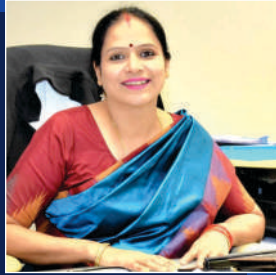




# Sharda School of Business Studies Sharda University Agra



Chief Patron

**PROF. (DR.) JAYANTHI RANJAN**

Vice Chancellor



Patron

**PROF. (DR.) SAKET JESWANI**

Dean, SSBS & Director, IQAC



# अज्ञान

2K25  
*Beyond Your Dreams*

## — Editorial Board —

**DR. DEEKSHA AGRAWAL**

Assistant Professor, SSBS  
Sharda University Agra

**DR. IBRAHIM SHUAIB**

Assistant Professor, SSBS  
Sharda University Agra

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Vol.1, Issue.1

Jan. - June 2025

# The Half Yearly Newsletter



18 Km. Stone, Agra-Delhi Highway (NH-19),  
Keetham, Agra, UP-282007

[www.agra.sharda.ac.in](http://www.agra.sharda.ac.in)



## What Sharda is all about?

Sharda University Agra is more than just a campus - it is a thriving ecosystem of knowledge, innovation, and opportunity. Built on the pillars of integrity, leadership, diversity, and community, Sharda has created an environment where students from across India and over 95 countries come together to learn, collaborate, and grow as global citizens. The University's mission goes beyond imparting degrees; it is about shaping individuals who carry vision, confidence, and values into every step of their personal and professional journey.

The Sharda School of Business Studies (SSBS) embodies this mission with a focus on nurturing responsible business leaders for the future. Here, learning extends far beyond classrooms - students engage with industry-driven projects, real-world problem solving, internships, entrepreneurial ventures, and cutting-edge research. Every program, from undergraduate to doctoral, is designed to instill not just knowledge, but also analytical sharpness, ethical clarity, and leadership excellence.

At Sharda, ambition is not only encouraged but empowered. The University believes every student carries within them the potential to soar, and SSBS serves as the runway that transforms dreams into reality. With world-class faculty, global exposure, modern infrastructure, and strong corporate linkages, Sharda equips its learners to rise with confidence in the ever-changing business landscape. Udaan - our newsletter - carries forward this spirit of flight, capturing the ideas, achievements, and aspirations that define our community, and inspiring every reader to aim higher, think bigger, and embrace the limitless skies of possibility.



## What SSBS is all about?

The Sharda School of Business Studies (SSBS) is the hub of innovation, leadership, and holistic learning at Sharda University Agra. With a strong belief in “learning beyond classrooms,” SSBS focuses on transforming students into competent, ethical, and future-ready leaders who can thrive in an ever-changing business landscape.

At SSBS, education is more than theory—it's about experience. Students engage with industry experts through live projects, internships, workshops, seminars, and interactive sessions like Coffee with CEO. The School's programs, from undergraduate to doctoral levels, are designed to integrate analytical thinking, problem-solving, creativity, and global exposure. Whether it's entrepreneurship, corporate strategy, research, or social impact, SSBS provides platforms to nurture every ambition.

Our faculty members are not just educators but thought leaders—constantly involved in cutting-edge research and industry collaborations. From discussions on emerging technologies to exploring sustainable practices, SSBS ensures its learners stay ahead of trends. With strong corporate linkages and international partnerships, the School bridges academia and industry, giving students the edge to compete globally.

SSBS is not just a place to earn a degree; it's a vibrant community of learners, innovators, and change-makers. It is where curiosity meets opportunity and where dreams take flight—true to the spirit of our newsletter, Udaan.



## From Vice-Chancellor's Desk

The Sharda School of Business Studies (SSBS) continues to demonstrate its commitment to developing resilient, innovative, and ethically driven business leaders capable of thriving in a rapidly evolving global environment. Through a range of initiatives—including national and international seminars, workshops, industry interactions, and socially relevant projects—SSBS equips students with the knowledge, skills, and mindset needed for holistic growth.

These activities not only foster critical thinking, creativity, and adaptability but also reinforce the importance of responsible leadership and societal contribution. The enthusiasm and active participation of our students, guided by our dedicated faculty, exemplify the spirit of experiential learning and excellence that defines SSBS.

I commend the SSBS team for their continuous efforts in creating impactful learning experiences and encourage our students to embrace every opportunity for growth, innovation, and collaboration. Together, we are shaping a community of capable leaders ready to make meaningful contributions to society and the business world.

Warm Regards,

**PROF. (DR.) JAYANTHI RANJAN**

Vice Chancellor  
Sharda University Agra



## From Dean's Desk

Dear Students, Faculty and Well-Wishers,

It gives me immense pleasure to connect with you through this edition of our School of Business Studies newsletter. This platform is more than just a medium of communication — it is a reflection of our shared journey, our collective aspirations, and the vibrant spirit of the Sharda community. It allows us to celebrate milestones, highlight achievements, and acknowledge the dedication of students, faculty, staff, and partners who contribute every day to making our School a centre of excellence.

At Sharda, our vision is to nurture responsible leaders who are not only equipped with knowledge and technical expertise but also guided by creativity, resilience, and a strong sense of ethics. In today's dynamic and often unpredictable business environment, adaptability, innovation, and value-driven decision-making have become as critical as traditional business skills. Our School remains committed to fostering these qualities through innovative teaching methodologies, strong industry engagement, global exposure, and a focus on holistic personal and professional growth.

We believe education is not just about preparing for careers but about preparing for life. That is why we emphasize developing leaders who will be problem-solvers, innovators, and change-makers — individuals who can make meaningful contributions not only to their organizations but also to society at large.

This newsletter captures some of the milestones, events, and initiatives that embody our collective energy and ambition. Each story is a testament to the hard work, creativity, and perseverance of our community. I invite you to read it with pride, reflect on our progress, and envision the path ahead.

As we continue this journey together, let us uphold Sharda's timeless values of excellence, innovation, and integrity while embracing the limitless opportunities that the future holds. With unity of purpose and strength of vision, I am confident that the Sharda School of Business Studies will continue to soar higher and set new benchmarks of success.

Warm Regards,

**PROF. (DR.) SAKET JESWANI**

Dean SSBS

Sharda University Agra



*I don't believe in taking the right decisions. I take decisions and then make them right.*

— Ratan Tata

# Department Corner

## What MBA is all About?

### Leading the Future : Vision and Insights

**Dr. Ravikant Pathak**  
Associate Professor

As the world of business continues to evolve, so leaders are required who drive it. At Sharda School of

Business Studies we take immense pride in shaping tomorrow's decision-makers through our MBA program. Our MBA program is not just about acquiring knowledge—it's about transforming ambition into tangible success. Through a curriculum that blends theory with real-world application, students are equipped with the strategic thinking, management skills, and ethical foundation needed to navigate complex business environments. Whether it's tackling global challenges, leading teams, or driving sustainable growth, our students graduate ready to make a difference.

