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President's Message



PML SD Business School is a milestone in the legacy of GGDSD College Society which has been making striking contribution towards augmenting the academic fabric of India through its progressive outlook and moral values since 1973. Backed by high-end expertise, state-of-the-art infrastructure, futuristic facilities, dynamic teaching-learning process, the B-School has attained high standards of education, at par with global standards. 'Pursuit of Excellence' is the objective of this Institute. We aim at producing outstanding professionals, managers and entrepreneurs together with human resources who are morally upright, mentally alert, socially responsible and spiritually sublime.

It is our endeavour to impart quality education, which is holistic and value-based, by providing a congenial and conducive environment that prepares for diverse opportunities for multi-dimensional development. Unleashing the potential of students in a balanced manner through competence enhancement, strengthening and providing them essential knowledge is the focus of the institute. Students are prepared to face multiple challenges of corporate world, business areas and industrial realities.

Ms Vaishali Sharma

President, GGDSD College Society, Chandigarh
Head of Marketing, Sony SAB and Sony MAX Movie Cluster,
Sony Pictures Networks India

Industry Institute Interface

Entrepreneurship Programme



Rotary Panchkula Greens organised an Entrepreneurship Programme in collaboration with **TiE Young Entrepreneurs Chandigarh**, **Rotaract Club** and **Institution Innovation Council (IIC)** on 25 March 2023. The speakers

included **Mr. Manish Verma**, Chair TYE (TiE Young Entrepreneurs) and Founder & MD, Prowon Ventures Pvt. Ltd., **Mr. Harit Mohan**, Vice President, TiE Chandigarh and Founder & CEO, Signicent Information Solutions LLP and **Mr. Sahil Makkar**, MD, Punjab Angels Network.

Ms. Kanika Rajdev, Chairperson, TiE Women Chandigarh Chapter, Founder Mindcog was Keynote Speaker on the occasion. Rotary District Governor, **Rtn. VP Kalta** was the Chief Guest. Project Chairman **Rtn. Deepak Gupta** and Club President **Rtn. Puneet Goel** were also present at the occasion.



Business Seminar: Industry And Academic Collaboration for a Customer Friendly Market



The Business Seminar was organised on 16 March 2023. **Mr. Samit Ray**, Regional Director, South Asia Government Affairs Raytheon Technologies Corporation at Raytheon Technologies was the speaker. He paid special attention to the prevailing differences between industry and academia which were hampering their working as a coherent unit.

National Startup Day Celebrations



On the occasion of **National Startup Day**, a session was held on 16 January 2023. The two speakers for the session were **Mr. Ranjeev Dahuja**, Founder of Berkeley Group and **Mr. Mahender Khurana**, face of the Sunder Group. Both the speakers pushed the students to towards having an entrepreneurial mindset and to strive for excellence.

Interactive Session with Start-up Founders



An interactive session with startup founders/co-founders was organised on 12 January 2023 to commemorate National Youth Day, which marks the birthday of Swami Vivekanand. The event was organised in collaboration with Institution Innovation Council and National Service Scheme (NSS), GGDSD College and SD Alumni Association Chandigarh (SDAAC). **Ms. Ekta Chandhok**, co-founder, Young Urban Project, and **Mr. Ravi Grover**, co-founder/founder, Ayu Bliss (Nutraceuticals), Ayu Pay (Fintech), Bigberry Marketing Hub (Marketing), and Truvisory Waves Limited (Consultancy & Advisory) were the speakers for the session.

Expert Session titled ‘Corporate Gurumantras for Budding Professionals of 21st Century’

The Expert Session was organised on 4 May 2022. **Mr. Vivek Sahni**, AP Service Integration & Global Change Lead, Dupont was the expert speaker and guided the faculty and students about the 21st Century skills required in the corporate world.

Expert Session titled ‘Entrepreneurship Challenges’

Entrepreneurship is considered as a treacherous terrain because of the multiple obstacles. **Mr. Rahul Narvekar**, Founder & CEO, India Network enlightened the students with the challenges and the ways to convert them into opportunities. The session was held on 25 April 2022.

Session on ‘Consulting-Careers and Cracking Interviews’

The Business School in collaboration with Ashra Club, GGDSD College organised the session under ForumX on 4 June 2022. The speakers included **Mr. Manishit Chadha** from BCG, **Mr. Gurasish Singh** from Bain & Co and **Mr. Abhishek Sethi** from KPMG. The industry experts shared insights from Management Consulting Industry.



Expert Talk on ‘Accelerators/ Incubation – Opportunities for Students & Faculties – Early Stage Entrepreneurs’

The talk was organised on 29 August 2022. **Dr. J K Sharma**, Freelance Speaker & Director, Gagan Jagdeep Private Limited was the resource person.

Expert Session on 'Corporate Finance'



The session was organised on 26 November 2022. **Mr. R K Gupta**, Former Executive Director, Bank of Maharashtra was the expert on the occasion. He stressed on the need for strengthening the governance of banking institutions as well as increasing the accountability of auditors to bring more transparency. He delved deep into the concept of corporate finance in the context of banking sector.

Commemoration of National Management Day



An interactive session on '**Potential of Circular Economy in Indian Growth**' was organised on 21 February 2022 in collaboration with Chandigarh Management Association (CMA) and Department of Commerce and Management of Goswami Ganesh Dutta Sanatan Dharma College, Chandigarh. **Dr. S K Sharma**, Founder Director, Energy Research Centre, Panjab University, Chandigarh was the eminent speaker. The session was attended in large numbers by faculty, students and CMA members. President, CMA **Dr. Deepak Jindal** was also present at the occasion.

Expert Talk on 'Investment/VC Funding Opportunity for Early Stage Entrepreneurs'

The Expert Talk was conducted by **Advocate Ekant Agarwal**, CEO of Ekant Associates on 31 August 2022. He explained how funding opportunities allow startups to get off the ground and founders to fulfil their vision.



