

# CHRONICLE

## CHITKARA BUSINESS SCHOOL NEWS BULLETIN



**Vol. IV, Edition III**

**July-September, 2023**

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## Message From Pro Vice Chancellor (CBS)

I trust this message finds you well and thriving in your academic pursuits. As we embrace the transition into a new quarter, it is my pleasure to share with you some reflections and updates from our vibrant Chitkara Business School.

Firstly, I would like to extend my heartfelt gratitude to our dedicated faculty, staff, and students for their unwavering commitment to excellence. Your passion for learning and pursuit of knowledge continue to inspire us all. Together, we are shaping the future of business education.

In the past quarter, our Chitkara Business School has achieved significant milestones. From innovative research initiatives to impactful community engagements, our community has demonstrated resilience and adaptability in the face of challenges. I am proud of the collaborative spirit that defines us and sets us apart.

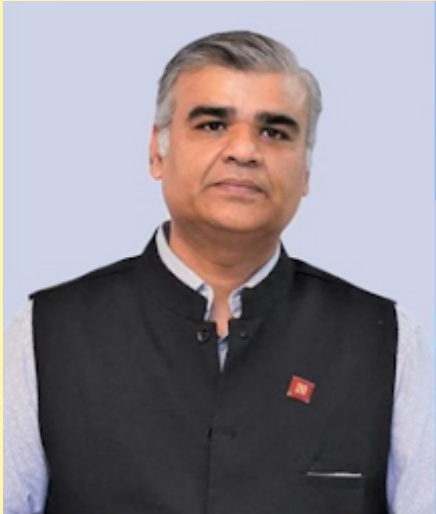
Looking ahead, we are excited about the upcoming events and projects that will further enrich your academic experience. Our commitment to fostering a dynamic learning environment remains steadfast, and we are dedicated to providing you with opportunities for growth, exploration, and success.

I encourage you to actively participate in the various forums, workshops, and networking events planned for this quarter. These experiences are designed to complement your academic journey and equip you with the skills and knowledge needed for success in the ever-evolving business landscape.

As we continue to navigate the complexities of the business world, let us remember that our strength lies in our unity. Together, we will overcome challenges and celebrate triumphs, always striving for excellence.

Thank you for being an integral part of our Chitkara Business School community. Your contributions and achievements are the driving force behind our success.

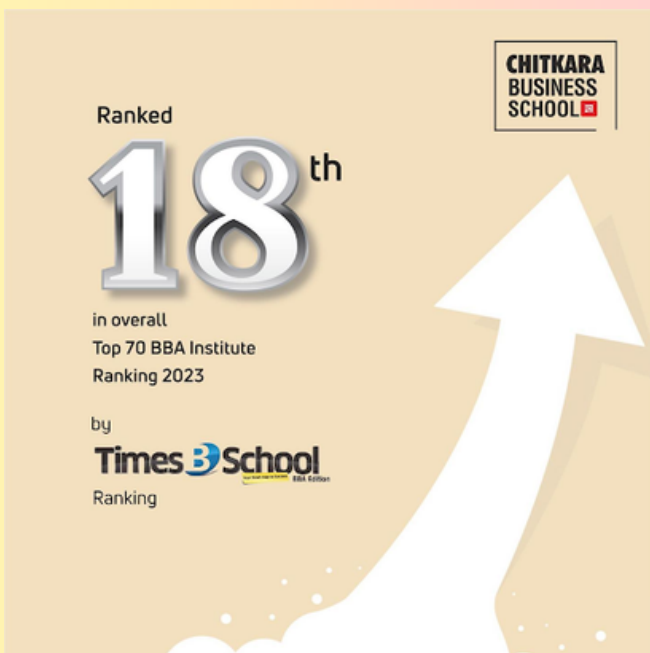
Wishing you a quarter filled with discovery, growth, and unparalleled success.



**Dr. Sandhir Sharma**

# ACHIEVEMENTS

## Ranking





# MOUs



Chitkara Business School signed a Letter of Intent with Natural Gas Society, India (NGS India). This agreement paves the way for the exploration of a joint energy management program and skilling opportunities. The formal signing took place on August 17th, 2023, at the GAIL Training Institute, Noida. Representing Chitkara University were Dr. Sandhir Sharma, Pro Vice-Chancellor of Chitkara Business School, and Dr. Dhiresk Kukshreshtha, Dean of Economics at CBS. The distinguished signatories from NGS India included Dr. D.V. Shastry, Executive Director and former ED of GAIL, and Mr. V.C. Chittoda, Senior Consultant.



Chitkara Business School signed a Memorandum of Understanding (MoU) with the Institute of Chartered Accountants of India (ICAI). This significant MoU marks an important milestone for fostering a strong academic partnership between ICAI and Chitkara University, Punjab.

Under the framework of this MoU, academic cooperation will be extended to the B. Com / B. Com (Hons.) Programs. ICAI will lend its expertise in shaping the curriculum and providing specialised training to faculty members.

Dr. Rashmi Aggarwal, Dean Commerce, Chitkara Business School and Dr. Priya Jindal, Associate Professor, Chitkara Business School represented Chitkara University at the MoU Exchange ceremony held at the ICAI Bhawan, New Delhi on August 10, 2023. This momentous occasion was graced by the presence of CA Vishal P. Doshi, Chairman of the Board of Studies - Academic, CA Vandana D. Nagpal, Director of BOS, along with other distinguished members of the Board of Studies from ICAI.

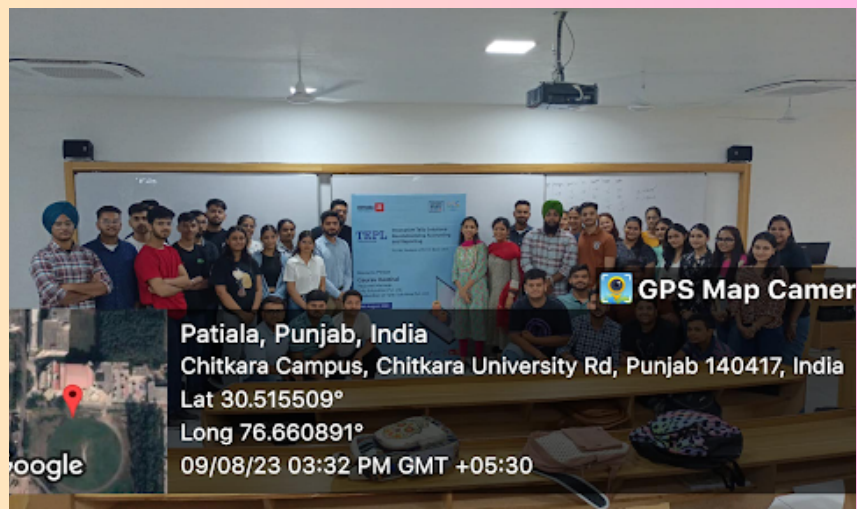


Chitkara Business School signed a Memorandums of Understanding (MoUs) with Grant Thornton. This unique collaboration sets the stage for groundbreaking advancements in Finance education.

The first MoU ushers in an incredible opportunity for students to pursue a BBA in Financial Technology. The second MoU introduces an MBA (Finance) with a Super Specialisation in Risk Management, Audit and Assurance.

Dr. Kiran Mehta, Dr. Renuka Sharma, and Dr. Sarabjeet Singh from Chitkara Business School represented Chitkara University at the Grant Thornton Bharat office in New Delhi on 4 August 2023. It will provide students with access to a robust network of industry trainers and mentorship from seasoned industry professionals and placement opportunities.





Chitkara Business School has established a Memorandum of Understanding (MoU) with Tally Education. This collaboration aims to provide technology-driven skill enhancement opportunities to students pursuing B.Com (Hons). The strategic alliance is poised to significantly enhance the employability prospects of our B.Com students.

# G20 University Connect



**Chitkara University**  
24 August 2023

The Faculty of Economics at the Chitkara University, in collaboration with RIS conducted the University Connect event on the 24th August, 2023 to engage the young minds on issues surrounding India's G20 presidency. A series of activities, competitions and lectures were conducted to foster academic growth, global awareness, and innovation among the students. Eminent academicians from around the country delivered insightful lectures on India's global leadership role.

- Dr Madhu Chitkara formally inaugurated the programme and gave the inaugural address where she explained how the G20 University Connect programme contributes towards the achievement of UN-SDGs.
- Academicians who delivered the lectures included Professor Manish from Central University of Gujarat, Professor Kanhaiya Ahuja from Devi Ahilya University, Indore, Professor N R Bhanumathy, the VC of BAPU, Bengaluru, and Dr Rajul Raopet, Consultant, RIS.
- The main points highlighted in these lectures included opportunities for India to steer the world, climate action, promotion of fair trade and ethical investments, inclusive economic growth, reduction of income disparities, renewable energy adoption, etc.
- The Q&A session threw up interesting questions from the students, which dwelt on issues such as: G20's leverage in tackling global migration and humanitarian crises, fostering cross-cultural understanding within G20, increasing youth's employment opportunities, entrepreneurship and skill development, overcoming the contradictions between economic growth and climate sustainability, circular economy, plans for technology and knowledge exchange within the G20.

