



## UPCOMING EVENTS

- Two Week Capacity Development Program for Faculty Members on 'Strategy and Sustainable Development' from 26<sup>th</sup> April-8<sup>th</sup> May, 2021.
- DST-NIMAT Project Sponsored National Faculty Development Program on Entrepreneurship Development from 10<sup>th</sup>-21<sup>st</sup> May, 2021.

## PATRON

**Prof. R. K. Sinha**  
*Hon'ble Vice-Chancellor*

## EDITOR

**Dr. Amitabh V. Dwivedi**

## DESIGN &amp; DRAFT

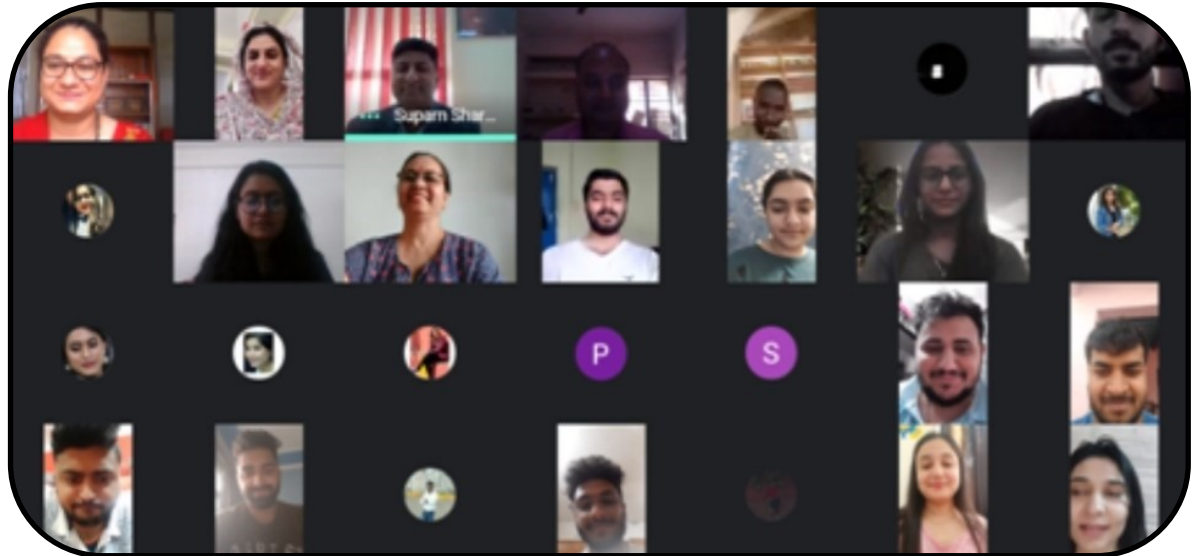
**Mr. Girdhari Lal Sharma**

## PHOTOGRAPHY

**Mr. Om Parkash**

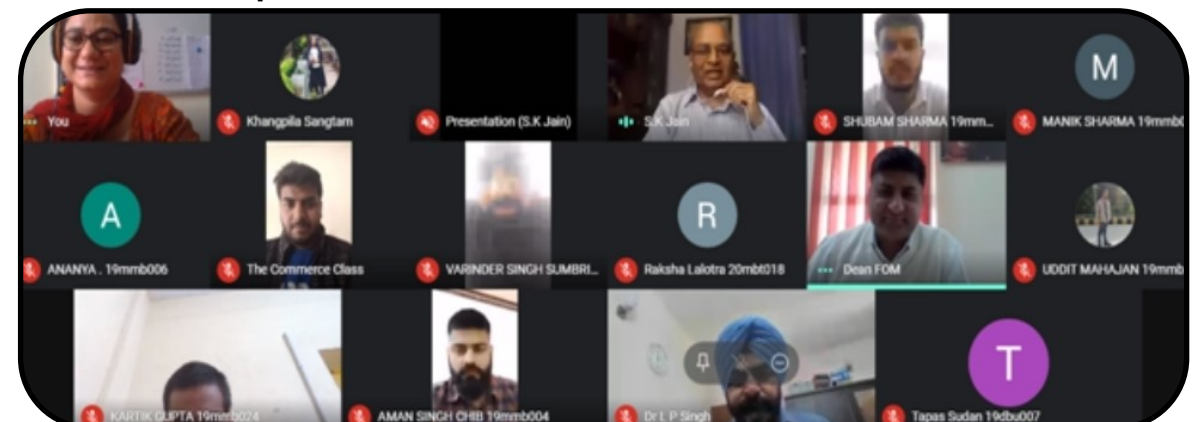
## Campus Jottings

### SMVDU Hosts the Workshop on 'Business Model Canvas'



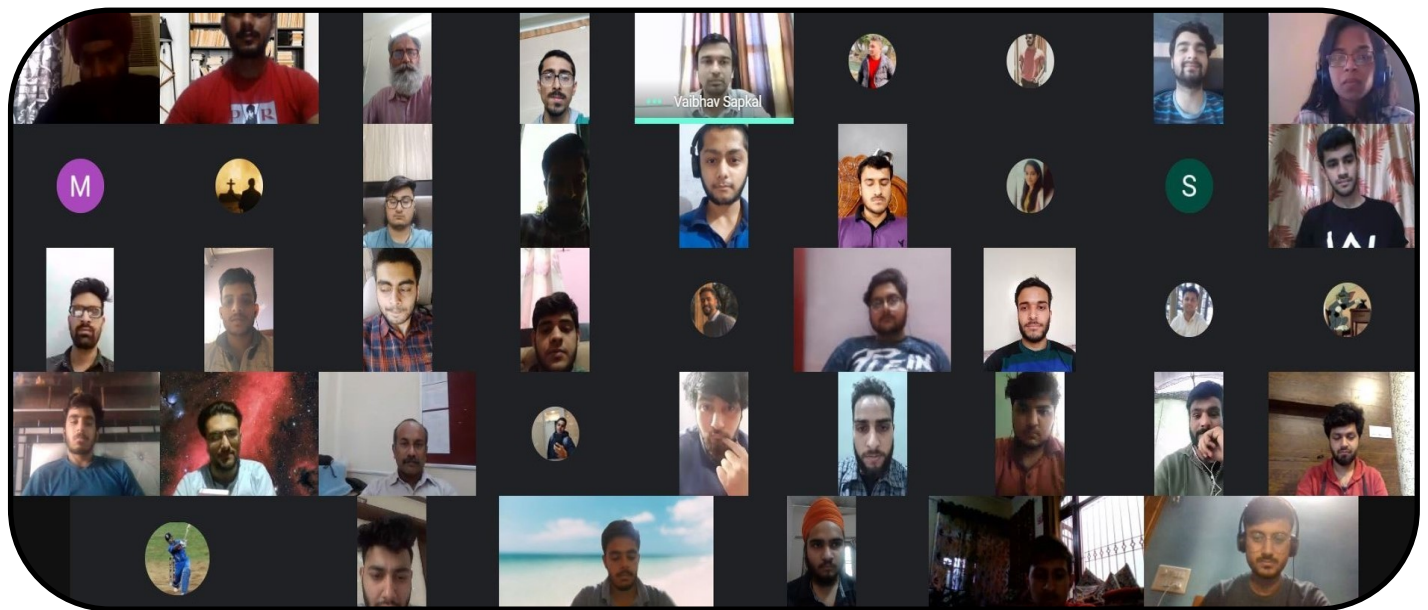
Institute Innovation Council of Shri Mata Vaishno Devi University (SMVDU) in collaboration with Entrepreneurship Development Cell, SMVDU, hosted a workshop on 'Business Model Canvas'. The objective of the workshop was to foster the systematic preparation and presentation of business ideas. Dr. Rashi Taggar, Organizing Secretary of the Workshop and Assistant Professor of School of Business, introduced the 5A-Canvas of creativity to encourage the students for the execution of their creative ideas. The session on the preparation of Lean Business Canvas was conducted by Dr. Ashish Arora, Head, GNDU College, Jalandhar. Dr. Suparn K. Sharma, IIC-Activity Co-ordinator & Dean, Faculty of Management, SMVDU, differentiated between Business Plan and Business Canvas for effective implementation of their innovative business ideas. With the participation of 80 students and academicians, this workshop stimulated the entrepreneurship ecosystem by targeting young minds.

