

# CHRONICLE

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

## CHITKARA BUSINESS SCHOOL NEWS BULLETIN



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# Message From Pro Vice Chancellor (CBS)



**Dr. Sandhir Sharma**

At Chitkara Business School, we are committed to aligning our initiatives with NEP 2020, which emphasizes the critical need for internationalization in education. Our focus on global engagement and academic excellence is a testament to this commitment. International immersion programs, faculty exchanges, and global partnerships play a pivotal role in providing our students with diverse perspectives and preparing them to excel in a globalized economy.

We extend our heartfelt congratulations to the dedicated team members of Chitkara Business School for their consistent quality efforts. Their unwavering dedication and innovative approach have been instrumental in driving these initiatives forward. Your hard work ensures our students receive a holistic education that transcends borders, equipping them with the skills and knowledge to thrive in an ever-evolving world.

Let's continue to uphold these high standards, fostering an environment of excellence and international collaboration, and propelling Chitkara Business School to new heights of success.

# Achievements



# Rankings





# MOUs





**MoU between Chitkara Business School and LogBiz Pvt. Ltd.  
April 6,2024**

**Centre of Excellence for Sustainable Supply Chain, Chitkara Business School signed a MoU with LogBiz Pvt. Ltd. for strengthening Academia - Industry collaboration, Resource Sharing, Collaborative Research and Consultancy Services, and Internship/placement assistance.**

**This partnership holds immense potential to drive mutual progress. Dr Neeraj Anand, Dean Logistics and Supply Chain Management, Chitkara Business School and Mr Gurbinder Singh (LogBiz) signed the MoU during the ceremony.**





**MoU Between Chitkara Business School and Om Logistics Limited  
April 20, 2024**

Chitkara Business School, Chitkara University signed a MoU with Om Logistics Limited, represented by Dr. Himanshu Agarwal, National Head HRM. This collaborative agreement marks a significant step forward in bridging academia and industry, opening up exciting opportunities for students of BBA LSCM, BBA - Aviation Management, and MBA - Logistics & Supply Chain Management. Through this partnership, students will gain invaluable exposure to real-world practices in logistics and supply chain management, including industrial visits, guest lectures, internships, and placement opportunities.





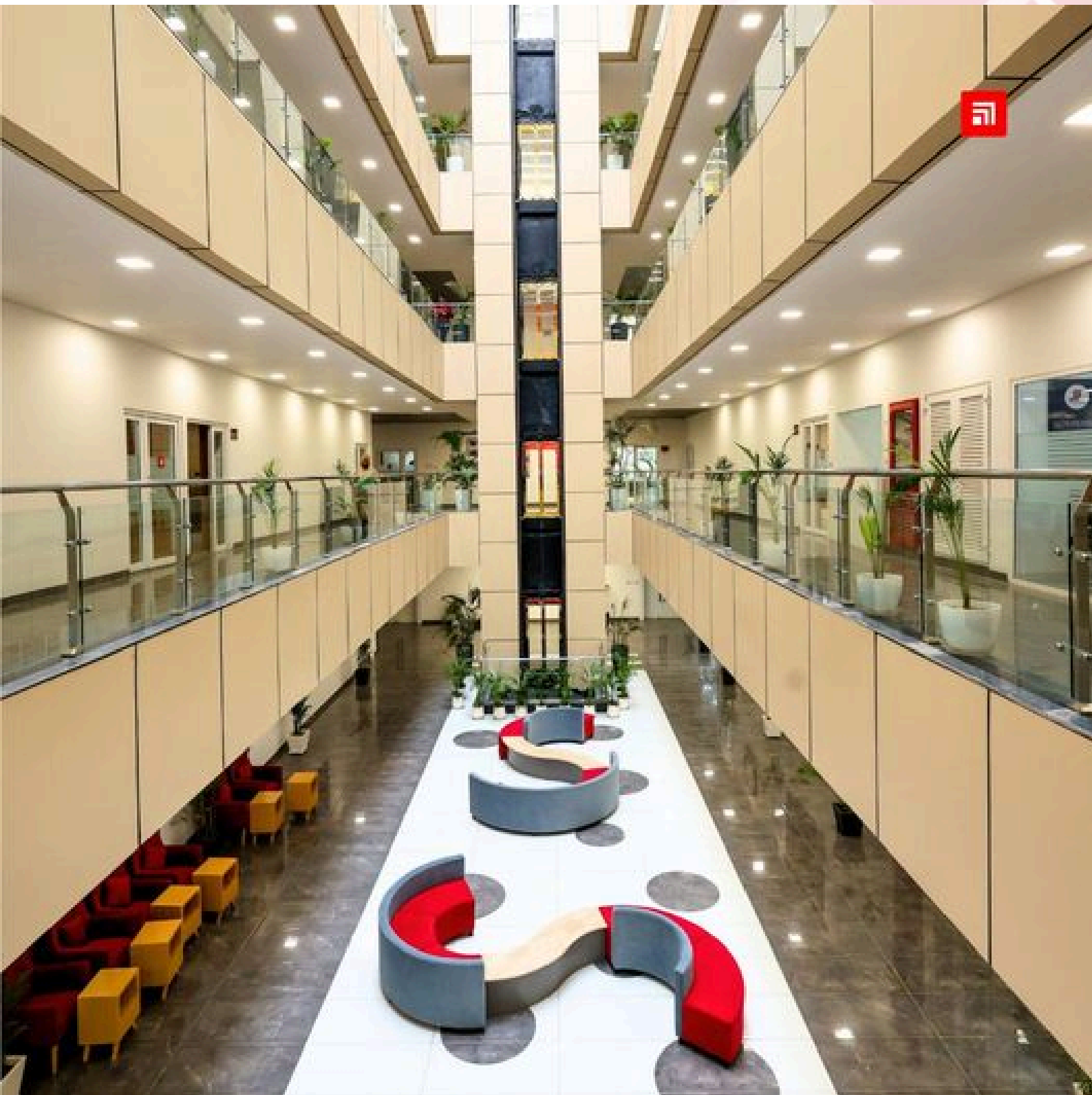
**MoU between Chitkara Business School and Veronica HealthTech Pvt. Ltd.  
April 22,2024**

Chitkara Business School established a strategic alliance with Veronica HealthTech Pvt. Ltd., marking a significant milestone in fostering industry-academia collaboration. The Memorandum of Understanding (MoU) signed solidifies the commitment between the esteemed institutions.

Representing Chitkara University, Dr. Keerti Bhusan Pradhan, Dean, Department of Health Care Management, Chitkara Business School, alongside Prakash Dhirwani, CEO of Veronica HealthTech Pvt. Ltd., formalised the partnership.

This collaboration aims to provide valuable opportunities for students enrolled in the MBA program specialising in Marketing and Logistics & Supply Chain Management (LSCM).

# Welcome to CBS





**Dr. Jasmeet Kaur**

Dr. Jasmeet Kaur has joined our team in the role of Assistant Professor on 20 March 2024, in Team Commerce & FinTech in Chitkara Business School. She comes to us from a three year stint at Shaheed Udham Singh College of Engg & Tech, Tangori, where she began her career in Management department. Dr. Kaur holds a Ph.D. in Management from Punjabi University, Patiala. Her academic journey is complemented by an MBA, B.Com & Ph.D, all with first-division marks. She has actively participated in national and international conferences, further solidifying her reputation in the academic community.



**Dr. Ishwani**

Dr. Ishwani holds a Bachelor of Arts (Honours) and a Master of Arts in Economics from Punjabi University, Punjab. During her master's studies, she was awarded the prestigious Chancellor's Medal by the Governor of Punjab, Shri Banwarilal Purohit ji, in recognition of her academic excellence. She has also received a gold medal for her outstanding performance. Continuing her academic journey, Dr. Ishwani pursued her Ph.D. with a research focus on the Growth and Determinants of Output and Employment in the Service Sector of India. She has nine publications in research papers and chapters featured in reputed journals and edited books. Her research interests encompass applied economics, macroeconomics, and development economics. With a passion for education, Dr. Ishwani has accumulated two years of teaching experience, sharing her expertise and insights with students in the field of economics. She aspires to growth in the education and research fields with her expertise and skills.





**Dr. Gurpreet Kaur**

Dr. Gurpreet Kaur is a distinguished academic and researcher with extensive experience in commerce and management. She served as an Assistant Professor at Sri Guru Granth Sahib World University, Fatehgarh Sahib, from July 2019 to February 2024, where she was involved in lecturing, curriculum development, and student mentorship. Previously, she held positions as a Senior and Junior Research Fellow at Punjabi University, Patiala, conducting teaching sessions and contributing to academic research. Dr. Kaur holds a Ph.D. in Finance from Punjabi University, Patiala, and has qualified for UGC NET & JRF. Dr. Kaur is an editorial member of Edwin Group Journals and an active contributor to Tax Guru Consultancy and Publication Limited. She has delivered guest lectures on Retail Management and Inventory Management, showcasing her expertise in these areas. Dr. Kaur has 12 publications in reputed journals, including UGC approved, UGC Care listed, Web of Science indexed journals. Her academic journey is complemented by an MBA, M.Com, B.Com, B.Ed, and PGDCA, all with first-division marks. She has actively participated in national and international conferences, further solidifying her reputation in the academic community.



**Dr. Shreya Sharma**

Dr. Shreya Sharma has recently joined Chitkara Business School, Chitkara University. She holds a PhD in Finance (2023) from Devi Ahilya Vishwavidyalaya, Indore. After her MBA, she worked as a Tax Consultant at Deloitte for almost two years before starting her PhD journey in late 2018. Dr. Sharma served as an associate at IIM Indore for one year and worked as a visiting faculty at several esteemed institutes in Indore. She has also been an assistant professor at reputed institutions in Gurugram and Mohali before joining Chitkara University in April 2024.

# Value Addition

## A Day With Chancellor



The students of BBA and B.Com had a wonderful time during the session 'A Day With The Chancellor' as Respected Chancellor, Dr Ashok K Chitkara made them understand how important it is to 'Believe in yourself' to become big in life. The onus is on us to make things best for ourselves and in turn, we get to live the best life possible.

All the students had a great time and they were very motivated as they got a chance to interact with Dr Chitkara. They were also very happy to click pictures with him and they shared how overwhelmed they were at the end of the day.



# Masterclass



Chitkara Business School, Chitkara University, welcomed the 3rd batch of 29 students and a faculty member from Mondragon University, Spain on 6th May. It was a 12 day Immersion program on Doing Business in India. Faculty members of Chitkara Business School had delivered sessions to them and Industry visits were also organized for these students. On the final day students made presentations on various topics and also shared their experiences and learning at Chitkara University. In the valedictory session, Ms. Hazel Siromoni, Pro Vice Chancellor of the Office of International Affairs, expressed her excitement in hosting delegates from Mondragon University and spoke about many such associations in the future.



# Value Added Courses



Chitkara Business School in collaboration with Chitkara School of Mass Communication organized an event to explore the business dynamics behind Taylor Swift's Eras Tour. It traced Swift's career evolution, consumer spending trends, logistical challenges, and artistic impact, offering insights into the strategic planning, consumer engagement, and artistic brilliance that contributed to the tour's success. Attendees gained a deeper appreciation for the interplay between artistry and business acumen in making the tour a success.

# Career Counseling Sessions/ Workshops/Symposium



The Department of Supply Chain Management under Chitkara Business School, Chitkara University, Punjab, has organized a session under the Crossroad of Excellence series titled "A Journey from Campus to Corporate" by Lovish Malhotra, Plant HR Head at ITC Limited. The session took place on 3rd April 2024. In the session, Mr. Lovish Malhotra shed light on the various roles that supply chain students can expect at ITC Limited, one of India's leading conglomerates. He provided valuable insights into the technical skills essential for excelling in these roles, offering participants a clear understanding of the expectations and challenges in the corporate world. In addition, he also emphasized the significance of life skills in shaping successful careers. Through engaging discussions and practical examples, he addressed the students on how to develop these skills and navigate their professional journeys effectively.





The Department of Supply Chain Management and General Management at Chitkara Business School, Chitkara University, Punjab, organized a session under the Campus to Corporate series titled "Competencies for Logistics and Supply Chain sector" by Manish Rishishwar, Founder Director of Rishishwar Logistics Pvt. Ltd. The session took place on 5th April 2024. In the session, Mr. Manish shared his extensive experience and insights into the import-export industry, shedding light on the intricacies of international trade procedures, customs procedures, and documentation requirements. Furthermore, he delved into the role played by Inland Container Depots (ICDs), Container Freight Stations (CFSS), and the shipping sector.



.Department of Supply Chain Management and General Management at Chitkara Business School, Chitkara University, Punjab, organized a Career Counseling Lecture on “Emerging Cold Chain Opportunities in India”. Led by Punit Chadha , Senior Manager, Jayanita Group, Warehouse Easy, to MBA & BBA Logistics and Supply Chain Management students at Chitkara Business School. The lecture covered various aspects of cold storage, refrigeration commodities, and the transportation of cold storage goods. Mr.Chadha also highlighted government initiatives and promotions in the sector, emphasizing the critical role of supply chain management.

Additionally, students benefited from a live streaming session showcasing an actual warehouse, including cold storage operations and the movement of products. This hands-on experience provided a comprehensive understanding of the industry's practical aspects, equipping students with valuable insights for their future careers.





