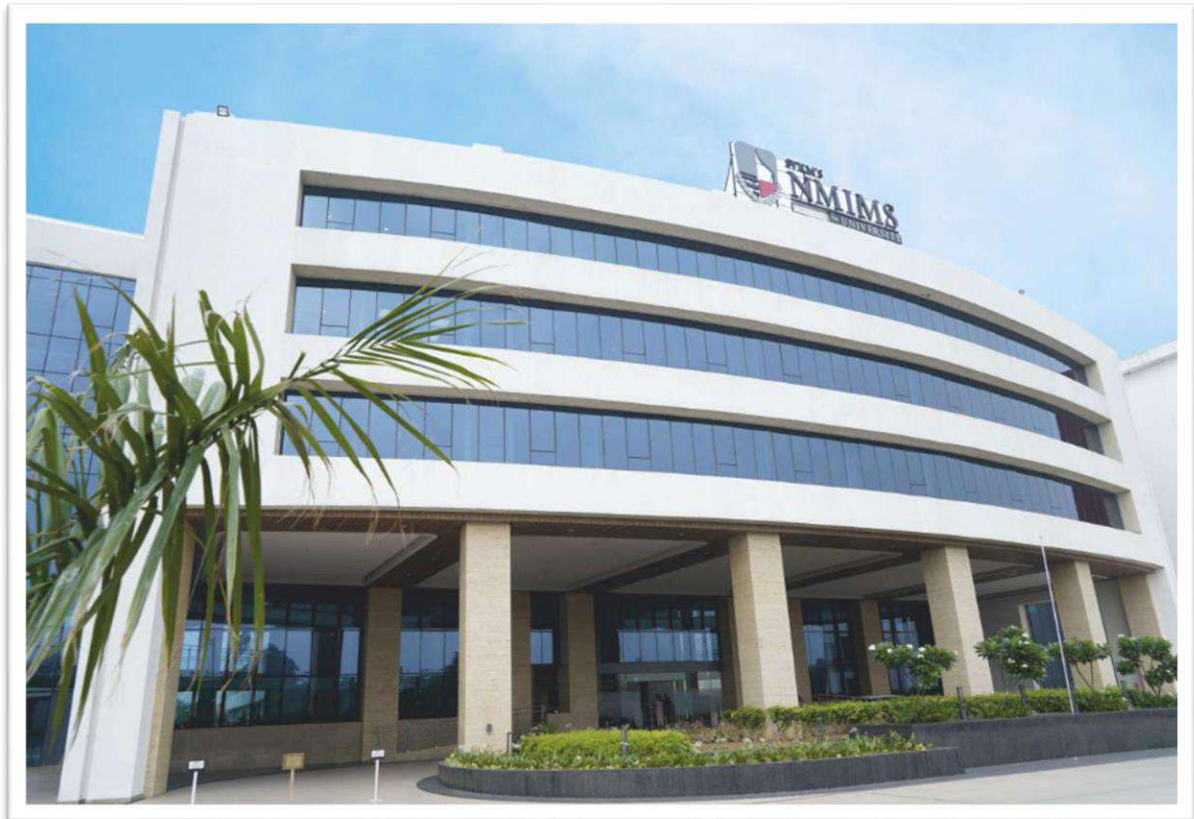




CHANDIGARH



BUSTLING BUSINESS

**ANNUAL NEWSLETTER, SCHOOL OF COMMERCE
SVKM'S NMIMS CHANDIGARH
ACADEMIC YEAR 2024-25**

Orientation Event: School of Commerce

The orientation session for the new academic year was held on 13th July 2024 at the NMIMS Chandigarh Campus. The event commenced with a traditional lamp lighting ceremony, symbolising the dispelling of darkness and the ushering in of knowledge and wisdom. The ceremony was graced by the Campus Director, Dr. Rashmi Nagpal, who personally interacted with the students, setting a tone of warmth and encouragement for the new entrants.

Following this auspicious start, Prof. Sangita Kher, Dean of the Anil Surendra Modi School of Commerce, Mumbai, delivered the induction address via a live webcast. Her inspiring words highlighted the vision and mission of NMIMS, emphasising the importance of academic excellence, integrity, and holistic development. Prof. Kher's address was a beacon of guidance, motivating students to make the most of their time at NMIMS. The orientation continued with an interactive session featuring Dr. Naimitya Sharma, Program Chair of the School of Commerce. Dr. Sharma provided valuable insights into the academic programs, expectations, and resources available to students. His interaction was highly engaging, allowing students to ask questions and gain a deeper understanding of their educational journey ahead.

