

**UPCOMING
EVENTS**

- **2-Day MDP on Developing Individuals as an Instrument for Organization Excellence** from 10th -11th Sep., 2016.
- **2-Day National Level Management Development Program on Strengthening Lending Decisions to MSMEs**, from 17th - 18th September, 2016.
- **3-Day Workshop on "Research Methodology and Data Analytics for Research Scholars"** from 26th - 28th September, 2016.

PATRON

Prof. Sanjeev Jain
Vice Chancellor

**EDITORIAL
TEAM**

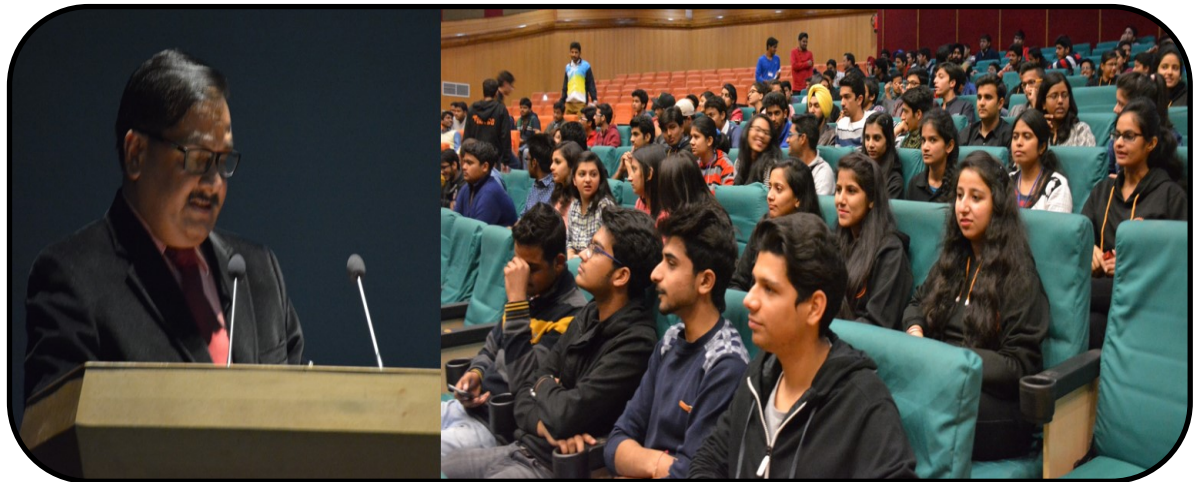
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Campus Jottings**Orientation of New Entrants**

The Orientation Session for the newly admitted students was organized on 1st of Aug. 2016 in Matrika Auditorium. Vice Chancellor Dr. Sanjeev Jain addressing the students emphasized that the reputation and recognition of an institution is achieved by the efforts of the students. He also mentioned that Shri Mata Vaishno Devi University is second to none other institutions in India given the state-of-the-art infrastructure and laboratories available here. He also called upon students to be innovative and utilize the opportunity of staying here through Technology and Business Incubation Center and through other initiatives of the University related to personality development. The students were addressed by all Deans and Heads of the Departments regarding various academic programs and activities of their respective departments.

The 4th ALUMNI Meet

Shri Mata Vaishno Devi University was abuzz with its 4th Alumni Meet on the 13th August, 2016. On this occasion, the Vice-Chancellor, Prof. Sanjeev Jain, extended a cordial welcome to all the alumni who made a point to take part in the meet. for their future endeavours. The Alumni I/C Dr. Saurabh Assistant

