



BREEZE

YOUR MIND MAGAZINE
2022

Faculty of Commerce & Management

Editorial Board

Editor in Chief :

Dr Sandeep Kumar

Dean

Faculty of Commerce & Management

Editors :

Dr Puja Mishra

HOD

Faculty of Commerce & Management

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Teaching Assistant

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Ms Neha Nupur, Teaching Assistant

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Ms Jaishree, Teaching Assistant

Ms Manisha Agarwal, Teaching Assistant

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“Educational Institutions have to ensure that students are so educated that they are developed both physically and mentally to build a unique nation. We are proud of our ancient heritage and we have to ensure that our future is no less glorious.”

-Dr. Sarala Devi Birla



BREEZE-“Your Mind Magazine has been launched with the idea of providing a platform to the students, that allows them to express and flourish their thoughts and ideas freely. There are many students gifted with good writing skills but are in need of a suitable platform to prosper it. Certainly, BREEZE would be the right platform for such students to initiate the literary journey exploring their innovative thoughts.

BREEZE incorporates all that, gives a holistic view about Faculty of Commerce and Management. The magazine shares the wonderful messages shared by the various office bearers. BREEZE is a treasure of poems, stories, beautiful pictures, and topics related to various branches of knowledge.. The items not only mirror the creative talents of the contributors but also their analytical thinking. BREEZE is an outcome of students meticulous effort and enthusiasm.

In the modern era of well-advanced communication technologies, the current generation has almost switched over to digital versions of reading and learning with the aid of smartphones and laptops. In this context, **BREEZE** has been brought out in the form of e-Magazine which will be accessible to more people at their fingertips.



*Message from
Honourable Vice Chancellor's Desk*

I take immense pleasure in conveying my heartfelt congratulations to the Faculty of Commerce and Management for coming up with the first volume of their departmental magazine “BREEZE”-2022. This magazine will portray young minds' thoughts, ideas, dreams, creative writings, aspirations, and their achievements well. It will act as a platform to express students' views and perspectives.

I once again wish the team all the very best in all your endeavors and may you explore new dimensions in the process of teaching & learning and in turn these learnings should benefit the stakeholders and society at large. Let's all join hands in grooming and inculcating the values of creativity and innovation in the young minds and contribute toward nation-building.

Gopal Pathak

Prof. Gopal Pathak
Vice Chancellor



*Message from
Honourable CEO's Desk*

At the outset I would like to extend my warm wishes to the Faculty of Commerce & Management for the launch of the very first volume of the Departmental Magazine titled “BREEZE”-2022. It will explore the relevant and latest issues of commerce and management that will be a source of immense help to make students competent for industries and for their self-development as well. The Magazine will expose the students to the new trends and help them to explore and share creative and innovative ideas for their bright future. The magazine emanates our values and beliefs to nurture innovation and creativity by providing such opportunities of expression.

I would like to conclude by quoting the words of Gurudev Rabindranath Tagore “The higher education is that which does not merely give us information but makes our life in harmony with our existence.”

I congratulate the entire team for bringing such a magazine to the fore and acknowledge the hard work of the dedicated team. My best wishes to “BREEZE”-2022.

A handwritten signature in blue ink, appearing to read 'Pradip Varma', with a stylized flourish at the end.

Dr. Pradip Varma
(CEO)



*Message from the
Respected Registrar's Desk*

It's a matter of enormous pride and privilege to launch the first edition of the E-Magazine "BREEZE"-2022 by the Faculty of Commerce and Management, SBU. BREEZE will be instrumental in enabling the students to think in an unconventional way and building their attitude in order to make them capable of facing real-world challenges. The magazine will not only enrich the students' lives but also be relevant to their personal requirements and the global expectations of modern-day leaders.

I wish this magazine reaches the pinnacle of success. My heartiest congratulations on this wonderful initiative.

Prof. Dr. Vijay Kumar Singh
(Registrar)

Message from the Editor in Chief

It gives us immense joy and satisfaction to finally introduce our departmental magazine 'BREEZE-Your Mind Magazine'. The editors committee is glad to note that many of the students have evinced interest in the magazine by contributing creatively and willingly. The best thing about this issue is that it represents the creative side of students to a fair degree.

We, express our deep sense of gratitude to all the patrons and leaders of the University for giving us an opportunity to bring out the magazine. We are also thankful to our colleagues for their cooperation & our dear students for their active contribution and participation. We strongly hope that the magazine will be received well by one and all.



Editor-in-Chief:
Dr. Sandeep Kumar



Message from the Dean's Desk

As the Dean of Faculty of Commerce and Management, Sarala Birla University, it's a moment of pride and immense pleasure to affirm the success of the launch of our departmental magazine, BREEZE as a result of the dedication of each faculty member and the ace leadership at the top level. The department is enriched with dedicated teachers who have a holistic and innovative approach to teaching and learning.

The first issue of our magazine highlights the ways in which the students express their thoughts and perspectives creatively.

I appreciate the efforts of all the esteemed faculty members and dear students of the Commerce and Management Department in bringing out this magazine successfully. We always believe in giving our best to the stakeholders and instilling in them strong values and commitment to reaching our goals.

Dr. Sandeep Kumar

Dean,

Faculty of Commerce & Management



Message from the HOD's Desk

I take this opportunity to welcome you from all walks of life and the world to be a part of the first volume of E-magazine “**BREEZE-Your Mind Magazine**” published by the Faculty of Commerce and Management, Sarala Birla University. The faculty seeks to combine excellence in education with service to the industry. Our faculty is embellished with hard-working students and dynamic faculties, whose expertise played a major role in the successful completion and launch of **BREEZE**.

BREEZE-2022 is truly “**Your Mind's magazine**” which enables the students to express their creativity.

I am sure in times to come many students from our faculty will make indelible mark nationally and internationally and make us proud. We hold firm belief in our ability to succeed. We nurture an attitude of self-reliance, confidence, commitment and responsibility to the motherland that we are to serve.

I wish Best of Luck to all of them....!!!