In today's fast-paced business landscape, adaptability and continuous learning are key to staying ahead. Our program emphasizes:

1. Real-World Application – Case studies, internships, and live projects with industry leaders ensure that students understand how to apply business concepts to solve real problems.
2. Diverse Perspectives – Our diverse student body brings together professionals from all walks of life, creating a dynamic environment where different ideas, cultures, and experiences converge.
3. Global Exposure – We maintain strong partnerships with institutions and corporations worldwide, providing students opportunities for international exposure and global networking.
4. Personal Development – Through leadership workshops, soft-skill development sessions, and mentoring programs, we focus on building not just competent professionals, but confident and responsible leaders.
5. Cutting-Edge Research – Our faculty members are not only educators but thought leaders. They engage in high-impact research that influences industry practices and shapes the future of business education.

If you are passionate about making an impact, if you believe in pushing boundaries and constantly challenging yourself, our MBA program is the place for you. We provide the tools, the environment, and the opportunity to thrive, but it's your drive, commitment, and vision that will propel you toward success.

At Sharda School of Business Studies, we are more than just a business school. We are a community of innovators, risk-takers, and change-makers who believe in the power of education to transform lives. The world of business needs leaders who are not only knowledgeable but also compassionate, strategic, and socially responsible. Our MBA program is designed to mould such leaders—and we look forward to helping you become one.

## 25% Tariff by the US on Indian Imports : Causes, Consequences, and What's Next

CA. Sanjeev Singh Thakur

Assistant Professor

### Introduction

On August 6, 2025, U.S. President Donald Trump signed an executive order imposing a 25 percent tariff on a wide range of Indian imports, effective from August 7. The administration framed this move as part of its broader “reciprocal tariff” policy aimed at correcting large trade deficits and penalizing India's continued purchases of Russian oil and military equipment amid the war in Ukraine.

### Motive Behind the Tariff

Economically, the U.S. government cited large and persistent trade deficits with India and long-standing imbalances in market access, particularly as India imposes higher tariffs on U.S. goods, while U.S. tariffs remain relatively low. The tariff also serves as pressure over India's decision to import discounted Russian oil, which the U.S. argues indirectly supports Moscow's war effort in Ukraine. Furthermore, the administration sought to send a message amid stalled bilateral trade negotiations and the failure to finalize a trade deal aimed at doubling U.S. – India trade by 2030.

### Impacts on India's Economy

**Immediate impact :** India exports around US\$ 64 billion of goods annually to the U.S., including textiles, pharmaceuticals, gems and jewellery, marine products, machinery and chemicals. A 25% tariff raises costs for Indian exporters, eroding competitiveness and threatening export volumes. Internal government estimates indicate that up to 80 percent of exports to the U.S. could lose ground to rivals like Vietnam and Bangladesh that face lower tariffs. Kerala's state finance minister specifically warned that marine foods, spices, and tea exports would be significantly affected.

**Longer-term risks :** Indian GDP growth, projected by the IMF and RBI at around 6.4 to 6.5 percent for FY 2025–26, could dip slightly (by perhaps 0.4 – 0.5 percentage points) if export contraction persists investor sentiment has already turned cautious, with India's equity ETF seeing losses and foreign firms reassessing supply-chain exposure despite commitments to expand in India.

#### Perspectives from U.S. and Indian Officials

President Trump described India's trade stance as imbalanced and its ties with Russia as undermining global efforts to isolate Moscow. He stated that India “is our friend,” but its trade barriers are “far too high,” and its oil-for-war actions were unacceptable. India's officials have rejected the tariff as “unjustified and unreasonable,” affirming their strategic autonomy and energy security priorities. Reserve Bank Governor Sanjay Malhotra emphasised India's robust growth and contribution to global GDP, dismissing any characterization of India as a “dead economy”.

#### Outlook: What Comes Next?

The tariff escalation may stall or complicate the planned U.S.-India trade agreement aimed at expanding bilateral commerce to US\$ 500 billion by 2030, particularly if gridlock persists on agriculture and market access issues. However, both sides may still seek a negotiated path forward: India is preparing strategic messaging and sectoral counter-measures, while the U.S. has shown flexibility in past reciprocal deals with partners such as South Korea. Future developments will hinge on whether India alters its Russian oil ties, whether trade talks resume in earnest, and if both governments can find a balanced mechanism for reducing trade friction while preserving strategic alignment.

## Events Highlights

- Sharda School of Business Studies hosted Coffee with CEO featuring Dr. Ruchi V. Dixit, Founder and CEO of VR Magic on Wheels who inspired students with her entrepreneurial journey and insights on resilience, innovation, and sustainability on Jan 04, 2025.
- Sharda Business Clinic hosted Live Union Budget Analysis – Budget Pe Charcha, where Chartered Accountants including CA. Saurabh Narayan Saxena (Secretary, Agra Branch of CIRC of ICAI), CA. Rupal Garg, CA. Sajal Gupta, and Adv. Sanjay Singh, with CA. Sanjeev S. Thakur, Associate Director, Sharda Business Clinic, discussed fiscal priorities and tax reforms with 130+ participants on Feb 01.
- Sharda Business Clinic, SSBS, organized the national seminar Overcoming Fear & Failure: The Road to Resilience on February 27, 2025, with 280+ participants and expert insights on resilience and personal growth.
- A seminar on Emerging Technologies and Skills Required for Relevance in the Future (2025–2030) led by Prof. (Dr.) Vir Udhbodhan Vishnoi, futurologist, corporate trainer, and consultant was hosted on March 4, 2025, highlighting AI, Blockchain, Cybersecurity, and Automation with 130+ participants.
- Sharda School of Business Studies (SSBS), under Uttar Pradesh's Mission Shakti initiative, organized the national seminar Financially Aware & Empowered India: Women's Financial Program led by Mr. Tushar Awasthi, SEBI on March 5, 2025, engaging 75 participants on budgeting, investments, and wealth creation.
- Sharda School of Business Studies (SSBS), in association with the Ministry of MSME-DFO Agra, organized a six-day MDP on Export Documentation and Procedure from March 7–18, 2025, at the Sharda Business Clinic with expert sessions from MSME, FIEO, FICCI, ECGC, EPCH, and practicing Cas.
- As part of Cruise2K25, Sharda University Agra hosted Style\_Symphony: A Dazzling Fashion Showcase, where creative themes like #Cocktail\_Craze, #Indian\_Deities, #Rustic\_Royalty, and #NetflixHashtagSlay celebrated confidence, culture, and self-expression.
- In collaboration with ICFAI Business School Gurgaon, a session on New Age Skills Required by Industry having Dr. Shalini Khandelwal, Dean – Institution Building, ICFAI Business School, Gurgaon as key-note speaker was hosted on April 4, 2025, where 155 MBA students engaged in interactive discussions on analytical thinking, digital literacy, adaptability, and emotional intelligence.
- MBA first-year students of Sharda School of Business Studies went on an industrial visit to Dawar Footwear Industries Ltd., Agra, on April 21, 2025, gaining practical insights into manufacturing, supply chain, HR practices, and sustainability initiatives.
- On International Creativity and Innovation Day, April 21, 2025, SSBS students attended a special lecture by Dr. Anand Rai, environmental advocate and neuroscientist on Creativity and Innovation for Sustainable Development, gaining insights into innovation for global challenges and sustainability.
- On World Book Day 2025, SSBS students participated in a Book Exhibition with peer discussions and motivational reads, fostering a vibrant reading culture and holistic learning.
- On April 28, 2025, SSBS students attended an online workshop on From Curiosity to Contribution: Identifying and Framing Research Gaps Effectively with Dr. Ruchi Sharma, Professor (Marketing) and Controller of Examinations at IMM Business School, New Delhi enhancing their research skills, critical thinking, and academic writing.



