



**CHANDIGARH BUSINESS
SCHOOL OF ADMINISTRATION**

Building Careers. Transforming Lives.

MANAGEMENT MAVENS

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VISION of Chandigarh Business School of Administration

“To be recognized as the leading business school creating committed professionals determined to serve the society”

MISSION of Chandigarh Business School of Administration

- M1: To continuously grow and become a fountainhead among the business schools through effective teaching learning processes and pre-placement training.
- M2: To strengthen connections with the academia, industry and alumni to facilitate overall development of the students.
- M3: To enhance business and technological knowledge of students by providing state-of-the-art facilities.
- M4: To provide opportunities to the students for global exposure through international tie-ups.
- M5: To develop research culture among students and faculty.
- M6: To create ethical and socially responsible professionals for the society.

MESSAGE FROM CAMPUS DIRECTOR



DR. P.N. HRISHEEKESHA

Campus Director
CGC Landran, Mohali

I am thrilled to offer my warmest greetings to everyone and take great pride in witnessing another significant phase of our accomplishments and endeavors. It brings me immense pleasure to communicate with you through the pages of our college magazine. Within these pages, you will discover a diverse range of events, experiences, and achievements that encapsulate the spirit of our college life. From numerous academic successes to a variety of cultural celebrations, from noteworthy sports achievements to impactful community outreach initiatives, each person's contribution reflects their exceptional talents and pursuits.

We must persist in creating an atmosphere of inclusivity, respect, and empathy. Let's continue working towards establishing a campus that embraces diverse perspectives, where every voice is heard, and every idea is appreciated. Through collaborative efforts, we can maintain the integrity of our educational institution as a nurturing environment where intellectual growth thrives, and empathy prevails. My sincere gratitude goes to the editorial team and all those who have played a part in crafting this magazine. Your dedication and hard work have brought this publication to life, and I applaud your efforts in preserving the memories of our college for future generations.

In conclusion, I extend my best wishes to each and every one of you. May this magazine serve as a wellspring of inspiration and a reminder of the incredible potential within our college community. Let us always move forward with purpose, compassion, and a dedication to excellence.

MESSAGE FROM DIRECTOR PRINCIPAL



Dr. (Mrs.) Ramandeep Saini

Director Principal
Dean International Affairs
Chandigarh Business School of Administration

I take great pleasure in addressing you through the pages of our college's quarterly magazine. As we come together to celebrate the achievements and progress of the past few months, my heart swells with pride and gratitude for the remarkable contributions made by each member of our college community. Our college is more than just a place of learning; it is a canvas where dreams are nurtured, talents are honed, and futures are shaped. Through the pages of this magazine, we honor the spirit of inquiry, creativity, and dedication that defines our institution.

I want to express my sincere commendation to our exceptional faculty members for their tireless efforts in imparting knowledge and wisdom. Their commitment to academic excellence and passion for teaching has been instrumental in shaping the minds of our students. To our students, I extend my deep admiration for your thirst for knowledge and your relentless pursuit of aspirations. Your accomplishments in academics, arts, sports, and various other fields are a testament to your hard work and determination.

Lastly, I would like to convey my gratitude to the editorial team and all individuals involved in the creation of this magazine for their diligent efforts and unwavering commitment. This magazine stands as a tangible representation of our ingenuity, foresight, and dedication to achieving and maintaining high standards.

MESSAGE FROM THE EDITOR'S DESK



Shailee Thakur

Editor-in-Chief

Dear Readers,

As we stride into a new academic season, it brings me great pleasure to welcome you back to the pages of our college community. As we continue our journey of exploration, learning, and growth, I am thrilled to present the latest edition, curated with a commitment to providing insightful and thought-provoking content. In this issue, we delve into the ever-evolving landscape of business education, featuring articles that illuminate the intersection of theory and practice. I am delighted to present a fresh compilation that highlights the vibrant tapestry of events that have unfolded within our esteemed institution. Within these pages, you will find stories of resilience, innovation, and success from our alumni, faculty, and students. It is through these narratives that we aim to inspire and motivate our readers, fostering a sense of community and shared accomplishment within the CBSA family.

Dive into the pages to discover snapshots of collaborative initiatives, engaging discussions, and moments of shared knowledge. Our team has meticulously curated this edition to provide you with an immersive experience, allowing you to relive the excitement and accomplishments that have defined our recent events.

Thank you for being an integral part of our community. We look forward to continuing this journey of discovery and learning with you.