Puja Mishra

Dr. Puja Mishra

HOD,

Faculty of Commerce and Management



Our Alma Mater

Sarala Birla University

Sarala Birla University is a self-financed private unitary university. The Sarala Birla University Act, 2017 (Jharkhand Act, 13, 2017) has been passed by the Legislative Assembly of Jharkhand in 2017. The Sarala Birla University Act 2017 has been published in the Jharkhand Gazette on 4th July vide the Law Department Notification No. 504 dated 4th July 2017. As per the Act 2017 the Management of the university is carried out by a Board of Governors headed by Smt. Jayashree Mohta, Honourable Chairperson, Bharat Arogya & Gyan Mandir and the first Chancellor of Sarala Birla University.

The SBU, Ranchi campus is situated amidst the verdant surroundings, stretching over nearly 60 acres of land owned by Bharat Arogya & Gyan Mandir at Birla Campus, Vill -Ara, P.O. – Mahilong, Ranchi-Purulia Highway, Ranchi, Jharkhand, India.

SBU, Ranchi has been established to create new benchmarks for quality education in various fields viz. Technical, Professional, General & Medicine Education in Jharkhand in particular & India and overseas in general.

Faculty of Commerce and Management



The Faculty of Commerce and Management of Sarala Birla University, believes in developing and nurturing global competencies in students through quality education, research, and continuous innovation. It provides a proficient environment to nurture commerce and management professionals with a high level of knowledge and competence to effectively contribute to society with commitment and integrity. The Sarala Birla University provides platforms for innovation, nurture skills and build leaders through various academic and co-curricular activities. It offers a rigorous curriculum combining studies in management and economics for an enriched professional undergraduate experience. The program explores the role of commerce in modern society while developing skill and confidence in analysis, effective communications and decision making.

VISION

“To become a centre of excellence with a global presence by producing recognized ethical leaders.”

MISSION

“To develop and sustain excellence in the area of teaching and research, and to inspire and empower the students to become socially responsible entrepreneurs, academicians, and worthy management professionals.”

Programmes offered

- Ph.D
- Master of Business Administration (with specializations in Digital Media and Marketing, Human Resource Management and Banking, Insurance and Finance)
- Master of Commerce
- Bachelor of Business Administration (With specialization in Marketing, Human Resource Management and Finance)
- Bachelor of Business Administration in Capital Market
- Bachelor of Commerce (Hons.) Accounts
- Bachelor of Commerce (Hons.) E-commerce
- Bachelor of Commerce (Hons.) Taxation
- Bachelor of Arts in Economics

Academic Head Shots



Dr Sandeep Kumar

Dean, Commerce and Management

Qualification

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Operation Research, Business Research Method, Quantitative Techniques, Business Statistics, Entrepreneurship, Production, and operations management

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Happenings

Webinars

Sl. No	Topic	Name of the Guest	Affiliations
1	Workforce Peripharalism: Boon or Bane	Dr. Indranil Bose	Dean, School of Business University of Bolton, Academic Centre Ras Al Khaimah, UAE
2	How To Write a Business Plan	Mr. Joydeep Mookerjee	Chief Financial Officer of Vision Rx Lab
3	Better Me	Ms. Rashmi Prabha	HR-Head: gtm Icore: APMEA
4	Fireside Chat With Mr.Prabhakar Lingareddy	Mr. Prabhakar Lingareddy	Executive vice president, Head HR for agri businesses ITC limited
5	How Do You Draw Instant and Constant Success in Your Corporate Life?	Mr. Hirak Bhattacharjee	Head of Human Resources, Admin and Business Excellence at Aditya Birla Sun Life AMC Limited
6	What All it Takes To Be an Entrepreneur	Mr Ranjan Jain	Founder of Elan Professional Appliances Pvt Ltd
7	" Understanding TALENT - How To Be Relevant & Impactful At Work	Mr Anurag Sahay	Head-HR, Nestle, Goa Plant
8	What Does a Career in Sales Look Like?	Mr Ashu Mittal	National Sales Head- Loan Against Properties, IndusInd Bank
9	A Brief on Credit Risk and Underwriting Practice	Mr Ashish Agrawal	National Risk Manager - Construction Finance (Real Estate) at renowned Finance Conglomerate
10	How to Ace Your Job Interview	Ms. Seema Mokashi	Head of Academics- Utter
11	Succeeding in Early Career- How to Manage Culture, Environment and Self in the Professional World.	Ms. Anupreeta Lall	Founder & Search Partner, IntellSearch, India
12	Stock Markets	Mr. Venkata Harsha	Founnder and Director, Shine Projects
13	"Dimensions of Human Resources Consulting - as a profession"	Mr. Rajneesh Singh	Managing Partner at Simple HR Solution

14	Management and Leadership Styles	Mr Rahul Bose	Former Global Manager Learning and Development (IBM), Business Consultant and Trainer
15	Business is Marketing and Economy is Market	Dr. Kamlesh Mishra	Academician, Entrepreneur, Seafood Exporter and Presently the president of the Seafood Exporters, Association of India, Odisha Region
16	Human Side of Change Management	Dr. Nagendra Pal Singh	Associate Professor, Lingaye's Lalita Devi Institute of Management & Science (GGSIPU)
17	Indian Financial System	Dr. Anup Raj	An active Financial Market participant, academician, Trader, Research Analyst Trainer, motivational speaker and writer
18	Business and Marketing Research in Practical World	Dr. Anirudha Bhowmik	Director Frontida India, Kolkata
19	Significance of Materials Management in Industries	Mr Vijay Kumar Mathur	Executive Director Former, Rourkela Steel Plant, SAIL
20	Law and Related Topics	CS Preeti Garodia	Director- Advance Commerce Academy
21	HR Practices in Coal India Ltd (Eastern Coalfields)	Ms Bhawini Tripathi	Manager, Personnel & Administration, Eastern Coalfields Ltd
22	Career Opportunities in Capital Markets	Mr. Rahul Randive & Mr. Subhahu	VP & Business Head / Area Manager, BSE
23	Career Opportunities after completing B.Com Taxation	CA Mrs. Manisha Biyani	Chairperson, ICAI Ranchi Branch, Partner-MKV Associates
24	Pandemic Induced Lockdown and Employment in India	Dr Priyanka Chatterjee	Assistant Professor, Department of Economics and International Business, School of Business Studies, Sharda University
25	Career and Growth Opportunities in E-commerce	Ms Aditi Saini Chakravorty	Head, Digital Transformation, Marico

Panel Discussion



is organising a **PANEL DISCUSSION** on

Impact of COVID-19 Pandemic on Working Women



Dr. Padmavathy Dhillon
Senior Consultant
Deloitte India



Prof. (Dr.) Neelima Pathak
Director, Dept. of Performing and Fine Arts
Professor, PG Dept. of Sanskrit
Ranchi University



Dr. Pratika Mishra
Associate Professor
Presidency University, Bangalore



Ms Arti Sanjay Hiralaher
Scaler Consulting - Business Director
Leadership Hiring, Management Consultant



Ms Vineeta Abhani
Head-HR Shared Services &
Analytics at Exide Industries Limited



Ms Madhumita Roy
AVP- Learning & Development
Medica Hospitals Pvt Ltd.



