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**NEWS MAGAZINE 2025
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Message from Campus Director

Prof. (Dr.) Rajdeep Singh
Campus Director
CGC Landran, Mohali



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.

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 Director Principal

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



Ms. Shailee Thakur
Editor-in-Chief

Message from The editor's desk



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

Workshop on AI Startups: The Next Wave of Innovation

Department of Computer Applications, CBSA, in collaboration with IIC organized a Workshop on "AI Startups: The Next Wave of Innovation" on 2nd – 3rd April, 2025. The aim of this event was to make the students understand the AI startups which are driving a new wave of innovation, focusing on real world problems and concrete solutions. The Expert for the Workshop was Mr. Gulshan Raj. AI startups are the lifeblood of today's tech revolution. Their bold ideas, agile methods, and relentless pursuit of solving real-world problems are setting the stage for a smarter, more connected future. For investors, developers, and consumers alike, were keeping an eye on these startups means staying ahead of the curve.



CBSA CRESCITA 2K25



On April 4, 2025, Chandigarh Business School of Administration (CBSA) Landran successfully organized First Edition of its Management Fest, CRESCITA 2K25. The event commenced with insightful opening remarks by Prof.(Dr.) Ramandeep Saini, Director-Principal, and Prof. (Dr.) P. N. Hrisheeksha, Campus Director, CGC Landran.

A pivotal highlight of the fest was a thought-provoking panel discussion on "Decoding Business Strategies for Developing a Viksit Bharat." Eminent panelists from diverse backgrounds shared their expertise, including Mr. Joy Roy (Zenex Partners), Mr. Rahul Pandita (Future Market Insights), Ms. Poonam Bath (Journalist and Corporate Consultant), Mr. Deepak Nauriyal (Axis Bank), Ms. Rishika Verma Vohra (BluSmart), and CS Manjeet S. Dhillon (NIRC-ICSI). The session delved into strategic business approaches for India's growth and development, with panelists emphasizing the synergistic potential of AI, innovation, and inclusion in achieving the vision of Viksit Bharat. Their collective insights provided valuable takeaways for the audience.



Along with this CRESCITA 2K25 brought a vibrant blend of fun, creativity, and innovation. The Startup Display, exciting Management Games, colorful Nail Art & Face Painting, and fun photo spots like the Selfie Booth, Mirror Selfie, and Creative Cutouts were a point of attraction.

The afternoon session of CRESCITA 2K25 began with an engaging talk show titled "Leadership Playbook", where Mr. Vivek Atray, Founder of Suvichar Think Tank, had an insightful conversation with Prof. (Dr.) Ramandeep Saini, Director Principal, CBSA. The discussion highlighted the essence of modern leadership, emphasizing the importance of vision, innovation, and emotional intelligence. This was followed by a panel discussion on "Ethical Leadership: Balancing Profit and Purpose." The session featured a distinguished panel comprising Mr. Rishab Jain from Innifu Labs, Ms. Jalaj Sharma from People Watermark Insights India, Mr. Sanjeev Kainth from Irdeto Technology, Mr. Saurabh Aggarwal from Infosys, Mr. Indranil Roy from BT Group, and Mr. Atul Vyas from Circle Hub.



The panelists shared valuable perspectives on integrating ethical practices into business strategies while ensuring sustainable growth. The session offered deep insights into responsible leadership, sparking meaningful conversations and leaving the audience inspired.

The fest concluded on a high note with a plethora of events that celebrated innovation, leadership, and collaboration. A heartfelt vote of thanks by Prof. (Dr.) Ramandeep Saini, Director Principal, CBSA, expressing deep

gratitude to the honorable management for their unwavering support and guidance. From thought-provoking discussions to interactive sessions and cultural showcases, Crescita 2K25 proved to be a dynamic platform for learning, networking, and inspiration, leaving participants with lasting memories and valuable takeaways.



Workshop on Business Model Canvas



Department of Computer Applications, CBSA, in collaboration with the Institution's Innovation Council (IIC), conducted a Workshop on Business Model Canvas on 8th – 9th April, 2025. The workshop aimed to identify strengths, uncover weaknesses, and align their strategies with customer needs and market demands. Business Model Canvas (BMC) is a strategic tool that helps visualize and structure a business model in a clear and organized way. The expert for the session was Ms. Arpana Grover.