Professor, School of Business welcomed all the alumni. He extended his best-wishes and also wished a good luck to all the alumni & emphasised on alumni being abridge between University and the external world and that the alumni meet is an occasion for congregation, association, and reminiscences. Training & Placement officer Mr. Bhatia expressed his thanks for all the alumni who have helped current batches in their careers. All the batches including the foundation batch students recollected their experiences of stay in the campus and the memorable moments they shared with the faculty. They felt the reunion is a great time and revival for their future life. The alumni expressed their heartfelt gratitude towards the faculty members and the institution. They expressed their profound faith in the Alma Mater. More than hundred prominent alumni working in different MNCs and in Government Sectors, such as TCS, Wipro, Genpact, ICICI Bank, SBI Life Insurance, Deloitte India Forensics, Revenue Department (KAS), Indian Navy, and few working as entrepreneurs expressed their views and shared their experiences. Cultural and musical events during the Alumni Meet were performed by the students in association with faculty members and staff. The alumni enjoyed the high tea followed by luscious dinner in the garden area. Alumni present acknowledged the fact that SMVD University is continuing and carrying forward the mission of pursuing excellence in education, scholarship and research and its application to the society at highest international levels of excellence.

Tricolor unfurled on 70th Independence Day



Shri Mata Vaishno Devi University, in consonance with the theme declared by the Ministry of HRD – “Yaad-karo-qurbani”, jubilantly observed 70th Independence Day. The National Flag was unfurled by the Vice Chancellor Dr. Sanjeev Jain, who called upon the students to always remember those martyrs who sacrificed their lives for the nation and emphasized in his address that the growth of nation is not possible without excellence in education. Quoting Swami Vivekananda, that ‘education is the manifestation of perfection already present in us’, he enthused the students to always live up to this high value of education. He also mentioned that to make the education dynamic SMVDU has reorganized the Training and Placement activities, Technology and Business Incubation Center (TBIC), personality development programs and also planning to open numerous Centers of Excellence. The students organized a fabulous cultural show in which the spirit of sacrifice and patriotism was portrayed through songs, group dances, skit and displayed their multifarious cultural and literary talent. Registrar



Mr. Ajay Khajuria, Dean of Students Dr. Yugal Khajuria and the faculty, staff and students were present on the occasion. Mr. Abhinaw Kumar, General Secretary, Students’ Affairs Council (SAC) delivered a vote of thanks.

On the occasion, the International Volunteer Foundation (IVF) Jammu conferred upon the NSS unit of SMVDU the award for “Outstanding Contribution to Environmental Awareness and Conservation” in recognition to the collaborative activities towards the same conducted during last three years. Chairman, IVF, Mr. Kiran Kumar Sharma highlighted the collaborative activities through a presentation given by him. A plantation drive was also conducted after the cultural event as an initiative from ‘Van-Sampada’, Jammu. The president ‘Van-Sampada’ Sh. Devender Sharma, Sh. Anil Gaiind and Sh. Lalit Sharma were present on the occasion. The ‘Van-Sampada’ also donated 60 saplings to the University.



12th Foundation Day Celebrated



Shri Mata Vaishno Devi University observed its 12th Foundation Day on 19th Aug. 2016 as the University was inaugurated on 19th Aug. 2004 by the then President of India late Dr. A. P. J. Abdul Kalam. The Day was celebrated with enthusiasm in the Matrika Auditorium where all faculty members/staff members/students got together to retrospect, introspect and realize the vision of the University.

Hon'ble Vice Chancellor Dr. Sanjeev Jain conveyed his best wishes to all students, staff and faculty. He urged all to rededicate commitment to service for oneness – one vision, one direction. He expressed his hope that by working together as team, SMVDU fraternity will take the University to greater heights with hard work and sense of belongingness. Dr. V. K. Tripathi, President Board of Cultural Activities welcomed the guests and students presents on the occasion. The event was graced by the presence of Sh. Ajay Khajuria, Registrar, Dr. Yugal Khajuria, Dean of Students and all the faculty and staff members, students and participants of Vikalp program. The students and staff of Shri Mata Vaishno Devi College of Nursing also participated in the event. The event was coordinated by Mr. Praylankar Ashutosh, Cultural Secretary and Mr. Abhinav Kumar, General Secretary, Students' Affairs Council presented the vote of thanks.

