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“Cultivating Positivity : A Key Driver of Resilience and Growth in Gen Z” taking lessons from the Mahabharata.

PROF. (DR.) SAKET JESWANI

Dean SSBS
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Generation Z is growing up in a world that is simultaneously connected and fragmented, full of opportunity yet shadowed by uncertainty. Constant digital exposure, intense academic and career competition, rapid social change, and heightened awareness of global crises have made life more demanding for today's youth. In such an environment, cultivating positivity is no longer a matter of simple optimism or cheerful thinking; it has become a crucial psychological and emotional resource. Positivity enables young people to adapt, persist, and grow despite repeated disruptions and disappointments. It strengthens resilience, helps in meaning-making, and supports healthy personal and professional development. Long before modern psychology began discussing resilience, mindset, and emotional intelligence, the Mahabharata explored these themes in depth, offering timeless lessons on how a positive inner attitude can sustain individuals through adversity and guide them toward growth.

The Mahabharata presents a world that closely resembles contemporary reality in its complexity. It does not portray life as fair or predictable; instead, it acknowledges suffering, moral conflict, and emotional turmoil as integral to human existence. Its characters struggle with doubt, ambition, jealousy, loyalty, fear, and despair, much like Gen Z individuals navigating academic pressures, career uncertainty, identity questions, and social expectations. What distinguishes the characters who grow from those who falter is not the absence of hardship but the presence or absence of a constructive inner orientation. Positivity in the Mahabharata emerges as a deeply rooted strength that allows individuals to face life's challenges with clarity, courage, and purpose.

In contrast, the character of Karna illustrates how unresolved negativity can undermine even the most gifted individuals. Karna possesses extraordinary skill, generosity, and courage, yet his life is shaped by a deep sense of rejection and resentment. His loyalty to Duryodhana, though admirable in one sense, is also rooted in a need for validation and belonging. Over time, Karna's unresolved anger and bitterness cloud his judgment, leading him to choices that conflict with his inner moral compass. For Gen Z, Karna's journey serves as a cautionary tale about the long-term impact of emotional wounds. In a world where comparison is constant and validation often comes from external metrics, unaddressed feelings of inadequacy or injustice can turn into cynicism and self-sabotage.

Positivity, in this context, requires emotional healing, self-compassion, and conscious effort to prevent past experiences from defining future actions. Yudhishtira represents a quieter, steadier form of positivity anchored in integrity and patience. Often criticized for his idealism and moral rigidity, Yudhishtira demonstrates that positivity can also be expressed through restraint, reflection, and commitment to ethical principles. Even during prolonged exile and repeated losses, he remains grounded in truth and righteousness. His journey reflects the idea that positivity does not always produce immediate rewards, yet it creates inner peace and long-term stability. For Gen Z, accustomed to instant feedback and quick results, Yudhishtira's life reminds us that growth is often slow and invisible. Positivity sustained by values may not always appear glamorous, but it builds resilience that endures beyond temporary success or failure.

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

The exile of the Pandavas collectively symbolizes a prolonged period of uncertainty and hardship, a phase that many Gen Z individuals can relate to in the form of delayed career paths, economic instability, and shifting life plans. Rather than viewing exile as wasted time, the Pandavas use it as a period of learning, self-discovery, and preparation. They acquire new skills, deepen their relationships, and develop emotional maturity. This approach reflects a powerful lesson: difficult phases are not merely obstacles but opportunities for inner growth. Positivity allows individuals to extract meaning from adversity instead of being consumed by frustration. For Gen Z, this perspective can transform experiences of delay or failure into periods of personal development and self-strengthening.

The Mahabharata consistently reinforces the idea that life's external circumstances are often beyond individual control, but one's inner attitude remains a personal responsibility. This insight aligns closely with contemporary psychological research, which emphasizes the role of mindset in resilience and well-being. Positivity, as portrayed in the epic, is not blind hope but informed acceptance combined with purposeful action. It involves recognizing reality as it is while choosing responses that align with one's values and long-term goals. For Gen Z, cultivating such positivity means developing emotional intelligence, practicing self-reflection, and resisting the urge to define oneself solely through external success or social comparison.

In practical terms, the lessons of the Mahabharata suggest that Gen Z can nurture positivity by becoming more aware of their thought patterns, learning to pause before reacting, and seeking guidance when overwhelmed. It also involves cultivating gratitude for growth rather than perfection and embracing effort over instant outcomes. By anchoring their actions in purpose and values, young people can build resilience that supports sustainable growth in both personal and professional spheres. Positivity thus becomes a skill to be practiced rather than a mood to be waited for.

Ultimately, the Mahabharata teaches that resilience and growth are not the result of favorable circumstances but of conscious inner alignment. Its characters reveal that positivity does not eliminate suffering, but it transforms the way suffering is experienced and integrated into one's life journey. For Generation Z, standing at the crossroads of immense possibility and profound uncertainty, these lessons are especially relevant. By drawing inspiration from the Mahabharata's timeless wisdom, Gen Z can cultivate a form of positivity that is realistic, ethical, and empowering. Such positivity does not escape reality; it equips individuals to face it with courage, balance, and purpose, enabling them not only to survive challenges but to grow through them.



SHE-Marts: Enabling Women to Lead, Earn, and Empower

The Union Budget 2026–27 has unveiled a women-focused initiative titled “SHE-Marts,” aimed at promoting entrepreneurship and generating sustainable, long-term economic opportunities across rural and urban India. Announced by Union Finance Minister Nirmala Sitharaman, the initiative represents a forward-looking effort to foster a resilient, women-led rural economy.

A SHE-Mart is conceptualized as a community-owned retail outlet operated by women entrepreneurs, especially members of Self-Help Groups (SHGs). These outlets will function as organized marketplaces where women can directly sell the goods they produce to consumers. By providing permanent, visible, and structured retail spaces, SHE-Marts encourage women to move away from informal selling practices such as doorstep sales or temporary stalls and enter the formal market system. This shift symbolically transforms women's work from “made at home and sold quietly” to “created by women and marketed with confidence and pride.”

