

**UPCOMING EVENTS**

- **Workshop on Applications of Sanger Sequencing on 5th Oct.,23**
- **Entrepreneurship Development Program on 10th Oct.,23.**
- **One Day Scientific and Technical Outreach Program 12th Oct.,23.**
- **World Student Day on 15th Oct.,23.**

PATRON

Prof. Pragati Kumar
Hon'ble Vice-Chancellor

EDITOR

Dr. Anurag Kumar
Chairperson, Media Cell

DESIGN & DRAFT

Mr. Girdhari Lal Sharma
Office Assistant, Media Cell

PHOTOGRAPHY

Mr. Om Parkash

Kissan Sangoshti organized at SMVDU

The Kissan Sangoshti event at Shri Mata Vaishno Devi University was organized under the Department of Agriculture's "Agriculture Technology Management Agency" (ATMA) extension program. It successfully honored progressive farmers from various Jammu Division districts. Prof. Pragati Kumar, Vice Chancellor of SMVDU, highlighted the invaluable contributions of farmers and the agricultural sector to the nation's growth. He stressed the importance of technology in enriching agricultural practices and modernizing the sector. Shri K.K. Sharma, Director of Agriculture Production & Farmers Welfare Department, Jammu, provided insights into the successful implementation of the ATMA scheme in Jammu Division. Shri R. K. Hiteshi, Joint Director (Extension), shared inspiring stories of small and successful farmers from the region. Sh. Nagendra Jamwal, Registrar of SMVDU, discussed how traditional farming practices enriched the agriculture sector with the adoption of technology and government efforts. Dr. Supran Kumar Sharma, Dean of the Faculty of Management, addressed the challenges and opportunities faced by the farming sector and highlighted the role of the ATMSA scheme. Dr. Ashutosh Vashishtha welcomed the participating farmers, and Dr. Sushil Kumar Mehta presented a detailed report prepared by the School of Business, SMVDU, as part of a consultancy project. The Kissan Sangoshti aimed to discuss the findings of the consultancy project conducted by 05 faculty members from the School of Business, SMVDU. Over 160 farmers from all 10 districts of Jammu Division were honored and rewarded during the event. Notable progressive farmers recognized during the study include Smt. Geeta Sharma from Jammu, Sh. Padam Singh from Kathua, Sh. Chaman Lal from Rajouri, Sh. Sewa Ram from Kishtwar, Sh. Fayaz Ahmad Naik from Ramban, Sh. Mast Ram from Doda, Sh. Veer Singh from Udhampur, Sh. Sham Lal from Samba, Sh. Swarn Singh from Doda, and Sh. Kartar Singh from Reasi.

DBT-PG Programme Advisory Committee Meeting held at SMVDU



An advisory committee meeting of DBT-PG Programme was held on 25th of September 2023 at SMVDU, Katra. The meeting was conducted by the School of Biotechnology and chaired by honorable Vice Chancellor, Prof. Pragati Kumar. In his opening remarks, Prof. Pragati Kumar shared his delight in learning about the DBT-PG programme being run in the School of Biotechnology and reiterated his support for the programme. He enlightened the audience about the support provided by SMVDU to the programme, both financially in the form of fee reduction and providing of infrastructure. The meeting was attended by DBT, Govt of India nominee, Prof. V. Ravichandiran, Director, NIPER Kolkata and Mr. Yogesh Verma, CEO, Perfect Square, New Delhi. The two-year programme of M.Sc. Biotechnology is being sponsored by DBT-Govt. of India and the students are admitted through GAT-B Test conducted by RCB Gurgaon. The annual advisory committee is held to ascertain the progress made during the previous year and mitigating the issues if any. The committee visited the School of Biotechnology and interacted with scholars and lab staff. Prof. Ravichandiran critically highlighted the present-day goals of scientists and scholars. The meeting was organized by Dr. Sharada M Potuckuchi and coordinated by Dr. Rakesh Kumar respectively with the administrative support of the

Head, School of Biotechnology, Dr. Ratna Chandra. The Vice Chancellor directed the faculty members of the School of Biotechnology to work towards the awareness of such a prestigious program. This is to be reiterated that SMVDU charges only one third of regular fee from the candidates who qualify GAT-B

