



UPCOMING EVENTS

- **DST-NIMAT Project Sponsored: National Faculty Development Program – (Online) on Entrepreneurship Development from 17th-30th June, 2021** organized by Faculty Development Cell-SMVDU under Pandit Madan Mohan Malviya National Mission on Teachers and Teaching

PATRON

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Hon'ble Vice-Chancellor

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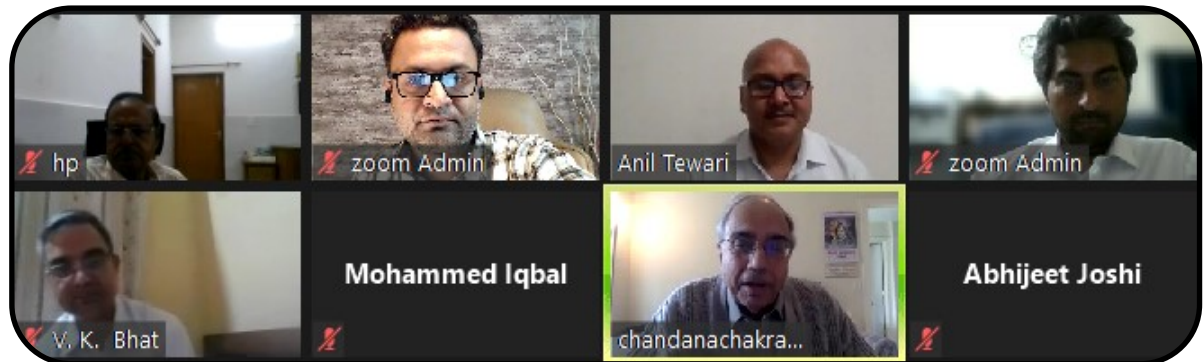
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PHOTOGRAPHY

Mr. Om Parkash

Campus Jottings

CPR Study Circle Meeting Inaugurated at SMVDU



Vice-Chancellor, SMVDU, Prof. (Dr.) R. K. Sinha (Padma Shri) inaugurated the Indian Council of Philosophical Research (ICPR) New Delhi's Study Circle Meeting online for the School of Philosophy and Culture (SoPC) in the presence of Registrar Sh. Nagendra Singh Jamwal, JKAS, and Prof. Vijay Kumar Bhat, Dean, Faculty of Humanities and Social Sciences. In his inaugural speech, Prof. Sinha remarked that the ICPR Study Circle Meetings throughout the year 2021-22 will certainly make the Philosophy discipline popular in the North-Western region of our country. In the inaugural session, the keynote address was presented by Prof. K.K. Chakrabarti, Former Distinguished Professor of Philosophy & Religion, Davis and Elkins College, West Virginia (connected from North Carolina, USA). The theme of his lecture was "Epistemic and Spiritual Empowerment of the People through the Conceptual Resources of Indian Philosophy". In this, he took participants on a journey (with the help of Nyaya Philosophy) where he claimed and proved that the knowledge of self is the basis of epistemic, moral, and spiritual development of a person. The program was coordinated by Dr. M.M. Chaturvedi under the leadership of Dr. A.K. Tewari (Head, SoPC). The vote of thanks was proposed by Mr. S.S. Sharma (AP, SoPC).

HCL and Ericsson Recruit 14 SMVDU Students

Two companies, namely HCL Technologies and Ericsson, conducted Online Campus Recruitment Process for SMVDU students. After a rigorous selection process consisting of an online test, group discussions/interviews; HCL Technologies and Ericsson selected 02 M. Tech and 12 B. Tech students respectively for the job offer. Further, B. K. Bhatia, Placement Officer, informed that 11 MBA students of the passing out batch in 2022 have been offered Summer Internship with a stipend and Pre-Placement Offer option. In the difficult time of the COVID-19 pandemic outbreak, Shri Mata Vaishno Devi University is keeping no stone unturned for the campus placement of students of its current Batch passing out in Year-2021. Padma Shri, Professor R.K. Sinha, Vice-Chancellor, SMVDU, congratulated all the campus-placed students for getting employment opportunities despite the COVID-19 Pandemic crisis and advised them to be sincere and hardworking during their job.

