



Campus Jottings

UPCOMING EVENTS

- **SMVDU Alumni Meet, 13th August, 2016.**
- **Workshop on Econometric Modeling: Techniques and Research Applications, 22nd - 26th August, 2016.**
- **One Week Workshop on Financial Modeling Using R, from 25th - 31st August, 2016.**



DST INSPIRE Science Camp

Department of Science and Technology (DST), sponsored "Innovation in Science Pursuit for Inspired Research", INSPIRE Science Internship Camp was from 21st - 26th July, 2016 in Shri Mata Vaishno Devi University in which 450 meritorious students participate. INSPIRE is an innovative program of DST for attraction of talent to science. The basic objective of the INSPIRE camp is to communicate to the young attendees the excitement of creative pursuits of science and attract talent to the study of science at an early stage and build the required critical human resource pool for strengthening and expanding science and technology system in R&D base.

This was the 10th such camp organized by the University since 2010. Over 3600 students from entire state of J&K have so far been benefited from these 10 camps, two of which have been held at Leh from the students of that region. The camp was attended by 450 students from entire Jammu division who were top 1% merit rank holders in Boards. Some prominent mentors who inspired students to take up challenging problems in science in years to come included Dr. J. K. Batra, Dy. Director, National Institute of Immunology, New Delhi, Prof. S. K. Dogra, Former Professor of Chemistry at IIT, Kanpur, Prof. Sanjeev Jain, Vice Chancellor, SMVD University, senior officers from Army, Prof. Supriyo Mitra, Indian Institute of Science Education & Research Kolkata, Prof. R. N. Gohil, Secretary, National Academy of Sciences India, Allahabad, Prof. K. K. Kapoor, University of Jammu. A special science is fun session was conducted by Shri Mineesh Gulati from Happy Model Foundation.



PATRON

Prof. Sanjeev Jain
Vice Chancellor

EDITORIAL TEAM

Dr. Vandana Sharma

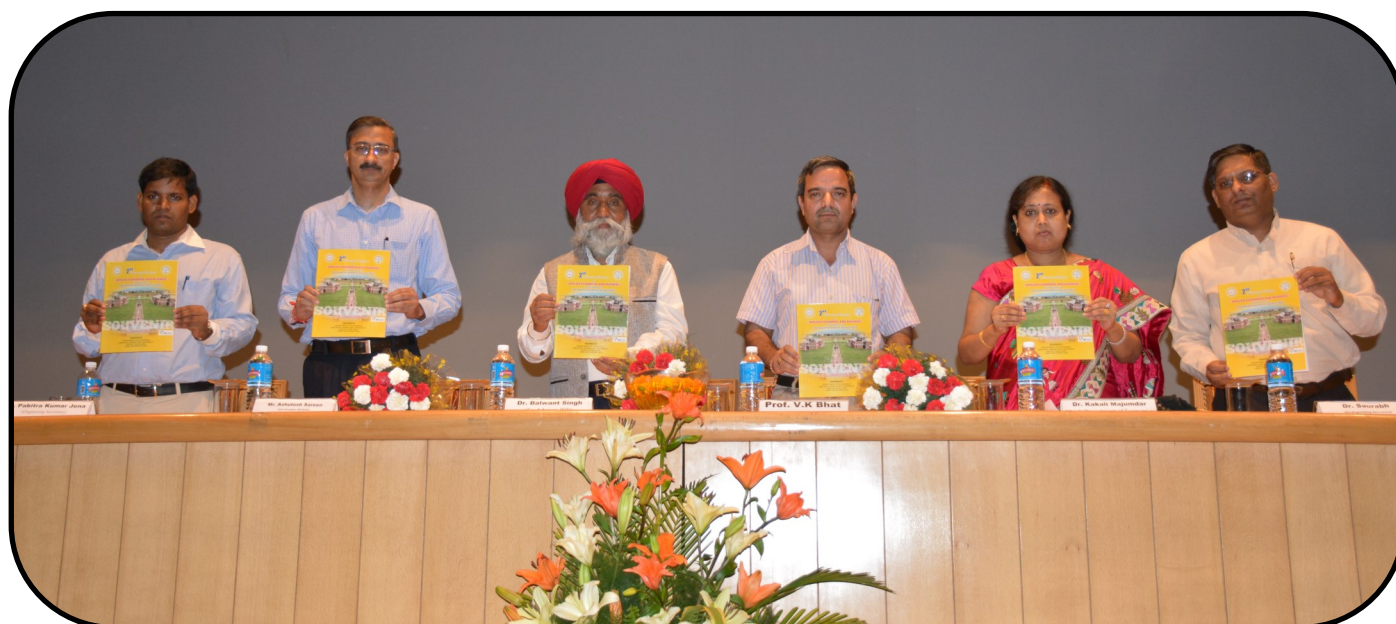
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Editorial team welcomes information from Faculty/ Staff/Students for inclusion in **Times@SMVDU**
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2nd International Conference on Applied Economics and Business