The term “SHE” stands for Self-Help Entrepreneur, reflecting the central philosophy of the initiative. It recognizes a fundamental insight: income growth depends not merely on access to credit but on effective access to markets. In line with this understanding, SHE-Marts extend beyond financial support to focus on key enablers of entrepreneurial success, including:

- Development of retail infrastructure
- Branding and product positioning
- Enhanced market visibility
- Ensuring continuity and sustainability of businesses

The inclusion of SHE-Marts in the Union Budget 2026 marks the onset of a transformative phase in rural entrepreneurship. As an extension of the Lakhpati Didi programme, the initiative supports women in transitioning from small, credit-linked livelihood activities to managing organized enterprises through community-owned retail platforms. With effective implementation, SHE-Marts have the potential to strengthen local markets, expand opportunities for women-led SHGs, and contribute meaningfully to women's economic empowerment in India.

Why SHE-Marts Can Be a Transformative Initiative

1. Improved Visibility and Value Enhancement: Products showcased in formal retail environments enjoy higher perceived value. Better presentation, standardized pricing, and improved packaging enhance consumer confidence and acceptance.
2. Lower Reliance on Intermediaries: By facilitating direct sales, SHE-Marts enable women entrepreneurs to retain a larger share of their profits, reducing dependence on middlemen.
3. Empowerment Through Enterprise Ownership: Operating a retail outlet—managing inventory, engaging with customers, and handling financial transactions—builds essential entrepreneurial skills. More importantly, it strengthens confidence, autonomy, and decision-making power among women.
4. Promotion of Local Economic Development: Stable and increased earnings for women lead to greater household investments in education, healthcare, and nutrition, generating positive spillover effects across local communities.

In conclusion, the launch of SHE-Marts under the Union Budget 2026 represents a significant milestone in advancing women entrepreneurship and reinforcing grassroots economic development in India.

Dr. Ruchi Jain
Assistant Professor, SSBS
Sharda University Agra

Campus Diaries

- Ms. Deepti Verma and Mr. Divakar Vikram Singh coordinated a Mock Parliament Session on the theme “Replenishing the Invisible Resource: The Way Forward for Groundwater Sustainability” was organized by the IQAC Cell in collaboration with SSBS on 22nd July 2025 in offline mode. 30 Participants enthusiastically assumed the roles of parliamentarians and engaged in lively debates on the proposed Groundwater Conservation & Regulation Bill 2025, simulating real Lok Sabha proceedings. The session was graced by Mr. Shashank Shekhar Singh, Senior Geophysicist, Ground Water Department.
- A Sports Orientation by Mr. Ved Prakash, Sports Incharge, SUA was organized on 8th September 2025. A session on Art of Story Telling by CA Sanjeev Singh Thankur on 9th September 2025 was organized. A Spiritual Session with Mr. H. G. Parmatma Das, AI & ML Expert, Tech Innovator & Motivational Speaker was organized on 9th September 2025. A cultural event Sharda Got Talent was organized for freshmen batches with the objective of showcasing their talents on 10th September 2025. The Ten-Day Orientation Programme concluded in the presence of Mr. Jai Agarwal, Owner, Kajeco Industries and Ms. Rachna Agarwal, Dietician & Nutritionist on 10th September 2025. The first Half Yearly Newsletter was released on 10th September 2025 “UDAAN: Beyond Your Dreams” edited by Dr. Deeksha Agrawal and Dr. Ibrahim Shauib from Jan 2025 – July 2025 by Mr. Jai Agarwal, Owner, Kajeco Industries and Ms. Rachna Agarwal, Dietician & Nutritionist. Dr. Sonal Pundhir conducted Industrial Visit to “Dawar Footwear Industries” on 22nd September for the students of MBA 1st year Section A. Dr. Ojasvi Jain conducted Industrial Visit to “Dawar Footwear Industries” on 23rd September for the students of MBA 1st year Section B. On 25th September 2025, an Expert Session on Careers in Securities Market was organised with Mr. Sanjeev Bajaj, General Manager – National Institute of Securities Markets (NISM), as the resource person. The session witnessed participation from 100 students and aimed to provide insights into the structure, functioning, and career opportunities within the securities market.
- Ten-Day Orientation Programme “UDAAN 2K25: Fly Beyond Limits” designed to welcome and inspire the freshmen batches of BBA, MBA, B.Com, BBA IAF & B.Com IAF was organized from 29th Aug – 10th Sept 2025. A Guest Lecture and interaction session for freshmen students with Mr. Sachin Rajpal, principal-Director, PPDC, MSME was organized on 29th August 2025 as a part of UDAAN 2K25. A Guest Lecture on Emotional Quotient by Dr. Shalini Kahndelwal, Dean – Institution Building, ICFAI Business School, Gurgaon was organized on 1st September 2025. Mr. Akash Chaudhary, Aptitude Trainer, SUA and Dr. Neha Goel, Soft Skills Trainer & Consultant provided aptitude training to the freshmen batches on 2nd September 2025. An Exam Orientation was organized for the freshmen batch by Prof. Chandrasekar T., CoE, SUA on 4th September 2025. An insightful industry Interaction Session was organized with Mr. Vijay Gupta, Chairman, Laghu Udhog Bharti on 4th September 2025. A motivational session was organized with Mr. Mukesh Kumar, Founder, Kumar IAS Coaching on 4th September 2025. A Guest Lecture on Emotional Intelligence by Prof. (Dr.) Naveen Gupta, Director, HiMCS on 8th September 2025 was organized.