On First day, a session on Business Model Canvas is done and discussions focused on innovation-driven approaches, the role of creativity in business, skill enhancement strategies, and providing a holistic view of how an organization delivers value to its customers and achieves profitability. On second day, hands on activity are done. Special emphasis was placed on fostering a

growth mindset, adaptability, and leadership qualities in dynamic business environments.

Certified Program on Skill Sets for Thriving in the Dynamic BFSI Sector

MBA Department, CBSA, in collaboration with Bajaj Finserv, launched the Certified Program in Banking, Finance, and Insurance (CPBFI), for MBA students. This intensive 30-day program was conducted in a hybrid format by seasoned professionals from Bajaj Finserv. It started on March 13, 2025 and ended on April 21, 2025 the program had enrolled a cohort of 48 students and was spanning 96 hours of structured learning. Divided into four meticulously designed modules, CPBFI provided a comprehensive understanding of the banking, finance, and insurance sectors.



The curriculum integrated theoretical knowledge, practical case studies, and interactive sessions, equipping participants with the essential skills needed to navigate industry challenges, adhering to regulations, and staying ahead of emerging trends.

FDP: Empowering Educators for Excellence in Academia and Beyond



The Faculty Development Programme Theme: "Empowering Educators for Excellence in Academia and beyond" commenced successfully from May 12, 2025, with enthusiastic participation from faculty members across various institutions. The Programme aiming to equip faculty with updated knowledge, research insights, and innovative pedagogical strategies.

The FDP featured expert speakers and resource persons from reputed institutions/industries, including: Ms. Urmila Sharma, TPP Dept.; Dr. Perna Tikku, BBA, CBSA; Dr. Gagandeep Bhullar, DSW; Dr. Gurleen Kaur, Psychologist; Prof.(Dr.) Ramandeep Saini, Director Principal, CBSA; Mr. Hitesh Gulati, Founder, Diversity Ace Business Consulting; Mr. Tanvir Singh, Dr. Deepika, RISE; Dr. Shilpa Suri, Director of Planet Psychology; Dr. Neha Sharma, Dean RISE; Dr. Pardeep, TPP Dept.; Dr. Meenakshi, NITTTR, Chandigarh and Mr. Jagmohan, Founder, Think Fluence. The Faculty Development Program was successfully conducted with active participation and engagement from all stakeholders. It contributed significantly to the professional growth of faculty members and opened new avenues for research and academic collaboration.



Visit to University of Slavonski Brod, Croatia



It's a pleasure to share that our Director Principal CBSA and Dean International Affairs was granted approval for a project under the Erasmus + KA 171 initiative of the European Commission. She and Mr. Mandeep Singh, Associate Director went to our partner, University of Slavonski Brod in Croatia to participate in International Week from 18th May, 2025 to 25th May 2025, which had participants from other countries like Belgium, Laos, Spain, Tunis, Slovenia, Mauritius, Jordan etc. Prof. (Dr.) Ramandeep Saini and Mr. Mandeep Singh delivered a lecture on Emotional Intelligence and Project management respectively along with introduction of CGC Landran to all the participants. The much appreciated efforts of our CGC faculty will go a long way in internationalizing education imparted at CGC Landran.



FDP: "A Roadmap for Holistic, Multidisciplinary, and Future-Ready Higher Education"

The Faculty Development Programme based on theme: "A Roadmap for Holistic, Multidisciplinary, and Future-Ready Higher Education" commenced successfully on, 23/06/2025, with a warm welcome of Chief Guest Mr. Rajiv Bhargav and graced by Honourable President S. Rashpal Singh Dhaliwal with enthusiastic participation by 74 newly joined faculty members from Chandigarh Group of Colleges, Landran.

