



## UPCOMING EVENTS

- **Business Plan Competition - Higher Education Department, Jammu & Kashmir on 28<sup>th</sup> Feb, 2023**
- **IIC sponsored one day Workshop on Quiz on "Emerging Business Scenario in India" on 14<sup>th</sup> March, 2023**
- **Two-day National Seminar on Precarious Lives, Vulnerability and Violence in Indian Public Sphere from 16<sup>th</sup> - 17<sup>th</sup> March, 2023.**

## PATRON

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

## EDITOR

**Dr. Amitabh V. Dwivedi**

## DESIGN & DRAFT

**Mr. Girdhari Lal Sharma**

## PHOTOGRAPHY

**Mr. Om Parkash**

## Campus Jottings

### SMVDU Organizes Live-Streaming of Pariksha Pe Charcha 2023



The Hon'ble Prime Minister, Shri Narendra Modi, addressed students and parents across the nation in the 2023 edition of "Pariksha Pe Charcha," an annual event aimed at discussing exam-related issues. The event took place at Talkatora Stadium in New Delhi and was live-streamed on various social media platforms such as Twitter, Facebook, YouTube, etc. by the Ministry of Education, the Prime Minister's office, and others. Shri Mata Vaishno Devi University live-streamed the event in their Matrika Auditorium for the benefit of their students and scholars. The office of the Dean of Academic Affairs organized the event, with all deans, directors, and HODs in attendance. During the event, PM Modi gave tips on how to deal with exam stress, strengthen student-teacher connections, avoid social media distractions, and more. He interacted with students, parents, and teachers and shared his thoughts on combating exam fear, stress, anxiety, and pressure. The event was watched by faculty members from all teaching departments, as well as a large number of students and scholars from various departments of the university.

### Workshop on Industrial Automation Concluded at SMVDU



The Skill Development Workshop on Industrial Automation organized by the student-managed Automation and Emerging Technologies (AET) Club at Shri Mata Vaishno Devi University concluded, providing a great learning experience for the participants. Over five days, students received hands-on training on PLC, HMI, and SCADA. Dr. Balbir Singh, the Club Faculty Advisor, briefed the session and presented a token of thanks to the workshop resource person, Dr. Himanshu Kumar, Director of Indwell Automation. During the event, Prof. Eswarmoorthy Muthusamy, Head of the School of Mechanical Engineering, motivated the students to pursue the emerging field of automation for the future. Dr. Mir Irfan UlHaq, Faculty Mentor of the AET Club, shared his knowledge with the students and emphasized the need for conducting more such workshops. Dr. Ankush Raina, Assistant Professor, Mr. BK Bhatia, Training and Placement Officer, and Dr. R.K. Mishra, Associate Professor, also spoke on the occasion and thanked Dr. Himanshu for conducting the workshop. The President of the AET Club, Mr. Agam Balotra, was appreciated by the faculty advisors. The workshop concluded with a group photograph, and all the participants had a great learning experience. The organizers thanked the SMVDU administration for their support.

### **Workshop on Entrepreneurship and Innovation Conducted at SMVDU**



The School of Business at SMVD University organized a one-day workshop on 'Entrepreneurship and Innovation as Career Opportunity' under the aegis of the National Innovation and Startup Policy (NISP) 2019. Around 70 students from different UG and PG programs participated in the workshop. Dr. Suparn K. Sharma, Dean of the Faculty of Management and Chairman of the workshop, discussed the steps to prepare a business plan under the current changing business scenario. Dr. Deepak Jain, Coordinator of the workshop, presented future directions and opportunities in different industrial sectors for start-ups. He also discussed the start-up ecosystem and the importance of analyzing it. Various sessions were conducted, followed by a panel discussion on entrepreneurial opportunities in the emerging Indian economy. Dr. Suparn K. Sharma discussed the initiatives of the Start-up India scheme. Dr. Ashutosh Vashishtha, CEO of SMVDU-TBIC, emphasized the role of incubation centers in fostering innovation and entrepreneurial development. Dr. Rashi Taggar discussed the role of the industry-academia interface in promoting entrepreneurship. The budding entrepreneur, Aditya Kanoria from SMVDU and Founder of Befikra Community, enlightened the participants about the platform he developed to empower the young generation. The entrepreneur, Mr. Amit Pandotra, inspired participants by sharing his start-up story of Shri Mahadev Food & Beverages and his brands TankFull and LeharUp, and how he enhanced their valuation from 2.5 lakhs to 30 crores. Research Scholar Shahbaz Indu moderated the workshop and presented a vote of thanks. This workshop was conducted in collaboration with and sponsored by the Institution Innovation Cell (IIC), SMVDU.



