25 years of Our proud Legacy
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(Whose endeavors are preceded by a firm commitment, who does not take long rests before the task is accomplished, who does not waste time and who has control over his mind is wise.)
(The guru is the one who inspires, informs, tells the truth, guides, educates and helps in self-realization.)

Prof. Mukund Lal
(1931 – 2008)
Founder Director – SMS, Varanasi
Shri Yogi Adityanath
Hon’ble Chief Minister
Uttar Pradesh

Yogi Adityanath

Message

I am happy to know that School of Management Sciences, Varanasi is celebrating its 25th Foundation Day on 10th November, 2019. A Coffee Table Book is being published to mark the occasion.

Management Science is an important component of human resource development. It provides high-level skills and training for a myriad of professions. It is heartening that this Business School is engaged in enhancing professionalism, humanism and social responsibility among its students. I am confident that School of Management Sciences, Varanasi would continue to provide quality education to the students in future as well.

My best wishes for the entire endeavour.

(Yogi Adityanath)
MESSAGE

It is indeed a matter of great pleasure that School of Management Sciences, Varanasi is publishing a “Coffee-table Book” to commemorate its journey of 25 years.

The story of business schools in India unfolds with the liberalisation of the Indian economy. The global economy needed business leaders to run giant as well emerging enterprises of the corporate sector and there was a sparkling career awaiting the efficient professionals. Ever since then, with a humble beginning, Indian business education system has transformed itself into a mammoth system which has received increasing acclaim worldwide. In the contemporary scenario, when India’s economy has become the fifth largest in the world and there is phenomenal increase in the new start-ups and enterprises, it requires a large number of professionals to take care of its business mobility particularly in the context of India’s goal to become a $5 trillion economy by the year 2025.

I am optimistic that the Journal of Entrepreneurship and Innovation being published by the School of Management Sciences would concentrate on the concept of ‘Skill India’ and ‘Start-Up India’. Business management education should not only aim at producing human resource for the established enterprises but produce entrepreneurs who can create new opportunities for others.

I congratulate the Director, the faculty and the editorial team working on the Coffee-table Book and wish them grand success.

(Ramesh Pokhriyal ‘Nishank’)

Shri Ramesh Pokhriyal ‘Nishank’
Hon’ble Minister of HRD
Govt. of India
Prof. Dhirendra Pal Singh
Chairman
University Grants Commission

MESSAGE

I am pleased to know that the School of Management Sciences, Varanasi is planning to celebrate its 25th Foundation Day (Aadharshila) on 10th November, 2019. Celebration of the Silver Jubilee Year of an Institution is a historic occasion and marks the realization of dreams of the founding fathers of the institution. To commemorate this occasion, the Institute is planning to publish a Coffee-Table Book showcasing the 25 years’ journey of the Institution. The Coffee Table Book will also comprise of beautiful pictorial of performing and visual arts.

The Coffee Table Book shall serve as a conduit of communicating the same to various stakeholders and peer institutions, apart from public. It shall also be of immense value in the outreach activities of the School of Management Sciences, like public relations, activations and promotions. I am sure that it will be very useful and informative.

I extend my best wishes and greetings to the Director, members of the Executive Council and Academic Council, teaching and non-teaching staff, the students and well-wishers for joining hands in taking the school to its present level of academic excellence. On this landmark occasion of their efforts, I congratulate them for bringing out the Coffee Table Book and wish the Silver Jubilee Celebration a grand success.

24th October, 2019

(Prof. D.P. Singh)
MESSAGE

I have great pleasure in penning my impressions about School of Management Sciences (SMS), Varanasi which is going to enter into the silver jubilee year 25th year on November 10, 2019, which is celebrated as the Foundation Day (Aadhaarshila) of the Institution.

It’s a matter of gratification for all the stakeholders of SMS, Varanasi that it has been accredited by NAAC with 'A' Grade in the very first cycle.

Further SMS has a unique distinction of publishing four bi-annual journals in the name of Management Insight, Purusharth, Computing Trends, and SMS Journal of Entrepreneurship & Innovation which are being regularly published by SMS. These journals have the distinction of being indexed in International database, Scopus, Elsevier, apart from being listed in the UGC list of journals.

These impressive milestones which SMS has traversed during its 25 years journey have led to its inclusion in the top 50 Business Schools of India.

It’s a matter of pride that in many examinations conducted by the affiliating University Mahatma Gandhi Kashi Vidyapeeth, Varanasi the students of SMS have topped, and other students of the Institution bagged top 10 ranks in the University.

School of Management Sciences, Varanasi has been able to make notable strides in the field of professional higher education because of its conducive academic culture generated by the contributions of renowned and distinguished professors of BHU (Varanasi), IIT Kanpur, University of Allahabad, & Delhi School of Economics, University of Delhi on account of which SMS has been able to scale up to professionalism and quality academics, and imbued humanism with a touch of social responsibility.

I sincerely wish School of Management Sciences, Varanasi to keep it up and further enhance its array of achievements & accolades in years & decades to come.

B.P. Singh

Prof. B P Singh
Chairman
Delhi School of Professional Studies & Research
New Delhi
Prof. S K Singh  
Hon’ble Vice – Chancellor  
Lalit Narayan Mithila University  
Darbhanga, Bihar

MESSAGE

It is indeed a matter of immense exuberance that School of Management Sciences, Varanasi, NAAC ‘A’ Graded Institution, has entered into Silver Jubilee Year, and is planning to publish a “Coffee-table Book” to commemorate its journey of 25 years. Celebration of Silver Jubilee Year for an institution brings a historic occasion and marks the actualization of dreams of the founders of the institution. The Coffee-table book is certainly expected to serve as a conduit of communicating all the various significant milestones traversed by the institution in its 25 years’ journey to all the stakeholders. It is equally expected to be of great value in the outreach activities of the institution.