Intellectual Property Rights Awareness Programme

The Programme was organised in hybrid mode in collaboration with Institution Innovation Council (IIC), GGDSD College and Ministry of Commerce and Industry, Department for Promotion of Industry and Internal Trade, The Patent Office, Kolkata under National IP Awareness Mission (NIPAM) on 22 November 2022. **Mr. Suman Sil**, Examiner of Patents and Designs, Group 'A' Gazetted & NIPAM Officer was the expert speaker.



Expert Session on 'Team Building'



The Session was held on 14 October 2022. **Mr. Sanjiv Gupta**, Industry Expert was the speaker on the occasion who elaborated on the significance of team building.

Expert session on 'Values required from an Industry Professional'

In today's business world, professional values encompass the traits that many employers look for in their employees. In this regard, the expert session was conducted on 22 January 2021. **Mr. Raj Malhotra**, MD, SMC Pneumatics India Ltd, Noida - an Indian subsidiary of a Japanese Company was the expert speaker.



Expert Session on 'Job Opportunities in BFSI Sector'

Due to exponential growth of BFSI sector in India, the Expert Session was organised on 9 January 2021. **Mr. V K Kathuria**, Former Executive Director, Union Bank of India was the expert speaker.

Expert Session on 'HDFC Bank and Banking as a Career'

As the banking sector continues to grow and offers lucrative career options, an Expert Session was organised on 12 March 2021. **Mr. Dinesh Seth**, Circle Head, HDFC Bank, Himachal Pradesh Circle was the expert speaker.

Expert Session on 'Machine Learning'

The Expert Session was organised on 20 March 2021. **Mr. Shubhajit Bhattacharya**, Sr Programme Manager, Accenture was the expert speaker who threw light on machine learning became a central part of operations of today's leading companies.

Expert Lectures Organised



Two Expert Lectures titled '**How Advertisements Transformed the Company - Eveready Industries India Ltd**' and '**Experience Sharing - Eveready Industries India Ltd**' were held on 10 September 2021. **Mr. Roshan Louis Joseph**, Industry Practitioner/Consultant, B-More Consulting and Former Additional Director, Eveready Industries was the speaker.

Expert Session on 'Banking and NPAs'



Dr. M Manickaraj, Associate Dean-Education at National Institute of Bank Management was the Resource Person. He discussed the nuances of NPAs in banking sector. The Session was conducted on 11 December 2021.

Expert Lecture on 'Market Segmentation'

Mr. Roshan Louis Joseph, Industry Practitioner / Consultant, B-More Consulting and Former Additional Director, Eveready Industries was the expert speaker. The speaker elaborated on the topic of Market Segmentation to deliver a better understanding of customer's needs and wants and tailor market campaigns accordingly. The Expert Lecture was held on 23 October 2020.

Workshop on 'Distribution Channel Decisions and Emerging Trends & Issues in Marketing'

The expert speaker for the workshop was **Mr. Vikas Dutt**, Marketing Consultant who discussed the decision making related to distribution channels and also threw light on emerging trends and issues in Marketing. The session was held on 5 December 2020.

Accolades

The PML SD Business School has been certified by AICTE appreciating the efforts for successfully setting up the Institute on AICTE's 360 Degree Feedback Portal.



The PML SD Business School has been awarded '**Outstanding Academic Institution**' at World Education Congress Awards.

International Immersion

Session on 'Quality of Higher Education and Circular Economy'

The session was organised, wherein, speakers including **Prof. (Dr.) Amrik S Sohal** and **Prof. Glen Croy** from Monash Business School, Australia, **Prof. (Dr.) SK Chadha** from University Business School, Panjab University, Chandigarh shared their opinion. Prof. Sohal and Prof. Croy explained the concept of circular economy and the transition towards circular economy was a step towards sustainable development.

The focal point of their discussion was implementing the 10 R's of Sustainable Living, i.e., recover, recycle, repurpose, remanufacture, refurbish, repair, reuse, reduce, rethink, refuse. Prof. Chadha emphasised on challenges and opportunities related to quality of higher education.



Workshop on 'Design Thinking, Critical Thinking and Innovation Design'



The workshop was organised on 20 February 2023 in collaboration with Institution Innovation Council (IIC), GGDSD College, Chandigarh. **Dr. Ravinder Singh**, Civil Servant and Manager of the Central Digital and Data Office (CDDO) of the Cabinet Office in London was the expert speaker and elaborated on the value of thinking outside the box for a successful entrepreneur.

Expert Talks Held

Another set of expert talks titled 'Scenario based Strategic Planning' and 'Systems Thinking and Leadership' were organised on 22 February 2023 and 27 February 2023 respectively. **Mr. Giacomo Mengucci** and **Ms. Kate Nickelchok** from University of Fraser Valley, British Columbia were the respective speakers. They emphasised on the importance of systems thinking to create winning scenarios in order to sustain in the present volatile, complex and competitive business landscape.



Expert Session on ‘Interpersonal Conflict Handling Styles’

The Expert Session was organised on 10 March 2023. **Mr. Giachomo Mengucci**, University of Fraser Valley, British Columbia, Canada was the expert speaker.



Expert Talk on ‘Converting Innovation into a Startup’



The Expert Talk was organised in collaboration with Institution Innovation Council, GGDSD College on 29 August 2022. The speaker for the event was **Mike Ivanof**, Associate Professor, School of Business, Abbotsford Campus.

Workshop on ‘Entrepreneurship and Innovation as Career Opportunities’

The workshop was organised in collaboration with Institution Innovation Council (IIC), GGDSD College, Chandigarh and Mahatma Gandhi National Council of Rural Education (MGNCRE).



Dr. Ravinder Singh, Civil Servant (Modernising Technology Programme Manager) with Cabinet Office – Central Digital and Data Office (CDDO), London, was the resource person for the workshop. He elaborated on the importance of interpersonal skills in the world of entrepreneurship and the role of practical skills and knowledge a successful entrepreneur must possess.

‘Ideation Club’

Ideation Club was started under the aegis of **Entrepreneurship Management Cell** on 14 April 2022 by Dr Manjul Vaidya. Further, First Idea Generation Session was conducted by **Mr Rajan Arora** (Founder EFA), EDC on 27 April 2022.

