

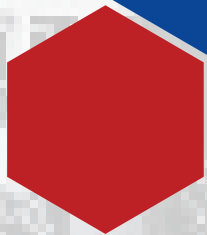


MANAV RACHNA UNIVERSITY

Declared as State Private University Vide Haryana UGC Act 26 of 2014



**MANAV
RACHNA
UNIVERSITY**



PANORAMA

Bi-annual Newsletter Edition
(Jan 2023 - June 2023)

**School of
Management
& Commerce**

HOW TO BUILD TEAM CAMARADERIE IN THE WORKPLACE REMOTELY



I strongly believe that it is possible to build team camaraderie in the work place remotely. Just look at large transnational MNCs operating in varying countries and continents but still they share a common work culture, organisational ethos, values and ethics, power of innovation, manufacturing excellence, Branding and a great sense of belongingness or affiliation with their organisation. How does this happen being in geographies far from each other. This is because these organisations across the globe are able to communicate and create the Unity in Diversity and are able to encash the talent across the world .

Let's take social life of a boy and a girl in love with each other, one in India and the other in US but even this long distance can not create any negative impact on the relationship. They continue to share the same love and affection and the power of their relationship. How does it happen. It happens because it's all in the mind and heart. What you feel or perceive or sense remains with you and with others and you all are connected or bonded by the power of these common thought process or mindset or attitude.

We bond when we like each other or need each other or feel for each other even if we are present physically in different geographies. You have to make that Feel factor very strong that you feel positive for your colleagues whom you may not meet physically or even get to see.

We have seen the power of Mahatma Gandhi in our freedom struggle. Gandhi could build a strong team pan India who were following him due to the power of his intentions or motives or personal sacrifices. Mr. Narendra Modi is most popular leader in the world ranking but it's not possible for Modi ji to meet everyone or people to meet him but still look at his global impact. It's the power of universal impact whether in politics or business or development or sustainability or world peace and order.

Quantum Physics for the first time has found the Interconnectedness of the universe through interconnected waves of energy. All Humans are connected through the universal interconnection. People really do not require physical presence for building teams , it's more to do with motivation, inspiration, purpose ,values , feelings or emotions etc . People fall in love by talking to each other and even without seeing each other because feelings or emotions get expressed through language, love and care , tone etc.



We do not see God but follow Him as the Leader of Mankind or the Nature. It's the Belief or the Faith and the Trust which creates the magic . We become followers of people just by reading their books so it's the power of thoughts which can create great team building even remotely.

Team Building or Team Work or sense of connection or togetherness comes from a feeling or emotion of Oneness. How do we become One. We become One when we have a Shared Purpose to work or live. Nothing is more powerful than the Purpose of each individual. Create a Purpose which is powerful enough to drive large number of people or employees to work and bond together for achieving the common Purpose. Gandhi was successful in leading the nation with millions of people and great team work and team camaraderie due to the highly powerful purpose of getting Independence. Every Indian wanted Independence and it was a great emotional bonding between the Indians to get back the country from the Britishers.

The understanding and conviction of the Power of Purpose has already happened in many progressive organizations and therefore they want to create a larger Purpose of life than mere jobs or employment. Jobs give less satisfaction than pursuing some great social cause. We all want to fulfilling lives by serving a higher purpose of life which we feel may connect us to God.

Organisations can easily create great camaraderie and team work using the power of purpose.

- Samar Mahapatra CHRO Shigan Quantum Technologies Ltd and Shigan Evoltz Ltd Manesar Gurgaon

THE GREAT RESIGNATION

Employee Engagement as a powerful tool to bring Great Retention



Anthony Klotz, a professor of business administration at Texas A&M University, coined the term in May 2021, attributing the phenomenon to pent-up demand from workers who deferred decisions to quit early in the pandemic.

The Great Resignation describes the elevated rate at which U.S.A & Globally workers resigned from their jobs starting in the spring of 2021, amid strong labour demand and low unemployment even as vaccinations eased the severity of the COVID-19 pandemic.

During the past year, companies struggled to comply with the ever-increasing Covid-19 restrictions. Even fully staffed companies had fewer employees available to work due to quarantines, illness, lack of childcare, or having to help their children home-school. Organizations that worked with the public had even more pressure to maintain sales and create new avenues of revenue that were compliant with restrictions to make up for lost sales.

The primary cause of the Great Resignation is likely intense competition for workers, as reflected in a high number of job vacancies and a lower unemployment rate.

Labour shortages are a global issue, with 41% of the world's workforce is likely to consider leaving their job and an even higher percentage for Gen Z (bom 1996-2012) at 54% (Microsoft, 2021). Currently, 45% of U.S. workers are actively or considering looking for a new job, and 15% say they have already switched to a new employer during the pandemic (News Content | Prudential, 2021).

The top reasons for leaving are better compensation/benefits, lack of growth opportunities within the current company, wanting to work remotely part-time or more, and doing something different. 25% of Millennials/Gen Y (born 1981-1985) want to work remotely part-time (News Content | Prudential, 2021). They also want growth opportunities to cover high educational debt and higher living costs in many urban settings (Harris et al., 2020).

EMPLOYEE ENGAGEMENT AS A POWERFUL TOOL TO BRING GREAT RETENTION:



Having employees who are thoroughly motivated and truly engaged with what they are doing is the most powerful weapon to hold employees in the organisation, and brings in competitive edge to the organisation in terms of productivity, efficiency and profitability.

So, the organisations start building very sound employee engagement practice, and brings in creative learning experience to achieve Great Retention. Following are the activities or practices will help organisations to make their employees properly engaged, and able to hold them:

- 1. Aligning Compensation & Benefits with the employees aspirations and performance.**
- 2. Invest in developing the competencies of employees in terms of training and development, and create work opportunities for them in the organisation to utilise those competencies. One way to identify the needs and wants of employees is open survey.**
- 3. Identify the potential of the employees by means of succession planning and prepare them ready for taking up another role vertically.**
- 4. Organisations should have very strong Internal Mobility Program, and brings in best learning practices to make employees feel engaged.**
- 5. Organising fun and other learning activities like family day, outdoor trip, Learning Boot Camp, Festival celebrations, Birthday celebrations etc.**
- 6. Introducing good Reward & Recognition Policy to recognise the contribution & achievements of employees to make the feel happy and motivated.**



There are other non-financial motivators as part of Employee Engagement practice to make employees happy and engage, these are:

- **Autonomy**
- **Civilised Treatment**
- **Employer Commitment**
- **Democratic Environment**
- **Open Door Policy**
- **The feeling of being trusted**
- **The feeling of working on useful assignments**
- **The Work-Life Balance is respected etc.**

Hence, Employee Engagement Practices is a very powerful tool to deal with Great Resignation and brings a culture of Great Retention.

