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2026

**NEWS MAGAZINE
ISSUE: JANUARY - MARCH**



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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.



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.

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



Dear Students, Faculty, and Staff

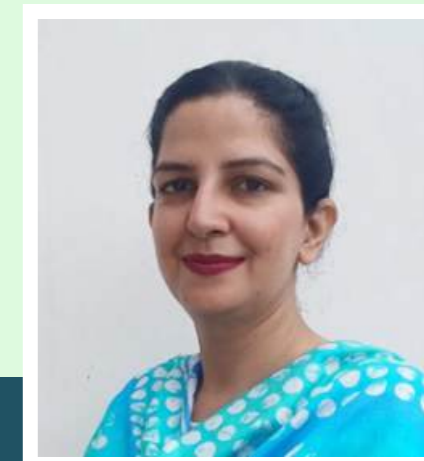
I take great pleasure in addressing you through the pages of our college's quarterly magazine. As we come together to celebrate the achievements and progress of the past few months, my heart swells with pride and gratitude for the remarkable contributions made by each member of our college community. 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.



Ms. Shailee Thakur
Editor-in-Chief



Dr. Kamalpreet Kaur
Editor

From the editor's desk

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

National Startup Day: Celebrating Innovation and Entrepreneurship



Department of Business Administration, CBSA organized a session on National Startup Day Celebrating “Innovation and Entrepreneurship ”on 16th January, 2026. The program aimed to introduce students to the evolving startup ecosystem in India and to highlight the role of entrepreneurship in economic growth and employment generation. Ms. Smriti Chauhan, Entrepreneur, Early Munchies was the expert for this event. The session included informative discussions on startup culture, innovation-driven business models, and the journey of entrepreneurs from idea generation to execution. Students were encouraged to think beyond conventional career paths and explore entrepreneurship as a viable and impactful option.



Session on Effective Sales and Marketing Strategies for Entrepreneurs/ Startups

Department of Commerce, CBSA organized a session on “Effective Sales and Marketing Strategies for Entrepreneurs/Startups” on 20th January, 2026. The session was conducted with the objective to nurture entrepreneurial thinking among students by providing them insights into the journey from ideation to creating a successful start-up. The resource person for the session was Mr. NavroopPreet Singh Shergill, Founder of for a cause NGO & Lafete charity exhibitions, Chandigarh who has extensive experience in supporting MSMEs, start-ups, and innovation-driven enterprises. His in-depth knowledge of financial ecosystems and start-up support mechanisms added great value to the session.



Session on Entrepreneurship

Department of Business Administration, CBSA, organized a session on “Entrepreneurship” on 20th January, 2026 for BBA students with the aim of empowering entrepreneurs and start-up enthusiasts with the knowledge, tools, and strategies to transform their ideas into successful and impactful businesses. The event started with an inspiring speech by Mr. Navdeep Jaura, an influential figure in the startup ecosystem.



THINKNOVATE – Campus Innovation Idea Pitch Competition



The Intelligent Sonic club of Department of Computer Applications, CBSA organized “THINKNOVATE – Campus Innovation Idea Pitch Competition” on 20th January, 2026. The event aimed to encourage students to present innovative and original ideas addressing real-world problems. The session was evaluated by the Guest Judge, Ms. Deepika, from the Rise Department, who assessed the ideas and provided constructive and valuable feedback. During the event, students showcased diverse innovative concepts through PPT presentations followed by pitching sessions. The interaction helped students gain insights into innovation standards, idea feasibility, and the importance of originality and practical implementation.



Industrial Visit

MBA Department, CBSA organized industrial visit to Verka Milk Plant, Industrial Area Phase 6, Mohali, and Punjab on 22nd January, 2026. The visit was organized to provide MBA students with practical exposure to the operations and management practices of the dairy industry. During the visit, students were introduced to the complete process of milk procurement, processing, quality testing, and packaging. The plant officials briefed the students about safety guidelines and operational procedures followed in the facility. Students observed different sections of the plant including milk reception, pasteurization, homogenization, packaging units, and cold storage. The Quality Manager explained the quality assurance techniques and hygiene standards maintained to ensure safe and high-quality dairy products.



Industrial Visit



Department of Business Administration, CBSA has organized industrial visit for BBA students to HF Super – Chanakya Dairy Products Pvt. Ltd. on 28th January, 2026 to gain practical exposure to industrial operations in the dairy and food processing sector. The students were guided by Mr. M. L. Dhiman, General Manager of the company, who explained the organizational workflow and operational processes. During the visit, students observed dairy product procurement, pasteurization, processing, quality control, packaging and distribution, with emphasis on hygiene standards and efficient handling of perishable goods. They also gained insights into logistics and delivery systems ensuring product freshness and customer satisfaction.



