



K.R. MANGALAM UNIVERSITY
THE COMPLETE WORLD OF EDUCATION

SCHOOL OF MANAGEMENT AND COMMERCE SAMEEKSHA

NEWSLETTER JANUARY TO MARCH 2025



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FROM THE EDITOR'S DESK

As we welcomed 2025 with fresh hopes and renewed determination, the new year has brought an opportunity to reflect, recalibrate, and reimagine our goals. It is a time to celebrate past achievements while embracing new challenges with optimism and resilience. At SOMC, the beginning of this year has inspired us to continue fostering a culture of excellence, innovation, and inclusivity — building a future where every learner can thrive.

As we unveil this January–March 2025 edition of Sameeksha, we are proud to celebrate yet another chapter in the vibrant and inspiring journey of the School of Management and Commerce (SOMC) at K.R. Mangalam University. This quarter has been a testament to our community's spirit of curiosity, innovation, and resilience. From insightful guest lectures to dynamic student-led initiatives, every event has reaffirmed our commitment to holistic education that goes beyond textbooks and lectures.

This issue captures the heart and soul of SOMC through its diverse segments. You will read about our vision and mission, which continue to anchor our aspirations, along with messages from our leadership that provide valuable guidance for the future. We celebrate student achievements, highlighting the brilliance and determination of our talented learners. Our corporate partnerships are featured, reflecting the bridges we continue to build with industry for meaningful collaborations and future opportunities.

In addition, this edition showcases faculty research, which pushes the boundaries of knowledge, and the work of student clubs and societies, which enrich campus life with creativity and teamwork. Our community connect initiatives shine a light on the power of social responsibility, while placement and internship highlights reaffirm our focus on employability and practical readiness.

The Students' Corner offers a platform for young voices and creative expression, while Thoughts from Faculty share wisdom from the mentors who shape our future leaders. Finally, we reconnect with our SOMC alumni, whose journeys inspire our current students to dream bigger.

We hope this issue of Sameeksha serves as a source of inspiration, pride, and motivation for our entire SOMC family. Let us continue to move forward with courage, innovation, and the shared pursuit of excellence. Wishing you an enriching and fulfilling quarter ahead!

— Editorial Board Sameeksha

Dr. Anumeha Mathur (Assistant Professor, SOMC)

Dr. Jonika Lamba (Assistant Professor, SOMC)

Dr. Shikha Dutta Sharma (IQAC Co-ordinator)

MESSAGE FROM THE VICE CHANCELLOR



Dear Readers,

Warm greetings to all!

As we conclude another vibrant semester at K.R. Mangalam University, I take great pride in reflecting on the remarkable strides made by the School of Management & Commerce (SOMC). The months from January to March 2025 have been a testament to our collective dedication to academic rigor, innovation, and holistic development.

SOMC continues to demonstrate a forward-thinking approach to education—bridging the gap between theory and practice. Our students have actively participated in national-level competitions, insightful seminars, and interactive sessions with industry experts, all of which have enriched their learning journey and strengthened their professional acumen.

Faculty members have contributed significantly through impactful research and collaborative projects, further enhancing the School's academic stature and industry relevance. These efforts reflect our ongoing mission to produce responsible leaders equipped to address complex business challenges in an ever-evolving global economy.

As we look forward to the upcoming months, let us carry forward this momentum with curiosity, integrity, and purpose. I urge our students and faculty to continue embracing new opportunities, fostering innovation, and upholding the values that define the KRMU community.

Wishing you all continued success, growth, and inspiration.

Warm regards,

Prof. Raghuvir Singh
Vice Chancellor
K.R. Mangalam University

FROM THE DESK OF DEAN



Dear Readers,

Greetings of the day!

It is with great pleasure that we present the January–March 2025 edition of *Sameeksha*, a reflection of the vibrant academic and co-curricular journey at the School of Management and Commerce (SOMC), K.R. Mangalam University.

The first quarter of 2025 has been marked by renewed energy, innovation, and purposeful engagement. As we continue through the academic year 2024–25, our unwavering commitment to academic excellence and holistic student development remains at the forefront of all we do. At SOMC, we believe that preparing future leaders requires more than classroom instruction—it demands an environment that encourages adaptability, emotional intelligence, critical thinking, and lifelong learning.

This edition captures the wide spectrum of events and milestones that have defined the past three months—from insightful guest lectures and impactful industry interactions to student-led initiatives and academic accomplishments. Each experience contributes to the dynamic learning ecosystem we proudly cultivate.

We extend our heartfelt wishes to our students, faculty, and readers. May the remainder of the academic year bring continued growth, meaningful learning, and new opportunities to shine. Let us move forward with passion, purpose, and the shared goal of excellence.

Happy Reading!

Prof. (Dr) Indira Bhardwaj

Dean

School of Management and Commerce

K.R. Mangalam University

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

STUDENTS' ACHIEVEMENTS

Student Spotlight: Garvit & Team Shines in Inter-University Fashion and Cultural Events

At the School of Management and Commerce (SOMC), KR Mangalam University, we believe in nurturing not just academic excellence, but also the creativity, confidence, and individuality that define tomorrow's leaders. One such shining example is Garvit, a spirited and multi-talented student from the BBA-MBA Integrated program, whose remarkable achievements in inter-university fashion and cultural events have made us incredibly proud. Garvit has emerged as a dynamic representative of KR Mangalam

University, bringing home accolades from across Delhi-NCR's top institutions. His journey through these competitive events showcases his poise, charisma, and passion for the performing arts, making him a role model for aspiring students across disciplines.

A Journey of Excellence and Expression

Over the past three months, Garvit has carved a niche for himself on some of the most competitive and creative platforms:



31st January 2025 – Secured 2nd Position in a vibrant Retro-themed Fashion Show at IILM University, dazzling the audience with his stage presence and costume design.



8th February 2025 – Won 2nd Position in an Open Theme Fashion Show at Masters' Union, standing out among talented competitors from diverse academic backgrounds.

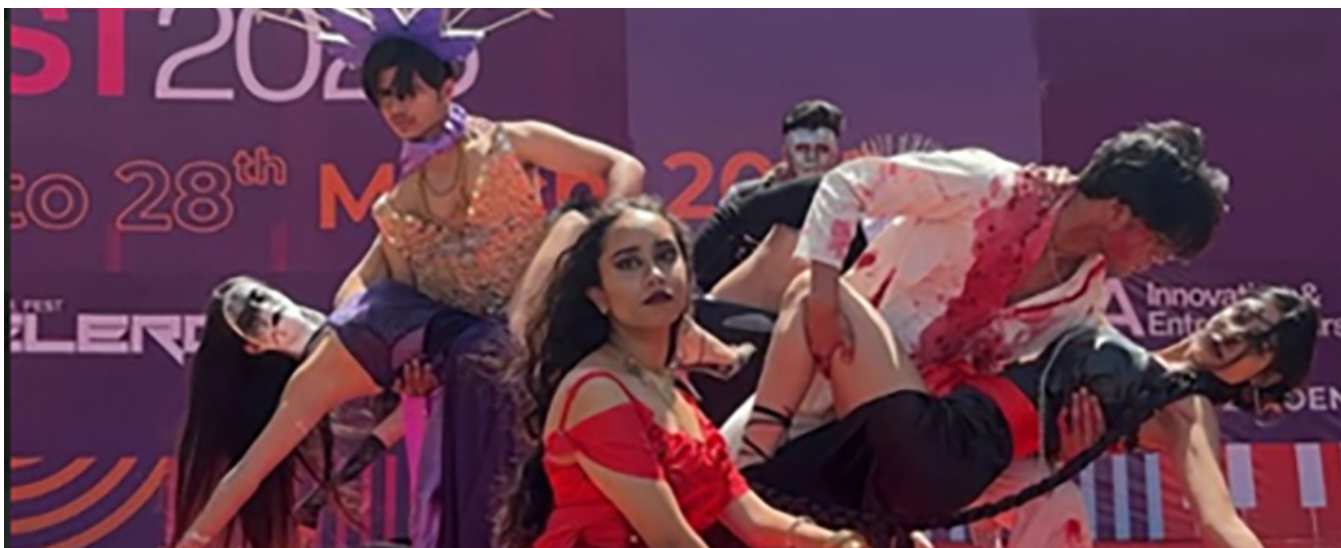




14th February 2025 – Achieved 1st Position in another Open Theme Fashion Show at Aravali College of Engineering and Management, impressing judges with originality and flair.



21st March 2025 – Honoured with the Individual Prize for Best Male Model 2025 at Maharaja Agrasen Institute of Management, a prestigious recognition for style and elegance.



28th March 2025 – Led his team to 1st Position in an Open Theme Fashion Show at GD Goenka University, demonstrating leadership and teamwork.

A Beacon of Talent and Inspiration

Garvit's impressive track record is not just a testament to his artistic prowess, but also to the university's emphasis on holistic development. His journey reinforces SOMC's commitment to encouraging students to explore their passions beyond the classroom and excel in diverse fields.

His dedication, enthusiasm, and ability to balance academic commitments with extracurricular pursuits serve as an inspiration to his peers. Garvit exemplifies the spirit of KR Mangalam University—where excellence meets expression, and learning extends beyond textbooks.

