



K.R. MANGALAM UNIVERSITY
THE COMPLETE WORLD OF EDUCATION

SCHOOL OF MANAGEMENT & COMMERCE

SAMEEKSHA NEWSLETTER

JULY – SEPTEMBER 2024



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FROM THE EDITOR'S DESK

As the new academic session unfolds at the School of Management and Commerce (SOMC), it brings with it an air of excitement, inspiration, and the promise of new beginnings. This quarter has been a testament to the university's unwavering commitment to nurturing students into academically proficient, industry-ready, socially conscious, and responsible citizens upholding human values in all their decisions for this world.

The School of Management and Commerce (SOMC) at K.R. Mangalam University embarked on the new academic session with a vibrant campus filled with events designed to inspire, educate, and prepare students for an evolving future. From a meticulously crafted Induction Program to transformative workshops and sessions, the quarter was marked by insightful student engagements and enriching participation from everyone.

The thoughtfully curated induction program set the tone for students as they embark on a transformational journey ahead. From insightful sessions led by esteemed corporate partners like IBM, NSE, and Grand Thornton to the motivational address by our honourable Vice Chancellor, Prof. Raghuvir Singh, every interaction aimed to bridge the gap between academia and industry. These events reinforced the importance of the right blend of knowledge, practical skills, and ethical values to excel in an ever-evolving global landscape.

What stands out this year is the seamless collaboration between academia and the corporate world, underscoring the university's focus on experiential learning and holistic development. The active engagement of our students in these programs reflects their enthusiasm and readiness to embrace opportunities, paving the way for a promising future.

As we move forward, we continue to build on this foundation of excellence, fostering a culture of innovation, critical thinking, and leadership. Together, as a community of learners and educators, we are poised to create a legacy of success and societal impact that will resonate far beyond the boundaries of our institution.

Here's to another year of achievements and growth!

Dr. Anumeha Mathur & Dr. Jonika Lamba
Dr Shikha Dutt Sharma IQAC Coordinator



WORDS FROM THE LEADERSHIP



Prof. Raghuvir Singh
Vice Chancellor

Dear Readers,

Greetings!

As we step into a new academic year at K.R. Mangalam University, we find ourselves on the threshold of endless possibilities. Each year brings with it unique opportunities to create, innovate, and transform, and this year is no exception.

The School of Management and Commerce continues to exemplify our collective vision of delivering education that is not just about academic excellence but also about fostering adaptability, ethical leadership, and societal contribution. In a world marked by rapid changes and complex challenges, the values of collaboration, critical thinking, and a global perspective are the pillars that will guide us forward.

At KRMU, we remain committed to creating an ecosystem where students are inspired to dream big and empowered to realize their aspirations. This year, our focus is on deepening the connection between academic knowledge and real-world application, enabling our students to thrive not only as professionals but as compassionate and conscientious individuals.

Let us embrace this academic session with optimism, determination, and the courage to explore new horizons. Together, we will continue to set benchmarks in education and innovation, leaving a lasting impact on society and the world at large.

Wishing everyone a year filled with growth, inspiration, and success.

Warm regards



WORDS FROM THE LEADERSHIP

PROFESSOR & DEAN MESSAGE



Dr. Indira Bhardwaj
Professor & Dean

Dear Readers,

Greetings of the day!

It gives us immense pleasure as we present the second edition of Sameeksha for the new academic year 2024-25, marking the beginning of an exciting journey filled with new opportunities and hope.

At the School of Management and Commerce (SOMC), we embark on this fresh chapter with renewed energy and a steadfast commitment to providing holistic education. Our focus remains on equipping students with the ability to adapt, innovate, and thrive in an ever-evolving corporate world. As the challenges of the business landscape grow, the art of Learning How to Learn — embracing continuous unlearning, relearning, and improvement — becomes more vital than ever.

SOMC is dedicated to nurturing not just academic excellence but also emotional resilience and physical well-being in our students. Through mentorship and guidance, we aim to empower them to achieve a fulfilling work-life balance and lead lives that are not only successful but also meaningful and joyful.

This edition of our newsletter highlights the vibrant beginnings of this academic year, showcasing the dynamic learning environment, innovative activities, and impactful initiatives at our B-School.

We extend our best wishes to all our readers and students for a hopeful, purposeful, and inspiring start to the year. Here's to new beginnings and boundless possibilities at SOMC, KRMU!

Happy Reading!



ABOUT SCHOOL: VISION AND MISSION

School of management and Commerce offers a diverse range of programs; our courses are thoughtfully crafted with the industry expertise and the inputs from top academicians of the world, to cater to the dynamic and evolving needs of the industry. Our curriculum is a perfect blend of theoretical foundations with practical applications ensuring that our graduates are well-prepared to navigate the complexities of the modern business world. Our dedicated faculty members bring a wealth of industry experience and insight to the classroom, ensuring that students receive quality education in management, commerce, and business administration. The dedicated faculty team fosters an environment of intellectual curiosity and continuous learning.

We take immense pride in our vibrant and inclusive community where students from diverse backgrounds come together as a team to learn, lead and innovate. Our extensive network of alumni, corporate partners and academic collaborations provide unparalleled opportunities for professional growth and networking

Our Vision

To be a Top Business School in India recognized globally for Excellence and Innovation in Management Education and Research

Our Mission

The mission of the Business School is to

- Nurture, Innovative and Ethical Leaders capable of managing change
- Leverage Technology developing proficiency in students, enabling them to thrive in dynamic business models
- Foster Research to advance the theory and practice of Management
- Develop compassionate and socially responsible business leaders

Our Values

- Integrity
- Compassion
- Inclusivity
- Discipline
- Perseverance
- Patriotism



FACULTY ACHIEVEMENTS

KR Mangalam University celebrated Teacher's Day on 5th September with great enthusiasm to honor the dedication and contributions of its faculty members. As part of the celebrations, the university recognized exceptional faculty achievements on 15th September, showcasing their commitment to excellence in diverse domains. Dr. Anshika Prakash was honoured for her outstanding work in "Research Projects," demonstrating her commitment to advancing academic innovation and contributing to knowledge creation. Dr. Meenakshi Gujral received recognition for her efforts in strengthening "International Relations," playing a pivotal role in fostering global partnerships and collaborations for the university. Dr. Anumeha Mathur was awarded for her excellence in "Admissions," acknowledging her strategic contributions to student outreach and enrolment growth. Ms. Sukanya Chaudhary was celebrated as a "Young Achiever," reflecting her remarkable accomplishments and potential in her field. These awards highlight the diverse talents and dedication of the faculty, showcasing their significant role in driving the university's vision of academic excellence and holistic development.



Dr. Anshika Prakash receiving the award from respected Vice Chancellor



Dr. Meenakshi Gujral being honoured for International Relations



Dr. Anumeha Mathur receiving award from respected Vice Chancellor



Ms. Sukanya Choudhary receiving Young Achiever Award

International Recognition for Dr. Devkanya Gupta

We are proud to share that Dr. Devkanya Gupta, Assistant Professor at K.R. Mangalam University, Gurugram, received a Letter of Appreciation for her exemplary contribution as the Session Chair - Finance at the 1st International Conference on “Bringing the Bridge of Cross-Cultural Advancements”, held on 26th & 27th July 2024. The conference, hosted by Dominion University College, Accra, Ghana, was conducted via Microsoft Teams and served as a global platform for fostering cross-cultural understanding and collaboration.

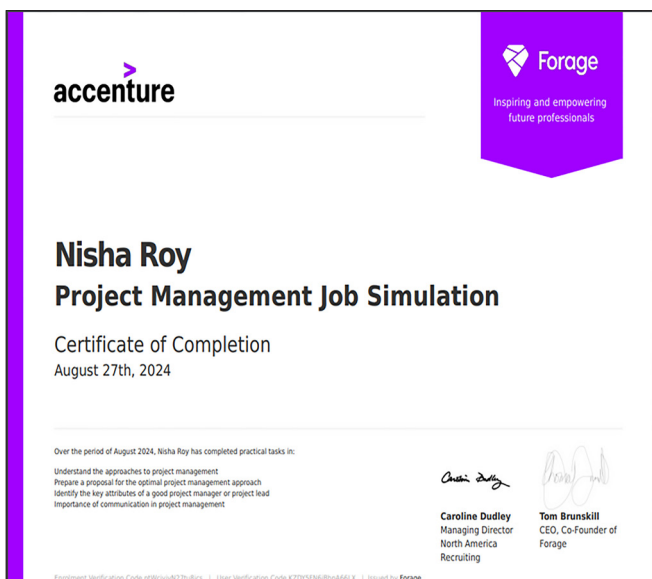
Dr. Gupta's leadership and expertise in the finance domain were instrumental in enriching the discussions, providing valuable insights, and contributing to the success of this pioneering event. This recognition highlights her commitment to advancing academic discourse and promoting international collaboration in the field of finance. We congratulate Dr. Devkanya Gupta on this remarkable achievement and for representing K.R. Mangalam University on the global stage.

STUDENT'S ACHIEVEMENTS

The students of the School of Management and Commerce (SOMC) have showcased significant achievements across diverse domains, reflecting their commitment to excellence and holistic development. Their academic prowess is evident through contributions to impactful research papers and book chapters, addressing contemporary issues such as entrepreneurship, education policies, neuromarketing ethics, and artificial intelligence. Many have gained recognition in prestigious national and international journals, underscoring their analytical and innovative skills. Beyond academics, SOMC students excel in industry engagements, earning accolades for their contributions during internships with leading organizations. Their active participation in business competitions and leadership in campus events demonstrates a blend of creativity and leadership. These accomplishments highlight the dedication and multifaceted talent of SOMC students, making them ambassadors of the institution's vision of nurturing future leaders. SOMC students actively participate in internships with leading companies, showcasing their professional acumen and earning accolades for their contributions. Additionally, their involvement in community outreach programs and leadership roles in campus events demonstrates their commitment to holistic development and societal impact. These accomplishments exemplify the talent and dedication of SOMC students, making the institution proud.