Research Sync: AI & E-Tools for Researchers



The Intelligent Sonic Club of Department of Computer Application, CBSA organized a research-oriented session titled ResearchSync: AI & E-Tools for Researchers on 22nd January, 2026. The session was conducted by Shivani Sangari and Maulesh Kumar, Co-Founders and Managing Directors at AriesPro Technology Services Pvt. Ltd. The objective of the session was to familiarize students and researchers with the role of Artificial Intelligence and digital research tools in modern academic and collaborative research environments. During the session, the resource persons discussed how AI-powered tools, automation platforms, and e-tools can assist researchers in managing databases, conducting literature reviews, and working on collaborative research projects.

AI for Atmanirbhar Bharat: HEI Pre - Summit Engagements towards IndiaAI Impact Summit 2026

CBSA College organized an expert session on 'AI for Atmanirbhar Bharat: HEI Pre-Summit Engagements towards IndiaAI Impact Summit 2026' on 28th January, 2026. The session was delivered by Ms. Deepika, AI/ML Specialist at AJOINT Institute. The objective of the session was to create awareness among students about the transformative role of Artificial Intelligence and Machine



Learning in building a self-reliant India (Atmanirbhar Bharat). The expert discussed emerging AI trends, government initiatives under IndiaAI, innovation opportunities in higher education institutions (HEIs), and the importance of research-driven solutions for national development.

Workshop on AI & Innovation Sprints: Rapid Prototyping for Digital



The Intelligent Sonic Club of Department of Computer Application, CBSA organized a practice-oriented session titled “AI & Innovation Sprints: Rapid Prototyping for Digital Transformation” on 29th January, 2026, focused on hands-on learning and rapid implementation of Artificial Intelligence and Machine Learning concepts. The session was conducted by Rohan Verma, and Vijay Kumar, who guided students through real-world approaches to building and deploying AI-based solutions.



Workshop on Critical Thinking, Design Thinking, and Innovation



The MBA Marketing Club of CBSA, organized a workshop on “Critical Thinking, Design Thinking, and Innovation.” on 2nd February, 2026. The objective of the workshop was to enhance student's analytical thinking and encourage innovative problem-solving through an interactive learning approach. The workshop proceeded with a Think-Design-Innovate pitch challenge, in which 85 students actively participated. During the activity, participants were presented with real-world business problems and were required to analyze them critically and propose innovative solutions using design thinking principles. Students were given a limited five-minute preparation period to develop their ideas and present them effectively.

Industrial Visit



Department of Computer Applications, CBSA organized an Industrial visit to CS soft solutions on 3rd February, 2026. This visit was organized to interact with the Software Industry to understand current market scenarios, latest most-demanding technologies criteria for selection etc. In this visit students were

very eager to listen to industrial higher authorities. The Technical Head of “CS soft solutions” conducted very informative session for the students. Also, he motivated the students to select their domain and area of interest. “CS soft solutions” offers comprehensive custom application development solutions.



Expert Session on IP Awareness and Patent Filing Workshop



Department of Commerce, CBSA organized an expert session on “IP Awareness and Patent Filing Workshop” as a part of the series of IIC activities on 3rd February, 2026. In this session the speaker



Ms. Seema (Sr. Patent Associate) and registered patent agent in India, shared her valuable insights related to Intellectual Property (IP) and the patent filing process. The event covered essential topics such as the different types of IP, patent criteria, the steps involved in filing patents, and strategies for managing and commercializing IP. Participants gained valuable insights from expert speakers, who shared practical advice and real-world case studies. It was an interactive session as students were encouraged to share their ideas.



Session on Innovation, Startup & Intellectual Property Rights (IPR): Building Entrepreneurial Mindset in HEIs



Department of Computer Applications, CBSA organized an MIC-driven IIC activity titled Session on “Innovation, Startup & Intellectual Property Rights (IPR): Building Entrepreneurial Mindset” in HEI under the Institution's Innovation Council (IIC) on 5th February, 2026. The objective of the session was to create awareness among students about innovation-driven entrepreneurship, startup ecosystem development, and the importance of Intellectual Property Rights in protecting creative ideas. The session focused on understanding the fundamentals of innovation, identifying business opportunities, startup lifecycle stages, and the process of converting ideas into scalable ventures. The expert elaborated on different types

of Intellectual Property such as patents, copyrights, trademarks, and design rights, and explained their significance in safeguarding innovations. Practical examples and case discussions were shared to help students understand real-world startup challenges and the role of IPR in business growth.