The session concluded with an orientation on the Student Resource Book, which was introduced to help students navigate their academic and extracurricular activities effectively. This comprehensive guide is essential for students, providing detailed information on course structures, campus facilities, and support services.



Convocation 2024

SVKM's NMIMS Anil Surendra Modi School of Commerce, Mumbai, hosted its 15th Convocation dated 27 July 2024 along with the School of Commerce, Dhule and Chandigarh. The distinguished Chief Guest was Shri Vijay Chandok- Managing Director and Chief Executive Officer, ICICI Securities Ltd. Along with Shri Pravinbhai Doshi, Nominee of the Chancellor; Dr. Sharad Mhaikar- Pro-Vice Chancellor, Nominee of the Vice Chancellor; Dr. Ashish Daptardar, Additional Registrar, and Prof. Sangita Kher- I/C Dean, Anil Surendra Modi School of Commerce, were present on the dais. Shri Vijay Chandok expressed his honour to be present and associated with this School of Commerce. He extended his heartfelt appreciation to the students who showcased years of dedicated hard work throughout their academic

journey. The Pre-Convocation held on 26 July 2024 witnessed a virtual address by Hon'ble Union Minister Shri Nitin Gadkari in the form of a recorded video.

School of Commerce Table Tennis League 1.0

The School of Commerce Table Tennis League was successfully conducted on 22nd and 23rd August 2024. Over the course of two days, students participated with enthusiasm and dedication, showcasing remarkable sportsmanship, and making the tournament an unforgettable experience for everyone involved. The energy and spirit of the players were truly inspiring, and we could not be prouder of their efforts. The League was a culmination of a joint efforts of Students and the School of Commerce Faculties. The League also saw massive participation from students both as participants and audience. The League catered to a total of 30 participants and 50 spectators. The event strengthened the student community's passion for sports and provided them with an avenue to showcase their skills and get rewarded for the same.



Speech Contest on the Union Budget-2024

The first edition of the “Speech Contest on the Union Budget” was held on August 9th, 2024, at the NMIMS Chandigarh Auditorium. Organized by the School of Commerce, under the mentorship of Dr. Naimitya Sharma, this contest aimed to engage students in a comprehensive analysis of India’s fiscal policies and budgetary provisions. Students from all the schools within NMIMS participated, displaying their understanding and critical perspectives on the Union Budget. The event was honored by the presence of Mr. Shiv Dev Singh, Director, Confederation of Indian Industry (CII), who served as the Chief Guest and judge for the contest. Mr. Singh, renowned for his expertise in economic and public policy, provided insightful commentary on the budget and praised the participants for their in-depth analysis and presentations. Participants delivered thought-provoking speeches, analyzing the budget’s impact on sectors such as education, healthcare, and infrastructure. The contest concluded with the announcement of the winners. Mayank, Param and Ishan from FYBCOM, School of Commerce were the winners, followed by Anaahita and Harkriti from SY BALLB, School of Law as first runner up and Saanvi, Harmehar and Kanan Aggarwal from TYBBA, School of Commerce as second runner up. The contest not only enhanced participants' understanding of

the Union Budget but also helped them develop valuable public speaking and analytical skills. Team of Students who conceptualized, managed and delivered this contest were Navreet Kaur TYBBA, Saanvi Sharma TYBBA, Smahi TYBBA, Arnav TYBBA, Manan SYBCOM, Rajveer SYBBA.



Drug Awareness Campaign in collaboration with NCB

On 20 September 2024, the School of Commerce at NMIMS Chandigarh, in collaboration with the Narcotics Control Bureau (NCB), conducted a drug awareness campaign to combat the increasing prevalence of drug consumption in society. The event featured motivational speaker Ms. Mohinder Kaur Kataria, who inspired students to adopt a healthy lifestyle. This was followed by Mr. Amar Shankar, an Intelligence Field Officer at the NCB, who informed attendees about the various drugs available in the market and their harmful effects. Concluding the session, Mr. Amanjit Singh, the IRS Zonal Director of NCB, highlighted preventive measures to avoid drug use. Coordinated by Prof. CA Kunal Pasari the campaign sought to equip students with the knowledge to recognize the dangers of drugs and promote a drug-free environment.



