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FROM THE EDITOR'S DESK

It is with great pride and a deep sense of fulfilment that I present the Annual Report of our Business School. An annual report is not merely a compilation of events and achievements; it is a mirror that reflects the collective aspirations, efforts, and progress of our Institution over the past year. This document brings together the stories of growth, resilience, and innovation that define our academic journey.

The year under review has been one of transformation and learning. Our faculty members have continued to enrich the academic environment through impactful teaching, meaningful research, and active engagement with industry and society. Their dedication to shaping future managers and leaders has been a driving force in sustaining our culture of excellence.



Our students remain at the heart of all we do. Their academic performance, participation in competitions, contributions to research, and involvement in extracurricular initiatives reflect the vibrancy of our campus life. Their successes are a testament to the values of hard work, curiosity, and determination that our Institution fosters.

We also acknowledge the importance of industry interaction, guest lectures, workshops, and seminars that have bridged the gap between classroom learning and real-world practice. These platforms have provided our students with invaluable exposure and opportunities to engage with thought leaders and practitioners across sectors.

This Annual Report is, therefore, more than a summary of activities—it is a chronicle of shared efforts, collective achievements, and a vision that continues to guide us forward. As you turn its pages, I hope you will not only see the highlights of the year but also sense the commitment and passion that fuel our progress.

I extend my gratitude to all faculty, staff, students, alumni, and industry partners who have contributed to the making of this successful year. May this report inspire us all to set higher benchmarks and work together towards realising our shared vision of excellence in Management Education.

Dr. Agrim Verma

Industry Institute Interface

Leadership and Industry Dynamics: Students in conversation with ADC, Joint Director Industries and industrialist

An interactive session with Sh. Mahendra Pal, IAS, Additional Deputy Commissioner (ADC), Una, Sh. Anshul Dhiman, Joint Director, District Industry Centre (DIC), Una and Sh. Sunil Choudhary, a renowned industrialist was organised on 6 September held at Una. The session focused on the core principles of Management. The insightful discussion was part of an initiative to bridge the gap between theoretical knowledge and practical application in the field of Management. The session commenced with an introduction by Sh. Mahendra Pal who highlighted the critical role of effective management in driving organisational success and economic development. His remarks set the tone for a discussion that delved deep into fundamentals of Management. Sh. Anshul Mahajan helped students understand the practical application of management principles in the context of industrial development. Sh. Sunil Choudhary encouraged students to push their limits to think out of the box and explore business opportunities. Major (Dr.) Virender Singh, Dean, Academics and Head of Department of Information Technology, GGDSD College, Chandigarh and Sh. Saransh Sharma, Former Deputy Director, Cll and Member, Institution Innovation Council (IIC), GGDSD College, Chandigarh were also present at the occasion.



4th HR Conference on 'Employee Engagement: Next Generation HR Practices'

Held on 13 November, the conference gathered top HR leaders, industry experts, and forward-thinking organisations to explore innovative strategies in boosting employee engagement. The event was a powerful platform for discussions on enhancing workplace morale, fostering team collaboration, and nurturing a positive organizational culture in today's rapidly evolving work environment. The conference started with a Welcome Address by Director **Dr. Kapil Pandla** who elaborated on the role of employee experience in achieving employee engagement.





The Keynote Address was delivered by Chief Guest **Dr. Pritee Saxena**, Campus Head, ICFAI Business School (IBS), Mumbai. She emphasised the critical role of engagement in driving productivity and retaining top talent. She also shared that with the rise of remote work and shifting workplace expectations, organisations face new challenges in maintaining employee motivation and satisfaction. Presidential Remarks were delivered by **Dr. SC Vaidya**, General Secretary, GGDSD College Society, Chandigarh.



He shared insights about the current trends in employee engagement and shared that flexibility, recognition and career growth are increasingly essential for job satisfaction.

The inaugural session was followed by two panel discussions. The theme for first panel discussion was 'Employee Engagement: HR Processes, Tools and Techniques' which was moderated by Dr. Agrim Verma. The panelists for first panel discussion included Ms. Purva Dutta Chhibber, Director People and Culture, Greystar; Lt. Col. Gagandeep Singh

and Ms. Tanushree Gupta, Founder, Think People First. The panel discussion featured inspiring success stories from companies that have transformed their engagement practices with impressive results. The participants shared their journey from high turnover rates to industry-leading retention by implementing a holistic engagement strategy centred on feedback, reward, and continuous improvement. He shared insights about the current trends in employee engagement and shared that flexibility, recognition and career growth are increasingly essential for job satisfaction.





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impressive results. The participants shared their journey from high turnover rates to industry-leading retention by implementing a holistic engagement strategy centred on feedback, reward, and continuous improvement. Participants gained valuable insights into effective strategies to apply within their own organisations.

The theme for second panel discussion was 'Developing highly conducive organisational culture for Employee Engagement' which was moderated by Prof. (Dr.) Susheel Chhabra.





The panelists for second panel discussion included Mr. Hitesh Kumar Gulati, Human Capital Transformation & Change Management Consultant; Ms. Komal Bansal, Sr. Executive HR, BDE, CS Soft Solutions Pvt. Ltd. and Mr. Rakesh Sukhija, Deputy Chief Manager, The Times of India Group. The panel discussion revolved around the relationship between employee engagement and work culture. The panelists concluded that by building a work culture that promotes engagement and fosters strong relationships, organisations can create a workplace

where employees thrive, aligning individual satisfaction with organisational success. The Conference Report was shared by Ms. Sukhpreet Kaur who summarised the day's proceedings. The HR Conference on Employee Engagement set a powerful precedent, leaving attendees motivated to take their employee engagement efforts to the next level.



Industry meets Inspiration: From Setback to Self-Mastery: The MBA that Rebuilt Me

Students of the Business School had the privilege of attending an inspiring session by **Dr. Atul Mehta,** CEO, Pay10 India. The session was organised by Marketing Pyrates, Marketing Club on 4 August 2025. Dr. Mehta shared his personal journey of overcoming professional challenges and transforming setbacks into stepping stones for growth. Drawing from his MBA experience, he emphasized resilience, continuous learning, and self-discipline as keys to personal and professional success. The session left students motivated to embrace challenges as opportunities for reinvention.