SMS Varanasi has been a well-known B-School in this part of the country for showing commitment to nurture academic and intellectual strivings, vibrant co-curricular and extracurricular activities, and remarkable outreach and extension initiatives. The institution’s contribution towards creation and dissemination of managerial knowledge through regular publication of four indexed research journals deserves wider appreciation. At a time, when mainstream management education in India is turning a new page by gradually adopting a multidisciplinary approach, SMS Varanasi, I hope, shall be keenly proactive in getting itself better aligned to the current business world.

I extend my best wishes and greetings to the Students, Teaching and Non-teaching staff, Director, Management and all other well-wishers for joining hands in taking School of Management Sciences, Varanasi to its present level of academic excellence. I further wish the Silver Jubilee Celebration a grand success!

(S. K. Singh)  
Vice-Chancellor

www.lnmu.ac.in
दिनांकः 05 नवम्बर, 2019

संदेश

बुधे यह जानकार हार्दिक प्रसन्नता हो रही है कि स्कूल ऑफ मैनेजमेंट साइंस, वाराणसी अपनी स्थापना का 25वां वर्ष पूर्ण करने के उपलब्धि में दिनांक 10 नवम्बर, 2019 को रजत जयस्ती मना रहा है। यह जानकार प्रसन्नता हुई कि संस्था ने गौरवपूर्ण 25 वर्ष को प्रतिवर्षित करने वाली पदनामों और पुरस्कारों को पुरस्कारकार रूप में प्रकाशित करने का निर्णय भी किया है। किसी भी संस्था का उन्नयन और विकास अति ही महत्वपूर्ण है। इस प्रकार, संस्था की यह पुनर्व्हयान का समाप्ती करते हुए उन संस्थाओं पर एक नजर दाता हो याद जिन संस्थाओं को संस्था ने तय किया है।

किसी संस्थान की सुसंख्य जो राजी दिखाओं में पैलागे में उस संस्थान के सबसे नव नेता संस्था की आवश्यक पूर्ति होती है। यह गौरव का बाल है कि संस्था ने न सिर्फ संस्था नेता से संवार उन्हें वैभवनिर्माण भेंट, भारतीय संस्कृति और सामाजिक दायित्वों के पहले प्रतिबद्ध होने का उद्देश्य भी दिया है।

इस अवसर पर मैं संस्था की यात्रा के और भी रक्षा होने की मंत्रालय का प्रयास करता हूँ। अतीत के दैवत और भविष्य दृष्टि के सुवर्णस्तर पहलू अपनी सुवास विकसित करने में और भी सक्षम हों।

Prof. T N Singh
Hon’ble Vice-Chancellor
Mahatma Gandhi Kashi Vidyapith
Varanasi
MESSAGE

We are glad to know that the SMS School of Management Sciences, Varanasi celebrating his 25th Foundation Day, a Silver Jubilee Year. I feel happy, while writing this message to be published in the coffee-table book is released on this occasion. We hope that this Magazine comprising of interesting articles on different subjects would serve as a useful reference book for all.

On this occasion, we wish to felicitate the management of SMS School of Management Sciences. The foundation day celebration programme becomes a big success.

(Prof. Vinay Kumar Pathak)
Vice Chancellor

Prof. Vinay Kumar Pathak
Hon’ble Vice-Chancellor
Dr. A.P.J. Abdul Kalam Technical University
Lucknow
Message

Our vision at SMS is hard work, open communication, a strong emphasis on team work and a high level of responsibility. Our visionary culture allows and emphasises our wards not only to adopt the present day challenges but also individual responsibilities to the society and to our nation at large. While celebrating our 25th Anniversary, I can proudly state that the journey of SMS, Varanasi has successfully developed socially aware, professionally equipped and service-oriented youth.

I am very happy to know that SMS, Varanasi is publishing a Coffee Table Book reminiscing about the exemplary journey it has had for the last quarter of the century. This book relives the momentous occasions, landmarks, and memorable events as well as moods in SMS’s historic journey of in all its rich legacy and visual splendour.

I wish to congratulate the entire SMS family on this joyous occasion.

(S.K.Singh)

Shri S K Singh
Chairman
SMS Society
Director Speaks

Odyssey of Educational Empowerment by SMS Varanasi

Professor P. N. Jha
D. Litt. (Management)
Director, SMS Varanasi
The 10\textsuperscript{th} of November, 2019, 25\textsuperscript{th} Foundation Day – Adharshila, carries a notable collegiate jubilation in the life-cycle of School of Management Sciences (SMS) Varanasi as the day marks the dawn of a long awaited exulting year – Silver Jubilee Year for this new-age B-school, soaked with archaic values but equally holding a NAAC ‘A’ Grade Accreditation as well as a higher order positioning in the bracket of ‘Top 50 B-Schools of India’. With a view to commemorate the occasion this coffee-table book, showcasing the 25-year journey of the Institution, an odyssey of the educational empowerment to the society, has been compiled.

I inherited the baton of an ambitious, capable and growing scholastic system from my predecessor and the Founder Director Prof. Mukund Lal, a legendary academician, on my joining this institution in the later part of 2005. Already equipped with almost a 5-year experience of Director of a similar institution in Punjab, I, as a part of my bounden duty, chalked-out a potential growth trajectory for next fifteen years with focus on embellishing the brand SMS to attain an enhanced visibility coupled with both horizontal and vertical developments.