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**RIS** Research and Information System for Developing Countries  
Institute for all spheres of your world

**G20** 2023 India

**CHITKARA UNIVERSITY**

**G20 University Connect**  
Engaging Young Minds

**Lecture Series**

11:00 AM, Thursday, 24<sup>th</sup> August, 2023  
Exploreorium Hall, Chitkara University, Punjab

वसुधैव कुटुम्बकम्  
ONE EARTH • ONE FAMILY • ONE FUTURE

To access the G20-A Primer  
Click: <https://tinyurl.com/7YWMWF>  
Scan QR code





The Faculty of Economics at Chitkara Business School, Chitkara University, in collaboration with RIS (Research and Information System for Developing Countries), Ministry of External Affairs, Government of India, successfully conducted the "G20 University Connect Program - Engaging Young Minds" on August 24, 2023. Chitkara University is delighted to share that 20 students of Chitkara Business School were awarded during the G20 University Connect Program, held at the prestigious Bharat Mandapam in New Delhi. Hon'ble Shri Narendra Modi, Prime Minister of India, addressed the gathering on the occasion. Along with students, Dr. Dhiresk Kulshreshtha, Dean, Department of Economics, the coordinator for the G20 University Connect Program, Dr. Rashmi Aggarwal, Dean of Commerce (UG Program), Dr. Parul, Assistant Professor of Management, and Dr. Shveta, Assistant Professor, Economics greatly contributed to the successful execution of this prestigious initiative and were present at the grand event.

# The International Conference on Management and Information Systems (ICMIS-23)







The International Conference on Management and Information Systems (ICMIS-23) was organized on September 23-24, 2023 Thailand, Bangkok jointly by the International Forum of Management Scholars (INFOMS), and Chitkara University. Dr. Omprakash K. Gupta, College of Business, University of Houston (USA) was the conference General Chair, and Shivprakash Aggarwal (AIMS International, India) and Dr. Sandhir Sharma (Pro-Vice Chancellor), Chitkara Business School, Chitkara University, Punjab, India hold the position of Conference Co-Chairs. Dr. Neeraj Anand (Prof. and Dean SCM & General Management) Chitkara Business School, Chitkara University, Punjab, was the keynote speaker. Papers were presented by CBS faculty namely Dr. Babita Singla, Dr. Neeraj Anand, Dr. Priya Jindal, Ms. Navpreet and Ms. Nikita in ICMIS-23. Paper presenters were awarded with certificates.

# Welcome to CBS



## **Dr. Anita Tanwar (Finance)**

Dr. Anita Tanwar is working as an Assistant Professor in Chitkara Business School, Chitkara University. She has done her MBA from Maharishi Dayanand University and M.Phil & Ph.D in the area of banking. She has a corporate experience of two years in The Ambala Central Cooperative Bank and an experience of nine years in teaching. Moreover, she has published many research papers in UGC Care listed journals and Scopus indexed journals and has attended many national and international conferences and seminars. She has been awarded NCC 'C' certificate and moreover best cadet award. Furthermore, she reviewed six papers for the Academy of Management and she is reviewer in the National and International Scopus indexed Journal.



## **Dr. Amandeep Kaur (Marketing)**

Dr. Amandeep Kaur, B.Com, M.Com, M.Phil and Ph.d (Marketing Management). She is an educator and an assistant professor with 14+ years of experience in Universities across Northern India. A Researcher, Educator, Innovator, and Administrator. I am a strong educator with specialization in courseware not limited to Digital Marketing, Marketing management, Analytics, Consumer/Organization behavior and Psychology, Business laws, Principles and Practices of Management and many more.

# Value Addition

**CHITKARA UNIVERSITY**    

## Enhancing Profitability Through Innovation in Civil Aviation

**Resource Person**  
**Dr. Ashwani Khanna**  
Executive Director  
AeroTech Support Services Pvt. Ltd.



**Date:** 11th August, 2023  
**Time:** 1:30 PM Onwards  
**Venue:** Pulitzer Hall, Chitkara Business School | **Mode:** Offline

Event is conducted for BBA Aviation Management and Logistics & Supply Chain Management Batch 2023-2026

Organised by  
Department of SCM & General Management,  
Chitkara Business School, Chitkara University Punjab



**CHITKARA UNIVERSITY**   

An Industry Expert Talk 

## Innovations in Airport Operations Optimizing Airport Efficiency and Sustainability

**Resource person**  
**Mudit Verma**  
Co-Founder & CEO  
RayMach Technologies

**Date:** 10th August, 2023  
**Time:** 11 am - 12:15 pm  
**Venue:** LH-5, 3rd Floor, New Extension,  
Fleming Block, Chitkara Business School  
**Mode:** Offline



Organised by  
Chitkara Business School



**CHITKARA UNIVERSITY**   

Workshop on **Finding Your Ikigai**  
How to Start Finding Your Purpose and Passion

**Resource person**  
**Sanjay Arora**  
Consultant, Coach  
Entrepreneur, CEO Evolvere



**Date:** 11th-13th September, 2023  
**Time:** 9:30 am - 12:30 pm  
**Venue:** LH 11, 4th Floor, Fleming Block  
**Mode:** Offline

For the Students of BBA Digital Marketing 2023-26

Organised by  
Centre for Digital Marketing, Strategy and Analytics  
Chitkara Business School



**CHITKARA UNIVERSITY**    

Workshop on **COMMUNICATION LEARNING SOFT SKILLS**

**Resource Person**  
**Komal Sharma**  
Senior Trainer  
Global Voice



**Time:** 1:15 a.m. to 4:15 p.m.  
**Date:** 14th to 20th Sep 2023  
**Venue:** Fleming Block  
**Mode:** Offline

For the Students of BBA Professional 2023 Batch

Organised By:  
BBA Professional  
Chitkara Business School



**CHITKARA UNIVERSITY**   

## FINTECH in 2023 and Beyond: Paving the way to a new Financial Era...

**Speakers**

 **Pradeep Pandey**  
Director  
Grant Thornton Bharat LLP

 **Kapil Arora**  
Director  
Grant Thornton Bharat LLP

 **Rohit Gupta**  
Associate Director  
Grant Thornton Bharat LLP

**11th August, 2023**  
9:15 am - 12:15 pm  
**Mode:** Offline

Organisation  
Grant Thornton

For BBA (Fintech)-2023 Batch

Organised by  
Chitkara Business School



**CHITKARA UNIVERSITY**    

## HAPPINESS UNBOXED

Mastering self, career and skills for a joyful life

**Resource person**  
**Manav Bansal**  
Chief Happiness Officer  
Chitkara University

**Date:** 18<sup>th</sup> - 20<sup>th</sup> September, 2023  
**Time:** 10:30 am - 12:30 pm  
**Venue:** 4th Floor, Fleming Block  
**Mode:** Offline

For BBA Digital Marketing 2023-26 students



Organised by: Centre for Digital Marketing, Strategy and Analytics, Chitkara Business School



**CHITKARA BUSINESS SCHOOL**

## Unleashing Potential: An Alumni's Journey in the Corporate World



**09 sep, 2023**  
9:30am  
MBA (Finance)

**Apoorva Saini**  
Alumni (MBA-F&B)

Venue: Fleming Block, 3rd Floor  
Chitkara Business School

Speaker

**CCAN**

**75**  
असतो मा सद्गमय

G20 B20

**CHITKARA BUSINESS SCHOOL**

## Unleashing Potential: An Alumni's Journey in the Corporate World



**09 sep, 2023**  
9:30am  
MBA (Finance)

**Rahul Raj**  
Alumni (MBA-F&B)

Venue: Fleming Block, 3rd Floor  
Chitkara Business School

Speaker



**CCAN**

**75**  
असतो मा सद्गमय

G20 B20

**CHITKARA BUSINESS SCHOOL**

## Powering Success: Exploiting Social Media and Digital Tools for Business & Network Amplification

**Ajay Aggarwal**  
Digital Marketing Trainer and Strategist

Department: MBA (Finance)  
Date: 25.07.2023  
Time: 01:30 pm to 03:30 pm

**CCAN**

**75**  
असतो मा सद्गमय

G20 B20

**CHITKARA BUSINESS SCHOOL**

## Unleashing Potential: An Alumni's Journey in the Corporate World



**09 sep, 2023**  
9:30am  
MBA (Finance)

**Akash Kaul**  
Alumni (MBA-F&B)

Venue: Fleming Block, 3rd Floor  
Chitkara Business School

Speaker

**CCAN**

**75**  
असतो मा सद्गमय

G20 B20




## G20-2023: Unraveling Consequences and Shaping the Road Ahead



**21 september, 2023**

**Presentation Competition  
for MBA (Finance) Batch 2023-25**




**Faculty coordinators:**

Dr. Jasleen Kaur  
Dr. Shefali Saluja  
Ms Dinky Dhiman

**Advisory Board**


Dr. Kiran Mehta (Dean-Finance (MBA))  
Dr. Renuka Sharma (Professor)  
Dr. Shivani Inder (Associate Prof.)  
Dr. Archana Goel (Assistant Prof.)  
Dr. Geetika Arora (Assistant Prof.)










