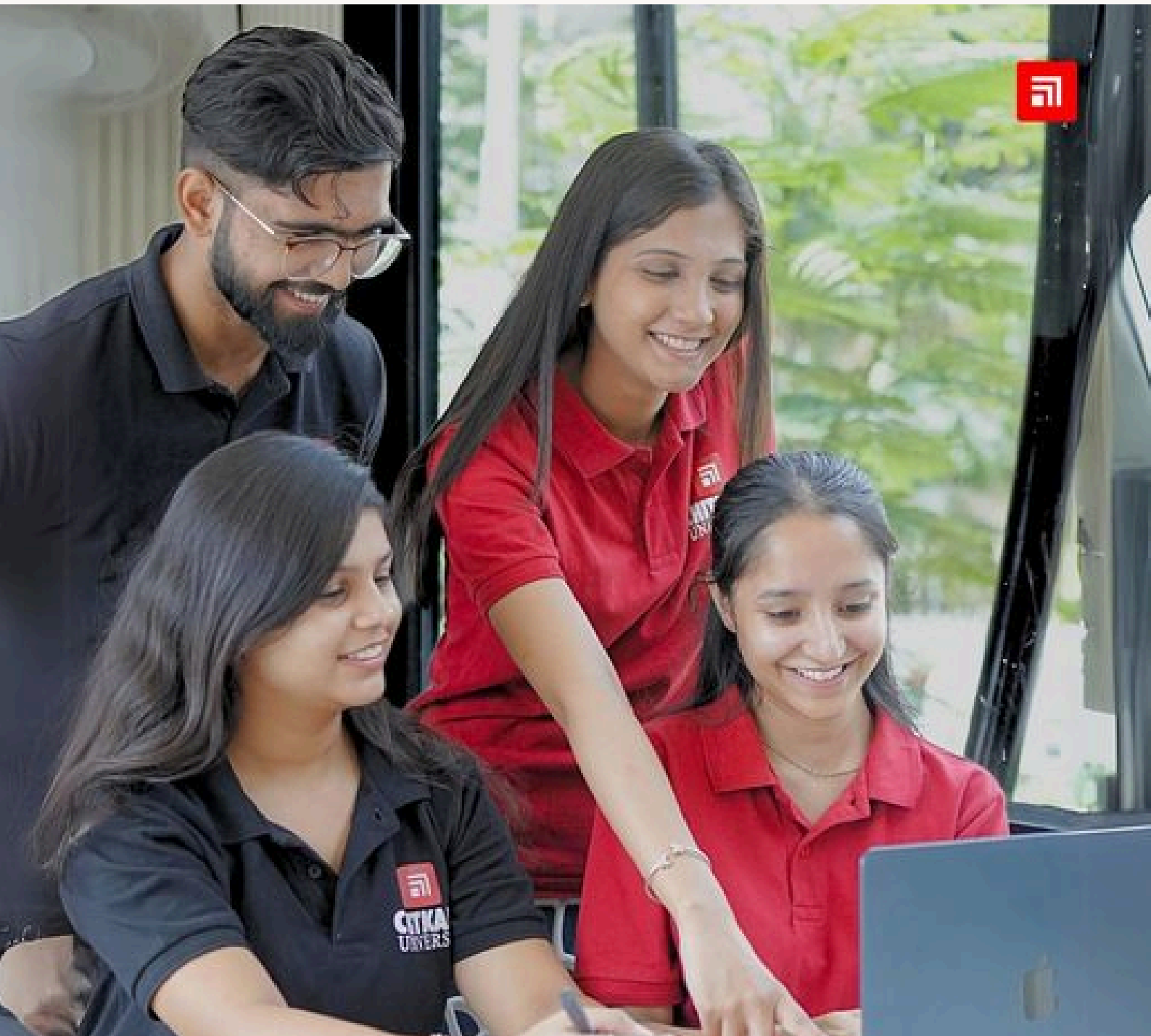


# CHRONICLE

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

## CHITKARA BUSINESS SCHOOL NEWS BULLETIN



**JULY - SEPTEMBER 2024**

**Vol. V, Edition III**



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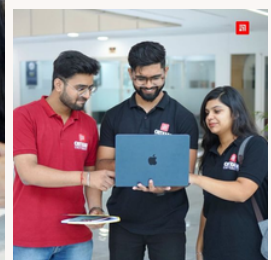
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# Message From Vice Chancellor



## Dr. Sandhir Sharma

**It is with immense gratification that I address you in this edition of the Chitkara Business School Newsletter (Volume V, Edition III). This quarter has witnessed a confluence of significant achievements, affirming our unwavering dedication to academic excellence and holistic student development.**

**We are immensely proud to have secured PRME (Principles for Responsible Management Education) membership. This prestigious recognition underscores our commitment to inculcating sustainability and ethical considerations into our academic pursuits and fostering a cadre of responsible business leaders.**

**The recent visit of Dr. Bhavik K. Pathak, our esteemed mentor for AACSB accreditation, provided invaluable insights and guidance as we diligently strive towards this esteemed accreditation. His expertise has been instrumental in shaping our strategic roadmap, propelling us towards global benchmarks in business education.**

**The recent NIRF ranking, positioning us at 54th in Management, is a testament to the dedication and relentless efforts of our esteemed faculty, diligent students, and dedicated staff. This recognition further solidifies our position as a preeminent institution in the realm of management education.**

**The MOU signed with NISM (National Institute of Securities Markets) signifies a significant stride towards enhancing our students' expertise in the dynamic financial markets. This collaboration will provide our students with invaluable industry exposure and augment their employability prospects.**

**The Convocation of the 2021 batch was a momentous occasion that celebrated the accomplishments of our graduating cohort. We extend our heartfelt congratulations to all the graduates and wish them every success in their future endeavors.**

**Finally, the successful organization of the International Conference on Management, Innovation, and Sustainability (ICMIS 2024) in Thailand on 29-30 September was a resounding success. This international platform provided a valuable forum for scholarly discourse and knowledge dissemination among researchers and practitioners.**

**I am confident that Chitkara Business School will continue to ascend to greater heights in the years to come. I encourage all our stakeholders - faculty, students, staff, and alumni - to maintain their unwavering dedication and strive for excellence in all their pursuits.**

**Sincerely,**

**Prof (Dr.) Sandhir Sharma**

**Vice Chancellor**

**Chitkara University, Punjab.**

## Our Creative Team



**Dr. Priya Jindal**



**Dr. Reena Malik**



**Dr. Jasleen Kaur**



**Dr. Shefali Saluja**



**Aryan Bansal**

# Proud Moments



Chitkara Business School, Chitkara University marked its membership in the Principles for Responsible Management Education (PRME), a distinguished initiative supported by the United Nations. This initiative highlights the Sustainable Development Goals (SDGs) and aligns academic institutions with the UN Global Compact. PRME is central to our commitment at Chitkara Business School to develop responsible and impactful business leaders. The affiliation with PRME reinforces Chitkara Business School mission to transform management education for the betterment of society.





**Chitkara Business School, Chitkara University, hosted Dr. Bhavik K. Pathak, Interim Dean of the Judd Leighton School of Business and Economics at Indiana University South Bend, USA, as part of his first Association to Advance Collegiate Schools of Business (AACSB) mentor visit. This visit marks a significant milestone for Chitkara University as a progress towards obtaining AACSB accreditation for our business management programmes.**



# Rankings



"I knew that if I failed I wouldn't regret that, but I knew the one thing I might regret is not trying."

-Jeff Bezos





Ranked

**53**

IN  
BUSINESS ADMINISTRATION

BEST COLLEGES  
OF INDIA 2024

INDIA  
TODAY



Ranked

**91**

IN  
COMMERCE

BEST COLLEGES  
OF INDIA 2024

INDIA  
TODAY

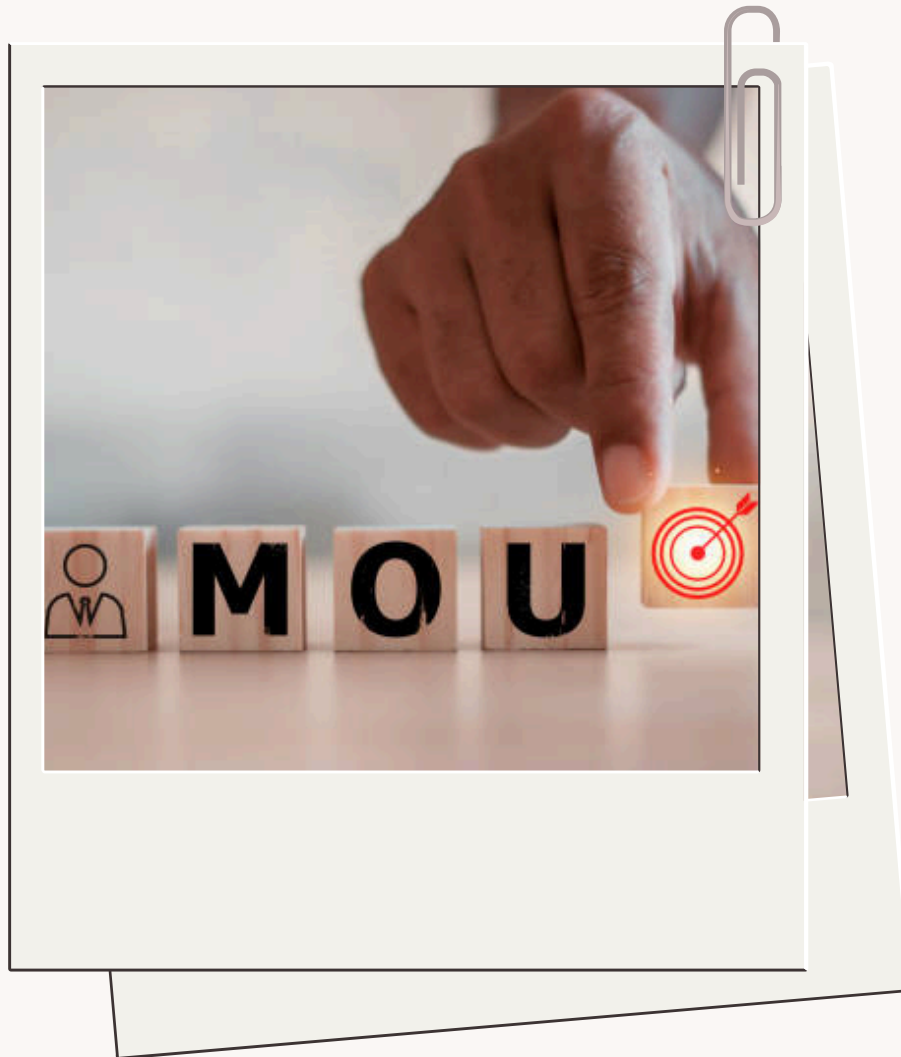


# Chitkara Business School Shines in NIRF 2024 Rankings





# MOUs



**"I like to pride myself on thinking pretty long term, but not that long term."**

**-Mark Zuckerberg**

# Chitkara Business School and National Institute of Securities Markets (NISM)

In a strategic move to enhance academic excellence, Chitkara Business School, Chitkara University, Punjab, has partnered with the Mumbai, a notable institution National Institute of Securities Markets (NISM) linked with Securities and Exchange Board of India (SEBI).