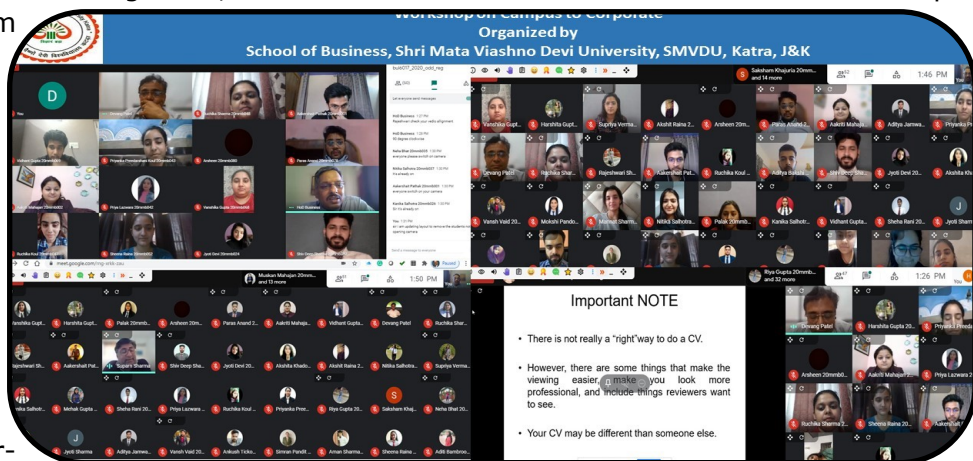
Induction program on 'Sustainable Product Design and Manufacturing' Begins at SMVDU

One-week online phase 3 ISTE- AICTE sponsored Induction Program on "Sustainable Product Design and Manufacturing" (21-27 May 2021), coordinated by Dr. Raghvendra Kumar Mishra and Dr. Ankush Anand, has started at the School of Mechanical Engineering, Shri Mata Vaishno Devi University (SMVDU), Katra. The course focuses on the sustainability aspect of product design, reuse of materials for Engineering products, various sustainable manufacturing methods to make products greener and sustainable. The program was inaugurated by Mr. Vijay Vaidya, Secretary ISTE, and Prof. Eswarmoorthy Muthusamy, Dean, Faculty of Engineering, SMVDU. Mr. Vaidya informed about different courses, and the programs offered by AICTE, and the role of AICTE to promote new education policy. Prof. Muthusamy emphasized the purpose of organizing this course and its usefulness. He lauded the efforts for coordinating this event. Around 100 teachers of various Engineering colleges across the Indian states registered for this course. Various experts from NIT, IIT, and other renowned institutes have been delivering lectures on the importance and aspects of sustainability and product design in three sessions each day. Previously, on day one & two, Dr. Rajeev Agrawal and Prof. Pradeep Kumar highlighted the need for including greener initiatives in product design.



School of Business, SMVDU, Organizes a Workshop on 'Campus to Corporate'

An online workshop on 'Campus to Corporate' was organized by the School of Business, SMVDU, for the students of the MBA program. Mr. Devang Patel, 'A Grow More' Coach and Founder & CEO of Boutique Coaching and Consulting firm Vantage Point Coaching, Ahmedabad, India, was the resource person of the workshop. During the inaugural ceremony, Dr. Supran Kr. Sharma, I/c Dean, Faculty of Management, SMVDU, stated that this workshop would facilitate imparting the skills and competencies among the students. He also advised the students to use this pandemic situation as an opportunity to learn a variety of things more intensely. Dr. Saurabh, Head, School of Business, SMVDU, emphasized the requirement of such workshops in managing the expectation of corporate as well as the students. He said that the workshop would act as a bridge between the corporate and the academic system and help in synergizing their efforts in the development of the country. The resource person for the workshop, Mr. Devang Patel, discussed the practical aspects of corporate expectations of the students and how students could align their career paths by serving the requirement. The workshop benefitted the students a lot, and they appreciated it greatly. Dr. Deepak Jain, Coordinator of the workshop, expressed thanks for this wonderful experience. With this, all the students of MBA Semester-II shall start their summer internships in reputed companies. The leadership of Vice-Chancellor, SMVDU, Prof. R.K. Sinha, has been a motivation towards positive interventions during challenging times.