Department of Economics, Shri Mata Vaishno Devi University, Katra organized the 2nd International Conference on “Applied Economics and Business” from 28th- 29th July, 2016 in collaboration with “The Indian Econometric Society” (TIES). TIES is one of the oldest and largest bodies of professional econometricians and quantitative economists with more than 2000 members from all over India and abroad. The primary aim of the conference was to provide unique forum to present and deliberate research based knowledge among academicians, industry captains and practicing managers in the field of economics and business and to enhance the degree of awareness regarding the world economic perspective vis a vis the economic position of the country. The conference also aimed at emphasizing various applied economic and business issues like; International Economics, Environmental Economics, Public Economics, Demographic Economics, Entrepreneurship, Stock Market and Macro Economic Analysis, e-Retailing, International Marketing, Mergers and Acquisitions and many more. The conference received 314 abstracts and 156 full papers across the country from various universities and institutions like IIT Bombay, NIT Roulkela, GIDR, CIMP, BITS Pilani, Banaras Hindu University, Aligarh Muslim University, IIT Ropar, University of Patiala, Central University of Punjab, University of Jammu, Guru Nanak Dev University, NIT Karnataka and various other reputed institutions as well. The conference had 12 technical sessions on various issues concerning applied Economics and Business.

The inaugural session of the conference started with the welcome speech by Prof. V.K. Bhat, Dean Faculty of Management and the Chairman of the conference. Dr. Kakali Majumdar, Head, Dept. of Economics and Convener of the conference briefed about the Department. The idea of the conference in collaboration with TIES was elucidated by Dr. Pabitra Kumar Jena, Organizing Secretary of the Conference. The keynote address was presented by Dr. Balwant Singh, Ex-Adviser, RBI. The session ended with vote of thanks speech by Dr. Saurabh, Co-Organizing Secretary of the conference. Mr. Ashutosh Sareen, Vice President J&K Bank Jammu division, was also present on the occasion.

Faculty Update

- Prof. V. K. Bhat, Dean, Faculty of Sciences, Shri Mata Vaishno Devi University visited Faculty of Technical Sciences, University of Kragujevac, Serbia to attend the 5th international scientific conference on “Analysis, Topology and Algebra: Theory and Applications” during July 6 to July 9, 2016. The Conference was organized by University of Kragujevac and was supported by Ministry of Education, Science and Technological Development of Republic of Serbia. Research scholars from different Universities of Serbia also attended the conference. Latest developments in Mathematics (Analysis, Topology and Algebra) were discussed and presented during various sessions and other informal discussions. Prof. Bhat delivered a talk titled “On (σ, δ) - (S, I) Rings and Their Extensions” during the conference.

- Dr. Vandana Sharma, Dean, Faculty of Humanities and Social Sciences and Head Department of Languages and Literature, Shri Mata Vaishno Devi University, Katra was invited in the 21st World Congress of International Comparative Literature Association (ICLA 2016) held in The University Of Vienna, Austria from 21st -27th July, 2016. The Theme Of The 21st World Congress was 'The Many Languages Of Comparative Literature' which was attended by researchers and academicians from across the world. In the conference, Dr. Vandana presented a paper on " Heroic uprising in India and Africa: A Subaltern Perspective" in the session The Language of Thematics. The paper juxtaposed and critically examined the anti-feudal and anti-colonial insurgency started by the Indian tribal hero Birsa Munda and Kenyan heroic figurehead of the Mau Mau uprising, Dedan Kimathi and further linked it with one of the most radical yet tarnished heroes of Jammu region, Miyan Dido to establish how subversive historiography has always undermined such heroic uprisings. The critical and comparative argument was well acclaimed and the objective of the researcher was to bring regional heroes like Miyan Dido on an international front. Furthermore, Dr. Vandana chaired a session on The Arts as Universal Code in the conference. Prior to visiting University of Vienna, Dr. Sharma visited University of Edinburgh and explored the possibilities of academic and institutional collaboration with the University.
- Dr. Sharada M. Potukuchi, Associate Professor, Department of Biotechnology attended the "Workshop on Bio-Entrepreneurship, Grant-Writing & IP" organized jointly by Indian Institute of Integrative Medicine (CSIR-IIIM), Jammu and Biotechnology Industry Research Assistance Council (BIRAC), A Government of India Enterprise from 23rd – 24th June, 2016, Jammu.
- Ms. Jyotsna Sharma and Ms. Savita Sharma Ph. D. Students, Department of Biotechnology attended the "Workshop on Bio-Entrepreneurship, Grant-Writing & IP" organized jointly by Indian Institute of Integrative Medicine (CSIR-IIIM), Jammu and Biotechnology Industry Research Assistance Council (BIRAC), A Government of India Enterprise from 23rd – 24th June, 2016, Jammu.
- Dr. Suparn K. Sharma, Associate Professor, School of Business, Shri Mata Vaishno Devi University was invited as Resource Person in two days National Seminar on 'Entrepreneurship and Skill based Education for Global Competitiveness' held during 29-30 July 2016 at Manipur University, Imphal. In the course of the Seminar, he gave talk on the topic 'Skill Gaps and Entrepreneurship Development Perspectives in India'. Dr. Sharma emphasized that in case we will be unable to meet the skilling challenges within next one and half decade, there would be 'paralytic syndrome' and economic growth of the economy would not remain sustainable in the economy. The window of opportunity and gain in terms of 'demographic dividend' is available for the economy of country till 2040 only. This 'dividend experience' also alarms towards skilling 'available, perspective workforce' exigently. He highlighted that around 5 per cent of the total workforce in India has undergone formal skill training as compared to one third of population in UK and Germany, more than half of population in USA, four fifth of population in Japan and South Korea. During the valedictory function of the seminar, Dr. Sharma shared dice with Prof. Azhar Kazmi, King Fahad, University of Petroleum and Minerals, Saudi Arabia, Prof. S.K.Sharma, TITS, Bhawani, Prof. Ibohal Meitei, Director, Centre for Entrepreneurship and Skill Development, Manipur University. During his visit, Dr. Sharma also conducted career counseling sessions and mock interview for the students of the hosting University.
- Mr.Mir Irfan Ul Haq, Assistant Professor, Department of Mechanical Engineering and Mr. Ankush Raina, Assistant Professor, Department of Mechanical Engineering attended 30th General Orientation Course at Human Resource Development Centre, Punjabi University, Patiala from 20th June, 2016 - 16th July, 2016.
- Balbir Singh, Assistant Professor, Department of Mechanical Engineering completed Ph.D. in Department of Mechanical Engineering, NIT Kurukshetra on 1st July, 2016. His thesis title is "Parametric Investigation and Surface Modification in Electric Discharge Machining of Al6061/SiCp Composite"
- Dr.Vinay Kumar, Assistant Professor, Department of Physics has published a paper titled Synthesis and photoluminescence study of a single dopant near white light emitting Li₄CaB₂O₆:Dy³⁺ nanophosphor, Journal of Alloys and Compounds 688 (2016) 939-945. Publisher : Elsevier (IF=3.014)