Entrepreneurship Management Cell

Two students from PGDM (2021-23), **Lokesh Garg** and **Varun Garg** have started their entrepreneurial journey under EMC. Lokesh is working on setting up a Mustard Oil Expeller, Spice Grinder and Rice Sheller unit at Rajpura. Varun is working on creating an innovative and user-friendly online marketplace where customers can conveniently purchase groceries and snacks from the comfort of their homes. Similarly, two students from PGDM (2020-22), **Kirti Jatyán** and **Uditi Moudgil** collaborated together to initiate their own venture, Digital Design Co. which is a creative solution and public relations service. The ventures were started under the guidance of Dr Manjul Vaidya (Nodal Officer).



Webinar on 'Impact of CoVID-19 on Indian Economy'

The webinar was conducted by **Dr. Charan Singh**, Non-Executive Chairman, Punjab & Sind Bank and Former RBI Chair Professor, IIM-Bangalore on 4 June 2022.



Webinar on 'New Education Policy'

Dr. R L Raina, Vice Chancellor, JK Lakshmipat University, Jaipur, **Prof. (Dr.) Sanjay Kaushik**, Professor and Dean College Development Council (DCDC), and **Dr. N C Wadhwa**, Director General, Manav Rachna Educational Institutes were the expert speakers who highlighted the key points of New Education Policy. The Webinar was held on 8 August 2020.



Expert Session on 'Emotional Intelligence'

The Expert Session was conducted by **Mr. Vivek Atre, Ex-IAS**, renowned author and motivational speaker was the expert for the session on 14 January 2021.

Expert Session on 'National Pension Scheme'

The Expert Session was conducted by **Dr. B S Bhandari, IES (Retd)**, Former Whole-Time Member, Pension Fund Regulatory Development Authority (PFDR) on 20 August 2021.

Academic Collaboration

MOU with Chandigarh Management Association (CMA)

A Memorandum of Understanding (MOU) has also been signed with CMA to strengthen the relationship between the two legacies on 21 February 2022. Considering the significance of collaboration between industry and academia in the present era, the MOU was signed.



ICT Academy

The Institute has Academic Collaboration with ICT Academy in order to train and develop the next generation teachers and industry ready students.

Membership of CII, FICCI, PhD Chamber of Commerce

In order to keep pace with ever changing, dynamic complex business environment, the Institute is a member of Confederation of Indian Industry (CII), Federation of Indian Chambers of Commerce & Industry (FICCI) and PHD Chamber of Commerce and Industry (PHDCCI).



MOU with IIM Calcutta Innovation Park

An MoU was signed with IIM Calcutta Innovation Park (IIMCIP) to provide students with an exposure to entrepreneurial ventures.

Skill Upgradation

HR Conference 2021

HR Conference 2021 with the theme 'HR Innovation Practices for Next Generation' was organised in hybrid mode on 25 September 2021 to discuss the role of HR innovative practices in the next generation dynamic and multi-cultural business environment. **Dr. P J Singh, Chairman and Managing Director, Tynor Orthotics Pvt Ltd, Mohali** was the Chief Guest on the occasion.



Session-1

Topic	Speaker
Decoding Employability in These Times	Mr. Vikas Dua HR Head IPG Dextra India Pvt Ltd Bengaluru
HR – Let Business and People Fly High with Out FLEXI	Mr. Deendayalan S Chief Architect Organisation Capability Centre for Excellence in Organisation Pvt Ltd, Chennai
HR Innovative Practices in Talent Management	Dr. Rajni Sriraman Vice President-HR Esskay Design and Structures Limited, Chennai

Session-2

Topic	Speaker
Evolving HR Role: A change agent, coach and a role model	Mr. Rahul Jain DGM-HR UFlex Group, Noida
Digitalization in HR in Industry 4.0	Mr. Sumit Taneja VP Global Rewards Head, Wipro Limited, Bangalore
Avenues in the Banking and Financial Services Sector	Mr. S.K. Dhingra Internal Ombudsman, State Bank of India

Selling Skills Development Workshop-cum-Certification

Subject	Speaker
Inaugural Address	Mr. Malay Chatterjee Member, Odisha Real Estate Appellate Tribunal, Govt. of Odisha Former Chairman & Managing Director, KIOCL Ltd, Hindustan Steel Works Construction Ltd; Former Executive Director, HUDCO Ltd
Enhancing sales effectiveness by synchronizing attitudes to achieve sales objectives	Dr. Shubhendra Singh Parihar Dean of Student Affairs, Jaipuria Institute of Management, Lucknow
Handling B2B & B2C sales interactions: interpersonal and negotiation skills	Mr. Roshan Joseph Founding Partner B-More Consulting LLP
Sales teams: Market Potential and performance management	Mr. Manjiv Singh Head Operations Gilard Electronics Pvt. Ltd., Mohali

A Selling Skills Development Workshop-cum-Certification titled 'Sales Team Excellence: Enhancing Productivity for Success' was organised in virtual mode from 26-30 July 2021 which covered diverse topics.



Social Selling Strategies: Selling through fragmented communication channels	Mr. Ajay Chhabra Chief Digital Officer Yashoda Hospital & Research Centre, Ghaziabad
Assessing sales potential: Profiling & feedback for individual participant(s) Valedictory Address	Mr. Vikas Dutt Strategic Marketing Consultant Business Leader Ex AGM, Usha International

HR Conference 2022

HR Conference 2022 with the theme ‘Organisational Culture: Next Generation HR Practices’ was organised in hybrid mode on 30 November 2022. The aim of conference was to discuss the role of next generation HR practices to build and sustain unique organisational culture to achieve corporate objectives. The Keynote Address was delivered by **Mr. Dinesh Kumar Batra, Former Chairman and Managing Director, Bharat Electronics Limited.**



The first technical session included three sub sessions. **Mr. Vikas Jain**, Growth Head, VectoScalar Technologies Private Limited spoke on ‘Technology in HR for Sustainable Organizational Culture’. **Mr. Venkat Sreedhar**, Sr Vice President, BSES Rajdhani Power Limited, Delhi spoke on ‘Transformation of Organisational Culture: Next Generation HR Practices’ and **Ms. Guneet Sethi**, Director HRD & CSR, Gilard Electronics Pvt Ltd spoke on the topic ‘Role of Ethics, Values and Justice in Building Sustained Organizational Culture’.