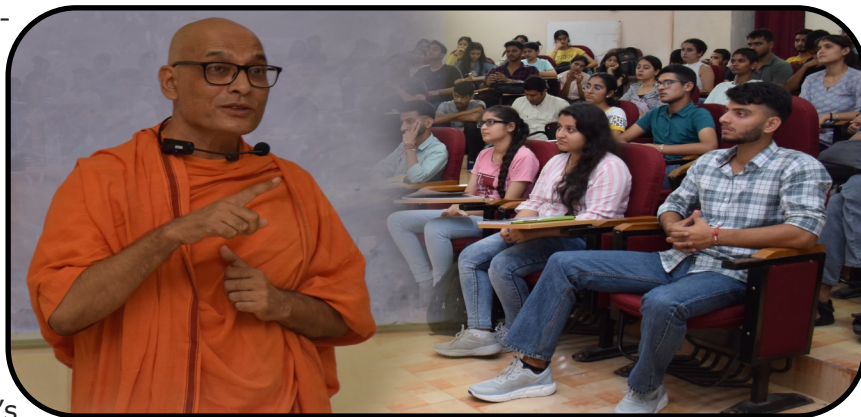


exam. In addition, there is a provision of a monthly stipend of Rs 5000. Invitees were presented with a memento of Mata Vaishno Devi by Honorable Vice Chancellor, Prof. Pragati Kumar. The meeting ended with a resolution that more students will be encouraged to appear in the GAT-B exam and the benefit of scholarship and degree will reach far and wide.

Celebration and Day Observed

Universal Brotherhood Day Celebrated at SMVDU

The School of Philosophy & Culture, Shri Mata Vaishno Devi University in collaboration with Ramakrishna Mission, Jammu Center organized Book Exhibition and a lecture to commemorate anniversary of Swami Vivekananda's address to the Parliament of World's Religions in Chicago on 11th September 1893. This day is celebrated as the Universal Brotherhood Day to remember the Swamiji's message of religious harmony and unity of all humanity. The exhibition displayed works by Swami Vivekananda and others on various spiritual issues and texts such as Upanishads and Shrimad *Bhagavad-Gita*. The faculty, staff and students enthusiastically visited the exhibition and bought the literature on self-development and spirituality. The lecture on Swamiji's struggles during his visit to America before attending the Parliament of Religions and his message was delivered by Swami Yajnadharanandaji, Secretary, Ramakrishna Mission, Jammu Center. Dr. Uday Pathania, Organizing Secretary of the program, welcomed Swamiji and briefed the audience about the significance of the occasion. After the lecture students interacted with Swamiji and discussed their questions. The lecture was attended by students, faculty and staff of the University. The programs was facilitated by volunteers Mr. Manchand Singh, Mr. Vishwaroop, Mr. Balvant and Brahmachari Harish Chaitanya. The lecture was attended by Prof. Ashok Kumar Sharma, Dr. Pabitra Kumar Jena, Dr. Satish Kumar Tiwari, Mr. Krishna Panday, Mr. Keshava Pandey, and Ms. Pooja Tomar among others.



NSS SMVDU Celebrated Hindi Diwas



NSS SMVDU volunteers celebrated Hindi divas by organizing a kavisammelan. Every year 14th September is celebrated as Hindi divas throughout the world to promote the language. NSS volunteers Shatakshi and Mehak welcomed all the students and briefed about the motto behind celebrating the day. Tanushka and Sakshi recited their self written Hindi poems. Suhani, Shatakshi and Sadhvi recited poems by various famous Hindi poets like MaithilisharanGupt, Mahadevi Verma, Jai Shankar Prasad and others. Students participated enthusiastically in the event. NSS coordinator Dr. Rajiv Kumar congratulated volunteers for organizing the event. Vice chancellor Prof. Pragati Kumar appreciated the efforts of NSS volunteers.

