



**MANAV RACHNA
UNIVERSITY**

Declared as State Private University vide Haryana Act 26 of 2014



PANORAMA

Bi-annual Newsletter Edition (Jul 2022 - Dec 2022)

School of
Management
& Commerce

**MANAV
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UNIVERSITY**

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EVOLUTION OF BUSINESS ETHICS THROUGH THE PRISM OF SOCIAL MEDIA

"Ethics are the difference between what you have a right to do and what is right to do."

Business ethics involves developing specific standards or norms governing a particular company and its work. They basically shape a company, the things within it, and how it deals with the external world. The practice of developing and implementing ethics in a business has been taking place for more than 50 years. Like everything else, business ethics have evolved drastically over time and diversified into many different spheres.

One such notable transformation of business ethics is brought by social media, which is the most widely used networking method used today. Not only do business ethics heavily impact a company's social media presence, but a business also gets immensely impacted by the happenings on social media.

Social media enabled globally connected countries and businesses, and thus a need for companies to rework their ethics to be more friendly and flexible. Being aware and responsive towards the latest trends and being socially responsible is very important for a company to be successful in today's world. A company must ensure that its social media activity is conducted appropriately and respectfully towards everything. A business can also let people become a part of its vision or initiative, directly enabling the audiences to feel connected and enjoy a sense of responsibility.

They say your digital footprint is your legacy, so think before you post, as social media tremendously influence developments in how companies form their ethics, and it will continue to happen as both media and businesses grow in the coming years.

CREATION OF A SUSTAINABLE FUTURE BY THE USE OF TECHNOLOGY

Every business is bound to face ups and downs but what determines its success is its ability to cope with such difficulties. How efficiently one can cope depends on the company's methods, procedures, and tools.

Technology is one of the significant elements affecting business operations and the capability to face adverse situations. A different and effective technology can give any business a competitive edge over others. But what must be kept in mind is that technology helps the sustainability of the firm and others concerned. Meeting your company goals by making the best use of technology should be performed along to contribute to the sustainable development of the environment and society as a whole. Focusing on waste reduction, recycling, eco-friendly production, and a healthier company structure and culture is vital for every business.

Technology enables much faster task completion and has also reduced the adverse effects of many activities, like a reduction in vehicle usage of people as they can work remotely, reducing pollution. Cooperative efforts must exist between technological machines/equipment and human resources for companies to move towards sustainable development.

A company should ensure they are using the technology available effectively and their usage has no harmful effects on their surroundings. Technology should be employee-friendly, society-friendly, and environment-friendly to enable a firm to overcome any failures they face.



IMPORTANCE OF MENTAL HEALTH, GROUP TRAINING IN ORGANIZATION

Each year, one in five adults in the U.S. will experience mental illness. Yet only one in three who need help will get it. As a result, many people will either miss work or get less done on the job. Therefore, focusing on workplace mental health is essential for your bottom line.

Workplace Mental Health in Indian Context

According to Census 2011, India has a 474 million working population. Mental disorders are impacting millions of working populations in India.

The survey by The 7th Fold 2020 with 509 working people across metro cities and diverse sectors from India revealed that 36% of employees were suffering from one or other type of mental health issue. The situation of mental health has been exacerbated.

Recently, PwC's 2021 Employee Financial Wellness Survey reported that 63% of employees have been experiencing stress due to financial strain since the COVID-19 pandemic began.

Another study conducted during the pandemic second wave by Deloitte ranked India as the highest among 18 countries in terms of anxiety. These studies suggest that workplace mental health requires immediate attention.

Poor mental health at the workplace can contribute to a range of physical illnesses like hypertension, diabetes, and cardiovascular conditions, amongst others. Thus, prioritizing the mental health of employees is essential.



The potential benefits of supporting employee mental health

Increased productivity. Increased retention. Decreased health care and disability costs.