The programme was scheduled for five days (23-27 June'25) under the guidance of Dr. Ramandeep Saini, Director Principal CBSA & Dean International Affairs,



CGC. It had 26 sessions embraced by both Internal & External Speakers. It aimed to equip faculty with updated knowledge, research insights, and innovative pedagogical strategies. Overall, the FDP was a wonderful blend of academic enrichment and personal development. It has been an opportunity for all of us to broaden our perspectives, update our skills, and prepare ourselves to better serve our institutions and our students in the evolving landscape of higher education.



ARTICLES SECTION



Anish
MBA Department

Career Trends in 2025: The Rise of Purpose Driven Careers

In a world that changes faster than the morning news can catch up, the concept of a “career” is no longer what it used to be. Not too long ago, a job was simply a means to an end; a salary, a stable routine, maybe a corner desk if things went really well. But today's career landscape is shifting toward something deeper, something more human.

We're no longer just chasing promotions. We're chasing purpose. Ask a young professional today what they want in a job, and you'll often hear something like: “I want to make a difference,” or “I want to enjoy what I do.” That's not idealism, it's the new standard. In 2025, the most notable career trend is the shift toward purpose-driven work. People aren't afraid to walk away from traditional roles if it means aligning with their values. Sustainability, mental health, diversity, innovation; these aren't just buzzwords anymore. They're guiding principles. A company that leads with purpose is becoming magnets for talent. Whether it's a tech firm working on clean energy or a startup reinventing education, meaningful missions are what attract the brightest minds now.

We used to worry that AI and automation would steal our jobs. But the story isn't about humans versus machines. It's about humans with machines. Careers in 2025 are increasingly focused on what technology can't replicate; empathy, creativity, critical thinking. The most in-demand roles combine technical skills with very human qualities. Think UX designers who understand psychology, data scientists who can tell a story, or digital marketers who know how to read emotions between the lines of an algorithm. Human skills are no longer “soft.” They are essential. Gone are the days when success meant sticking to one job for 20 years. Today, career agility is the superpower everyone's chasing. People are switching fields, up skilling, freelancing, starting side hustles, or even taking gap years to realign with themselves, and it's not because they're indecisive. It's because they're bold enough to evolve.



Ms. Rajni Kaur
Assistant Professor

Loneliness in a Room Full of People

There's a kind of silence that doesn't love in empty rooms - it lives in crowded ones. We sit in a room full of people, laughing along with them, yet, that unknown hollowness that rests in our chests screams quietly. Despite having so many eyes on us, we remain unseen. Our feelings, our insecurities, our perspectives, our true selves remain hidden. It is not because we are physically alone, it's because no one really sees us. Our true emotions get brushed away by people's silent nods and a fake smile; that later often makes us feel kind of low for expressing our true emotions. People nowadays have forgotten the art of listening because they're too busy in talking.

Well, can you feel your mind drifting away to such moments? If yes, then stop thinking you suffer it alone. This happens because our heart craves someone who just doesn't listen to us but understands us truly. Our soul craves deep-connection. People with such feelings are sensitive, deep feelers, and are likely to prioritize other people's feelings above their own. Afraid to ruin the conversation.

There is no need to think you are alone or there is really no one who understands you. This is what that makes us ourselves, makes us *human*. Remember, there are thousands of rocks on the Earth; each has its own story. How it got broken away from a hill, rolled down the slopes, got carried away by rivers, kicked away by kids and when turned into a grain of fine soil. If someone doesn't know its story, that doesn't make it any less. It knows who it is, and that's enough. Sometimes, we have to be the right person ourselves instead of waiting for the right one. Learn how to understand yourself, be your own therapist. It is normal to face the feelings of being 'left away' or go 'unnoticed'. In such moments, reassure yourself, tell yourself that it's ok and build self-connection. Moon stays in the sky all alone, listens to the stories of thousands of people every night, yet, never gets a chance to share its own.

Love yourself, because sometimes, that's where true healing begins from.





Sachin Kumar
2nd Semester, BBA

The Nation's Forces: Defenders of Freedom and Peace

The armed forces of a nation are among its most vital institutions, serving as the ultimate protectors of national sovereignty, peace, and stability.

