Prof. B. P. Singh
Chairman, Governing Council

Members

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

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

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
C.E.O., Sorous System Pvt. Ltd. & Former President EUPEA
Varanasi.

Prof. Rajeev Tripathi
Director
MNNIT, Allahabad

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

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

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

Shri Ravindra Mishra
President HR
Garware Wall Ropes Ltd.
Pune

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

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

Regional Officer
AICTE-Kanpur (Ex-Officio)

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

University Nominee

MEMBER SECRETARY
Prof. P. N. Jha
Director
School of Management Sciences
Varanasi
FROM DIRECTOR’S DESK

Dear Sir / Madam,

Let me take the privilege to wish you a Pleasant Day!

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, Purushartha, Computing Trendz, and SMS Journal of Entrepreneurship & Innovation, published by us, are being indexed in International Data-base, Scopus, Elsevier, apart from being listed in the UGC-approved List of journals. SMS Varanasi has been popular for giving one of the best learning experiences to the students 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. Let me express my deep sense of gratitude towards the unwearied cooperation of the corporate sector in helping SMS develop ideally, taking frequent quantum jumps, moving successfully in the historical Silver Jubilee Year and recently exhibiting an unparalleled care of students, faculty & staff during COVID-19.

You will appreciate that sustained business reforms in recent years have helped India make a leapfrogging to move to 63rd place on the World Bank’s ranking of countries by Ease of Doing Business along with the present spate of concerted efforts by the government 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). Keeping its role as an active corporate partner in progress, especially in the COVID & Post-COVID era, the academic leadership at SMS Varanasi has constantly remained proactive in revisiting both the text and context of the deliverables to ensure a better compatibility to the growing & changing corporate requirements. 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 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

I take this opportunity to cordially invite you to walk through the landscape of the collective talents and wisdom of outgoing students with a view to assess their compatibility towards accommodating their professional concerns at your respective ends.
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, even during the COVID-pandemic, towards various scholastic pursuits relating to a sustained industry-institute partnership. I really don’t have suitable 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. And, I am confident of our students to carry similar professional flair even during the COVID & Post-COVID Era. 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 bestow upon us their pre-placement presentations, and to interact with our outgoing students in order to explore the prospects of recruitment & selection.

Humble regards & best wishes

Yours sincerely,

D K Tripathi
M.A-Labour & Social Welfare
General Manager-Corporate Affairs

I would like to extend a warm welcome to all the organizations to bestow upon us their pre-placement presentations, and to interact with our outgoing students in order to explore the prospects of recruitment & selection.
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.
Infrastructure
IT Infrastructure

The IT infrastructure at SMS Varanasi comprises of fully air-conditioned 8 computer labs equipped with latest generation of all relevant computer & electronic gadgetry advancements. The computer centre has more than 400 Dual Core Smart terminals to work as Standalone and also on LAN environment. The institute has unlimited Internet access through 50 MBPS Lease Line connection. SMS has an authentic range of softwares due to its agreement with the renowned IT Company Microsoft. The entire campus of SMS Varanasi is Wi-fi enabled, allowing the student hi speed internet access.
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 center comprises of an excellent collection of around 35300 books, 13600 titles, subscription of more than 54 national and international journals, 130 magazines, 30 newspapers along with a wide range of digital material in the form of CDs and DVDs on different functional areas of Management and Computer Science. The library of SMS has an Institutional membership of NDL, INFLIBNET-N-LIST, DELNET including ILL facility and various other online journal search engines. The library is equipped with all kinds of reprographic facilities and maintains a separate reference section.
Digital Harbour

The Digital Harbour is a special section of the SMS Library which is a type of information retrieval system. The Digital Harbour comprises of a collection of academic materials in the form of e-journals, e-books, lectures videos and a vast collection of digital books covering different aspects of business administration, commerce, computer science and various other subjects like career, ethics etc.
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 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 ARTS B.A. (Hons.) MASS COMMUNICATION**
  Affiliated to Mahatma Gandhi Kashi Vidyapith, Varanasi

**LEARNING OUTCOMES**

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

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

### 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

### 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

### 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) 🌟
1. Rural Marketing
2. Business & Sustainable Development
3. WTO International Trade
4. Cross Cultural Management

#### Course of Independent Studies (CIS-II) 🌟
1. Corporate Governance and CSR
2. Customer Relationship Management
3. Project Appraisal & Financing
4. International Marketing

### DUAL SPECIALIZATION GROUP

#### MARKETING 🌟
- Advertising & Consumer Behaviour
- Sales Management
- Services & Digital 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 & Indian Ethos.
- Managerial Economics
- Financial Accounting for Managers
- Business Statistics
- Organizational Behavior
- 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 Management
- 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 Behavior and Marketing Communication (III Sem.)
- Digital and Social Media Marketing (III Sem.)
- Marketing of Services (IV Sem.)
- Marketing Analytics (IV Sem.)

HUMAN RESOURCE
- Performance and Reward Management (III Sem.)
- Employee Relations and Labor 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**
- RCA-301 Operating Systems
- RCA-302 Web Technology
- RCA-303 Design & Analysis of Algorithms
- RCA-304 Computer Based Optimization Techniques
- RCA-305 Cyber Security
- RCAA-01 Introduction to Programming and Computer Organization*

**PRACTICALS**
- RCA-351 Operating Systems Lab
- RCA-352 Design & Analysis of Algorithms Lab

**SEMESTER - II**
- RCA-401 Database Management Systems
- RCA-402 Computer Networks
- RCA-403 Artificial Intelligence
- RCA-404 Compiler Design
- RCAA-02 Fundamental of Data Structure, Numerical & Computational Theory*

**Elective-I**
- RCA-E15 Mobile Computing

**PRACTICALS**
- RCA-451 Mini Project
- RCA-452 Database Management Systems Lab

**Code List of Elective-I**
- RCA-E11 Design & Development of Applications
- RCA-E12 Client-Server Computing
- RCA-E13 Data Warehousing & Data Mining
- RCA-E14 Advanced Computer Architecture
- RCA-E15 Mobile Computing

**SEMESTER - III**
- RCA-501 Computer Graphics & Animation
- RCA-502 Software Engineering

**Elective-II**
- RCA-E21 Cryptography and Network Security

**Elective-III**
- RCA-E31 Cloud Computing

**Elective-IV**
- RCA-E45 Big Data

**PRACTICALS**
- RCA-551 Computer Graphics & Animation Lab
- RCA-552 Project Based on Software Engineering

**Code List of Elective-II**
- RCA-E21 Cryptography and Network Security
- RCA-E22 Natural Language Processing
- RCA-E23 Human Computer Interaction
- RCA-E24 Software Testing
- RCA-E25 Modern Application Development

**Code List of Elective-III**
- RCA-E31 Cloud Computing
- RCA-E32 Soft Computing
- RCA-E33 Information Storage Management
- RCA-E34 Digital Image Processing
- RCA-E35 Distributed Systems

**Code List of Elective-IV**
- RCA-E41 Distributed Database Systems
- RCA-E42 Simulation and Modeling
- RCA-E43 Real Time Systems
- RCA-E44 Pattern Recognition
- RCA-E45 Big Data

**SEMESTER - IV**
- NMCA-611 Colloquium
- NMCA-612 Project
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 - 2020

- ICICI Bank Ltd. During Pre-Placement Talk
- Kotak Mahindra Bank During Pre-Placement Talk
- LT Foods Ltd. During Pre-Placement Talk
- JK Technosoft During Pre-Placement Talk
- Prism Johnson Ltd. During Pre Placement Talk
- TCI Ltd. During Pre-Placement Talk
- Varuna Integrated Logistics Pvt. Ltd. During Pre-Placement Talk
PLACEMENT ACTIVITIES - 2020

Berger Paints India Ltd. Conducting Online Recruitment Test

Ceasefire Industries Ltd. Conducting Online Recruitment Test

ICICI Bank Ltd. Conducting Online Recruitment Test

ITC Ltd. Conducting Online Recruitment Test

SBI Life Insurance Conducting Online Recruitment Test

Thomas Assessments Pvt. Ltd. Conducting Online Recruitment Test

Utkarsh Small Finance Bank Conducting Online Recruitment Test
PLACEMENT ACTIVITIES - 2020

AGS Transact Technologies Ltd. Conducting Group Discussion

Bharti Airtel Ltd. Conducting Group Discussion

Decathlon Sports India Pvt. Ltd. Conducting Group Discussion

EaseMyTrip.com Conducting Group Discussion

OM Logistics Ltd. Conducting Group Discussion

Parle Product Ltd. Conducting Group Discussion

TCI Express Ltd. Conducting Group Discussion
PLACEMENT ACTIVITIES - 2020

GCMMF (Amul) Conducting Personal Interview

Bandhan Bank Ltd. Conducting Personal Interview

ICICI Bank Ltd. Conducting Personal Interview

Indiannica Learning Pvt. Ltd. Conducting Personal Interview

Mother Dairy Conducting Personal Interview

TCI Ltd. Conducting Personal Interview

United Ekta Engineering Udyog Pvt. Ltd. Conducting Personal Interview
AGS Transact Technologies Ltd.: Selected Students with Recruitment Team.

Bandhan Bank Ltd.: Selected Students with Recruitment Team.

Decathlon Sports India Pvt. Ltd.: Selected Students with Recruitment Team.

Indiannica Learning Pvt. Ltd.: Selected Students with Recruitment Team.

Mother Dairy Fruit & Vegetable Pvt. Ltd.: Selected Students with Recruitment Team.

TCL Ltd.: Selected Students with Recruitment Team.