- Mr. Bajaj shared valuable perspectives on industry trends, regulatory frameworks, and the significance of NISM certifications, helping students align academic learning with industry expectations. The interactive session enhanced students' understanding of financial markets, improved career clarity, and motivated them to pursue professional certifications and growth opportunities in the finance sector. A Memorandum of Understanding (MoU) with the National Institute of Securities Markets (NISM) has been signed on 25th Sept 2025 to strengthen academic-industry collaboration in the field of financial education. The MoU was formally exchanged between Prof. (Dr.) Jayanthi Ranjan, Hon'ble Vice Chancellor, Sharda University Agra, and Mr. Sanjeev B., General Manager, NISM. The partnership aims to enhance students' skills and understanding of the securities market through skill-based and value-added courses, as well as to promote joint research, conferences, and workshops fostering knowledge exchange. On 26th September 2025, the Sharda School of Business Studies (SSBS) in collaboration with the Center of Incubation & Start-Up organized IdeaXcelerate – Business Plan Contest at Sharda University, Agra, aimed at fostering innovation and entrepreneurship among students. The event, graced by Chief Guest Shri Amit Kumar Moriani (MD, Venus Group of Companies) and convened by Prof. (Dr.) Saket Jeswani, saw participation from 198 students (78 teams) from Sharda University and other Agra colleges. After preliminary and final rounds, Team Trio Hustle (BBA 1st Year, SSBS) secured the first prize, followed by Team Initial eSports and Team Smart Care Kiosk, with the contest enhancing students' business planning, financial modeling, pitching, and teamwork skills. An Industrial Visit was coordinated by Ms. Pratima Sharma and Ms. Vareeja Saxena on 4th November 2025 for students of BBA 1st semester section A to Kajeco Industries, Agra.
- The visit provided students with practical exposure to manufacturing operations, quality control, supply chain management, and export-oriented practices, helping them connect classroom learning with real industrial applications and enhance their understanding of managerial functions. An Industrial Visit was coordinated by Ms. Tanisha Mukherjee and Dr. Ojasvi Jain on 6th November 2025 for students of BBA 1st semester section B to Kajeco Industries, Agra. The visit provided students with practical exposure to manufacturing operations, quality control, supply chain management, and export-oriented practices, helping them connect classroom learning with real industrial applications and enhance their understanding of managerial functions. An Industrial Visit was coordinated by Dr. Deeksha Agrawal and Dr. Gaurav Agrawal on 25 November 2025 for students of BBA 1st semester section C to Kajeco Industries, Agra. The visit provided students with practical exposure to manufacturing operations, quality control, supply chain management, and export-oriented practices, helping them connect classroom learning with real industrial applications and enhance their understanding of managerial functions. An Extension Activity coordinated by Ms. Tanisha Mukherjee and Mr. Atul Narang on Financial Literacy was conducted on 26 November 2025 through a Nukkad Natak by students of BBA 3rd semester at Village Shahzadpur. The activity enhanced financial awareness among villagers, especially women, while providing students with practical exposure, improved communication skills, and a strong sense of social responsibility, thereby successfully promoting community engagement. Pre-BoS and BoS meeting was organized by SSBS on 18th Dec 2025 and 20th Dec 2025 for approval of revision of Scheme & Syllabus as per NEP for MBA, BBA, BBA IAF, B.Com, B.Com IAF.

Faculty Achievements

- Dr. Sonal Pundhir has participated in one day workshop on “Scholarly Publishing Excellence from Manuscripts to Scopus” organized by HIMCS on 7th July, 2025. Dr. Sonal Pundhir
- Presented a paper titled “Exploring Management Student’s Initial Perceptions of Metaverse Technology: A Pilot Study in Agra and Mathura” at International Marketing Conference organized by MDI, Gurgaon on 17th – 18th July 2025. Dr. Ruchi Jain has
- participated in 01 Week Faculty Development Program on “Research Methodology and Data Analytics” organized by University of Ladak in collaboration between Hindu College Moradabad, Department of Agricultural Economics – Banaras Hindu University & Rajiv Gandhi University, Arunachal Pradesh under MMTG guidelines from 18th July 2025 to 24th July 2025. CA Sanjeev Singh Thakur has
- completed the faculty Development program on AI for Managers organized by E & ICT Academy, IIT Kanpur from 5th – 16th August 2025. Dr. Ruchi Jain has participated in 5 Days
- Faculty Development Program on “Reimagining Teaching-Learning: Innovative Methods for OBE & NEP 2020 Implementation” organized by Internal Quality Assurance Cell (IQAC) Sharda University Agra from 11th August 2025 to 15th August 2025. Dr. Rachit Kumar has participated in 5 Days
- Faculty Development Program on “Reimagining Teaching-Learning: Innovative Methods for OBE & NEP 2020 Implementation” organized by Internal Quality Assurance Cell (IQAC) Sharda University Agra from 11th August 2025 to 15th August 2025. Dr. Deeksha Agrawal has participated in 5 Days
- Faculty Development Program on “Reimagining Teaching-Learning: Innovative Methods for OBE & NEP 2020 Implementation” organized by Internal Quality Assurance Cell (IQAC) Sharda University Agra from 11th August 2025 to 15th August 2025. Dr. Ojasvi Jain has participated as a committee member of the 5 Days faculty
- OBE & NEP 2020 Implementation”
- Development Programme on “Reimagining Teaching-Learning: Innovative Methods for OBE & NEP 2020 Implementation” organized by Internal Quality Assurance Cell (IQAC) Sharda University Agra from 11th August 2025 to 15th August 2025.
- Ms. Deepti Verma has participated and presented a paper entitled “Green Finance as a Catalyst for Advancing the Sustainable Development Goals (SDGs) – A Comprehensive Review” in the 9th International Conference 2025 on “Emerging Paradigms in Business and Commerce: Digitalization, Regulation and Growth,” organized by the Ideal Institute of Management and Technology, Delhi, on 22nd August 2025. The paper was also published in conference proceedings. Dr. Rachit Kumar has
- participated and presented a paper entitled “Green Finance as a Catalyst for Advancing the Sustainable Development Goals (SDGs) – A Comprehensive Review” in the 9th International Conference 2025 on “Emerging Paradigms in Business and Commerce: Digitalization, Regulation and Growth,” organized by the Ideal Institute of Management and Technology, Delhi, on 22nd August 2025. The paper was also published in conference proceedings. Ms. Tanisha Mukherjee has presented a paper titled
- “Breaking the Glass Ceiling: Identifying barriers and enablers for women’s Career progression in the tourism industry with respect to north-eastern states in 3rd International Conference on “Emerging Socio – Economic Trends and Business Strategy” organised by International School of Business & Media Kolkata (ISB&M) held on 29th-30th August 2025. CA Sanjeev Singh Thakur has presented a paper entitled
- “GST Reforms in the Tourism Industry with Special Reference to Hospitality Sector – A Case Study of Agra District” at Indo Bhutan Social Science Conference (IBSSC 2025) organized by Department of Business Administration, Assam University, Silchar in academic partnership with PARO College of Education Bhutan and in association with Silchar Management association, Silchar, Assam held on 3rd – 6th September 2025.

