



UPCOMING EVENTS

- **One-week online Workshop on Research Avenues and Challenges in Industry 4.0. from 31st Jan – 04th Feb, 2022.**
- **Two-week Workshop under Capacity Development Program on Strategy & Sustainable Development from 7th- 19th Feb, 2022.**
- **International Mother Language Day on 21st Feb, 2022**

PATRON

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

EDITOR

Dr. Amitabh V. Dwivedi

DESIGN & DRAFT

Mr. Girdhari Lal Sharma

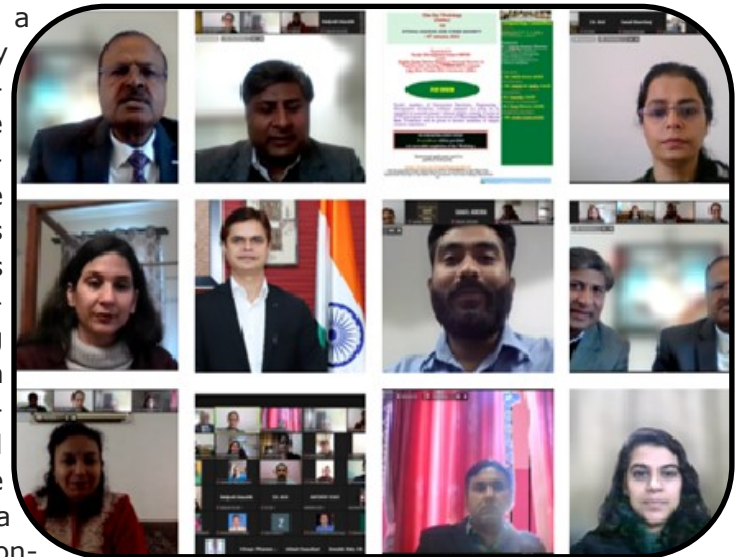
PHOTOGRAPHY

Mr. Om Parkash

Campus Jottings

One Day Workshop on Ethical Hacking & Cyber Security Conducted at SMVDU

Faculty Development Centre (FDC), Shri Mata Vaishno Devi University (SMVDU), under PMMMNMTT Scheme, GoI, organised a one-day workshop on 'Ethical Hacking and Cyber Security' which witnessed a huge participation of faculty members from premier institutions across the country. In the inaugural address, Prof. R.K. Sinha, VC, SMVDU, emphasized the need for creating awareness about the cyber security issues as the digital and personal identities of individuals are getting seamlessly integrated. Dr. Supran K. Sharma, Coordinator, FDC-SMVDU, embarked on the need for upgrading the skills of the faculty members. Sh. Nagendra Jamwal, Registrar SMVDU, conveyed his best wishes. The keynote address was delivered by Prof. (Dr.) Nishakant Ojha, an expert in Cyber, Aerospace Securities & National Securities issues. He shared an insight in the core area of national securities strategies & cyber policies. Dr. Baijnath Kaushik, Head, School of Computer Science, talked about the various domains and aspects of cyber security and how keeping abreast with the latest in the field may be of relevance to all. Mr. Dheeraj Madulkar, Director, Techno Legends and Application Security Engineer and Cyber Security Expert, dwelled upon ethical hacking. At the onset, Dr. Sakshi Arora, Convener, introduced the various themes of the workshop while focusing on cybercrime & security and the Indian cyber law framework. The workshop ended with Mr. Sudesh Kumar inviting the feedback, and Dr. Pooja conducted the proceedings of the workshop. Dr. Sunanda offered a formal vote of thanks, and the valedictory note was delivered by Ms. Sonika Gupta.