Varuna Integrated Logistics Pvt. Ltd.: Selected Students with Recruitment Team.
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.
MEMBERS OF TRAINING & PLACEMENT CELL

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

Dr. Amitabh Pandey
Member-Training & Placement Cell
E-mail: placement@smsvaranasi.com

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

Mr. Vireesh Tripathi
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
CORE FACULTY

Prof. P. N. Jha
Director

Prof. Kamal Sheel Mishra
Professor & Dean

Prof. Sandeep Singh
Professor & Dean

Prof. Raj Kumar Singh
Professor & Dean

Prof. Sanjay Saxena
Professor & Dean

Mr. Shambhu Sharan Srivastava
Associate Professor

Dr. Avinash Chandra Supkar
Associate Professor

Mr. Anand Prakash Dube
Associate Professor

Mr. Ram Gopal Gupta
Associate Professor

Dr. Amitabh Pandey
Associate Professor

Dr. Amit Kishore Sinha
Associate Professor

Mr. Santosh Kumar
Assistant Professor

Mr. Rohit Mehta
Assistant Professor

Mr. Kartikey Singh
Assistant Professor

Mr. Chandrashekhar Singh
Assistant Professor

Mr. Veeresh Tripathi
Assistant Professor

Mr. Saurabh Kumar Srivastava
Assistant Professor

Dr. Shishir Kr. Gujrati
Assistant Professor

Dr. Saurav Kumar
Assistant Professor

Mr. Purnendu Kr. Patra
Assistant Professor

Mr. Vir Pratap
Assistant Professor

Mrs. Anju Singh
Assistant Professor

Mr. Mr. Vikash Chandra Sharma
Assistant Professor

Mr. Irfan Ahmad Khan
Assistant Professor

Dr. Bharat Kumar
Assistant Professor

Dr. Gaurav Shah
Assistant Professor

Mr. Suraj Prakash Singh
Assistant Professor

Mr. Santosh Kumar
Assistant Professor

Mr. Amit Kumar Banja
Assistant Professor

Mr. Shubhanker Yadav
Assistant Professor

Ms. Anamika Patel
Assistant Professor

Mr. Aviral Mishra
Assistant Professor

Mr. Himanshu Upadhyay
Assistant Professor

Mr. Sushil Kumar
Assistant Professor

Dr. Sofia Khan
Assistant Professor

Mr. Anurag Pandey
Assistant Professor

Ms. Poorva Sanjay Sabnis
Assistant Professor

Dr. Akriti Jaiswal
Assistant Professor

Mr. Ashutosh Shukla
Assistant Professor
## VISITING FACULTY

### ACADEMIA

<table>
<thead>
<tr>
<th>Name</th>
<th>Institution/University</th>
</tr>
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<tbody>
<tr>
<td>Prof. A. K. Tripathi</td>
<td>IIT, BHU</td>
</tr>
<tr>
<td>Prof. Ajay Kumar Singh</td>
<td>Delhi School of Economics, Delhi</td>
</tr>
<tr>
<td>Prof. Anand Prakash</td>
<td>University of Delhi, Delhi</td>
</tr>
<tr>
<td>Prof. Alok Kumar Rai</td>
<td>FMS, BHU, Varanasi</td>
</tr>
<tr>
<td>Prof. Ashok Kapoor</td>
<td>IIFT, New Delhi</td>
</tr>
<tr>
<td>Prof. B. P. Singh</td>
<td>Ex Head and Dean, Delhi School of Economics, Delhi</td>
</tr>
<tr>
<td>Prof. Pramod Pathak</td>
<td>HOD-Management, IIT, Dhanbad</td>
</tr>
<tr>
<td>Prof. P. K. Mishra</td>
<td>IIT, BHU, Varanasi</td>
</tr>
<tr>
<td>Prof. E Balagurusamy</td>
<td>Former Vice Chancellor, Anna University, Chennai</td>
</tr>
<tr>
<td>Prof. G. S. Pathak</td>
<td>IIT, Dhanbad</td>
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<tr>
<td>Prof. H. Karnik</td>
<td>Indian Institute of Technology, Kanpur</td>
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</tbody>
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### INDUSTRY

<table>
<thead>
<tr>
<th>Name</th>
<th>Company/Position</th>
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<tbody>
<tr>
<td>Mr. A.P. Singh</td>
<td>Sr. V.P.-HR-IPCL, 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. Ajay 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>Global HR Head &amp; Group, CHRO, ESDS Software Solutions Pvt. Ltd., 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 Jain</td>
<td>Head-HR, Varuna Integrated Logistics Pvt. Ltd., Gurugram</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. Manish Agarwal</td>
<td>V.P &amp; Head-Global Sales and Marketing-Sterlite Technologies Ltd., Pune</td>
</tr>
<tr>
<td>Mr. Pramod Kumar Jain</td>
<td>Chief Executive Officer, TCI Global Logistics Ltd., Gurgaon</td>
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<td>Mr. Pritish Sah</td>
<td>GM-HR, Safexpress Pvt. Ltd., New Delhi</td>
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<td>Mr. Ramesh Kr. Agarwal</td>
<td>Chairman, Agarwal Packers and Movers Ltd., New Delhi</td>
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<tr>
<td>Mr. Rajeev Singh</td>
<td>Vice President-HR, Luxor Parker, New Delhi</td>
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<tr>
<td>Ms. Saagarika Rai</td>
<td>Chief People Officer, Reliance Big Ent. Pvt. Ltd., Mumbai</td>
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<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>
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<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>
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</table>
Students’ Profile-2021

• PGDM • MBA • MCA
Academic Council

CHAIRPERSON

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

MEMBERS

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Indian Institute of Technology
Kanpur

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Institute of Management Studies
Banaras Hindu University
Varanasi

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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
<table>
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<th>Name</th>
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<tr>
<td>Aditya Singh</td>
<td>B.Com</td>
<td><a href="mailto:pg25004@smsvaranasi.in">pg25004@smsvaranasi.in</a></td>
<td>Future Retail (Big Bazaar)</td>
<td>A Study on the effective Promotional Strategy Influencing Customer for the Product of Big Bazaar</td>
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<td>Akshay Kumar</td>
<td>B.Com</td>
<td><a href="mailto:pg25008@smsvaranasi.in">pg25008@smsvaranasi.in</a></td>
<td>Future Retail (Big Bazaar)</td>
<td>To Study the Overall Consumer behaviour of the consumers of Various E-commerce portals and their perceptions towards the E-commerce portals</td>
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<tr>
<td>Ankita Srivastava</td>
<td>MCA</td>
<td><a href="mailto:pg25018@smsvaranasi.in">pg25018@smsvaranasi.in</a></td>
<td>Banaras Beads Ltd.</td>
<td>Working Capital Management of BBL</td>
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<td>Anjum Khan</td>
<td>B.Com</td>
<td><a href="mailto:pg25011@smsvaranasi.in">pg25011@smsvaranasi.in</a></td>
<td>Parekh Integrated Services Pvt. Ltd.</td>
<td>A Study on the Service Quality of Parekh Integrated Services Pvt. Ltd. on the basis of SERVQUAL model</td>
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<tr>
<td>Aquib Ahmad Khan</td>
<td>B.B.A</td>
<td><a href="mailto:pg25021@smsvaranasi.in">pg25021@smsvaranasi.in</a></td>
<td>Rudra Shares and Stock Brokers Ltd.</td>
<td>To study the Consumer Awareness, Perception and Attitude towards Commodity Trading</td>
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<tr>
<td>Avantika Tripathi</td>
<td>B.B.A</td>
<td><a href="mailto:pg25025@smsvaranasi.in">pg25025@smsvaranasi.in</a></td>
<td>Pizza Hut</td>
<td>A study of Consumer satisfaction towards Operational efficiency and on time performance. of Pizza Hut</td>
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<tr>
<td>Ayush Mishra</td>
<td>B.Com</td>
<td><a href="mailto:pg25026@smsvaranasi.in">pg25026@smsvaranasi.in</a></td>
<td>Pizza Hut</td>
<td>The Changing Face of Marketing in the Digital Era with Special Reference to Pizza Hut</td>
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<td>Daksha Chaturvedi</td>
<td>B.Com</td>
<td><a href="mailto:pg25027@smsvaranasi.in">pg25027@smsvaranasi.in</a></td>
<td>Future Retail (Big Bazaar)</td>
<td>A Study of Marketing Dynamics in Retail Sector (specially towards Big Bazaar)</td>
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<td>Deepak Gupta</td>
<td>B.Com</td>
<td><a href="mailto:pg25028@smsvaranasi.in">pg25028@smsvaranasi.in</a></td>
<td>Future Retail (Big Bazaar)</td>
<td>A Study of Customer Buying perception towards Big Bazaar</td>
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<tr>
<td>Gaurav Srivastava</td>
<td>B.Tech</td>
<td><a href="mailto:pg25033@smsvaranasi.in">pg25033@smsvaranasi.in</a></td>
<td>NJ India Investment Pvt. Ltd.</td>
<td>A study of partner opinion about the online services provided by NJ India Investment Pvt. Ltd.</td>
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<td>Imran Kaifi</td>
<td>B.Com</td>
<td><a href="mailto:pg25037@smsvaranasi.in">pg25037@smsvaranasi.in</a></td>
<td>Outlook Group</td>
<td>Effect of branding on consumer buying behavior</td>
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<tr>
<td>Kajal Srivastava</td>
<td>B.Com</td>
<td><a href="mailto:pg25040@smsvaranasi.in">pg25040@smsvaranasi.in</a></td>
<td>Kamdhenu Group</td>
<td>Study on the prospect of online selling of product for KamdhenuIspat ltd.</td>
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<td>Kajal Jaiswal</td>
<td>B.Com</td>
<td><a href="mailto:pg25039@smsvaranasi.in">pg25039@smsvaranasi.in</a></td>
<td>Parekh Integrated Services Pvt. Ltd.</td>
<td>A study of Logistics and Warehousing functions in Parekh Integrated Services Pvt. Ltd.</td>
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<td>Gracy Singh</td>
<td>B.Com</td>
<td><a href="mailto:pg25034@smsvaranasi.in">pg25034@smsvaranasi.in</a></td>
<td>Harley Davidson Motor Company Ltd.</td>
<td>Study Credit Cards for Co-brand Partners</td>
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<tr>
<td>Khushi Angiras</td>
<td>B.Com</td>
<td><a href="mailto:pg25041@smsvaranasi.in">pg25041@smsvaranasi.in</a></td>
<td>Vodafone Idea Ltd.</td>
<td>Emerging Channels of Sale in Telecommunication sector after COVID 19</td>
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</tbody>
</table>
### Qualification
- B.Com
- B.B.A.

### E-mail ID
- pg25043@smsvaranasi.in
- pg25044@smsvaranasi.in
- pg25048@smsvaranasi.in
- pg25050@smsvaranasi.in
- pg25054@smsvaranasi.in
- pg25058@smsvaranasi.in
- pg25060@smsvaranasi.in

### Summer Training Organization
- Rudra Shares and Stock Brokers Ltd.
- Pizza Hut
- Buildmyinfra Pvt. Ltd.
- Future Lifestyle Fashion Ltd. (Brand Factory)
- NJ India Investment Pvt. Ltd.
- Parekh Integrated Services Pvt. Ltd.