- Ms. Deepti Verma has participated and presented a paper entitled “AI for Sustainable Economic Growth: Driving Green Innovation, Workforce Skilling, Digital Trade, Transformation & Governance” at International Conference on AI for Sustainable Economic Growth: Driving Green Innovation, Workforce Skilling, Digital Trade, Transformation & Governance at KPR College of Arts, science and Research, Coimbatore, India jointly organized by Shri Ram College of Commerce, University of Delhi & Churchill Institute of Higher Education, Australia held on 12th - 13th September 2025.
- Dr. Rachit Kumar has participated and presented a paper entitled “AI for Sustainable Economic Growth: Driving Green Innovation, Workforcr Skilling, Digital Trade, Transformation & Governance” at International Conference on AI for Sustainable Economic Growth: Driving Green Innovation, Workforce Skilling, Digital Trade, Transformation & Governance at KPR College of Arts, science and Research, Coimbatore, India jointly organized by Shri Ram College of Commerce, University of Delhi & Churchill Institute of Higher Education, Australia held on 12th - 13th September 2025.
- Dr. Gaurav Agrawal has been granted with an International Patent entitled “AI-Based Finance Management Computer for Proactive Risk Mitigation” on 2nd Oct 2025.
- CA Sanjeev Singh Thakur has been granted a Design Registration titled “AI Based Legal Evidence Management Device” by the Patent Office, Government of India, with the registration dated 28 August 2025 and the issue date of 10 October 2025.
- Ms. Tanisha Mukherjee has successfully completed an online 3-Day FDP on “Mastering Systematic Literature Review and Meta- Analysis” organized by organized by ServiceSetu Academics from 3rd to 5th Nov 2025.
- Dr. Deeksha Agrawal has successfully completed an online 3-Day FDP on “Mastering Systematic Literature Review and Meta- Analysis” organized by organized by ServiceSetu Academics from 3rd to 5th Nov 2025.
- Dr. Deeksha Agrawal has presented a paper titled “Future Enterprises in the Digital Economy: Exploring the Strategic Role of Fintech and Blockchain” at International Conference on Business Resilience, Innovation, Growth and High-Tech Transformation organized by Ajay Kumar Garg Institute of Management, Ghaziabad 13th-14th Nov 2025.
- Dr. Rachit Kumar has presented a paper titled “Green and Transition Finance: Investment Behavior of Indian Investors” at International Conference on Business Resilience, Innovation, Growth and High-Tech Transformation organized by Ajay Kumar Garg Institute of Management, Ghaziabad held on 13th-14th Nov 2025.
- Dr. Ojasvi Jain has presented a paper titled “AI- Driven Credit Scoring and Loan Approvals: A New Paradigm for Financial Inclusion” at International Conference on Business Resilience, Innovation, Growth and High-Tech Transformation organized by Ajay Kumar Garg Institute of Management, Ghaziabad 13th-14th Nov 2025.
- Dr. Sonal Punthir delivered a session on “Leadership & Motivation: Unlocking Your Potential” on 24 November 2025 for Diploma students as a Guest Speaker for an online webinar organized by the University of Technology and Applied Sciences (UTAS), Muscat Branch.
- Dr. Sonal Punthir presented a research paper titled “Exploring the Role of Ethical Leadership in Shaping Employee Behaviour and Well- being in AI-Driven Workplaces: A Thematic Literature Review” at the International Conference on “Sustainable Synergies: Technological Innovation and Resilience in Global Business Practices,” organized by the Department of Commerce, Manipal Academy of Higher Education (MAHE), Bengaluru, and held on 27-28 November 2025.
- Dr. Sonal Punthir, Dr. Ravikant Pathak and Ms. Pratima Sharma have been granted with an International patent entitled “Augmented Reality Computer Device for Product Packaging Promotion” on 9th Dec 2025.

- Ms. Tanisha Mukherjee has delivered a Lecture as a Co-Chairperson in the International Conference on Sustainable Business Models: Bridging Profits, Purpose and Planet organised by Sunbeam College for Women, Bhagwanpur, Varanasi, jointly with Indian Accounting Association, Mirzapur Chapter and the Kolkata Bidhannagar Society for Academic Advancements, West Bengal on Dec 27, 2025.
- Dr. Sonal Pundhir has presented a paper entitled "Exploring Management Students' Initial Perceptions of Metaverse, technology: A Pilot Study in Tier II Cities of India" at 4th International Virtual Multidisciplinary Conference "From Gurukul to Global: Paving the Path to Viksit Bharat@2047 – Restructuring higher Education with Indic Priorities" organised by Vedant Knowledge Systems Pvt. Ltd. On 27th-28th Dec, 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 ABDC-C category journal entitled Journal of Marketing & Social Research 2 (5) 2025 86-91 <https://doi.org/10.61336/jmsr/25-05-10>
- Dr. Ruchi Jain has published a paper entitled "Federated Deep Reinforcement Learning for Privacy Preserving Sentiment-Driven Stock Market Forecasting" in International Journal of Environmental Sciences ISSN: 2229-7359 Vol. 11 No. 6, 2025 DOI: <https://doi.org/10.64252/ccv8zn84> (SCOPUS)
- Dr. Ruchi Jain has published a paper entitled "Deep Learning Techniques in Neurological Disorder Detection" in the book (ISBN 9781032858906) titled "Computational Intelligence Algorithms for the Diagnosis of Neurological Disorders", Routledge-Taylor and Francis Group (2025). DOI-10.1201/9781003520344-2.
- Dr. Gaurav Agrawal has published a research paper titled "Effectiveness of Below-The-Line (BTL) Marketing Strategies for Branded FMCG in Rural India" in an ABDC-indexed journal, contributing to contemporary research on rural marketing and consumer behavior.
- Dr. Sonal Pundhir has published a paper entitled "Impact of Onboard Training on the Integration in Private Banks" in Bennet Innovation and Entrepreneurship Journal.
- Ms. Deepti Verma has published a book entitled "Supply Chain and Logistics Management: Concepts, strategies and Practices" through Bharti publications.
- Ms. Deepti Verma has published a research paper entitled "Mind Over Market: Behavioural Determinants of Renewable Energy Investment Adoption in India" in 2025 in a Q2 Scopus-indexed journal, the International Journal of Energy Economics and Policy.
- Dr. Ravikant Pathak and Ms. Pratima Sharma has published a book titled "Principles on Management" through Chyren Publication.
- Dr. Gaurav Agrawal has published a paper titled "Effectiveness of Integrated Marketing Communication (Imc) in Building Brand Loyalty" in Scopus Q3 indexed journal International Journal of Environmental Sciences.
- Mr. Atul Narang and CA Sanjeev Singh Thakur has published a research paper titled "Digital Transformation in Public Administration: Policy, Governance, and Social Implications" in Vascular and Endovascular Review, a Scopus-indexed Q3 journal, 2025.
- Dr. Ravikant Pathak has successfully completed a 12-week online NPTEL course on "Organizational Behaviour" with 91% Elite Gold award offered by IIT Hyderabad.
- Dr. Gaurav Agrawal has successfully completed a 4-week online NPTEL course on "Cost Accounting" with 96% score earning the distinction of being in the top 5% scorers (Elite-Gold) award offered by IIT Bombay.
- Dr. Ruchi Jain has successfully completed an 8-week online NPTEL course on "Strategic Management-The Competitive Edge" with 78% score in Elite-Silver category conducted by Indian Institute of Science Bangalore.
- Ms. Pratima Sharma has successfully completed a 12-week online NPTEL course on "Organizational Behaviour" with 93% score earning the distinction of being in the top 5% scorers (Elite-Gold) award offered by IIT Hyderabad.