We congratulate Garvit on his outstanding achievements and look forward to witnessing many more milestones in his inspiring journey!

SOMC Students Shine at Inter-University Case Study Competition

The School of Management and Commerce (SOMC) at K.R. Mangalam University proudly congratulates Neha Panwar, Mitali Juneja, and Vanshika Sharma from BBA II Year for their remarkable achievement in the Case Quest 2025 – a prestigious inter-university case writing competition held at The North Cap University, Gurugram from March 19 to 28, 2025.



Students secured 2nd position in Case Quest Competition at The NorthCap University

Organized by the NorthCap Case Research Centre (NCRC) under the Department of Management & Commerce, the competition witnessed participation from top universities across the country. Our talented trio successfully made it to the top 10 teams, showcasing their analytical skills, creativity, and academic excellence.

Their participation and recognition reflect the university's emphasis on experiential learning, real-world problem solving, and academic rigor. We extend our heartfelt congratulations to Neha Panwar, Mitali Juneja, and Vanshika Sharma on this outstanding accomplishment and wish them continued success in all future endeavours.



This exceptional student team also secured 2nd position in the prestigious Management Mavericks 2025 — an inter-university case study competition hosted on the KRMU campus. The team, comprising Neha Panwar, Mitali Juneja, Shalini Kumari, Neha Yadav and Vanshika Sharma, showcased their critical thinking, business acumen, and teamwork as they competed against more than 20 teams from across universities and nationalities. Their innovative approach and insightful solutions earned them a well-deserved spot among the top 3 winning teams.

Student Spotlight: Nitish Excels in Research and Academic Endeavors

The School of Management and Commerce at K.R. Mangalam University proudly celebrates the outstanding achievements of Nitish, a final-year B.Com student, whose dedication to research, academics, and public speaking has brought great pride to the university.

Nitish has actively participated in numerous prestigious conferences and competitions, winning accolades at both national and international levels. His impressive list of accomplishments highlights his intellectual rigor, leadership, and passion for scholarly excellence.



24 January 2025 – Won the Best Research Paper Award at Sushant University.



12-13 February 2025 – Awarded Best Paper Award at ICESBD'25, hosted by Amity University.



1-2 February 2025 – Presented research at the International Conference on Sustainable Goals (ICSG 2.0) hosted by IIM Bodh Gaya.

FACULTY ACHIEVEMENTS



Dr. Indra Bhardwaj Honoured with National Women Leadership Award.

We are proud to announce that Dr. Indra Bhardwaj, Dean of the School of Management & Commerce, has been conferred with the National Women Leadership Award by Bhagidari Jan Sahyog Samiti. This prestigious award recognizes her exemplary leadership, unwavering dedication to education, and significant contributions to academic and

societal development. Dr. Bhardwaj's recognition reflects her commitment to empowering women through education and innovation. Her work continues to inspire both her peers and the next generation of learners and leaders. We extend our heartfelt congratulations to Dr. Indra Bhardwaj on this outstanding achievement!

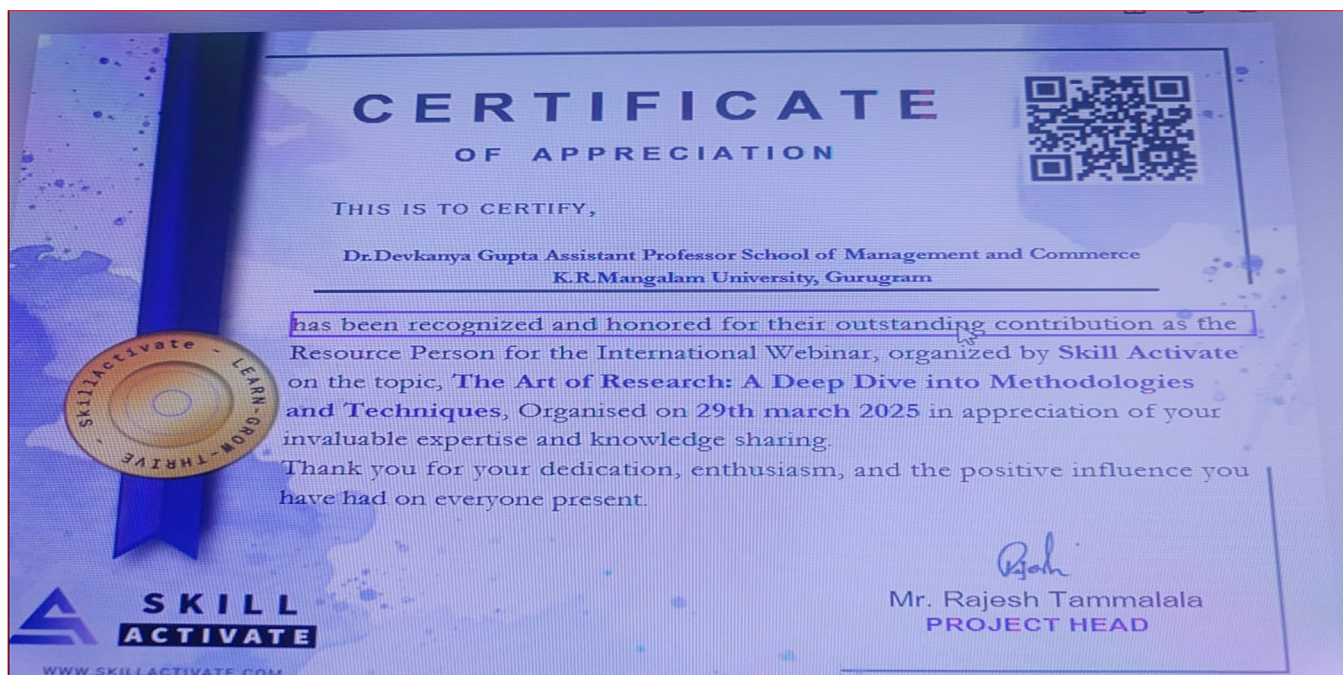


Prof. (Dr.) Indira Bhardwaj Honored Among India's Most Inspiring Women 2025.

We are proud to share that Prof. (Dr.) Indira Bhardwaj from the School of Management & Commerce has been recognized in the prestigious annual listing by Education View India Magazine as one of the “Leading Ladies: India’s Most Inspiring Women 2025.” This recognition celebrates her outstanding dedication, achievements, and impactful contributions to the field of education and research. Dr. Bhardwaj’s work continues to

inspire students, colleagues, and the broader academic community through her innovative thinking, leadership, and unwavering commitment to excellence.

We extend our heartfelt congratulations to Dr. Bhardwaj on this remarkable achievement and applaud her continued journey of inspiration and academic leadership.



Dr. Devkanya Gupta Honored for Expert Contribution at International Webinar.

We are proud to share that Dr. Devkanya Gupta, Assistant Professor at the School of Management and Commerce, K.R. Mangalam University, Gurugram, has been recognized for her outstanding contribution as a Resource Person in an International Webinar organized by Skill Activate. The webinar, titled “The Art of Research: A Deep Dive into Methodologies and Techniques”, was held on 29th March 2025 and brought together scholars and researchers from across the globe.

Dr. Gupta’s insightful presentation and deep expertise significantly enriched the session, offering valuable perspectives on research methodology and academic rigor. The organizing body acknowledged her dedication, enthusiasm, and positive influence on the participants, which greatly enhanced the learning experience for all attendees.



International Research Recognition

We are delighted to share that a team of researchers from the School of Management & Commerce received international recognition at the 19th International Conference of the Academy of Global Business Research and Practice (AGBRP) held in Dubai from January 8–10, 2025. The conference theme, "Sustainability: Perspectives of Policy, Business, Technology, AI, and Education," brought together scholars from around the world to present cutting-edge research. Our faculty and student team, comprising Hamza Naim, Lata Rani, Takrar Ahmad Yattoo, Mohd. Anas, Mohammed Nizamuddin, and Gouher Ahmed, presented a thought-provoking

research paper titled: "Does Audit Committee Quality Enhance Firm Performance?" The study explores the pivotal role of audit committees in ensuring corporate governance and their impact on enhancing firm performance—an area of critical importance in sustainable business practices. Their participation was acknowledged with a Certificate of Participation, signed by Prof. C. Jayachandran (President) and Prof. Gouher Ahmed (Vice-President, Programs and Administration). We congratulate the entire team for their valuable contribution to global academic discourse and for bringing international acclaim to our institution.



Dr. Vijay Prakash Invited as Resource Person in MDP on Achieving Zero Outflow Defect Through Dantotsu Methodology.

We are pleased to announce that Dr. Vijay Prakash, esteemed faculty member from the School of Management & Commerce, was recently invited as a Resource Person for a distinguished academic engagement. His selection for this prestigious role highlights his subject-matter expertise, deep research acumen, and ongoing contributions to the academic community. As a Resource Person, Dr. Prakash shared his insights and expertise with

fellow scholars, researchers, and students, fostering meaningful discussions and enhancing the academic rigor of the session. His presence added significant value to the program and was greatly appreciated by both organizers and participants. We extend our heartfelt congratulations to Dr. Vijay Prakash on this academic recognition and look forward to his continued contributions to excellence in teaching and research.