Declamation and Poster Making Competition on Yuva Jagrukta and Utsav



Department of Business Administration, CBSA organized "Declamation and Poster Making Competition on Youth Day" on 5th February, 2026. It was a highly successful event that not only encouraged communication skills and artistic expression but also provided young people with the opportunity to contribute their ideas and perspectives on vital social issues. Through their creative works, participants celebrated Youth Day by focusing on themes such as empowerment, leadership, and the importance of youth engagement. The event garnered positive feedback from participants, judges, and organizers alike, contributing to a deeper connection between youth and their role in shaping the future of society.



Entrepreneurship Development and Business Innovation in India



Department of Commerce, CBSA organized an expert session on “Entrepreneurship Development and Business Innovation in India” on 9th February, 2026. In this session the speaker Mr. Ankur Grover, Assistant Vice President, Hitbullseye shared her valuable insights related to development of entrepreneurship, business innovation and startups. The event covered essential topics such as the evolving landscape of entrepreneurship in India, highlighting how

innovation, startups, and emerging business models are shaping economic growth and employment generation. The session provided participants with valuable insights from expert speakers, who offered practical guidance and real-world case studies. It was highly interactive, with students actively encouraged to share their own ideas.



Industrial Visit

Department of Business Administration, CBSA, undertook an industrial visit to Wonder Automation Training Division on 11th February, 2026 to gain practical exposure to industrial automation and control system operations. The students were guided by the technical team of the organization, who explained the organizational workflow, training structure and operational processes of the automation industry. During the visit, students observed hands-on training on Programmable Logic Controllers (PLC), Human Machine Interfaces (HMI), SCADA systems, industrial drives and panel designing, with emphasis on real-time problem solving and industry standards. They also gained insights into how automation solutions are developed, programmed, tested and implemented in manufacturing units to improve efficiency and productivity. Additionally, students learned about the institute's industry-oriented training model, live project exposure and placement assistance programs.



Budgetcon'26 – Policy to Pocket



The MBA Department CBSA, organized Budgetcon'26 – “Policy to Pocket”, a two-day academic event on 16th&17th February, 2026 aimed at enhancing students' understanding of the Union Budget 2026 and its economic implications. Day 1 featured a Budget Analysis Presentation Competition, where 14 student teams from B.Com, BBA, and MBA programs presented sector-wise analyses of the budget across key areas such as healthcare, defence, MSMEs, tourism, and

manufacturing. The activity strengthened students' analytical abilities and understanding of fiscal policy. Day 2 of the conclave featured an engaging panel discussion with distinguished industry experts, strengthening the academia–industry interface. The panelists included Mr. Hitesh Dewan, Zonal Head, Fino Payments Bank, Mr. Keshav Khullar (Business Research Analyst, Finvasia Securities Pvt. Ltd.), Mr. Arpit Garg (Managing Director, Chester Hills Group), Mr. Harpal Singh, Chairman, Institute of Professional Banking, and Mr. Vikramjit Singh Sandhu, Senior Producer and Anchor, Daily Post.



Round table/ Meet up



Department of Business Administration, CBSA attended a roundtable meet organized by U N B International for Industry Research and Development on 17th February, 2026 to gain practical exposure to industry research, development initiatives, and contemporary business practices. The event was delivered by Ms. Pooja, Founder of U N B International, who shared valuable insights into industry–academia collaboration, research-driven business strategies, and the role of roundtable meets in fostering innovation and professional networking. She explained the organizational

framework, research methodology, and the importance of structured industry discussions in addressing real-time business challenges.



Industrial Visit

Department of Commerce, CBSA organized an industrial visit to Essel Bath Fittings Pvt. Ltd., Derabassi was organized for students B.COM (Hons.) 2nd and 4th Semester on 18th February, 2026 as part of the academic initiative to bridge the gap between theoretical learning and practical industry exposure. The students were warmly welcomed by the plant head Mr. Sandeep Lohan and the management team, who provided an introductory presentation on the product portfolio of the organization. During the plant tour, students observed various stages of production, including raw material processing, molding, machining, polishing, electroplating, assembly and packaging.



International Conference on Role of Multidisciplinary and Technology - Led Approach: An Inch Closer to Attainment of Viksit Bharat 2047 (ICRMTA-2026)



The Department of Computer Application Administration, CBSA, Landran, in collaboration with ACIC RISE Association, successfully organized the two-day International Conference “Role of Multidisciplinary and Technology-Led Approach: An Inch Closer to Attainment of Viksit Bharat 2047 (ICRMTA-2026)” on 19–20 February 2026. The conference was inaugurated on Day 1 by the Chief Guest, Prof. Shantanu Bhattacharya, Director of CSIR-CSIO, Chandigarh, who highlighted the significance of interdisciplinary research and strong industry–academia collaboration in strengthening India’s

innovation ecosystem. The event was graced by distinguished Guests of Honour including Dr. Christopher Cook, Dr. Bhaba Krishna Mohanty, Mr. Sandeep Jaiswal, Mr. Sachin Phanskar, Dr. Gunmala Suri, Dr.



