



Shri Mata Vaishno Devi University, Katra

Recognised under section 2(F) & 12(B) of UGC act 1956



University Placement Brochure-2016

FIRST CONVOCATION - 2008

Chief Guest: Dr. Manmohan Singh, Prime Minister of India



SECOND CONVOCATION - 2009

Chief Guest: Sh. Narayana Murthy, Founder Chairman Infosys



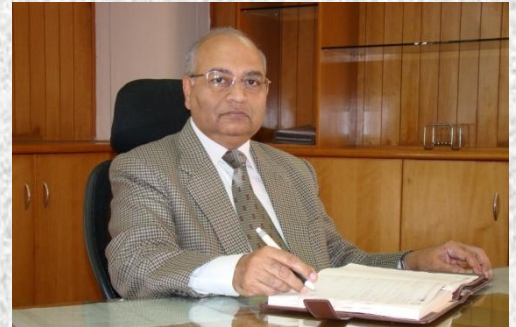
Chief Guest: Smt. Pratibha Devi Singh Patil President of India
THIRD CONVOCATION - 2011



Chief Guest: Shri M. Ahmad Ansari Vice President of India
FOURTH CONVOCATION - 2014

Vice Chancellor's Message

Shri Mata Vaishno Devi University (SMVDU) was established by the Mata Vaishno Devi Shrine Board, Katra and is situated in the beautiful surroundings of the hills near the holy town of Katra in the Jammu region of J&K. SMVDU has adopted the I.I.T. pattern of education for providing the highest quality education and is one of the fastest growing young universities in the country, having increased the student intake ten-folds in the past eight years. SMVDU is a fully residential university in a sprawling campus spread in about 474 acres area. There are four faculties in the university viz. Faculty of Engineering, Faculty of Sciences, Faculty of Management and Faculty of Social Sciences & Humanities. These Faculties consist of several Schools such as the School of Mechanical Engineering, School of Electronics & Communication Engineering, School of Physics, School of Mathematics, and School of Business etc.



All these Schools organize a variety of activities for all-round development of students in making them competent future technocrats & managers who could take important responsibilities in the Indian corporate sector as well as the MNCs. Our system encourages students to evolve solutions to problems with project based learning much beyond the scope of lecture rooms and nurtures them as confident and practically oriented young professionals. MBA students have high aptitude for learning and zeal to succeed in life in a perfect professional way.

University has meritorious and young faculty members drawn from across the country who are committed to impart professional education of the highest standards. They mentor the students for taking real life challenges through application of concepts and techniques of technology and management as well as evolving new concepts and theories. As research is essential for high quality of management education, there is high focus on application oriented management research. As an institute dedicated to providing holistic management education, we believe that there are many ways in which learning can occur apart from within the classroom. Therefore, in addition to the lectures, students enhance their overall learning experience through facilities such as a state-of-the-art library and the latest technology resources available. They participate in cross functional interest groups, committees, social development projects in the local community, and a variety of co-curricular and extracurricular activities linked to industry and real-life management challenges.

I am glad to present to the actual world of work, our talented students looking for an opportunity to leave their footprints in their chosen fields of excellence. I invite the prestigious recruiters from all the sectors across India to visit Shri Mata Vaishno Devi University for Campus Recruitments. I am confident that with a little exposure under your guidance and tutelage, these students will receive the necessary pragmatic experience and prove to be long term assets to the organizations they are absorbed in.

I wish all the students a great success in their profession and happiness in their personal lives.