Dr. Anumeha Mathur
Engages as Trainer in ISTD Workshop on
Cross-Culture Dynamics

We are pleased to share that Dr. Anumeha Mathur, faculty member at the School of Management & Commerce, served as a Trainer in the ISTD Training Program organized by the Indian Society for Training & Development (ISTD), Gurugram Chapter. The session, conducted in online mode on January 18, 2025, focused on the topic “**Cross-Culture Dynamics**,” a subject of increasing

relevance in today’s globalized work environment. Dr. Mathur’s participation as a trainer highlights her expertise in organizational behavior and intercultural communication, contributing meaningfully to the professional development of participants. We congratulate Dr. Anumeha Mathur on this valuable contribution to the field of training and development.



Research Contribution at International Conference on Green Finance

We are proud to share that Dr. Mohammed Nizamuddin presented a research paper titled “Determinants, Motivations, and Barriers of Financial Inclusion: Evidence From India” at the International Conference on 'Financing a Green Future', hosted by the Department of Management Studies, Maulana Azad National Institute of Technology (MANIT), Bhopal, from 21st to 22nd February 2025. The conference, sponsored by

ICSSR (Indian Council of Social Science Research), focused on themes such as Green Finance, Green Marketing, Green HR, and Green Bonds aimed at building a low-carbon economy. Dr. Nizamuddin’s work made a significant contribution to the discourse on sustainable financial practices and inclusive economic development in India. We extend our congratulations to Dr. Nizamuddin for this impactful academic engagement!

OUR CORPORATE PARTNERS

Safexpress: Industry Partner for Real-World Learning in Logistics

K.R. Mangalam University proudly collaborates with Safexpress, 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.

BBA (LSCM) students gain practical exposure through live industry projects, plant and warehouse visits, and custom case studies tailored around Safexpress operations. BBA (Hons./Hons. with Research) students benefit from specialized workshops, expert guest lectures, and capstone projects focused on supply chain strategy, multimodal transport, and logistics innovation. 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

The Financial Entrepreneur



Eminent panellists and dignitaries come together for a transformative dialogue on the future of finance.



The Financial Entrepreneur – Transforming Students into Financial Leaders.



Mr. Suman Majumdar breaks it down — why saving alone won't secure your future.



Mr. Suman Majumdar was facilitated by Prof. Indira Bhardwaj, Dean SOMC.

On 19th February 2025, the School of Management and Commerce (SOMC), K.R. Mangalam University, successfully hosted *"The Financial Entrepreneur"*, a dynamic and informative session aimed at equipping BBA and B.Com (ACCA) students with practical insights into the financial sector. This initiative was designed to enhance students' understanding of real-world financial operations, the startup ecosystem, financial products, customer segmentation, and strategic sales techniques. The session sought to bridge the gap between theoretical knowledge and its application in the financial industry, enabling students to build the confidence and competence required to thrive in an evolving business landscape.

A key highlight of the event was the expert talk delivered by Major (Retd) Suman Majumder, a distinguished professional with over 24 years of experience in business transformation, sales growth, and financial entrepreneurship. Drawing from his decorated military

service with the Indian Army's Special Forces, Major Majumder offered a unique and inspiring perspective on leadership, discipline, and strategic thinking. His engaging session left a lasting impact on the students, encouraging them to develop a visionary mindset and leadership qualities essential for success in the financial sector. The event commenced with a welcome address by Dr. Indira Bhardwaj, Dean, SOMC, whose continued support and leadership have been instrumental in strengthening industry-academia collaboration at the university. The session concluded with a vote of thanks delivered by Ms. Akanksha Kathuria, who also played a vital role in organizing and coordinating the event. Special appreciation is extended to Dr. Jitin Gambhir for his valuable support in ensuring the smooth execution of the programme. Through such impactful initiatives, SOMC remains committed to nurturing future-ready professionals and financial entrepreneurs equipped to lead in a dynamic global economy.

AWS Bootcamp: Bridging the Gap Between Technology and Management Education



Mr. Vikash Shishodia was facilitated by Prof. Indira Bhardwaj, Dean SOMC.



Mr. Pawan Dixit, Director, Croma Campus was facilitated by Prof. Indira Bhardwaj, Dean SOMC

On 20th February 2025, the School of Management and Commerce (SOMC), K.R. Mangalam University, organized an intensive AWS Bootcamp for its management students in collaboration with Croma Campus. This initiative aimed to provide participants with practical exposure to Amazon Web Services (AWS), one of the most widely adopted cloud platforms in the global business environment.

The bootcamp was conducted by Mr. Vikash Shishodia, an industry expert from Croma Campus, who guided students through a structured and interactive learning experience. The session focused on equipping students with industry-relevant technical competencies that are increasingly essential in today's data-driven and digitally integrated business landscape.

Key areas of learning included:

Fundamental understanding of AWS cloud architecture and infrastructure design Best practices in cloud automation and deployment Core concepts related to

cloud storage, data security, and system scalability

Application of AWS tools in real-world business scenarios The session successfully bridged theoretical management knowledge with practical technology application, fostering a multidisciplinary approach to problem-solving and strategic decision-making.

The event was honored by the presence of Prof. (Dr.) Indira Bhardwaj, Dean, SOMC, who felicitated Mr. Vikash Shishodia in appreciation of his insightful contribution. In a significant gesture, Mr. Pawan Dixit, Director, Croma Campus, presented a Certificate of Knowledge Partner to the School of Management and Commerce, recognizing its ongoing commitment to promoting experiential and industry-oriented learning. Through such collaborative and skill-enhancing workshops, SOMC reaffirms its dedication to preparing students for the challenges of a rapidly evolving professional landscape by integrating emerging technologies into management education.

MarTech Conclave 2025: Rethinking Marketing in an AI-Driven Business Model



Panel discussion moderated by Dr. Ankoor Das Gupta, CEO at Garage Collective Agency.



Students engage in a thought-provoking session on AI-driven marketing strategies and digital evolution.

The School of Management and Commerce (SOMC), K.R. Mangalam University, successfully organized the MarTech Conclave – Rethinking Marketing in an AI-Driven Business Model on 20th February 2025. The conclave was designed exclusively for MBA and undergraduate students specializing in marketing, offering them an intellectually stimulating and industry-relevant learning experience. The event featured a high-impact panel discussion focused on the evolution of marketing—from the era of print media to the rise of digital platforms, and now the integration of Artificial Intelligence (AI) in shaping marketing strategies. The session delved into the advantages, practical applications, challenges, governance, and ethical considerations associated with AI in marketing, emphasizing the critical need for marketers to adapt to this transformative landscape. The panel discussion was expertly moderated by Dr. Ankoor Dasgupta, Chief Experience Officer at Garage Collective Agency, who guided the dialogue with thoughtful perspectives and probing questions. The esteemed panelists included:

Mr. Gopa Menon, Chief Growth Officer – APAC, Successive Technologies

Ms. Anita Nayyar, Marketing and Communication Expert, Former COO, Patanjali Ayurved

Mr. Siddharth Barman, Vice President – Global Marketing, Mobupps

Together, the panelists brought a wealth of experience across various industries, enriching the discussion with diverse viewpoints and real-world insights.

The conclave commenced with a warm welcome address delivered by Prof. (Dr.) Indira Bhardwaj, Dean, SOMC, who highlighted the significance of integrating technological advancements with marketing education to ensure students are industry-ready.

The School extends its sincere appreciation to the organizing committee, including Dr. (Prof.) Indira Bhardwaj, Dr. Jitin Gambhir, Dr. Anumeha Mathur, Ms. Nirmaljeet, and Ms. Sukanya, for their meticulous planning and coordination. Special thanks are also due to the faculty and staff of SOMC for their continued support and discipline management, which contributed to the seamless execution of the event.

The MarTech Conclave 2025 stands as a testament to SOMC's commitment to fostering innovation-driven learning and bridging the gap between academia and industry through impactful engagements.

Industrial Visit to Imperial Autos, Faridabad



BBA (H) students of K.R. Mangalam University at Imperial Autos, Faridabad – gearing up for an immersive learning experience in the automobile industry



Bridging theory and practice – students engaged in live industrial processes, gaining firsthand insights into operations, logistics, and technology at Imperial Autos.

The School of Management and Commerce (SOMC) at K.R. Mangalam University organized an insightful industrial visit to Imperial Autos, Faridabad, for BBA (H) Research II Semester students on 4th February 2025. This educational visit aimed to bridge the gap between classroom learning and practical industry experience by exposing students to real-world applications of

management concepts in the automobile sector. Through guided tours, interactive sessions, and case studies, students gained valuable insights into manufacturing processes, supply chain logistics, business operations, and technological advancements, enhancing their academic learning and professional preparedness.



B.Com students of K.R. Mangalam University ready to explore the world of FMCG at Coca-Cola's Moon Beverages plant in Greater Noida.



From theory to practice – students gaining hands-on insights into Coca-Cola's production, marketing, and sustainability practices during the industrial visit.

The School of Management and Commerce (SOMC) at K.R. Mangalam University organized an industrial visit to Coca-Cola (Moon Beverages), Greater Noida, on 21st January and 29th January 2025 for B. Com students.

This experiential learning opportunity aimed to bridge classroom learning with real-world applications by providing insights into Coca-Cola's production line, supply

chain logistics, marketing strategies, and sustainability initiatives. Students observed automated manufacturing processes and interacted with company representatives, gaining a practical understanding of key business functions. The visit significantly enriched their academic experience and broadened their knowledge of FMCG industry practices.