Student Milestones

- Nikita Kulshrestha, Student, BBA(IAF) Programme actively participated at the Youth Parliament 2025, serving as the Minister of State Youth Affairs & Sports. The event, held on August 2, 2025, focused on policy innovation to support the vision of a '\$1 Trillion Economy' for Uttar Pradesh.
- Manthan Gupta, Student, BBA(IAF) Programme at the Youth Parliament 2025, serving as the Opposition Minister. The event, held on August 2, 2025, focused on policy innovation to support the vision of a '\$1 Trillion Economy' for Uttar Pradesh.
- Shivam Dhakre, Rishabh Varshney, Manthan Gupta, Nikita Kulshrestha, students, BBA Programme has successfully completed GST Certificate Course: Level 1 organized by Sharda Business Clinic of Sharda University Agra from 26 September to 28 September 2025. Manthan Gupta, Student, BBA(IAF) Programme has successfully completed Python for Management Professionals organized by Sharda School of Business Studies of Sharda University Agra from 10 October to 12 October 2025. Nikita Kulshrestha, BBA(IAF) Programme has successfully completed Python for Management Professionals organized by Sharda School of Business Studies of Sharda University Agra from 10 October to 12 October 2025. Mohini Tomar, student, BBA Programme obtained 3rd place in 9th Royal Challenges Karate Cup- 2025 "All India Traditional Shoto-Kai Karate Championship" held at Noida Indore Stadium on 15th-16th Nov, 2025.
- Charu Bhaskar, Mahak Agarwal, Ishika Gupta, Ayushi Kulshrestha, students, MBA SSBS received "Anand Swaroop Academic Excellence Award" for achieving outstanding academic excellence in Sharda School of Business Studies. Shivam Dhakre successfully finished a professional job simulation with Deloitte, gaining hands-on experience in forensic technology and data analysis. Manthan Gupta, Student, BBA(IAF) Programme successfully completed a specialized Management Development Programme (MDP) on 'Export Documentation and Procedures', organized by the MSME-Development and Facilitation Office in collaboration with Sharda School of Business Studies. Divanshu Garg, Student, MBA Programme completed McKinsey Forward Program Shreya Agrawal, Ayush Chauhan students, B.Com SSBS received "Anand Swaroop Academic Excellence Award" for achieving outstanding academic excellence in Sharda School of Business Studies. Nikita Kulshrestha, Student, BBA(IAF) Programme successfully completed his 2 month Internship in the Accounts and Finance Department at Sharda University, Agra Aayushi Agrawal, student, MBA secured the 2nd Rank in the Mock Parliament competition organized by the Ground Water Department, U.P., highlighting her expertise in environmental policy and conservation. Jhanvi Sharma, Manthan Gupta, Nikita Kulshrestha students, BBA SSBS received "Anand Swaroop Academic Excellence Award" for achieving outstanding academic excellence in Sharda School of Business Studies. Divanshu Garg, Student, MBA Programme got selected as a Campus Ambassador for Perplexity AI

- Shivam Dhakre participated in the "Mutual Funds Sahi Hai" initiative by AMFI, gaining foundational knowledge in mutual fund investments and market dynamics.
- Nikita Kulshrestha, Student, BBA(IAF) Programme successfully completed a specialized Management Development Programme (MDP) on 'Export Documentation and Procedures', organized by the MSME-Development and Facilitation Office in collaboration with Sharda School of Business Studies.
- Muhammed Adnan Khan has successfully completed the AI Quality Check Project at ConsultBae India Pvt. Ltd. Gurgaon, Haryana, India
- Manthan Gupta, Student, BBA(IAF) Programme successfully completed his 2 month Internship in the Accounts and Finance Department at Sharda University, Agra.
- Divanshu Garg, Student, MBA Programme is Volunteer for the NSS unit and has served some of the social drives including. Blood donation, cloth distribution, spelling planting, and also the part of the core team.



Some people don't like change, but you need to embrace change if the alternative is disaster.
 —Elon Musk

Photo Gallery

Dr. Sonal Pundhir conducted an Industrial Visit to Dawar Footwear Industries for MBA 1st Year (Section A) students.



Dr. Sonal Pundhir conducted an Industrial Visit to Dawar Footwear Industries for MBA 1st Year (Section A) students.



