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FOCUSED ON  
**EXCELLENCE**  
DRIVEN BY VALUES

**INFORMA 2026**



MECHANICAL  
SMS  
LUCKNOW  
A SCIENCES

INTERNET  
OF THINGS  
COMPUTER  
SCIENCE  
MATHS  
ELECTRICAL  
B.Voc.  
B.Com.  
MBA  
MACHINE  
LEARNING  
B.Tech  
ARTIFICIAL INTELLIGENCE  
CIVIL



**THINK**  
**BOLD** **SMART** **BI**  
**SM**



# contents

Governing Council	02
Vision & Mission, Quality Policy & Guiding Values	04
SMS - The Genesis	06
Messages	08
Lucknow - The City of Nawabs	10
Awards and Recognition	11
Commendations	14
Academic Programmes	16
Why SMS?	34
Centres of Excellence	36
Value Added Courses	40
Research and Publications	44
Infrastructure at SMS, Lucknow	46
Facility @ SMS, Lucknow	52
Events	56
Corporate Social Responsibility	62
Scholarships	67
Institute Industry Interface	68
Alumni Interaction	72
Employability Enhancement Programme	74
Our Recruiters	75
Campus Placement	76
Intellectual Capital@SMS	77
Life @ SMS	86
Corporate Advisory Council	88
Academic Council	89



# GOVERNING COUNCIL



**Prof. B. P. Singh**  
Chairman  
Former Head and Dean  
Delhi School of Economics, New Delhi

**Prof. S. K. Singh**  
Vice Chancellor  
SRS University,  
Raipur

**Dr. A. K. Singh**  
Senior Professor, Dept. of Commerce,  
Faculty of Commerce & Business, Delhi  
School of Economics (University of Delhi)

**Prof. K. P. Singh**  
Former Director  
IIT,  
BHU

**Prof. Rajeev Tripathi**  
Former Director  
Moti Lal Nehru National  
Institute of Technology,(MNNIT)  
Prayagraj

**Dr. C. M. Dwivedi**  
CEO and President, Management &  
Productivity Consultancy Services

**Shri Ravendra Mishra**  
President - HR,  
Garware Technical Fibres Ltd.

**Shri Ashok Kumar Singh**  
Chairman,  
School of Management Sciences Society

**Dr. M. P. Singh**  
Executive Secretary  
SMS-Society

**Er. Amitabh**  
CEO,  
Soreal Systems Pvt. Ltd. &  
President Eastern Exporters  
Association(EUPEA),  
Varanasi

**Shri Sharad Singh**  
Secretary & CEO SMS  
Lucknow

**Regional Officer**  
AICTE, Kanpur  
(Ex-Officio)

**State Government Nominee-**  
Director  
Technical Education on U.P  
(Ex- Officio)

**University Nominee**  
Prof. B. R. Singh  
Director General (Technical)  
School of Management Sciences,  
Lucknow

#### MEMBER SECRETARY

**Prof. Ashish Bhatnagar**  
Director  
School of Management Sciences, Lucknow



# VISION & MISSION

## VISION

To become a constantly growing centre of excellence nurturing global-centric professional leadership based on ethical and moral attributes.



## MISSION

To create excellent learning ambience through innovation in teaching, research and consultancy for producing professionals capable of answering global challenges and demonstrating high ethical and moral standards.

## GUIDING VALUES

Trust;  
Sense of Ownership;  
Sense of Contribution;  
Innovation;  
Modesty & Mutual Respect

## QUALITY POLICY

Imparting value based education of highest standard relevant to contemporary world





# SMS

## THE GENESIS

AWARE OF ITS MISSION OF PRODUCING HIGHLY COMPETENT MANAGEMENT AND TECHNOLOGY GRADUATES, THE SMS SOCIETY ESTABLISHED ANOTHER CENTER OF EXCELLENCE AT LUCKNOW. SCHOOL OF MANAGEMENT SCIENCES, LUCKNOW STARTED ITS OPERATIONS FROM THE YEAR 2008 WITH THEIR POST GRADUATE DIPLOMA IN MANAGEMENT (PGDM) PROGRAMME, DULY APPROVED BY AICTE, MINISTRY OF HRD, GOVERNMENT OF INDIA.



**S**ensing the ever-growing need for competent and highly trained professionals endowed with rich business acumen, skills and aptitude to operate in the highly complex and fast-changing economic and industrial environment, the SMS Society, a philanthropic social organization, registered under the Societies Registration Act, 1860, established an autonomous nonprofit educational center, School of Management Sciences (SMS), in Varanasi avowed with a mission of imparting highly innovative management, computer and other technical education in the eastern part of India, which happened to be the need of the hour keeping in pace with the country's economy heading fast towards globalization.

With a modest beginning in 1995, SMS, Varanasi has never looked back. It has made consistent endeavour over the years to prove its national character as a Centre of Excellence in Management, Computer and Technical Education. Today, School of Management Sciences, Varanasi an autonomous Institute offering Master in Business Administration (MBA), MCA programme, which are duly approved by the AICTE, and affiliated, to AKTU. SMS, Varanasi is also offering undergraduate programmes, Bachelor of Business Administration (BBA), Bachelor of Computer Applications (BCA), B.A (H) Mass Communication, B.Com(H) , B.Com and also offering Master of Commerce (M. Com) from Mahatma Gandhi Kashi Vidyapith, Varanasi.

Aware of its mission of producing highly competent Management and Technical graduates, the SMS Society established another center of excellence at Lucknow.

School of management Sciences Lucknow is a NAAC grade A+ accredited college established in the year 2008 under the aegis of SMS Society, a philanthropic social organization, registered under the Societies Registration Act, 1860. School of Management Sciences, Lucknow has been very successfully running the Bachelor of Technology (B.Tech) programme as well as Masters of Business Administration (MBA) Programme approved by AICTE and affiliated to Dr. A. P. J. Abdul Kalam Technical University. SMS Lucknow has added the Bachelor of Business Administration (BBA), Bachelor of Computer Application (BCA), Bachelor of Commerce (B.Com), Bachelor of Commerce (Hons.), Bachelor of Science & B.Voc, (Software Development) affiliated to University of Lucknow. SMS Lucknow is also recognized under section 2(f) & 12(B) of UGC Act of 1956.

School of Management Sciences, Lucknow has received A+ grade accreditation from - National Assessment and Accreditation Council (An Autonomous Institution of the University Grants Commission) Ministry of HRD Govt. of India in a very short span of 10 years. SMS is the only Institute and the youngest to have A+ Grade in Lucknow among the colleges offering Engineering and Management Courses and 4th in U.P. in the same category. It means that SMS Lucknow has instituted quality assurance methods in teaching, research and support services, and have built procedures for its maintenance.

SMS Lucknow also is recognised under section 2(f) & 12(B) of UGC at 1956.



# CEO's MESSAGE

**It is with great pleasure that I welcome you to our beautiful School of Management Sciences campus.**

As Secretary & CEO of SMS Lucknow, I am honored to extend my heartfelt greetings to each and every one of you who have chosen to embark on this incredible educational journey with us.

At SMS Lucknow, we are dedicated to nurturing not only your academic growth but also your personal and professional development. Our mission is to provide you with a holistic education that equips you with the knowledge, skills, and values necessary to excel in your chosen fields and contribute meaningfully to society. Our Institute stands as a beacon of excellence in education, where the realms of professionals converge to create innovative and forward-thinking leaders.

Our commitment to academic rigor, cutting-edge research, and holistic development has always been our guiding principle, and we strive to provide you with an environment that nurtures creativity, critical thinking, innovation and a passion for lifelong learning.

In today's rapidly changing world, the need for adaptable and innovative thinkers has never been more crucial. Our institute is committed to fostering a dynamic learning environment that encourages creativity, critical thinking, and collaboration. Through our comprehensive curriculum, state-of-the-art facilities, and dedicated faculty, we aim to empower you to become business leaders and game changers in your respective domains.

Remember that your time here will be filled with both challenges and opportunities. Embrace these challenges as stepping stones to growth, and seize every opportunity to expand your horizons. Engage actively in extracurricular activities, student organizations, and community initiatives to cultivate a well-rounded personality.

As you pursue your academic endeavors, I encourage you to uphold the values of integrity, responsibility, and empathy. These values not only shape your character but also define your interactions with peers, professors, and the wider community.

I want to assure you that SMS Lucknow is not just a place of education; it's a community where you will forge lifelong friendships, create cherished memories, and lay the foundation for a prosperous future. SMS family is here to support you every step of the way.

Once again, welcome to this exciting chapter of your life. Let's work together to make your educational experience here truly transformative and rewarding experience.

I take this opportunity to invite all corporate leaders to hire bright and smart business leaders who will add value to your growth vision. Our alumni are working across over 15 countries and contributing to the growth of leading corporate houses.

**With best wishes,**

**Sharad Singh**  
CEO and Secretary

***“OUR COMMITMENT TO ACADEMIC RIGOR, CUTTING-EDGE RESEARCH, AND HOLISTIC DEVELOPMENT HAS ALWAYS BEEN OUR GUIDING PRINCIPLE, AND WE STRIVE TO PROVIDE YOU WITH AN ENVIRONMENT THAT NURTURES CREATIVITY, CRITICAL THINKING, INNOVATION AND A PASSION FOR LIFELONG LEARNING.”***

# DIRECTOR MESSAGE

## Greetings and Welcome to SMS Lucknow!

It is with great pleasure and pride that I extend a warm welcome to all the aspiring minds seeking excellence in education. At SMS Lucknow, we are dedicated to fostering a transformative learning environment that empowers students to excel not just academically but in all endeavors of life.

Our commitment to delivering exceptional education is evidenced by our NAAC A+ accreditation, a testament to our unwavering dedication to quality, innovation, and holistic development. At SMS Lucknow, we provide a diverse array of programs in Engineering, Management, Commerce, and Computer Applications, tailored to equip our students with the essential knowledge and skills required to thrive in today's dynamic professional landscape.

Through our distinguished faculty, state-of-the-art infrastructure, and value-added courses designed to align with industry demands, we nurture and guide our students towards becoming not just professionals, but pioneers and thought leaders in their respective fields.


I assure you that our institute is committed to providing an environment that encourages intellectual curiosity, critical thinking, and personal growth. We believe in empowering our students to become not just graduates but global citizens prepared to tackle the challenges and opportunities of the 21st century.

I invite you to be a part of the SMS Lucknow family, where your educational journey will be nurtured with care, guided by wisdom, and crafted for success.

**Welcome to SMS Lucknow, where excellence meets opportunity.**

**Warm Regards,**

**Dr. Ashish Bhatnagar**  
MMS, Ph.D.  
Director, SMS Lucknow



***“ THROUGH OUR DISTINGUISHED FACULTY, STATE-OF-THE-ART INFRASTRUCTURE, AND VALUE-ADDED COURSES DESIGNED TO ALIGN WITH INDUSTRY DEMANDS, WE NURTURE AND GUIDE OUR STUDENTS TOWARDS BECOMING NOT JUST PROFESSIONALS, BUT PIONEERS AND THOUGHT LEADERS IN THEIR RESPECTIVE FIELDS.”***



# Lucknow

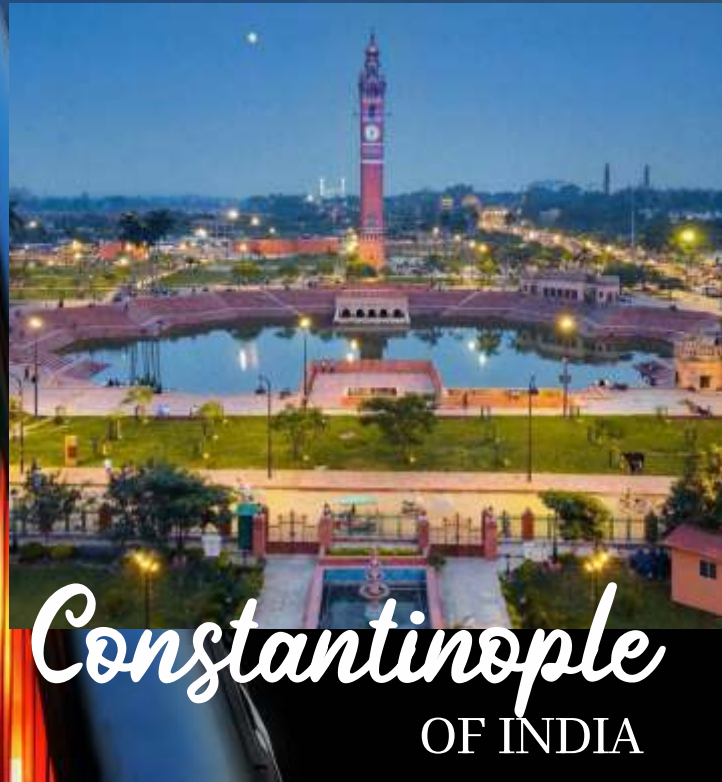
the city of nawabs



The legacy of the imperial **splendor of Lucknow** has always fascinated people all over the world. The first hundred years of success belonged to the Nawab Wazirs which, in different degrees contributed to its growth and made it, what has been metaphorically called, the "**Shiraz of Awadh**" and the "**Constantinople of India**". The ambience of Awadh has commonly been associated with the leisurely habits, etiquette, architecture, food and refinement, the residues of Nawabi culture. Over the years the city has preserved this spirit of the bygone days. Lucknow took almost two centuries to grow to the size of a metropolis. The nawabs were responsible for imparting a distinct image to the city, which indeed is unique. They worked meticulously to dress Lucknow with religious and secular edifices of incomparable excellence.

The surviving monuments of the city like IMAMBARAS mark the evolution of an interesting style in architecture. In the reign of Nawab Asaf ud Daula, the Mughal stylistic legacy was re-interpreted in stone and stucco instead of marble and stone. Soon the builders began to experiment with European styles and attempts were made to fuse the occidental with the oriental. Consequently, the style that emerged could rival the best in the world. The city later passed to East India Company after Nawabs lost the battle of Buxar in the year 1764.

The city remained the capital of Awadh province of the British and went on to become the capital of the Central Province and in turn Uttar Pradesh, modern city of Lucknow spread evenly on both sides of the river Gomti, offers a tourist plenty of places of historical interest. Lucknow is famous world over for its 'azadari' or mourning sessions that occur in the Islamic Month of Mohharum. The city has been equally well known for its culinary delights. The food culture of Lucknow has no parallels at all. The culture imbibes the courtly manners, beautiful gardens, poetry, music and architectural artifacts that rightly bestow Lucknow with the right title of "**City of Nawabs**".



# Constantinople

OF INDIA

# NAAC ACCREDITATION

SCHOOL OF MANAGEMENT SCIENCES (SMS) LUCKNOW RECEIVES COVETED 'A+' ACCREDITATION BY NAAC, SETTING NEW BENCHMARKS FOR ACADEMIC EXCELLENCE.



School of Management Sciences (SMS) Lucknow has achieved a momentous milestone by obtaining an **A+ accreditation** from the National Assessment and Accreditation Council (NAAC) with a **CGPA of 3.45 out of 4** which is an incredible and outstanding accomplishment. This remarkable achievement not only places SMS Lucknow as the **second-highest rated institution among 756 AKTU affiliated Engineering and Management Institutions** but also positions it as the second highest-rated institution amongst all colleges in Uttar Pradesh. Moreover, the institution has risen to an impressive rank being among Top 10 colleges and universities in the state, reaffirming its status as a premier educational institution. **SMS is also ranked 1st amongst 500 colleges of Lucknow University as per our NAAC rating A+ with a CGPA of 3.45 out of 4.** The NAAC accreditation is a testament to the relentless pursuit of quality education, commitment to continuous improvement, and outstanding leadership exhibited by the management, faculty, staff, and students of SMS Lucknow. This recognition validates the institution's relentless efforts to provide a holistic learning experience and maintain exceptional standards of education. The **A+ rating** signifies that SMS Lucknow has surpassed stringent evaluation criteria, reflecting its robust infrastructure, cutting-edge teaching methodologies, and innovative research initiatives. It also recognizes the institution's unwavering dedication to fostering a nurturing and inclusive environment that enables students to excel in their academic pursuits and develop into well-rounded individuals.

*Dream doesn't become reality through magic, it takes sweat, determination and hard work..!!*

# SMS AWARDS & RECOGNITION

School of Management Sciences Lucknow received the award at **10th Banking Leadership Summit** on 1 Dec 2025 at Taj Hotel. This award was given by **Hon'ble Minister of Uttar Pradesh Govt Shri Nand Gopal Nandi**.

## Award for "Outstanding Contribution to Education" by World HRD Congress. 2024

SMS Lucknow was conferred the "Education Leadership Award" for excellence in Education by **World HRD Congress** during UP Leadership award function on 12th November, 2024. Shri Sharad Singh - CEO and Secretary- SMS Lucknow was honored with prestigious Award for "Outstanding Contribution to Education" by World HRD Congress during a glittering function held at Hotel Taj, Lucknow on 12th November, 2024. Shri Sharad Singh is a transformational and visionary leader who always advocates for excellence and Innovations as per industry and market needs. SMS Lucknow is Ranked NAAC A+ and placed at the Top amongst all the 550 affiliated college of Lucknow University and Ranked 2nd among all the 775 affiliated institutions of AKTU. Mr. Yash Sengar - received the prestigious award on behalf of Shri Sharad Singh.



## LMA Sustainability Award 2025

Lucknow Management Association (LMA) conferred "**LMA Sustainability Award-2025**" to School of Management Sciences, Lucknow for its outstanding commitment to sustainable development and stewardship during an award ceremony at Hotel Grand JBR, Lucknow on 22nd March, 2025. The award was presented by Mr. Alok Ranjan, Former Chief Secretary, Govt. of U.P. and Executive members of LMA.



Mr. Sharad Singh, Secretary & CEO received the award on behalf of SMS Lucknow. This prestigious award has been conferred to SMS Lucknow for its contribution in advancing United Nations' Sustainable Development Goals (SDGs).



Shri Akhilesh Yadav Hon'ble Chief Minister, Govt. of U.P. conferred Education Leadership Award 2016 to Mr. Sharad Singh, CEO, SMS Lucknow



Pride of Uttar Pradesh - "Gaurav Samman 2022" was presented to Mr. Sharad Singh, CEO & Secretary, SMS Lucknow on the 10th of October 2022 by The Lucknow Tribune.