Ways Your Company Can Support Employee Mental Health A nationwide employee survey found that what people want the most in the workplace is training and more easily accessible information about where to go or whom to ask for mental health support. According to the survey, a more open culture about mental health at work is also important to employees. With those findings in mind, here are five ways your company can support employee mental health. Establish an employee assistance program (EAP). Understand how mental health impacts your employees, and include mental health coverage as part of your health care plan. Use communication to reduce stigma, promote well-being, and increase access to mental health resources.



Advantages Of Group Training in Organization

Training provides many benefits in the workplace. It can teach employees new skills, help implement a new internal process or software system or

remind them of essential business policies. Many companies train employees one-on-one, addressing each employee individually, but training employees in a group has several advantages over individual training.

Time Management- Training everyone at once or dividing training sessions into groups reduces the amount of time needed to get everyone up to speed, which will give the trainer more time to focus on other tasks.

Reduced Cost - Hiring a third-party consulting firm to conduct the training sessions will most likely charge per hour or day for the time trainers spend at your office. Having all your employees attend the same training session will reduce the consulting cost.

Open Forum- When you train employees individually, they only have their trainer to communicate with. By training employees in a group setting, they can communicate with the trainer as well as their co-workers.

Less Strain on Management- Employees may need more clarification on the material or develop questions and concerns after training. With someone to turn to, the employee often takes their questions to their supervisor, which consumes the supervisor's productive time. Later, employees can turn to their co-workers for assistance, putting less strain on their supervisor.

CREATIVE & SUSTAINABLE MANAGEMENT TECHNIQUES



standards will embrace sustainability more fully. Creativity techniques can enhance the creative potential of a task. Their use depends on the type and characteristics of a pocket of creativity.

Creativity techniques find large numbers of incomplete ideas rather than get complete information.

When it comes to creativity techniques, we need to mention three groups of them. There are exploratory, combinational, and transformational.

Relation b/w creativity and sustainability

To achieve long-term sustainability, necessary changes for a green economy and solutions to address limitations to resource footprints. It requires innovations across the board and creativity in all fields, as creativity and sustainability are closely linked. A sustainable organization's economic, social, and environmental dimensions require concerted efforts toward building inclusive and resilient techniques.

Innovation, the business of ideas, is increasingly seen as the key to future societal prosperity and success. It overcomes the hurdles of affordability, adaptability, scalability, replicability, and sustainability. Innovation includes not only ingenuity and imagination but also new processes, technologies, and new ways of using existing technology.

Creativity is at the heart of sustainability, rooted in sustainable social, economic, environmental, and cultural management practices. Creativity and sustainability can be approached from different disciplinary and thematic perspectives and trans-disciplinary and intercultural perspectives.

Sustainability and creativity are increasingly relevant issues for many organizations; therefore, sustainability management strategies and practices are of growing significance. Because operations management decisions strongly influence many sustainability impacts, the operations management function must embrace the requirements of sustainability management. The next generation of management systems and

Creativity and sustainability provide energy and inspiration as well as empowerment.

Pros

Reduction in energy usage-Not always, but most operations that start implementing sustainable practices almost immediately notice a reduction in their energy demand.

Reducing Wastage- Operations will be conducted with minimum wastage. Different ways to reduce waste may be material reuse, recycling, etc.

Less pollution- Reducing your environmental impact can be more than financially lucrative. Reduction in environmental regulatory compliance fees associated with these activities is sure the most significant benefit here is keeping the environment cleaner and greener. Still, there's a very substantial chance of saving money here too.

Other pros

Overall reduction of operating costs, new markets, better relations, better teamwork and team bonding, increased workplace engagement, and interaction are a few more advantages.

Improved ability to attract and retain quality employees, increased staff morale, fun and happiness, and increased workplace problem-solving and productivity.

Cons

Unemployment- Changes to preserve and care for ecosystems and biodiversity can cause several industries to reduce their activities or, in the last case, stop them altogether. This can bring unemployment for many people who have dedicated their whole lives to work in a single sector, such as the coal industry.