Sanober Haidri, Senior Consultant, People & Organisation Practice, Management Consulting (Advisory), PwC India

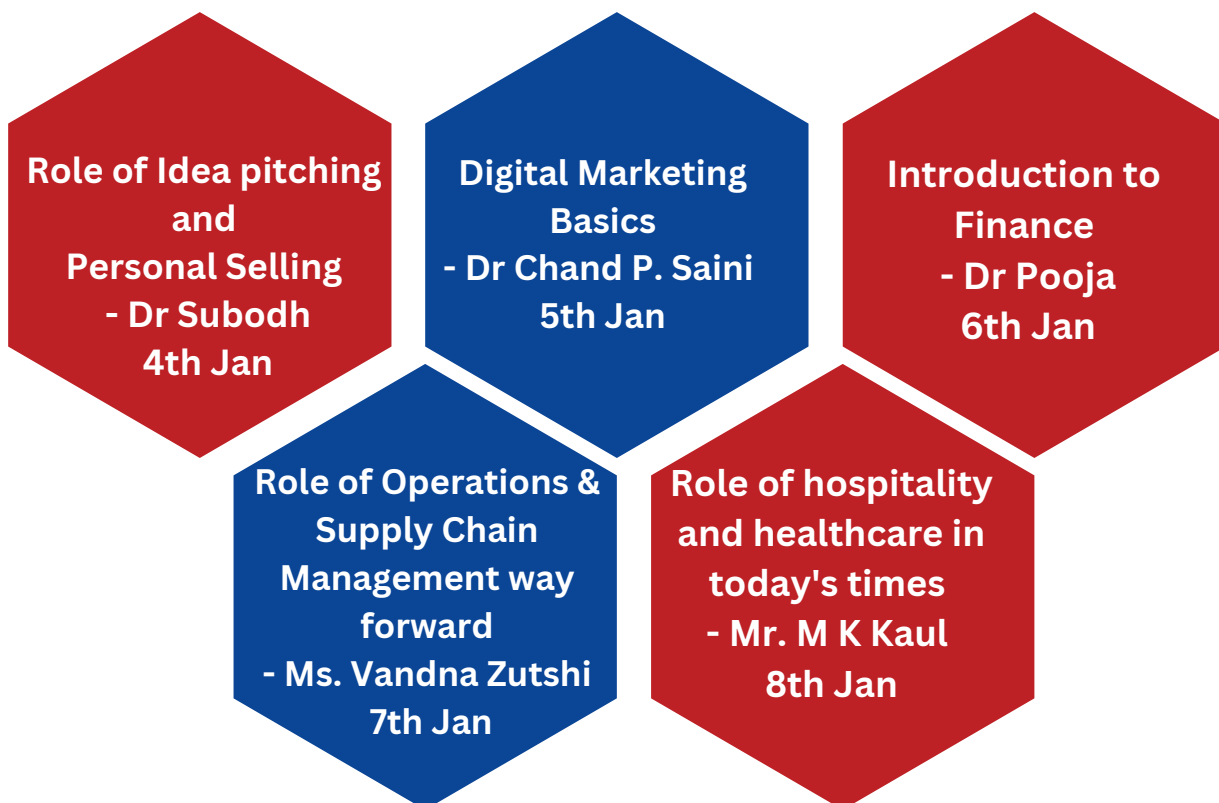


EVENT REPORTS

MANAV RACHNA EDUCATIONAL INSTITUTIONS ORGANIZED A WINTER SCHOOL FOR STUDENTS OF MRIS SCHOOLS IN JANUARY 2023

The Right Approach to Understanding Student Higher Education (RUSH) program is a special opportunity for students in Grades VIII through XII to learn more about the practical training provided by Manav Rachna Educational Institutions on their desired Career Group. From January 2 to January 8, 2023, academic experts and business partners from Manav Rachna University and Manav Rachna International Institute of Research and Studies are taking the Money RUSH 3.0 sessions together. The program's goal is to assist schoolchildren in acquiring the analytical and cognitive abilities necessary for their ideal careers. The Business and Management students receive orientation with the topic Money RUSH 3.0.

THE FOLLOWING IS A LIST OF THE SESSIONS THAT WERE HELD AS PART OF THE MONEY RUSH 3.0 SERIES:



At Manav Rachna, we truly think that student orientation meetings are crucial for helping students determine their areas of career interest. This would assist the learner in excelling in and becoming a successful professional in the area or field of his or her choice. 23 students in total took part in the Money RUSH 3.0 program. The quality of the sessions being conducted for the students was well appreciated and they learned a lot. Hybrid mode was used to conduct the session. sessions both online and offline. These sessions taught them a lot. We congratulate the academic authorities, business veterans, and partners for arranging the team and wish the students nothing but the best.

SESSION ON PROBLEM SOLVING & IDEATION WORKSHOP ON 13TH JAN, 2023



The School of Management and Commerce hosted a "Problem solving and Ideation workshop" for the students on January 13, 2023. Dr. Subodh Saluja, the speaker and professor, was introduced before the discussion on the subject got underway. Dr. Saluja spoke during the seminar about the many approaches, procedures, competencies, and problem-solving techniques required to be a successful entrepreneur. SCAMPER, the process of coming up with ideas, and real-world examples like Red Bus and Ninjacart are just a few of the subjects covered. The professor interactively went over each one of these. Students thought the Shark Tank pitch and Apple iPhone launch to be very illuminating examples, which made the discussion even more exciting. The professor encouraged the students to pursue their ideas and never lose faith in themselves in order to build a great future as the session came to a close.

EXPERT TALK ON “FIKA AN ENTREPRENEURIAL STYLE” JANUARY 16, 2023

The National Startup Day was declared on January 16 of last year with the goal of supporting and fostering new enterprises around the nation. The goal is to encourage a spirit of entrepreneurship and creativity by involving the startup community, which is referred to as the "new India's" backbone. To advance this, Ms. Shaifali Sanghal, the founder of Yung Minds, gave an expert talk and workshop on "FIKA an Entrepreneurial Style" at Manav Rachna University's Pre Incubation unit under the IIC.

Her inspiring story, which included everything from working for someone else to starting a business and creating jobs, was also highlighted. She added that in business, one must constantly remain alert and take a proactive stance. Her entire presentation was devoted to the value of networking and teamwork.

Dr. Yogita Sharma, Head of Entrepreneurship, Incubation, and Start-Up, oversaw the event. Dr. Yogita Sharma gave a Vote of Thanks to close the meeting.



HR SUMMIT

JANUARY 31, 2023



School of Management & Commerce at Manav Rachna University conducted HR Summit 2023 on January 31, 2023 at G Block Auditorium with the subject "Networking is net worth" in collaboration with Yung Minds.

At the summit, there were 25 HR experts and professionals from different reputable and well-known businesses. The students were educated about the Role of ethics and values for working professionals, Impact of future networks to help jump-start the career, Power of HR Technology.

A pleasant exercise for the students was then conducted by the renowned experts which was inspired by the reality TV program Shark Tank. Four student teams presented their innovative business concepts to the audience, which was portrayed by actors in the role of sharks.

All of the pupils learned so much from the experience, and everyone will remember it as a memorable day.