Deep Utsav

On the evening of 25 October 2024, Deep Utsav illuminated the NMIMS Chandigarh Campus with a vibrant celebration of Diwali, organised by the Cultural Club in collaboration with the Schools of SOL, SOC, and STME. The event blended tradition with modern glamour, beginning with captivating cultural performances that brought Diwali's lively spirit to life. Exciting competitions such as "Decor Your Space," Folk Music, Folk Dance, and an Ethnic Ramp Walk saw enthusiastic student participation, showcasing their talents and embodying the festive warmth of Diwali. The evening culminated with Dr. Rashmi Khorana Nagpal, Director of NMIMS Chandigarh, awarding prizes to the winners and praising their brilliance. Deep Utsav was a radiant fusion of culture, tradition, and celebration, creating a joyous and memorable experience for all.

ThinkLeap 2025

ThinkLeap 2025, held on 29 April 2025 at the SOC, NMIMS Chandigarh, was an innovation-focused event designed to provide a structured platform for students to transform their entrepreneurial ideas into actionable business models. The event combined expert knowledge, student creativity, and collaborative dialogue through multiple engaging formats such as presentations, workshops, and networking sessions. It was aimed at bridging the gap between academic ideation and real-world implementation. As a part of their OCAC activity, eleven final-year student teams pitched their business ideas to a panel of distinguished experts. This round encouraged students to demonstrate market analysis, value proposition, and scalability of their ideas and professionally respond to expert questions and critiques. The key experts included; Ms. Madhura Yale Co-founder, The Brand Palette, Mr. Jatin Sahdev, Additional Director FICCI, Mrs. Deepali Gulati Co-founder DiversityAce., Mr. Rampawan Kumar Founder LBM Solutions (Blockchain & Tech Startup) and Mr. Gaurav Goyal Managing Partner Horizon Group. The best-performing team (Chhota Investor) was recognised through the 'Best Business Plan' award, which all judges and experts presented. Mr. Gaurav Goyal also shared motivating feedback on idea execution and market readiness. Post-event, students and experts engaged in informal conversations over high tea, allowing deeper discussion of ideas and personalised mentoring.

Expert Talk: Design Thinking

NMIMS Chandigarh had the privilege of hosting Dr. Gurvinder Kaur, Associate Professor and Associate Dean of Outreach at Thapar Institute of Engineering & Technology, on 7 February 2025. Dr. Kaur led a hands-on workshop titled 'Building Viable Ventures: A Hands-On Design Thinking Workshop' with our Entrepreneurship and Business Plan students. The session focused on the ideation phase of business planning, helping students transform innovative ideas into structured business models. This initiative strengthens our commitment to bridging the gap between academia and industry.

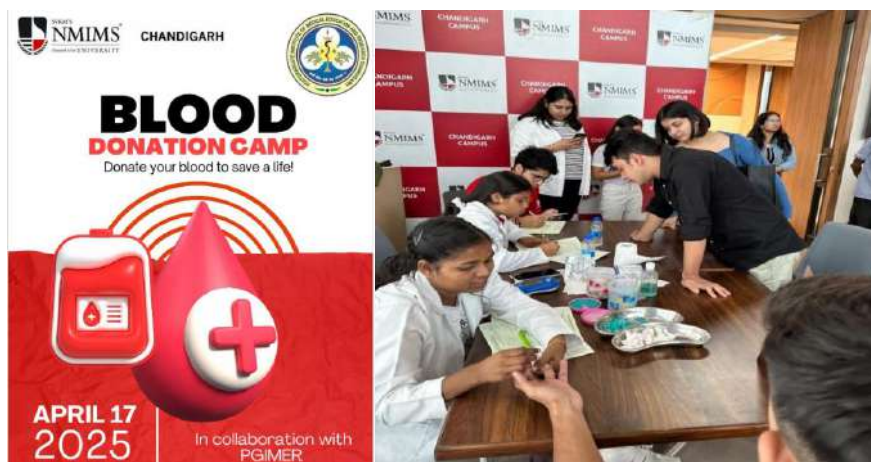
The Management Conclave: Thought to Action

The Management Conclave 2025, organised by the School of Commerce at NMIMS Chandigarh Campus on 21 February 2025, brought together thought leaders, industry experts, academicians, and professionals to explore the transformative impact of Artificial Intelligence (AI) on business and sustainable practices. Led by Program Chair Dr. Ankita Bhardwaj and coordinated by Dr. Deepa Guleria, the event featured engaging one-on-one interactions and panel discussions to foster meaningful dialogue and knowledge exchange. It provided strategic insights on how AI can drive business innovation while ensuring sustainability by 2030. The conclave successfully shared knowledge on AI's real-world applications, offered networking opportunities with business leaders, and encouraged long-term strategic collaborations for industry partnerships.