Workshop on Job Readiness for BFSI Sector: Empowering Future Professionals

A specialised workshop was organised by the Business School on 25 November. The purpose of the workshop was to equip students with essential skills and insights for a successful career in the Banking, Financial Services and Insurance (BFSI) industry. Mr. Saleem Khan, Former Director, ICA, Mumbai and AVP, Arthnirmiti was the Resource Person. He provided practical guidance on key areas such as financial literacy, customer relationship management, regulatory compliance and digital transformation. Emphasis was laid on resume building, interview preparation, and the significance of soft skills like communication and problem-solving, vital for excelling in the BFSI domain.



Director News

New Book Released

Dr. Kapil Pandla co-authored a book titled "Deepfakes and Their Impact on Business", published by IGI Global, released in December 2024. The book is Scopus indexed.



Thought Leadership in Action

Dr. Kapil Pandla was invited as Speaker for the Panel Discussion on "Developing a Strong Institutional Brand and Identity" held on 22 November at Evolve by Meritto Chandigarh Chapter.





Podcast Spotlight



Dr. Kapil Pandla was invited to share insights on the "Importance of Specialisation in MBA and PGDM" by Shiksha Nerd podcast.

The discussion reinforced the relevance of choosing the right specialisation in today's competitive business landscape.

Holistic Development of Learners

Exploring the Engineering Marvel: Visit to Bhakra Nangal Dam

An educational excursion to Bhakra Nangal Dam was organised on 7 September. It was a highly informative experience, offering students a first-hand understanding of one of India's most iconic infrastructure projects. It showcased the vital role played by dams in irrigation, hydroelectric power generation, and flood control and also emphasised the need for sustainable water management. This visit bridged the gap between theoretical knowledge and real-world application, giving students an in-depth appreciation of large-scale infrastructure and its impact on the economy and environment.

The students had the opportunity to interact with engineers and officials from the **Bhakra Beas Management Board (BBMB)**, who provided detailed explanation of the dam's operations, challenges, and future plans. The session allowed students to ask questions about the technical aspects of dam construction, energy generation, and the impact of climate change on water resources. The students were accompanied by Dr. Susheel Chhabra, Dr. Agrim Verma, Mr. Siddhartha Shankar and Ms. Shalika Sharma.



Group Discussion Session: Speak, Listen and Lead

The session was organised in collaboration with Career Guidance and Counselling Cell, GGDSD College on 27 September. The event, aimed at empowering students, featured expert guidance on essential skills for educational and professional growth.

The session's expert speaker was **Mr. Amit Hans**, a Master Trainer from Educorp, Chandigarh, visiting faculty at IIM Ahmedabad, IIM Bangalore, XLRI - Jamdeshpur and many top B schools. He shared his expertise on group discussion techniques, communication strategies, and leadership. He conducted a live group discussion - "Who do you think is a better manager- A Man or a Woman?" During the session, there was an active participation from students, who engaged in discussions and appreciated the opportunity to develop essential skills.





Fiesta-e-Diwali: A Celebration of Lights, Culture and Togetherness

Fiesta-e-Diwali, a vibrant celebration, bringing together the essence of the festival of lights was organised on 19 October. The event featured vibrant music, dance and singing performances by students. A dazzling showcase of traditional and contemporary Indian fashion in the form of a rampwalk was also presented by students. The students took to the stage to flaunt their fashion statements inspired by Indian traditions with a modern twist. The event provided a platform for them to showcase their style, while also immersing themselves in the festive spirit of





Diwali. **Ms. Nandika Verma and Mr. Aditya Redhu** were adjudged Ms. Fiesta and Mr. Fiesta respectively. **Ms. Ishita Jain and Mr. Sahibvir Singh** were adjudged Ms. Best Dressed and Mr. Best Dressed respectively. The dress code for the event was ethnic wear, encouraging everyone to embrace and celebrate the cultural essence and festive spirit of Diwali. The evening also included games and activities designed to engage participants in a fun and light hearted manner and to encourage bonding among participants.









A highlight of the celebration was lantern lighting, symbolising the triumph of light over darkness. The event was more than just an event and rather, marked a cultural celebration, bringing together people to experience the traditions of Diwali in a modern and festive environment. The campus also came alive with festive colours as students showcased their creativity by making beautiful rangolis to celebrate Diwali. The event not only added to the festive charm of the campus but also encouraged teamwork and artistic expression among students.









STRATedge Haat

In a spirited display of entrepreneurship and teamwork, *STRATedge*, Strategy & Consulting Club set up STRATedge Haat on campus to raise funds for the student fest. The stall offered a variety of handmade crafts, snacks, and fun activities, attracting enthusiastic participation from the campus community. The initiative not only generated resources for the fest but also showcased students' creativity, business acumen, and collaborative spirit.







Lights, Camera, Action: World Theatre Day

The Green Thread, CSR Club brought Bollywood to life on the occasion of *World Theatre Day* with power packed performances, impactful role plays and valuable management insights on 27 March. The Bollywood theme was set keeping in mind that Bollywood and Theatre are more than just entertainment. They bring with itself lessons related to confidence, communication skills, and leadership skills which are considered essential for business success.









At the occasion, **Kirti** and **Danish Kumar** were adjudged as Best Dressed Female and Male respectively, **Amolika Saini** and **Eva Kumar** were adjudged as Best Dance Performers.







Investor Awareness Programme

An Investor Awareness Programme was organised on 19 September, featuring a range of engaging activities aimed at enhancing financial literacy. The event included an extempore session, puzzle-based challenges, a short movie on financial literacy, informative presentations, and skill-building activities designed to promote smart financial decision-making among participants.













Workshop on "Al and Everyday Logic: Where Machines Fail and Humans Excel"

The insightful workshop, held on 2 April, explored the boundaries of artificial intelligence and the unique problem-solving abilities of humans. The discussion highlighted real-life situations where AI struggles with context, emotions, and common sense—areas where human judgment and intuition remain unmatched. Through engaging examples and thought-provoking dialogue, participants gained a deeper understanding of how humans and machines can complement each other in decision-making.







