

# THE ASSURGENT

October 2024

## DR. RASHI BANERJI HONORED WITH KARAMSU KAUSHALAM AWARD FOR EXCELLENCE!

Dr. Rashi Banerji has been honored with the prestigious Karamsu Kaushalam Award by Manav Rachna Educational Institutions. This well-deserved recognition underscores her exceptional contributions in several fields such as teaching, research and innovation, unwavering commitment to excellence, serving as a genuine inspiration to all.



## LIGHTING OF DUSK: WOMEN & TRANS WOMEN REDEFINING WORKPLACE INCLUSIVITY

A group of women and trans women came to explore the challenges and opportunities faced by them at workplaces for shaping a more inclusive workplace. This session delved into how women are spearheading initiatives to close the gender gap, enhance leadership representation, and bring inclusivity.



## ADVENTURE MEETS LEARNING: TRIP TO MCLEODGANJ

Students embarked on an educational excursion to Dharamshala and McLeodganj, exploring a local tea factory to learn about tea production. They undertook the thrilling Triund trek, enjoying stunning views of the Dhauladhar range. The trip also included engaging with the vibrant Tibetan culture of McLeodganj. This experience combined learning, adventure, and cultural immersion.



## THE NEW AGE PATHWAY @ HIMACHAL PRADESH

Class 12 students in Himachal Pradesh participated in an outreach program about modern careers led by Mr. Neeraj Chopra, an assistant professor at Manav Rachna University. The sessions provided invaluable insights into career pathways and personal development, inspiring the next generation of leaders.



## NAVRANG NAVRATRI

The Cultural Club of SOMC organized Navrang Navratri to celebrate the vibrant festival of Navratri. The event kicked off with an insightful animated video highlighting the significance of the occasion, followed by an exciting lineup of performances including dance, shayari, songs, and beatboxing, showcasing the diverse talents of the students.



## INTER-UNIVERSITY SHOWDOWN: EXPLORING 'AI IN HEALTHCARE'

The Marketing Club of SOMC hosted an exciting PPT competition centered on the theme "AI in Healthcare," where participants from various universities and colleges gathered to showcase their expertise. The event provided a platform for students to explore and present innovative ideas on the transformative role of artificial intelligence in the healthcare sector.

## FESTIVE CHEER: LIGHTS, LAUGHTER AND LADDOOS

The Cultural Club of SOMC organized a vibrant Utsav-e-Diwali celebration, bringing the festive spirit to life with mehendi, diya decoration, live games, live cooking, and plenty of dancing. The event offered a joyful and interactive way for students to celebrate Diwali, fostering community and festive cheer.



## FACULTY ACCOLADES

### EMPOWERING FUTURE GENERATIONS: DIGITAL LITERACY INITIATIVE

SoMC students, under the guidance of Dr. Gurpreet Kaur, visited a government school in Sector 27, Gurgaon, where they conducted an insightful session on digital literacy. The initiative aimed to equip students with essential digital skills, empowering them to navigate the evolving technological landscape with confidence.



## PHD AWARDED BY SOMC

- Mr. Vikas Chaudhary defended his PhD on the topic “Role of Strategy Management and Competitive” under the guidance of Prof. (Dr). Parul Jhajharia.
- Ms. Preeti Goyal defended her PhD on the topic “A Study of Happiness At Workplace and Organizational Citizenship Behaviour of EDTech Employees” under the guidance of Prof (Dr.) Animesh Singh.
- Ms. Neha defended her PhD on the topic “A Study of Mitigation of Work-Family Conflict in Hybrid Working Style Concept in the IT Industry” under the guidance Prof. (Dr.) Yogita Sharma.
- Mr. Sanath defended his PhD on the topic “Consumer Intention and Usage Behaviour in M-Tourism Apps - An Extended UTAT Study in India” under the guidance of Prof.(Dr.) Tanushree Purohit.

## FACULTY RESEARCH & PUBLICATIONS

- Dr. Shweta Goel presented a research paper titled 'An Analysis of Banking Officials' Investing Avenues in the Delhi-NCR' in the International Conference on Computing and Communication Networks (ICCCNet-2024) organized by Manchester Metropolitan University, Manchester, United Kingdom on 17th-18th October 2024.
- Dr. Sunil Kadyan presented a paper titled “Revolutionizing Business Intelligence with ai insights & strategies” in 8th International conference on I-SMAC at Tribhuvan University Nepal, on 3-5 October, 2024.
- Dr. Shuchi Singhal, Dr. Akanchha Singh Dr. Sunil Kadyan Published a patent “Real-time Feedback Device to Enhance Employee Engagement with Instant Tracking and Alerts”.
- Prof.(Dr.) Yogita Sharma, Prof.(Dr.) Pragati Chauhan, Dr. Shuchi Singhal, Ms. Shagun Chahal, Ms. Minakshi Sharma, Ms. Mona published a patent “Automated Customer Relationship Management (CRM) System With Sentiment Analysis”.
- Prof.(Dr.) Yogita Sharma, Prof.(Dr.) Pooja Kapoor, Ms. Shagun Chahal & Mr. Neeraj Chopra served as jury member at National Science Congress 2024.
- Ms. Shagun Chahal completed the NEP 2020 Orientation & Sensitization Programme under MMTTP with A+ grade.

### Student Editorial Team

Mr Sartaj Nagpal and Ms Shreya Katyayan BBA BA 3 (Sem)

### Editorial Team

Ms. Shagun Chahal, Assistant Professor, SMC, MRU

Email: shagunchahal@mru.edu.in

Mr Neeraj Chopra, Assistant Professor, SMC, MRU

Email: neerajchopra@mru.edu.in