



K.R. MANGALAM UNIVERSITY

THE COMPLETE WORLD OF EDUCATION

SAMEEKSHA

SCHOOL OF MANAGEMENT AND COMMERCE

NEWSLETTER JULY TO SEPTEMBER 2025





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FROM EDITOR'S DESK



This edition captures the diverse achievements of our students and faculty, from academic excellence and research contributions to participation in prestigious competitions, industry interactions, and thought-provoking events

As the academic year 2025 begins at the School of Management and Commerce (SOMC), it brings renewed energy, optimism, and a shared commitment to excellence. This new session reflects the university's continued dedication to shaping students into academically strong, industry-ready, socially responsible, and ethically grounded individuals who contribute meaningfully to society.

The School of Management and Commerce (SOMC) at K.R. Mangalam University welcomed the new academic session with a dynamic range of academic and co-curricular initiatives aimed at inspiring, empowering, and preparing students for the challenges of the modern world. From a well-structured Induction Program to impactful workshops and interactive sessions, the quarter was marked by meaningful engagement, learning, and collaboration.

The thoughtfully designed induction program set a strong foundation for students as they embark on their academic and professional journeys. Insightful interactions with esteemed corporate partners such as IBM, Grant Thornton, GCEC, College Dekho, IIDE, and EY, along with the inspiring address by our Honourable Vice Chancellor, Prof. Raghuvir Singh, highlighted the importance of integrating academic knowledge with industry exposure, professional skills, and ethical values.

A major highlight of the 2025 academic session has been the launch of several future-focused programs aligned with emerging industry demands. These include BBA Digital Marketing and MBA Digital Marketing with academic support from IIDE, as well as BBA Business Analytics and MBA FinTech with academic support from EY. These programs reflect SOMC's commitment to offering cutting-edge, industry-aligned curricula that equip students with relevant skills, global exposure, and practical expertise.

A defining feature of this year has been the strengthened synergy between academia and industry, reinforcing our focus on experiential learning and holistic development. The enthusiastic participation of our students in these initiatives reflects their readiness to seize opportunities, innovate, and grow into future leaders.

As we progress through 2025, SOMC remains committed to nurturing a culture of innovation, critical thinking, leadership, and social responsibility. Together, as educators and learners, we continue to build a legacy of excellence and positive societal impact that extends well beyond the university campus.

Here's to a year filled with learning, achievements, and transformative growth!

Dr. Anumeha Mathur

Editor - Sameesksha

FROM THE DESK OF IQAC COORDINATOR



It gives me immense satisfaction to witness the vibrant academic momentum with which the School of Management and Commerce has commenced the year 2025. At IQAC, our focus continues to be on strengthening quality benchmarks, fostering academic integrity, and ensuring that every initiative undertaken contributes meaningfully to student learning outcomes and institutional growth.

Quality in higher education is not a one-time achievement but a continuous journey of reflection, innovation, and improvement. The initiatives introduced this year reflect a structured approach toward outcome-based education, industry integration, and skill enhancement. IQAC remains committed to facilitating academic audits, promoting best practices, encouraging research culture, and ensuring that curriculum delivery aligns with evolving national and global standards.

We also appreciate the collaborative spirit among faculty, students, and industry partners that strengthens our ecosystem of excellence. Through regular feedback mechanisms, quality reviews, and capacity-building programs, we aim to enhance transparency, accountability, and academic rigor across all processes.

As we move forward, let us collectively uphold the values of quality, innovation, and continuous improvement. Together, we can ensure that SOMC not only meets benchmarks but sets new standards in management and commerce education.

Dr. Shikha Dutt Sharma

**Editor
IQAC Coordinator KRMU**

WORDS FROM LEADERSHIP.



Dear Readers,

Greetings!

As a new academic year unfolds at K.R. Mangalam University, we step into a phase filled with promise, purpose, and progress. Each session offers a renewed opportunity to shape ideas, nurture talent, and drive meaningful change—and this year is set to be truly transformative.

The School of Management and Commerce continues to stand at the forefront of our mission to deliver education that goes beyond the classroom. By fostering ethical leadership, adaptability, and a strong sense of social responsibility, we prepare our students to navigate an ever-evolving global landscape with confidence and integrity.

At KRMU, we are dedicated to building a learning environment that encourages innovation, critical inquiry, and real-world engagement. Our emphasis this year lies in strengthening the bridge between theory and practice, ensuring that students gain not only knowledge, but also the skills, mindset, and values needed to make a positive impact in their professional and personal journeys.

With optimism and determination, let us embrace the opportunities ahead and continue to push boundaries in education, research, and innovation. Together, we will create pathways to excellence and contribute meaningfully to society.

Wishing everyone a year of growth, inspiration, and success.

Warm regards,
Prof. Raghuvir Singh
Vice Chancellor
K.R. Mangalam University

MESSAGE FROM THE DEAN



Dear Readers,

Greetings!

We are pleased to present the new edition of Sameeksha for the academic year 2025–26, marking the beginning of another inspiring chapter at the School of Management and Commerce (SOMC), K.R. Mangalam University. This year opens with renewed purpose, fresh ambitions, and exciting possibilities for learning and growth.

At SOMC, we continue to strengthen our commitment to holistic education that prepares students to navigate a rapidly transforming business environment. In an era defined by digital disruption, global interconnectedness, and evolving workplace expectations, the ability to adapt, think critically, and continuously learn has become more important than ever. Our academic approach encourages curiosity, innovation, and practical engagement to help students remain future-ready. Alongside academic rigor, we place strong emphasis on the overall well-being of our students. By fostering emotional resilience, physical wellness, and ethical awareness, we aim to shape individuals who are not only successful professionals but also balanced, responsible, and compassionate citizens.

This edition of Sameeksha highlights the vibrant academic culture at SOMC, featuring the dynamic initiatives, student achievements, and learning experiences that reflect our shared pursuit of excellence.

We extend our best wishes to our readers and students for a productive, purposeful, and fulfilling academic year. Here's to new beginnings, meaningful learning, and continued success at SOMC, K.R. Mangalam University.

Happy Reading!
Dr. Jitin Gambhir
Dean, SOMC

ABOUT SCHOOL : VISION AND MISSION

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

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

Our Vision

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

Our Mission

The mission of the Business School is to

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

Our Values

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



FACULTY ACHIEVEMENTS

The Faculty Achievements section of the SOMC Newsletter (July–September) proudly celebrates the dedication, excellence, and scholarly contributions of our esteemed faculty members. During this quarter, our faculty have showcased exceptional commitment to academic advancement, research excellence, innovation, and professional development through impactful publications, conference presentations, faculty development programs, industry collaborations, and meaningful community engagement initiatives.

Their unwavering pursuit of knowledge and quality not only enriches the academic ecosystem of the School of Management and Commerce but also reinforces its standing as a center of excellence and thought leadership. This section acknowledges and applauds their significant accomplishments and inspiring contributions during the period.



Dr. Deepika Chaudhary –Systematic Literature Review and Meta-Analysis Workshop Certificate



Dr. Deepika Chaudhary - Invited Speaker at International Congress, Turkey

Dr. Deepika Chaudhary, a finance faculty at SOMC has consistently demonstrated a strong commitment to academic excellence, research advancement, and professional development. During this period, she actively enhanced her scholarly and pedagogical skills by participating in a Faculty Development Programme on Mastering Systematic Literature Review and Data Analysis from 5th to 7th August. Her dedication to continuous learning is further reflected in her selection as an invited speaker at the International Congress on Digitalization, Artificial Intelligence, and Society in Turkey. Through these achievements, Dr. Chaudhary has significantly contributed to strengthening research culture, innovative teaching practices, and the academic reputation of the institution.



Dr. Anumeha Mathur receives Admission Excellence Award (2nd Consecutive Year)

Dr. Anumeha Mathur has once again brought pride to School of Management & Commerce by receiving the Admission Excellence Award on the occasion of Teachers' Day for the second consecutive year. This remarkable achievement reflects her unwavering dedication, consistent performance, and exceptional contribution to strengthening the student admission process. Through her proactive approach, effective communication, and commitment to institutional growth, she has played a pivotal role in enhancing enrolment and student outreach. Earning this recognition two years in a row highlights her sustained excellence, professionalism, and inspiring work ethic, making her a valuable asset to the academic community.