## THINK OUT OF THE BOX

*where number meets imagination: think out of the box and  
guess to impress*





**18 SEPTEMBER, 2023**



Ms Dinky Dhiman  
Faculty coordinator

MBA (Finance) Batch 2023-25





## THINK OUT OF THE BOX

*where number meets imagination: think out of the box and  
guess to impress*



**18 SEPTEMBER, 2023**






Dr. Shefali Saluja  
Faculty coordinator

MBA (Finance) Batch 2023-25








## THINK OUT OF THE BOX

*where number meets imagination: think out of the box and  
guess to impress*



**18 SEPTEMBER, 2023**






Dr. Jasleen Kaur  
Faculty coordinator

MBA (Finance) Batch 2023-25











## Workshop on COMMUNICATION LEARNING SOFT SKILLS



Resource Person  
**Komal Sharma**  
Senior Trainer  
Global Voice

🕒 1:15 a.m. to 4:15 p.m.  
📅 14th to 20th Sep 2023  
📍 Fleming Block  
Mode: Offline

For the Students of BBA  
Professional 2023 Batch

Organised By:  
BBA Professional  
Chitkara Business School









# AVSIM 2023



**Date** : 1st September, 2023  
**Time** : 2:30 PM to 4:00 PM  
**Venue** : Fleming Block  
**Mode** : Offline


**Convener**  
**Dr. Monika Gupta**  
 Associate Professor  
 Chitkara Business School

**Organised by:**  
 SCM and General Management  
 Chitkara Business School









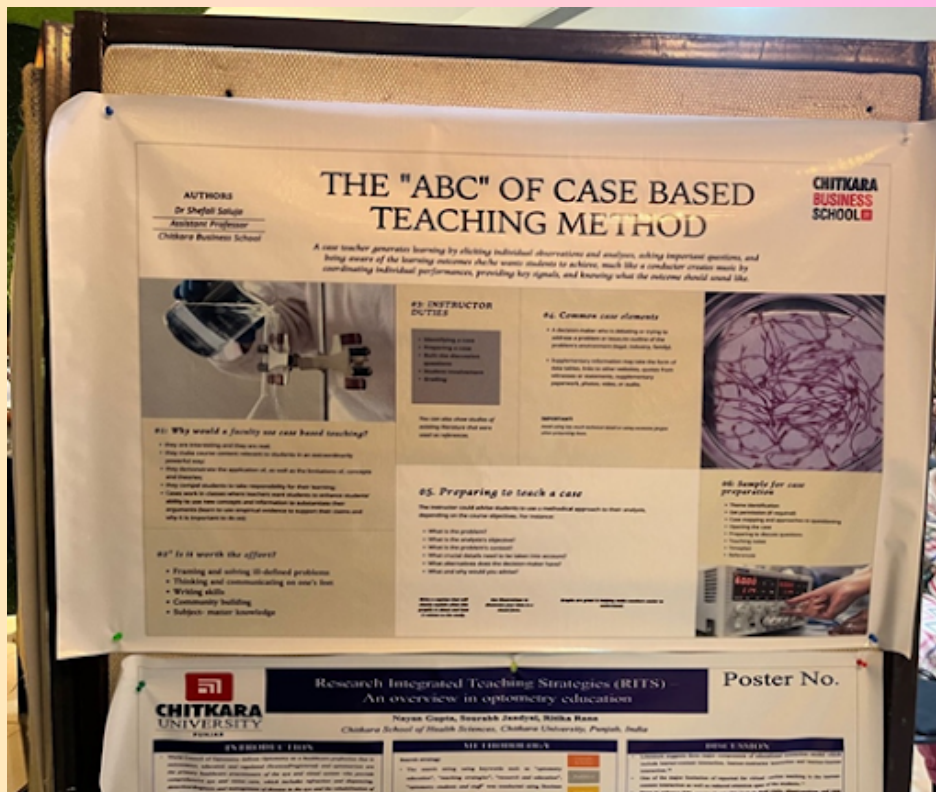
## Empowering the Economy: The Impact of Corporate Entrepreneurship and Achievement Motivation Training on Economic Sustainability




**Dr. Navreet Kaur**  
Ph.D. in Motivational Psychology

Organized by: MBA (Finance)  
Chitkara Business School  
Date: 28.07.2023  
Time: 01:30 pm to 03:30 pm

welcomes

**CHETAN MEHTA**

Corporate Sr Vice President - Banking & Financial Services  
and Hi Tech and Professional Services

**ARVIND SINGH**  
Sr. General Manager - Ops

**ROHIT JASWAL**  
Sr. General Manager - Ops

**ROHAN KUMAR SUDAN**  
University Hiring Lead

**WNS**



# Materclasses





Master Class on

## **INNOVATION & THE LEAP INTO THE FUTURE**



Resource Person

**Sandeep Bhatia**  
Co-Founder Tashi Gaming  
& Bridgeport Singapore

Organised by  
Chitkara Business School

Date : 2nd September, 2023  
Time : 10:00 am Onwards  
Venue : Exploreitorium  
Mode : Offline





## **MASTERING CAPSTONE PROJECT**






Dr. Renuka Sharma  
Professor (Finance)



DATE: 18.09.2023-30.09.2023  
MBA(F&B)






# Value Added Courses


**CHITKARA UNIVERSITY**    **CHITKARA BUSINESS SCHOOL**


**Value Added Course on**  
**UNDERSTANDING INDIA**

Resource Person  
**Dr. Suresh Garimella**  
Assistant Professor  
Chitkara School of Liberal Arts

 26th September - 27th October, 2023  
 1:15 pm-4:15 pm  
 LH-8, 3rd Floor, New Extension, Law Block  
Mode: Offline

For Integrated Programme in Management (IPM) Batch 2023



**CHITKARA UNIVERSITY**   **CHITKARA BUSINESS SCHOOL**

**VALUE ADDED COURSE ON**  
**ARTIFICIAL INTELLIGENCE (AI) IN BUSINESS**

**RESOURCE PERSON**  
 **DIVYANSH JUNEJA**  
Professor of Practice  
Chitkara Business School

**Date** - 8th Sept to 27th Oct, 2023  
**Time** - 1:30 pm onwards  
**Venue** - Law Block  
**Mode** - Offline

Total Hours-36

For Integrated Programme in Management (IPM) Batch 2022



**CHITKARA UNIVERSITY**  **CHITKARA BUSINESS SCHOOL**  

**Value Added Course on**  
**Campus to Corporate Learning Interview Skills**  
*For the Students of BBA - Professional 2021 Batch*

**Resource Person**  
 **Ridham Narang**  
Senior Trainer  
Global Voice

**Time**: 9:15 am to 12:15 pm  
**Date**: 14th to 25th Sep, 2023  
**Venue**: LH-2, Pythagoras Block  
**Mode**: Offline

**Organised By**:  
BBA Professional  
Chitkara Business School



**CHITKARA UNIVERSITY**    **CHITKARA BUSINESS SCHOOL**

**Value Added Course on**  
**BUSINESS DESIGN AND HACKS FOR GROWTH**

**Resource Person**  
 **Atul Puri**  
Leverage Guru, Founder  
EBN Learning Pvt. Ltd.  


**Date** : 18<sup>th</sup> - 22<sup>nd</sup> September, 2023  
**Venue**: LH-3, 2<sup>nd</sup> Floor, Flemming Block  
**Time** : 9:30 am - 4:00 pm