- Students participated in a seminar The Silent Architect Within: Discovering the Soul's Wisdom on May 8, 2025, organized by SSBS in collaboration with ISKCON Vrindavan, where HG Parmatma Dasji, an accomplished AI-ML expert and motivational speaker shared insights on the soul, Vedic philosophy, and mindful living.
- Students participated in an online guest session StartUp Storyiaan: The Entrepreneur Diaries – Real Lives, Real Lessons on May 14, 2025, featuring Mr. Vivek Vyas, Co-founder of Shradhanjali.com, who shared his entrepreneurial journey and lessons on resilience, empathy, and innovation.
- Students participated in an international online research workshop Art to Publish on May 17, 2025, led by Dr. Kim Lim Tan from James Cook University, Singapore, gaining insights on research writing, journal selection, and ethical publishing.
- Students participated in Coffee with CEO – Season 4 on May 20, 2025, featuring Mr. Jai Agarwal, Owner of Kajeco Industries, who shared lessons on innovation, sustainability, digital transformation, and ethical leadership in family business.
- MBA students participated in a national-level online session on Personal Branding at the Workplace on May 23, 2025, learning practical tools for self-awareness, communication, and professional visibility for career growth.
- Sandeep Sharma, a student of MBA program successfully completed a Swayam Online three credit course on Banking and Financial Markets: A Risk Management Perspective offered by IIM, Bangalore.
- Faculty members participated in a Five-Day Online Faculty Training & Development Programme on Artificial Intelligence for Academicians led by Prof. (Dr.) Vir Udbodhan Vishnoi, an acclaimed futurologist, corporate trainer, and consultant from May 30 to June 3, 2025, exploring AI tools, adaptive learning, metaverse trends, and AI ethics.
- Students participated in a seminar on HPV Vaccination and Prevention of Cervical Cancer in Females on June 9, 2025, gaining awareness on HPV, cancer screening, and women's health, with a free haemoglobin checkup also conducted for girl students.



*The biggest adventure you can ever take is to live the life of your dreams.*  
— Oprah Winfrey

## Faculty Achievements

- Dr. Sonal Pundhir has presented a paper titled “Metaverse and Active Learning in Higher Education: A Thematic Review” at International Conference on Creativity, Innovation & Advances in Research World: Pathways for a Better Tomorrow, organized by Motherhood University, Roorkee on 3rd & 4th January, 2025.
- Dr. Ruchi Jain has presented a paper titled “Blockchain Technology: Empowering Manufacturing and Service Sector” at 5th International Conference on Changing Business Paradigm, organized by Management Development Institute, Murshidbad, West Bengal on 9th – 11th January 2025.
- Ms. Deepti Verma and Dr. Rachit Gupta have presented a Case Study titled “Birds of Paradies: Redefining Hair Color for Gen Z in India” at International Conference on Teaching Case Writing organised by Case Research Center and Faculty of Management & Commerce, The ICFAI University, Tripura on 13th Feb 2025.
- Dr. Gaurav Agrawal has participated in One-Week Faculty Development Programme on “research and Write with AI Assistance” organised by Institute of Public Enterprise, Hyderabad- India’s Premier Business School from 17th February to 21st February 2025.
- Dr. Rachit Kumar has published a paper entitled “The Rise of Artificial Intelligence in Healthcare” in the book titled “An Ease of Listening and Learning: Health care with Machine Learning” published by Cambridge Scholars Publication, UK.
- Ms. Deepti Verma has authored a book titled “Production Management” ISBN- “978-93-6010-755-0” published by Prime International Publication in March 2025
- Dr. Gaurav Agrawal has participated in the Three Days Faculty Development Programme on “NLP with CHAT GPT”, organised by Sri Sai Ram Institute of Technology, West Tambaram, Chennai, from 17th March to 19th March 2025.
- Ms. Deepti Verma, has published a paper titled “Enhancing Tailored Travel by Integrating Generative AI with Insights Driven by Personality” in Scopus Indexed IEEE Proceedings of International Conference on Intelligent Control, Computing and Communications (IC3), Mathura, India, pp. 404–409 in April 2025.
- Dr. Sonal Pundhir has published a paper entitled “Job satisfaction and burnout among healthcare employees: a bibliometric analysis before and after Covid-19 pandemic” in Quality & Quantity International Journal of Methodology Q1 Scopus journal (Springer), ISSN:15737845, 2025.
- Ms. Deepti Verma, has published a paper titled “Emerging Trends and Technologies in Contemporary Marketing: Strategic approaches for Enhanced Consumer Engagement”, in Advances in Consumer Research, Vol.2, Issue 3, pp. 772-780 ABDC-B Journal May 2025.
- Ms. Deepti Verma has successfully completed NPTEL Online 4 Credit Certificate Course of “AI in Marketing” for the session of Jan–April 2025.
- Dr. Soni Sharma has published a paper titled “Analysis of Communication Dynamics in Cinematic Smoking Portrayals in Indian Movies” in Scopus Indexed and Q1 Journal of Content, Community & Communication Vol. 22 Year 10, June, 2025, ISSN: 2395-7514 (print). Published by Amity School of Communication, Amity University, Madhya Pradesh (online).
- Ms. Deepti Verma served as the Chief Editor for ISBN book Technology, Marketing, and Business: An Interdisciplinary Perspective, published in June 2025.