Vishakha Sood, and Mr. Narinder Singh Jaasal. Dr. Christopher Cook addressed the participants virtually and shared valuable insights on leadership, technology, and the growing role of artificial intelligence in the modern business environment. The conference featured panel discussions and multiple technical sessions where scholars, academicians, research professionals, and industry experts presented research papers across diverse thematic tracks such as technology-driven innovation, digital transformation, entrepreneurship, sustainable development, management practices, and interdisciplinary research. The event

concluded with a valedictory session summarizing the key insights and outcomes of the two-day conference, reflecting the collective efforts toward achieving the vision of Viksit Bharat 2047.



Session on Bridging Academia and Industry: Startup Ecosystem Insights



institutions in promoting entrepreneurship. Mr. Sushant Palsra, marketing manager from Grazitti Skill stone, discussed the importance of practical knowledge, innovation, and skill development for success in startups and industry.

Department of Business Administration, CBSA organized a session on “Bridging Academia and Industry: Start-up Ecosystem Insights” on 26th February, 2026 for BBA students. It was organized to provide students with an understanding of the start-up ecosystem and the importance of collaboration between academic institutions and industry. The event aimed to create awareness about entrepreneurial opportunities and industry expectations among students. The session focused on explaining the structure and functioning of the startup ecosystem and the role of educational



Training on Technology Commercialization, Licensing and Transfer Practices & Strategy



commercially viable products and services. Mr. Navneet Singh elaborated on the key aspects of technology commercialization, including intellectual property management, licensing models, negotiation strategies, and industry-academia collaboration. He highlighted the importance of structured transfer practices to bridge the gap between innovation and market implementation.

The Intelligent Sonic Club of the Department of Computer Applications, CBSA organized an insightful training session titled “Training on Technology Commercialization, Licensing and Transfer Practices & Strategy” on 26th February, 2026. The session was delivered by Mr. Navneet Singh, Techlive, who shared his extensive expertise in the field of technology commercialization and strategic technology transfer. The primary objective of the training was to provide participants with a comprehensive understanding of how innovative ideas and research outputs can be transformed into



Workshop on Research Paper Writing and Journal Publication Support



The Department of Commerce, CBSA successfully organized a highly informative and engaging session on “Research Paper Writing and Journal Publication Support Workshop” on 2nd March, 2026. The keynote speaker for the session was Dr. Rakesh Kumar, Assistant Professor at the Centre for Management & Humanities, Punjab Engineering College. Dr. Kumar shared valuable insights on various aspects of academic research,

including selecting a relevant research topic, structuring a research paper, conducting literature reviews, choosing appropriate research methodologies, and avoiding plagiarism. The session was highly interactive, with participants actively engaging in discussions and clarifying their doubts regarding journal selection, impact factors, and ethical publishing practices.



Industrial Visit



Department of Commerce, CBSA organized an industrial visit to Jsw Steel Coated Products Limited, Rajpura on 3rd March, 2026. Founded in 2013, JSWSCPL is India's largest manufacturer and exporter of colour-coated steel products, and a wholly owned Subsidiary of JSW Steel. Here, we take our trademark steel, and push it one step further with colour, texture

and more, to create just the product you're looking for. With a strong focus on sustainability and innovation, JSWSCPL dominates the value-added product market. JSW Steel has always been at the forefront of research and innovation.



Competition on Innospark-Futurepreneurs



Department of Commerce, CBSA organized a competition on the theme “InnoSpark – Futurepreneurs” on 6th March, 2026. The session was conducted with the objective to encourage, innovation, entrepreneurial thinking, and creative problem-solving among students. The events provided a platform for participants to present innovative startup ideas and demonstrate their understanding of business concepts, intellectual property, and market feasibility. The competition aimed to inspire young minds to think like entrepreneurs and develop solutions for real-world challenges. Each team consisted of members who collaboratively developed and presented their innovative business or startup ideas before the judging panel. The participants showcased creativity, research, and practical application of entrepreneurial concepts.