LOC SIGNED WITH BYST ON 16TH JAN, 2023

Bharatiya Yuva Shakti Trust (BYST) and Manav Rachna University execute the Letter of Cooperation (hereinafter referred to as "LOC"). In accordance with the Trust Act, Bharatiya Yuva Shakti Trust (BYST) is a trust with its headquarters at C/o, Confederation of Indian Industry, 23 Institutional Area, Lodhi Road, New Delhi 110003. By developing young, vibrant, but underprivileged entrepreneurs and integrating them into the economy, BYST is benefiting the country.



On the occasion of its silver jubilee, BYST introduced a special program called "Mentoring India" (MI) in order to increase the impact of its tried-and-true entrepreneurial development model. Every touch point where an entrepreneur now engages, including academic, financial, governmental, corporate, and incubator institutions, is where MI hopes to build a pool of mentors. Officials from these organizations who are skilled at mentoring can help aspiring businesspeople and increase their effectiveness. As a result, it was determined to enhance the mentoring abilities of the relevant officials of such institutions by BYST through an accredited mentor development program, and to afterwards certify them by City & Guilds, UK.



EXPERT LECTURE ON “DESIGNING A QUESTIONNAIRE – UNDERSTANDING OF MEASUREMENT SCALES”

For its Ph.D. Scholars, Manav Rachna University's School of Management and Commerce organized an expert presentation on "Designing a Questionnaire - Understanding of Measurement Scales" on Tuesday, February 10, 2023. The speaker was introduced to the audience by Associate Professor Dr. Animesh Singh from the School of Management and Commerce. There were 40 Ph.D. students in attendance, and the session was held online (Link: <https://meet.google.com/xbc-tumb-xeq>).

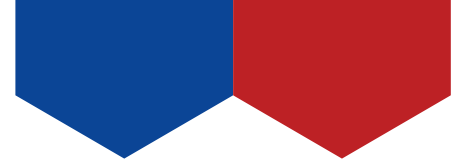
The several measuring scales (nominal, ordinal, interval, and ratio) employed in the questionnaire were discussed by Dr. Archana Bhatia, associate professor and head of the department of commerce at DAV Centenary College, Faridabad.

She also described the various mathematical and logical processes carried out on these kinds of measurement and highlighted the crucial elements that must be taken into account while constructing the questionnaire.

The session was quite engaging for everyone thanks to real-world examples. She also highlighted the crucial elements that must be taken into account while creating the questionnaire and described the various logical and mathematical operations carried out on these kinds of measurements. All of the attendees found the seminar to be very engaging thanks to real-world examples. The workshop was highly engaging and educational, according to all of the attendees. The seminar came to a conclusion after a few inspirational and motivating remarks from Dr. Bhatia.

"ACTIVITY ON UNION BUDGET 2023: HIGHLIGHTS AND FUTURE IMPACTS ON FOUR SECTORS OF ECONOMY"

The Budget 2023 was unveiled on February 1st by our honorable Minister of Finance with the goal of achieving Amrit Kaal, a strong and inclusive economy. On February 6, 2023, the Manav Rachna University School of Management and Commerce hosted a workshop titled "Union Budget 2023: Highlights and Future Impact on Four Sectors of the Economy."



Four student groups, representing households, businesses, the foreign sector, and government, participated in the session. Through role plays, students have portrayed the various aspects of every sector as well as the effects of the budget on each aspect. The BBA and MBA-Business Analytics registered students who participated in this activity were commended for their efforts by all of the in-person faculty members. Dr. Pooja Kapoor planned the occasion. Overall, for all of the young students, this was a truly educational and enriching experience. Please see the event photos that are attached.

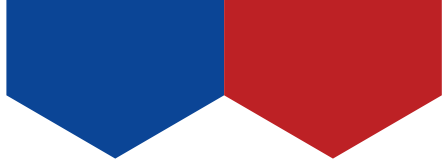
REPORT ON GLOBAL STARTUP & ENTREPRENEURSHIP CONCLAVE- 24 FEBRUARY, 2023

The Pre-Incubation Centre, Manav Rachna University, in collaboration with Entrepreneurs Media, organized the Global Startup & Entrepreneurship Conclave 2023 on February 24, 2023 at T Block Auditorium, giving attendees the chance to jumpstart ideas, raise awareness about startups, and secure investment from investors.

Professor Devi Singh, former vice chancellor of FLAME University in Pune, Director of IIM Lucknow, and MDI Gurgaon were present as the Conclave's chief guests. He emphasized the importance of entrepreneurship and its function in the current environment. He also explains how an enabling network of industry alliances, partnerships, mentors, and peer-to-peer connect can generate a powerful and thriving entrepreneurial ecosystem.



Entrepreneurs, investors, and innovators gathered at the Global Start-up & Entrepreneurship Conclave from all around India. This event sought to give start-ups a forum to display their concepts and goods, connect with like-minded people, and gain knowledge from professionals in the field. Esteemed Dignitaries also performed a book inauguration and a book cover inauguration for the books.



Entrepreneurship Development and Dynamic Leaders written by Drs. Yogita Sharma, Munish Jindal, and Nancy Juneja

The conclave's Live Pitching, Conference, Workshop, Exhibition, and Awards were all essential components that gave attendees a full and varied experience. The conference peripheral featured keynote speakers who discussed their experiences and insights on numerous themes relating to start-ups and entrepreneurship as well as presenters and experts from a variety of well-established and well-recognized companies. Successful businesspeople, investors, and thought leaders from numerous industries are among the speakers.

The future of technology, business scaling, and fundraising were among the subjects tackled in several panel talks. These in-depth knowledge-sharing workshops gave participants insights into the difficulties faced by entrepreneurs and how to solve them. The necessity for start-ups to concentrate on developing goods and services that not only are financially successful but also have a positive influence on society and the environment was underlined by a number of speakers. Ten entrepreneurs were ultimately chosen to demonstrate their products and services after thorough review of the presentation ideas submitted. The jury, investors, and venture capitalists in attendance recognized the value of their ideas and expressed a strong desire to mentor and support a select handful of them.



The workshop's ancillary material stressed the value of networking and developing contacts in the startup environment, as well as branding on social media platforms and SEO. Building an effective network of mentors, investors, and business colleagues to support and steer their firms was stressed by many successful entrepreneurs.

Entrepreneurs had the chance to display their goods and services to a large audience at the event. The conclave came to an end with an awards ceremony, which featured Mr. Markandey Rai, director of the Youth Rural Entrepreneurial Foundation and president of the Global Peace and Development Service Alliance, as the main guest. He gave awards to deserving candidates who had been working in many fields of mentoring and entrepreneurship while also making a positive impact on society.

The event was a success, providing a fantastic platform for companies. Insights and lessons on how to start and grow a successful business were also presented. The event fosters a more responsible and significant startup ecosystem by putting a strong emphasis on innovation and sustainability. Dr. Yogita Sharma, Head of Entrepreneurship, Incubation, and Start-Up, organized the event.