It has been an accepted paradigm that the academic and professional upbringing of the managerial knowledge system in India had to accommodate both a western mimetic treatment as well as the discrete ideas floated by the indigenous scholars including some vice-academicians from time to time. This resulted into the epistemology for the relevant discipline remaining a formidable victim of the state of an intellectual anarchy. The most subtle outcome of such a crude design is manifested by the failure of the said discipline in recognizing its ultimate goal of delivering maximum good to the masses. Being conscious of the above reality, SMS Varanasi, since its very inception, has been particular in making meticulous efforts to establish the insignia of the Indian ethos and values, including ‘Spirituality’, in the art and science of management as well as bringing a global acknowledgment of the hegemony for the institution’s innovation – a new style of management called, ‘Management by Indian ethos’ with a view to making our lives much better. And this very notion constitutes the USP of SMS Varanasi.

The concise chronicle is a majestic mirror of the various impressive milestones traversed by the institution with a distinctive aplomb to scale up successfully during its scholastic career spanning over 24 years to an impeccable level where it has been providing one of the best learning experience as well as a true context that enhances professionalism, humanism and social responsibility. With the blessings of the Almighty, unwearied cooperation and good wishes of the stakeholders I am confident SMS Varanasi will adorn a seamless robe of excellence in its various scholastic pursuits by winning more notable strides and enhancing the array of achievements in the days ahead.

Humble regards and best wishes!
Ode to Banaras

Banaras is older than history, older than tradition older even than legend, and looks twice as old as all of them put together.

- Mark Twain
Situated at the banks of the river Ganges in Uttar Pradesh, Benares or Varanasi is the spiritual capital of India. Considered one of the oldest cities in the world, Varanasi has both intrigued and attracted people in equal measures. People from all over the world have frequented this place, either to seek solace or to gain some inspiration. The city, its winding alleys, and its mystic spirituality have been adored, spoken or written about by authors, scholars, poets, artists and renowned travellers.
GENESIS OF SMS 1995
The journey of School of Management Sciences, Varanasi commenced in the year 1995 in a modest 6000 sq. ft. campus at Hathua Market Complex with the inception of the Two Year full time PGDBM flagship programme with 30 students.
Our first premises at Hathua Market Complex
GENESIS OF SMS
GENESIS OF SMS

SMS Office

Mangement Classes in Progress
Mangement Classes in Progress

Mangement Students in Library
Vision

TO BECOME A CONSTANTLY GROWING CENTER OF EXCELLENCE NURTURING GLOBAL-CENTRIC PROFESSIONAL LEADERSHIP BASED ON ETHICAL AND MORAL ATTRIBUTES.

Guiding Values

TRUST; SENSE OF OWNERSHIP; SENSE OF CONTRIBUTION; INNOVATION; MODESTY & MUTUAL RESPECT.
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.
Prof. B. P. Singh  
Chairman, Governing Council

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

Shri Ravendra Mishra  
Head-Human Capital  
Garware Wall Ropes Ltd., Pune

Shri S. K. Singh  
Chairman, SMS-Society

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

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

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

Prof. Rajeev Tripathi  
Director  
MNMIT, Allahabad

Shri G. K. Pillai  
Managing Director & CEO  
Walchandnagar Industries Ltd, Pune

Dr. Chandra Mauli Dwivedi  
Group Chief Human Resource Officer  
Fazlani Group of Companies, Mumbai

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

Shri Ashok Kumar Singh  
Vice-Chairman, SMS-Society

Dr. M. P. Singh  
Executive Secretary, SMS-Society

Er. Amitabh  
CEO, Sorreal Systems Pvt. Ltd.  
& Former President Eastern U.P.  
Exporters Association (EUPEA),  
Varanasi

Shri Sharad Singh  
Secretary, SMS-Society &  
CEO, SMS-Lucknow

Regional Officer  
AICTE, Kanpur (Ex-Officio)

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

University Nominee

Member Secretary  
Prof. P. N. Jha  
Director  
School of Management Sciences, Varanasi
Milestones of SMS

1995
- SMS, Varanasi established offering PGDBM Programme

1996
- SMS, Varanasi established offering PGDBM Programme

1997
- Induction of BBA program

1998
- Induction of BCA program

1999
- Induction of MCA program

2001
- SMS, Varanasi established Center for Entrepreneurship, Innovation and Skill Development (CEISD)

2002
- SMS, Varanasi moved to the new 1.25 lacs sq. ft. lush green campus

2003
- SMS, Varanasi establishes Center for Spiritualism and Human Enrichment (C-SHE)

2007
- SMS, Varanasi launches its Bi-Annual Newsletter “SMS News”

2009
- SMS, Varanasi signs MOU with Claflin University, USA.

- SMS, Varanasi gets recognition under Section 2(f) and 12 (B) of UGC
- SMS, Varanasi establishes Center for Entrepreneurship, Innovation and Skill Development (CEISD)
- Induction of MBA programme.
- Induction of B.Com programme.
- SMS, Varanasi launches its Bi-Annual Journal “SMS Journal of Entrepreneurship and Innovation”.
- SMS, Varanasi upgraded to A+++ category B-School by Business India.

2013
- Induction of B.Com programme.
- SMS, Varanasi enters into the elite category of Top 50 B-Schools in India.

2014
- SMS, Varanasi launches its Bi-Annual Journal “SMS Journal of Entrepreneurship and Innovation”.
- SMS, Varanasi upgraded to A+++ category B-School by Business India.

2015
- SMS, Varanasi launches its Bi-Annual Scopus Indexed Journal “Purushartha”.
- SMS, Varanasi inaugurates its fully air-conditioned PG block.

2018
- SMS, Varanasi launches its Bi-Annual Journal “Computing Trendz”.

2019
- Induction of M.Com programme.

2017
- SMS, Varanasi gets NAAC “A” Accreditation.
- Induction of BA (Hons.) – Mass Communication programme.