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Faculty Development Program on Sustainable Product Design & Manufacturing Begins at SMVDU

One-week online Faculty Development Program (10-14 January 2022) on "Sustainable Product Design and Manufacturing" began at the School of Mechanical Engineering, Shri Mata Vaishno Devi University (SMVDU), Katra. The Vice-Chancellor, SMVDU, Prof. R.K. Sinha, discussed the importance of the sustainability concept during the inaugural. Prof. Supran Sharma (Dean, Faculty of Management) and Prof. E. Muthusamy (Dean, Faculty of Engineering) emphasized the usefulness of this course and

lauded the efforts of the School of Mechanical Engineering for conducting this event. The course is mainly focused on the sustainability aspect of product design, reusing materials for engineering products, sustainable manufacturing methods to make products greener and sustainable, said the coordinator, Dr Raghvendra Kumar Mishra. Around a hundred teachers of various engineering colleges from Indian states registered for this course. Renowned experts, such as Dr Ankush Anand; Dr RK Mishra; and Dr Sanjay Mohan, Faculty Members, SMVDU, and others from NITs and IITs will deliver lectures on aspects of sustainability and product design in three sessions each day.



SMVDU Organized Students' Seminar on Fundamental Duties on Shaheed Diwas

The Hindi Cell of Shri Mata Vaishno Devi University, Katra, organized an online Seminar on Fundamental Duties on the occasion of Shaheed Diwas on 30th January 2022. The program started with a welcome address and introductory remark by the Nodal Officer of Hindi Cell Dr. Anil Kumar Tewari, followed by the presentation of students.

The participating students included Ms. Manvi (20IBC010), Mr. Hardik Beniwal (18BCS031), Ms. Pooja Kharra (20BCE034), Ms. Akanksha Tiwari (19BCS006), Ms. Ishani Lal (XI Student, DPS Katra), Ms. Pratiksha Tiwari (XII Student, DPS Katra), Mr. Mohit Kumar Chaudhary (18BCS042), Ms. Sumegha Gupta (21IBB079), Mr. Ayush Srivastava (19BCS024), Mr. Wazahat Zahoor Khan (19BCE059), Ms. Bhumika Singh (21IBB024), Ms.



Sweety Pandey (BSc Hons. Student, AMITY), Ms. Shaily Pandey (19BEC081), Mr. Harsh Kumar (18BEC021) and Ms. Reshal Gupta (18BEE021). Each of these students addressed a particular fundamental duty covering one-by-one all the eleven. Each presentation was followed by comments by Dr. Anil Tewari who also expressed a sense of gratitude to all speakers and listeners. More than 150 students participated in the program.

Expert Lecture Series: Mantra for Growth and Transformation

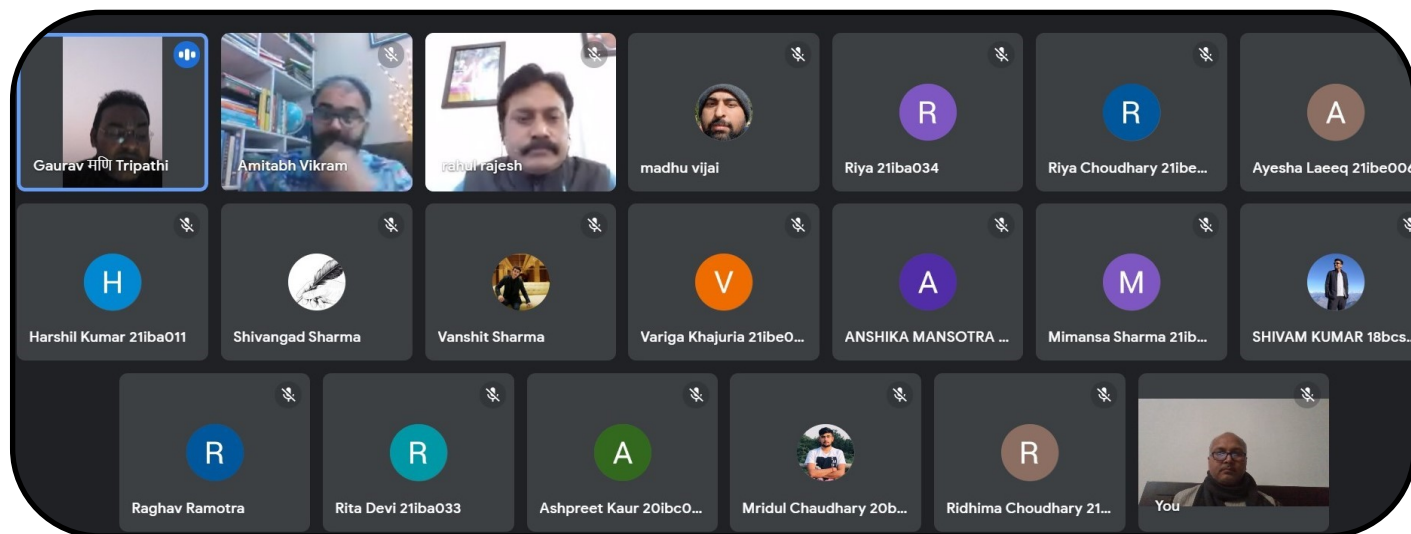
The School of Business organized lectures under Expert Lecture Series: Mantra for Growth and Transformation.