Two-Day Covid Vaccination Drive Concludes at SMVDU Campus

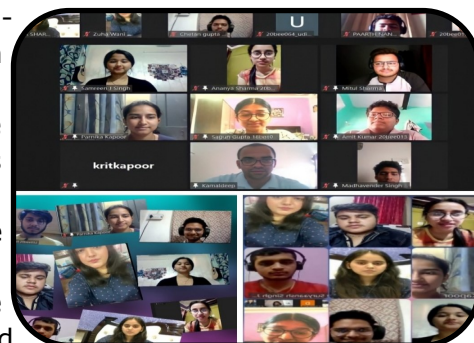


Shri Mata Vaishno Devi University (SMVDU) conducted a two-day COVID Vaccination Drive for the age group of 18 to 45 years, to keep the SMVDU Campus free from the COVID-19 spread, under the active Chairmanship of Padam Shri, Prof. Ravindra Kumar Sinha, VC, SMVDU. The SMVDU vaccination team of Dr. Anju Sharma, In-charge Medical Officer, and Mr. Surinder Kumar, Security Officer, were led by the Nodal Officer, Dr. Balbir Singh, Dean Students Welfare, SMVDU. The team completed the drive vaccinating more than 550 participants while following the COVID guidelines. All faculty and staff members along with their dependents residing on Campus have been vaccinated. Students staying in hostels along with all supporting staff of mess have also been vaccinated, coordinated by Dr. Hari Govind Mishra, Associate DSW (Boys) & Ms. Sonika Gupta, Associate DSW (Girls). This first vaccination drive also covered all security, housekeeping staff, including employees of construction agencies, J&K Bank, and vendors operating in SMVDU. This mega vaccination drive received sincere support from CMO, Dr. Rajiv Sharma, Reasi, and BMO, Dr. Gopal, Katra. Prof. Sinha, VC, SMVDU, and Registrar, Mr. Nagender Singh Jamwal (JKAS), complimented the CMO, Reasi and BMO Katra, Dr. Anju Sharma, In-charge MO, SMVDU, and her team including Ms. Basanti, Mr. Vijay Kumar, and Mr. Manish Sawhney for providing continuous support to all stakeholders of the SMVDU. Special thanks were conveyed to the vaccinator team of Smt. Swarna Devi and Smt. Raj Kumari, CHC Katra. Previously, the Rapid Antigen Test for COVID-19 has already been done for all students, faculty, staff, and vendors under special drive. Other proactive measures such as thermal scanning, regular sanitization, social distancing, controlled movement to campus with RTPCR reports, etc. are being undertaken regularly to ensure the safe stay of all residents of SMVDU Campus.

Celebration and Day Observed

National Technology Day Celebrated at SMVDU

The School of Electrical Engineering organized a virtual event on the occasion of National Technology Day, an event that was commenced as a part of 'Azadi ka Amrit Mahotsav' on 11th May 2021. This event was held virtually via Zoom meeting in the presence of Assistant Prof. Electrical Engineering Department, Dr. Kamaldeep, and Assistant Prof. Subham Chib. The event was successfully handled by Zuha Wani student of B. Tech's 3rd year along with Shriya Sharma. A debate competition was anchored on the theme "Is technology harmful to the future, or it is the driving force"? Students from other Schools of Engineering also participated in the competition. In the debate, the 3 best students were selected as winners. The School of Computer Science also celebrated National Technology Day by conducting a Lecture on "Artificial Intelligence & Related technology". The lecture was coordinated and conducted by Dr. Baijnath Kaushik, Associate Professor, School of CSE. The Lecture was attended by the students of the School of CSE and the research scholars from the school.



Indian Philosopher's Day Celebrated at SMVDU

The School of Philosophy and Culture (SoPC) at Shri Mata Vaishno Devi University (SMVDU) Katra, celebrated Indian Philosopher's Day commemorating the Birth Anniversary of Adi Shankaracharya on 17th May 2021. The coordinator of the event, Dr. M.M. Chaturvedi welcomed all participants and distinguished speaker Prof. Vishwanath Mishra, Department of Political Science, Arya Mahila PG College, Varanasi. Dr. Anil Tewari (Head, SoPC) gave a brief introduction of the School highlighting its recent ventures and achievements including the two new academic programs Integrated BA (Hons.) and MA Philosophy, and MA in Sanskrit (Vedic Studies) launched from the academic session 2021-22. In his inaugural address, Hon'ble Vice-Chancellor Prof. (Dr.) R.K. Sinha (Padma Shri) observed that art, culture, and philosophy are the actual parameters of human development. He too wished that the BA (Hons.) and MA Philosophy integrated program along with the PG program in Vedic Studies attract bright students from the whole country. The program began with a beautiful recitation of Mangalacharan by Dr. Dhananjay Mishra from Shri Mata Vaishno Devi Gurukul, Charan Paduka, Katra. Prof. Vishwanath Mishra delivered his lecture on the topic "The Concept of Nation: Ravindra Nath Tagore, Maharshi Aurobindo, and Mahatma Gandhi". He differentiated between the notion of western nationalism vis-à-vis Indian nationalism with an in-depth analysis. Shri N.S. Jamwal (Registrar, SMVDU) expressed his satisfaction with organizing such an online event and pledged for more such events in the coming days in offline mode (depending upon the pandemic situation and government protocols). Prof. V.K. Bhat (Dean, FoHSS) explicated the importance of this event and congratulated the School for holding the special lecture on the occasion. The event concluded with a vote of thanks proposed by Mr. Sumanta Sarathi Sharma (AP, SoPC). This event was a part of Azadi ka Amrut Mahotsav celebration at SMVDU. More than 300 participants registered and attended the event including alumni, students, faculty members, staff members, and delegates from all over the country.