SMVDU Celebrated Engineers' Day



SMVD University celebrated Engineers' Day with a grand event at the School of Mechanical Engineering. Honorable Vice Chancellor, SMVDU, Prof. Pragati Kumar inaugurated the event. Faculty and students gathered, and Dr. Balbir Singh shared insights on Bharat Ratna, Sir M. Visvesvaraya. Prof. Pragati Kumar motivated students. The event featured enlightening lectures, a project competition judged by experts, and the School of Civil Engineering securing first place. Student coordinators, Hriday Vasudeva, Harsimrat Kour, and Abhishek Kumar Sharma played crucial roles. Dr. M. Eswarmoorthy and Dr. RK Mishra closed the event with gratitude. Overall, SMVDU's Engineers' Day was a success, reinforcing their commitment to fostering young engineering talent and inspiring all attendees.

Faculty/Staff Updates

Talk Delivered

SMVDU Faculty delivered Guest Lecture

Dr. Anil Bhardwaj, a Senior Faculty member in the School of Electronics and Communication Engineering at Shri Mata Vaishno Devi University, delivered a number of guest lectures to students of 9th, 10th, 11th, and 12th standards at Government Higher Senior Secondary School, Panthal, Katra on 26th September 2023. The topics of guest lecture range from computer basics to memory organization, data structure queues and stacks, and big data basics. The lectures were a part of the government initiative to provide exposure to school students from experts in various fields. Dr. Anil Kumar Bhardwaj is very thankful to Vice Chancellor, Prof. Pragati Kumar for providing this opportunity. He is also thankful to School Coordinator Ms. Anju Sharma and Principal, Ms. Renuka Sharma for this invitation. Dr. Anil Kumar Bhardwaj is happy that this initiative will provide valuable exposure to school children for a better future.



Paper Presented/Published

Alisha Mahajan and Kakali Majumdar (2023). Toxic Trade and Environmental Stringency: Exploring the Impact on Economic Growth in the G20". Journal of Cleaner Production, ISSN: 1879-1786, ABDC-A, Scopus, Impact factor 11.1, <https://doi.org/10.1016/j.jclepro.2023.138516>

Alisha Mahajan and Kakali Majumdar (2023). Balancing Profit and Sustainability: Investigating the Eco-Innovation Strategies of G20 Polluting Industries". Sustainable Development, ISSN: 1099-1719, SSCI, Scopus, Impact Factor 12.5, <https://doi.org/10.1016/j.jclepro.2023.138516>

Student Updates

Students of Civil Engineering, SMVDU presented paper in an International Conference CISCE 2023

B. Tech final year students of the School of Civil Engineering (SoCE), Shri Mata Vaishno Devi University presented a technical paper in an International Conference on Creative and Innovative Solutions in Civil Engineering (CISCE-2023). Kevin Somra, Pooja Kharra and Sagar Singh presented a paper titled "Use of Sustainable Material as Column Filler in Soft Clay Bed Reinforced with Stone Column: Numerical Study". Another group of students Abhiviek Singh and Harshit Vatsa also presented a paper titled "A study on the behaviour of soft clay under embankment loading". Both the groups were guided by Mr Srijan (Assistant Professor, SoCE). The conference was organized by Department of Civil Engineering, Malaviya National Institute of Technology Jaipur. The paper of the students will be published in IOP Conference Series: Earth and Environmental Science (Scopus Indexed).



NSS SMVDU organized Cleanliness Drive

NSS volunteers of Shri Mata Vaishno Devi University organized a cleanliness drive in Sirah village. The event was organized in collaboration with Block Development Office, Katra under the aegis of 'Swachhta Pakhwada'. The main motive of the drive was to collect single use plastic waste in the market area of Sirah village and to aware shopkeepers about the cleanliness. More than 50 NSS volunteers actively participated in the said event and collected around 30 Kg of plastic waste. The NSS volunteer Abhishek Sharma coordinated the whole event along with other volunteers. NSS coordinator and co-coordinator, Dr. Rajiv Kumar and Dr. Kamaldeep appreciated the efforts of NSS volunteers in organizing the event.