Ms. Sheetal Sadhu-Dhar, AVP-HR at Plural Technology, was the Resource person for 'Designing Effective People Program'. Dr. Kshitija Joshi, Practice Lead, Financial Services & Commodity Trading, Aditya Birla Group was the Resource person for 'Competitive Advantage with Business Analytics' on 9 December 2021. Dr. Joshi is the author of the book 'The Economics of Venture Capital Firm Operations in India'. Mr. Ish Anand, the successful Entrepreneur and founder and CEO of Business Doctors, delivered two sessions on 'Financing Entrepreneurial Ventures' on 22 and 24 December. The sessions were conducted through online mode.



Celebration and Day Observed

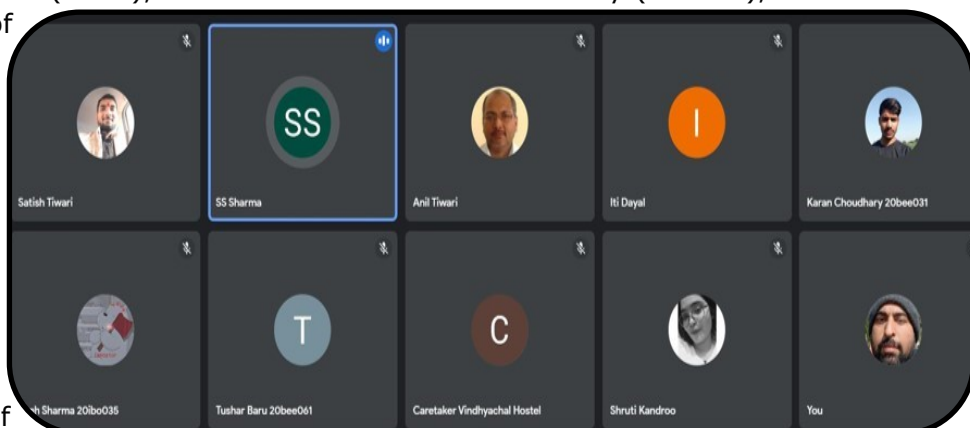
Shri Mata Vaishno Devi University Celebrates World Hindi Day