Session on Raising Capital and Finance Management for Start-Ups



Department of Business Administration, CBSA organized a workshop on “Raising Capital and Finance Management for Start-Ups” provided students with practical knowledge about funding and financial management for new ventures organised on 16th March, 2026. Mr. Balram Singh, Zonal/Divisional Head of The Falcon Technology started the session with giving real life examples. The

session covered various sources of raising capital such as bootstrapping, angel investors, venture capital, bank loans, and government schemes. It also highlighted the importance of financial planning, budgeting, and cash-flow management for the sustainability and growth of start-ups. Real-life examples made the session interactive and helped students understand the financial feasibility of business ideas.



AI-Powered Solution Expo: Demo Days for AI/I4.0 Prototypes



The Intelligent Sonic Club of the Department of Computer Applications, CBSA organized an engaging event titled “AI-Powered Solution Expo: Demo Days for AI/I4.0 Prototypes” on 9th March, 2026. The event aimed to provide students with a platform to showcase innovative prototypes and solutions developed using Artificial Intelligence and Industry 4.0 technologies. The session was

guided by esteemed experts Mr. Balram and Mr. Tushar, who shared their valuable insights and evaluated the student projects. The main objective of the expo was to encourage students to apply their technical knowledge in developing AI-driven solutions to real-world problems.



“World Happiness Day”



Department of Commerce & Department of Business Administration, CBSA celebrated “World Happiness Day” on 20th March, 2026 for all the faculty of Department. Let us celebrate the simple joys that bring meaning to our lives—kindness, gratitude, and

togetherness. Happiness is not just a feeling but a choice we make every day by spreading positivity and uplifting those around us. Let's create a happier world, one smile at a time.



Articles Section

Shaping Tomorrow: The Future Requirements of Technology

In today's fast-changing world, technology is no longer just a tool—it is the foundation of progress. As we move into a more digital and interconnected era, the future requirements of technology are becoming clearer and more essential for sustainable growth and development. One of the most significant needs is the advancement of Artificial Intelligence (AI) and automation. From smart assistants to self-driving systems, AI is transforming industries by improving efficiency and decision-making. In the future, AI will need to be more ethical, transparent, and human-centered to ensure it benefits society as a whole.

Another critical requirement is cybersecurity. With the rise of digital platforms, protecting personal and organizational data has become a major concern. Future technologies must focus on stronger encryption, secure networks, and awareness to combat increasing cyber threats. Sustainability is also a major focus. The demand for green technology is growing as the world faces environmental challenges. Energy-efficient systems, renewable resources, and eco-friendly innovations will be essential to reduce carbon footprints and protect our planet. Moreover, the need for high-speed connectivity like 5G and future networks will continue to rise. Faster and more reliable internet will support smart cities, remote work, online education, and advanced communication systems. Finally, technology will require skilled and adaptable individuals. Continuous learning, digital literacy, and innovation will be key for students and professionals to stay relevant in this evolving landscape. In conclusion, the future of technology lies not only in innovation but also in responsibility.

— A step towards a smarter future



Dr. Chhinder Kaur Dhaliwal
HOD -DCA , CBSA



Articles Section

Beyond Equality to Humanity

In 1977 the United Nations officially recognized 8th March as International Women's Day.

But the story started much earlier.

In 1908, women marched in New York City demanding shorter working hours, better pay, and voting rights. Now it's 2026—more than a century later. Yes, women gained the right to vote, but ask honestly: Did we really achieve the rest?

Instead of lighter burdens, many women today carry even heavier ones.

For centuries women fought to prove they are not less than men. And that fight was necessary. But somewhere along the way, the meaning of equality got twisted. We started trying to prove that we can do everything. Be the perfect professional. Be the perfect mother. Be the perfect partner. Be emotionally strong. Never complain. Never stop.

We tried to become superwomen. But the truth is simple: We are not less than men. But we are not superhuman either.

We are human. In trying to glorify womanhood, many women didn't leave traditional roles behind they simply added modern roles on top of them.

- Now many women face:
- longer working hours
 - unequal pay
 - constant pressure to prove themselves
 - emotional exhaustion
 - silent burnout

So maybe it's time to change the narrative.

Stop trying to be superhuman.

Start allowing yourself to be human.

Say no without guilt.

Admit when you are tired.

Speak when you are stressed.

Let go of the false glorification that demands perfection.

Equality doesn't mean becoming masculine.

Equality means living authentically without needing to prove your worth.

Women do not need to prove themselves to the world.

All human beings are equal.

And sometimes the bravest thing a woman can do is simply say:

"I am human — and that is enough."