The second technical session included four sub sessions. **Dr. Amit Kaushik**, General Manager (HR), SML ISUZU Ltd spoke on ‘HR Professional Role: A Change Agent, Coach and a Role Model’. **Ms. Shikha Dey Dutta**, Deputy Vice President-HR & Training, Utkarsh Small Finance Bank spoke on ‘Empowerment through Organisational Culture’. **Mr. Raman Angra**, Lead Corporate Affairs, Dr Reddy’s Laboratories Ltd spoke on ‘Learning and Development: Role of Training’. **Mr. Shivraj Singh Nakai**, Associate General Manager & Head – HR, Max Healthcare spoke on ‘Employee Engagement and Organizational Culture’.

Life Skills Training Programme



An Industry sponsored Life Skills Training was organised on 1-3 December 2022. **Ms. Harleen Kaur Bedi**, Life Skills Expert was the speaker. A whole spectrum of topics including resume writing, self-awareness, voice characteristics, presentation skills,

grooming, body language, presentation skills were taken up by her.

Workshop on 'Soft Skills'

Dr. Shilpa Suri, Chief Mentor and Co-Founder, Planet Psychology, Positive Psychology Practitioner, Consultant Psychologist, Corporate Trainer, Behavioural Skills Expert was the speaker. The Workshop was held on 19 December 2022.



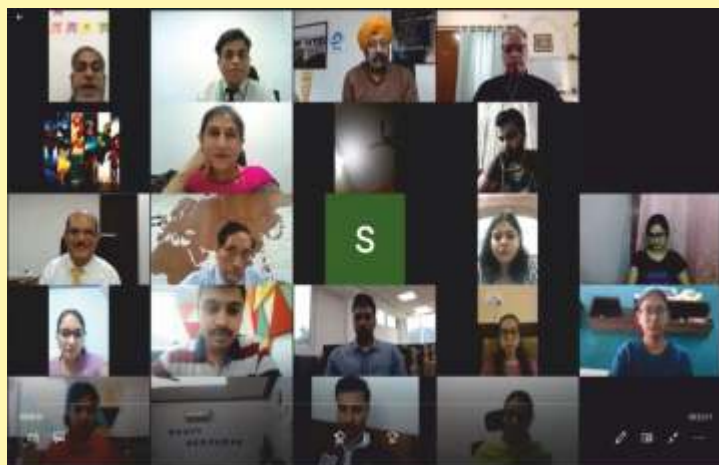
Student Orientation and Induction

The Institute conducts an Orientation-cum-Induction programme for the new batch of students every year giving them an insight of their next two years in the college and also tips on how to maximize their PGDM experience. Consisting of a series of fun, informative, networking, and academic activities before the commencement of the first semester, the objective of the orientation programme is to familiarise the students of the new batch with the faculty, staff, and their peers, as well as with the processes, systems, and culture of the Institute.

The activities scheduled during the programme aim to equip students with some basic knowledge and tools that will help them adapt to the challenging life ahead as a PGDM student. The programme also involves the process of identifying students' critical skills essential for participation in management teaching classes and for them to get inducted into a meaningful corporate life.

Class of 2020-22

The first Orientation-cum-Induction programme for the Class of 2020-22 was organised on 4 August 2020. **Sh. Jagjit Singh Kochar**, Managing Director, Fish Biotech Pvt Ltd who holds more than 37 years of rich experience in Business Strategy, New Business Development and Residential Homes was the expert speaker on the occasion.



In addition to this, another orientation programme for one week, beginning 12 October 2020 was organised. **Sh. KBS Sidhu**, IAS, Special Chief Secretary, Government of Punjab and Director General, State Institute of Public Administration Punjab inaugurated the programme. The programme sessions were delivered by expert speakers including **Dr. Jai Prakash Bhukkar**, Registrar, Central University, Haryana; **Dr. Manohar Lal**, Professor, GHG Khalsa College, Ludhiana; **Ms. Supreena**, HR Manager, TCS; **Mr. Dinesh Seth**, Sr Vice President, HDFC Bank, HP Circle; **Mr. Alok Gupta**, Sr Vice President, Centrum Wealth Pvt Ltd. The programme also included industrial visit to Gilard Electronics Pvt Ltd, Mohali on 15 October 2021 and a virtual visit to STPI Incubation Centre.

Class of 2021-23

The second Orientation-cum-Induction programme for the Class of 2021-23 was organised on 17 August 2021. **Prof. (Dr.) Furqan Qamar**, Centre for Management Studies, Jamia Millia Islamia, New Delhi delivered the Inaugural Address on the occasion. **Sh. Jagjit Singh Kochar**, Managing Director, Fish Biotech Pvt Ltd who also holds more than 37 years of rich experience in Business Strategy, New Business Development and Residential Homes was the expert speaker on the occasion.



Class of 2022-24

The third Orientation-cum-Induction programme for the Class of 2022-24 was organised on 9-12 August 2022. An Entrepreneurial Talk was delivered by **Mr. Bikram Kalsi**, Co-Founder and CEO, JBN Technologies Pvt Ltd, Industry



Interaction was delivered by **Mr. Arjun Nanda**, Senior Manager, Government Advisory, EY followed by junior-senior interaction. Additionally, an introduction to Faculty, curriculum, Training and Placement process was also conducted.

Holistic Development of Learners

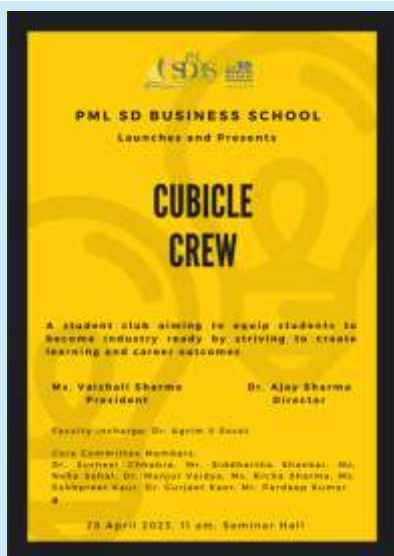
National Seminar: 'New Punjab for a New Bharat: Issues and the Way Forward'

A national one-day seminar, titled 'New Punjab for a New Bharat: Issues and the Way Forward' was organised on 29 June 2023. The seminar, dedicated to identifying and addressing the challenges facing Punjab, was marked by the presence of distinguished guests and honourees.