The Hindi Cell of Shri Mata Vaishno Devi University (SMVDU) organized an online meet on the World Hindi Day on 10 January 2022 under the aegis of Aazadi kaa Amrit Mahotsva. At the onset, Dr. Anil Tiwari, Nodal Officer, Hindi Cell, SMVDU, addressed the audience and welcomed the speakers, Dr. Gourav Mani Tripathi, Faculty, Shri Mata Vaishno Devi Gurukul, Katra; Shri Rahul Rakesh, poet & writer, Mumbai; Dr. Amitabh V. Dwivedi, Faculty, poet & writer, SMVDU; Dr. Madhu Mangal Chaturvedi, Faculty, SMVDU; Sh. SS Sharma, Head, School of Philosophy & Culture, SMVDU. Dr. Tripathi's talk highlighted the promotion and propagation of the Hindi language across the globe. Sh. Rakesh pointed out the ample possibility of business in Hindi with respect to virtual media services and other businesses. Dr. Dwivedi briefly characterized the linguistic peculiarities of Hindi, and compared it with the languages, such as English and French. Dr. Chaturvedi and Dr. SS Sharma laid emphasis on learning and speaking in the Hindi language. Around 30 audience-students and faculty members, joined together for this meet. The programme ended with a formal vote of thanks.

National Youth Day Celebrated at SMVD University

The School of Philosophy & Culture (SoPC), Shri Mata Vaishno Devi University (SMVDU), celebrated National Youth Day 2022, as part of the ongoing Azadi Ka Amrit Mahotsav, and organized a discussion session on the theme "India of the Future" in the light of Swami Vivekananda's thoughts. In the discussion, faculty members and students of the University discussed the life and teachings of Swami Vivekananda and his contribution to the social and spiritual revival of



India. At the onset, Dr. Madhu Mangal Chaturvedi, Asst. Prof., SoPC welcomed all the participants and initiated the discussion by giving a brief sketch of Swami Vivekananda's life and contribution. Dr. Anil Kumar Tewari, Dr. Iti Dayal, and Dr. Satish Kumar Tiwari, faculty members of SoPC, and Mr. Karan Choudhary, student of School of Electrical Engineering, presented their views on the theme. Mr. Suman-ta Sarathi Sharma, Head, SoPC, made concluding remarks and delivered the vote of thanks.

73rd Republic Day Celebrated at Shri Mata Vaishno Devi University



With the flag hoisting ceremony followed up by singing the national anthem, the 73rd Republic Day was celebrated at Shri Mata Vaishno Devi University (SMVDU), Katra. Padma Shri Prof. RK Sinha, Vice-Chancellor, SMVDU, unfurled the national flag and addressed a large gathering comprising faculty members, staff, and security personnel. The children of the faculty members also witnessed the celebrations. Prof. Sinha emphasized that India is the only country where we find the best example of unity in diversity. The Constitution of India is one of the finest texts which provides a proper guideline regarding the duties and responsibilities of a citizen, and everyone should follow them so that they may help improve the environment in and around their working spaces. Further, Prof. Sinha emphasized that the university has achieved a niche among the top-class universities in India, and it is the responsibility of every employee to make it better each day. Also, he encouraged the faculty members for conducting quality research and urged them to inculcate the values among students. The Vice-Chancellor also felicitated the Corona Warriors, including Dean of Students, Dr HG Mishra, Dr Anju of Medical Cell and her staff, helpers, and drivers of the university for relentlessly providing their services during the Covid-19, and making the university campus a safe place.

Faculty/Staff Updates

Dr. Saurabh of SMVDU, appointed as Vice President, ISAE

Dr. Saurabh, Associate Professor, School of Business, Shri Mata Vaishno Devi University Katra, J&K, has been appointed as a Vice-President, of the Indian Society of Agricultural Economics, (ISAE), Mumbai. This is an honorary position at ISAE, which was established in the year 1939 and is the leading society of prominent researchers, scientists, thinkers and practitioners in the field of agricultural business and economics. The objectives of the Society is to promote the study of social and economic problems of agriculture and the rural areas and also to promote technical competence for teaching and research in agricultural economics and allied subjects. The Society undertakes, organises, and co-ordinates research in problems of agricultural economics and rural development and maintains a research library and documentation centre, along with holding periodical conferences and seminars and training courses, publishing books, reports, papers and creating a dialogue for policy and development in the field of agriculture and rural development. Prof. Ravindra Kr. Sinha, Vice-Chancellor, SMVDU, congratulated Dr. Saurabh and said that the efforts of the faculty members of the School of Business are being recognised at the national and international levels. Dr. Saurabh was appointed as the Vice-President of the society in its 81st Annual General Meeting, presided by Prof. Abijit Sen. Currently Prof. Dinesh Kr. Marothia, national coordinator National Institute of Ecology is president of ISAE.



