>Employees Retention</td>
</tr>
<tr>
<td>Nidhi Rai</td>
<td>BBA</td>
<td><a href="mailto:rainidhi1826@gmail.com">rainidhi1826@gmail.com</a></td>
<td>Bundle Technologies Pvt. Ltd. (Swiggy.in)</td>
<td>Employees Retention</td>
</tr>
</tbody>
</table>

www.smsvaranasi.com
Students' Profile - 2020

MASTER IN BUSINESS ADMINISTRATION
MBA (MARKETING & HR)
DUAL SPECIALIZATION

<table>
<thead>
<tr>
<th>Name</th>
<th>Qualification</th>
<th>E-mail ID</th>
<th>Summer Training Organization</th>
<th>Summer Training Project</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nitish Kumar Singh</td>
<td>B.Com</td>
<td><a href="mailto:nitishsingh2091997@gmail.com">nitishsingh2091997@gmail.com</a></td>
<td>Big Bazaar</td>
<td>Buying Behavior of Customer towards Apparels at Big Bazaar</td>
</tr>
<tr>
<td>Pragya Jaiswal</td>
<td>B.Com</td>
<td><a href="mailto:pragyajaiswall14@gmail.com">pragyajaiswall14@gmail.com</a></td>
<td>Gas Authority of India Ltd.</td>
<td>Study of Petro Chemical Business of GAIL</td>
</tr>
<tr>
<td>Ratna Dubey</td>
<td>B.Com</td>
<td><a href="mailto:ratnadubey026@gmail.com">ratnadubey026@gmail.com</a></td>
<td>Big Bazaar</td>
<td>Effectiveness of Retailing Mix on Big Bazaar</td>
</tr>
<tr>
<td>Riya Srivastava</td>
<td>B.Com</td>
<td><a href="mailto:srivastavariya1998@gmail.com">srivastavariya1998@gmail.com</a></td>
<td>Big Bazaar</td>
<td>Analysis of Customer Perception Towards Retail Brand in Big Bazaar</td>
</tr>
<tr>
<td>Pooja Mishra</td>
<td>B.Com</td>
<td><a href="mailto:poojamishra95068@gmail.com">poojamishra95068@gmail.com</a></td>
<td>Big Bazaar</td>
<td>Customer Preference Towards Organized and Unorganized Retail</td>
</tr>
<tr>
<td>Rabina Banu</td>
<td>B.Com</td>
<td><a href="mailto:rabinabanu97@gmail.com">rabinabanu97@gmail.com</a></td>
<td>Bundle Technologies Pvt. Ltd. (Swiggy.in)</td>
<td>Onboarding</td>
</tr>
<tr>
<td>Riya Kumari</td>
<td>B.Tech</td>
<td><a href="mailto:riyakumari1998@gmail.com">riyakumari1998@gmail.com</a></td>
<td>HDFC Bank Ltd.</td>
<td>Analysis of CRM in HDFC Bank</td>
</tr>
<tr>
<td>Pooja Mishra</td>
<td>B.Com</td>
<td><a href="mailto:poojamishra95068@gmail.com">poojamishra95068@gmail.com</a></td>
<td>Big Bazaar</td>
<td>Customer Preference Towards Organized and Unorganized Retail</td>
</tr>
</tbody>
</table>