Mannat Bains

Assistant Editor

International Conference on Smart Computing Technologies and Business Management Strategies ICCTBM 2022

Chandigarh Business School of Administration organized a two-day International Conference on the theme Smart Computing Technologies and Business Management Strategies ICCTBM 2022 on 20th-21st January, 2022. The two-day online international conference provided deep insights into several issues related challenges faced by recent computing technologies and business management strategies. It provided a platform for exchanging technical knowledge among the experts from research, academia.



Motivational Seminar on Pursuing Entrepreneurship

Department of Commerce, CBSA organized a seminar on Motivational Seminar on Pursuing Entrepreneurship on 15th February, 2022. The objective of this seminar was to inspire and empower individuals to explore and embrace the entrepreneurial journey. The speaker for the seminar was Mr. Jas K. Shan, a motivational speaker who aimed to provide participants with valuable insights, motivation, and practical knowledge that can help them overcome challenges and embark on a successful entrepreneurial path.



Workshop on Entrepreneurship Skills, Attitude and Behaviour Development

Department of Commerce, CBSA organized a Workshop on Entrepreneurship skills, Attitude & Behaviour Development on 23rd February, 2022. The speaker for the event was Mr. Hitesh Kumar Gulati, Human Capital Transformation & Change Management Consultant workshop. Students learnt the importance of knowing self and others as a first step to develop required skills and competencies which are essential for being an entrepreneur.



Session on Finance – Skills and Opportunities

The MBA Department, CBSA, organized a session on Finance- Skills and Opportunities on 25th February, 2022. The speaker of the event was Mr. Gurmeet Chadha, who emphasized on the critical evolution of the financial sector amidst rapid technological advancements. He warned that banking and corporate sectors must adapt to stay relevant, highlighting the burgeoning opportunities for the youth in these markets. The session was organized under the VARTA series in association with Mahatma Gandhi National Council for Rural Education (MGNCRE), Department of Higher Education, Ministry of Education, Govt. of India.



Five Days Workshop on Digital Marketing

The MBA Department, CBSA, organized a five day Workshop on Digital Marketing in collaboration with Indian School of Digital Marketing Management and Technology from 28th February- 4th March, 2022. The resource person of this workshop was Mr. Ajay Aggarwal; a digital marketing trainer and consultant. The main goal for organizing the workshop was to learn the various dimensions of digital marketing such as building websites, creating blog entries, search engine optimization, email marketing, social media marketing & web analytics.



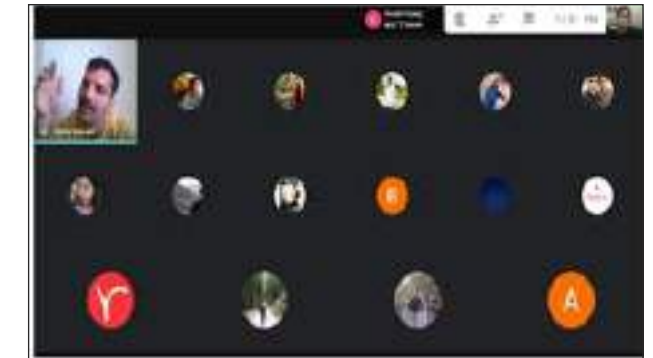
Expert talk on Intellectual Property Rights (IPRs) and IP management for Startup

Department of Computer Applications, CBSA organized an expert talk on Intellectual Property Rights (IPRs) and IP management for Startup for the students on 9th March, 2022. The objective of conducting this session was to provide information and guidance related to IPR and IP Management. The speakers for the session Ms. Charu Dhingra, Software Engineer, Maven Wave & Ms. Nidhi Malik, Associate Software Engineer, Xoriant Solutions Private Limited, motivated students for patent filing and exploring different start-up programs. They also briefed about the patenting process and its implementations for a startup.



Session on Achieving Value Proposition Fit & Business Fit

BBA Department, CBSA, organized a webinar on Achieving Value Proposition Fit & Business Fit on 15th March, 2022. The speaker for the event was Dr. Ankur Gangal (Partner Turantu Softtech). This session helped students to understand different factors affecting business. The session was useful in exploring knowledge with adaptation of changes in internal and external factors that affect business.



Session on Business Model Canvas for Rural Entrepreneurship

The MBA Department, CBSA organized a session on Business Model Canvas For Rural Entrepreneurship on 25th March, 2022. The speaker for the session was Prof. Chetan, Director, MGNCRE. The session was organized under the VARTA series in association with Mahatma Gandhi National Council for Rural Education (MGNCRE), Department of Higher Education, Ministry of Education, Govt. of India. The online session involved various insights on the various measures and enormous opportunities being explored by MGNCRE in order to build an Atma Nirbhar Bharat.