VISIT TO GOVERNMENT COLLEGE, MOHNA ON 2ND FEB 2023 & CONDUCT A WORKSHOP ON “ENCOURAGING ENTREPRENEURSHIP MINDSET IN THE YOUTH”

At Government College, Mohana Faridabad, a workshop was jointly organized by the Dr. O P Bhalla Foundation, students of Innovation and Incubation & BBA-Manav Rachna University, and Bharatiya Yuva Shakti Trust (BYST) with the goal of encouraging entrepreneurial mindset in young people and inspiring them to understand and take part in exploring the entrepreneurial world.



The goal of starting this initiative was to provide entrepreneurship education, mentoring, and funding to underprivileged youth in our local community or villages so they can start their own businesses and, at the same time, provide a tangible result for educational institutions' ISR efforts. Dr. Pragati Chauhan, HoD-SMC and BYST Mentor, opened this workshop with an interactive awareness session on the principles of start-up, entrepreneurship mentality & skills, myths & truths of entrepreneurship. Following that, Mr. Som Dua (Senior National Mentor BYST) and Dr. Bindu Agrawal (Entrepreneurship Educator & Mentor BYST) discussed the government programs and the support that BYST offers to such young people so they can take the risk of starting their own businesses. Following this, some of our student entrepreneurs from the RCC Center shared their experience talking about their company concepts.

The enthusiasm, creativity, and openness of the Mohan College students were evident in the short creative exercise that was prepared for them, and the kids displayed some extremely original ideas. In this session, both student groups took pleasure in connecting with and learning from one another. Now that the interested students have the necessary skills, mentoring, and financial support, the team of faculty mentors and students will help them.

REPORT ON SURAJ KUND MELA VISIT DATED 16/02/2023

Students in the second semester of the BBA HCM program were given a visit by the Manav Rachna University School of Commerce and Management. The visit's goal was to familiarize pupils with the healthcare sector.

The Visit began at approximately 1:30 pm and continued for nearly 3 hours. Following the students' activities was:



- 1. Interaction with the Sarvodaya Hospital Dispensary team**
- 2. Sarvodaya Medical team**
- 3. Emergency room**
- 4. Haryana Government Medical Facility**
- 5. Amrita Medical Center**

Students engaged in scientific discussions about drug management and patient care with a group of clinicians, particularly with Doctor Suyog Bhatia. Students also witnessed ambulance management and care. They gained knowledge while providing real-time first aid to a patient who had fractures. For them, knowing about robotics was important. Students' eyes have been opened regarding careers in the healthcare profession thanks to the visit.

INDUSTRIAL VISIT REPORT OF GRANT THORNTON LLP (NEW DELHI)

For BBA (Business Analytics) and MBA (Business Analytics) students, the School of Management at Manav Rachna University conducted an industrial tour to Grant Thornton LLP, a renowned accounting and advising business in India, in Aerocity, New Delhi, on February 16, 2023. Understanding the business operations, management structure, and workplace culture were the main goals of the tour.

The HR department welcomed the students and gave them a quick overview of the company's history and current activities before giving them a tour of the office. The office was large and contemporary, with an open-plan design that promotes interaction and communication. The tour took in several departments. The corporation employs cutting-edge technology, and the majority of staff use laptops and other digital tools to produce results, as the students saw. A well-equipped cafeteria and a recreation area in the workplace contributed to the pleasant work atmosphere.

The company's emphasis on giving clients individualized solutions was made clear to the students during the tour. The personnel of the company is skilled in collaborating with clients to identify their needs and offer them specialized solutions. The company's emphasis is on innovation and the application of technology to its business practices.

The business frequently makes investments in cutting-edge equipment and technology to boost productivity. The company's emphasis on staff growth and development was another important finding. The business provides its employees with a variety of training opportunities and chances for professional growth. The method for evaluating employee performance at work is intended to encourage continual improvement and offer regular feedback.

The young aspiring managers gained valuable knowledge from their tour to Grant Thornton. They developed a greater comprehension of the management structure, workplace culture, and business operations. Impressive was the company's emphasis on innovation, staff growth, and client-specific solutions. The company's hospitality was greatly appreciated by the students, who are eager to put the knowledge they learned to use.

DEPARTMENT OF MANAGEMENT STUDIES, MANAV RACHNA UNIVERSITY



Faridabad organized an orientation programme for BBA Second Semester students on 6th, February 2023 from 10.30 AM onwards

Dr. Pooja Kapoor covered the academic calendar, exam timetable, and exam schedule during the session in addition to the assessment schedule. She highlighted the need of discipline in helping students attain their goals. Attendance is the most important indicator of a student's commitment to their academics.

Dr. Geeta Thakur, the Dean of MRU, and Dr. Shweta Goel gave the students a briefing on Clan points. They emphasized that in order to get good certifications, students must express their enthusiasm in taking part in events. Students should take use of the opportunities that the university has provided.

Dr. Rashi Banerjee spoke about ERP-related topics and how to effectively use it for tasks like course registration, attendance tracking, etc. She also responded to numerous questions on the students. The session came to a close with thanks given to all of the dignitaries, department heads, staff, and students.

HEALTH TALK ON AYUSHMAN BHARAT MISSION AND DISASTER MANAGEMENT

On March 15, 2023, the School of Management & Commerce at Manav Rachna University organized an expert debate on Ayushman Bharat and disaster management specifically for BBA and health management students in their 2nd, 4th, and 6th semesters. The event was attended by 58 students and featured a team from IIHMR Delhi led by Mr. MK Kaul, Dr. Nidhi Yadav, Dr. Altaf, Dr. Anil Sharma, Dr. Anil Kumar, and Miss Rana.

Mr. MK Kaul introduced the IIHMR team members to the students, faculty colleagues, Head of Department, and Dean. Dr. Altaf provided an overview of IIHMR's history, programs, and student placements. Additionally, the ABHA Volunteer Programme by the National Health Authority (NHA) was discussed, which is a voluntary initiative for students to assist people in availing benefits from the Aayush Bharat Digital Health Mission (ABDM) scheme.

Dr. Nidhi Yadav addressed the students about the health risks following earthquakes in Turkey and Syria, including various ailments and the role of healthcare organizations in addressing emergencies. She also conducted an interactive presentation on careers in healthcare and provided advice on advancing and improving in the sector. The meeting concluded with a vote of gratitude from the Dean and Head of Department, and the IIHMR team expressed their appreciation for the school's hospitality. Students were encouraged to interact with their classmates as per their requests.

ONLINE INDUSTRY VISIT (PHARMACEUTICAL MANUFACTURING COMPANY)

On March 10, 2023, the School of Management and Commerce at Manav Rachna University organized a virtual industry tour for BBA HCM students in their 2nd, 4th, and 6th semesters. The tour was conducted online and focused on a pharmaceutical manufacturing facility.



The participating companies were Pharmasset Formulation Ltd. and Akums Pharma. The objective of the tour was to familiarize the students with the technological processes involved in pharmaceutical manufacturing.