Conceived within a solution-based and Swadeshi-oriented framework, the seminar sought to explore and articulate contemporary socio-economic and political issues affecting Punjab. The event was honoured by the presence of **Sh. Satish Kumar**, National Co-Organiser, Swadeshi Jagran Manch as Chief Guest. Also



gracing the occasion were **Lt. Gen. K J Singh (PVSM, AVSM)** and **Dr. Sanjeet Singh, Pro Vice Chancellor, Chandigarh University** as the Guests of Honour. The seminar was an initiative of Swadeshi Shodh Sansthan, organised under the patronage of Swadeshi Jagran Manch. **Dr. Madhur M Mahajan**, the event coordinator, acknowledged and praised the young audience for their enthusiastic participation in discussing the state's critical concerns. The insightful technical sessions included a session titled, 'Water Crisis in Punjab: Challenges and Way Forward' was delivered by Dr. Madhur M Mahajan, Faculty Dept. of Economics, GGDSD College, Chandigarh. The second technical session titled 'Crisis in Regional Educational Infrastructure in Punjab: A Way Ahead' was delivered by **Dr. Priyatosh Sharma**, Chairman, Department of History, Panjab University, Chandigarh. The third technical session titled 'Conversions in Punjab: Causes, Implications & Policy Solutions' was delivered by **Dr. Kuldip Singh**, Chairman, Department of Punjabi, Kurukshetra University. Last but not the least, the fourth technical session titled 'Drug Abuse in Punjab: Problem and Solutions' was delivered by **Ms. Livpreet Kaur**, Deputy Director Research, Department of Social Justice, Empowerment and Minorities, Government of Punjab.



Launch of Student Club, 'Cubicle Crew'

A Student Club, 'Cubicle Crew' was launched by **Mr. Harsh Gupta**, an alumnus of IIM Rohtak and PEC, Chandigarh, presently heading B2B vertical at Fitelo. The club has been launched under the guidance of Director **Dr. Ajay Sharma** with an aim to equip students to become industry ready by striving to create learning and career outcomes. **Dr. Agrim Verma Sovat** is Faculty Incharge of the club.



Durga Saptstuti Paath

The Institute organised *Durga Saptstuti Paath* on 20-22 March 2022 followed by *Havan*. The event was attended in full strength by Management, Staff and Students.



Freshers Party



A Freshers Party was organised for the students of PGDM (2020-2022) at Chandigarh Club on 28 February 2021.

‘Onward & Beyond’



Farewell parties were organised to bid adieu to students of first batch of PGDM (2020-22) and PGDM (2021-23) on 9 May 2022 and 5 May 2023 respectively at Institute premises and Hard Rock Café, Chandigarh respectively. Director of the Institute, **Dr. Ajay Sharma** wished luck and extended his wishes to the passing out batch to make a mark in the world outside. **Prof. (Dr.) Anirudh Joshi**, General Secretary, GGDSD College Society encouraged the students to continue learning in



life and carry forward the motto of ‘**Learn Today. Stay Relevant Tomorrow**’. Tokens of love and wishes were presented to the students for the beginning of new phase of their lives.



Faculty Enrichment and Career Advancement

FDP on ‘NEP 2020 and Ethical Paradigms in Pedagogy’

A seven-day Faculty Development Programme (FDP) on ‘NEP 2020 and Ethical Paradigms in Pedagogy’ was organised by Human Resource Development Centre (HRDC), Panjab University, Chandigarh under RUSA 2.0 grant in collaboration with GGDSD College from 21-27 June. The course coordinators were **Dr. Madhur Mohit Mahajan** and **Dr. Ruchi Sharma**. Faculty of the Institute including **Dr. Manjul Vaidya** and **Dr. Agrim Verma** attended the programme.



Workshop on 'Curriculum Design and Teaching-Learning'

The Workshop was organised from 4-5 July 2023 to develop a clearer understanding of different components that go into designing a course and learn strategies for actively engaging students in their learning process. **Dr. Daisy Kaur**, Associate Professor, Teaching & Learning Centre, Chandigarh University was the Resource Person.



Faculty Profiles



Dr. Ajay Sharma

Officiating Director

Dr. Ajay Sharma, Officiating Director, PML SD Business School, is serving as Principal, Goswami Ganesh Dutta Sanatan Dharma College, Chandigarh. The college is accredited with 'A+' Grade by the NAAC during the session 2016-17 and is bestowed with the status of 'A College with Potential for Excellence' by the UGC. The college has ranked among Top 100 Institutions for three consecutive years since 2017 in NIRF (The National Institutional Ranking

Framework), MHRD, Government of India.

Served as Principal, Sri Aurobindo College of Commerce and Management, Ludhiana, prior to that served as Associate Professor at the P.G. Department of Commerce and Management, Goswami Ganesh Dutta S.D. College, Chandigarh. He has acquired experience in the arena of the international education system while acting as the Coordinator, International Training Programme conducted for students of Republic of Djibouti (2006-07), the Coordinator of International Applied BBA Programme of University of the Fraser Valley, Canada (2005-2013), and the Coordinator of Student Exchange Programme of Normandy Business School, France (2006-08).

He is a member of Academic Council of Panjab University, Chandigarh and Jagat Guru Nanak Dev Panjab State Open University, Patiala. Besides, he is also a member of the Library Committee and Sports Committee of Panjab University, Chandigarh.

In addition to this, he is nominated by the Vice-Chancellor, Panjab University, Chandigarh as a member of the Academic Calendar Committee, Fee Structure Committee and Examination Committee of Panjab University, Chandigarh. Presently, he is guiding four PhD students.