Fest Fever: INNOVibe 2025

The annual Management and Cultural fest brought together talent, ideas, and energy in a vibrant celebration of learning and creativity. The two day event, held on 30-31 January featured management games, case study competitions, cultural performances, and networking opportunities, providing students with a platform to showcase their skills beyond the classroom. With enthusiastic

participation from students across programmes, the fest fostered teamwork, innovation, and a strong sense of community spirit. **Kirti** and **Abhinav Malhotra** were respectively adjudged as **Ms. and Mr. Innovibe**.



















The cultural events included *Dance Competition, Modelling and Band Performances*. The fest concluded with prize distribution ceremony which was presided over by **Sh. Jatinder Bhatia**, Finance Secretary, GGDSD College Society, Chandigarh and **Dr. PK Bajaj,** General Secretary, GGDSD College Society, Chandigarh. Members of Management and Director **Dr. Kapil Pandla** lauded the efforts and enthusiastic participation put up by the participants and the organising team.



















Expert session on "Innovation and Creativity Management"

The expert session was organised on 25 March. **Prof. (Dr.) Rajat Agrawal**, Head, Department of Management Studies, IIT Roorkee and Member, Board of Governors of the Business School was the expert speaker. The session was designed to enhance the problem solving and idea generation skills of students. The session covered techniques for fostering creative thinking, translating ideas into actionable solutions, and driving innovation in business contexts. Interactive activities and case discussions encouraged students to think beyond conventional approaches and apply innovative strategies in real-world scenarios.



Success of crowd pulling Exhibit at Riwayat'2025

Students of the Business School put up an exhibit of fun and management games and pulled crowd at Riwayat'2025, annual fest organised by Rotaract Club of GGDSD College on 4 April at Chandigarh Club.

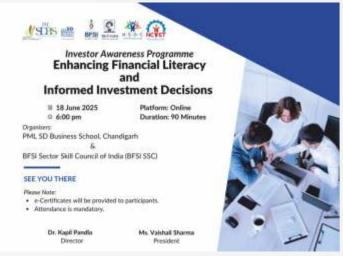




Investor Awareness Programme by BFSI Sector Skill Council of India

The programme was organised for students and faculty members. The purpose of the programme was to build foundational knowledge in personal finance and investment which is a life skill increasingly essential for the youth today. The topics covered included Investment Basics, Introduction to Mutual Funds, Understanding Inflation, Basics of Financial Planning, Behavioural Finance and Investment Decisions, Overview of the Primary Market.





Disaster Management Preparedness

An informative session on Disaster Management was conducted on 2 June to equip students and staff members with the knowledge and skills needed to respond effectively to natural and man-made emergencies. The session covered disaster preparedness, risk reduction strategies, and coordinated





response mechanisms, supported by real-life case studies. Participants learned the importance of early warning systems, teamwork, and resilience in minimizing the impact of disasters, fostering a culture of safety and preparedness on campus. **Mr. Arpit Dubey,** State Disaster Management Authority, Chandigarh was the Resource Person.

Debut of Podcast: 'Second Draft'

Marketing Pyrates, Marketing Club of the Business School has launched its very own podcast, creating a new platform for sharing insights, ideas, and conversations on business, leadership, and innovation. Featuring discussions with industry experts, alumni, faculty, and students, the podcast aims to inspire learning beyond the classroom and keep listeners updated on emerging trends. This initiative marks another step towards fostering thought leadership and engaging the wider community.



Talk on 'The Elephant Moves'



A talk was organised by the Ideation Club on 9 April. **Dr. Amit Kapoor**, Honorary Chairman, Institute for Competitiveness, co-author of book titled "The Elephant Moves" was the expert.

Bridging Theory and Practice: Industrial Visits

Mrs Bector's Food Specialities Ltd. (Cremica)

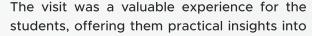
The industrial visit, organised on 6 September offered a first hand look into the operations of one of India's leading food brands at their facility located at Una. The visit highlighted several key aspects of the food processing industry, showcasing the intricate processes behind the manufacturing of biscuits for which Cremica is particularly known. The visit also included an interactive session with the company's production team where students had the opportunity to ask questions about the company's operations, growth strategies and challenges.



Luminous Power Technologies

The industrial visit to the leading company in power backed solutions was organised on 6 September. The visit to their Una (Himachal Pradesh) production facility provided valuable insights into the working of the power solutions industry, covering product manufacturing, quality control, sustainability practices, and innovation in energy solutions. Luminous is a brand known for its inverters, batteries, and renewable energy systems. The brand is dedicated to providing efficient and reliable energy solutions while emphasising sustainability and technological innovation.

During the visit, students had the opportunity to interact with senior executives from Luminous. The discussion covered topics such as the company's growth strategy, the challenges in the power backup industry, and the future of renewable energy in India. Students asked questions about Luminous's approach to product innovation, market expansion, and how it plans to stay competitive in the rapidly evolving energy market.





the energy solutions industry. The visit helped them understand how a large-scale company like Luminous operates, focusing on innovation, quality, and sustainability. It also gave students a deeper understanding of how technological advancements and market trends shape the future of energy solutions.

Nestlé India Limited, Una

An industrial visit to one of the world's leading food and beverage companies, was an enriching experience for students. The visit to their plant in Una, Himachal Pradesh was organised on 7 September. The visit provided a comprehensive understanding of how a global giant like Nestlé operates, focusing on the manufacturing processes, quality standards, supply chain management, and the company's commitment to sustainability and innovation.



The visit to their state-of-the-art plant provided students with a close look at the highly automated production process. The plant used cutting-edge technology to manufacture various products, ensuring precision and consistency. Students observed how raw materials were converted into finished goods, and how every step of the process was optimized for efficiency, from mixing ingredients to packaging.

An interactive Q&A session with the production team allowed students to ask questions and learn directly from industry experts. Executives shared their views on the evolving food industry, Nestlé's response to market challenges, and the company's strategies for future growth. Topics like the impact of globalization, food safety regulations, and the importance of innovation in maintaining market leadership were discussed.

It was a valuable learning experience, offering students a real-world perspective on how one of the world's largest food companies operates. It provided a deep dive into the manufacturing processes, quality control systems, and sustainability practices that drive the company's success. Students gained practical knowledge that complemented their theoretical business studies, especially in areas like supply chain management, product innovation, and brand management. The visit reinforced the importance of quality, efficiency, and responsibility in building a globally trusted brand.