**Education Leadership Award 2023**

School of Management Sciences, Lucknow received the "Education Leadership Award" in the 12th edition of World Education Congress at Mumbai on the 22nd of July 2023.

**Uttar Pradesh Leadership Awards** held at Hotel Taj, Gomtinagar, Lucknow on 7th November 2023 and SMS Lucknow received the "Educational Leadership Award" in following categories:

- Education Leadership Award received by Shri Sharad Singh, Secretary & CEO of SMS Lucknow.
- Prof. (Dr). B.R. Singh, Director General (Technical) for outstanding contribution in Research & Innovation.
- Prof.(Dr) Dharmendra Singh, Associate Director for significant contribution in Academics
- Prof. (Dr) V.B. Singh, Joint Director for outstanding work in Branding Initiatives.
- Prof.(Dr) Mahendra Srivastava, Associate Professor for Consultancy in Global Projects
- Mr. Surendra Srivastava, General Manager for Outstanding Contribution to Corporate relations.
- Mr. Asad Kareem Usmani, Assistant Professor for significant contribution in Internal Quality Assurance
- Corporate Relations Department for Outstanding Institute Industry Interface.

**Ranked 1st position by AKTU, Lucknow**

SMS Lucknow has been ranked at 1st position among all 615 colleges (and 43 participating colleges) all over Uttar Pradesh by Dr. A.P.J Abdul Kalam Technical University, Lucknow for Innovation and Start-up activities carried out at the campus and under the Dr. Kalam Startup Parikrama-7th Edition and TEQUIP III in the 2018. SMS, Lucknow received award at an award ceremony organised by K-CIIS of AKTU, at New Delhi for encouraging Innovation and Entrepreneurship Programs.

**Best Engineering College in North India**


School of Management Sciences, Lucknow has been awarded as "Best Engineering College in North India" at Excellence in Education, Training & Development –Award 2018 ceremony organized by ASSOCHAM (The Associated Chambers of Commerce and Industries of India) in Ranchi on 28th Feb. 2018.

**Brand Leadership Award 2018**

SMS Group of Institution has been recognized amongst the "Best Brand" for its significant contribution in the field of Education at UP Brand Leadership Award-2018 organised by ABP news.

**Educationist Award 2018**

School of Management Sciences, Lucknow has been conferred with the award for outstanding achievement & remarkable role in the field of education.



SMS Lucknow has featured in the Limca Book of Records for the conduct of quiz on environmental consciousness by the name of "Green Quest". It has registered contacting 45000 students, teachers and parents from 400 schools for spreading the awareness in the state of Uttar Pradesh during September to December 2015.



Mr. Sharad Singh, CEO, SMS Group of Institutions receiving "B School Leadership Award 2014 in 22nd World HRD Congress" at Mumbai on 17th Feb 2014.



"His Excellency Prime Minister of Bhutan Shri Jigme Y. Thinley giving the prestigious award to Shri Sharad Singh, CEO, SMS in World HRD Congress Summit 2010-11"

**Educational Leadership Award 2018**

SMS Lucknow received the "Educational Leadership Award" at the Dewang Mehta National Education Award for Education Leadership and the 26th Business School Affair Ceremony organized by ABP News. 32nd Rank among Top 50 B-Schools in India Survey conducted by Business India Magazine has put School of Management Sciences, Lucknow on the 32nd position in the prominent bracket of Top 50 B-Schools in India.

**Innovation Leadership Award 2016**

School of Management Sciences, Lucknow has been conferred with "Innovation Leadership Award" at 8th Innovation Education Awards and the award was presented by DNA & Stars of the Industry Group at Mumbai on 18th February, 2016.

**Outstanding Contribution Award 2016**

SMS Lucknow has been awarded for outstanding contribution during 2015-2016 in the upliftment of government schools in the vicinity of Kashimpur Biruha & Gosaiganj area of Lucknow region by i-Care India.

**Innovative B School Award 2015**

Another extraordinary achievement by SMS Group when it has been accorded with Innovative B-School Award for 'Innovation in Building Academic & Industry Interface' during 23rd HRD Congress at Mumbai on 18th Feb 2015. School of Management Sciences, Lucknow, is recognized under section 2(f) and 12(B) of UGC Act 1956, under the head "Non Government Self Financed colleges teaching up to Bachelor's degree.

**SMS Lucknow received Two Prestigious Awards**

'Excellence in Education' and 'Excellent Engineering College' award during U.P. Technical Education Summit held at Lucknow on 29th November 2014.

**SMS Conferred with Two Awards**

Outstanding Business School (North), Innovative Business School in Academic-Interface at the 4th world HRD congress held in Mumbai, organized by leading media house Dainik Bhaskar and DNA.

**Best Institute in UP for Placement Efforts**

Associated Chambers of Commerce and Industry (ASSOCHAM) and the reputed educational Magazine, The Education Post has recently awarded School of Management Sciences for being "The Best Institute in UP for Placement Efforts" at the event hosted at Ahmedabad. The award was presented by the State Minister for Education for the state of Gujarat. Awards received at 17th Asia Brand Summit by 16th

B-School Affaire & Dewang Mehta B-School Awards in the following category:

- B-School for Encouraging Innovations that lead to better development.
- B-School Leadership Award
- B-School with Best Academic Input (Syllabus) in "Marketing".

**Innovation & Outstanding B-School Awards for SMS Group**

The DNA and Stars of the Industry Group has conferred the "Innovation in Building Academic & Industry Interface" to SMSGI on February 12, 2011. The award is in recognition of leadership, development, innovation and industry interface of SMSGI.



**SMS Bagged Three Prestigious Awards in World HRD Congress Summit**

Innovations in Building Academic and Industry Interface, Outstanding B School in Marketing (North), Best B-School in Business School Leadership at the 12th World Human Resource Development Congress in Mumbai. Other prominent competitors in these award categories included IIM-Ahmedabad, IMT-Ghaziabad and IIT-Mumbai.

**SMS Group Gets Pride of Industry Award**

SMS Group of Institutions received the "Pride of Industry Award" in the launching ceremony of the World Brand Congress Brochure 2009 and the book titled "Building Pride" at Mumbai.



Dr. M.P. Singh, Secretary, SMS Group of Institutions receiving "Excellence in Education" award from Prof. R.K. Khandal, Vice Chancellor, UPTU at the U.P. Technical Summit 2014



Mr. Sharad Singh, CEO, SMS Group of Institutions received the Pride of Industry Award



Mr. Sharad Singh, CEO, SMS Group of Institutions receiving "Outstanding B-School (North India)" Award, by Star News



ASSOCHAM awards SMS for being the best Institute in U.P. for Placement Efforts



Mr. Sharad Singh, CEO, SMS Group of Institutions receiving "Innovation in Building Academic & Industry Interface" Award

# APPLAUSE BRAVO CONGRATULATIONS EXCELLENT CONGRATULATION GREAT JOB

• नवाचार का बेहतरीन प्रदर्शन देखने को मिला। देश की समृद्धि, विकास एवं आर्थिक उन्नयन तथा नागरिकों के जीवन को आसान बनाने के लिए ऐसे कार्य करते रहें। हार्दिक शुभकामनाएँ।

**दुर्गाशंकर मिश्रा**

मुख्य सचिव, उत्तर-प्रदेश

• एस.एम.एस. लखनऊ में स्टूडेंट्स द्वारा बेहतरीन इन्नोवेशन की प्रदर्शनी लगायी। जिसमें सभी तरह के मॉडल दिखाये गये। मैं सभी के उज्ज्वल भविष्य की कामना करता हूँ और आशा करता हूँ की सभी स्टूडेंट्स भविष्य में नयी ऊँचाईयों को छूकर देश में अपना अहम योगदान देंगे।

**सत्यप्रकाश**

एम.डी. यू.पी. आर.एन.एन.

• Placement drive is well organized; the team and students are very supportive. All the technical requirement and infrastructure is very good.

**Abhay Malviya**

Noida

• Superb Campus, great faculty, passionate students can go to newer heights-potential to be global player.

**Shashi Bhargava**

EVP Datamatics Mumbai

• Delighted to interact with a very energetic and enthusiastic group of bright students. My best wishes.

**Ashwani Bhatia**

Ex-Whole Time Member, SEBI

• SMS campus has very good infrastructure. Glad to know @3000 students are associated with this institution. Faculty and staff are very much receptive and nice. Wishing for the best future.

**K. Ravinder Naik (IAS)**

Principal Secretary, Adm. Reforms & Sectt.

Admin. Govt. of UP

• It was great time at SMS college. I wish a great success to this beginning of MOU between IIPA and SMS. Dream Big and conquer 'Best wishes

**Anupama Yadav**

Research officer,

Department of Administrative Reforms.

• It was an amazing experience to conduct a workshop on NAAC followed by a workshop on Bloom's Taxonomy. It was a great privilege to be a part of the exercise to develop vision 2032 of SMS Lucknow. The enthusiasm and energy amongst the team members is praise worthy. I wish that the NAAC Score is improved in each cycle which the institution richly deserves.-

**Prof. Ajay Kumar Singh**

Head & Dean, Department of Commerce,  
Delhi School of Economics,  
University of Delhi

• It was wonderful to visit SMS Lucknow as a keynote speaker during the SDG9 Conference. I wish the institute very best wishes-

**Prof. S.K.Singh**

IIM Lucknow

• Very encouraging to see the institute working closely with industry, Govt. & NGOs to build an inclusive & development oriented mindset in its students.-

**Gajendra Chandel**

President-HR

Tata Motors

• Marvelous & Meticulously planned and implemented event. Best wishes for grand success-

**Dr.Rana Singh**

Director, CIMP

• An absolutely fantastic infrastructure. Had a fruitful meeting with the promoters. Best of luck for the future.

**Neeraj Mehra**

CSO-Escorts Ltd., FBD

• SMS is a very innovative institution with excellent infrastructure, capable & dedicated faculty led by a very visionary & institution builder Mr. Sharad Singh. It is always a great pleasure to visit and address the students.

**Barttanu Kumar Das**

Head HR, L& T Construction

• SMS is a great educational institute based out of Lucknow. I am extremely pleased and thrilled to know and see personally various innovations & interventions created by students under the able leadership of DR. B.R.Singh. Got golden opportunity to interact with professors, management team & bright students of SMS.

**Sanjay V. Kavathalkar**

VP-HR,

Kalpattan Power transmission Ltd.

# COMMENDATIONS

- The institute has very rich infrastructure and academic structure with good repute.  
**Dr. Satish Dwivedi**  
MOS(IC), Basic education,  
Govt. of U.P.

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- College has a very good infrastructure and leadership. I see a high potential to build up. My best wishes.  
**Mr. Deepak Kumar Mishra**  
Group Head-HR – CP Milk & Food Pvt.  
Ltd.(GYAN Dairy)

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- Good Ambience, Hospitable family. Looking forward  
**Mr. Novoneel Das**  
Assistant Director – ZOLO Stays

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- Being an adjunct faculty of the vibrant SMS, it has been a pleasure and privilege to interact with dear students of the college. Thank you chairman for the wonderful opportunity  
**Lt. (Col.) Dr. Praveen Kumar Singh**  
Director  
UIDAI

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- Exquisite and dazzling Institute both in terms of Academics and infrastructure. I expect excellent academic spin-off from this emerging institute.  
**Mr. T. Sasi Kumar**  
VP-HR,  
Ashok Leyland John Deere,  
Chennai

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- Amazing college! Holds a lot of potential to be a pioneer in the region. Excellent infrastructure, cordial staff, visionary management, A perfect blend to be an academic seat of excellence. Wishing all the best to SMS, Lucknow.  
**Prof. Sushil Kumar**  
Chairman  
MDP, IIM, Lucknow

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- A beautiful campus and excellent reception, students are very participative.  
**Mr. Jayant Krishna**  
Chief Operation Officer, National Skill Development Corporations

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- It was a pleasure visiting the campus. I am highly impressed with the infrastructure and labs. The students and faculty are very cooperative. I see a great future for SMS, Lucknow.  
**Mr. Deepak Deshpande**  
Sr. VP-HR, Netmagic Solutions

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- Indeed a wonderful day with lot of new ideas and hopes, liked the awesome infrastructure, All the Best for future endeavors.  
**Mr. Puneet Pandey**  
Sr. Director-HR,  
HCL Technologies Ltd.

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- Extremely good environment for students beautiful campus. Enthusiastic students and faculty. I wish SMS a bright future.  
**Rajesh Sharma**  
M, State Head- CSD Reliance Jio Infocom LTD,  
Lucknow
- Nice campus, Good Infrastructure. Interacted with faculty members and visited the labs, Faculty by & large appeared to be highly motivated. Management is providing good environment for progress. My good wishes for becoming excellent technical institution in region. -  
**Prof. Rajeev Tripathi**  
Former Director  
MNNIT Allahabad,  
Prayaraj

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- It was a good experience to visit the Institute through the corporate department. Students appeared inquisitive & receptive too. Shall look forward to opportunities in future for more interactions. We shall look forward for students' summer training. Wish SMS all the best in their future years.  
**Shri. S. K Roy**  
Sr. VP (Engg.)  
REPL, YMCA Blog, Lucknow

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- I got a pleasure surprise to see the development happening at SMS, Lucknow. Also glad to learn the accolades the institute has received. My best wishes to SMS-Lucknow. Look forward to get pleasant surprises, academic excellence new in future.  
**Praveen Sawant**  
VP-HR-Financial Technologies India Ltd.

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- Good interaction with students. Found them to be highly enthusiastic.  
**C. Jaykumar**  
General Manager,  
Gulf Oil Corporation Ltd.

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- SMS presented a great day for their students and for us as presenters. Great questions, inspired students and a wonderful reception by SMS staff. Thank you for your hospitality.  
**Tara Spielhagen Hale**  
Business Development Director & Head of India-Ensygnia

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- The visit was very delightful. The centre has a great smell of vibration, building with energy and enthusiasm.  
**G.P. Rao**  
Managing Partner- GPR HR  
Consulting LLP

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- Very happy to meet all of you. "To shine like the Sun, Learn to burn like the Sun." Stay connected.  
**Srijan Pal Singh**  
Kalam Centre,  
Founder & CEO

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- It was a pleasant experience to interact with students to SMS, Lucknow drawn from multiple disciplines. I was very happy to see the interest and enthusiasm evinced by students regarding entrepreneurship. I congratulate the Director and Management of SMS, Lucknow for nurturing such a wonderful centre of learning in U.P.  
**Prabal Kumar Sen**  
Professor,  
Economics Area & Chairperson, Entrepreneurship Development Centre (EDC) ,  
XLRI Jamshedpur



# THINK BOLD SMART & BIBI





# MBA

## MASTER OF BUSINESS ADMINISTRATION

YEARS OF INCEPTION: 2012

Intake: 180

Duration: 2 Years Full Time

### DR. A.P.J.ABDULKALAM TECHNICAL UNIVERSITY PROGRAMS

AKTU COLLEGE CODE **423**

Affiliated to Dr. A.P.J. Abdul Kalam Technical University, Lucknow and Approved by the AICTE, Ministry of HRD, Government of India

#### OVERVIEW

The two year full time MBA program aims to bring in an attitudinal change among the students, develop their leadership qualities and finally to mould them into competent Managers. The programme trains the students to handle resources effectively, take important decisions to achieve the organisational goals and equips them with modern management concepts and techniques.

#### ELIGIBILITY

Candidates must have completed their three year Bachelor's degree or equivalent in any discipline recognized by the Association of Indian Universities (AIU) with minimum of 50% marks for GEN/OBC and 45% marks for SC/ST. Individuals appearing for their final year degree examination can also apply.

#### ADMISSION PROCEDURE

The admission is done through CET (Common Entrance Test) conducted by Dr. A.P.J. Abdul Kalam Technical University, Lucknow.



#### SPECIALIZATIONS OFFERED:

- Marketing
- Finance
- Human Resource Management
- International Business
- Operations

#### PEDAGOGY

- Academic assessment
- Research opportunities
- Summer Internship
- Industrial tours
- Case Studies
- Role Play
- Employability Enhancement Programme (EEP)
- Regular interaction with Industry experts
- In class Activities



# MBA

## BUSINESS ANALYTICS

Intake: 60  
Duration: 2 Years Full Time

*Affiliated to Dr. A.P.J. Abdul Kalam  
Technical University, Lucknow and  
Approved by the AICTE, Ministry of  
HRD, Government of India*

### OBJECTIVES OF THE PROGRAM

The MBA in Business Analytics is designed to prepare future-ready managers who can leverage data for strategic decision-making. In an increasingly data-driven business environment, organizations seek professionals who can translate complex data into actionable insights. This program blends core management principles with advanced analytical tools and techniques.

The curriculum covers areas such as data visualization, predictive analytics, machine learning applications in business, financial and marketing analytics, and decision sciences. Students will gain hands-on experience through industry projects, case studies, and the use of analytical software.

The program aims to develop analytical thinking, problem-solving abilities, and a strong business perspective. Graduates will be equipped to take up roles such as Business Analyst, Data Analyst, Analytics Consultant, and Strategy Manager across diverse sectors.



### ELIGIBILITY

Graduation 50% + Basic Math/Stats knowledge

# B.TECH

## BACHELOR OF TECHNOLOGY

**YEARS OF INCEPTION: 2008**

**Duration : 4 Years Full Time**

- Civil Engineering - 30
- Electrical Engineering - 30
- Mechanical Engineering - 30
- Computer Science and Engg. - 120
- AI & Data Science - 60
- CSE - (AI & Machine Learning) - 20
- CSE - (AI) - 60

**DR. A.P.J. ABDUL KALAM TECHNICAL  
UNIVERSITY PROGRAMS**

**AKTU COLLEGE CODE 423**

*Affiliated to Dr. A.P.J. Abdul Kalam  
Technical University, Lucknow and  
Approved by the AICTE, Ministry of  
HRD, Government of India*



### **Overview:**

The Bachelor of Technology (commonly abbreviated as B.Tech.) is an undergraduate academic degree conferred after completion of four year program of studies at our institution. These programs bring about an overall personality change in the students and mould them into young Technical Professionals.