Dr. Anumeha Mathur was invited as a Resource Person for the International Faculty Development Program (FDP) organized by Sushant University from 21st to 25th July 2025, conducted in hybrid mode. On 25th July, she delivered an insightful session on "Gen Z in the Global Workforce: Redefining Work Culture, Innovation, and Employer Branding." The FDP, themed "Transcending Borders: Global Trends Driving Change in Management and Commerce," provided a valuable platform for cross-border academic exchange and collaborative learning. Her participation reflected the institution's commitment to academic excellence, knowledge sharing, and global engagement in management and commerce education.



Ms. Akanksha Kathuria receives Admission Excellence Award



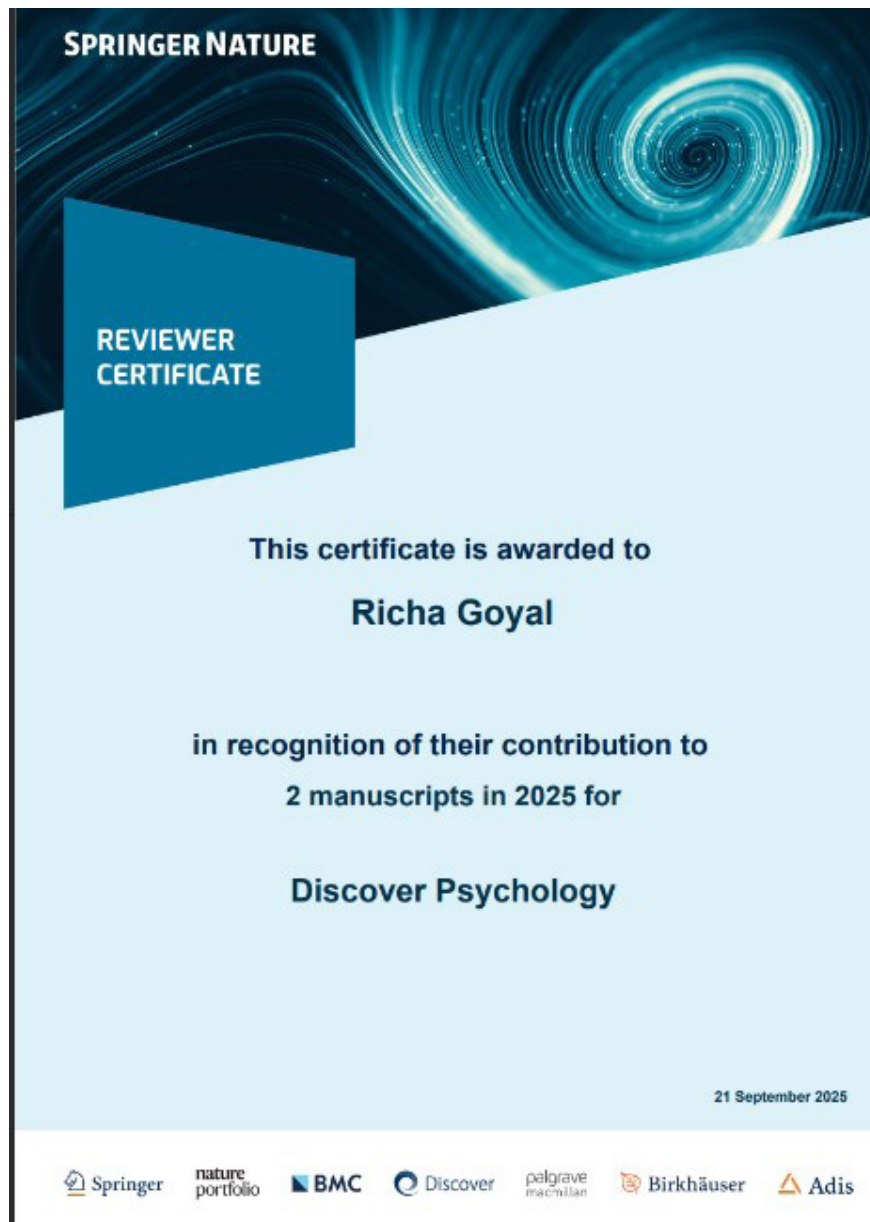
Dr. Akanksha Kathuria moderated the online workshop on research Methodology



Dr. Akanksha Kathuria- NEP-2020 Orientation and Sensitization FDP Certificate



Ms. Richa Goyal Recognized for Reviewing Research Paper on Transformational Leadership and Teacher Engagement



Richa Goyal Receives Springer Nature Reviewer Certificate for Scholarly Contribution in 2025

Dr. Richa Goyal has demonstrated exemplary scholarly commitment through her valuable contributions as a peer reviewer for reputed academic journals. She was recognized by Springer Nature for reviewing multiple manuscripts in 2025 for Discover Psychology, reflecting her expertise and dedication to maintaining high research standards. In addition, she received a Review Confirmation Certificate from Arts and Science Press for her critical evaluation of a research paper published in Environment and Social

Psychology. Her meticulous review work, academic integrity, and constructive feedback have significantly supported the advancement of quality research and ethical publishing practices, thereby enhancing the institution's academic reputation and research culture.

STUDENTS' ACHIEVEMENTS



Celebrating Success – K.R. Mangalam University Cricket Team Triumphs and Brings Home the Trophy



KRMU Cricket Winners with Dean SOMC Dr. Jitin Gambhir



K.R. Mangalam University Cricket Team Capturing Memories

The K.R. Mangalam University Cricket Team showcased remarkable determination and sportsmanship throughout the league tournament, delivering an inspiring performance. The journey began with a closely contested match against CGC Mohali on 28th September, where the team narrowly missed victory, losing by three wickets. Bouncing back with confidence, they dominated their second league match against Manipal University, securing a fabulous victory by 10 wickets and earning a well-deserved place in the semifinals.

In the semifinal clash against BKBIET College, the team displayed exceptional skill and teamwork, registering a convincing win by 9 wickets to advance to the finals. The

grand finale against BITS Pilani on 7th October was a thrilling encounter that reflected the team's fighting spirit and competitive excellence.

Individual brilliance further strengthened the team's success, with Adhitya Nair being honored as the Best Batsman of the Series, while Utsav Raj earned the prestigious Man of the Series award. Their outstanding contributions, along with the collective effort of the entire squad, made this tournament a memorable chapter in the university's sporting journey, highlighting the institution's commitment to holistic student development.



Kanishka Sejwal has demonstrated exceptional academic and analytical excellence through notable accomplishments across prestigious platforms. On 29th September 2025, she secured an outstanding 97.37 percentile in the Naukri Campus Young Turks 2025, one of India's largest skill contests, reflecting her strong aptitude and industry-recognized competencies. Earlier, on 24th September 2025, she showcased her strategic thinking and problem-solving abilities by participating in CommEdge: A Case Study Competition organized by Maharaja Agrasen Institute of Technology, Delhi, as a member of Team Strategic Mavericks. Her exemplary performance in both events highlights her dedication, intellectual capability, and commitment to continuous learning and excellence.



Ansh Singh, a BCom Final year student has demonstrated remarkable creativity and storytelling skills through active participation in CREATE-A-THON 2025, held from 22nd to 26th September 2025 at K.R. Mangalam University, Gurugram. Securing 1st position in Micro Drama, this achievement highlights Ansh's ability to convey impactful narratives within a short format, reflecting strong expression, innovation, and performance excellence. Organized by the School of Emerging Media and Creator Economy, the competition provided a dynamic platform to nurture creative talent, and Ansh's accomplishment stands as a testament to dedication, artistic flair, and effective communication skills.

OUR CORPORATE PARTNERS

SOMC STRENGTHENS CORPORATE PARTNERSHIPS FOR FUTURE-READY MANAGEMENT EDUCATION

At the School of Management & Commerce (SOMC), K.R. Mangalam University, we believe in preparing students not only for academic excellence but also for real-world challenges. To achieve this, SOMC has established strong corporate partnerships with leading organizations such as Grant Thornton, EY, Safexpress, IIDE, GCEC Global

Foundation, Imarticus Learning, NSE Academy, Samatrix.io, and IBM. These collaborations are designed to bring industry insights directly into the classroom and provide students with hands-on exposure to contemporary business practices.