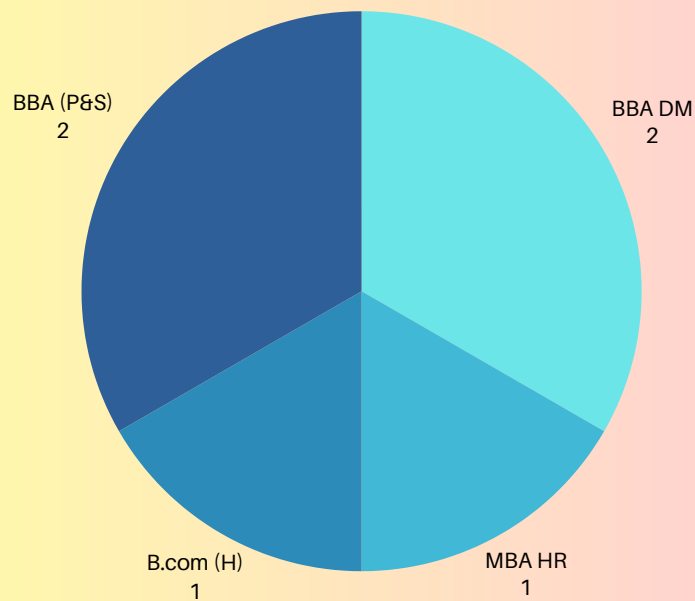
Organised by  
Centre for Digital Marketing  
Strategy and Analytics, Chitkara Business School

Batch BBA, Digital Marketing, 2021, 2022



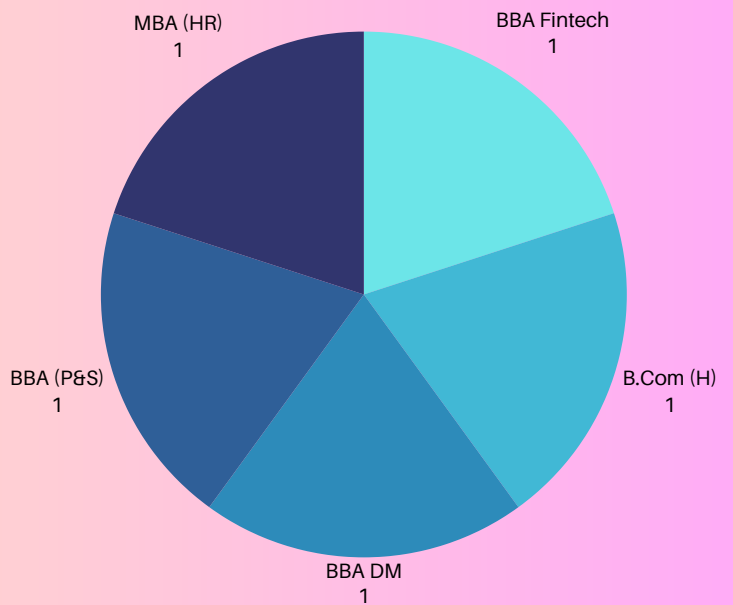
# IIC Events

■ BBA DM
 ■ MBA HR
 ■ B.com (H)
 ■ BBA (P&S)



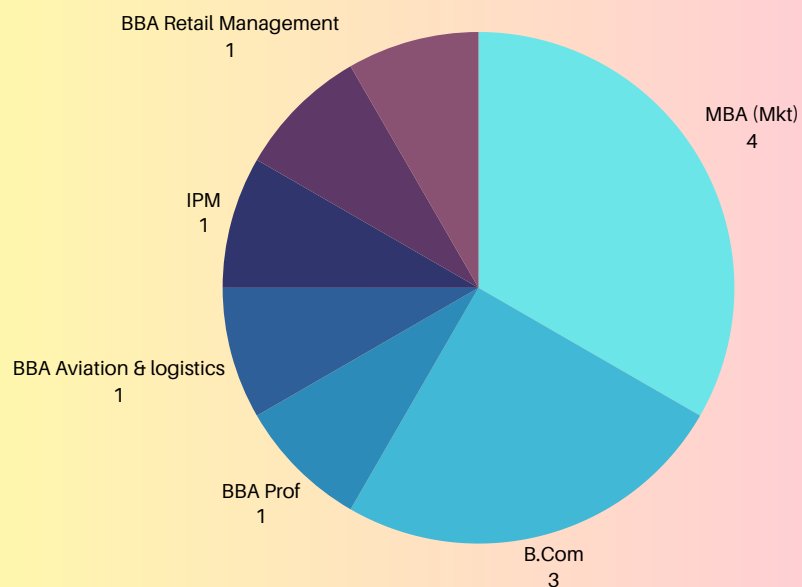
**QUARTER 1**  
**JAN - MARCH 2023**

■ BBA Fintech
 ■ B.Com (H)
 ■ BBA DM
 ■ BBA (P&S)
 ■ MBA (HR)



**QUARTER 2**  
**APRIL - JUNE 2023**

■ MBA (Mkt)
 ■ B.Com
 ■ BBA Prof
 ■ BBA Aviation & logistics
 ■ IPM
 ■ BBA Retail Management
 ■ BBA Fintech



**QUARTER 3**  
**JULY - SEPTEMBER 2023**

# Career Counseling Workshops / Sessions

**CHITKARA UNIVERSITY**   **THE INSTITUTE OF COMPANY SECRETARIES OF INDIA (ICSI)** 

Career Counselling Program  
in collaboration with  
**THE INSTITUTE OF COMPANY SECRETARIES OF INDIA (ICSI)**  
Ludhiana Chapter of NIRC

**Eminent Speakers**

 **CS Ankur Gaubha**  
Chairman  
Ludhiana Chapter(ICSI)



 **CS Sumit Bhojwani**  
Vice Chairman,  
Ludhiana Chapter(ICSI)

11th September, 2023  
2:00 PM Onwards  
Exploratorium

Organised by:  
BBA Professional

For  
Under Graduate Students




**CHITKARA UNIVERSITY**  

Career Counselling  
Session on  
**The Happiness Code:  
PERMA Model**

Resource Person  
**Manav Bansal**  
Chief Happiness Officer  
Chitkara University

6<sup>th</sup> September, 2023  
1:30 PM Onwards  
LH-4, 2nd Floor  
New Extension, Law Block  
Mode: Offline



For Integrated Program in  
Management (iPM) Batch 2022

**CHITKARA UNIVERSITY**  

Workshop on  
Career Counselling Session  
**Finding Your Ikigai  
by Career Coach**

 **Sanjay Arora**  
Resource Person  
Consultant, Coach  
Entrepreneur, CEO Evolvere

**14th-15th September, 2023**  
Date : 9:15 AM - 12:15 PM (for 14th)  
1:15 PM - 04:15 PM (for 15th)  
Venue: LH 13, 4th Floor, Fleming Block  
Mode: Offline

For the Students of  
BBA LSCM, 2023-26 Batch

Organised by  
Chitkara Business School, Punjab



**CHITKARA UNIVERSITY**  

**INNOVATIONS IN DIGITAL MARKETING:  
EXPANDING SCOPE & LUCRATIVE  
CAREER OPPORTUNITIES**

 **Kartar Kaur**  
Resource Person  
Founder & Digital  
Marketing Strategist  


Date : 9th August, 2023  
Time: 1:30 PM - 3:30 PM  
Venue: LH-3, 2nd Floor  
New Extension, Law Block  
Mode: Offline

Batch: BBA – Digital Marketing Students

Organised by  
Centre for Digital Marketing, Strategy and Analytics  
Chitkara Business School








**WORKSHOP ON**

# WAREHOUSING OPERATIONS AND CFA BENCHMARKING

11<sup>th</sup> Aug, 2023  
09:30 am - 04:00 pm  
Fourth Floor, Fleming Block



**Arun Sharma**  
Speaker



Organised by: Chitkara Business School





Centre for Analytics and Data Excellence  
Presents

# CAREER TALK SERIES

Date: 18<sup>th</sup> Sept - 22<sup>nd</sup> Sept, 2023  
For Students of BBA (Business Analytics) Batch 2021-2024

**GUEST SPEAKERS**



**Sumeet Khosla**  
Founder & CEO  
Team Shree



**Divyanshu Verma**  
Senior Consultant  
Fractal Analytics



**Riya Godhwani**  
Personal Development Coach  
Sakshamika



**Avni Chandel**  
International Yoga Trainer &  
Sound Healing Therapist  
YogiBhMarati



**Vishal Ahuja**  
Founder & CEO  
VNS Medical Innovation







Workshop on  
**Career Counselling**

# Employability Mentoring by Industry Professionals

**Resource Person**



**Sanjay Arora**  
Consultant, Coach  
Entrepreneur, CEO Evolvere

15<sup>th</sup>-16<sup>th</sup> September, 2023  
Time : 9:15 AM - 12:15 PM  
Venue: LH 11, 4th Floor, Fleming Block  
Mode : Offline



For the Students of MBA LSCM, 2023-26 Batch

Organised by  
Chitkara Business School, Punjab







Orientation Expert Talk by Industry Leaders on

# Exploring New Horizons by Unleashing the World of Accounting

For B.Com Batch 2023

**Guest Speakers**



**Gaurav Kaushal**  
Regional Manager  
Tally Education Pvt. Ltd.



**Shiv Sood**  
Manager  
KPMG India






**Prof. Chinmay Shah**  
Master Trainer  
ACCA

09<sup>th</sup> - 12<sup>th</sup> August, 2023  
Venue: Fleming Block, 4th Floor CBS