### **Computer Science and Engineering**

Computer Science Engineering students learn about basic engineering techniques, as other engineering students, during first year course. These techniques include Engineering, Mathematics, Physics and Chemistry, Engineering drawing. From second year they are exposed to core Computer Science subjects like programming, Data Structures, Digital logic, Theoretical computer Science, Algorithms, Computer networks, Operating systems, Web technologies, Databases and Computer Architecture are few to mention.

### **Civil Engineering**

Civil engineers build the world's infrastructure. In doing so, they quietly shape the history of nations around the world. Most people cannot imagine life without the contributions of civil engineers to the public's health, safety and standard of living. Only by exploring civil engineering's influence in shaping the world we know today, we can creatively envision the progress of our tomorrow.

### **Artificial Intelligence & Data Science**

Artificial Intelligence and Data Science (AI&DS) is a new, exponentially emerging field which consists of a set of tools and techniques used to extract useful information from data. AI&DS is a fast growing discipline and is full of rigorous practical analysis. The demand for undergraduates in AI and DS has increased the Global market over the last few years. Intelligent machines are influenced by emerging technologies, smart devices, sensors, computing power, faster data processing, huge storage and human-machine interaction capabilities. Data Science (DS) is an interdisciplinary field with the ability to extract knowledge/insights from data - be it structured, unstructured, or semi-structured data. AI with DS, is in demand with the extensive usage of smart phones, innovations in social media, online banking, etc., and more efficient and powerful solutions to smart environments including Internet of Things and Industry 4.0. AI and DS delivers data driven solution using computational principles, methods and systems for extracting knowledge from data and modern computational systems that demonstrate capabilities of perception, reasoning, learning and action that are typical of human intelligence.



### Computer Science & Engineering (Artificial Intelligence & Machine Learning)

In B.Tech CSE (Computer Science and Engineering) with specialization in Artificial Intelligence and Machine Learning, students learn about essential concepts such as data structures, algorithms, OOPS concepts using Java, databases, software engineering and design processes. Students will also obtain an in-depth knowledge of machine learning and artificial intelligence by implementing real-world problems in a wide variety of application domains such as robotics, computer vision, natural language processing, etc. Students will be experienced in machine learning pipeline, data, models, algorithms and empirics.

### Electrical Engineering

Electrical engineering is the branch of engineering that deals with the technology of electricity. Electrical engineers work on a wide range of components, devices and systems, from tiny microchips to huge power station generators. It deals with the study of design, development, and maintenance of electrical systems and their components, ensuring quality, safety, reliability, and sustainability. The course focuses on the manufacturing of electrical equipment used in a number of sectors including construction and building and the production and distribution of power.

The field of electrical engineering has grown and branched out into a number of specialized categories, including power generation and transmission systems, motors, batteries and control systems.

### Mechanical Engineering

Mechanical engineering is a discipline of engineering that applies the principles of physics and material science for analysis, design, manufacturing, and maintenance of mechanical systems. It is the branch of engineering that involves the production and usage of heat and mechanical power for the design, production, and operation of machines and tools. It is one of the oldest and broadest engineering disciplines.

### Eligibility

- The candidate must have passed Intermediate examination of U.P. Board or 10+2 level examination from any recognized Board/University.
- The candidate must have secured minimum 45% marks (40% for SC/ST category candidates) in aggregate in compulsory (Physics & Mathematics) and optional subject (Chemistry, Bio-Technology & Biology).
- For admission to second year (lateral entry) of B.Tech. The candidate must have passed three years diploma in

engineering course; securing minimum 50% marks or three years B.Sc. degree with mathematics as one subject; securing minimum 50% marks in aggregate.

### Admission Procedure

Admission against Normal seats is made through the UPSEE examinations conducted by Dr. A.P.J. Abdul Kalam Technical University, Lucknow. On-line counseling is done at various counseling centres located at different cities. The details of counseling is provided to successful candidates with counseling letter. The information about counseling schedule, procedure and centres etc., is also available on website: <https://aktu.ac.in/>



### LABS

- Practical labs
- Employability Enhancement Programme (EEP)
- Industrial Visits
- Projects
- Inclass Activities
- Regular interaction with Industry experts
- ORELL Lab
- TECH FEST
- CAD

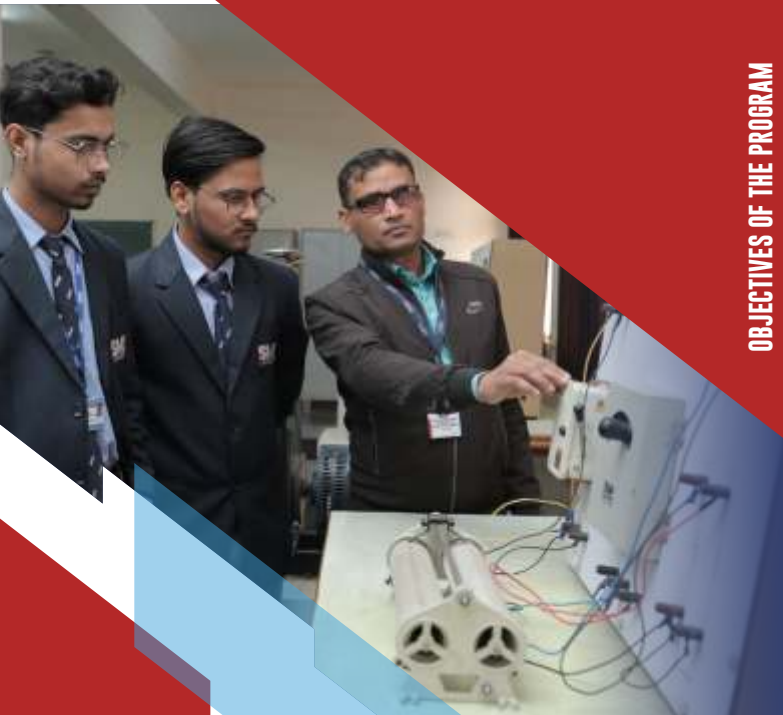
# ELECTRICAL ENGINEERING

Intake: 30  
Duration: 4 Years Full Time

Affiliated to Dr. A.P.J. Abdul Kalam  
Technical University, Lucknow and  
Approved by the AICTE, Ministry of  
HRD, Government of India

## OBJECTIVES OF THE PROGRAM

The electrical engineering department produces graduates who are able to practice electrical engineering to serve State and Regional Industries, Government Agencies, or National and International Industries. Department prepare graduates for personal and professional success with awareness of commitment to their ethical and social responsibilities, both as individuals and in team environment. The curriculum closely links technical fundamentals with team project building, professional principles and societal issues. The programme fosters a willingness to learn concepts and ideas from diverse disciplines both within and outside of electrical engineering.



## CAREER OPPORTUNITIES

- **Power:** Oil and gas industry, Power generation industry, Hydro-electric energy industry, Chemical industry
- **Technology:** Computer Hardware, the Electronics industry
- **Infrastructure:** Materials and metals industry, Rail industry, automotive industry, Construction industry, Telecom, Utilities
- **Others:** Defence industry, Fast moving consumer goods industry, etc.

## LABS

- Electrical Engineering Lab
- Power Electronics Lab
- Network Systems Lab
- Instrumentation Lab
- Control System Lab
- Measurement Lab
- Electric Drive
- CAD Lab
- Project Lab

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Technical University, Lucknow and  
Approved by the AICTE, Ministry of  
HRD, Government of India

# MECHANICAL ENGINEERING

Intake: 30  
Duration: 4 Years Full Time

## OBJECTIVES OF THE PROGRAM

The objective of an under graduate course in Mechanical engineering is to impart skills and expertise in the areas of design, manufacturing, mechanics and thermal sciences that are essential to most sectors of industry. The program familiarizes students to the field of mechanical engineering through an exposition of its disciplines, Including Structural Analysis, Mechanism Design, Fluid Flows, and Thermal Systems. The program also makes them familiar with the operation and safety of machine tools. Topics like Thermodynamics, Heat Transfer, Fluid Mechanics, Systems Dynamics, Design, Manufacturing etc. are an integral part of the curriculum. The course structure puts lot of stress on lab work and design projects.



### CAREER OPPORTUNITIES

- Automobile Industry
- Space Research
- Aeronautical
- Energy & Utilities
- Bio-mechanical Industry
- Manufacturing Plants
- Air-conditioning & Refrigeration Industry
- Turbine Manufacturing Plants
- Refining Industries (Agricultural sector)

### LABS

- Engg. & Mechanics Lab
- CAD/ CAM Lab
- Fluid Mechanics Lab
- Automobile Lab
- Material Science & Testing Lab
- Applied Thermodynamics Lab
- Theory of Machine Lab
- Solid works Software
- Fluid Machinery Lab
- Heat and Mass Transfer Lab
- Manufacturing Science Refrigeration
- Air Conditioning Lab
- Measurement and Metrology I and II Lab

# COMPUTER SCIENCE & ENGINEERING

Intake: 120  
Duration: 4 Years Full Time

## OBJECTIVES OF THE PROGRAM

This four year program lays emphasis on software & hardware engineering, data and information systems engineering, as well as on Networking Technologies, Wired, Optical Fiber, and Wireless. The Department provides exposure to emerging technologies as well as futuristic technologies like Nano-Technology and quantum computing.

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Technical University, Lucknow and  
Approved by the AICTE, Ministry of  
HRD, Government of India



### CAREER OPPORTUNITIES

- Computer Security Analysts
- Computer Engineer
- Consulting Engineer
- Research, Development and Design of Computer & Software
- Computer Operations Manager
- Customer Engineer
- Computer Network Manager
- Specialist Computer Consultant
- System Analyst

### LABS

- Principles for problem solving Lab
- Data Structures using C Lab
- Computer Organisation Lab
- Discrete Structures and logic Lab
- Mini Project or Internship Assessment Lab
- Operating System Lab
- Python Language Prog. Lab
- Database Mgmt. System Lab
- Compiler Design Lab
- Design & Analysis of Algorithm Lab
- Computer Network Lab
- Software Engineering Lab
- OOP/Web Technology Lab
- Artificial Intelligence Lab
- Project Lab
- Internet of Things Lab
- Advanced Internet of Things Lab
- Machine Learning Lab

# COMPUTER SCIENCE & ENGG.

## AI & DATA SCIENCE

Intake: 60  
Duration: 4 Years Full Time

*Affiliated to Dr. A.P.J. Abdul Kalam  
Technical University, Lucknow and  
Approved by the AICTE, Ministry of  
HRD, Government of India*

### OBJECTIVES OF THE PROGRAM

AI and DS course aims to indulge knowledge in not only the core technologies such as artificial intelligence, data warehousing, data mining and data modelling and also make ready students expertise in thrust areas such as machine learning and big data analytics. Students with this program can gain thorough knowledge in: Intelligent Systems, Machine Learning, Deep Learning, Reinforcement Learning, Natural Language Processing, Text Technologies for Data Science, Data Analytics and Mining, Big Data Management, Data Visualization, Bayesian Data Analysis, Probabilistic Modeling and Reasoning, Cloud Technologies, Internet of Things, Statistical Learning and visualization skills. This graduate program has a comprehensive coverage of applied mathematics used in data science and artificial intelligence while preparing the students to analyze, design and experiment solutions to problems. The curriculum targets technical and design skills, AI knowledge, and competencies needed to master strategic analytical methods and tools, and data management, with the objective of creating innovative strategies to solve challenging real-world problems.



### CAREER OPPORTUNITIES

- Data Scientist
- Knowledge Engineer
- Data Engineer
- Business Analyst
- Data Analyst
- Business Intelligence Engineer &
- Research Scientist

### LABS

- Deep Learning Lab
- Principles for problem solving Lab
- Data Structures using C Lab
- Computer Organisation Lab
- Discrete Structures and logic Lab
- Mini Project or Internship Assessment Lab
- Operating System Lab
- Python Language Prog. Lab
- Database Mgmt. System Lab
- Compiler Design Lab
- Design & Analysis of Algorithm Lab
- Computer Network Lab
- Software Engineering Lab
- OOP/Web Technology Lab
- Artificial Intelligence Lab
- Project Lab
- Internet of Things Lab
- Advanced Internet of Things Lab
- Machine Learning Lab

# COMPUTER SCIENCE & ENGG.

## AI & MACHINE LEARNING

Intake: 90  
Duration: 4 Years Full Time

### OBJECTIVES OF THE PROGRAM

SMS Lucknow offers a four-year undergraduate B.Tech CSE program in Artificial Intelligence & Machine Learning which aims to develop a strong foundation by using the principles and technologies that consist of many facets of Artificial Intelligence including logic, knowledge representation, probabilistic models, and machine learning. This course is best suited for students seeking to build world-class expertise in Machine Learning and emerging technologies that help to stand in the crowd and grow careers in the upcoming technological era. The main goal of machine learning (ML) is to program computers to use example data or experience to solve a given problem. Many successful applications based on machine learning exist already, including systems that analyze past sales data to predict customer behaviour, recognize faces or spoken speech, optimize robot behaviour so that a task can be completed using minimum resources, and extract knowledge from bioinformatics data. The program is designed to give the students enough exposure to the variety of applications that can be built using techniques covered under this program.

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### CAREER OPPORTUNITIES

- AI Engineer and NLP Engineer
- Machine Learning Engineer
- Data Scientist
- Business Intelligence Developer
- Research Scientist
- Machine Learning Architect
- ML Intelligent System Researcher

### LABS

- Principles for problem solving Lab
- Data Structures using C Lab
- Computer Organisation Lab
- Discrete Structures and logic Lab
- Mini Project or Internship Assessment Lab
- Operating System Lab
- Python Language Prog. Lab
- Database Mgmt. System Lab
- Compiler Design Lab
- Design & Analysis of Algorithm Lab
- Computer Network Lab
- Software Engineering Lab
- OOP/Web Technology Lab
- Artificial Intelligence Lab
- Project Lab
- Internet of Things Lab
- Advanced Internet of Things Lab
- Machine Learning Lab
- Deep Learning Lab



# COMPUTER SCIENCE & ENGG. ARTIFICIAL INTELLIGENCE

Intake: 60  
Duration: 4 Years Full Time

*Affiliated to Dr. A.P.J. Abdul Kalam  
Technical University, Lucknow and  
Approved by the AICTE, Ministry of  
HRD, Government of India*

## OBJECTIVES OF THE PROGRAM

The B.Tech in Artificial Intelligence is a cutting-edge undergraduate program focused on building expertise in intelligent systems and emerging technologies. As AI continues to transform industries, this program equips students with the knowledge and skills required to design, develop, and deploy AI-based solutions.

The curriculum includes foundational subjects such as programming, mathematics, and data structures, along with specialized courses in machine learning, deep learning, natural language processing, computer vision, and robotics. Emphasis is placed on practical learning through labs, projects, and internships.

The program fosters innovation, critical thinking, and technical proficiency, enabling students to pursue careers as AI Engineers, Machine Learning Specialists, Data Scientists, and Research Professionals, or to venture into entrepreneurship in technology-driven domains.



# BBA

## BACHELOR OF BUSINESS ADMINISTRATION

YEAR OF INCEPTION: 2010

Intake: 180

Duration: 3 Years Full Time (As per NEP)

### OBJECTIVES OF THE PROGRAM

A self-sufficient independent academic package in the world of Management Education, one of the most sought after career option now a days, that not only endows the participants with excellent quantitative, analytical, innovative and communicatory subtleties, but also equally empowers the aspirants with needful foundations for exploring and pursuing further management education at the post-graduation level.

### LUCKNOW UNIVERSITY PROGRAMS

*Affiliated to University of Lucknow, Lucknow*



### ADMISSION PROCEDURE

- The admission is done through Written Entrance Examination followed by Personal Interview. Admission will be granted on the basis of final merit-list prepared by the admission committee.

### ELIGIBILITY

- All those students who have completed Intermediate or 10+2 with minimum 50%marks in aggregate for GEN/OBC and 45% for SC/ST candidates in any discipline are eligible for BBA programme. Candidates appearing in their final examination of Intermediate or 10+2 may also apply. Such students will have to provide their passing out mark sheets, at the time of final selection.

# BCA

## BACHELOR OF COMPUTER APPLICATION

YEAR OF INCEPTION: 2012

Intake: 120

Duration: 3 Years Full Time (As per NEP)

### OBJECTIVES OF THE PROGRAM

The Bachelor of Computer Application (BCA) is designed with a special focus on current Computer Applications. It is three years (six semesters) full time program. The BCA Programme aims to develop ability to interact with real-life situations and to build systems which can be efficiently processed on computers. The completion of the programme helps the students to take up positions in System Management and Project Management in leading IT Corporations. The Degree of B.C.A of the University of Lucknow shall be conferred on the candidate who pursues the prescribed courses of study for six semesters and passes the examinations as prescribed under the relevant ordinances.

### ADMISSION PROCEDURE

- The admission is done through Written Entrance Examination followed by Personal Interview. Admission will be granted on the basis of final merit-list prepared by the admission committee.

### LUCKNOW UNIVERSITY PROGRAMS

*Affiliated to University of Lucknow , Lucknow*



### ELIGIBILITY

- Intermediate or equivalent examination with Mathematics/Computer/Information Technology/Computer Application/Information Practices/Computer Technology and Maintenance/ITes as one of the subjects with at least 50% marks for General/OBC and 45% marks for SC/ST candidates.

### LABS

- Computer Application lab
- Programming in C
- Java lab
- Data Structure
- DBMS Lab
- Python Programming lab
- Web Design Lab
- Computer Graphics lab
- Operating system lab
- Advanced Java technology lab
- Data Analytics Lab
- Machine Learning La
- Soft Skills and Personality Development

# B.VOC. (Software Development)

## BACHELOR OF VOCATIONAL STUDIES

YEAR OF INCEPTION: 2015

Intake: 50

Duration: 3 Years Full Time (As per NEP)

### OBJECTIVES OF THE PROGRAM

B.Voc. is a three year degree program, approved by UGC & affiliated to University of Lucknow, with multiple exit points. Students can leave at the end of first year with a Diploma, at the end of second year with an Advanced Diploma, and at the end of three years with a Degree. This programme has been initiated keeping in view the government initiative (NSDC) of developing a skilled workforce for growth of Indian manpower. It helps students to acquire adequate skills, make them work ready, enhance employability of graduates, and thus make them part of global workforce. The curriculum offers a unique blend of vocational and business management concepts. Field visits, internships, guest lecture from industry experts, experimental learning are some of the highlights of this curriculum.