www.smsvaranasi.com
### DUAL SPECIALIZATION

**MBA (MARKETING & HR)**

<table>
<thead>
<tr>
<th>Name</th>
<th>Qualification</th>
<th>E-mail ID</th>
<th>Summer Training Organization</th>
<th>Summer Training Project</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Shweta Pandey</strong></td>
<td>B.Sc</td>
<td><a href="mailto:shwetapandey816@gmail.com">shwetapandey816@gmail.com</a></td>
<td>Big Bazaar</td>
<td>To Study Consumer Buying Behavior Pattern of Women’s Towards Ethnic Wear and Child Wear in Big Bazaar</td>
</tr>
<tr>
<td><strong>Shweta Pandey</strong></td>
<td>B.Sc</td>
<td><a href="mailto:shwetapandey816@gmail.com">shwetapandey816@gmail.com</a></td>
<td>Big Bazaar</td>
<td>To Study Consumer Buying Behavior Pattern of Women’s Towards Ethnic Wear and Child Wear in Big Bazaar</td>
</tr>
<tr>
<td><strong>Sangita Chaudhary</strong></td>
<td>B.Com</td>
<td><a href="mailto:sangita8049@gmail.com">sangita8049@gmail.com</a></td>
<td>Punj Lloyed Ltd.</td>
<td>Job Satisfaction &amp; Health of Employees</td>
</tr>
<tr>
<td><strong>Sapna Singh</strong></td>
<td>B.Com</td>
<td><a href="mailto:suryajaswal2016@gmail.com">suryajaswal2016@gmail.com</a></td>
<td>Axis Bank Ltd.</td>
<td>To Study the Market Potential of Amul Beverages in Varanasi Town to Identify the Gap in the Market</td>
</tr>
<tr>
<td><strong>Saloni Chandak</strong></td>
<td>B.Com</td>
<td><a href="mailto:chandaksaloni2@gmail.com">chandaksaloni2@gmail.com</a></td>
<td>GCMMF (Amul)</td>
<td>Loan and Important Tool in a Bank</td>
</tr>
<tr>
<td><strong>Shalini Garg</strong></td>
<td>B.Com</td>
<td><a href="mailto:shalinigarg8271@gmail.com">shalinigarg8271@gmail.com</a></td>
<td>GCMMF (Amul)</td>
<td>To Study the Market Potential of Amul Beverages in Varanasi Town to Identify the Gap in the Market</td>
</tr>
<tr>
<td><strong>Shreya Jaiswal</strong></td>
<td>B.Com</td>
<td><a href="mailto:shivammishra15.007@gmail.com">shivammishra15.007@gmail.com</a></td>
<td>GCMMF (Amul)</td>
<td>Loan and Important Tool in a Bank</td>
</tr>
<tr>
<td><strong>Shivam Mishra</strong></td>
<td>B.Com</td>
<td><a href="mailto:shivamchoudhary@gmail.com">shivamchoudhary@gmail.com</a></td>
<td>GCMMF (Amul)</td>
<td>To Study the Market Potential of Amul Beverages in Varanasi Town to Identify the Gap in the Market</td>
</tr>
<tr>
<td><strong>Shalini Singh</strong></td>
<td>B.Com</td>
<td><a href="mailto:sangita8049@gmail.com">sangita8049@gmail.com</a></td>
<td>GCMMF (Amul)</td>
<td>Loan and Important Tool in a Bank</td>
</tr>
<tr>
<td><strong>Saloni Chandak</strong></td>
<td>B.Com</td>
<td><a href="mailto:shivamchoudhary@gmail.com">shivamchoudhary@gmail.com</a></td>
<td>GCMMF (Amul)</td>
<td>Job Satisfaction &amp; Health of Employees</td>
</tr>
<tr>
<td><strong>Shalini Garg</strong></td>
<td>B.Com</td>
<td><a href="mailto:shalinigarg8271@gmail.com">shalinigarg8271@gmail.com</a></td>
<td>GCMMF (Amul)</td>
<td>Loan and Important Tool in a Bank</td>
</tr>
<tr>
<td><strong>Shreya Jaiswal</strong></td>
<td>B.Com</td>
<td><a href="mailto:shivamchoudhary@gmail.com">shivamchoudhary@gmail.com</a></td>
<td>GCMMF (Amul)</td>
<td>Loan and Important Tool in a Bank</td>
</tr>
<tr>
<td><strong>Shivam Mishra</strong></td>
<td>B.Com</td>
<td><a href="mailto:shivamchoudhary@gmail.com">shivamchoudhary@gmail.com</a></td>
<td>GCMMF (Amul)</td>
<td>Loan and Important Tool in a Bank</td>
</tr>
</tbody>
</table>