Mr. M K Kaul, an Associate Professor from the School of Manav Rachna University, acted as the coordinator and presented a video showcasing the operations of M/S Pharma Synth Formulations Ltd. and Akums Pharma to a group of 30 students.

During the tour, the students were introduced to the manufacturing technology used for various product categories, including tablets, capsules, injectables, liquids, liquid/orals, ointments, powders, and sachets. The process of capsule manufacturing was specifically highlighted, starting from raw material procurement, storage, and testing to packaging, inspection, and filling. Safety management protocols and standard operating procedures (SOPs) were also demonstrated. The branding of raw materials was another interesting aspect discussed.

The tour aimed to emphasize to the students that technology is not only utilized in the manufacturing, storage, and marketing of finished pharmaceutical products but also in the production of individual units, even considering cost-effectiveness.

Additionally, a video was presented on Hospital-Acquired Infections (HAI) and cross-contamination, further enhancing the students' understanding in this area.

REPORT ON "INNOSKILL2023 - 6TH EDITION"

Innoskill, an annual technical festival at Manav Rachna University, is celebrated in honor of our esteemed founder, Dr. O. P. Bhalla. The festival took place on April 12th and 13th, 2023. The School of Commerce and Management, in collaboration with MRIIRS Management Department, actively participated in the Business and Management Conundrum. The events were organized in two parts with great teamwork and efficiency.



They were held in Block T and witnessed a significant turnout from various universities and colleges in the NCR region, with a total of 195 registrations.

On April 13th, the Success Ceremony for the events was held, which was graced by the presence of the Vice-Chancellor of MRIIRS, Pro Vice-Chancellors, Registrars, and other department heads. The participants and event coordinators were honored with prizes and certificates. A grand lunch was organized for the event coordinators, vertical heads, and organizers, providing an opportunity for students to engage in skill-building activities and interact with faculty members.

MIND FIESTA -INTER COLLEGE QUIZ COMPETITION

DAV Institute of Management, Faridabad has organized intercollege quiz competition “Mind Fiesta” on 6 th April 2023, 9:30am. Rules and regulations of the quiz were explained at the beginning.

The competition had four rounds:

- (1) Headlines
- (2) Business Mastermind
- (3) Drishyam
- (4) The Big Fact Hunt.

Our students Saksham Mittal, Ayush Tyagi & Chirag Dev of BBA (FAA) 4th Semester gained the 4th position in the competition. The students not only gained Knowledge but also enjoyed answering the varied questions that were compiled for them.

REPORT ON QUIZANDER 2K23, APRIL 24, 2023



Following Quizander 2k23, a quiz designed to assess the aptitude of students and enhance their understanding of the business world, participants were challenged to demonstrate their knowledge and quick-thinking abilities while exploring new perspectives in business. A total of 17 teams from various universities, including Manav Rachna International Institute of Research and Technology, Manav Rachna University (Faridabad), DAVIM (Faridabad), Dewan VS Institute of Management (Meerut), VMOU (Kota, Rajasthan), and YMCA (Faridabad), enthusiastically took part in this intercollegiate quiz competition.

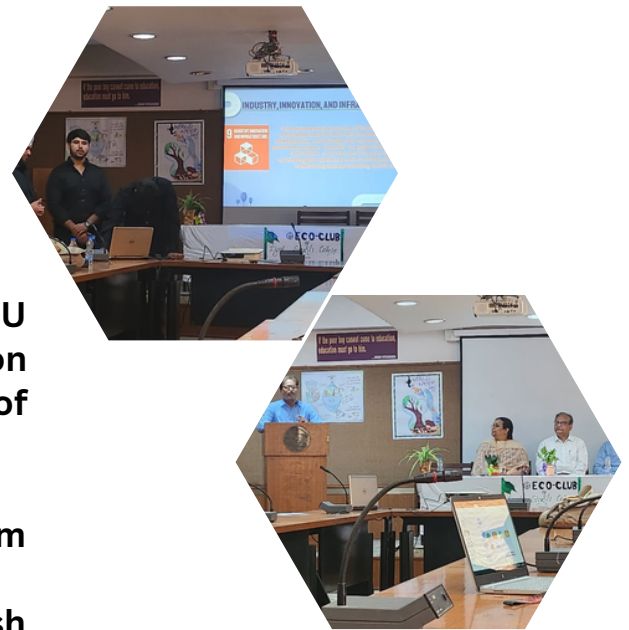
GREENOVATIA

*An idea generation competition
at NATURAZZI'23 annual fest of
Dyal Singh College*

On 13 April, 2023, 2 teams from SMC, MRU participated in Greenovatia (an idea generation competition at NATURAZZI'23 annual fest of Dyal Singh College).

Team 1 (Ayush Garg, Kunal Khanna & Harsanjam Nanda) secured 1st position.

Team 2 (Bhavishya Ahuja, Sneha Bhatia, Ayush Tyagi & Saksham Mittal) secured 2nd position.



PRESENTATION OF OPEN ELECTIVES

On April 6, 2023, an orientation session was organized by Dr. Subodh Saluja to familiarize BBA Semester 4 students with the open elective courses available from other departments for Semester 5. Presentations were delivered highlighting the five open elective courses offered by various departments.

The courses included Peace and Sustainability from the Education Department, Indian Constitution from the Law Department, Applied Psychology from the Education Department, Applied Sociology from the Education Department, and Applied Philosophy from the Education Department.

PRATIBIMB: MANAV RACHNA CONVOCATION '23

On April 26, 2023, a Joint Convocation was organized by MRU, MRIIRS, & MRDC. This special event marked the graduation of the final year students from the 2019 BBA batch in the fields of HCM, OM, FAA, and EFB. The graduates were presented with their degrees and transcripts. Several faculty members from the department played crucial roles during the convocation ceremony. Dr. Yogita managed the affairs of A block and also served as the emcee, Dr. Pooja Kapoor coordinated the distribution of degrees alongside the stage team, and Dr. Subodh Saluja was responsible for overseeing the catering arrangements.



19 PhD were awarded in School of Management and Commerce

ENVIRONMENT, HEALTH, SAFETY & HR CONVENTION ORGANIZED BY QUALITY CIRCLE FORUM OF INDIA

Quality Circle Forum of India, Delhi Chapter organized its 1st Environment, Health, Safety & HR Convention on 22 April 2023 at Manav Rachna University in which the sustainability, safety practices, plans were discussed as a pitching competition.

Students of School of management & commerce- Bhavishya Ahuja, Saksham Mittal, Sanvi Agarwal, Jasleen Kaur, volunteered in this event and received the certificate of appreciation for the efforts contributed to this event



LEAN SIX SIGMA COMPETENCY DEVELOPMENT PROGRAMME BY SARTHAK SHUKLA FROM KPMG, BANGALORE



On May 8th, 2023, Sarthak Shukla, a KPMG Bangalore employee and credentialed Lean Six Sigma Black Belt, led a competency development programme on Lean Six Sigma. The goal of the seminar was to offer insights on the Lean Six Sigma tools, strategies, and methodologies used to increase organisational effectiveness and efficiency while minimising waste.