# Celebration and Day Observed

## World Logic Day Celebrated at SMVD University

On 16<sup>th</sup> January 2023, the School of Philosophy & Culture at Shri Mata Vaishno Devi University organized a special lecture to commemorate "World Logic Day", an International Day declared by UNESCO in association with the International Council for Philosophy and Human Sciences (CIPSH). The Head of the School of Philosophy & Culture, Shri Sumanta Sarathi Sharma, welcomed all guests and participants. The guest speaker, Prof. B. H. Boruah (Dean of International Relations, IIT Jammu), delivered an intriguing lecture on the topic "On Critical Thinking and Logic." His talk shed light on the importance of logic and its relevance in everyday life, in his words, "no one can run away from logic." He discussed various aspects related to logic, such as the relationship between logic and ontology, logical and analytical truths, and the status of the empty domain and the conceptual truths. Prof. Boruah emphasized the interrelationship of logic with other fields of study like physics and mathematics, stating that pure mathematics cannot be thought of without logic. He defined logic as a study of certain mathematical properties of certain artificial formal languages, valid inference, and certain unique truths or facts. Prof. Boruah also explained some of the debatable topics in logic, such as the debatable nature of some of the logical principles and the variations in their application in different contexts. The lecture was highly informative and engaging and was followed by a Q&A session where participants had the opportunity to interact with the speaker and clarify their doubts. The event was a great success and provided valuable insights into the importance of logic in our lives.



## SMVDU Organizes One Day Youth Festival



Shri Mata Vaishno Devi University organized a one-day Youth Festival on the theme of "Drug Abuse: Awareness Amongst the Youths." The festival was organized in collaboration with the Excise and Taxation Department of Jammu and Kashmir. Speaking at the event, Padam Shree Prof. RK Sinha, Vice Chancellor, emphasized the importance of such events in creating awareness about the menace of drug abuse among the young generation. He appreciated the initiative taken by the Excise Department in collaborating with the University to fight against drug abuse. He also stressed the need for promoting cultural values and leading a healthy lifestyle.

## SMVDU Katra Celebrates 74<sup>th</sup> Republic Day



The 74<sup>th</sup> Republic Day was celebrated with great enthusiasm and patriotic fervor at Shri Mata Vaishno Devi University, Katra. The National Flag was unfurled by Sh. Nagendra Singh Jamwal, JKAS, Registrar SMVDU in the presence of Finance Officer Sh. Neeraj Gupta JKAS, deans & heads of all departments, staff and students. Registrar Sh. Nagendra Singh Jamwal greeted the University fraternity and expressed his pride in India's achievements in every field. He emphasized that the university has achieved a niche among the top-class universities in India and has been ranked in the Top 150 universities in the country in the National Institutional Ranking Framework of the Ministry of Education, Govt. of India (NIRF) since 2019. Registrar SMVDU underlined the importance of Inter-disciplinary curriculum and multi-disciplinary education, which are at the heart of National Education Policy-2020 to train future innovators and leaders. He said that the National Education Policy will play a significant role in making India a Knowledge superpower. To commemorate the AzadiKaAmritMahotsav, several activities were initiated by the University, and the main component of AzadiKaAmritMahotsav is to connect the youth to our rich heritage. He recited the Preamble of the Constitution of India to help everyone understand the spirit of the Constitution and uphold it. Registrar SMVDU acknowledged the great visionaries who penned the world's longest written constitution and paid homage to Dr. B R Ambedkar. He also quoted the vision of the creators of our Constitution, that there is a need to translate the political republic into a social republic as well. On the occasion, he asserted that the university has a larger responsibility towards society and stressed on the importance of skill development, entrepreneurship, innovation, industry-ready and research-oriented approaches. He urged youth to take active participation in all social activities so that they may extend service to society.

## SMVDU Organizes One Day Youth Festival

On 20th February 2023, Shri Mata Vaishno Devi University organized a one-day Youth Festival on the theme of "Drug Abuse: Awareness Amongst the Youths." The festival was organized in collaboration with the Excise and Taxation Department of Jammu and Kashmir. Speaking at the event, Padam Shree Prof. RK Sinha, Vice Chancellor, emphasized the importance of such events in creating awareness about the menace of drug abuse among the young generation. He appreciated the initiative taken by the Excise Department in collaborating with the University to fight against drug abuse. He also stressed the need for promoting cultural values and leading a healthy lifestyle. Sh. RC Kotwal, JKPS, Comdt 1st Battalion IRP, Reasi, highlighted the alarming impact of drug abuse on society, especially on the youth. He gave a detailed presentation on the various aspects of drug abuse and called for greater youth engagement.