2012
- SMS, Varanasi rated A++ category by Business India magazine.
- SMS, Varanasi launches its Bi-Annual Journal “Computing Trendz”.

2010
- SMS, Varanasi gets international accreditation by IAO, USA.
- SMS, Varanasi signs MOU with California State University, USA.
- SMS, Varanasi signs MOU with UNESP, Brazil.
- SMS, Varanasi signs MOU with Szent Istvan University, Hungary.
- SMS, Varanasi signs MOU with Karolay Robert College, Hungary.
- SMS, Varanasi rated A++ category by Business India magazine.
- SMS, Varanasi launches its Bi-Annual Journal “Computing Trendz”.

2008
- SMS, Varanasi launches its Bi-Annual Scopus Indexed Journal “Purushartha”.

2005
- SMS, Varanasi launches its Bi-Annual Journal “Management Insight”.

2008
- SMS, Varanasi launches its Bi-Annual Scopus Indexed Journal “Purushartha”.

2010
- SMS, Varanasi inaugurates its fully air-conditioned PG block.
SMS, Varanasi in its maiden attempt was bestowed with “A” Grade by the National Assessment and Accreditation Council (NAAC) with a CGPA score of 3.17 on a scale of 4. We at SMS, Varanasi consider this accreditation as a testimonial of our endeavours and commitment towards Teaching – Learning & Evaluation, Curriculum, Research, Consultancy & Extension, Infrastructure & Learning Resources, Student Support & Progression, Governance, Leadership & Management and Best Practices.
The new campus of SMS, Varanasi has been designed with the concept of “DESIGN WITH NATURE”. It is a blend of location, tradition & values with the modern city planning methods. The architectural philosophy accommodates the whole meaning of the living environment, which emerges from the local elements of the place and the underlying processes which shape the campus life. The design ensures a secured institution, permits staff to be deployed efficiently, supports desirable group sizes, staves off the debilitating effects of limiting inmate activity and avoids obtrusive surveillance that contributes to a dehumanizing environment.
Infrastructure of SMS
2002: Pooja Sanskar of the new campus
2010: Inauguration of the air conditioned Academic Block –II by Shri Murali Manohar Joshi, Lok Sabha- MP, Varanasi
The lush green campus of SMS, Varanasi spreading over an area of 10 acres is located on the Delhi-Kolkata Golden Quadrangle Super Express Highway. The campus of SMS, Varanasi is Self-Reliant in meeting its total electricity requirement through a 200 KWp Grid Tied Solar Power Plant. It is the manifestation of our deep commitment to our environmental and ecological responsibilities.
Infrastructure of SMS
Academic excellence is a process by which students are motivated to learn in ways that make a sustained, substantial and positive influence on how they think, feel and act. It is a process that elevates them to a level where they can learn deeply and remarkably.
academics
Pursuing Excellence in Education
academics | Pursuing Excellence in Education...
LEADERSHIP LABORATORY
Postgraduate Diploma in Management (PGDM)
This flagship programme was established in the year 1995 to prepare dynamic
global managers equipped with understanding of the cross-cultural dimensions of
business and skills for handling business in any part of the world.

- Two Year Full Time
- Approved by AICTE, MHRD, Govt. of India
Masters in Business Administration (MBA)

The programme was established in the year 2013 to prepare dynamic global managers capable of answering corporate challenges and demonstrating high ethical and moral standard.

- Two Year Full Time
- Approved by AICTE, MHRD, Govt. of India
- Affiliated to Dr. APJ Abdul Kalam Technical University, Lucknow
Master of Computer Applications (MCA)

The programme was established in the year 2013 aimed at preparing Information Technology professionals who could successfully extend their valuable contribution in streamlining the decision-making process and innovation in the area of Computer Applications.

- Three Year Full Time
- Approved by AICTE, MHRD, Govt. of India
- Affiliated to APJ Abdul Kalam Technical University, Lucknow
Master of Commerce (M.Com)
The programme was established in the year 2018 to provide basic understanding of accounting and financial decisions to the students and prepare them to exploit newly created opportunities in the related fields.

- Two Year Full Time
- Affiliated to Mahatma Gandhi Kashi Vidyapith, Varanasi
Bachelor of Business Administration (BBA)

The programme was established in the year 1997 to impart contextual Management theories and practical curriculum to develop students as visionary, problem solvers and decision makers.

- Three Year Full Time
- Affiliated to Mahatma Gandhi Kashi Vidyapith, Varanasi
Bachelor of Computer Applications (BCA)

The programme was established in the year 1998 to create a sound academic and conceptual base in the area of Information Technology from where a progressive career in computer application can be shaped.

- Three Year Full Time
- Affiliated to Mahatma Gandhi Kashi Vidyapith, Varanasi
Bachelor of Commerce (B.Com)

The programme was established in the year 2014 to provide advanced knowledge in Commerce specializations and it aims to equip students with the knowledge and competence in the field of business and commerce to pursue a professional career and/or furthering higher education in the field of commerce.

- Three Year Full Time
- Affiliated to Mahatma Gandhi Kashi Vidyapith, Varanasi
Bachelor of Commerce - Hons. (B.Com - Hons.)

The programme was established in the year 2019 to develop competence in the area of Commerce providing knowledge of accounting principles and other aspects that impacts trade and business. It aims to equip students to pursue a professional career and/or furthering higher education in the field of commerce.

- Three Year Full Time
- Affiliated to Mahatma Gandhi Kashi Vidyapith, Varanasi
Bachelor of Arts (Hons.) in Mass Communications (BAMC)

The programme was established in the year 2017 to equip the students with theoretical and application information on various areas related to journalism and mass communication.