Ms Neetu Sharma
Director, Urban Programs
Navjyoti India Foundation



Ms Tilottama Pal
Head HR -Digital Software and Solutions
Tata Consultancy Services

**Panel Discussion Organized by the
Department of Commerce and Management**

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HR Leadership Conclaves

Organized by the
Department of Commerce and Management



HR Leadership Conclave
"What Industry 4.0 expects from Institutions of Higher Education in India"

22nd May 2021, Saturday
10:00 AM to 2.00 PM
Goggle Meet

Corporate Relations and Placement Assistance Cell

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HR Leadership Conclave
"What Industry 4.0 expects from Institutions of Higher Education in India"



Keynote address
Prof. (Dr) Gopal Pathak
Hon'ble VC, SBU, Ranchi


22nd May 2021, Saturday 10:00 AM to 2.00 PM Goggle Meet

Corporate Relations and Placement Assistance Cell

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1st Panel Discussion -
Essential skills/competencies required for implementing Industry 4.0


Speakers



Mr. Imdad Ali
Chief HR,
Tata Steel, Kalinganagar



Dr. Jayant Kumar
Joint President HR
Adani Ports & SEZ Ltd.




Mr. Koustav Ratan Kundu
Asst. President (Personnel),
Texmaco R&E Ltd



Mr. Vinay Ranjan
Director Personnel,
ECL & CCL

Moderator



Ms. Ratna Gupta
Senior Director, ABC Consultants

2nd Panel Discussion -
Redesigning curriculum in line with Industry 4.0

Speakers



Mr. Pankaj Poddar
AVP & Head HR,
UltraTech Cement



Mr. Subir Verma
Head HR,
Tata Power Delhi Distribution Ltd



Mr. Rakesh Tiga
VP - HRM,
Hindalco Industries Ltd



Mr. Kundan Karna
Head- HR, Vedanta -
Electrosteel Steels Limited

Moderator



Mr. Samar Banerjee
Group Head HR,
Berger Paints



Prof Dr. Saroj Ranjan
Associate Professor
UDM, VBU, Hazaribag

HR Leadership Conclaves

Organized by the
Department of Commerce and Management

SECOND LEADERSHIP CONCLAVE
Will Up-Skilling/Re-Skilling Open up
New Opportunities in the Post-Covid World

**SARALA BIRLA UNIVERSITY**

26th June 2021, Saturday
12:00 PM to 04.00 PM
MS Teams

**Inaugural Address**
Prof. (Dr) Gopal Pathak
Hon'able Vice Chancellor,
SBU, Ranchi

**Keynote Address**
Dr. Atul Khosla
Founder and Vice Chancellor,
Shoolini University, HP

Panel - I

**Moderator:**
Mr. Prabhash Nirbhay
Founder & Director, Flipcarbon

**Dr. Pankaj Kumar**
Chief TQM & CQA,
Tata Steel

**Mr. Manish Kumar**
President & CHRO,
Ziqitza Healthcare

**Mr. Gautam Sinha**
Head HR,
Birla Paints-Grasim Industries Ltd.

**Mr. Anand Desai**
Founder & CEO,
Dheya Career Mentors

**Ms. Archana Shetty**
Leadership & Team Coach
Founder WELEAD Coaching & Consulting

Panel - II

**Moderator:**
Prof. (Dr.) RKS Mangesh Dash
Cofounder & Advisor, Twaran

**Mr. Sunil Kumar Singh**
GM – HRD,
Central Coalfields Ltd

**Mr. Parsuram Shaw**
CGM – HRD,
SAIL MTI

**Mr. Alok Kumar**
GM – HRD, CMPDI

**Mr. Sujoy Banerjee**
Group Chief People Officer &
Group Head - Marketing, Gainwell

**Mr. Suraj Chettri**
Regional Director HR,
Airbus India & South Asia

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HR Leadership Conclaves

Organized by the
Department of Commerce and Management



THIRD LEADERSHIP CONCLAVE-2021



Industry Academia Partnership - Where is the Gap

 24th July 2021, Saturday  10:00 AM to 02:00 PM  MS Teams



Inaugural Address
Prof. (Dr.) Gopal Pathak
Hon'ble Vice Chancellor,
SBU, Ranchi



Keynote Speaker
Mr. V S Parthasarathy
Former Group CFO
and President,
Mahindra & Mahindra Group

Panel - I :- Collaborating for Industry Ready Talent Pool



Moderator:
Mr. Rajeev Gupta
Curator, TEDx Kanke



Dr. Subramanian Raman Iyer
Pro-chancellor,
Indus International University,
Una HP



Dr. Kamlesh Misra
Vice-chancellor,
Rishihood University, Sonapat HR



Dr. Sanjay Gupta
Vice-chancellor,
World University of Design,
Sonapat HR



Ms. Pooja Bahuguna
Sr. Vice President,
Grasim Industries Ltd.
- P&F Business



Ms. Disha Roy
India Lead, Learning and
Talent Development-
Publicis Sapient



Mr. Shantanu Roop
Founder & CEO,
Team Lease Edtech, Mumbai



Mr. Bhavesh N. Chandaria
Business Head,
Ethiopian Steel Plc, Ethiopia

Panel - II :- Collaborating for Creating an R&D Ecosystem towards sustainable knowledge management