### SMVDU Hosts Workshop on 'Intellectual Property Rights (IPR) & IP Management for Start-up'



Institute Innovation Council of Shri Mata Vaishno Devi University (SMVDU) in collaboration with Entrepreneurship Development Cell, SMVDU, hosted the Workshop on 'Intellectual Property Rights (IPR) & IP Management for Startup'. Prof. Sudhir K Jain, former Vice-Chancellor of SMVDU and Professor Emeritus, Atal Bihari Vajpayee School of Management & Entrepreneurship, Jawaharlal Nehru University, discussed the application of IPRs to protect the technology, brand name, design and creativity in the start-ups. Dr. Lakhwinder Pal Singh, Associate Professor, Department of Industrial and Production Engineering, discussed the relevance of IPRs to commercialize innovations in business start-ups. How to boost the start-up Ecosystem through Intellectual Property Rights was deliberated by Dr. Ashutosh Vashishtha, Associate Professor of School of Business of SMVD University. The workshop was organized to inform future entrepreneurs to have a competitive advantage in business start-ups with IPRs. With participation from 70 students and academicians, this workshop generated awareness among the innovators to protect their intellectual property.

### **One Week Online Workshop on Open Roads Design inaugurated at Shri Mata Vaishno Devi University**



A regional one-week online workshop on "Open Roads Design" began at Shri Mata Vaishno Devi University (SMVDU), J&K, was organized by the School of Civil Engineering (SoCE) in collaboration with Innovative Systel, Jammu. The Faculty Coordinator of the workshop, Dr. Rahul Sharma, Faculty, SoCE, SMVDU, welcomed Prof. M. Eswaramoorthy, Dean, Faculty of Engineering & the Chief Guest of the event. He also welcomed the Head SoCE, Dr. V. K Dogra; Mr. Rominder Singh Bedi, Business Manager, Innovative Systel; and Er. Lalit Negi, Resource Person of the workshop and participants. Dr. V K Dogra addressed and motivated the participant to gain utmost benefit from the one-week workshop. He also shared his experience about the utilization of the software MX-Roads. The organizing Secretary of the workshop, Dr. Bharat Bhushan Jindal, also shared his views on the workshop with the participants. The Faculty Co-Coordinator of the workshop, Dr. Vaibhav Sapkal, addressed the agenda of the workshop and delivered the vote of thanks to all the guests and participants of the session. More than 100 participants were present online in the inaugural session of the workshop. The Vice-Chancellor, SMVDU, Prof. R K Sinha, motivated and guided the organizers to conduct such workshops in future too.

### **Lecture Series on Rural Marketing Organized by SoB, SMVDU**

The lecture series on "Rural Marketing: A Way Ahead" was organized by the School of Business of SMVD University. To acquaint the MBA students with the emerging scope of rural marketing, the series of lectures was organized by Dr. Deepak Jain and Dr. Rashi taggar, Assistant Professors, School of Business of SMVD University. The lecture series started on 23<sup>rd</sup> March and concluded on 6<sup>th</sup> April 2021. Dr. Mahesh Suresh Chopde, the resource person from Mahatma Gandhi National Council for Rural Education,

MoE, GOI, Nagpur, discussed the scope and challenges of rural marketing. Mr. J. Sai Sudheer Kumar, the resource person from MGNCRE, Andhra Pradesh, talked about the various approaches to reach rural markets and the application of Rural Marketing Information Systems. Mr. Manoj Parmar, Managing Director, Eduknox Technologies, Telangana, shared his experiences of selecting rural markets and developing strategies to target rural customers using appropriate marketing mix planning. Dr. Suvidha Khanna, Assistant Professor, School of Hospitality and Tourism Management, deliberated on the avenues of rural tourism in Jammu and the challenges associated. Dr. Manisha Jagtap, Associate Professor, Dnyansagar Institute of Management and Research, Pune, discussed the marketing of agriculture inputs and mobile trading in rural markets. The lecture series benefitted the students in understanding the challenges and opportunities of rural marketing and exploring the business avenues in rural India. With such programs, the School of Business, under the leadership of Dr. Saurabh, is focusing to create industry-ready employable candidates by providing platforms to learn, interact and apply the management knowledge and skills.