- Dr. Ruchi Jain and Dr. Gaurav Agrawal have presented a paper titled “After Globalization ‘Viksit Bharat 2047 & Bharat Nirman’” at International Conference on Roadmap for Inclusive, Sustainable and Technologically Advanced Future organised by School of Business, AURO University from 13th June to 15th June 2025.
- Ms. Deepti Verma has published a paper entitled “Increasing the Competitiveness and Branding of Travel Destinations: A Case Study on Stakeholder Integration and Perspectives from Indian Regional Development” in Journal of Marketing & Social Research, 2(5), 86-91 ABDC-C in June 2025.
- Dr. Ruchi Jain has participated in a one-week Faculty Development Program on Reimagining Education through NEP 2020: Multidisciplinarity, Innovation and Integration of Indigenous knowledge System, organized by Indian Knowledge System Cell in association with IQAC and The Assam Royal Global University from 23rd June to 28th June 2025.
- Dr. Soni Sharma and Dr. Ibrahim Shuaib have presented a paper titled “Analysis of Consumer Behaviour: Understanding E-Commerce Growth and Retail Market Decline” at International Conference on AI for Social Impact: Transforming Businesses, Healthcare and Policy for sustainable Development, organized by Shri Ram College of Commerce, Delhi in association with Gulf Medical University on 25th & 26th June, 2025.
- Dr. Ojasvi Jain has successfully completed 5 Days Online Faculty Development Programme on “AI Driven Financial Analytics: Sustainability, Risk Assessment & Ethical Considerations” organised by the Department of Finance and Business Analytics in association with MDP Cell GIMS, Greater Noida/ Delhi NCR held on 10 June 2025- 14 June 2025
- Dr. Ruchi Jain has published a paper entitled “AI-driven Predictive Analytics in HR: Reducing Uncertainty in Workforce Planning” in European Economic Letters, ISSN 2323-5233, Vol15, Issue1.
- Dr. Soni Sharma has presented a paper titled “Aging in Digital Era: Navigating Social change and Beyond” at International Conference on AI for Social Impact: Transforming Businesses, Healthcare and Policy for sustainable Development, organized by Shri Ram College of Commerce, Delhi in association with Gulf Medical University on 25th & 26th June, 2025.
- Ms. Deepti Verma has published a case study entitled “AAS to Pass: A Strategic Approach to Educational Innovation” in the book Management Teaching Cases 2025 published by Himalayan Publishing House.



# Photo Gallery

Hosted “Coffee with CEO” programme featuring Dr. Ruchi V. Dixit, Founder and CEO of VR Magic on Wheels



Hosted National Seminar on “Overcoming Fear & Failure : The Road to Resilience”



## Photo Gallery

Hosted the MDP on “Export Documentation and Procedure” in association with the Ministry of MSME-DFO, Agra,



Hosted a workshop on “New Age Skills Required by Industry” in collaboration with ICFAI Business School Gurgaon, SSBS



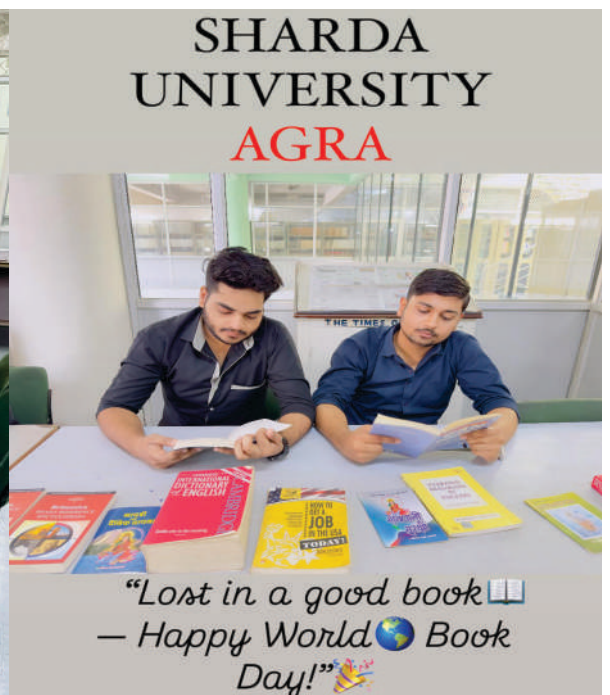
*Leadership is about making others better as a result of your presence and making sure that impact lasts in your absence.*  
— Sheryl Sandberg

## Photo Gallery

Hosted a special lecture on “Creativity and Innovation for Sustainable Development” by Dr. Anand Rai, Environmental Advocate and Neuroscientist on International Creativity and Innovation Day

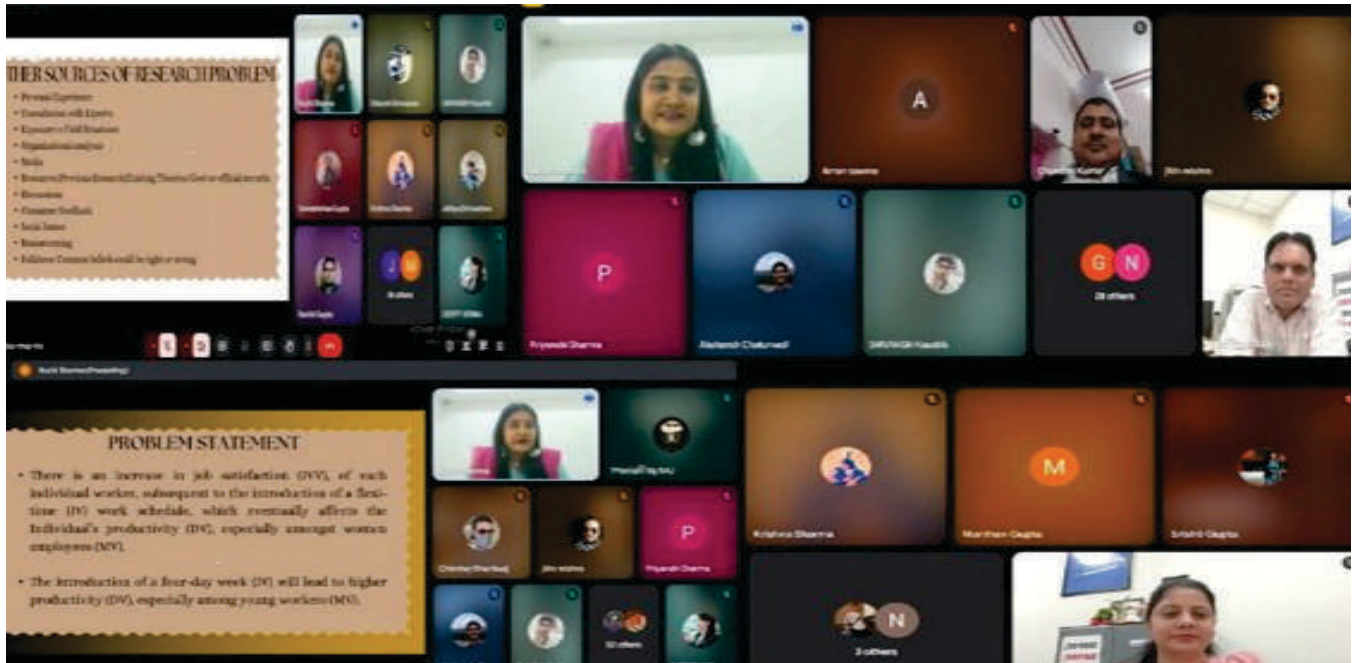


Celebrated “World Book Day 2025” with a Book Exhibition in collaboration with the Central Library