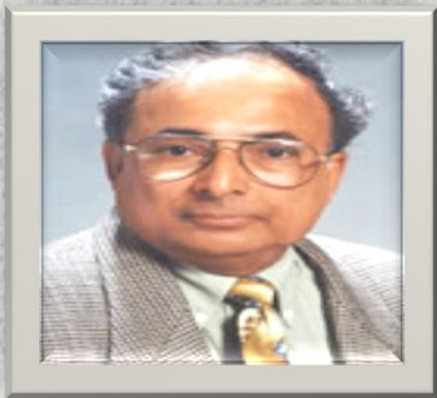
Prof. Sudhir K. Jain
Vice Chancellor

Adjunct Professors :

Abhinandan K Jain is currently adjunct professor at IIM Ahmedabad and SMVDU, Katra. He has a special interest in the fields of marketing research, quantitative models in marketing, strategic marketing, and case method of learning. He has Published four books including (Co-author) in Marketing Management: Cases and Concepts; several articles/papers on media planning, advertising and case method; and a large number of cases in books and journals. He has been felicitated for life time contribution in the area of management education and research by the International Conference on Research in Marketing (2013) (organized by IIT Delhi, XLRI Jamshedpur, and Curtin University Australia) as well as for life time contribution to their learning by the PGP Participants of IIM Ahmedabad.



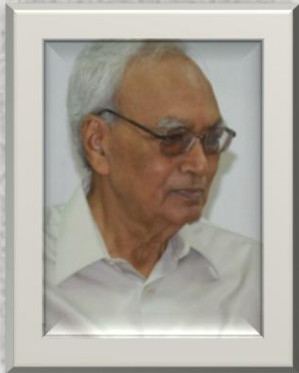
Professor Samir Ranjan Chatterjee has been involved in management education in the global arena for more than four decades. Besides his home base at Curtin University in Australia, he has lived and worked for extended periods in more than fifteen countries. He has authored and co-authored eleven books and also contributed thirty five book chapters, about two hundred refereed scholarly articles in international journals and conference proceedings. He has led and contributed to a large number of senior level Australian Government funded (Aus-Aid) capacity building Management Development Programmes for senior government officials in Thailand, Philippines, Indonesia, China and India. He is Fellow of the Australian Institute of Management and an Emeritus member of the Academy of Management.



Professor S. Neelamegham is the Co-Founder of the Academy of Indian Marketing and Former Dean of the Faculty of Management Studies of the University of Delhi. He is also the President of NIILM Centre for Management Studies and Chairman of the Center for Entrepreneurship and Career Oriented Programmes, University of Delhi; Educated at the universities of Madras and Stanford, USA he received his Doctoral degree in Management from the University of Delhi. As a Ford Foundation Fellow he also participated in the International Teachers Program of the Harvard Business School.



Prof. Kamta Prasad is Chairman, Board of Management, Institute for Resource Management and Economic Development, Delhi. A former President of the Indian Economic Association he has been an Adviser to the International Economic Association and a Consultant to ADB and FAO. Formerly Professor of Economics at IIPA, New Delhi and IIT, Kanpur, he has held several distinguished positions in the Government of India like Chairman, Agricultural Prices Commission and Minimum Wages Advisory Board and Member, National Flood commission and working Group of National Commission for Integrated Development of Water Resources Plan. He is also the Chairman of Committee on Governance Structure for India Water Partnership. Dr. Prasad is author of books, reports and research papers on development aspects.



Pulin B. Nayak is former Professor of Economics at the Delhi School of Economics, University of Delhi, Delhi. He completed his Ph.D. in Economics from the University of Rochester, USA in 1975. He has been on the faculty of the Delhi School of Economics since 1978. During 1982–84 he held the Agatha Harrison Fellowship at St Antony's College, Oxford. He has been the Head of the Department of Economics and the Dean of the Faculty of Social Sciences in the University of Delhi. During 2005–08, he was Director, Delhi School of Economics. He specializes in public economics and welfare economics. His recent book is entitled *Markets and Governments* (edited with Kaushik Basu and Ranjan Ray).





Vibrant SMVDU

Events & Activities



About The University

Establishment:

The Shri Mata Vaishno Devi University has been established under an act “Shri Mata Vaishno Devi University Act, (Act. No. XII). 1999” of Jammu and Kashmir legislative assembly, as a residential and highly technical university to offer scientific and technical education of the highest standards. The university has been established with a foundation grant from Shri Mata Vaishno Devi shrine board. The university is recognized by the University Grants Commission under section 2(F) & 12(B) of UGC act 1956. The university campus is spread over an area of 474 acres in scenic surrounding of Trikuta hills, in the vicinity of Katra.