FACULTY RESEARCH UPDATES

At the School of Management & Commerce, we are committed to fostering a culture of academic excellence, innovation, and impactful research. Our faculty members continue to push the boundaries of knowledge through pioneering studies, interdisciplinary collaborations, and technology-driven solutions that address real-world challenges. This section highlights some of the most recent and remarkable research contributions made by our esteemed faculty in leading journals, high-impact book chapters, and cutting-edge patents. These accomplishments reflect not only individual scholarly achievement but also the school's collective pursuit of academic and societal advancement. We take immense pride in showcasing these research milestones—each one contributing meaningfully to the global academic landscape and reinforcing our position as a hub of thought leadership and innovation.

Book Chapters

Dr. Sarina Asif from the School of Management & Commerce has recently published a book chapter titled "The Role of Digital Food Marketing in Shaping Consumer Behavior and Sustainability in Emerging Economies" in the edited volume "Innovative Trends Shaping Food Marketing and Consumption", published by IGI Global. This chapter, released on January 13, 2025, explores how digital food

marketing is influencing consumer behavior and promoting sustainability in emerging markets. Dr. Asif's contribution offers valuable insights into the intersection of marketing innovation, digital transformation, and sustainable food practices, marking a significant academic achievement and a proud moment for the institution.

We are pleased to share that Dr. Sangeeta from the School of Management & Commerce has recently published a book chapter titled "Human Capital Valuation and Economic Resilience: A Theoretical Framework for Workforce Investments in the Disruptive Era" in the scholarly volume "People, Profits, and Policy: Redefining Workforce Economics and Financial Strategy in a Disruptive Era", published by Book Rivers. This chapter, released on March 25, 2025, presents a robust theoretical framework emphasizing the significance of human capital investment in enhancing economic resilience during periods of disruption. Dr. Sangeeta's work critically examines the evolving dynamics of workforce economics, making a valuable contribution to current academic and policy discourse. We are delighted to share that Dr. Deepika Chaudhary from the School of Management & Commerce has authored a book titled "People, Profits, and Policy: Redefining Workforce Economics and Financial Strategy in a Disruptive Era", published by Book Rivers. Released on March

28, 2025, this book presents a comprehensive examination of the evolving landscape of workforce economics, human capital investment, and financial strategies amidst global disruptions. Dr. Chaudhary's work offers valuable theoretical and practical insights into aligning policy, profit objectives, and people-centric approaches in modern organizational settings.

Research Papers

We are pleased to announce that Dr. Meenakshi Gujral from the School of Management & Commerce has published a research paper titled "Prioritization of Gamification Features in Enhancing Users' Engagements in Fintech Apps: A Fuzzy AHP Approach" in the esteemed journal *Rabindra Bharati Patrika*, published by Rabindra Bharati University. Published on January 1, 2025, the study employs the Fuzzy Analytic Hierarchy Process (AHP) to systematically rank gamification features that most effectively drive user engagement in financial technology applications. Dr. Gujral's research contributes meaningfully to the intersection of fintech, user experience design, and decision science.

We are delighted to share that Dr. Meenakshi Gujral has also published a research paper titled "A Review of Men's Intention to Buy Green Personal Care Products" in the *International Journal of Advanced Academic Studies*, published by All Study Journal. Published on January 22, 2025, the paper offers a comprehensive review of the factors influencing men's purchasing behavior toward eco-friendly personal care products. Dr. Gujral's study sheds light on the growing relevance of green consumerism and provides valuable insights for marketers and sustainability advocates.

We are proud to announce that Dr. Anshika Prakash has published a research paper titled "A Critical Exploration of Deciphering the Contribution of ESG Scores on Corporate Strategy Planning and Financial Success" in the *Journal of the Asiatic Society of Mumbai*. Published on January 24, 2025, the paper critically examines how Environmental, Social, and Governance (ESG) scores influence corporate strategic decision-making and drive financial performance. Dr. Prakash's research contributes to the growing body of literature on sustainable business practices and offers valuable insights for academicians, corporate leaders, and policymakers.

We are delighted to share that Dr. Deepika Chaudhary has published a research paper titled "Compassionate Entrepreneurship and Cognitive Workaholism: Mediating Role of Artificial Intelligence Adoption" in the *International Journal of Entrepreneurship and Small Business (IJESB)*, published by Inderscience Publishers. Released on March 31, 2025, this paper explores how the adoption of artificial intelligence serves as a mediator between compassionate entrepreneurship and cognitive workaholism in the modern workplace. Co-authored with Ruchi Rayat, Manuha Nagpal, and Sudha Panwar, the study offers key insights into integrating emotional intelligence, work behavior, and

technology in entrepreneurial settings.

We are pleased to share that Dr. Sapna Rana has successfully published a research paper titled "Understanding the Factors Influencing Human Resource Information System Adoption: A UTAUT Extended-Based Empirical Study" in the *IPE Journal of Management*. Published on January 6, 2025, this empirical analysis applies the extended Unified Theory of Acceptance and Use of Technology (UTAUT) to explore key factors driving the adoption of Human Resource Information Systems. Dr. Rana's study presents important findings for organizations striving for digital transformation in human resource practices.

Patents

We are proud to announce a series of groundbreaking patent filings by esteemed faculty members of the School of Management & Commerce, showcasing their commitment to innovation and applied research across diverse domains such as education, supply chain, finance, sustainability, and digital transformation. **IoT-Enabled Customer Feedback System:** A smart IoT-based system has been developed by Ms. Nirmaljeet Kaur Virk, Dr. Sarina Asif, Dr. Anumeha Mathur, Ms. Sukanya Chaudhary, and Dr. Indira Bhardwaj. Patent Published on March 20, 2025, this system is designed to collect, analyze, and respond to customer feedback in real time, enhancing customer satisfaction and enabling data-driven service improvements.

AI-Based Display Computer Device for Online Learning and Management: An AI-powered display device tailored for digital education environments has been created by Dr. Indira Bhardwaj. Published on March 31, 2025, this system facilitates seamless online learning through adaptive content delivery, real-time student engagement tracking, and AI-based personalized feedback.

Innovation, Science and Economic Development Canada Patent: A Canadian patent published on January 20, 2025, has been secured by Dr. Indira Bhardwaj. This innovation focuses on transformative applications in technology management and operational efficiency.

A System and Method for Recycling and Reverse Logistics in a Circular Supply Chain using AI, IoT, and Blockchain : A system and method for recycling and reverse logistics in a circular supply chain using AI, IoT, and Blockchain has been developed by Dr. Vijay Prakash. Published on January 31, 2025, the system enhances sustainability by tracking waste flow and optimizing logistics across the supply chain.

Hybrid Supply Chain Model Integrating E-Commerce and Brick-and-Mortar Retail: A hybrid supply chain model integrating e-commerce with brick-and-mortar retail has also been developed by Dr. Vijay Prakash. Published on January 24, 2025, the model synchronizes traditional and digital commerce platforms, offering a unified and efficient retail experience. **AI-Driven Financial Inclusion Platform for Underserved Communities with Predictive Analytics:** An AI-

driven financial inclusion platform designed for underserved communities has been developed by Mr. Shubham Sachan. Published on January 31, 2025, the platform leverages predictive analytics to provide customized financial services, including micro-financing and credit risk assessments. Digital Twin System for Real-Time Carbon Footprint Optimization

in Manufacturing: A digital twin system aimed at optimizing carbon footprint in manufacturing processes has been developed by Ms. Poonam Kumari. Published on January 3, 2025, the system provides real-time simulation and monitoring to reduce environmental impact and support sustainable manufacturing goals.

CLUBS AND SOCIETIES

Management Society , Role-Play: Crisis Management in Public Relations

On Tuesday, 21st January 2025, the Management Society of K.R. Mangalam University organized a dynamic and engaging skill-based activity titled Role-Play: Crisis Management in Public Relations in Room No. C 416, C Block. Designed to equip students with practical experience in handling high-stakes public relations crises, the offline event witnessed the enthusiastic participation of 12 students. Participants took on diverse roles such as PR managers, company executives, legal advisors, media personnel, and concerned stakeholders in a simulated crisis scenario. Through a series of structured exercises—including a press conference simulation, stakeholder communication sessions, and internal strategy discussions—students honed their communication, decision-making, and leadership skills under pressure. The event concluded with a detailed debrief and feedback session by faculty members, offering insights into effective crisis response strategies. Coordinated by Dr. Sarina Asif, Dr. Deepak Kumar, and Dr. Rupali, with student coordinators Mr. Priyam Bhardwaj and Ms. Ridhi Verma, the activity proved to be a valuable learning experience,



A student acting as a PR manager addressing the media in a simulated press conference as part of the crisis management role-play.

fostering critical thinking and teamwork among future PR professionals.



A group photo of the students and faculty members who participated in the Role-Play: Crisis Management in Public Relations event.



Students engaging in an interactive role-play session where different stakeholders present their concerns and discuss crisis resolution strategies.



Students listening attentively to the session, preparing their responses as part of the crisis management exercise.