Igniting Aspirations

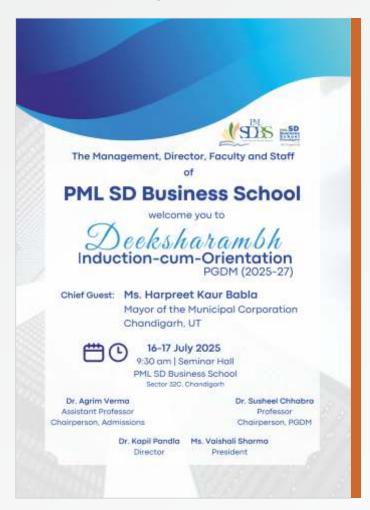
Deeksharambh: Induction-cum-Orientation Programme

The programme was organised to welcome aboard the incoming batch of PGDM (2025-27) on 16-17 July. Through a diverse range of sessions and activities, the programme aimed to acclimate students to the ethos, academic rigour and collaborative environment offered by the institute. The students also received a guided tour of the campus facilities including the library, state of the art classrooms, recreational areas, and student support services.

The programme started with inaugural address delivered by Ms. Harpreet Kaur Babla, Mayor, Chandigarh Municipal Corporation. She highlighted the importance of staying relevant in the present everevolving times. Dr. SC Vaidya, General Secretary, GGDSD College Society, Chandigarh delivered an address on "Genesis of PML SD Business School" and elaborated how the Business School came into existence and that the Business School is working in the







direction of following guiding principles as laid down by *Late Sh. Upkar Krishan Sharma*, Former President, GGDSD College Society. Further, an address by **Dr. SK Sharma**, General Secretary, GGDSD College Society, Chandigarh was delivered who emphasised on adapting and changing with the changing times. Present at the occasion, **Sh. Jatinder Bhatia**, Finance Secretary, GGDSD College Society, Chandigarh, **Dr. Anirudh Joshi**, General Secretary, GGDSD College Society, Chandigarh and **Dr. PK Bajaj**, General Secretary, GGDSD College Society, Chandigarh congratulated and extended their best wishes to the fresher students for taking the first step towards a successful career in Management education.

Director of the Business School, **Dr. Kapil Pandla** shared that the Induction-cum-Orientation Programme marks a significant milestone in the academic journey. It marks the celebration of fresh beginnings, aspirations and pursuit of knowledge.







He also emphasised that the event embodies the institute's commitment to nurturing talent and shaping responsible future leaders. He proudly shared that the Business School has achieved a milestone of 100% stipend oriented paid summer internships for the students of senior batch. The programme set the stage for a successful and enriching academic journey and success in future professional endeavours.

As part of the programme for the new batch, a series of bridge courses from 18-25 July were organised to help students transition smoothly into the academic journey ahead. These sessions covered essential foundational

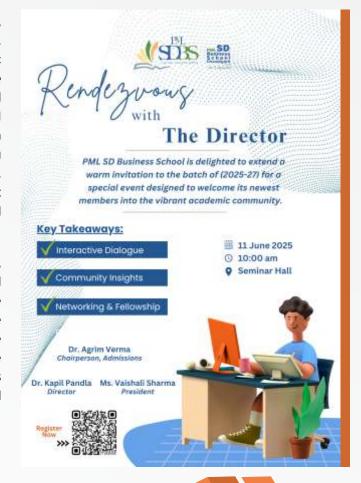






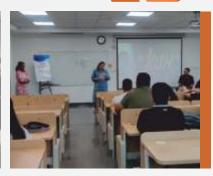
concepts in key areas such as quantitative techniques, communication skills, and basic management principles. Designed to bring students from diverse academic backgrounds to a common knowledge base, the **bridge** courses ensured that every participant was well-prepared to engage with the rigorous curriculum of the PGDM programme. The bridge courses also included team building sessions, screening of movies imparting management lessons, mind and body wellness activities. The interactive format, practical examples, and expert guidance made the learning experience both engaging and confidence-building.

Apart from this, as part of the programme, a session, 'Rendezvous with the Director', held on 11 June provided the new batch an opportunity to interact directly with the institute's leadership. The Director shared insights on the vision, values, and academic culture of the institution, while encouraging students to set ambitious goals and embrace holistic learning. The engaging dialogue allowed students to ask questions, gain clarity on expectations, and feel inspired for the journey ahead.









Academic Collaboration

MoU with NIPM

The Business School signed an MoU with National Institute of Personnel Management (NIPM) Punjab Chapter to establish the NIPM Student Chapter on campus. The collaboration will provide students with opportunities for professional growth through workshops, seminars, expert sessions, and networking with industry professionals. This partnership marks a significant step towards bridging the gap between academic learning and professional practice.



MoU with Arthnirmiti

The Business School entered into an agreement with Arthnirmiti to establish a Centre for Financial Acceleration (CFA) programme. The purpose of the MOU is to outline the responsibilities and expectations of both parties in relation to the setup, operation and governance of the CFA programme. PHOTO: ARTHNIRMITI MOU1



Collaboration Agreement with BFSI Sector Skill Council of India

The Business School entered into a collaboration agreement with BFSI Sector Skill Council of India in December 2024. The aim of the partnership is to introduce Outcome Based Training, Assessments, and Certification on Qualification Packs (QP) and National Occupational Standards (NOS) developed by NSDC through its Sector Skill Councils.

Kona Kona Shiksha: Nitties and Gritties of Investments



A one day seminar was organised in association with Financial Literacy Club, GGDSD College on 21 September. The seminar was sponsored by HDFC Asset Mutual Fund Company Ltd. Mr. Deepak Dhiman, Chief Manager and Branch Head of HDFC Assets Management Company Ltd., Chandigarh and Ms. Shaweta Camma, SEBI Certified Financial Trainer were the key speakers of the seminar.

Mr. Deepak Dhiman highlighted various aspects related to Mutual Funds industry. He focussed on goal planning for

all kinds of financial needs. He explained various kinds of mutual funds available in the market under SEBI regulations. His address was followed by a Q&A session.

Ms. Shweta Camma emphasised on the need for investment planning in the present era of inflationary trends. She focused on asset allocation, Systematic Investment Planning (SIP), Systematic Transfer Planning (STP). She also addressed risk management practices required in the volatile market and finally highlighted the importance of investing small savings in mutual funds.