Blood Donation Drive

The Prayatna Club of the School of Commerce, NMIMS Chandigarh in collaboration with PGIMER, Chandigarh, organised a 'Blood Donation Drive' on April 17, 2025 at NMIMS Chandigarh campus. The initiative supported the vital and life-saving cause of blood donation. More than 50 units of blood was collected in this drive. The purpose of this initiative was to reinforce student community's commitment to social responsibility. This drive was made possible by guidance provided by Dr. Jyotsana Singh, Director of NMIMS Chandigarh, Dr. Ankita Bhardwaj, Program Chairperson of the School of Commerce, and Club Mentor Dr. Naimitya Sharma. The blood donation drive was operationalised on ground by Ms. Smahi Kohli, TYBBA, President of the Prayatna Club with the volunteering effort of Prayatna members.



Financial Inclusion Drive 2.0

Prayatna, Social Responsibility Student Club of School of Commerce, NMIMS Chandigarh in collaboration with the Union Bank of India, organised a Financial Inclusion Drive from March 20 to 27, 2024 on the campus. To start the drive, on March 20, 2024, Prayatna Club in collaboration with Union Bank of India, held a seminar on Financial Inclusion. At the seminar, senior members from the Union Bank of India imparted knowledge on different financial schemes offered by the Government of India and the Union Bank of India to the students, staff members, faculty and workers of NMIMS Chandigarh.

The seminar ended with a Q & A round in which the students, staff and faculties clarified doubts regarding the financial system. Interested staff members were requested to be present at the Financial Inclusion Camp to be held later in the week with the necessary documents to avail of the various schemes at the camp itself. In the meantime a team of student volunteer connected with workers and staff members to understand more about their financial inclusion status with the help of a questionnaire.

On March 27, 2024, Prayatna Social Responsibility Club of students of School of Commerce of NMIMS Chandigarh organised a Financial Inclusion Camp in Collaboration with Union

Bank of India. As part of the unique initiative, the bank sent a two-member team to campus, along with necessary infrastructure, to assist staff in opening bank accounts and accessing various social security schemes offered by the government.

The Financial Inclusion camp proved to be a great success as it saw a turnout of 35 people. In all 23 bank accounts were initiated on the spot, 20 people availed of various government, and bank schemes for their financial well-being and all attendees availed financial counselling by interacting in one on one fashion with Bank Officials from Union Bank of India.

Team of students who organised and volunteered in this program were:

SYBBA - Smahi, Yana, Arnav

FYBBA - Riya, Roohi, Rajveer, Hardik Garg, Aryan Sharma, Rihanna Seedhar, Agam Bahri

FYBCOM - Vanisha, Prathinav, Nahar, Bhagya, Kshitij, Ojas, Manan



MANIFEST 2024: Commerce and Management Festival

The School of Commerce, NMIMS Chandigarh, successfully organized MANIFEST 2024, an inter-college quiz competition that attracted 340 participants across 170 teams from reputed institutions including Mehr Chand Mahajan DAV College, Post Graduate Government College, SD College, Amity University (Mohali), DPS, and Panjab University.

The competition featured four engaging rounds: an MCQ-based quiz testing general knowledge, a Wordplay round focusing on language and vocabulary, a Creative Escape Room challenge assessing problem-solving and teamwork, and a Corporate Bidding round simulating real-world business strategies. In the final showdown, Abhyuday Rana and Ayush Krishan, BCom students from NMIMS Chandigarh, emerged as winners, securing a cash prize of INR 4,000.

Organized by the Corporate Interface Club, the event aimed to provide students with a platform to showcase their skills and enhance experiential learning. It reflected NMIMS Chandigarh's commitment to academic excellence and holistic student development.