### Summer Training Project
- To study the Consumer Awareness, Perception and Attitude towards Mutual Fund Investments
- Role of Integrated Marketing Communication in Moulding Consumer Behaviour at Pizza Hut
- A study on the Catchment Area analysis of the Brand factory with special reference to Kolkata Lee Road
- A comprehensive analysis of Direct Stock Market Investment and Investment in Mutual fund
- Study on possible challenges and opportunities to Indian Logistics and Supply Chain Companies with special reference to Parekh Integrated Services Pvt. Limited.
<table>
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<td>Rajan Kumar</td>
<td>B.Sc</td>
<td>Outlook Group</td>
<td>Introduction to Services Marketing</td>
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<td>Ranjeet Sharma</td>
<td>M.Com</td>
<td>NJ India Investment Pvt. Ltd.</td>
<td>A comprehensive study on onetime investment and SIP</td>
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<td>Revati Kannan</td>
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<td>Ritu Sharma</td>
<td>B.Com</td>
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<td>To Study the Potential of Social Networking Sites In Order to Increase Circulation of Outlook Magazines.</td>
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<td>Sapna Rai</td>
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<td>Outlook Group</td>
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<td>Shanu Mishra</td>
<td>B.Com</td>
<td>Berger Paints Ltd.</td>
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<td>B.Com</td>
<td><a href="mailto:pg25085@smsvaranasi.in">pg25085@smsvaranasi.in</a></td>
<td>VRS Foods (Paras Dairy)</td>
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<td>Shivam Singh</td>
<td>B.Com</td>
<td><a href="mailto:pg25087@smsvaranasi.in">pg25087@smsvaranasi.in</a></td>
<td>Rudra Shares and Stock Brokers Ltd.</td>
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<td>Shivani Khanna</td>
<td>B.Com</td>
<td><a href="mailto:pg25088@smsvaranasi.in">pg25088@smsvaranasi.in</a></td>
<td>Future Retail (Big Bazaar)</td>
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<td>Shruti Singhal</td>
<td>B.Com</td>
<td><a href="mailto:pg25110@smsvaranasi.in">pg25110@smsvaranasi.in</a></td>
<td>Vashishtha Capital Consultants Pvt. Ltd.</td>
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<td>Sneha Rai</td>
<td>B.Com</td>
<td><a href="mailto:pg25093@smsvaranasi.in">pg25093@smsvaranasi.in</a></td>
<td>Swastika Investment</td>
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<td>Tejaswi Madhavi</td>
<td>B.Com</td>
<td><a href="mailto:pg25099@smsvaranasi.in">pg25099@smsvaranasi.in</a></td>
<td>Future Lifestyle Fashion Ltd. (Brand Factory)</td>
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<td>Vartika Singh</td>
<td>B.Com</td>
<td><a href="mailto:pg25103@smsvaranasi.in">pg25103@smsvaranasi.in</a></td>
<td>Future Retail (Big Bazaar)</td>
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<tr>
<td>Vedika Gupta</td>
<td>B.Com</td>
<td><a href="mailto:pg25104@smsvaranasi.in">pg25104@smsvaranasi.in</a></td>
<td>Future Lifestyle Fashion Ltd. (Brand Factory)</td>
</tr>
</tbody>
</table>
Vishal Kumar Patel
22 Years

Qualification
B.Com

E-mail ID
pg25106@smsvaranasi.in

Summer Training Organization
Outlook Group

Summer Training Project
Importance of Customer Relationship Management in Magazine Industry.
Students’ Profile - 2021

POST GRADUATE DIPLOMA IN MANAGEMENT
PGDM (MARKETING & HR)

DUAL SPECIALIZATION

Abhishek Singh
Qualification: B.Com
E-mail ID: pg25001@smsvaranasi.in
Summer Training Organization: Future Lifestyle Fashion Ltd. (Brand Factory)
Summer Training Project: A study on the Catchment Area analysis of the Brand factory with special reference to Siliguri
Age: 22 Years

Anand Jhunjhunwala
Qualification: B.Sc
E-mail ID: pg25012@smsvaranasi.in
Summer Training Organization: Parekh Integrated Services Pvt. Ltd.
Summer Training Project: A study on transportation and security practices in Parekh Integrated Services Pvt. Ltd
Age: 26 Years

Aditya Kumar Seth
Qualification: B.Com
E-mail ID: pg25003@smsvaranasi.in
Summer Training Organization: Pizza Hut
Summer Training Project: Factors Influencing Consumer Buying Behaviour of Pizza at Varanasi
Age: 22 Years

Akash Thakkar
Qualification: B.Com
E-mail ID: pg25007@smsvaranasi.in
Summer Training Organization: Buildmyinfra Pvt. Ltd.
Summer Training Project: Lead Generation in 3PL Client
Age: 24 Years

Aman Pandey
Qualification: B.Com
E-mail ID: pg25010@smsvaranasi.in
Summer Training Organization: Pizza Hut
Summer Training Project: Consumer Attitudes and Perception towards Pizza Brands
Age: 22 Years

Akanksha Gupta
Qualification: B.Com
E-mail ID: pg25005@smsvaranasi.in
Summer Training Organization: Buildmyinfra Pvt. Ltd.
Summer Training Project: Lead Generation in 3PL Client
Age: 23 Years

Anamika Kumari
Qualification: B.Com
E-mail ID: aman45pandey@gmail.com
Summer Training Organization: Pizza Hut
Summer Training Project: Consumer Attitudes and Perception towards Pizza Brands
Age: 22 Years

Akansha Kumari
Qualification: B.Com
E-mail ID: pg25006@smsvaranasi.in
Summer Training Organization: Rudra Shares and Stock Brokers Ltd.
Summer Training Project: To study the Consumer Awareness, Perception and Attitude towards IPO
Age: 22 Years

Anamika Kumari
Qualification: B.Com
E-mail ID: pg25012@smsvaranasi.in
Summer Training Organization: Parekh Integrated Services Pvt. Ltd.
Summer Training Project: A study on transportation and security practices in Parekh Integrated Services Pvt. Ltd
Age: 25 Years

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<td>Ananya Mishra</td>
<td>B.Com</td>
<td><a href="mailto:pg25014@smsvaranasi.in">pg25014@smsvaranasi.in</a></td>
<td>Web Infratech Pvt. Ltd.</td>
<td>Work Life Balance Programme to Improve Performance of Employee in Wave Infratech</td>
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<tr>
<td>Anjal Kumari</td>
<td>B.Com</td>
<td><a href="mailto:pg25016@smsvaranasi.in">pg25016@smsvaranasi.in</a></td>
<td>Buildmyinfra Pvt. Ltd.</td>
<td>Business Development in “Pharma &amp; Chemicals”</td>
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<td>Ankali Kumar</td>
<td>B.Com</td>
<td><a href="mailto:pg25017@smsvaranasi.in">pg25017@smsvaranasi.in</a></td>
<td>Buildmyinfra Pvt. Ltd.</td>
<td>Investment pattern of equity investors in Indian capital market</td>
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<td>Ankita Singh</td>
<td>B.Com</td>
<td><a href="mailto:pg25019@smsvaranasi.in">pg25019@smsvaranasi.in</a></td>
<td>Vashishtha Capital Consultants Pvt. Ltd.</td>
<td>Work Life Balance Programme to Improve Performance of Employee in Wave Infratech</td>
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<tr>
<td>Anshu Kumar Patel</td>
<td>B.Com</td>
<td><a href="mailto:pg25020@smsvaranasi.in">pg25020@smsvaranasi.in</a></td>
<td>Skykart E-commerce &amp; Marketing Pvt. Ltd.</td>
<td>Consumer Changing Preference towards Online Shopping towards the Eco friendly Last Mile Delivery</td>
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<td>Arpna Chaubey</td>
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<td><a href="mailto:pg25022@smsvaranasi.in">pg25022@smsvaranasi.in</a></td>
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<td>Aruna Singh</td>
<td>B.Com</td>
<td><a href="mailto:pg25023@smsvaranasi.in">pg25023@smsvaranasi.in</a></td>
<td>Rudra Shares and Stock Brokers Ltd.</td>
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Students’ Profile-2021

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

Jaspreet Kaur
22 Years

Qualification: B.Com
E-mail ID: pg25038@smsvaranasi.in
Summer Training Organization: Compass Group
Summer Training Project: Recruitment and Mapping of critical position

Ayushi Rai
23 Years

Qualification: B.Com
E-mail ID: pg25112@smsvaranasi.in
Summer Training Organization: Kamdhenu Group
Summer Training Project: Does work from home affects productivity with special reference to KamdhenuIspat Ltd.

Dhawal Kumar
24 Years

Qualification: B.Com
E-mail ID: pg25029@smsvaranasi.in
Summer Training Organization: Pizza Hut
Summer Training Project: Performance of Customer Reward Programs at Pizza Hut

Diksha Kashyap
23 Years

Qualification: B.Com
E-mail ID: pg25030@smsvaranasi.in
Summer Training Organization: Harley Davidson Motor Company Ltd.
Summer Training Project: Effective way to minimize travel cost

Divya Rai
22 Years

Qualification: B.Com
E-mail ID: pg25108@smsvaranasi.in
Summer Training Organization: Pizza Hut
Summer Training Project: A Study on the Customer Satisfaction at Pizza Hut

Fiza Siddiqui
21 Years

Qualification: B.Com
E-mail ID: pg25036@smsvaranasi.in
Summer Training Organization: Rudra Shares and Stock Brokers Ltd.
Summer Training Project: To study the Consumer Awareness, Perception and Attitude towards Derivatives

Gyanvi Soni
23 Years

Qualification: B.Com
E-mail ID: pg25035@smsvaranasi.in
Summer Training Organization: Kamdhenu Group
Summer Training Project: A study on training and development of executives in KamdhenuIspat Ltd