- Dr.Vinay Kumar, Assistant Professor, Department of Physics has published a paper titled Fourier transform infrared spectroscopy and chemometrics for the characterization and discrimination of writing/photocopier paper types: Application in forensic document examinations, , Spectrochimica Acta Part A: Molecular and Biomolecular Spectroscopy 170 (2017) 19–28 ,Publisher : Elsevier (IF=2.653)
- Sharma, Anoop Kumar, Dogra, V.K., Ahmad, Tahir and Singh, Ashutosh Kumar, “Sustainability guide to contemporary housing of Indian Hill City-Need based urban development approach model”, International Journal of Chemical, Environmental & Biological Sciences (IJCEBS) Volume 4, Issue 2 (2016) ISSN 2320–4087. (pp-158-165) - Impact factor-1.817

Alumni Corner

Sidharath Sarvesh
Incharge – Business Aligment, Subsidiaries
WaterHealth International
Mba Batch 2011-13

I am glad to share that my current organization, WaterHealth International, has provided me an exciting opportunity of driving a strategic initiative in Ghana, a country in West Africa. WaterHealth International, based out of California, is a global leader in providing safe and affordable drinking water solution, through decentralized purification units called Water Health Center (WHC), to the underserved communities across Ghana, Nigeria, Liberia, Bangladesh and India. I have been assigned with the project titled 'Implementation of strategic interventions in Ghana' to introduce new product to the Ghanaian consumers through a comprehensive marketing campaign and get a competitive advantage over the existing players.

My team is driving this strategic initiative of bringing behavioral change of drinking water habits to the consumers and ensure adoption of our products. An average Ghanaian household does not store drinking water just like it is done in India and other parts of the world. Because of poor drinking water infrastructure in the communities, people are forced to buy expensive drinking water which is sold in sachets bags (30 sachet, 500ml each). 'Pure water' is a household name for sachet water in the country. Whereas WaterHealth provides 20 liters of purified water in a container under the brand name dr. water™ at a small user fee.

To bring change in the way people drink water, WaterHealth has introduced 'Jerry Can' with dispensation and refill functionality bundled with bottles, which are branded as 'my dr. water bottle' (750 ml). Since the consumer can transfer water from Jerry can into 'my dr. water bottle' with ease, the water can be refrigerator and becomes portable just like in the sachet. Aside, I am also implementing plan to establish distribution infrastructure (by engaging local entrepreneur, acquisition of institutional consumer and retailing of dr. water™).

This is a work with purpose of transforming the way people get water in emerging economies. I take this experience as first step towards realizing my dream of becoming 'citizen of the world'. I thank the entire Faculty of Management, School of Business, SMVDU for putting me through rigorous training during my MBA course and bringing out the best of me.