### ADMISSION PROCEDURE

- The Admission is done through Written Entrance Examination followed by Personal Interview. Admission will be granted on the basis of final merit-list prepared by the admission committee

### LUCKNOW UNIVERSITY PROGRAMS

Approved by UGC and Affiliated to University of Lucknow, Lucknow



### ELIGIBILITY

- The candidate must have completed 10+2 (CBSE/ISC/UP Board or equivalent ) examinations from any stream with a minimum of 40% marks for General/OBC and 33% marks for SC/ST candidate

### LABS

- DAA/OS Lab
- Java Lab
- Logic Design Lab
- C & Data Structure Lab
- Dot Net Lab
- IOT lab
- AI/ML Lab
- RDBMS Lab
- Android lab
- OOP/WTLab
- Python Lab
- Advanced Java Lab
- PHP Lab

# B.COM (HONS.)

## BACHELOR OF COMMERCE

YEAR OF INCEPTION: 2013

Intake: 60

Duration: 3 Years Full Time (As per NEP)

Affiliated to University of Lucknow, Lucknow

### OBJECTIVES OF THE PROGRAM

Bachelor of Commerce Honors (B.COM H) is a three year undergraduate Programs modeled to offer the student with a number of management skills and at the same time also building in them proficiently in a specific area. This course is a career-oriented degree which provides a foundation in all aspects of commerce. This Programs prepares graduates for a wide range of careers in the business world. The Programs prepares the individual for the modern financial and accounting field.



### ELIGIBILITY

- The candidate should have passed Intermediate or equivalent examination with Commerce or Economics or Mathematics as one of the subjects of study with a minimum of 60% marks for GEN/OBC and 55% marks for SC/ST candidates

### ADMISSION PROCEDURE

- The Admission is done through Written Entrance Examination followed by Personal Interview. Admission will be granted on the basis of final merit-list prepared by the admission committee

# B.COM

## BACHELOR OF COMMERCE

YEAR OF INCEPTION: 2013

Intake: 140

Duration: 3 Years Full Time (As per NEP)

Affiliated to University of Lucknow, Lucknow

### OBJECTIVES OF THE PROGRAM

The Bachelor of Commerce degree is a full-time four year program, affiliated to the University of Lucknow. This course is designed to provide the student with a wide range of Managerial skills while at the same time building competence in a particular area. Students are exposed to general Business Principles and required accounting, economic and quantitative skills.



### ELIGIBILITY

- The candidate should have passed Intermediate or equivalent examination with Commerce or Economics or Mathematics as one of the subjects of study with a minimum of 40% marks for GEN/OBC and 33% marks for SC/ST candidates

### ADMISSION PROCEDURE

- The Admission is done through Written Entrance Examination conducted by University of Lucknow followed by Personal Interview at the Institute. Admission will be granted on the basis of final merit-list prepared by the admission committee





# PEDAGOGY

UNIVERSITY OF LUCKNOW PROGRAMS

- Teaching by using ICT Tools
- Industrial Visits
- Student Activity Plan Every Week
- Regular Interaction by Industry Experts
- Paid Internship
- Career Counselling Sessions
- Preparation For Competitive Exam
- English Language Labs
- Assignment
- Role Play
- Computer Labs



# WHY SMS

**"EXCELLENT SCHOLARSHIP  
SCHEMES  
FOR MERITORIOUS  
STUDENTS HELPED ME  
IN SELECTING SMS"**



**"SMS ENHANCES  
OUR EMPLOYABILITY  
MEETING  
INDUSTRY STANDARDS  
THROUGH ITS UNIQUE  
PEDAGOGY"**



**"A+" RATED BUSINESS  
SCHOOL, RECOGNITION  
AND AWARDS  
AT VARIOUS NATIONAL AND  
INTERNATIONAL FORUMS  
GAVE ME IMMENSE CONFIDENCE  
TO COME TO SMS "**



**"EXCELLENT  
INFRASTRUCTURE,  
FACULTY AND PLACEMENT  
RECORD HELPED  
ME IN CHOOSING SMS"**



**"THE YOUNGEST  
B++ ACCREDITED  
INSTITUTE IN LUCKNOW  
OFFERS MANAGEMENT  
& ENGINEERING  
PROGRAMS"**



**"AT SMS WE GET THE  
OPPORTUNITY TO UNDERTAKE  
CONSULTANCY AND RESEARCH  
ACTIVITIES IN THE FIELD OF  
BUSINESS MANAGEMENT"**



**"SMS ENSURES OUR OVERALL  
PERSONALITY DEVELOPMENT  
AND ALSO INCULCATES MORAL &  
ETHICAL VALUES TO BECOME A  
SUCCESSFUL LEADER AND  
MANAGER"**



**"SMS PROVIDES INTERNATIONAL  
EXPOSURE THROUGH ITS WORLD  
CLASS CURRICULUM AND ACADEMIC  
TIE-UPS WITH FOREIGN  
UNIVERSITIES"**

## CENTRES OF EXCELLENCE

# SIR C.V. RAMAN CENTRE FOR RESEARCH AND INNOVATION

Sir C.V. Raman Centre  
for  
Research & Innovation



### Vision

“To become a constantly growing centre of excellence nurturing global-centric, ethical & eco-friendly research and innovation on contemporary environmental issues to save Earth & save Life.”

### Mission

To develop eco-friendly technology, advance scientific research and innovation to save Earth & humanity.

### Objectives

To create awareness programmes to contain environmental threats. Research focusing in the areas of global concern i.e. issues of disaster management, global warming and sustainable development for managing environmental threats to save earth & humanity.



Solar Electric Street Car

The transport sector alone is emitting pollutant heavily through tail pipe due to multifold demand of vehicles. Along with this, growing industrialization all over the world is responsible for Global warming and Climate Changes. Thus, eco-friendly devices running on nonconventional resources like: Solar, Air and Water can address the reduction of huge pollutants and there after curbing the global warming issues. These resources can be proved energy potentials globally as they have enormous availability that too free of cost. This thought has forced and motivated our students to create innovative idea to develop eco-friendly “Solar Electric Street Car” under C.V. Raman Centre for Research and Innovation.



Solar Electric Bicycle

It is a fact that bicycle was invented as the first mode of transport by using manpower through paddling, which runs approximately at the speed of 20 to 25 km. per hour. In India, nearly 70% population is residing in the rural area (villages) and their means of transport is still bicycle or motor bike. Thus there is a need to provide efficient and motorized bicycle to give them relief as well faster travel. The Solar bicycle is the answer to this issue and it has zero impact on climate change and global warming as well. With this idea development of Solar-Bicycle was carried out which can help masses of the society.



Air-O-Bike

World wide huge demand of vehicles is resulting in a rapid consumption of fossil fuels and causing fast depletion of energy resources. Most motorcycles in the world today use engines that burn gasoline, contributing to greenhouse gases and adding air pollution to the surrounding area. It is ultimately causing serious threat to mankind on account of global warming and climatic changes. Since the enormous potential of air is freely available in the atmosphere which can be compressed and utilized as zero pollution energy source to address the Global Warming issues. This has been root cause to invent Novel Air Turbine Engine for two wheeled vehicle. This engine uses compressed air to turn a small air turbine, generating enough power to run a motorcycle for up to 40 minutes.



CV RAMAN CENTRE FOR RESEARCH AND INNOVATION WAS ESTABLISHED ON 16TH AUGUST 2011 TO PROPAGATE RESEARCH AND INNOVATION PRACTISES BASED ON THE THEME 'GLOBAL TECHNO-MANAGERIAL PRINCIPLES AND PRACTISE FOR ORGANIZATIONAL DEVELOPMENT, ENVIRONMENTAL PROTECTION AND SUSTAINABLE DEVELOPMENT'.

## INNOVATIVE PROJECTS BY OUR STUDENTS



Solar Powered Refrigerator



Solar Cooler



360° Steering



Fluidized bed drier



Articulated Robot



Tyre Safety by Magnetic Field



# VEDIC SCIENCE CENTRE



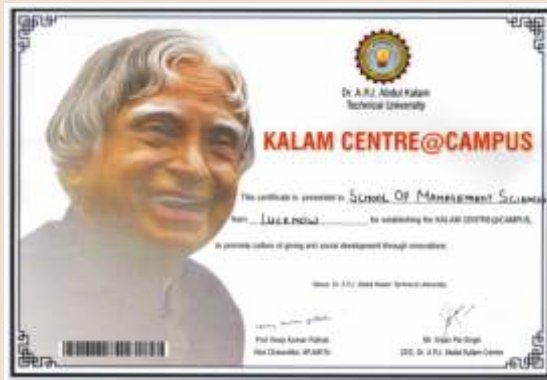
School of Management Sciences, Technical Campus, Lucknow opened “VEDIC SCIENCE CENTRE” on 21st April 2015. The aim of “Vedic Science Centre” is to work in the field of different knowledge systems of India, to reveal the essence of wisdom enshrined in the Vedas and to propagate it for the benefit of mankind. The different streams of knowledge like scientific heritage of India, history, philosophy, religious studies, mythology, psychology and cultural studies are enshrined in Vedas, which are to be identified and developed. All these are to be addressed by detailed research, investigation and evaluation. This is the key factor that kindled the idea of setting up a Center of Vedic Science at SMS Lucknow.

#### Various researches have been conducted under the aegis of Vedic Science Centre:

1. It has been found by students of B.Tech along with Dr. B.R.Singh that one of the doha written in Hanuman Chalisa “जुग सहस्रत्र जोजन पर भानू, लिल्यो ताहि मधुर फल जानू” tells the exact distance between sun and earth. “Yuga” means 4 yuga i.e. Satyug (4800 years), Tretayug (3600 years), Dwaparyug (2400 years) & Kalyuga (1200 Years). Sahastra means 1000 years and Yojana means 8 miles (1 mile= 1.6 km). And the multiplication of all these comes out to be exact proven distance between sun and earth i.e. 153600000.
2. Another research throws light on “Importance of count 108 while making mala” and it concludes that 108 is a cosmic number and it has been proven scientifically.
3. Inno-vedic Engineering has been found in order to make students more interesting towards technical studies and there are many technologies in our Vedas and Puranas which can help us to understand technology. Only effort required to decode those.
4. The discovery of aircraft in Afganistan has link with Mahabharat Period and research proved that same aircraft has been used 5000 years ago during war. NASA has transported that aircraft to USA for further research. These discoveries has been discussed by Dr. B.R.Singh during meeting of Vedic Vignan Centre.

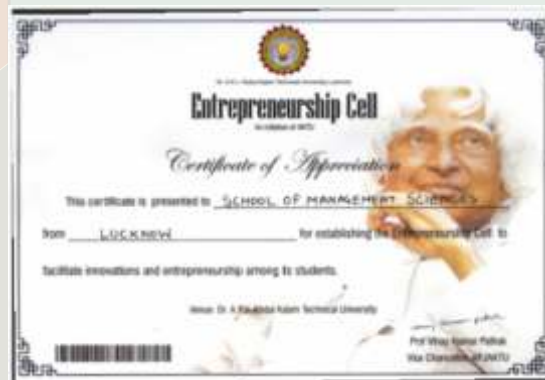
## KALAM CENTRE @CAMPUS

SMS Lucknow is proud to start an incubation centre- 'Kalam Centre @ Campus' for Innovation and Incubation of start-up (KCIIS) program. Kalam Centre @ Campus is established to promote culture for giving and social development through innovations and developing the future thought leaders for tomorrow.



## ENTREPRENEURSHIP CELL (E-CELL)

SMS Lucknow established Entrepreneurship Cell to facilitate innovations and entrepreneurship amongst its students. Both the centres aim to act as a platform to collaborate students with academia, business and research for formulating their ideas into project for benefit of society.



# INCUBATION CENTRE



## SMS Incubation & Entrepreneurial Foundation (SIEF)

**SMS Incubation & Entrepreneurial Foundation (SIEF)** has been established to promote innovation, entrepreneurship, and startup culture among students, faculty members, researchers, and aspiring entrepreneurs. The foundation functions as a structured incubation ecosystem that supports early-stage ideas and startups by providing mentoring, capacity building, industry exposure, and institutional support. It aims to bridge the gap between academic knowledge and practical entrepreneurial execution by fostering a collaborative environment involving academia, industry, and government initiatives.

SMS Incubation and Entrepreneurial Foundation (SIEF) is a Section 8 company established and incorporated under the provisions of the Companies Act, 2013, in accordance with the Companies (Incorporation) Rules, 2014. **SIEF was officially incorporated on 17th February, 2024.** Since its incorporation, SIEF has been actively working towards Startup culture and building a robust entrepreneurial ecosystem with a focus on sustainable, technology-driven, and socially impactful ventures.

The foundation operates under the guidance of **Prof. (Dr.) Bharat Raj Singh, Director (SIEF)**, who provides strategic direction, academic leadership, and policy-level guidance to align incubation activities with national startup and innovation goals. The overall management and execution of incubation programs is handled by **Dr. Arunesh Kumar Srivastava, Manager (SIEF)**, who oversees startup onboarding, smooth execution of incubation operations, mentoring frameworks, industry and government coordination, and implementation of entrepreneurship development initiatives. The incubation activities are further supported by **Assistant Managers Mr. Abu Huzaifa and Mr. Abhishek Sharma**, who actively assist in startup coordination, documentation, mentoring logistics, outreach activities, and day-to-day operational management of the incubation centre.





## DEPARTMENT OF COMPUTER SCIENCE & ENGINEERING

### CISCO Networking Academy @ Campus

SMS Lucknow Inaugurated the CISCO Networking Academy on 22nd November, 2018. The SMS, Lucknow CISCO Networking. Academy is unique and the only authorized CISCO partner of its kind in the region. **The academy will provide training on advanced networking technologies, routing and switching leading to CCNA Certification.** The purpose of this cooperation is to increase the access to education and career opportunities. The foundation of a Cisco Network Academy can improve pedagogical and learning conditions within institute by providing modern knowledge to students and thus improving the basis for their further study or the choice of first employment.

### Microsoft Visual Studio Team Services (VSTS) @ SMS

SMS, Lucknow has launched **Microsoft Visual Studio Team Services (VSTS)** in campus. Our Students can further develop their coding skills through free online learning courses, technology contests and tutorials available through Microsoft Imagine Subscription.

### IBM Skills Build for Colleges

**Department of Computer Science & Engineering collaborated with IBM Skills for offering Value Added Courses (VAP)** that help students of 2nd Year, 3rd Year and 4th Year to develop industry-relevant technical and professional skills. These courses are designed to bridge the gap between academic learning and real-world applications by introducing emerging technologies, practical tools, and interdisciplinary knowledge as well as they include interactive modules, hand-on labs, and assessments, enabling students to gain practical knowledge beyond classroom. The students of CSE, AI-DS, AI-ML and IoT were given hours of exploration for internships and professional careers. By complementing the core academic curriculum with industry-oriented skills and emerging technologies, the CSE department ensures that students are competent, adaptable, and ready to meet the dynamic demands of the IT industry and research domains.

### Placement Preparation Program with Project

**The Department of Computer Science & Engineering conducts Value Added Program (VAP) for students of B. Tech 4th Year (CSE & AI-DS) on Placement Preparation with Project.** It focuses on teaching students the essential skills required to succeed in campus placements enhancing both technical competencies and employability skills. This course includes training in aptitude, logical reasoning, verbal ability, coding skills, technical interview preparation, and resume building. It was attended by 74 students with duration of 32 hours. The key component of program is industry-oriented project, where students apply their technical knowledge to real-world problems. Hence, it bridges the gap between academics and industry expectations, making students' placement ready and professionally competent.

### Data Structure Using JAVA

**The Department of Computer Science & Engineering designed a Value-Added Program (VAP) on Data Structures using JAVA** for students to strengthen their programming and problem-solving skills. The course focuses on understanding core data structures and their implementation using Java Language. It was attended by 165 students of 3rd Year (CSE, AI-DS, AI-ML, IoT) with a total duration of 32 hours.



# VALUE ADDED COURSES

## DEPARTMENT OF CIVIL ENGINEERING



### Staad pro and Rivet

A Value Added Course has been organized on Staad pro and Rivet by Department of Civil Engineering for B.Tech & Diploma Students from (1st to 12h) APRIL 2025.

## DEPARTMENT OF MECHANICAL ENGINEERING



### AutoCAD

The Department of Mechanical Engineering conducts Value-Added Program (VAP) on AutoCAD for students of B. Tech 2nd, 3rd and 4th Year. The program is designed to strengthen students' technical drafting and design skills by providing hands-on training on industry-relevant AutoCAD tools and practices. Through structured design exercises, the VAP enhances students' understanding of engineering drawings, improves accuracy in design documentation, and increases their employability by aligning academic knowledge with industry requirements.

## DEPARTMENT OF COMMERCE AND MANAGEMENT

### Digital Advertising

The Digital Advertising Value Added Course offered by the college is designed to provide B.Voc students with industry-oriented skills in online advertising and digital promotion. This course focuses on developing practical knowledge of digital advertising platforms and tools used in today's business environment. It complements the vocational curriculum by enhancing students' technical competence, creativity, and employability in the rapidly growing digital marketing sector. The course is conducted for a total duration of 30 hours through offline batches, ensuring hands-on learning, classroom interaction, and practical exposure.

### Introduction of Stock Market

The Stock Market Value Added Course offered by the college is designed to provide students of B.Com, B.Com (Hons.), and BBA with practical and conceptual understanding of the stock market. The course focuses on the functioning of stock exchanges, trading of securities, and basic investment concepts. It complements the regular curriculum by linking theoretical knowledge with real-world financial market practices and enhances students' financial literacy and analytical skills. The duration of the course is 30 Hours in offline mode.

### Financial Modelling

Financial Modelling Certificate Course is a value-added program offered to MBA students to develop practical financial analysis and decision-making skills. The course provides hands-on training in Excel-based financial modelling, including financial statement analysis, forecasting, budgeting, and valuation techniques such as Discounted Cash Flow (DCF). The 30-hour course is conducted through interactive sessions and practical exercises. Upon successful completion, students will be awarded a Certificate in Financial Modelling, which enhances their employability in corporate finance, banking, consulting, and business analytics roles.