Organised by  
B.Com Program, Chitkara Business School  
Chitkara University






# CAREER COUNSELLING SESSION

**Speaker**

**Aanchal Chopra**  
Regional Head &  
Account Director A & G

Date : 24<sup>th</sup> August, 2023  
Time : 1:15 pm onwards  
Venue : LH 12, Fleming Block

Organised by CBS / HR Department



# Conclaves



## MARKETING CAREERS CONCLAVE

Getting Future Marketers Future-Ready

**Date:** 4th - 5th Aug, 2023  
**Time:** 1:00 pm onwards  
**Mode:** Offline

**Resource Persons**

**Amit Bapna**  
Editor at large (APAC) The Drum

**Avinash Pant**  
Director of Marketing Meta/Facebook India

**Prakash Nair**  
Sr Vice President Ogilvy North

**Sumeer Mathur**  
Chief Strategy Officer Denton Creative India

For MBA/Marketing Students

## Building Brands for the Future

**Guest Speakers**

**MCDONALD'S MARKETING PLAYBOOK**  
**Arvind R P**  
CMD, McDonald's India

**UNDERSTANDING THE GEN Z CONSUMER**  
**Ayushman Chiranevala**  
CMD  
Dr. Agarwal's Eye Hospital Group  
Ex-Head E-Com & Oms - Titan Co Ltd  
Head of Marketing - Fastrack

**MARKETING FOR THE FUTURE**  
**Garima Khandelwa**  
Chief Creative Officer  
Mullen Kintus

**MEDIA FOR MARKETER**  
**Amit Bapna**  
Editor at large The Drum

**MARKETING FOR THE FUTURE**  
**Gaurav Nabh**  
Founder  
Korra Worldwide Advertising Pvt Ltd

22nd - 23rd September, 2023 11:00 AM onwards Sun Hall

# Capacity Building Program



## Expert Talk by Eminent Speakers









## Orientation Week

# MBA Healthcare Management Batch 2023-25

Expert Talks by Industry & Academia Leaders on Future of Healthcare, Skilling & Mobility

Date: 31<sup>st</sup> Jul - 05<sup>th</sup> Aug, 2023 | Venue: Warren Buffett Hall 3rd Floor Fleming Block

### GUEST SPEAKERS



**Dr. Raj Ghosh**  
Public Health Consultant  
Ex Dill and Melinda gates  
Foundation Director



**Dr. Nidhi Chaudhary**  
Principal Technical Advisor  
Asia Pacific Data Impact Program  
Vital Strategies



**Dr. Vandana Sharma**  
Director-Administrative Services  
Indus Healthcare Group Mohali



**Gladwin Nayyar**  
Head HR  
Paras Hospital Pk



**Naveen Kumar IAS**  
IAS Relief Commissioner  
UP  
Ex Health Secretary AP Govt.







**Dr. P K Khosla**  
Pro VC-Research  
Chitkara University



**Dr. Gurbir Singh**  
Professor Emeritus CSHS &  
Ex-Regional Medical  
Director Fortis Healthcare

Organised by: Dept of Healthcare Management  
Organised for: MBA Healthcare Students




Presents

## Crossroads of Excellence


A Series of Experts Talk

### DIGITAL TRANSFORMATION IN SUPPLY CHAIN TO MAINTAIN SUSTAINABILITY AND REDUCING OPERATING COST

#### Resource Persons





**Rishi Shukla**  
Manager  
Key Accounts (KAM)  
DTDC Express Limited



Friday 4<sup>th</sup> August, 2023

Time: 02:30 pm - 04:00 pm  
Venue: LH11, New Extension, Fleming Block  
Mode: Offline

Organised by  
Chitkara Business School, Chitkara University, Punjab

For MBA Logistics & Supply Chain  
2023-25 batch





## LOGIQUEST: NAVIGATING THE FUTURE OF SUPPLY CHAIN

Resource person:

### GENZ WHEELS STUDENT CLUB

22<sup>nd</sup> September, 2023

9:15 AM to 12:15 PM and 1:15 PM to 04:15 PM

LH 11 (New Extension) Fleming Block, 4th Floor,  
Chitkara Business School

Organized for: Batch MBA LSCM 2023-25  
Organized by: Chitkara Business School






## CROSS-CUTTING HEALTH CONCERNS AND IMPACT ON NATIONAL HEALTH PRIORITIES



**Speaker**  
**Neeraj Jain**  
Country Director for India &  
Director -South Asia, PATH



Date: 25<sup>th</sup> Sept, 2023  
Time : 6:30 pm - 7:30 pm  
Mode : Online

Organised by  
Department of Healthcare Management

Moderator: Jasmine (Student)

For the students of  
Healthcare Management





Centre for Analytics and Data Excellence  
— Presents —

## CAREER TALK SERIES

Date: 18<sup>th</sup> Sept – 22<sup>nd</sup> Sept, 2023

For Students of BBA (Business Analytics) Batch 2021-2024

**GUEST SPEAKERS**



**Sumeet Khosla**  
Founder & CEO  
Talent Shoots



**Divyanshu Verna**  
Senior Consultant  
Fractal Analytics



**Riya Gadhwal**  
Personal Development Coach  
Talkmate.io



**Avni Chandet**  
International Yoga Trainer &  
Sound Healing Therapist  
YogiWithMarathi



**Vishal Ahuja**  
Founder & CEO  
VNG Medical Innovation








## Introduction to Philips Healthcare



**Speaker**  
**Chhitiz Kumar**  
Vice President  
**PHILIPS**  
Healthcare

Date: 22nd September, 2023  
Time: 6:30 pm - 7:30 pm  
Mode: Online ( Google Meet )

For the students of Healthcare Management  
Moderator: Muskan Ahlawat ( Student )  
Organised by  
Department of Healthcare Management







## FUTURE of HEALTHCARE



**Speaker**  
**Devanand Kolothodi**  
Regional CEO  
Telangana & Andhra Pradesh Cluster,  
Aster DM Healthcare

Time : 6:30 pm - 7:30 pm  
Date : 18th September, 2023  
Mode : Online

Moderator:  
Sakshi Goyal ( Student )

Organised by: Department of Healthcare Management  
Organised for: the students of Healthcare Management










## CROSSROADS OF EXCELLENCE

### IMPACTFUL INNOVATIONS & EMERGING TRENDS IN THE LOGISTICS SECTOR



**Resource Person**  
**JITENDRA SRIVASTAVA**  
CEO  
Triton Logistics & Maritime



8th September 2023 (Friday)  
 02:30 pm onwards  
 Einstein Hall, Galileo Block  
 Mode: Offline

Organised by  
Department of SCM & General Management  
Chitkara Business School, Chitkara University Punjab

For The Students of  
MBA Logistics & Supply Chain Management  
Batch 2022-2024 & 2023-2025










## ARE YOU READY FOR THE BRAVE NEW WORLD?

### An Experiential Journey of Learning



**Resource Person**  
**Anita Nayyar**  
COO-Media  
Branding & Communication  
Patanjali, India

18th August, 2023  
 10:00 AM Onwards  
 Exploratorium  
 Mode: Offline

Organised by  
Chitkara Business School






## DATAWEEK 2023

### 21st – 25th AUGUST 2023

#### FUTURE OF WORK, SKILLING AND MOBILITY

Venue : Pulitzer Hall, Picasso Block

#### EMINENT SPEAKERS



**Divesh Singla**  
VP Global Operations  
APAC, Signant Health



**Col. Rajiv Bhargava**  
Sr. Associate Director  
Indian School of Business



**Anand Akhouril**  
Director  
Ernst & Young



**Karthireshan S**  
CEO  
TASK BENCH



**Dr. Karthik Ramesh**  
Chief Growth Officer  
Task Bench



**Harish Vardhana**  
Associate Lead  
Emids




Venue  
Pythagoras Block

TaskBench Botswana South Africa

SALMA Labs  
Sentinel AI and Machine Learning Labs






## Crossroads of Excellence

### Digital Transformation in Supply Chains Leveraging Technology for Efficiency

For MBA Logistics & Supply Chain Management Batch 2023-2025



**Resource Person**  
**Anish Goel**  
National Customer  
Service Manager  
reckitt

25th August, 2023  
 02:30 pm onwards  
 LH11, Fleming Block  
 Mode: Offline



Organized by: Department of SCM & General Management, Chitkara Business School, Chitkara University Punjab

An Industry Expert Talk 

## Innovations in Airport Operations Optimizing Airport Efficiency and Sustainability

Resource person

**Mudit Verma**

Co-Founder & CEO  
RayMach Technologies

**Date** : 10th August, 2023

**Time** : 11 am - 12:15 pm

**Venue** : LH-5, 3rd Floor, New Extension,  
Fleming Block, Chitkara Business School

**Mode** : Offline

Organised by  
Chitkara Business School



## An Expert talk on \_\_\_\_\_ Innovations and Future of Retail Management Industry

**Date** : 10th August, 2023

**Time** : 01:30 pm - 03:30 pm

**Venue** : LH-12, Fleming Block

**Mode** : Offline



Resource Person

**Vishal Agarwal**

General Manager  
VS Global Services Pvt. Ltd.