The discussion was thoughtful and educational. The methods, tools, and techniques utilised by Lean Six Sigma to enhance operations and cut waste were thoroughly understood by the participants. The case studies aided the participants in applying the theories to actual situations. Overall, everyone who attended the session had a terrific learning experience.

Dr Subodh & Dr Gurbir S Khera gave the vote of thanks. Team MRU truly managed and supported the event wholeheartedly.

GUEST LECTURES AT NIFM (NATIONAL INSTITUTE OF FINANCIAL MANAGEMENT), FARIDABAD: DELIVERED BY DR. ANIMESH SINGH (ASSOCIATE PROFESSOR – SMC - MRU)

From May 8 to May 23, 2023, Dr. Animesh Singh, an associate professor in the Manav Rachna University School of Management and Commerce, gave a guest lecture at the National Institute of Financial Management. The lectures were centred on SPSS and R-based research methodology. About 40 students who were enrolled in the Master of Business Administration (Financial Management) programme, which was supported by different government agencies, were the intended audience for these lectures.



Overall, the MBA programme benefited greatly from the addition of Dr. Animesh Singh's guest lecture series at NIFM. In order to successfully analyse data for their research projects, the lectures gave students the skills and information they needed to do statistical analysis using SPSS and R. Students were more engaged and encouraged to explain their questions and gain a deeper understanding of the study technique because to the participatory nature of the sessions. Without a doubt, these lectures have improved the NIFM students' capacity for research.

REPORT ON AMRITA HOSPITAL

Dated 4th May 2023

On May 4, 2023, in the late afternoon, a review meeting was convened with Miss Barkha, the HR Manager at Amrita Hospital, and Mrs. Beena, the Operations Manager. Knowing the status of our internship students who are now working there was on the agenda for the meeting. Their project (Hospital Operational Management) is being supervised by Mrs. Beena, who has expressed her appreciation for all of the students' learning, preparation, and efficient completion of the job. Additionally, Mrs. Beena was asked to give the pupils a day's worth of work and take responsibility. In order to gain experience, we also asked Mrs. Beena and Miss Barkha to be routinely transferred to different departments, and they consented. The meeting was conducted in a friendly setting.

V5 GLOBAL SERVICES PVT. LTD. AND MANAV RACHNA UNIVERSITY MOU SIGN UP

On May 4th, 2023, Manav Rachna University and V5 Global Services Pvt., which is headquartered in B-1/H-5, Second Floor, Mohan Cooperative Industrial Estate, India, 110044 Mathura Road, New Delhi signed up the MoU.



It is a leading provider of managed services with an emphasis on comprehensive sales and marketing solutions. From V5 Global, Mr. Amit Jyot Singh (Head Talent) and Mr. General Manager Mr. Vishal and Ms. Acquisition). In accordance with this MoU, V5 Global will offer internships, employment opportunities, and guest lectures to MRU students. Additionally, the company may occasionally offer comments on the needs of the industry in order to update the curriculum and make it more applicable to those needs.

It is a top managed service provider with a focus on complete sales and marketing solutions. Mr. Amit Jyot Singh (Head Talent), Mr. Vishal, and Ms. Acquisition are all from V5 Global. In accordance with this MoU, V5 Global will provide MRU students with internships, job possibilities, and guest lectures. To update the curriculum and make it more relevant to those needs, the corporation may sporadically provide feedback on the needs of the industry

ONE-DAY WORKSHOP ON SPSS AND AMOS

Manav Rachna University's School of Management and Commerce is happy to report on the success of the One-Day Workshop on SPSS and AMOS that took place on May 6, 2023, at IG 03. 25 academics from various Universities registered for the event. The core and most important element of doing any social science research project is research methodology. A researcher needs to be proficient in this area and well-equipped. On the other hand, carefully constructed concepts, hypotheses, questions, and study objectives may not provide the anticipated results and hence have an impact on the final product.

Dr. Pradeep Kumar Varshney, Dean- Research at MRU, Dr. Shruti Vashisht, Dean-Academics at MRU, Dr. Parul Jhaharia, Dean- Management, and Dr. Pragati Chauhan, HOD at SMC, all attended the session. Analysis using SPSS by Dr. Rashi Banerji, Assistant Professor, SMC, MRU, and Analysis using AMOS by Dr. Animesh Singh, Associate Professor, SMC, MRU, were the two sessions that made up the workshop.

The programme came to an end with a closing session, a vote of gratitude for the attendees, and the awarding of certificates.

WORKSHOP ON TEAM BUILDING & COLLABORATIVE ASSOCIATIONS

On May 20, 2023, the School of Management and Commerce at Manav Rachna University organised a workshop on team building and collaborative associations in association with CHR, MREI.

Prof. (Dr.) Parul Jhajharia stressed the value of teamwork and collaborative associations during the workshop's opening. Prof. (Dr.) Tanushri Purohit discussed how team building exercises might be crucial for successful organisation and concentrated effort in the academic setting. Team building exercises may be the thing your group needs to feel more unified and capable of working together more successfully.



Inclusion and cooperation in the workplace in a multicultural setting were other issues covered in the event. The event also provided insight into how alignment with organisational goals depends on understanding shared values, a team charter, inclusive communication, and teamwork. The need for a more cooperative setting was emphasised in order to improve team performance and provide better results.

INTERNATIONAL CONFERENCE ON BITS 2023

School of Management and Commerce, Manav Rachna University is excited to share the success of the BITS 2023 conference on Business Innovation Transformation, and Sustainability: Changing Global Paradigm. The department Maiden Conference received an overwhelming response of more than 80 research papers Nationwide and Internationally, showing a high interest in the conference theme. After scrutinisation, 62 papers were selected and presentations were made in hybrid mode in different tracks of Marketing, Human Resource, Finance, Entrepreneurship, General Management, and Multidisciplinary with the participation of Technical session chairs from different universities of NCR.

This conference discussed the evolving worldwide paradigm of firms recognising the importance of Sustainability, Social Responsibility, and their role in society. As this new paradigm evolves, the perspectives of academics and industry experts at the conference will have a significant impact on how businesses operate and their role in changing our world. This conference provided a forum for stakeholders from many sectors and parts of the world to share their experiences, insights, best practises, and networking opportunities, which will give us with a comprehensive view of the newest business trends and advancements.



The research papers presented at the conference will be published as proceedings with ISBN following the authors' approval, with a plagiarism check. Following the screening, high-quality research papers will be considered for publication in a Scopus-indexed journal. We congratulate the Conference Conveners, Dr. Chand Prakash, Dr. Animesh Singh, and Dr. Yogita Sharma, as well as the entire SMC team, on the successful organisation of the conference. The School of Management and Commerce has made the International Conference an annual event, and the next year's conference, which Dr. Tanushri Purohit and Dr. Rashi Banerjee will convene, was announced at the inaugural.