SMVDU celebrated International Museums Day

Shri Mata Vaishno Devi University (SMVDU) organized a webinar commemorating World Museum Day on 18th May 2021. The celebration is announced by the International Council of Museums (ICOM) to raise awareness about the fact that "museums are an important means of cultural exchange, enrichment of cultures and development of mutual understanding, cooperation and peace among peoples." Sh. Nagendra Singh Jamwal, JKAS, Registrar, SMVDU, was the Chief Guest of the event. He lauded the effort of SMVDU towards this important task and desired that the students should be familiarized with the rich cultural diversity of the region. The program began with a welcome address by Dr.



Dr. Anil Tewari, Head, School of Philosophy & Culture, SMVDU. The webinar was attended by the faculty members, research scholars, students, and several distinguished personalities, including Dr. Lalit Gupta, Former Senior Instructor, Department of Art History & Aesthetics, Institute of Music and Fine Arts, University of Jammu, Ms. Aparna Tandon, Senior Programme Leader at ICCROM, Dr. Sangeeta Sharma, Curator, Dogra Art Museum, Jammu, Sardar Inder Singh, Chairman, Himalayan Heritage Museum, Jammu, Mr. Anil Paba, Director, Amar Santosh Museum, Udhampur, Dr. Suresh Abrol, Director, Shaswat Art gallery and Museum, Jammu, Prof. Tsewang Gailtsen, Kargil, Mr. Tashi Namgyal, Scholar & Writer, Ladakhi Studies, Dr. Mohd Ajmal Shah, Curator, Central Asian Studies, Kashmir University, Sh. Tashi Land up, founder of Himalayan Museum of Labdak Culture, and Dr. Virendra Bangroo, Director, J&K Regional Centre of IGNSA, SMVDU, Katra. Various suggestions were offered by the speakers which could be implemented for the preservation and promotion of historical and cultural heritage.

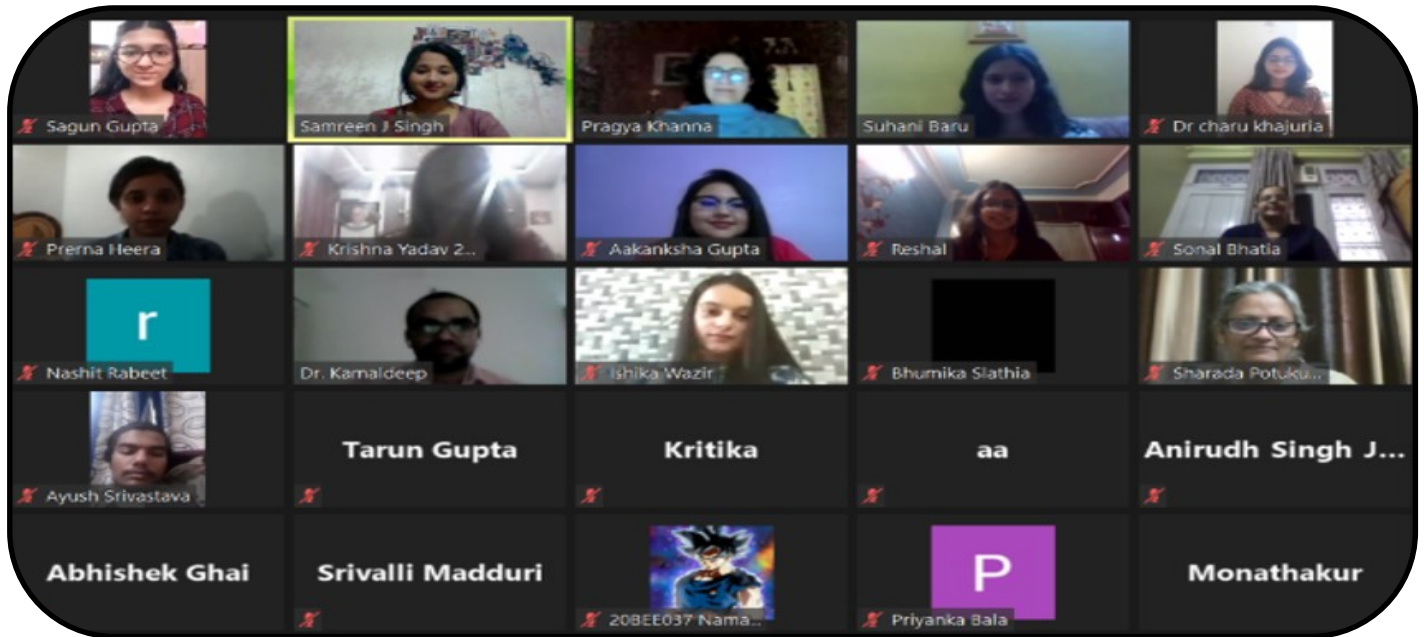
Online Lecture Organized on Anti-Terrorism Day at SMVDU