Five Day Workshop on “Econometric Modeling: Techniques and Research Applications”

Five day Workshop on “Econometric Modeling: Techniques and Research Application” organized by Department of Economics, Shri Mata Vaishno Devi University, in collaboration with The Indian Econometric Society (TIES), was inaugurated on 22nd of August, 2016. Dr. Balwant Singh, Ex-Adviser, Reserve Bank of India, was the Chief Guest of the inaugural program. Dr. K. Shanmugan, from Indian Econometric Society was the Guest of Honour of the session. Dr. Kakali Majumdar, Principal Co-ordinator of the Workshop, I/c Head, Department of Economics, formally welcomed the august gathering. Giving a brief introduction about the Department of Economics, Dr. Majumdar explained the objectives and aims of the Workshop. She also expressed her thanks to The Indian Econometric Society (TIES), the largest body of professional Econometricians and quantitative economists registered



under Public Societies Registration Act, formed in 1960, for their association with Department of Economics. Dr. K Shanmugan, Faculty of Commerce Department of Business Economics, MS University of Baroda and convener program committee & treasurer TIES & the guest of honour, in his address laid special emphasis on the importance of Econometrics and its use in the context of scientific applications of Economic theories. He also briefly explained the aims and objective of TIES. Offering hearty greetings to the dignitaries, the chief guest, Dr. Balwant Singh, explained the importance of the Workshop and its future implications. He congratulated the organizing team for conducting the event and had words of encouragement to continue with such type of creative activities that will always add value to the development of the University in general and the Department of Economics in particular. This Workshop was designed to impart knowledge on Econometric Modeling and its Applications in the context of empirical research. The objective of this workshop was to cover important econometric models and methods for research application. The Workshop evoked great response with good number of academicians and scholars from different parts of India registering for it. The resource persons invited for the workshop some of the eminent personalities from India and abroad. At the conclusion of the inaugural session, Dr. Pabitra Kumar Jena, Course Coordinator, Assistant Professor, Department of Economics, Shri Mata Vaishno Devi University delivered vote of thanks.

Alumni of School of Business Interacted with Management Students



Alumni of School of Business Mr. Anil Kangotra presently working as SAP Financial Consultant with a Dubai based Company – AL Futtain interacted with students of MBA. He shared his practical knowledge regarding application of SAP modules in Financing & controlling, HR, Supply chain, etc. Sharing his journey from SMVDU to Dubai along with his struggles and hard work throughout the phase, he emphasized upon the things which market expects from young professionals. Underlining the relevance of communication skills in the corporate world, he provided some tips to the budding managers for getting success in the market. The stu-

Special Lecture on “The Paris Climate Accord: Fragilities and the Global Equipoise”



Major General (Retd.) Vinod Saighal delivered a lecture on “The Paris Climate Accord: Fragilities and the Global Equipoise” under the Eminent Lecture Series at Shri Mata Vaishno Devi University on 29th Aug, 2016. The talk was primarily a gist of his famous book *The Third Millennium Equipoise*. He covered the two most critical issues “existential threats for the coming generations” - ‘Towards the Zero Nuclear State’ and ‘Global Warming & Climate Change’. There is an ongoing race for nuclear arms through nuclear proliferation among countries. He argued that one of the most imminent threats to human existence is not even Global Warming & Climate Change but possibility of a nuclear war which can annihilate humanity immediately. Most alarmingly, the world leadership is not taking responsibility and working towards the solution of the problem. He warned that the overconsumption will lead to the complete damage of the bio capacity of the planet earth and an insensitive leadership may push the world in a nuclear war. Needless need to mention that both the factors are threat to the existence of life as such on the earth. It is, therefore, incumbent on the present generation to think of the intergenerational benefits for the sustenance of life in future. The session was followed by an interactive session. The Session was chaired by Dr. S. S. Soodan, Professor Emeritus and Advisor, Acharya Sri Chander Medical College and Hospital and President of Indian Doctors for Peace and Development. Dr. Varun Kumar Tripathi, HoD, Department of Philosophy and Culture, welcomed the guest. The lecture was attended by faculty and students of the University.