Negotiation Role-Play

On Tuesday, 18th February 2025, the Management Society of K.R. Mangalam University conducted an insightful offline Negotiation Role-Play activity in Room No. C 416, C Block, aimed at enhancing students' negotiation, communication, and strategic thinking skills. With the participation of 25 enthusiastic students from various departments, the session simulated real-life negotiation scenarios such as salary discussions, vendor-client deals, and business partnerships. Participants assumed professional roles with specific objectives and engaged in dynamic dialogues to reach mutually beneficial outcomes. The interactive

session provided a platform for experiential learning, where students practiced persuasive communication, conflict resolution, and collaborative problem-solving. Facilitated by faculty coordinators Dr. Sarina Asif, Dr. Deepak Kumar, and Dr. Rupali, along with student coordinators Mr. Priyam Bhardwaj and Mr. Sumit Mishra, the event successfully fostered key managerial competencies. It not only deepened students' understanding of negotiation techniques but also empowered them with the confidence and emotional intelligence needed for real-world business interactions.



Group photo capturing the enthusiastic participants and faculty coordinators at the conclusion of the Negotiation Role-Play event.



Facilitators observing the participants as they collaboratively navigate a salary negotiation scenario, focusing on win-win outcomes.



Students engaged in an intense one-on-one negotiation exercise, simulating a real-world business discussion while being observed by coordinators and peers.



Participants confidently presenting their negotiation outcomes, receiving feedback and encouragement from faculty members and peers in a collaborative learning environment.

Silent Strategist Competition

On Tuesday, 18th March 2025, the Management Society of K.R. Mangalam University hosted the Silent Strategist Competition in Room No. C 416, C Block. This unique, skill-based offline activity challenged 15 students to strategize and collaborate without using verbal communication, focusing instead on gestures, expressions, and visual cues. The competition aimed to enhance non-verbal communication, decision-making, and intuitive teamwork—key skills for aspiring managers and leaders. Participants tackled a series of silent challenges that required creative problem-solving and adaptive collaboration. Coordinated

by faculty members Dr. Sarina Asif, Dr. Deepak Kumar, and Dr. Rupali, along with student coordinators Mr. Priyam Bhardwaj and Mr. Sumit Mishra, the event fostered critical thinking, empathy, and lateral strategy execution. The highlight of the competition was the outstanding performance of Hurma Rehman (B.Com Hons. – ACCA), who secured the first position with her exceptional ability to convey and execute strategies silently. The event proved to be both intellectually stimulating and highly engaging, reinforcing the power of non-verbal communication in real-world management scenarios.



Faculty and student coordinators along with participants after the offline skill-based activity focused on non-verbal communication and collaboration.



Teams showcase teamwork and coordination through gesture-based communication as part of the Silent Strategy Execution round.



Student participants and coordinators gather for a group photo post-competition, celebrating the successful completion of the Silent Strategist Competition.

Current Affairs Buzz: A Quiz Competition

On Tuesday, 15th April 2025, the Management Society of K.R. Mangalam University organized an exciting knowledge-based event—"Current Affairs Buzz: A Quiz Competition"—in Room No. C 416, C Block. With 40 students participating enthusiastically, the offline event tested their awareness of recent national and international developments. The competition aimed to foster real-time thinking, team coordination, and a habit of staying informed among students. Conducted in three competitive rounds—MCQ Elimination, Buzzer Round, and Rapid Fire—the quiz emphasized speed, accuracy, and strategic thinking under pressure. Under the guidance of faculty coordinators Dr. Sarina Asif, Dr. Deepak Kumar, and Dr. Rupali, and student coordinators Mr. Priyam Bhardwaj and Ms. Sumit Mishra, the event was a resounding success. Participants were

judged on their performance without the aid of reference materials, ensuring a fair and challenging contest.

Winners of the Competition:

First Position: Team 3 – Devansh (BBA-BIA) and Latesh (MBA-DM)

Second Position: Team 5 – Yogesh, Himanshu, and Prince (MBA-IBM)

The winning teams demonstrated exceptional awareness, teamwork, and composure. Certificates were awarded to both winners and runners-up. Looking ahead, the Management Society envisions expanding this competition to an inter-university level, incorporating multimedia rounds and sector-specific content to enhance engagement and learning.



Students awaiting their turn attentively as quizmasters introduce the rules and format, setting the tone for a competitive and fair event.



A participant answers a rapid-fire question as their teammates look on, highlighting collaborative thinking and real-time decision-making.



The participants sharing a light moment post-competition, celebrating knowledge, teamwork, and the thrill of participation.

Quick Pitch Challenge

On 18th March 2025, the Management Society of K.R. Mangalam University organized the "Quick Pitch Challenge" in Room No. C 416, offering 19 students a stimulating offline platform to showcase their entrepreneurial flair through concise and persuasive business pitches. Designed to emulate real-world startup pitching environments, the event challenged participants to present their innovative ideas within a 6–7 minute timeframe, followed by a brief

Q&A session. Evaluated on parameters like originality, feasibility, and presentation skills, the competition successfully honed students' abilities in structured communication, ideation, and persuasive articulation. The activity not only enhanced their confidence and critical thinking but also cultivated essential business competencies valuable for future ventures and professional engagements.



Group photo of faculty coordinators, student coordinators, and participants after the successful conclusion of the Quick Pitch Challenge organized by the Management Society.



Participants showcasing their startup pitch ideas during the event, demonstrating confidence, clarity, and entrepreneurial insight.



Student confidently pitching his business idea during the event, demonstrating structured thinking and persuasive communication skills.



Student coordinator facilitating the event and introducing the competition format to the participants at the start of the session.



Students discussing the core idea behind the pitch, highlighting the importance of clarity, innovation, and execution in entrepreneurial thinking.

Effective Sales and Marketing Strategies for Entrepreneurs/Startups



Dr. Anumeha Mathur engaging students with practical insights on sales and marketing strategies for entrepreneurial success during the KEIC workshop at K.R. Mangalam University

On 30th January 2025, the K.R. Mangalam Entrepreneurship and Incubation Centre (KEIC Foundation) organized a workshop titled "Effective Sales and Marketing Strategies for Entrepreneurs/Startups" at Room No. 403, 4th Floor, C Block, K.R. Mangalam University. The session, which commenced at 11:00 AM, was conducted by Dr. Anumeha Mathur, Faculty of Marketing, School of Management & Commerce. Aimed at nurturing entrepreneurial competence, the workshop

equipped students with practical insights into sales and marketing techniques critical for startup success. The event emphasized actionable strategies for market penetration and customer engagement, empowering participants to better understand market dynamics and position their ventures effectively. The session was coordinated by Dr. Monika Yadav (Member Secretary, KEIC Foundation) and student co-ordinator Nitish Kumar Minz.

Debate Workshop by Rhetoric Club



Students actively participating in the Rhetoric Club workshop led by Dr. Anumeha Mathur, sharpening their critical thinking, argumentation, and public speaking skills at K.R. Mangalam University

The Rhetoric Club at K.R. Mangalam University successfully organized an engaging workshop on 21st January 2025 in Room A213, A Block, aimed at honing students' critical thinking and persuasive communication skills. Conducted under the guidance of Dr. Anumeha Mathur, Assistant Professor at SOMC and a member of the Rhetoric Club, the workshop saw the enthusiastic

participation of 16 students from across the university. The session focused on developing structured reasoning, argumentation, and public speaking abilities. Through interactive learning, mock debates, and hands-on activities, the workshop empowered students to articulate ideas confidently and engage in constructive discussions on contemporary issues.

The Environment Club Blooming Minds: Educational Visit to Amrit Udayan, Rashtrapati Bhawan



All set for a blooming experience! Students of K.R. Mangalam University ready to embark on their educational trip to Amrit Udayan, Rashtrapati Bhawan, with the Environment Club.



Amidst nature's finest blooms — students explore biodiversity and the art of conservation at the vibrant Flower Show at Rashtrapati Bhawan.

On February 18, 2025, the Environment Club of K.R. Mangalam University organized a memorable educational trip to the enchanting Amrit Udayan at Rashtrapati Bhawan to witness the much-celebrated Flower Show. This vibrant event offered students a rare opportunity to explore a breathtaking variety of floral species and gain deeper insight into India's rich horticultural heritage. The visit blended education with environmental awareness, allowing students to appreciate the significance of biodiversity and the need for conservation. From rare blooms to artistically arranged gardens, every aspect

of the visit fostered a sense of responsibility towards nature. The trip was organized under the expert guidance of Dr. Joginder Singh Yadav, Convener of the Environment Club, with dedicated coordination from Dr. Mansi Yadav and Ms. Akanksha Kathuria. Special thanks to Rajesh and Vikram, the student coordinators, for ensuring smooth logistics and enthusiastic participation. This enriching experience reinforced the importance of environmental stewardship and inspired students to embrace sustainability in everyday life.

COMMUNITY CONNECT

Waste Management Awareness Through Theatre – A Nukkad Natak Initiative



Students of SOMC delivering a powerful street play on waste management, inspiring change through impactful storytelling at Lakhuwas Village: An environment Club Initiative.



United for sustainability — the Environment Club team with school authorities and coordinators after a successful Nukkad Natak promoting eco-conscious living.