Dr. Susheel Chhabra, Professor

Dr. Susheel Chhabra, Professor, Ph.D (Management), M.B.A.(HRM), M.C.A., Certified Project Manager has 28 years of experience academic administration, teaching, training and research. His areas of specializations include OB & HRM, Business Analytics. As a Professor and Member of Academic Core Committee, he is involved in teaching, academic administration, NBA, AICTE, soft skills activities including placements.

He has to his credit several research papers (19) including 6 in Scopus/UGC/AICTE approved journals, edited books 9, organized MDP/FDP, 11, conferences, 12, funded research projects(s), 4, guided M.Phil thesis, evaluated Ph.D. thesis, 3 and carried out few consultancy assignments.

Prior to joining this B-School, he was working as Professor, Assistant Dean / Dean, Director at Lal Bahadur Shastri Institute of Management (LBSIM); Periyar Management and Computer College (PMCC); and also worked as faculty at Deptt. of Commerce, Kurukshetra University, Kurukshetra.



Ms. Richa Sharma holds more than 11 years of rich academic experience working with leading B- Schools in the area of finance and accounting. During this journey, she has served in the capacity of academic co-ordinator as well as co-ordinator for various institutional responsibilities. She has an excellent academic record.

Her teaching and research interests include Corporate Finance, Corporate Social Responsibility, Corporate Governance, Cost Accounting, Investment Analysis, Strategic Management. She continuously keeps participating in research publications, seminars, workshops and faculty development programs.

Her educational qualifications include Bachelors in Commerce (Hons.), Masters in Commerce, Masters in Business Administration from Panjab University, Chandigarh. She possess UGC-NET (Commerce) qualification. She is pursuing her Doctorate in the domain of ‘Corporate Social Responsibility ‘ from University Business School, Panjab University, Chandigarh. She is also member of The Institute of Company Secretaries of India.

She is passionate, well-organized and highly efficient working in a multi-tasking dynamic environment. She believes that dedication and commitment is the key to success.



Dr. Manjul Vaidya An Ideal blend of corporate trainer, consultant and researcher with more than 18 years of professional experience, having worked with best global companies likes IBM, PricewaterhouseCoopers (PwC), Mahindra and Mahindra Ltd. He would like to leverage this experience to build an interactive interface between the Industry and the Business School.

He is a B.Tech (Mech.), MBA from University Business School (UBS), Panjab University, Chandigarh and holds a Ph.D. in e-Governance from Punjabi University, Patiala. His teaching, consulting, and research interests include Entrepreneurship, e-Governance, Good Governance, PPP, Marketing and Strategy. He has published more than a dozen academic research papers in journals of national and international repute, has also authored a book and a case study at IIM- Rohtak. He has been invited to co-chair sessions at International conferences and is a key speaker at various educational institutions including Panjab University, NITTTR, and PEC University etc.



Dr Agrim Verma Sovat is PhD (Panjab University), MBA (UBS, Panjab University), MCom (USOL, Panjab University), NET possessing over 8 years of consistent, proven record of effective Teaching and Management Research. She is a growth oriented, hard-working and talented individual. Being academically dedicated and committed, she makes an effort to go beyond classroom teaching to ensure practical learning for the students. A strong communicator, organiser, motivator, team player and a decisive leader with successful record in making learning more effective and comfortable. She specialises in the area of Strategic Management and Marketing Research.



Dr. Gurjeet Kaur is a Ph.D. (Management), MBA (Marketing), B.Tech (Information Technology) and with the blend of expertise from both corporates and education industry she has a work experience of more than 10 years. She has gained experience in MNCs like HCL Infosystems, Honeywell International as a marketing professional. She has worked as Training and Placements Officer in DAV College, Chandigarh and GGDSD College, Chandigarh with a rich academic experience in teaching as well. She exhibits her skills as author and has written various books for UG and PG students of different Universities of India. To her credit are published research papers in leading research journals as well. She defines her role to be prominent and promising for uplifting and guiding the students in their professional journey.



Ms. Sukhpreet Kaur, An M.Com. (Gold Medalist) from Panjab University, Chandigarh Ms Sukhpreet Kaur has many firsts to her credit including two patent publications. She is conversant with modern teaching research tools like SPSS, PROWESS, IQ, MS Excel and MS Office. She has a rich teaching experience of eight years including that in GGDSD College, University of Fraser Valley and Many leading B-Schools in the area of Accounting and Finance. She is pursuing her Ph.D in the area of Artificial Intelligence.

Health and Wellness

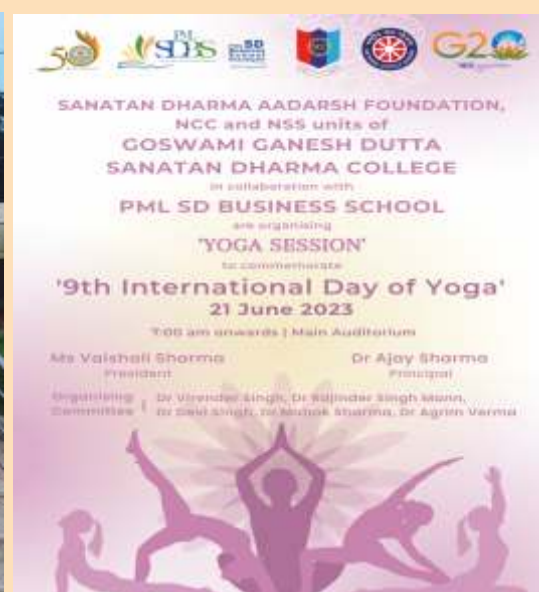
Expert Talk: 'Healthy Head & Fit Foodie' focusing on Nutrition and Corporate Yoga

An Expert Talk titled 'Healthy Head & Fit Foodie' focusing on Nutrition and Corporate Yoga was organised. Diet and Yoga experts from Fitelo presented a fitness model for young professionals emphasising on nutrition and corporate yoga to beat the consequences of sedentary lifestyle. A team from Fitelo including **Ms. Aakriti Sharma**, Nutrition and Diet Expert, **Ms. Kirti Tayal** and **Ms. Shilpa Devi**, Yoga Experts, **Mr. Harsh Gupta**, Head of B2B Vertical, and an alumnus of IIM Rohtak and PEC, Chandigarh were present at the event.



