



UPCOMING EVENTS

- **Webinar on Role of Teachers in NEP Implementation, Awareness, Orientation, Challenges, & Awareness on 5th March, 2021.**
- **Five Day Training Program on "Enhancing Managerial Effectiveness" 8th -12th March, 2021.**

PATRON

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

EDITOR

Dr. Amitabh V. Dwivedi

DESIGN & DRAFT

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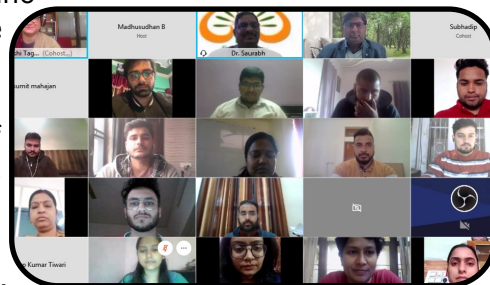
PHOTOGRAPHY

Mr. Om Parkash

Campus Jottings

National Workshop on 'Quantitative Data Analysis Using STATCRAFT' Begins at School of Business SMVDU

The national workshop on 'Quantitative Data Analysis using STATCRAFT' was inaugurated at the School of Business, Shri Mata Vaishno Devi University (SMVDU), Katra, J&K. This online workshop was organised in collaboration with STATCRAFT, Bangalore from 1st - 5th February, 2021. Dr. Supran K. Sharma, Dean, Faculty of Management, SMVDU, addressed the participants and emphasized on the importance of indigenous platform STATCRAFT to effectively analyse the data. Dr. Saurabh, Head, School of Business, SMVDU, emphasized the importance of the workshop, and encouraged the participants for engaged learning in this workshop. Dr. Rashmi Taggar, Coordinator of the workshop, moderated the inaugural session, and thanked participants, resource persons and the members of organising team of the workshop. Mr. Subhadip Dey, Statistician from STATCRAFT, conducted sessions on data preparation and descriptive statistics. Sessions on t-test, one way ANOVA, two way ANOVA, Correlation, Regression, Factor Analysis, Cluster Analysis, Linear Discriminant Analysis and Decision tree were conducted by Prof. Saurabh Agarwal who is a B Tech, IIT Kanpur, M Tech IIT Delhi, and associated with HBTI Kanpur, Great Learning, NMIMS Mumbai and AIMA, Delhi. More than 110 participants had registered for the workshop which included SMVDU-MBA students along with research scholars and faculty members from SMVD University; BGSB University; SKUAST-Jammu; University of Jammu; Banaras Hindu University; Central University-Gujarat; Nagaland University; GNDU-Amritsar; Amity Business School, LPU- Jalandhar; Jiwaji University - Gwalior; Jadavpur University- Kolkata, MIT School of Management- Pune; Vidyavardhaka College of Engineering-Mysuru; Proudhadevaraya Institute of Technology- Karnataka.



ICICI Bank Recruits 08 MBA Students from SMVDU, Katra

The ICICI Bank conducted an online campus recruitment process for the management students of the Batch 2019-21 of Shri Mata Vaishno Devi University. Mr. B. K. Bhatia, Placement Officer, informed that 24 MBA students of SMVDU applied for the ICICI Bank Campus Drive through a rigorous selection process, comprising an online test and group discussion/interviews rounds. The ICICI Bank has selected 08 students for the job offer; 07 through online campus process and one student for her better performance during internship through



pre-placement offer. Mr. Bhatia further informed that campus placement drives for Engineering students by companies, such as Infosys, Wipro, Cognizant, TCS, TA Digital, Orange etc. had already been initiated much before the passing out year i.e. 2021, and the campus selection process is still going on. Prof., R.K. Sinha, Vice Chancellor, Shri Mata Vaishno Devi University, congratulated all the MBA students placed in the ICICI Bank, and advised them to be sincere and hardworking during their services.