A two day National Symposium, titled "Navigating Global Horizons in SCM & Logistics: A Seamless Tomorrow," organised by the Center of Excellence, Chitkara Business School, Chitkara University.

Distinguished panelists, including Sanjay Jain, former Executive Director, Airport Authority of India, Delhi; Sumit Srivastava, Chief Technology Officer & Asset Transition, Vman Aero Services LLP; Subir Hazra, Chief Commercial and Strategy Officer, GMR Group; and Himanshu Agarwal, National Head HRM, Om Logistics Ltd., shared invaluable insights, experiences, and best practices, inspiring the audience with their expertise.

# Workshops



Digital Transformation and Strategy department of Chitkara Business School, Chitkara University, Punjab organized grand finale of Dil se Digital 2.0, under which a series of 8 workshops has been organised for the students to provide them hands on experience for inculcating the digital entrepreneurial skills in students through experiential learning, management games, case studies and different group activities. This initiative empowered students from the BBA Digital Transformation Batch of 2022 and 2023 to take on the role of instructors, leading workshops for a total of 171 attendees. Participants learned to craft engaging content strategies and leverage audience insights for both platforms, gaining the knowledge to stand out online. This workshop provided attendees with hands - on training on the Canva software, equipping them with valuable design skills.





Digital Transformation and Strategy Department, Chitkara Business School, Chitkara University organised a three-day workshop on the theme “Developing a Digipreneurial Mindset” from 8th May to 10th may 2024. The workshop was led by the resource person Mr. Sagar Thareja, Director of Futurpreneur Hub LLP, Mumbai, for inculcating the digital entrepreneurial skills in students through experiential learning, management games, case studies and different group activities.

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

**Workshop on**  
**Capacity Building**  
 For BBA - Professional 2023 Batch

**Resource Persons**




Statutory Compliance, Compensation and Payroll Management, HRMS/ HRIS Software, Recruitment & Talent Acquisition

  
**Mohammad Kashif**  
 Manager HRBP I L&D Specialist  
 IMHR ACADEMY, New Delhi


Date : 13th to 20th May, 2024  
 Time : 9:30 am to 11:30 am & 1:30 pm to 3:30 pm  
 Venue: LH: RB 505, 5th Floor, Rockefeller Block

Organised by  
 BBA Professional, Chitkara Business School



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


**Workshop on**  
 Literacy Initiatives  
**LEARNING DATA VISUALIZATION**

  
**Mohammad Kashif**  
 Manager HRBP I L&D Specialist  
 IMHR ACADEMY, New Delhi

Date : 8th - 10th May, 2024  
 Time : 9:30 am - 12:30 pm  
 Venue: LH: RB 505, 5th Floor, Rockefeller Block  
 Mode : Offline

For BBA - Professional 2023 Batch

Organised by  
 BBA Professional, Chitkara Business School,  
 Chitkara University, Punjab



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

**Workshop on Tableau**  
 For BBA - Professional 2022 Batch



  
**Mohammad Kashif**  
 Manager HRBP I L & D Specialist  
 IMHR Academy, New Delhi

Resource Person

1st - 10th May, 2024  
 9:30 AM to 12:30 PM  
 LH: RB 504, 5th Floor  
 Rockefeller Block

Organised By  
 BBA Professional, Chitkara Business School



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

**5 Days Workshop on**  
**MS Office SKILLS**

  
**Mohammad Kashif**  
 Manager HRBP I L & D Specialist  
 IMHR ACADEMY, New Delhi

Resource Person

Date : 10th - 17th April, 2024  
 Time : 9:30 AM to 3:30 PM  
 Venue : LH: RB 505, 5th Floor  
 Rockefeller Block  
 Mode : Offline

Organised by  
 BBA Professional  
 Chitkara Business School



Department of BBA Professional has organised a series of workshops on capacity building, learning data visualization, Tableau and MS office skills for inculcating various skills in the students. With engaging exchanges and thought-provoking perspectives, the workshops showcased the importance of forward-thinking and practical knowledge in navigating today's dynamic business landscape.



# Symposium



Center of Excellence for Sustainable Supply Chain (CoE - SSC) of Chitkara Business School, Chitkara University, Punjab has organized its third version for a two day National symposium on "Navigating Global Horizons in SCM and logistics: A Seamless Tomorrow". It commenced with a remarkable panel discussion at Carnegie Hall, featuring industry luminaries who explored collaborative risk mitigation and stakeholder experience enrichment through technology integration. Mr. Sanjay Swarup, CMD of CONCOR, graced the event as Chief Guest and Mr. Sanjiv Garg, Secretary General, The Chartered Institute of Logistics & Transport (CILT), New Delhi, addressed the audience as keynote speaker and Moderator of Panel Discussion. Twenty teams hailing from renowned institutions nationwide presented their projects.

# Experiential Learning/ Extension Activity



Centre for Digital Marketing Strategy and Analytics organised Dil Se Digital 2.0, a five - week student competition which aimed to boost Indian tourism via digital marketing and events. Eight teams competed, reaching over 9 million on social media and securing sponsorships for offline events. It encompassed an event titled "Flip the Script: Student - Led Classroom" on April 9th and 10th, 2024. This initiative empowered students from the BBA Digital Transformation Batch of 2022 and 2023 to take on the role of instructors, leading workshops for a total of 171 attendees.

The Finale of "Dil Se Digital 2.0" event was on April 30, 2024 and Team Culturism clinched victory in the competition, showcasing their prowess in digital marketing and innovation.



# Conclaves



Chitkara Business School, Chitkara University recently hosted an industry conclave, gathering esteemed professionals and thought leaders to explore the latest trends and challenges shaping various sectors.

HR leaders such as Karthik Mulakaluri, Director, Talent Development, Omega Healthcare; Ashish Gakrey, Founder of HR Shapers and Ex Capgemini; Karuna Vempala, Senior Vice President, Talent Acquisition Cigniti Technologies; Nitin Kumar, Assistant Vice President, Human Resources, Infra Market; Ashwani Chopra, Global Chief Human Resource Officer, Riverum, and Raamann Ahuja, Group Chief Human Resources Officer, PDS Limited, shared their expertise, igniting insightful conversations and inspiring innovation.

From discussions on talent development to the impact of technological advancements, the conclave provided students with invaluable insights that promise to shape the future of business.

With engaging exchanges and thought-provoking perspectives, the event showcased the importance of collaboration and forward-thinking in navigating today's dynamic business landscape.



Chitkara Business School, Chitkara University, organized a conclave on “New Generation Talent Capability vs Performance vs Potential Myth or Reality” on 4th May 2024. It commenced with a remarkable panel discussion. In this session all repudiated experts shared their experience on talent capabilities, insights, challenges, and best practices in navigating the evolving landscape of talent management in relation to newer generations and also interacted with students of Chitkara Business School.



The Faculty of Healthcare Management, Chitkara Business School, Chitkara University, conducted a “Public Health Tech Summit” with Dr Abhinav Trikhia MBBS, IAS the Mission Director of NHM Punjab as chief guest and PATH the global health NGO of repute staff team as panel experts.

Dr Abhinav, during his keynote address shared his experience on various aspects of Innovation in Punjab Health Systems. He emphasized on the ever increasing need of innovation in health care management to meet the requirements.



# Capacity Building Program

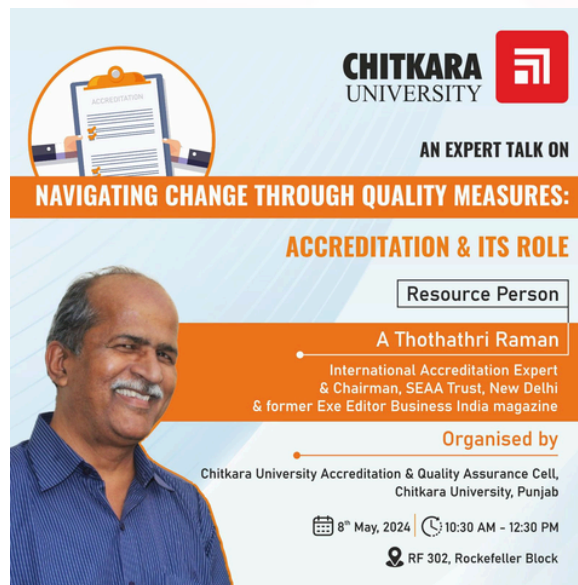


The Department of Supply Chain Management and General Management at Chitkara Business School, Chitkara University, Punjab, organized an insightful session on enhancing efficiency and innovation in airport operations, led by Sanjay Jain, former Executive Director of the Airports Authority of India (AAI). Mr. Jain has shared his deep expertise and practical knowledge on integrating advanced technologies, optimizing operational processes, and adopting sustainable practices. Attendees have learnt about successful case studies of his real life experiences and strategies to improve airport efficiency and passenger experience. This session has been a valuable opportunity for budding aviation professionals to gain actionable insights and drive innovation in their own operations.



Department of Supply Chain Management and General Management at Chitkara Business School, Chitkara University, Punjab arranged internship interviews for MBA Logistics & Supply Chain Management students at Hindustan Terminals Pvt. Ltd. Ludhiana with Mr Amit Tuli, Director CAS.

# Expert Talk by Eminent Speakers



Chitkara Business School, Chitkara University, organized an expert talk for business school faculty members on “Navigating Change Through Quality Measures: Accreditation and its Role” by A Thothathri Raman, International Accreditation Expert and Chairman, SEAA Trust, New Delhi.





Office of International Affairs hosted Ms. Silke Bachow from the Cologne Business School in Germany. She was thrilled to have a productive conversation about improving faculty and student mobility between our two schools with Pro-VC Dr. Sandhir Sharma of Chitkara Business School as well as respected colleagues Drs. Keerti Pradhan and Dhiresh Kulshrestha. They went on to talk about the possibility of working together on projects funded by the esteemed Erasmus+ Project Mobility. This offers Chitkara University and Cologne Business School an amazing chance to work together on cutting-edge projects that cross boundaries and benefit our academic communities.





Centre for Analytics and Data Excellence, Chitkara Business School successfully conducted their 3rd DataWeek 2024 with Industry stellar studied inaugural event, DataTalk - A Fireside Chat, DataThon - Case Championship by E&Y. The students were gainfully engaged with industry experts for a complete week to experience great immersive learning opportunities, and micro internships.

# Immersion Program



Chitkara Business School, Chitkara University had the privilege of hosting students from Mondragon University, Spain, for an intensive two-week immersion program on 'Doing Business in India.'

Throughout this period, the students engaged in a comprehensive curriculum that included interactive lectures, specialised workshops, and insightful industry visits. They gained a deep understanding of Indian business practices, explored the dynamic market landscape, and benefited from the expertise of distinguished faculty and industry professionals.

Additionally, the students experienced the diverse cultural tapestry of India through local excursions, cultural performances, and culinary explorations, fostering a holistic understanding of the region.

Listen in as they share their profound experiences, the knowledge they acquired, and the meaningful connections they established during their stay!



# Faculty Achievement

## Keynote/ Distinguished Speaker

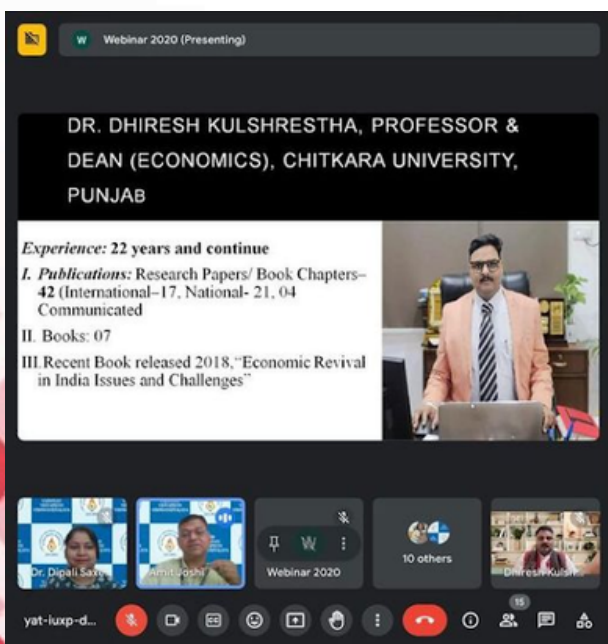


Dr. Sandhir Sharma, esteemed Pro Vice-Chancellor represented Chitkara University at the 7th Natural Gas Operations & Maintenance Conference, a premier event slated for June 27-28, 2024. Hosted by the Natural Gas Society (NGS) and backed by Mahanagar Gas Ltd. This conference is the nexus for thought leaders, innovators, and key stakeholders in the natural gas industry. The conference agenda is packed with dynamic panel discussions and presentations that aim to address the most pressing challenges and opportunities in the industry. His forward-thinking approach and expertise undoubtedly sparked engaging discussions and inspired actionable insights among the attendees.





Col. Bikram Ahluwalia, Senior Director of HCRC at Chitkara Business School, Chitkara University, Col Bikram engaged in discussions in two-day SHRM HR Summit which was held at Palazzo Versace in Dubai. The summit brought together senior HR leaders, motivational speakers, HR tech solutions companies, and delegates from the region highlighting inspiring developments, innovation, and the adoption of cutting-edge practices in the era of futuristic HR.