- Three Year Full Time
- Affiliated to Mahatma Gandhi Kashi Vidyapith, Varanasi
SMS, Varanasi invites a number of visiting professors and eminent personalities from Indian and International academic institutions. The academic support from the visiting faculty infuses the students with academic prowess, intellect and pragmatic wisdom needed to excel in the corporate world.
Cultivating Competitive Advantage
Prof. B P Singh - Former Head & Dean Faculty of Commerce & Business, Delhi School of Economics, University of Delhi

Prof. Azhar Kazmi - King Fahd University, Saudi Arabia
Prof. Atul Tandan - Former Head, Mudra Institute of Communications and Advertising

Prof. Graham Ward – Director, INSEAD, France
Prof. Rohit Kapoor – Indian Institute of Management, Indore

Prof. Michael DeWilde - Grand Valley State University, USA
Prof. Pramod Pathak - ISM, Dhanbad

Prof. Srinath Beldona - University of Dallas, USA
The workshops at SMS, Varanasi, which are offered throughout the semester, are designed keeping in view the holistic development of the students. They provide students with an interactive experience to enhance their academic learning and practice new skills.
Enhancing Capabilities

2001: National Seminar on Paradigm Shift in Insurance Industry in India
Enhancing Capabilities

2004: Management Conclave.
Workshop on Tally & GST

Workshop on Campus Recruitment Training
Workshop on Business Analytics
Personal Interview Training

Investor Awareness Programme

Organised By
Security Exchange Board of India (SEBI)

Venue

SCHOOL OF MANAGEMENT SCIENCES
Practical Oriented Workshop on Python
Faculty Development Programmes at SMS, Varanasi are designed with the objective of enriching faculty vitality in the key domains of Teaching – Learning, Assessment, Research, Professionalism and Administration for overall improvement of educational environment resulting in enhanced academic performance of learners.
Enriching Faculty Vitality
Enriching Faculty Vitality

Faculty Development Programme

At the end I would like to conclude by quoting the great saint, philosopher, a religious preacher, and the great son of India, Swami Viveka Nanda Ji:

Awake, and Stop Not Till the Goal is Reached.”

Prof. B P Singh - Former Head and Dean, Delhi School of Economics, New Delhi
learning & assessment

Prof. S K Soni - National Institute of Technical Teachers Training and Research, Bhopal

Prof. Furqan Qamar - Secretary General, AIU, New Delhi

Prof. S K Singh - Institute of Management Studies, Banaras Hindu University
Enriching Faculty Vitality

Faculty Development Programme

Prof. Anand Prakash - Department of Psychology, University of Delhi

Prof. P S Tripathi - Institute of Management Studies, Banaras Hindu University
Research is the process of decision making about unknown phenomenon, mostly under the situation of uncertainty.

- **Statistics** provides us methods of decision making under uncertainty situations using probability mechanisms.
- **Probability** is a measure which provides a numerical value (between 0 to 1) to uncertain phenomenon. It may be subjective & objective.

Prof. G P Singh - Department of Statistics, Banaras Hindu University

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Understanding research:

- Research for science vs. society
- Passion-driven vs. purpose-driven research
- Logical vs. open-ended research
- Strategic vs. tactical research
- Inter vs. intra-disciplinary research
- Feasibility of available research vs. incubation of new ideas
- Mission mode vs. S&T research

Prof. Manas K Mandal - Director General, Life Sciences, DRDO, New Delhi
SMS believes in the process of creation of knowledge through transformation of experience and more specifically “Learning through reflection while doing” as it entails a more hands-on approach to learning beyond the traditional academic classroom settings.
Experiential Learning
Experiential Learning

learning through engagement and enjoyment
Experiential Learning

learning through engagement and enjoyment
Explore Disc
over Embrace
Experience
Imbibe Excel
A convocation ceremony holds a very important place in every student’s heart. It is that day in the academic life of the students when all the hard work, dedication, commitment, and enthusiasm pay off. Behind every student’s achievements lie the sheer hard work, inspiration, and encouragement they have received from their parents and teachers. This day is known to be filled with symbolism and tradition and it is the capstone of a student’s entire educational experience.
Convocation
2000: Our first Convocation in the august presence of Shri Keshari Nath Tripathi, Cabinet Minister- Govt. of U.P; Shri Bhishma Narayan Singh, Patron – SMS, Varanasi and Shri Mohan Singh, MP – Lok Sabha.
Convocation

2004: Convocation ceremony in the august presence of Dr. Karan Singh, Former Cabinet Minister - Govt. of India and Ambassador to USA; Shri Bhishma Narayan Singh, Patron – SMS, Varanasi and Shri Mohan Singh, MP – Lok Sabha.
Hard Work, Inspiration

2011: Convocation ceremony in the august presence of Dr. Rakesh Dhar Tripathi, Higher Education Minister – Govt. of U.P. and Justice Girdhar Malviya
n and Encouragement
Convocation

Dedication, Commitment and Enthusiasm
Spirituality advocates detachment whereas professionalism advocates attachment. Both advocate focus. Center for Spirituality and Human Enrichment was established in the year 2003 with belief that a spiritual professional is one who is detached from the outcome of his actions but believes in utmost focus on the task at hand and gives his best, is the best professional; a true amalgamation of spiritual values and modern management practices.
Center for Spirituality and Human Enrichment
2002: Conceptualizing the framework of Center for Spirituality and Human Enrichment and the first inaugural function of the center with the blessings of Shri Vishnu Kant Shastri, Hon’ble Governor – U.P. and Shri Bhishma Narayan Singh, Patron – SMS, Varanasi.
2004: The inauguration of the conference “Gita as a perennial source of Leadership” in the august presence of Shri Vishnu Kant Shastri, Hon’ble Governor – U.P and Shri Bhishma Narayan Singh, Patron – SMS, Varanasi