# Photo Gallery

Hosted an online workshop on “From Curiosity to Contribution: Identifying and Framing Research Gaps Effectively” with Dr. Ruchi Sharma from IMM Business School, New Delhi



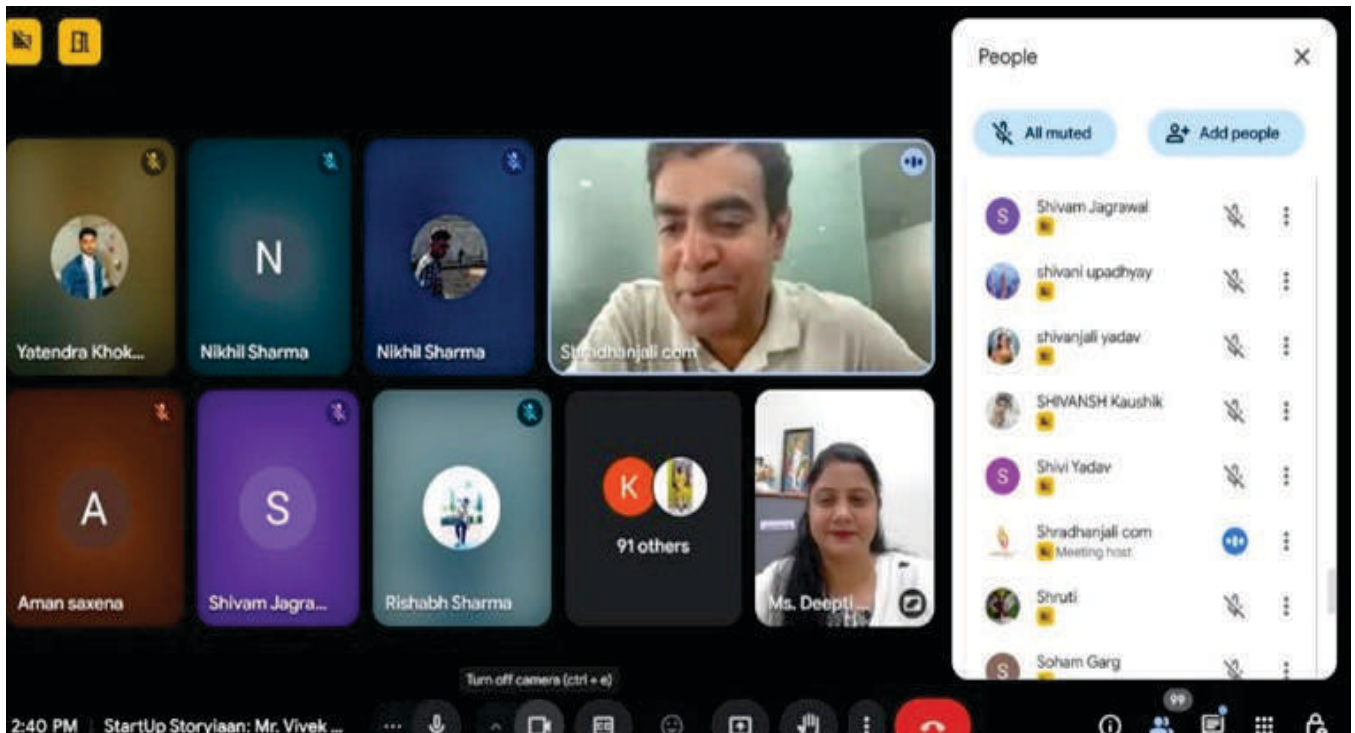
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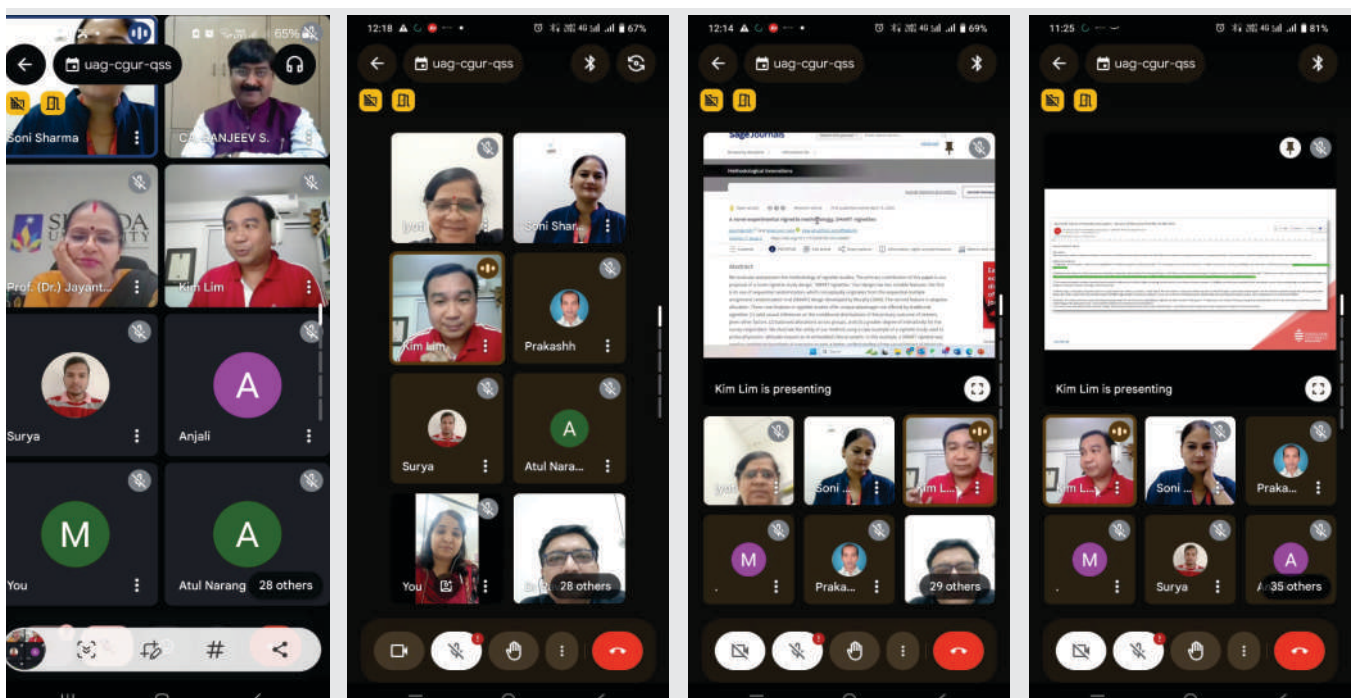
*Coming together is a beginning; keeping together is progress; working together is success.*  
— Henry Ford