Organized by  
Chitkara Business School, Chitkara University, Punjab



# HEALTH IS WEALTH

## Know Innovations and Developments

Resource Person

**Prof. Keerti Pradhan**

Dean and Professor  
Department of  
Healthcare Management

**Date:** 10 Aug, 2023

**Time:** 1:30 pm Onwards

**Venue:** Pythagoras Block

**Mode:** Offline

For the students of  
BBA-Professional Batch 2023



||||| An Expert talk on

## Trailblazing Minds: A JOURNEY IN ENTREPRENEURSHIP AND INNOVATION



Resource Person

**Rajesh Setia**

Director, TESTPAN India Pvt. Ltd.

**Date :** 11th August, 2023

**Time :** 10:30 am - 12:30 pm

**Venue :** LH-12, Fleming Block

**Mode :** Offline



Organised by  
Chitkara Business School, Chitkara University, Punjab

For BBA Retail Management 2022-25 and 2023-26 Batch



Orientation Expert Talk by Industry Leaders on

## Exploring New Horizons by Unleashing the World of Accounting

For B.Com Batch 2023

Guest Speakers



**Gaurav Kaushal**  
Regional Manager  
Tally Education Pvt. Ltd.



**Shiv Sood**  
Manager  
KPMG India



**Prof. Chinmay Shah**  
Master Trainer  
ACCA

**09th -12th August, 2023**

**Venue:** Fleming Block, 4th Floor, CBS

Organised by  
B.Com Program, Chitkara Business School  
Chitkara University



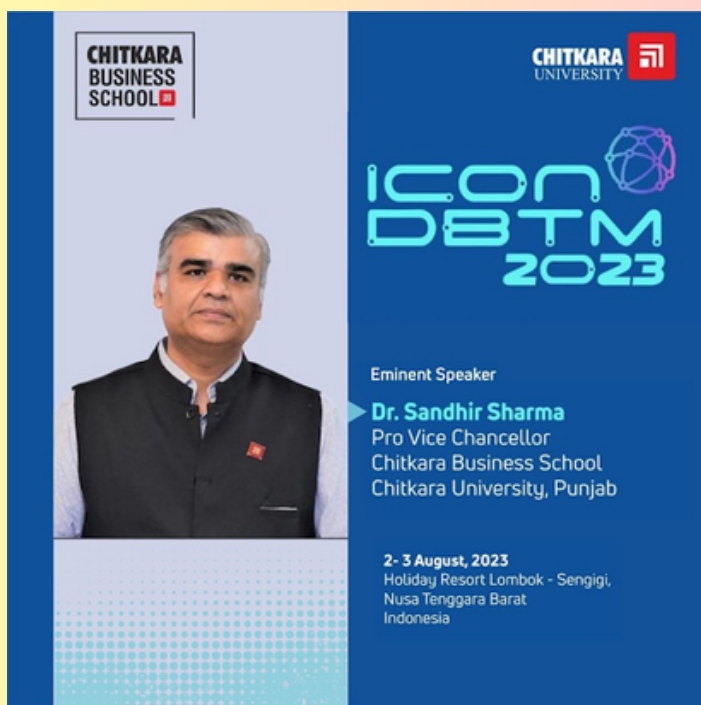


# Faculty Achievement

## Keynote / Distinguished Speaker



Dr. Sandhir Sharma, Pro Vice Chancellor, Chitkara Business School, delivered a Keynote session during the International Conference ICONDBTM 2023, organised by Telekom University Indonesia. The session, conducted online, focused on "Technology Implementation Challenges: A Way Forward for Digital Transformation." Dr. Sharma eloquently addressed challenges such as dual roles, resistance to change, fear of loss, hedgers in organizations, and the vital role of user involvement in innovation.



Dr. Sandhir Sharma, Pro Vice Chancellor, Chitkara Business School, is invited as a distinguished speaker at ICON DBMT 2023, International Conference on Digital Business and Technology Management in Indonesia on August 2nd and 3rd. Dr. Sharma expressed his insight on "Sustainable Marketing, Profits and People". His expertise enriched the conference, reflecting Chitkara University's commitment to excellence.

## **FDP/Workshop/Webinar Attended**

- Dr. Shweta Gupta Successfully completed online Inter-Disciplinary two-week Refresher Course in “Managing Online Classes & Co- creating MOOCS 28.0” organised by Teaching Learning Centre, Ramanujan College, University of Delhi under the aegis of Ministry of Education from 06 - 20 July, 2023 with Grade A.
- Dr. Shweta Gupta actively participated in the International Webinar on “Applications of MATLAB” organized by St. Francis College, Bengaluru, on 13.07.2023.
- Dr. Rajni Bala attended Five days online FDP on “Paradigm shift in Technical Education” from 21st to 26th August, 2023 organized by GCRG Group of Institutions.
- Dr. Neha participated in 2 days of online FDP on ‘Financial & Time Series Data’ organized by South Gujarat University from 22nd to 23rd August, 2023.
- Dr. Shweta Gupta Successfully participated in the International Short Term Training Program- “Environmental Pollution: A Threat to Life in the Air” organised by Raj Rishi Government Autonomous College, Alwar, Rajasthan from 15th to 21st August, 2023.
- Dr. Reena Malik attended one week FDP on “Teachers as Transformers” organized by International School of Business Management, Suresh Gyan University, Jaipur and Pinaki Techno from 18th to 22nd September, 2023