Need more requirements: The companies, plants, factories, and others responsible for affecting the environment would have more requirements to function, such as reducing their carbon dioxide emissions or correct

treatment of their waste. Although they seem necessary and common sense, not everyone can meet them without compromising efficiency and work. The entry requirements would be very high for small companies.

Cost-Although intentions are good, carrying them out costs work because it is about reducing or entirely dispensing with energy that already supplies part of the population with a new one, changing infrastructure and consumption habits. This whole transition can be costly.

Fragile commitment- As the transition to a more environmentally friendly industry is more expensive and difficult to meet because of the points mentioned above, there is a risk that the commitment made to society could be more serious. This inconvenience would occur because the results obtained are generally long-term, but it may not be possible to wait so long in places that are just developing.



FACULTY ACHIEVEMENTS

Awards & Recognition (Faculty/Student)

- **Dr Pragati Chauhan** was acknowledged for her efforts as an international jury member & Mentor in Young Tycoons Business Challenge in July 2022.
- **Dr. Manmeet Bali** Nag has been designated as Departmental Coordinator for Linked In Learning at the central level. (August 2022)
- **Dr. Pooja Kapoor** was awarded the Manav Rachna Karsu Kaushlam Puraskar 2022 for outstanding accomplishments, perseverance, meritorious service, and contribution towards the growth and achievement of Manav Rachna.
- **Dr. Priyanka Chadha** was awarded the Best Paper Award for her research paper presented at a Conference at Jamia Hamdard, Department of Management.
- **Dr. Yogita Sharma** was awarded the Best Professor Award by Educational Icons Award -2022 by Mentorex India at International Conference On Innovative Technologies Driving Education.
- **Aryan Singhal** Of B.B.A.- Global Operations Management Sem-1, was awarded the certification at The Global Immersion Programme -2022 held in Dubai from 27th Sept-30th Sept 2022
- **Dr.PriyankaChadha**wasawardedtheBestPaper in Session 1 of Track 10: Tourism & Hospitality Management.
- **Dr.PragatiChauhan**-HoDSchoolofManagement



& Commerce was invited to the Delhi Chapter Meeting BYST at India Habitat Centre, Lodhi Road New Delhi, as Bharatiya Yuva Shakti Trust (BYST) Mentor representing Manav Rachna University. She spoke on the contributions initiated by her as a BYST mentor at the institution level and the future road ahead. The meeting was graced by **Ms Lakshmi V Venkateshan**, who co-founded Bharatiya Yuva Shakti Trust (BYST) with the stalwart of the industry, the late J.R.D. Tata and, with the support of H.R.H. Prince Charles, The Prince of Wales in 1992. BYST is a not-for-profit organization that primarily assists disadvantaged Indian youth in developing business ideas into viable enterprises under the guidance of a mentor, with the main objective of turning job seekers into creators.

- Dr. Chand Prakash Saini was invited to chair the Technical Session of the International Conference under the aegis of Journal of services research on 8th & 9th Dec '2022 at Vedatya Institute, Gurgaon.
- Dr. Yogita Sharma was invited as a jury member in INDIA START-UP SUMMIT on December 16, '22 at THE UMRAO, New Delhi.
- Dr. Yogita Sharma was invited as Panelist on December 31, 2022, to share insights in the area of H.R. significance in today's scenario - The plethora of inspiring women who are the best versions of themselves.