Chapters/ Paper Publication

S.No.	Title	Contributors Student & Faculty	Journal/ Book	Month & Year
1	Ethics in Neuromarketing: A Systematic Literature Review	Minz, N. K., Bhardwaj, I., Prakash, A., & Yadav, M.	In J. Kukreja, V. Tewari, G. M., R. Chandra Poonia, & R. R. Verma (Eds.), Neuroscientific Insights and Therapeutic Approaches to Eating Disorders	July, 2024
2	Transformative Waves: Exploring Disruptive Technologies in Education and Workforce Development	Minz, N. K.	In J. Delello & R. McWhorter (Eds.), Disruptive Technologies in Education and Workforce Development	July, 2024
3	Data-Driven Workforce Planning: Exploring People Analytics in Delhi SME Startups	Minz, N. K., Prakash, A., Yadav, M., & Kalra, H.	MET MANAGEMENT REVIEW	August, 2024
4	Understanding the Impact of Artificial Intelligence on Employee Experience.	Minz, N. K.	Bennett Engineering and Sciences Transactions	September, 2024
5	Strategic HRM Techniques and Sustainable Innovation for Industry 6.0	Minz, N. K.	Sustainable Innovation for Industry 6.0	August, 2024
6	Impact of Factors Influencing Investor's Behaviour towards Cryptocurrency – Mediating Role of Behavioural Intention	Nikhat Mushir , Dr. Manmohan Chaudhry, Alisha Singh, Sohil	European Economic Letters	September, 2024






Nisha Roy
Global Banking & Markets Job Simulation

Certificate of Completion
August 30th, 2024

Over the period of August 2024, Nisha Roy has completed practical tasks in:

- Identify MSA targets for offshore expansion
- Create a debt market update
- Analyse a debt financing opportunity
- Identify a trading opportunity
- Find the right product for a client
- Improve a trade process

Glen McGowan
Glen McGowan
Global Head of Talent and Group Head of Graduates, HSBC

Tom Brunskill
Tom Brunskill
CEO, Co-Founder of Forage



PROFESSIONAL COMPETENCY
CERTIFICATE

Proudly presented to:

Megha Rajoriya

for completing a competency course titled

Mastering Portfolios: Your Key to Interview Success

Dr. Kanika Gupta
Dr. Kanika Gupta
President



In recognition of the commitment to achieve professional excellence



Shubham Thakur

Has successfully satisfied the requirements for:

IBM Cognos Analytics V11.1.x Reporting Essentials

Issued on: 03 SEP 2024
Issued by IBM

Verify: <https://www.credly.com/go/HkssXYog>




भारतीय प्रतिभूति और विनियम बोर्ड
Securities and Exchange Board of India



राष्ट्रीय प्रतिभूति बाजार संस्थान
National Institute of Securities Markets
(An Educational Institute of SEBI)

CERTIFICATE OF PARTICIPATION

is awarded to

Shubham Thakur

for participating in the
National Financial Literacy Quiz 2024

Krishnanand Raghavan
Krishnanand Raghavan
Chief General Manager
Securities and Exchange Board of India



Sanjeev Bajaj
Sanjeev Bajaj
General Manager
National Institute of Securities Markets

OUR CORPORATE PARTNERS

Samatrix

At the School of Management and Commerce, K.R. Mangalam University, we believe that industry-academia collaboration drives innovation and fosters growth. Our strategic partnerships enable students to bridge the gap between theoretical knowledge and practical applications. These collaborations provide opportunities for hands-on learning, interaction with industry experts, and enhanced career readiness while nurturing innovation and entrepreneurship.

Grant Thornton Bharat Ltd.

Grant Thornton Bharat Ltd., one of India's leading integrated Assurance, Tax, and Advisory firms, offers industry-focused programs in sectors such as Automotive, Banking, Financial Services and Insurance (BFSI), Consumer Products, Healthcare, Media, and Real Estate. Students benefit from advanced training, mentoring by top experts, and live sessions delivered by seasoned professionals. These initiatives enrich their knowledge in areas like Accounting and Finance, Management Accounting, Performance Management, and Taxation.

IBM

International Business Machines (IBM), a global leader in Artificial Intelligence solutions, transforms the AI landscape with cutting-edge innovations. IBM collaborates with us to provide guest lectures by industry experts and an academic curriculum covering crucial AI concepts, including supervised learning, ensuring students gain contemporary knowledge in this domain.

Safexpress

Safexpress, a prominent knowledge partner, specializes in logistics and supply chain management. The company offers unparalleled internship and placement opportunities, industry-specific training programs, and consultations with experienced professionals. Through realistic hands-on training, students gain practical insights into evolving innovations in logistics and supply chain management.

Imarticus Learning

Imarticus Learning is known for its advanced platforms and proprietary technologies that support a digital economy-focused learning model. The collaboration provides students with professional certification programs and access to specialized resources in digital marketing and other cutting-edge fields. These programs empower students to thrive as expert professionals in their respective domains.

Through these valued partnerships, our students are equipped with the skills, knowledge, and industry connections essential for personal growth and career success.

FEATURED CORPORATE TRAINERS



Mahek Khera - Data Science & Business Analysis Expert

Mahek Khera is a proficient professional with extensive expertise in Python, Data Science, and Business Analysis. Holding an M.Tech degree, she has six years of training experience and is adept in Python frameworks such as NumPy, Pandas, Matplotlib, Seaborn, and machine learning tools like Sklearn. Her skill set spans data modeling, exploratory data analysis (EDA), web scraping, and dashboard creation using Power BI, Tableau, and MS Excel. Additionally, she has hands-on experience with Big Data tools like Hadoop, SPSS Modeler, and IBM Cognos, showcasing her versatility.

Mahek has contributed to numerous impactful projects, including a Swiggy Restaurant Recommendation Model, COVID-19 Data Analysis, Car Price Prediction, and Breast Cancer Prediction, focusing on predictive analytics, visualization, and ethical data handling. With a passion for storytelling through data, she integrates domain expertise and user-centric approaches, excelling in collaborative and innovative environments. Her certifications in Machine Learning and Data Science further solidify her technical acumen, making her a valuable asset in the field of data analytics and business intelligence.



Profile Summary – Monica Sachdeva

Monica Sachdeva is an accomplished professional with over 14 years of corporate experience and a decade of expertise as a freelance corporate trainer specializing in financial markets. A dynamic blend of academic credentials and industry certifications highlights her exceptional capabilities in learning and development within the financial domain. Her academic journey includes a Master of Financial Administration (MFA) from Devi Ahilya University, a Bachelor of Law (LL.B) from B.R. Ambedkar University, and a Post Graduate Diploma in Insurance from AIMA. She is certified in multiple NISM and NCFM modules, showcasing her deep proficiency in investment advisory, portfolio management, securities operations, and derivatives markets.

Monica's corporate experience spans reputed organizations like the National Stock Exchange of India Ltd. and Globe Capital Market Ltd., where she held critical roles in compliance, risk management, membership activities, and investor servicing. Her strategic initiatives, including process automation and compliance manual development, reflect her leadership and operational expertise. As a corporate trainer, Monica has collaborated with esteemed institutions like NSE Academy, BSE, NSDL, SEBI, and NCFE, delivering impactful training programs. She is also an empanelled trainer for SEBI's SMART initiative and PFRDA's Retirement Planning, further underlining her authority in the financial markets domain. A proactive learner and mentor, Monica combines her regulatory expertise, teaching skills, and industry insights to empower professionals and institutions, establishing herself as a trusted expert in financial markets training.

EVENTS

Induction Program

The School of Management and Commerce (SOMC) at K.R. Mangalam University organized a comprehensive Induction Program from 27th August to 31st August 2024, designed to acclimate new students to the dynamic academic and cultural environment of the university. The program included interactive sessions, guest lectures, and team-building activities aimed at fostering a sense of community and belonging among the students. Esteemed speakers, including industry leaders and alumni, shared insights on corporate expectations, career opportunities, and the importance of developing holistic skills. Through engaging activities and insightful discussions, the program set a solid foundation for students to embark on their academic journey with enthusiasm and confidence. A series of informative sessions were organized to familiarize students with key institutional policies and opportunities. These included detailed discussions on the Code of Conduct, Gender Sensitization, and Anti-Ragging measures to ensure a safe and respectful campus environment. Students were introduced to the various university clubs and societies to encourage active participation in extracurricular activities. Sessions on grievance redressal mechanisms and faculty introduction helped build a supportive academic community. Additionally, guidelines on the examination process and insights into the National Education Policy (NEP) were provided, equipping students with a clear understanding of academic and administrative frameworks.

Highlights

The Program began with a warm and enthusiastic welcome extended to all the new students setting a positive tone for the session. The primary objective was to ensure that students felt at ease and comfortable as they embarked on their academic journey in this new environment. The students were provided insights into the university's rich history, emphasizing its evolution and growth over the years. The core values that guide the university's vision and mission were highlighted, helping students understand the principles that shape their educational experience.

Corporate Guest Interaction



Mr. Anand Sengupta taking a lecture



Mr. Anand Sengupta listening to a student's doubt

K.R. Mangalam University hosted a corporate guest interaction session on 27th August as part of the Orientation program, Deeksharambh. The session featured Mr. Anand Sengupta, Chief Operating Officer of Carrier, as the esteemed speaker. With over 25 years of experience in Digital Technology and Business IT, Mr. Sengupta has been at the forefront of driving digital transformations and implementing enterprise-wide solutions. His extensive background in SAP ERP, global project management, and digital innovation has positioned him as a thought leader in his field. The session was organized to provide students with an opportunity to learn from an industry expert about the evolving dynamics of the corporate world.