Moderator:
Ms. Kanika Malhotra
Founder and Lead HR Consultant,
ileadHR, Ranchi



Dr. R. D. Patidar
Vice-chancellor,
OP Jindal University, Raigarh CG



Dr. Deependra Kumar Jha
Vice-chancellor,
Adamas University, Kolkata



Dr. Nagendra Parashar
Vice-Chancellor,
Bahra University, Shimla



Ms. Nivedita Nanda
CHRO,
Kaya Ltd, Mumbai



Mr. Satish Anand
President-HR,
Hindalco Industries, Mumbai



Mr. Sushil Barkur
Associate VP - L&D,
Alkem Laboratories, Mumbai

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National Conference

Topic :- Emerging Trends in Innovative and sustainable Business Practices

on 13th - 14th October, 2022

DAY - I

Introduction

A National Conference on “**Emerging Trends in Innovative and sustainable Business Practices**” was organized by the Faculty of Commerce & Management, Sarala Birla University on 13th - 14th October, 2022. It was organized under the patronship of **Prof. Gopal Pathak**, Hon'ble VC, SBU as the Chief Patron, **Dr. Pradip Varma**, Hon'ble CEO, SBU as the patron and **Prof. Vijay Kumar Singh**, Registrar, SBU as the co – patron. **Dr. Sandeep Kumar** was the convenor and **Dr. Puja Mishra**, HOD, Faculty of Commerce & Management & **Dr. Ashok Kumar Asthana**, DSW were the co convenors of the conference.

The conference was organized keeping in view to brings intellectuals around the states of India to discuss about the recent most trends in creating and implementing sustainable business practices. The conference had participants included intellectuals from industries, academics, research scholars and students.

Inaugural Session

The inaugural session was conducted in the B. K. Birla Auditorium. The programme started with the lighting of lamp and SBU Kulgeet. The session was smoothly conducted by **Dr. Nitu Singhi**. The chief guest in the inaugural session was **Ms. Tadasha Mishra, IPS, ADG, Spl Secretary, Home Department, Government of Jharkhand**. The Guests of Honour were **Mr. S. K. Verma**, Director, Commercial, Mecon Limited, **Mr. H. N. Mishra**, Director, Personnel, Central Coalfields Limited, **Dr. Rana S. Chakraborty**, Director, Production & Marketing, HEC Limited, **Mr. R. N. Jha**, Director, Technical, CMPDI and **Mr. Sanjeev Kumar**, Executive Director, Management Training Institute, SAIL. The Keynote Speaker was **Dr. Amritanshu Prasad**, Head, corporate Affairs, ADANI Power Limited. They gave their point of view on the relevance of the innovative and sustainable business practices. The welcome address was given by **Dr. Sandeep Kumar**, Dean, Faculty of Commerce & Management. It was followed by addresses by eminent guests. The guests along with the patron released the souvenir. The vote of thanks was given by **Dr. Puja Mishra**, HOD, Faculty of Commerce & Management, SBU. The dignitaries released the souvenir of the conference.



Chief Patron

Prof. (Dr.) Gopal Pathak, Hon'ble Vice - Chancellor welcomed all the dignitaries and participants. He expressed his pleasure on organizing the conference. He showered his blessings and gave best wished for the commencement of the program. He with his knowledge and experience explained the importance of sustainability.



Co – Patron

Prof. Vijay Kumar Singh, Registrar, SBU expressed his gratitude to all the prestigious institutes, universities, organizations, research scholar and alumni for their continuous support. He also acknowledged the faculty members and students who have significantly contributed through their hard work and dedication.



Convenor

Dr. Sandeep Kumar, Dean, Faculty of Commerce & Management, SBU, Ranchi, convenor of the National Conference said the platform has brought together the brightest minds from various sectors of the society and an ideal place for exchanging ideas.



Chief Guest

Ms. Tadasha Mishra, IPS, ADG, Spl Secretary, Home Department, Government of Jharkhand congratulated the Sarala Birla University on organizing the conference on one of the most relevant and important topics today.



The Keynote Speaker

Dr. Amritanshu Prasad, Head, corporate Affairs, ADANI Power Limited focused on the importance of innovation, sustainability and adaptation to reach India at desired heights. He spoke on emerging trends in innovation and sustainable business practices with reference to HR strategies in the new millennium.



The Guest of Honour



Mr. Sanjeev Kumar, Executive Director, Management Training Institute, SAIL highlighted the importance and impact of growing scientific technologies and how can it be used for the benefit of the society at large.



Dr. Rana S. Chakraborty, Director, Production & Marketing, HEC Limited emphasized the importance of sustainability. He deeply elaborated the functioning of HEC limited and the audience had a glimpse of the revival and magnificence of the Company.

Mr. H. N. Mishra, Director, Personnel, Central Coalfields Limited shared his knowledge and wisdom of his vast experience with the audience. He stated that today's personnel need to make a habit to grow together towards the growth of the organization as well as values.



SESSION - I

The technical session started with the welcome address by **Dr. Ashok Kumar Asthana**, DSW, SBU. The session was smoothly conducted by **Prof. L. G. Honey Singh**. The eminent speakers, **Mr. Subhroto Chatterjee**, CEO, Reliance Jio, **Mr. Surya Prabhakar**, Senior Manager, TISCO, **Ms. Asha W. Biswas**, Chief General Manager, MECON Ltd., **Mr. Gaurav Kumar**, Assistant Director, MSME, **Dr. Sanjay Kumar**, Chief Manager, Finance, CCL, **CMA A. D. Wadhwa**, Ex – Chief Manager, CIL, **Mr. Rajeev Gupta**, Chief Curator, TEDX, Kanke and **Mr. Praveen Kumar Sinha**, Ex – Chief (HRM), Tata Steel, West Bokaro Div. were present during the technical session who highlighted the importance of innovation, sustainability, entrepreneurship and many more.

Mr. Surya Prabhakar, Senior Manager, TISCO discussed about sustainable innovation and right value proposition that gave an answer to the question 'how idea comes into mind. He talked about importance of stakeholders for any organisation to be sustainable.

Ms. Asha W. Biswas, Chief General Manager, MECON Ltd. stated that idea of success is not only rising profile but also sustainable development. Her talk was based on employee perception of engagement, retention, performance and well-being and their relevance to sustainability.

Mr. Gaurav Kumar, Assistant Director, MSME discussed about sustainable innovation and right value proposition that gave an answer to the question 'how idea comes into mind. He talked about importance of stakeholders for any organisation to be sustainable.