At the closing ceremony, Dr Rashmi Khorana Nagpal, Director I/C, NMIMS Chandigarh, highlighted the role of such competitions in fostering leadership and problem-solving skills. Chief Guest Mr Ivninder Pal Singh, Chief Sub Editor at The Tribune, shared valuable career insights, emphasizing the importance of a well-rounded vision and personality.

The event concluded with an awards ceremony, where 15 teams and organizing committee members received surprise passes to the Bangr Festival as a token of appreciation. Musical performances added a festive touch to the celebrations. Sponsors Dunkin Donuts, Burger King, and Grub Street played a key role in making MANIFEST 2024 a memorable success, showcasing student talent while reinforcing NMIMS Chandigarh's vibrant academic culture.



Corporate Crisis 2.0

On January 23rd, Corporate Crisis Club brought together minds for the event “Corporate Crisis 2.0”. This event challenged teams to tackle real-world corporate crises focused on pollution and environmental sustainability. Each team worked on unique scenarios addressing pollution management and sustainable business practices, aiming to develop actionable strategies for long-term corporate responsibility. The event featured intense brainstorming and solution presentations judged by a distinguished panel. The Chief Deputy Manager of The Times of India, Mr Rakesh Sukhija, graced the event, emphasizing the critical role of sustainability in the corporate sector. The event concluded with teams Invictus, Eco Avengers, and Climate Crusaders emerging victorious for their feasible solutions. Corporate Crisis 2.0 was an engaging and insightful platform that spotlighted businesses' role in addressing environmental challenges.



Ad-Maniacs

The Corporate Interface Cell successfully organized Ad-Maniacs, an event aimed at testing students' creativity, marketing acumen, and presentation skills. In this competition, participants created innovative advertisements on diverse topics and presented them before the audience and judges. The event provided a platform for students to think out of the box and design impactful campaigns. The event was honoured by the presence of four esteemed judges—Ms. Alka Sharda, Manager at Infotech, Mr. Manjul Vaidya, PML SD Business School, RJ Amar, Renowned Radio Jockey and Mr. Abhinav Raj Kondal, Founder & Managing Director of AmelCS, whose valuable insights and encouragement enriched the experience for all participants. After an engaging series of presentations, the top three teams were felicitated with trophies and certificates for their outstanding performance, marking the event a success.



Collab-quest

Collab Quest 2025, organized for first- and second-year BBA students at NMIMS, Chandigarh, was an exciting and engaging icebreaker event that brought together 50 enthusiastic participants. Designed to foster teamwork, collaboration, and friendly competition, the event featured a variety of fun and interactive games that challenged students' coordination, creativity, and strategic thinking. From energetic relay races to lively group challenges, the activities encouraged participants to step out of their comfort zones while building connections with peers across batches. With a spirited and inclusive atmosphere, Collab Quest successfully promoted camaraderie, engagement, and a sense of community, setting a positive and vibrant tone for the academic year.



Matribhasha Diwas

Matribhasha Diwas was celebrated with great enthusiasm at NMIMS Chandigarh on 3rd March 2025, bringing together students from all schools of the campus to honor India's rich linguistic and cultural diversity. The event featured speeches and poetry recitations, in various mother tongues, reflecting the unity and vibrancy of our multilingual heritage. The celebration was a true reflection of NMIMS's commitment to cultural inclusivity and national unity.

Workshop on “Financial Planning towards Wealth Creation”

A Workshop on “Financial Planning towards Wealth Creation” in collaboration with SEBI (Securities Exchange Board of India) and Citizens Awareness Group (NGO) was organized on 12 August 2024. The workshop was coordinated and arranged by Dr. Parul Grover Mahajan, Assistant Professor, School of Commerce, NMIMS Chandigarh Campus. The workshop aimed to promote financial literacy and awareness among BBA and B.Com students across all batches. The Expert Speaker for the Workshop was Ms. Himani Lath, who is a SEBI Smart Trainer. The expert emphasized the importance of starting early, setting clear financial goals, and avoiding get-rich-quick schemes. The workshop covered essential strategies for wealth creation, including diversification, asset allocation, and long-term planning. The expert shared valuable insights on financial planning, investment management, and risk assessment. The workshop was highly effective in empowering participants with practical knowledge to make informed investment decisions. The workshop was a resounding success, inspiring the new generation of informed investors.