Resource person Mr. Ronit Kumar taking the lecture

SOMC also had the honor of hosting Mr. Ronit Kumar, Business Unit Head at NEC Corporation, during the Orientation program, Deeksharambh. With over 13 years of experience in strategy and business growth, Mr. Kumar is renowned for his contributions across multiple industries, including technology, EdTech, FinTech, and AgriTech. He holds an MBA in International Business from the Indian Institute of Foreign Trade and is actively involved in sustainability and inclusion initiatives. His role in the National Program on Electronics and ICT in Agriculture and Environment (AgriEnics) and advisory work on urban development reflects his commitment to making a positive impact. The session aimed to inspire students as they embarked on their academic journeys.



Ms. Sanya Shahi taking the lecture

Ms. Sanya Shahi, Senior Manager, Programs & Partnerships at Smart Freight Centre, was also invited as a guest speaker to Deeksharambh. With over 14 years of experience in transport and logistics, Ms. Sanya has made significant contributions to the industry, including her involvement in the Government of India's Sagarmala initiative and consulting roles with Indian Railways and IRCTC at KPMG India. Her background in transport planning, multi-modal logistics, and strategy consulting, combined with her expertise in stakeholder management and government tenders, has established her as a leading figure in the field.



Ms. Sanya Shahi taking the lecture



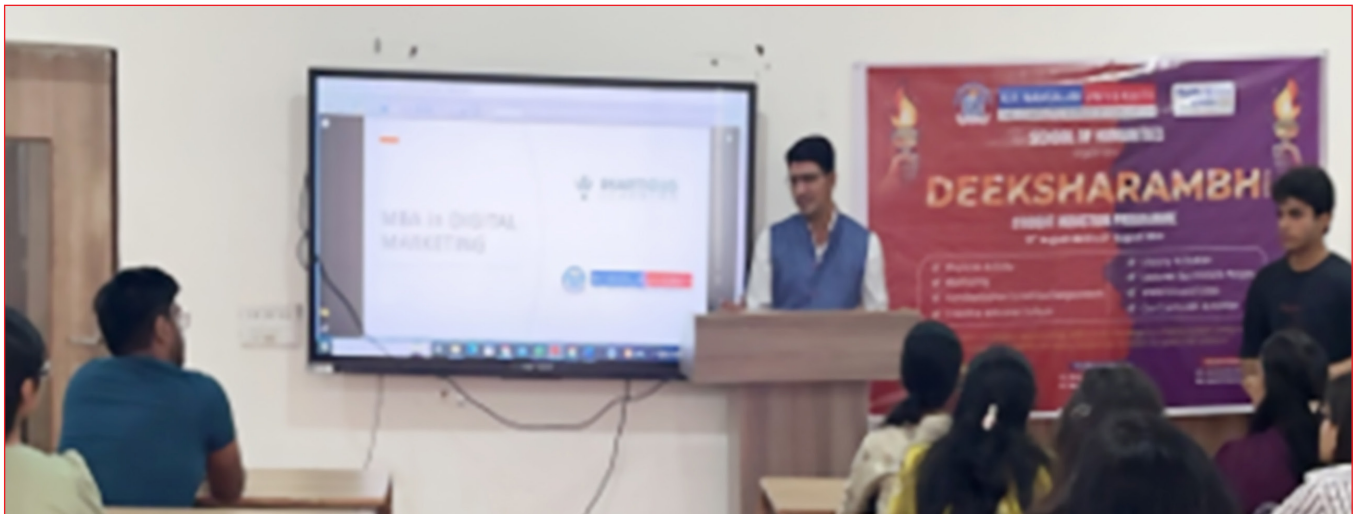
Ms. Somya Shahi taking lecture with the students

SOMC also had the privilege of hosting Ms. Somya Shahi, a distinguished strategy and growth expert, during the Orientation program, Deeksharambh. With over 15 years of experience in global business excellence and leadership roles at NEC Corporation and Accenture, Ms. Shahi is a recognized authority in driving growth strategies and business transformation. She holds an MBA in Strategy & Leadership from the University of Illinois, Urbana-Champaign, and is currently pursuing a Doctorate in Business Administration from ESGCI, Paris. Her session was aimed at providing students with first-hand insights into the corporate world and inspiring them to embrace continuous learning and adaptability.

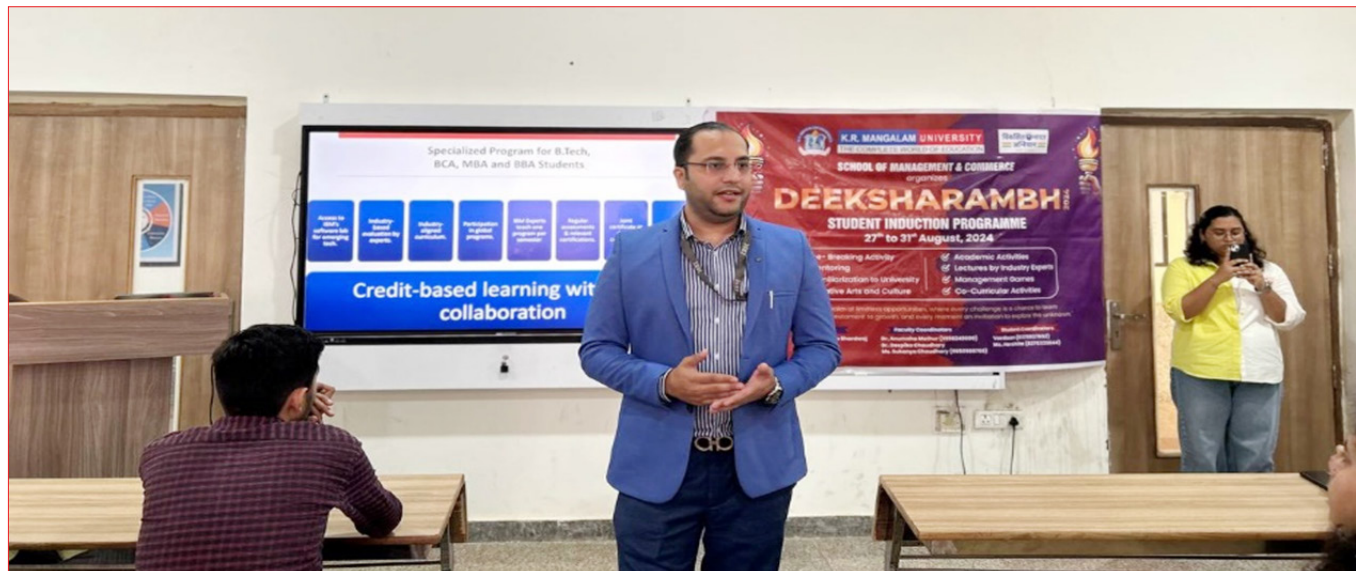
Corporate Partnership Session: Bridging Academia and Industry



Mr. Kapil Arora, Director L&D academy & Grand Thoronton



Mr. Hiteder Yadav from Imarticus addressing students



Industry Collaborator – Mr. Ayush Chauhan, IBM

As part of the student induction program, a dynamic session on corporate partnerships was conducted, on 28th August featuring esteemed industry trainers from our corporate partners SEEKHO, Samatrix, GT, NSE (National Stock Exchange), Imarticus Learning, and IBM. The session, attended by distinguished speakers such as Mr. Hitender Yadav (North India Head – Academic Alliance, Imarticus), Mr. Ayush Chauhan (Manager – Academic Alliance and Relationships, IBM), Mr. Kapil Arora (Director, L&D Academy, Grand Thornton), and the IBM team comprising Mr. Aman Bakshi, Mr. Robin Tyagi, and Mr. Rahul Batra, offered invaluable insights into the evolving expectations of the corporate world.

These experts emphasized the importance of practical skills like data analysis, digital transformation, financial acumen, and leadership—competencies that align with the curriculum's goal of bridging the gap between academia and industry. They also highlighted the role of industry partnerships in equipping students with specialized training, certifications, and exposure to real-world challenges. An interactive Q&A session allowed students to explore future career paths, in-demand skills, and emerging trends, setting the tone for a transformational academic journey.



Honourable Vice Chancellor addressing the students



Honourable Vice Chancellor interacting with the students

Prof. Raghuvir Singh, the esteemed Vice Chancellor of the university, led an engaging and insightful session for the students of the School of Management and Commerce (SOMC) on 30th August, emphasizing the importance of holistic development and academic excellence. He highlighted the university's dedication to fostering a dynamic learning environment that nurtures critical thinking, innovation, and ethical leadership.

Prof. Singh encouraged students to leverage the wide range of opportunities available, from academic programs to extracurricular activities, to enrich their personal and professional growth. He underscored the values of integrity and discipline and discussed the pivotal role students play in enhancing the university's reputation. Sharing inspiring anecdotes from his own journey, Prof. Singh motivated students to set ambitious goals and contribute meaningfully to society. The session left students inspired to embark on their academic journey with renewed enthusiasm and purpose.

Talent Hunt in Induction Program



A song of hope



Dance of Joy



The Panel of Judges

The Talent Show, held as the final session of the Student Induction Program on 31st August, was a vibrant and high-energy event where students showcased a wide array of exemplary talents, including singing, dancing, acting, stand-up comedy, and poetry. The participants were judged in three elimination rounds by a distinguished panel of judges, comprising Dr. Deepika Chaudhary, Dr. Poonam Kumari, and Dr. Kriti Arya, Assistant Professors from SOMC. The competition culminated with the announcement of winners for the 1st, 2nd, and 3rd places, along with a special award for the Most Unique Performance. The Talent Show served as the perfect conclusion to the five-day induction program, leaving both students and faculty members impressed by the creativity and enthusiasm displayed.



Ms. Divya Jain, Founder of 'Because She Can,' inspiring students during her session on 'Discovering the Leader Within,' empowering young women to embrace leadership and self-confidence."