www.smsvaranasi.com
## Students' Profile - 2020

### Master in Business Administration

#### MBA (Marketing & HR)

**DUAL SPECIALIZATION**

<table>
<thead>
<tr>
<th>Student Name</th>
<th>Qualification</th>
<th>E-mail ID</th>
<th>Summer Training Organization</th>
<th>Summer Training Project</th>
</tr>
</thead>
<tbody>
<tr>
<td>Simaran Singh</td>
<td>BBA</td>
<td><a href="mailto:simarsingh.bbss@gmail.com">simarsingh.bbss@gmail.com</a></td>
<td>Hindalco Industries Ltd.</td>
<td>Organizational Effectiveness</td>
</tr>
<tr>
<td>Sushma Rai</td>
<td>B.Sc</td>
<td><a href="mailto:sushmarai768@gmail.com">sushmarai768@gmail.com</a></td>
<td>Decathlon Sports India Pvt. Ltd.</td>
<td>An Study Customer Behavior and measuring Customer Satisfaction</td>
</tr>
<tr>
<td>Vaishnavi Singh</td>
<td>B.A.</td>
<td><a href="mailto:singh.vaishnavi.ishi@gmail.com">singh.vaishnavi.ishi@gmail.com</a></td>
<td>Power Grid Corporation of India</td>
<td>ERP in Powergrid</td>
</tr>
<tr>
<td>Smriti Upadhyay</td>
<td>B.Com</td>
<td><a href="mailto:smritiupadhyay95@yahoo.com">smritiupadhyay95@yahoo.com</a></td>
<td>South Eastern Coalfields Ltd.</td>
<td>A Study on Employee Satisfaction with Specific reference with welfare enmity, Social Security</td>
</tr>
</tbody>
</table>

| Utkarsh Kumar Singh | BBA | singhutkarsh68124@gmail.com | Decathlon Sports India Pvt. Ltd. | An Study Customer Behavior and measuring Customer Satisfaction |

---

**www.smsvaranasi.com**
Students' Profile - 2020

MASTER IN COMPUTER APPLICATIONS
MCA

Abhishek Gupta  
21 Years

- **E-mail ID**: ag64168@gmail.com
- **Last Qualification**: BCA
- **Computer Proficiency**: Windows
- **Language**: C, C++, Python
- **Operating System**: Windows, Linex
- **Markup Language**: HTML
- **Scripting Languages**: Java Script
- **Designing Tools**: PHP, JSP
- **RDBMS**: My SQL, Oracle
- **Area of Interest**: Programming
- **Project Handled**: Hotel Management System

Akanksha Pandey  
21 Years

- **E-mail ID**: pandeyakanksha933@gmail.com
- **Last Qualification**: BCA
- **Computer Proficiency**: Adobe Photoshop
- **Language**: C, Java
- **Operating System**: Windows, Linex
- **Markup Language**: HTML
- **Scripting Languages**: PHP
- **Designing Tools**: PHP, Python
- **RDBMS**: My SQL
- **Area of Interest**: Web Development
- **Project Handled**: Online Varanasi Tourism Management System

Akansha Rai  
21 Years

- **E-mail ID**: rai.15.abhishek.09@gmail.com
- **Last Qualification**: BCA
- **Computer Proficiency**: Windows
- **Language**: C, C++, Python
- **Operating System**: Windows
- **Markup Language**: HTML
- **Scripting Languages**: Java Script
- **Designing Tools**: HTML, PHP
- **RDBMS**: Oracle, My SQL
- **Area of Interest**: Web Designing
- **Project Handled**: Online Reservation System

Aman Singh  
23 Years

- **E-mail ID**: amantuggu@gmail.com
- **Last Qualification**: BCA
- **Computer Proficiency**: Adobe Photoshop
- **Language**: C, Java
- **Operating System**: Windows, Linex
- **Markup Language**: HTML
- **Scripting Languages**: PHP
- **Designing Tools**: PHP, Python
- **RDBMS**: SQL, Oracle
- **Area of Interest**: Software Development
- **Project Handled**: Parkeon
E-mail ID: anjanchatt96@gmail.com
Last Qualification: BCA
Computer Proficiency: Java, PHP
Language: C, C++, Python
Operating System: Windows
Markup Language: HTML
Scripting Languages: Java Script
Designing Tools: HTML, PHP, CSS
RDBMS: SQL
Area of Interest: Web Designing
Project Handled: Hotel Management System

Anjan Chatterjee
22 Years

E-mail ID: mishraanjany9229@gmail.com
Last Qualification: BCA
Computer Proficiency: Windows
Language: C, C++, Python
Operating System: Windows, Linex
Markup Language: HTML
Scripting Languages: Java Script
Designing Tools: PHP, JSP
RDBMS: MySQL, Oracle
Area of Interest: Programming
Project Handled: Hospital Management System

Anjany N. Mishra
23 Years

E-mail ID: ankusweet2407@gmail.com
Last Qualification: BCA
Computer Proficiency: Adobe Photoshop
Language: C, Java
Operating System: Windows, Linex
Markup Language: HTML
Scripting Languages: PHP, Python
Designing Tools: PHP, CSS
RDBMS: SQL, Oracle
Area of Interest: Web Designing
Project Handled: Project Allocation