Dr. Dwivedi of SMVDU Receives World-Class Excellence Awards 2021

Dr. Amitabh V. Dwivedi, Faculty Member, Shri Mata Vaishno Devi University (SMVDU), Katra, has been conferred with the iconic teacher, and research & education consultant awards by the prestigious International Society of Teachers, Administrators and Researchers, Inc. (ISTAR), Philippines. The awards were conferred to Dr. Dwivedi in recognition of his exceptional services in providing consultancy to educational leaders and managers, and exemplary performance in implementing academic intervention programs and in shaping his constituents' career paths making him an iconic model of education consultants in his home country and beyond borders. Dr. Dwivedi thanked President and Founder, ISTAR, Dr. Rommel V. Tabula and Dr. Sawitri Suwanaroa, Executive Vice President, ISTAR, for this honour. He also expressed his gratitude to SMVD University administration, chiefly Vice-Chancellor, SMVDU, Prof. RK Sinha and Registrar Sh. Nagendra Singh Jamwal for the guidance and support. Dr. Dwivedi has dedicated this award to his family, students and colleagues.



Talk Delivered

Dr. Rashi Taggar conducted a session on 'Transformational Leadership' for Police Officers on 5th January 2022 at Sher-e- Kashmir Police Academy, Udhampur. She discussed the leadership theories by J.M. Burns and B.M. Bass and success stories of Police leaders, Sanjukta Parashar and Pratap R Dighavkar.



Dr. Rashi Taggar delivered lectures: 'Status of social, psychological and economic status of Women in India' and 'The Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act, 2013' on 10 January 2022 in BPRD sponsored training program on 'Safety of Women'. She discussed the cases and their redressal mechanisms and SHE box. According to NCRB report, only 3 cases of sexual harassment were reported in J&K in the year 2020.



Dr. Rashi Taggar conducted a session on 'Yoga at Workplace' on 18 January 2022 in Faculty Induction Program organised by Human Resource Development Cell (HRDC), University of Jammu. She demonstrated simple yoga postures for eyes, neck, back and joints. The participants benefitted from the knowledge of hand mudras to destress and detoxify.



Publications

Tapas Sudan (under the guidance of Dr. Rashi Taggar) presented a paper, 'The effect of COVID-19 induced disruptions on small business units in Jammu- Challenges and Policy implications' in an international conference on Management of MSMEs, 22-23 January 2022, organised by Indian Institute of Management (IIM) Amritsar.