Initiative to Understand the Genetic Makeup of Human Population of Jammu and Kashmir launched by Human Genetics Research Group, SMVDU



Human Genetics Research Group of School of Biotechnology at Shri Mata Vaishno Devi University, Katra, launched online portal (www.jkdna.in) based on the research carried out by the research group along with the collaborators for online open access. The web portal is highlighted as "Project JK-DNA" which provides an online open access resource with the goal of aggregating and harmonizing both Human Exome and Genome sequencing data from population of J&K through its genome sequencing projects (Next Generation Sequencing). It also publishes resources or public datasets, and makes summary data available for the use of wider scientific community, especially medical researchers in J&K, India, and abroad. HGRG-SMVDU has plans to pool NGS datasets, generated with collaborators from Institute of Human Genetics and School of Biotechnology, University of Jammu, for better and higher genomic resolution. The project is powered through a J&K start-up Biodroid Innovations Pvt Ltd, and the product series Key2genes. The HGRG is working in the area Human Evolutionary Genetics, Rare Undiagnosed Genetic Disorders and Complex Genetic disorders in Human population of Jammu and Kashmir.

The group has received research grants from various Govt. of India funding agencies: Department of Science and Technology (SERB); University Grant Commission; Council of Scientific and Industrial Research, and National Geographic Society, USA. Recently, HGRG SMVDU has also signed an MoU with Centre for Advanced Research and Diagnostics (CARD), Sri Guru Ram Das University of Health Sciences (SGRDUS) for collaborative research initiatives in domain of human medical genetics as well as established an agreement with Shri Mata Vaishno Devi Narayana Super-speciality Hospital for carrying out R&D, in developing diagnostic tools and academic research for the benefit of mankind, in association with SMVDU Technology Business Incubation Centre. As informed by Dr. Swarkar Sharma, Coordinator and Project Lead, the portal will also feature various scientific outcomes in the domain from the region to make aware the common masses, and publish resources and articles in regional languages.

Conversation on the Situation of Hindi in Abroad Organized at SMVDU

The Hindi Cell of Shri Mata Vaishno Devi University (SMVDU), Katra, organized a conversation on the situation and expansion of Hindi language in foreign countries on Basant Panchami, 16th Feb. 2021. The program was organized in connection with the World Hindi Day which is celebrated every year on 10th January. Prof. Anand Vardhan Sharma, ICCR Chair Professor, Sofia University, Bulgaria, Smt. Shail Agrawal, renowned writer from UK, Prof. Shyam Sundar Pandey, Visiting Professor, Department of Hindi, Tokyo University of Foreign Studies, Tokyo, Japan, and Dr. Gaurav Mani Tripathi of Shri Mata Vaishno Devi Gurukul, Charanapaduka, Katra, shared their ideas on different dimensions of the



theme. The event was conducted and coordinated by Dr. Anil Kumar Tewari, Nodal Officer, Hindi Cell, SMVDU. More than 50 participants joined the online event and several hundred people took advantage from the telecast of the event through Facebook. The direct participants included the faculty, staff and student members of the SMVDU family along with scores of others from various places, such as Kolkata, Hyderabad, Varanasi, Sri Nagar, Jammu, Patiala, Delhi, Lucknow. The event concluded with an expression of gratitude to the speakers and participants by Dr. Anil Tewari.

NGS Facility Established at SMVDU

Shri Mata Vaishno Devi University established NGS facility at ICMR-Centre for Advanced Research, School of Biotechnology. A two day live demo workshop was also conducted by Dr. Balwant Singh from Ms. Premas Life Sciences, a subsidiary of Illumina, India, which is known for next-generation sequencing products. The faculty, staff and scholars from School of Biotechnology, attended the guest lecture and hands on demonstration. The next-generation



sequencing will make large-scale whole-genome sequencing (WGS) accessible and practical for the average researcher, and it will enable scientists to analyse the entire human genome in a single sequencing experiment, or sequence thousands to tens of thousands of genomes in one year. The Head, School of Biotechnology, Dr Sharada M. Potukuchi, congratulated Dr. Rakesh Kumar Thusoo for bringing the facility to university. Dr. Kumar thanked Indian Council of Medical Research (ICMR) for providing grant which made it possible to establish the facility at SMVDU, and he expressed his gratitude to Prof. R.K. Sinha, Vice Chancellor, SMVDU, for his continuous support and motivation.