# Photo Gallery

Hosted an online guest lecture on “StartUp Storyiaan: The Entrepreneur Diaries – Real Lives, Real Lessons” featuring Mr. Vivek Vyas, Co-founder of Shradhanjali.com



Organized an international online research workshop on “Art to Publish” led by Dr. Kim Lim Tan from James Cook University, Singapore



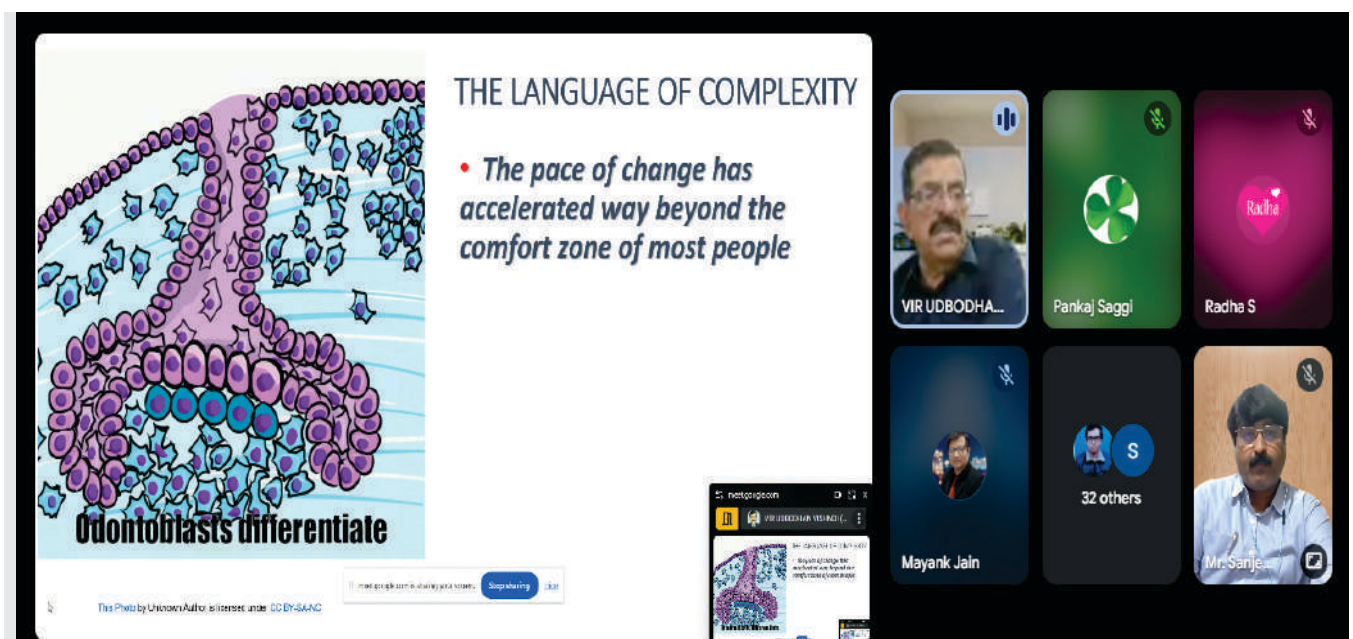


# Photo Gallery

Hosted “Coffee with CEO – Season 4” featuring Mr. Jai Agarwal, Owner of Kajeco Industries



Conducted a Five-Day Online Faculty Training & Development Programme on “Artificial Intelligence for Academicians” via Google Meet



Opportunities don't happen. You create them.  
— Chris Grosser

## Photo Gallery

Organized a seminar on “HPV Vaccination and Prevention of Cervical Cancer in Females”



Hosted Style\_Symphony: A Dazzling Fashion Showcase, where creative themes like #Cocktail\_Craze, #Indian\_Deities, #Rustic\_Royalty, and #NetflixHashtagSlay as part of Cruise2K25



# Interactive

## Inspired Zone : Business Stories

### AAS Vidyalaya : A School in Your Pocket

In 2017, Vikas and Leela Kakwani founded AAS Vidyalaya—short for Anytime Anywhere School—with a bold vision: to bring quality education to children who don't have access to proper schools. The idea was simple but powerful—if students cannot go to school, why not bring the school to them through a smartphone?

Built as a virtual school app, AAS Vidyalaya follows the NCERT curriculum and provides classes from Grade 6 to 12, along with teachers, assignments, and even exams. Its biggest impact has been on children in small towns, villages, and marginalized communities, where dropout rates are high and infrastructure is weak. By offering education in regional languages and at affordable prices, AAS Vidyalaya has made learning accessible to thousands of first-generation learners.

What started as a social mission soon gained recognition from investors and policymakers. The startup has received backing from impact funds and awards for its contribution to education equity in India. It stands today as proof that technology can bridge the education gap—and that inclusive ideas can also build sustainable businesses.



### Turning Plastic Into Profit : The Story of Carbon and Whale

Two friends from Kochi, Alwin George and Siddharth A.K., looked at the growing mountains of plastic waste around them and saw not just pollution but possibility. In 2022, they launched Carbon and Whale, a startup with a bold idea—turning discarded plastic into useful, eco-friendly products.

The early days were tough. Machines broke down, investors doubted them, and at times even they wondered if it was possible. But their persistence paid off. Within just two years, their venture grew into a company valued at ₹8 crore, supported by local communities who now supply plastic instead of throwing it away.

For them, the true success wasn't just the money—it was seeing cleaner neighborhoods, empowered workers, and a future where business could align with purpose. Their journey shows that the world's biggest problems often hide its greatest opportunities.



