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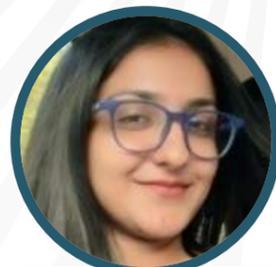
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**CHANDIGARH BUSINESS  
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Building Careers. Transforming Lives.

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# MANAGEMENT MAVENS



**NEWS MAGAZINE 2025  
ISSUE: OCTOBER - DECEMBER**



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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 the overall development of the students.

M3: To enhance the 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 a research culture among students and faculty.

M6: To create ethical and socially responsible professionals for society.



## Message from Campus Director

**Prof. (Dr.) Rajdeep Singh**  
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 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 The editor's desk

Message from

## Director Principal

**Prof. (Dr.) Ramandeep Saini,**  
Director-Principal  
Chandigarh Business School of  
Administration (CBSA)



**Shailee Thakur**  
Editor-in-Chief

**Dr. Kamalpreet Kaur**  
Editor



Dear Students, Faculty, and Staff

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.

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, we are 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. We are 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.

## Events & Updates

### Two-Day Workshop on “Power BI”



The Centre of Excellence for Business Analytics, MBA Department of CBSA organized a Two-Day Workshop on “Power BI” from October 8, 2025 to October 9, 2025, in collaboration with Sensation Software Solutions Private Limited, Mohali. The workshop aimed to enhance students data analytics and visualization skills, which are increasingly vital in the modern business environment. The training sessions were conducted by Mr. Abhishek Dhiman (Cyber security Analyst) and Mr. Khushdeep Singh (IT Administrator), expert trainers from Sensation Software Solutions.

- Day 1 focused on Data Preparation and Modeling, where students learned how to clean, organize, and structure data efficiently.
- Day 2 emphasized Data Visualization, Report Publishing, and Advanced Power BI Features, enabling participants to create interactive dashboards and gain actionable insights from business data.

### Back to Inspire

The Department of Computer Applications, CBSA organized an inspiring Alumni Talk on October 13, 2025, featuring Mr. Jatin Tomar, an MCA alumnus currently working as a Software Engineer at EPAM Systems (formerly Nokia). The session, titled “Back to Inspire” a journey from MCA Student to Software Engineer in Global IT Industry aimed to



motivate current students by showcasing the real-world experiences and career progression of an alumnus who successfully transitioned from academia to the professional world. Mr. Jatin Tomar shared his early journey explaining how his curiosity evolved into passion after writing his first C++ program. He spoke about his experiences at renowned organizations such as Nokia and EPAM Systems, emphasizing the importance of consistency, continuous learning, and adaptability. He also highlighted how internships, particularly his time at Nokia, became a turning point in his transformation from a student to a professional developer.

## INDUSTRIAL VISIT

Department of Business Administration, CBSA, organised industrial visit to “My Hospital, a branch of Indus Group of Hospitals”, Mohali (Sector- 69) on October 16, 2025. The objective of the visit was to gain insights into management process, infrastructure, and customer care services, operational processes and workflow in a healthcare setting. Additionally, it also focused on recruitment process, importance of training, ground level marketing strategies and how various departments work together for efficient service delivery. Learners were made aware about the organization’s strategies to engage with customers, ensure satisfaction, and handle client feedback, emphasizing the role of marketing in industry. Besides this, the end goal of the visit was to bridge the gap between theoretical classroom learning and real-world work environments, while also fostering positive, intangible growth in students' personalities through hands-on exposure during industrial visits.



## INDUSTRIAL VISIT

Department of Business Administration, CBSA, organised an industrial visit to “Wonder Automation”, Mohali on October 28, 2025. Wonder Automation is a leading automation company specializing in advanced production and operations technologies. The visit aimed to provide students with practical exposure to the manufacturing and operational aspects of automation, enhancing their understanding of production management. The objective of the visit was to bridge the gap between theoretical classroom learning and real-world industrial practices by familiarizing students with the complete production process. They were introduced to modern automation technologies, workflow optimization, and resource utilization strategies that help in improving productivity and profitability. machinery. Learners gained valuable insights into how automation is revolutionizing industries.