Bharat Darshan Contingent of Kashmir University visits SMVD University



The Cultural-Heritage Tour contingent organized by DSW University of Kashmir reached Shri Mata Vaishno Devi University, Katra, and interacted with different faculties during the Science Day celebrations. They interacted with Prof. Ashok Sharma, Dean Faculty of Sciences, Dr. Sharada Potukuchi, Head, School of Biotechnology, Dr. Rakesh Thusoo, Organising Secretary from SMVDU, Dr. Ruchi Shah from UoK & Dr. Audesh Bhat from Central University of Jammu, and had a very informative session about different career opportunities in India and abroad. Dr. Ruchi also made them aware about different opportunities and schemes of DST and DBT, Govt. of India. They appreciated the university authorities for the conduct of such important tours for students under Shikshita Bharat. Later, the students were taken for a visit to SMVDU campus where they were informed about different programmes along with career opportunities. The religious importance of Shri Mata Vaishno Devi shrine temple was also shared with the students. Dr. Rakesh Kumar expressed his gratitude to Prof. RK Sinha, VC, SMVDU, for his support and encouragement.

Celebration and Day Observed

Awareness Lectures at SMVDU held on World Cancer Day

On the eve of World Cancer Day, awareness lectures at School of Biotechnology, SMVDU, were held on Cancer: its causes and prevention. The lectures were organized by the team ICMR-CAR, led by Dr. Rakesh Kumar, School of Biotechnology, SMVDU, Katra. An interactive session with nursing students of various nursing and medical colleges of JK region, and ICDS staff of J&K, was conducted where Dr. Ajeet K Saxena, Prof. & Head Dept.t of Pathology / Labs Medicine, AIIMS, Patna, delivered a keynote lecture. Dr. Rakesh Kumar and Dr. Ruchi Shah also delivered their lectures, highlighting the importance of raising awareness among people, and listed the measures which can be undertaken for prevention of Cancer.



The event was held on a theme 'Cancer-How and Why?' which was conceptualized and coordinated by Dr. Sonali Verma & Dr. Gresh Chander of ICMR-CAR SoBT, SMVDU, and was supported by research scholars and staff members namely, Rajeshwar, Shrutika, Deepika, Minerva, Jatinder, Mukesh and Naresh Kumar. Among others who attended the event were: Dr. Vinod Singh, Faculty, SoBT and Head, SoBT, Dr. Sharada Potukuchi. Dr. Kumar presented the vote of thanks and acknowledged ICMR and DST SSTP Grant for funding. He expressed his gratitude to Prof. R.K Sinha, Vice-Chancellor, SMVDU, for his continuous support and motivation.

Faculty/Staff Updates

Dr. Dwivedi of SMVD University Receives Research Excellence Award 2021

In an award ceremony held on 06 February 2021, Dr. Amitabh V. Dwivedi, Faculty, Shri Mata Vaishno Devi University, Katra, has been awarded with a Research Excellence Award 2021 at Edukos Unite Global Achiever Awards. The Director of Edukos Unite of Scholars (EUS), and President of Radhika Foundation, Dr. Ratish Gupta, presented this award to Dr. Dwivedi for a wonderful job in the field of research and promotion. Dr. Dwivedi as a linguist and cultural expert, has worked extensively in promoting lesser-known & indigenous languages of Jammu & Kashmir, including Dogri, Sarazi, Bhadarwahi, Punchi, and others, and has contributed many chapters on Hinduism and tribal religions globally.