The university has adopted the Indian Institute of Technology (I.I.T.) pattern in teaching and examination system in its endeavor to attain international standards. The system of continuous evaluation and regular feedback ensures fairness and continuous up gradation in the teaching learning process. The university is poised to become one of the premiere learning institutions with state-of-the-art infrastructure comparable to the best in the world.



Dr. A.P. J Abdul Kalam Inaugurated SMVDU on 19-08-2004

Location:

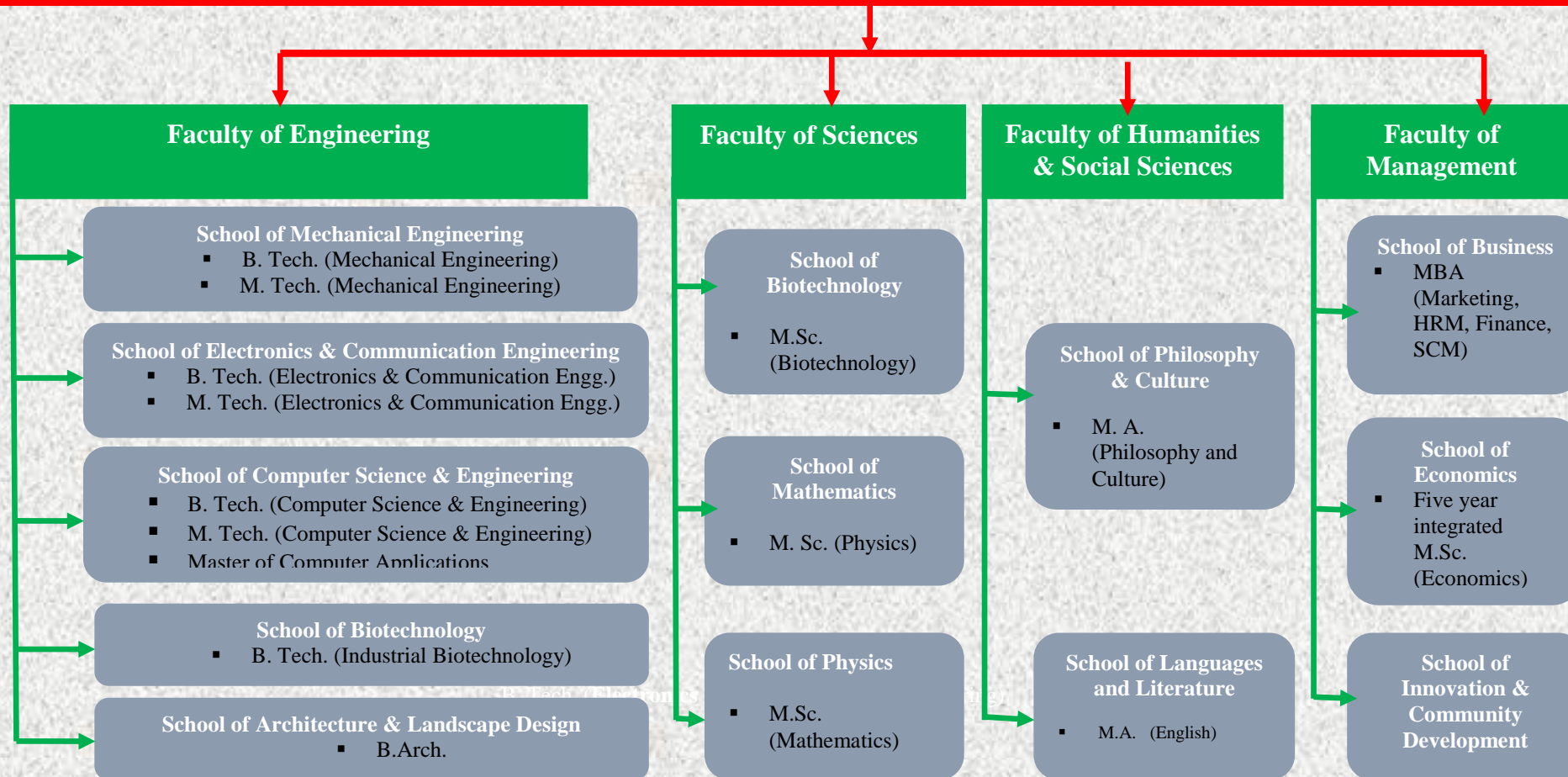
The campus of SMVDU spread over an area of about 474 acres, is just 40 km north of Jammu, overlooking Jammu Srinagar Highway and 13 Km south of holy town of Katra. Jammu is well connected to rest of India through Railway and Airways. Direct trains are also available up to Katra. Journey from Jammu Railway station and Airport by road through the lush green hills is of about one hour. SMVD University is surrounded by number of religious and tourist places. Some of them are:

ShreeMata Vaishno Devi Temple	13 Km.
Shivkhori.	60 Km.
Bagh- e- Bahu, Amar Palace, Raghunath Mandir (Jammu)	38 Km.
Patnitop	70 Km.
Dal lake and other tourist spots in Srinagar	280 Km.

Academic Structure:

To provide quality education of international standards to the young students, university has been built on IIT pattern. There are four faculties in the university and under each faculty there are several constituent schools offering undergraduate, postgraduate and doctoral study programs in various disciplines of studies. This allows the horizontal structure to have vertical expansion thereby making the overall administration simpler and effective. This set up fascinates interdisciplinary inputs, cooperation and activities.

Shri Mata Vaishno Devi University, Katra



Admission Criteria:

- **B. Tech.:** As per the eligibility criteria of Joint Entrance Examination (JEE Advanced), through Central Seat Allocation Board (CSAB) of JEE.
- **MBA:** Through a selection process based on merit of National Level entrance examinations; CAT/MAT/CMAT followed by Group Discussion and Personal Interview.
- **Other Study Programmes:** Through a selection process based on merit of qualifying exam & University entrance test followed by Personal Interview.

Research & Consultancy Work:

University recognizes that research and consultancy work is an integral part of academics; important for quality education and growth of faculty. Faculty of SMVDU is actively involved in the research and consultancy work with organization like, AICTE, DST, UGC, ISSR, ISRO, Ministry of Textiles, MHRD, Prathista Industries etc.

University Infrastructure:

The Campus of the Shri Mata Vaishno Devi University is situated in the cradle of the serene Trikuta hills and its proximity to the spiritually and culturally rich pilgrimage centre represents an idyllic setting for inspiring the students to instill the rich traditional and cultural heritage which needs to go hand in hand with keen scientific and management temper. Infrastructure having a built up area over 14 Lac square feet is spread over a land of 474 acres is broadly placed in following categories:

1. Academic Infrastructure
2. Support Infrastructure





Academic Infrastructure

- Faculty of Engineering
- Faculty of Management
- Faculty of Social Sciences and Humanities
- Faculty of Sciences
- Academic Block A, B, C, D
- School of Architecture & Landscape Design
- Special Lecture theaters
- Central Library



Support Infrastructure

Beside Academics utmost care is taken about various amenities necessary for comfortable stay of its residents, recreational activities for the students and over all functioning of the university. Some of the basic facilities available on campus are:

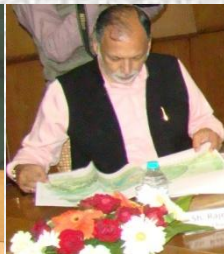
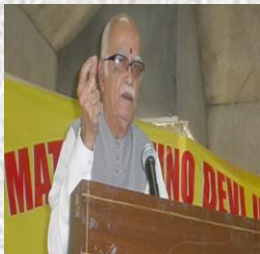
1. Administrative Block
2. University Guest House
3. Residential Complex
4. Own Water Supply system having capacity of one lac gallon of water per day
5. On campus power Grid station to ensure 24x7 power supply
6. Hostels [Boy's (05) and Girl's (02)]
7. State-of-the-art auditorium
8. Indoor and outdoor sports facilities.
9. Medical Aid Centre
10. Shopping Complex
11. Transportation
12. Helipads (03)
13. On Campus Banks (J&K Bank Ltd. and OBC)
14. On Campus Post Office
15. On Campus Gas Agency





Curricular & Extra-Curricular Activities





Guest Visitors to Shri Mata Vaishno Devi University

Training & Placement Cell

Shri Mata Vaishno Devi has established full-fledged Training & Placement Cell consisting of Student Coordinators, Faculty coordinators and staff members. The Training & Placement Cell assists in Campus Placements for the graduating students at SMVDU. Training & Placement Officials and the Volunteers provide possible assistance to the recruiters for Pre-placement Discussions, conducting Tests & Interviews and Hospitality of the Campus hiring Team. The Hospitality and the functioning of the Placement Cell at SMVDU is applauded and well received by the visiting recruiters every year. T&P Cell at SMVDU has following structure:

- **Chairman Placements- Prof. V. Verma**

- **Vice Chairman- Mr. Ashish Suri**

- ❖ **School of Computer Science & Engineering**

Faculty T&P Coordinators: Students Coordinators:

- Mrs. Pooja Sharma Ms. Bandana Singh
- Mr. Sanjay Sharma Mr. Gunjan Kalita

- ❖ **School of Electronics & Communication Engg.**

Faculty T&P Coordinators: Students Coordinators:

- Dr. Rakesh Jha Ms. Preeti Rai
- Mr. Ashish Suri Mr. Saurabh Pandey

- ❖ **School of Mechanical Engineering**

Faculty T&P Coordinators: Students Coordinators:

- Mr. Varun Dutta Ms. Rakhi Singh
- Mr. Kapil Chopra Mr. Yagyank Sarivastva
- Mr. Ankur Singh

- ❖ **School of Biotechnology**

Faculty T&P Coordinators: Students Coordinators

- Dr. Sharda Potukuchi Mr. Saurabh Mishra
- Dr. Swarkar Sharma

- ❖ **School Of Business**

Faculty T&P Coordinator Students Coordinators

- Dr. Supran Sharma Mr. Gurpreet Singh
- Dr. Ashutosh Vashishtha Mr. Arshik Sharma
- Dr. Saurabh Sarivastva Ms. Parul Mahajan
- Dr. Hari Govind Sharma Mr. Akshay Gupta
- Mr. Amish Gupta
- Ms. Sheetal Sharma



- ❖ **T&P Office**

- Placement Officer: Mr. B. K. Bhatia
- T&P Office Assistant: Mr. Raman Nagyal

SMVDU offers following facilities to the recruiters:

1. Lodging and Boarding facility to the Campus recruitment team.
2. Local Transportation from Jammu Airport/ Railway station and for sightseeing.
3. University Infrastructure:
 - State-of- art auditorium “Matrika” of 1000 audience capacity.
 - Seminar Hall “Sanskriti Kaksh” of 300 sitting Capacity.
 - Four Special Lecture Theaters each having sitting capacity of 150 persons.
 - 20 Class rooms each having sitting capacity of 60 students to conduct written test in case of pool campus drives.
 - Air-conditioned GD/ Conference rooms/ Interview rooms.
4. Facilitation for “Maa Vaishno Darshan”.
5. E-placement and video conferencing facility.