INNOUSIE- AN INNOVATIVE HOUSIE

Innovation & Entrepreneurship club of Manav Rachna University organized their first event, a game- "INNOUSIE- An Innovative Housie", on 4th May, 2023. Participants from the School of Management and Commerce took part with great enthusiasm and made the event a great success. The event took place in the I – Block Auditorium.

Dr. Yogita Sharma was the coordinator for this event. Dr. Pradeep K Varshney, Dean Research was also present there to facilitate the members of the Innovation & Entrepreneurship club.

The game was basically Tombola but it had a twist and was combined with Entrepreneurship. The questions included logos, taglines, clues, and a few direct questions. The questions were called out, and the participants were supposed to mark the answers on their tickets. The ones who completed the first row, middle row, or the last row and full house were declared winners. Certificates and gifts as a token of participation and appreciation were distributed to them

The following are the winners of the event:

First Housie – Keshav Chawla, BBA(BA) 4th Semester

Second Housie – Ranjot, BBA(EFB) 2nd Semester

Third Housie – Chirag Dev, BBA(FAA) 4th Semester

First Row – Ranjot, BBA(EFB) 2nd Semester

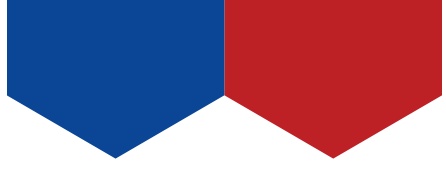
Second row – Sakshi, BBA(BA) 2nd Semester

Third row – Ayush Garg, BBA(EFB) 4th Semester

The event ended successfully with the introduction of the Innovation & Entrepreneurship Club's members and Dr. Yogita Sharma and Dr. Pradeep K Varshney facilitated them with their position badges.

Overall, the event was a great success and all the participants had an amazing time.





ENGAGE'23

A Retail & Tech Summit organised by QueueBuster at JW Marriott, Aerocity, Delhi

On 24 June 2023, our students- Bhavishya Ahuja, Sneha Bhatia & Saksham Mittal exhibited at Engage'23- Retail & Tech Summit organised by QueueBuster at JW Marriott, Aerocity, Delhi and represented their internship firm- Entrepreneurs' Media.



TESTIMONIALS

LIFE AT COLLEGE

Abhinav Sharma

My life at college has been the most interesting till now. Everyday we enjoy like it's not gonna come again. Manav Rachna focuses not only on academics and grades, but also on holistic development. Manav Rachna assists students in exploring all of the numerous career opportunities available to us.



Soumya Jha

My life at Manav Rachna University has greatly influenced the way I have come to define my individuality. Learning and self-grooming are abundant. One of the best things about my college experience is the regular exposure to new things and fosters a nurturing environment where students can explore their passion. A perfect blend of academic excellence and co-curricular activities.



Atriza Priyam

I am filled with immense joy as I share my incredible journey through my first year at MRU. As I reflect on the past year, I cannot help but express my profound gratitude for the unforgettable experiences and life-changing lessons I've had the privilege to embrace.

From the very moment I stepped foot on this campus, I was welcomed with open arms by the warm and supportive community. The faculty members' dedication to providing a holistic education was evident from the start. I was introduced to some amazing curriculum involving the topics that were new to me. The skill set I have acquired is undeniably for a betterment. From joining the clubs to participating in simulations my university experience has a long way ahead.



Kushagr Aggarwal

My time at Manav Rachna University has had a significant impact on how I consider myself. There are several opportunities for learning and self-development. One of the nicest aspects of my college experience has been the regular exposure to new topics, which generates a supportive environment in which individuals can pursue their interests. A wonderful combination of academic success and extracurricular activity.

Pratibha Bana

I'm very glad to choose this college as a stepping stone in my career. Faculty is always there to help and always pushing me towards great opportunities and encouraging me to grab them. Studies is taken seriously but it has never burdened me.

Manav Rachna is a college with a stress free environment and flexible timings. The students and faculty share a great rapport. They provide us with study materials which makes the learning process so much easier.

The students of the college team up to host various events such as Teachers day, Farewell Party for the seniors, and a Fresher's party for the new students to welcome them.

They also conduct an annual sports day where the students make teams and compete in various sports. Students and faculty participate in these events. This is something that makes this college unique, as most junior colleges stress only on studies and marks.

Manav Rachna not only emphasizes on studies and marks but also on developing a student intellectually. Manav Rachna helps us students explore all the different options that we can choose as a career. This is something most colleges tend to ignore.



Anshul Bhalla

I'm so grateful to be a part of Manav Rachna University, which is a world-class institution that offers a rigorous and challenging curriculum.

The faculty are highly qualified and experienced professionals who are passionate about teaching and learning.

The School of Management & Commerce also offers a variety of extracurricular activities that has helped me in develop leadership, communication, and teamwork skills.

FACULTY ACHIEVEMENTS

ACHIEVEMENT/PARTICIPATION

JANUARY

- Dr. Pragati Chauhan
 - Ms. Vandana Zutshi
- Recognised at MSME start up day - event on 17th jan 2023 at Scope Convention Centre, Lodhi Road New Delhi.
- Dr. Yogita Sharma
- MOU signed with “YUNG MINDS” - A recruitment, training & HR consultant company With School of management & commerce with a perspective of guiding students for internships, placements, entrepreneurship activities & career related decisions & exposure.
- Dr. Yogita Sharma
- MOU signed with “MENTORx” - To create a culture of start- ups. The main focus will be on awareness of entrepreneurship, skill development & providing funding opportunities to the students.
- Ms. Srishti Bathla
- Presented a paper on “A Systematic Review to Study the Factors Affecting Low Female Representation at Top Level in Corporate Sector” and was given the best paper award at 4th International Conference on Global Business Strategies for sustainability in Amity University.
- Dr. Gurbir Singh Khara
 - Dr. Yogita Sharma
 - Dr. Priyanka Chadha
- Published a research paper in Ain Shams Engineering Journal on "A framework to assess the smartphone buying behavior using DEMATEL method in the Indian context.
- Dr. Chand P Saini
- Attended International Conference on Global Business Strategies for Sustainability (GLOBUSSy) 2023 in association with the University of Lincoln as Knowledge Partner at Amity School of Business, Noida.

FEBRUARY

- Dr. Animesh Singh Published a Research paper on "Facilitating Training and Development for Improving Employee Retention: A Serial Mediation Analysis of Organizational Environment, Culture, and Employee Satisfaction & for Management and Labour Studies" in SAGE XLRI Journal.
- Dr. Yogita Sharma School of management & commerce's first maiden issue of the Bi-Annual Newsletter-"PANORAMA".
- Dr. Pooja Kapoor
• Dr Rashi Banerji Evaluated the proposals on BUDGET on central level of university.
- Dr Gurbir Singh Khera Participated in Global Finance Conclave 23 Student Debate: Arthavivada! organized by O.P. Jindal Global University, final round on 18th Feb 2023.