Harsh Singhal
22 Years

Qualification: BBA
E-mail ID: pg25033@smsvaranasi.in
Summer Training Organization: Pizza Hut
Summer Training Project: Factors affecting the customer satisfaction and customer loyalty towards Pizza Hut
<table>
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<td>B.Com</td>
<td><a href="mailto:poorvivns0542@gmail.com">poorvivns0542@gmail.com</a></td>
<td>VRS Foods (Paras Dairy)</td>
<td>Factors determining Job Satisfaction of Employees.</td>
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<td>Krishna Kumar Singh</td>
<td>B.Com</td>
<td><a href="mailto:pg25042@smsvaranasi.in">pg25042@smsvaranasi.in</a></td>
<td>Outlook Group</td>
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<td>Kumari Subhangi</td>
<td>B.Sc</td>
<td><a href="mailto:pg25045@smsvaranasi.in">pg25045@smsvaranasi.in</a></td>
<td>Lakshmishree Investment &amp; Securities Pvt. Ltd.</td>
<td>A study on Role of Information Technology in NBFC with reference of Lakshmishree Investment &amp; Securities Pvt. Ltd.</td>
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<td>Kundali Baranwal</td>
<td>B.Com</td>
<td><a href="mailto:pg25046@smsvaranasi.in">pg25046@smsvaranasi.in</a></td>
<td>Future Retail (Big Bazaar)</td>
<td>A Study of Retail Operation Processes @ Big Bazaar</td>
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<td>Mayank Dubey</td>
<td>BBA</td>
<td><a href="mailto:pg25047@smsvaranasi.in">pg25047@smsvaranasi.in</a></td>
<td>Vashishtha Capital Consultants Pvt. Ltd.</td>
<td>Investment Behaviour in Indian Capital Market</td>
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<td>Neelamanshu Mishra</td>
<td>B.Com</td>
<td><a href="mailto:pg25051@smsvaranasi.in">pg25051@smsvaranasi.in</a></td>
<td>Outlook Group</td>
<td>Maintaining CRM By Studying Consumer Buying Behavior Of Outlook Magazines.</td>
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<td>Nikhil Rai</td>
<td>B.Com</td>
<td><a href="mailto:pg25052@smsvaranasi.in">pg25052@smsvaranasi.in</a></td>
<td>Panasonic India Ltd.</td>
<td>Benchmarking best performance management practices</td>
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<td><a href="mailto:pg25053@smsvaranasi.in">pg25053@smsvaranasi.in</a></td>
<td>Outlook Group</td>
<td>Role of E-commerce and CRM, Survey of Customer Perception and viability of E-magazine.</td>
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Students’ Profile - 2021

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

Qualification: B.Com
E-mail ID: pg25065@smsvaranasi.in
Summer Training Organization: Rudra Shares and Stock Brokers Ltd.
Summer Training Project: To study the Consumer Awareness, Perception and Attitude towards equity trading.

Rahul Laha
27 Years

Qualification: B.Com
E-mail ID: pg25056@smsvaranasi.in
Summer Training Organization: Pizza Hut
Summer Training Project: Work-Life Balance Programs to Improve Employee Performance.

Rajendra Kumar Prajapati
23 Years

Qualification: B.A.
E-mail ID: pg25057@smsvaranasi.in
Summer Training Organization: Pizza Hut
Summer Training Project: A study on training and development employees at Pizza Hut.

Pratik Anand Sinha
23 Years

Qualification: B.A.
E-mail ID: pg25061@smsvaranasi.in
Summer Training Organization: Outlook Group
Summer Training Project: Consumer base and future aspect of magazines.

Prerana Singh
22 Years

Qualification: B.Com
E-mail ID: pg25024@smsvaranasi.in
Summer Training Organization: Outlook Group
Summer Training Project: A Study on CRM, Role of E-Commerce and Related Marketing Strategies.

Atmiya Verma
22 Years

Qualification: B.Com
E-mail ID: pg25059@smsvaranasi.in
Summer Training Organization: Pizza Hut

Pranjal Acharya
22 Years

Qualification: B.Com
E-mail ID: pg25063@smsvaranasi.in
Summer Training Organization: Hero Motocorp Ltd.
Summer Training Project: A study on recruitment and selection practices with special reference to hero motors.

Priyanka Omar
22 Years

Qualification: M.Com
E-mail ID: pg25067@smsvaranasi.in
Summer Training Organization: Vashishtha Capital Consultants Pvt. Ltd.

Rajendra Kumar Prajapati
23 Years

Qualification: B.Sc
E-mail ID: pg25067@smsvaranasi.in
Summer Training Organization: Vashishtha Capital Consultants Pvt. Ltd.

Priyanka Omar
22 Years

Qualification: B.A.
E-mail ID: pg25056@smsvaranasi.in
Summer Training Organization: Pizza Hut
Summer Training Project: A study on training and development employees at Pizza Hut.

Pratik Anand Sinha
23 Years

Qualification: B.Com
E-mail ID: pg25059@smsvaranasi.in
Summer Training Organization: Pizza Hut

Pranjal Acharya
22 Years

Qualification: B.Com
E-mail ID: pg25065@smsvaranasi.in
Summer Training Organization: Rudra Shares and Stock Brokers Ltd.
Summer Training Project: To study the Consumer Awareness, Perception and Attitude towards equity trading.

Rahul Laha
27 Years

Qualification: B.Com
E-mail ID: pg25056@smsvaranasi.in
Summer Training Organization: Pizza Hut
Summer Training Project: Work-Life Balance Programs to Improve Employee Performance.

Rajendra Kumar Prajapati
23 Years

Qualification: B.A.
E-mail ID: pg25057@smsvaranasi.in
Summer Training Organization: Pizza Hut
Summer Training Project: A study on training and development employees at Pizza Hut.

Prerana Singh
22 Years

Qualification: B.Com
E-mail ID: pg25024@smsvaranasi.in
Summer Training Organization: Outlook Group
Summer Training Project: A Study on CRM, Role of E-Commerce and Related Marketing Strategies.

Atmiya Verma
22 Years

Qualification: B.Com
E-mail ID: pg25059@smsvaranasi.in
Summer Training Organization: Pizza Hut

Pranjal Acharya
22 Years

Qualification: B.Com
E-mail ID: pg25063@smsvaranasi.in
Summer Training Organization: Hero Motocorp Ltd.
Summer Training Project: A study on recruitment and selection practices with special reference to hero motors.

Priyanka Omar
22 Years

Qualification: M.Com
E-mail ID: pg25067@smsvaranasi.in
Summer Training Organization: Vashishtha Capital Consultants Pvt. Ltd.

Rajendra Kumar Prajapati
23 Years

Qualification: B.Sc
E-mail ID: pg25067@smsvaranasi.in
Summer Training Organization: Vashishtha Capital Consultants Pvt. Ltd.

Priyanka Omar
22 Years
### Students' Profile 2021

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

**DUAL SPECIALIZATION**

<table>
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<tr>
<th>Name</th>
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<tr>
<td>Rajnish Raj</td>
<td>BBA</td>
<td><a href="mailto:pg25068@smsvaranasi.in">pg25068@smsvaranasi.in</a></td>
<td>Outlook Group</td>
<td>B2B Marketing strategies on Social Media</td>
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<tr>
<td>Ravi Shankar Gupta</td>
<td>B.Com</td>
<td><a href="mailto:pg25070@smsvaranasi.in">pg25070@smsvaranasi.in</a></td>
<td>Pizza Hut</td>
<td>A Study of correlation between Dining experience and loyalty at Pizza Hut</td>
</tr>
<tr>
<td>Rishab Mishra</td>
<td>B.A.</td>
<td><a href="mailto:pg25073@smsvaranasi.in">pg25073@smsvaranasi.in</a></td>
<td>Vashishtha Capital Consultants Pvt. Ltd.</td>
<td>Post Investment Satisfaction And Investment Intention Of Equity Investors In Indian Capital Market</td>
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<td>Richa Kumari</td>
<td>B.Com</td>
<td><a href="mailto:pg25072@smsvaranasi.in">pg25072@smsvaranasi.in</a></td>
<td>Parekh Integrated Services Pvt. Ltd.</td>
<td>A Study on logistics outsourcing practices in current business scenario with reference to Parekh Integrated Services Pvt. Ltd</td>
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<td>Ritika Kumari</td>
<td>B.Com</td>
<td><a href="mailto:pg25075@smsvaranasi.in">pg25075@smsvaranasi.in</a></td>
<td>TATA Steel</td>
<td>How to manage stress of employees under this Covid 19 situation</td>
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<tr>
<td>Rituraj</td>
<td>B.Com</td>
<td><a href="mailto:pg25077@smsvaranasi.in">pg25077@smsvaranasi.in</a></td>
<td>Vashishtha Capital Consultants Pvt. Ltd.</td>
<td>Perception of Individual Inventors towards Stock Market Operation</td>
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<td>Rohit Wahi</td>
<td>B.Com</td>
<td><a href="mailto:pg25078@smsvaranasi.in">pg25078@smsvaranasi.in</a></td>
<td>Outlook Group</td>
<td>Analysis of conversion rate optimization through digital marketing at outlook</td>
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<tr>
<td>Saloni Kumari</td>
<td>B.Com</td>
<td><a href="mailto:pg25079@smsvaranasi.in">pg25079@smsvaranasi.in</a></td>
<td>TATA Steel</td>
<td>Study the current recruitment cycle time in electrical maintenance and suggest ways to improve it</td>
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</tbody>
</table>
Qualification: B.Com  
E-mail ID: pg25081@smsvaranasi.in

Summer Training Organization: Rudra Shares and Stock Brokers Ltd.
Summer Training Project: A Study on the Service Quality of Rudra Shares and Stock Brokers Ltd. on the basis of SERVQUAL model

Shaurabh Banerjee 22 Years

---

Qualification: B.Com  
E-mail ID: pg25082@smsvaranasi.in

Summer Training Organization: Outlook Group
Summer Training Project: Measuring the impact of social media marketing campaign

Saurabh Singh 21 Years

---

Qualification: B.Com  
E-mail ID: pg25083@smsvaranasi.in

Summer Training Organization: Skyykart E-commerce & Marketing Pvt. Ltd.
Summer Training Project: Customer Satisfaction towards Online Shopping with special reference of Effective Management of last mile

Shaurya Jaiswal 22 Years

---

Qualification: B.Com  
E-mail ID: pg25084@smsvaranasi.in

Summer Training Organization: Skyykart E-commerce & Marketing Pvt. Ltd.
Summer Training Project: Customer Satisfaction towards Online Shopping with special reference of Effective Management of last mile

Shivam 22 Years

---

Qualification: B.Com  
E-mail ID: pg25085@smsvaranasi.in

Summer Training Organization: Pizza Hut
Summer Training Project: Impact of COVID-19 on managing people at work with special reference to Pizza Hut