Talk Delivered

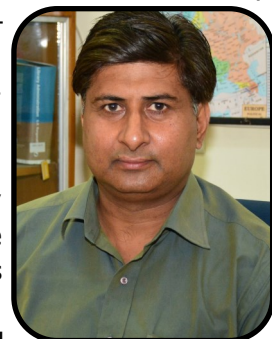
SMVDU Faculty Delivers a Keynote Address at AICTE, STTP on AI and Deep Learning

Dr. Baijnath Kaushik, Faculty, School of CSE, Shri Mata Vaishno Devi University (SMVDU) was invited as a resource person in AICTE sponsored Short Term Training Program (STTP) on AI and Deep Learning at Modern Institute of Technology (Autonomous) Jammu, Jammu & Kashmir. The keynote talk was organized to deliberate and discuss the concepts and applications of sentiment analysis on online data using AI and Deep learning paradigms. Dr. Kaushik delivered his talk on the topic, titled "Sentiment Analysis on Social Media". The FDP was attended by many participants from different colleges of Jammu through online mode. The organizers thanked Dr. Kaushik for sharing his knowledge.



Faculty, SMVDU Delivers Session on Technology Business Incubation: Processes and Practices

Dr. Suparn Kumar Sharma, Dean, Faculty of Management, Shri Mata Vaishno Devi University, conducted a training session on, "Technology Business Incubation: Process and Practices" in a two week Faculty Development Program on Entrepreneurship, being conducted under the aegis of Development of Science and Technology, Govt. of India at GNDU College, Jalandhar. The program was conducted in an online mode where faculty members from different institutions and universities had participated. During the session, Dr. Sharma explained the importance of incubation centers in innovation application and technology formulation for better success strategies and effective mechanism of technology transfer. The session elucidated that business incubation is a temporary, facilitative support provided to start-up enterprises through the delivery of complex services and special environment with the aim of improving their chance of survival. The session was highly appraised by the participants, and a number of questions were raised, which were satisfactorily answered by the resource person.



Dr. Baijnath Kaushik of SMVDU Delivers Talk on Digital Learning at Lingayas Vidyapeeth

Dr. Baijnath Kaushik, Faculty, School of CSE, was invited as a Resource Person in an AICTE sponsored Short Term Training Program (STTP), on Digital Learning for Advanced Pedagogical Techniques and Research Methodologies, at Lingaya's Vidyapeeth, Faridabad, Haryana. The FDP was sponsored by AICTE under the Short Term Training Program (STTP). This keynote talk was organized to deliberate and discuss the concepts and applications of AI, Machine Learning and Deep Learning models for Advanced Research problems. Dr. Kaushik emphasized different paradigms and methods used in the current research areas and problems. He deliberated on the use of different paradigms of AI, ML, Deep Learning and other models with an emphasis on practical applications. The FDP was attended by 150 participants from different colleges of Jammu through online applications. The organizers thanked Dr. Kaushik for sharing his knowledge.



SMVDU Faculty Delivers Online Talk at FDP on Sustainability & Green Tribology

Dr. Ankush Anand, Associate Professor, School of Mechanical Engineering, Shri Mata Vaishno Devi University, Katra, delivered an expert talk on the topic "Role of Sustainability Engineering" during the AICTE-ATAL sponsored Faculty Development Program on Sustainability and Green Tribology, organized by Department of Mechanical Engineering, Canara Engineering College, Karnataka. The weeklong faculty development program was attended by faculty members, researchers and practicing Engineers across the country working in the area of Sustainability and Tribology. The lecture was conducted through online mode. During the talk, Dr. Anand highlighted the role of sustainability in Tribology and its importance in product design. The participants also interacted with Dr. Anand and expressed their interest for collaborative research in the area of Sustainability and Product Design. The lecture ended with an encouraging feedback and thanks from the Program Coordinator for the AICTE - ATAL sponsored Faculty Development Program



SMVDU Faculty Member Conducts Training Session on Lean Canvas Development

Dr. Supran Kumar Sharma, Dean, Faculty of Management, SMVDU, conducted a training session on the topic, 'Lean Canvas: A Tool for Innovation Management & Uncertain World' in a week long faculty development program being conducted by Department of Humanities & Management, Dr. B. R. Ambedkar National Institute of Technology, Jalandhar, sponsored by AICTE Training & Learning (ATAL) Academy. The session initiated with the comprehensive portrayal of the model and tool of entrepreneurship management identified as Lean Canvas. Dr. Sharma emphasized that the Canvas is perfect one page format for brainstorming possible business models by prioritizing where to start and track ongoing learning. The session focused on explaining how to create your Lean Canvas by sketching canvases for each customer segment, and split broader customer segments into smaller ones. The participants interacted with the speaker, and thanked him for the session.