Photo Gallery

An MoU with the National Institute of Securities Markets (NISM) was signed to strengthen academic–industry collaboration in financial education.



IdeaXcelerate – Business Plan Contest was organized to promote innovation and entrepreneurship among students at Sharda University, Agra.



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

The Half-Yearly Newsletter “UDAAN: Beyond Your Dreams” (Jan–July 2025) was released.



A Ten-Day Orientation Programme “UDAAN 2K25: Fly Beyond Limits” was organized for freshman batches.



Photo Gallery

A Guest Lecture and Interaction Session with Mr. Sachin Rajpal (PPDC, MSME) was organized under UDAAN 2K25.



A Guest Lecture on Emotional Quotient by Dr. Shalini Khandelwal was organized.



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

Photo Gallery

An Exam Orientation Session for freshmen was conducted by Prof. Chandrasekar T., CoE, SUA.



An Industry Interaction Session with Mr. Vijay Gupta, Chairman, Laghu Udhdyog Bharti, was organized.



Photo Gallery

A Motivational Session with Mr. Mukesh Kumar, Founder, Kumar IAS Coaching, was organized.

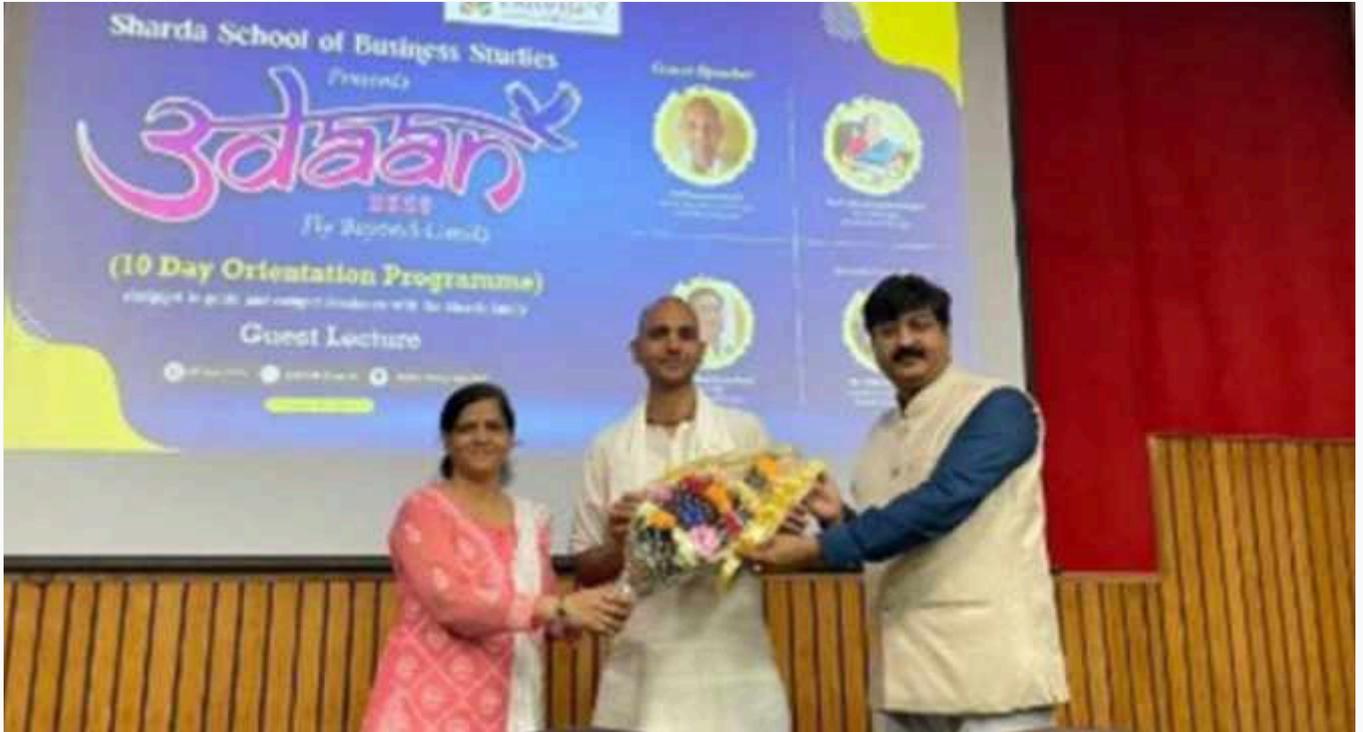


A Guest Lecture on Emotional Intelligence by Prof. (Dr.) Naveen Gupta was organized.



Photo Gallery

A Spiritual and Motivational Session with Mr. H. G. Parmatma Das was organized.



The Orientation Programme UDAAN 2K25 concluded in the presence of industry guests.



Photo Gallery

Mock Parliament Session on Groundwater Sustainability was organized by IQAC in collaboration with SSBS.



Pre-BoS and BoS Meetings were organized for syllabus revision as per NEP guidelines.



Photo Gallery

An Industrial Visit to Kajeco Industries was organized for BBA 1st Semester (Section A) students.



An Industrial Visit to Kajeco Industries was organized for BBA 1st Semester (Section B) students.



Photo Gallery

An Industrial Visit to Kajeco Industries was organized for BBA 1st Semester (Section C) students.



An Extension Activity on Financial Literacy through Nukkad Natak was conducted at Village Shahzadpur.



Interactive

INSPIRED ZONE : Business Stories

Story 1: The "Jet Lag" Billionaire (Red Bull) The Concept: Creating a New Market Category In 1982, an Austrian marketing executive named Dietrich Mateschitz was on a business trip to Thailand. Feeling completely exhausted from his flight, he tried a local drink called Krating Daeng (which means "Red Bull" in Thai), sold in small glass bottles to truck drivers and labourers to keep them awake. He was so amazed by how quickly it cured his jet lag that he decided to bring it to the West. However, there was a problem: the "energy drink" market didn't exist. The Strategy: Mateschitz didn't just sell a drink; he sold a lifestyle. He made the can slim and silver to look "premium." He priced it higher than Coca-Cola to create a sense of value. He gave free crates to university students and cool "party people" to create hype. The Lesson: Sometimes, you don't need to compete in an existing market; you can create an entirely new one by changing the product's "image."