through sports and adventurous activities. Mrs. Sukriti Sharma, Dy. Excise Commissioner Accounts, expressed her concern over drug abuse, stating that it is corroding the foundations of society and has become a major social issue in Jammu and Kashmir. She emphasized the need for community help, parental assistance, and a proactive role by all sections of society to tackle this issue. The festival showcased video clips, reels, dance performances, skits, music, and folk songs and dances reflecting the culture and traditions of Jammu and Kashmir. ETO, Mrs. Rupali Vaid, Udhampur Reasi Excise Range, emphasized that the challenge of drug abuse cannot be tackled by the Government alone and requires support from all sections of society. Finance Officer Sh. Neeraj Gupta, JKAS, deans, faculty, staff members, and a large number of students were present during the program. A cultural troupe provided by Jammu and Kashmir Academy for Art, Culture, and Languages (JKAACL) enthralled the audience. Dr. Kamni Pathania, Vice-President Board of Cultural Activities, presented a formal vote of thanks and expressed her gratitude to the distinguished guests for spreading awareness among university students. Earlier in the day, students participated in an awareness rally to spread awareness about drug abuse.

### **SMVDU Celebrates Parakram Diwas, remembering Netaji Subhash Chandra Bose**



On the occasion of the 165th birth anniversary of Netaji Subhash Chandra Bose, also known as Parakram Diwas, NSS SMVDU organized a human chain formation of "JAI HIND". The event was held in the university stadium and witnessed participation from around 350 students. The event began with NSS Programme Coordinator Dr. Rajiv Kumar and two NSS volunteers, Ayush Arya and Sadhvi Sharma, sharing information on the life of Netaji Subhash Chandra Bose. The event culminated with the chanting of "Vande Mataram" and slogans of "Bharat Mata ki Jai". A quiz competition was also organized, which saw enthusiastic participation from students. The event was successfully conducted by the NSS volunteers, and Vice Chancellor Prof. R.K. Sinha appreciated their efforts in organizing the event.

# Faculty/Staff Updates

## Talk Delivered

### Dr.Rashi Taggar of SMVDU Chaired a Session at IIM

The 20<sup>th</sup> AIMS International Conference on Management, organized by The Association of Indian Management Scholars (AIMS) International and Indian Institute of Management Kozhikode (IIM-K) in collaboration with the International Forum of Management Scholars, was held from December 28 to December 30, 2022, with around 100 papers presented on the IIM-K campus. An additional 100 papers were presented online from January 1-2, 2023. Dr. Rashi Taggar, a faculty member at the School of Business at SMVD University, chaired the online session on COVID-19 on January 1, 2023. The session covered a wide range of topics related to the impact of COVID-19, including virtual learning, higher education, working women, baking start-ups, social media trends during the pandemic, the FMCG sector, the Indian economy, mental well-being, and recovery from the virus.



### Dr.Rashi Taggar of SMVDU Chaired a Session at IIM

Dr. Rashi Taggar chaired a technical session on 10<sup>th</sup> December 2022 at the 'Global Conference on Emerging Technologies, Business, Sustainable Innovative Business Practises, and Social Well-Being' in virtual mode at the Shri Jairambhai Patel Institute of Business Management and Computer Applications, Gandhinagar, Gujarat. More than 60 papers were presented in Gujarat centre. This conference was organised by Confab 360 degree with academic collaboration of London Churchill College, United Kingdom, International Training Institute, Papua New Guinea, Wollo University, Ethiopia, PT. LEO JejaringIlmu- Indonesia, Guru Nanak Institute of Management, Narayana Business School, ITM University, Mohan Babu University, Sharda University, Swami Vivekananda Institute of Science and Technology, and Ajeenkya DY Patil School of Engineering.



## Publication/Paper Presented

- Dr. Pankaj Biswas and Dr. Kamni published a research paper entitled "KSrVO4:Tb3+ - A potential green-emitting nanophosphor candidate for white LEDs" in the SCIE Journal of Materials Science: Materials in Electronics with impact factor 2.478 which is available online from 17<sup>th</sup> January, 2023.
- Dr. Rashi Taggar conducted a session on 'Interpersonal skills and Team building' on 7<sup>th</sup> December 2022, for the Police Officers in Sher-e-Kashmir Polica Academy, Udhampur, J&K. The team building activities and the games to develop interpersonal skills were applied.
- Dr. Rashi Taggar conducted sessions on 'Presentation Skills' and 'Brainstorming' on 15<sup>th</sup> December 2022, with the post graduate students of Zoology and Statistics. The program was organised by the University Entrepreneur and Skill Development Cell, University of Jammu, J&K.
- Dr. Pankaj Biswas and Dr. Kamni published a research paper entitled "KSrVO4:Tb3+ - A potential green-emitting nanophosphor candidate for white LEDs" in the SCIE Journal of Materials Science: Materials in Electronics with impact factor 2.478 which is available online w.e.f 17 January, 2023.