Placement Procedure:

- The Training & Placement Office sends invitations to the organizations for participation in the campus placements.
- Participating Organizations reply through e-mail (crsrd@smvdu.ac.in) or post to the Training & Placement Department of SMVDU showing their willingness along with Job Profile, Eligibility Criteria, Selection Process, Salary Package, and Place of Posting.
- Training & Placement Department allots the dates to the company for their campus visit in consultation with campus hiring team of the company.
- Companies are allotted dates on the bases of: “Student’s ranking of the company, Career Prospects, Salary Package or intake”.
- After receiving the confirmation from the company, organization’s placement details are passed on to the students and posted on notice board.
- Company campus hiring team conducts Pre placement Discussion and On Campus Placement Process.
- After the completion of the entire selection process on campus, company is required to announce the final list of the selected students that day itself.
- Company is required to issue offer letter to the selects on the same day or before passing out.
- If the student is selected, a job is registered against him/her and he/she would not be allowed to appear for more interviews as per student’s placement policy of SMVDU.

Our Esteemed Recruiters:



World's Leading Talent
Development Corporation



Invented for life



Sapient



TATA TELESERVICES



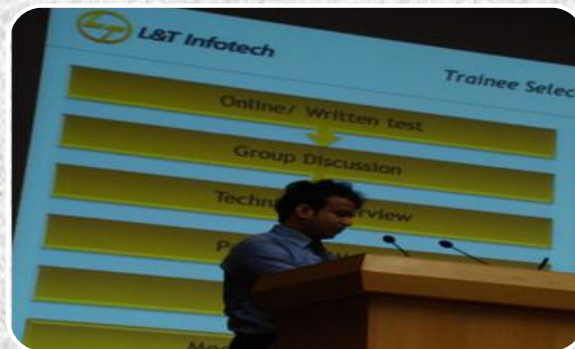
INDIAN NAVY



ASPECT



SMVDU Campus Recruitment Programme- At a glance



Talent Pool -2016 :

ENGINEERING

B.Tech., M.Tech.

- Computer Science & Engineering
- Electronics & Communication Engineering
- Mechanical Engineering
- Industrial Biotechnology

MANAGEMENT

MBA

(Dual specialization)

- Marketing
- Supply Chain management
- Human resource Management
- Finance Management

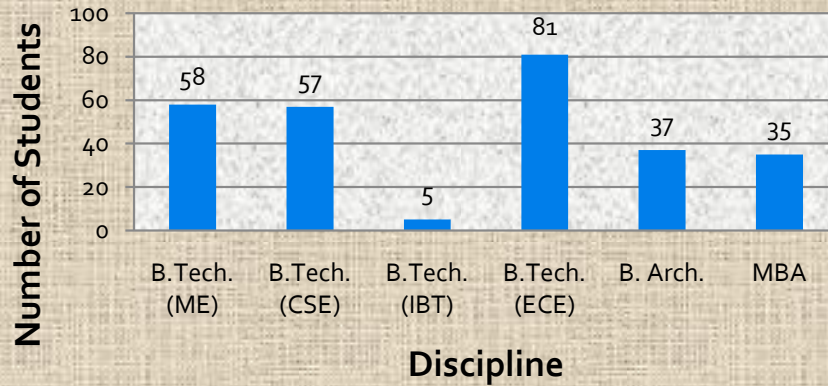
ARCHITECTURE

B.Arch.

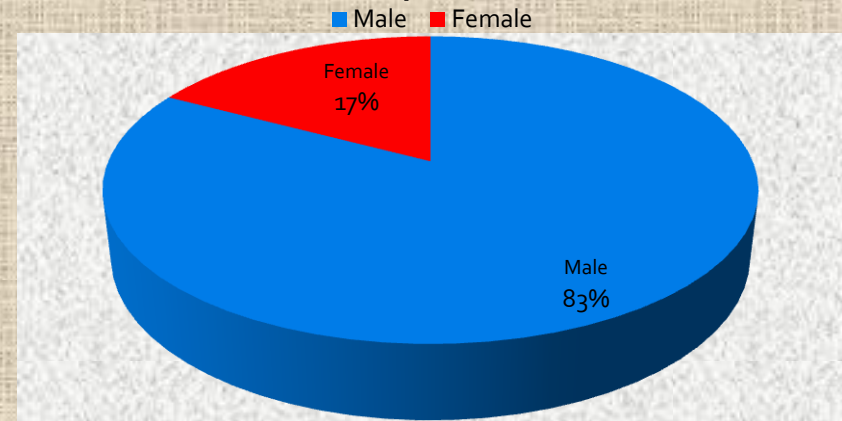
- Architecture & Landscape Design

Profile of Class of 2016:

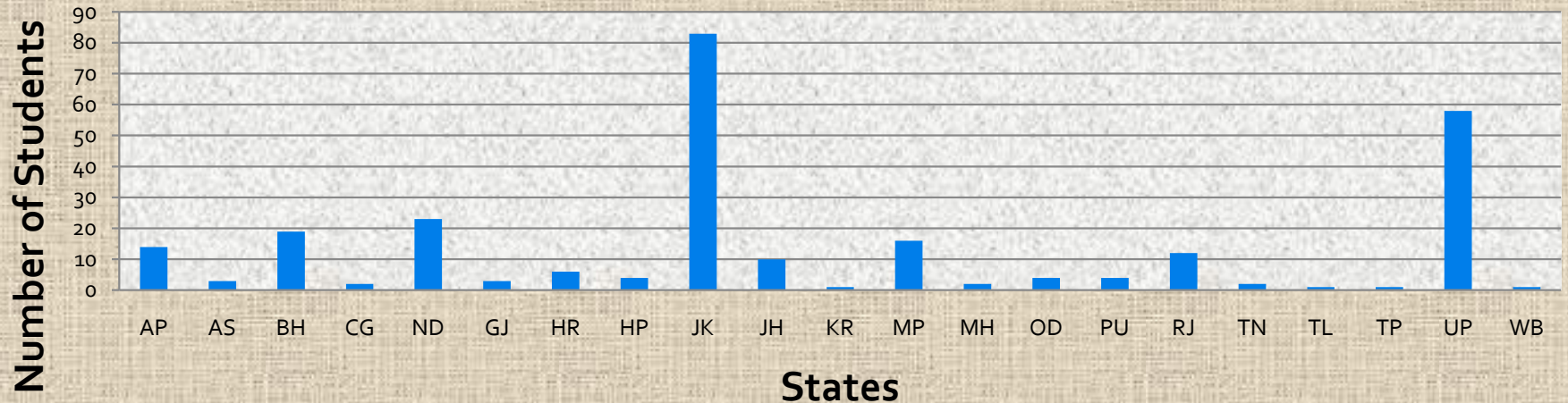
Discipline - wise Composition of Class 2016



Gender - wise Composition of Class of 2016



Demographic Profile of the Class of 2016



Alumni Speak:



....The most innovative professional University Surrounded with Peaceful mountain beauty. The Learning given by excellent professors was everlasting...

Ruchita Bakshi Mehta,
HR Team Leader, Hindustan Coca-Cola Beverages Pvt Ltd.



....I feel the technical skills imparted to me during my 4 years association with School Of Mechanical Engineering, SMVDU has helped me to face the actual Job Industry. ...

Satyarth Gupta, Design Engineer
Tata Consultancy Services



....SMVDU served as one of the building blocks in my life, getting into the university was one such milestone. The University provided me the platform to connect with the corporate world...

Rashi Mahajan, Assistant Manager
Bharti Infratel Ltd.



... in the prestigious institution every moment was not only learning but a fun too. SMVDU has and will always be my Alma-Mater. It has made me, what I am today and I feel proud to be Alumni of this great University...

Abhishek Khajuria Branch Manager
HDFC Bank Ltd.



.... I cherish my four years life in SMDU as it was just living in family blessed by our loving professors. Tears sometimes come to my eyes when I flash back...

Sumit Kumar Ratan, Scientist
Vikram Sarabhai Space Centre ,
ISRO



....I want to thank my University and all of my professors, mentors, friends and seniors there for helping me achieve my dreams and goals. It was an honor to be a student of SMVDU...