## **National Level Management Training Program for IFS Officers Conducted at SMVDU**

The School of Business, SMVD University, organized the 12<sup>th</sup> National Training Program (in Virtual Mode) on 'Enhancing Managerial Effectiveness' for Indian Forest Service Officers with financial support from the Ministry of Environment, Forests and Climate Change, GoI. Chief Guest, Padam Shri Prof. Ravindra K. Sinha, Vice-Chancellor, SMVDU, discussed the role of Indian Forest Officers and the scientific community in forest wildlife and climate change. He said that the preservation of forests is the ultimate solution to preserve the ecosystem so that the human race does not become extinct. He wished the officers happy and productive learning in this celebrated training program. Mr. Ramesh Kumar, CEO, SMVDSB, Guest of Honour of the inaugural function, discussed various initiatives taken by SMVDSB and described the functioning of SMVDSB to all the participating officers. At the outset, Dr. Saurabh, Head, School of Business, SMVDU, welcomed all officers to the university. Dr. Surpran Kumar Sharma, Dean, Faculty of Management, elaborated the advantages of training programs concerning the dissemination of experience and inculcation of skills. Dr. Jyoti Sharma, the Program Coordinator, emphasized that the strategy of delivering the results better than the competitors. The IFS officers from different parts of the country, including Karnataka, Kerala, Uttar Pradesh, Haryana, Orissa, Jharkhand, Madhya Pradesh, Assam, Maharashtra, Andaman and Nicobar etc. participated in this grand training program. Dr. Ashutosh Vashishth, Associate Professor and Member, Organizing Committee, offered a formal vote of thanks to all.



## SMVDU Lays Down Mechanism for Smooth Conduct of Academic Work

Keeping in view the current surge of cases in the UT of J&K, Vice-Chancellor, Shri Mata Vaishno Devi University (SMVDU), Prof. R.K. Sinha called upon a meeting with senior functionaries following all Covid related SoPs and precautions, where it was decided to switch the university fully online for teaching to PG, UG & Integrated programs till the next review of the mechanism. However, before the surge of Covid cases, SMVDU adopted all necessary precautions and recalled post-graduate and PhD students for academic and research activities in



offline mode, and also conducted semester-end examinations offline safely. Considering the present situation, it was decided that the students who wish to go home, would be allowed to do so while others can attend online classes & virtual lab work from their hostels & staff members would be allowed to work from home on a roster basis so that the working of the university is not affected. Eligible faculty and staff members were directed to get Covid vaccination as per government guidelines. Vice-Chancellor, Prof. Sinha showed his concern and said "The steps have been taken to ensure that the academic work of the students does not suffer even as additional precautions are necessitated given the upswing in the number of Covid cases across the country. University will recall the students to the campus once the situation is more congenial and favourable".

## Refresher program on "Sustainable Product Design and Manufacturing" Started at SMVDU



Phase two of ISTE-AICTE sponsored one-week online Refresher program (15<sup>th</sup> -21<sup>st</sup> April 2021) on "Sustainable Product Design and Manufacturing" began at the School of Mechanical Engineering, Shri Mata Vaishno Devi University, sponsored, as informed by the Coordinators: Dr. Raghvendra Kumar Mishra and Dr. Ankush Anand. The course will be focusing on the sustainability aspect of product design, reuse of materials for engineering products, various sustainable manufacturing methods to make products greener and sustainable. At the outset, the program was inaugurated by Prof. Eswarmoorthy Muthusamy (Dean, Faculty of Engineering & Head, School of Mechanical Engineering), and Prof. Suparn Sharma (Dean, Faculty of Management) who emphasized the purpose of organizing this course, and lauded the efforts of School of Mechanical Engineering for coordinating this event, where 87 teachers of various Engineering colleges around the country had registered. Dr. Ankush Anand, Faculty, SMVDU, was the speaker for the first session. He highlighted the essentials of sustainable design. In the second session, Mr. Rohit Ranjan of Art of Living explained how to manage the mind to reduce stress level and work peacefully and efficiently in the present environment. Various experts from NITs, IITs & other renowned institutes will deliver the lecture on the importance and aspects of sustainability and product design.