Equality for All: Understanding Gender Equality in Everyday Life

Gender equality means treating everyone fairly, regardless of their gender. It's about making sure that boys and girls, men and women, have the same rights, opportunities, and treatment in all areas of life. Gender equality is not just about girls having the same opportunities as boys, it's about creating a world where everyone is treated with respect and has the chance to reach their full potential. This article explores what gender equality looks like in everyday life and why it's essential for building a more fair and inclusive society.

Gender equality means that everyone, regardless of their gender, should have the same rights and opportunities. It means breaking down barriers and stereotypes that limit what people can do or achieve based on their gender. Gender equality is about recognizing that boys and girls, men and women, are all equally valuable and deserving of respect and opportunities.

Gender equality is essential for several compelling reasons. Firstly, it upholds the fundamental human right to be treated fairly and with dignity, irrespective of gender. Secondly, it fosters justice and fairness, essential components for creating a society where everyone has equal opportunities to thrive. Additionally, gender equality plays a pivotal role in driving economic development. When women and girls are granted the same opportunities as their male counterparts, it not only benefits individuals but also contributes to reducing poverty, encouraging economic growth, and promoting innovation. Moreover, promoting

gender equality is vital for sustaining social harmony and reducing conflict. By ensuring that everyone is treated with respect and has equal access to opportunities, gender equality contributes to the creation of a more peaceful and inclusive society.

Promoting gender equality is a collective responsibility that requires active participation from all members of society. There are several ways in which individuals can contribute to advancing gender equality in their everyday lives. Firstly, challenging stereotypes and breaking down gender norms is essential. Encouraging children to pursue their interests and passions without regard to traditional gender roles can help dismantle harmful stereotypes. Secondly, supporting women's rights and gender equality initiatives is crucial. This involves advocating for policies and laws that protect women's rights and ensure equal treatment for all individuals. Additionally, speaking up against sexism, discrimination, and gender-based violence is vital. Individuals should not hesitate to address unfair or disrespectful behavior when they encounter it. Lastly, leading by example and treating everyone with respect and equality, regardless of their gender, is essential. By cultivating an inclusive environment where everyone feels valued and respected, individuals can contribute to creating a more equitable society.

Gender equality is not just a majestic vision, it's a fundamental principle that is essential for building a fair, just, and inclusive society. By challenging stereotypes, supporting women's rights, speaking up against discrimination, and leading by example, we can all contribute to promoting gender equality in our everyday lives. Together, we can create a world where everyone has the same opportunities to thrive and succeed, regardless of their gender.

Jaskeerat Kaur

(6th Semester MCA)

Unemployment – A Serious Threat

There are many serious social causes but one of the major causes is unemployment in India. Unemployment is a serious problem among youth. There are more than thousands of people who don't have any work to do or can't find work for themselves. It is one of the major hindrances in the growth of any country. In addition, the biggest reason for unemployment in India is its vast population which demands a large number of jobs every year.

Due to lack of vocational skills or low educational levels of the working population there are high chances of causing unemployment. The problem of unemployment gives the risk to the problem of poverty. Sometimes an unemployed person may be involved in any illegal activity for earning money that leads to an increase in crime rates.

Effects of unemployment on an individual can cause various health issues like high blood pressure, headaches, heart disease, anxiety, depression, etc. sometimes these cannot be cured and has greater influence on the personality of the individual which further demoralize the person to do something in its life as the individual desire to achieve so many things for itself and for its family members. As the family expectations are high from the individual but cannot be achieved due to unemployment and cause depression & anxiety to the individual and sometimes individuals attempt suicides to avoid family and society. It also leads to the wastage of manpower resources.

Apart from these, here are a few measures to solve these unemployment problems that may include changes in industrial techniques, changes in educational system, population control measures, introduction of government's new schemes, etc.

Government should also help people to be employed so that there is growth in an economy. As they can help in reducing the cost of living and improving the standard of living, various schemes must be followed and should be implemented. More and more industries will be set up in the country which can give more employment opportunities to the unemployed people who want to work. In the end we can say that job opportunities are the only solution for unemployment.

Namya Wadhwa
(4th Semester BBA)

Embracing Failure: The Pathway to Growth and Success

Failure is often viewed as something to be feared or avoided at all costs. However, what if we told you that failure is not only inevitable but also essential for personal growth and success? In this article, we delve into the concept of embracing failure as a pathway to achieving one's full potential. It's no secret that failure is a natural part of life. Whether it's falling short of a goal, making a mistake, or facing rejection, failure can leave us feeling disappointed, frustrated, and even defeated. However, what sets successful individuals apart is their ability to bounce back from failure, learn from their mistakes, and use setbacks as stepping stones to success.