# Student Updates

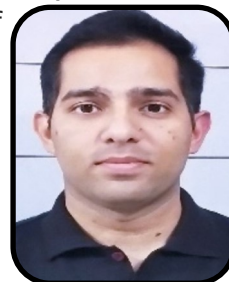
## SMVDU Scholar Awarded ICSSR Doctoral Fellowship

Tapas Sudan, a researcher at Shri Mata Vaishno Devi University, has been awarded the Indian Council of Social Science Research (ICSSR) Doctoral Fellowship, a Centrally Administered Fellowship, for a period of two years. He will work on his Ph.D. thesis titled "Mitigation Strategies Adopted to Combat Unprecedented Supply Chain Disruptions: The Case of Indian Manufacturing Industry" under the supervision of Dr. Rashmi Taggar, Faculty at the School of Business. Out of 461 students, 28 students from Jammu and Kashmir were awarded the fellowship. Tapas Sudan has also received funding from the Asian Development Bank (Tokyo) for his research on "Recovering Supply Chain Disruptions in the Post-COVID-19 Pandemic Through Transport Intelligence and Logistics Systems: India's Experiences and Policy Options", which he co-authored with his supervisor. He has published research papers in national and international journals and edited volumes and has participated in national and international conferences related to supply chain management and other allied management aspects.



## Best Paper Award to SMVDU Scholar

Shahbaz Indu, a research scholar at the School of Business, received the Best Paper Award in the Marketing track at the 3<sup>rd</sup> International Conference on Changing Business Paradigm (ICCBP) held at the Management Development Institute (MDI) Murshidabad in January 2023. The theme of the conference was "Reinventing Marketing through Sustainability, Innovation, and Analytics". Shahbaz's paper, titled "What Determines the Purchase of Superfoods? An Empirical Assessment of Indian Consumer", explores the factors influencing the purchase of superfoods among Indian consumers. The paper also discusses the inclusion of superfoods in dietary plans. The conference included researchers from India, Saudi Arabia, Sri Lanka, Nepal, Spain, China, Ghana, and the USA, who presented their research work through online and offline modes. The submitted paper has been accepted for publication in the book by Bloomsbury India. Shahbaz is pursuing his research under the guidance of Dr. Rashmi Taggar. The event was a great opportunity for researchers to share their findings and discuss current trends in marketing.



## Haneet Kour Declared Qualified for the Award of PhD

Ms. Haneet Kour, a researcher at Shri Mata Vaishno Devi University (SMVDU), has successfully defended her doctoral thesis in Electronics & Communication Engineering and has been awarded the degree of Doctor of Philosophy (Ph.D.). Her research work, titled "Green and Safe 5G and Beyond 5G Wireless Networks," was carried out under the supervision of Dr. Rakesh Kumar Jha, Faculty, School of Electronics and Communication Engineering. The candidate has published her research papers in IEEE Transactions and IEEE journals and presented papers at international conferences including COMSNETS, IISc Bangalore, and Asia Pacific Advanced Network (APAN-50, Hong Kong) world forum. The Vice-Chancellor of SMVDU, Prof. (Dr.) R. K. Sinha, along with other committee members, congratulated the scholar on her achievement and wished her a bright future ahead.



## **Hon'ble Minister, GOI, Dr. Jitendra Singh interacted with the students of SMVDU**

In Shri Mata Vaishno Devi University, Katra, UT of J&K two days, 25<sup>th</sup> National e-Governance Conference organized, in the Inaugural Session Hon'ble Minister (Independent Charge) Govt. of India Shri Jitendra Singh ji interacted with the two students of University; Jatin Sharma, 4<sup>th</sup> Year student of SoECE and Milind Shukla, 3<sup>rd</sup> Year student of SoME. Both the students presented their suggestions related to Cloud Computing, Startups and public grievances to the Hon'ble Minister, which the Minister assured to implement.

## **Faculty and Student of Department of Mechanical Engineering attended the 8<sup>th</sup> NCEEITET Organized in GCET-Jammu**

Two-day 8<sup>th</sup> National Conference and Exhibition on "Emerging and Innovative Trends in Engineering Technology" (NCEEITET) organized by Government College of Engineering and Technology (GCET) Jammu in Collaboration with IIT Kharagpur and World Consortium of Universities are attended by DoME Faculty and Student. Under the Supervision of Faculty of Mechanical Department Dr. Amit Sinha and Dr. Ankush Anand, 3<sup>rd</sup> Year Students of Mechanical Engineering, Milind Shukla and Sanjay Kumar represented SMVDU in the conference and presented working models. Child Rescue Machine from borewell, 3D Printing Parts, Casting Specimen, Epoxy Resin Based Polymers projects were presented and Both the students received appreciation from the visiting faculties and students for their good presentation and project.