Dr. Sanjay Kumar, Chief Manager, Finance, CCL focused on Circular Economy and stated that we need to follow nature and circularity of economy in order to be sustainable as it would be dangerous to continue with scalar economy in the long run

CMAA. D. Wadhwa, Ex – Chief Manager, CIL talked about emerging trends in sustainable business practices across various disciplines. He emphasized the importance to innovation, sustainability and growth in businesses.

Mr. Rajeev Gupta, Chief Curator, TEDX, Kanke motivated all the participants with his wonderful words of value. He mentioned that in order to be successful we need to experience failure and excel through the learnings.

Mr. Praveen Kumar Sinha, Ex – Chief (HRM), Tata Steel, West Bokaro Div. discussed on various HR strategies to be formulated and followed to anticipate stressed or non-performing assets.

The session was concluded by **Dr. Sandeep Kumar**, Dean, Faculty of Commerce & Management, SBU. **Dr. Karan Pratap Singh**, Assistant Controller of Examination, SBU proposed the vote of thanks. The evening ended with a series of cultural programmes by the students of Sarala Birla University.



National Conference

DAY - II / SESSION - II

On the 2nd day of conference, the participants presented their papers. Five tracks were conducted simultaneously for smooth functioning of session. More than sixty participants presented their papers.

The track for the Area of Finance had **Prof. (Dr.) SNL Das**, Ex – Dean, Commerce, IMS, Ranchi as the chairperson. The Co – chairperson was **Dr. Jyoti Prakash**, Member, Research Implementation Cell, Ranchi University. The Resource person for the track were **Dr. Sushma Das Guru**, Assistant Professor, Ranchi Women's College, Ranchi and **Dr. Ekta Arya**, Assistant Professor, St. Xavier's College, Ranchi. The session was moderated by **Prof. LG Honey Singh** and **Ms. Anusha**.

The track for the Area of Marketing had **Dr. Shraddha Shivani**, HOD, Department of Management, BIT Mesra, Ranchi as the chairperson. The Co – chairperson was **Dr. Gautam Radra**, HOD, B. Com Vocational, St. Xavier's College, Ranchi. The Resource person for the track were **Dr. Sakil Anwar Siddiqi**, Assistant Professor, St. Xavier's College, Ranchi and **Dr. Dipendar Sinha**, Assistant Professor, St. Xavier's College, Ranchi. The session was moderated by **Prof. Rashi Malpani** and **Ms. Dimple Singhanian**.

The track for the Area of Human Resource Management had **Dr. Arvind Hans**, Dean Faculty Affairs, UMU, Ranchi as the co-chairperson. The Resource person for the track were **Dr. A. P. Sinha**, Assistant Professor, BIT Mesra, Ranchi and **Dr. Neha Kaur**, Assistant Professor, Ranchi Women's College, Ranchi. The session was moderated by **Dr. Nitu Singhi** and **Ms. Jaishree**.

The track for the Area of Innovation and Entrepreneurship had **Dr. S. K. Sahoo**, Director, UGC HRD & Dean Commerce, IMS, Ranchi as the chairperson. The Co – chairperson was **B. K. Jha**, HOD Agriculture, BAU, Ranchi. The Resource person for the track were **Dr. Vijyata Singh**, Assistant Professor, Ranchi Women's College, Ranchi and **Dr. Ashok Asthana**, Assistant Professor, SBU, Ranchi. The session was moderated by **Prof. Anusha Lal** and **Ms. Neha Nupoor**.

The track for the Area of General Management had **Dr. Amar Kumar Chaudhary**, Registrar, JUT Ranchi as the chairperson. The Co – chairperson was **Dr. Saroj Ranjan**, Associate Professor, VBU, Hazaribag. The Resource person for the track were **Dr. Rohini Jha**, Assistant Professor, BIT Mesra, Ranchi and **Dr. Puja Mishra**, Assistant Professor, SBU, Ranchi. The session was moderated by **Ms. Arohi Anand** and **Ms. Manisha Agarwal**.

National Conference

Valedictory Session

The valedictory session started with Prof. Arohi Anand welcoming the Chief Guest Mr. Anurag Gupta, IPS and all the respected dignitaries. Dr. Sandeep Kumar, Dean of the Department of Commerce and Management, after welcoming all the guests, emphasised that this National Conference, which brought together so many dignitaries, is a path for Sarala Birla University to be recognised as a world class teaching and research institution. Dr. Puja Mishra, Head of the Department of Commerce and Management, in her address, briefly summarised all the talks and important topics covered by the eminent speakers in the conference and said that this conference was a great platform for sharing ideas. Further, Dr. Vijay Kumar Singh, the respected Registrar of Sarala Birla University called this Conference a two-day intellectual fest where one of the most pressing and challenging issue of sustainability and innovation was discussed and thanked all the participants for taking part with such zeal and enthusiasm. To keep the motivation and the spirit intact, Mr. Anurag Gupta emphasised the importance of humility, commitment and discipline in business endeavours and said that learning soft skills is essential in any field, especially in the field of business. Mr. Gupta also mentioned that innovation does not necessarily mean creating something new but also being open to new ideas, learning from your enemies and never giving up on the quest for knowledge. Prof. (Dr.) Gopal Pathak, in his presidential address, explained the concept of sustainability and the way the idea has emerged over the years. He congratulated Dr. Sandeep Kumar, the Convener of the Conference, and all the organising committee members for the success of this event and choosing such a relevant topic and also the need for organising many more events like this. The programme ended with a Vote of Thanks by Dr. Ashok Kumar Asthana followed by certificate distribution.



Invited Lecture from Harvard Business School

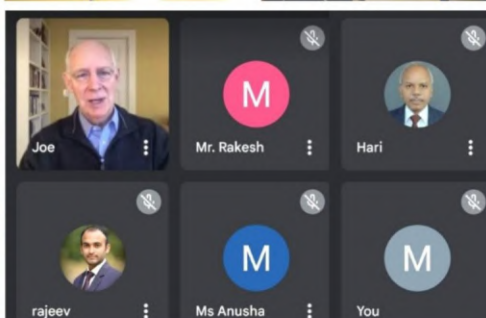
on

“Making the Hardest Leadership Decisions”

A webinar was organized by the Faculty of Commerce and Management of Sarla Birla University under the chairmanship of Professor Gopal Pathak, Honorable Vice Chancellor of the University on the topic "Making the Hardest Leadership Decisions". The keynote speaker of the webinar was **Prof. Joseph L. Badaracco, John Shad Professor of Business Ethics, Harvard Business School, USA.** Prof. Badaracco elaborated on the various aspects of Hardest Leadership Decisions. He mentioned that every leader has to take many important decisions in his life and career, which sometimes involves taking very difficult decisions. He also stated that a successful leader should not take any difficult decision in a biased manner. He discussed the decisions of Apple creator Steve Jobs and explained why he had to leave the Microsoft Company. He advised on taking fair decisions by avoiding the emotional side to become a successful leader. He also elaborated about difficult, complex and necessary decisions to be taken judiciously to deal with various conflicts. Prof. Badaracco enthusiastically answered questions related to the topic that the faculty members enquired about.