Every year on 21st May, the death anniversary of former Prime Minister Rajiv Gandhi is observed as Anti-Terrorism Day in India. The objective is to wean away from terrorism and the cult of violence by highlighting the sufferings of common people and to promote national peace and encourage unity among the people of India. This day reminds us of the anti-social and heinous face of terrorism. As part of the Azadi ka Amrit Mahotsav, Mr. Sanjay Kumar Sharma, Asst. Prof., School of Computer Science and Engineering, delivered an online lecture pointing to the worldwide evil of terrorism. At the onset, all the attendees participated in an online pledge expressing solidarity against any form of terrorism in the country, led by the speaker of the day Mr. Sharma. Around 50 participants attended the virtual event including Deans, Heads of schools, faculty members, members of staff, and students and scores have watched the streaming.



SMVDU Commemorates International Day of Action for Women's Health

On the occasion of the International Day of Action for Women's Health on May 28, 2021, the School of Electrical Engineering at Shri Mata Vaishno Devi University, Katra, organized a virtual event in response to our honorable Prime Minister Sh. Narendra Modi Ji's vision of 'Azadi ka Amrit Mahotsav. Dr. Kamaldeep, Assistant Professor of School of Electrical Engineering, and Suhani Baru, student of B. Tech 3rd year of School of Electrical Engineering organized the event electronically through Zoom meeting. Dr. Pragya Khanna, Principal of Govt. Degree College, Chennai, was the Chief Guest of the event. In her inaugural remark, she expressed her thoughts on the relevance of women's health.



Dr. Charu Khajuria, a medical professional at the J&K government's National Health Mission, talked about women's rights for nutrition. Two competitive events were also held: Extempore on women's health issues, and "Skills N Thrills", a talent showcase competition in which participants demonstrated their vibrant talent in various fields related to women's health. Ms. Samreen J Singh recited a beautiful poem on menstruation. Some participants showed their dance and singing skills with enthusiasm. Finally, Purna Heera, Krishna Yadav, and Ishika Singh Wazir presented on Recent Trends in Technology for Women's Health, followed by a brief discussion on the subject. The event coordinator Dr. Kamaldeep delivered a vote of thanks to the guests, participants, and the audience.

Faculty/Staff Updates

Talk Delivered

Dr. Ravi Parihar of SMVDU Delivers a Talk at IIT Madras

Dr. Ravi Parihar, Faculty SMVDU, delivered a talk on "The Practices of Language Documentation" at IIT Madras while emphasizing lesser-known languages of Jammu and Kashmir, such as Saurori; Bhalesi; Sarazi, and its dialects Bhagwali & Korarwali and Khashali at AICTE sponsored one-week short term training program on "Language, Culture, and Cognition", organized by the Department of Humanities and Social Sciences, IIT Madras. His views on language revitalization were greatly appreciated by the audience. Many researchers across the globe participated, and twenty lectures were delivered by language experts. Dr. Parihar actively participated in the program and updated his knowledge in different areas of Filed Linguistics.