Ankita Singh
23 Years

E-mail ID: aradhanajaiswal001@gmail.com
Last Qualification: BCA
Computer Proficiency: Java, C
Language: C, C++, Java
Operating System: Windows, Linex
Markup Language: HTML
Scripting Languages: PHP, Java Script
Designing Tools: HTML, CSS
RDBMS: Oracle, MySQL
Area of Interest: Programming
Project Handled: Online Examination

Anuradha Jaiswal
21 Years
Students' Profile-2020
MASTER IN COMPUTER APPLICATIONS
MCA

Aradhana Gupta  
24 Years

- **E-mail ID**: aradhana8008@gmail.com
- **Last Qualification**: BCA
- **Computer Proficiency**: Adobe Photoshop
- **Language**: C, Android
- **Operating System**: Windows, Linex
- **Markup Language**: HTML
- **Scripting Languages**: PHP, Python
- **Designing Tools**: PHP, Python
- **RDBMS**: SQL, Oracle
- **Area of Interest**: Web Designing
- **Project Handled**: Project Allocation

Chandrawati Patel  
24 Years

- **E-mail ID**: chpatel8008@gmail.com
- **Last Qualification**: BCA
- **Computer Proficiency**: Adobe Photoshop
- **Language**: C, Android
- **Operating System**: Windows, Linex
- **Markup Language**: HTML
- **Scripting Languages**: PHP, Python
- **Designing Tools**: PHP, Python
- **RDBMS**: SQL, Oracle
- **Area of Interest**: Web Development
- **Project Handled**: Project Allocation

Devesh Ojha  
22 Years

- **E-mail ID**: deveshojha94@gmail.com
- **Last Qualification**: BCA
- **Computer Proficiency**: Adobe Photoshop
- **Language**: C, Java
- **Operating System**: Windows, Linex
- **Markup Language**: HTML
- **Scripting Languages**: Java Script, PHP
- **Designing Tools**: PHP, Python
- **RDBMS**: SQL
- **Area of Interest**: Software Development
- **Project Handled**: Online Vehicle Booking