RESEARCH PAPERS PUBLISHED / ACCEPTED / SUBMITTED FOR PUBLICATION IN NATIONAL JOURNALS:

S.No.	Title of Paper	Name of Author(s)	Name of Journal	Volume	Issue, Page Numbers	Month & Year of Publication	Indexing Body
1	Controlling the Uncontrolled- Over tourism in Hill Stations of Northern India	Saurabh Gupta, Nupur Gupta & Dr Pragati Chauhan	Journal Of Positive School Psychology	6	No 5, 6549-6568	July 2022	Scopus
2	MSME Performance Impacted by its Adoption- An Appraisal of Literature from Developing and Developed Countries	DR. Pooja Kapoor DR. Srilekh. S	IM-BHU Management Review	VOL-9	ISSUE-1, PG NO.- 60-67	2022	UGC-CARE
3	Identifying the barriers & highlighting the need to strategize ICT Adoption- A study of Indian MSMEs	Dr. Pooja Kapoor & Srilekh. S	Rabindra Bharati University Journal Of Economics	XVI		Dec,22	UGC-CARE



RESEARCH PAPERS PUBLISHED / ACCEPTED / SUBMITTED FOR PUBLICATION IN INTERNATIONAL JOURNALS:

S.No.	Title of Paper	Name of Author(s)	Name of Journal	Volume	Issue, Numbers	Month and Year of Publication	Indexing Body
1	Production improvement on the assembly line through cycle time optimization	Dr. Priyanka Chadha	International Journal on Interactive Design and Manufacturing (IJIDeM) Manufacturing (IJIDeM)	2022		AUG-2022	SCOPUS
2	A Systematic literature review of Supply Chain Management Practices & Performance	Dr. Priyanka Chadha	Materials Today Proceeding Elsevier	2022	Oct,22	Oct,2022	SCOPUS
3	Evaluation of ky criteria affecting the adoption of digital marketing by SME's using an internal valued pythagorean fuzzy AHP technique	Chand P Saini Tanwir M N Gupta	Journal of Vehicle Design	88	EISSN:1741 -5314, N:2-4, pp. 260-281	DEC,2022	SCOPUS ABDC



RESEARCH PAPERS PRESENTED / ACCEPTED / SUBMITTED IN INTERNATIONAL CONFERENCES:

S.No.	Title of the Paper / Abstract	Name of Author(s)	Name of Conference	Venue of Conference	Duration	Month and Year
1	Effect of Service Quality of Digital Banking on Customer Loyalty of Public Sector Banks in Delhi/ NCR	Dr. Rashi Banerji Ms. Preeti Arora	10th International Conference on Advances in Business Management	Shaheed Bhagat Singh College	1 day	Nov, 2022



DETAILS OF PATENTS: FILED /GRANTED

S. No.	Name of the Author	Title	Application No.	Month & Year
1	Dr. Priyanka Chadha	"Smart Bird Enclosure"	368103-001	July, 2022

BOOKS / CHAPTERS PUBLISHED BY THE FACULTY MEMBER:-

S. No.	Title	Author/Co author	Chapter Contributed	Year / edition	Remarks (if any)
1.	Digital Transformation and Innovation Management: A Systematic Literature Review	Dr. Priyanka Chadha and Dr. Rajat Gera	Promoting Inclusivity and Diversity Through Internet of Things in Organizational Settings.	1032022	Accepted
2.	"Public Sector Disinvestment in India: A Narrative Review and Future Research Directions,"	Dr. Priyanka Chadha and Dr. Rajat Gera	"Multidisciplinary Perspectives Towards Building a Digitally Competent Society"	2022	Accepted
3.	Digital Transformation In Contemporary Times - A Panorama for reshaping & reimagining the future	Dr. Priyanka Chadha	Q commerce	Dr. Priyanka Chadha Dr. Ashima Saxena Dr. Ajay Bhatia Mr. Shivam Gaur	
4.	Digital Transformation in Contemporary Times	Dr. Priyanka Chadha Dr. Ashima Makhija Dr. Ajay Bhatia Mr. Shivam Gaur Dr. Parul Jhaharia Dr. Pragati Chauhan Ms. Vandana Zutshi bhat Dr. Subodh saluja	Digital Organizational Culture and employee wellbeing The Q- Commerce Upswing Effect of digitisation on Indian Financial markets Digital Education:Significance and challenge in the 21st century Digitalisation in the hospitality and tourism sector	Namya Publishing House	2022/ 1