Dr. Supran of SMVDU Delivers Session on Social Enterprises

Dr. Supran Kumar Sharma, Dean, Faculty of Management, Shri Mata Vaishno Devi University (SMVDU), conducted a training session on the topic, "Vibrant Demography in Largest Democracy for Self-Reliant India in Special Reference to Social Enterprises" in the AICTE sponsored weeklong national level Faculty Development Program on "Social Enterprise Management and Self-Reliant India", under AICTE Training and Learning Academy Cell. Dr. Sharma explained that "Social Enterprise" is the units that have triple bottom line returns and address social and environmental needs such as affordable health services and energy and have a financially sustainable revenue model. Dr. Sharma made the training session more empirical and effective with the description of case studies like Dialogue in the Dark, COMACO Social Enterprises in Africa- Zambia, Vaatsalya Healthcare, Micro-housing Finance Corporation, Arusha Housing Private Ltd., Suminter Organics, Janani Foods, Rumi Schools, Hole in the Wall Education Limited, Shramik Sanitation Systems, etc. With the help of suitable data and facts the resource person also explained that the future is bright for Indian social enterprises. He emphasized that in India the window of opportunity and gain in terms of 'demographic dividend' is available for the economy of the country till 2040 but this 'dividend experience' also alarms towards skilling & livelihood generation of 'available, perspective workforce'.



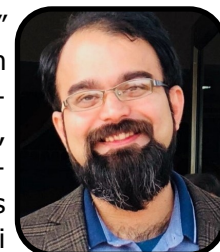
SMVDU Faculty Delivers a Talk in the Online International Conference

Dr. Surender Singh, Faculty, School of Mathematics, Shri Mata Vaishno Devi University (SMVDU), Katra, delivered a talk at the virtual international conference on "Emerging Trends in Engineering, Science, Management & Commerce" organized by the Department of Electronics & Communication Engineering, Madhyanchal Professional University, Bhopal (M. P.). The conference was organized during 21-22 May 2021. Dr. Singh delivered his talk (online) titled "On Some Concepts in Fuzzy Theory with Applications". The talk was mainly focused on the development of metric similarity measures using certain notions of fuzzy theory. The conference was organized in association with the Advanced Research Educational Society (ARES), India. Many faculty members and research scholars across India and abroad participated in this virtual conference. Dr. Singh extended thanks to the organizers for inviting him and showed his gratitude to Prof. A. K. Malik of Advance Research Education Society for providing him with an opportunity to showcase his work.



Dr. Dwivedi of SMVDU Delivers Talk on “Ek Bharat Shreshtha Bharat” Webinar, Tamil Nadu

Dr. Amitabh V. Dwivedi, Faculty, Shri Mata Vaishno Devi University delivered a special lecture on “Language Revitalization of Lesser-Known Languages & Cultures of Jammu & Kashmir” during one day webinar organized under “Ek Bharat Shreshtha Bharat” by MV Muthiah Government Arts College for Women, Dindigul, Tamil Nadu. Dr. Dwivedi is a field linguist, and he has previously documented lesser-known languages of Jammu & Kashmir, including Sarazi, Bhadarwahi, dialects of Dogri, and others. The books have been published in Munich, Germany. And the UNESCO official website mentions two of his works on Bhadarwahi at its official website. The convenor, Dr. Sumathi, thanked Dr. Dwivedi for sharing his research. The participants found the lecture quite inspiring, content-rich, and informative.



Dr. Supran of SMVDU Taken Training Session on Dynamics of Marketing of Honey Bee Products

Training session on the topic, “Dynamics of Marketing of Honey Bee Products” was conducted by Dr. Supran Kumar Sharma, Dean, Faculty of Management, Shri Mata Vaishno Devi University (SMVDU) in a two-day National Level Webinar entitled, “Beekeeping: Opportunities and Challenges” organized by AICRP (Honeybee & Pollinators), Division of Entomology, Faculty of Agriculture, SKUAST-Jammu in collaboration with National Bee Board. Scientists, entrepreneurs, farmers, beekeepers, faculty members, officials from universities, institutes and colleges, etc. were the participants of this prestigious webinar. Dr. Sharma explicated that the goal of marketing is to attract new customers by promising superior value and to keep current customers by delivering satisfaction. The session elucidated how out of the total available market and served available market, the target market of early adopters and innovators must be focused by stakeholders in the bee products business. Dr. Sharma emphasized that sustainable solution for these types of ventures lies in unconventional promotion practices including affordable social media marketing.