The School of Management and Commerce (SOMC), K.R. Mangalam University, hosted a compelling guest lecture on Wednesday, September 25, 2024, focusing on leadership and entrepreneurship. The session featured distinguished speakers Ms. Divya Jain, Founder of Because She Can and Co-Founder of Seekho, and Ms. Neha Joshi Jain, Co-Founder of Because She Can. The lecture, targeted at BBA and MBA students, was coordinated by Dr. Jitin Gambhir, Dr. Deepika Chaudhary, and Ms. Sukanya Chaudhary.

The event emphasized self-awareness, resilience, and inspirational leadership, encouraging students to recognize entrepreneurship as a viable career path. The speakers shared insights on cultivating personal leadership styles and overcoming societal conditioning that limits ambitions. A key highlight of the session was its focus on gender sensitization and the importance of creating inclusive environments.

Through interactive methodologies like live word mapping, videos, and case studies, participants engaged in dynamic discussions



Ms. Divya Jain, Founder of Because She Can

and practical exercises. The session sparked meaningful conversations, leaving attendees with actionable insights into leadership qualities and entrepreneurial innovation. This transformative lecture provided students with tools to lead with empathy and purpose while inspiring them to explore entrepreneurship as a catalyst for personal and societal growth. The event sets the stage for future collaborations and deeper exploration of leadership and entrepreneurship in academic and professional contexts.

Harnessing Intellectual Property for Growth: Strategic Insights for Entrepreneurs and Startups



Dr. Vijay and Dr. Kriti presenting a memento during the session on 'Harnessing Intellectual Property for Growth: Strategic Insights for Entrepreneurs and Startups,' emphasizing the importance of IP in fostering innovation and entrepreneurial success.

The School of Management and Commerce (SOMC), K.R. Mangalam University, conducted a thought-provoking workshop titled “Harnessing Intellectual Property for Growth: Strategic Insights for Entrepreneurs and Startups” on September 25, 2024. This session, held for MBA graduates and faculty members, was led by Mr. Venkatesh Bharti, Founder and Director of Vastav Intellect IP Solutions LLP (VIIPS) and Vastav IncubateX & Entrepreneurship Foundation (VIEF). The event was coordinated by Dr. Vijay Prakash Sharma and Dr. Kriti Arya.

Focusing on Intellectual Property (IP) as a strategic tool, the workshop highlighted its role in driving innovation, securing funding, and enhancing market competitiveness. Through detailed presentations and live demonstrations, participants explored various forms of IP, including patents, trademarks, copyrights, and trade secrets, and their applications in business management.

Interactive activities enabled students to draft IP strategies for hypothetical startups, analyze real-world examples like Tesla and Apple, and understand the criticality of IP in entrepreneurial growth. Discussions also covered challenges such



Mr. Venkatesh Bharti, Founder and Director of Vastav Intellect IP Solutions LLP (VIIPS)

as IP infringement, costs, and global compliance, offering practical strategies for risk mitigation and innovation protection.

Case studies of successful startups like Square and Dropbox illustrated the transformative power of robust IP management, while lessons from Kodak emphasized the risks of inadequate IP strategies. Participants left with actionable insights into leveraging IP for sustainable growth, positioning their ventures for resilience and success.

The workshop underscored that effective IP management is not just a legal formality but a game changer for entrepreneurs, fostering innovation, securing competitive advantages, and driving long-term growth in dynamic global markets.

Workshop on “Generative AI in Teaching”



Mr. Kapil Arora, Director, L&D Academy



The Trainer with Participants

The School of Management and Commerce at K.R. Mangalam University organized an engaging workshop on “Generative AI in Teaching” on Friday, 2nd August 2024, exclusively for faculty members. Led by Mr. Kapil Arora, Director, L&D Academy, and Grant Thornton, the session introduced cutting-edge AI tools—ChatGPT, Gemini, Canva, and Gamma—and their transformative potential in education. Faculty members explored the practical applications of these tools through live demonstrations, interactive sessions, and hands-on training, focusing on creating lesson plans,

visual aids, and immersive content. The workshop emphasized how these tools enhance teaching efficiency, foster engaging learning environments, and streamline content development. Real-world case studies and Q&A sessions enriched the experience, offering insights into overcoming implementation challenges and sharing best practices for integrating AI into teaching. The event concluded with participants expressing enthusiasm about leveraging these tools to transform their instructional methods and prepare students for a tech-driven future.

Professional Ethics Session



Prof. (Dr.) Anuj Kumar, Head of Research at Rushford Business School, Switzerland

On 20th September 2024, the School of Management and Commerce (SOMC) at K.R. Mangalam University organized an engaging session on “Professional Ethics” for final-year students. The event featured Prof. (Dr.) Anuj Kumar, Head of Research at Rushford Business School, Switzerland, as the keynote speaker. Attended by 144 students, the session aimed to emphasize the importance of ethical decision-making in professional environments. Dr. Kumar shared key ethical principles such as integrity, accountability, and transparency through theoretical w-insights

and real-life examples, highlighting their role in fostering trust and long-term success. Coordinated by faculty members Dr. Sapna Rana, Dr. Manmohan Chaudhry, Dr. Kriti Arya, and Mr. Takrar Ahmad, alongside student coordinators Mr. Manjeet Kumar and Ms. Ankita, the session concluded with an interactive Q&A segment that enabled students to apply these concepts to real-world scenarios. The talk left students with valuable perspectives on professional ethics, paving the way for further explorations of sector-specific ethical challenges in future sessions.

How to Ace GD PI



Dr. Anumeha Mathur guiding the students



Dr. Anumeha Mathur guiding students on excelling in GD-PI sessions with practical tips and strategies.

The School of Management and Commerce at KR Mangalam University organized an insightful session on Group Discussions (GD) and Personal Interviews (PI) for the final-year students of MBA, BBA, and BCom programs on 19th September 2024. The session was conducted by Dr. Indira Bhardwaj, Dean SOMC, a seasoned academician and mentor specializing in career readiness and communication skills with Dr. Anumeha Mathur, Assistant Professor at SOMC.

The workshop aimed to equip students with critical skills to excel in the competitive placement and admission processes.

Key takeaways included: Effective Communication in GDs: Understanding group dynamics, presenting ideas confidently, and managing conflicts during

discussions. Cracking Personal Interviews: Strategies for self-presentation, tackling challenging questions, and projecting confidence.

The interactive session also provided students with live GD and PI simulations, personalized feedback, and tips for enhancing their overall personality and professional demeanor.

Students expressed their gratitude for the practical insights and engaging format of the session. The faculty coordinators emphasized the importance of such initiatives in preparing students for a successful transition into their professional careers. This event reflects the university's commitment to fostering holistic development and empowering students to achieve their career aspirations.



CLUBS & SOCIETIES

MANAGEMENT SOCIETY



Dr. Sarina and Ms. Tuhina Ray with students during the LinkedIn Profile Building Workshop



Ms Tuhina Ray interacting with the students.

On 10th September 2024, the Management Society of K.R. Mangalam University organized an engaging LinkedIn Profile Building Workshop for students, led by Ms. Tuhina Ray, an expert in personal branding and career development. The workshop aimed to equip participants with the knowledge and skills to craft compelling LinkedIn profiles. Ms. Ray emphasized the importance of LinkedIn as a networking and job search tool and guided students through creating impactful headlines,

summaries, and showcasing experiences tailored to specific industries. Participants engaged in hands-on activities, revising their profiles with live feedback and gaining actionable insights to enhance their professional presence. Coordinated by Dr. Sarina Asif, Dr. Deepak Kumar, and Dr. Rupali, with support from student coordinators, the event received enthusiastic feedback, empowering attendees to confidently leverage LinkedIn for career opportunities.

Professional Email Writing Workshop



Dr. Shivani Wadhwa guiding students on mastering clear and effective communication.

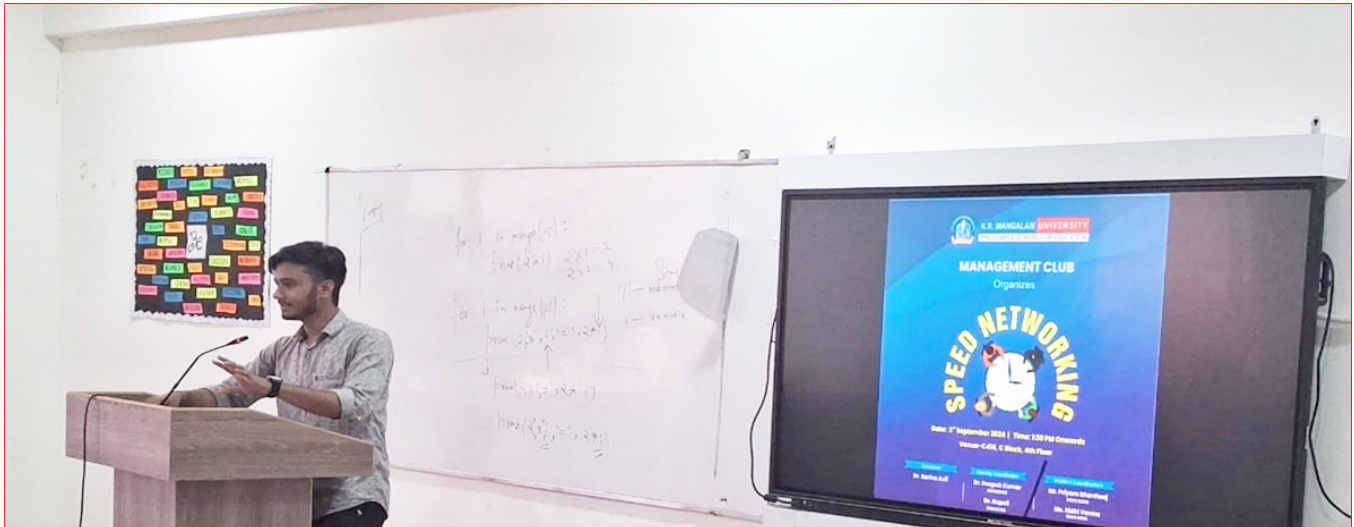


Dr. Shivani Wadhwa with students during the Professional Email Writing Workshop, fostering essential communication skills for professional growth.