Shreya Singh 21 Years

---

Qualification: B.Com  
E-mail ID: pg25086@smsvaranasi.in

Summer Training Organization: Skykart E-commerce & Marketing Pvt. Ltd.
Summer Training Project: Measuring the impact of social media marketing campaign

Shivam 22 Years

---

Qualification: B.Com  
E-mail ID: pg25087@smsvaranasi.in

Summer Training Organization: Outlook Group
Summer Training Project: Customer focus - A key to service marketing

Shubham Maurya 22 Years

---

Qualification: B.Com  
E-mail ID: pg25088@smsvaranasi.in

Summer Training Organization: Rudra Shares and Stock Brokers Ltd.
Summer Training Project: Factors influencing consumer buying behaviour towards Mutual Fund

Siddharth Roy 24 Years

---

Qualification: B.Com  
E-mail ID: pg25089@smsvaranasi.in

Summer Training Organization: Buildmyinfra Pvt. Ltd.
Summer Training Project: Research on issues and challenges in building the infrastructure (warehouse & logistic parks)

Simple Singh 23 Years

---

Qualification: B.Com  
E-mail ID: pg25090@smsvaranasi.in

Summer Training Organization: Rudra Shares and Stock Brokers Ltd.
Summer Training Project: Factors influencing consumer buying behaviour towards Mutual Fund

Saurabh Banerjee 22 Years

---

Qualification: B.Com  
E-mail ID: pg25091@smsvaranasi.in

Summer Training Organization: Rudra Shares and Stock Brokers Ltd.
Summer Training Project: A Study on the Service Quality of Rudra Shares and Stock Brokers Ltd. on the basis of SERVQUAL model

Saurabh Singh 21 Years

---

Qualification: B.Com  
E-mail ID: pg25092@smsvaranasi.in

Summer Training Organization: Outlook Group
Summer Training Project: Measuring the impact of social media marketing campaign

Shaurabh Banerjee 22 Years

---

Qualification: B.Com  
E-mail ID: pg25093@smsvaranasi.in

Summer Training Organization: Skyykart E-commerce & Marketing Pvt. Ltd.
Summer Training Project: Customer Satisfaction towards Online Shopping with special reference of Effective Management of last mile

Shaurya Jaiswal 22 Years

---

Qualification: B.Com  
E-mail ID: pg25094@smsvaranasi.in

Summer Training Organization: Skyykart E-commerce & Marketing Pvt. Ltd.
Summer Training Project: Customer Satisfaction towards Online Shopping with special reference of Effective Management of last mile

Shivam 22 Years

---

Qualification: B.Com  
E-mail ID: pg25095@smsvaranasi.in

Summer Training Organization: Pizza Hut
Summer Training Project: Impact of COVID-19 on managing people at work with special reference to Pizza Hut

Shreya Singh 21 Years

---

Qualification: B.Com  
E-mail ID: pg25096@smsvaranasi.in

Summer Training Organization: Skykart E-commerce & Marketing Pvt. Ltd.
Summer Training Project: Measuring the impact of social media marketing campaign

Shivam 22 Years

---

Qualification: B.Com  
E-mail ID: pg25097@smsvaranasi.in

Summer Training Organization: Outlook Group
Summer Training Project: Customer focus - A key to service marketing

Shubham Maurya 22 Years

---

Qualification: B.Com  
E-mail ID: pg25098@smsvaranasi.in

Summer Training Organization: Rudra Shares and Stock Brokers Ltd.
Summer Training Project: Factors influencing consumer buying behaviour towards Mutual Fund

Siddharth Roy 24 Years

---

Qualification: B.Com  
E-mail ID: pg25099@smsvaranasi.in

Summer Training Organization: Buildmyinfra Pvt. Ltd.
Summer Training Project: Research on issues and challenges in building the infrastructure (warehouse & logistic parks)

Simple Singh 23 Years
Students’ Profile-2021

POST GRADUATE DIPLOMA IN MANAGEMENT
PGDM (MARKETING & HR)

DUAL SPECIALIZATION

### Qualification
- B.COM
- B.A.
- B.Sc

### E-mail ID
- pg25094@smsvaranasi.in
- pg25097@smsvaranasi.in
- pg25100@smsvaranasi.in
- pg25102@smsvaranasi.in
- pg25105@smsvaranasi.in

### Summer Training Organization
- Rudra Shares and Stock Brokers Ltd.
- Panasonic India Ltd.
- Future Retail (Big Bazaar)
- Outlook Group
- Pizza Hut

### Summer Training Project
- Customer awareness & Satisfaction with the return generated through mutual fund schemes
- Benchmarking best talent acquisition practices in corporates
- Impact of Brand Positioning on Consumer Learning and Brand Loyalty
- A study on Financial Investment preference and pattern of people of Varanasi
- Benchmarking best talent acquisition practices in corporates
- A study on Financial Investment preference and pattern of people of Varanasi
- A study on the investment behaviour of common mass

---

**Sonu Singh**
23 Years

**Srihthi Gupta**
22 Years

**Swati Shradha**
24 Years

**Srihthi Gupta**
22 Years

**Swati Singh**
24 Years

**Tony Joseph Vrghese**
25 Years

**Vaishali Srivastava**
22 Years

**Vaishnavi Khanna**
22 Years

**Sonu Singh**
24 Years

**Swati Singh**
24 Years

---

www.smsvaranasi.com
Qualification
B.Com

E-mail ID
pg25107@smsvaranasi.in

Summer Training Organization
Vodafone Idea Ltd.

Summer Training Project
Changes in Buying Behaviour of Customers post COVID 19 as per telecommunication industry
Abhimanyu Kumar
Qualification: B.Com
E-mail ID: mba07003@smsvaranasi.in
Summer Training Organization: Swastika Investment
Summer Training Project: A Study on Investor Preference towards Equity in Varanasi City
Aman Singh
Qualification: BCA
E-mail ID: mba07012@smsvaranasi.in
Summer Training Organization: NJ India Investment Pvt. Ltd.
Summer Training Project: Product and services provided by NJ India Investment Pvt. Ltd.

Abhay K. Baranawal
Qualification: B.Com
E-mail ID: mba07002@smsvaranasi.in
Summer Training Organization: Parekh Integrated Services Pvt. Ltd.
Summer Training Project: A Study on the impact of Information technology in Supply chain Industry with special reference to Parekh Integrated Services Pvt. Ltd
Abhay K. Baranawal
Qualification: B.Com
E-mail ID: mba07009@smsvaranasi.in
Summer Training Organization: Outlook Group
Summer Training Project: Effectiveness of channels of distribution in service delivery

Akanksha Agrawal
Qualification: B.Com
E-mail ID: mba07007@smsvaranasi.in
Summer Training Organization: Kandhenu Group
Summer Training Project: Study on the distribution network Strategy of Kamdhenu Uspat Ltd.
Akanksha Agrawal
Qualification: B.Com
E-mail ID: mba07010@smsvaranasi.in
Summer Training Organization: Future Lifestyle Fashion Ltd. (Brand Factory)
Summer Training Project: A study on the Catchment Area analysis of the Brand factory with special reference to Kolkata Salt Lake

Akanksha Rai
Qualification: B.Com
E-mail ID: mba07008@smsvaranasi.in
Summer Training Organization: Swastika Investment
Summer Training Project: A Study on Investor Preference towards Equity in Varanasi City
Akanksha Rai
Qualification: B.Com
E-mail ID: mba07011@smsvaranasi.in
Summer Training Organization: Future Lifestyle Fashion Ltd. (Brand Factory)
Summer Training Project: A study on the Catchment Area analysis of the Brand factory with special reference to Kolkata Behala

Akanksha Srivastava
Qualification: B.Com
E-mail ID: mba07010@smsvaranasi.in
Summer Training Organization: Future Lifestyle Fashion Ltd. (Brand Factory)
Summer Training Project: A Study on Investor Preference towards Equity in Varanasi City
Akanksha Srivastava
Qualification: B.Com
E-mail ID: mba07013@smsvaranasi.in
Summer Training Organization: Future Lifestyle Fashion Ltd. (Brand Factory)
Summer Training Project: A study on the Catchment Area analysis of the Brand factory with special reference to Kolkata Behala

Akash Kumar
Qualification: B.Com
E-mail ID: mba07003@smsvaranasi.in
Summer Training Organization: Parekh Integrated Services Pvt. Ltd.
Summer Training Project: A Study on the impact of Information technology in Supply chain Industry with special reference to Parekh Integrated Services Pvt. Ltd
Akash Kumar
Qualification: B.Com
E-mail ID: mba07009@smsvaranasi.in
Summer Training Organization: Outlook Group
Summer Training Project: Effectiveness of channels of distribution in service delivery

Amanpreet Singh Gill
Qualification: B.Com
E-mail ID: mba07012@smsvaranasi.in
Summer Training Organization: NJ India Investment Pvt. Ltd.
Summer Training Project: Product and services provided by NJ India Investment Pvt. Ltd.
Amanpreet Singh Gill
Qualification: B.Com
E-mail ID: mba07013@smsvaranasi.in
Summer Training Organization: Pizza Hut
Summer Training Project: A study on Consumer purchase behaviour towards Pizza Hut
Students' Profile 2021

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

<table>
<thead>
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<th>Qualification</th>
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<th>Summer Training Project</th>
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<tr>
<td>B.Com</td>
<td><a href="mailto:mba07014@smsvaranasi.in">mba07014@smsvaranasi.in</a></td>
<td>Rudra Shares and Stock Brokers Ltd.</td>
<td>A study on the effectiveness of services provided by Rudra Shares and Stock Brokers Ltd.</td>
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Amit Kumar
23 Years

<table>
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<tr>
<td>B.Com</td>
<td><a href="mailto:mba07015@smsvaranasi.in">mba07015@smsvaranasi.in</a></td>
<td>Parekh Integrated Services Pvt. Ltd.</td>
<td>A study on the impact of Supply Chain Information Systems on the effectiveness &amp; efficiency of business practices with special reference to Parekh Integrated Services Pvt. Ltd.</td>
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Amitesh Rai
22 Years

<table>
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<tr>
<td>B.Com</td>
<td><a href="mailto:mba07018@smsvaranasi.in">mba07018@smsvaranasi.in</a></td>
<td>Future Retail (Big Bazaar)</td>
<td>A Study on Marketing Mix Strategy used in Retail Sector with special reference to Big Bazaar</td>
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Anand Trivedi
22 Years