The MoU was signed by Dr. Sandhir Sharma, Vice-Chancellor, Chitkara University and Sanjeev Bajaj, General Manager (Partnership & Marketing), NISM. Dr. Rashmi Aggarwal, Dean, (Commerce and Fintech), Chitkara Business School and Rajalakshmi RS, Senior Assistant Manager, NISM attended the signing ceremony. This partnership aims to enrich the academic offerings and significantly benefit students pursuing careers in the financial market.



# Chitkara Business School and Nergy India



Chitkara Business School, Chitkara University, has signed a Memorandum of Understanding (MoU) with Nergy India, a leading Edtech company specializing in cutting-edge learning tools for finance and taxation. The MoU was formalized by Dolphy Dias, Country Head - Sales; Kiran Deolalkar, Founder and CEO, Sedibuz Global Technologies LLP, and Dr. Rashmi Aggarwal, Dean of Commerce and FinTech, Chitkara University.

This collaboration aims to ease the transition for students from academic learning to professional practice. Through this partnership, students will benefit from a comprehensive training programme that incorporates advanced study materials and practical simulations, aligning with Outcome-Based Education (OBE) and the National Education Policy (NEP) 2020.

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 **Nergy®**

# Chitkara Business School and StockGro



Transforming the landscape of finance education, Chitkara Business School partnered with StockGro to understand stock market investments. A Memorandum of Understanding (MoU) was signed between Mr. Varun, Chief Growth and Partnerships Officer, StockGro, and Dr. Rashmi Aggarwal, Dean of Commerce and FinTech, Chitkara Business School. This strategic alliance will enrich students' learning experience through advanced tools and real-time trading simulations, providing them with practical exposure to the financial markets. Additionally, the partnership will open doors to valuable internship and placement opportunities, effectively bridging the gap between academic theory and practical application.

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



 **StockGro**



# Chitkara Business School and BlueVector



Strengthening the bridge between academia and industry, Chitkara Business School, Chitkara University, has partnered with BlueVector to offer students unparalleled opportunities in technology-driven branding and communications. A Memorandum of Understanding (MoU) was signed between Nidhi S Mittal, Group CEO, BlueVector, and Dr. Prachi Gupta, Director, Centre for Digital Marketing, Strategy and Analytics, Chitkara Business School. This strategic collaboration aims to develop and deliver industry-integrated, certified courses, providing students with hands-on learning experiences, internships, and exposure to real-world projects.

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



**BlueVector**

# Departmental Achievement



# Fintech SUMMIT@2024



Chitkara Business School, Chitkara University, has been awarded the 'Best Organisation - FinTech Talent and Capability Development' at the 3rd ASSOCHAM Annual Fintech Excellence Awards. This accolade was presented during the 2nd edition of the India International Fintech Summit 2024, held in Delhi. Themed 'Fintech: Powering India's \$5 trillion economy by Fostering Innovations, Enabling Inclusion, and Building a Sustainable Future - Innovation, Inclusivity, Sustainability,' the event highlighted the crucial role of fintech in driving economic growth and development. It also celebrated outstanding contributions and innovations within the fintech sector. This award highlights Chitkara Business School's commitment to cultivating fintech talent through an innovative curriculum, industry partnerships, and practical learning experiences.

# Welcome to CBS



**Dr. Divyansha Kumar**

**Dr. Divyansha Kumar is currently working as an Assistant Professor of Marketing and Operations at Chitkara University Punjab with a passion for education and a commitment to fostering the next generation of business leaders. Her journey in academia has been shaped by a diverse professional background that spans over 10 years in the development sector, the IT industry, and academic research. She has previously worked as an Assistant Professor at Amity University, Mohali, and as a Lecturer and Junior Research Fellow at Symbiosis Center for Management Studies, Noida, Symbiosis University, Pune. Working with such prestigious universities gave her**

**the privilege of engaging with bright and enthusiastic young minds, nurturing their knowledge in sustainable business practices, digital marketing, marketing management, business mathematics, and operations management. Before academia, she gained valuable experience in the development sector working with Project KHEL (Society for Development Activities) based out of Lucknow, where she actively contributed to projects focused on social empowerment. Her time in this sector instilled a deep sense of social responsibility and the importance of ethical and sustainable practices in her which she integrates into her teaching and research.**

**Her journey also includes exposure to the Information Technology (IT) sector as an Associate Software Engineer at Accenture Services Pvt Ltd, Bangalore, where she gained insights into technology-driven solutions, project management, and client relationship building. This background allows me to bridge the gap between traditional and digital business practices, equipping students with a holistic understanding of the field. She believes in creating an interactive and inspiring learning environment that encourages critical thinking, innovation, and real-world application of business principles. She is also an avid researcher with a keen interest in exploring contemporary business challenges. Her research articles have been published in reputable Scopus-indexed and UGC-care-listed journals, books, and newspapers. Apart from that she has been a part of various national and international conferences.**





**Dr. Shaveta Bansal**

**Dr. Shaveta Bansal attended R.K.S.D. school for her early education. She enrolled for an English and Economics bachelor's program at the G.C.G. Patiala in 2004. She graduated with academic achievement from the Management Institute of Punjabi University Patiala with a Master of Business Administration in 2006. She began working for Regional Institute of Management Studies as a management Lecturer and simultaneously enrolled in the doctoral program at the Punjabi University. Shaveta began working at the G.L. Bajaj Institute of Management, Greater Noida as an assistant professor of HR but soon left and shifted to London. In 2016, she was hired on a full-time basis by Pragyavatran Educational Society, Noida as an HR head. She has served as a guest professor at the Amity University, Noida and Chitkara University, Rajpura. Her ambitious spirit, dedicated nature, and unwavering discipline drive her towards success.**



**Dr. Vimmy Bajaj**

**Dr. Vimmy Bajaj has joined CBS-Finance Department as an Assistant Professor. She is an enthusiastic educator with 12 years of experience fostering academic excellence in higher education. She has taught a wide variety of core and elective finance subjects at various institutes that includes NLDIMSR Mumbai; ITM Business School, Navi Mumbai and LPU Jalandhar. She has a doctorate in Finance from IIM Mumbai and has attained her Masters in Business Administration and Masters in Commerce from Punjabi University, Patiala. She has qualified UGC-NET in Commerce as well as Management. She has published her research work in some leading journals such as Journal of Commodity Markets and Research in International Business and Finance.**



**Dr. Arpandeeep Kaur is a dynamic academician with over six years of experience in higher education. She holds a Ph.D. in Marketing from Punjabi University, Patiala, specializing in Service Failure and Recovery. Her research has been widely published in renowned peer-reviewed journals, addressing key areas such as customer loyalty, service recovery processes, and consumer behavior.**

**In addition to her academic research, she actively engages in the academic community by participating in national and international conferences, where she has earned Best Paper Awards. Her academic journey is marked by significant achievements, including the prestigious UGC-NET JRF award. She is also certified in Meta Social Media Marketing, equipping her with advanced digital marketing expertise. She holds an MBA and a BBA, both with distinction, from Punjabi University, Patiala.**

# Convocation 2024

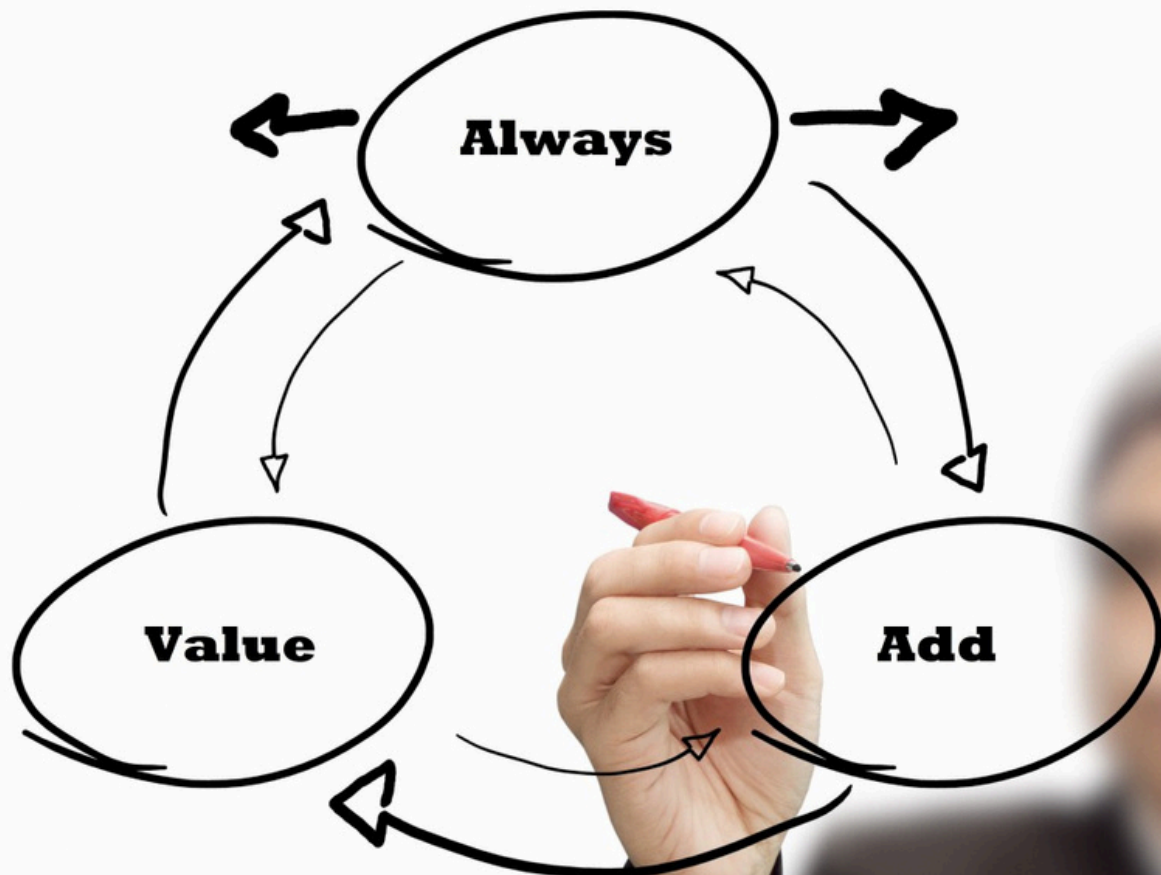




**Chitkara Business School celebrated the convocation for the Batch 2021-2024 at Chitkara University, marking a significant milestone for graduating students. As they embark on their professional journeys, they will uphold the values of excellence and integrity that define Chitkara University.**