On 17th September 2024, the Management Society of K.R. Mangalam University hosted a Professional Email Writing Workshop for students, conducted by Dr. Shivani Wadhwa, Assistant Professor, School of Humanities and Social Sciences. The workshop aimed to develop participants' skills in crafting clear, concise, and professional emails essential for formal communication, job applications, and networking. Dr. Wadhwa provided an in-depth breakdown of key email components, including subject lines, salutations, body, closing, and signatures, while also emphasizing proper email

etiquette and avoiding common errors. Participants engaged in practical exercises to draft and revise emails based on real-life scenarios, receiving personalized feedback to enhance their writing clarity and style. Organized under the guidance of Dr. Sarina Asif (Convener) and coordinated by faculty members Dr. Deepak Kumar and Dr. Rupali, along with student coordinators, the event was a resounding success. It empowered students to approach professional email communication with confidence, fulfilling the workshop's objectives and preparing them for real-world scenarios.

Speed Networking Event



A student presenting during the Management Club's 'Speed Networking' event, fostering connections and professional growth opportunities



Participants of the Management Club's 'Speed Networking' event, building connections and enhancing interpersonal skills.

On 3rd September 2024, the Management Society of K.R. Mangalam University organized an interactive Speed Networking Event for students in Room C 416, C Block. The event aimed to provide a platform for students to develop and practice effective networking skills through quick, timed interactions. Participants prepared elevator pitches and exchanged contact details during structured sessions facilitated by technology to ensure seamless matching based on interests.

The event emphasized the importance of making impactful first impressions and concluded with a feedback session, where students reflected on their experiences and shared insights on improving networking techniques. Convened by Dr. Sarina Asif and coordinated by Dr. Deepak Kumar and Dr. Rupali, the event received enthusiastic participation and helped students enhance their confidence and communication skills for professional networking.

INVESTMENT CLUB

Investment Pitch Challenge



Dr. Renu Verma and Dr. Jyoti Gupta addressing students during the Ice-Breaking Session organized by the Investment Club, encouraging active participation and collaboration in financial literacy initiatives.

On August 13, 2024, the Investment Club at K.R. Mangalam University organized an engaging ice-breaking session for students in Room A208, A Block. Coordinated by Dr. Renu Verma and Ms. Jyoti Gupta, the offline session aimed to welcome new members, foster networking, and promote collaborative learning in investment and financial literacy. Dr. Renu Verma, a distinguished professor from the School of Humanities, delivered an inspiring keynote address emphasizing the

importance of financial awareness and investment knowledge for personal wealth management. The session featured interactive activities like the “Investment Pitch Challenge,” where participants presented creative investment ideas, and networking rounds to build connections among students. The event concluded with Dr. Verma applauding the enthusiasm of the attendees and encouraging them to leverage the club’s resources to strengthen their financial acumen.



Students actively participating in the Stock Market Trivia event organized by the Investment Club, showcasing their knowledge and strategic thinking in financial markets

On September 3, 2024, the Investment Club of K.R. Mangalam University organized an engaging Stock Market Trivia event in Room C405. This quiz-based event aimed to enhance students' knowledge of stock markets, financial concepts, and current economic trends while fostering teamwork and strategic thinking. The trivia competition was structured into three rounds. The first round, Quick Facts, tested participants on general stock market knowledge, including terminologies, major stock exchanges, and influential investors. The second round, Current Events, evaluated awareness of

recent financial news, stock trends, and mergers. The final and most challenging round, Mystery Challenge, involved hypothetical market scenarios where participants devised investment strategies or predicted stock movements, showcasing their analytical and strategic skills. The winners of the competition included Krish Garg, Nandani, and Rahul Binder, all from the BBA program, who secured first, second, and third positions, respectively. The event concluded with a prize distribution ceremony, leaving participants with valuable insights and a deeper understanding of financial markets.

Money Magician: Online Equity Trading



Dr. Nizamuddin explaining the fundamentals of online equity trading during an engaging session organized by the Investment Club.

On September 17, 2024, the Investment Club organized an insightful workshop titled Money Magician: Online Equity Trading in Room C405. This event, led by Dr. Nizamuddin from the School of Management and Commerce, aimed to enhance students' understanding of equity trading and the essential skills required for investing in financial markets. Dr. Nizamuddin guided participants through the fundamentals of stock market operations, including the types of stocks, the

significance of stock indices, and stages of trading. A hands-on segment allowed students to analyze stocks and bonds, translating theoretical knowledge into practical application. Through interactive discussions, students learned how to evaluate market trends and strategize investments effectively. The workshop provided participants with a strong conceptual foundation and practical insights into equity trading, equipping them with valuable tools to navigate financial markets confidently.

COMMUNITY CONNECT

Ongoing Activity: Empowering Women through Financial Inclusion in Nuh, Haryana



Dr. Sapna Rana engaging with local women under the Haryana State Rural Livelihood Mission (HSRLM) in Nuh, Haryana



Handcrafted indigenous products created by women of Nuh, Haryana.



Dr. Nizam discussing the impact of financial inclusion and livelihood development initiatives under HSRLM with local stakeholders in Nuh, Haryana

The School of Management and Commerce (SOMC) team of KR Mangalam University visited a local village on 28th September as part of their community engagement and outreach initiative. The purpose of the visit was to discuss and strategize the commercialization of products made by the villagers, aiming to empower the community and enhance their economic opportunities. During the visit, the team interacted with local artisans and producers, gaining insights into their traditional craftsmanship and product offerings. They explored ways to improve market access, develop branding strategies, and enhance the overall value chain for these products. This initiative underscores SOMC's commitment to fostering sustainable development through academic expertise and industry collaboration, aligning with the university's vision of making meaningful contributions to society. A case study is being conducted to explore the role of financial inclusion in fostering sustainable livelihood development and women empowerment in the rural villages of Block Nuh, Haryana, considered one of India's most educationally and socially backward districts, as per the NITI Aayog report (2019). The research focuses on the impact of initiatives like Self-Help Groups (SHGs) under the

Haryana State Rural Livelihood Mission (HSRLM) in transforming the socio-economic conditions of indigenous women. Primary data, gathered through surveys, interviews, and group discussions during the academic years 2022-23 and 2023-24, revealed that financial inclusion initiatives have led to positive changes in women's livelihoods, decision-making power, and financial independence. The study highlights the need for promoting indigenous products and micro-entrepreneurship to create sustainable employment opportunities. By addressing gaps and enhancing the scope of inclusive finance, this initiative aims to empower marginalized groups of women and promote holistic rural development. The School of Management and Commerce (SOMC) at K.R. Mangalam University has been consistently working towards the betterment of Nuh Village by undertaking various research-driven and community-oriented initiatives. This ongoing activity aims to foster sustainable practices, financial literacy, and skill development among rural women. By engaging with local stakeholders and empowering women through capacity-building programs, SOMC strives to create a lasting impact on the lives of the people in Nuh, fostering a model for inclusive and sustainable rural development.

FACULTY RESEARCH UPDATES

At the School of Management & Commerce, our faculty members exemplify a steadfast commitment to advancing knowledge and shaping the future of academia. Through their groundbreaking research, insightful publications, and innovative contributions, they continue to push the boundaries of their respective fields, leaving a lasting impact on the academic community and beyond.

In 2024, our faculty members achieved several milestones that highlight their dedication to scholarly excellence. From publishing in renowned journals and presenting at international conferences to authoring influential book chapters and securing prestigious research grants, their work reflects the depth and diversity of expertise within our institution.

These achievements not only contribute to the academic discourse but also inspire and empower our students to explore, innovate, and excel. By addressing pressing global challenges and providing solutions that align with emerging trends, our faculty members reinforce the institution's role as a hub for intellectual growth and societal impact.

Research Articles

Dr. Indira Bhardwaj published an insightful paper titled "In the Era of 4th Industrial Revolution: Are Technology-Based Assets and Green Equity Index Safe Investments with Developed and Emerging Market Index" in Asia-Pacific Financial Markets on 4th September 2024. This research explores the safety and performance of technology and green equity investments across global markets in the context of the Fourth Industrial Revolution.

In another contribution, Dr. Indira Bhardwaj published a paper titled "The Effects of Technology-Induced Stress on the Modern Workplace: An Empirical Study on IT Sector Employees in the Delhi National Region (NCR)" in Tanz on 16th July, 2024,

shedding light on the challenges and stressors faced by IT professionals in a tech-driven workplace.

The publication of a thought-provoking journal article titled "SEBI Back Steps: A View on CEO Duality" authored by Dr. Anumeha Mathur and Dr. Devkanya Gupta in The Indian Journal of Technical Education. Published on 2nd July 2024, this article explores the critical topic of CEO duality within the context of SEBI's (Securities and Exchange Board of India) evolving policies. The study provides a comprehensive analysis of SEBI's decision to revisit its stance on CEO duality, highlighting its implications for corporate governance in India. By examining this pivotal issue, the authors shed light on how leadership structures influence organizational performance and compliance in a rapidly changing regulatory environment.

Dr. Sangeeta Chauhan authored an article titled "Integrating TAM and TPB towards Behavioural Intention to Use Social Networking Sites by Small and Medium Business Entrepreneurs", published in the Journal of Infrastructure, Policy and Development on 22nd August, 2024. This research investigates how theoretical models influence the adoption of social networking sites by small and medium enterprises.