Dr. Preeti Sharma
HOD-BBA, CBSA



FACULTY ACHIEVEMENTS



Prof. (Dr.) Ramandeep Saini, Director-Principal CBSA recorded first radio podcast on the topic “Emotional intelligence and its Dynamics”. The aim was to create awareness about EI and reinforce its role in personal and professional life also granted one patent “Emotion Recognition System” in the month of March, 2026.

Prof. (Dr.) Ramandeep Saini
Director Principal
CBSA



Prof. (Dr.) Ramandeep Saini, Director-Principal CBSA was a Technical Chair in the International Conference on “Smart Technologies & Sustainable Innovation in Business Ecosystem” organized by University School of Business, Chandigarh University on 20th & 21st January 2026 in collaboration with North- West University, South Africa.

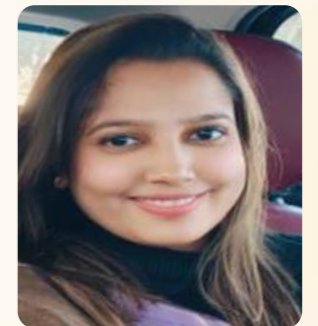
FACULTY ACHIEVEMENTS



Dr. Seema Rani, HOD-Commerce, have published a research paper titled “Role of Artificial Intelligence in Stock Market: A Literature review” in Conference preceding book entitled “Shaping the Future: Global trends in Management Paradigms” in the month of February, 2026.

Dr. Seema Rani
HOD-Commerce, CBSA

Ms. Priyanka Nehra, Assistant Professor, Department of Commerce, CBSA has published a research paper titled “The Interplay between Emotional Intelligence and Employee Workplace Success” in ABDC Journal of Marketing and Social Research in the month of January 2026.



Ms. Priyanka Nehra
Assistant Professor
Department of Commerce
CBSA



Dr. Parampal Singh Associate Professor, from MBA Department, CBSA, has been granted a patent in the month of 8th January 2026 titled “IoT-Based Device for Finance Management in Banks.” The patent is registered with The Patent Office, Government of India (No. 475316-001)

Dr. Parampal Singh
Associate Professor
MBA, CBSA



FACULTY ACHIEVEMENTS



Dr. Ruby Sharma
Assistant Professor
MBA



Dr. Aaruni
Associate Professor
MBA



Dr. Pallavi Pahuja
Associate Professor
MBA

Dr. Pallavi Pahuja (Associate Professor), Dr. Ruby Sharma (Assistant Professor), Dr. Aaruni (Associate Professor) from MBA Department, CBSA, published Scopus-indexed chapter 'Thriving in the Digital Era: Reimagining Employee Well-Being, Motivation, and Work-Life Balance in Tech-Driven Workplaces' in the month of January, 2026 in the book 'Innovative Approached to AI-Supported Hybrid and Remote Workplaces.'



Dr. Ruby Sharma
Assistant Professor
MBA



Dr. Aaruni
Associate Professor
MBA



Dr. Pallavi Pahuja
Associate Professor
MBA



Dr. Radhika Giri
Assistant Professor
MBA

Dr. Ruby Sharma, Assistant Professor, Dr. Pallavi Pahuja, Associate Professor, Dr. Aaruni, Associate Professor and Dr. Radhika, Assistant Professor from MBA Department, CBSA, published an ABDC-Indexed Research Paper titled 'The Anatomy of Failed Shields: Key Factors in Bank Risk Breakdowns' in the month of March 2026 and another Research Paper titled 'Branding Beyond The Surface: How employer Image Drives Citizenship behavior In Private Banks' & another paper titled 'The impact of social media marketing on consumption decision making :Trends, Strategies and Insights' in the month of March 2026

FACULTY ACHIEVEMENTS



Dr. Diksha Verma, Assistant Professor, Department of Commerce , CBSA has awarded with the Swayam Online Course Certification on completing 4 credit course on 'Entrepreneurship Development' under Dr. Nilam Panchal of Gujarat University on 22nd January, 2026.

Dr. Diksha Verma
Assistant Professor
Department of Commerce, CBSA

Dr. Geetika Sharma, Associate Professor, DBA,CBSA has a conference preceding named "Wide-Area Monitoring and Control in Power System using Artificial Intelligence" in International Conference on Innovations and Emerging Technologies In AI & Communication Systems (IETACS) 2025 in IEEE Conference published on 20thFebruary ,2026.