### **School of Economics, SMVDU Organized a Webinar on "V-shaped India's Economic Recovery"**



The School of Economics, Shri Mata Vaishno Devi University, Katra, organized a webinar on the topic "V-shaped India's Economic Recovery & Real Business Cycle Model" in a special webinar series on 19<sup>th</sup> April 2021. The lecture was delivered by Dr Dhiresh Kulshreshta, Associate Professor (Economics) and Coordinator - Research Cell -Faculty of Business Management- Marwadi University, Rajkot (Gujarat). At the outset, Dr. Meenakshi Gupta, I/c Head School of Economics, and convener of the webinar introduced and welcomed the speaker. Dr Kulshreshta in his lecture discussed the applications and concepts of business cycles. In his lecture, he highlighted the impact of Covid-19-like a shock on the Indian economy and deliberated on the different thoughts of school on V-shaped, U-shaped or W-shaped recoveries. Finally, he emphasized on V-shaped recovery perceived in the Indian economy. The webinar was attended by the students, research scholars and the faculty members of the school namely Dr. Kakali, Dr Rooplal., Dr. Pabitra, Dr Kirtti, Dr Priyadarshi and Dr Gopinathan. In the end, Dr. Meenakshi Gupta thanked Dr. Kulshreshta on behalf of the School of Economics for sparing his valuable time. Dr Suparn Sharma, Dean Faculty of Management and chairman of the webinar applauded the speaker, and he congratulated the School for conducting the webinar.

# Celebration and Day Observed

## Cycle Rally to Create Awareness on World Health Day at SMVDU

On the occasion of World Health Day, a bicycle rally was organized on 7<sup>th</sup> April 2021 at the SMVDU campus by the Board for Sports Activities. The rally was conducted during the ongoing celebration of "Azadi ka Amrit Mahotsav", a pan India festival to commemorate the 75<sup>th</sup> anniversary of Indian independence and to create awareness on World Health Day at SMVDU. With this rally, the beginning of the Fit India movement in SMVDU was also marked. The rally witnessed good participation from faculty, staff and their family members. The rally was flagged off by Dr. H.G. Mishra, Associate Dean, Students Welfare who also joined the rally. The rally moved throughout the campus for creating awareness on the theme "A fit mind rests in a fit body". The organizers: President BSA (Mr. Parvez Singh Slathia), Sports coaches (Mr. Sucha Singh, Mr. Balbir Singh, Mr. Sumit Sharma) along with the helping staff expressed gratitude to the Hon'ble Vice-chancellor, SMVDU, for his guidance and support in the conduct of the event.



## Online Speech Competition Organized at SMVDU, Commemorating 'Azaadi ka Amrut Mahotsav'

As part of the ongoing celebrations of 'Azaadi ka Amrut Mahotsav', the Board of Cultural Activities (BCA) at SMVD University Katra organized an online speech competition on 13<sup>th</sup> April 2021. This was to commemorate the 102<sup>nd</sup> anniversary of the Jallianwala Bagh Massacre that occurred on the site of the festival of Baisakhi on 13 April 1919. The topic of the competition was "Jallianwala Bagh Massacre: A homicide or genocide?". Students from various streams participated with huge enthusiasm. All participants unanimously agreed and maintained that the Jallianwala Bagh massacre was nothing but genocide - a shameful and regretful act carried by Brigadier-General Dyer. The event was coordinated by Mr. Sumanta Sarathi Sharma, President BCA along with Dr. A.K. Tewari, Convener, Committee to celebrate Azaadi ka Amrut Mahotsav.

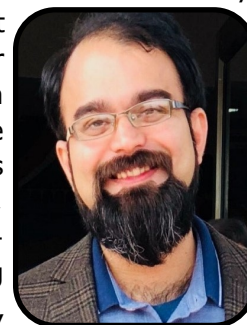


# Faculty/Staff Updates

## Talk Delivered

### Dr. Dwivedi of SMVDU Delivers Talk in FDP at Ajeenkya DY Patil University

Dr. Amitabh Vikram Dwivedi, School of Languages & Literature, Shri Mata Vaishno Devi University (SMVDU), Katra, delivered an invited talk on "Academic Research Paper & Abstract Writing" in a Faculty Development Program on Research, organized by the Center for Research, Ajeenkya DY Patil University in collaboration with University of Southern Mindanao, Philippines. Many participants from India and abroad participated in the FDP where many topics related to, such as identification of research problems; types of research; research design; sampling techniques; ideas to IPR; literature review; research statistical formulae; and alike, were deliberated upon by the eminent resource persons. The participants expressed their gratitude to Dr. Dwivedi for sharing his knowledge. The Vice-Chancellor, Hridaysh Deshpande, and Dr. Vijay D. Kulkarni, Head, Center for Research, Ajeenkya DY Patil Uni., thanked Dr. Dwivedi, and presented him with a certification of appreciation.