# Value Addition



"Timing, perseverance, and ten years of trying will eventually make you look like an overnight success."

-Biz Stone

# Materclasses



Chitkara Business School hosted the dynamic Mr. Amandeep Thind, who shared his insights with CBS students on viewing rejections as part of their growth journey. With 14 years of global experience Mr. Amandeep emphasized on the importance of self-love, well-being, and mastering communication skills.





**Dr. Georgios Vousinas from Greece delivered an insightful online session to our marketing students at Chitkara Business School. His expertise and global perspective have truly enriched students' understanding of the Global Landscape of Marketing Frauds.**



# IIC Events

**CHITKARA UNIVERSITY**  **AACSB** Business Education Alliance **PRME** Principles for Responsible Management Education **CHITKARA BUSINESS SCHOOL**

## CLIMATE FINANCE & SUSTAINABLE DEVELOPMENT

**Resource Person**  
**Navpreet Sidhu**  
 Assistant Professor-Business Analytics,  
 Centre of Analytics and Data Excellence,  
 Chitkara Business School

**13<sup>th</sup> August, 2024 (Tuesday)**  
**9:30 AM Onwards**  
 LH-103, Rockefeller Block

Organised by  
 Chitkara Business School,  
 Chitkara University, Punjab, India

For the students of  
 Integrated Programme  
 in Management(IPM) Batch 2022 and 2023



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

## FROM COMPLIANCE TO CRIME SOLVING IN DIGITAL ERA

**12<sup>th</sup> August 2024**  
**11 AM Onwards**  
 Room no 503, Rockefeller Block

**Resource Person**  
**Dr. Baljinder Kaur**  
 Assistant Professor, Chitkara Business School

Organised by  
 Chitkara Business School

Organised for  
 Batch – BBA Professional 2023



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

## NAVIGATING THE START-UP ECOSYSTEM: FROM IDEA TO EXECUTION

**Resource Person**  
**Priyakant Gautam**  
 Director  
 Taste Aces Pvt Ltd

**12<sup>th</sup> August, 2024**  
**10:00 AM to 12:00 PM**  
 Rockefeller Block, LH 505,  
 5<sup>th</sup> Floor, Chitkara Business School  
 Offline

Organised by  
 Chitkara Business School



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

## Expert talk on INNOVATIVE WAYS OF BUILDING BRAND VOICE

**Resource Person**  
**Balkrishna Sanmotra**  
 Corporate Film Maker  
 Founder Director,  
 PhotoPandits Production Pvt. Ltd.

**23<sup>rd</sup> August 2024**  
**1:30 PM – 3:30 PM**  
 Einstein Hall, Galileo Block

For the Students of  
 BBA Digital Transformation and Strategy

Organised by  
 Center for Digital Marketing  
 Strategy and Analytics, Chitkara Business School  
 Chitkara University, Punjab



**CHITKARA UNIVERSITY**  **AACSB** Business Education Alliance **PRME** Principles for Responsible Management Education **CHITKARA BUSINESS SCHOOL**

## SUSTAINABLE FUTURE WITH DETECTION AND PREVENTION OF MARKETING FRAUDS

**Resource Person**  
**Dr Georgios Vousinas**  
 Internal Audit Director

**20<sup>th</sup> August and 21<sup>st</sup> August, 2024**  
**1:15 PM Onwards**  
 Room No. 201, Chitkara Business School

Mode: Online

Organised by  
 Chitkara Business School,  
 Chitkara University, Punjab, India



**CHITKARA UNIVERSITY**  **AACSB** Business Education Alliance **PRME** Principles for Responsible Management Education **CHITKARA BUSINESS SCHOOL**

## EMPLOYABILITY THE MARKETING WAY

**Resource Person**  
**Dr. Shukrant Jagotra**  
 Consultant, NITI Aayog

**20<sup>th</sup> August, 2024**  
**9:30 AM Onwards**  
 Room No. 202, Chitkara Business School

Organised by  
 Chitkara Business School,  
 Chitkara University, Punjab, India



# Career Counseling Session

**CHITKARA UNIVERSITY**   

Career Counseling Session on

## Scaling and Growth Strategies for Startups

For the students of Integrated Programme in Management (IPM) Batch 2022 and 2023

 **Resource Person**  
**Inderveer Singh**  
Founder and CEO  
EVage Motors

Organised by  
Chitkara Business School



 31st July, 2024  
 10:30 AM - 12:30 PM  
 LH-102, Rockefeller Block



**CHITKARA UNIVERSITY**     

## Boost Your Career with Happier Mindset Happiness Hacks

Career Counselling Session

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

Date: 26th September, 2024  
Time: 3:00 pm onwards  
Venue: LH-306, 3rd Floor, Rockefeller Block,  
Chitkara Business School  
Mode - Offline

For: Integrated Programme in Management (IPM) Batch 2024

Organised by  
Chitkara Business School





**CHITKARA UNIVERSITY**   

## From Freshers to Future Leaders: Building Strong Foundations



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

Date: 28th August, 2024  
Time: 9:30 AM Onwards  
Venue: Rockefeller Block

For BBA Digital Transformation and Strategy and Retail Management (Batch 2024)

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



**CHITKARA UNIVERSITY**    

Session on

## DEMYSTIFYING STOCKS AND BONDS

WHAT EVERY STUDENT SHOULD KNOW

 **Resource Person**  
**Prabhjot Singh**  
State Head DSP  
Mutual Fund

For BBA Logistics and Supply Chain Management Students (2024 Batch)

28th August, 2024 | 9:30 AM Onwards  
Venue: Room Number LH 503, 5th Floor Rockefeller Block

Organised by  
CBS, Department of SCM & General Management





**CHITKARA UNIVERSITY**  

Session on

## Reforming Sectors, Empowering Economy: A Deep Dive into Budget Discussion

Date: 25<sup>th</sup> July, 2024  
Time: 9:30 am onwards  
Venue: 103, Rockefeller Block

Mode: Offline

For IPM Batch 2022 and Batch 2023

Organised by  
Chitkara Business School





# Expert Session



**Dr. Arun Aggarwal, Assistant Professor at the Doctoral Research Centre, Chitkara Business School addressed MBA HR students on "The Importance of Research". Dr. Aggarwal shared invaluable insights on how research can empower future business leaders to make data-driven decisions, foster critical thinking, and develop innovative strategies in the HR domain.**



# Workshops



**The Centre for Analytics & Data Excellence, Chitkara Business School, Chitkara University, in collaboration with the Bombay Stock Exchange and the Central Depository Services of India hosted an insightful workshop for both faculty and BBA students. The workshop provided a comprehensive exploration of key financial topics, including an overview of the financial market, savings and investment strategies, mutual funds, and the regulatory environment. Participants also gained a deeper understanding of depository functions and the mechanisms for addressing investor grievances.**





**Chitkara Business School, Chitkara University conducted a workshop on HR Analytics at the Confederation of Indian Industry (CII), Chandigarh. The workshop was led by Dr. Devesh Bathla, Director, Centre for Analytics & Data Excellence and Dr. Prashant Chauhan, Assistant Professor (Business Analytics), Chitkara Business School. The workshop featured insightful talks by senior HR leaders, including Aarun Raghav, Vice President (HR), Mahindra & Mahindra; Teevrta Kaul, Head (HR), Net Solutions; and Dr. Manish Verma, Pro Vice Chancellor, Academic Affairs, Chitkara University. The event provided a platform for HR professionals to network, share experiences, and discuss the latest trends in HR analytics. Interactive sessions allowed participants to gain practical knowledge and skills.**





**Skill Development Workshop  
Held From: 4th - 6th September 2024**



**Workshop on From Freshers to  
Future Leaders  
Held On : 29th August, 2024**



**Workshop on LeadPulse : Streamlining  
Growth- Email Automation with Digital  
Marketing  
Held From: 10th September - 15th  
October 2024**



# SUMMIT@2024



Chitkara Business School hosted the National Tourism Summit 2024 - A Travel Influencers Meetup, bringing together renowned travel influencers like Vipandeep Kaur, Ankit Yadav, Aditya, and Swarika. They shared their inspiring journeys of sustainable travel, sparking meaningful discussions on responsible tourism. The event focused on how one can contribute to a greener, more sustainable future for the travel industry.

A new hospital group trying to address all pain points of patients and their attendants and trying to carve out a niche model in patient centric healthcare services in India.

Marengo Asia Hospital chain grown rapidly in a short time by acquisition model.



# CONCLAVE@2024



The MBA HR Department, along with Col. Bikram Ahluwalia, Senior Director, HCRC at Chitkara Business School, and Dr. Nidhi Punj, Assistant Professor at Chitkara Business School attended the HR & Tech Conclave 2024, held at the Hyatt Regency Chandigarh on July 27th. The conclave was collaborated with American Management Association. The speakers were Mr. Harpreet S. Bhatia, Pro Vice Chancellor Human Resources at Chitkara University, Teevrtta Kaul, and Anisha Raghav shared their valuable insights on learning and connecting with HR peers and industry leaders.