## Pre-Parivartan Activity

The Department of Business Administration, CBSA, organized a Pre-Parivartan Activity titled “Unfold Your Wings: Fly Towards Destiny” on October 28, 2025 at Apna Ghar Foundation, Sahibzada Ajit Singh Nagar, Punjab. The event aimed to motivate and inspire the children of ApnaGhar Foundation to believe in themselves, dream big, and express their ideas creatively through Poster Making and Slogan Writing activities. The theme encouraged them to reflect on their aspirations and recognize their inner potential to shape their own future. Students and faculty members from CBSA enthusiastically interacted with the children, guiding and encouraging them throughout the activities. The room was filled with laughter, colour, and creativity as the participants showcased their imagination through thoughtful drawings and meaningful slogans. The session beautifully combined learning, joy, and emotional connection. The children’s energy and enthusiasm made the event truly special. The activity concluded with words of appreciation from the faculty coordinators and representatives of ApnaGhar Foundation, who praised the children’s creativity and the students’ compassionate involvement.



## Pre-Parivartan Activity

The Department of Commerce, CBSA organized a Pre-Parivartan activity on “Turning Aspirations into Achievements: Strategies for Realizing Your True Potential” as part of the series of Pre-Parivartan activities on November 3, 2025. The objective of the session was to inspire and empower students to identify their aspirations and transform them into tangible achievements. It focused on developing self-awareness, goal-setting skills, and the mindset required for personal and professional success. Through interactive discussions and practical strategies, participants learned how to bridge the gap between dreams and reality by leveraging their strengths, managing challenges, and maintaining motivation. The session encouraged a growth-oriented approach toward continuous self-improvement and achievement.



## Pre-Parivartan Activity



The Department of Computer Applications, CBSA organized a Pre-Parivartan Activity on October 28, 2025 at Sr. Baldev Singh Senior Secondary School in Majatri, Mohali. The event focused on creating awareness about the rising issue of cybercrimes and promoting safe online practices among students. A detailed lecture on Cyber Crime Awareness was delivered, highlighting key aspects such as types of cybercrimes, phishing scams, online frauds, identity theft, social media security, password safety, and preventive cyber hygiene measures. Students were also informed about how to report cyber incidents and protect their digital footprint. The session concluded with a short video presentation offering a glimpse of Parivartan, the flagship social event of CGC, which highlighted its vision, impact, and the enthusiasm it brings every year. The entire program was highly interactive and informative, leaving students inspired and well-informed about both cyber safety and the dynamic culture of CGC Landran.

## Regional Meet - Institution’s Innovation Council

Chandigarh Business School of Administration actively participated in the poster exhibition and attended the Training of Trainers (ToT) session during the IIC Regional Meet held at Panjab University, Chandigarh. The poster displays highlighted various achievements of CBSA under the Institution’s Innovation Council (IIC), including previously organized activities, successful completion of Innovation Ambassador courses, and the institution’s star ratings. In the ToT session, Mr. Shalendar Chouhan delivered an insightful talk on design thinking, emphasizing its significance and practical benefits for faculty members in academic institutions. The poster exhibition served as an effective platform for showcasing accomplishments, disseminating knowledge, creating awareness and demonstrating research outcomes, innovative ideas, startup concepts and impactful initiatives through visually engaging posters and working models. The vibrant exhibits were contributed by a diverse group of participants representing technical and non-technical institutes, colleges, universities and schools from across the NWRO zone.



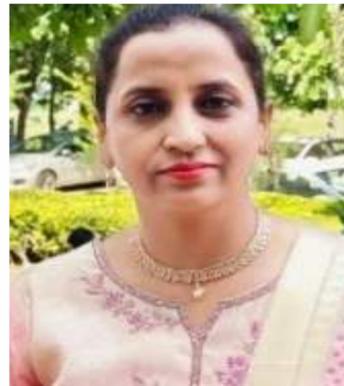
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## ARTICLES SECTION

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### “Empowering Women: The Subtle Yet Powerful Shift Redefining Society”

Women empowerment today stands as one of the most transformative forces reshaping societies across the globe. What makes this movement remarkable is that much of its impact has been gradual, persistent, and often quiet—rooted not only in public reforms and large-scale campaigns, but also in the everyday courage of women challenging norms, claiming opportunities, and redefining their identities. This “quiet revolution” is changing the world in ways both visible and subtle, shifting the dynamics of families, workplaces, economies, and nations. At its core, women empowerment refers to expanding women’s ability to make choices, control resources, and fully participate in social, economic, and political life. Historically, women were confined by rigid roles and limited access to education, property, and public life. However, over the past few decades, steady advancements in literacy, employment, and digital access have opened new avenues for women to realize their potential. Unlike abrupt upheavals, this revolution has been built on continuous reforms, increased awareness, and global advocacy for gender equality.