Story 2: The "Hyperbolic Paraboloid" Snack (Pringles) The Concept: Solving a Customer Pain Point Back in the 1950s, potato chip lovers had one big complaint: chips in bags were always broken, greasy, and stale. Procter & Gamble (P&G) decided to solve this using science. They hired a chemist named Fredric Baur, who spent years designing a chip that wouldn't break. He used math to create a shape called a "hyperbolic paraboloid" (the saddle shape we know today). This shape allows the chips to be stacked perfectly, while the vacuum-sealed tube keeps them fresh. The Twist: The project was so difficult that Baur was actually pulled off the task at one point because P&G thought it was impossible! It took another chemist, Alexander Liepa, years later to finally get the taste right and launch it in 1968. The Lesson: Success often requires a mix of Technical Innovation (Baur's shape) and Product Quality (Liepa's taste). Also, Fredric Baur was so proud of his invention that when he passed away, his ashes were buried in a Pringles can!



Interactive

The Corporate Cryptic

The Invisible Hand

"I am the reason prices go up when everyone wants a product but there isn't enough to go around. I am the invisible force that balances the market. What am I?"

Hint: Think of the two most basic words in Economics.

The Four Pillars

"I am the toolkit of every Marketer. I consist of Product, Price, Place, and Promotion. What am I?"

Hint: We are often called the 'Marketing ___.'

The Silent Partner "I have no physical form, yet I am often a company's most valuable asset. I am built over years but can be destroyed in seconds. I am not on the balance sheet as cash, but I determine your market share. What am I?" Hint: Think about a company's name and reputation.

The Safety Net

"I am a Ministry dedicated to the 'small' and the 'medium.' I provide the backbone for India's industrial growth and issued the certification for the Sharda Business Clinic program. What am I?"

Hint: Look at the riddle again.

The Economic Time Traveler

"I am the reason why the ₹10 note in your pocket today will buy less than the ₹10 note your father held 20 years ago. I am the invisible thief that shrinks your purchasing power. What am I?"

Hint: It makes prices go up every year.

The Corporate Tree

"I have many branches, but I have no leaves, no trunk, and no fruit. People come to me to grow their green, but I am made of stone and glass. What am I?"

Hint: You visit me to deposit your pocket money.

The Business Shadow

"I am the gap between what it costs you to make a product and what you sell it for. If I am too small, your business dies; if I am healthy, your business thrives. What am I?"

Hint: Every businessman's favorite word.

The Brand's Promise

"I am not a product, and I am not a service. I am the 'feeling' people get when they hear a company's name. You can't touch me, but you'll pay 3x more for a shirt just because I am on the label. What am I?"

Hint: Think of Apple, Nike, or Starbucks.

Brand Secrets : The "Did You Know?" Corner

- **Reliance Jio's Mirror Image:** Have you ever looked at the Jio logo in a mirror? It spells out "OIL." This is a clever nod to the parent company, Reliance Industries, which started with its massive petroleum and oil business before conquering the digital world.
- **Zudio's "No-Ad" Magic:** Notice how you never see a Zudio billboard or TV ad? Unlike most brands, Zudio spends zero on traditional advertising. Instead, they use that saved money to keep prices incredibly low (under ₹999), relying entirely on "word-of-mouth" and high-footfall locations.
- **The McDonald's Real Estate Secret:** Most people think McDonald's is in the burger business. Actually, in the world of finance, it's considered a real estate company. They own the land and the buildings of their 40,000+ locations and collect rent from franchisees—making their income more stable than just selling fries!
- **Starbucks' Round Table Strategy:** Starbucks cafes often use round tables instead of square ones. Why? Because there are no "empty" seats at a round table, which makes solo customers (like students studying alone) feel less lonely and more comfortable staying longer.
- **Myntra's Logo Change:** In 2021, Myntra completely redesigned its logo after a single complaint suggested the "M" was offensive. The company showed incredible brand agility by changing its entire visual identity across the app and packaging in just a few days to maintain its positive image.
- **Sugar Cosmetics' Packaging:** Ever wonder why Sugar products have "low-poly" (geometric) art on them? It's a deliberate marketing tactic to stand out from the black-and-gold luxury brands. It makes the products look "edgy" and "digital-first," specifically targeting the Gen-Z and Millennial audience.
- **Berco's: From a Snack Bar to an Empire:** Did you know that Berco's started as a tiny 15-seater snack bar in Delhi's Connaught Place in 1982? Today, it is one of India's most successful franchise models in Asian cuisine. Their secret? A "Centralized Supply Model." Even the sauces and pulps are prepared in a single base kitchen in Delhi and shipped to all 50+ outlets to ensure every plate of noodles tastes exactly the same, whether you are in Noida or Amritsar!
- **Snowberry: The Art of "Experiential" Desserts:** While most ice cream brands sell a product, Snowberry sells an "experience." They were one of the first to bring Korean Bingsu (shaved milk ice cream) to India. Instead of using traditional advertising, they focused on "Live Preparation"—making the dessert in front of the customer. This made their product "Instagrammable," turning every customer into a free marketing agent for the brand!
- **Noise: The Billion-Dollar Pivot:** The founders of Noise, Amit and Gaurav Khatri, didn't start with tech. They originally ran a business selling smartphone cases and covers! In 2018, they noticed the "wireless" trend and made a massive Strategic Pivot into smartwatches and earbuds. Today, they are one of India's only profitable, bootstrapped (started with their own money, no big investors) electronics brands to cross a ₹2,000 crore valuation.
- **Apple's Secret Manufacturer:** Even though they are fierce rivals in the smartphone market, Apple's iPad retina displays have historically been manufactured by Samsung.

Upcoming Events

SSBS, Sharda University Agra, is organizing a Poster Presentation under InSPIRE 2K26 – 1st International Conference on 12 February 2026 in hybrid mode, focusing on innovative and sustainable practices.