Prof Gopal Pathak, Honourable Vice Chancellor, SBU, Ranchi, expressed his gratitude and expressed his happiness to Prof Badaracco. Dr Pradip Varma, Honourable CEO, SBU Ranchi also appreciated Prof Badaracco for his discussion on such a crucial topic especially for management. This webinar was a great learning experience for the faculty members and students of SBU.

27th OCTOBER
2022



Vigilance Awareness Program

On 3rd November, 2022, the Faculty of Commerce and Management, in association with Central Coalfields Limited, organized a Vigilance Awareness program at the Old Nursing Building of the university campus. The event marked its beginning sharply at 9 am with events like a Rangoli competition, debate, elocution and a painting competition. The next set of events were then shifted to the B.K. Birla auditorium at around 12 pm. . The program began with a welcome dance performed by a couple of students, Nukkad Natak, dancing and singing among the students. Mr. Naveen Jha, Chief Manager (Vigilance), CCL discussed about the importance of efficient utilization of resources to avoid corruption. He spoke about the responsibility of removing corruption from within ourselves to demolish it entirely from the country. He also stressed on the role played by technology in reducing dishonesty on the part of all officials at all levels. He said that although India is progressing at a quite fast pace in dismantling corruption, we still have a long way to go in fulfilling the objective of a completely corruption-free India.



Global Immersion Programme



Industrial Visits

S. No	Name of Industries
1	Usha Martin Limited, Tatisilwai, Ranchi
2	Tata Motors Limited, Jamshedpur
3	Sudha Dairy, Hec, Dhurwa
4	Medha Dairy, Khelgaon Near Hotwar
5	SEBI, Ranchi
6	Indian Overseas Bank (41 Branches)
7	Jindal Steel And Power Limited, Patratu
8	OSAM Dairy Plant, Patratu
9	DSP Investment Managers Private Limited

10th JUNE 2022

INDUSTRIAL VISIT AT DSP INVESTMENT MANAGERS PRIVATE LIMITED

ORGANISED FOR THE STUDENTS OF BBA-CM

sburanchi sburanchi sbu-ranchi sbu_rnc sbu.ac.in 1800-890-6077

Date: 18th April, 2022

INDUSTRIAL VISIT AT OSAM DAIRY PLANT, PATRATU

Students of B.Com. & BCA - 2022 batch visited Osam Dairy Plant, Patratu

sburanchi sburanchi sbu-ranchi sbu_rnc sbu.ac.in

Organising Student Centric Activities

Faculty of Commerce & Management organizes various student centric activities. Some of them are as follows:

- During the online classes students were encouraged to organize Business Idea Competition. This motivated the students to remain active even during the crisis situation. MBA students of Sarala Birla University participated in Online Business Idea Presentation Competition and given wonderful presentations with unique idea & vision through Microsoft Online Video Conferencing under the leadership of Dr Sandeep Kumar.



- Students of BBA, B.Com, MBA were regularly conducting online quiz competition, Business Idea Competition, Online PowerPoint Presentation with advance technology and in a professional manner during lockdown period. This led in building confidence in overall development in personality.

Students Contribution

On the occasion of 'No Smoking Day', Samarpan Club of Sarala Birla University, Ranchi organized an awareness campaign on “Stop Smoking before Smoke Stops You” on 9th March, 2022. An awareness program was chaired by Honorable Vice Chancellor Prof. Gopal Pathak where many students of Commerce and Management took part in campaign by making various poster drawings raising awareness on No Smoking and followed by an oath taking against tobacco usage.

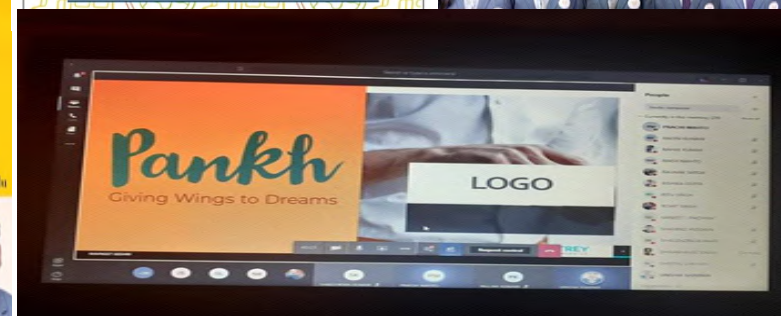
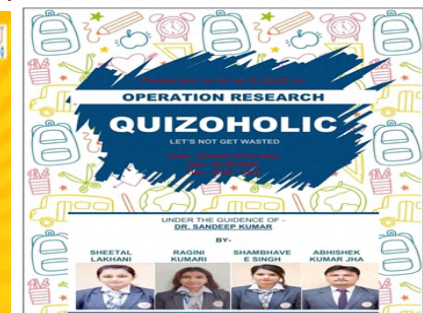
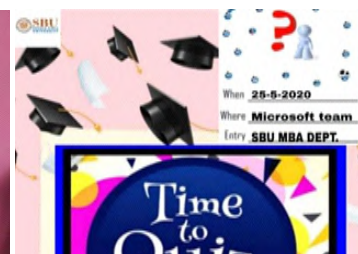
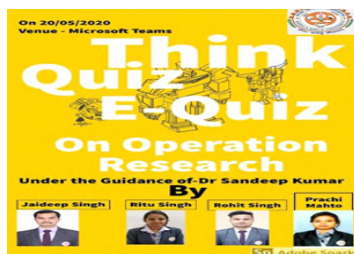


Clubs for Students- Faculty of Commerce and Management offers a programme in BBA Capital Market. Therefore, a Trading Club was introduced to give practical exposure to the students. Another addition, a Marketing Club was also introduced for the students to give them practical exposure of the various marketing practices.