Mr. Venugopal Dhoot, Chairman & MD Videocon Group at the conference
Human En

Ms. Brenda Roberts - Executive Director, The Center for Living in Harmony, USA

Shri Vagish Shastri - International Sanskrit Grammarian, Eminent linguist, Tantric and Yogi

Prof. A D N Bajpai - Former Vice Chancellor, Himachal Pradesh University
Mr. Mahesh Bhatt - Noted Indian film director, producer, screenwriter and author
Center for Spirituality and Human Enrichment

Ms. Varsha Pradhan - Sahajyoga Meditation

Dr. Harriet Nettles - Educational Psychologist, USA
with Rev. Patric McCollum - Spiritual Mentor and Peace Counsellor, Patric McCollum Foundation, USA

Swami Varishthananda - Ramakrishna Mission
Center for Spirituality and Human Enrichment

Mr. Rakesh Kumar Mittal, IAS – Founder and Chief Coordinator, Kabir Peace Mission

Mr. Sanjay Pugalia - Editor & Chief, CNBC Awaaz and Mr. Ridham Desai – Managing Director, Morgan Stanley India
The Center for Entrepreneurship, Innovation & Skill Development was established in the year 2013 for promoting and exploring the ecosystem for entrepreneurship, to nourish and mentor innovation and to enhance the managerial, technical and human skills. The center is active in the field of incubation, development and nurturing the existing and upcoming enterprises.
Center for Entrepreneurship, Innovation & Skill Development
Skill Development Workshop for exporters and buyers of handicraft

Skill Development Workshop for the startups of Rawanda (Africa)

Prof. David Oakley Faulkner - University of London at the National Conference
“Management & Technology for Skill Development: Innovative Approaches”
Startups Business Model Contest for promoting Startups Culture among SMS students

Skill Development Workshop on “Chartered Accountant : A Skill For Career Development “

“Entrepreneurship Awareness Camp “in association with Department of Science and Technology, Govt. of India
Entrepreneurship

Workshop on “Women Entrepreneurship”

“Case Chase Contest” based on Entrepreneurial Case Studies

“Startups Mela” for the promotion of Startups Culture among SMS Students
Innovation

“Jan Samadhan“ - A Public Policy Contest

A Skill Development Workshop on “Career and Skill Development Avenues as a Company Secretary”
Shri S.K. Singh, Chairman - SMS Society receiving Renowned Edupreneur Award.

Prof. P N Jha, Director - SMS, Varanasi and Dr. M P Singh, Executive Secretary - SMS, Varanasi receiving the Best B - School Award (North).

ASSOCHAM awards SMS Varanasi for being the best Institute in U.P. for Placement Efforts.

Mr. Sharad Singh, CEO - SMS Group receiving the World HRD Congress Summit Leadership Award.

Mr. Sharad Singh, CEO - SMS Group, received the Innovation & Outstanding B-School Award by DNA & Stars of the Industry Group.

Prof. P. N. Jha, Director - SMS, Varanasi receiving the best B-School Award at the 16th Business School Affaire & Dewang Mehta Business School Awards.

SMS Varanasi bags 2013 award on Quality Initiative Mission Educational Leadership in Management Education category.

Dr. M P Singh, Executive Secretary – SMS receiving the National Uttar Pradesh Education Award.

Mr. Sharad Singh, CEO - SMS Group receiving the B School Leadership Award.
Awards and Accolades
The economic growth of a country primarily depends upon the synchronized efforts of both the Academia and Industry. The Industry drives the economic development of the nation while the Academia fuels the growth engine.
industry & academia

1996: Interface with Industries seminar organized at Ghaziabad

1996: Seminar organized in association with Eastern UP Exporters Association and Chamber of Commerce (U.P. Branch)

1996: Industry Institute Relationship Seminar organized at Kolkata
2002: Placement Fair organized at the Campus
industry & academia
Industry Institute Linkage

Mr. A K Singh – CEO, Sasan Plant & Mines, Reliance Power, Waidhan

Mr. Subhamay Chatterjee - Vice President (HR), Bajaj Corp. Ltd.

Mr. Puneet Arora - Director (HR), Pure Software Pvt. Ltd.
industry

Dr. Ashish Nigam – Director, Dr. Reddy’s Laboratories Ltd.

Mr. S Y Siddiqui - Chief Operating Officer, Maruti Suzuki India Ltd.

Industry Institute Linkage
linkage

Industry Institute Linkage
industry
linkage

Mr. Santosh Kumar Gupta - Dy. General Manager (HR), Bharat Heavy Electrical Ltd.

Mr. Shamya Roy Choudhury - General Manager (HR), Berger Paints India Ltd.

Industry Institute Linkage
Industry Institute Linkage

Mr. Ibad Hanif – CEO, Technologic

Dr. Bal Ram Singh – MD, Strategic Management India Consultants

Mr. Sridhar Srinivasan - Former Vice President, Wipro
Industry Institute Linkage

Mr. Ravendra Mishra - President (HR), Garware Wall Ropes Ltd.