**Dr. Seema Rani**  
HOD, Commerce

One of the most profound shifts has come through education. Educated women not only uplift themselves but also contribute to healthier families and stronger communities. Girls’ education campaigns, scholarships, and supportive policies have helped close gender gaps, enabling more women to become scientists, entrepreneurs, teachers, and leaders. This rise in educational attainment has led to greater workforce participation, giving women a voice in decision-making processes previously dominated by men. Economically, the empowerment of women has emerged as a key driver of progress. Women-owned businesses are growing at an unprecedented pace, and microfinance initiatives have enabled many to start small enterprises, especially in rural areas. When women earn, they invest more in their families’ well-being, creating a multiplier effect that strengthens the entire community. The digital revolution has further amplified their reach—online platforms, remote work, and e-commerce have opened new doors for women who earlier lacked mobility or resources.

Social empowerment, too, forms an integral part of this transformation. Women are becoming more assertive in challenging harmful customs such as child marriage, gender discrimination, and unequal pay. Movements for reproductive rights, safety, and representation have created greater awareness about women’s autonomy and dignity. The shift in attitudes—though gradual—is powerful, inspiring generations of girls to dream bigger and demand equality. Perhaps the most compelling evidence of this quiet revolution is visible in leadership. Whether in politics, business, sports, or community work, women are increasingly taking up influential roles. Every woman breaking a barrier not only transforms her own life but also paves the way for others, proving that talent and determination transcend gender.

Despite significant progress, challenges persist. Gender-based violence, unequal wages, limited representation, and cultural biases still hold many women back. The path ahead demands collective action—governments must enforce gender-friendly policies, societies must challenge stereotypes, and individuals must support an environment where women can thrive.

Women empowerment is not merely a social agenda; it is a global necessity. As this quiet revolution continues, it promises a future where women stand not on the margins but at the centre of progress—shaping decisions, driving innovation, and building a more equitable world for all.

### “CLOUD: The Silent Digital Hero”

In the world of screens and digital light,  
Cloud stands tall, like “Boss, I’m always right!”  
No wires, no limits, no heavy load—  
Just data dancing on its endless road.  
Files that travel from place to place,  
Cloud says, “Chill! I’ll handle your space.”  
Work from anywhere, no fear of losing—  
Cloud works non-stop, even when we’re snoozing.  
Silent servers, secretly so wise,  
Saving our selfies, even the ones we despise.  
Backing up memories we can’t replace—  
Even the embarrassing one just in case.  
A hero hidden in this digital age,  
Writing our future page by page.  
Cloud might stay above the sky,  
But without it—bro, our phones would cry.



**Satyam Bhardwaj**  
Roll No -2531065  
MCA, 1st

### The Environmental Impact of Generative AI: Balancing Innovation and Sustainability

Artificial Intelligence is no longer a futuristic concept - it has become an integral part of everyday life. Among the most revolutionary advancements is Generative AI, the technology that powers tools capable of writing essays, creating artwork, designing products, predicting trends, and even simulating human-like conversations. But while the world celebrates the convenience and creativity AI brings, an urgent conversation is unfolding behind the scenes: What is the environmental cost of this digital revolution? As 20global conversations shift toward sustainability and climate responsibility, it’s time to explore how generative AI influences our environment—and what we can do to make it greener.

#### 1. The Rapid Rise of Generative AI

In just a few years, generative AI has become mainstream. From education and healthcare to business operations and entertainment, it is transforming how people work and interact.

- Students use AI for research support
- Companies rely on AI to automate content and speed up decision-making
- Creators use AI tools to design posters, advertisements, music, and videos
- Startups are scaling faster with AI-driven analytics

This mass adoption is exciting, but it has also created unseen pressures on global energy systems.