INTERNATIONAL / NATIONAL CONFERENCES/SEMINAR / WORKSHOP ATTENDED BY FACULTY MEMBERS:

S. No.	Name of Participant	Name of Conference/ Workshop/ Seminar	Venue of Workshop	Duration	Month and Year
1.	Ms. Srilekh & Dr. Pooja Kapoor	MBPT'2022	K R Mangalam University	1 day	Oct,2022
2.	Ms. Neha Wadhavan & Dr. Yogita Sharma	MBPT'2022	K R Mangalam University	1 day	Oct,2022
3.	Dr. Rashi Banerji Dr. Shweta Goel	Financial Planning and Basics for Students, by Ms. Krishna Wadher, Financial Coach, Hermoneytalks	Online	1 day	Nov,2022
4.	BBA students	US Marketplace Simulation games workshop	Offline	4 days	21st Nov-24th Nov 2022



MOMENTOUS EVENTS @SOMC

MOU BETWEEN ISDC, IOA, A UK-BASED INSTITUTION, & MRU

In July 2022, the SoMC at Manav Rachna University inked an MoU with International Skill Development Corporation (ISDC), a UK-based professional organization for Data Science and Analytics. The Institute of Analytics (IoA) is a professional organization dedicated to raising knowledge, understanding, and innovation in analytics. This relationship will primarily promote and supply Business Analytics to postgraduate students in Manav Rachna University's MBA-Business Analytics Program. Six senior ISDC delegates were present at the signing ceremony: Mr. Milind Date, Direction Learning & Development- Pune; Dr. Vinod Murti, National Head IT & Analytics- Bangalore ISDC; Mr. Shone Babu, Head Partnerships, Bangalore ISDC; Mr. Vikas Khosla, Zone Head Institutional Partnership, Delhi Office- ISDC, and Mr. Siddhant Chandel, Regional Head- Institutional Relationship ISDC.

As part of the agreement, students will get an affiliate membership from the Institute of Analytics (IoA)-UK and a diploma certificate from ISDC upon completion of two years of postgraduate studies in addition to the MBA degree. Additionally, the course structure will provide students with the advantages of interlaced learning from industry and professional trainers from ISDC and IoA. This worldwide association will provide students with guaranteed assistance in their internships and placements.



FDP ON STRUCTURAL EQUATION MODELLING USING AMOS WITH CAL

Centre of Advanced Learning, an association with the SoMC at Manav Rachna University, organized a two-day Faculty Development Program on "Basic and Advanced Structural Equation Modeling use AMOS" in July 2022 in a hybrid mode.

Dean Prof. (Dr.) Parul Jhajharia gave the opening remarks. She introduced the attendees to the resource expert, emphasized the significance of understanding current research tools used in academia, and highlighted how actively the Centre for Advanced Learning and SoMC had been involved in organizing such workshops for faculty members and Ph.D. research scholars.

Dr. Ajay Chauhan served as the program's resource expert for this two-day Faculty Development event (Director of FPM at UBS Mumbai and Founder Chief Consultant Research Shiksha). He outlined the main objectives that must be considered when encouraging research-based methods and procedures in Ph.D. research and creating and aiming for high-quality research publications in SCOPUS/Web of Science/ABDC Category, etc.

40 Research Scholars & Faculties from MRU attended the FDP. They expressed their appreciation and highlighted that it was very beneficial in enhancing their knowledge about SEM as a research tool and that they look forward to participating in similar sessions that would aid them in their research path.

The interaction round, during which the participants provided their observations, comments, appreciations, and questions, concluded the session. The participants in this two-day FDP programme received certificates from our respected VC, Dr. I K Bhat, in recognition of their efforts.