Divya Rai  
23 Years

- **E-mail ID**: divyabhu7@gmail.com
- **Last Qualification**: BCA
- **Computer Proficiency**: Adobe Photoshop
- **Language**: C, Java
- **Operating System**: Windows, Linex
- **Markup Language**: HTML
- **Scripting Languages**: PHP, Java Script
- **Designing Tools**: PHP, Python
- **RDBMS**: SQL, Oracle
- **Area of Interest**: Web Designing
- **Project Handled**: NGO Management
<table>
<thead>
<tr>
<th>Student Name</th>
<th>E-mail ID</th>
<th>Last Qualification</th>
<th>Computer Proficiency</th>
<th>Language</th>
<th>Operating System</th>
<th>Markup Language</th>
<th>Scripting Languages</th>
<th>Designing Tools</th>
<th>RDBMS</th>
<th>Area of Interest</th>
<th>Project Handled</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eakcha Shah</td>
<td><a href="mailto:yashshahchunar@gmail.com">yashshahchunar@gmail.com</a></td>
<td>BCA</td>
<td>C, Java</td>
<td>C, C++, Java</td>
<td>Windows, Linex</td>
<td>HTML</td>
<td>Java Script</td>
<td>HTML, CSS</td>
<td>MySQL</td>
<td>Software Development</td>
<td>Railway Reservation</td>
</tr>
<tr>
<td>Hardik Sharma</td>
<td><a href="mailto:sharmahardik233@gmail.com">sharmahardik233@gmail.com</a></td>
<td>BCA</td>
<td>C, Adobe Photoshop</td>
<td>C, C++</td>
<td>Windows, Linex</td>
<td>HTML</td>
<td>Java Script</td>
<td>HTML, CSS</td>
<td>MySQL</td>
<td>Web Designing</td>
<td>Sarnath Tourism</td>
</tr>
<tr>
<td>Hariom Kr. Pandey</td>
<td><a href="mailto:hariom.pandey.432@gmail.com">hariom.pandey.432@gmail.com</a></td>
<td>BCA</td>
<td>Adobe Photoshop</td>
<td>C, Java</td>
<td>Windows, Linex</td>
<td>HTML</td>
<td>PHP, CSS</td>
<td>PHP, Python</td>
<td>SQL, Oracle</td>
<td>Web Designing</td>
<td>NGO Management</td>
</tr>
<tr>
<td>Himanshu Tiwari</td>
<td><a href="mailto:tiwarihanshu414@gmail.com">tiwarihanshu414@gmail.com</a></td>
<td>BCA</td>
<td></td>
<td></td>
<td>Windows, 7, 8, 10</td>
<td>XML, HTML</td>
<td>Java Script, JSP</td>
<td>HTML, PHP, CSS</td>
<td>SQL, Oracle</td>
<td>Programming</td>
<td>Railway Reservation System</td>
</tr>
<tr>
<td>Name</td>
<td>Years</td>
<td>E-mail ID</td>
<td>Last Qualification</td>
<td>Computer Proficiency</td>
<td>Language</td>
<td>Operating System</td>
<td>Markup Language</td>
<td>Scripting Languages</td>
<td>Designing Tools</td>
<td>RDBMS</td>
<td>Area of Interest</td>
</tr>
<tr>
<td>-----------------</td>
<td>-------</td>
<td>------------------------------</td>
<td>--------------------</td>
<td>-------------------------------</td>
<td>-----------------------------------</td>
<td>------------------</td>
<td>------------------</td>
<td>--------------------</td>
<td>------------------</td>
<td>-------------------</td>
<td>------------------</td>
</tr>
<tr>
<td>Khushbu Kumari</td>
<td>23</td>
<td><a href="mailto:jaiswalk450@gmail.com">jaiswalk450@gmail.com</a></td>
<td>BCA</td>
<td>Adobe Photoshop</td>
<td>C, Java</td>
<td>Windows, Linex</td>
<td>HTML</td>
<td>Java Script, PHP</td>
<td>PHP, Python</td>
<td>My SQL</td>
<td>Web Development</td>
</tr>
<tr>
<td>Mahesh Mishra</td>
<td>23</td>
<td><a href="mailto:mahesmisra@gmail.com">mahesmisra@gmail.com</a></td>
<td>BCA</td>
<td>C, Python</td>
<td>C, Java</td>
<td>Windows, Linex</td>
<td>HTML</td>
<td>Java Script</td>
<td>PHP, Python</td>
<td>My SQL, Oracle</td>
<td>Web Designing</td>
</tr>
<tr>
<td>Madhu Nishad</td>
<td>22</td>
<td><a href="mailto:madhunishad23041998@gmail.com">madhunishad23041998@gmail.com</a></td>
<td>B. Sc</td>
<td>C, C++</td>
<td>C, C++, Java</td>
<td>Windows, Ubuntu</td>
<td>HTML</td>
<td>Java Script, JSP</td>
<td>HTML, CSS, PHP</td>
<td>My SQL, Oracle</td>
<td>Web Designing</td>
</tr>
<tr>
<td>Naveen Pathak</td>
<td>23</td>
<td><a href="mailto:pathaknaveen73@gmail.com">pathaknaveen73@gmail.com</a></td>
<td>BCA</td>
<td>Windows</td>
<td>C, C++, Java</td>
<td>Windows, Linex</td>
<td>HTML</td>
<td>Java Script</td>
<td>PHP, JSP</td>
<td>My SQL, Oracle</td>
<td>Programming</td>
</tr>
</tbody>
</table>
E-mail ID: nishiagraval13055@gmail.com
Last Qualification: BCA
Computer Proficiency: C, C++
Language: C, C++, Java
Operating System: Windows, Ubuntu
Markup Language: HTML
Scripting Languages: PHP, Java Script
Designing Tools: HTML, CSS, Java Script
RDBMS: MySQL, Oracle
Area of Interest: Web Designing
Project Handled: Online Wedding Planning

Nishi Agrawal
23 Years

E-mail ID: pooja523yadav@gmail.com
Last Qualification: BCA
Computer Proficiency: Adobe Photoshop
Language: C, Java
Operating System: Windows, Linux
Markup Language: HTML
Scripting Languages: PHP, Java Script
Designing Tools: PHP, Python
RDBMS: MySQL
Area of Interest: Web Development
Project Handled: Online Prison Management

Pooja Yadav
22 Years

E-mail ID: priydarshini08@gmail.com
Last Qualification: BCA
Computer Proficiency: Java
Language: C, C++, Python
Operating System: Windows, Ubuntu
Markup Language: HTML
Scripting Languages: Java Script
Designing Tools: CSS, PHP
RDBMS: SQL
Area of Interest: Application Development
Project Handled: Start Connect