Interaction of University Officials with the students of various programs of Faculty of Commerce & Management taking their feedback and addressing the same to resolve their grievances. It was a proud moment for the Faculty of Commerce & Management that the highest authority of the University interacted personally with the students to get an in depth understanding of their concerns. This initiative motivated and encouraged the students.



Interaction of Dean & other faculty members with the Class representatives to discuss the status of syllabus completion, responsibilities of CR, expected behavior & discipline in the university. This innovative practice has been incorporated by the Faculty of Commerce & Management for the very first time in the University, to know the root cause of all the problems faced by the students.



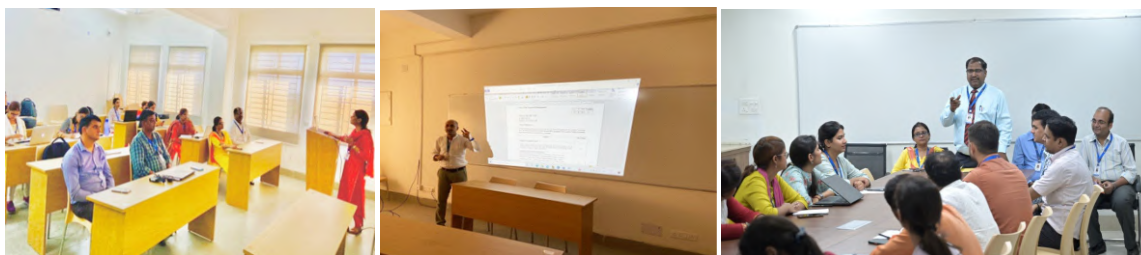
New Initiatives by the Department

Faculty of Commerce and Management believes in constantly upgrading itself to remain competent enough with the changing environment. These are various testimonials, viz:-

- **E-Magazine-** An initiative has been taken by the Faculty of Commerce & Management to launch its very own departmental **E Magazine** under the Leadership of Dean Dr. Sandeep Kumar. This initiative of launching a **paperless magazine** was taken keeping in mind the sustainable development of the environment. This magazine incorporates the creative expressions of the students.
- **Covid Initiative-** When the whole world became prey to the pandemic COVID-19, the teachers of the Faculty of Commerce & Management started an initiative of having, one to one conversation through mentor-mentee meetings, counselling etc. with their students. This helped the students to overcome the trauma and depression that they were going through then.

Conspectus Analysis- Under the guidance and leadership of the Dean of Faculty of Commerce & Management Dr. Sandeep Kumar, available conceptus was reviewed and analysed through presentations by the faculty members to frame the best curriculum, as per industry standards to nourish future leaders/managers/entrepreneurs.

- **Department Journal:** - The Faculty of Commerce & Management in collaboration with The Faculty of Linguistic & Humanities published the Journal named “**Manthan- SBU Journal of Commerce, Management & Humanities**”. The journal aims at disseminating original, scientific, theoretical or applied research for providing a platform for publishing research and result with a strong empirical element so as to channel the significant gap existing between research and practice.
- **Indian Ethos :-** To inculcate Indian philosophy in Indian Management, the department has introduced Management Thoughts in Bhagavad Gita as a compulsory subject in the curriculum. This will help in inculcating ethical practices, moral values.





Student Corner

Young Achievers

Young Achievers

- **Owais Arfat**
BBA, Semester-II

Achievements in Wrestling

- a. State Gold Medalist
- b. National Bronze Medal
- c. All India University Tournament Silver Medal
- d. All India Open 4th Place
- e. Selected for Russian League 2022

- **Satyam Kumar Choudhary**
B.com Hons. (E-commerce),
Semester-II, SBU210457



Achievements

- a. I got a Gold & silver medal at International Yoga Championship in Nepal in 2018.
- b. Represented the Jharkhand team on various platforms such as

- **Roshan Kumar**
B. Com (Hons), Semester-VI



Achievements

- a. 4x100 race :- 3rd (Umang2020)

- **Rohit Kumar**
BBA CM Semester II



Achievements

- a. 2nd prize in 200m & 400m race

- **Ajeet Kumar**
B.com (Hons), Semester-II
SBU211269



Achievements

- a. 1st Position in 200 M Race
- b. 2nd Position in 100 M Race

- **Satyam Kumar**
B. Com(Hons) ,Semester –II
SBU210855



Achievements

- a. 2nd Position in Shutterbugs

- **Amit Kumar**
B. Com (Hons),Semester-II
SBU211468



Achievements

- 2nd Position in Shutterbugs

- **Anshika Thakur**
B.Com (Taxation), Semester II
SBU211540

Achievements

- Badminton -Bronze
- 4X100-Gold

- **Rohit Kumar**
BBA CM, Semester II

Achievements

- 2nd prize in 200m & 400m race



Young Minds at Work

Zindagi Hai Teri Tu Badh To Sahi

*Zindagi Hai Teri Tu Lad To Sahi
Zahan Hoga Tera Tu Add To Sahi
Milenge Raste Naye Tu Badh To Sahi
Sabkuch Hoga Sahi Tu Kuch Kar To Sahi*

*Kya Hua Jo Kal Na Tera Tha
Kya Hua Jo Chaya Ghana Andhera Tha
Mana Ye Bhi, Ki Tanhaiyo Ne Tujhe Ghera Tha
Kyu Nhi Samet Sakta Wo, Jo Tune Hi Bikhara Tha*

*Badh Aagey Bhula Yaadon Ko,
Kar Dafan Apne Zazbaato Ko
Mat Kar Khud Pe Sandeh Oo Bandey
Hai Tujhme Bhi Lagan, Tu Yakin Rakh Bandey.*

*Saath Ki Talaash Mein, Khud Ko Khoya Na Kar
Yu Haar Ki Parchaiyon Se, Maayush Hoya Na Kar.*

*Bhul Jo Kuch Bhi Kbhi Tera Tha,
Bas Rakh Yaad Ki Hr Andhere Ke Baad Ek Sawera Tha.
Yaad Kr Jb Tere Pita Ne Tere Sir Pr Haath Fera Tha
Yaad Kr Ki Duniya Ke Taano Se Jyada Unko Bharosa Tera Tha*