Mr. Himanshu Agarwal - Head (HR), Om Logistics Ltd.
UNESP (UNIVERSIDADE ESTADUAL PAULISTA), BRAZIL

CLAFLIN UNIVERSITY, SOUTH CAROLINA, USA

EMPIRIA STATE UNIVERSITY, USA

SZENT ISTVAN UNIVERSITY, GODOLO, HUNGARY

CALIFORNIA STATE UNIVERSITY, SAN BERNARDINO, (CSUSB) USA

KAROLAY ROBERT COLLEGE (KRF), GYONGYOS, HUNGARY

PENELEH RESEARCH INSTITUTE, MALANG, INDONESIA
For developing true Global Leaders and Managers, SMS, Varanasi has forged academic alliances with various institutions in USA, Europe, Latin America and Asia.
Faculty and Student delegates from California State University, USA at SMS, Varanasi
Faculty and Student delegates from California State University, USA interacting with the students

SMS students at Claflin University, USA under the student exchange program
SMS : International Outreach
nal Outreach

International Academic Alliances
International Academic Alliances
International Academic Alliances
International Academic Alliances
Left to Right: Prof. P N Jha, Director – SMS Varanasi; Shri Ravindra Jaiswal, Hon'ble Minister of State – Govt. of U.P.; Shri Suresh Rana, Hon'ble Cabinet Minister – Govt. of U.P.; Prof. T N Singh, Hon'ble Vice Chancellor-Mahatma Gandhi Kashi Vidyapith, Shri Surendra Narayan Singh, MLA – Rohania, Dr. M P Singh, Executive Secretary – SMS, Varanasi
SMS, Varanasi completed twenty-five years of its establishment. On this prestigious occasion, Silver Jubilee Foundation Day “Adharshila” was celebrated with full fervor and exuberance.
Dr. Kumar Vishwas - famous poet, singer, satirist and writer performing at the Musical Night of the Foundation Day
A collage of the colourful events organised on the occasion of the Foundation Day
25 YEARS OF EXCELLENCE
Panorama - Beyond the Classroom
Panorama - Beyond the Classroom
develop
character
Panorama - Beyond the Classroom
Start of plantation drive on the occasion of World Environment Day
Rural Entrepreneurship Development Program

National Energy Conservation Day

Computer Literacy Mission
Road Safety Awareness Week.

Workshop on “How Fitness can change your life”

Rain water harvesting system at SMS, Varanasi

Blanket distribution to the Needy
Distribution of Clothes to the needy
being responsible

Inauguration of Sanitary Napkin vending machine

Celebrating International Women’s Day

National Service Scheme camp
Plantation Drive at the campus

A pledge for Unity on National Unity Day

Voter Awareness Drive
Voluntary Blood Donation Camp

ESIC Hospital Varanasi

17th September, 2019

I DONATED BLOOD TODAY!
I AM A REAL HERO
GIVE BLOOD
GIVE LIFE

Voluntary Blood Donation Camp
SMS, Lucknow was established in the year 2008 with the mission of producing highly competent management and technology graduates. Presently SMS, Lucknow is successfully running three postgraduate programmes, seven undergraduate programmes and two diploma courses.
Infrastructure of SMS LUCKNOW
Postgraduate Diploma in Management (PGDM)
The programme was established in the year 2008 to develop conceptual knowledge and behavioral skills in students who wish to pursue leadership positions in the corporate world.

- Two Year Full Time
- Approved by AICTE, MHRD, Govt. of India

Masters in Business Administration (MBA)
The programme was established in the year 2012 to train the students to handle resources effectively, take important decisions to achieve the organizational goals, equip them with modern management concepts & techniques and finally to mould them into competent Managers.

- Two Year Full Time
- Approved by AICTE, MHRD, Govt. of India
- Affiliated to Dr. A P J Abdul Kalam Technical University, Lucknow

Master of Commerce (M.Com)
The programme was established in the year 2017 to prepare the students for a career in finance and corporate sector. The course helps build an in-depth knowledge about various commerce and trade practices.

- Two Year Full Time
- Affiliated to University of Lucknow
Bachelor of Technology (B.Tech)
The programme was established in the year 2008 to mould the students into young Technical Professionals in the fields of Computer Science and Engineering, Civil Engineering, Electronics & Communication Engineering, Electrical Engineering and Mechanical Engineering.

- Four Year Full Time
- Approved by AICTE, MHRD, Govt. of India
- Affiliated to Dr. A P J Abdul Kalam Technical University, Lucknow

 Bachelor of Business Administration (BBA)
The programme was established in the year 2010 to provide basic understanding about Management education and to train the students in communication skills effectively which inculcate entrepreneurship skills.

- Three Year Full Time
- Affiliated to University of Lucknow

 Bachelor of Computer Applications (BCA)
The programme was established in the year 2012 to develop ability to interact with real-life situations and to build systems which can be efficiently processed on computers and pursue a career in the IT sector.

- Three Year Full Time
- Affiliated to University of Lucknow
Bachelor of Commerce (B.Com)
The programme was established in the year 2013 to develop competence in the area of Commerce providing knowledge of accounting principles, export and import laws, economic policies and other aspects that impacts trade and business.

- Three Year Full Time
- Affiliated to University of Lucknow

Bachelor of Commerce – Hons. (B.Com – Hons.)
The programme was established in the year 2013 to build competent business acumen in students through advanced study of general subjects of Commerce later allowing them to specialize in a chosen area.

- Three Year Full Time
- Affiliated to University of Lucknow

Diploma in Engineering – Mechanical (Production) & Civil
The programme was established in the year 2013 to offer the student with a set of technical skills and at the same time also building in them proficiency in a specific area. This course enables the students to analyze Civil and Mechanical engineering problems.

- Three Year Full Time
- Approved by AICTE, MHRD, Govt. of India
- Affiliated to Board of Technical Education, Uttar Pradesh, Lucknow
Bachelor of Vocation (B.VOC)
The programme was established in the year 2015 keeping in view the government initiative (NSDC) of developing a skilled workforce for growth of Indian manpower. The curriculum offers a unique blend of vocational and business management concepts with multiple exit points.

- One Year (Diploma), Two Year (Advanced Diploma), Three Year (Degree)
- Approved by UGC
- Affiliated to University of Lucknow

Bachelor of Science (B.Sc –Maths)
The programme was established in the year 2017 for those aspirants who wish to pursue their graduation and higher studies in pure sciences of Physics, Chemistry and Mathematics.