MARCH

- Dr. Subodh Saluja Invited to the National Education Summit - Phd House Delhi, on 1st March,2023 for a full day event.
- Dr. Pragati Chauhan Invited for as a Jury member and Resource person at MIT World Peace University (MIT-WPU), Pune on 4th-5th March 2023 in a Business Simulation Course held in their campus.
- Dr Animesh Singh
• Dr Rashi Banerji Their research paper has been the top downloaded article on the Emerald website.
- Dr. Shweta Goel
• Dr. Subodh Saluja Presented a paper titled "Sustainable Computing in India: A Comparative Study of power Awareness of individual users and Computer Professionals" in International Conference on 'Digital Transformation: Embracing changes and Creating Value' organized by New delhi Institute of Management on 18th and 19th March,2023.
- Dr Gurbir Singh Khera Attended the 2023 IEEE IAS Global Conference on Renewable Energy and Hydrogen Technologies, which was held at- The Maldives University, Male City, Maldives.

APRIL

- Dr Gurbir Singh Khera Delivered a TEDx talk at TEDxMotivihar on the topic of “Revolutionizing Financial Education In India”.
- Dr Chand P Saini Published a research paper on "Empowering Leadership and Innovative Work behavior : Examining the mediating effects of psychological environment" in Pakistan Journal of Social Sciences.
- SMC, FACULTIES, PHD SCHOLARS AND OTHERS International Conference BITS 2023
- Ms Khushboo Attended the workshop on "Advanced Panel Data Analysis" at LBS, Delhi
- Dr. Pragati Chauhan Attended a workshop on "Enhance Students' Engagement Through Business Simulations"

MAY



- Dr Animesh Singh Delivered a guest lecture at NIFM (National Institute of Financial Management)
- Prof (Dr.) Parul Jhajharia (as Session Chair) Attended the conference Advanced Research in Technology, Management, Social Science & Humanities for Sustainable Development at DAV Institute of Management, Faridabad
- Dr Pragati Chauhan Attended the conference on Changing Scenario of international Trade: Gains and Challenges for India (NCCSIT-23) as Invited Talk at Aggarwal College Ballabgarh Faridabad
- Mr. M K Kaul Filed/Granted a patent on the title- Effective Transformation Technique and Solution with Supply Chain to Mitigate Carbon Emission
- Ms. Khushboo Gulati Published a chapter "Sustainability as a catalyst of financial development" in "Perspectives on block chain technology and responsible investing"
- Dr. Rashi Banerji Conducted a One-day workshop on "Analysis using SPSS"



- Dr. Animesh Singh Conducted a One-day workshop on "Analysis using AMOS"
- Prof. (Dr.) Tanushri Purohit Conducted a Workshop on Team Building & Collaborative Associations

STUDENT ENGAGEMENTS

MONTH	EVENT	STUDENTS PARTICIPATED	ACHIEVEMENT/ PARTICIPATION
<u>January</u>	MSME start up day- event on 17th jan 2023 at Scope Convention Centre, Lodhi Road New Delhi	1. Ayush Tyagi 2. Bhavishya Ahuja 3. Sneha Bhatia 4. Saksham Mittal 5. Mohit Verma 6. Tushar Gandhi 7. Shubhangi Sharma 8. Diksha 9. Vanshika Batra 10. Sejal Hasija 11. Soham Shukla	Volunteering



	<p>MEYTON CUP TIROL (20 January to 25 January 2023) in Innsbruck (AUSTRIA)</p> <p>Yoga & Meditation session at G-Block Mandala</p>	<p>Om Choudhary</p> <p>10 students from SMC</p>	<p>Represented INDIA as a national level shooter in 10 METRE AIR PISTOL</p> <p>Participated</p>
<p><u>FEBRUARY</u></p>  	<p>MUN (held at Symbiosis University, Noida)</p> <p>Bi-Annual Newsletter-”Pano rama” (SMC)</p> <p>Global Finance Conclave 23 Student Debate: Arthavivada! (held at O.P. Jindal Global University)</p> <p>Global Immersion Programme, Singapore from 19th Feb to 23rd Feb’ 23.</p>	<p>Pulkeet Dayal</p> <p>Sneha Bhatia Shivika Aggarwal Aditi Dayal</p> <p>Yana Kaushik Abhijith S. Nair Chirag Dev</p> <p>Prithvi Sushant Hardik Aryaman Sidharth (Batch 2K20)</p>	<p>Participated</p> <p>Drafting & assembling team</p> <p>Won runner up prize</p> <p>Participated</p>

<p style="text-align: center;"><u>MARCH</u></p>  	<p>Placement at Intercon (at 4.5 lakhs per annum)</p> <p>Finquest Competition (held at Amity Youth Fest 2023 by Amity School of Insurance, Banking and Actuarial Science)</p> <p>Entrebola 2.0 (held at Annual Entrepreneurship Fest of Maitreyi College "ENTRESCOPE 23")</p>	<p>Shivika Aggarwal Aditya (Batch-2K20)</p> <p>Chirag Dev</p> <ol style="list-style-type: none"> 1. Saksham Mittal 2. Ayush Tyagi 3. Bhavishya Ahuja 4. Sneha Bhatia 5. Shiv Verma 	<p style="text-align: center;">-</p> <p style="text-align: center;">Secured 3rd Position</p> <p style="text-align: center;">Saksham Secured 2nd Position</p>
<p style="text-align: center;"><u>APRIL</u></p> 	<p>Mind Fiesta- Inter College Quiz Competition (Held at DAV Institute of Management, Faridabad)</p> <p>Greenovatia at Naturazzi'23 at (fest at Dyal Singh College, New Delhi)</p>	<ol style="list-style-type: none"> 1. Saksham Mittal 2. Ayush Tyagi 3. Chirag Dev <p>Team 1- (Ayush Garg, Harsanjam Nanda, Kunal Khanna)</p> <p>Team 2- (Bhavishya Ahuja, Sneha Bhatia, Saksham Mittal, Ayush Tyagi)</p>	<p style="text-align: center;">Secured 4th Position</p> <p style="text-align: center;">Secured 1st Position</p> <p style="text-align: center;">Secured 2nd Position</p>

	<p>Sustainathon</p> 	<p>Ayush Garg, Harsanjam Nanda Kunal Khanna</p>	<p>Secured 2nd Position</p>
<p><u>MAY</u></p>	<p>-</p>	<p>-</p>	<p>-</p>
<p><u>JUNE</u></p>	<p>Engage'23- Retail & Tech Summit (held at JW Marriott organized by Queuebuster)</p>	<p>Bhavishya Ahuja Sneha Bhatia Saksham Mittal</p>	<p>Exhibiting as a part of Entrepreneurship media (where they are doing their summer internship)</p>

EDITOR

Dr. Yogita Sharma

STUDENT EDITORIAL BOARD

Sneha Bhatia (BBA-FAA Sem 5)

Yatee Singh (BBA-BA Sem 3)

Atriza Priyam (BBA-HCM Sem 3)





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