#### 2. The Hidden Energy Demand Behind AI

Every time we use a generative AI tool, we are tapping into enormous computational power. AI models are trained using millions of GPU hours, often in huge data centers that:

- consume high amounts of electricity
- require extensive cooling systems
- rely on energy grids that are not fully renewable

Even simple tasks like generating an image or producing text require substantial processing power. Multiply this by billions of users, and the numbers become staggering.



**Ms. Shivani Bajaj**  
Assistant Professor  
DCA, CBSA



Studies show that training a single large AI model can emit as much carbon as several cars produce over their entire lifetime.

Most users only see the convenience—not the environmental footprint behind it.

### 3. AI at Climate Conferences: A Debate of Two Sides

Recently, AI was a major topic at international climate discussions. Environmentalists and technologists presented two contrasting perspectives:

- AI as a Helper
- improves energy grid efficiency
- helps track pollution in real time
- predicts extreme weather events
- supports sustainable farming and resource management
- AI as a Contributor to the Climate Crisis
- increases global electricity consumption
- accelerates water usage due to cooling systems in data centers
- creates electronic waste through rapid hardware upgrades

This makes AI a double-edged sword—powerful enough to solve climate challenges, yet capable of worsening them if not handled responsibly.

### 4. The Push for Sustainable and “Green AI”

The tech industry is now under pressure to embrace Green AI—AI systems that are efficient, co-friendly, and transparent in their energy usage.

Some proposed solutions include:

- ✓ Energy-Efficient Model Design

Developing lighter AI models that require fewer resources.

- ✓ Renewable-Powered Data Centers

Companies are being encouraged to run AI operations on solar, wind, or hydro power.

- ✓ Carbon Transparency

AI companies may soon be required to disclose:

- total energy consumed
- carbon emissions generated
- sustainability measures taken

This would help users and organizations choose greener AI options.

- ✓ Regulatory Measures

Governments worldwide are discussing sustainability guidelines for AI deployment—similar to how industries follow pollution norms today.

### 5. Why Sustainable AI Matters Most for Countries like India

India is one of the fastest-growing digital economies in the world. With AI adoption increasing across education, governance, startups, and industries, sustainability becomes a critical question.

- India’s challenges include:
- rising electricity demand
- dependence on coal-based power in many regions
- rapid growth of data centers
- limited awareness of AI’s environmental cost

But India also has massive potential:

- a growing renewable energy sector
- government initiatives focusing on sustainability
- booming innovation hubs
- young population adopting tech responsibly

If India embraces Green AI practices early, it can lead the world in sustainable digital transformation.

### 6. The Role of Institutions and Educators

Educational institutions, IIC cells, and universities play an essential role in shaping the next generation of tech leaders.

Combining technology education with environmental responsibility builds a powerful foundation for the future.

## FACULTY ACHIEVEMENTS



Prof. (Dr.) Ramandeep Saini – Director Principal, CBSA has recently completed Certificate Program in Leadership and Change Management from IIM, Indore Executive Education Programme.



# FACULTY ACHIEVEMENTS

- Prof. (Dr.) Ramandeep Saini, Director Principal, CBSA was one of the panelist in Education Tomorrow Conclave Awards 2025. The topic of discussion was “Beyond AI: Harnessing Human AI Collaboration in Traditional Learning”.
- Delivered online lecture to students of Western Community College, Canada on the Topic-“Change Management – Reinforcing New Behaviours.”
- She has recently Hosted Podcast CGC MicCheck with a Super Women Mandeep Kaur Tangra.
- She is appointed as Global Advisory Council Member in SolaTeach’s mission for Afghan girls and youth.



**Prof. (Dr.) Ramandeep Saini**  
Director Principal  
CBSA



**Dr. Seema Rani**  
HOD-Commerce

Dr. Seema Rani, HOD-Commerce, has published one Research Paper titled “Extended Reality Simulators for Training Farmers in Crop-Specific Sustainability Practices” in Web of Science Journal Musik in Bayern in the month of October, 2025.