Dr. Dhiresh Kulshrestha, Dean, Faculty of Economics, Chitkara Business School, Chitkara University, was invited as a guest speaker in the online faculty development programme on the "Implementation of National Education Policy (NEP 2020): Challenges and Opportunities", organised jointly by the Association of Indian Universities and Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore, Academic and Administrative Development Centre (AIU-SVVV-AADC).

Dr Kulshrestha discussed the transformative potential of National Education Policy (NEP) 2020, emphasizing experiential learning, economic development, and current trends and challenges. The session highlighted the aspects of the role of NEP 2020 in reshaping education and driving economic growth.



Chitkara University is delighted to share that Keerthi Bhusan Pradhan, Professor, Department of Healthcare Management, Chitkara Business School, was invited to share his insights and experiences in Health Technology Assessment (HTA) and Health Technology Management at the Kalam Institute of Health Technology, Visakhapatnam.

During the various sessions, he emphasised the immense importance of the technology link in the healthcare cycle. His focus on technology was further aligned with futuristic requirements in accordance with WHO-mandated guidelines. He encouraged all participants to embrace technology for effective outcomes to meet burgeoning demands.





Dr. Amandeep Singh, Professor and Dean (MBA Marketing Program) at Chitkara Business School recently represented Chitkara University on a global platform as a Session Chair at the annual conference of OBIO - Budapest Business University in Hungary. Held on May 10-11 in Budapest, Hungary, the conference focused on "Novices and Competitions in Markets and Finances" and attracted attendees from across the globe. During the session, Dr. Amandeep shared his profound knowledge and insights on various aspects affecting intense market competition and finance, emphasizing their pivotal role as governing parameters.



Dr Navreet Kaur, Professor, Human Resource Management, Chitkara Business School, Chitkara University, was invited as a visiting faculty member to The Hague University of Applied Sciences (THUAS), The Netherlands. During her visit, she delivered expert sessions on "Workplace Deviance", "Leadership Across Cultures" and the "Role of HR Practices in Building Ethical Organisations" to business management students. She provided valuable insights into the role of culture in shaping leadership styles and underscored the necessity for global leaders in today's VUCA (volatility, uncertainty, complexity, and ambiguity) environment.



# Collaborative Project



Dr. Sachin Chaturvedi, Director General, Research and Information System for Developing Nations, Ministry of External Affairs, New Delhi, Govt of India, launched the 2nd flagship collaborative project "University Connect Hub" with Chitkara University, Punjab worth INR 5 Lakhs.

Earlier to this, Chitkara University had got its first opportunity under G20 University Connect Program from RIS in which more than 1000 students participated and benefitted. Dr. Sachin Chaturvedi also handed over a copy of the report released by Hon'ble Prime Minister of India, in which Chitkara University's contribution to G20 University Connect Program is mentioned along with other prominent higher education institutions at national level. Dr. Sandhir Sharma, Pro VC, CBS and Dr. Dhiresk Kulshreshtha, Dean Economics shared the progress of ongoing projects and plans of Centre for Rural Outreach and Sustainable Development (CROSD) on ESG initiatives for Rural transformation with Director General of RIS.

## FDP/Workshop/ Webinar Attended



Faculty members from Chitkara Business School, Chitkara University attended the 'Next Gen Manufacturing Forum 2024' organised by the Confederation of Indian Industry (CII). They had the opportunity to engage with esteemed industry experts and speakers, facilitating an enriching interaction.

The insightful sessions by industry experts offered comprehensive insights into the contemporary technological advancements within the manufacturing sector.

The event served as an exemplary platform for networking with distinguished industry leaders, fostering meaningful exchanges and knowledge dissemination among diverse stakeholders.

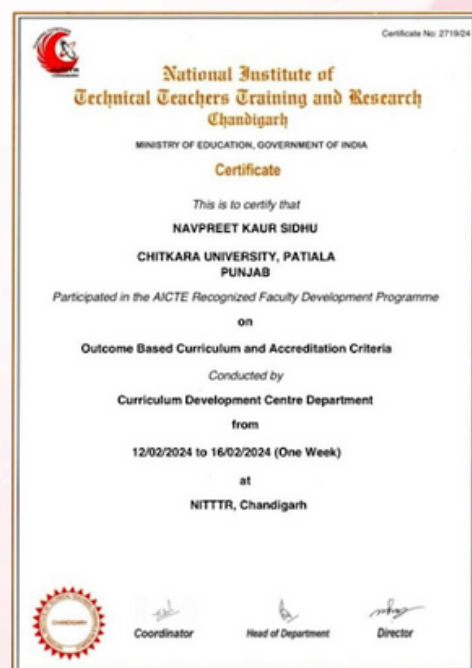




Faculty members of Chitkara Business School, Chitkara University, attended a thought-provoking panel discussion on 'The Journey to a Greener Future' at the Indian School of Business, Mohali.

The discussion delved into India's strategies for protecting freshwater ecosystems, enhancing collaboration between the government, businesses, and NGOs to advance sustainable infrastructure projects, and rapidly reducing carbon footprints without compromising economic growth.

The event provided the attendees with an opportunity to gain valuable insights and network with like-minded individuals dedicated to a sustainable future.



Ms. Navpreet Kaur Sidhu Attended Faculty Development Program based on Outcome Based Curriculum and Accreditation Criteria organized by National Institute of Technical Teacher Training and Research, Chandigarh.





Dr Jyoti Verma, Associate Professor, CBS, successfully completed a UGC-sponsored short-term course on Research Methodology for Social Science Teachers. This program was organized by the Malaviya Mission Teacher Training Centre at Devi Ahilya Vishwavidyalaya, Indore, in collaboration with the Central University of Himachal Pradesh, Dharamshala (10th June 2024 to 15th June 2024).

## Workshop attended by the CBS Faculty



Ms. Navpreet Kaur Sidhu attended the workshop for designing the Curriculum of Business management of Haryana State Board of Technical Education on 15-16 April 2024 at NITTTR campus, Chandigarh organized by the Ministry of education, Government of India.



Dr Archana Goel, Associate Professor, Chitkara Business School, attended an offline five-day "Curriculum Design for Outcome Based Education" workshop from 3rd June 2024- 7th June 2024 at NITTTR, Chandigarh. There were more than 200 participants from around the country in the workshop both offline and online. The workshop aimed to equip faculties with methodologies for creating and implementing curricula that ensure students achieve specific, measurable learning outcomes in alignment with Outcome-Based Education (OBE) principles.





Dr. Shreya Sharma attended a 5-day online Faculty Development Program (FDP) from May 27-31, 2024, organized by Chitkara College of Sales & Marketing on "Scholarly Writing: Pathways to Publish Impactful Journals." The program focused on enhancing scholarly writing skills, understanding the intricacies of publishing in high-impact journals, and navigating the academic publishing landscape.



Dr. Shreya Sharma attended the 7th training session on "Understanding Diversity, Equity, and Inclusion." This session focused on fostering a deeper understanding of creating inclusive environments, promoting equitable opportunities, and celebrating diversity within organizations. The training provided valuable insights and strategies for implementing DEI principles effectively in academic and professional settings. Session helped her to identify and address unconscious biases that can impact decision-making and interactions within an organization.

## Paper Publications

- Kaur, N. & Kaushal, P. (2024). Neuroscientific Basis of Male and Female Leadership: Implications for Organizational Effectiveness. In J. Kukreja, S. Saluja, & S. Sharma (Eds.), *Neuroleadership Development and Effective Communication in Modern Business* (pp. 1-16). IGI Global. <https://doi.org/10.4018/979-8-3693-4350-0.ch001>
- Kaur, N. & Kaushal, P. (2024). Marketing 5.0 and the Role of Mind Mapping in Content Advertising: An Analysis. In S. Saluja, V. Nayyar, K. Rojhe, & S. Sharma (Eds.), *Ethical Marketing Through Data Governance Standards and Effective Technology* (pp. 130-140). IGI Global. <https://doi.org/10.4018/979-8-3693-2215-4.ch012>
- Kaushal, P., Kaur, N., & Kohli, N. (2024). Neuroleadership and Effective Communication. In J. Kukreja, S. Saluja, & S. Sharma (Eds.), *Neuroleadership Development and Effective Communication in Modern Business* (pp. 92-106). IGI Global. <https://doi.org/10.4018/979-8-3693-4350-0.ch005>
- Kaushal, P. & Kaur, N. (2024). Showrooming: An Ethical Gamble in Marketing. In S. Saluja, V. Nayyar, K. Rojhe, & S. Sharma (Eds.), *Ethical Marketing Through Data Governance Standards and Effective Technology* (pp. 238-248). IGI Global. <https://doi.org/10.4018/979-8-3693-2215-4.ch019>
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# Publication Certificate

  
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UGC Journal No. : 7647

**Certificate of Publication**

**Dr. Manuj Madan**  
Assistant Professor, Chitkara Business School, Chitkara University,  
Punjab, India

**TITLE OF PAPER**  
**Variables Influencing Decision Making for Inventory  
Management and Forecasting: A Preliminary  
Exploratory Study**  
has been published in  
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**Peer-reviewed Journal**

**RESEARCH PAPERS**

Antecedents of Tax Compliance Behaviour in a Self-assessment System: A Conceptual Model  
Rani Jacob

Permanent Establishment in Digital Economy: The Conundrum of Proving Nexus for Taxation  
Sonakshi Kashyap

Assessment of Tax Literacy Level among Individual Taxpayers: Insights from India  
Gurpreet Kaur

Impact of Goods and Services Tax Implementation on Hotel Industry: Perception of  
Accounting Professionals  
CA Priya Jain, M. K. Sharma, Meha Saxena and Shweta Gupta

A Comprehensive Analysis of Corporate Tax Norms in the Indian Automobile Manufacturing Sector  
Tushar Ranjan Barik and Priyanka Ranawat

Examining the Impact of Digitalization on Income Tax Planning in India  
Ankit Chourasiya and Rupali Saini

GST: A SWOC Analysis - Tear the String and Check of GST  
Ajay A., Chithirai Selvan M. and Rajasekaran D.

**REVIEW PAPER**

Bibliometric Analysis of Research on Tax Compliance from 1989-2023  
Honey Chetani

Indexed with Index Copernicus International (ICI), Google Scholar, EBSCO, Indian Citation Index,  
Cross-Ref, Summon (ProQuest), Research Gate, J-Gate, Citifactor, CNKI Scholar, Scite.



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**Assessment of Tax Literacy Level among Individual Taxpayers:  
Insights from India**  
  
*Gurpreet Kaur\**

**ABSTRACT**

*This study looks at the level of tax literacy among Indian people in the context of new tax regime. It shows that taxpayers who don't know much about taxes don't get regular updates on what they need to know. The current research follows the idea of tax literacy that Kaur and Sekhon put forward in their study. To be basic at tax literacy, one needs to know about the rights and responsibilities as a taxpayer. To be advanced at tax literacy, one should know how to figure out income tax liability legally and procedurally. Functional Tax Literacy measures how well someone can file their own Income Tax Returns (ITR) efficiently and deliberately. Using Kaur and Sekhon's conceptual framework of tax literacy, the levels of tax literacy were found for taxpayers from different groups formed on the basis of socio-demographic factors. The present study reports the significant variations in the level of tax literacy on the basis of socio-demographic factors. And also found the significant factor thoroughly contributing towards the level of tax literacy. Statistical tests give information that is useful for making suggestions for personalized state policies, starting tax education early on, and encouraging people to do their own taxes. Specialized suggestions are made for certain groups to help them learn more about taxes and make the Indian population better informed about these issues.*

**Keywords:** Tax Literacy; Basic Tax Literacy; Advanced Tax Literacy; Functional Tax Literacy; Taxpayers; Socio-demographics; India.

**1.0 Introduction**

Tax knowledge refers to the extent of a taxpayer's understanding or awareness of tax-related laws and regulations (Oladipupo & Obaze, 2016).

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## Articles Published in Newspaper

# Education curriculum has Dawned in the New Bharat

/ MS. NAVPREET KAUR SIDHU /

**H**uman civilization has always been built on education, and India's past is a fascinating story that combines tradition, creativity, and cultural variety. Education becomes even more important given India's ambitions to become a major force in the global knowledge economy. The availability of qualified and trained graduates is a clear determinant of the competitiveness of Indian education systems globally. It has shaped the educational environment throughout millennia by fusing traditional knowledge with contemporary teaching methods, which represents India's unwavering quest for knowledge.

Teachers in the previous century have emphasized the importance of Outcome Based Education in light of each student's unique learning style. It is seen as a major advancement in technical education that India is now producing academics who are competitive on the global stage. India's educational heritage dates back to a period when ashrams and gurukuls were commonplace. Oral traditions were used to transfer information in these learning centres, which promoted a close bond between teachers and students. The emphasis was on holistic education, which included everything from astronomy and philosophy to maths and languages. A deep reverence for wisdom and knowledge was ingrained throughout this period, which also served as the impetus for the guru-shishya tradition.