# Expert Talk by Eminent Speaker



**The Centre for Analytics and Data Excellence, Chitkara Business School, Chitkara University hosted a wealth management knowledge session featuring Vishal Rana, Deputy Vice President, and Piyush Bhandari, Assistant Vice President from HDFC Bank. The interactive session provided students with a comprehensive overview of wealth management strategies and practices. The speakers shared extensive knowledge, covering topics from investment fundamentals to advanced financial planning techniques. This event exemplifies the commitment of Chitkara Business School to bridge the gap between academic learning and industry practice.**



**MBA Marketing students of Chitkara Business School had the incredible opportunity to attend an insightful session on "How to be Industry Ready" by Mr. Rajeev Ranjan Singh, Deputy Executive Director at Dalmia Bharat Cement Limited, held at Carnegie Hall. He emphasized how Supply Chain and Digital sectors are booming in the economy, the importance of taking calculated risks, and the need to face challenges head-on. Mr. Rajeev highlighted the value of having a continuous focus on learning, believing in oneself, and mastering the art of teamwork while embracing constructive criticism as a tool for growth. His inspiring insights will undoubtedly shape our students into future industry leaders.**



Dept. of Healthcare Management organized a session on Transformational Leadership in Healthcare by expert Dr. Sunil Chandy. He is a Cardiologist by profession and presently the Chief Medical Officer with ITC Healthcare, India. Previously he has served as a Director at Christian Medical College and Hospital, Vellore (India's largest private teaching hospital).

On 26 July 2024, an engaging session titled 'Economic Vision 2024: Delving into Budget Insights' was conducted for students of BBA Digital Transformation and Strategy, 2022 & 2023 batch. Dr. Ishwani discussed the Union Budget, while giving special emphasis on nine critical areas vital for the country & economic development. The session was followed by some fun activities, which included a vigorous quiz that helped to gauge the audience's level of understanding on matters to do with the budget.





# Faculty Achievement



**A successful leader is one who does not get influenced by the informal dynamics within the team and makes his decisions based on his largely unbiased observation.**

**-Dr. Navreet Kaur**



**Dr. Sandhir Sharma, Vice Chancellor, Chitkara University, Punjab, was an active participant in the Vice Chancellor's roundtable, organised by the Confederation of Indian Private Universities (CIPU) in collaboration with Elsevier at Shri Balaji University, Pune.**

**The event provided a valuable platform for engaging discussions with fellow leaders in higher education, focusing on innovative approaches and sharing insights to advance our educational institutions. The participants also explored out-of-the-box ideas for India's continued progress towards becoming Vishwa Guru.**





**Prof. Kuldeep Rojhe, Dean of Academics at Chitkara University Center for Distance & Online Education, and Prof. Kiran Mehta, Dean-Finance (MBA) of Chitkara Business School, represented Chitkara University at the Round Table Conference on the Future of Education in Finance held in New Delhi.**

**Chaired by Mr. Suresh Prabhu, Hon. Former Minister, Government of India, the conference brought together over 50 Vice-Chancellors and Deans from various universities to discuss pressing topics in the finance sector.**

**Prof. Rojhe shared valuable insights on the role of Fintech in enhancing employment opportunities, highlighting its transformative potential in the job market. Meanwhile, Prof. Mehta emphasized the importance of Growth for ESG (Environmental, Social, and Governance) and its relevance in India, showcasing how sustainable practices can shape the future of finance. This event was jointly organized by Zell Education, with Deloitte as the Knowledge Partner, in association with Zerodha and Uniquus**





**Dr. Neeraj Anand, Dean, SCM & General Management, Chitkara Business School, and Amit Tuli, Director, Career Advancement Services, represented Chitkara University at the 13th Edition of the Indian Warehousing Show in New Delhi. During the event, they interacted with various industry experts and exchanged views on the impact and recalibration of warehouse automation in light of growing AI applications and the changing geopolitical scenario. Students from the MBA in Logistics and Supply Chain Management programme also attended the exhibition, gaining practical insights into automation in the warehousing sector. The event provided a valuable opportunity to engage with industry leaders and enhance practical knowledge in the field.**



**Dr. Rashmi Aggarwal, Dean, Commerce and Fintech, Chitkara Business School, attended the 4th Global Education Summit on Commerce and Accountancy organised by the Institute of Chartered Accountants of India, held in New Delhi. The summit explored the latest trends and best practices shaping the future of commerce and accountancy, emphasizing the importance of continual learning and adapting to emerging trends to enhance the quality and relevance of education. It provided a platform for dialogue among educators, industry leaders, and policymakers, fostering collaboration and innovation.**

**Dr. Rashmi's participation highlights Chitkara Business School commitment to academic excellence and proactive integration of industry trends, fostering valuable collaborations that enhance education.**





**CA (Dr.) Ajay Dogra**

**Dr. Ajay Dogra appointed as Guest Faculty For CA foundation Course by The Institute of Chartered Accountants of India (ICAI), New Delhi and awarded Dr. Sarvepalli Radhakrishnan National Educationist Award from Welfred Foundation, Registered under Ministry of Corporate Affairs, Government of India. He also serving as panel member for Academic Counsellor (Regional Centre) for Indira Gandhi National Open University (IGNOU)**



## Paper Presented In Conferences



Dr. Nidhi Punj attended and presented her research paper at the 13th International Conference on Management and Information Systems, held in Bangkok, Thailand on 29-30 September, 2024. This esteemed event, a collaborative effort between Chitkara University and INFOMS International, brought together global thought leaders and academics.

She presented on the topic "Policy and Community Engagement: Solid Waste Management Practices in India." The paper examined India's solid waste management (SWM) policies, the achievements of the Indian government, and the connection of these policies with the Sustainable Development Goals (SDGs). The presentation focused on how SWM initiatives are critical to achieving sustainability and community engagement, offering insights on their broader impact on environmental management.

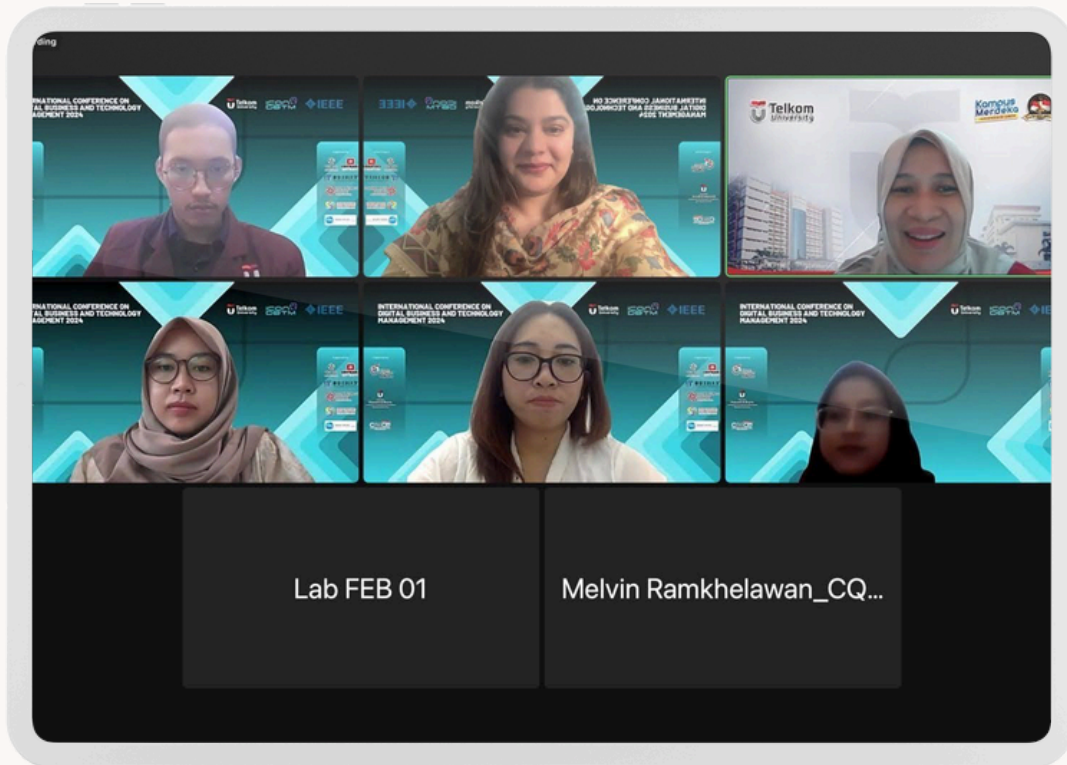


Dr. Jashandeep Singh, Associate Professor, presented a paper on GenAI in Healthcare during the 13th edition of International Conference on Management Information and Systems (ICMIS-24) and he also served as a Session Chair during day 02 of conference. The conference was held at Bangkok, Thailand during Sep 29-30, 2024.



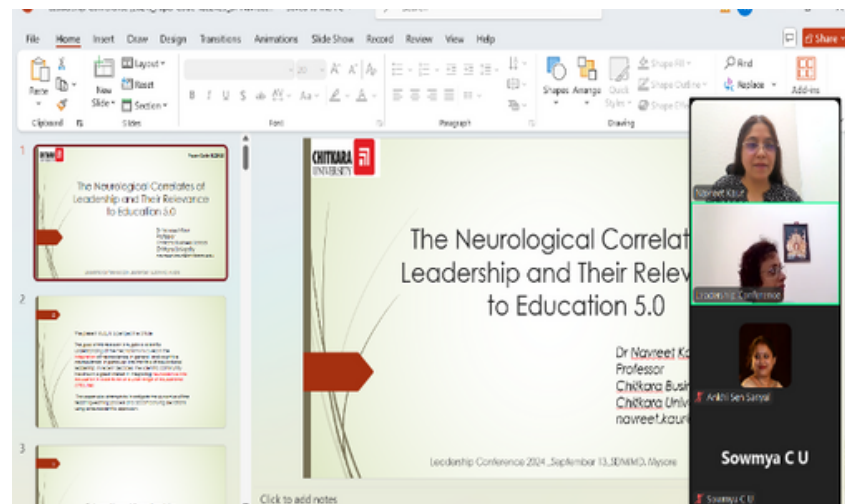
Dr. Shivani Inder has presented the paper titled “Information Flows Across Crypto Currencies: Evidence from Network Analysis Approach” (co-authored by Dr. Sarabjeet Singh) at 13th International Conference on Management and Information Systems, held in Bangkok, Thailand on 29-30 September 2024. ICMIS 24 was organized by the International Forum of Management Scholars (INFOMS) and Chitkara University. The conference is also supported by AIMS International, the International Journal of Operations and Quantitative Management and AIMS International Journal of Management. The paper presented has been awarded as ‘Outstanding Paper Award’ for the conference.