9th International Day of Yoga

Sanatan Dharma Aadarsh Foundation; PML SD Business School; and the NCC and NSS Units of Goswami Ganesh Dutta Sanatan Dharma College, Chandigarh jointly celebrated the 9th International Day of Yoga today by organising a Yoga session on the theme '**Yoga for Vasudhaiva Kutumbakam**'. The session was attended by more than 150 students, faculty and staff members; led by GGDSD College Principal and Director of PML SD Business School, **Dr. Ajay Sharma** in the Main Auditorium from 7 a.m. onwards. The occasion was graced by **Shri Janak Mangotra**; and Yoga Instructors **Ms. Shashi Bansal, Mr. Vikas Gupta, Mr. Narendra Kumar** and **Mr. Vinod** of **Patanjali Yuva Bharat Swabhimaan, Chandigarh**. This was followed by an interaction session with **RJ Shailja** from **94.3 MyFM** who encouraged the students to take a pledge to make Yoga and health a priority in their lives.



Expert Session on 'Reboot Yourself for Emotional Wellbeing'



The Session was organised on 24 November 2022 and **Dr. Alka Kalra**, a celebrity and professional psychologist, Life Coach, Motivational Speaker and Managing Director at Eduscan Dubai was the speaker at the occasion.

Eco-Sustainable Initiatives

World Environment Day

World Environment Day was celebrated on 5 June 2023 in collaboration with GGDSD College, Chandigarh by organising a virtual awareness workshop on 'Sustainable Practices & MISSION LiFE' under the aegis of MISSION LiFE, an India-led global mass movement to protect and preserve the environment. **Mr. Samarth Sharma, Consultant, Mahatma Gandhi National Council of Rural Education (MGNCRE), Ministry of Education, Government of India** was the Keynote Speaker.



In order to spread the message of 'Clean Earth, Green Earth: Our Responsibility', a **Plantation Drive** was organised by student club '**Cubicle Crew**' in the campus on 10 June 2023. A number of saplings were planted by Management, Staff and Students.



'Lifestyle for the Environment' Pledge



In addition to this, the staff and students also took the '**Lifestyle for the Environment**' Pledge under the **Ministry of Environment Forest and Climate Change, Government of India** and committed themselves to consciously participating in taking up environmental lifestyle and inculcating long-term environment-friendly habits.

AICTE's Pro Planet Pledge

As part of MeriLiFE: Massive Tree Plantation Drive, students and staff took AICTE's Pro Planet Pledge to support and participate in tree-planting initiatives to contribute to the preservation and restoration of our planet's ecosystems in line with **One Student One Tree 2023**.



Value Inculcation and Social Responsibility

74th Republic Day

The Institute, in collaboration with GGDSD College, celebrated the 74th Republic Day with great fervor on 26 January 2023. Students and staff of the college attended the flag-unfurling ceremony in large numbers. The national flag was unfurled by the Director **Dr Ajay Sharma**. Addressing all present, Dr Ajay Sharma stated that on this Republic Day, everyone should remember how India transitioned from its colonial past to become a proud republic that is the envy of the world today. He reiterated that this day signifies unity and national pride.



Interactive Session on 'Digital Safety and Security'



The Session was organised in collaboration with Digital Safety Club, GGDSD College as part of Cyber Swachhta Mission 3.0. It was conducted by cyber officials from Chandigarh Police. **Ms. Pragati** and **Mr. Vikas** from Chandigarh Police were the speakers.

Founder's Day

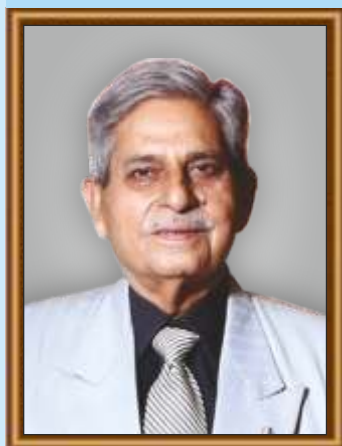
Founder's Day was organised to pay homage to revered **Late (Dr.) Pandit Mohal Lal Ji**, Former Home, Finance and Education Minister of Punjab and our Founder President on his twenty third death anniversary. A **Prarthana Sabha** was held on 30 August 2022 and **Dr Jagat Ram**, Former Director, PGIMER, Chandigarh delivered the **Pandit Mohal Lal Memorial Lecture**. This was followed by recitation of bhajans in the melodious voice of **Sh Sunil Dhyani** and serving of **Langar Prasad**.

A Blood Donation Camp was also organised on the occasion in the recreation hall of the boys hostel by Sanatan Dharma Aadarsh Foundation in association with the Lions and Golden Lioness Club Panchkula.

Premier Dist 321 A2, Panchkula Central Dist 321 A2, SD College Alumni Association (SDAAC) and Central Bank of India. Students and staff of the Institute participated in the event. The Blood Donation Camp was inaugurated by **Sh Kumar Gaurav, IRS** who congratulated the Institute for this noble cause.



The **Golden Jubilee Monument**, dedicated to **Late Sh. Upkar Krishan Sharma Ji** was inaugurated by **Ms. Anindita Mitra, IAS**, Commissioner, Municipal Corporation, Chandigarh on 16 January 2023.



Fondly Remembered

“When a great man dies, for years the light he leaves behind him, lies on the paths of men”

- H W Longfellow

As we grieve the loss of our guiding spirit, Late Shri Upkar Krishan Sharma, President, GGDSD College Society who left for his heavenly abode on 14 July 2022, we remember his unwavering spirit, salute his tireless efforts and make a firm resolve to uphold integrity of his legacy.

A **Prarthana Sabha** and **Rasam Kriya** was organised by the GGDSD College Society, Chandigarh in the main auditorium of the Institute to pay homage to **Shri Upkar Krishan Sharma**, President, GGDSD College Society on 24 July 2022. Devotional songs and bhajans rendered by **Ms. Aastha Goswami** from Vrindavan.