One of the most significant benefits of embracing failure is the opportunity it provides for learning and growth. When we fail, we're forced to reevaluate our approach, identify areas for improvement, and develop new strategies for success. This process of self-reflection and adaptation not only strengthens our skills and abilities but also fosters resilience and perseverance in the face of adversity. Moreover, failure can be a powerful catalyst for innovation and creativity. Some of the greatest breakthroughs in history have come as a result of trial and error, with failure serving as a crucial stepping stone towards discovery and progress. By embracing failure as a natural part of the creative process, we open ourselves up to new possibilities and pave the way for innovation and ingenuity.

Furthermore, failure builds character and resilience. When we experience setbacks and challenges, we develop a deeper understanding of our strengths and limitations, as well as the determination and grit to overcome obstacles. This resilience not only serves us well in our academic and professional pursuits but also in our personal lives, helping us navigate life's ups and downs with grace and fortitude. It's essential to recognize that failure is not a reflection of our worth or abilities but rather an opportunity for growth and self-discovery. Instead of dwelling on past mistakes or allowing fear of failure to hold us back, we must embrace failure as a natural part of the learning process and approach it with curiosity, humility, and resilience.

In conclusion, failure is not something to be feared or avoided but rather embraced as a pathway to growth, success, and self-discovery. By reframing our perception of failure and adopting a growth mindset, we can harness its transformative power to achieve our goals, unlock our full potential, and ultimately lead more fulfilling and meaningful lives.

So, the next time you encounter failure, remember that it's not the end of the road but rather the beginning of a new chapter filled with endless possibilities. Embrace failure, learn from your mistakes, and let it propel you towards a brighter and more prosperous future.

Harsh Maan
(2nd Sem B.COM)



Women Empowerment

Women empowerment is a multifaceted and critical aspect of societal development, encompassing economic, social, and political dimensions. It is the process of providing women with the tools, resources, and opportunities needed to overcome gender-based discrimination and achieve their full potential. Empowering women involves dismantling systemic barriers that limit their access to education, healthcare, and employment. It is about challenging stereotypes and fostering a culture of inclusivity and equality.

Economically, women empowerment means ensuring equal pay for equal work, creating conducive work environments, and facilitating entrepreneurship opportunities. Closing the gender pay gap and promoting financial independence contribute not only to the well-being of women but also to overall economic growth.

Socially, empowerment involves challenging societal norms and cultural practices that perpetuate gender inequality. It encourages women to break free from traditional roles and pursue their aspirations, fostering a more diverse and dynamic society. Education plays a crucial role in this aspect, empowering women with knowledge and skills to make informed choices about their lives.

Politically, women empowerment entails increasing women's representation in decision-making processes. Achieving gender parity in political leadership positions is vital for ensuring that policies reflect the diverse needs and perspectives of the entire population.

In essence, women empowerment is not just a women's issue; it is a fundamental prerequisite for sustainable development. It creates a ripple effect, positively impacting families, communities, and nations. By recognizing and addressing the various dimensions of women's empowerment, societies can progress towards greater equality, justice, and prosperity for all.

Ms Aastha Bajaj

Assistant Professor, MBA

Student Achievements

- Rishabh from MBA department secured Second position in Clay Modelling at PTU University in March, 2022.

Faculty Achievements

- Mr. Navneet Katoch, Assistant Professor, DCA Department presented a paper on "Cloud computing on E-learning during Covid 19" in International Conference on the theme "Smart Computing Technologies and Business Management Strategies ICCTBM 2022", January, 2022.
- Ms. Rupinder, Assistant Professor, BBA Department has published a research paper named "Measuring Effectiveness of Extended Producer Responsibility (EPR) in Relation to Plastic Packaging" in Academic Journal Of Education & Psychology in January, 2022.
- Dr. Ramandeep Saini, Director Principal, CBSA, published a research paper on "The Impact of Social Media on The Pre-Purchase of Plurals" in the Vision: The Journal Of Business Perspective in March, 2022.
- Dr Ramandeep Saini, Director Principal, CBSA, published a research paper on "The Impact of Social Media on the Pre-Purchase of Plurals" in Scopus Journal Vision: The Journal of Business Perspective in March, 2022.

Patents

- Chandigarh Business School of Administration has filed 83 patents, out of which 10 have been published till March 2022.



ACHIEVEMENTS