Additionally, she was the session chair for the track of the conference.



**Shefali Saluja had the opportunity of being the SessionChair at the International Conference on Digital Business, Technology, and Management (ICONDBTM2024) at TelkomUniversity,Indonesia. She also submitted a research paper titled "Factors Influencing Consumer Intentions for Lifestyle Features in Indonesian Mobile Banking" with my respected co - author Maria Sugiat.**





Dr. Navreet Kaur presented a research paper entitled 'The Neurological Correlates of Leadership and Their Relevance to Education 5.0' in the 2nd International Leadership Conference on Sustainable and Inclusive Progress for Creating Organizational Excellence organized by SDM Institute of Management Development, Mysore on September 13, 2024. The paper was a perspective article that aimed at scientifically understanding the mechanisms involved in the integration of neuroscience, in general, and cognitive neuroscience, in particular, into the field of educational leadership in the context of Industry 5.0. The conclusions derived from research studies indicated that leaders, whether administrators or teachers, who view the teaching-learning process from a neuroscientific perspective can deal with a vast array of academic challenges such as cultivating creativity, empathy, goal striving, and dealing with rejection sensitivity.







Dr. Navreet Kaur presented a paper entitled "Understanding Sustainability Within the Framework of Ancient Indian Philosophical Concepts" at the Online International Multidisciplinary Conference for a Viksit Bharat@2047 held on 29th September 2024. The paper was an attempt at understanding ancient Indian environmental consciousness and notions of selfhood from the vantage point of sustainable development. The concepts of the elemental existence, metaphysical self, Karma theory, and the Triguna framework were discussed in terms of their implications for socially responsible behaviour and a sustainability mindset. The crux of the paper was the assertion that India has been a 'viksit' land with a progressive and scientific outlook from ancient times.

# Faculty Appreciation



Dr. Swati Gupta Judged the event "Ad Wars: A Creative Clash," organised by the Department of SCM and General Management at Chitkara Business School, Chitkara University, Punjab, a competition that challenged students to create a 4-5-minute video and a comprehensive presentation on a selected brand from their domain. The presentations covered key areas such as brand overview, reasons for selection of the brand, current social media strategies related to the brand and proposed campaigns and the various parameters taken into consideration included creativity, communication, clarity of thought, presentation skills and teamwork.

## Keynote/ Distinguished Speaker



**Dr. Sandhir Sharma, Vice Chancellor, Chitkara University, was a panelist at the 7th Natural Gas Operations and Maintenance Conference, organised by the Natural Gas Society of India in Mumbai. Dr. Dhiresh Kulshreshtha, Dean, Faculty of Economics, Chitkara Business School, and Dr Gautam Bansal, Dean (IPM), Chitkara Business School, also participated in the conference. Dr. Sharma addressed the issue of skill gaps in the operations and maintenance sector of the oil and gas industry, highlighting various methodologies to bridge these widening gaps. Distinguished co-panellists discussed the range of skills required from young graduates entering the energy sector.**

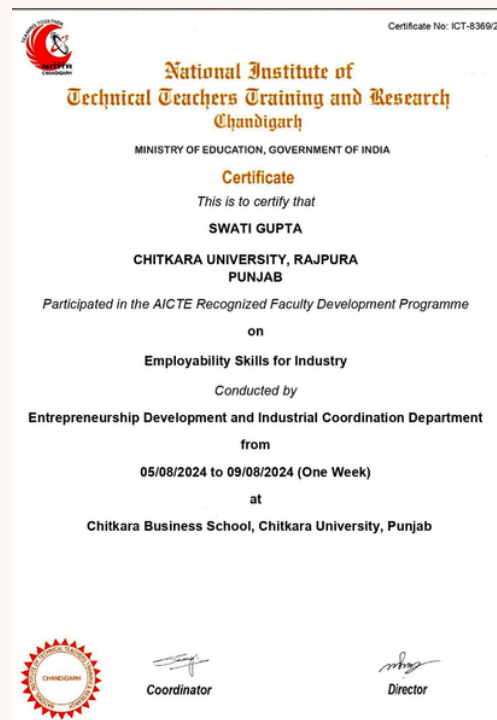




**Dr. Sandhir Sharma, Vice Chancellor, Chitkara University, participated as a panelist in a discussion hosted by the National Institute of Technical Teachers' Training & Research (NITTTR) Chandigarh. The panel focused on the implementation status of the National Education Policy (NEP) 2020 and explored future directions for higher education institutions. It included a comprehensive analysis of current progress, challenges encountered, and innovative strategies to enhance student learning experiences in higher education.**



# FDP/Workshop/Webinar Attended



Faculty members completed 5-day online Faculty Development Program (FDP) organized by Chitkara Business School, Chitkara University on "Employability Skills for Industry", held from 05-09 Aug, 2024, in collaboration with National Institute of Technical Teachers Training and Research (NITTTR) under the department of Entrepreneurship Development and Industrial Coordination (EDIC). This program aimed to bridge the gap between academic knowledge and the practical skills required by industries.



**Dr. Renuka Sharma participated in a workshop on Algo Trading organized by Findoc Financial Services in Gurugram, Haryana.**



**Dr. Kumar Shalender , Professor of Marketing, Chitkara Business School conducted a one-day research workshop for the management department of the Wayamba University of Sri Lanka. The program was specifically designed to help faculty conduct relevant research and integrate findings into classroom teaching to offer real-world learning to students.**



**Dr. Jasleen Kaur, Assistant Professor at Chitkara Business School, participated in Big Data LDN (London) on September 18-19, 2024. This prominent conference and exhibition is one of the UK's leading events in Data Analytics and AI. Dr. Kaur's participation highlights the commitment of staying at the forefront of technological advancements in education and research.**





Dr. Shefali Saluja was certified by Institute of Management, Bhubaneswar for participating in the "Three Days National Level-Online Workshop on Qualitative Data Analysis using NVivo" from 10th to 12th August, 2024.



Preeti Kaushal was certified by Institute of Management, Bhubaneswar for participating in the "Three Days National Level-Online Workshop on Qualitative Data Analysis using NVivo" from 10th to 12th August, 2024.





Certificate No: ICT-8379/24

**National Institute of  
Technical Teachers Training and Research  
Chandigarh**

MINISTRY OF EDUCATION, GOVERNMENT OF INDIA

**Certificate**

*This is to certify that*

**NAVREET KAUR**

**CHITKARA UNIVERSITY, RAJPURA  
PUNJAB**

*Participated in the AICTE Recognized Faculty Development Programme  
on*

**Employability Skills for Industry**

*Conducted by*

**Entrepreneurship Development and Industrial Coordination Department  
from**

**05/08/2024 to 09/08/2024 (One Week)**

**at**

**Chitkara Business School, Chitkara University, Punjab**



  
**Coordinator**

  
**Director**



**CERTIFICATE**

OF PARTICIPATION

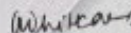
THIS IS TO CERTIFY THAT

**Dr Navreet Kaur**

participated in Chancellor Lecture Series Talk # 75, on 'Enabling Assurance of Learning at HEIs' by Dr. Sandhir Sharma, Vice Chancellor, Chitkara University, Punjab, organised by Sri Guru Nanak Dev Ji Chair for Human Values and Professional Ethics on 7th September, 2024 at Chitkara University, Punjab, India