India's educational history underwent a radical change with the arrival of colonial forces. Schools and colleges were established as a result of the formal education systems that the British instituted. Western values and traditional Indian schooling clashed during this time, with the former frequently being marginalized. However, the drive for independence increased the need for education and resulted in a renewed interest in conventional methods. India's educational history advanced significantly following the country's 1947 independence. To in-



crease educational opportunities for everyone, the government put laws into place that prioritized basic education and reading. A testament to India's dedication to promoting quality in higher education is the creation of prestigious institutions such as the Indian Institutes of Technology (IITs) and the Indian Institutes of Management (IIMs).

On July 29, 2020, the Union Cabinet of India launched the National Education Policy of India 2020 (NEP 2020), which sets down the goals for the country's future educational system. Our educational system required a curriculum that bridged the gap between industry and academia to prepare students to compete at the global level. The National Policy on Education, 1986 was superseded by the current policy after 34 years. The comprehensive plan provides basic through higher education as well as vocational training for both rural and urban areas of India. India is expected to lead the way in implementing outcome-based education by 2030 when the strategy calls for a transformation of the country's educational system. At that time, the curriculum will emphasize holistic development and value-based ethics. The country also cleared the path for industry requirements by prioritizing research and innovation.

Using a student-centered learning method gives the children more chances. Its mission is to positively touch their lives by committing to

quality and innovation. With the use of the OBE system, which is being implemented by the National Education Policy NEP 2020's educational standards, each student's development may be monitored according to their performance and unique growth at different stages or levels. Teachers may even be certain of the things that have contributed to their improvement based on the outcome sheet with the aid of the question-wise outcome calculation, best-suited assessments, and mapping of program outcome to course outcome.

The educational approach known as "outcome-based education" arranges all curriculum components according to a predetermined set of objectives. By the time the educational process ends, students need to have accomplished their aim. An education system that is outcome-based centers all of its components and elements on the course's objectives. Students enroll in courses to learn new material or gain skills, and they are required to finish the course with the desired outcome. It is effective in assisting organizations in measuring their learning outcomes while also giving students the chance to pick up new abilities that will set them apart from their international peers. By consistently improving over time, it helps to raise the bar for education and helps schools obtain accreditation from prestigious certification agencies like the National Board of Accreditation, or NBA certification.

An educational strategy that stresses the use of problem-solving, discovery-based learning, and experience-based learning to support student learning is known as New Bharat's heuristic technique of teaching. This broadly refers to any approach or procedure that facilitates self-education, problem-solving, and exploration. This makes the labor force more equipped to handle the problems of their future employment. It addresses the physical, mental, social, and emotional development of pupils with an emphasis on their holistic growth. To prepare students for success in the twenty-first century, it fosters critical thinking, creativity, and problem-solving abilities.

Educators can make use of digital technologies, web resources, and educational applications to improve their efficacy as teachers, design interactive lessons, and accommodate different learning preferences. It also acknowledges the value of mentorship and leadership among teachers. Educators might assume mentorship responsibilities, offering assistance to their colleagues in the field and participating in the execution of policies. Teachers are encouraged to collaborate and progress professionally as a result. Through an inquisitive approach, research-based learning enables students to become problem solvers by delving into ideas and concepts. In contrast to a strict textbook-based approach that promotes memorization, this places the learner at the heart of the process of acquiring knowledge.

The global trajectory towards inquiry, creativity, critical analysis, green inventions, passion, leadership, and effective communication. Research-based learning speeds up these qualities' development by empowering students to become active rather than passive participants in their development. The Education curriculum in the New Bharat has evolved as a result of this. Furthermore, as said by Malcom X, "Education is the passport to the future, for tomorrow belongs to those who prepare for it today." / DAILY WORLD /

The writer is an Assistant Professor of Business Analytics at Chitkara Business School, Chitkara University Punjab

An article written by Ms. Navpreet Kaur Sidhu published in the national newspaper on "Education curriculum has dawned in New Bharat".  
Newspaper : Sunday Punjab Express.

# Paper Presentation



Dr. Gurpreet Kaur presented the paper entitled " Quantifying the Digital Frontier: Frameworks and Challenges in Measuring the Digital Economy organized by Symbiosis Institute of Business Management, Nagpur in the 3rd International Conference on the theme Impact of AI and Emerging Technologies on Business on 19-20 April, 2024.

## SAHRDAYA INSTITUTE OF MANAGEMENT STUDIES, KODAKARA International Conference On Management Research in Sahrdaya-SIMS 2024 (ICMRS'24)

06.06.2024 THURSDAY [DAY 1]

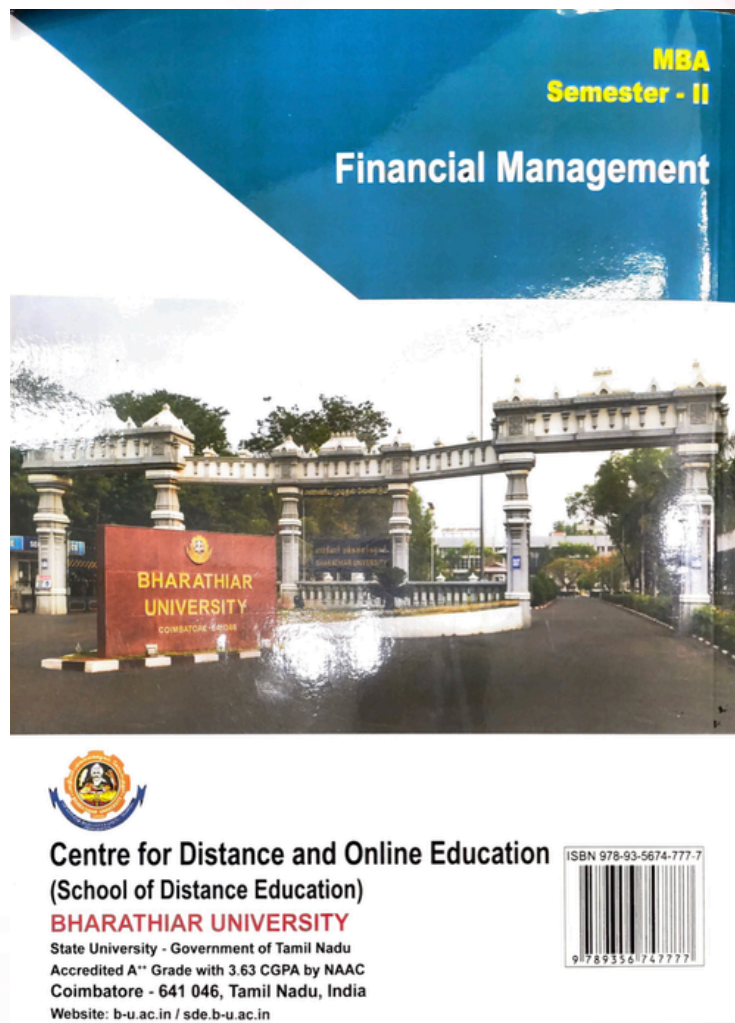
Session: 1	Time: From 10:30am to 11:45am	
Track: ONLINE 1	Area: FINANCE	Platform: GOOGLE MEET 1
Session Chair: Dr Jose Joy Thoppan (Associate Dean & Professor, Saintgits Institute of Management, Kottayam)		
Session Coordinator: Mr Kuria Tharakan (Mobile No: 9846126801)		

Paper ID	PAPER TITLE	AUTHORS & AFFILIATIONS
16	FinTech Trends and Disruptions: Shaping the Future of Finance	Kiran Toms & T Rajesh (University of Kerala)
19	Fintech-Future of Finance	Subi Binu (St. Albert's College, Kochi)
32	The Moderating Role of Financial Literacy on Emotional Intelligence and Investment Decision-Making Among Women Entrepreneurs	Steffy Paul; Dr K Kumara Pillai & Dr Martina Rani (Karunya Institute of Technology and Sciences, Coimbatore)
44	Measuring Information Flows among Cryptocurrencies : An Empirical Assessment through Shannon's Transfer Entropy Approach	Shivani Inder & Sandhir Sharma (Chitkara Business School, Chitkara University)

Dr. Shivani Inder participated online and presented a paper titled "Measuring Information Flow among Cryptocurrencies: An Empirical Assessment through Shannon's Transfer Entropy Approach" in SAHRDAYA INSTITUTE OF MANAGEMENT STUDIES, KODAKARA International Conference On Management Research in Sahrdaya-SIMS 2024 (ICMRS'24) on 6 June 2024.



## Authored Books



Dr. Kiran Mehta and Dr. Renuka Sharma authored a textbook titled “Financial Management”, specifically designed for Centre for Distance and Online Education (School of Distance Education), Bharathiar University (State University), Coimbatore, Tamil Nadu, India. This textbook is for MBA Second Semester students and has been published by Vikas Publishing Ltd.

Premier Reference Source

## Building Organizational Resilience With Neuroleadership

Shefali Saluja, Jyoti Kulkarni, and Sandhir Sharma



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## Fostering Innovation in Venture Capital and Startup Ecosystems

Renuka Sharma, Kiran Mehra, and Poojan Yu



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Publishing Tomorrow's Research Today

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## Robo-Advisors in Management

Swati Gupta, Sanjay Taneja, Vijay Kumar, Ercan Ozgen, and Luan Vardari



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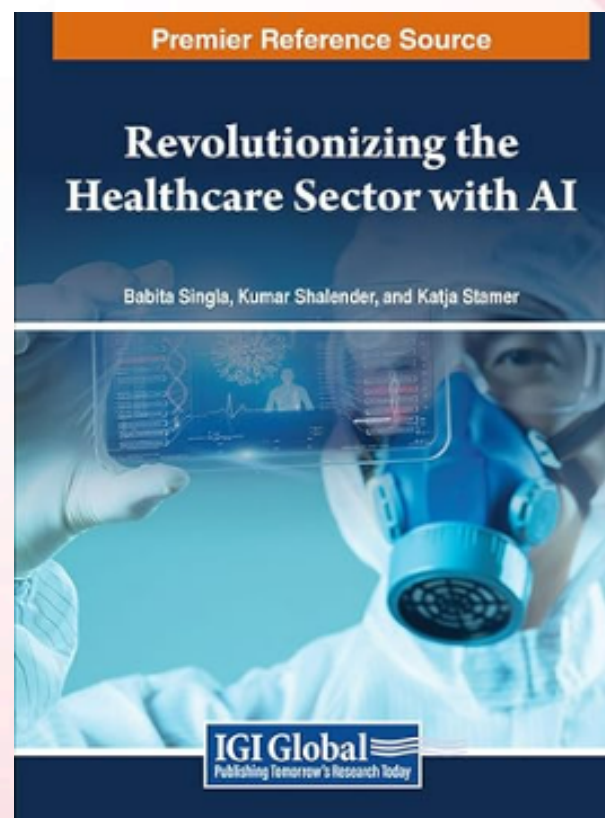
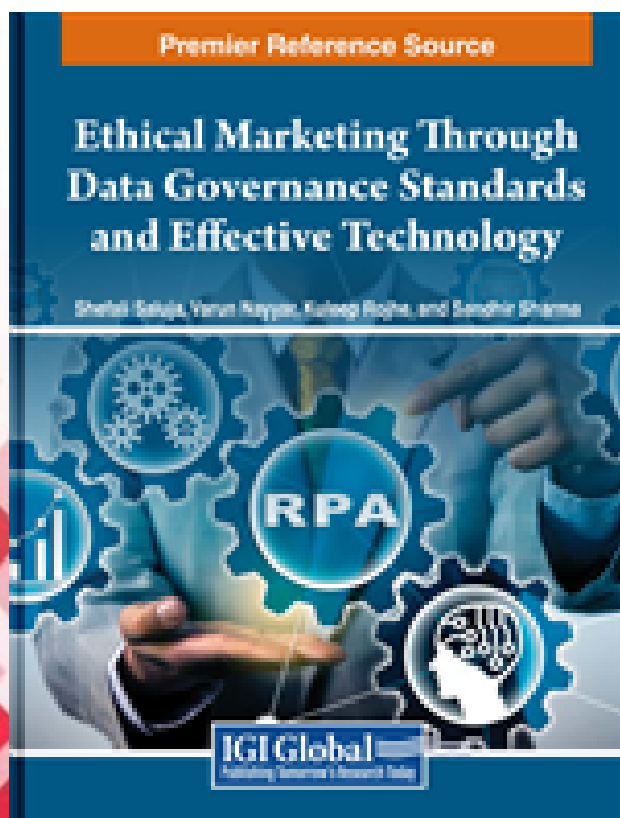
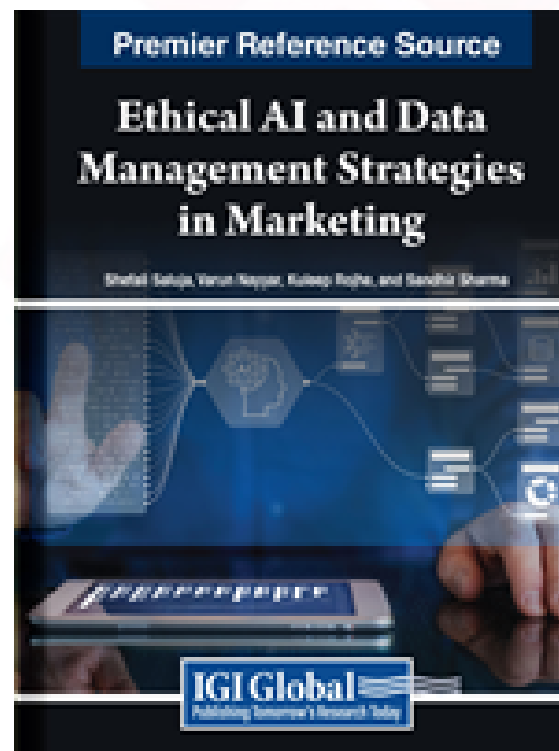
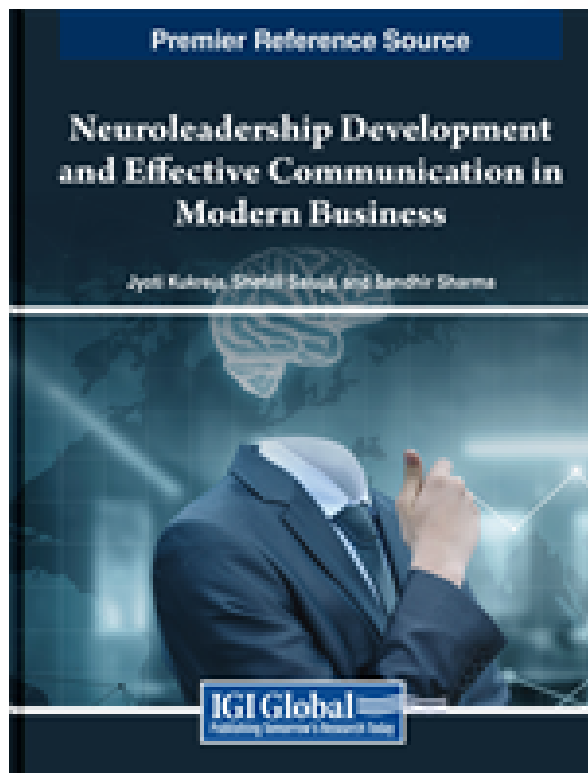
## Augmented Reality and the Future of Education Technology