**Dr. Diksha Verma**, Assistant Professor  
Department of Commerce, CBSA

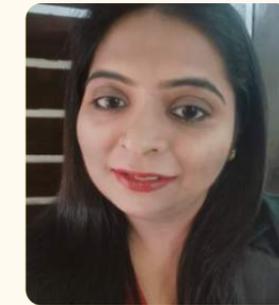
Dr. Diksha Verma, Assistant Professor from Department of Commerce, CBSA, has published one Research Paper titled “Awareness of bancassurance among public and private sector banks customers in Punjab, India” in Scopus Indexed Journal International Journal of Public Sector Performance Management and one book chapter entitled “Customer Perceptions and Preferences for Bancassurance Services in Public and Private Sector Banks of Punjab” in Scopus Book titled Data Driven Decisions: Leveraging Insights for Winning Marketing Strategies in the month of November, 2025.



# FACULTY ACHIEVEMENTS



**Dr. Ruby Sharma**  
Assistant Professor  
MBA



**Dr. Pallavi Pahuja**  
Associate Professor  
MBA



**Dr. Aaruni**  
Associate Professor  
MBA



**Dr. Radhika Giri**  
Assistant Professor  
MBA

Dr. Pallavi Pahuja (Associate professor), Dr. Ruby Sharma (Assistant Professor), Dr. Aaruni (Associate professor) and Dr. Radhika (Assistant professor) published Scopus-indexed chapter “Shores of Success: Building a Sustainable Blue Economy Through HR Excellence” in the month of October 2025 in the book Harnessing AI to Transform Human Resources in Future Workplace Practices.

## STUDENT ACHIEVEMENTS



Shaurya Pratap Singh 2417354, Varinder Kant 2417387 and Ramanjeet Singh 2417338 from 3rd Semester BBA, CBSA won 1st position in Quiz competition held during the Zonal Youth Festival of I.K. Gujral Punjab Technical University Jalandhar.

Vinay Sahni, 2417396, 3rd Semester, BBA from CBSA has secured 2nd position in "Tattoo making" & 3rd position in "Ritz Contour" held during the annual Techno – Cultural fest "Parivartan 2K25" organised at Chandigarh Group of Colleges, Landran on the 7th -8th November 2025.



Sagar Sinotiya, MBA-1st Semester, CBSA, Winner at National Level Case Study Conference (Internovate). The presented case study was titled "Viveka – Building a Digital Platform That Teaches People to Ask Better Questions," which explored the entrepreneurial journey of an IIM student and their mission to create a transformative digital learning platform.

## STUDENT ACHIEVEMENTS



Jiya, CBSA-251074 from 1st semester, BBA CBSA has won the Silver Medal in the Basketball, IKGPTU Inter College Tournament held at SVIET, Banur.

Gaurav Bhasin CBSA-251050, Preetkamal CBSA-251258, Mannat CBSA-251101 and Ishika CBSA-251249 from 1st semester BBA, CBSA won the Inter College Competition with an electrifying performance held during the annual cultural Fest "Parivartan 2K25" organised at Chandigarh Group of Colleges, Landran on the 7th -8th November 2025.



# MEMORANDUM OF UNDERSTANDING

The Department of Business Administration, CBSA, Landran, organized a momentous Memorandum of Understanding (MOU) signing ceremony to formalize a strategic alliance between Chandigarh Business School of Administration and Truadvice on 13th November, 2025. The ceremony witnessed the presence of key representatives from both institutions, marking a significant milestone in establishing a meaningful and collaborative partnership. The MOU reflects a shared commitment to pursuing the outlined objectives and implementing impactful, mutually beneficial initiatives. This collaboration aims to foster new avenues of cooperative training and enhance market-oriented learning through technological interventions. The alliance is expected to strengthen the industry–institute interface and promote entrepreneurial development activities for the benefit of students and cooperative ventures.



# RANKINGS & AWARDS

Chandigarh Business School of Administration, Landran has secured various positions among India's Best – B Schools in the Business Today Rankings 2025.



Chandigarh Business School of Administration, Landran has secured various positions among India's Best – B Schools in the THE WEEK Rankings 2025.



Chandigarh Business School of Administration, Landran has been awarded with QS I-Gauge Institution of Happiness Award 2025-2026 at The Lalit, New Delhi.



# Patents

Chandigarh Business School of Administration has filed 441 out of which 144 have been published and 3 have been granted till December 2025.