# Paper Publications

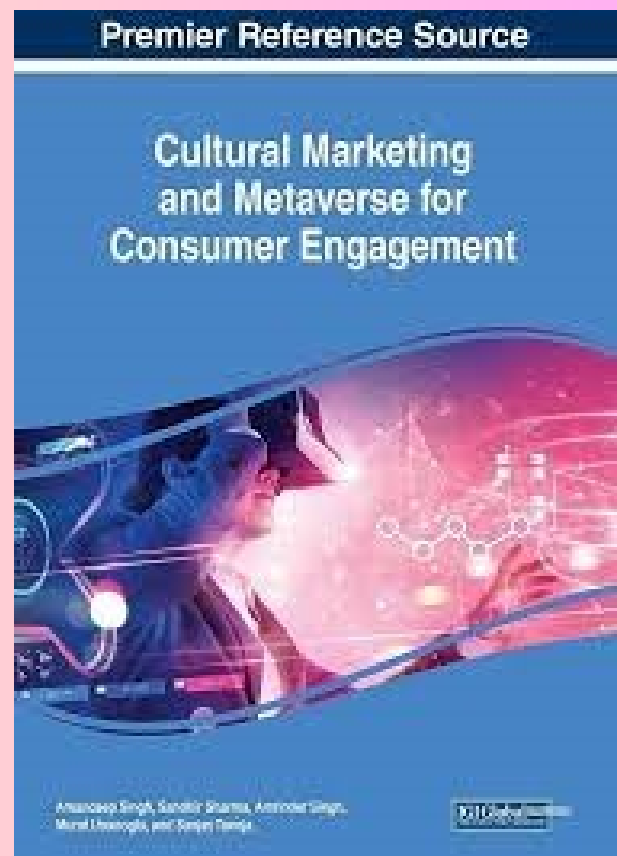
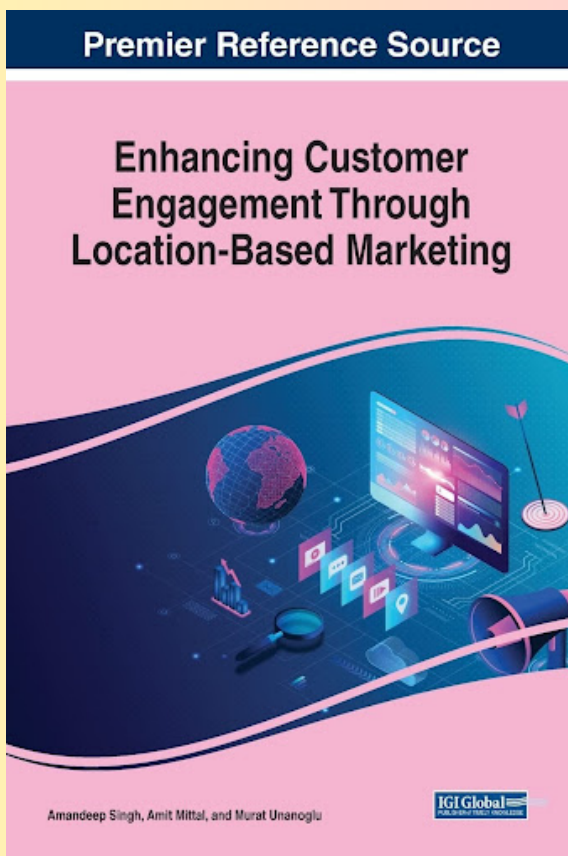
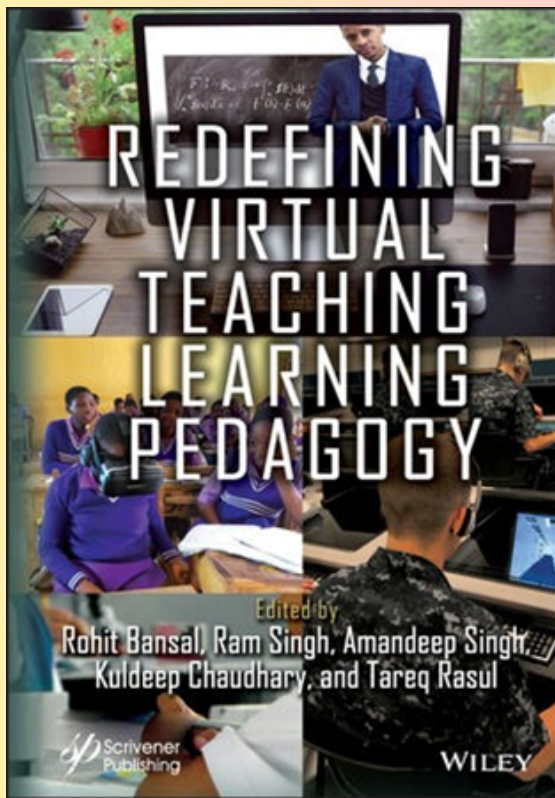
- Bala, R. (2023). Leading a Culturally Diverse Team in the Workplace. In: Chaudhary, K., Alam, M., Debnath, N.C. (eds) Intelligent Data Analytics in Business . ICDABM 2022. Lecture Notes in Electrical Engineering(LNEE), vol. 1068. Springer, Singapore. ISBN10: 981995357X, ISBN 13: 978-9819953578, pp. 119-126.
- Bassi, P. and Kaur, J. (2022). Comparative Predictive Performance of BPNN and SVM for Indian Insurance Companies. Etd. by Sood, K., Balusamy, B., Grima, S. and Marano, P. (Ed.) Big Data Analytics in the Insurance Market (Emerald Studies in Finance, Insurance, and Risk Management), Emerald Publishing Limited, Bingley, pp. 21-30.
- Goel, Cheenu, Bassi, Payal & Kathuria, Pankaj. (2023). A Systematic Review of ESG Investing and Climate Change as a Sustainable Practice in the Insurance Industry. 10.1002/9781394167944.ch14.
- Bassi, Payal, Goel, Cheenu; Kathuria, Pankaj. (2023). SLR on Aspects of Climatic Change in the Agriculture Industry in the Context of Weather Index Insurance: Visualization Through Network Diagrams. 10.1002/9781394167944.ch15.
- Malik,R., Verma, J. and Sharma, A. (2023). Climate Change Resilience Support in the Insurance Sector” ed. by Simon Grima, Peter Young, Ercan Ozen, Balamurugan Balusamy, The Impact of Climate Change and Sustainability Standards on the Insurance Market, Wiley Publications, ISBN:9781394167944, pp. 127-142.
- Verma, J., Malik, R. & Agarwal, R. (2023). “Not Only a Projection for Emerging Risks But a Reality for the Insurance Sector” ed. by Simon Grima, Peter Young, Ercan Ozen, Balamurugan Balusamy, The Impact of Climate Change and Sustainability Standards on the Insurance Market, Wiley Publications, ISBN:9781394167944, pp. 211-219.
- Malik, R.(2023). Cultural Marketing and Metaverse for Consumer Engagement ed. by Amandeep Singh, Sandhir Sharma, Amrinder Singh, Murat Unanoglu, Sanjay Taneja, Cultural Marketing and Metaverse for Consumer Engagement, IGI Global Publications, 10.4018/978-1-6684-8312-1, pp. 123-130

- Agnihotri, S., Malhan, S., & Singh, A. B. (2023). Emergence of Social Media as an antecedent of Employability: A PLS-SEM Approach. Prabandhan: Indian Journal of Management, 16(5), 57-73
- Malhan.S, Mewafarosh. R, Agnihotri. S.,(2023), The Role of Artificial Intelligence Constructs of Perceived Usefulness and Perceived Ease-Of-Use Towards Satisfaction and Trust, Which Influence Consumers' Loyalty and Repurchase Intention of Sports Shoes in India, International Journal of Computer Information Systems and Industrial Management Applications,15, pp. 278-286.
- Verma, N. (2023). Analyzing the Fundamentals of FMCG Companies of India, JIM QUEST, 19(1), pp.12-22
- Gupta. S. (2023). The Effect of Government Fiscal Policy on Aggregate Demand and Economic Stability. European Chemical Bulletin, ISSN 2063-5346, Eur. Chem. Bull. 2023,12 (Special Issue 12), pp. 767-778.
- Gupta. S. (2023) published a paper on "Green Marketing Understanding influence on Consumer Perceptions and Buying Decisions" in European Chemical Bulletin, ISSN 2063-5346, Eur. Chem. Bull. 2023,12 (Special Issue 12), 696-705. DOI: 10.48047/ecb/2023.12.si12.060.
- Kaur, N. (2023). People Management in an Indian IT Services Company During COVID-19: A Case Analysis. In S. Saluja, D. Kulshrestha, & S. Sharma. (Eds.), Cases on the Resurgence of Emerging Businesses, pp. 179-189. IGI Global. doi:10.4018/978-1-6684-8488-3.ch012
- Kaur, N. (2023). People Management in an Indian IT Services Company During COVID-19: A Case Analysis. In S. Saluja, D. Kulshrestha, S. Sharma. (Eds.), Cases on the Resurgence of Emerging Businesses, pp. 179-189. IGI Global. doi:10.4018/978-1-6684-8488-3.ch012
- Shalender, K. & Shankar, S. (2023). Building Innovation Culture for the Automobile Industry: Insights from the Indian Passenger Vehicle Market, Constructive Discontent in Execution: Apple Academic Press
- Shalender, K., Singla, B., & Sharma, S. (2023). Adoption of ESG by the Insurance Industry, Conceptual Framework and Future Recommendations, The Impact of Climate Change and Sustainability Standards on the Insurance Market: Wiley Press

- Shalender, K., Singla, B., & Sharma, S. (2023). E-Waste Management Transition Towards Circular Economy, Handbook of Research on Safe Disposal Methods of Municipal Solid Wastes for a Sustainable Environment, IGI Global
- Shalender, K. (2023). Digital Solution for Gaming: How the Entertainment Is Evolving with New Interactive Games. In: Das, S., Gochhait, S. (eds) Digital Entertainment as Next Evolution in Service Sector. Palgrave Macmillan, Singapore.
- Shalender, K., Singla, B., & Sharma, S. (2023). Blockchain Adoption in the Financial Sector: Challenges, Solutions, and Implementation Framework, Revolutionizing Financial Services and Markets Through FinTech and Blockchain, IGI Global.
- Shalender, K. & Sharma N. (2023). Disciplined Innovation Conceptual Framework and Adoption Roadmap, Cases on the Resurgence of Emerging Businesses, IGI Global.



## Books Published



## **Expert Talk by CBS Faculty**

- Dr. Rajni Bala acted as a resource person in IIC by Department of Computer science and Engineering on “Innovative Technology : Reshaping the landscape of Learning” on 15 th September 2023 in Turing block, Chitkara University.
- Dr. Rajni Bala acted as a resource person in IIC by Department of Computer science and Engineering on “Technology Innovation : Redefining Learning” on 21st September 2023 in Turing block, Chitkara University.
- Dr. Rashmi Aggarwal delivered a lecture on Multidisciplinary Skilling through National Credit Framework- Implementation of NEP 2020 mandates session was delivered during a two-day exposure visit organised by CBSE in collaboration with Chitkara University on Oct 04,2023.
- Dr. Rajni Bala acted as Co-Convener in National level Business Conclave 2023 on Power of Digital Marketing & Innovative Technologies conducted on 6 th Oct., 2023



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## Faculty Awards/ Recognition



Dr. Rashmi Aggarwal was awarded with the Most Influential Professor at the 12th Edition of the World Education Congress Awards. The Congress focused on the theme of "Affordable and Sustainable Education for All".