International Immersion

MoU with Laurentian University, Canada

The Business School signed an MoU with Laurentian University, Sudbury, Canada in March 2025. The purpose of the MoU is to enable cooperation promoting academic and cultural exchanges through mutual assistance, especially in the areas of teaching and research. The activities under the scope of this MoU include Student Exchange Programme, Faculty and Scholar Exchange, conduct joint research projects by faculty and researchers, participation in Summer/Winter Programme, enrolment of students in regular degree programmes, internship opportunities for students. **Dr. Parvinder Arora**, Dean, Laurentian University represented the University.



International Seminar on 'Wild Systems Theory'

The Business School hosted a two day International Seminar offering enriching insights into cognitive science and interdisciplinary communication. The keynote speaker, **Dr. J. Scott Jordan**, a renowned Cognitive Scientist and Professor of Psychology, Illinois State University, Normal, USA, delivered a thought-provoking session that explored the depths of human cognition and communication systems. He was joined by **Dr. Gurpyari Bhatnagar**, Associate Professor of English, Sharda University, who brought a literary and academic perspective to the discussions. The seminar fostered intellectual dialogue and encouraged participants to explore the intersection of science, language, and human experience, followed by a networking dinner.







'Choose France Tour 2024': Academic Networking and opportunity to explore higher education opportunities

Academic Networking with foreign universities plays a crucial role in fostering global collaboration, exchanging knowledge, and enhancing research quality. Students of PML SD Business School, Chandigarh along with Former Director **Dr. Ajay Sharma**, **Dr. Vipnesh Bhardwaj**, Head (Retd.), Department of History, GGDSD College, Chandigarh and Vice President, Alliance Française, Chandigarh and Dr. Agrim Verma participated in 'Choose France Tour 2024' organised by Embassy of France in India on 21 October. The event offered students an opportunity to meet 50+ top French Institutions and Universities under one roof, to learn about the scholarships offered, visa procedure and to explore summer programmes and job opportunities. The participants interacted with ICD Business School, Kedge Business School, IESEG School of Management and many more.





Faculty News

Resource Person/Keynote Speaker

Dr. Agrim Verma was invited as Resource Person for session titled "AI and Everyday Logic: Where Machines Fail and Humans Excel" by Pt. Mohan Lal SD College for Women, Gurdaspur on 15 April. She was invited as Resource Person to deliver the same session by Pt. Mohan Lal SD College for Girls, Fatehgarh Churian on 30 April.



Dr. Richa Sharma was invited as Guest Faculty for "Three Days Orientation Programme (TDOP)" organised by the Chandigarh Chapter of The Institute of Company Secretaries of India for Executive Programme students from 30 June to 2 July. She was also invited as





Distinguished Guest Speaker for "International Women's Day Celebration" organised by the Institute of Company Secretaries of India (Chandigarh Chapter) in collaboration with GGDSD College on 7 March.

Research and Innovation

Dr. Agrim Verma presented a research paper titled "Al Trust through a demographic lens: An empirical study" at International Conference on Artificial Intelligence and Digital Transformation: Unlocking New Business Insights" organised by University Business School, Panjab University, Chandigarh on 21 March.

Dr. Richa Sharma published a case titled "Ceaseless Efforts towards Success: An Entrepreneurial Journey of Cocofoam Mattresses & Furnishings Pvt. Ltd." in The Case Centre. She also published a patent titled "IoT Based Financial Planning and Reporting Interactive Kiosk".

Ms. Sukhpreet Kaur published a research paper titled "Economic Empowerment of Women: Policies and Programs Promoting Financial Inclusion and Gender Equality" in the Journal of Informatics Education and Research, Vol 4, Issue 2. She also published research paper titled "Fintech Payment Gateways: A step towards Digital Financial Inclusion" in conference proceedings of International Conference on Innovative Computing and Communication (ICICC-2025) Springer. She also published research paper titled "Harnessing IoT Data for Real-Time Marketing Insights and Consumer Engagement Leveraging Emerging Technologies and Analytics for Empowering Humanity" in International Conference Proceedings of LEAD-2024, IIM Shillong, held on 10-12 December. She also published a book chapter titled "Evaluating the role of blockchain to secure identity in big data for Industry 5.0" published in IGI Global (Scopus indexed). She published a patent titled "An Investigation of the impact of insurance companies on

the promotion of growth within small and medium-sized enterprises (SMES)". She published another patent titled "Artificial Intelligence Driven Portfolio Management System".

Dr. Susheel Chhabra published a patent titled "Al-Driven Workforce Management System for Smart Construction Sites, India Patent Office, Journal 22/2025 on 30 May.

Faculty Enrichment and Career Advancement

Dr. Agrim Verma was invited to Evolve by Meritto Chandigarh Chapter.

Dr. Gurjeet Kaur was felicitated by SkillStone, a platform built by Grazitti Interactive where academic theory converges with industry practice at 'SkillVista 2024: A Confluence of Industries and Institutes' held on 29 November 2024. The aim of the event was to explore cutting edge programmes at SkillStone, massive career opportunities and the associated success stories.



Dr. Richa Sharma successfully completed her PhD titled "Deciphering the Relationship between Social and Financial Performance of Small Business" from Panjab University, Chandigarh on 31 December. She participated in FDP (Online) on "Tools and Techniques for High Impact Journal Publication (Part III)" organised by IMI Kolkata from 4-7 June. She also attended a workshop on "Incorporating Human Values in Education" organised by AICTE from 9-13 June.

Ms. Sukhpreet Kaur was felicitated at the 10th Education Leader's conclave & Awards, Chandigarh 2025, in the category of Academic Promise in Higher Education. She also participated in Faculty Development Workshop on 'Connecting Teaching & Learning' organised by the University of Fraser Valley, India. She attended an FDP on "Enhancing Scholarly Writing and Publication Skills Targeting High-Impact Journals" organised by Desh Bhagat University. She attended a 15 day Capacity Building Programme at IIFM, Bhopal. She attended the Annual General Meeting of the National Institute of Personnel Management, Punjab Chapter, along with a session on 'Strategic Leadership: Aligning People, Purpose, Performance, and Building Culture.