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<td>B.Com</td>
<td><a href="mailto:mba07019@smsvaranasi.in">mba07019@smsvaranasi.in</a></td>
<td>Vodafone Idea Ltd.</td>
<td>Effect of COVID-19 on Telecommunication business and How Vodafoneidea is dealing with it</td>
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Anchal Sharma
22 Years

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<tr>
<td>B.Com</td>
<td><a href="mailto:mba07020@smsvaranasi.in">mba07020@smsvaranasi.in</a></td>
<td>VRS Foods Ltd. (Paras Dairy)</td>
<td>A study on awareness and acceptance level of “PARAS”</td>
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Anchal Singh
22 Years

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<td><a href="mailto:mba07021@smsvaranasi.in">mba07021@smsvaranasi.in</a></td>
<td>Vashistha Capital Consultants Pvt. Ltd.</td>
<td>To Study the Investors Awareness and Perception of Capital Market</td>
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Anchal Singh
23 Years

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<td>Future Retail (Big Bazaar)</td>
<td>Digital Mode of Payments and Benefits @ Big Bazaar.</td>
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Anvesha Jaiswal
22 Years

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<td><a href="mailto:mba07028@smsvaranasi.in">mba07028@smsvaranasi.in</a></td>
<td>Swasthika Investment</td>
<td>To Study the Consumer Awareness Perception and Attitude Towards Equity Trading</td>
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Apoorv Singh
21 Years
Students' Profile-2021
MASTER IN BUSINESS ADMINISTRATION
MBA (MARKETING & FINANCE)
DUAL SPECIALIZATION

Apoorva Upadhyay
Qualification: B.Com
E-mail ID: mba07029@smsvaranasi.in
Summer Training Organization: Pizza Hut
Summer Training Project: Impact of digital marketing communications on consumer buying intentions for Pizza Hut

Ashutosh Tiwary
Qualification: B.Com
E-mail ID: mba07032@smsvaranasi.in
Summer Training Organization: Outlook Group
Summer Training Project: A Study on Online Marketing

Ashwani K. Jaiswal
Qualification: B.Com
E-mail ID: mba07036@smsvaranasi.in
Summer Training Organization: Rudra Shares and Stock Brokers Ltd.
Summer Training Project: A Study on Role of Information Technology in NBFC with reference to Rudra Shares and Stock Brokers Ltd.

Ashwani Kumar Singh
Qualification: B.BA
E-mail ID: mba07034@smsvaranasi.in
Summer Training Organization: Outlook Group
Summer Training Project: Impact of Print Media on Teenagers

Bhaskar Tiwari
Qualification: B.A.
E-mail ID: mba07033@smsvaranasi.in
Summer Training Organization: Outlook Group
Summer Training Project: The Impact Of Sales Motivation On Organizational Performance.

Daksh Pratap Singh
Qualification: B.Com
E-mail ID: mba07043@smsvaranasi.in
Summer Training Organization: Pizza Hut
Summer Training Project: A Study on online advertisement campaign of Pizza Hut

Diksha Pandey
Qualification: B.Sc
E-mail ID: mba07044@smsvaranasi.in
Summer Training Organization: Berger Paints India Ltd.
Summer Training Project: Customer Buying Behaviour towards products of Asian Paints and Berger Paints

Dimple Punjabi
Qualification: B.Com
E-mail ID: mba07045@smsvaranasi.in
Summer Training Organization: Future Lifestyle Fashion Ltd. (Brand Factory)
Summer Training Project: A study on the Catchment Area analysis of the Brand factory with special reference to Raipur
<table>
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<td>Disha Singh</td>
<td>B.Com</td>
<td><a href="mailto:mba07046@smsvaranasi.in">mba07046@smsvaranasi.in</a></td>
<td>Buildmyinfra Pvt. Ltd.</td>
<td>Lead Generation in Cold Chain</td>
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<td>Faiz Ahmad</td>
<td>B.Com</td>
<td><a href="mailto:mba07049@smsvaranasi.in">mba07049@smsvaranasi.in</a></td>
<td>Pizza Hut</td>
<td>A study on Internal Vs External Marketing – A Comparison with special reference of Pizza Hut</td>
</tr>
<tr>
<td>Himanshu Jaiswal</td>
<td>B.Com</td>
<td><a href="mailto:mba07055@smsvaranasi.in">mba07055@smsvaranasi.in</a></td>
<td>NJ India Investment Pvt. Ltd.</td>
<td>An Analysis of Investors Perception Towards Mutual Funds with Reference to NJIndia Investment Pvt. Ltd</td>
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<tr>
<td>Jagriti Gupta</td>
<td>B.Com</td>
<td><a href="mailto:mba07060@smsvaranasi.in">mba07060@smsvaranasi.in</a></td>
<td>Om Logistics Ltd.</td>
<td>A Study on the Distribution and Communication Mix Strategy for OM logistics Ltd to enhance its reach in the market</td>
</tr>
<tr>
<td>Himanshu Mishra</td>
<td>B.Com</td>
<td><a href="mailto:mba07056@smsvaranasi.in">mba07056@smsvaranasi.in</a></td>
<td>Rudra Shares and Stock Brokers Ltd.</td>
<td>A study on the Factors Influencing Consumer Buying Behaviour while Rudra Shares and Stock Brokers Ltd.</td>
</tr>
<tr>
<td>Eram Fatima</td>
<td>B.Com</td>
<td><a href="mailto:mba07050@smsvaranasi.in">mba07050@smsvaranasi.in</a></td>
<td>Future Retail (Big Bazaar)</td>
<td>A Study on Home deliver channel creation for Big Bazar and its efficiency</td>
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<tr>
<td>Garima Keshari</td>
<td>B.Com</td>
<td><a href="mailto:mba07050@smsvaranasi.in">mba07050@smsvaranasi.in</a></td>
<td>Future Retail (Big Bazaar)</td>
<td>A study on Front and Back end process of Big Bazaar</td>
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<td>Jyoti Upadhyay</td>
<td>B.Com</td>
<td><a href="mailto:mba07063@smsvaranasi.in">mba07063@smsvaranasi.in</a></td>
<td>Future Lifestyle Fashion Ltd. (Brand Factory)</td>
<td>A study on the Catchment Area analysis of the Brand factory with special reference to Kolkata Chinar Park</td>
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</table>

**Students' Profile - 2021**

**MASTER IN BUSINESS ADMINISTRATION**

**MBA (MARKETING & FINANCE)**

**DUAL SPECIALIZATION**
## Students' Profile - 2021

### MASTER IN BUSINESS ADMINISTRATION

**MBA (MARKETING & FINANCE)**

**DUAL SPECIALIZATION**

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<td>B.B.A.</td>
<td><a href="mailto:mba07064@smsvaranasi.in">mba07064@smsvaranasi.in</a></td>
<td>Pizza Hut</td>
<td>A study on Preference of People of Varanasi towards Pizza Hut</td>
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<tr>
<td>B.Com</td>
<td><a href="mailto:mba07071@smsvaranasi.in">mba07071@smsvaranasi.in</a></td>
<td>Kandhenu Group</td>
<td>A study on consumer perception toward kamdhenuiprat Ltd. product with respect to competitors</td>
</tr>
<tr>
<td>B.Com</td>
<td><a href="mailto:mba07073@smsvaranasi.in">mba07073@smsvaranasi.in</a></td>
<td>Duravit India Pvt. Ltd.</td>
<td>Influencers Marketing and Engagement</td>
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<td>B.Sc</td>
<td><a href="mailto:mba07074@smsvaranasi.in">mba07074@smsvaranasi.in</a></td>
<td>Pizza Hut</td>
<td>A study on the Factors affecting the customer satisfaction and customer loyalty towards Pizza Hut</td>
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<td>B.A.</td>
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<td>Pizza Hut</td>
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<td><a href="mailto:mba07079@smsvaranasi.in">mba07079@smsvaranasi.in</a></td>
<td>Vodafone Idea Ltd.</td>
<td>Future of Traditional Channel sales post COVID 19. What are the measures that Vodafoneidea would take to Cop Up</td>
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<td>M.Tech</td>
<td><a href="mailto:mba07084@smsvaranasi.in">mba07084@smsvaranasi.in</a></td>
<td>Om Logistics Ltd.</td>
<td>A study on marketing-mix strategies used by OM Logistics Ltd. (services-7 P's)</td>
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<td><a href="mailto:mba07095@smsvaranasi.in">mba07095@smsvaranasi.in</a></td>
<td>Banaras Beads Ltd.</td>
<td>Financial Health Assessment of BBL</td>
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**Kartikey Mishra**

Qualification: B.Com  
E-mail ID: mba07064@smsvaranasi.in  
Summer Training Organization: Pizza Hut  
Summer Training Project: A study on Preference of People of Varanasi towards Pizza Hut

**Monika Patel**

Qualification: B.Com  
E-mail ID: mba07073@smsvaranasi.in  
Summer Training Organization: Duravit India Pvt. Ltd.  
Summer Training Project: Influencers Marketing and Engagement

**Monika Singh**

Qualification: B.Com  
E-mail ID: mba07071@smsvaranasi.in  
Summer Training Organization: Kandhenu Group  
Summer Training Project: A study on consumer perception toward kamdhenuiprat Ltd. product with respect to competitors

**Manisha Singh**

Qualification: B.Com  
E-mail ID: mba07074@smsvaranasi.in  
Summer Training Organization: Pizza Hut  
Summer Training Project: Influencers Marketing and Engagement

**Nikita Jaiswal**

Qualification: B.Com  
E-mail ID: mba07077@smsvaranasi.in  
Summer Training Organization: Pizza Hut  
Summer Training Project: A study on consumer awareness, perception, attitude and loyalty towards Pizza Hut

**Nitin Kumar Patel**

Qualification: B.Com  
E-mail ID: mba07079@smsvaranasi.in  
Summer Training Organization: Vodafone Idea Ltd.  
Summer Training Project: Future of Traditional Channel sales post COVID 19. What are the measures that Vodafoneidea would take to Cop Up

**Prateek Singh**

Qualification: M.Tech  
E-mail ID: mba07084@smsvaranasi.in  
Summer Training Organization: Om Logistics Ltd.  
Summer Training Project: A study on marketing-mix strategies used by OM Logistics Ltd. (services-7 P's)

**Reema Jaiswal**

Qualification: B.Com  
E-mail ID: mba07095@smsvaranasi.in  
Summer Training Organization: Banaras Beads Ltd.  
Summer Training Project: Financial Health Assessment of BBL
Rishabh Jaiswal
24 Years

Qualification
M.Com

E-mail ID
mba07096@smsvaranasi.in

Summer Training Organization
Rudra Shares and Stock Brokers Ltd.