### Financial statement analysis in Excel

Financial Statement Analysis using Excel is a practical, application-oriented course designed for MBA students to develop strong analytical skills in interpreting corporate financial statements. The course integrates accounting concepts with Excel-based analysis, enabling students to evaluate a company's financial performance, position, and future prospects effectively.

### Advance Social Media Marketing & Lead Generation

This is a 30-45 hours hybrid course providing in-depth practical knowledge of advanced social media marketing strategies and lead generation techniques. It focuses on building brand presence, running paid advertising campaigns, generating quality leads, and analyzing campaign performance using real-time tools and analytics. All the value added courses are regularly updated in line with industry demand in accordance with our academic session.





### Resource Centre of Spoken Tutorial Project, Run by IIT-Bombay:

The Spoken Tutorial project is the initiative of the "Talk to a Teacher" project of the National Mission on Education through Information and Communication Technology, launched by MHRD, Govt of India. There are Spoken Tutorials on various Free and Open Source Software (FOSS) in various Indian regional languages. Learning is more effective when animation and narration are presented simultaneously. Audio-video demonstrations can illustrate features with maximum clarity. Our objective is to pass on the knowledge of technology and free and open source software (FOSS) through the website to the millions in our country who lack opportunities and/or access to learn any software. Some reasons for these gaps in access are-

- Lack of knowledge about accessibility
- Lack of proper guidance
- Lack of infrastructure facilities available
- Difficulty in understanding English Software that provides training under

### Resource Centre:

Basic IT Skills package, Blender, C and C++, Basic and Intermediate Levels, Advanced C++, Firefox, GeoGebra, GIMP, Java and Netbeans, LaTeX, LibreOffice Suite, Linux and Ubuntu, OpenFOAM, PHP & MySQL, Python, Scilab, KTouch, TuxTyping.

### Various Workshops conducted Under the aegis of Resource Centre :

- Scilab workshop
- Letex workshop
- C and C++ workshop

### NPTEL Local Chapter by IIT Chennai

School of Management Sciences, Lucknow is privileged to be declared as a centre for NPTEL Local Chapter by IIT Chennai. The National Programme on Technology Enhanced Learning (NPTEL) was initiated by seven Indian Institutes of Technology (Bombay, Delhi,



Kanpur, Kharagpur, Roorkee, Guwahati and Madras) along with Indian Institute of Science, Bangalore. It is a programme under the

ministry of Human Resources Development, Govt. of India, initiated in 2003 for the creation of web and video courses in various disciplines of engineering, basic sciences, management and humanities. Currently more than 900 courses are available on the web portal <http://nptel.ac.in>. For the past one year NPTEL has been offering online certification for its courses, the highlight being the certification exam through which the student gets an opportunity to earn a certificate from the IITs! These are available at: <http://nptel.ac.in/noc>. To take this initiative forward and to encourage more students across colleges to participate in this initiative, IITs are setting up NPTEL chapter in colleges (with the approval of the management). As a centre for NPTEL Local Chapter, SMS Lucknow will help students to obtain certificates from IIT Chennai for various courses. The college will provide a faculty as mentor/facilitator to students who will join the different courses. The institute will help students to enhance their employability skills. Benefits for a student who participates in an NPTEL online certification course:

- Students gain tangible end results
- Students can review and assess their own progress through assignments (week after week)
- Continuous assessment and interaction with the course faculty
- Discussion forums of like minds to discuss problem areas
- Students get access to mentors
- Certificates from the IITs, to improve job prospects

### Remote Centre of IIT Bombay:

IIT, Bombay Has Declared School Of Management Sciences, Technical Campus, Lucknow, As A 'remote Centre' For Empowerment Of Faculty, Staff & Students Through Trainings. I.e. Remote Centre – 1247.a Remote Centre Acts As The Intermediary Between Iit Bombay And The Participant Teachers During The Workshop. We Have Given This Opportunity As We Are One Of The Reputed B School, With High Academic Standards, Excellent Infrastructure And Good Faculty.

### Cambridge Assessment English Centre

SMS Lucknow has become Authorized exam centre for Cambridge Assessment English (part of the university of Cambridge). This initiative of SMS Lucknow will provide a platform to help students in developing their language and communication skills and gain international certification. SMS Lucknow as the centre for Cambridge English Exams can open up a world of study, work or travel opportunities. These exams open doors to higher education improve employment opportunities and increase choice of study or work for the students.

### Certificate Course on Goods and Service Tax

The Government has implemented the country's most ambitious indirect tax reform i.e. Goods and Services Tax from 1st July 2017. With a view to enable the students understand the nitty-gritty of this new law on GST, School of Management Sciences has introduced the Certificate Course on GST with an aim to enhance the knowledge as well as to provide avenue to the students in area GST filling for institution. the global service market.

### Benefits for students

- The student will be able to understand the concept of Indirect tax from Pre-GST period to post-GST period.
- Students will be able to differentiate between forward charge, reverse charge mechanism and the difference between composite and mixed supply.

- Students will have knowledge about the contents and format for various documents like tax invoice, bill of supply, debit note, credit note etc.
- Students will be able to Record and analyze the transactions for compliance under GST.
- Students will understand the procedure for registration, payment and refund of GST as well as mechanism to determine it.
- Enhancing analytical and problem-solving skills for decision making

### Analysis and Interpretation of Financial Statements

Data analysis and its interpretation is an important skill that need to be acquired by students specially management graduates and post graduates. Analysis of financial data is critical to understand financial position and performance of a company. This information is used by promoters and investors in varied way to take key decisions related to organization. The common purpose linked to analysis financial statement is to obtain information and understanding that will help in taking economic decisions.

After completion of course students will be able to:

- Valuate of the quality of financial information,
- Conduct Vertical and horizontal analysis,
- Use Ratio analysis of liquidity, solvency, risk, and profitability,
- Take strategic decision using strategic analysis and prospective analysis.

### Certification course on Digital Marketing

The marketing landscape has evolved significantly

over the past decade. Brands and marketers need to consider alternative strategies and tactics in order to reach and connect with prospects and consumers. What worked a few years ago, may not work now, or even a few months from now. Digital marketing has become a predominant component of many marketing mixes in recent years. And, now it is critical that multiple marketing channels and disciplines are leveraged together in order to remain relevant to the always on, always connected customer lifecycle. This online certificate will focus on introduction and insights to a breadth of core and emerging digital channels and disciplines. Students will learn the holistic value of Digital marketing through research and development of an actionable marketing plan. Understanding the interconnected value of these channels and disciplines will set you apart from other marketing professionals and guide your development as a digital marketing expert.

Upon completion of this certificate, students will have the ability to:

- Develop a digital marketing plan that will address common marketing challenges
- Articulate the value of integrated marketing campaigns across SEO, Paid Search, Social, Mobile, Email, Display Media, Marketing Analytics.
- Recognize Key Performance Indicators tied to any digital marketing program
- Improve Return on Investment for any digital marketing program
- Launch a new, or evolve an existing, career path in Digital Marketing.

### Certification course on Professional Selling Skills

#### Objective of the Program

This short term certification course is intended to sensitize the students of the Management and Commerce streams, about the professional style of selling. The course is intended to clarify the difference between the concepts of salesmanship, traditional selling, and professional selling process. It highlights the need for projecting the right image of a salesperson in contemporary society and learning the selling process that is followed by professional sellers all across the world.

#### Course Outcome

- Understanding the nuances of professional selling
- Gain knowledge about the process of professional selling
- Apply SPIN selling for effectiveness
- Analyze your own dominant style of persuasion and apply professional selling techniques for effective results.



### AUTOCAD

This course is a required for an Associate of Applied Science Degree in Architectural Design and Drafting. Intended Outcomes for the course such as Create, annotate, edit and plot drawings using basic AutoCAD commands and features. Apply basic AutoCAD skills to intermediate AutoCAD course and other design and drafting courses.

### Certification course on AutoCAD Civil 3D

The AutoCAD Civil 3D software permits the rapid development of alternatives through its model-based design tools techniques enabling you to organize project data, work with points, create and analyze surfaces, model road corridors, create parcel layouts, perform grading and volume calculation tasks, and layout pipe networks.

### Certificate Course on MATLAB Programming

Matlab is one of the most seeking domains in the IT industry to create applications with mathematical notations that can assist for scientific and aerospace research by modern technical computations. Get the best Training on the effective Matlab course syllabus along with practical knowledge on real-time projects at Softlogic to perform well in top MNCs from day one.



# RESEARCH AND PUBLICATIONS

SCHOOL OF MANAGEMENT SCIENCES HAS NUMEROUS ACHIEVEMENTS TO ITS CREDIT IN FULFILLING THE OBJECTIVES FOR WHICH IT HAD BEEN ESTABLISHED. WITH THE MOTTO THAT 'WHERE THERE IS NO ZEAL FOR RESEARCH, THERE IS NO ZEST IN TEACHING'; IT TOOK STEPS TO ENCOURAGE INDEPENDENT RESEARCH ON DIFFERENT FACETS OF BUSINESS MANAGEMENT, INFORMATION TECHNOLOGY, AS WELL AS ANCIENT INDIAN KNOWLEDGE AND SPIRITUALISM AND THEIR INTEGRATION WITH THE MODERN DAY WORK SETTINGS. SCHOOL OF MANAGEMENT SCIENCES HAS FIVE JOURNALS EXCLUSIVELY DEDICATED TO THE AFORESAID PURPOSE.

## JOURNALS

- **ADHYAYAN -** **A Bi- Annual Journal of Management Sciences** Indexed in EBSC O, Ulrichs Web, J. GATE , Google Scholar, PHP Cross ref. ISSN 2249-1066 (PRINT), ISSN: 2455-8656 (online)
- **SAMRIDDI -** **A Quarterly International Journal** (A Journal of Physical Sciences, Engineering & Technology) J. GATE Cross ref. DOI ISSN: 2229-7111 (print), ISSN:454-5767 (online)

## BOOKS

### DG (Tech)

- Book Pub-SuperBrain Yoga & Meditation (English)-2022: How to Sharpen the Memory published on 01 Feb 2022 from "Lulu Press Inc.,627, Davis Drive, Suite 300, Morrisville,NC 27560, USA" - ISBN:978-1-6781-6545-1. The book was translated in English from its Hindi Edition written by Dr. Bharat Raj Singh, Shri Satish Kumar Singh and Er. Sunil Ji Garg.
- Book Pub-Pranik Urja & Chikatsay Upchar (Hindi): Ek Paramparik Chikitsa Paddhati published on 5 May 2022 - ISBN: 978-1-4357-7504-6; from Lulu Press Inc., 627,Davis Drive, Suite 300, Morrisville, NC 27560, USA. The book was translated in English from its Hindi Edition written by Dr. Bharat Raj Singh, Shri Satish Kumar Singh and Dr Sushil Kumar Mittal.
- Published the book Healing Through Yoga: A Holistic Approach to Pain Relief & Wellness (Eng) - published on 15 April 2025 - ISBN: 978-1-300-37477-0 ; from Lulu Press Inc., 627, Davis Drive, Suite 300, Morrisville, NC 27560, USA. The book was authored by Prof. Bharat Raj Singh, Dr. Pradeep Kumar Tiwari and Saurabh Singh.
- Published the book Ancient Wisdom To Modern Management: Lessons For A Better Life & Career - on 29 April 2025 (Version-6 on 13 May 2025) - ISBN: 978-1-300-31105-8; from Lulu Press Inc., 627, Davis Drive, Suite 300, Morrisville, NC 27560, USA. The book was authored by Shri Satish Kumar Singh.
- Prof. (Dr.) Dharmendra Singh (Associate Director):  
Published The book titled, "Artificial Intelligence and Machine Learning Based Critical Robot Brain Mapping with Integration of Advanced Rooted Crypto Security" by Simon & Schuster publication on 9th July 2024
- Dr. Pramod Kumar Singh (Prof, DSW)
  1. Published A Text Book of Scientific Research Methodologies, RK Publication, India. ISBN 978-81-972512-1-4, (2024).
  2. Published A Text Book of Thermal Science, RK Publication, India. ISBN 978-81-972512-6-9, (2024).
- Dr. Ajai Singh Yadav (Asso. Professor, HOD)  
A Text Book of concept of Engineering Mathematics, Infinite Research ISBN 978-81-979122-1-4, August 2024.
- Dr. Kamlesh Singh HOD ME & EE
  1. Published The book titled "Artificial Intelligence and Machine Learning Based Critical Robot Brain Mapping with Integration of Advanced Rooted Crypto Security" by Simon & Schuster publication on 9th July 2024
  2. Published The book titled "Artificial Intelligence and Machine Learning Based Critical Robot Brain Mapping with Integration of Advanced Rooted Crypto Security" is authored by Dharmendra Singh and Kamlesh Singh. It has been published by Simon & Schuster (S & S) Publication House with ISBN-13: 979-8328823197.
- Dr. Amarjeet Singh (Principal Diploma)
  1. The book titled "ANN Based Fast Charging Control Strategy For Electric Vehicles with Intelligent Battery Thermal Management using Renewable Energy Resources " is authored by Dr. Amarjeet Singh . It has been published in International Journal IEEE transactions on Transportation Electrification in May 2025.
  2. The book titled "Artificial Intelligence Based Fast DC Charging Control of Electric Vehicle In Standalone Mode Involving Multiple Renewable Energy Resources " is authored by Dr. Amarjeet Singh, Mr. Sarvesh Anand and Mr. Vivek Mishra . It has been published by International Journal on Energy Conservation (I.R.E.CON) Vol 12 ISSN 2281-5295.
- Mr. Syed Shuja Askari, Mr. Sanjeev Kumar Pandey and Dr. Asha Kulshreshtha launched a book titled "Construction management and Entrepreneurship Development" for the students of Diploma in Civil Engineering on 01/07/2024. The book was launched by Prof Dr. Bharat Raj Singh (DG-Tech, SMS Lucknow)
- Anant Singh Published a Book on Amazon.com. Book title: & The Dollar& Last Stand De-Dollarization and an Analysis of the US Debt Crisis.

## NEWSLETTER

- "A Bi-Annual printed report prepared for disseminating the information about different activities ,events, achievements of the college to its stakeholders.



INTERNET OF THINGS  
COMPUTER  
SCIENCE  
MATHS  
ELECTRICAL  
MECHANICAL  
DATA SCIENCES  
B.Tech  
MBA  
MACHINE LEARNING  
ARTIFICIAL INTELLIGENCE  
BOLD  
SMART  
ABT



*School of Management Sciences, Lucknow has come up with a sprawling lush-green Campus spreading over an area of approximately 16 acres within house hostel facility. The institute is equipped with all modern amenities and facilities that are comparable to the best professional institutions of the country.*

**SMS**  
CAMPUS



**THE  
ARCHITECTURAL  
MARVEL**

# STATE-OF-THE-ART COMPUTER CENTRE



## INFRASTRUCTURE

We at SMS firmly believe that theory without practical is merely letters without spirit. Technological advances during the last few decades, and more so the advent of information technology during the last decade has brought about phenomenal changes in the way businesses are done and in the way several business processes are executed. Aware of the grounding that the modern day managers require in the technology aspect, it has been the endeavour of the Institute to have world class Computer Lab for its students. A multitude of ultra-modern computer laboratories of SMS welcome our plural participants in the fully Air-Conditioned arena of computer world that has been equipped with the latest generation of all relevant computer & electronic gadgetry advancements. There are 576 computers with Bandwidth 75 Mbps. The Computer Centre has Server Room and Labs, with the capacity of more than 180 P-IV Smart Terminals to work as Standalone and also on LAN environment.

### THE ENTIRE CAMPUS AT LUCKNOW IS WI-FI ENABLED ALLOWING STUDENTS HI-SPEED INTERNET ACCESS

- Spacious class-rooms possess all modern teaching aids including connectivity through LAN along with specially designed seating counters for comfort.
- One of the best conferencing facilities comparable to any of the top professional colleges
- Cafeteria providing quality snacks and food items from dawn to dusk.

### The other facilities include: Software:

- MS Windows 10 Pro, MS Windows 11
- MS Vista Upgrade License.
- MS Office 2010, MS Office 2013, MS Office 2016 (Includes Word, Excel, Outlook, PowerPoint, BCM, Access & Publisher) , Office 365 Suites
- MS Project.
- Adobe Acrobat Professional 8.0
- Autocad
- Visual Studio
- Oral language software for professional communication



### Peripherals:

- Network Printer, Laser Printer, Line Printer, Colour Printer, Multifunctional Printer, Scanner etc.

**30000+**  
BOOKS

**17021+**  
ENGINEERING  
BOOKS

**11622+**  
MANAGEMENT  
BOOKS

**100+**  
JOURNALS

**800**  
CDS.

**25**  
MAGAZINES

**15**  
NEWSPAPERS

# RICH LIBRARY AND DOCUMENTATION CENTRE



ultra-modern  
computer  
laboratories



***The institute is equipped with a rich Library and Documentation Centre. The library at present has more than 30000 books, Journals, Magazines, Newspapers and more than 800 CDs. The other distinguishing features are as follows:***

- Computerized transactions using SOUL 2.0 Software.
- Bar coding of all the books for swift and transparent transactions.
- Institutional membership of DELNET including ILL facility.
- Continuous up gradation of the Library resources by subscribing latest and relevant publications.
- Documentation of the articles published in various Magazines, Journals and Newspapers.
- A Mini Library in each hostel premises to ensure availability of books round the clock to the hostel inmates.
- On-line Library facility is available to the students to contact world's best libraries.
- Reading space to accommodate more than 100 students at a time.
- All kinds of reprographics facilities

# ACCOMMODATION@SMS



HOME  
AWAY  
FROM  
HOME

SMS provides comfortable and well-furnished hostel accommodation both for boy and girl students separately. The boys hostel is in the campus. Facilities for indoor games and recreation are also available in the hostel premises, besides the Library and Reading room facilities. The comfort level in the hostel rooms is comparable to the comfort at home





**Hostel Facilities:**

- Ragging free premises
- Medical facilities
- Laundry facilities
- Wi-Fi Facilities
- Generator facilities
- Inmates are provided Newspaper
- Television Hall in each hostel to spend leisure time
- Indoor and outdoor game facilities
- The fire extinguisher is provided on each floor of the hostel
- First Aid box available on all the floors of hostel
- Hostel Warden is there to take care the students
- 24 hrs Security facilities
- 24 hrs RO water facilities
- 24 hrs WI-FI facilities



# FACILITIES@SMS



## CAMPUS

School of Management Sciences, Lucknow, an architectural marvel is situated on 19th Kilometer stone of Lucknow-Sultanpur Highway (NH 56). SMS, Lucknow has come up with a sprawling lush green Campus spreading over an area of over 16 acres. It has been equipped with all modern amenities and facilities that are comparable to the best Technical institutions of the county. The calm, quiet and hassle free atmosphere at SMS campus not only provides a fine learning ambience but it also provides an opportunity to develop organic linkages with the corporate world. From all angles, the campus is an architectural marvel in itself.