Dr. Anumeha Mathur published a paper titled "An Analysis of the Impact of a Marketing Communication Management Method on the Purchase Behavior of Durable Consumer Goods Using Machine Learning" in Library Progress International on 31st July, 2024. The study leverages machine learning to analyze consumer purchasing behavior and marketing strategies.

Dr. Anshika Prakash contributed to sustainable finance literature with her paper "ESG Taxonomies and Framework: A Country-Wise Analysis of Sustainable Finance", published in the Indian

Journal of Technical Education on 23rd July 2024, offering a comparative analysis of ESG frameworks across nations.

Dr. Poonam Kumari published a paper titled “An Empirical Study on Carbon Disclosure Practices and Strategies in Emerging Markets” in Corporate and Business Strategy Review on 15th July 2024. This work examines the strategies and transparency in carbon disclosure among businesses in emerging economies.

Book Chapters

Dr. Arshi Jamal and Dr. Jonika Lamba co-authored a book chapter titled “Unravelling Complexity: Global Capital Flow Determinants”, featured in Global Economic Interconnectedness: International Trade and Finance by IGI Global Scientific Publishing, published in September 2024. This chapter delves into the intricate factors influencing global capital flows and their implications for international trade and finance.

Ms. Nirmaljeet Kaur Virk published a chapter titled “The Role of Education in Fostering an Entrepreneurial Mindset” in a book by IGI Global on 12th August 2024, highlighting the critical role of education in cultivating entrepreneurial skills and innovation.

Dr. Indira Bhardwaj authored a chapter titled “Ethics in Neuromarketing: A Systematic Literature Review”, included in Neuroscientific Insights and Therapeutic Approaches to Eating Disorders, published on 29th July 2024. This chapter provides a comprehensive review of ethical considerations in neuromarketing practices.

Paper Presentation

Dr. Sapna Rana presented a paper titled "Human Resource Information System and the Green Metaverse: Bridging Technology and Sustainability" at the International Conference on Management, Innovation, Leadership, Entrepreneurship &

Sustainability (IC-MILES 2024), held on 19th–20th September 2024

The paper explores the transformative potential of integrating Human Resource Information Systems (HRIS) with the emerging concept of the Green Metaverse. It delves into how technological advancements can be leveraged to create sustainable workplaces by reducing carbon footprints, promoting remote and hybrid work environments, and enhancing employee engagement through virtual ecosystems. Dr. Rana emphasized the importance of aligning HR practices with sustainability goals, highlighting innovative strategies such as virtual onboarding, AI-driven talent management, and immersive virtual training in the metaverse.

The study also discussed how HRIS, when integrated with green technology principles, can contribute to an organization's overall ESG (Environmental, Social, and Governance) objectives, ensuring long-term sustainability and competitive advantage. This innovative approach provides a blueprint for organizations looking to combine cutting-edge technology with responsible business practices.

These achievements underscore the dedication and expertise of our faculty in advancing research across a variety of disciplines. Congratulations to all for their outstanding contributions!

Faculty Research Corner: Celebrating Innovation and Excellence

The faculty at our institution continue to shine in the field of research and innovation, achieving significant milestones with groundbreaking patents. Here's a glimpse of the notable achievements in 2024:

Artificial intelligence is revolutionizing the marketing landscape, and the patent "Artificial Intelligence-driven Automated Marketing Campaign for Small and Medium Enterprises

(SMEs)" by Dr. Devkanya Gupta, Dr. Anumeha Mathur, and Ms. Sukanya Chaudhary, exemplifies this transformation. Awarded on July 5, 2024, this innovation focuses on leveraging AI to design and execute marketing campaigns tailored specifically for SMEs. This system aims to enhance operational efficiency and broaden market reach, offering a competitive edge to small businesses.

In the field of cybersecurity, Dr. Jonika Lamba and Dr. Jyoti Rana have contributed significantly with their patent titled "A System for Mitigating SQL Injection Attacks." published on July 12, 2024, this innovation addresses one of the most critical challenges in database security. By mitigating SQL injection attacks, this system ensures robust protection for sensitive data and strengthens the digital infrastructure of organizations.

Dr. Vijay Prakash Sharma has been awarded a groundbreaking patent for his innovative work on the "Smart Retail Shelf Computer with Real-Time Analytics Display." Published on September 13, 2024, this cutting-edge invention is set to transform the retail industry by integrating advanced technology into retail shelves.

The Smart Retail Shelf is designed to provide real-time analytics and insights, enabling retailers to monitor inventory, customer behaviour, and sales trends seamlessly. With its ability to display analytics directly at the point of sale, this invention enhances decision-making and operational efficiency, offering a significant advantage in the competitive retail market.

These patents exemplify the dedication of our faculty and students to pushing the boundaries of innovation and research. Each of these contributions demonstrates the transformative impact of technology on business, society, and the workplace. We congratulate all the contributors for their outstanding work and look forward to their future achievements!

Research Project

Dr. Nikhat Mushir and her team have been awarded a prestigious research project titled "Empowering Children in the Digital Age: Analysing Experiences and Vulnerabilities within the Framework of Vision Viksit Bharat and Sustainable Development Goals." On 20th September 2024. This project, funded under the special call for Vision Viksit Bharat@2047 by the Indian Council of Social Science Research (ICSSR), aims to address critical issues surrounding children's experiences and vulnerabilities in the digital age.

The research aligns closely with the objectives of Vision Viksit Bharat@2047 and the Sustainable Development Goals (SDGs), focusing on building a secure and inclusive future for children. Under Dr. Mushir's leadership, the study is expected to provide actionable insights to empower children and ensure their holistic development in a rapidly transforming digital landscape.

This recognition highlights Dr. Nikhat Mushir's dedication to impactful research and her contribution to advancing India's vision of a developed and sustainable future by 2047.

INTERSHIPS

The School of Management & Commerce (SOMC) takes pride in its exceptional track record of placements and internships, showcasing its commitment to shaping the future of its students. Through a well-structured and dynamic approach, SOMC bridges the gap between academic excellence and industry expectations, ensuring students are well-equipped to thrive in the competitive professional world.

With a dedicated Training and Placement Cell, SOMC collaborates with leading companies and organizations to provide students with valuable

opportunities to gain hands-on experience and develop industry-relevant skills. The students have undergone an internship of 8 to 12 weeks as an integral part of the programs. The school's focus on fostering innovation, critical thinking, and practical exposure has resulted in consistently high placement rates, making it a trusted destination for recruiters seeking top talent.

By empowering students with the right tools, guidance, and networks, SOMC continues to play a pivotal role in launching successful careers and preparing future leaders for the global workforce.

STUDENTS INTERSHIP

S.NO.	ENROLLMENT NO.	NAME	PROGRAM	COMPANY NAME
1	2202070008	ANKIT DHANKAR	B.Com (H)	A Complete Interior Solutions
2	2202070029	ANUSHKA SINGH	B.Com (H)	Agile Capital Services
3	2202070057	TANISHA SINGH	B.Com (H)	Ashimara House Pvt Ltd(Your Space)
4	2202070028	JATIN SEHRAWAT	B.Com (H)	Black Sparrow Books
5	2202070005	MISHITA BHATIA	B.Com (H)	Kshitiksha
28	2302208005	HIMANSHU	B.Com (H) (ACCA-UK)	Internveda
29	2302208012	DIKSHA RAWAT	B.Com (H) (ACCA-UK)	Orange House Pvt Ltd
30	2302208009	SHRADHA BANSAL	B.Com (H) (ACCA-UK)	Spd Capital Services Private Ltd
31	2302208046	SATYAM THAKUR	B.Com (H) (ACCA-UK)	The Indus Group Company
32	2302208062	KUNAL	B.Com (H) (ACCA-UK)	Acmegrade Pvt Ltd
33	2302208042	KRATIKA MISHRA	B.Com (H) (ACCA-UK)	Akshat Flour Mills Pvt Ltd
34	2302208001	SAIKAT DAS	B.Com (H) (ACCA-UK)	Collaboration It Networks Pvt Ltd
35	2302208043	PANKAJ YADAV	B.Com (H) (ACCA-UK)	Dixan Technology Ltd
65	2302208079	SHIVANI RAI	B.Com (H) (ACCA-UK)	M/S Saveetri Industries
66	2302208058	SHIVANGI GOYAL	B.Com (H) (ACCA-UK)	Coats[M J Industries]
67	2302208066	RONIT YADAV	B.Com (H) (ACCA-UK)	Internveda Edutech Pvt Ltd
68	2302208017	SAMIKSHA MITTAL	B.Com (H) (ACCA-UK)	Internslite
69	2302208064	SOMYA	B.Com (H) (ACCA-UK)	Internsveda
70	2302208054	MOHAMMAD RAIHAN	B.Com (H) (ACCA-UK)	Jss Industries
71	2302202020	KABIR TYAGI	B.Com (H) (Research)	Hans Enterprises
72	2302202023	PRACHI SEJWAL	B.Com (H) (Research)	Acmegrade Pvt Ltd