INDUSTRY-INTEGRATED PROGRAMMES

Our partnerships have enabled us to offer a wide range of specialized courses that combine academic theory with practical learning:

- BBA (International Accounting & Finance) with Grant Thornton, offering students international exposure and exemptions from professional ACCA certifications.
 - BBA (Logistics & Supply Chain Management) with Safexpress, focusing on supply chain optimization, logistics operations, and real-time case studies.
 - BBA (Entrepreneurship) with GCEC Global Foundation, nurturing innovation and start-up culture through mentorship and entrepreneurial projects.
 - BBA (Business Intelligence & Analytics) with Samatrix.io equipping students with cutting-edge skills in data analytics, AI, and machine learning.
 - BBA (Business Intelligence & Analytics) with academic support of EY equipping students with cutting-edge skills in data analytics, AI, and machine learning.
 - B.Com (Hons.) International Accounting & Finance with ACCA (UK) (in collaboration with Grant Thornton)
- This globally recognised programme allows students to pursue the prestigious ACCA qualification alongside their degree. The curriculum is aligned with international accounting standards and offers professional exemptions, giving students an edge in global careers
- MBA with IBM support across multiple domains, enabling students to specialize with technology-driven business solutions.
 - MBA (Digital Marketing) with Imarticus Learning, focusing on digital strategies, campaign management, and marketing technologies.
 - MBA (Digital Marketing) with IIDE focusing on digital strategies, campaign management, and marketing technologies.
 - Integrated BBA+MBA Programme with IBM, offering a seamless five-year pathway to managerial leadership and advanced corporate knowledge.

BEYOND THE CLASSROOM

SOMC's corporate collaborations go far beyond curriculum design. Students gain first-hand exposure through:

- Live industry projects and simulations that bridge the gap between theory and practice.
- Corporate mentorship programmes, where industry leaders guide students in career building.
- Industrial visits and guest lectures, offering insights into the latest industry trends and practices.
- Internships and placement opportunities with reputed companies, ensuring professional readiness from day one.

BUILDING FUTURE LEADERS

These initiatives are part of SOMC's larger vision to create well-rounded, industry-ready professionals who can adapt to the rapidly evolving global business environment. By integrating academia with corporate expertise, SOMC provides students with the skills of critical thinking, problem-solving, innovation, and leadership.

With its ever-expanding network of industry partners, SOMC continues to stand at the forefront of management education, empowering students to become leaders, entrepreneurs, and change-makers of tomorrow.

SAFEXPRESS: INDUSTRY PARTNER FOR REAL-WORLD LEARNING IN LOGISTICS

K.R. Mangalam University proudly collaborates with Safexpress, (CollegeDekho) India's largest logistics and supply chain solutions provider, to enrich its BBA (Logistics and Supply Chain Management) and BBA (Hons./Hons. with Research) programmes with industry-driven insights and experiential learning.

Established in 1997, Safexpress operates a nationwide network spanning over 31,000 pin codes, 12,500+ GPS-enabled vehicles, and 19.5 million sq. ft. of state-of-the-art warehousing space. The company is a trusted partner for more than 5,000 corporate clients and is widely recognized for its innovation, reliability, and leadership in logistics.

HOW THIS COLLABORATION ENHANCES OUR PROGRAMMES:

- BBA (LSCM) students gain practical exposure through live industry projects, plant and warehouse visits, and custom case studies tailored around Safexpress operations.
- This partnership ensures students are not just academically sound but also industry-ready, with direct insight into the complexities of logistics management, real-time decision-making, and national distribution frameworks.
- Safexpress and K.R. Mangalam University together are shaping future-ready professionals equipped to lead in the ever-evolving world of supply chain and business operations.

GRANT THORNTON BHARAT LLP: EMPOWERING FUTURE FINANCE PROFESSIONALS

K.R. Mangalam University has partnered with Grant Thornton Bharat LLP, one of India's leading Assurance, Tax, and Advisory firms, to enhance the academic and professional experience of students enrolled in BBA (ACCA) and B.Com (ACCA) programmes.

This strategic collaboration bridges academic learning with

real-world financial practices across key sectors such as Automotive, BFSI, Consumer Products, Healthcare, Media, and Real Estate. Students benefit from industry-recognized expertise and access to a global accounting qualification framework through ACCA.

PROGRAMME HIGHLIGHTS UNDER THIS COLLABORATION:

- Advanced mentoring by top professionals from Grant Thornton, aligning with ACCA modules and industry standards.
- In-depth learning in Accounting & Finance, Performance Management, Financial Accounting, Taxation, and Business Technology.
- Live sessions, case-based learning, and experiential insights from practicing experts, giving students a competitive edge in global finance.

This partnership ensures that students are not only well-versed in the ACCA curriculum but are also job-ready with practical exposure, industry connections, and a strong foundation in international accounting practices.

Together, Grant Thornton Bharat LLP and K.R. Mangalam University are nurturing a new generation of globally competent finance and accounting professionals.

IIDE – INDIAN INSTITUTE OF DIGITAL EDUCATION

Programme: BBA (Digital Marketing)

K.R. Mangalam University's BBA (Digital Marketing) is powered by IIDE, Asia's most trusted digital marketing institute. This programme equips students with the tools and insights needed to thrive in today's digital-first economy.

Programme Benefits:

- Hands-on training in SEO, PPC, social media, content marketing, and digital analytics.

- Access to live case studies, practical simulations, and tools used by marketing professionals globally.
- Career-focused mentorship and placement support from IIDE's dedicated team.

The curriculum ensures students are job-ready with a strong portfolio, certifications, and a deep understanding of digital consumer behavior.

IBM – INTERNATIONAL BUSINESS MACHINES

Programme: MBA (IBM)

The MBA programme with IBM academic support is tailored for students seeking cutting-edge skills in AI, data science, and digital business transformation. Offered at K.R. Mangalam University, this industry-integrated degree combines business fundamentals with the future of tech.

Programme Benefits:

- Regular guest lectures and sessions by IBM-certified experts.
- A curriculum aligned with AI, supervised learning, cloud computing, and data analytics.
- Exposure to live projects, IBM tools, and real-world applications across industries.

This partnership empowers MBA students with a powerful blend of managerial acumen and emerging technology expertise, making them future-ready leaders in tech-driven enterprises.

EVENTS DEEKSHARAMBH 2025

DAY 1: HIGHLIGHTS



Deeksharambh: Students at the Student Induction Programme of the School of Management & Commerce, K.R. Mangalam University



Students' interaction with Dr. Anumeha Mathur at Deeksharambh



Students' interaction with Dr. Sapna Rana at Deeksharambh



Ice-Breaking Activity at Deeksharambh 2025 in Presence of Dr. Anumeha Mathur and Dr. Akanksha Kathuria

Deeksharambh 2025, the Student Induction Programme of the School of Management & Commerce, K.R. Mangalam University, was successfully conducted from 25th to 29th August 2025, with Day 1 marking a vibrant and well-structured beginning to the academic journey of newly admitted students. The programme commenced with a Welcome and Familiarisation Session, where over 400 students were introduced to the university's vision, values, academic framework, and student-centric teaching pedagogy, emphasizing experiential and industry-oriented learning. This was followed by an Interactive Faculty Introduction Session that helped students connect with their mentors and understand their academic support system. The Session on Student Welfare, Clubs and Societies, and Student Profiling highlighted the university's holistic approach

toward student development through counselling services, extracurricular engagement, leadership opportunities, and personalized mentoring. Further, the Session on Student Grievance, Discipline, and Anti-Ragging sensitized students to institutional policies, ethical conduct, and the importance of maintaining a safe and respectful campus environment. The day concluded with engaging Ice-Breaking Activities such as the String Game, M&M Ice Breaker, and Minefield, which fostered teamwork, communication, and mutual trust among students. Overall, the first day of Deeksharambh 2025 effectively laid a strong foundation for academic excellence, personal growth, and professional readiness, reflecting SOMC's commitment to nurturing confident, responsible, and future-ready management professionals.