## GYMNASIUM

In tune with the objective of all round development of the students, the campus is equipped with an in-house gymnasium. Physical activity is good for the mental health. Experts believe that exercise releases chemicals in a brain that make one's feel good. Regular exercise can also boost self esteem and helps to concentrate, sleep, look and feel better.



## CONFERENCE HALL

The institute's Conference Hall, with a seating capacity of 120, is fully air-conditioned and equipped with all modern amenities. It is extensively used for Management Development Programmes, workshops, conferences and other such technical events. The conference room is acoustically designed and aesthetically decorated. The conference room is fitted with all the modern audio-visual gadgets which include LCD Projector, Computer, Sony s DVD System and Dennon CD Players along with Video Conferencing Facilities. SMS conference room is fitted with Worlds best sound solution, provided by Bose Corporation, USA. With uniform Sound Pressure Level (SPL) all across the room. We have established our Conference Room as the most preferred place for academia and people from the Industry.

## INTERNATIONAL EXAM TEST CENTER

An international exam center was set up at SMS Lucknow .SMS Lucknow is committed to provide a seamless and comfortable experience for all exam takers such as TOEFL Language Cert. GRE Psi, Pearson PTE Academic etc. Our state-of-the-art facilities are designed to create a conducive environment, with spacious examination halls, modern technology, and ergonomic seating arrangements. With a focus on security, we employ strict measures to maintain the integrity of the examination process. Accessibility and amenities are at the forefront of our design, ensuring that all candidates feel accommodated and supported.

## TRIUMPH CRICKET ACADEMY

SMS Lucknow provides the infrastructure of cricket academy, where dreams are nurtured and champions are forged. Our world-class infrastructure sets the stage for aspiring cricketers to excel and reach their full potential. Our training facilities boast state-of-the-art cricket grounds, equipped with high-quality pitches and well-maintained outfield. The practice nets provide the perfect environment to fine-tune skills and enhance technique. Our spacious indoor training facility ensures year-round practice, irrespective of weather conditions. Our expert coaching staff is committed to guiding and mentoring each player, nurturing their talent and instilling discipline and sportsmanship. At our cricket academy, we believe in providing an environment that fosters growth, passion, and a deep love for the game. In this academy, training & guidance is provided in order to prepare professionals for national & International Cricketing.





### CAFETERIA

We have a separate cafe area with seating capacity of 100 at a time, providing quality snacks and food items from dawn to dusk. It is a throbbing place for the students and visitors with delicious and fabulous menu.

### SPORTS GROUND

The Institute has a big sports ground for various outdoor games and it also has the facility for indoor games. SMS organizes annual sports meet for all the streams and programs like Volleyball, Basketball, Cricket, Football, Badminton, Table Tennis and many more.

### CLASSROOMS

The spacious class-rooms possess all modern teaching aids including connectivity through LAN for network access. The seating contours are specially designed for comfort which is necessary for concentrated study.



### NEW EXAMINATION CENTRE

Inauguration of "New Examination Centre" at SMS Lucknow held on 21st March 2022. Mr. Sharad Singh, CEO & Secretary of SMS Lucknow inaugurated "New Examination Centre" in the presence of Director SMS Prof. (Dr.) Manoj Mehrotra, DG (Tech) Dr. B.R. Singh, Associate Director, Dr. Dharmendra Singh, CGM Dr. Jagdish Singh, HODs and other dignitaries of SMS Lucknow.



### FACULTY ROOMS

The Institute has well-furnished fully air conditioned faculty rooms for individual faculty equipped with Pentium IV personal computers with round the clock internet usage for enriching their knowledge and development.



### SANITARY NAPKINS MACHINE

The institute has installed a sanitary napkins vending machine along with disposal machine for taking care of female faculties, staffs and students needs.



### DEPARTMENTAL CONFERENCE HALL

Besides the main conference hall each department has its own conference hall with capacity of 100 seats. These conference halls are equipped with all modern audio visual gadgets.

### MULTIPURPOSE HALL

The Institute has a big Multipurpose Hall with a seating capacity of 300. It is used for the large-scale National and International Seminars and Symposia. It encompasses all the electronic equipments and other training aids essential for the high-profile academic and business events. It is also fitted with the sound system of Bose Corporation U.S.A.



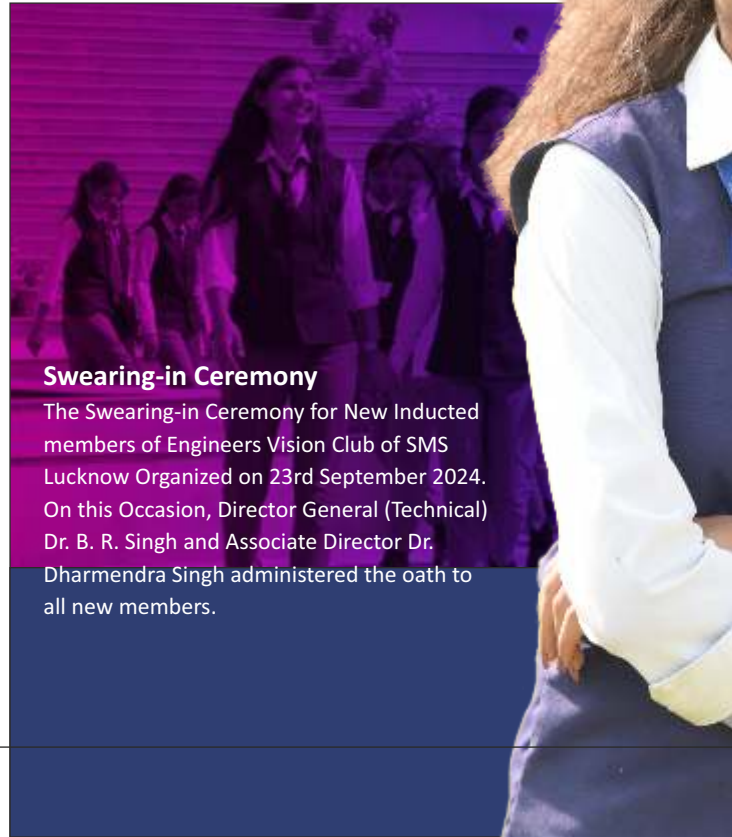
# STUDENTS' CLUBS



## Engineer's Vision Club

### INGENUITY - 2K4

A Two Day Inter College Techno - Cultural and Sports Event **INGENUITY - 2K4** was organized on 4th & 5th October, 2024 at SMS Lucknow. The Event was organized by students of Engineers Vision Club. The students of more than 10 colleges participated in different sports, cultural and technical competitions.



### Swearing-in Ceremony

The Swearing-in Ceremony for New Inducted members of Engineers Vision Club of SMS Lucknow Organized on 23rd September 2024. On this Occasion, Director General (Technical) Dr. B. R. Singh and Associate Director Dr. Dharmendra Singh administered the oath to all new members.



### Abhivyakti' Clubs

The Student's Club ABHIVYAKTI celebrated Badge Ceremony. In this ceremony new members also joined the Student's Council.

### Rang Barse



### Rotaract Club

The Rotaract Club of Lucknow, School of Management Sciences (SMS) was officially established in October 2025, marking an important step in promoting student leadership and community engagement. Starting with an enthusiastic batch of 38 student members, the club is led by President Rtr. Piyush Giri and Secretary Rtr. Om Rai, who work closely with the faculty advisor and mentor Rotarians to design meaningful projects and ensure smooth functioning. Soon after its formation, the club successfully executed its inaugural project, "Gift of Education," on 5th November 2025 at Prathmik Vidyalaya, Gaura, Haidergarh (Barabanki). During this outreach program, club members distributed notebooks and stationery, conducted engaging learning activities, and interacted with children to motivate them toward education. Continuing its commitment to social service, Rotaract club of SMS, Lucknow also successfully organized a "Blood Donation Camp" on 19th November 2025 at SMS, Lucknow in collaboration with Ram Manohar Lohia Hospital and Medanta Hospital. A total of 27 students donated blood with RML Hospital and 49 students donated with Medanta Hospital, contributing to combined 76 successful.

### HOBBY CLUBS

- Photography Club (Aks)
- Literary Club (Chintan)
- Dramatics Club (Manchan)
- Music Club ( Raaga)



# EVENTS@SMS

## CXOS CONCLAVE-2024

A CXOs Conclave was organized at SMS, Lucknow campus on 26th Oct 2024. Dr. Chandra Mauli Dwivedi, Group CHRO and Director, Jivika Healthcare Pvt. Ltd., was the moderator of the event. Mr. Ravendra Mishra, President-HR, Garware Technical Fibres Ltd., Mr. Aditya Sareen, Head-Corporate and Business HR, Tata Power, Ms. Swati Dogra, Head of HR South Asia, Omya Group and Mr. Pramod Kumar Tripathi, General Manager- HR, Bajaj Energy Ltd. were the eminent speakers in this conclave. Around 500 professionals including Experts from diversified industries, Distinguished Alumni of SMS Lucknow, HODs, teaching and non-teaching staff along with students attended the conclave.



## PRINCIPAL'S CONCLAVE – 2025

School of Management Sciences, Lucknow and Lucknow Management Association, jointly organized the Principal's Conclave-2025 on the theme "Reimagining Education for a Viksit Bharat: Preparing Future-Ready Learners." The event witnessed the participation of over 200 principals from Lucknow and other districts. The keynote speaker for the event was Dr. Vikram Singh, former Director General of Police, Uttar Pradesh, and Chancellor, Noida International University. The guest of honour for the event included Mr. A.K. Mathur, Sr. Vice President, L.M.A, Col. (Dr.) Zahid Siddiqui (Retd.), Author and Social Activist, and Mrs. Sona Seth, Deputy Commissioner, Kendriya Vidyalaya Sangathan, Regional Office, Lucknow.

## NATIONAL CONFERENCE

### ON SUSTAINABLE BUSINESS STRATEGIES FOR A SHARED FUTURE – 2025

A two-day national Conference on "Sustainable Business Strategies for a Shared Future" was held at the School of Management Sciences (SMS), Lucknow on 21st and 22nd February 2025, in collaboration with the Indian Society for Training & Development (ISTD) and the Indian Institute of Public Administration (IIPA). The Inaugural Session was graced by Shri R. Ramani Former Chief Secretary U.P. and Chairman IIPA (U.P. Chapter), along with Prof. Krishna Kumar Former Director IIM Kozhikode, Prof. Virendra Kumar Mishra from BHU, Varanasi and Prof. Shruti Sharma Rana. The Valedictory Session on 22nd February was graced by Prof. Pavnesh Kumar, Professor IGNOU, New Delhi, Shri Sudhanshu Mani G.M. (Retd.) Indian Railways. Prof. Ajai Prakash, Professor of Management University of Lucknow.



## SMS SANSAD

The School of Management Sciences (SMS), Lucknow, successfully organized a Model Parliament SMS SANSAD'24 on "Impact of Pollution on Quality of Life and the Role of Sustainable Development in Mitigating It", on 13th December 2024. The event brought together students, faculty members, and experts for a dynamic simulation of parliamentary proceedings focused on addressing environmental challenges. The Chief Guest for the event was Retd. Justice Mahendra Dayal. SMS SANSAD'24 witnessed 20 teams from Lucknow and outside where participants represented various parliamentary roles.





**Independence Day Celebration**

SMS celebrated Independence Day with its alumni, honoring the legacy of freedom together. The National Flag was hoisted by CEO sir Mr. Sharad Singh other dignitaries present were Director SMS, Dr. Ashish Bhatnagar, DG (Tech.), Dr. B. R. Singh , Associate Director Dr. Dharmendra Singh and all faculty, staff and students of SMS.

**Teacher's Day Celebration**

In remembrance of Dr. Sarvpalli Radha Krishnan, SMS Lucknow Celebrated the Teacher's Day on 5th Sept 2024. The memory of Dr. Radha Krishnan was revived by citing anecdotes from his life and offering floral tributes to him. A function was also organized to acknowledge the contribution of faculty members for towards SMS Lucknow.

**Induction Program B. Tech First Year**



An Induction Program for B.Tech First Year students was conducted from 9th September 2024 at SMS Lucknow as per AICTE Norms. The three weeks long program comprised of several activities including Guest Lectures, Yoga Sessions, Workshop on Self Defence and Rangoli making competition etc.

A motivational session for B.Tech First Year students was delivered by a Mr. Ajay Kumar Pandey , retired Joint Secretary (General Administration) , Uttar Pradesh Secretariat. During the induction program various AASAN of Yoga was demonstrated to students and advised them to include all such AASAN in their daily practice to manage the stress and remain healthy. Self defense workshop was conducted to share tips and tricks to defend themselves if required at any point of time. A session related to start ups and Entrepreneurship was organized for the students. In this lecture the start ups insight, do's , don't's along with how to prepare roadmap for Entrepreneurship was also discussed .

### Gandhi Jayanti and Lal Bahadur Shastri Jayanti Celebration



SMS Lucknow celebrated Gandhi Jayanti and Lal Bahadur Shastri Jayanti on 2nd October 2024 by offering floral tributes to the great Indian Leaders.

### Vigilance Week



Power Grid Corporation of India conducted an activity for the students at SMS Lucknow as an awareness initiative under Vigilance Week. The event was graced by Dr. Ashish Bhatnagar, Director, SMS Lucknow and Dr. Bharat Raj Singh, Deputy General.

### ABBSCISSA



A 'Personality Training & Assessment Workshop' was organized for MBA First Semester students at SMS, Lucknow by ABBSCISSA HR Consultancy, New Delhi from 6th to 8th November '23.



### Research & Publication Incentives Distribution

On the auspicious occasion of Diwali in order to promote research and publication among the faculties and staff, SMS Lucknow distributed the incentives for research and publications. Today SMS Lucknow distributed Rs. 685000.00 as incentives to the faculties. Total 30 Faculty members and Staff got the incentives which ranged from Rs. 1K to Rs. 100000.00 depending on the credit they score in last one year. Incentives were distributed by Dr. Chandra Mauli Dwivedi, Honorable member, Governing Council, SMS Lucknow along with CEO and Secretary, SMS Lucknow, Mr. Sharad Singh.

### AAGAMAN 2K24

Fresher's Party for the new joiners of Engineering Programs for the session 2024-25, AAGMAN was organized on 19th Oct 2025, the event was graced by CEO and Secretary Mr. Sharad Singh, SMS Lucknow along with Director SMS Dr. Ashish Bhatnagar, DG(Technical) Dr. B. R. Singh Director(Admin) Dr. Jagdish Singh, Associate Director Dr. Dharmendra Singh, Registrar, Dean(Engineering) and Dean Student welfare. All HODs, Teaching staff and Non-teaching staff were present during the event.

Winners of the Mr. and Miss Freshers were:

Mr. Prashant Shukla (AIDS)	-	Mr. Freshers
Miss Roshani Kumari (AIML)	-	Miss Freshers
Mr. Bhanu Pratap Singh (CS)	-	Best Singer
Ms. Vaibhavi Shukla (AIML)	-	Best Dancer



### Fresher's Party of UG - LU Programs

AAGAMAN 2K24, Fresher's Party of UG - LU Programs was held on 16th November 2024. The students showcased their talent on the Ramp, participated in Singing, Solo and Group Dance. Aryan of B.Voc and Goldie of BBA were crowned Mr & Ms Fresher respectively. The fun filled evening culminated with the students dancing their hearts out to the music of DJ Drop. AAGMAN, 2024 fresher's party for to welcome 2024-25 batch of MBA program organized on 23rd nov, 2024.

### Regional Investor Awareness Program

by NSE, Lucknow

Regional Investor Awareness Program on Securities Market: The Road Ahead was organized by Awoke India, National Stock Exchange, Lucknow under the joint aegis of SEBI and Lucknow at SMS Lucknow on 28 November'2024.



The key speaker of the program was Shri Ashwini Bhatia, Whole Time Member SEBI, Mumbai and Ex. M.D. SBI. Mr. Supriyo Gupta, Regional Head National Stock Exchange, Mr. Praveen Dwivedi, Founder and President Awoke India, Mr. Arun Kumar Mathur, Senior Vice President, Lucknow Management Association participated in the program.



### Republic Day Celebration

76th Republic day celebrated on Sunday 26th Jan - 2025 with full Energy and patriotism. The Staff, Students, Faculty and leadership were present. Director Admin, SMS Lucknow, administered the oath of the constitution to all. Alumni of SMS Lucknow were also present and felicitated during the function.



### Saraswati Puja Celebration

School of Management Sciences, Lucknow celebrated the auspicious occasion of Saraswati Puja on 2nd Feb 2025.



### Sai Sandhya Celebration

Sai Sandhya was celebrated with fervor at School of Management Sciences, Lucknow on 28th Feb 2025. It was an evening filled with devotion and dedication to the Holy one.



### International Women's Day

International Women's Day Add Text – Mr. Yash Sengar Chairman La Fiduci distributed clothes to Fourth class employees of SMS Lucknow on women's day. In order to recognize the hard work, loyalty and honesty of the female staff members as well as support staff, on the occasion of International Women's day, SMS Lucknow felicitated all the female staff and support staff on 8th March 2025.