Comprising the Army, Navy, and Air Force, they work relentlessly to defend the country's borders, uphold law and order, and respond to threats both external and internal. Their bravery, discipline, and sacrifice make them the backbone of a secure and progressive nation. The primary role of the armed forces is to safeguard the territorial integrity of the nation. Soldiers operate in

some of the most difficult and dangerous conditions-high-altitude regions, dense forests, remote seas, and hostile zones-often placing their lives at risk. Their unwavering dedication ensures that citizens can go about their daily lives in peace and safety.

Beyond traditional warfare, the forces also play a key role in responding to natural disasters such as earthquakes, floods, and cyclones. They are often the first responders, delivering relief supplies, rescuing people, and restoring communication and transport in affected areas. Their efficiency and commitment during times of crisis highlight their humanitarian spirit.

In today's rapidly changing world, modern warfare includes cyber threats, terrorism, and information warfare. To meet these challenges, the armed forces are constantly modernizing-adopting advanced technology, cyber defence systems, and strategic intelligence. This adaptation ensures they remain prepared for any form of conflict in the future.

The armed forces also symbolize national pride and unity. They inspire citizens with their discipline, patriotism, and selfless service. Events like Republic Day parades and military honours serve as reminders of the sacrifices made by our brave soldiers.

In conclusion, the nation's forces are not just warriors in uniform-they are the true guardians of freedom, democracy, and humanity. Their contributions, often unseen and uncelebrated, are the foundation of a peaceful and thriving society. As responsible citizens, we must honour their efforts, support their families, and remain ever grateful for the peace and safety they provide.



FACULTY ACHIEVEMENTS



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

Prof. (Dr.) Ramandeep Saini, Director Principal, CBSA published a book chapter "Developing Sustainable Smart Cities" in a book with ISBN no 978-1-77491-671-1 (pbk) published by CRC Press Taylor and Francis Group.

Also delivered a capacity building program for employees of Auswide Pvt.Ltd in April 25



Dr. Seema Rani
HOD-Commerce

- Dr. Seema Rani, HOD-Commerce published a paper titled "Revolution of Firm Operations and Strategy Due to Artificial Intelligence" in the month of May, 2025 in Business and Economics Research Journal.
- Also, published a paper titled "Exploring the role of Leadership skills and its impact on employee performance of Private sector banks in Haryana" in the month of June, 2025 in World Journal of Management and Economics.
- Further, published a paper "Analyzing the impact of big data and analytics on firm profitability" in the month of June, 2025 in IEEE Conference Proceedings.



Dr. Pallavi Pahuja
Associate Professor



Dr. Aaruni Batta
Associate Professor



Ms. Ruby Sharma
Assistant Professor

Dr. Pallavi Pahuja, Associate Professor, Dr. Aaruni Batta, Associate Professor & Ms. Ruby Sharma, Assistant Professor from MBA Department, CBSA published two book chapters "Humanizing AI: The Role of Employer Branding in Attracting and Retaining Top Talent" & "Exploring the Future of AI in Marketing and the Evolution of Consumer Insight Analysis" published in the month of May, 2025 in the book AI Marketing and Ethical Considerations in Consumer Engagement.



Dr. Kamalpreet Kaur
Assistant Professor

- Dr. Kamalpreet Kaur, Assistant Professor from Department of Commerce, CBSA published a Book titled “Essentials of Research Methodology” in April, 2025 with Kripa Drishti Publishers.
- Also, published a paper titled “Role of Startup Ecosystems in Building Viksit Bharat 2047: A Digitally Empowered Nation “in June, 2025 in the ABDC-listed Advances in Consumer Research.

- Dr. Sonam Sharma, Assistant Professor from MBA Department published the research paper titled "E-Commerce Business Models: Success Factors and Market Trends" in the month of May, 2025 in the ABDC-listed journal of Informatics Education and Research.
- Another research paper titled “A Bibliometric Analysis on Organizational Culture and Intention to Leave Using Visualizing Network” published in the month of May 2025 in the ABDC-listed journal Journal of Informatics Education and Research.