On February 4, 2025, at 2:00 PM, the Environment Club in collaboration with Unnat Bharat Abhiyan, K.R. Mangalam University, organized a compelling Nukkad Natak at the Government School in Lakhawas Village. The street play focused on spreading awareness about waste management and sustainable living practices. Through powerful performances and engaging storytelling, students creatively communicated the urgent need for responsible waste disposal. A team of 14 enthusiastic students from

various disciplines—including B.Sc. (Hons) Forensic Science, MBA, and B.Tech CSE—brought the message to life and left a lasting impact on the audience. The event was coordinated by Ms. Akanksha Kathuria, Dr. Mansi Yadav, and Ms. Kritika Singh, under the invaluable guidance of Dr. Joginder Singh Yadav, Convener of the Environment Club. The university extends heartfelt gratitude to the Principal of the Government School, Lakhawas Village, for their support in making the event successful.

Poster Making Competition: Say No to Drugs (SOMC students in NSS)



Students Channel their Creativity into Powerful Visual Messages During the Poster Making Competition on Say No to Drugs



Students enthusiastically making posters.



Prize winner proudly displaying their winning posters.

In line with its commitment to promote social awareness and responsible citizenship, the National Service Scheme (NSS) of K.R. Mangalam University organized a powerful and creative Poster Making Competition on the theme "Say No to Drugs". Held on 4th February, 2025, in the Multi-Purpose Hall, the event served as a vibrant platform to engage students in a meaningful dialogue on the dangers of drug abuse through the medium of visual art. The competition drew enthusiastic participation from 60 students representing diverse disciplines, who used their creative skills to depict compelling messages about the perils of drug consumption and the importance of making healthy, informed life choices. Each poster reflected the students' understanding of the social menace of drug addiction, and emphasized advocacy for a drug-free society. The event was graced by the presence of respected judges: Dr. Shikha Dutt Sharma (IQAC Coordinator) and

Dr. Thomas Monteiro (NSS Program Officer). The judging criteria included originality, relevance to theme, clarity of message, and visual appeal. Students were guided and encouraged by coordinators Dr. Thomas Monteiro and Dr. Sapna Rana, who ensured the event's smooth execution and high engagement. This competition proved to be not only a creative outlet but also an impactful awareness drive. It motivated students to act as change agents by addressing serious social issues through education and expression. The initiative also reinforced the vital role of youth in leading advocacy for healthier communities. Such events contribute meaningfully to student development, societal contribution, and values-based education, echoing the university's commitment to holistic learning. Moving forward, the NSS at KRMU envisions organizing more such initiatives that empower students to channel their creativity towards social transformation.

PLACEMENT IN SOMC

At the School of Management & Commerce (SOMC), K.R. Mangalam University, placement and internship initiatives are strategically crafted to bridge the gap between academic learning and evolving industry expectations. Emphasizing experiential learning and career readiness, SOMC ensures that students are well-equipped to thrive

in dynamic professional environments. As a result, our students consistently secure meaningful internships and placements across a wide spectrum of sectors, including Banking, Financial Services & Insurance (BFSI), consulting, fast-moving consumer goods (FMCG), information technology (IT), e-commerce, and emerging start-ups.

Sr. No.	Roll No.	Student Name	Course	Name of Company
1	2302570067	ADITYA KUMAR SINGH	MBA	Insplore
2	2302570044	SHUBHAM KAUSHIK	MBA	Insplore
3	2302570060	TANNU	MBA	Insplore
4	2302570004	HIMANI CHAUDHARY	MBA	Sunstone
5	2202080033	KARTIK VERMA	BBA	Probit Corpdisors & Associate LLP
6	2302570012	RAJAN KUMAR	MBA	Kuwarji Motors
7	2302570022	PARSHANT RANGI	MBA	Synkriom Tech. Pvt Ltd
8	2202080024	LAVANYA AGGARWAL	BBA	Radius Logistics
9	2202080219	SATYAM GUPTA	BBA	Invision Acres
10	2202080223	ARYAN SHARMA	BBA	Invision Acres
11	2202080097	UNNATI AGGARWAL	BBA	Invision Acres
12	2202080047	SHRUTI SHREE	BBA	Invision Acres
13	2202080239	PRIYANKA SHARMA	BBA	Invision Acres
14	2202390063	TANSHIKA RAIZADA	BBA (BIA)	Invision Acres
15	2202390045	TAMANNA PRUTHI	BBA (BIA)	Invision Acres
16	2302570003	GOVIND SHARMA	MBA	ERGO SPACES
17	2202080024	LAVANYA AGGARWAL	BBA	Dhunguru Music
18	2202080044	NEERAJ	BBA	Sheer Bulls India Pvt. Ltd.
19	2302570013	KAJAL	MBA	Insplore
20	2302570016	AKANKSHA	MBA	Insplore
21	2302570018	MONIKA	MBA	Insplore
22	2302570045	SOHIL	MBA	Insplore
23	2302570051	JHANVI	MBA	Insplore
24	2202080100	PARUL YADAV	BBA	Insplore
25	2302570066	SANCHIT KUMAR TYAGI	MBA	Insplore
26	2302570070	SHUBHAM THAKUR	MBA	Insplore
27	2302570072	UDIT SHARMA	MBA	Insplore
28	2302570010	ROSHAN SINGH	MBA	Insplore
29	2302570012	RAJAN KUMAR	MBA	Insplore
30	2302570015	PRIYANSH	MBA	Insplore
31	2302570030	AJAY JOON	MBA	Insplore
32	2302570040	ALISHA SINGH	MBA	Insplore
33	2302570043	MEGHA BELWAL	MBA	Insplore
34	2202080006	AKHIL NEGI	BBA	Insplore
35	2202080016	KARTIKYA MADAN	BBA	Insplore
36	2202080018	HITESH	BBA	Insplore
37	2202080024	LAVANYA AGGARWAL	BBA	Insplore
38	2202080027	RAKSHIT MAAN	BBA	Insplore
39	2202080044	NEERAJ	BBA	Insplore
40	2202080060	UMANG KUMAR ATTRI	BBA	Insplore
41	2202080066	PALAK NARULA	BBA	Insplore
42	2202080068	VILAS JANGID	BBA	Insplore
43	2202080073	ANKITA GUPTA	BBA	Insplore
44	2202080075	VIDHI UPADHYAY	BBA	Insplore
45	2202080081	SHREANSH SINGH	BBA	Insplore
46	2202080091	PRIYANKA NEGI	BBA	Insplore
47	2202080092	ANSHU	BBA	Insplore
48	2202080099	DHRUV	BBA	Insplore
49	2202080140	TUSHAR YADAV	BBA	Insplore
50	2202080141	VISHAL PAWAR	BBA	Insplore
51	2202080142	DIVESH YADAV	BBA	Insplore

Sr. No.	Roll No.	Student Name	Course	Name of Company
52	2202080143	KUNAL LOHIA	BBA	Insplore
53	2202080153	ARYAN GUPTA	BBA	Insplore
54	2202080155	KUNAL SEHRAWAT	BBA	Insplore
55	2202080160	AMAR SIKAND	BBA	Insplore
56	2202080188	ANSH AGGARWAL	BBA	Insplore
57	2202080190	SANYA GUPTA	BBA	Insplore
58	2202080212	ANKUSH KUMAR	BBA	Insplore
59	2202080052	BEAUTY PAUL	BBA	Insplore
60	2202080071	KUSHAGRA GARG	BBA	Insplore
61	2202080096	JIYA KATYAL	BBA	Insplore
62	2202080198	AADITYA SINGH KHATANA	BBA	Insplore
63	2202080204	ADITYA RAJ	BBA	Insplore
64	2202080230	KRISH KHANDELWAL	BBA	Insplore
65	2202080238	AYUSH RAWAT	BBA	Insplore
66	2202080252	ARYAN KASHYAP	BBA	Insplore
67	2302570045	SOHIL	MBA	Learningshala
68	2302570007	BHAVYE ARORA	MBA	RSPL
69	2202390027	SUMIT MEHRA	BBA (BIA)	Orchid International School (K12)
70	2202080187	VIKRAM	BBA	RK Logistics
71	2302570003	GOVIND SHARMA	MBA	Runo Rutakshi Technologies Pvt Ltd
72	2202080190	SANYA GUPTA	BBA	All India Instiute of Occult Science
73	2202210015	NAVEEN JINDAL	B.Com (P)	Spell Petrochem Pvt. Ltd.
74	2202070026	ANUSUYA NAGPAL	B.Com (H)	Timez Care Services Pvt. Ltd.
75	2202210012	ANANDHU V	B.Com (P)	Mex Exhibition Pvt Ltd
76	2202080061	VANSHAJ ARORA	BBA	Brand Street
77	2302480021	ADITI AGRAWAL	MBA (DM)	Retcons Tech. Pvt Ltd
78	2302570052	NILESH KASHYAP	MBA	Retcons Tech. Pvt Ltd
79	2302480039	YUVRAJ NULL	MBA (DM)	HCISPL
80	2202080057	JATIN MITTAL	BBA	Veekay Polycoats Limited
81	2202080064	ADARSH DHAUNI	BBA	Abdos Oils Pvt. Ltd.
82	2302570023	NOYAL K JIJ	MBA	One97 Paytm
83	2202390018	SAHIL GUPTA	BBA (BIA)	JSS Business
84	2302480030	KASHISH	MBA (DM)	Junglee Games
85	2202210038	AASHU KUMAR	B.Com (P)	Capital Boon
86	2202210008	ABHAY KUMAR TIWARI	B.Com (P)	Magicpin
87	2202210010	ASTHA SHUKLA	B.Com (P)	Magicpin
88	2302570033	KHUSHI JAIN	MBA	WNS
89	2202070013	ISHITA S XAVIER	B.Com (H)	Invision Acres
90	2202080071	KUSHAGRA GARG	BBA	Jeto Vacations Pvt. Ltd
91	2202070005	MISHITA BHATIA	B.Com (H)	Invision Acres
92	2302570040	ALISHA SINGH	MBA	Invision Acres
93	2202070013	ISHITA S XAVIER	B.Com (H)	Wayspire
94	2302570052	NILESH KASHYAP	MBA	Wayspire
95	2302570048	PRACHI JAIN	MBA	Wayspire
96	2202080184	VAIBHAV MALIK	BBA	Wayspire
97	2302480041	SWASTIK BASOYA	MBA (DM)	ProcMart
98	2302570072	UDIT SHARMA	MBA	ProcMart
99	2302480019	YATIN SAINI	MBA (DM)	Mynd Integrated Solutions Pvt. Ltd.
100	2302480035	SAHIL SHOKEEN	MBA (DM)	John Deere, Shree Mahadev Enterprise
101	2302570015	PRIYANSH	MBA	Industryplus Services Pvt. Ltd.
102	2302570007	BHAVYE ARORA	MBA	Ambak Tenb Fintech Pvt Ltd.
103	2202080219	SATYAM GUPTA	BBA	Oodles Technologies
104	2202080241	DEVANSH SHARMA	BBA	Career Orbits e Portal Pvt. Ltd.
105	2202080122	DIKSHA JAYARA	BBA	Shivay Hospital
106	2202080042	VERSHA SANSANWAL	BBA	Shivay Hospital
107	2202390039	DIMPLE	BBA (BIA)	Shivay Hospital
108	2202080018	HITESH	BBA	Hartansh Clothing Pvt. Ltd.
109	2302570003	GOVIND SHARMA	MBA	WNS
110	2302570027	NISCHAY GROVER	MBA	AS Enterprises
111	2202080107	KANISHKA SHARMA	BBA	Shree Om Ji Cattle Feed Industries
112	2202080139	MANSI MISHRA	BBA	Stellar Innovative Transportation solluti. Pvt. Ltd
113	2202080162	VANSHIKA SEHRAWAT	BBA	Stellar Innovative Transportation solluti. Pvt. Ltd
114	2202080141	VISHAL PAWAR	BBA	Redsi Fashion