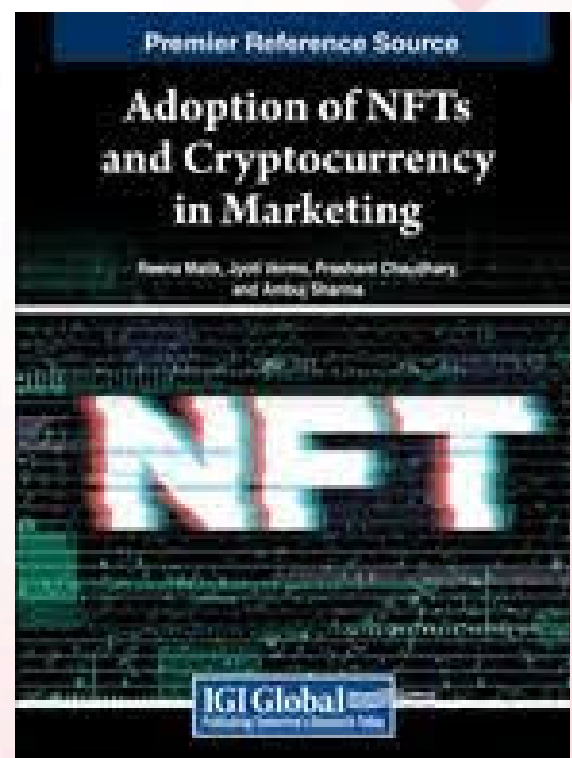
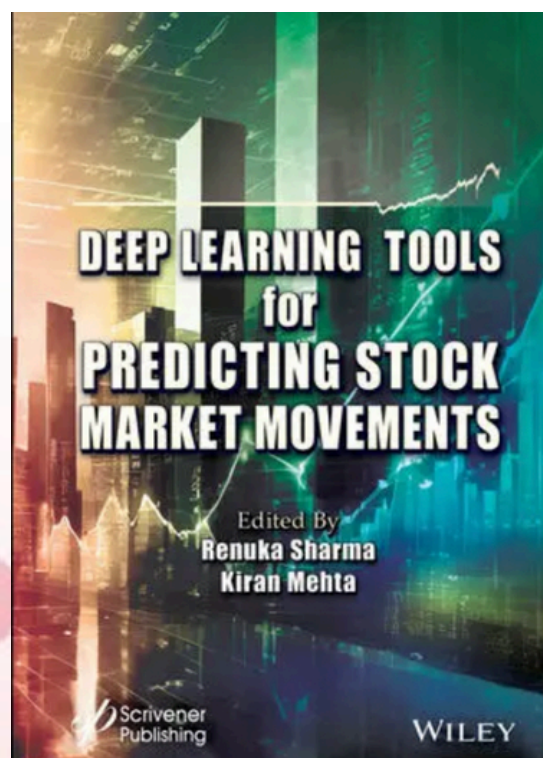
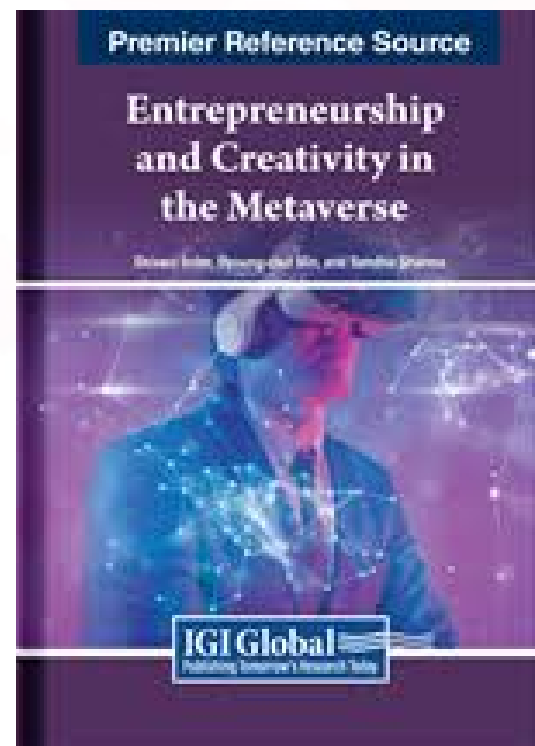
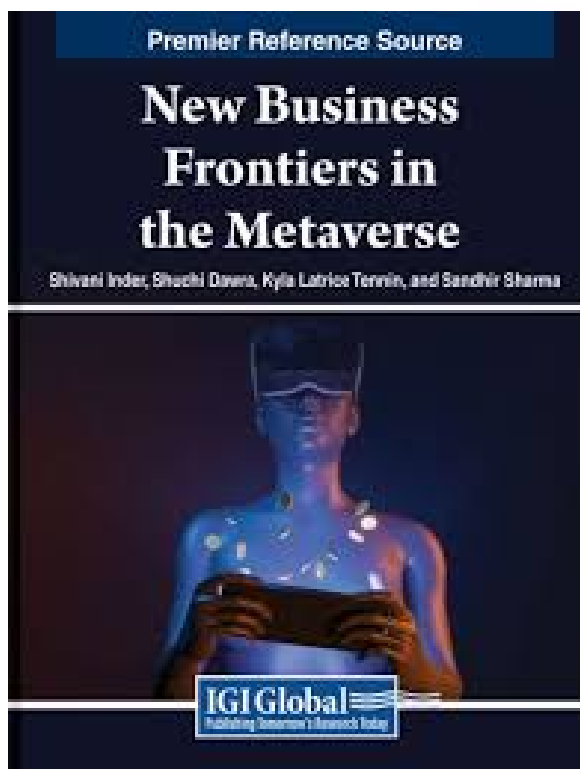
Poojini Aggarwal, Poochi Dnyta, Satinder Singh, and Rajni Bhat



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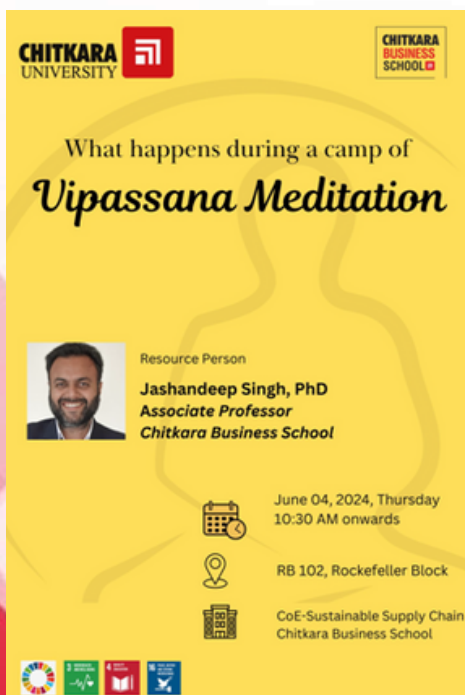




# Expert Talk by CBS Faculty



Dr. Jashandeep Singh, Associate Professor, Chitkara Business School conducted employee training programme for Punjab state power Corporation Ltd on June 11,, 2024. The training programme consisted of four modules, including understanding self, team building, stress management, and practising mindfulness. The session was conducted for SDOs and junior engineers of PSPCL posted at various locations of Punjab state. The session was full of energy, including multiple training activities which were thoroughly enjoyed by the participants.



On June 4, 2024, Jashandeep Singh conducted a Vipassana meditation session. Attended by individuals seeking inner peace and clarity, the session emphasized mindfulness and the observation of bodily sensations. He guided participants through a series of meditative practices aimed at fostering self-awareness and emotional resilience.

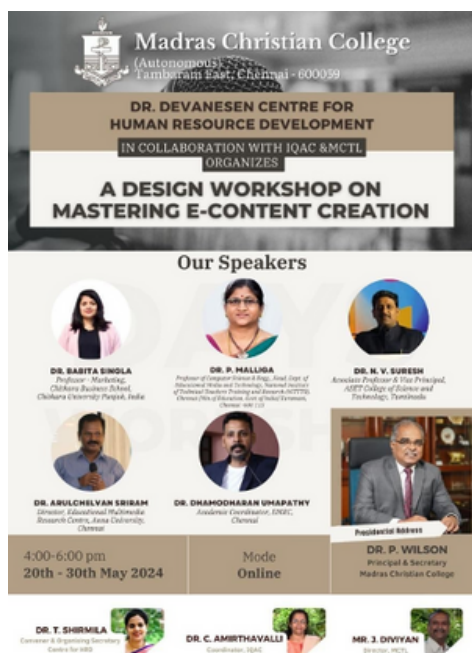


Dr Jyoti Verma, Associate Professor, CBS has been invited as a resource person for the One Week International Online Faculty Development Programme on 'Embracing Sustainability as Opportunity.' This prestigious event is organized jointly by Tamil Nadu Teachers Education University and Dr.M.G.R. Educational and Research Institute, Chennai. During the event, Dr Jyoti Verma delivered an expert talk focusing on Sustainable Development Goal 8: Decent Work and Economic Growth. Her insightful presentation shed light on the importance of fostering inclusive economic growth and creating opportunities for meaningful employment, aligning with the global agenda for sustainable development. (07 June, 2024).



Dr. Simerjeet Singh Bawa, Professor, Marketing, Chitkara Business School, Chitkara University, delivered lectures on 'New Era on Digital Marketing' in 3 days workshop organized by School of Commerce and Management Science RAMANAND TEERTH MARATHWADA UNIVERSITY, Nanded, Maharashtra. Dr. Simerjeet shared his insights on the advancements and applications of Digital Marketing tools to the participants.





Dr Babita Singla, Professor of Marketing, CBS delivered an expert session on "E-Content Creation: Challenges and Opportunities" as the part of 10 days Faculty Development Program organized by the Madras Christian College, Chennai. The session witnessed incredible participation of over 50 faculty members, learning the complexities of creating, communicating, and delivering digital content. The passion and dedication of the participants were truly inspiring.

**SKPC**  
SRI KANYAKA PARAMESWARI  
ARTS & SCIENCE COLLEGE FOR WOMEN  
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Chennai - 600 091

**IQAC & Department of Commerce (Honours)**

5 Days Virtual PDP on  
"AI tools for Optimizing Pedagogical  
Delivery"

Date: 23.04.2024 to 27.04.2024  
Time: 6.30 p.m. to 7.30 p.m.

[Click here for Registration](#)  
No Registration Fee  
as Confirms will be Provided

**About the PDP**

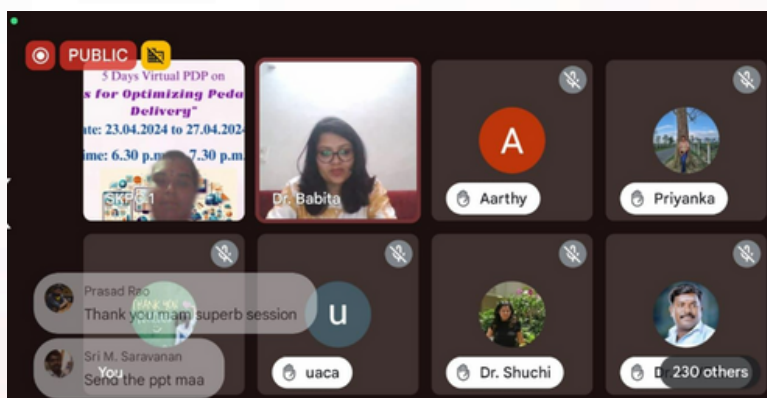
AI tools have the potential to transform teaching by enabling more personalized, efficient, and effective instruction, ultimately leading to better learning outcomes for students. AI tools for optimizing pedagogical delivery are essential for teaching faculty as they can significantly enhance the quality and effectiveness of their teaching. These tools provide several key benefits, they enable personalized learning by analyzing student data to create tailored learning paths, addressing individual needs and learning styles. AI streamlines administrative tasks such as grading and lesson planning, allowing teachers to dedicate more time to student engagement and instructional quality.