Dr. Sonam Sharma
Assistant Professor



Ms. Upasna
Assistant Professor

Ms. Upasna, Assistant Professor from MBA Department published the research paper titled " A Bibliometric Analysis on Organizational Culture and Intention to Leave Using Visualizing Network " published in the month of May 2025 in the ABDC-listed journal Journal of Informatics Education and Research .

Ms. Astha Bajaj, Assistant Professor from MBA Department, CBSA, contributed as a guest speaker at the Staff Development Programme on the topic “Performance Enhancement”, organized by the Department of Student Welfare, CGC Landran, held from 23rd to 29th May 2025.



Ms. Astha Bajaj
Assistant Professor



Ms. Sarabjit Kaur
Assistant Professor

Ms.Sarabjit Kaur, Assistant Professor from Department of Commerce, CBSA was granted a design entitled “Human Oriented Design for Innovative Social Entrepreneurship” in the month of May, 2025.



Ms. Kirti Sharma
Assistant Professor

Ms. Kirti Sharma, Assistant Professor from Department of Commerce, CBSA published a paper titled “Evaluating the impact of income tax policies on MSME Units in Punjab” in the month of May, 2025 in the ABDC-listed Journal of Informatics Education and Research.

Ms. Priyanka Nehra, Assistant Professor from Department of Commerce, CBSA was granted a Patent entitled “Exam Alertness Monitoring Device” in the month of June, 2025.



Ms. Priyanka Nehra
Assistant Professor



Ms. Shailee Thakur
Assistant Professor

Ms. Shailee Thakur, Assistant Professor from Department of Commerce, CBSA published a paper titled “Womepreneur Challenges and Measures: A Comparative Literature Analysis of Ethiopia and India” in the month of June, 2025 in Journal of Information Systems Engineering and Management

Dr. Diksha, Assistant Professor from Department of Commerce, CBSA published a paper titled “Role of Startup Ecosystems in Building Viksit Bharat 2047: A Digitally Empowered Nation “in June, 2025 in the ABDC-listed Advances in Consumer Research.



Dr. Diksha
Assistant Professor

MOU's

Memorandum of Understanding with Anupaat Nivesh



Department of Business Administration, Chandigarh Business School of Administration organized a momentous MOU signing ceremony to establish a strategic alliance between Chandigarh Business School of Administration and Anupaat Nivesh. This Memorandum of Understanding (MOU) was executed on 23rd April 2025. The ceremony was held with key representatives from Chandigarh Business School of Administration, Landran and Anupaat Nivesh (Akashdeep Garg- Founder & Gaurav Chugh – Co Founder). The MOU signed represents a significant milestone in the establishment of a fruitful partnership. Both organizations are committed to realizing the goals outlined in the MOU and look forward to the successful implementation of collaborative projects.



This partnership is expected to lead to lasting benefits for both parties. Fostering New and Varied Corners of Cooperative Training and Mobilizing the Idea of Affluent Market Handling with Technological Interventions. Alliance will help to strengthen industry-institute interface & promote entrepreneurial development activities for the benefit of students and cooperatives. Both parties expressed optimism and commitment toward achieving the shared goals outlined in the agreement.

Patents

- Chandigarh Business School of Administration has filed 422 out of which 141 have been published and 3 have been granted till June 2025.

Ranking and Awards



- Department of Business Administration, CBSA has been ranked 1st in Punjab and 42nd PAN India among all colleges and universities in Punjab, as per INDIA TODAY SURVEY 2025.



- Department of Commerce, CBSA has earned a notable accolade by securing the 8th position among all colleges and universities in Punjab, alongside a commendable national rank of 134 PAN INDIA by “India Today-MRDA Best Colleges Ranking-2025” in comparison of last year Ranking of 10th among all colleges and universities in Punjab and 133 in PAN INDIA by “India Today-MRDA Best Colleges Ranking-2024”.



- Department of Commerce, CBSA has achieved a remarkable milestone by being ranked 5th in Punjab among all colleges and Universities and 93rd at the PAN India level in "The Week - Hansa Research, Arts- Commerce-Science College Survey 2025". This marks an improvement from its 103rd PAN India rank in the 2024 survey, while maintaining its 5th position in Punjab.