### World Earth Day

School of Management Sciences, Lucknow organized Earth Day on 14th Mar 2025. The celebration was to raise awareness among students about environment conservation and sustainable living. Addressing the gathering, Mr. Sharad Singh, Secretary and Chief Executive Officer, and Prof. (Dr.) Bharat Raj Singh, renowned environmentalist and Director General (Technical), emphasized the urgent need to take concrete steps to keep our planet green and pollution-free. The event was graced by the presence of Associate Director Dr. Dharmendra Singh, Dean Dr. P.K. Singh, Dr. Hemant Kumar Singh, Head of Department Dr. Asha Kulshreshtha, Dr. Pushpanjali Singh, Dr. Shobhana Singh, Mrs. Sujata Sinha, Dr. Ajay Singh Yadav, Dr. Shrinkhla Srivastava, along with other faculty members and students.



### Holi- Celebration

School of Management Sciences, Lucknow organized Pre-Holi Celebration on 12th Mar 2025 it was done with Colors, Fragrance, Sweets, Snacks, and Blessings of seniors. Students also celebrated a Holi very vibrantly by organizing fun and music event "Rang Barse".



### Picnic of Girl's Hostel

Inmates of girl's hostel were taken on a picnic to Janeshwar Mishra Park on 14th April 2025. It was a fun-filled day for students who played games and enjoyed partied on snacks.

### World IP Day

School of Management Sciences, Lucknow organized World IP Day on 26th Apr 2025. Prof. Dr. Kheelraj Pandey, a distinguished faculty member from the Mechanical Engineering Department of Amity University, Lucknow, delivered an enlightening lecture on the topic "What is Intellectual Property (IP) and How to Patent an Idea." The event witnessed active participation from Dr. Dharmendra Singh (Associate Director), Dr. Hemant Kumar (Dean - Engineering), Dr. Asha Kulshreshth (HOD- Civil), along with all faculty members, researchers, and students of the institution. The event concluded with a formal vote of thanks delivered by Dr. Kamlesh Singh, who expressed gratitude to the speaker, organizing team, and all participants for making the event a grand success.



### SWASTI-2025

Diploma Engineering Students bade Farewell to Final Year Diploma Engineering in SWASTI-2025 on 07 May 2025 at School of Management Sciences, Lucknow. In this ceremony, students and departmental fellows expressed their emotional thoughts and wished each other a bright future. The event was graced by the presence of SMS Secretary & CEO Sharad Singh, Director Dr. Ashish Bhatnagar, Director General (Tech) Dr. Bharat Raj Singh, Associate Director Dr. Dharmendra Singh, Dean Dr. Hemant Kumar Singh, Diploma Principal Dr. Amarjeet Singh, HODs Dr. Asha Kulshreshtha, Dr. Kamlesh Singh, Mr. Sunit Mishra, Mr. Umesh Pratap Singh, and faculty members from all departments. The students presented various programs with enthusiasm, and at the end, Mr. Ashwin of Computer Science-Diploma was declared Mr. Farewell, and Ms. Shalini Rathour was declared Miss Farewell - Swasti 2025. Mrs Sujata Sinha, Senior Faulty HAS, extended her guidance to the student for its grand success.



### ALVIDA farewell party

A grand farewell party, Alvida 2025, was organized by the third-year B. Tech students for the final-year B. Tech students at School of Management Sciences, Lucknow. The event was graced by the presence of CEO, Mr. Sharad Singh, Director SMS, Dr. Ashish Bhatnagar, Director General (Tech) Dr. Bharat Raj Singh, Associate Director Dr. Dharmendra Singh, Dean-Academics Dr. Hemant Kumar Singh, Principal-Diploma Dr. Amarjeet Singh, all the Heads of Departments, and other faculty members. During the event, Mr. Tej Pratap Singh of B. Tech Computer Science and Miss Shraddha Pathak of B. Tech CE were declared Mr. and Miss Farewell 2025, respectively.

### Farewell Party B. Sc

A farewell party for the final year B.Sc. Students was organized on 26 May 2025 by the second-year students of B.Sc. at the School of Management Sciences. During the event, Mr. Sachin Kumar and Miss Archana Sharma from the third year of B.Sc. were declared the winners of Mr. and Miss Farewell 2025, while Mr. Ayush Gupta and Miss Anushka Yadav were announced as the runners-up.



### MBA farewell party

A farewell party for the final year MBA Students was organized on 26th May 2025 by the second-year students of MBA. at the School of Management Sciences. The event was graced by esteemed faculty members, including Director SMS Dr. Ashish Bhatnagar and Director General (Tech.) Dr. Bharat Raj Singh.



### World Environment Day

The School of Management Sciences, Lucknow celebrated World Environment Day on 5th June 2025 with a series of awareness activities and a special lecture on the theme Beat the Plastic Pollution. The keynote address was delivered by Prof. (Dr.) Bharat Raj Singh, Director General (Technical), who highlighted the serious hazards caused by the indiscriminate use of single-use plastic.



### International Yoga Day

School of Management Sciences (SMS), Lucknow, organized 11th International Yoga Day on 21st Jun 2025, under supervision of Prof. Bharat Raj Singh, Director General (Technical) with theme: "One Earth One Health". Mr. Sharad Singh, Secretary and Chief Executive Officer of SMS, said that the management committee of SMS, Lucknow, is committed to promoting science and yoga and will continue to organize such programs. Over 30 teachers and 50 other staff members and students of the institution participated enthusiastically in the yoga camp.



### Ad-Mad Show

MBA Students of SMS Lucknow Sparked Creativity at Ad-Mad Show. The highlight of the event was the engaging and enthusiastic participation by students, who presented their ideas through skits, jingles, slogans, and visual storytelling, reflecting their understanding of marketing dynamics and consumer psychology. The show was judged by Ms. Swati Dogra, Head – HR, South Asia, OMYA Group and Mr. Amit Mishra, Director of Finance, Union Bank of Switzerland.

# CORPORATE SOCIAL RESPONSIBILITY



Students of SMS, Lucknow organized a donation drive for senior citizens on Oct5,2024. Students got to know the importance of family, care, companionship and support. Gifts and eatables including clothes were provided to them on behalf of SMS family. The moment of joy was created and students were inspired for empathy and care.

**Donation drive for the senior citizens**

## Blanket Distribution



On December 25, 2024, La Fiducie Foundation, in association with School of Management Sciences (SMS), Lucknow, distributed blankets, food, toys, and old clothes to the underprivileged. The distribution of blankets and food took place to the underprivileged suffering from the extreme winter near King George Medical College & Hanuman Setu.



## Mega health checkup camp



A Mega health checkup camp organized at SMS Lucknow on Nov 12, 2024 in association with Dr. Narayana Path Lab. In this camp blood and urine sample for various pathologically investigation were collected. The Faculties and Students took part in this event and gave there sample for same.

### FILARIA Awareness

NSS Unit of SMS Lucknow in association with District Health Society, Lucknow organized a successful FILARIA Awareness and Medicine Distribution Program on Feb 24, 2025. Over 200 students benefited from the program, receiving Filaria medicine as a precautionary measure.



### Donation Drive

NSS Unit of SMS Lucknow, Organized a Donation Drive on 8th March 2025 at Shri Ram Audhyogic Anathalaya , Sec-I, Aliganj Lucknow for the Orphans. In this donation drive, Study bags, Stationary, Biscuits and Fruits were distributed to such Orphan Students. During the drive, NSS Team of SMS Lucknow along with the students was present.

Students Team of SMS Lucknow consisting of Mr. Chandradeep Jaiswal, Mr. Rimanshu Raj and Raju Khatik from B.Com. 2nd year had the incredible opportunity on 4th Nov 2024 to showcase their startup idea at the MSME Hackathon 4.0 at IMS Ghaziabad.



### Incubation and Entrepreneurial Cell Achievements

## Student's Achievement



### ADHARSHILA

Students of SMS Lucknow won following prizes at Adharshila the annual event of SMS Varanasi.

Second Prize in Solo Singing	-	Mr. Siddhant Soni (B.Tech- ME IV)
Second Prize in Business Quiz	-	Mr. Saurabh Verma (MBA I,                      Mr. Vivek (MBA I, ) Mr. Tej Pratap Singh B.Tech CSV & EIV
Third Prize in Coding	-	Mr. Ramansh Saxena B.Tech CS & E IV, Mr. Kaamran B. Tech CS&E I

### District Level Solo Dance competition

SMS Student of BBA First Year Miss Goldy won the second prize at District Level Solo Dance competition organized by LPCPS in Nehru Yuva Kendra.



### Smart India Hackathon

The Smart India Hackathon 2024 was successfully conducted on September 3, 2024, with enthusiastic participation from students; The hackathon provided a platform for students to showcase their problem-solving skills, innovation, and teamwork while addressing real-world challenges. Hackathons provide students with hands-on learning opportunities, enabling them to apply theoretical knowledge to practical challenges.



**SCHOOL OF MANAGEMENT SCIENCES, LUCKNOW**  
CONDUCTING INTERNAL HACKATHON FOR SIH -2024

**SMART INDIA HACKATHON 2024**  
Date: 03-09-2024  
Time: 10:00 AM

**SMS LUCKNOW**  
NAAC 'A+' Accredited Institute  
Venue: CISCO LAB (Saraswasti block)

**OBJECTIVE:**  
provide students a platform to solve some of the pressing problems we face in our daily lives, and thus inculcate a culture of product innovation and a mindset of problem-solving.

Contact :- +919984040905, +919140187505 www.smslucknow.ac.in



### Fusion Fest

Miss Goldy Kumari won Second Prize in Solo Dance in Fusion Fest held at IMRT in April 2025.

### Xenium 2025

Mr. Ujjwal Pandey and Mr. Vijay Nand from BCA 2nd Year Got 2nd Price in Built with AI at LPCPS on 20th April 2025 for their Annual Fest Xenium 2025.

Gracy & Tanishq from BBA won the Second Prize in Duet dance competition at LPCPS on 20th April 2025 for their Annual Fest Xenium.



### Hope.AI

Hope.AI startup incubated by SMS, SIEF participated in the final round of VISION Startup Pitch-fest 25 on 14th May 2025. Students who participated were i).Vartika Singh (AIDS), ii). Nishtha Pandey B.Tech-AIDS-3rd Year and iii).Poonam Bhatt, iv). Sneha Tripathi B.Tech-CSE-AIML, 3rd Year. They were amongst selected 08 groups out of 75 Groups of First round from AKTU.

The entrepreneurial Spirit of SMS Lucknow reached a new height as four promising start-ups from its incubation Center SIEF (SMS Incubation & Entrepreneurial Foundation, Lucknow) participated in the much-celebrated Vision Pitch Fest-2025, held at Lucknow. The participating start-ups in First Round were as follows:

1. Bloomnest Florets
2. Hope.AI
3. FeMRiders
4. Desk Fusion

Among these, Hope.AI stood out with its ground breaking idea focused on mental health support using AI. The start-ups received accolades for its impactful pitch and was selected for the final round.





## FUSIONFEST 2026



Students of SMS Lucknow brought laurels to their institute at Fusion Fest held at IMRT today. Mr. Keshav Soni B Tech ME III year won the First prize in Solo Singing while Mr. Abhi Singh B Tech CS II year won the First Prize in Mono Act.



## XENIUM 2026 ANNUAL FEST

Mr Ayush Mishra of B Tech CS second year won the Third prize at Xenium the annual Fest of LPCPS. He won the prize for Cyber Security Event.





# SCHOLARSHIP SCHEMES

in SMS Lucknow

To honour the memory of its founder chairman Late Shri S. K. Singh ji School of Management Sciences Lucknow has initiated Shri Satish Kumar Singh Memorial Award.



## Prof. Mukund Lal Scholarship

(for Year Toppers)

SMS has system of providing adequate scholarships towards toppers of each year of various Graduate and Post-Graduate Programmes : MBA, BBA, BCA, B.Com. (Hons.), B. Com, B.Voc., B.Sc., B. Tech. & Diploma in Engineering.

Merit Based Scholarships are applicable at the time of admission.



# INSTITUTE INDUSTRY INTERFACE

## INDUSTRIAL VISITS IN 2025



The interaction between academic institutions and industry serves as a key platform for showcasing best practices, cutting-edge technological advancements, and their implementation and impact on the sector. The primary goal of this collaboration is to integrate industrial training and industry inputs into the teaching and learning process. Such interaction is vital for developing students' awareness of job roles in the industry, fostering adaptability to the industrial environment, and equipping them with the practical knowledge, skills, and competencies needed to become self-employed. Additionally, this collaboration helps address industry expectations, especially regarding the preparedness of new recruits who are anticipated to be well-versed in industrial disciplines, job roles, and workplace practices. In this context, SMS Lucknow actively engaged in the following initiatives:

- ZF CVCS India Ltd.
- Britannia Industries
- Dabur India Ltd.
- Steelbird International Ltd.
- STP Bharwara
- Govind Industries Pvt. Ltd.
- Amul Dairy
- Karam Industries
- Parag Dairy
- Gyan Dairy
- Britannia Industries
- TCS
- Arun Soil
- SoftPro India Pvt Ltd
- Software Technology Park

# Corporate Lecture Series@SMS Lucknow

(Practical Knowledge Sharing From Industry Experts)



## Professional Membership

SMS has been complimented for its continuous effort dedication towards the development of our society. The leading groups from Academic Consulting Industry have provided their memberships for the same. Few of them are:

- Confederation of Indian Industry (Permanent Membership)
  - Lucknow Management Association (Permanent Membership)
  - NHRD (Permanent Membership)
  - PHD Chamber of Commerce and Industry
  - AKWL (Association of Knowledge Workers, Lucknow)
- (Practical Knowledge Sharing From Industry Experts)

## GUEST LECTURES

### Leadership Talk- Campus to Corporate: Skills & Competencies for Success

SMS Lucknow organized Leadership Talk on "Campus to Corporate: Skills & Competencies for Success" for M.B.A First Semester on 6th September'2024.

### Leadership Talk- Startup Ecosystem in India

SMS Lucknow organized Leadership Talk on "Startup Ecosystem in India" for M.B.A First Semester on 12th September'2024. Mr. Gaurav Srivastava, Founder - The Catalyst Lab and Inner Soul Wellbeing Pvt. Ltd delivered an insightful and interactive session.

### Leadership Talk on Recent Developments in Technology & Talent Needs of the Industry

As part of the academic year 2024-25, a Leadership Talk on "Recent Developments in Technology & Talent Needs of the Industry" was conducted on November 9, 2024, at the Conference Hall (Ganga Block). The session was led by Mr. Shashi Bhargava, Executive Vice President & Head of Intelligent Automation at Datamatics Global Services. Running from 1:40 PM to 3:30 PM, the two-hour talk attracted 120 student participants, providing them with valuable industry insights.

### Autocad and Application of Stad Pro

A guest lecture was conducted on 27.09.2024 in Civil Department for the students of B.Tech and Diploma Civil Engineering trade. The Session was majorly focused on Designing with Autocad and Application of Stad Pro in real scenario. HOD Civil and all faculties from the department of civil engineering were present. Resource Person was from A.K. Creative Lucknow.

### Guest Lecture on commodity exchange of India

MCX , The biggest commodity exchange of India visited SMS Lucknow and presented very enlightening session to the students on 15th Oct 2024.

### Industry Expert Visit

As a pre placement activity , a career guidance session conducted at SMS Lucknow for the students of Mechanical Engineering on 16th Oct 2024 . Experts from PTC Industries Limited , Lucknow , Mr. Azhar Khan , Head - IT and Mr. Pawan Kumar Verma , HR Business Partner deliver the insight of manufacturing industry and also about the core skill required to start with Manufacturing industry .

### Artificial Intelligence in Climate Data Analytics

A guest lecture by Dr. Deepak Kumar Singh was organized on December 2, 2024, on the topic "Use of Artificial Intelligence in Climate Data Analytics." The session was conducted for CSE and allied branch students.

### Expert Talk College to Corporate

An expert talk on "College to Corporate" was conducted as part of the academic year 2024-25. The session, driven by Mr. Ritesh Srivastava Banca Axis Bank, Niva Bhupa health Insurance focused on "How to Develop Your Skills" and was organized as a guest lecture. Held in the Conference Hall (Ganga Block), the session took place on 19th November 2024. A total of 120 students participated, gaining valuable insights into skill development, and transitioning from academia to the corporate world.



• **Campus to Corporate- Bridging the Gap**

Mr. Abhishek Srivastava, Regional HR Head, TCS, Lucknow & Varanasi addressed the students of MBA Batch 2024-26 on the topic "Bridging the Gap : Campus to Corporate" on 10th January'2025. Mr Abhishek comprehensively covered the industry expectations from fresher's and suggested them to sharpen their soft skills in addition to the indispensable technical skills.

• **Building the Foundation for Startup Culture: An HR Prospect**

A guest Lecture on Building the Foundation for Startup Culture: an H R Prospect was organized at SMS Lucknow on January 26, 2025. The guest for the occasion was Dy. GM-HR Ms Kumkum Agarwal, Tata Motors. Prof. (Dr.) Bharat Raj Singh, Director of the School of Management Sciences, welcomed Ms. Agrawal and her Legal Officer, Mr. Rabindra Singh. The lecture was attended by more than 60- students and faculty members.

• **Network and Infrastructure**

A session on Career in Network and Infrastructure domain was conducted for BCA students on 18.03.2025. The session was organized by the Cisco Academy established at SMS Lucknow

• **Success Mantra from Campus to Corporate**

With the inspiration Dr. C.M. Dwivedi Sir, Group CHRO & Director Jivika Healthcare Pvt. Limited and Hon. Member Governing Council SMS Lucknow and under the guidance of CEO and Secretary SMS Lucknow, Shri Sharad Singh Sir and SMS Lucknow organized a session titled "Success Mantra from Campus to Corporate from Industry Leaders " on 21st March 2025, in which the Corporate Leaders from the different domains of the Industry participated. The students of different programs got an opportunity to have a direct dialogue with the Industry Leaders during the session.



Following distinguished guests were present.

1. Mr. Aditya Sareen, Head Corporate and Business HR, TATA Power.
2. Mr. Praveen Sawant, Sr. Vice President & CHRO, 63 Moons Technologies Ltd.
3. Ms. Reena Shaikh, Assistant Vice President, 63 Moons Technologies Ltd.

It was a very exciting opportunity for all the students when they got answers to all the doubts and questions from the Experts.