**Day 1 - 23.04.2024**  
Topic: AI Tools for Academic Research  
Dr. M. Sachintha  
Associate Professor  
VIT - AP University  
Andhra Pradesh

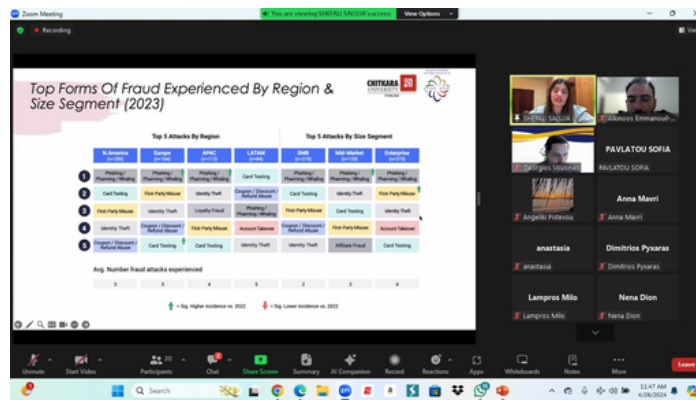
**Day 2 - 24.04.2024**  
Topic: IOT Applications in Smart Class Technologies For Academicians.  
Dr. N.V. Suresh  
Associate Professor & Vice Principal  
ASET College of Science & Technology  
TamilNadu  
Day 3 - 25.04.2024  
Topic: AI Tools to Enhance Learning Efficiency  
Dr. Babita Singla  
Professor - Marketing,  
Chitkara Business School  
Chitkara University Punjab, India

**Day 4 - 26.04.2024**  
Topic: Privacy & Ethical AI in Education  
Dr. Sakanya Metta  
Professor, HOD - MBA  
Varadacharya College of Engineering  
Chennai(V), Telangana

**Day 5 - 27.04.2024**  
Topic: Significance of Artificial Intelligence in the Higher Education Sector  
Dr. Prasad Reddy  
Associate Professor & Dean  
VTBS, VIT Bhopal University



Dr Babita Singla, Professor of Marketing, CBS was honored to engage with over 230 Faculty , Researchers and Practitioners as an expert on "AI Tools to Enhance Learning Efficiency" at Faculty Development Program, hosted by Sri Kanyaka Parameswari Arts and Science College for Women, Chennai. The session encapsulated leading ideas on personalized learning platforms and intelligent tutoring systems with technology as key enablers. The discussions turned out to be very dynamic, vibrant, and insightful thereby highlighting the immense potential of AI in shaping the future of education.

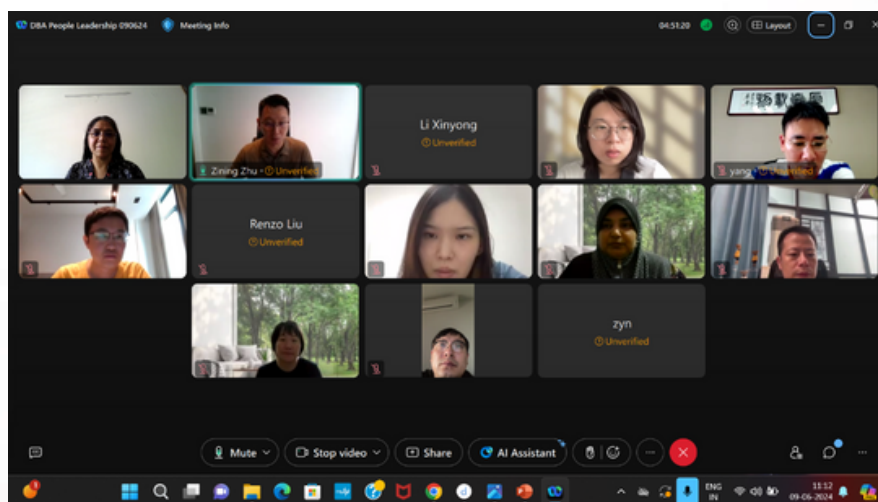
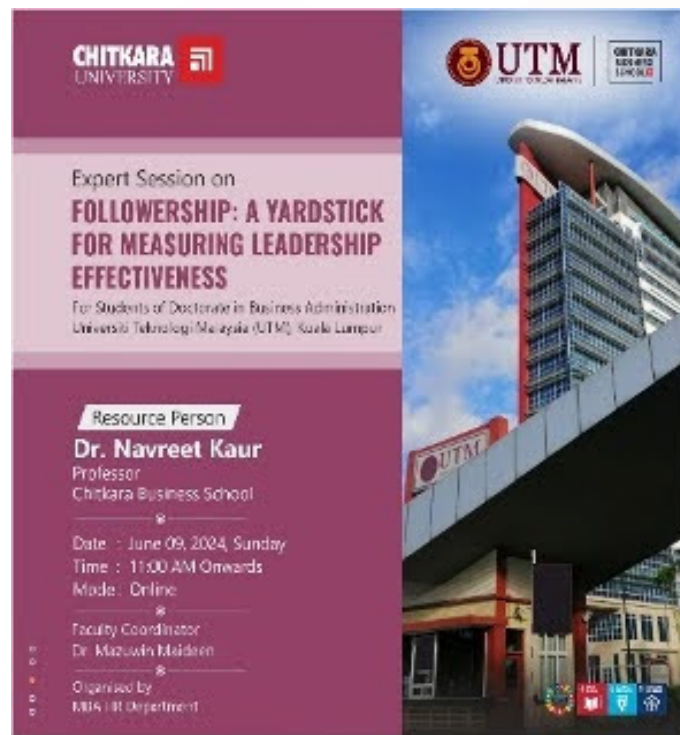


Dr. Shefali Saluja, Assistant Professor of Corporate Governance, Chitkara Business School, Chitkara University, delivered a session on Global Fraud Landscape to the Anti Fraud Professionals , students and faculty members from Hellenic Business School, Greece



Dr. Shefali Saluja, Assistant Professor, Chitkara Business School, has taken a session in Chitkara International School immersion program on Finance and she focused on financial fraud detection, an area of growing importance in the accounting and finance sectors.





Dr. Navreet Kaur delivered an Expert Session On: Followership: A Yardstick for Measuring Leadership Effectiveness for Students of Doctorate of Business Administration, Universiti Teknologi Malaysia (UTM), Kuala Lumpur on June 09, 2024. The talk was organized by MBA HR Department. The focus of the session was on 3 SDGs: Quality Education (SDG 4); Peace, Justice and Strong Institutions (SDG 16); Partnership for the Goals (SDG 17).

# Competition Judgement



Ms. Navpreet Kaur Sidhu assessed an event for Baisakhi in 2024 that was organised by Seagulls Club at Chitkara Business School.







On April 23, 2024, Chitkara Happiness Centre celebrated World Book Day by organizing a competition called "Kahanikar." Dr. Swati Gupta served as a judge for this event, which welcomed students from various departments to share their stories about happiness, inspiration and a love for nature. Their creativity captivated the audience.



# Innovations

## Copyright

 <p><b>INTELLECTUAL PROPERTY INDIA</b> <small>Department of Industrial Property</small></p>		 <p>सत्यमेव जयते</p>	<p>Extracts from the <b>Register of Copyrights</b></p> 
<p align="center"><b>प्रतिविधिकार कार्यालय, भारत सरकार   Copyright Office, Government of India</b></p>			<p align="right">Form/Dated 25/03/2024</p>
<p>1. <b>प्रतिविधि नाम/Registration Number</b></p> <p>2. <b>अर्पक का नाम, पता और राष्ट्र</b> Name, address and nationality of the applicant</p>	<p><b>L-146017/2024</b></p> <p>RIITKA KINGER, CHAHAT SHARMA, MOHIT DHILL, SHEF ALI TALUJA, COE BIRRAM ARE TW-ALJA, SANDER SHARMA, CHETKRA A BUSINESS SCHOOL, CHETKRA UNIVERSITY, PUNJAB, INDIA, 140601-140601 INDIAN</p>		
<p>3. <b>कृति के अतिरिक्तिकार के अनुसार के कृति की श्रेणी</b> Nature of the applicant's interest in the copyright of the work</p>	<p><b>AUTHOR</b></p>		
<p>4. <b>कृति का नाम और भाषा</b> Title and designation of the work</p>	<p><b>LITERARY/DRAMATIC WORK/THEORETICAL FRAMEWORK FOR THE REUSE OF PLASTIC BOTTLES</b></p>		
<p>5. <b>कृति का शीर्षक</b> Title of the work</p>	<p><b>THEORETICAL FRAMEWORK FOR THE REUSE OF PLASTIC BOTTLES</b></p>		
<p>6. <b>कृति की भाषा</b> Language of the work</p>	<p><b>ENGLISH</b></p>		
<p>7. <b>लेखक का नाम, पता और राष्ट्र/पता और राष्ट्र/पता और राष्ट्र</b> Name, address and nationality of the author and if the author is deceased, date of his decease</p>	<p>RIITKA KINGER, CHAHAT SHARMA, MOHIT DHILL, SHEF ALI TALUJA, COE BIRRAM ARE TW-ALJA, SANDER SHARMA, CHETKRA A BUSINESS SCHOOL, CHETKRA UNIVERSITY, PUNJAB, INDIA, 140601-140601 INDIAN</p>		
<p>8. <b>कृति अप्रकाशित है या प्रकाशित</b> Whether the work is published or unpublished</p>	<p><b>UNPUBLISHED</b></p>		
<p>9. <b>पुस्तक प्रकाशक और अन्य प्रकाशक का नाम, पता और राष्ट्र/पता और राष्ट्र/पता और राष्ट्र</b> Name and address of first publication and names, address and nationality of the publisher</p>	<p><b>N.A.</b></p>		
<p>10. <b>कृति के प्रकाशक के अलावा अन्य कृति के भी प्रकाशक के नाम, पता और राष्ट्र/पता और राष्ट्र/पता और राष्ट्र</b> Name and addresses of subsequent publication, if any, and names, addresses and nationalities of the publishers</p>	<p><b>N.A.</b></p>		
<p>11. <b>कृति के अतिरिक्तिकार द्वारा विनिर्दिष्ट अधिकारों के अतिरिक्त के नाम, पता और राष्ट्र/पता और राष्ट्र/पता और राष्ट्र</b> Name, address and nationality of the persons of various rights comprising the copyright and the extent of rights held by each, together with particulars of assignments and licenses, if any</p>	<p>RIITKA KINGER, CHAHAT SHARMA, MOHIT DHILL, SHEF ALI TALUJA, COE BIRRAM ARE TW-ALJA, SANDER SHARMA, CHETKRA A BUSINESS SCHOOL, CHETKRA UNIVERSITY, PUNJAB, INDIA, 140601-140601 INDIAN</p>		
<p>12. <b>कृति के अतिरिक्तिकार द्वारा विनिर्दिष्ट अधिकारों के अतिरिक्त के नाम, पता और राष्ट्र/पता और राष्ट्र/पता और राष्ट्र</b> Name, address and nationality of other persons, if any, authorized to assign or license of rights comprising the copyright</p>	<p><b>N.A.</b></p>		
<p>13. <b>कृति का नाम और पता और राष्ट्र/पता और राष्ट्र/पता और राष्ट्र</b> Name, address and nationality of the person in possession of the work, if the work is an "Artistic work", the location of the original work, including name, address and nationality of the person in possession of the work, if the work is an architectural work, the year of completion of the work should also be shown</p>	<p><b>N.A.</b></p>		
<p>14. <b>कृति का नाम और पता और राष्ट्र/पता और राष्ट्र/पता और राष्ट्र</b> Name, address and nationality of the person in possession of the work, if the work is an "Artistic work", the location of the original work, including name, address and nationality of the person in possession of the work, if the work is an architectural work, the year of completion of the work should also be shown</p>	<p><b>N.A.</b></p>		
<p>15. <b>कृति का नाम और पता और राष्ट्र/पता और राष्ट्र/पता और राष्ट्र</b> Name, address and nationality of the person in possession of the work, if the work is an "Artistic work", the location of the original work, including name, address and nationality of the person in possession of the work, if the work is an architectural work, the year of completion of the work should also be shown</p>	<p><b>N.A.</b></p>		
<p>16. <b>कृति का नाम और पता और राष्ट्र/पता और राष्ट्र/पता और राष्ट्र</b> Name, address and nationality of the person in possession of the work, if the work is an "Artistic work", the location of the original work, including name, address and nationality of the person in possession of the work, if the work is an architectural work, the year of completion of the work should also be shown</p>	<p><b>N.A.</b></p>		
<p>17. <b>कृति का नाम और पता और राष्ट्र/पता और राष्ट्र/पता और राष्ट्र</b> Name, address and nationality of the person in possession of the work, if the work is an "Artistic work", the location of the original work, including name, address and nationality of the person in possession of the work, if the work is an architectural work, the year of completion of the work should also be shown</p>	<p><b>N.A.</b></p>		
<p>18. <b>कृति का नाम और पता और राष्ट्र/पता और राष्ट्र/पता और राष्ट्र</b> Name, address and nationality of the person in possession of the work, if the work is an "Artistic work", the location of the original work, including name, address and nationality of the person in possession of the work, if the work is an architectural work, the year of completion of the work should also be shown</p>	<p><b>N.A.</b></p>		
<p>19. <b>कृति का नाम और पता और राष्ट्र/पता और राष्ट्र/पता और राष्ट्र</b> Name, address and nationality of the person in possession of the work, if the work is an "Artistic work", the location of the original work, including name, address and nationality of the person in possession of the work, if the work is an architectural work, the year of completion of the work should also be shown</p>	<p><b>N.A.</b></p>		
<p>20. <b>कृति का नाम और पता और राष्ट्र/पता और राष्ट्र/पता और राष्ट्र</b> Name, address and nationality of the person in possession of the work, if the work is an "Artistic work", the location of the original work, including name, address and nationality of the person in possession of the work, if the work is an architectural work, the year of completion of the work should also be shown</p>	<p><b>N.A.</b></p>		
<p>21. <b>कृति का नाम और पता और राष्ट्र/पता और राष्ट्र/पता और राष्ट्र</b> Name, address and nationality of the person in possession of the work, if the work is an "Artistic work", the location of the original work, including name, address and nationality of the person in possession of the work, if the work is an architectural work, the year of completion of the work should also be shown</p>	<p><b>N.A.</b></p>		
<p>अन्य विवरण/Remarks, if any</p> <p>अन्य विवरण/Remarks, if any</p> <p>अन्य विवरण/Remarks, if any</p>	<p>6447/2024-COL</p> <p>26/03/2024</p> <p>26/03/2024</p>		