Webinars/Workshops and Conferences Attended

Ms. Sukhpreet Kaur participated in the International Seminar on "'Changing Paradigms in Management Education" organised by GGDSD College.

Student Progression and Placement

The Journey Continues: 2nd Convocation Ceremony

The Business School celebrated the achievements of its latest cohort of Management graduates, 3rd batch, PGDM (2022-24) during a Convocation Ceremony held on 30 August. The event marked the culmination of years of rigorous academic pursuit, personal growth and professional development for the students.

The ceremony was graced by the presence of distinguished guests including Chief Guest Ms. Vaishali Sharma, President, GGDSD College Society, Chandigarh and Head, Marketing, Sony SAB, and Sony MAX Movie Cluster, Sony Pictures Networks India who delivered an inspiring Convocation Address. She emphasised on the role of hard work, courage and resilience in the pursuit of excellence and success. Former Director of the

Business School, **Dr. Ajay Sharma** welcomed the attendees and applauded the young graduates for their perseverance and dedication. Encouraging the graduates to carry forward the values instilled during their time at the institute, he remarked that the convocation ceremony signifies not an end but a new beginning. Vice President, GGDSD College Society, Chandigarh, **Dr. Siddharth Sharma** encouraged the students to believe in themselves and continue refining their skills.





The PG diplomas were conferred upon graduates who were also recognised for their academic excellence, leadership and extra-curricular achievements. Special awards were presented to top performers in various specialisations, acknowledging their outstanding achievements. Present at the occasion, **Sh. Jatinder Bhatia**, Finance Secretary, GGDSD College Society, Chandigarh, **Dr. Anirudh Joshi**, Dr. PK Bajaj, and Dr. SK Sharma, General Secretaries, GGDSD College Society, Chandigarh congratulated and encouraged the students to go forth with confidence and make their mark on the world.

Bringing to light important updates, academic achievements and campus events, Issue 2 of 'Campus eConnect', the annual newsletter of the Business School was also released and presented by the Director. The ceremony concluded with a Vote of Thanks by Dr. SC Vaidya, General Secretary, GGDSD College Society, Chandigarh. The event was a proud and emotional moment for the students, their families, and the faculty, marking the start of a new chapter in the lives of these future leaders.





Gateway to Industry: Internships and Live Projects

PHD Chamber of Commerce and Industry

Students including **Akshita**, **Gaurav Rana**, **Harsh Garg**, **Ishita Jain**, **Jessica Sharma**, **Khushi Garg**, **Lucky and Sanya Chauhan**, successfully completed an internship at the PHD Chamber of Commerce and Industry, Chandigarh Chapter from 24 February to 12 March for the 3rd Edition of Renewable Energy and Electric Vehicle Expo-2025. The experience provided them with invaluable industry exposure, practical learning opportunities and an opportunity to network with leading professionals.



My Career Experts: SOGO Sir - Dangal Live Projects

Students including Aditya Redhu, Akash Wadhera, Amolika Saini, Ekamjot Kaur, Eva Kumar, Harshita Gupta, Kirti, Pratham Kansal, Ujjwal Jaglan were selected for a live project under the guidance of Mr. Sony Goyal, Founder, My Career Experts, Chandigarh and IIM-Ahmedabad alumnus. The internship enabled the students to apply organisational, communication, and problem-solving skills in a dynamic environment, offering valuable insights into the challenges and intricacies of event management. This experiential learning opportunity enhanced their ability to work under pressure, adapt to unforeseen situations, and deliver successful outcomes.



Arthnirmiti: All-in-One Career Accelerator Programme

Students including **Danish Kumar**, **Jaskaran Singh**, **Lakshay Garg**, **Nandika Verma**, **Pratham Jalan**, **Sameer**, **Udaybir Singh Brar and Vanshika** were selected for the programme. Danish Kumar was the College Captain for the live project.

DailyBetter

Amolika Saini and **Monisha Mahajan**, students of PGDM (2024-26) were selected for Live Projetcs in the area of Finance (Research & Analysis).

From Campus to Corporate: Placement Preparation Boot Camp

The Business School organised an intensive Placement Preparation Boot Camp aimed at equipping students with the essential skills to excel in campus recruitment drives on 11-12 November. The programme featured sessions on aptitude building, group discussions, personal interviews, professional ethics, psychometric testing and resume enhancement along with industry oriented mock drills. The expert trainers and faculty members shared practical insights to help students navigate the competitive placement process with confidence.



Rhythmic Triumph





Kirti, student of PGDM (2024-26) and her team secured First position in Folk Dance Competition held at Parivartan, CGC, Landran on 8 October.

She was invited to judge Dance Competition at Aaveg Fest 2K25 organised by CGC, Landran.

Upskilling: Certification Accomplishments

Harshita Gupta, student of PGDM (2024-26) successfully completed certifications and workshops including Google Analytics 4 from Udemy, Digital Marketing from HubSpot Academy, Canva Social Media Mastery, Certificate of Participation from TSOW Community & Springworks for completing the "ChatGPT for HR – Basics" Masterclass.



Ishita Jain, student of PGDM (2024-26) successfully completed certification on Microsoft Excel Essentials & Excel Fundamentals: Excel 101 from Udemy.

Nikhil Girdhar, student of PGDM (2024-26) successfully completed certifications and workshops including Google Analytics 4 from SkillShop, BCG Strategy Simulation from Forage, Generative AI from MicrosoftXLinkedin, Digital Marketing from HubSpot Academy, Branding and Design Simulation from Forage, PepsiCo PepStar from Internshala, Nestlé NestGen 2025 – Influencer Marketing, Bank of America – Global Markets Simulation from Forage, Content Marketing from HubSpot Academy, KPMG US – Career Catalyst: Advisory from Forage.





Constitution of Student Clubs (based on multiple Disciplies):

- CSR: The Green Thread
- Entrepreneurship: Ideation Club
- Finance: Fin Sphere
- Human Resources: HumanEdge
- Marketing: Marketing Pyrates
- Strategy and Consulting: STRATedgeUniversal Human Values: UHV Cell

Constitution of Student Committees:

- Alumni
- Branding
- Designing
- Editorial
- Media & PR



Victory on the Field: Roller Inline Skating Hockey

Aditya Rampal, student of PGDM (2023-25) received the State Commendation Award on the occasion of Independence Day from Sh. Gulab Chand Kataria, Honourable Governor of Punjab and Administrator, UT Chandigarh on the occasion of Independence Day held at Parade Ground, Sector 17, Chandigarh. The award was in commendation of his sports achievements and for the demonstration of exceptional merit and contribution in the field of sports.