Ankush Bisht,
Associate Consultant
Microsoft



....an institute can only support you in things which you aspire to do in your life. Being in SMVDU is a special experience...

Utkarsh Saran
Product Analyst
Wingify Softwares



....best place for student to groom themselves as world class labs and professional guidance is available in SMVDU, Katra ...

Abhishek Moondra
System Engineer
Oracle India



....the campus is simply great in terms of providing state-of-the art infrastructural facilities and a stimulating academic environment as well as a host of inter-disciplinary learning opportunities. SMVDU has imbibed in me the competitiveness to sustain in the world...

Abhay Gupta
Manager, Supply Chain
Tata Motors Ltd.



....the best time, I had ever spent in my life, were those 4 years which helped me to achieve the way of success. SMVDU apart from technical knowledge also taught me the way to lead in life...

Nikhil Gupta Manager
Associate
Cognizant Technology Solutions



....what a great learning experience in the foothills of nature. Faculty is superb. If you have the passion to learn, no other place can be better than this. I still miss those marketing classes. Amazing place to develop oneself...

Subantar Kashni
Head North-Loyalty&Incentive
Philips India Ltd.



....SMVDU is great training ground to be ready for corporate challenges. If you are here with mindset to learn, experiment and understand businesses challenges and how to overcome those challenges then you are at right place....

Sukhpal Singh,
Relationship Manager
ICICI Bank Ltd.



.... One of the best places to study, learn and gain skills in calm and naturally beautiful locus at the foothills of Shri Mata Vaishno Devi Shrine Temple....

Manish Dabra
Senior Software Engineer
Cisco Systems Pvt. India Ltd.



....it was wonderful studying in SMVDU. Cooperative faculty, beautiful surroundings, it has helped me building my career as I wanted...

Steffi Razdan
Business Analyst, Zensar
Technologies-South Africa



...Business School, SMVDU - A place where students can freely meet and talk with faculty and staff, that helps to create an excellent learning environment ...

Ankush Verma,
Field Application Manager
Asia Pacific Japan
Advanced Micro Devices



....SMVDU has students from every corner of India which makes it a unique place to learn from colleagues and their cultures. This teaches us to be professionals in every aspect of life...

Sameer Ahmad Bhat
Engineer Technical Services
Bharat Heavy Electricals Ltd.



... This is the best place to live & learn. I am indebted to my university. If I ever get another chance to be there as student, it will be my best award from god...

Sishu Priyadarshi, Credit Manager Bank of India Jehanabad



....SMVDU is great training ground to be ready for corporate challenges. If you are here with mindset to learn, experiment and understand businesses challenges and how to overcome those challenges then you are at right place....

**Dheeraj Anand
Senior Manager, Vulcan Express**



.... you get an opportunity to study here is "luck by chance". What university gave us is the most valuable gift of life. Wherever, whatever we are today is because of our prestigious university...

**Tiny Modi
Assistant Manager, NIIT Ltd.**

...and it continues. Our alumni are proving to be assets to the recruiters in their business growth and thereby contributing in service of country and society as a whole...



Group Placements - 2015

...We formally invite all the corporate and business houses for Campus Recruitment Programme of students at Shri Mata Vaishno Devi University, Katra. I assure you that we have the best students drawn from across the country, all admitted through national level tests like AIEEE (JEE) for B. Tech., CAT/MAT/CMAT for MBA etc. These students have been further groomed by young and energetic faculty at SMVDU. We are confident that these students if considered for recruitment will definitely help the business grow and prove themselves to be long term assets to the recruiting organization. Training & Placement Cell of SMVDU has experience and facilities to organize solo, joint, pool or e-recruitment drives for students. We extend all possible help in facilitating the recruiters in smooth conduct of campus recruitment process.

T&P Cell SMVDU



Shri Mata Vaishno Devi University, Katra

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Tel. No.: + (91) 01991-285524, 285535, 285634, 285699

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Correspondence Address:

Mr. B. K. Bhatia

Training & Placement Officer

Shri Mata Vaishno Devi University

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