Summer Training Project
Study on possible challenges and
go opportunities to Indian NBSC in this
Covid 19 lock down situation with special reference to Rudra Shares and Stock Brokers Ltd.

Rohit Singh
24 Years

Qualification
B.Com

E-mail ID
mba07098@smsvaranasi.in

Summer Training Organization
Swastika Investment

Summer Training Project
A Study On Analysis Of Customer Satisfaction Survey With Respect To Swastika Investmart Pvt. Ltd.

Rupal Pandey
22 Years

Qualification
B.Com

E-mail ID
mba07100@smsvaranasi.in

Summer Training Organization
Lakshmishree Investment & Securities Pvt. Ltd.

Summer Training Project
A study on the factors influencing Consumer Buying Behaviour while purchasing a Financial Product

Samriddhi Rai
22 Years

Qualification
B.Com

E-mail ID
mba07106@smsvaranasi.in

Summer Training Organization
Future Retail (Big Bazaar)

Summer Training Project
A study on the promotional mix used in retail sector with special reference to Big Bazaar

Sandeep Kumar Singh
28 Years

Qualification
B.Tech

E-mail ID
mba07103@smsvaranasi.in

Summer Training Organization
Rudra Shares and Stock Brokers Ltd.

Summer Training Project
Impact of covid 19 on different stock broking companies in Varanasi

Sanjay Yadav
24 Years

Qualification
B.Com

E-mail ID
mba07104@smsvaranasi.in

Summer Training Organization
Skykart E-commerce & Marketing Pvt. Ltd.

Summer Training Project
To study the impact of Covid-19 on the Consumer Buying behavior and their purchasing pattern from the E Commerce Portal

Sara Ashraf
24 Years

Qualification
B.Com

E-mail ID
mba07105@smsvaranasi.in

Summer Training Organization
NJ India Investment Pvt. Ltd.

Summer Training Project
A Study on Customer Attitude and Perception towards different product related to the Equity Market

Saumay Srivastava
20 Years

Qualification
B.Com

E-mail ID
mba07108@smsvaranasi.in

Summer Training Organization
Rudra Shares and Stock Brokers Ltd.

Summer Training Project
A study on marketing strategy being used by different stock broking companies in India
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<td>NJ India Investment Pvt. Ltd.</td>
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<td>B.A.</td>
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<td><a href="mailto:mba07138@smsvaranasi.in">mba07138@smsvaranasi.in</a></td>
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www.smsvaranasi.com
Vijay Kumar Singh
21 Years

**Qualification**
B.Com

**E-mail ID**
mba07144@smsvaranasi.in

**Summer Training Organization**
Outlook Group

**Summer Training Project**
Study of Customer Loyalty
Qualification: B.Sc
E-mail ID: mba07001@smsvaranasi.in
Summer Training Organization: Outlook Group
Summer Training Project: A Study On Customer Expectations from English Magazine with spl reference to Outlook Group

Aashutosh Kumar Rai
23 Years

Qualification: BCA
E-mail ID: mba07005@smsvaranasi.in
Summer Training Organization: Outlook Group
Summer Training Project: Study on effectiveness of employee’s role in service delivery

Abhishek Singh
22 Years

Qualification: B.Com
E-mail ID: mba07022@smsvaranasi.in
Summer Training Organization: Skykart E-commerce & Marketing Pvt. Ltd.
Summer Training Project: Consumer Preference towards E-commerce with special reference of buying grocery & vegetables by Online Shopping

Anchal Verma
21 Years

Qualification: B.Sc
E-mail ID: mba07004@smsvaranasi.in
Summer Training Organization: Skykart E-commerce & Marketing Pvt. Ltd.
Summer Training Project: To study the impact of Covid-19 on the Consumer Buying behavior and their purchasing pattern from the E Commerce Portal

Abhishek Kumar
22 Years

Qualification: BBA
E-mail ID: mba07008@smsvaranasi.in
Summer Training Organization: Pizza Hut
Summer Training Project: Customer perception towards marketing mix of major franchising models, with special reference to Pizza Hut

Akanksha Jaiswal
20 Years

Qualification: B.Tech
E-mail ID: mba07016@smsvaranasi.in
Summer Training Organization: Willowood Crop Sciences Pvt. Ltd.
Summer Training Project: A project Report on the procedure to develop a training and development department and its implication on Willowood Crop Sciences Pvt.. Ltd.

Anamika Singh
23 Years

Qualification: BCA
E-mail ID: mba07017@smsvaranasi.in
Summer Training Organization: Future Lifestyle Fashion Ltd. (Brand Factory)
Summer Training Project: A study on the Catchment Area analysis of the Brand factory with special reference to Gangtok

Anamika Srivastava
22 Years

Qualification: B.Sc
E-mail ID: mba07023@smsvaranasi.in
Summer Training Organization: Outlook Group
Summer Training Project: Analysis of Customer Perception towards Magazine with special reference to Outlook Group

Anjali Kumari
23 Years
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<td>Outlook Group</td>
<td>B2C Marketing strategies on Social Media</td>
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<td>Identify sales management and sales leadership</td>
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<td><a href="mailto:mba07039@smsvaranasi.in">mba07039@smsvaranasi.in</a></td>
<td>NJ India Investment Pvt. Ltd.</td>
<td>General Study on SIP</td>
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Ankita Chandel 22 Years

Anup Kumar Dubey 22 Years

Arfeen Reyaz 21 Years

Archna Dixit 21 Years

Ayush Singh 21 Years

Bhavya Singh 21 Years

Chahat Shukla 22 Years

Chaitanya Kumar Dubey 22 Years

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<td>Rudra Shares and Stock Brokers Ltd.</td>
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<td>Divya Singh</td>
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<td>Himadri Upadhyay</td>
<td>B.Sc</td>
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<td><a href="mailto:mba07057@smsvaranasi.in">mba07057@smsvaranasi.in</a></td>
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</tbody>
</table>
Indrajit Singh Chauhan
24 Years

Qualification
BCA

E-mail ID
mba07059@smsvaranasi.in

Summer Training Organization
Pizza Hut

Summer Training Project
A study of Consumer satisfaction towards Operational efficiency and on time performance for Pizza Hut

Kumari Twinkle
23 Years

Qualification
B.Com

E-mail ID
mba07067@smsvaranasi.in

Summer Training Organization
Willowood Crop Sciences Pvt. Ltd.

Summer Training Project
A Study on the Hiring Process to be implemented for a new plant of Willowood Crop Sciences Pvt Ltd.

Juhi Rastogi
24 Years

Qualification
B.Tech

E-mail ID
mba07061@smsvaranasi.in

Summer Training Organization
Om Logistics Ltd.

Summer Training Project
A study on implementing new training techniques for employees growth while retaining the existing training program.

Jyoti Singh
23 Years

Qualification
BBA

E-mail ID
mba07062@smsvaranasi.in

Summer Training Organization
Lakshmishree Investment & Securities Pvt. Ltd.

Summer Training Project
A study on the effectiveness of services provided by Lakshmishree Investment & Services Pvt. Ltd.

Kirti Sharma
22 Years

Qualification
BBA

E-mail ID
mba07065@smsvaranasi.in

Summer Training Organization
Rudra Shares and Stock Brokers Ltd.

Summer Training Project
A study on Customer patronage pattern of Rudra Shares and Stock Brokers Ltd.

Komal Mishra
22 Years

Qualification
B.Com

E-mail ID
mba07066@smsvaranasi.in

Summer Training Organization
Pizza Hut

Summer Training Project
A study on the performance appraisal strategy used in the Industry

Mahima Singh
24 Years

Qualification
B.Sc

E-mail ID
mba07069@smsvaranasi.in

Summer Training Organization
Outlook Group

Summer Training Project
The Awareness of Print Media

Maninder Gupta
23 Years

Qualification
BBA

E-mail ID
mba07070@smsvaranasi.in

Summer Training Organization
Future Lifestyle Fashion Ltd. (Brand Factory)

Summer Training Project
A study on implementing new training techniques for employees growth while retaining the existing training program.

Jyoti Singh
23 Years

Qualification
BBA

E-mail ID
mba07062@smsvaranasi.in

Summer Training Organization
Lakshmishree Investment & Securities Pvt. Ltd.

Summer Training Project
A study on the effectiveness of services provided by Lakshmishree Investment & Services Pvt. Ltd.

Kirti Sharma
22 Years

Qualification
BBA

E-mail ID
mba07065@smsvaranasi.in

Summer Training Organization
Rudra Shares and Stock Brokers Ltd.

Summer Training Project
A study on Customer patronage pattern of Rudra Shares and Stock Brokers Ltd.