Priya Priydarshini
23 Years

E-mail ID: priyanshudubey11@gmail.com
Last Qualification: BCA
Computer Proficiency: MS-Office
Language: C, Java, PHP
Operating System: Windows, Linux
Markup Language: HTML
Scripting Languages: Java Script
Designing Tools: CSS, Bootstrap
RDBMS: SQL
Area of Interest: Software Development
Project Handled: Online Saving Account

Priyanshu Dubey
21 Years
Puja Kumari Yadav  
23 Years

- **E-mail ID**: ypjuja69365@gmail.com
- **Last Qualification**: BCA
- **Computer Proficiency**: Adobe Photoshop
- **Language**: C
- **Operating System**: Windows, Linux
- **Markup Language**: HTML
- **Scripting Languages**: PHP, JavaScript
- **Designing Tools**: PHP, Python
- **RDBMS**: MySQL
- **Area of Interest**: Web Development
- **Project Handled**: Prison Management System

Ravi Kumar  
23 Years

- **E-mail ID**: raviyadav7839@gmail.com
- **Last Qualification**: BCA
- **Computer Proficiency**: Java
- **Language**: C, C++, Java
- **Operating System**: Windows, Ubuntu
- **Markup Language**: HTML
- **Scripting Languages**: JavaScript
- **Designing Tools**: Bootstrap, HTML, CSS
- **RDBMS**: SQL
- **Area of Interest**: Web Designing
- **Project Handled**: Online Voting System

Madhu Nishad  
22 Years

- **E-mail ID**: madhunishad23041998@gmail.com
- **Last Qualification**: B.Sc
- **Computer Proficiency**: C, C++
- **Language**: C, C++, Java
- **Operating System**: Windows, Ubuntu
- **Markup Language**: HTML
- **Scripting Languages**: JavaScript, JSP
- **Designing Tools**: HTML, CSS, PHP
- **RDBMS**: MySQL, Oracle
- **Area of Interest**: Web Designing
- **Project Handled**: Online Wedding Planning

Rishabh Singh  
24 Years

- **E-mail ID**: rishabhsinghmsms@gmail.com
- **Last Qualification**: BCA
- **Computer Proficiency**: Image
- **Language**: C, C++, Java
- **Operating System**: Windows, Ubuntu
- **Markup Language**: HTML
- **Scripting Languages**: JavaScript
- **Designing Tools**: CSS, Bootstrap
- **RDBMS**: SQL, Oracle
- **Area of Interest**: Web Designing
- **Project Handled**: Digital Attendance System
Ritesh Pandey  
21 Years

- **E-mail ID**: ritesh.pandey427@gmail.com
- **Last Qualification**: BCA
- **Computer Proficiency**: C
- **Language**: C, C++, Java
- **Operating System**: Windows, Ubuntu
- **Markup Language**: HTML
- **Scripting Languages**: Java Script
- **Designing Tools**: HTML, CSS, PHP
- **RDBMS**: SQL
- **Area of Interest**: Web Designing
- **Project Handled**: Payroll Management System

Shaloo Singh  
21 Years

- **E-mail ID**: sshalu.ss815@gmail.com
- **Last Qualification**: BCA
- **Computer Proficiency**: C
- **Language**: C, C++, Ubuntu
- **Operating System**: Windows, Ubuntu
- **Markup Language**: HTML
- **Scripting Languages**: Java Script
- **Designing Tools**: PHP, Python
- **RDBMS**: MySQL
- **Area of Interest**: Web Development
- **Project Handled**: Online Prison Management

Shambhavi Chaturvedi  
22 Years

- **E-mail ID**: salonchaturvedi@gmail.com
- **Last Qualification**: BCA
- **Computer Proficiency**: Windows
- **Language**: C, C++, Java
- **Operating System**: Windows, Linux
- **Markup Language**: HTML
- **Scripting Languages**: Java Script, PHP
- **Designing Tools**: Visual Basic, Photoshop
- **RDBMS**: MySQL, Oracle
- **Area of Interest**: Web Designing
- **Project Handled**: Online Book Store