Student interaction at Deeksharambh 2025 School of Management and Commerce



Students Briefed about rule and regulations, iCloud, attendance and other information by Dr. Sapna Rana and Ms. Jyoti Gupta

DAY 2: HIGHLIGHTS

Day 2 of Deeksharambh 2025, held on 26th August 2025 was thoughtfully structured to strengthen students' academic orientation, ethical awareness, and professional preparedness. The day commenced with Session 1 on "Education Philosophy, Teaching Pedagogy, NEP, and Assessment," which familiarized students with the university's learning framework, multidisciplinary structure, and the vision of NEP 2020, emphasizing both skill development and holistic growth. This was followed by Session 2 on "IC Committee and Gender Sensitisation," where Dr. Shobhnajeet and the team sensitized students on the PoSH Act, the role of the Internal Complaints Committee, and the importance of creating a safe, respectful, and inclusive campus environment. Session 3, the Corporate Session by Industry Partners, provided valuable industry exposure and

insights into professional expectations, further bridging the gap between academics and the corporate world. In the post-lunch session, Session 4 on "Assessment and Attendance Rules, LMS and iCloud" oriented students to the Moodle-based Learning Management System, evaluation methods, and digital learning resources, highlighting the significance of regular attendance and continuous assessment. The day concluded with Session 5, the "Business Idea Competition," which inspired students to think creatively and innovatively, encouraging teamwork, entrepreneurial thinking, and effective presentation skills. Overall, Day 2 of Deeksharambh 2025 successfully integrated academic guidance, ethical sensitization, technological orientation, and entrepreneurial exposure, laying a strong foundation for students' confident, responsible, and future-ready academic journey.



A corporate guest interaction session was organized by the School of Management & Commerce, K.R. Mangalam University, on 26th August 2025 under the Deeksharambh 2025 Orientation Programme for BBA and BBA-MBA (International) first-year students. Held in Room No. C005, the session was conducted by Mr. Akram Lamba, Motivational Speaker, and witnessed the participation of 106 students. The interactive session focused on the growing importance of influencer marketing in shaping modern brand communication and consumer engagement. Mr. Lamba shared valuable industry insights and real-life examples to explain how influencer culture has transformed traditional marketing into personalized, digital-driven strategies. He discussed key aspects such as campaign planning, brand collaborations, ROI measurement, and ethical practices in digital advertising, while motivating students to explore emerging career opportunities in this dynamic field. The session successfully bridged the gap between classroom learning and corporate realities, inspiring students to develop creativity, analytical thinking, and professional adaptability, and reflecting the university's continued commitment to industry-integrated and future-oriented education.



Recognition and appreciation of Mr. Aman Kapoor, Lead Trainer at IIDE by Dr. Anumeha Mathur

Another corporate guest interaction session organized by the School of Management & Commerce, K.R. Mangalam University, on 26th August 2025 at Room No. C401 under the Deeksharambh Orientation Programme for BBA (Digital Marketing) first-year students. The session was conducted by Mr. Aman Kapoor, Lead Trainer at IIDE, and was attended by 31 students. Mr. Kapoor shared valuable insights on how digital-first strategies, data analytics, and technology-driven approaches are transforming modern business practices and creating new career opportunities. Through real-life case studies, practical demonstrations, and interactive discussions, he familiarized students with key concepts such as brand storytelling, influencer marketing, digital

campaign management, artificial intelligence in marketing, and data-driven decision-making. He also emphasized the importance of developing both technical skills and soft skills such as communication, adaptability, and problem-solving to succeed in today's competitive corporate environment. The interactive Q&A session further encouraged students to reflect on their career goals and seek expert guidance. Overall, the session successfully bridged the gap between academic learning and industry expectations, motivating students to enhance their professional competencies and reinforcing the university's commitment to industry-integrated, future-ready education.



Recognition and appreciation of Mr. Mithun Mukherjee, Creative Head at IIDE by Dr. Sapna Rana and Dr. Chahat Rao

Continuing the industry engagement initiatives under the Deeksharambh Orientation Programme, the School of Management & Commerce, K.R. Mangalam University, organized a corporate guest interaction session on 26th August 2025 in Room No. C403 for MBA (Digital Marketing) first-year students. The session was conducted by Mr. Mithun Mukherjee, Creative Head at IIDE, and was attended by eight students. Drawing from his extensive experience in digital campaigns and content strategy, Mr. Mukherjee highlighted the growing importance of digital-first business models and explained how creativity, analytics, and strategic thinking together drive successful brand communication. Through real-world examples, live demonstrations, and

interactive discussions, he familiarized students with key areas such as SEO, paid advertising, social media storytelling, influencer marketing, and data-driven decision-making. The session also emphasized the need for continuous learning, adaptability, and portfolio development in the rapidly evolving digital ecosystem. The interactive Q&A segment further enabled students to seek personalized career guidance and clarify industry-related queries. Overall, the session effectively bridged academic learning with corporate expectations, motivated students to explore diverse career opportunities in digital marketing, and reaffirmed the university's commitment to nurturing skilled, innovative, and future-ready management professionals.



Recognition and appreciation of Ms. Mukan Thakur, Trainer at Grant Thornton Bharat by Dr. Sarina Asif



Memento presented to Trainer at Grant Thornton Bharat by Dr. Sarina Asif

A corporate guest interaction session was organized by the School of Management & Commerce, K.R. Mangalam University, on 26th August 2025 in Room No. C411 under the Deeksharambh Orientation Programme for BBA and BCom ACCA first-year students. The session was conducted by Ms. Mukan Thakur, Trainer at Grant Thornton Bharat.

Grant Thornton Bharat is a leading professional services firm in India and a member firm of the global Grant Thornton

International network. It provides a wide range of services including assurance (audit), tax, regulatory and finance consulting, advisory, risk and ESG consulting, deals and transaction advisory, and business consulting solutions to dynamic organisations across industries. The firm helps businesses navigate complex financial, regulatory and growth challenges and unlock their potential through strategic, operational, and financial guidance.

DAY 4: HIGHLIGHTS



Career Development Cell (CDC) interaction with students at Day 4 of Deeksharambh 2025

The fourth day of the Deeksharambh 2025 Student Induction Programme at the School of Management & Commerce was marked by a series of insightful and engaging sessions aimed at holistic student development. The day commenced with training on the University's Code of Conduct and Professional Ethics, sensitizing students to the values of integrity, accountability, and responsible behaviour. This was followed by interactive sessions with the International Relations Office and KEIC, which introduced students to global academic opportunities, international collaborations, and exchange

programmes. The Career Development Cell (CDC) session familiarized students with placement support, internships, and skill-development initiatives, encouraging early career planning. The day concluded with energetic Management Games that fostered teamwork, leadership, and problem-solving skills in a fun and participative environment. Overall, the sessions successfully blended academic orientation, professional awareness, and experiential learning, helping students build confidence and readiness for their academic and professional journey.

DAY 5: HIGHLIGHTS



Interactive session on Leadership: Case-based teaching



Students interacting with faculty and learning leadership lessons based on movie

This interactive session introduced students to essential leadership qualities through popular Indian films such as Chak De! India, Lagaan, Bhaag Milkha Bhaag, Guru, and 3 Idiots. Students analyzed real-life leadership situations depicted

in movies and related them to concepts like teamwork, resilience, emotional intelligence, and innovation. The case-based approach encouraged critical thinking, reflection, and active participation, making learning engaging and practical.

Session 2: Alumni Interaction



Alumni interaction during Deeksharambh 2025



Certificate of achievement presented to alumni during the Deeksharambh



Alumni with Dean SOMC Dr. Jitin Gambhir and Mr. Takrar Ahmed

Session 3: Peer Pressure and Stress Management

This session focused on creating awareness about the impact of peer pressure and effective stress management. Through storytelling and interactive activities, students learned to value individuality and resist negative influences. The session also introduced stress-management techniques, including the 5-4-3-2-1 grounding exercise, enabling students to build emotional resilience and maintain mental well-being.

Session 4 & 5: Talent Hunt

The Talent Hunt provided a vibrant platform for freshers to showcase their talents in singing, dancing, poetry, drama, mimicry, and other creative forms. The event encouraged confidence, self-expression, and peer bonding. It helped students discover their artistic potential and fostered a sense of belonging, contributing to a lively and inclusive campus culture.

OVERALL IMPACT

Day 5 of the Induction Programme successfully blended academic learning, emotional development, career guidance, and cultural engagement. The sessions

strengthened students' leadership skills, mental well-being, career awareness, and creative confidence, laying a strong foundation for their holistic growth.