Komal Mishra
22 Years

Qualification
B.Com

E-mail ID
mba07066@smsvaranasi.in

Summer Training Organization
Pizza Hut

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Mahima Singh
24 Years

Qualification
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E-mail ID
mba07069@smsvaranasi.in

Summer Training Organization
Outlook Group

Summer Training Project
The Awareness of Print Media

Maninder Gupta
23 Years

Qualification
BBA

E-mail ID
mba07070@smsvaranasi.in

Summer Training Organization
Future Lifestyle Fashion Ltd. (Brand Factory)

Summer Training Project
A study on implementing new training techniques for employees growth while retaining the existing training program.
## Students’ Profile 2021
### MASTER IN BUSINESS ADMINISTRATION
#### MBA (MARKETING & HR)

### Dual Specialization

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<td>A study on the Marketing Mix Strategy used by the industry and model to be replicated in the Parekh Integrated Services Pvt. Ltd.</td>
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<td>Nitish Kumar</td>
<td>B.Sc</td>
<td><a href="mailto:mba07078@smsvaranasi.in">mba07078@smsvaranasi.in</a></td>
<td>Rudra Shares and Stock Brokers Ltd.</td>
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<td><a href="mailto:mba07081@smsvaranasi.in">mba07081@smsvaranasi.in</a></td>
<td>Om Logistics Ltd.</td>
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<td><a href="mailto:mba07076@smsvaranasi.in">mba07076@smsvaranasi.in</a></td>
<td>Pizza Hut</td>
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<td>B.Com</td>
<td><a href="mailto:mba07085@smsvaranasi.in">mba07085@smsvaranasi.in</a></td>
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<td>Monika Pandey</td>
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</table>
### Students' Profile - 2021

**MASTER IN BUSINESS ADMINISTRATION**

**MBA (MARKETING & HR)**

**DUAL SPECIALIZATION**

---

**Qualification**

- MBA (MARKETING & HR)

**Students' Profile - 2021**

**Priya Singh**

- **Qualification**: BBA
- **E-mail ID**: mba07086@smsvaranasi.in
- **Summer Training Organization**: Vashistha Capital Consultants Pvt. Ltd.
- **Summer Training Project**: Investment Pattern and Customer Perception towards mutual funds in Varanasi

**Priya Singh**

- **Qualification**: B.A.
- **E-mail ID**: mba07087@smsvaranasi.in
- **Summer Training Organization**: Vashistha Capital Consultants Pvt. Ltd.
- **Summer Training Project**: Customer Attitude/Perception towards Demate Account

---

**Priyadarshni**

- **Qualification**: BBA
- **E-mail ID**: mba07088@smsvaranasi.in
- **Summer Training Organization**: Future Retail (Big Bazaar)
- **Summer Training Project**: A Study on Strategic decisions for Marketing in Big Bazaar to increase penetration

**Priyanka Kapoor**

- **Qualification**: B.Com
- **E-mail ID**: mba07089@smsvaranasi.in
- **Summer Training Organization**: Rudra Shares and Stock Brokers Ltd.
- **Summer Training Project**: A study on the Preference of People of Varanasi towards NBFCs

---

**Priyanka Singh**

- **Qualification**: BBA
- **E-mail ID**: mba07090@smsvaranasi.in
- **Summer Training Organization**: Panasonic India Ltd.
- **Summer Training Project**: Benchmarking Digital HR practices

**Puja Kumari**

- **Qualification**: B.Com
- **E-mail ID**: mba07091@smsvaranasi.in
- **Summer Training Organization**: Panasonic India Ltd.
- **Summer Training Project**: Benchmarking best gender diversity practices in corporates

---

**Raj Yadav**

- **Qualification**: BBA
- **E-mail ID**: mba07092@smsvaranasi.in
- **Summer Training Organization**: Om Logistics Ltd.
- **Summer Training Project**: A study on deriving different strategies of Supply Chain & Logistics Management companies with reference to Om Logistics Ltd.

**Rama Sharma**

- **Qualification**: B.A.
- **E-mail ID**: mba07093@smsvaranasi.in
- **Summer Training Organization**: Vashistha Capital Consultants Pvt. Ltd.
- **Summer Training Project**: Humanitarian Promotional Response to the COVID-19 Lockdown in the context of OM Logistics Ltd.
<table>
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<td><a href="mailto:mba07094@smsvaranasi.in">mba07094@smsvaranasi.in</a></td>
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<td>Reasons for brand failure</td>
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<tr>
<td>B.A.</td>
<td><a href="mailto:mba07099@smsvaranasi.in">mba07099@smsvaranasi.in</a></td>
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<td>Study of Sales Promotion and Analysis Of Print Media</td>
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<tr>
<td>B.A.</td>
<td><a href="mailto:mba07106@smsvaranasi.in">mba07106@smsvaranasi.in</a></td>
<td>Buildmyinfra Pvt. Ltd.</td>
<td>Training &amp; Development More Efficient &amp; Effective Orientation for Organization</td>
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<tr>
<td>B.A.</td>
<td><a href="mailto:mba07102@smsvaranasi.in">mba07102@smsvaranasi.in</a></td>
<td>Rudra Shares and Stock Brokers Ltd.</td>
<td>Analytical study of the financial performance of Rudra Shares and Stock Brokers Ltd.</td>
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<tr>
<td>B.A.</td>
<td><a href="mailto:mba07107@smsvaranasi.in">mba07107@smsvaranasi.in</a></td>
<td>Eupheus Learning</td>
<td>A study on the Catchment Area analysis of the Brand factory with special reference to Bhubaneshwar</td>
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<tr>
<td>B.A.</td>
<td><a href="mailto:mba07109@smsvaranasi.in">mba07109@smsvaranasi.in</a></td>
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<td>Pizza Hut</td>
<td>A study of shifts in buying behaviour during COVID19, with special reference to Pizza Hut</td>
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<table>
<thead>
<tr>
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<td>Satyam Singh</td>
<td>22</td>
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<td>A study on the readiness and preference of varanasi schools for Digital learning solutions</td>
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<td>Sanatva Kumar Singh</td>
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<td>A study on the Catchment Area analysis of the Brand factory with special reference to Bhubaneshwar</td>
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<td>Saurabh Gupta</td>
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<td>Study of consumer behavior in Print industry</td>
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<td>Saurabh Pandey</td>
<td>22</td>
<td>Pizza Hut</td>
<td>A study of shifts in buying behaviour during COVID19, with special reference to Pizza Hut</td>
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<td>Name</td>
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<td>Shachi Srivastava</td>
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<td>Sherai Singh Patel</td>
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<td>Shreya Kapoor</td>
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<td>Rudra Shares and Stock Brokers Ltd.</td>
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<td>B.Com</td>
<td><a href="mailto:mba07121@smsvaranasi.in">mba07121@smsvaranasi.in</a></td>
<td>Parekh Integrated Services Pvt. Ltd.</td>
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<td>Rudra Shares and Stock Brokers Ltd.</td>
<td>A study on the market mix strategy being used by Rudra Shares and Stock Brokers Ltd.</td>
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<td>B.A.</td>
<td><a href="mailto:mba07123@smsvaranasi.in">mba07123@smsvaranasi.in</a></td>
<td>Kandhenu Group</td>
<td>A study to identify what motivates staff towards better performance in Kandhenu Group.</td>
</tr>
<tr>
<td>BBA</td>
<td><a href="mailto:mba07126@smsvaranasi.in">mba07126@smsvaranasi.in</a></td>
<td>Pizza Hut</td>
<td>Generate awareness program of ESI and PF benefit and effective utilization of it in context Of OM Logistics employees.</td>
</tr>
<tr>
<td>BBA</td>
<td><a href="mailto:mba07127@smsvaranasi.in">mba07127@smsvaranasi.in</a></td>
<td>Pizza Hut</td>
<td>A study on the parameter of employee satisfaction of ground staff.</td>
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<tr>
<td>B.Com</td>
<td><a href="mailto:mba07128@smsvaranasi.in">mba07128@smsvaranasi.in</a></td>
<td>Future Retail (Big Bazaar)</td>
<td>A study on opportunities and challenges came into the Retail market for Big Bazaar due covid 19 pandemic situation.</td>
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<tr>
<td>B.Com</td>
<td><a href="mailto:mba07129@smsvaranasi.in">mba07129@smsvaranasi.in</a></td>
<td>Pizza Hut</td>
<td>A study on different advertisement campaign being used by Pizza Hut.</td>
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<tr>
<td>B.Sc</td>
<td><a href="mailto:mba07131@smsvaranasi.in">mba07131@smsvaranasi.in</a></td>
<td>Vashistha Capital Consultants Pvt. Ltd.</td>
<td>A study on “Customer’s Perception towards Mutual Funds”</td>
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<tr>
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<td><a href="mailto:mba07132@smsvaranasi.in">mba07132@smsvaranasi.in</a></td>
<td>Pizza Hut</td>
<td>A Study on the influence of Organizational culture on employee performance.</td>
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**Shweta Pandey** 23 Years

**Shweta Singh** 24 Years

**Simmi Gupta** 23 Years

**Simranjeet Singh** 22 Years

**Smita Singh** 22 Years

**Smriti Dwivedi** 21 Years

**Sujata Singh** 22 Years

**Swastika Singh** 23 Years
### Students' Profile - 2021

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

#### Qualification: B.Sc
- **E-mail ID**: mba07133@smsvaranasi.in  
- **Summer Training Organization**: Willowood Crop Sciences Pvt. Ltd.  
- **Summer Training Project**: A study on different performance Management system actively used in the industry, with special reference to Willowood Crop Sciences Pvt. Ltd

---

#### Qualification: B.Com
- **E-mail ID**: mba07136@smsvaranasi.in  
- **Summer Training Organization**: Pizza Hut  
- **Summer Training Project**: A Study on Role of Children in the Family Decision Making to visit restaurants

---

#### Qualification: B.Com
- **E-mail ID**: mba07139@smsvaranasi.in  
- **Summer Training Organization**: Rudra Shares and Stock Brokers Ltd.  
- **Summer Training Project**: A Comparative study of Investment Products being offered by banks as well as Stock Broking companies

---

#### Qualification: B.Com
- **E-mail ID**: mba07137@smsvaranasi.in  
- **Summer Training Organization**: Willowood Crop Sciences Pvt. Ltd.  
- **Summer Training Project**: Study on the prevalent compliance norms in the Crop science industry which can be replicated in Willowood Crop Sciences Pvt. Ltd

---

#### Qualification: B.BA
- **E-mail ID**: mba07142@smsvaranasi.in  
- **Summer Training Organization**: Om Logistics Ltd.  
- **Summer Training Project**: A Study on the Relationship between Academic Performance and Actual Business deliverables of Management Students within OM logistics Ltd.

---

#### Qualification: B.BA
- **E-mail ID**: mba07143@smsvaranasi.in  
- **Summer Training Organization**: Om Logistics Ltd.  
- **Summer Training Project**: A Study on the performance enhancement parameter for the ground staff of OM Logistics Ltd. based on prevalent models available in the market.
<table>
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<td>Social Media as a promotional tool an exploratory study for Pizza Hut</td>
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<td>Prabakar Upadhyay</td>
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<td>Prakhar Varshney</td>
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<td>Mayank K. Jaiswal</td>
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INTERESTED RECRUITERS
MAY CONTACT

D K Tripathi
(General Manager-Training & Placement Cell)
Mobile No. : 0-9935064429
E-mail : placement@smsvaranasi.com
dktripathi@smsvaranasi.com

CAMPUS :
Khushipur (Mohan Sarai - Mughal Sarai Bypass),
PO - Bachhaon, Varanasi - 221011
Ph : 08983761555 (Direct) • 08953761666,
08953940777, 0705205555
E-mail : info@smsvaranasi.com
www.smsvaranasi.com