  
**DR. ASHOK CHATTERJEE**

Chancellor  
Chitkara University

  
**DR. MAHESH CHATTERJEE**

Pro Chancellor  
Chitkara University

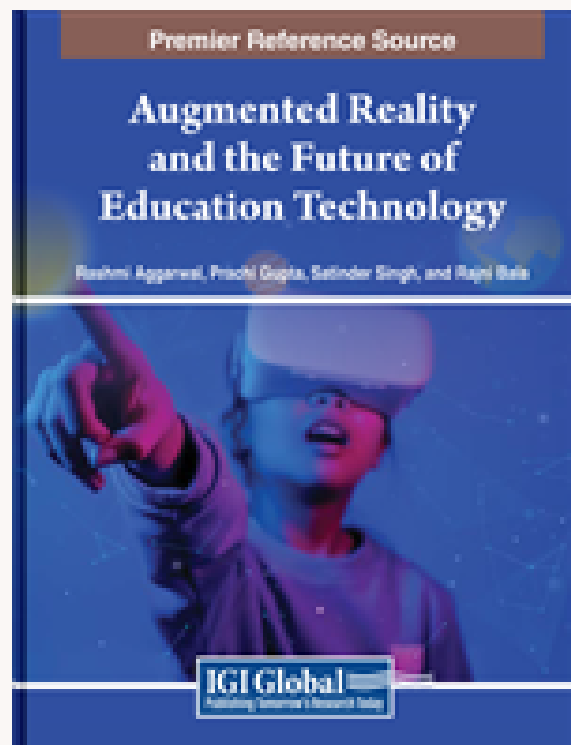
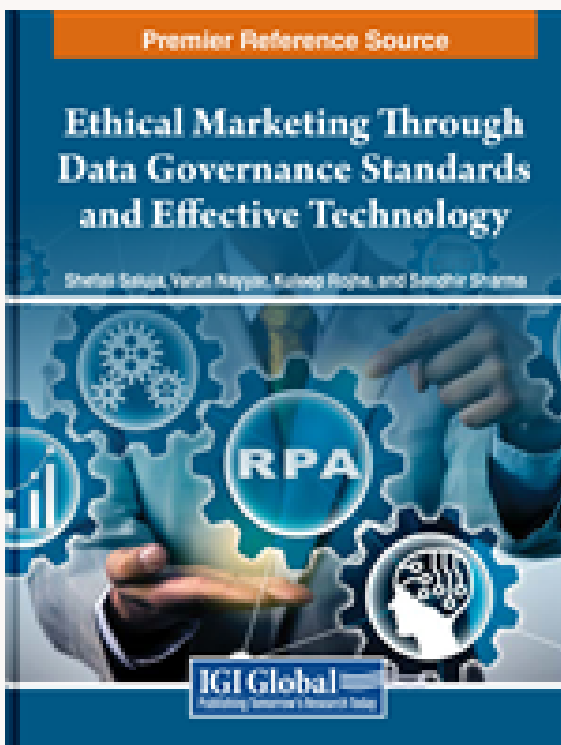
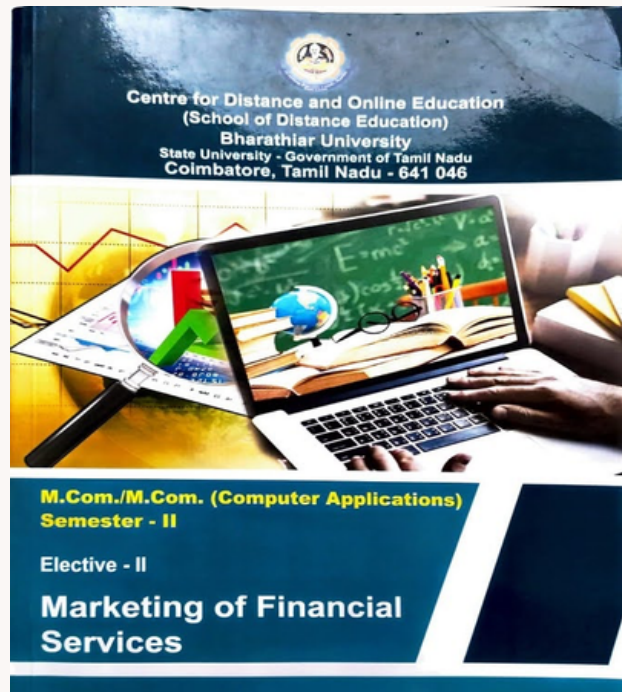
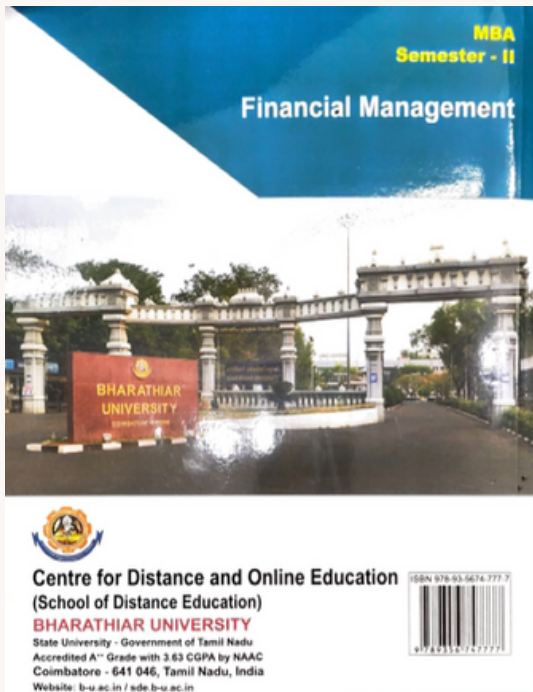
## Paper Publications

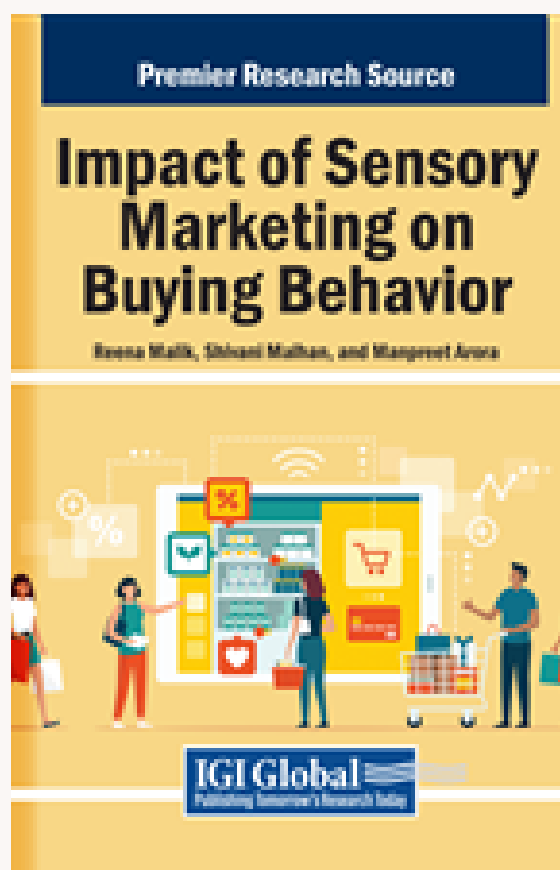
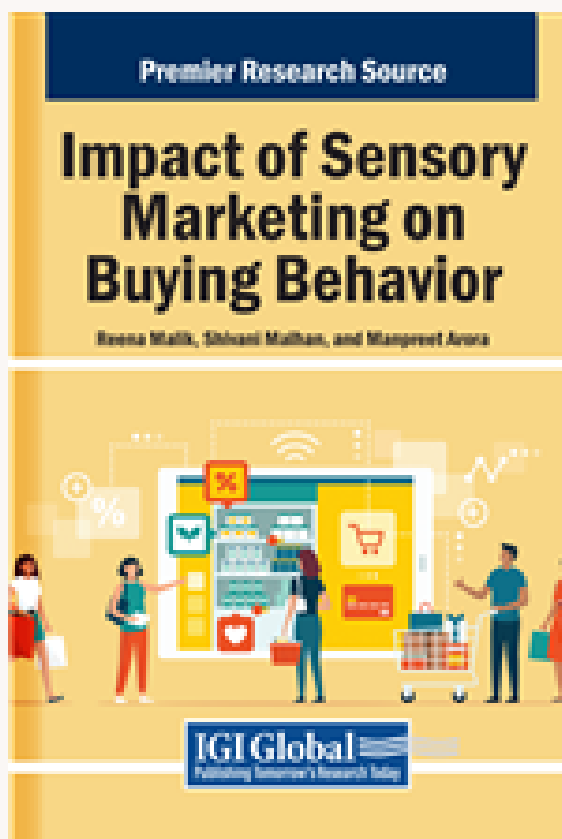
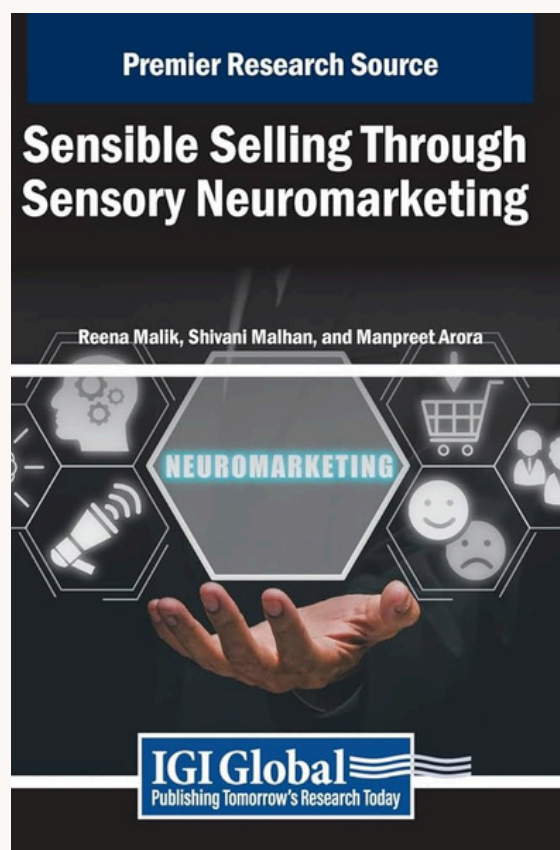
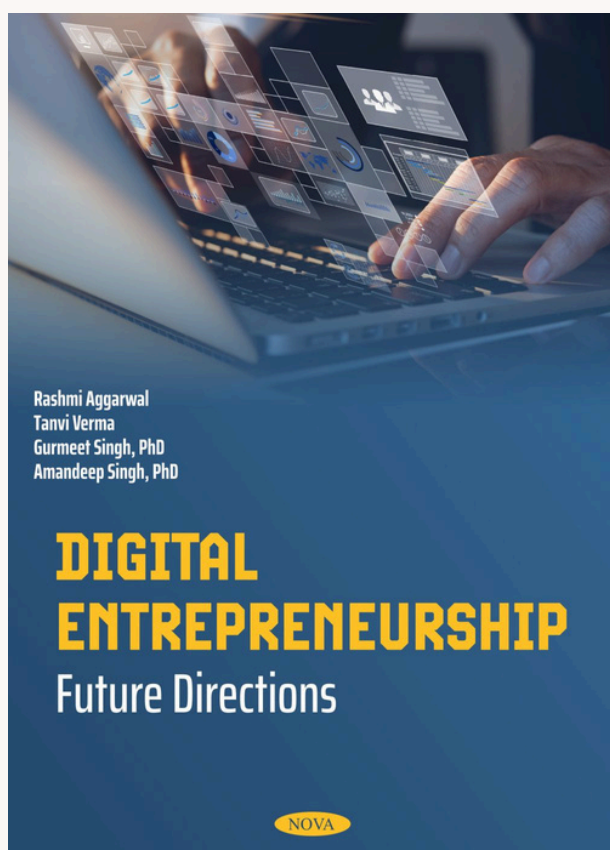
- Malhotra, N., & Aggarwal, R. The Mediating Roles of Transformational Leadership and Workplace Gossip on The Relationship Between Organizational Justice and Organizational Virtuousness.
- Saini, R., & Dawra, S. (2024). Sustainable Organizations, High Potential Employees, and Blended Learning Effectiveness in the Manufacturing Industry. In Sustainability Development through Green Economics (Vol. 114, pp. 55-74). Emerald Publishing Limited.
- Chugh, S.B. and Goel, A. (2024), "Research on Economic Policy Uncertainty: A Bibliometric Analysis", Sergi, B.S., Tiwari, A.K. and Nasreen, S. (Ed.) Modeling Economic Growth in Contemporary India(Entrepreneurship and Global Economic Growth), Emerald Publishing Limited, Leeds, pp. 109-135. <https://doi.org/10.1108/978-1-80382-751-320241007>

"The secret of success is to do the common thing uncommonly well."