SMVDU Students & Faculty attended North Tech Symposium 2023 at IIT Jammu

The students of Shri Mata Vaishno Devi University, accompanied by faculty members Dr. Balbir Singh, Dr. Mir Irfan Ul Haq, Mr. Sudesh Kumar and Mr. Shashi Bushan Kotwal, attended the North Tech Symposium 2023 at Indian Institute of Technology Jammu on 13th of September 2023. The North Tech Symposium was held from the 11th to the 13th of September, promoting collaboration between the Indian Army, academia, and the industry. The Symposium featured exhibitions of the start-ups promoting "Atmanirbhar Bharat". These start-ups showcased indigenously designed and manufactured defense equipments and provided a platform for the students and faculty of SMVDU to interact with them, and gain knowledge of the challenges and possible solutions of the present and future technology. The symposium also facilitated networking opportunities for students and faculty members from different institutions, fostering connections that could lead to collaborative research endeavors and career opportunities.



NSS SMVDU initiated "Swachhta hi Sewa" Campaign

NSS unit of SMVDU, Katra organized a cleanliness drive in Sirah village under the aegis of "Swachhta hi Sewa" campaign. The main motive of the drive was to aware villagers about importance of cleanliness and to collect single use plastic waste. NSS volunteers started the event with an awareness rally by chanting slogans. More than 60 NSS volunteers actively participated in the said event and collected around 85 Kg of plastic waste. Village roads were also swept by volunteers. NSS coordinator and co-coordinator, Dr. Rajiv Kumar and Dr. Kamaldeep appreciated the efforts of NSS volunteers. Vice Chancellor Prof. Pragati Kumar congratulated team NSS for the initiative.



NSS SMVDU organized Fit India Freedom Run

NSS SMVDU organized "Fit India Freedom Run" under the aegis of 'Azadi Ka Amrit Mohotsav'. The motive of the run was to make students aware about the efforts of our freedom fighters. Nearly 150 students participated in the said event. The event was held in the university ground in the morning hours. All the participants also sang "Saare Jahaan se Accha Hindostan Hamaara" at the end of the Run. NSS Programme coordinator, Dr. Rajiv Kumar appreciated the efforts of all volunteers for organizing the event and informed that more such runs will be planned on regular basis. Vice Chancellor, Prof. Pragati Kumar congratulated NSS volunteers for successfully organizing the event. The entire event was successfully coordinated by NSS volunteers.



ALUMNI CORNER

Alumni Interacted with Mechanical Engineering Students at SMVD University

The Mechanical Engineering Department at Shri Mata Vaishno Devi University (SMVDU) hosted an interactive session with distinguished alumni Mr. Dhananjay Singh. Dr. Mir Irfan Ul Haq coordinated the session, and faculty members, Dr. Sanjay Mohan, Dr. Ankush Anand, and Dr. Ankush Raina were present. Mr. Dhananjay Singh, Director/Producer of Gostudio, shared entrepreneurial insights and encouraged students. He said, "SMVDU taught me the value of perseverance and determination, and I believe that every student here has the potential to achieve greatness." A Q&A session facilitated meaningful interaction. Dr. R. K. Mishra, Dean Students Welfare, expressed gratitude, emphasizing the strong bonds within SMVDU community. He stated, "our alumni are our pride, and their achievements serve as an inspiration to our current students. This initiative is a testament to the strong bonds that our university fosters among its community."



Alumnus Varun Vashisht Inspired SMVDU Business Students

Shri Mata Vaishno Devi University's School of Business organized an inspiring induction program for its first-year MBA and BBA students on September 8, 2023. The highlight of the event was an enlightening interaction with Varun Vashisht, an esteemed alumnus from the batch of 2011, currently serving as ASM for Nestle in the Jammu region. Mr. Vashisht, drawing upon his 12 years of experience, emphasized the paramount importance of discipline and the continuous pursuit of knowledge, skills, and the right attitude for effective ground-level selling. He conveyed the message that hard work is an indispensable element in the early stages of one's career, while smart work becomes increasingly vital as one gains experience and wisdom. Sharing his wealth of selling experiences, he offered valuable insights to the eager students, inspiring them to excel in their chosen career paths. The School of Business at Shri Mata Vaishno Devi University offers a range of programs, including a 5-year integrated BBA-MBA program and a 2-year MBA program with specializations in Marketing, Human Resources, and Financial Management. The current batch marks the institution's 20th cohort, reflecting its commitment to nurturing future business leaders. The event served as a significant milestone in the journey of these aspiring young professionals.



Glimpses of University Events