73	2302202037	TUNISHKA	B.Com (H) (Research)	Arista Enterprises
74	2302202024	JASLEEN KAUR	B.Com (H) (Research)	Bridge Wealth Solutions
75	2302202018	TANMAY JAIN	B.Com (H) (Research)	Ca Jaideep Mittal And Associates
76	2302202042	RAMAY MADAN	B.Com (H) (Research)	Csa Investment Pvt Ltd
77	2302202046	AAYUSH NAIR	B.Com (H) (Research)	Icon Power Solution
78	2302202039	HARSH	B.Com (H) (Research)	Internslite
79	2302202049	PIYUSH RANA	B.Com (H) (Research)	Internslite
80	2302202007	KUNAL SAINI	B.Com (H) (Research)	Invincible Publications Pvt Ltd
91	2302202022	SAMYAK JAIN	B.Com (H) (Research)	Jaideep Mittal & Associates
92	2302202020	KABIR TYAGI	B.Com (H) (Research)	Niva Bupa Health Insurance Company Limited
93	2302202050	KHUSHI SHARMA	B.Com (H) (Research)	Pacify Technologies
94	2302202031	PARTH GOEL	B.Com (H) (Research)	Internslite
95	2202210016	GARV	B.Com Program	Venova Pharmaceuticals Pvt Ltd
96	2302210024	RACHIT YADAV	B.Com Program	3S Logistics Pvt Ltd
97	2302210009	MANISHA KUMARI	B.Com Program	Acmegrade Pvt. Ltd.
98	2302210020	TARVINDER SINGH	B.Com Program	Acmegrade Pvt. Ltd.
99	2202210017	DEEPANSHU	B.Com Program	Babal Productions Pvt Ltd
100	2202210042	MEENAKSHI	B.Com Program	Doconline Health India Pvt. Ltd
101	2202210031	VIVEK RAJ	B.Com Program	Green Energy And Infra India Pvt Ltd
102	2302210008	ARMAN	B.Com Program	Jss Industries
103	2202210033	HARDIK BHADANA	B.Com Program	Mankind
104	2302210003	SUMAN MAHALIK	B.Com Program	Muskurahat Foundation
105	2202210012	ANANDHU V	B.Com Program	The Female Mentors
106	2202210018	GARV CHHABRA	B.Com Program	Venova Pharmaceuticals
107	2302210025	CHARAN SINGH	B.Com Program	Bmi
108	2202210011	HIMANSHI CHAUHAN	B.Com Program	Daikin Pvt Ltd
109	2202210040	ASHMIT BHAIST	B.Com Program	Mankind
110	2202210009	JIVESH VERMA	B.Com Program	Venova Pharm
111	2302210002	PRATIKA YADAV	B.Com Program	Acmegrade Pvt. Ltd.
112	2302210014	MUSKAN	B.Com Program	Acmegrade Pvt. Ltd.
113	2302210028	MAMTA SHARMA	B.Com Program	Acmegrade Pvt. Ltd.
114	2302210029	MEENU CHAUDHARY	B.Com Program	Acmegrade Pvt. Ltd.
123	2202210029	DEV RANA	B.Com Program	Babal Production Pvt Ltd
124	2202210013	GOURAV BHADANA	B.Com Program	Venova Pharmaceuticals
125	2202210025	HIMANSHU	B.Com Program	Venova Pharmaceuticals
126	2202210024	SHIVAM DHAKARE	B.Com Program	Venova Pharmaceuticals
127	2202080220	SHABD YADAV	BBA	4Lion Techo Solutions Pvt Ltd

128	2202080106	SACHIN	BBA	Balaji Enterprises
129	2202080255	ANSH GARG	BBA	Cohort E-Commerce Consulting
130	2202080174	MANJIT .	BBA	Efs
131	2202080175	SAGAR .	BBA	Efs
132	2202080073	ANKITA GUPTA	BBA	Internselite Edu Tech Company
133	2202080009	PANKAJ YADAV	BBA	Invest4Edu
134	2202080036	PAVAN PRAJAPAT	BBA	Invest4Edu
135	2202080171	DHARMENDRA YADAV	BBA	Invest4Edu
136	2202080042	VERSHA SANSANWAL	BBA	Shivay Hospital
137	2202080010	TARUN . PARIHAR	BBA	Strategink
138	2202080043	NIDHI NIDHI	BBA	Terresorca Alliance
139	2202080053	KANCHAN THAKRAN	BBA	Venova Pharmaceuticals Pvt Ltd
140	2202080038	LAKSHAY	BBA	Vsl Security Services Pvt Ltd
141	2202080244	NIKHIL RAJ	BBA	Ybi Foundation
142	2202080106	SACHIN	BBA	Balaji Enterprises
143	2202080179	TUSHAR JINDAL	BBA	Crunchy Bite
144	2202080191	HIMANSHU	BBA	Efs Facilities India Pvt Ltd
145	2202080092	ANSHU .	BBA	Inspole Tls Consultants Pvt Ltd
198	2202080226	ANANYA SINGH	BBA	Tata
199	2302203167	HARMAN SINGH	BBA	Allianz Partners
200	2302204041	AYUSHI	BBA (H) ACCA	Internselite
201	2302206007	MAITRIYA KIRAULA	BBA (H) ACCA	Big Bulls
202	2302206004	DIKSHA	BBA (H) ACCA	Kiru India Corporation
203	2302204041	AYUSHI	BBA (H) ACCA	Internselite
204	2302203213	HARDIK SHUKLA	BBA (H) (Research)	Adrm Associates
205	2302203158	SHIVAM SHARMA	BBA (H) (Research)	Auraa International Hardware
206	2302203089	NIKHIL GAUR	BBA (H) (Research)	Gaur Business Developers
207	2302203097	HARDIK CHAWLA	BBA (H) (Research)	Rameshwar Dass Vijay Kishan Saraf
208	2302203207	TANISHQ KAMRA	BBA (H) (Research)	The Studio Décor
209	2302203203	SHAGUN UNIYAL	BBA (H) (Research)	Walkin Manpower Solution
210	2302203208	ATUL TANWAR	BBA (H) (Research)	Adrm Associates
211	2302203153	DHRUV YADAV	BBA (H) (Research)	Akash Pack Tech Pvt. Ltd
212	2302203024	SNEHA SHARMA	BBA (H) (Research)	Aranna Home
213	2302203007	ANUSHKA PATEL	BBA (H) (Research)	Avi Buildtech Private Limited
214	2302203183	KOMAL GUPTA	BBA (H) (Research)	Ed Grasp
215	2302203094	ANSHUL SHARMA	BBA (H) (Research)	Insplore Tls Consultants Pvt. Ltd.
216	2302203041	ANSHUL CHAUHAN	BBA (H) (Research)	Kiru India Corporation
217	2302203098	SHRUTI SINGH	BBA (H) (Research)	Mantra E-Bikes

281	2302203019	JAI ARORA	BBA (H) (Research)	Indo Autotech Ltd.
282	2302203022	GUNGUN GARG	BBA (H) (Research)	Mmr Global
283	2302203137	A K A N S H A SHEKHAWAT	BBA (H) (Research)	Numero Uno
284	2302203202	UDIT YADAV	BBA (H) (Research)	Shiv Om Steels
285	2302203204	TUSHAR SHARMA	BBA (H) (Research)	Shiv Om Steels
286	2302203102	ANJALI KUMARI	BBA (H) (Research)	Valueshoppe Retails Private Limited
287	2302203008	VANSHIKA	BBA (H) (Research)	Lernx
288	2302203124	VIDYA KUMAR	BBA (H) (Research)	Perfect Vision Management Technology
289	2302203085	ANJALI SHARMA	BBA (H) (Research)	Save Girl And Senior Citizen Organisation
290	2302203172	PRATISHTHA DWIVEDI	BBA (H) (Research)	Register Karo
291	2302203005	VIVEK ANJNA	BBA (H) (Research)	Bimlraj Outsourcing Pvt Ltd
292	2302203182	HITAIN PANWAR	BBA (H) (Research)	Akash Pack Tech (P)Ltd
293	2302203245	BISHAL KUMAR MALLICK	BBA (H) (Research)	Assa Aqua Enterprise Ltd
294	2302203114	RITWIK SHARMA	BBA (H) (Research)	Indus Group
295	2302203165	ANKIT GARG	BBA (H) (Research)	Simply Inked
296	2302203178	DHRUV	BBA (H) (Research)	Simply Inked
297	2302203119	ANMOL CHADHA	BBA (H) (Research)	Arushi Industries
298	2302203101	SANYA CHAUHAN	BBA (H) (Research)	Sanya Engeneering Works
299	2302203174	HIMANSHU	BBA (H) (Research)	Gomechancics
300	2302203019	JAI ARORA	BBA (H) (Research)	Indo Autotech Ltd
301	2302203221	DAKSH SAINI	BBA (H) (Research)	Intenslite
302	2302203190	SAMIR GUPTA	BBA (H) (Research)	Muskurahat Foundation
303	2302203211	NEHA NEGI	BBA (H) (Research)	Walkin Manpower Solution
304	2302203038	AYUSH YADAV	BBA (H) (Research)	Walkin Manpower Solution
305	2302204028	SAYAM KHARB	BBA (H) BIA	Daily Needs Marketing
306	2302204005	YASH	BBA (H) BIA	Internselite
307	2302204026	PURVANSH GUPTA	BBA (H) BIA	Internselite
308	2302204001	KANISHKA SEJWAL	BBA (H) BIA	Medows Green
309	2302204017	NEHA PAWAR	BBA (H) BIA	Pantech.Ai
310	2302204030	SHALINI KUMARI	BBA (H) BIA	Pantech.Ai
311	2302204007	DAIWIK BHARGAVA	BBA (H) BIA	Fena Pvt Ltd
312	2302204010	VIPUL AMIT GOEL	BBA (H) BIA	Internslite
313	2302204009	DARSH DEEP SINGH	BBA (H) BIA	Ss Hospitality
314	2302204004	ARSH JETHANI	BBA (H) BIA	Tamas International
315	2302204003	MITALI JUNEJA	BBA (H) BIA	Internselite
316	2302204014	HITESH SHARMA	BBA (H) BIA	Multivac Laraon India Pvt. Ltd.