### Dr. Dwivedi of SMVDU Shows Literary Interventions in Distance Learning at Navotas City

Dr. Amitabh V. Dwivedi, Faculty, School of Languages & Literature, Shri Mata Vaishno Devi University, Katra, delivered an invited talk on "Principles & Approaches in Second Language Reading", organized by the Dept. of Education, School Divisions Office, Navotas City, Republic of Philippines. The theme of the virtual expo was to bridge the pandemic gap in reading and literacy through quality school-based interventions and innovations in distance learning. Dr. Dwivedi discussed the techniques to teach reading skills, such as extensive and intensive reading texts while highlighting the folded paper approach and fog gunning readability test. The Superintendent, Alejandro G. Ibanez Ceso VI, Office of the Schools Division, thanked Dr. Dwivedi for showcasing the best practices in promoting reading/literacy in distance learning.



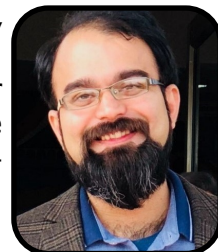
### Dr. Dwivedi of SMVDU is awarded "Best Digital Teacher Award 2021"

SMVDU Katra. Dr. Amitabh Vikram Dwivedi of Shri Mata Vaishno Devi University has been awarded the "Best Digital teacher Award" in an award ceremony SHADOW 2021, where participants of 35 nationalities participated and witnessed the event, organized by Edukos Unite of Scholars, a unit of Radhika Foundation. This award is presented to Dr. Dwivedi for the integration of virtual phrases during Pandemic by his skills to motivate students. National Digital Library of India (NDLI), Ministry of Education, India features his 19 lectures in the public domain. Also, the UNESCO Atlas of the World's Languages in Danger refers to his two works on the Bhadarwahi language at its official website. Dr. Dwivedi regularly uploads his videos on his YouTube channel and conducts online sessions to support students of languages and literature. Dr. Dwivedi extends his thanks to Dr. Ratish Gupta, Director, Radhika Foundation, for this honour.



## Dr. Dwivedi of SMVDU Discusses Language Documentation Methods at the Philippines

Dr. Amitabh V. Dwivedi, Faculty, Shri Mata Vaishno Devi University, Katra, discussed language documentation methods used in documenting lesser-known languages of Jammu & Kashmir, such as Bhadarwahi, Sarazi, Dogri, etc. at an international conference, organized by Lyceum Northwestern University & International Educators' Forum on Language Teacher Education, Dagupan City, Philippines. Dr. Dwivedi gave a presentation on "Descriptive Linguistic Fieldwork: Language Revitalization of lesser-known languages & cultures" under the theme, "Revisiting the Breadth and Depth of Philippine Ethnic Histories, Ethnolinguistics and Lexicography" where he discussed his descriptive linguistic fieldwork experiences in documenting Bhadarwahi, Sarazi and Dogri languages while illustrating the relationship between documentary & descriptive goals of fieldwork, and highlighting the geographical areas of languages of Jammu & Kashmir. His presentation was greatly appreciated by the participants, and the Chairperson, Mr. Alexander G. Julio, and Convener, Dr. Maria Madrid, thanked him for sharing his knowledge.



## SMVDU, Faculty Presents Paper at International Conference at Jaipur

Dr. Indu Bhushan Sharma, Assistant Professor, School of Biotechnology presented paper entitled "Potential of Immobilized Microbial Enzymes for the Synthesis of Bioactive Molecules" as an Invited Talk in the International conference on Biotechnology for Sustainable Agriculture, Environment and Health (BASEH-2021) on 4<sup>th</sup> to 8<sup>th</sup> April 2021, at Jaipur (India). This conference was organized by the Biotech Research Society of India.



## Publications

Indu Bhushan, Mahima Sharma, Malvika Mehta, Shivi Badyal, Varun Sharma, Indu Sharma, Hemender Singh, Srinivas Sistla. "Bioactive Compounds and Probiotics - a ray of hope in COVID-19 management". *Food Science and Human Wellness 2021* (I.F 2.5), SCIE & Scopus (indexed).