NMIMS Khel Mahuatsav: Fun, Frolic and Team Building

The School of Commerce at NMIMS Chandigarh Campus, under the guidance of Dr. Naimitya Sharma and coordinated by the SOC Culture Club (Dr. Parul Mahajan), hosted the NMIMS Khel Mahuatsav (NKM) on 2nd August 2024. It was organised by 3rd-year BBA students in collaboration with Virsa - the Cultural Club of the School of Commerce, NMIMS Chandigarh Campus. The event featured a variety of competitive and recreational games like Flip the Bottle, Puzzle Solving, Three-Legged Race, Maths Main Dabba Gul, Dress-

up Challenge, Guess the Movie, etc. The participants were divided into five teams, each competing through three exciting rounds of activities. It was a dynamic and engaging event aimed at fostering team spirit, networking, engagement, and inclusivity among students across all batches and programs of SOC. The event was well-coordinated and exhibited a lively atmosphere, embarking a shining start to the academic session. The day was marked by enthusiastic participation, promoting a balanced and active student life



Student's Street: SOC's own Lab

On October 7, 2024, NMIMS, Chandigarh hosted a lively selling activity titled 'Student's Street,' organized by the TYBBA (Marketing) students of School of commerce under the guidance of Dr. Poonam Sharma. This event was conducted as part of the internal assessment for the 'Sales and Distribution' subject and aimed to enhance entrepreneurial skills and foster creativity among the students through experiential learning. The activity featured five distinct stalls, each offering a unique range of products and experiences. The first stall, 'Fun-Topia,' attracted participants with two interactive games, creating an engaging and lively environment. The second stall, 'Sip and Paint,' provided customers with canvases to express their artistic talents while enjoying nostalgic snacks. The third stall, 'Bun-Brigade,' offered popular food combinations such as fries and burgers, which proved highly popular among attendees. 'Mitran da Junction,' the fourth stall, served a variety of bakery products and Indian snacks, appealing to a broad audience. The final stall, 'FingerPrint and Froth,' combined artistic expression with refreshments, allowing participants to create fingerprint art on canvases while enjoying coffee.



Caps and Cheers 2.0 on 16th April. 2025

On April 16, 2025, the Cultural Club of the School of Commerce, NMIMS Chandigarh, successfully hosted Caps and Cheers 2.0, marking the conclusion of another vibrant academic year. The event was a heartfelt celebration of the students' academic milestones and personal growth. The evening was filled with lively dance and music performances that created an energetic and joyful atmosphere. A stylish ramp walk added excitement and gave students a chance to show their confidence and creativity. One of the main highlights of the evening was the felicitation ceremony, where students were honoured for their academic success and overall development. The awards celebrated not just high marks but also leadership, talent, and active participation throughout the year.



Expert Session on Operations Research

An expert session titled “Exploring Operations Research: A Journey through Its Evolution, Applications and Mathematical Programming for Decision Making” was conducted on 6 September 2024 at E-301, NMIMS Chandigarh Campus, from 11:00 AM to 1:00 PM. The session was delivered by Dr. Mahesh Kumar Sharma, Professor at Thapar Institute of Engineering and Technology, Patiala, who provided insightful perspectives on the development of Operations Research and its significance in modern decision-making processes.



Hands-on In-house Training Sessions: Preparing to Lead

Hands-on In-house Training Sessions: Preparing to Lead were conducted at the School of Commerce, NMIMS Chandigarh, with the objective of strengthening students' practical knowledge and industry readiness. These sessions were led by Mr. Pankaj Kapoor, Assistant Professor, SOC, NMIMS Chandigarh, and were designed to bridge the gap between theoretical concepts and real-world application, equipping students with essential procedural and compliance-related skills.

The first session, "How to Incorporate a Company", was held on 20 February 2025 under the theme "MCA Services – Navigation, Filing & Fetching Details." Students received comprehensive guidance on the process of company incorporation, including application for Digital Signature Certificate (DSC) and Director Identification Number (DIN) with detailed explanations of relevant forms, fees, and required documentation. The session also covered accessing master data through CIN, along with retrieving information from the Index of Charges and Signatory Details, enabling students to practically navigate the MCA portal.