Sr. No.	Roll No.	Student Name	Course	Name of Company
115	2302570052	NILESH KASHYAP	MBA	Junglee Games
116	2302570066	SANCHIT KUMAR TYAGI	MBA	HCL Tech
117	2202080158	VIVEK MALHOTRA	BBA	Consciento
118	2302570035	MEGHA SAINI	MBA	Helical Springs
119	2302570004	HIMANI CHOUDHARY	MBA	Deep Precesion Industries
120	2302570056	MANJEET KUMAR	MBA	Deep Precesion Industries
121	2302480002	ANSH TYAGI	MBA (DM)	Shift my Car
122	2302570028	MANDEEP SEHRAWAT	MBA	Shri Balaji Sanitary & Hardware
123	2302570029	SUNNY DAHIYA	MBA	Shri Balaji Sanitary & Hardware
124	2202080125	NESH BEDI	BBA	NK Industries
125	2202080160	AMAR SIKAND	BBA	NK Industries
126	2202080156	DEV KATYAL	BBA	Consciento
127	2202520008	RIYA DAGAR	BBA (BIA)	Elyson Software Pvt. Ltd
128	2202390059	PRATHAM SEHGAL	BBA (BIA)	Unikon Innovations Pvt. Ltd.
129	2302570014	AAKASH UPADHYAY	MBA	AMW Group
130	2202080066	PALAK NARULA	BBA	Gifting Hues
131	2302570062	HARSH BHARDWAJ	MBA	Chirag Hospital
132	2202080010	TARUN PARIHAR	BBA	Radha Krishna Homes
133	2202080074	PALLAVI KUMARI	BBA	Invest4Edu
134	2202070060	UJJWAL AGGARWAL	B.Com (H)	Euro Control N Automation
135	2202080179	TUSHAR JINDAL	BBA	Raymond
136	2202080109	RISHABH JAIN	BBA	Raymond
137	2302570026	ARYAN KUMAR	MBA	Sagar Travels
138	2302570017	SOURAV YADAV	MBA	Sagar Travels
139	2202080224	KASHISH NEUPANE	BBA	Learning Routes
140	2202070005	MISHITA BHATIA	B.Com (H)	Go Sharpner
141	2202080024	LAVANYA AGGARWAL	BBA	Go Sharpner
142	2202080135	JINGYASA MOHAPATRA	BBA	Nuworld Retail Private Limited
143	2202080095	ADITYA ANIL KAUSHIK	BBA	Quippo Oil and Gas infrasturcture Ltd.
144	2302570013	KAJAL	MBA	InnovateEra
145	2202080099	DHRUV	BBA	Stearates India
146	2202080082	GAURAV SHARMA	BBA	Stearates India
147	2302480006	ANSHITA	MBA (DM)	Skyforge Pvt. Ltd.
148	2302570055	POOJA	MBA	Skyforge Pvt. Ltd.
149	2302570051	JHANVI	MBA	Ram Rupee Pvt. Ltd.
150	2202080237	KAJAL MAURYA	BBA	Brand Street
151	2202080153	ARYAN GUPTA	BBA	Cramic Farms
152	2302570025	SIDHARTH DEMBLA	MBA	Skyforge Pvt. Ltd.
153	2202080185	AYUSH PANWAR	BBA	Broadwings Logistics pvt Ltd.
154	2302480026	KARUNA	MBA (DM)	Grimbyte
155	2202390009	RASHI SHARMA	BBA (BIA)	Teamlease
156	2202390021	DIKSHA YADAV	BBA (BIA)	Teamlease
157	2202080176	SHRUTI CHATURVEDI	BBA	Pro Housy Point Tech Sol. Pvt. Ltd.
158	2202080074	PALLAVI KUMARI	BBA	Pro Housy Point Tech Sol. Pvt. Ltd.
159	2202390057	AKANKSHA GUPTA	BBA (BIA)	Three Thirty AM Pvt. Ltd.
160	2302480018	KARTIK BALWAN	MBA (DM)	Shri Balaji Sanitary & Hardware
161	2302480027	MUSKAN	MBA (DM)	Shri Balaji Sanitary & Hardware
162	2302480016	TANU JANGHU	MBA (DM)	Shri Balaji Sanitary & Hardware
163	2302480013	SIMRAN	MBA (DM)	Brandssoul IT Firm
164	2202080252	ARYAN KASHYAP	BBA	NEWTREO GLOBAL PVT LTD
165	2202080238	AYUSH RAWAT	BBA	Winit media pvt ltd
166	2202070074	JATIN RATHI	B.Com (H)	SHREE OM JI CATTLE FEEDS
167	2202080183	ASHI TRIPATHI	BBA	Savi Vision Pvt Ltd.
168	2202080034	AYUSH GANDHI	BBA	SIMHRSUCCESS LLP
169	2202080098	HIMANSHI BHARDWAJ	BBA	Ashok Engineering Works
170	2202080092	ANSHU	BBA	Navyug Indane
171	2302480032	RAVINDER SINGH	MBA (DM)	GSB Reality Homes
172	2302480010	KUNAL TEWATIA	MBA (DM)	Akash Pack Tech Pvt. Ltd.
173	2302480039	YUVRAJ NULL	MBA (DM)	Sagar Travels
174	2302480038	TUSHAR KUMAR	MBA (DM)	Sagar Travels
175	2302480011	BADAL CHAUDHARY	MBA (DM)	Akash Pack Tech Pvt. Ltd.
176	2302480040	GARV BANSAL	MBA (DM)	Bansal Traders
177	2302480003	ABHISHEK	MBA (DM)	Akash Pack Tech Pvt. Ltd.