FRIENDSHIP DAY CELEBRATION

In August 2022, SoMC commemorated Friendship Day. Many BBA students and faculty members participated in the third and fifth semesters. Students performed lovely dance and musical performances. There were also lots of fun games that made the event more enjoyable. Kushagr Aggarwal's stand-up comedy had the audience laughing their hearts out. The students participated in all the activities with great enthusiasm. Winners were awarded gifts as a token of appreciation.



GLOBAL IMMERSION PROGRAM - DUBAI 2022

In August 22, SoMC and MRU's Office of International Affairs jointly presented two sessions on the Global Immersion Program-Dubai. Mr. Ishan Taneja, MD/CEO of UAS International Holidays, conducted the session. The first session was held for Sem 3 and Sem 5 students from the Management, Law, and Applied Science departments. The advantages of the programme in terms of learning about the international business environment were explained. Mr. Taneja added that the programme's goal is to prepare students for employment in the top firms and in better occupations. With visits to the Dubai port region, numerous enterprises, entertainment parks, and Dubai landmarks, he described the highlights of the visit. The industrial visit will help students choose their field of study, whether it be entrepreneurship, HR, IT, management, or any other. The numerous entertainment events scheduled as part of the trip appealed to the students as well.



BUSINESS HAAT

In October 2022, the SoMC organized "Business Haat" for students across the university to promote entrepreneurial mindset culture on campus that creates an experiential learning experience for the students by showcasing their business ideas and understanding the nuances of managing their start-ups.

The event featured stalls set up by alumni entrepreneurs, social entrepreneurs, and aspiring student entrepreneurs displaying handicraft goods, bakery items, and food stalls catering to a specific niche taste of the states of Andhra and North East set up by BBA and CST students who have recently ventured into taking this as a start-up and addressing a specific customer segment in Delhi NCR, as well as mouthwatering street food and other interesting, fun games. Students discussed how they obtained materials with limited budgets, put up their stalls, gathered consumer feedback, adjusted their prices, ran their stalls, and finally earned profits after recovering their expenditures. Students and professors from many disciplines attended in huge numbers and thoroughly enjoyed themselves.



Best-dressed men and best-dressed women were also adjudged from BBA students dressed in ethnic attire.

ORIENTATION 2K22

In the first week of September, an orientation was held for students in the third and fifth semesters, SoMC and MRU.

Initial days were filled with bridge courses, ice-breaking sessions, team-building activities, and other activities designed to empower first-year students. Students were pleased to have had a life-changing, illuminating experience.

On the third day of orientation for foreign languages, the MRCFL, Manav Rachna Center for Foreign Language team disseminated the concept of being bilingual and multilingual. There were tongue twisters and letters from various languages, among other things. Ms. Monica Grover, a guest speaker at DMC, MRU, gave a mindfulness session on day four. The seminars were extremely engaging and amusing. An entrepreneurship quiz was conducted for the students, where they brainstormed and gained knowledge in the field of business through enjoyable games with a talent hunt and an industry visit to Parley.



STARTUP CONCLAVE

The MRU's pre-incubation unit, the I&E club (Innovation and Entrepreneurship club), launched a "start-up conclave" in November 2022. Prof. (Dr) I.K. Bhat, Vice Chancellor, MRU, commended the session and emphasized the importance of start-ups. He believed that these conversations would provide a forum for students to discuss the industry's current expectations. Dr. Munish Jindal, founder and CEO of HoverRobotix and founding president of mentor X Global, delivered a keynote address on taking your start-up to revenue. A panel discussion on Real change followed; this was challenging at first but beautiful at the end. Entrepreneurs and mentors presented their journeys, hurdles, and skills required to create a sustainable and reasonable future.