Dr. Devesh Bathla visited UAE and received extensive support from leading Global Influencers and Business Leaders for their forthcoming Global Immersion Program. The industry leaders will also be facilitating our students during their module spanning over 10 days. The eminent dignitaries H.E. Ambassador Udaya Indrarathna, Sri Lankan Ambassador to the United Arab Emirates, Chief Executive Officers based out of U.A.E. are among the other leaders, Robotech Solutions, Royal Hospital, UBM (Univest Business Machines), Cognitive Botics will support our student centric project.





Dr. Devesh Bathla, Associate Professor, Chitkara Business School represented Chitkara University at the prestigious "Artificial Intelligence & Analytics GCC Summit" held at Radisson Blu, Bengaluru. This summit stands as India's largest event, dedicated to showcasing the transformative power of Artificial Intelligence in Global Capability Centers (GCCs). The summit serves as a focal point, bringing together decision-makers, trailblazers, visionaries, experts, subject matter specialists, practitioners, and enthusiasts under one roof. It provides a remarkable platform for contextualized discussions, knowledge sharing, and the establishment of new meaningful connections.



Prof. (Dr.) Keerti Pradhan was invited to train in management and digital health innovations for effective and efficient healthcare organisation management to Nepal Doctor leaders of various public hospitals and healthcare system of Nepal staff organised and hosted by PGIMER Chandigarh with Support from Govt of India.



Dr. Kiran Mehta Professor & Dean - Finance represented Chitkara Business School at Grant Thornton event at Aerocity New Delhi



Dr. Shveta Gupta received a Certificate of Appreciation as Organising Secretary in the G20 University Connect program organised in Collaboration with the Ministry of External Affairs, Government of India, held on 24th August, 2023 at Chitkara University, Punjab.



# Student Achievement

## Curricular Activities

### International Summer School Visit



The students of Chitkara Business School, Chitkara University participated in the prestigious Summer School at the University of Nottingham, Malaysia. This visit added a valuable and enriching experience to their educational journey. Dr. Shilpi Gupta and Dr. Jashandeep Singh CBS faculty accompanied the students.

# ISB Event Participation



The MBA (Finance) students from the Batch of 2023 at Chitkara Business School had the privilege of attending the Artha Event hosted by the Indian School of Business in Mohali. Dr. Kiran Mehta, the Dean of MBA Finance accompanied the students. During this event, the students embarked on an enlightening journey, delving deep into the theme of 'Democratizing Finance.'

# Case Study Competition



The poster features a light blue background with a subtle pattern of white dots and lines. At the top left is the Chitkara University logo. To its right are logos for G20 India 2023, B20, and Chitkara Business School. The main title 'CASE STUDY DISCUSSION ON REAL LIFE FINANCIAL FRAUD' is prominently displayed in the center. Below the title, event details are listed: date (8th September, 2023), time (1:15 PM to 4:15 PM), and location (LH-2, Ground Floor, Pythagoras Block), along with the mode (Offline). An illustration of four people in business attire discussing data on large screens is positioned on the left. On the right, it specifies the target audience (BBA - Professional 2022 Batch) and the organizing department (BBA Professional Department, Chitkara Business School). At the bottom right, there are icons for the United Nations Sustainable Development Goals, specifically Goals 4 (Quality Education), 8 (Decent Work and Economic Growth), and 17 (Partnerships for the Goals).

**CHITKARA UNIVERSITY**

**G20** INDIA 2023

**B20**

**CHITKARA BUSINESS SCHOOL**

**CASE STUDY DISCUSSION ON**  
**REAL LIFE FINANCIAL FRAUD**

.....

📅 8th September, 2023  
🕒 1:15 PM to 4:15 PM  
📍 LH-2, Ground Floor, Pythagoras Block  
Mode: Offline

For BBA - Professional 2022 Batch

Organised by:  
BBA Professional Department  
Chitkara Business School

4 QUALITY EDUCATION  
8 DECENT WORK AND ECONOMIC GROWTH  
17 PARTNERSHIPS FOR THE GOALS

A case study discussion on real life financial frauds was conducted. It was a group activity, the students gave a presentation on the latest cases on financial frauds. The activity was conducted for BBA (Professional) students on 8th September, 2023 in offline mode. Dr. Monica Gupta was the resource person.



# Boot Camp



The Department of Supply Chain Management & General Management, Chitkara Business School, organised a Boot Camp for placement operations of Final Year MBA graduates of Logistics and Supply Chain Management. This was a two week intensive program that provided a comprehensive preparation of the job market, offering a deep dive into various skills and practical knowledge. Suresh Kuttan and Murasoli Maran from Board Infinity, Mumbai provided students with insights into the latest industry trends and best practices.

# Industrial Visit



## INDUSTRIAL VISIT

**Batch - MBA LSCM 2023-25**

📅 29th September, 2023  
🕒 11:00 AM to 4:00 PM  
📍 Hind Terminal Private Limited,  
Kila Raipur, Ludhiana

**Organised by:**  
Chitkara Business School (CBS)







Chitkara Business School  
organises

INDUSTRIAL VISIT  
for  
BBA PROFESSIONAL STUDENTS

From 17th Aug - 6th Sep, 2023  
to

**KANDHARI BEVERAGES PVT. LTD., NABIPUR**  
A leading Bottler for Coca- Cola, India





# Student Achievements in Curricular Activities



Shloka Mishra, student of BBA (Digital Marketing) got 1st position in Essay writing competition in G20 University Connect, Organised by Chitkara University held on 26th September, 2023.



# Co-Curricular Activities



Chitkara Happiness Centre along with the Department of Economics, Chitkara Business School organised a "Fun and Games Session of Happiness" where the students came together for a day filled with joy, laughter and unforgettable memories. The session delved into the SAVERS method (silence, affirmations, visualization, exercise, reading, and scribing) along with the impact it has on happiness on a daily basis.



Chitkara University Toastmasters International Club hosted an exciting "Toast Your Thoughts" event exclusively for the Bachelor of Business Administration in Logistics and Supply Chain Management (BBA LSCM) Batch of 2023 on September 28th, 2023. Participants skillfully expressed their thoughts using the structured approach of the 7 Cs model. Prateek, Anushka, and Aditya secured the first, second, and third positions, respectively. The 'Brain on Speech' event was organised by Chitkara Toastmasters Club for the BBA Professional students of Chitkara Business School, Batch 2023. This engaging and informative event aimed to explore the fascinating world of public speaking and communication skills, providing students with practical insights and guidance to enhance their abilities in these critical areas.

# Student Achievement in Co-Curricular Activities

## NCC Events



Nancy Singh, student of BBA (Digital Marketing) participated in ALL INDIA THAL SAINIK CAMP 2023 conducted at DG NCC, Delhi from 19-30th September, 2023.

## Sports Events





Sr. No	Sports Event
1	Abhinav Thakur, a second-year BBA student, achieved a remarkable feat by clinching not one, but two Gold Medals in both the Single and Double categories at the Sr. Punjab State Ranking Badminton Championship held in Zirakpur from July 29th to August 1st, 2023.
2	Wesley Do Rosario (BBA 3rd year) and Annanya Basak (MBA 2nd year) both have participated in Chitkara University and India in the prestigious FISU World University Games - Table Tennis event held in China from 29th July to 8th August, 2023.
3	Jaspooran Singh, a first-year BBA student, has participated both in Chitkara and India in the U17 World Wrestling Championship, held in Istanbul from 31st July to 6th Aug, 2023.
4	Diya Chitale, a third-year BBA student, emerged as a star performer in 50th All India Inter-Institutional Table Tennis Championship 2023 held in Visakhapatnam from August 16th to 22nd securing the Gold Medal in Mixed Doubles, the Silver Medal in the Women's Team event, and the Bronze Medal in Women's Singles.
5	Payas Jain, a second-year BBA student has made India proud by winning a Bronze Medal at the World Table Tennis Youth Contender that was held in Amman, Jordan from 22nd to 25th August, 2023.
6	Diya Chitale, a third-year BBA student, has participated both in India and Chitkara University in Table Tennis events at 19th Asian Games held in China from September 23, 2023, to October 8, 2023.
7	Kaustubh Nautiyal, student of BBA Digital Marketing got Silver Medal in football tournament Parakaram Fest held at Jaypee University Solan on 6-8 <sup>th</sup> October, 2023.

# Library Event



The Chitkara Business School Library organized an interesting online library event on May 10th in the form of a One-minute Book Talk Show. This creative approach aims to hold busy people's attention while still providing interesting book suggestions and developing a sense of the literary community. Participants had a quick and easy method to meet other readers and learn about new books while remaining in the comfort of their own homes thanks to the event. A variety of gifts and electronic certificates were given to the participants. Winners were evaluated on their creativity, information, and accessibility of the content

# EDITORIAL TEAM



From Left to Right : Dr. Jasleen Kaur, Dr. Priya Jindal, Dr. Shefali Saluja, Dr. Reena Malik

# STUDENT COORDINATOR



From Left to Right : Aryan Bansal, Abhinav Monga