-John D. Rockefeller Jr.

## Books Published







## Expert Talk by CBS Faculty



Chitkara Business School, Chitkara University organised an expert talk on "Climate Finance and Sustainable Development" by Ms. Navpreet Sidhu for the students of the Integrated Programme in Management (IPM), (Batch 2022 and 2023). The session provided students with insights into fundamental concepts such as climate finance, global frameworks, implemented policies, and environmental stewardship and management practices that support sustainable development. The talk covered climate change, climate anxiety, the Paris Agreement, and related challenges. Students learned about the impact of personal conduct on sustainability and innovations. The session also explored the role of Sustainable Development Goals (SDGs), technology, and blockchain, encouraging active participation during the open house question and answer session.

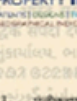
# Innovations



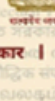
**"Risk more than others think is safe. Dream more than others think is practical."**

**-Howard Schultz**

# Copyright




**INTELLECTUAL  
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Department of Industrial Property



भारत सरकार  
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**Extracts from the  
Register of  
Copyrights**



**प्रतिलिप्यधिकार कार्यालय, भारत सरकार | Copyright Office, Government of India**

दिनांक/Dated: 12/09/2024

**L-153617/2024**

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| <p>1. रजिस्ट्रेशन संख्या/Registration Number</p> <p>2. लेखक का नाम, पता और राष्ट्रीयता<br/>Name, address and nationality of the applicant</p> <p>3. इसी के प्रतिलिप्यधिकार में आने वाले के शीर्षक की प्रकृति<br/>Nature of the applicant's interest in the copyright of the work</p> <p>4. शीर्षक का वर्ण और वर्णन<br/>Class and description of the work</p> <p>5. लेखक का नाम, पता और राष्ट्रीयता<br/>Title of the work</p> <p>6. इसी की भाषा<br/>Language of the work</p> <p>7. लेखक का नाम, पता और राष्ट्रीयता तथा यदि लेखक की मृत्यु हो गई है, तो मृत्यु की तिथि<br/>Name, address and nationality of the author and if the author is deceased, date of his decease</p> <p>8. प्रकाशित है या अप्रकाशित<br/>Whether the work is published or unpublished</p> <p>9. वर्ष प्रकाशन का वर्ष और देश तथा प्रकाशक का नाम, पता और राष्ट्रीयता<br/>Year and country of first publication and name, address and nationality of the publisher</p> <p>10. वर्षों के प्रकाशनों के वर्ष और देश, यदि कोई हो, और प्रकाशकों के नाम, पता और 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DAWRA , CHITKARA BUSINESS SCHOOL,<br/>CHITKARA UNIVERSITY, NH-64, THEHSIL-JAIPURA, DISTT.<br/>PATIALA, PUNJAB, INDIA-146001</p> <p>INDIAN</p> <p>SANDHIR SHARMA , CHITKARA BUSINESS SCHOOL,<br/>CHITKARA UNIVERSITY, NH-64, THEHSIL-JAIPURA, DISTT.<br/>PATIALA, PUNJAB, INDIA-146001</p> <p>INDIAN</p> <p>KYLA L TENNIN , COLLEGE OF DOCTORAL STUDIES<br/>CENTER FOR LEADERSHIP STUDIES AND<br/>ORGANIZATIONAL RESEARCH, UNIVERSITY OF PHOENIX<br/>USA<br/>OTHERS</p> <p>PUBLISHED</p> <p>2024 USA</p> <p>SHUCHI DAWRA , CHITKARA BUSINESS SCHOOL,<br/>CHITKARA UNIVERSITY, NH-64, THEHSIL-JAIPURA, DISTT.<br/>PATIALA, PUNJAB, INDIA-146001</p> <p>INDIAN</p> <p>2024 USA</p> <p>SANDHIR SHARMA , CHITKARA BUSINESS SCHOOL,<br/>CHITKARA UNIVERSITY, NH-64, THEHSIL-JAIPURA, DISTT.<br/>PATIALA, PUNJAB, INDIA-146001</p> <p>INDIAN</p> <p>2024 USA</p> <p>KYLA L TENNIN , COLLEGE OF DOCTORAL STUDIES<br/>CENTER FOR LEADERSHIP STUDIES AND<br/>ORGANIZATIONAL RESEARCH, UNIVERSITY OF PHOENIX<br/>OTHERS</p> <p>NA.</p> <p>SHUCHI DAWRA , CHITKARA BUSINESS SCHOOL,<br/>CHITKARA UNIVERSITY, NH-64, THEHSIL-JAIPURA, DISTT.<br/>PATIALA, PUNJAB, INDIA-146001</p> <p>INDIAN</p> <p>SANDHIR SHARMA , CHITKARA BUSINESS SCHOOL,<br/>CHITKARA UNIVERSITY, NH-64, THEHSIL-JAIPURA, DISTT.<br/>PATIALA, PUNJAB, INDIA-146001</p> <p>INDIAN</p> <p>KYLA L TENNIN , COLLEGE OF DOCTORAL STUDIES<br/>CENTER FOR LEADERSHIP STUDIES AND<br/>ORGANIZATIONAL RESEARCH, UNIVERSITY OF PHOENIX<br/>USA<br/>OTHERS</p> <p>NA.</p> <p>SHUCHI DAWRA , CHITKARA BUSINESS SCHOOL,<br/>CHITKARA UNIVERSITY, NH-64, THEHSIL-JAIPURA, DISTT.<br/>PATIALA, PUNJAB, INDIA-146001</p> <p>INDIAN</p> <p>SANDHIR SHARMA , CHITKARA BUSINESS SCHOOL,<br/>CHITKARA UNIVERSITY, NH-64, THEHSIL-JAIPURA, DISTT.<br/>PATIALA, PUNJAB, INDIA-146001</p> <p>INDIAN</p> <p>KYLA L TENNIN , COLLEGE OF DOCTORAL STUDIES<br/>CENTER FOR LEADERSHIP STUDIES AND<br/>ORGANIZATIONAL RESEARCH, UNIVERSITY OF PHOENIX<br/>USA<br/>OTHERS</p> <p>NA.</p> <p>SHUCHI DAWRA , CHITKARA BUSINESS SCHOOL,<br/>CHITKARA UNIVERSITY, NH-64, THEHSIL-JAIPURA, DISTT.<br/>PATIALA, PUNJAB, INDIA-146001</p> <p>INDIAN</p> <p>SANDHIR SHARMA , CHITKARA BUSINESS SCHOOL,<br/>CHITKARA UNIVERSITY, NH-64, THEHSIL-JAIPURA, DISTT.<br/>PATIALA, PUNJAB, INDIA-146001</p> <p>INDIAN</p> <p>KYLA L TENNIN , COLLEGE OF DOCTORAL STUDIES<br/>CENTER FOR LEADERSHIP STUDIES AND<br/>ORGANIZATIONAL RESEARCH, UNIVERSITY OF PHOENIX<br/>USA<br/>OTHERS</p> <p>NA.</p> |
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# Patents

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डिजाइन नं. / Design No. : 415294-001  
तारीख / Date : 29/04/2024  
परस्परिका तारीख / Reciprocity Date\* :  
देश / Country :

प्रमाणित किया जाता है कि संलग्न प्रति में वर्णित डिजाइन जो **SMART CACHE CHAIR** से संबंधित है, का पंजीकरण, श्रेणी 06-01 में 1.Chitkara University 2. Chitkara Innovation Incubator Foundation 3.Dr. Renuka Sharma 4.Dr. Kiran Mehta 5.Tushar Sharma के नाम में उपर्युक्त संख्या और तारीख में कर लिया गया है।

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

जारी करने की तिथि  
Date of Issue : 22/05/2024

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डिजाइन अधिनियम, 2000 तथा डिजाइन नियम, 2001 के अध्याखंड प्रावधानों के अनुसार।  
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## Faculty Recognition



**Prof. Dr. Kiran Sood, Chitkara Business School, Chitkara University, served as an International Mentor for the third edition of the Prizren International Summer University at the University "Ukshin Hoti" Prizren. This prestigious event was organised in collaboration with DokuFest (the International Documentary and Short Film Festival) and the Innovation and Training Park (ITP) Prizren.**

**During the programme, Dr. Sood shared her valuable insights and experiences, highlighting the significance of education and cultural exchange. The participants engaged in lively discussions and brainstorming sessions on various topics, making the event both memorable and educational for all involved. Dr. Sood, along with other International Mentors from around the world, also had the opportunity to interact with Albin Kurti, the Prime Minister of Kosovo, and Hajrulla Çeku, the Minister of Culture, Youth, and Sports.**

## Events Hosted by CBS Faculty



**Ms. Navpreet Sidhu hosted an interactive session in collaboration with Office of Student Affairs where Prof. Dr Lubna Alam from Deakin University, Australia, conducted an interactive session for Data Science and Artificial Intelligence students on September 19, 2024, that was insightful, highly engaging, and enlightening. It focused on data-driven decision-making, the application of big data in sentiment analysis, and the relevance of information asymmetry in the era of artificial intelligence.**



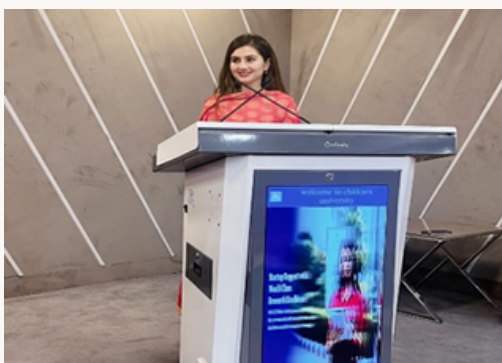
**Anchored and interacting event on Security and Portfolio Management with Industry guests form HDFC Bank for the students of Data Science And Artificial Intelligence on 4th September 2024.**



**Dr. Swati Gupta** got the opportunity of leading an event “Startup Investor Connect Program” at Chitkara University, Punjab campus that allowed students to gain valuable insights into the world of Startups early in their academic journey. The Business Analytics students had a fantastic opportunity to learn from the vast experience of Mr. Baldev Garg, a practising CA with over 38 years of experience and involvement in three major startups.