Report on Award Winning by Dr. Soureee Dutta, Faculty, SoALD in Essay Writing Competition, Organized by Council of Architecture

SMVD University Faculty Dr. Soureee Dutta is conferred with award in Annual International Essay Writing Competition 2020 for Teachers in Schools of Architecture, organized by Council of Architecture. The theme of the competition was on ‘Rethinking the Urban’. New and innovative ideas were invited in the form of an article on making cities livable, resilient, inclusive and sustainable. Dr. Soureee Dutta, Assistant Professor at School of Architecture & Landscape Design, SMVD University has been awarded Third Prize with prestigious Council of Architecture (CoA), a statutory body of GOVT. of INDIA, Annual International Essay Writing Competition for her essay titled “Enhancing Green Infrastructure in Post-Pandemic Urban Environment, A New Paradigm to begin”. The essay focuses upon health as major criteria to be considered in planning, so that the inhabitants can built-up better immunity to deal with future health crisis. The article highlights upon four key green parameters – open spaces, waterways, green mobility and self-sustainable neighbourhood, which contribute in making robust infrastructure for post-COVID cities, while improving livability, social equity and resilience. Dr. Soureee Dutta has been awarded with a Cash prize of Rs. 20,000/- and a Certificate from CoA. The video clip of the online award ceremony, held on May 02, 2021 has been uploaded on COA Social Live Facebook page.

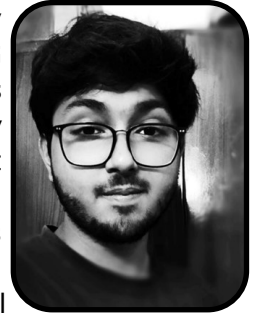


Student Updates

Paper Published

SMVDU student conferred with National Architectural Award

Yagvinder Mamoria, a student of B. Architecture. Degree program 2015 batch of School of Architecture & Landscape Design, SMVD University has been conferred with National Architecture Award. The award has been conferred by the prestigious Council of Architecture (CoA), a statutory body of GOVT. of INDIA. The national excellence award has been given in Architectural UG Thesis 2020. The award was bagged under the student category for his stupendous Architectural Thesis titled "NATIONAL WAR & MILITARY MUSEUM". SMVD University Vice-Chancellor, Padam shree Prof. S.K. Sinha congratulated the feat of the student and applauded the School of Architecture headed by Ar. Aditya Kumar Singh, Landscape Architect. The School of Architecture has attained various prestigious milestones being the first School of Architecture in the UT of Jammu and Kashmir. Along with academic excellence, the School of Architecture also imparts Institutional Architectural Consultancy in the field of Architecture, Urban Design, Landscape Architecture & Conservation. SMVDU spread over a campus area of more than 370 acres in the scenic surrounding in the lap of the Trikuta hills is the only technical and fully residential university in the UT of J&K. The university has been ranked 80th in the world in sustainable Development Goals of The Times Higher Education Impact ranking 2021. It has also been ranked 3rd position in India and is the only university from UT of Jammu and Kashmir to be ranked in the said parameters.



Mr. Ajaz Declares Qualified for the Award of Ph.D.

Mr. Ajaz Ul Islam, Research Scholar, School of Business Faculty of Management, Shri Mata Vaishno Devi University (SMVDU), Katra, has been declared qualified for the award of the degree of Doctor of Philosophy (Ph.D.) in Management. He worked on the topic "Shareholder Activism: An Evidence from India" under the supervision of Dr. Sanjay Kumar Mishra, Faculty, School of Business, SMVDU. The candidate has published papers in the ABDC Journals and participated in various national and international seminars and workshops as part of his Ph.D. requirement. Mr. Ajaz Ul Islam has expressed his sincere gratitude to Shri Mata Vaishno Devi University and the School of Business for providing a professional and cordial environment during his Ph.D. Mr. Ajaz Ul Islam has expressed his gratitude to his guide, Dr. Sanjay Kumar Mishra, and paid his reverence to his parents for continuous support during the Ph.D.



Ankur Salgotra Gets Placed in HCL Technologies

SMVDU student, Ankur Salgotra, has been selected in HCL Technologies. The student expressed his gratitude to his parents, teachers, and friends who provided him with constant support and encouragement.