INDUSTRIAL VISIT : BLINKIT



Industrial Visit at Blinkit Store Sohna

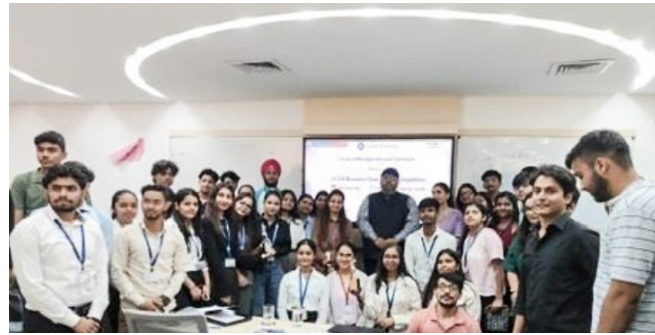
On 16th September 2025, the School of Management and Commerce (SOMC), K.R. Mangalam University, organized an enriching industrial visit to the Blinkit Store in Sohna, Haryana, offering MBA, BBA, and B.Com students a firsthand experience of India's fast-growing quick-commerce ecosystem. Coordinated by Dr. Deepika Chaudhary, the visit brought together 27 enthusiastic students eager to explore how technology, logistics, and customer-centric strategies come together to deliver essentials within minutes. The visit began with a brief orientation on Blinkit's business model and its role in transforming modern retail, followed by a guided walkthrough of the dark store, where students observed inventory management, layout planning, and real-time order processing. As they moved through the facility, students witnessed how advanced digital systems, data analytics, and efficient workforce coordination

ensure speed and accuracy in deliveries. An interactive session with store managers and staff further enriched the experience, as students learned about vendor management, demand forecasting, and quality control measures. The visit offered valuable insights into technology-driven retail operations, customer satisfaction practices, and emerging entrepreneurial opportunities in the quick-commerce sector. By connecting classroom concepts of supply chain management, marketing, and operations with real-world applications, the industrial visit strengthened experiential learning and supported SDG 4, SDG 8, and SDG 9. Overall, the Blinkit visit proved to be a memorable and impactful learning journey, enhancing students' understanding of innovation, efficiency, and career possibilities in the evolving digital retail landscape.

CASE STUDY COMPETITION IN COLLABORATION WITH GRANT THORNTON



Students participating in the Case Study



Capturing moment with Dean SOMC Dr. Jitin Gambhir

On Wednesday, 8th October 2025, the School of Management and Commerce (SOMC), K.R. Mangalam University, successfully hosted the ACCA Business Case Study Competition in collaboration with Grant Thornton, transforming Room C-415 into a vibrant arena of strategic thinking and professional discourse. Designed for BBA (Hons.) and B.Com (Hons.) – ACCA students, the intra-school competition witnessed enthusiastic participation from 80 students across eight teams, with 66 attendees actively engaging in the event. The programme commenced at 10:00 AM with an introductory address by the faculty coordinators, setting the tone for a day dedicated to analytical rigor, teamwork, and practical learning. Each team was assigned a comprehensive business case requiring financial interpretation, strategic evaluation, and data-driven decision-making. Guided by industry experts Ms. Muskan Khanna and Mr. Rohit from Grant Thornton, the participants presented well-structured solutions, defended their recommendations during interactive Q&A sessions, and demonstrated professionalism, creativity, and clarity of thought. The judges evaluated the teams on analytical depth,

conceptual understanding, feasibility of solutions, and communication skills, while also sharing valuable insights into corporate expectations and consultancy practices.

Throughout the competition, the atmosphere remained intellectually stimulating, as students collaborated, debated, and refined their ideas, reflecting the consulting-oriented approach emphasized by ACCA and Grant Thornton. The event concluded at 1:30 PM with constructive feedback that highlighted the importance of cross-functional thinking, ethical awareness, and data-backed reasoning in business decision-making. The winners were felicitated by faculty organizers and industry representatives in recognition of their exceptional performance. Overall, the ACCA Business Case Study Competition 2025 proved to be a meaningful experiential learning initiative, strengthening industry exposure, enhancing leadership and presentation skills, and reinforcing SOMC's commitment to nurturing globally competent accounting and business professionals through industry-integrated education.

GUEST LECTURE: “ENGAGE & INFLUENCE – ADVANCED COMMUNICATION AND PR TECHNIQUES”



IPS Sonal Goel, Interacting with Students and conveying the importance of communication in leadership

A MOMENT OF APPRECIATION AND GRATITUDE AS DR. ANUMEHA MATHUR FELICITATES MS. SONAL GOEL, IAS OFFICER



Recognition and appreciation of Ms. Sonal Goel by Dr. Anumeha Mathur

On 24th September 2025, the Office of Student Welfare, in collaboration with the School of Management & Commerce (SOMC), K.R. Mangalam University, organized an enriching guest lecture titled “Engage & Influence – Advanced Communication and PR Techniques” at C Block, Room C415. The session witnessed enthusiastic participation from 90 MBA students and aimed to strengthen their communication and public relations competencies in today’s dynamic business environment. The programme was conducted under the guidance of Dr. Anjana Singh, Dean Student Welfare, and Dr. Jitin Gambhir, Dean SOMC, and coordinated by Dr. Mansi Yadav, Dr. Sandhya Dubey, and Dr. V.P. Sharma, with active support from student coordinators Arshleen Kaur and Kamayani. The highlight of the



Ms. Sonal Goel: Delivering a session on Advanced Communication and PR Techniques

event was the insightful address by Ms. Sonal Goel (IAS), who shared her rich administrative and professional experiences, emphasizing advanced communication strategies, ethical public relations practices, and effective stakeholder management. Through real-life examples and interactive discussions, she encouraged students to develop confidence, professionalism, and clarity in their communication. The session created an engaging learning atmosphere, enabling students to reflect on the importance of responsible leadership, ethical influence, and collaborative engagement in both corporate and social contexts.

The guest lecture proved to be highly impactful, broadening students’ perspectives beyond textbooks and equipping

them with practical tools for sustainable career growth. Aligned with SDGs 4, 8, and 17, the initiative promoted quality education, employability skills, and responsible partnerships. Participants gained valuable insights into building a professional image, managing relationships, and influencing diverse audiences with integrity. The event concluded with a felicitation of the esteemed speaker and a group photograph, marking a memorable learning experience. Overall, the programme reaffirmed K.R. Mangalam University’s commitment to holistic education by seamlessly integrating academic knowledge with real-world expertise, inspiring students to become confident, ethical, and socially responsible professionals.

WORKSHOP “RESEARCH PRACTICES & ETHICS”



VC KRMU Dr. Raghuvir Singh with Dean SOMC, Dr. Jitin Gambhir at Workshop

Image 1 - Honourable Vice Chancellor Dr. Raghuvir Singh with Dean SOMC, Dr. Jitin Gambhir, during the Workshop on Research Practices & Ethics

Image 2 - Engaging minds in meaningful dialogue—an interactive session on Research Practices



Students attending Interactive Session on Research Practices & Ethics



Photo Session: Students and Guest Capturing moment

On 13th September 2025, the School of Management and Commerce (SOMC), K.R. Mangalam University, successfully organized a thought-provoking workshop titled “Research Practices & Ethics” at the SOMC campus, creating an intellectually stimulating environment for research scholars and faculty members. The workshop aimed to strengthen ethical awareness and responsible research conduct among participants, with the esteemed presence of Prof. Dr. Raghuvir Singh, Vice-Chancellor, K.R. Mangalam University, as the keynote speaker, along with expert sessions by Dr. Mohammed Nizamuddin, Dr. Vijay Prakash Sharma, and Dr. Sandhya Dubey. Under the guidance of Dean SOMC, Dr. Jitin Kumar Gambhir, and the coordination of Dr. Mansi Yadav, Dr. Vijay Prakash Sharma, and Dr. Hamza Naim, the event witnessed active participation from 31 research scholars. The programme began with a warm welcome and moderation by Ms. Akanksha Kathuria and Dr. Mansi Yadav, setting the tone for an engaging and reflective academic discourse.

Throughout the workshop, participants were introduced to the core principles of research integrity, honesty, transparency, and accountability, while also gaining practical insights into ethical research design, data collection, authorship, and publication practices. Special emphasis was laid on issues such as plagiarism, predatory journals, informed consent, confidentiality, and conflicts of interest. The speakers enriched the sessions through real-life case studies and ethical dilemmas, encouraging participants to reflect on situations such as authorship disputes, peer

review challenges, and responsible data handling. Practical tools, including plagiarism detection software, research documentation methods, and consent procedures, were also demonstrated. In addition, specific ethical concerns related to media and communication research—such as privacy, use of digital content, and responsible representation—were addressed, along with institutional guidelines and the role of the University’s Research and Innovation Cell.