He secured I position at **State Championship 2024** held from 2-6 November 2024 in Senior Men Inline Hockey category.







He also secured II position at **2nd Open National Inter District Roller Skating Championship** held from 11-17 April held at URSC, Mohali. He represented the team as **Captain**.

He also secured III position at **62nd National Roller Skating Championship 2024** held from 5-15 December at Coimbatore, Tamil Nadu. He represented the team as **Assistant Captain.**

He also participated in Khelo India Winter Games 2025 – Ice Hockey held at Ladakh.







Shivani Sharma, student of PGDM (2024-26) secured I position at **62nd National Roller Skating Championship 2024** held from 5-15 December at Coimbatore, Tamil Nadu.







She also secured I position at **State Championship 2024** held from 2-6 November 2024 in Senior Men Inline Hockey category.

She also participated in Khelo India Winter Games 2025 – Ice Hockey held at Ladakh.





Essay Writing Success at 'Viksit Bharat'

Tanisha Goyal, student of PGDM (2023-25) participated in the Viksit Bharat Quiz and Essay Competition as part of the Viksit Bharat Young Leaders Dialoge, organised by My Bharat, Department of Youth Affairs, Government of India. She represented the state of Haryana and successfully qualified the Essay Writing Competition.



Skill Upgradation

IBM Workshops

Functional Analytics

The workshop was attended by students and faculty members of the Business School from 21-25 October. Mr. Gaurav Singh, Trainer, IBM was the resource person for the workshop. The workshop demonstrated how functional analytics can be leveraged to transform raw data into actionable insights. The workshop provided a solid foundation in functional analytics, enabling participants to harness data for strategic purposes, predict trends, and optimize business processes.



Design Thinking Practitioner



The workshop was attended by students and faculty members of the Business School from 18-22 November. The course enables learners with practical skills to apply design thinking in real world settings. **Mr. Gaurav Singh**, Trainer, IBM was the resource person for the workshop. Upon completion, the students earned an IBM Design Thinking Practitioner Badge.

Business Research Methods

The workshop was attended by students and faculty members of the Business School from 23-27 September. Mr. Robin Tyagi, Trainer, IBM was the resource person for the workshop. The workshop provided a comprehensive dive into the practical application of advanced analytics in business functions. The participants were introduced to IBM's cutting-edge tools and methodologies designed to extract actionable insights from data.



Round Table Conference on 'Biofuels: Re-imagining India's Energy and Agricultural Sector' organised by The Indian Express

A thought-provoking Round Table Conference was organised by The Indian Express in collaboration with Spray Engineering Devices Ltd. (SEDL) on 16 October, bringing together experts, students, and industry professionals. The event aimed to shed light on the transformative potential of biofuels in shaping India's energy landscape while addressing key challenges.

The esteemed panel of speakers emphasised how biofuels can reduce reliance on traditional fossil fuels, boost rural economies, and promote sustainable farming practices. The discussions also focused on biofuel technology's role in reducing carbon emissions, enhancing energy security, and creating employment opportunities, particularly in rural areas.

The panel of speakers included:

• Mr. Aman Arora, Minister of Energy, Government

of Punjab

- Mr. Vivek Verma, Managing Director, Spray Engineering Devices Ltd. (SEDL)
- Mr. Prabh Das, Managing Director and CEO, HPCL-Mittal Energy Ltd.
- Mr. Suresh Kumar, Former Chief Secretary
- Mr. Venu Prasad, Former Special Chief Secretary to Government of Punjab
- Mr. KS Pannu, Former IAS

Participants, including students, engaged in lively discussions and Q&A sessions gaining a deeper understanding of practical applications of biofuels in agriculture and their potential to drive India's green energy future. The event proved to be a crucial step in promoting awareness and fostering dialogue around renewable energy solutions that align with the country's environmental and economic goals.





International Day of Yoga

The International Day of Yoga was commemorated on 21 June, embracing the theme "Yoga for One Earth, One Health". A team of professionals from Fitelo conducted the Yoga session.



Value Inculcation

Universal Human Values Cell

The Business School constituted Universal Human Values (UHV) Cell on 20 August. The purpose of the club is to integrate universal human values into the academic environment and to implement UHV related activities effectively.

Lohri Celebrations

The Business School was filled with warmth, laughter, and festive cheer as students and staff members came together to celebrate Lohri. The celebrations featured the symbolic bonfire, around which everyone gathered to share sweets, stories, and smiles. The event reflected the spirit of togetherness and cultural richness, making the environment lively and joyous.



Unity in Diversity: Radiating Patriotism



76th Republic Day

The Business School celebrated Republic Day with pride and patriotic fervor. The event began with the hoisting of the national flag, followed by the national anthem and inspiring speeches highlighting the values enshrined in the Constitution. The celebration served as a reminder of our shared responsibility towards building a strong and inclusive nation.



79th Independence Day

The Business School marked Independence Day with pride, patriotism, and enthusiasm. The celebration began with the hoisting of the national flag, followed by the national anthem and inspiring speeches on India's journey of progress. As part of celebrations, the institute and students also participated in 'Har Ghar Tiranga Abhiyan', a campaign under the aegis of Azadi ka Amrit Mahotsav to encourage people to bring the Tiranga home and hoist it to mark the 79th year of India's independence.

Holi hues brighten up campus life

The campus turned into a splash of colours as students celebrated the festival of Holi with joy and enthusiasm. The festivities included playing with eco-friendly colours, creating an atmosphere of togetherness and cheer. The event reflected the festival's spirit of unity, friendship, and the triumph of good over evil, leaving everyone with colourful memories.







"Say Yes to Life, No to Drugs" Pledge

In efforts to stop drug abuse, the students of the Business School took the "Say Yes to Life, No to Drugs" pledge and committed themselves to consciously cooperate in stopping drug abuse and stay away from drugs to live a healthy life.