Sr. No.	Roll No.	Student Name	Course	Name of Company
178	2302570048	PRACHI JAIN	MBA	Shift purple Three Legged Voyager Pvtl Ltd
179	2302480037	SHYAM	MBA (DM)	Bansal Traders
180	2302570060	TANNU	MBA	All India Industrial Sollutions
181	2202080019	MUSKAN YADAV	BBA	Prem Motors
182	2202080142	DIVESH YADAV	BBA	Hemderi Sales Coorporation
183	2202080096	JIYA KATYAL	BBA	Metro Cool
184	2202070020	SNEHA SHINGARI	B.Com (H)	WeddingWire India Private Limited
185	2202390055	VISHAKHA GUPTA	BBA (BIA)	Positive Moves
186	2202080192	SIDDHARTH SINGH	BBA	Broadwings Logistics pvt ltd.
187	2302570071	SAHIL SHRESTHA	MBA	Insplore
188	2302570061	AKANSHA WALIA	MBA	Concentrix
189	2202070032	HEENA MITTAL	B.Com (H)	College Dekho
190	2202070068	RITU RANI	B.Com (H)	College Dekho
191	2302570004	HIMANI CHOUDHARY	MBA	Recruitment Cell.com
192	2202080229	MANYA BANSAL	BBA	Good Space AI
193	2202080184	VAIBHAV MALIK	BBA	Compass Group
194	2202080225	PRANKUR VARSHNEY	BBA	Skills Root
195	2302480023	SHIVANI CHAKKAR	MBA (DM)	AHIRWAL TRADING CORPORATION
196	2302480007	ANKITA YADAV	MBA (DM)	AHIRWAL TRADING CORPORATION
197	2202080091	PRIYANKA NEGI	BBA	Acapella Productions
198	2302570063	RENU CHAUHAN	MBA	Iqor India Pvt. Ltd.
199	2202390015	POORVA KHARE	BBA (BIA)	T & A Consulting
200	2202080105	NISHA ROY	BBA	Klaantek LLP
201	2202080086	VICKY BARMAN	BBA	Klaantek LLP
202	2202080249	NIKHIL SHARMA	BBA	Clan Wits India pvt ltd.
203	2302480042	SHEKHER	MBA (DM)	Bansal Traders
204	2202210027	PRATHAM JOSHI	B.Com (P)	WNS
205	2202210018	GARV CHHABRA	B.Com (P)	WNS
206	2202080108	GARVIT NAGPAL	BBA	WNS
207	2202080025	ARIHANT CHUPHAL	BBA	Wayspire
208	2302570019	SONAL CHOUDHARY	MBA	Teachoo
209	2302480008	MUSKAN YADAV	MBA (DM)	Plateful Consulting
210	2302480036	SIMANT YADAV	MBA (DM)	Sky the school
211	2302570005	ANANYA SRIVASTAVA	MBA	Ram Rupee Pvt. Ltd.
212	2202070008	ANKIT DHANKAR	B.Com (H)	Coming Keys
213	2202080068	VILAS JANGID	BBA	Coming Keys
214	2202080024	LAVANYA AGGARWAL	BBA	Coming Keys
215	2202080006	AKHIL NEGI	BBA	Quick Touch
216	2202080127	VIKASH	BBA	Gurukul Ayurveda Healthcare India
217	2202390029	HIMANSHU	BBA (BIA)	Gurukul Ayurveda Healthcare India
218	2202080052	BEAUTY PAUL	BBA	STG Journey Pvt. Ltd.
219	2202080211	ARPIT CHAUHAN	BBA	Unique Prints
220	2202080173	ASHUTOSH BHARDWAJ	BBA	MDS Group of companies
221	2202080231	ARPAN JAIN	BBA	Exotica Bath Fitting
222	2202070058	RISHABH KHANDELWAL	B.Com (H)	Wcube

STUDENT CORNER

My College Journey – Vardaan Aggarwal
BBA (Marketing), School of Management and Commerce



Vardaan with Chancellor Prof. Dinesh Singh, Vice-Chancellor Prof. Raghuvir Singh, and Prof. Mehraj Motilal Nehru Chair – a moment celebrating mentorship, leadership, and the spirit of growth at K.R. Mangalam University.

Stepping into the college as an extroverted and enthusiastic student, I had only one aim – to make the most of these three years, not just academically, but through every opportunity that would come my way. My journey at K.R. Mangalam University has been nothing short of transformative – full of learning, leadership, memories, and self-growth. From the very first day of orientation, I knew I wanted to contribute actively to the institution. That day marked the beginning of beautiful friendships and lifelong bonds. I introduced myself with a spontaneous shayari, earning me the informal title of “the shayar of the batch.” My seniors were immensely supportive; they guided me, mentored me, and soon I began assisting them in various events and college activities. As I started building strong networks within the department and faculty members, I was encouraged to take on more responsibilities.

Their constant support and motivation shaped my confidence and helped me explore my potential. With a deep passion for cultural activities, I joined the student council and eventually became the President of the Theatre Club “Navarambh.” Leading my team, we participated in multiple inter-college events, performed at various platforms, and created memories that will last a lifetime. My eagerness to contribute further led me to contest for the position of Cultural Secretary in my second

year – and with the faith of my peers, I was elected. This role gave me the chance to organize and manage several events and represent my college with pride. Alongside all this, another milestone in my journey was the launch of my own brand – Vardaan – Ehsaas Bhartiye Swad Ka.

It is a brand that aims to bring authentic and traditional snack products from across India, retaining their natural nutrition while adding a modern twist. Balancing my academic and entrepreneurial journey wasn't easy, but my department – School of Management and Commerce – played a pivotal role. My faculty mentors guided me through marketing strategies, business decisions, and practical approaches to scale my brand. I also got the opportunity to enroll in KEIC (KRMU Entrepreneurship and Innovation Cell), which provided me a great platform to showcase my products through stalls, gave me real-time entrepreneurial exposure, and widened my vision from being just a business owner to thinking like a changemaker. Throughout my college life, I immersed myself in volunteering, hosting, and managing various events. These experiences shaped my personality, leadership, and decision-making skills. I would especially like to thank my mentors – Dr. Monika Yadav, Dr. Anjana Singh, Dr. Anumeha Mathur, Mrs. Sukanya Chaudhary, Dr. Sarina Asif, and Mr. Harikant – for being my guiding light throughout this journey. Their mentorship, support, and belief in me have been the foundation of my success. As I move forward, I carry with me not just a degree, but a treasure trove of experiences, friendships, and values that will continue to guide me in every walk of life.

THOUGHTS FROM FACULTY

POSH at the Workplace: Not Just Policy—A Power Statement



Ms. Akanksha Kathuria receiving a token of appreciation for her impactful POSH training session at Jayem Auto Industries Pvt. Ltd.—a gesture honoring her commitment to workplace dignity and awareness.



Ms. Akanksha Kathuria, Assistant Professor at SOMC, K.R. Mangalam University, leading an impactful POSH training session—empowering employees to build a respectful and safe workplace.

Ms. Akanksha Kathuria, Assistant Professor at School of Management and Commerce, K.R. Mangalam University, conducted a POSH (Prevention of Sexual Harassment) training session at Jayem Auto Industries Pvt. Ltd., Faridabad.

In any professional environment, safety, dignity, and respect should be foundational, not aspirational. Yet, for decades, inappropriate behaviour, subtle coercion, and unchecked power dynamics were tolerated, normalized, and too often silenced. The Prevention of Sexual Harassment (POSH) Act, 2013, was a turning point—a legal and moral declaration that every individual has the right to a workplace free from fear, discomfort, or exploitation. POSH is not just about ticking off compliance checklists or forming an Internal Committee. It's about shifting the mindset—from ignorance to awareness, from tolerance to zero tolerance. It's about creating a culture where boundaries are respected, voices are heard, and the response to misconduct is immediate and just.

Because here's the truth: harassment doesn't always scream—it often whispers. It hides behind uncomfortable jokes, suggestive comments, lingering glances, and power plays disguised as protocol. This is why awareness and education are critical. Every employee, from the boardroom to the shop floor—must understand what

constitutes sexual harassment and what their rights and responsibilities are. "No means no. Silence does not mean yes. Consent is not up for negotiation." POSH empowers individuals to recognize the red flags, speak up without fear, and demand accountability. For organizations, it's a chance to stand for integrity, not just legally, but culturally. A workplace that champions POSH becomes a magnet for talent, a breeding ground for innovation, and a space where people perform at their best because they feel safe and respected.

But let's be clear: one session a year won't change culture. POSH needs to be part of the everyday dialogue—reinforced through workshops, leadership behavior, grievance redressal, and visible action. It's not about fear of the law—it's about pride in doing what's right.

When we embed dignity into the DNA of our workspaces, we don't just build safer offices—we build stronger organizations.

Ms. Akanksha Kathuria,

Certified POSH Trainer

**Assistant Professor, School of Management and
Commerce**

SOMC ALUMNI

Legacy Link: First Batch of KRMU

The School of Management & Commerce at K.R. Mangalam University successfully hosted an enriching alumni interaction session titled 'Legacy Link: First Batch of KRMU' on 26th March, 2025. This engaging initiative was designed to bridge the past and present, as enthusiastic first-year MBA students had the unique opportunity to connect with distinguished alumni from the university's inaugural batch.



Mr. Ismail Khan and Mr. Debojyoti Shain sharing their inspiring journeys with MBA freshers.

The session featured Mr. Ismail Khan, a well-known food vlogger, and Mr. Debojyoti Shain, Business Head and Co-Founder of Newmi. Their journeys from university classrooms to professional excellence offered students powerful insights into navigating unconventional career paths. Through storytelling and open discussions, the alumni emphasized the significance of passion, risk-taking, and personal branding in today's dynamic professional landscape.

The event was more than just a talk—it was a mentorship moment that inspired students to dream beyond traditional job roles and build their own niche in emerging industries. This interaction also aligned with SDG 4 (Quality Education), emphasizing real-world applications of academic learning and fostering lifelong learning opportunities.

Students actively participated, posed insightful questions, and expressed a strong desire to continue engaging with the alumni network. The overwhelming response



Alumni – Ismail Khan and Debojyoti Shain interacting with students.

reaffirmed the importance of such initiatives in enriching the learning experience and promoting a culture of community and continuous development.



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