Outreach Activity

Riwayat

The students put up crowd pulling stall at ‘Riwayat 2023’, annual fundraiser fest of The Rotaract Club of GGDSD College held on 31 March 2023 at Chandigarh Club. The students put up a stall of Management and fun games including Hit the Target, Eye Spy, Heads Up, Guess the Object.

Virasat

The students put up a good show at ‘Virasat 2023’, annual cultural extravaganza of GGDSD College held on 5 April 2023 at college campus. The students put up a stall of Management and fun games including Hit the Target, Eye Spy, Heads Up, Guess the Object, Tie a Tie, Push-up Challenge.

Educational and Industrial Visits



Students accompanied by Dr Manjul Vaidya and Ms Richa Sharma visited **Innovation Mission, Punjab** to learn about the Entrepreneurial Ecosystem on 8 February 2023.

Students accompanied by Dr Manjul Vaidya visited **Entrepreneurship Development Centre (EDC)** under Chandigarh Administration as part of Entrepreneurship Mindset Curriculum (EMC) initiative of State Government on 24 November 2021.

Students accompanied by Ms Richa Sharma visited **Tynor India** on 25 February 2021.



Students accompanied by Dr Susheel Chhabra and Ms Richa Sharma visited **Ambrozia Frozen Foods Pvt Ltd** on 14 March 2023 and 13 February 2021 to have a practical understanding of Export-Import Procedures.



Student Placement and Progression

Campus Placements: Ready to take on the world

Campus placements provide foot-in the door opportunities to the students offering a privilege to begin their career immediately after completing their higher education. The Institute left no stone unturned in offering attractive job opportunities to its students. Prominent recruiters offering job opportunities to students included AbuIssa Holding (Qatar Airways), HDFC Bank, Wipro, India Mart, Oswal Group, GetePay, Intellipaath, Mastertrust, and University of Fraser Valley. Business Analyst, Digital Marketing Specialist, Business Development Executive, Relationship Manager, and Data Researcher were among the job profiles presented to the students.



Summer Internships: All set to taste the corporate sector

The students of PGDM batch of 2022-24 are all set to taste the corporate sector through their 8-week summer internships. Summer internships offer an opportunity to Management students to earn real world work experience and get an exposure to workplace environment. The students will be joining organisations including, to name a few, GAIL India Pvt Ltd, CITCO, Truvisory, BSES Rajdhani Pvt Ltd, Gilard Electronics.

Innovation, Design and Entrepreneurship (IDE) Bootcamps

Three students, **Vishesh Saini**, **Akshit Gagneja** and **Jasgun Makkar** accompanied by Dr Agrim Verma Sovat attended the Innovation, Design and Entrepreneurship (IDE) Bootcamps, an experiential learning programme organised by Ministry of Education's Innovation Cell (MIC) and All India Council for Technical Education (AICTE) on 25-26 June 2023 held at NITTTR, Chandigarh.



'Mentors Speak'

With a legacy of five decades of phenomenal success, the GGDSD College Society has launched a unique Business School in Chandigarh. The school is an unparalleled opportunity to take the next step in your career and transform into capable leaders who can drive business success. We have created a unique type of physical and intellectual infrastructure after soliciting inputs from the industry as well as potential students. We know that in times to come, altogether 'New Businesses' and 'New ways of doing business' will emerge and will create opportunities as well as throw challenges to management education suppliers. We have also recognised the increasing relevance of ICT and we understand that, 'Web is the Way Forward' for our students and faculty in order to create and share content with rest of the world.

I am sure joining the school will be a rewarding experience. My best wishes to all aspirants.

Dr. S.C. Vaidya

Professor
General Secretary, GGDSD College Society, Chandigarh
Former Chairman, UBS and Dean, University Instructions, Panjab University, Chandigarh

All business schools are not created equal. In order to provide true value proposition to students, a school must be the best model in culture, curriculum, pedagogy, and caring environment. The Management of GGDSD College Society formed a core group to thoroughly evaluate the concept. The group has brain stormed for more than a year to decide the format of the school. Issues like changing job profiles due to the fast changing business environment, technological advancements, increasing trend towards digitization of education were brought into sharp focus. It has been well understood that the school will have to create a synthesis of Industry 4.0 and Education 4.0 so as to cater to the needs of globalised, networked and automated business world. The outcome of the exercise has resulted into the formation of PML SDBS. I am sure students will find our school best destination for building happy and rewarding careers.

My best wishes to all aspirants.

Dr. S K Sharma

Professor Emeritus
Former Dean University Instructions, Visiting Professor University of Florida, USA, Fulbright Scholar,
Chairman Chemical Engineering Department & Founder Director, Energy Research Panjab University, Chandigarh,
Member Governing Body PML SDBS



Note of Thanks

PML SD Business School has been set up by GGDSD College Society, having an illustrious and proven track record of imparting education and imbibing values for over last four and half decades in Chandigarh. We welcome students who want to make a direct impact across different sectors, be it Ethical and Responsible leaders in the Corporate world, impactful innovators, budding entrepreneurs; or those with innate business instinct and those who wish to make a contribution to Society.

I wish to convey my heartfelt thanks to the President of GGDSD College Society, Ms. Vaishali Sharma and Vice-President Dr. Siddharth Sharma, Members of Board of Governors Dr. Anirudh Joshi, Sh. Jatinder Bhatia, Dr. S C Vaidya, Dr. P K Bajaj, Prof. S K Sharma, Sh. Jagdish K Khaitan, Sh. Sofi Zahoor, Members of the Advisory Council and Academic Core Committee and the Principals of all sister institutions of the Institute for their support and encouragement.

The untiring efforts of the faculty and entire staff of the Institute deserve special mention. It is due to their perseverance that our Institute is progressing at a good pace.

May the Lord continue to guide us in our endeavours and bless PML SD Business School.

Dr. Ajay Sharma
Director



At a Glance





Goswami Ganesh Dutta
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Sector 32-C, Chandigarh

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Visit college website : www.ggdsd.ac.in

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Admission Helpline :

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Ms. Vaishali Sharma, President, GGDS College Society

Dr. Ajay Sharma, Principal



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COMPANIES WHICH VISITED OUR CAMPUS



For Further Details Log on to : www.pmlsdb.ac.in

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