The interactive format of the workshop, which included group discussions and scenario-based learning, enabled participants to understand complex ethical concepts in a practical and meaningful manner. Many attendees appreciated the hands-on approach and expressed interest in advanced workshops on emerging themes such as digital privacy, qualitative research ethics, and artificial intelligence in research. The event concluded with a heartfelt vote of thanks and acknowledgement of the dedicated efforts of student coordinators Rajesh Kumar, Vikram Ahuja, and R. Sreelakshmi, whose efficient management ensured the smooth conduct of the programme.

Overall, the workshop on “Research Practices & Ethics” proved to be a highly impactful initiative that strengthened ethical awareness, enhanced research competence, and fostered a culture of responsible scholarship at SOMC. It reinforced the importance of continuous engagement with ethical standards and laid a strong foundation for integrity-driven research practices among students, scholars, and faculty members, reflecting the University’s commitment to academic excellence and responsible knowledge creation.

CLUBS AND SOCIETIES



Management Society Activity: CEO for a Day

Students of the School of Management and Commerce (SOMC), K.R. Mangalam University actively participated in the skill-based competition “CEO for a Day”, organized by the Management Society on Tuesday, 19th August 2025, in Room No. C-414, C Block. The event provided a dynamic platform for students to step into the role of corporate leaders and experience real-life managerial responsibilities. With enthusiastic participation from 17 students, including SOMC learners, the competition focused on enhancing leadership, strategic thinking, decision-making, and communication skills through experiential learning. Participants showcased creativity and managerial insight

while addressing simulated business challenges such as crisis management, innovation, and organizational growth. The event, coordinated by Dr. Sarina Asif, Dr. Deepak Kumar, and Dr. Rupali, with support from student coordinators, created an engaging and intellectually stimulating environment. SOMC students demonstrated confidence, analytical ability, and professionalism, contributing significantly to the success of the programme. Overall, their participation reflected the school’s commitment to holistic education and practical exposure, helping students prepare for future leadership roles in the corporate world.

ELEVATOR PITCH SHOWDOWN



Elevator Pitch Showdown: Dr. Sarina Asif with Participant

Students of the School of Management and Commerce (SOMC), K.R. Mangalam University enthusiastically participated in the “Elevator Pitch Showdown” organized by the Management Society on Tuesday, 2nd September 2025, in Room No. C-416, C Block. The event transformed the classroom into a vibrant arena of ideas, innovation, and ambition, where SOMC students stepped forward as aspiring entrepreneurs and confident communicators. With only three minutes to impress the jury, participants showcased their creativity, strategic thinking, and persuasive skills while presenting business concepts ranging from digital solutions to socially responsible ventures. The fast-paced format challenged students to think quickly, speak clearly, and present with impact, making the experience both exciting and intellectually stimulating.

LOGO DESIGN ACTIVITY



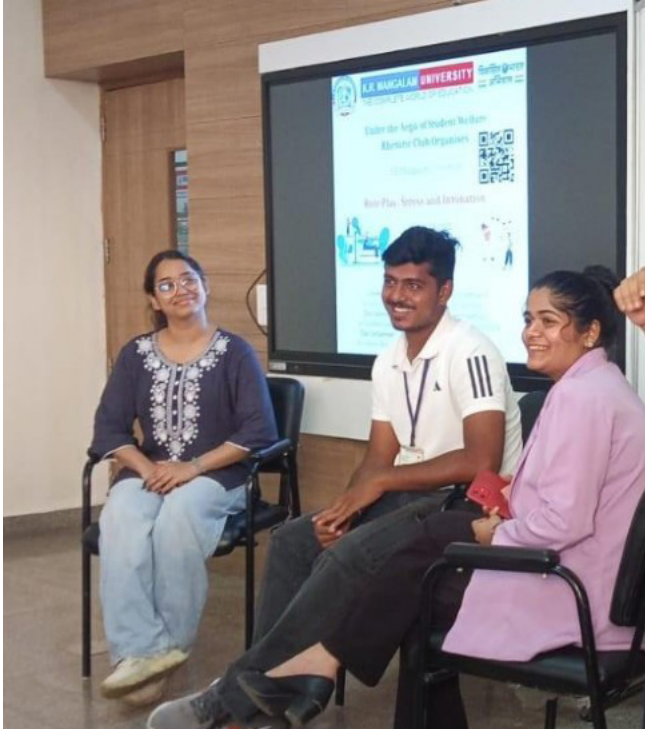
Management Society Activity: CEO for a Day

The Management Society of K.R. Mangalam University organized a creative and skill-enhancing Logo Design Activity on 16th September 2025 in Room No. C-414, C Block. The event provided students with an exciting platform to explore visual branding, design thinking, and innovation. Participants designed unique logos for real or hypothetical organizations, applying concepts of color psychology, typography, and symbolism under the guidance of faculty coordinators. The interactive session encouraged creativity, collaboration, and critical thinking, helping students understand how design serves as a powerful communication tool in business. Students received valuable feedback from faculty members and expressed great enthusiasm for the hands-on learning experience. The activity successfully strengthened students' creative confidence and branding skills, reflecting the university's commitment to holistic and experiential education.



Logo Design Activity: Students sharing their ideas with fellow participants

RHETORIC CLUB



Role Play: Stress and Intonation

The Rhetoric Club of K.R. Mangalam University successfully organized an interactive session titled “Role Play: Stress and Intonation” on 16th September 2025 in Room No. A-215, A Block. The event aimed to enhance students’ communication skills by focusing on the effective use of vocal stress, intonation, and voice modulation. Under the guidance of Dr. Anumeha Mathur, Dr. Aditi Priya, and Dr. Ambika Bhatnagar, students participated in engaging role plays based on real-life scenarios such as handling difficult customers and campus-related discussions. The activity encouraged creativity, emotional expression, and persuasive speaking. Participants displayed remarkable confidence and adaptability while performing realistic and meaningful dialogues. Faculty members provided constructive feedback, creating a supportive learning environment. The session proved to be highly enriching, strengthening students’ clarity, confidence, and teamwork, and reaffirmed the Rhetoric Club’s commitment to fostering effective communication skills through experiential learning.

DEBATE COMPETITION - WOMEN IN CHANGE

The Rhetoric Club of K.R. Mangalam University, under the aegis of Student Welfare, successfully organized a Debate Competition on the theme “Women in Change” on 2nd September 2025 at A-215, A Block. The event aimed to enhance students’ critical thinking, argumentative skills, and awareness of gender-related social issues. The participants engaged in structured debates on topics such as women’s representation in modern cinema and the impact of gender equality on society. Students actively presented well-researched arguments and participated in rebuttal rounds, demonstrating confidence, clarity, and intellectual maturity. The interactive format encouraged respectful dialogue and analytical reasoning. Faculty members ensured academic rigor and provided constructive feedback. The competition proved to be an enriching experience, strengthening students’ public speaking abilities and social awareness while reaffirming the Rhetoric Club’s commitment to promoting informed and meaningful discourse.



Women In Change: Student Participating in Debate

OPEN MIC



Open Mic Session: All participants with Faculty Coordinator

The Rhetoric Club of K.R. Mangalam University, under the aegis of the Department of Student Welfare, successfully organised an Open Mic Session on 30 September 2025, inviting students to step into the spotlight and confidently showcase their artistic and literary talents. The primary objective was to create an inclusive platform where students could express creativity through spoken word, poetry,

music, and other performance forms, while encouraging self-expression, reducing stage fear, and celebrating creative freedom. Students from the School of Management and Commerce (SOMC) actively participated in the event, showcasing their creative talents and enthusiastic engagement throughout the session.”



FACULTY RESEARCH UPDATES

Dr. Deepika Choudhary and Dr. Devkanya Gupta published a research paper titled “Financial Literacy and FinTech Adoption: A Path to Empowering Small Business Entrepreneurs in Indian Emerging Market” in the International Journal of Entrepreneurship and Small Business on 1st July 2025. The study, indexed in Scopus (Q3 category), examines the critical role of financial literacy and digital financial technologies in strengthening the capabilities of small business entrepreneurs in India’s emerging market. The research highlights how improved financial knowledge and the effective adoption of FinTech solutions enhance access to finance, operational efficiency, and business sustainability, thereby contributing to entrepreneurial growth and economic development. The publication reflects the authors’ commitment to high-quality, industry-relevant research and their contribution to advancing knowledge in entrepreneurship and small business management

The research paper titled “Assessing Government Efforts to Promote Financial Inclusion for BPL Households in Delhi Slums: Gaps and Policy Improvements”, authored by Dr. Devkanya Gupta, was published in the Journal of Informatics Education and Research, an ABDC Category C journal. The study critically examines government initiatives aimed at enhancing financial inclusion among Below Poverty Line (BPL) households in Delhi slums. It identifies key gaps in policy implementation, accessibility, and awareness, while proposing practical policy improvements to strengthen outreach, effectiveness, and sustainability. The research contributes valuable insights for policymakers and development practitioners seeking to promote inclusive growth and equitable access to financial services among marginalized urban communities.