*Mat Kar Khud Ko Tabaah, In Logo Ki Baaton Se
Ye Wo Hai Jo Khud Jage Nhi Hai Darr Ki Raaton Se.
Bas Rakh Kadam Datt Kar Jo Ho So Ho
Darr Mat Agr Haar Ho To Ho.
Kosish Mein Apni Tu Bas Kami Na Karna,
Yu Haar Ki Baaton Se Ab Kabhi Na Darna.*

*Saath Rah Hamesa Apni Umeedo Ke
Tu Hai Tara Apni Maa Ki Aankho Ka
Tu Hai Fal Apne Pita Ke Majbut Sakho Ka
Tu Hai Garv Apne Pita Ki Chaudi Chaati Ka
Ab Aur Kya Waasta Du Tujhe, Karni Apni Khyati Ka
Jab Pata Hai Tujhe Ki Tu Hai Chirag Apne Ghar Ki Baati Ka.*

*Bas Rakh Kadam Manjil Mile Na Mile
Laga Paudha Full Khile Na Khile*

*Kar Garv Khud Par Ki Tune Kadam Uthaya Tha,
Soti Shard Raaton Mein Bhi Tune Khud Ko Jagaya Tha.
Jis Din Tune Kal Ke Liye Aaj Ki Khusiyon Ko Dabaya Tha,
Us Din Mere Dost Tune Zindagi Zine Ka Pehla Kadam Uthaya Tha.*

*Tu Soch Na Agey Kya Hoga, Pareshan Jo Kare Ye Khayal
To Padh Lena Ek Baar Geeta Ko.*

*Kyuki Jisne Anusharan Kiya "Karmanyne Wadhika Raste" Shlok Ka,
Ant Me Bas Jeeta Wo.*

*Isliye Burai Se Agar Pde Ladna Akele,
To Tu Akele Hi Laad To Sahi.
Zindagi Hai Teri,
Tu Bas Badh To Sahi.....
Bas Badh To Sahi!!*

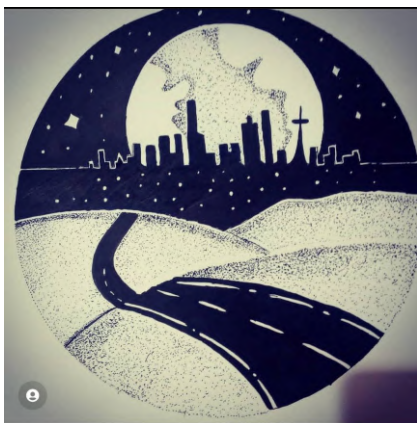
*By: Deobrat Raj
SBU200196*

Kholunga ek din main bhi per apne
Ae zindagi tu bas hosla dena
Karunga wo saare khwaab pure apne
Ae zindagi tu bas thoda waqt dena.

Kal ki fikar ko kahi piche chhord
Aaj ko jeene niklunga
Har Lamha thehar kar beetega uss din
jab main bina parwaa kiye loge ki nazariye ki
Khud ki nazaron se duniya ko dekhunga.

By: **Bodhisatva Kirti**
SBU210657

Art and Craft



By: **Deepnayan**
B.Com, Semester- IV
SBU200294



By: **Naina Keshri**
B.Com, Semester- IV
SBU200085



By: **Rahul Mandal**
B.Com, Semester- IV
SBU200322

Alumni Speaks



When I first entered Sarala Birla University, I was anxious about my future. Over the two years, so many doors were opened for our personal and academic development that I became confident. The college aims at enhancing our knowledge, skills, and abilities. It didn't leave the attitude part behind as well. These 2 years at SBU are the best years concerning learning, experience, and gaining exposure to fields relevant to my discipline, all due to my faculty member. At last, thanks to the college and Training & Placement Department for their continuous efforts in getting me placed. This endeavour will lead our college to incredible height.



Firstly, Sarala Birla University is not a college; it is a brand. It is unique in its field. Discipline is like in the air of its environment. I am so grateful to be a part of this college. There are so many opportunities to develop one's personality in any field like culture, management, literature, and many more. It was a very precious and golden phase of my life. The entire faculty and other members of this institution are very cooperative. I got a lot of love and support from my faculties and mates, and it made my 2 yrs. memorable for me.



The environment of SBU is very friendly the faculty members are so helpful in many ways. They interact with students in professional as well as personal level. The teaching styles of the professors are so different from other colleges. They provide so much intellectual level learning with different tools. The rules and regulation of the university are very strict that attract parents to the university.



SARALA BIRLA UNIVERSITY is much beyond just an "Institution"...It actually denotes a "Culture"...Culture of excellence, empowerment, and enrichment. Being a part of SBU, I felt blessed. The college has molded my personality and clarified my vision of the future. That day is not far when people will recognize me with the name of SBU, and I am very grateful to the Institute for providing guidelines and motivation to inspire me to achieve my goals.



I really feel proud and honoured to have been a part of BBA program and spent my 3 years here learning and becoming confident to face the challenges of life. The facilities, placements, seminars, and presentations available here prepare you for the competition at the industry level. I entered college as a young girl with big dreams but no idea of how she would accomplish them. My alma mater gave me the much-needed knowledge, vision, and encouragement I needed. I would like to express my sincerest gratitude to each faculty and staff member of Sarala Birla University for their support.



It was a wonderful experience at Sarala Birla University with excellent exposure provided across the various platforms. The faculty are very supportive and encourage students to push boundaries to rise above expectations. It has provided me with a wonderful environment and opportunity to learn and grow myself academically as well as to secure a place in the corporate with its best Placement Services. The placement department provided a lot of support to find a place in the corporate by organizing various personality development classes, guest lectures, industry-oriented training, and bringing world-class companies at Campus Placement.



Sarala Birla University was a turning point of my life. It was a major turning point because through these years I transformed from a teenager into an adult. Three years in SBU has taught me a lot, from the importance of education to how to deal with things I have never dealt with before. The journey included all kinds of ups and downs from failures to triumph. From learning I have received at SBU, I wish to go through my life well equipped. Lastly, I would like to thank SBU for everything.

- **Passing Out Batch**



Students of MBA Batch 2020-2022.



Students of BBA Batch 2019-2022.



Students of BBA CM Batch 2019-2022.

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