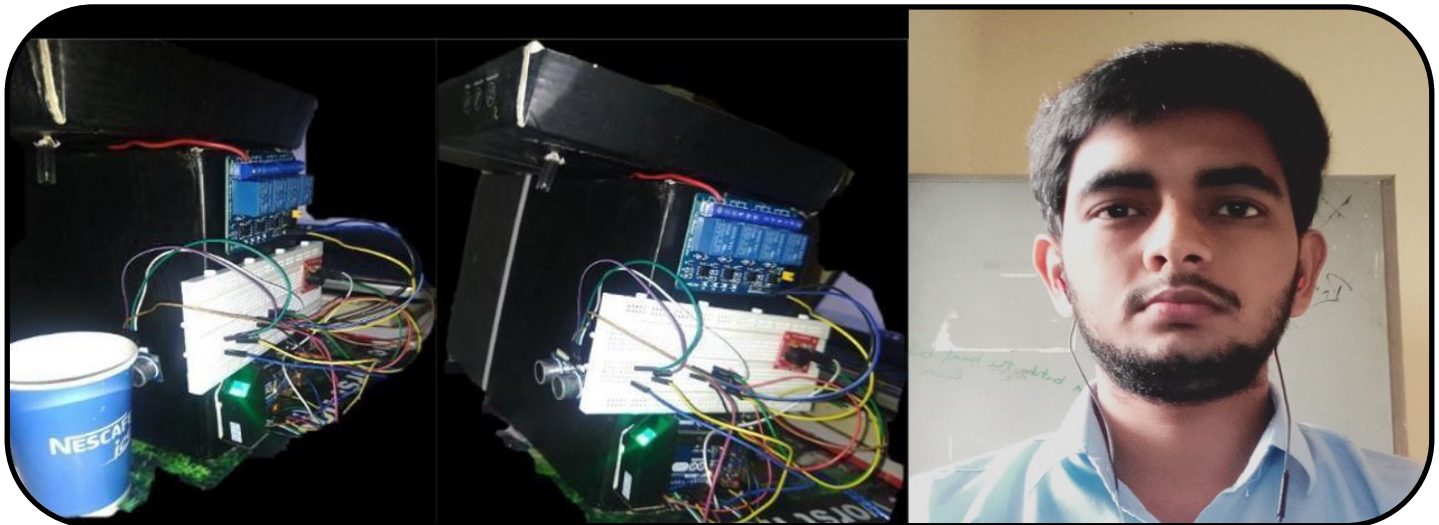
Shahbaz Indu (under the guidance of Dr. Rashi Taggar) presented a paper, 'From Health Belief to Healthy Eating Behavior: A Study to Analyse the Influencing Factors' in an international conference on Changing Business Paradigm, 21-23 January 2022, organised by Management Development Institute (MDI) Murshidabad.

Sharma Savita, Sharma Jyotsna, Singh Deepika, Sharma Vandana, and Mallubhotla Sharada. (2022) Effect of Signal Molecules for Enhanced Production of Boeravinone B in Shoot Cultures of Boerhaavia diffusa (L.). Emirates Journal of Food and Agriculture, 33(10): 893-898. DOI: <https://doi.org/10.9755/ejfa.2021.v33.i10.2778>. (Published 20.01.2022)

Dr Bharat Bhushan Jindal, Asstt Prof. School of Civil Engineering published a paper titled "Geopolymer concrete with metakaolin for sustainability: a comprehensive review on raw material's properties, synthesis, performance, and potential application" in collaboration with researchers from Umm-Al-Qura University, Saudi Arabia and University of Yaounde-I, Yaounde, Cameroon in international Journal (Environmental Science and Pollution Research) Impact Factor :4.223 (SCI Indexed) ISSN: 1614-7499.

Student Updates

SMVDU Faculty & Student Develop Beverage Dispenser with Finger Scanning Technology



Many people around us complain that they need to keep a check on their coffee intake. The same is the story with other drinks too. Imagine a machine telling you how much drink a person can take at a time. Considering this, a student of B Tech 4th year, Ayush Yadav of Shri Mata Vaishno Devi University (SMVDU) along with his mentor Dr. Vijay Kumar Sharma, Faculty, School of Electronics & Comm. Engineering, SMVDU, has invented the dispenser machine with finger security. This machine has some special health features. If the machine dispensed the beverage to a consumer, then the machine would dispense only after a while. The time gap can be monitored, and it can be set accordingly, taking care of restricted people, including children and old. The unintended person can not take the drink as it provides customized access to its user through finger scanning technology. The registered fingerprint and user id work as a security tool and ensure zero wastage of the beverage. The limited amount of drink will help check the sugar level of the consumer, besides dispensing an equal amount to each user. The machine is also enabled to inform the quantity of the remaining beverage. The faculty and student have published a paper, titled "Beverage Dispenser with Finger Security" at IEEE International Conference on Advances in Computing, Communication and Applied Informatics (ACCAI-2022), 28-29 January 2022. The researchers thanked SMVDU for providing facilities to invent the machine.



Glimpses of Republic Day