[illegible]



# Patents

**पेटेंट कार्यालय, भारत सरकार** **The Patent Office, Government Of India**

**डिजाइन के पंजीकरण का प्रमाण पत्र** | **Certificate of Registration of Design**

डिजाइन नं. / Design No. : 415429-001

तारीख / Date : 30/04/2024

परस्परिका तारीख / Reciprocity Date : -

देश / Country : -

प्रमाणित किया जाता है कि संलग्न प्रति में वर्णित डिजाइन को **INVENTORY MANAGEMENT DEVICE FOR SUPERMARKET** से संबंधित है, का पंजीकरण, वैश्वी 14-02 में 1.Dr.Amrinder Singh 2. Dr. Simerjeet Singh Bawa 3.Dr. Sweta Bhasin 4.Dr. Priti Kiran 5.Dr. Jagdeep Singh Arora 6.Dr. Harpomer Jit Kaur 7.Dr. Vishal Srivastava 8.Prof. Geetanjali Kapoor के नाम में उपलब्ध संख्या और तारीख में कर दिया गया है।

Certified that the design of which a copy is annexed hereto has been registered as of the number and date given above in class 14-02 in respect of the application of such design to **INVENTORY MANAGEMENT DEVICE FOR SUPERMARKET** in the name of 1.Dr.Amrinder Singh 2. Dr. Simerjeet Singh Bawa 3.Dr. Sweta Bhasin 4.Dr. Priti Kiran 5.Dr. Jagdeep Singh Arora 6.Dr. Harpomer Jit Kaur 7.Dr. Vishal Srivastava 8.Prof. Geetanjali Kapoor.

डिजाइन अधिनियम, 2000 तथा डिजाइन नियम, 2001 के अध्यायी प्रावधानों के अनुसार है।  
In pursuance of and subject to the provisions of the Designs Act, 2000 and the Designs Rules, 2001.

अंगीकृत की तिथि : 13/06/2024

सहायक निदेशक, डिजाइन और वाणिज्य चिह्न  
Deputy Director General of Patents, Designs and Trade Marks

न्यायचिह्नक तारीख (जहाँ कोई भी, किसी अंगुली छेद में न हो) इस देश का नाम, डिजाइन का न्यायचिह्नक चिह्नक की तारीख से दस वर्षों के लिए होगा।  
The reciprocity date (if any) which has been allowed and the name of the country. Copyright in the design will subsist for ten years from the date of Registration, and may under the terms of the Act and Rules, be extended for a further period of five years. This Certificate is not for use in legal proceedings or for obtaining registration abroad.

**पेटेंट कार्यालय, भारत सरकार** **The Patent Office, Government Of India**

**डिजाइन के पंजीकरण का प्रमाण पत्र** | **Certificate of Registration of Design**

डिजाइन नं. / Design No. : 395785-001

तारीख / Date : 22/09/2023

परस्परिका तारीख / Reciprocity Date : -

देश / Country : -

प्रमाणित किया जाता है कि संलग्न प्रति में वर्णित डिजाइन को **SOAP- SHAMPOO CASE** से संबंधित है, का पंजीकरण, वैश्वी 09-03 में 1.Chitkara University 2. Chitkara Innovation Incubator Foundation 3.Dr. Renuka Sharma 4.Dr. Kiran Mehta 5.Mr. Gourav Narang के नाम में उपलब्ध संख्या और तारीख में कर दिया गया है।

Certified that the design of which a copy is annexed hereto has been registered as of the number and date given above in class 09-03 in respect of the application of such design to **SOAP- SHAMPOO CASE** in the name of 1.Chitkara University 2. Chitkara Innovation Incubator Foundation 3.Dr. Renuka Sharma 4.Dr. Kiran Mehta 5.Mr. Gourav Narang.

डिजाइन अधिनियम, 2000 तथा डिजाइन नियम, 2001 के अध्यायी प्रावधानों के अनुसार है।  
In pursuance of and subject to the provisions of the Designs Act, 2000 and the Designs Rules, 2001.

अंगीकृत की तिथि : 25/04/2024

सहायक निदेशक, डिजाइन और वाणिज्य चिह्न  
Deputy Director General of Patents, Designs and Trade Marks

न्यायचिह्नक तारीख (जहाँ कोई भी, किसी अंगुली छेद में न हो) इस देश का नाम, डिजाइन का न्यायचिह्नक चिह्नक की तारीख से दस वर्षों के लिए होगा।  
The reciprocity date (if any) which has been allowed and the name of the country. Copyright in the design will subsist for ten years from the date of Registration, and may under the terms of the Act and Rules, be extended for a further period of five years. This Certificate is not for use in legal proceedings or for obtaining registration abroad.

**पेटेंट कार्यालय, भारत सरकार** **The Patent Office, Government Of India**

**डिजाइन के पंजीकरण का प्रमाण पत्र** | **Certificate of Registration of Design**

डिजाइन नं. / Design No. : 387819-001

तारीख / Date : 06/06/2023

परस्परिका तारीख / Reciprocity Date : -

देश / Country : -

प्रमाणित किया जाता है कि संलग्न प्रति में वर्णित डिजाइन को **EXTENDABLE PENCIL-POUCH CASE** से संबंधित है, का पंजीकरण, वैश्वी 19-06 में 1.Chitkara University 2. Chitkara Innovation Incubator Foundation 3.Dr. Renuka Sharma 4.Ms. Kiran Mehta 5.Mr. Ritvik Chaudhary 6.Mr. Saurabh Budhiraja के नाम में उपलब्ध संख्या और तारीख में कर दिया गया है।

Certified that the design of which a copy is annexed hereto has been registered as of the number and date given above in class 19-06 in respect of the application of such design to **EXTENDABLE PENCIL-POUCH CASE** in the name of 1.Chitkara University 2. Chitkara Innovation Incubator Foundation 3.Dr. Renuka Sharma 4.Ms. Kiran Mehta 5.Mr. Ritvik Chaudhary 6.Mr. Saurabh Budhiraja.

डिजाइन अधिनियम, 2000 तथा डिजाइन नियम, 2001 के अध्यायी प्रावधानों के अनुसार है।  
In pursuance of and subject to the provisions of the Designs Act, 2000 and the Designs Rules, 2001.

अंगीकृत की तिथि : 26/04/2024

सहायक निदेशक, डिजाइन और वाणिज्य चिह्न  
Deputy Director General of Patents, Designs and Trade Marks

न्यायचिह्नक तारीख (जहाँ कोई भी, किसी अंगुली छेद में न हो) इस देश का नाम, डिजाइन का न्यायचिह्नक चिह्नक की तारीख से दस वर्षों के लिए होगा।  
The reciprocity date (if any) which has been allowed and the name of the country. Copyright in the design will subsist for ten years from the date of Registration, and may under the terms of the Act and Rules, be extended for a further period of five years. This Certificate is not for use in legal proceedings or for obtaining registration abroad.



# Faculty Awards/ Recognition



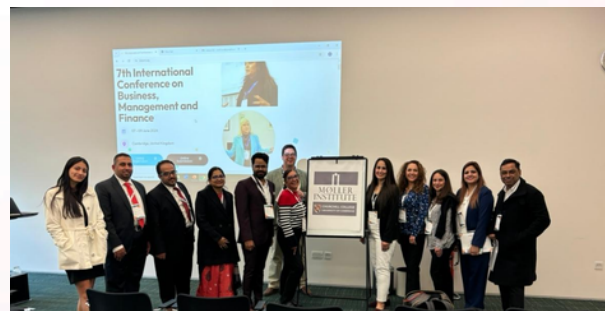
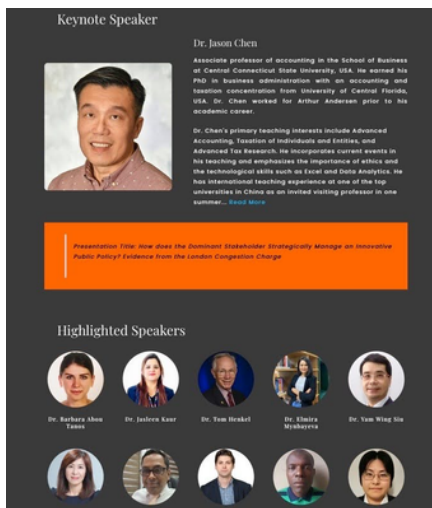
Dr. Devesh Bathla and Dr. Prashant Chauhan represented Chitkara Business School at Metropolia Business School, Finland during the International Project Week 2024, an Erasmus+ funded project. They diligently conducted lectures and collaborated on a real-life company case regarding sustainability with students from over 20 nationalities. Furthermore, they visited the Parliament House in Helsinki and had the privilege of meeting Oskari Valtola, a Member of the Finnish Parliament.



Dr. Navreet Kaur, Professor, Human Resource Management, Chitkara Business School, Chitkara University, was invited as a visiting faculty member to The Hague University of Applied Sciences (THUAS), The Netherlands.

During her visit, she delivered expert sessions on 'Workplace Deviance', 'Leadership Across Cultures' and the 'Role of HR Practices in Building Ethical Organisations' to business management students. She provided valuable insights into the role of culture in shaping leadership styles and underscored the necessity for global leaders in today's VUCA (volatility, uncertainty, complexity, and ambiguity) environment.





Dr. Jasleen Kaur, Assistant Professor, Chitkara Business School, presented her research paper on 'Translating Directional Accuracy into Profitability: Machine Learning-Based Predictive Models for Global Stock Indices' at the 7th International Conference on Business Management and Finance, held in Cambridge, United Kingdom.



Dr. Simerjeet Singh Bawa and Dr. Shefali Saluja, faculty of Marketing Department at Chitkara Business School, Chitkara University, were invited as Session chair and also presented their paper presentation at the International Conference on Management Research in Sahrdaya-SIMS 2024 (ICMRS'24), Kerala on 6th and 7th June, 2024.





Dr Babita Singla, Professor of Marketing, had the opportunity to represent Chitkara Business School, Chitkara University, Punjab, India, as an international speaker at Mahsa University, Malaysia (RIE Talks) on "How to Write a Scopus Book Proposal" to fellow academics and researchers.




Dr Babita Singla, Professor of Marketing, CBS, was invited to chair a technical session at the prestigious International Conference (iDEAAS 2024), International Conference on Innovative Discoveries and Emerging Advancements in Applied Sciences, This esteemed conference indexed in SCOPUS, was organized by AAN in Malaysia, in collaboration with MAHSA University, Selangor, Malaysia, April 18-20, 2024.



Dr Babita Singla, Professor of Marketing, CBS has been awarded the Outstanding Achievement Award for Academic Performance by the prestigious Engineered Science Society (ESS), USA! Selected among 30 participants from over 150 submissions, this accolade is a testament to the dedication and support of the academic community.