## Genome Stability Regulation and Cancer Genetics Research group of the School of Biotechnology, SMVDU published a research paper in SCI-indexed journal

Ms. Monika Pandita and Ms. Heena Shoket, Research scholars, working under the guidance of Dr. Narendra K. Bairwa, Assistant Professor in the School of Biotechnology and Dr. Rakesh Kumar, Assistant Professor in the School of Biotechnology published a research paper in SCI indexed journal "Journal of Biochemical and Molecular Toxicology" (IF 3.606) titled as "Genetic Interaction between Glyoxylate Pathway regulator *UCC1* and La-motif encoding *SRO9* regulates stress response and Growth rate improvement in *Saccharomyces cerevisiae*". The research article can be accessed using the following URL (<http://doi.org/10.1002/jbt.22781>). The research work in the laboratory of Dr. Narendra K Bairwa, is focused on understanding of the gene-gene interaction, genome stability regulation and regulation of stress response at cellular level using Yeast (*S. cerevisiae*) as model organism. The most of the biological process and pathways are well conserved from single cell eukaryotes Yeast, to complex multicellular organisms such as Humans. The laboratory of Dr. Rakesh Kumar is focused on the understanding of the role of human's genes in susceptibility to cancer pathogenesis. The published work highlights the role of metabolic regulator *UCC1* gene, conserved across fungal kingdom and its interaction with the conserved La motif RNA binding protein encoding gene *SRO9* in regulation of stress response. The fundamental work published has significance in understanding about the fungal virulence, application to industrial fermentation and screening of the small molecules for cancer therapeutics. The co authors, Ms Shreya Wazir, Ms. Aysuhi Rakewal and Mr. Prabhat Kumar also contributed to



the study. The laboratory of Dr. Narendra K Bairwa is supported by the grant from DBT, GOI in the form of Ramalingaswami fellowship (BT/RLF/Re-entry/40/2012), SERB, DST, GOI (EEQ/2017/0000087) and SMVDU, Katra, Reasi. The Head of the School of Biotechnology, Dr. Sharda M. Potukuchi, Associate Professor, Dean of Sciences, Prof. Ashok Sharma, Head, School of Physics and Dean, R&D, Dr. Rakesh Kumar Jha, Associate Prof. appreciated the authors of the study. The Honourable Vice Chancellor Sir, Prof. RK Sinha congratulated the authors of the study and motivated them to continue to carry out in-house fundamental research work.

## Student Updates

### Ms. Anu Choudhary of SMVDU declares Qualified for the Award of Ph.D

Ms. Anu Choudhary, Research Scholar, School of Mathematics, Shri Mata Vaishno Devi University, Katra, has been declared qualified for the award of the degree of Doctor of Philosophy (Ph. D) in Mathematics. She worked on the topic, "Generalized Sequence Spaces and Some Related Properties" under the supervision of Dr. Kuldip Raj, senior Faculty, School of Mathematics, SMVDU. The candidate has published papers in the SCI-SCOPUS journals and participated in seminars & conferences as part of her PhD requirement. Ms. Choudhary has shown her respect and gratitude to her parents, Romesh Bharti and Santosh Kumari, R/o Santokh Vihar, Kalu Chak, Jammu for supporting her.



### Mr. Nasseb Singh, SMVDU Researcher, Qualifies for the Award of Ph.D

Mr. Nasseb Singh, PhD Scholar in Chemistry, School of Biotechnology, Shri Mata Vaishno Devi University (SMVDU), Katra, has been declared qualified for the award PhD in Chemistry. The researcher worked on "Development of new synthetic methods for the synthesis of heterocyclic compounds containing benzotriazole scaffolds" under the supervision of Dr. Anil Kumar. The PhD defense was chaired by Prof. Ravinder Kumar Sinha, VC, SMVDU, and attended by Dr. Sharada M. Potukuchi, Head, School of Biotechnology, Prof Ashok Kumar Sharma, Dean, Faculty of Sciences & Dr. Anil Kumar, PhD Supervisor, and other committee members. Prof (Dr.) Y. L. N. Murthy from Andhra University was the external examiner, and he was quite impressed by the research. Prof. Sinha and other committee members congratulated Mr. Singh for his successful PhD thesis defense and wished him a bright future ahead. Mr. Singh has published his research findings in SCI/SCIE journals of high scientific repute, and he was also honoured with the title "Young Scientist" at an international conference held in Bangkok, Thailand in the year 2019



## Paper Published

Anil Kumar Bhardwaj, Assistant Professor & Research Scholar published in SCI indexed journal with impact factor of 1.7. Lone, S., Bhardwaj, A., Pandit, A.K., Gupta, S. and Mahajan, S., 2021. A Review of Graphene Nanoribbon Field-Effect Transistor Structures. Journal of Electronic Materials, pp.1-18.