Dr. Geetika Sharma
Associate Professor
BBA, CBSA

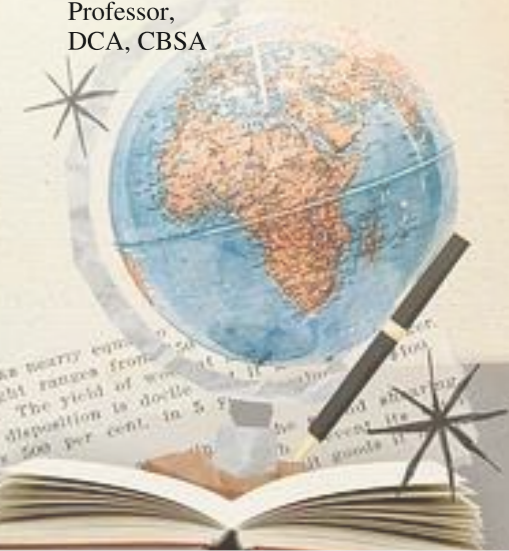


Dr. Chhinder Kaur Dhaliwal
HOD-DCA , CBSA

Dr. Chhinder Kaur Dhaliwal, HOD -DCA, CBSA & Dr. Chamkaur, Professor from MCA Department , CBSA has published a design on AI Powered Chabot device for handling human inquiries in the month of January ,2026.



Dr. Chamkaur
Professor,
DCA, CBSA



FACULTY ACHIEVEMENTS



Ms. Sarabjit Kaur, Assistant Professor, Department of Commerce, CBSA has published a research paper titled “Factors Influencing Behavioral Intention of Buying and Consumer Patronage towards Online Shopping Portals: An Empirical Study” in ABDC Journal of International Commercial Law and Technology in the month of March, 2026.

Ms. Sarabjit Kaur
Assistant Professor
Department of Commerce, CBSA

Ms. Rajni, Assistant Professor, Department of Commerce, CBSA have published a paper titled “Impact of Goods and Services Tax (GST) on the Performance and Sustainability of Small and Medium Enterprises (SMES)” in International Journal of Innovation in Engineering Research and Management in the month of March ,2026.



Ms. Rajni
Assistant Professor
Department of Commerce, CBSA



Dr. Sonia, Assistant Professor, Department of Commerce, CBSA have published a paper titled “Role of Artificial Intelligence in Stock Market: A Literature review” in Conference preceding book entitled “Shaping the Future: Global trends in Management Paradigms” in the month of February, 2026.

Dr. Sonia
Assistant Professor
Department of Commerce, CBSA



EMPLOYEES Sportathon 2025

“A team that plays together, grows stronger together—today we celebrate not just competition, but unity and spirit.”



“Sports remind us that success is not just about winning, but about participation, perseverance, and teamwork.”

The Women Team rocked and brought the overall CGC Trophy in women category to CBSA. Their Determination and sportsmanship proved to be an inspiration.





Dr. Banita, Assistant Professor, Department of Business Administration, CBSA has excelled in Sportathon 2026 (CGC Landran Employee Sports Meet), winning 7 Gold medals in Cricket, Basketball, Football, Badminton, Long jump, 100m race, and 4x100m relay, and 3 Silver medals in Volleyball, 200m race, and Discus throw.

Dr. Banita
Assistant Professor
DBA, CBSA



Ms. Shailee Thakur , Assistant Professor, Department of Commerce , CBSA secured 1st Position in Women 400 m race & Ms. Jasmeet Kaur , Assistant Professor, Department of Business Administration, CBSA secured 2nd Position in Women 400 m race in Sportathon 2026 (CGC Landran Employee Sports Meet).



Prof. (Dr.) Ramandeep Saini, Director-Principal CBSA secured 1st Position in Table Tennis at Sportathon 2026 (CGC Landran Employee Sports Meet).



CBSA Secured 1st position in Cricket Match at Sportathon 2026 (CGC Landran Employee Sports Meet).



EMPLOYEES
Sportathon
2025



CBSA Secured 1st position in Football Match at Sportathon 2026 (CGC Landran Employee Sports Meet).



✔ CBSA Secured 1st position in 4*100 mt.women relay race at Sportathon 2026 (CGC Landran Employee Sports Meet).

EMPLOYEES
Sportathon
2025



CBSA Men team secured 1st Position in Volleyball Match held at Sportathon 2026 (CGC Landran Employee Sports Meet).



STUDENT ACHIEVEMENTS



Ritesh Kumar and AbhayJaswal, MBA-2nd Semester, CBSA, secured 1st Position in “Biz Quest,” a business quiz, at Arthashastra, the Inter-College Management Fest held at CGC University, Jhanjheri on 11th March, 2026.

Aditya Kumar and Prateek Raj, MBA-2nd Semester, CBSA, secured 2nd Position in the Business Quiz at Arthashastra, the Inter-College Management Fest held at CGC University, Jhanjheri on 11th March, 2026.