Shivam Gupta  
22 Years

- **E-mail ID**: guptashivam796@gmail.com
- **Last Qualification**: BCA
- **Computer Proficiency**: MS-Office
- **Language**: C, C++, JSP
- **Operating System**: Windows, Linux
- **Markup Language**: HTML
- **Scripting Languages**: Java Script
- **Designing Tools**: CSS, Bootstrap
- **RDBMS**: MySQL, Oracle
- **Area of Interest**: Networking Security
- **Project Handled**: Start Connect
<table>
<thead>
<tr>
<th>Name</th>
<th>Years</th>
<th>E-mail ID</th>
<th>Last Qualification</th>
<th>Computer Proficiency</th>
<th>Language</th>
<th>Operating System</th>
<th>Markup Language</th>
<th>Scripting Languages</th>
<th>Designing Tools</th>
<th>RDBMS</th>
<th>Area of Interest</th>
<th>Project Handled</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shree K. Chaubey</td>
<td>25</td>
<td><a href="mailto:skc29894@gmail.com">skc29894@gmail.com</a></td>
<td>BCA</td>
<td>Python</td>
<td>C, Python</td>
<td>Windows, Linux</td>
<td>HTML</td>
<td>Java Script</td>
<td>HTML, CSS</td>
<td></td>
<td>Web Designing</td>
<td>Mall Guide</td>
</tr>
<tr>
<td>Shripali Yadav</td>
<td>22</td>
<td><a href="mailto:shripaliyadav1997@gmail.com">shripaliyadav1997@gmail.com</a></td>
<td>BCA</td>
<td>C, C++</td>
<td>C, C++, Java</td>
<td>Windows, Ubuntu</td>
<td>HTML</td>
<td>Java Script, JSP</td>
<td>HTML, CSS, PHP</td>
<td></td>
<td>Web Designing</td>
<td>Smart Hostel</td>
</tr>
<tr>
<td>Shubham Srivastava</td>
<td>24</td>
<td><a href="mailto:shubhamjune70@gmail.com">shubhamjune70@gmail.com</a></td>
<td>BCA</td>
<td>C, C++, PHP</td>
<td>C, C++, PHP</td>
<td>Windows, Ubuntu</td>
<td>HTML</td>
<td>Java Script</td>
<td>HTML, CSS, PHP</td>
<td></td>
<td>Web Designing</td>
<td>Airline Reservation</td>
</tr>
<tr>
<td>Sonali Soni</td>
<td>24</td>
<td><a href="mailto:sanalisoni1501@gmail.com">sanalisoni1501@gmail.com</a></td>
<td>BCA</td>
<td>C, C++, Java</td>
<td>C, C++, Java</td>
<td>Windows, Ubuntu</td>
<td>HTML</td>
<td>Java Script</td>
<td>HTML, CSS, PHP</td>
<td></td>
<td>Web Designing</td>
<td>Green Basket</td>
</tr>
</tbody>
</table>
Supriya
26 Years
- E-mail ID: shatsupriya@gmail.com
- Last Qualification: BCA
- Computer Proficiency: Windows
- Language: C, C++, Java
- Operating System: Windows, Linex
- Markup Language: HTML, CSS
- Scripting Languages: Java Script
- Designing Tools: Visual Basic
- RDBMS: SQL, Oracle
- Area of Interest: Database Management
- Project Handled: Indian Airline Reservation System

Swati Giri
21 Years
- E-mail ID: swati2016.1998@gmail.com
- Last Qualification: BCA
- Computer Proficiency: Java, PHP
- Language: C, C++, Java
- Operating System: Windows, Linex
- Markup Language: HTML
- Scripting Languages: Java Script
- Designing Tools: CSS, PHP, HTML
- RDBMS: MySQL, Oracle
- Area of Interest: Web Designing
- Project Handled: Speech Recognition
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. A. K. Singh
Delhi School of Economics
New Delhi

Prof. H.P. Mathur
Institute of Management Studies
Banaras Hindu University
Varanasi

Prof. Manoj Mehrotra
Director
School of Management Sciences
Lucknow

Mr. Akhilesh 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

Varanasi
Estd.1995
SCHOOL OF MANAGEMENT SCIENCES
Varanasi
CITY OFFICE:
6th Floor, Vinayak Plaza, Maldahiya Crossing,
Varanasi - 221001
PH : 08400277770

CAMPUS :
Khushipur, PO - Bachhaon, Varanasi - 221011
Ph: 07052055555, 08953761666, 08953940777
E-mail : info@smsvaranasi.com
Visit us : www.smsvaranasi.com

www.smsvaranasi.com