# Interactive

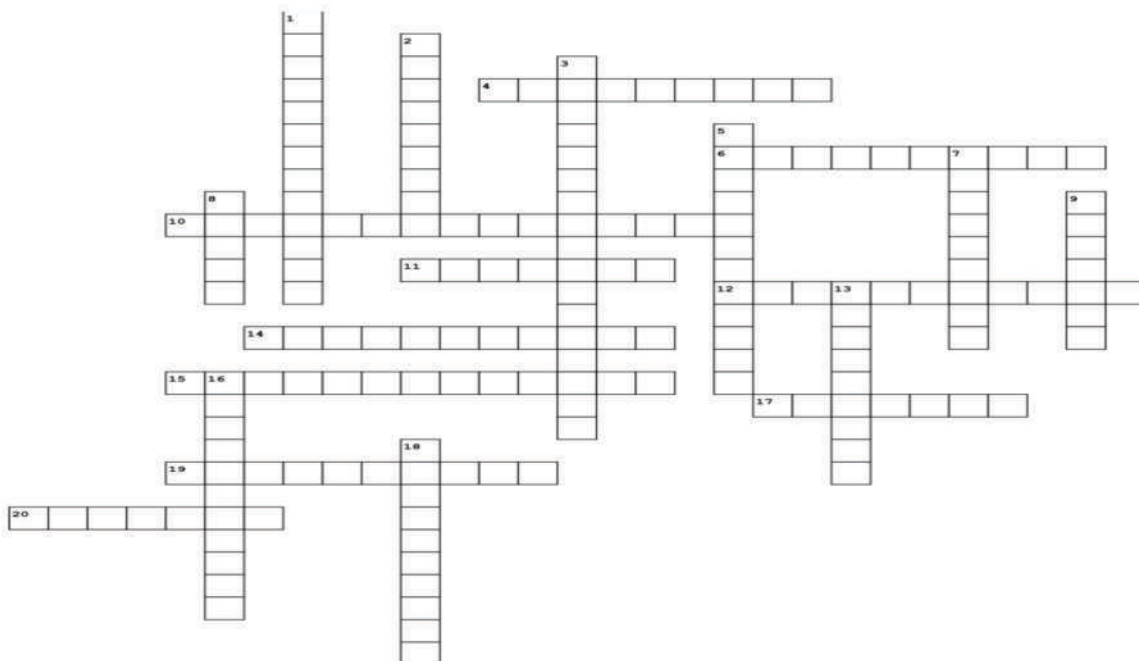
## BizWiz : The Business Crossword

### Across

- 4. any form of communication to convince the public to buy products
- 6. films or products that are popular year after year
- 10. pricing based on consumer perception
- 11. payment material that's been copyrighted
- 12. selling all goods in a product line at specific price points the percent of total sales of all companies that sell the same type of product
- 14. percentage of total sales of all companies that sell the same type of product
- 15. changing a products image in relation to a competitors
- 17. unauthorized use of copy righted material
- 19. total assortment of products that a company makes and sells
- 20. previews of upcoming movies shown before the main feature

### Down

- 1. the variety of promotional activity and materials that complement and support the advertising effort
- 2. process of developing, promoting and distributing products
- 3. involves producing and marketing a product
- 5. statistics that describe a population
- 7. study of the choices and decisions that affect making, distributing and using goods and services
- 8. a pattern, habit or tendency following a general course
- 9. gross income
- 13. legal protection of a creator's intellectual property of products
- 16. support of a product or idea
- 18. collection of numerical data that can be compared, analyzed and interpreted



# Interactive

## Interesting Facts about Famous Brands



Amazon's first name wasn't Amazon — Jeff Bezos originally wanted to call it “Cadabra”, until a lawyer misheard it as “Cadaver”. Jeff Bezos chose the name because it starts with “A” (helpful in alphabetical listings) and the Amazon River is the world's largest — symbolizing scale and ambition.



Coca-Cola was originally green until caramel coloring was added in the late 19th century.



The inventor of the Pringles can (Fredric Baur) was so proud of his creation that, after his death in 2008, part of his ashes was buried in a Pringles can.



Google's first storage was made from LEGO bricks to hold 10 GB of data when the search engine was being developed.



Samsung began as a grocery trading store in South Korea in 1938, selling noodles and dried fish.



**Domino's Pizza** almost wasn't called Domino's — it started as “DomiNick's”, but after a name dispute, the founders changed it.



**Red Bull** was banned in France and Denmark for years due to health concerns but is now one of the best-selling energy drinks globally.



**Adidas** — Comes from its founder Adolf “Adi” Dassler. (Not from “All Day I Dream About Sports” — that's just a myth!)



**Nike** — Named after the Greek goddess of victory, symbolizing speed and triumph. Its swoosh logo represents the goddess's wing.



**Apple** — Steve Jobs picked it because apples were “fun, not intimidating,” and he wanted the brand to feel friendly and approachable.



**Pepsi** — Derived from “dyspepsia”, meaning indigestion, since it was first marketed as a drink to aid digestion.



**BMW logo** — Often thought to represent an airplane propeller (due to its aviation history), but it actually comes from the blue-and-white Bavarian state flag.



**Toyota** — Designed so the logo's three overlapping ovals represent the heart of the customer, the heart of the product, and the unification of both.

# Upcoming Events

SSBS, Sharda University Agra, in collaboration with Emerald Publishing India, is hosting an FDP on "Exploring Depth: Qualitative Research Methods" from Aug 25–29, 2025 (6:30–8:00 PM IST) with eminent global scholars.



## Sharda School of Business Studies *organises* **Exploring Depth :** **Online International FDP On Qualitative Research Methods** (Aligned with SDG 4)

August 25<sup>th</sup> to 29<sup>th</sup>, 2025 | Duration 5 days

### Chief Patron



**Shri. P. K. Gupta**

Honorable Chancellor, Sharda University Agra



**Shri. Y. K. Gupta**

Honorable Pro-Chancellor, Sharda University Agra

### Patron



**Prof. (Dr.) Jayanthi Ranjan**

Vice-Chancellor, Sharda University Agra



**Prof. (Dr.) Saket Jeswani**

Dean SSBS & Director IQAC

### Convener

**Dr. Soni Sharma**

+91 93136 49465

### Co-convener

**Dr. Soma Hazra**

+91 82509 00449

**Fee : ₹999/-** For Indian participant  
**\$20** For International participant

All participants will receive a certificate of participation upon completion of the FDP.

### Distinguished Resource Persons



**Prof. Dr. Hiram Ting**

Editor-in-Chief  
Young Consumers



**Dr. Shalini Sahni**

Founder Koach Scholar



**Dr. Arun Agrawal**

Senior Editor of Global Business  
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University



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18 Km. Stone, Agra-Delhi Highway (NH-19), Keetham, Agra, UP-282007

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# Upcoming Events

**UDAAN 2k25:** *Fly Beyond Limits*

SSBS, Sharda University Agra is organising a Ten-Day Orientation Program for B.B.A, B.Com and M.B.A. 2k25 batch from 29th July to 10th Sept 2025.



**Welcome to Sharda School of Business Studies**

Step into a new journey of growth, learning, and inspiration  
with

**उदाan**  
2K25  
*Fly Beyond Limits*

our

**10 Day Orientation Programme**

designed to guide and connect you with the Sharda family.



29<sup>th</sup> Aug. - 10<sup>th</sup> Sep. 2025



09:30 AM to 04:05 PM

RSVP

**Prof. (Dr.) Jayanthi Ranjan**

Vice Chancellor, Sharda University Agra

📍 18 Km. Stone, Agra-Delhi Highway (NH-19), Keetham, Agra, UP-282007

*Get a good idea and stay with it. Dog it, and work at it until it's done right.*  
—Walt Disney

# Upcoming Events

SSBS, Sharda University Agra is publishing esteemed Peer Reviewed and Referred Journal titled "International Journal of Management Rivulet (IJMR)" ISSN: 0976-657X, Vol 3, Issue 1

SHARDA SCHOOL OF BUSINESS STUDIES



## CALL FOR PAPERS

International Journal of Management Rivulet (IJMR)

(PEER REVIEWED AND REFEREED JOURNAL)

ISSN: 0976-657X (ONLINE)

VOLUME 1, ISSUE 1

### About the Journal

The International Journal of Management Rivulet (IJMR) is a peer-reviewed and refereed academic annual journal of Sharda School of Business Studies, Sharda University Agra. IJMR devoted to the advancement of knowledge in management and allied fields. IJMR serves as a platform for academicians, researchers, professionals, and practitioners to publish high-quality research, case studies, and reviews contributing to management thought and practice.