The book chapter titled “The Role of AI in Developing a Corporate Governance Index”, authored by Dr. Mohammed Nizamuddin, Mr. Takrar Ahmad Yattoo, and Dr. Indira Bhardwaj, and published by IGI Global in the edited volume “AI-Driven Cybersecurity Insurance: Innovations in Risk, Governance, and Digital Resilience”, was published in the month of July, and explores how artificial intelligence can be strategically utilized to strengthen corporate governance frameworks. The chapter highlights the role of AI in analyzing governance practices, enhancing transparency, improving compliance mechanisms, and strengthening risk management systems. By integrating advanced data analytics and intelligent technologies, the study demonstrates how organizations can develop a dynamic and reliable Corporate

Governance Index that promotes ethical leadership, accountability, and digital resilience, offering valuable insights for researchers, policymakers, and corporate leaders in the digital era.

“Empowering Futures: The Role of Indian Government Schemes in Advancing Girl Child Education and Digital Literacy”, authored by Dr. Shikha Dutt Sharma and Dr. Manmohan Chaudhry, and published in the journal Lex Locals on 28 August 2025, is a comprehensive study that examines the impact of various Indian government initiatives on improving access to education and digital skills among girl children. The paper critically analyzes flagship schemes such as Beti Bachao Beti Padhao, Digital India, and Samagra Shiksha, highlighting their role in reducing gender disparities, enhancing school enrollment, and promoting digital inclusion. Through empirical evidence and policy analysis, the study evaluates the effectiveness of these programs in empowering girls from marginalized and rural backgrounds, strengthening their technological competencies, and improving long-term socio-economic prospects. The authors also identify existing gaps in implementation, infrastructure, and awareness, and propose strategic recommendations to enhance outreach, community participation, and technology-driven learning. Overall, the paper contributes valuable insights for policymakers, educators, and development practitioners by emphasizing education and digital literacy as key drivers of gender equality and sustainable national development.

The book chapter titled “Digital Frontiers for Revolutionizing Operational Efficiency and Predictive Maintenance Through Smart Innovation”, published in the edited volume Enhancing Operational Efficiency and Predictive Maintenance Through Digital Innovation by IGI Global, explores how emerging digital technologies such as artificial intelligence, Internet of Things (IoT), big data analytics, and smart automation are transforming modern organizational operations. The chapter published on 19 Sept 2025 highlights how data-driven systems enable real-time monitoring, early fault detection, and predictive maintenance, thereby reducing downtime, optimizing resource utilization, and improving overall productivity. It further discusses the role of smart innovation in enhancing decision-making, operational resilience, and cost efficiency across industries. By integrating advanced digital tools with strategic management practices, the chapter emphasizes the need for organizations to adopt intelligent and sustainable technological frameworks to

PLACEMENTS

The School of Management & Commerce continues to strengthen its commitment to academic excellence and industry integration through consistent placement achievements. Our students have demonstrated strong professional competencies, adaptability, and industry readiness, securing opportunities across diverse sectors. The placement outcomes reflect the collaborative efforts of

the Career Development Centre, faculty mentors, and our corporate partners in preparing students to meet evolving market demands. The following section presents the detailed placement statistics for the specified period, highlighting our continued progress toward career excellence and employability enhancement.

LIST OF STUDENTS PLACED FROM THE SCHOOL OF MANAGEMENT AND COMMERCE DURING JULY - SEPTEMBER 2025

S.No.	Roll.No.	Name	Course	Name of the Company	Designation
1	2302203249	Abhay Parmar	BBA (H) (Research)	The Bamboo Co.	Marketing Intern
2	2302203133	Aman Parmar	BBA (H) (Research)	JKM Enterprised	Finance Intern
3	2302203207	Tanishq Kamra	BBA (H) (Research)	The Studio Decor	Marketing Internship
4	2302207034	Soumya Singh	BBA (H) LSCM Safespress (Research)	Investersclinic	Sr. Associate -Portfolio Management
5	2402570037	Himanshu Rai	MBA	Sonepar India Pvt. Ltd	Sales
6	2302203241	Ashu Sharma	BBA (H) (Research)	The Studio Decor	Marketing
7	2302203243	Kartik	BBA (H) (Research)	The Studio Decor	Marketing
8	2302203105	Mayank Shahi	BBA (H) (Research)	Randstad India Pvt Ltd	Associate Project Sales Management
9	2302203161	Prince Prasad	BBA (H) (Research)	Randstad India Pvt Ltd	Associate Project Sales Management
10	2302203094	Anshul Sharma	BBA (H) (Research)	Averixis Solutions	Business Development Associate
11	2302203051	Hardik Bhati	BBA (H) (Research)	Chicago's Twist	Digital Marketing Executive
12	2302203026	Sakshi Kumari	BBA (H) (Research)	Averixis Solutions	Business Development Associate
13	2302203136	Sanchit	BBA (H) (Research)	Averixis Solutions	Business Development Associate
14	2302205003	Anmol Kalra	BBA (H) (Ent.) with GCEC Global (Research)	Anant Ram and Sons	Account Head
15	2302203072	Guneesh Kalra	BBA (H) (Research)	Pixel Pop Digital	Social Media Associate Intern
16	2302203185	Raghav Malhotra	BBA (H) (Research)	R.K. Traders	Supply chain

17	2302203183	Komal Gupta	BBA (H) (Research)	Reliance Brands Limited	HR and Operation
18	2302208036	Shabd Bhatnagar	B.Com (H) (International Accounting & Finance) (ACCA- UK) (Research)	CMA	Assistant Cost Executive
19	2302205019	Kashish Agrawal	BBA (H) (Ent.) with GCEC Global (Research)	Ention Tech and Management	Marketing Intern
20	2302203256	Rachit Mohan Sharma	BBA (H) (Research)	Tamas International	Digital Marketing Executive
21	2302203017	Ritesh Soni	BBA (H) (Research)	Soni Son's Jewellers	Assistant manager Marketing
22	2302207019	Mannan Pasari	BBA (H) LSCM Safespress (Research)	Shiv Shakti Enterprises	Hub Manager
23	2302210020	Tarwinder Singh	B.Com Program	G. S. Automobile	Finance intern
24	2302208051	Ansh Singh	B.Com (H) (International Accounting & Finance) (ACCA- UK) (Research)	NRI Corporate Advisors	Finance
25	2302208011	Kunaal Singh Manarya	B.Com (H) (International Accounting & Finance) (ACCA- UK) (Research)	Nirmal Handloom House Pvt. Ltd.	Accounts Assistant
26	2402570003	Anant	MBA	Thermo Cabs	Marketing
27	2302204029	Harshit	BBA (H) in BI and Analytics SAMATRIX (Research)	Harnium	Digital Marketing Intern
28	2302203068	Priya Chauhan	BBA (H) (Research)	Fuinno Technologies	Marketing Department
29	2402570055	Mayank Verma	MBA	IDAM Natural	Account Executive
30	2402570017	Divye Makker	MBA	Speedy Finvest IMF Pvt. Ltd.	Market Research Intern
31	2302210008	Arman Khan	B.Com Program	Insplore TLS Consultants Pvt. Ltd.	Digital Marketing
32	2302203142	Mohit Bhardwaj	BBA (H) (Research)	SmartED	Digital Marketing Intern
33	2302203114	Ritwik Sharma	BBA (H) (Research)	Pixel Pop Digital	Production Executive
34	2402480019	Neerja	MBA In Digital Marketing (imarticus learning)	Quantum Value CFO Services	SEO Intern
35	2302210031	Khush Bhatotiya	B.Com Program	Internshala	Operations Intern
36	2302210024	Rachit Yadav	B.Com Program	3S Logistics Private Ltd.	Senior Software Developer
37	2302208077	Saksham Gaur	B.Com (H) (International Accounting & Finance) (ACCA- UK) (Research)	Kamlesh Freight Carrier	Apprenticeship
38	2302203008	Vanshika	BBA (H) (Research)	Scoutbizz International	Human Resource Intern