Mr. Ambrish Ranjan, Vice President, Resort; Ms. Manleen Kaur Mahajan, Public Relations & Brand Communications, Consultant, Everest Fleet North, Young Volunteer Organization; Mr. Nitin Pahuja, Co-Founder, Push Sports, Step1 Advertising; Mr. Rajnish Kapoor, Managing Partner, IAN Fund was on the panel. The session was motivating and enlightening, with new elements to discover, work, and live.



After that, there was an open-house session with various doubts/questions. The conference inspired and enhanced the students' confidence. They sparked student interest in entrepreneurship and start-ups, as well as how aspiring entrepreneurs may create a vibrant entrepreneurial ecosystem by facilitating a network of industry collaborations, partnerships, mentors, and peer-to-peer relationships.

Students participated in the "PITCHDECK—an idea pitching competition" at the end of the day.

VISIT TO OLD AGE HOME "SHEOWS"

In November 2022, the O.P. Bhalla Foundation organized a visit to the old age home "SHEOWS" in Faridabad. Students and instructors visited the old age home as a part of "kindness week". Raising students' knowledge of the needs of various persons in our surroundings or society. Shri Vishram Manav, Dr. G.P Bhagat, and Mr. Saurabh Bhagat, who founded the old-age home, employ a courteous staff to care for the elderly. The instructors and students took food for the elders and spent time with them. The residents were quite friendly to the students and educators. It was an overwhelming experience for everyone and brought a smile to everyone's face.



AD MAD SHOW

The SoMC always focuses on organizing various activities that students can participate in and enjoy while also developing their interests. Another attempt from the department was the Ad Mad Show, which was hosted in November for both BBA and MBA students, where a product/service/brand was provided ahead of time, and students presented an advertisement for the same in groups of 5-6.

The students put their best creative minds to use and advertised their innovative ideas in an engaging and hilarious manner. The best two teams were awarded for their creativity.

INDUSTRIAL VISIT TO IITF 2023

Manav Rachna University's SoMC conducted an Industrial Visit to India International Trade Fair 2022 in November 2022 for BBA Finance and Accounts, BBA Business Analytics, and BBA Global Operation Management students. Central Depositories Services (India) Ltd. (CDSL) sponsored the tour. Ms. Veena Yadav, In charge CDSL, greeted the students and led them to the location, where they were informed by dignitaries from various government regulatory authorities such as the BSE, SEBI, and CDSL. Students eagerly participated in a quiz organized by the CDSL team on stock market investing awareness and were awarded certificates for their efforts.

In addition, students were given a live simulation of BSE trading in financial markets. The students had the opportunity to hear from the experts on capital market and depository awareness.

The subjects were discussed with the pupils and briefed on numerous market-correlated matters.



3 DAY BUSINESS SIMULATION WORKSHOP

The Business Simulation Workshop was an enthralling insight into business development, sales, manufacturing, and the intricacies of creating and selling a product. A simple premise of having eight teams go head-to-head in a market for Carbon Fiber, 3D printed cycles.

Working in teams of six, with each participant becoming an important part of the company, from Head of Marketing, Head of Sales Management, and so on. Divided into 8 companies meant market share was split amongst the companies, with everyone fighting to capture the most customers. Each day is divided into fiscal quarters from the company's perspective, with reviews happening between each quarter to help participants learn from their mistakes and understand where they are excelling.

Participants were able to learn about the variables they manage through the 'Lecture' feature allowing people to understand how these variables affect the sales and revenue of the company.



Each quarter meant a different time in the life cycle of a company, from just starting and understanding the mechanics of the field to expanding to new locations, hiring new employees, developing business models, refining marketing tactics, and future-proofing for the struggles the company may face tomorrow along with other milestones and all of this was done by the students of Manav Rachna University. Students were helped by the guidance of Dr. Bindu Aggarwal, well versed in the nitty-gritty of starting a business and being an entrepreneur. She shared valuable insight with the students to help them grow and foster a fruitful business.