• **Manthan**

An Inspirational session-MANTHAN delivered by Mr. Sajid Patel, an experienced HR professional of Data Matrics with extensive exposure to diverse industries, shared his valuable insights on emerging trends in human resource management, expectations from young professionals, and the significance of adaptability, up skilling, and emotional intelligence in today's dynamic corporate environment on 30th May 2025 at SMS, Lucknow.

• **Leadership talk Power of Networking Expert Lecture**

Dr. Anurag Mishra, Assistant Professor in the Department of Mechanical Engineering Amity University Lucknow, delivered an expert lecture on "CFD Analysis of Laminar Co-flow Diffusion Flames" on 3rd March 2025. His lecture provided valuable insights into computational fluid dynamics and its applications in analyzing flame behavior under controlled flow conditions.

• **Social Media Strategy**

Mr. Devendra Singh CEO of Digital Mantra, delivered a lecture on Social Media Strategy to the faculty members on 26th April 2025.

• **NIPM**

SMS Lucknow in association with NIPM organized an Expert Lecture for BCA students. The Resource person was Prof. (Dr.) Sanjay Medhavi, Department of Management, University of Lucknow. The Title of the Lecture was "AI and the Future of Work: Opportunities and Challenges".



- **ITSM and SAAS**

Institution's Innovation Council, School of Management Sciences (SMS), Lucknow, organized an enlightening and thought-provoking lecture for B. Tech CS students on the topic "Empowering the Future: ITSM and SAAS with Service Now", on 24th May 2025 delivered by Mr. Ashish Mishra, Technical Consultant, HCL Tech(USA), This Lecture delivered through virtual platforms.

- **Nondestructive testing of concrete**

Under the guidance of the Director General (tech) Dr. Bharat Raj Singh, The DEPARTMENT OF CIVIL ENGINEERING, SMS LUCKNOW under HOD(CE) Dr. Asha Kulshrestha successfully organized a guest lecture on "Nondestructive testing of concrete, by ultrasonic pulse velocity testing and rebound hammer test" by Er. Ashish Kumar Bajpai, SNOW FOUNTAIN GROUP on 15th March 2024.

## WORKSHOPS

- **Web Programming HTML, CSS Workshop**

A One-day workshop Web Programming HTML, CSS Workshop was conducted on October 3rd, 2024 by SIPHER WEB in the BCA department at SMS Lucknow. The workshop focused on website creation, with students actively participating and developing their own websites alongside the trainers. BCA 2nd-year and 3rd-year students took part in this hands-on learning experience.

- **TCS for Code-Vita Season XII Interaction:**

Students from CSE and allied branches attended a session by the TCS Code-Vita team on October 8, 2024. The session aimed to guide participants through the competition process, equip them with essential tools and strategies for success, and inspire a passion for technology and learning within the global coding community.

- **Mobile Application Development**

Mobile Application Development – Android was conducted on 21st November 2024 by the Department of Computer Application, SMS Lucknow, in collaboration with Softpro India.

- **IBM Skills Build for Colleges Program:**

As part of the academic year 2024-25, a Boot Camp on IBM Skills Build for Colleges Program was conducted from November 25 to November 30, 2024.

The program focused on Artificial Intelligence, Data Science, and Cloud Computing, providing students with hands on learning experiences. Held at the Cisco Lab (Saraswati Block), the sessions ran from 9:30 AM to 3:30 PM over three days. A total of 125 students participated, enhancing their technical skills and gaining industry-relevant knowledge.

- **Boot Camp on IBM**

Boot Camp on IBM Skills Build for College Program was successfully conducted on 28th and 29th November 2024 in the BCA Department. During this two-day event, students gained hands-on training on cutting-edge technologies, including Artificial Intelligence & Machine Learning (AIML), Data Science, and Cloud Computing.

- **Python Django Workshop**

A Python & Django Workshop was hosted by Webcos on December 5, 2024 at SMS Lucknow. This hands-on session covered key topics, including Django project structure and authentication implementation, bridging theory with practical application to enhance

- **Trends and Opportunities in Digital Marketing**

A Workshop Titled "Trends and Opportunities in Digital Marketing" was organized at SMS Lucknow on 10th Dec. 2024 for faculties and Staff.

The Resource person for the workshop was Mr. Devendra Singh, Co-founder, Digital Mantra, New Delhi. The Faculties from all the departments, HODs, Deans, Associate Director and Director Admin also Participated in workshop.

- **Campus to Corporate**

A two day workshop of SMS faculty and staff members was conducted by a group of corporate members on 21st and 22nd March 2025, led by Hon. Governing Council member Dr. C. M. Dwivedi (Group CHRO & Director Jivika Healthcare Pvt. Ltd.). A Global Transformation Cell was created which included corporate as well as academic members like Dr. Pankaj Srivastava (Principal ISBM College of Engineering) Mr. Shashi Bhargava (Executive Vice President Datamatics Global Services Ltd.) Mr. Pravin Sawant (Sr. Vice-President & CHRO 63 Moons Technologies), Ms. Swati Dogra (Head HR South Asia –Omya), Ms. Reena Sheikh (AVR HR 63 Moons Technologies). The second day of the workshop was conducted by creating small groups which comprised of a few selected faculty members under the mentorship of these corporate members.



# ALUMNI INTERACTION



SMS Lucknow Alumni reunited at SMS Lucknow campus on 14th September on invitation of Engineers Vision Club of SMS Lucknow. Mr. Sachin Srivastava from ECE (2013 batch), Mr. Karan Singh - CSE (2022 batch) and Mr. Rajesh Yadav - CE (2023 batch) interacted with the students. All the guests shared their experience of work place and guided the students, "what to do and what not to do", to penetrate the opportunities available. It was nice experience for all the students to interact with their mentors. The Alumni guest gave commitment to the students to provide best support.



## Annual Alumni Meet

Annual Alumni Meet of SMS Lucknow Alumni Association was held on 9th November'24. It was a fun filled event where in-house students enthralled their gathering with foot-tapping song and dance numbers. The event was graced by CEO and Secretary Mr. Sharad Singh, Director SMS Dr. Ashish Bhatnagar, Director Admin Dr. Jagdish Singh, and members of the executive committee of Alumni Cell of SMS Lucknow. Nearly 165 students of various batches joined the event, taking time out for this nostalgic event. On this occasion, the Secretary and CEO, SMS Lucknow, Mr. Sharad Singh, inaugurated the new website of the institute made for the alumni. In his address he mentioned that through this new website, all the alumni will now be able to stay in touch with the Institute and each other a little more. He wished the pass out students a bright future, he appealed to stay in touch with the institute as much as possible and benefit the current students with their experiences and help them to start a new career. Student President of the Alumni Association Lucknow Chapter Mr. Prakhar Srivastava also addressed the gathering. As a token of remembrance the Alumni were felicitated with memento. The memorable evening culminated with a dinner and rocking DJ.



### Alumni Achievements

#### Project Lab Mitra National Award

It was a proud moment for SMS Lucknow to announce that Mr. Ashutosh Pratap Singh, an alumnus of B.Tech.-ECE 2013-17, batch recently got awarded with Project Lab Mitra National Award for e-Governance (Gold Award) in District Level Initiative category along with Hon'ble DM, CDO & CMO District Administration Varanasi. Mr. Ashutosh is currently associated with District & Health Administration Varanasi.



### Top Performer Award

SMS alumni Mr. Ritesh Kumar Bhatt received Top Performer Award from HDFC Bank, Mr. Ritesh is currently working as Senior Sales Manager with HDFC Bank and an Alumni of MBA 2014-16 Batch.

### Alumni Felicitation During the CXOs Conclave

During the CXOs Conclave organized at SMS Lucknow on 26.10.2024, Distinguished Alumni of SMS Lucknow also participated in this conclave. CEO and Secretary SMS Lucknow, Mr. Sharad Singh felicitated all the distinguished alumni present in the event by presenting memento. All the Alumni also interacted with all the Esteemed Guests.



### Alumni Interaction

On 26.04.2025, The SMS Lucknow campus buzzed with an unusual excitement - The Alumni of very first batch : 2008 - 2012 came to SMS Lucknow, not as students, but as Guest Speakers. The esteemed Alumni Guest speaker who participated were:

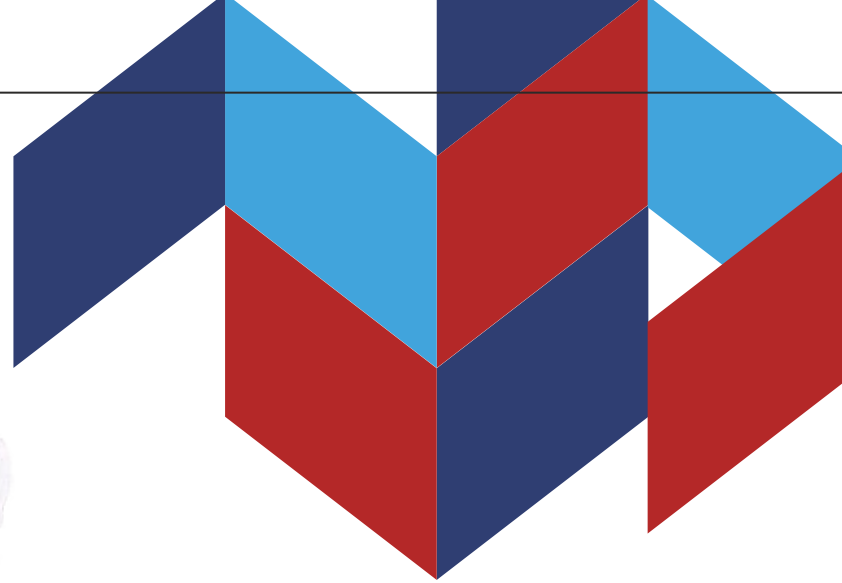
1. Mr. Hemant Singh : Deputy Manager(Control and Instrumentation): SAEL Industries, New Delhi
2. Mr. Jitendra Singh : Founder : Healthy Health First Care, Lucknow
3. Mr. Pradeep Mishra : Assistant Manager(Data Engineer) : Metlife Global Capability Centre, Noida
4. Mr. Surya Pratap Singh : Tech Lead : Amadeus Software Lab, Bangalore
5. Mr. Utkarsh Mishra : Cargo Business Manager : Delhi International Airport Ltd, GMR, New Delhi.

The Alumni conducted different Tech Sessions for the students and also shared the tips and tricks to crack the interview. They also shared the industry insights. Alumni also gave time to students for one to one interaction and resolve their queries and doubts.

### Alumni Interaction

Alumni Meet of Lucknow Chapter was organized at GD Restaurant on 26th Jan 2025. It was heart-warming to see alumni from various batches reconnect, share stories, and relive cherished memories. The energy, enthusiasm, and active participation truly reflected the strong bond we all share with our alma mater.





# EMPLOYABILITY ENHANCEMENT PROGRAMME

Management students, we at SMS Lucknow have endeavored to develop a course curriculum under the name of Employability Enhancement Programme (EEP). Through this initiative we wish to improve the employability of our students by focusing on reducing the important skill gaps by incorporating improvements in curriculum and teaching methods.

A full-fledged course curriculum for EEP has been designed focusing on the Industry requirements.

- **Technical Knowledge / Business Awareness**
- **Spoken English / Communication Skills**
- **Dressing Sense / Appearance**
- **Body Language**
- **Positive and Constructive Attitude**
- **Resume Preparation**
- **Group Discussions**
- **Personal Interviews**
- **Effective Presentations**

We have also collaborated with organizations like IBM and other specialized training providers to impart training to our students on latest technologies like Cloud computing, .NET, Solid Works, CNC machine Training etc. The overall focus of EEP is on the holistic development of a student's personality to make him/her suitable for industrial/corporate roles. To attain this objective the dedicated faculty and staff of SMS Lucknow have left no stone unturned.



# OUR RECRUITERS

SCHOOL OF MANAGEMENT SCIENCES TAKES PRIDE IN THE FACT THAT ITS STUDENTS ARE ABSORBED BY LEADING NATIONAL AND MULTI- NATIONAL COMPANIES YEAR AFTER YEAR. THE MAXIMUM SALARY OFFERED AT SMS IN THE RANGE OF RS. 10 LACS PER ANNUM LAST YEAR WITH THE MINIMUM BEING MORE THAN RS. 3 LACS PER ANNUM. THE AVERAGE SALARY WAS AROUND RS. 4 LACS PER ANNUM. SOME OF THE PROMINENT COMPANIES PROVIDING SUMMER TRAINING & PLACEMENT TO OUR STUDENTS ARE:



- ABG Shipyard
- Accenture
- Bharti Air Tel
- Aircel
- Amul
- Anand Rathi
- Asian Paints
- Axis Bank
- Bajaj Allianz
- Balrampur Sugar Mill
- Barklays Bank
- Beacon Insurance
- Berger Paints
- Bhartiya International
- Bharti Telecom
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- JCB India
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- Karvy
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- Mahindra Consultancy
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- Nestle India Ltd
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- Nilkamal
- Paras Group of Companies
- Polar Industries Ltd
- Polaris
- Prism Cement
- Pepsico
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- Reliance Communications
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- Reliance Money
- Religare Securities
- Samsung
- Satin Creditcare
- SBI Life Insurance
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- Shopper s Stop
- Siemens
- Solvey Pharma
- Standard Chartered Bank
- Stock Holding
- Sundaram Finance
- Syntel INC
- Tata Indicom
- Tafe
- Tata Automobile
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- TCS
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- Titan Industries Ltd.
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- UTI Securities
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- MGS Group
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- Garware Wallropes
- Ghari Detergent
- Livpure
- Bajaj Energy
- Allen Cooper
- Indus Tower
- Mahindra & Mahindra
- Motherson Sumi
- Webonise Lab
- DCM Shriram Group
- Huawei
- Havells
- Balaji Telefilms
- Micromax
- Capegemini

& many more...

# CAMPUS PLACEMENT@SMS



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SMS Lucknow



**Prof. Bharat Raj Singh**  
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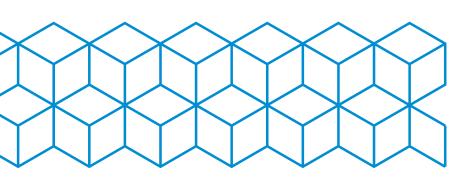
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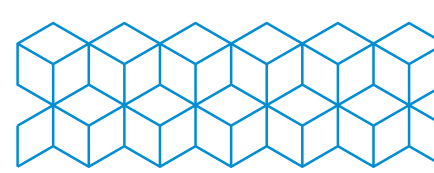
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<https://smstc.wordpress.com/>



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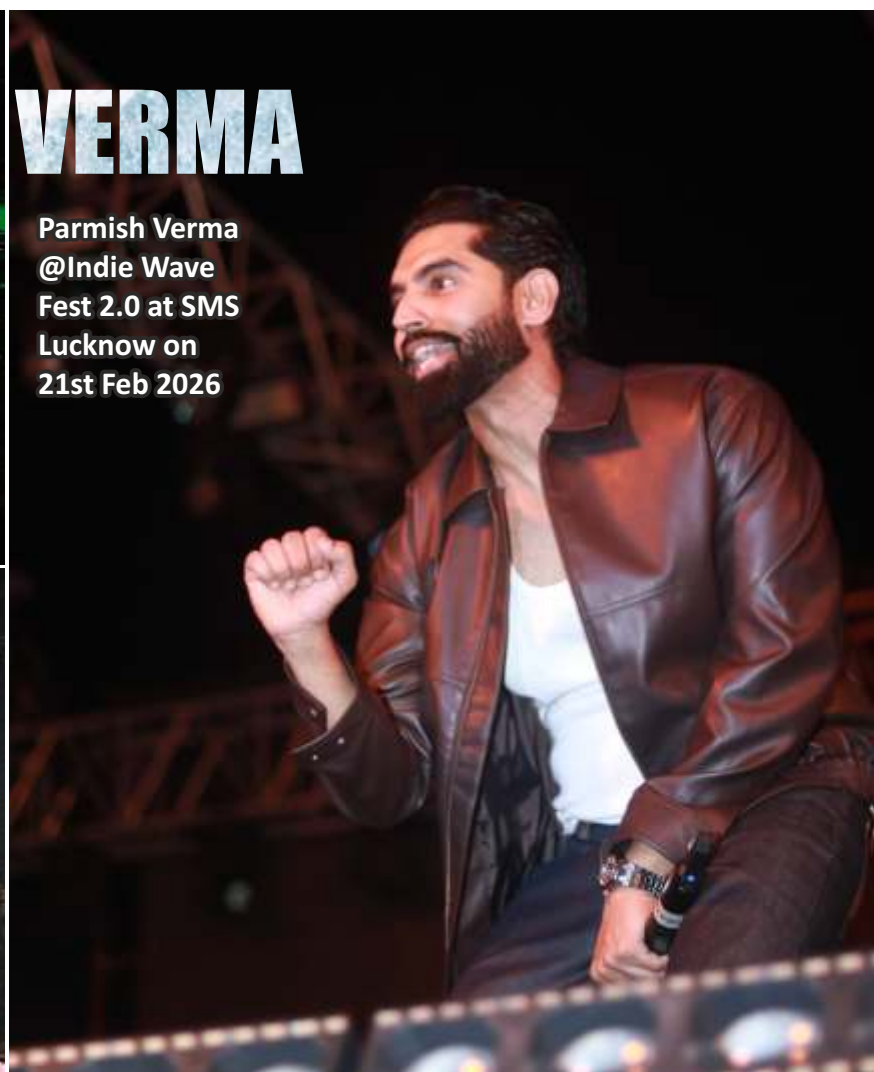


# VIBES@SMS

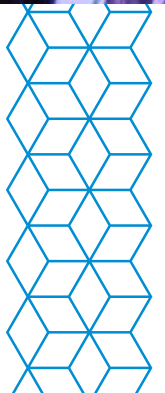


## PARMISH VERMA

Parmish Verma  
@Indie Wave  
Fest 2.0 at SMS  
Lucknow on  
21st Feb 2026



**SITARE @ SMS LUCKNOW**





# ADITYA RIKHARI

Aditya Rikahri @Indie Wave Fest SMS Lucknow 2022



**SITARE @ SMS LUCKNOW**



**IMRAN HASHMI**

**& Huma Qureshi @ SMS Lucknow**



**Ekta Kapoor @ SMS Lucknow**



**Pawan Singh @ SMS Lucknow**

