

# SMS Lucknow Alumnus share insights about challenges of building brands from scratch

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**Lucknow:** With the aim of bringing alumni entrepreneurs on one platform, a SMS Alumni Association Meet was organized at School of Management Sciences (SMS), Sultanpur Road, Lucknow. To share their knowledge among students on this occasion, there was a detailed brainstorming session with alumni, students and faculty members of the college. In the meet, some successful entrepreneurial alumni came forward for various developmental activities they are performing and social challenges, which can be implemented in the future.

The program began with the welcome address of Dr. Dharmendra Singh, Associate-Director. Dr. Singh spoke about the objectives of the meet. How this platform will provide benefits in enhancing skills and technical resources. He mentioned about various past awards like Outstanding Performance Award, Professionalism Award and Life Time Achievement Award based on their achievements, about chapter meet and SMS for alumni announced for the initiatives taken by any Alumni Entrepreneur.

Director General (Technical) Bharat Raj Singh said that the enterprising students of SMS are promoting this institution in the country and abroad. We foster relationships with our alumni to create strong connections, collaborations and share their experiences with the next generation. Appreciating efforts of Cell, Dr. Manoj Mehrotra, Director, said, "Our former batches of students have been one of the most innovative, creative and pioneering entrepreneurs. Inculcating entrepreneurship is central to our approach while preparing students.

Chief Executive Officer, of SMS, Sharad Singh congratulated the organizers of SMS Alumni Meet. He warmly welcomed the alumni and appreciated the contribution of students, and teachers for the progressive development of the college, taking it to new heights. Singh shared various aspects of the education system and the changes in the Indian system. He said we believe in providing our students with resourceful and skillful start ups and encouraging Students in the college for better employability. Ideas are incorporated to inculcate entrepreneurship among the students and they are given a suitable environment to develop an entrepreneurial mindset.

Alumnus Abhishek Malik (B Tech 2013 batch) has started his own company named ABM Sales – Abhishek promised to extend all possible support to the college for skill development, knowledge sharing startups Alumni Anmol (2019 batch) BBA) appreciated the event and offered internship to the students, Anmol has started his own start up named Shoe Hut, Alumni Himanshu Gupta has set up his own venture named Himalaya General.

Himanshu said that coming together of students and teachers is an inspiration. Another alumnus Rishabh Kumar Verma said that it is a good initiative to have all the successful alumni together on one platform and the alumni should always be ready to cooperate for the future of the current students. Rishabh is also doing jewelery business. The alumni said that they are proud to be the students of SMS Lucknow.

The event ended with the distribution of mementos. Dr. P.K. Singh, Dean, Student Welfare, proposed the vote of thanks and announced the end of the conference with the assurance of meeting again. The officers of the Institute, Chief Manager Dr. Jagdish Singh, Dean-Engineering Dr. Hemant Kumar Singh, Principal Dr. Ashish Bhatnagar, General Manager Surendra Srivastava, Joint Director Dr. VB Singh etc. were included in the said conference.

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