PROBLEM-SOLVING SESSION USING EDWARD DE BONO TECHNIQUES

In conjunction with the ISDC, MRU's SoMC hosted a session on Creative Problem-Solving Using Edward de Bono Techniques (ISDC). Students from the BBA and MBA Business Analytics programmes attended the event. Teresa Jacobs interactively took the session, focusing on both good and negative aspects and how to handle our academic and personal difficulties. She discussed the 'Six Thinking Hats' philosophy emphasizing creative thinking and problem solving by Edward De Bono.

With the engaging and educational discussion, students enhanced their perspective through real-world examples taken by the speaker.



SOCIAL INITIATIVES BY SOMC

Every academic year, students from the SoMC actively participate in the social responsibility projects of the Dr. O P Bhalla Foundation and the Center for Peace and Sustainability, both online and offline. Some of the online activities organized in the academic year 2021-22 include a workshop on the ecological benefits of native plants, advice on improving psychological skills during pandemics, Cyber Security, Environment & Sustainability, Child Safety, Hygiene, Mental Health, and Health Care in Covid-19, etc. Every year, a significant plantation campaign is held to instill in pupils the need to be socially responsible towards society and the environment, and this year, the students distributed over 2500 plants in 10 adopted communities.



Every year, the institute organizes a mega donation drive called "Ek Muthi Daan," and this year's collection totaled over 27000 kgs of dry grain. Similar activities, including collaboration with Prayas Foundation in a donation campaign for Contactless Automatic Sanitizers/Dispensers, were also undertaken and donated in all of Manav Rachna's adopted communities.

This year, in collaboration with the Lion Club of Faridabad and the Rotaract Club, a massive blood donation drive collected 650 units of blood.

Dr. O.P. Bhalla foundation, associated with Faridabad Education Council, welcomes instructors to support and guide pupils through an educational help desk, 'Teacher on Call'. Students in classes VI to X in the Faridabad District can call the Toll-Free number 1800 890 6006 with questions about Mathematics, Science, Social Science, or English and will be linked to a well-qualified and experienced subject teacher who will answer their questions over the phone.

WORD FROM STUDENTS



My college life is just as exciting, where I experience ups and downs, like being on a roller coaster ride. There were exciting moments along with stressful, anxious, nervous, frightening, and victorious moments. They have taught and prepared us to face the real world and strive for excellence no matter what happens!

Kashish Sharma, HCM sem 4



The journey of Manav Rachna has been one filled with growth for me as an individual. Thanks to my department's constant faculty support and positive environment, I have put my skills out there and am happy to be part of the MRU family.

Shivika Agarwal, FAA sem 6



My journey with SoMC and MRU has been filled with ups and downs. But I have enjoyed being here immensely, and that is because of the amazing mentors that I got and some wonderful friends I made here.

Apurva Bhargava, FAA sem 6



I have experienced many new challenges, but MRU has helped me confront all those hurdles. The faculty is very supportive and understanding. I can develop my personality here and enhance my skills. In addition to that, I am also thankful to MRU for providing excellent access to knowledge and extracurricular activities.

Simmi Saini, FAA sem 6



In this college, I met many people and got many tremendous experiences and lessons from my journey. It has been a fantastic experience; with the guidance of my excellent Mentor and teachers, I managed to deal with many challenges, obstacles, and difficulties to get to this destination. This path made the inner me a homogenous mixture of discipline, delegation, consistency, and courage to face life.

Zaid Faisal, OM sem 4



The path of Manav Rachna has been one of personal development for me. I have put my skills on display thanks to the ongoing support of professors and the pleasant environment of my department. But I am having a great time here.

Bhavishya Ahuja, FAA sem 4



Regardless of my difficulties, this has been an incredible experience. There was so much to discover, but with the help of my fantastic Mentor and teachers, I overcame many hurdles, problems, and difficulties to get to this destination. I appreciate the ups and downs, as well as everything in between; all in all, it was a fantastic ride.

Saksham Mittal, FAA sem 4

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