# Consultancy

  
**CURIN**  
Chitkara University  
Research & Innovation  
Network

**AGREEMENT FOR PROJECT WORK (APW)**

Project No.: EXPRO/CUPB/2024-019	
Title of the project: Analysing the financials of Vishwakarma Engineering Vill. to Reduce the Cost	
Details of project: As mentioned in Annexure -I attached overleaf	
Time duration (in months and days): 1 Day	
Starting of work (in dd/mm/yyyy format): (23-4-2024)	Ending of work (in dd/mm/yyyy format): (23-4-2024)
Fees as per mutual discussions:	

**Details of project heads and client:**


	Project Head	Project Co-heads	Client
Name	Dr Archana Goel		Manisha Tanwar
Employee ID	E1613531		
Department	Chitkara Business School		Vishwakarma Engineering Vill
Email ID	archana.goel@chitkara.edu.in		commercial@vishwakarmaindust ry.in
Contact No.	9814024999		9736025385
Address:	Chitkara University, Rajpura Punjab	Chitkara University	VISHWAKARMA ENGINEERING Vill.- Jagat Khana, Nalagarh-Ropar Road, P.O. Manjholi, Nalagarh Distt. Solan, Himachal Pradesh- 174101, India

**External co-heads(if any):**

**Bank Details for payment:**



Mode of payment: Cheque/Draft/Online in favor of Chitkara University	
Account type: Current Account	Bank Name: ICICI Bank
Account No.: 134101001696	IFSC: ICIC0001341
Address: Vill. Jhansla, Tehsil Rajpura, Punjab	

*The undersigned parties agree to abide by the terms & conditions mentioned above and general conditions as attached overleaf with this agreement.*

  
Signatures (Project head/co-head/s)  
Dated:  
  
Checked by  
  
Coordinator  
External Projects  
Chitkara University, Punjab

Signatures (Client)

For VISHWAKARMA ENGINEERING

  
Authorised Signatory  
  
Approved by  
  
Manager  
Consultancy Division  
Chitkara University, Punjab

**Administrative Office**  
Saraswati Kendra, SCO 160 - 161  
Sector 9-C, Chandigarh - 160 009  
T +91.172. 4090900

Dr. Archana Goel provided consultancy to Vishwakarma Engineering Vill., Nalagarh, Distt Solan, HP, 174101 on 23-4-2024. The project title was Analyzing the Financials of Vishwakarma Engineering Vill. to Reduce the Cost.

## CSR activities by CBS



The Department of Economics, Chitkara Business School, Chitkara University in partnership with the Centre for Rural Outreach and Sustainable Development of Chitkara University, organised a 'Plantation Drive' to celebrate the World Environment Day.

This event was organised in association with the Research and Information System for Developing Countries, Ministry of External Affairs, New Delhi, Government of India, as part of the initiation of the 'Go Green: Sustainable Environment Campaign'. The event was graced by Prof. Dinesh Kumar, Professor and Former Head of the Economics Department at Chaudhary Charan Singh University, Meerut.

The tree plantation symbolised Chitkara University's commitment towards environmental sustainability.

During the event, the university's gardeners were honoured with tokens of appreciation for their dedication and hard work in maintaining the campus greenery. A video presentation highlighting Chitkara University's 'Sustainable Green' initiatives was also showcased.





Chitkara Business School's latest endeavor, showcasing our commitment to making a difference. Our annual Chitkara Mandi event took place at VR Punjab, culminating in a resounding success.

Through this event, we raised substantial funds, directing them towards government schools in our adopted villages and partnering NGOs. These contributions are dedicated to advancing the education and empowerment of young girls, a cause close to our hearts.

This initiative mirrors our core mission of fostering inclusivity and equal opportunities. By prioritizing the education of young girls, we actively contribute to the fabric of a more equitable society. At Chitkara Business School, Chitkara University we lead by example, shaping a brighter future for all.



Corporate Funded CSR project in collaboration with Punjab Chemicals and Crop protection Ltd. Was organized in Chitkara Campus, Rajpura on 4 April, 2024. In this a free medical check-up was arranged for the Chitkara Employees.



Department of Healthcare Management, Chitkara Business School, Chitkara University, organised health care camp under 'Swasthya se Digital Saksharta tak', for the female housekeeping staff. The project provided free medical check-up with medicines and health education, during the camp conducted on 4th April, 2024.

This was the 3rd camp organized in collaboration with Punjab Chemicals and Crop Protection Limited, as part of their CSR initiative. The camp successfully covered more than 100 females, who got check-ups done by a general physician and gynecologist from Indus Hospital.



# Industrial Visit: High Heads Pvt. Ltd.



BBA- Digital Transformation and Strategy students had the opportunity to visit High Heads Pvt. Ltd., a leading fashion - based digital marketing company located in Zirakpur on 20th April,24. The visit was organized with the aim of providing students with practical insights into the workings of a digital marketing firm in the fashion industry. The objectives of the visit were meticulously planned to ensure a comprehensive learning experience for the students.



Dept of Healthcare Management, Chitkara Business School, Chitkara University, arranged a Field Visit to Atulaya Healthcare for MBA Healthcare students. Atulaya Healthcare is an International Standard Diagnostic Service organisation with an efficient network of Atulaya laboratories and Collection Centers. Atulaya Healthcare has NABL accredited Central Processing Laboratory in Mohali.

# Students Achievement

## Curricular Activities



Harshil Mehendiratta, Roll No. 2220994768 BBA DM Batch 2022-25 topped in All India level NPTEL online course on AI in Marketing.



Harjot Arora, a student of B.Com ACCA represented Chitkara University at HSE Saint Petersburg Students Week at HSE University, Russia. This fully funded program covered fields like Business, Economics, and Design.





Dikshant, a student of B.Com (Hons.) had an incredible opportunity to participate in the semester exchange program in Germany, facilitated by Chitkara University. Studying at Duale Hochschule Baden-Württemberg (DHBW) Heidenheim immersed him in a new culture, language, and academic environment.



Chitkara Business School students immersed themselves in an enriching and dynamic experience at the Disney Cultural Exchange Program at Walt Disney World Resort in Florida, experiencing American culture. This incredible opportunity allows them to gain invaluable insights, enhance their skills, and build lifelong connections with peers from around the globe.



**Parul Arora Secures Third Position  
in Business Standard Case Study  
Challenge**

Parul Arora, student of MBA Marketing 2023 batch at Chitkara Business School, has secured 3rd place in the Case Study Challenge organized by Business Standard. Parul's innovative thinking and dedication have earned her this outstanding achievement. Parul's success in the Case Study Challenge is a testament to the effectiveness of these initiatives in preparing students for the demands of the business world.



Harsh Raj (BBA Fintech), Madhav Suri (B.Com ACCA), Gaurav, and Bhavika (MBA Marketing ) the students of Chitkara Business School have achieved significant success in the second round of the National Financial Literacy Quiz organized by SEBI and NISM on 29-30 June, 2024. This prestigious event saw participation from over 3,50,000 students across India. The undergraduate team secured the 6th rank, while the postgraduate team attained the 7th rank in the North region, showcasing their exceptional knowledge and skills in financial literacy. These achievements were made at the NISM campus in Patalganga, Mumbai, with the support of faculty members Dr. Jyoti Verma and Dr. Gagandeep.





The Coding Ninjas CUIET, in collaboration with the Chitkara Business School and Department of Computer Science & Engineering, powered by Coding Ninjas Studio, co-powered by Roadies KoffeeHouz, UnsaidTalks, Airtel, and GiveMyCertificate successfully organized its annual flagship coding event "Phosphenes - Code | War | Trade". It was an exhilarating 30-hour relay of financial acumen and technical process on April 25th and 26th, 2024, in Picasso Block. With 4548 registrations, a total of 30 teams engaged in intense coding wars, trading rounds and defense mechanisms. The event focused on critical thinking, adaptability and teamwork. With a prize pool of 1.2 crores, including 6 lakhs in delicacies for the winners, participants not only forged lasting connections but got immersed in electrifying celebration of innovation.

# Seagulls Club Activity



On April 11, 2024, an extra-curricular event named “Baisakhi Bliss” was organized to celebrate the festive occasion of Baisakhi. Students of CBS were encouraged to take part in various competitions such as Singing, Dancing, Modelling, and Poetry. A total of 46 students participated across these four categories, and over 150 students and faculty members enjoyed the lively festivities.





Chitkara Business School Seagulls Club organized a Mother's Day event called "Infinite Love: A Mother's Day Affair" on May 10, 2024. During the event, students crafted souvenirs for all teaching and non-teaching staff at CBS, reaching nearly 90 people. Additionally, they created a video in which the recipients spoke about the significance of a mother's role and wished everyone a Happy Mother's Day.

# Co-Curricular Activities



Chitkara Business School, Chitkara University hosted the 'Renew, Reuse, Reimagine' exhibition, showcasing students' creativity and commitment to sustainability for IPM Batch 2021. Through posters and the items from recycled materials, they highlighted waste management and sustainable living. The exhibition event sparked a passion for sustainability, inspiring students to explore green practices. It marks the beginning of creating sustainability champions and fosters a culture of responsibility. Exhibitions like these have the potential to inspire society towards a greener future.





Chitkara Business School, Chitkara University successfully hosted an enriching five-day event, 'Cultivating Community Connection,' for the students of BBA FinTech and B.Com (Batch of 2023). The event aimed to address societal issues such as health, digital literacy, environmental awareness, and dining etiquette to foster sustainable development. Throughout the event, students engaged in impactful activities, including disseminating crucial information, assisting with health concerns, promoting digital literacy, and teaching environmental awareness and dining etiquette.



The Faculty of Economics, Chitkara Business School, under the aegis of the Centre for Rural Outreach and Sustainable Development, Chitkara University in association with the Research and Information System for Developing Countries (RIS), Ministry of External Affairs, New Delhi, Government of India, hosted a thrilling University Sports Competition.

The competition witnessed an electrifying atmosphere as students from various disciplines showcased their sporting talents, aligning with the noble 'Fit India Movement' initiated by Narendra Modi, the Honourable Prime Minister of India.



Chitkara Business School, Chitkara University, in collaboration with VR Punjab, Mohali, organised 'Chitkara Mandi,' an exuberant summer carnival that encapsulated the essence of community, creativity, and celebration. During the event, students showcased their talents, engaged with their peers, and immersed themselves in a rich tapestry of cultural experiences. From energetic performances to socially relevant street plays, students embraced creative expression while fostering connections and addressing important social issues.





The first-year students of the BBA department (Business Analytics) at Chitkara Happiness Centre were treated to an event titled "Happiness Passwords for Unlocking the Bright Future."

The event commenced with a lively dance performance that set the tone for an energetic and engaging session. The attendees were introduced to the PERMA model of happiness, and actionable strategies were shared to enhance each component of happiness in student life.

# Sports Activities



Chirag Seth, a first-year MBA student at Chitkara Business School, has secured the Gold Medal at the Yonex Sunrise Uttar Pradesh 1st Senior State Ranking Badminton Tournament, held in Bareilly. His exceptional performance has also earned him selection for the East Zone Badminton Tournament.



BBA 2nd Year student, Oishiki Joardar, secured the Bronze Medal in the Women's category at the prestigious 1st Gujarat State Ranking Table Tennis Tournament 2024 in Bhavnagar.





Diya Chitale, a third-year BBA student at Chitkara Business School, at the World Table Tennis (WTT) Contender in Nigeria and secured the Silver Medal in the Women's Doubles Table Tennis.



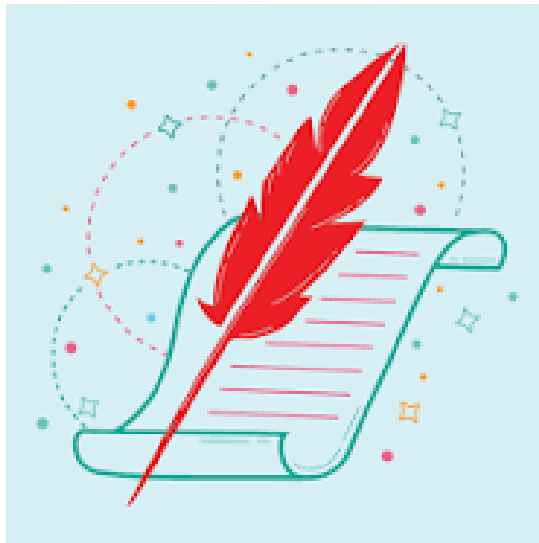
Jaspooran Singh, a first-year BBA Sports Management student at Chitkara Business School, at the Asian Championship held in Amman, Jordan. Jaspooran clinched the Bronze Medal in the Under-17 Wrestling Men's category, competing in the freestyle wrestling category, specifically in the 110 kg weight class.



Madhu Kumari, a second-year BBA student at Chitkara Business School has achieved a remarkable feat by winning the Gold Medal in the 22nd All Haryana State Kickboxing Championship 2023.



# Faculty Quotes



- The survival and sustainability of an institution rests on four types of capital: Economic, Social, Human, and Psychological. The most salient of these and often overlooked is the Psychological Capital which addresses the question: Who am I? An organization needs to know the vision, mission and purpose behind the business that it is in. Likewise, the employees must have a clear understanding of their specific skills and competences, their capabilities and limitations.

-Dr. Navreet Kaur

- "Embracing diversity, equity, and inclusion is not just about policies—it's about creating environments where everyone feels valued, respected, and empowered to reach their full potential."

-Dr. Shreya Sharma

- "True leadership is about empowering others to achieve their potential and inspiring them to pursue a shared vision."

-Dr. Shefali Saluja

- "Entrepreneurship is the art of turning challenges into opportunities and ideas into impactful realities."

-Dr. Jasleen Kaur

# EDITORIAL TEAM



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



**From Left to Right : Aryan Bansal, Abhinav Monga**