POSH Awareness Session



The Business School organised an informative session on Prevention of Sexual Harassment (POSH) at the Workplace to sensitise students about creating safe, inclusive, and respectful professional environment on 11 December. Director **Dr. Kapil Pandla** was the Resource Person.

Charity Drive

The Green Thread, CSR Club organised a Donation and Charity Drive, extending warmth and compassion to the residents of Chandi Kusht Ashram Society, Chandigarh. As part of the initiative, students and faculty members came together to collect and donate clothes, socks, and caps to support the underprivileged. The drive not only fostered a sense of social responsibility among the participants but also brought smiles and comfort to those in need, reinforcing the values of empathy and community engagement.





Faculty Development

Workshop on Outcome based Education

The workshop was organised for faculty members on 25 October. Director **Dr. Kapil Pandla** was the expert speaker and shared the nuances of Outcome based Education (OBE). He emphasised on creating curricula and assessments directly aligned with desired outcomes, ensuring that instruction is purposeful and geared towards real world skills.



FDP on "Leveraging AI in Academia"

A 5-day FDP was organised from 7-11 July which focused on equipping educators with practical insights into the evolving world of Artificial Intelligence in academics. Key highlights included Foundations of AI, ML, DL, NLP and Generative AI, concepts, techniques and patterns of Prompt Engineering, AI tools for academic and research enhancement, case study development and ethical use of AI, embedding AI into the PGDM curriculum. The sessions fostered thought-provoking discussions, hands-on learning, and exploration of emerging AI tools in the academic space.





Monthly Faculty Research Seminar

The Business School organises its Monthly Faculty Research Seminar, providing a vibrant platform for knowledge exchange and academic dialogue.

Sr. No.	Date	Faculty Name	Particulars
1	12 February	Ms. Sukhpreet Kaur	Research Paper titled "Harnessing IOT data for real time marketing insights and consumer engagement"
2	12 March	Dr. Manjul Vaidya	Case titled "Hotel Castle Plaza: Alarming issue of Customer Service Orientation"
3	9 April	Dr. Susheel Chhabra	Research Paper titled "Impact of Employee Engagement on Performance: ABC Electronics Pvt. Ltd."
4	14 May	Dr. Agrim Verma	Research Paper titled "Applying Service Dominant Logic in Two-Wheeler Industry in India"
5	11 June	Dr. Richa Sharma	Research Paper titled "Corporate Social Responsibility and Customer Satisfaction: Role of Artificial Intelligence"
6	9 July	Dr. Susheel Chhabra	Research Paper titled "E-Government Service Quality Framework: e-Disha Service Centres, Government of Haryana"
7	19 August	Dr. Gurjeet Kaur	Research Paper titled "Cyberloafing in Public and Private Sector Banks: Antecedents, Consequences and Strategies (Emphasis Demographic Factors)"

Distinguished Visitors at the Business School

Dr. Prashant Gupta

Dr. Prashant GuptaHe is a Professor at Indian Institute of Management (IIM) Nagpur. He has shouldered many administrative responsibilities such as Dean, School of Management, Dean Student Affairs, Chairman Admissions, Program Director/Chair of PG Programs etc. at different institutions served earlier. His more than 25 years of experience is a blend of industry and academics. Prof. Prashant has conducted various training programs for more than 40 companies, including board level programs, for more than 5000 middle, senior and top-level executives of almost all big PSUs like ONGC, IOC, Oil India, HPCL, NTPC, GAIL, NLC, Coal India L&T, TVS Credit, etc. Dr Gupta has also organized international training programs and trained more than 1000 Foreign Government / Private Sector Executives of around 55 countries, sponsored by Ministry of External Affairs, Government of India. Many International and National research publications of repute are to his credit. He has presented many papers in



refereed International and National conferences in India at various IIMs, IITs, ISB and abroad at more than 10 countries. Prof. Gupta is on the Advisory Board of three companies and Economic Council of India (ECI). He is also a trained faculty member by Ivy Business School, Canada and International Finance Corporation (World Bank Group Company), USA on Corporate Governance. He sits on various academic bodies of Universities and Institutes and has also served a board member at Accounting Standard Board (ASB) of India. Currently He is a member of Accounting Standard Board, ICAI for year 2018-19. He is a member of committee on 'Sustainable Finance' at Bureau of Indian Standards (BIS) and also part of the 'World Working Group' of ISO for developing new standard on Sustainable Finance – ISO–TC322.

Mr. Sony Goyal

He is an Alumnus of IIM Ahmedabad, is founder of Social Organization Prayaas He is also working as Director at My Career, Bathinda to provide quality education and guidance for success oriented careers. Before getting into Social entrepreneurship Mr. Goyal has worked with Godrej Group as State Head. He also teaches courses on Market Research and Self Development in various renowned Management institutes in India. He has also conducted numerous FDPs and PDPs for faculty and organizations. Presently he is also acting as System and Management Consultant to Management Education Institutes. Mr. Goyal has founded a unique course to excel in life and career, named IXL.He loves to write poetry and guiding individuals to shape their careers. He is expert Faculty of Quant and DILR area. He has helped 100+ students getting into IIMs and other top B Schools.He Himself has cracked CAT 14 times while scoring 99+%ile each time. In Bathinda. He has Cracked PCS CIVIL services CSAT paper while scoring highest Marks each time.He has conducted various career development programmes and motivational seminars for students across the streams at different levels of education. He has ignited more than 70,000 students so far through 400 plus seminars on how to excel in career and life.



Ms. Anu Kaushal Manhotra



She is an Indian author, leadership and NLP coach, corporate trainer, and motivational speaker. She is known for her books "Wake up to VaKE (Values and Knowledge education)" and "Winning at Work: Unleashing the Power of Confidence and Self-Discipline". She is also recognized for her work in corporate and teacher training, working with various institutions to develop communication and soft skills in young people.

Ensuring Value through Fully Paid Summer Internships

The Business School takes pride in having facilitated 100% stipend-based summer internships for its students across diverse sectors. These opportunities not only provided industry exposure but also recognised student talent with financial rewards, reinforcing the Institute's strong corporate connect and commitment to student growth.



Financial Literacy Club hosts seminar on Nitties and Gritties of Investments



सेमिनार में छात्रों ने समझी निवेश की बारीकियां.

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