SMVDU Faculty Delivers a Keynote Address on "Text, Textuality & Discourse"

Dr. Amitabh Vikram Dwivedi, Faculty, School of Languages & Literature, Shri Mata Vaishno Devi University, Katra, delivered a keynote address on the topic titled, "Text, Textuality and Discourse" in a one day webinar organized by G. Venkataswamy Naidu College, Kovilpatti, Manomanium Sunbarnar University, Tirunelveli, where Dr. Dwivedi discussed important literary concepts such as, syntagmatic and paradigmatic.

relations, semantic relations, intertextuality and inter subjectivity, cohesive relations across literary texts, and alike. The talk was attended by many participants, chiefly faculty members, scholars and students from different Indian states. After the talk a question-answer session was conducted where participants raised their queries which were answered satisfactorily by the speaker. The Convener, Mr. M. Balakrishnan, Faculty, Dept. of English, GVN College, expressed his gratitude to the speaker for sharing his knowledge.

Dr. Saurabh, School of Business, SMVDU, Invokes Participants in National Level Refresher Course on 'Entrepreneurship Development'

Dr. Saurabh, Head, School of Business, Shri Mata Vaishno Devi Katra, J&K, delivered a lecture in an interdisciplinary refresher course on 'Entrepreneurship Development', organized by the Human Resource Development Centre in collaboration with the Business School and Bhaderwah Campus, University of Jammu, 15th to 28th February 2021, where he conducted sessions on 'Dharma and Social Entrepreneurship'. The workshop was organized to provide opportunities to teachers, necessary for quality education and research so that they will be well-equipped and motivated to accept new challenges emerging from growth of new knowledge, in the field of entrepreneurship. The workshop was focused on enhancing the motivation skills and knowledge of the participants through orientation in the field of entrepreneurship. Dr. Saurabh emphasised the role of teachers in creating an Aatmnirbhar Bharat. He said that the social enterprises are the need of the time, and one of the models for achieving the sustainable development goals. Dr. Saurabh engaged the participants in discussions, and with the help of examples elaborated upon his model of social entrepreneurship based on the Dharma. He invoked the participants to carry out research based on localisation of entrepreneurship. Dr. Sunil Bharadwaj, Coordinator of the program from TBS Bhadarwah campus, Jammu University, thanked Dr. Saurabh for his lecture.



Publications

- Dr. Rashi Taggar was certified for attending 'Global Procurement Summit 2021' organized by Ministry of Finance in collaboration with AIMA and The World Bank from 3rd to 4th February 2021.

Student Updates

Scholars of Biotechnology at SMVD University qualify UGC-NET Exam

Scholars of School of Biotechnology qualified UGC-NET Exam in Life Sciences Ms. Savita Sharma and Ms. Mahima Sharma both working under the supervision of Dr. Sharada M. Potukuchi, Faculty & Head, Biotechnology, SMVDU, on various aspects of medicinal plants and their metabolites qualified UGC-NET examination, held in September 2020, while securing AIR of 11th and 61st position respectively. The faculty members of School of Biotechnology have been motivating and mentoring the PG and Ph.D. students to appear and qualify in such examinations for brighter future career prospects. Padma Shri (Prof.) Ravindra K. Sinha Vice-Chancellor of the SMVD University, and Prof. Ashok Sharma, Dean, Faculty of Sciences, SMVDU, congratulated the scholars.



Glimpses of 32th Executive Council