Startup Investor Connect program in collaboration with Chitkara Innovation and Incubation Foundation with Data Science and Artificial Intelligence . The event was on investing in a wide portfolio of startups, investors may mitigate risk, which is essential for early-stage firms facing uncertainty, and contribute to the long-term success of a company by aligning their objectives with those of the founders to promote sustainable growth.





# Student Achievement



# Curricular Activities



The students of MBA Marketing Batch 2024 , Chitkara Business School organised Tree Plantation Drive. The drive was an initiative aimed at contributing to environmental sustainability and raising awareness about the importance of trees in combating climate change.

40 plant saplings were planted, symbolizing a collective effort towards a greener future. The event not only highlighted the responsibility we have towards our environment but also strengthened the bond between students and faculty as they worked towards a common goal.



The Chitkara Business School Library organized an exciting BOOK SHOW ON AVIATION, offering participants a fun and interactive way to connect with fellow readers and discover new books. Participants presented brief and engaging PowerPoint presentations with their chosen books. Winners were selected based on creativity and depth of information. The prizes were distributed by Dr. Neeraj Anand (Dean of Aviation). The event created a vibrant space for sharing book recommendations and learning in a dynamic format.

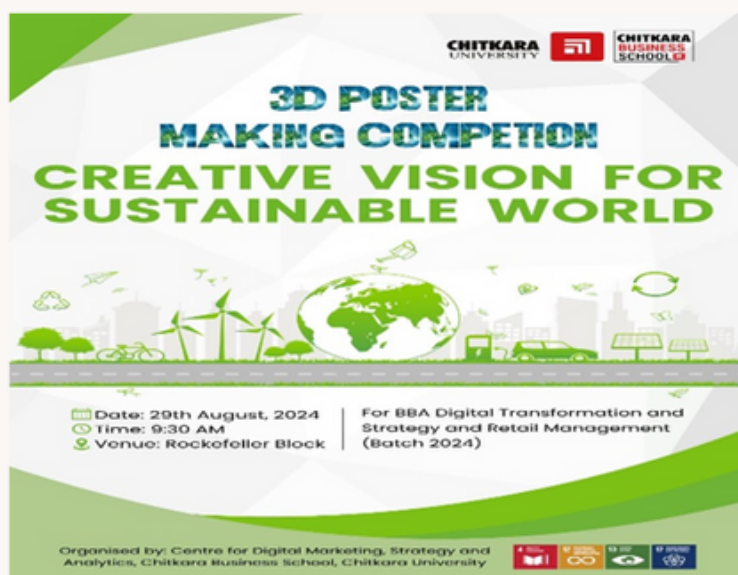
# Co-Curricular Activities



Chitkara University held Book Quest: Read & Reflect on 23rd September, 2024



Chitkara University held Unboxing Happiness on 28th August, 2024



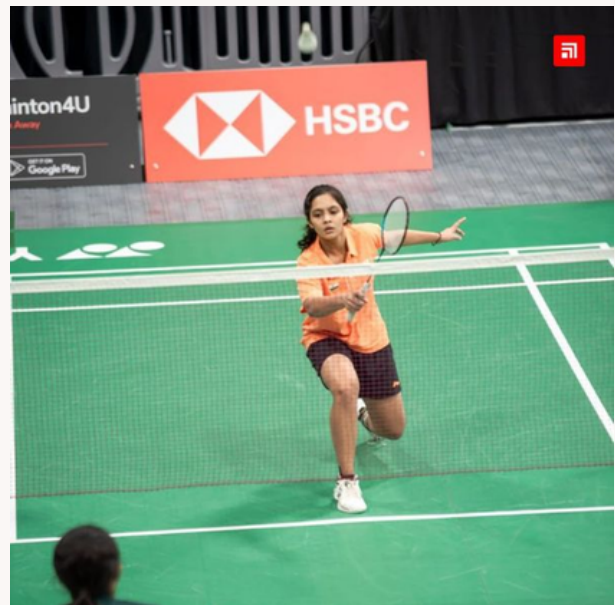
Chitkara University held 3D Poster Making Competition Creative Vision For Sustainable World on 29th August, 2024



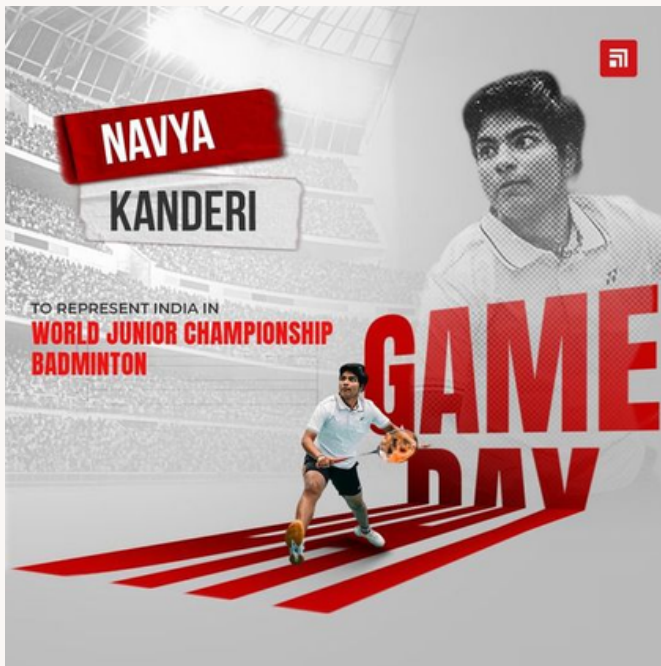
# Sports Activities



**Devika Sihag, a second-year BBA student at Chitkara Business School, Chitkara University won the Gold Medal at the Yonex-Sunrise North Zone Inter-State Badminton Women's Team Championship, held in Chandigarh.**



**Radhika Sharma, a first-year BBA student at Chitkara Business School, Chitkara University, has secured a Gold Medal in Women's Doubles at the Punjab State Senior Ranking Badminton Tournament, held in Zirakpur.**



Navya Kanderi, a first-year student of BBA Sports Management at Chitkara Business School, Chitkara University, will be representing India at the World Junior Badminton Championship in Nanchang, China.

Reagan Albuquerque, a second-year MBA student at Chitkara Business School, Chitkara University, has secured the Bronze Medal in the Maharashtra State Ranking Table Tennis Championship 2024, held in Nagpur, Maharashtra.





Surya Charishma, a first-year BBA student at Chitkara Business School, Chitkara University, has won the Gold Medal in the Under-19 Girls category at the Yonex Sunrise All India Badminton Tournament, held in Bhubaneswar.

Jaspooran Singh, a second-year BBA Sports Management student at Chitkara Business School, Chitkara University, will be representing India in the Under-17 and Under-20 World Championships in Jordan and Spain, respectively. He has secured a gold medal in the 110 kg freestyle category trials for the World Wrestling Championship, demonstrating his exceptional talent and dedication.



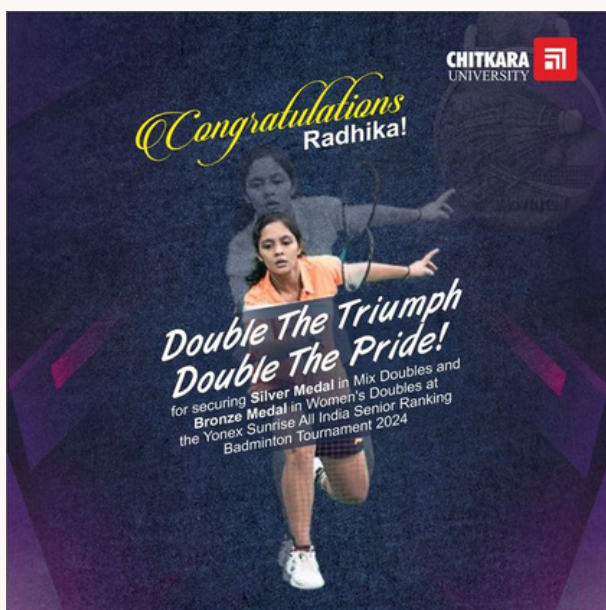




Suhana Saini, a B.B.A. 3rd Year student, won the Silver Medal in the Under 19 Girls Singles at the World Table Tennis Youth Contender in Almaty, Kazakhstan, held from July 27th to 30th, 2024.



Madhu, a third-year student of BBA Sports Management at Chitkara Business School, Chitkara University, has achieved remarkable success at the National Kickboxing Championship held in Goa. Madhu secured the Gold Medal in the Under-56 kg weight category.



Radhika, a first-year BBA student, Devika Sihag, a second-year BBA student, and Akshan Shetty, an MBA student, from Chitkara Business School, have excelled in various events. Radhika secured the Silver Medal in Mixed Doubles and a Bronze Medal in Women's Doubles. Devika Sihag claimed the Silver Medal in Women's Singles.



Diya Chitale, a third-year BBA student at Chitkara Business School, demonstrated exceptional talent and dedication at the World Table Tennis (WTT) Contender event in Tunisia. She secured a Silver Medal in the Women's Doubles category and a Bronze Medal in the Mixed Doubles category.



Kavish Thukral from BBA Digital Transformation & Strategy (Batch 2024) competed in Open University Deadlift competition and secured 1st position in 60-70kg weight category. He was also awarded the best lifter of the University from all weight categories.



# Student Awards



|               |              |            |   |
|---------------|--------------|------------|---|
| Cheshta Dutta | IPM Batch-22 | 2220931004 | Certification of Achievement Inequality analysis using R: Disaggregated data from surveys. The course was organized by World Health Organization (WHO). |
|---------------|--------------|------------|---|



|               |              |            |  |
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| Cheshta Dutta | IPM Batch-22 | 2220931004 | Certification of Achievement Managing conflict of interest in National Pharmaceutical Systems organized by World Health Organization(WHO). |
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