### AREAS OF INTEREST

IJMR welcomes original research papers, case studies, and review articles on (but not limited to):

- Strategic Management & Business Policy
- Marketing, Consumer Behavior & Digital Marketing
- Finance, Banking & Accounting
- Human Resource Management & Organizational Behavior
- Operations, Supply Chain & Logistics Management
- Entrepreneurship, Start-ups & Innovation
- Business Analytics, Artificial Intelligence & Digital Transformation
- International Business, Economics & Trade
- Sustainability, Corporate Governance & CSR
- Emerging Trends & Interdisciplinary Research in Management

### AUTHOR GUIDELINES

- Manuscripts must be original, unpublished, and not under review elsewhere.
- Abstract not exceeding 250 words
- Length of paper: Not exceeding 6000 words including tables, figures, and references.
- Plagiarism limit 10%
- AI generated content 10%
- Referencing Style: [APA].
- Papers should be submitted in MS Word format via email: [editor.ijmr@agra.sharda.ac.in](mailto:editor.ijmr@agra.sharda.ac.in)

### REVIEW PROCESS

All papers will undergo a double-blind peer review process to ensure quality, originality, and relevance.

### IMPORTANT DATE

15-10-2025	15-11-2025	DEC, 2025
Abstract Submission Deadline	Full Paper Submission	Publication

#### Chief Editor

Prof. (Dr.) Jayanthi Ranjan  
Vice Chancellor, Sharda University Agra

#### Editor

Prof. (Dr.) Saket Jeswani  
Dean, Sharda School of Business Studies,  
Sharda University Agra

### CONTACT INFORMATION:

FOR SUBMISSIONS AND QUERIES, CONTACT:  
INTERNATIONAL JOURNAL OF MANAGEMENT RIVULET (IJMR)

Email: [editor.ijmr@agra.sharda.ac.in](mailto:editor.ijmr@agra.sharda.ac.in)

Dr. Rachit Gupta, 9045565852,

Dr. Ojasvi Jain, 8791968906

**\*\*NO PUBLICATION CHARGES\*\***



# Upcoming Events

SSBS, Sharda University Agra, is organising a Two-Day International Conference titled “Innovation and Sustainable Practices in Redefining Economy: InSPIRE 2K25 (Business Technology & Society)” on 1st Dec & 2nd Dec 2025.



## Sharda School of Business Studies

Organizes

# 1<sup>st</sup> INTERNATIONAL CONFERENCE

## Innovative and Sustainable Practices in Redefining Economy

(Business, Technology & Society)  
(Aligned with SDG 9 & SDG 12)

# InSPIRE 2K25

## CALL FOR PAPERS

### Important Dates

Last Date of Abstract Submission	: 30 Sep 2025
Notification of Abstract Acceptance	: 05 Oct 2025
Last Date of Early Bird Registration	: 18 Oct 2025
Last Date of Submission of Full Paper	: 20 Oct 2025

### Registration Fees

Category	Early Bird (20 Oct. 2K25)	Regular (25 Nov. 2K25)
Faculty Member	₹ 1200	₹ 1500
Research Scholar	₹ 1000	₹ 1200
Student (External)	₹ 500	₹ 800
Working Professional	₹ 1500	₹ 2000

**On-spot Registration : Additional ₹500 in each category**

01<sup>st</sup> - 02<sup>nd</sup> DECEMBER 2025

(Hybrid Mode)

### WHY ATTEND InSPIRE 2K25?

Publication Opportunities in Indexed Journals/Proceedings

Best Paper Award in Each Track

Pre-Conference Workshop on Case Writing

### Abstract Submission Link



<https://forms.gle/L6c9QXrUWLuRwiPp8>

← Patrons →		← Co-Patron →	
 <b>Shri. P. K. Gupta</b> <small>Honorable Chancellor Sharda University Agra</small>	 <b>Shri. Y. K. Gupta</b> <small>Honorable Pro-Chancellor Sharda University Agra</small>	 <b>Prof. (Dr.) Jayanthi Ranjan</b> <small>Vice-Chancellor Sharda University Agra</small>	
← Conference Chair →		← Convenor →	
 <b>Prof. (Dr.) Saket Jeswani</b> <small>Dean SSBS &amp; Director IQAC Sharda University Agra</small>	 <b>Dr. Ravi Kant Pathak</b> <small>Program Director, MBA Sharda University Agra</small>	 <b>Ms. Deepti Verma</b> <small>Assistant Professor, SSBS Sharda University Agra</small>	

Join InSPIRE 2K25—where innovation meets sustainability to redesign economies, reshape businesses and reimagine societies.

#### For Query :

#### Contact

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[www.agra.sharda.ac.in](http://www.agra.sharda.ac.in)

If you are working on something that you really care about, you don't have to be pushed. The vision pulls you.  
—Steve Jobs

# Faculty Profiles

## Department of Management, SSBS



**Prof. (Dr.) Saket Jeswani**  
Professor & Dean



**Prof. Chandrasekar Thangavelu**  
Professor



**Dr. Ravikant Pathak**  
Associate Professor



**CA Sanjeev Singh Thakur**  
Assistant Professor



**Dr. Mukesh Jethwani**  
Associate Professor



**Dr. Soni Sharma**  
Associate Professor



**Dr. Soma Hazra**  
Associate Professor



**Dr. Jyoti Kulshrestha**  
Assistant Professor



**Dr. Ruchi Jain**  
Assistant Professor



**Dr. Gaurav Agrawal**  
Assistant Professor



**Dr. Rachit Kumar**  
Assistant Professor



**Dr. Sonal Pundhir**  
Assistant Professor



**Dr. Ibrahim Shauib**  
Assistant Professor



**Mr. Atul Narang**  
Assistant Professor



**Ms. Deepti Verma**  
Assistant Professor



**Ms. Pratima Sharma**  
Assistant Professor



**Ms. Ambalika Aryan**  
Assistant Professor



**Dr. Pankaj Dixit**  
Assistant Professor



**Dr. Ojasvi Verma**  
Assistant Professor



**Dr. Deeksha Agrawal**  
Assistant Professor



**Mr. Abhinav Kulshrestha**  
Assistant Professor



**Mr. Divakar Vikram Singh**  
Assistant Professor



**Mr. Jishan**  
Assistant Professor



**Mr. Akash Chaudhary**  
Assistant Professor



**Mr. Krishna Sharma**  
Assistant Professor



**Ms. Tanisha Mukherjee**  
Assistant Professor