SHARDA UNIVERSITY AGRA

SHARDA SCHOOL OF BUSINESS STUDIES
in association with
Brokenshire College, Philippines
organises
POSTER PRESENTATION
as a part of
InSPIRE 2K26
1st INTERNATIONAL CONFERENCE
on
Innovative and Sustainable Practices in Redefining Economy
invites participants for the Poster Presentation Session

12 FEBRUARY 2026 (Hybrid mode)

| ELIGIBILITY | CATEGORY | FEE |
|---|--------------------------|------|
| <ul style="list-style-type: none"> • UNDER GRADUATE • GRADUATE • POST GRADUATE • SCHOLARS | Students of Sharda Group | ₹250 |
| | Other Indian Students | ₹300 |
| | International Students | \$10 |

LAST DATE OF REGISTRATION:
10 FEBRUARY 2026 till 5PM
MINIMUM SIZE OF POSTER
24 Inches x 36 Inches
PRESENTATION TIME LIMIT
2 MINUTES

THEME INCLUDES:

- ▶ Living Green: Small Actions, Big Impact
- ▶ Nature, Technology and Sustainable Coexistence
- ▶ Creativity as a Tool for Social Change
- ▶ Art, Culture and Human Expression
- ▶ Preserving Cultural Heritage in a Digital World
- ▶ Reimagining the Future
- ▶ Creative Solutions for Global Challenges
- ▶ Cyber security and Fraud prevention

IMPORTANT:

- ▶ Registration is mandatory for all participants
- ▶ Certificates to all registered participants

REGISTRATION LINK: <https://forms.gle/BC3DpZ9zooDfH3LOA>
Website: <https://www.agra.sharda.ac.in/inspire2026/>
Mall: conference.ssbs@agra.sharda.ac.in
For Enquiry: Dr. Ravikant Pathak (9808559063)

Awards & Recognition:

- 1st place : INR 2000
- 2nd place : INR 1500
- 3rd place : INR 1000

Venue: Sharda University Agra
Mode: Hybrid (Online + Offline)
Date: 12 Feb 2026

Be a part of InSPIRE 2026 and showcase your innovative and sustainable practices solutions on an international platform.

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 12 Feb & 13 Feb 2026.

Sharda School of Business Studies
in association with
Brokenshire College, Philippines
Organizes

1st INTERNATIONAL CONFERENCE

on Innovative and Sustainable Practices in Redefining Economy

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

InSPIRE 2K26

CALL FOR PAPERS

12th - 13th February 2026 (Hybrid Mode)

IMPORTANT DATES

| | |
|--------------------------------------|---------------|
| Last Date of Abstract Submission | : 20 Jan 2026 |
| Notification of Abstract Acceptance | : 25 Jan 2026 |
| Last Date of Early Bird Registration | : 30 Jan 2026 |

REGISTRATION FEES

| Category | Early Bird (Till 30 Jan, 2026) | Regular (After 30 Jan, 2026) |
|---------------------------|--------------------------------|------------------------------|
| Faculty Member | ₹ 1200 | ₹ 1500 |
| Research Scholar | ₹ 1000 | ₹ 1200 |
| Student | ₹ 500 | ₹ 800 |
| Working Professional | ₹ 1500 | ₹ 2000 |
| International Participant | \$ 20 | \$ 25 |

On-spot Registration : Additional ₹500 in each category

WHY ATTEND InSPIRE 2K26?

Publication Opportunities in Indexed Journals/Proceedings

Best Paper Award in Each Track

Pre-Conference Workshop on Case Writing

Special Track for Students

Abstract Submission Link



<https://forms.gle/FPMCoP6AhXD64CR49>

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|--|--|---|--|
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| <p>Chairman</p> <p>Dr. Ravi Kant Pathak Assistant Professor, SSBS Sharda University Agra</p> | <p>Co-Chairman</p> <p>Dr. Ruchi Jain Assistant Professor, SSBS Sharda University Agra</p> | <p>Organizing Secretary</p> <p>Dr. Atul Narang Assistant Professor, SSBS Sharda University Agra</p> | <p>Co-Chairman</p> <p>C.A. Sanjeev Singh Thakur Assistant Professor, SSBS Sharda University Agra</p> |
| <p>Co-Chairman</p> <p>Ms. Deepthi Verma Assistant Professor, SSBS Sharda University Agra</p> | <p>Organizing Secretary</p> <p>Dr. Rachit Kumar Assistant Professor, SSBS Sharda University Agra</p> | | |

Join InSPIRE 2K26 where innovation meets sustainability to redesign economies, reshape businesses and reimagine societies.

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

—Steve Jobs



Message from Assistant Dean

Dr. Ravi Kant Pathak

Asst. Dean, SSBS
Sharda University Agra

As we move through another dynamic academic term, I am proud to reflect on the momentum our Business School continues to build momentum driven by our students' ambition, our faculty's commitment, and our partners' trust in our shared mission.

The world of business is evolving at an unprecedented pace. Digital transformation, sustainability imperatives, and global uncertainty are reshaping how organizations operate and how leaders are developed. In this context, our responsibility as a business school goes far beyond delivering curricula. We are here to shape ethical, agile, and globally minded leaders who can create value not only for organizations, but for society at large.

we remain deeply committed to innovation in teaching and learning. Initiatives around experiential learning, entrepreneurship, analytics, and responsible management are being strengthened across programs. These efforts reflect our belief that business education must continuously adapt while staying grounded in strong values and academic excellence.

I would also like to acknowledge our alumni , Faculty community, whose achievements inspire our students and whose engagement enriches our ecosystem. School is continuously emerging through mentoring, guest sessions, seminars, FDP and collaboration makes a tangible difference. Thank you for ongoing efforts support and commitment. I look forward to the opportunities ahead and to celebrating many more successes together.

Faculty Profiles

Department of Management, SSBS



Prof. (Dr.) Saket Jeswani
Professor & Dean



Dr. Ravikant Pathak
Associate Professor & Asst. Dean



Prof. Chandrasekar Thangavelu
Professor



CA Sanjeev Singh Thakur
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



Dr. Deeksha Agrawal
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Mr. Divakar Vikram Singh
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Ms. Tanisha Mukherjee
Assistant Professor



Ms. Adima Jain
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Mr. Abhishek Kulshrestha
Assistant Professor