- Three Year Full Time
- Affiliated to University of Lucknow
distinguished alumni members

VIJAY TIWARI
MCA, 2001-2004
General Manager
Reliance Jio Infocomm Ltd.
Mumbai

BHARAT GARG
PGDM (RM), 2007-2009
Vice President
Investors Clinic Infratech Pvt. Ltd.
Noida

PARITOSH SINHA
PGDBM, 1998-2000
General Manager
Safari Industries India Ltd.
Mumbai

VIPUL SHARMA
PGDM, 2010-2012
Vice President
Bayir Inc, New Jersey
USA

VIVEK P TIWARI
PGDM-IB, 2008-2010
Dy. General Manager
Guangdong Baihe Medical Technology Co Ltd.
Gurugram

AVICHAL MURAB
PGDM-IB, 2007-2009
Group Leader
Ameriprise Financials
Noida

NALIN SRIVASTAVA
MCA, 1999-2002
Senior Manager-IIoT Programme
Schneider Electric India
Bengaluru

GARIMA SINGH
BBA, 2006-2009
Sr. Consultant -Project Management
Capgemini
Mumbai

ANUPAM SRIVASTAVA
PGDBM, 2001-2003
General Manager - North
Gulf Oil Corporation Ltd.
Gurugram

SANDIP JAIN
PGDBM, 1997-1999
Associate Vice President,
Head - Strategic Partnerships & Emerging India
India Transact Services Ltd.
Mumbai

PRAKASH CHANDRA
PGDBM, 1996-1998
National Sales Manager
GCP Applied Technologies
India (P) Ltd.
Gurugram
Very good institute. Students are very receptive, open to learn. Faculty and staff are very supportive.

- Dr. Subhasheesh Bhattacharya  
  Professor & HOD  
  Symbiosis Institute of International Business, Pune

Excellent campus and faculty. Response from students is excellent. SMS, has the capability to handhold the bright students and kindling their talent.

- S Roy Choudhury  
  General Manager – Personnel & IR  
  Berger Paints India Ltd.

I found faculty at SMS is dedicated to their profession and student's success. I also found faculty is innovative, entrepreneurial and creative. Students are intelligent and active, engaging in learning. I look forward to meeting faculty and students at SMS soon again.

- Dr. Frank Lin  
  Co-Director - Center for Global Management  
  California State University, USA

It's always a pleasure to come to Varanasi and visit SMS. The programmes are painstakingly organized and well run. Faculty and students are quiet enthusiastic and its quite an educative experience interacting with them.

- Dr. Azhar Kazmi  
  Professor of Management  
  King Fahad University of Petroleum and Minerals, Saudi Arabia

A management institute deeply committed to impart high value system to management graduates. Need of the day. I came for an extra ordinary conference here. I met the staff & visited the institute. What a marvelous surprise. I wish all the best in their endeavor.

- Dr. S.A. Dave  
  Chairman, CMIE Mumbai  
  Former Chairman (SEBI & UTI)

SMS is providing new ways to integrate spirituality. We all need – compassion & right thinking to handle global economic crisis.

- Prof. Lois Oppenheim  
  American Jewish University, Los Angeles, USA
I am highly honored to be a participant in this very significant international conference at SMS. Claflin University welcomes further partnerships including faculty & students. It has been a very spiritual & enlightening experience for me & my Claflin colleagues.
- Prof. Henry N. Tisdale  
  President  
  Claflin University, USA

I sincerely appreciate the commendable works being done by SMS in the field of management education. Keep it up & wish a grand success.
- Prof. G. N. Samten  
  Vice-Chancellor  
  Central University of Tibetan Studies, Varanasi

SMS has an ecosystem conducive to high standards of education
- Prof. R K Khandal  
  Vice Chancellor  
  Uttar Pradesh Technical University, Lucknow

SMS, Varanasi has been doing pioneering work in the area of spirituality. The city of Varanasi too adds an aura to the same. I enjoyed the hospitality of SMS and look forward to visiting again.
- Prof. M J Xavier  
  Director, IIM-Ranchi

Thank you to the organizers. The institution is unique in its focus and hope to come again.
- Prof. Paul Foster  
  Hong Kong University

Wonderful to observe the energy and thirst for learning at your institute. Thank you for the opportunity to share my views / thoughts. Best wishes for a bright future for your students, faculty, staff & institute.
- Prof. Atul Tandan  
  Director – MICA

SMS has been able to ignite young minds to integrate spirituality and ethics in concepts and methodology.
- Prof Sunjoy Mukherjee  
  IIM-Shillong

An oasis in this “desert”. Well done SMS.
- Mahesh Bhatt  
  Film Director and Producer

SMS has done a great job in taking a leadership role in addressing topics which are crucial for the enhancement of management.
- Dr. Ali Abu Rahman  
  Associate Dean  
  Abu Dhabi University, Al Ain, UAE

I am very much impressed with the infrastructure, the Director & Professors at this institute. I wish the very best for the institution.
- Prof. Subra Ganeshan  
  Oakland University, USA
The newest addition to the SMS family is the SMS Institute of Fashion Design and Technology offering 8 diploma courses in fashion designing and apparel manufacturing.
Our Team

Shri S K Singh
Chairman, SMS-Society

Shri Ashok Kumar Singh
Vice – Chairman, SMS-Society

Dr. M P Singh
Executive Secretary, SMS-Society

Er. Amitabh
Treasurer, SMS-Society

Mr. Sharad Singh
Secretary, SMS-Society
Our Intellectual Capital

Our Support and Strength
25 years of excellence
SCHOOL OF MANAGEMENT SCIENCES

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