Ayush Chaudhary and Jitesh Inder Rikhi, MBA-2nd Semester, CBSA, secured 1st Position in “Clash of Thoughts,” a debate and discussion event on contemporary management challenges, at Arthashastra, the Inter-College Management Fest held at CGC University, Jhanjheri on 11th March, 2026.



STUDENT ACHIEVEMENTS

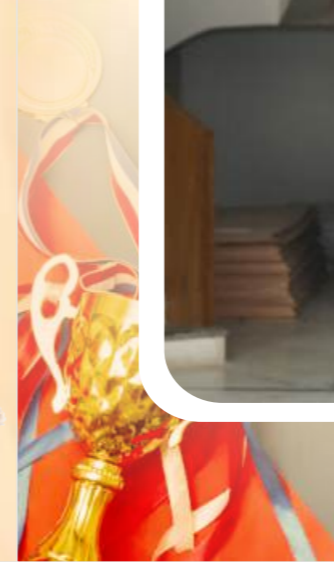


Aditi, Amandeep Kaur, and Amrita, MBA-2nd Semester, CBSA, secured 1st Position in “Reelpreneur,” a business reel-making competition, at Arthashastra, the Inter-College Management Fest held at CGC University, Jhanjheri on 11th March, 2026.

Khushi and Kush (Team - Synergy), MBA-2nd Semester, CBSA, secured 1st Position in “HR Manthan– Gyan Ki Jung,” an HR Quiz, held on 10th March at Department of Business Administration (MBA Department), Chandigarh Engineering College, CGCLandran.



MantashaAlam, MBA-2nd Semester, CBSA, secured 2nd Position in the Poster Vista Competition at “IT Fiesta 2026,” held on 13th March at Guru Gobind Singh College for Women, Sector 26, and Chandigarh, sponsored by INFOMATHS.



STUDENT ACHIEVEMENTS



Our MBA, CBSA 2nd semester student, Manas, has achieved a remarkable feat by winning a Gold Medal in the 93 kg category at the Northern India Powerlifting Championship 2026. The prestigious event was held at Indoor Stadium, Jammu, from 12th to 15th March.



Ms. Sakshi, student of 2nd semester, BBA, CBSA has brought laurels to the department with her exceptional performance at the IKGPTU tournament, winning one Gold medal in 400×100 relay and 2 Silver medals in Long jump and 100m race.



STUDENT ACHIEVEMENTS



Mr. Ashutosh, student of 6th semester, BBA CBSA, secured a Bronze Medal in Discus Throw, demonstrating great strength, focus, and sportsmanship at the Intra College Tournament.

Ms. Surbhi Pandey, student of 6th semester, BBA SIM, CBSA earned a Silver Medal in Volleyball, showcasing excellent teamwork and athletic skills at the Intra College Tournament.



MEMORANDUM OF UNDERSTANDING



The Department of Computer Applications, CBSA has signed a Memorandum of Understanding (MoU) with AriesPro Technology Services Pvt Ltd, marking a significant step towards strengthening industry-academia collaboration. This partnership aims to enhance student skill development by providing exposure to emerging and industry-relevant technologies. Under this collaboration, students will gain opportunities to learn and explore domains such as Artificial Intelligence, Machine Learning, data-driven technologies, and modern digital solutions. The MoU will facilitate expert talks, hands-on workshops, industrial visits, and internship



The MBA Department, CBSA organized an event on 22nd January 2026 featuring the MoU signing ceremony with Krishna Foundation, a SEBI SMARTs organization, followed by an Expert Talk on the SMARTs Investor Awareness Program. The MoU was signed to strengthen industry-academia collaboration and to promote initiatives related to financial literacy, investor education, and professional exposure for students. The collaboration aims to facilitate expert sessions, workshops, and awareness programs aligned with SEBI guidelines. Following the ceremony, an expert session was conducted to enhance students' understanding of financial planning, capital markets, investor rights, and responsible investment practices. The session provided practical insights into investment awareness and emphasized the importance of informed and ethical financial decision-making. More than 120 students participated in the event, which significantly enhanced their awareness of financial markets, investor protection, and long-term financial planning. The program served as a valuable platform for promoting financial literacy and strengthening the connection between academic learning and industry practices.

RANKINGS & AWARDS

CBSA has been graded AAA+ in Top MBA colleges By Careers 360 magazine making it one of the Best B-Schools in the Year 2026.



PATENTS

Chandigarh Business School of Administration has filed 443 out of which 147 have been published and 4 have been granted till March, 2026.

START UPS

Fueling innovation and ambition, our start-up ecosystem continues to grow with a rising number of ventures shaping the future. CBSA has registered 10 new start ups for the year 2025-2026.