39	2302392064	Khushbu Narula	BBA (H) in BI and Analytics SAMATRIX (Research)	Heleum	HR
40	2302207029	Lavish Mittal	BBA (H) LSCM Safespress (Research)	Heleum	HR
41	2302203096	Nishant Kataria	BBA (H) (Research)	Green Drops Water (OPC) Pvt. Ltd.	Operational Head
42	2402570007	Rahul Pathak	MBA	FoodPe	Operations Manager
43	2302207013	Aditya Nair	BBA (H) LSCM Safespress (Research)	Kreative Rainbowbliss Logistics Pvt. Ltd.	Operational Executive
44	2302203024	Sneha Sharma	BBA (H) (Research)	Cvent	HR Intern
45	2302203141	Arjun Bahri	BBA (H) (Research)	The Eminence Wealth	Sr. Sales Executive
46	2302207058	Ayush Tomar	BBA (H) LSCM Safespress (Research)	Grace Healthcare	Sales Executive
47	2302207014	Toheed Khan	BBA (H) LSCM Safespress (Research)	Green Clean Facility Management Services Pvt Ltd	Sales Executive
48	2302205023	Shubhang Bhasin	BBA (H) (Ent.) with GCEC Global (Research)	Dubai Fieldz	Turf Manager
49	2302203157	Rageshwari Nayak	BBA (H) (Research)	Discovery Tools	TA Intern
50	2302202027	Akshi Jain	B.Com (H) (Research)	Black Orange Pvt.	Business development Executive
51	2302206018	Aman Pal	BBA (H) (International Accounting & Finance) (ACCA- UK) (Research)	Black Orange Pvt.	Business development Executive
52	2402480024	Ashutosh Kumar Yadav	MBA In Digital Marketing (imarticus learning)	Black Orange Pvt.	Business development Executive
53	2302207048	Paresh Soni	BBA (H) LSCM Safespress (Research)	C.K.P Jewellers	Marketing Assistant
54	2302203226	Prasoon Shukla	BBA (H) (Research)	Anju Enterprises	Marketing Assistant
55	2302204004	Arsh Jethani	BBA (H) in BI and Analytics SAMATRIX (Research)	The Studio Decor	Marketing & Sales
56	2302203246	Chandan Kumar Yadav	BBA (H) (Research)	The Studio Decor	Marketing & Sales
57	2302207035	Amitshakshat Malik	BBA (H) LSCM Safespress (Research)	Manish Trading Company	Cargo Operations Assistant
58	2302207057	Kanha	BBA (H) LSCM Safespress (Research)	Maa Sharda Agro Industries	Sales Executive
59	2302203135	Lucky Singh Rawat	BBA (H) (Research)	Genie Mode Global Pvt. Ltd.	Finance Associate
60	2302204015	Sania Sharma	BBA (H) in BI and Analytics SAMATRIX (Research)	Estatex Landbase Pvt. Ltd.	Sales Executive

SOMC ALUMNI

The School of Management & Commerce hosted an engaging Alumni Interaction Session on 29th August 2025, featuring six distinguished alumni — Jingyasa Mohapatra (BBA), Neeraj Sharma (BBA), Payal (M.Com), Priyanka Jain (M.Com), Vardaan Aggarwal (BBA), and Sanskar (BBA). The session served as an inspiring platform for current students to gain insights from the diverse academic and professional journeys of these accomplished graduates.



Alumni with Faculty and Dean SOMC

The alumni shared valuable perspectives drawn from both corporate and entrepreneurial domains. Jingyasa Mohapatra and Neeraj Sharma reflected on their transition from campus to the corporate world, discussing the challenges of competitive environments and the strategies that helped them succeed. Payal and Priyanka Jain spoke about their professional growth in the corporate sector, highlighting the importance of specialization, resilience, and continuous skill development. Vardaan Aggarwal and Sanskar offered a balanced outlook — Sanskar elaborated on corporate strategies and organizational dynamics, while Vardaan shared his entrepreneurial journey, motivating students to think beyond conventional career paths and embrace innovation.

The session was highly interactive, with thoughtful questions from students and candid responses from the alumni. Their experiences emphasized the significance of adaptability, networking, professional ethics, and lifelong learning. The interaction not only strengthened the alumni–student connect but also left participants motivated and better prepared to navigate their own career trajectories.

STUDENTS' CORNER



Rajesh Bhardwaj

MBA Semester III

When I first stepped into the School of Management and Commerce as an MBA student, I was filled with ambition, curiosity, and a quiet determination to make the most of every opportunity. I am Rajesh Bhardwaj, and my journey at SOMC has been far more than lectures, assignments, and examinations—it has been a story of participation, volunteering, leadership, and personal growth.

In the beginning, I volunteered for small roles—helping with registrations, coordinating participants, arranging logistics, and supporting faculty members during seminars and workshops. What seemed like simple responsibilities soon became powerful learning experiences. I observed how events were planned, how teams collaborated, and how challenges were handled calmly under pressure. Each event taught me lessons that no textbook could fully capture.

As I grew more confident, I began actively participating in competitions and activities organized by the School of Management and Commerce—case study contests, management fests, role plays, presentations, and entrepreneurial events. Standing on stage during competitions pushed me out of my comfort zone. I learned how to think critically, present ideas confidently, and respond to questions with clarity. Every participation strengthened my communication skills and enhanced my analytical thinking.

Volunteering, however, shaped me the most. I worked behind the scenes in multiple academic and cultural events, often

managing coordination between students and faculty. There were days filled with tight schedules, last-minute changes, and unexpected hurdles—but those were the days I learned true management. I understood the value of teamwork, time management, leadership, and responsibility. Being trusted with important tasks boosted my confidence and motivated me to give my best every time.

One of the most fulfilling experiences was serving as a student coordinator during major events. Managing teams, motivating peers, and ensuring smooth execution gave me a real sense of leadership. I realized that leadership is not about being in the spotlight—it is about ensuring everyone shines.

Looking back, I can proudly say that my MBA journey at SOMC has transformed me. Through active participation and consistent volunteering, I have developed not only managerial skills but also resilience, confidence, and a strong sense of accountability. The School of Management and Commerce has given me a platform to grow beyond academics—to learn by doing, to lead by example, and to evolve into a more capable and confident professional.

Today, as I move forward in my career, I carry with me the invaluable experiences and lessons I gained at SOMC—experiences that shaped not just my professional abilities, but also my character.

Rajesh Bhardwaj

MBA Semester III

THOUGHTS FROM FACULTY



Educating for Empathy: The Social Responsibility of Teachers

***“The purpose of
education is to form
character.” — Mahatma
Gandhi***

Education is not merely about imparting knowledge or preparing students for examinations; it is fundamentally about shaping human character. In today’s rapidly changing, diverse, and emotionally demanding world, one of the most important social responsibilities of teachers is to educate for empathy. Academic excellence without empathy risks producing individuals who are skilled but disconnected from the realities and emotions of society.

Empathy, the ability to understand and share the feelings of others, lies at the heart of meaningful learning and responsible citizenship. Modern classrooms are spaces where students from varied backgrounds, cultures, and life experiences come together. Teachers, through their words, actions, and attitudes, strongly influence how students perceive difference and respond to it. A teacher who listens patiently, respects diverse viewpoints, and shows fairness models empathy far more effectively than any formal lesson can.

Teaching methods also play a crucial role in nurturing empathy. Classroom discussions, group activities, case studies, and experiential learning allow students to engage with real-world issues and human experiences. Addressing themes such as mental health, social inequality, ethical dilemmas, and inclusion encourages learners to think beyond themselves and consider the impact of their choices on others. These experiences help students develop emotional intelligence alongside academic competence.

In the digital age, empathy has become both more challenging and more necessary. Social media and online communication often reduce complex human experiences to quick opinions and judgments. Teachers must guide students to communicate thoughtfully, question stereotypes, and engage respectfully with differing perspectives. By fostering dialogue rather than division, educators help students become empathetic digital citizens.

Educating for empathy also means acknowledging the emotional well-being of students. Academic pressure, career uncertainty, and personal struggles can significantly affect learning. Teachers who approach students with understanding and compassion create psychologically safe environments where learners feel supported and confident to express themselves.

Ultimately, educating for empathy prepares students not just for professional success, but for meaningful participation in society. By embracing this responsibility, teachers contribute to building a more inclusive, ethical, and humane world—one classroom at a time.



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