Faculty Update

Dr. Balbir Singh, Assistant Professor, Department of Mechanical Engineering attended 11th National Quality Conclave' organized by Quality Council of India on theme "Improving QUALITY for 1.2 Billion Citizens" at New Delhi, 19th - 20th Aug, 2016.

Dr.V.K.Dogra, Assistant Professor, DoALD delivered Expert Lecture on 'Solid Waste Management' during Swachh Sarvekshan 2017 - Kickoff workshop on 06th August, 2016, at District NIC centre in the office complex of Deputy Commissioner Jammu.

Dr.Narendra K. Bairwa, Assistant Professor, Department of Biotechnology attended UGC sponsored Refresher Course in Convergence of Sciences at UGC-HRDC, University of Rajasthan from 18th July,2016 to 6th August, 2016.

Dr.Pabitra Kumar Jena, Assistant Professor, Department of Economics appointed as Consultant Econometrician for ICSSR, New Delhi funded Research Project “Governance of Power Sector: A Study of Policy and performance of Assam Power Sector” by Assam University

Student Update

NSS unit of Shri Mata Vaishno Devi University in collaboration with International Volunteer Foundation (IVF) under the collaborative campaign theme “Save the Trikuta Mountains “ was awarded for “**Outstanding Contribution to Environmental Awareness and Conservation** “on World Environment Day 5th June, 2016 in recognition of the cooperation & support extended towards the campaign.

Students of B.Arch. Semester I & II visited Patnitop as part of Study and Site Visit for Semester Design Exercise. Trip was organized on 24th August and coordinated by 04 faculty members of the Department along with 02 Visiting Faculty members. Survey expert also accompanied the coordinating team. Students were briefed about the special characteristics of the Patnitop Topography (contoured) and corresponding measures necessary to be taken care of in design development. Local Hill Architecture particularly in the form of Cottages/Huts were also discussed during the visit.

Seminar on “Career Opportunities in Corporate

Mr. Aditya Koushal the alumnus of Faculty of Management, SMVDU & Assistant Manager Deloitte, India gave a seminar on “Career opportunities in Corporate” to the students of Department of Economics on 16th August 2016 at lecture hall D. Aditya Koushal shared his experience and knowledge with the students of the university & emphasized the role of internet and its importance in our daily life. He also emphasized on the importance of reading books among students & said that no education was complete without reading books. He recommended ‘Freakonomics’ by young noble laureate Steven Levitt and *New York Times* journalist Stephen J. Dubner to all the students of economics Aditya Koushal also motivated the students to use software such as ‘R’. R is a language and environment for statistical computing and graphics.

Alumni Corner

Amit Kumar

Co-founder of Lifed.com, mymedleads.com, Netmark, DBX Digital

Internet Marketing Consultant world's top plastic surgery, anti aging companies & plastic surgeons

Batch 2007 CSE

Growing up, I was always thinking about what I could do to change my lifestyle. For years, I couldn't come up with anything, but during my 4th year at SMVDU, things started to get better. I saw that everyone is searching about something so I got an idea to sell targeted information. I started some magazine and blog sites, but I quickly realized that I could only make a few thousand dollars in a month, so as a more profitable venture, I started selling information directly to the companies. Soon after, I was known as the internet marketer who was helping to grow the business of a plastic surgery company based in Florida. I then decided to capitalize on this by getting some more famous plastic surgeons onboard and then I started my own platform to find out information people are searching related to plastic surgery and selling them to companies as well as plastic surgeons. Business was booming, and I made a few grand in profit. Realizing that there wasn't a long-term career in selling information, I decided to get into a profound model of business. I joined the team of Mymedleads, Realself and Twistle to provide the information in a better way. Right now we are helping more than 50 plastic surgeons & companies to grow their business. I am hopeful that the energy and vigour my institution would motivate more entrepreneurs to contribute to the mission of this country.