317	2302204019	KUMUD	BBA (H) BIA	Mantra E-Bikes
318	2302204025	KARAN SINGH	BBA (H) BIA	Alsorg Interiors Pvt. Ltd.
319	2302204027	SAYYAM KAKKAR	BBA (H) BIA	Acmegrade Pvt. Ltd.
320	2302204040	AYUSH SHARMA	BBA (H) BIA	It Labz Technology
321	2302207042	NIKHIL TANWAR	BBA (H) LSCM	Purple Drone
322	2302207029	LAVISH MITTAL	BBA (H) LSCM	Younity
323	2302207038	VIPIN KUMAR	BBA (H) LSCM	Younity
324	2302207023	VISHAL SINGH	BBA (H) LSCM	Bobble Ai
325	2302207007	ARYAN BHANDARI	BBA (H) LSCM	Iide The Digital School
326	2302207050	HARSH KHATRI	BBA (H) LSCM	Sgl Group Co.
327	2302207035	A M I T S H A K S H A T MALIK	BBA (H) LSCM	Axalta Coating System
328	2302207034	SOUMYA SINGH	BBA (H) LSCM	Bobble Ai
329	2302207015	CHIRAG GOYAL	BBA (H) LSCM	Coats
330	2302207057	KANHA	BBA (H) LSCM	Grace Healthcare
331	2302207058	AYUSH TOMAR	BBA (H) LSCM	Grace Healthcare
332	2302207020	PAKHI JAIN	BBA (H) LSCM	Gsb Polymer Pvt. Ltd.
333	2302207002	KUNAL HARITAS	BBA (H) LSCM	Movex Services Pvt. Ltd.
334	2302207045	DEEPANSHU GOYAL	BBA (H) LSCM	Movex Services Pvt. Ltd.
335	2302207025	KASHISH NULL	BBA (H) LSCM	The Indus Group Co.
336	2302207018	LATIKA SHARMA	BBA (H) LSCM	Tiranga Logistics Pvt. Ltd.
337	2302207033	AAHANA GAUR	BBA (H) LSCM	Vision Automation & Robotic Solution
338	2202520025	SNEHA	BBA AND INTEGRATED	MBA Amul Plant - Sabar Dairy
339	2202520003	KASHISH .	BBA AND INTEGRATED	MBA Bhagwati Products Limited
340	2202520006	ADITYA RAJ	BBA AND INTEGRATED	MBA Grayquest
341	2202520007	TUSHAR SHARMA	BBA AND INTEGRATED	MBA Motherson Sumi Writing India Ltd
342	2202520016	NITYAM VATSAM	BBA AND INTEGRATED	MBA The Indus Group Company
343	2202520012	AKSHAT SHARMA	BBA AND INTEGRATED	MBA Reach Cure
344	2202520013	LAKSH BAJPAI	BBA AND INTEGRATED	MBA The Indus Group
345	2202520011	ADITYA SHARMA	BBA AND INTEGRATED	MBA Shree Om Jp Cattle Feed Industries
346	2202390007	SATYAM SINHA	BBA BIA	Bhumi Solar
347	2202390004	RISHIKA KISHORE	BBA BIA	G Tech Web Marketing Pvt Ltd
348	2202390005	MOHIT	BBA BIA	Medtoureasy

367	2202390057	AKANKSHA GUPTA	BBA BIA	Intelliqurv
368	2202390050	NAGESH SAROHA	BBA BIA	Brokersaathi
369	2202390027	SUMIT MEHRA	BBA BIA	Brokersaathi
370	2302570013	KAJAL	MBA	Brandssoul
371	2302570014	AAKASH UPADHYAY	MBA	Brandssoul
372	2302570021	RAHUL	MBA	Brandssoul
373	2302570038	SPARSHIKA SHARMA	MBA	Cook N Clean
374	2302570044	SHUBHAM KAUSHIK	MBA	Danitnf Consultant India Llp
375	2302570068	KAPIL YADAV	MBA	Delta It Notebook Pvt Ltd
376	2302570064	MOHIT DAGAR	MBA	Expert Advisarz Mgt Pvt Ltd
377	2302570041	ANKITA VERMA	MBA	Lupin Ltd
378	2302570023	NOYAL K JIJI	MBA	Mentorness
379	2302570020	MANISH TIWARI	MBA	Sky Forge Pvt Ltd
380	2302570058	PREETI RANI	MBA	We Wonders International Apparel Private Ltd
381	2302570049	PRANEET	MBA	Ybi Foundation
382	2302570053	HARISH CHAND	MBA	Cincooni System Pvt Ltd
383	2302570018	MONIKA	MBA	Maruti Suzuki
384	2302570057	NEHA CHAUHAN	MBA	Cit Internship Studio
385	2302480008	MUSKAN YADAV	MBA	Bajaj Capital
386	2302480032	RAVINDER SINGH	MBA	Brokersaathi
387	2302480006	ANSHITA	MBA DM	Brokersaathi
388	2302480004	RIYA	MBA DM	Brokersaathi
389	2302480013	SIMRAN	MBA DM	Brandssoul
390	2302480035	SAHIL SHOKEEN	MBA DM	John Deere
391	2302480038	TUSHAR KUMAR	MBA DM	Search My Property
392	2302480039	YUVRAJ NULL	MBA DM	Search My Property
393	2202080210	NAMAN SHARMA	BBA	MDS Group of Companies
394	2302203155	KRISH PANDEY	BBA	Kr Mangalam University
395	2202080032	ROHIT YADAV	BBA	Consultme Corporations Pvt. Ltd.
396	2202080081	SHREANSH SINGH	BBA	As Airspace Travels
397	2202080165	NIKHIL SEHRAWAT	BBA	Invest4Edu
398	2202080085	ABHAY SAINI	BBA	Vardaan Foods
399	2302203184	MOHAMMAD MONISH	BBA	RV Solutions Limited Company
400	2202080173	ASHUTOSH	BBA	MDS Group of Companies

उँगलियाँ

उँगलियाँ किसी पर भी उठा देते हैं लोग बस,
बात को बातों में ही, उड़ा देते हैं लोग बस
चाय में डालकर अखबार को पी जाते हैं,
मुद्दा कोई गुफ्तुगू का, जुटा लेते हैं लोग बस
गर नहीं अपने आले में जलाने को दीया तो,
तेल दूजे के घर का भी चुरा लेते है लोग बस
दर्द किसी के दिल का सुनकर अक्सर,
मिसालें चंद वैसी ही, गिना देते है लोग बस
ढरों से बंधे दिनों में, लीक सी गुत्थी रातों में
कितने हसीं पल यूहीं, गंवा देते हैं लोग बस

क्रिस्टिन सजीव

THOUGHTS FROM FACULTY

Beyond He & She: Fostering a Gender-Expansive Environment in Educational Institutions

Gone are the days of rigid "boys and girls" distinctions, as the concept of gender has evolved into a dynamic spectrum, challenging traditional norms. For educators, this transformation presents an opportunity to foster inclusivity and create environments where all students feel seen and respected. Understanding the distinctions between sex, gender, and sexuality is critical. Sex refers to biological traits, while gender encompasses socially constructed roles and expressions, and sexuality determines romantic or physical attraction. By recognizing these nuances, educators can move beyond stereotypes and support students in exploring their unique identities without judgment or societal imposition. This approach not only promotes self-discovery but also nurtures empathy, respect, and inclusivity within the classroom.

However, schools still face challenges as studies reveal significant discrimination and harassment against LGBTQ students. The prevalence of negative comments and verbal abuse based on gender identity and expression highlights the urgent need for sensitivity and proactive intervention. Creating a gender-expansive environment involves integrating diverse perspectives into the curriculum, fostering dialogue, and ensuring schools are safe spaces free from bullying and exclusion. This effort aligns with evolving societal values and legal imperatives, emphasizing the importance of education as a tool for building an equitable and inclusive future. By embracing this responsibility, educators can lead the way in shaping a society that respects and celebrates diversity in all its forms.

The rigid distinctions of "boys and girls" are giving way to a more inclusive understanding of gender as a spectrum, reshaping societal norms and expectations. For educators, this evolution offers a powerful opportunity to create learning

environments where every student feels valued and supported. Understanding the differences between sex, gender, and sexuality is crucial—while sex relates to biological attributes, gender encompasses socially constructed roles, behaviors, and expressions, and sexuality defines romantic or physical attraction. Acknowledging these distinctions allows educators to break free from stereotypes and support students in exploring their identities authentically, fostering both personal growth and a culture of empathy and inclusion within classrooms.

Despite progress, schools remain arenas where LGBTQ students face significant challenges, including discrimination and verbal harassment based on gender identity and expression. Studies show alarming levels of negative comments and bullying, underscoring the urgency for educators to act. Building a gender-expansive environment requires integrating diverse narratives into the curriculum, fostering open dialogue, and ensuring that schools are safe, respectful spaces for all students. By addressing these issues, educators align with evolving societal values and legal mandates, demonstrating that education is not just about imparting knowledge but also about shaping a fairer, more inclusive future.

As gatekeepers of knowledge and influencers of young minds, educators have a unique role in steering society toward a more equitable tomorrow. By embracing gender diversity and promoting sensitivity, they can create environments that empower students to thrive beyond the confines of traditional norms. The classroom, as a microcosm of society, holds the potential to normalize inclusion and respect, enabling future generations to build a world where everyone is celebrated for their individuality. It is through education that we can pave the way for a more accepting and pluralistic society.

Ms. Sukanya Choudhary

ALUMNI CONNECT



Mr. Sidharth Sharma sharing his journey and insights during the Deeksharambh Alumni Interaction session

ALUMNI SPEAKS

I graduated from K.R. Mangalam University with a B.Com (Hons) degree, specializing in Stock Markets, a premium course offered in collaboration with NSE. Soon after my final exams in May, I began an internship as a Business Development Manager at a software company, embarking on an eventful journey shaped beautifully by my time at KRMU. The university played a significant role in preparing me to overcome obstacles and challenges in my professional experience. My personal growth has been equally remarkable; within a year of starting my public Snapchat account, I surpassed 1 lakh subscribers. Social media has become an integral part of my life, connecting me with like-minded people who consistently support me. Whether through helpful responses to my stories or the millions of views on some of my reels, this journey has been backed by the confidence and guidance instilled by my mentors at KRMU, for which I am deeply grateful.

Sanjana Singh, BCom 2021- 2





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