The second session on "GST Registration", conducted on 10 March 2025, provided in-depth exposure to GST compliance procedures. Students learned about the documents required for GST registration, including formats of Rent Deed, Consent Letter, and Authorization Letter, which were shared as ready resources. The session covered filing details in Part A of Form GST-REG 01 to generate the TRN, followed by a tab-wise explanation of Part B of Form GST-REG 02, including business details, promoters/partners, authorized signatories and representatives, places of business, goods and services, and state-specific information. It also addressed Aadhaar authentication, validation of details, and response to objection letters, if issued.

The final session, "Technical Session on IndusInd Bank Row," was conducted on 17 March 2025 and focused on accounting errors or misstatements, particularly the distinction between efficient hedging and internal hedging in the context of the IndusInd Bank case. In addition, the session covered current industry updates and developments relevant for interviews, group discussions, and written ability tests for jobs or higher education. Students were also introduced to courses and certifications useful for career advancement, making the session a valuable blend of technical insight and career guidance

Faculty Research Presentations, Research Publications and Newspaper Article

1. Bhardwaj. A. (2024) "Influence of Brand Experience on Brand Equity with focus on food and beverage industry" presented at the 11th International Conference on Sustainability at Indian Institute of Management, Shillong, (SUSCON), 21-23 November, 2024 Link (Dr Ankita Bhardwaj, Assistant Professor, School of Commerce)
2. Sharma, N. (2025). "Management of Stubble Burning: Finding the Missing Markets", presented at International Conference on Sustainable Business Practices (ICSBP),

organized by International Management Institute, Kolkata, 3-5 January 2025, (Dr. Naimitya Sharma, Assistant Professor, Economics, School of Commerce)

3. Sharma, Naimitya, "The Economics of Credit Score", The Tribune, June 7, 2025
4. Sharma, Naimitya, "Missing Markets for Managing Stubble Burning in Punjab and Haryana", AgaPuram Policy Research Centre, June 5, 2025
5. Sharma, Naimitya, "Commerce Education in India – Bridging theoretical knowledge with Industry ready skills", The Tribune, 28 April, 2025
6. Sharma, Naimitya, "Five Opportunities in Amrit Kaal to Transform India's Undergraduate Education into the Steel of Economic Prosperity", Curriculum Magazine, February 11, 2024
7. Dr. Parul Grover Mahajan, Assistant Professor, School of Commerce, NMIMS Chandigarh Campus authored a paper titled "Intersection of Technology and Finance: A New Era of Inclusion", and presented at the International Conference on Empowering Viksit Bharat @ 2047: Innovations in Finance, Inclusion & Economic Growth, organized by the Department of Management Studies and Industrial Engineering, Indian Institute of Technology (Indian School of Mines), Dhanbad, held on 13-14 February 2025.
8. Dr Vanita Sharma, Assistant Professor of SOC presented her research at the 2nd International Conference on Recent Advances in Applied Mathematics (RAAM 2024), held from 3rd–5th July 2024 at IIT (BHU), Varanasi. Her talk, titled "Computational Analysis of Nonlinear Wave Problem in a Nonlocal Functionally Graded Piezoelectric Material in the Proximity of Viscous Liquid", focused on advanced mathematical modeling of wave propagation in smart materials, highlighting potential applications in sensors, actuators, and energy harvesting. This participation provided valuable opportunities for academic exchange and showcased our institution's commitment to cutting-edge research in applied mathematics.
9. Dr Vanita Sharma, Assistant Professor of SOC presented her research at the 2nd International Conference on Nonlinear Analysis and Computational Techniques, held on 7th–8th August 2025 at VIT Bhopal University, Madhya Pradesh. Her presentation, titled "Propagation of Wave in a Piezoelectric Smart Material Adjacent to a Viscous Liquid", explored the mathematical modeling and analysis of wave behavior in smart materials interacting with viscous media, with potential applications in sensing and energy harvesting technologies. This participation reflected our institution's dedication to advancing research in nonlinear analysis and computational methods.
10. Our faculty member Dr. Vanita Sharma Assistant Professor of SOC, has made significant contributions to high-impact research in applied physics and computational mathematics during 2024–2025. Her recent publications include:
 - Microscale Size Effects on Transmission of Surface Waves in an Exponentially Graded CoF_2O_4 Piezomagnetic Material, Applied Physics A (SCIE, Scopus, IF 2.8).
 - Effects of Gradient and Nonlocality on the Dynamics of Nonlinear Bleustein–Gulyaev Wave in the 6 mm Piezoelectric Crystal Adjacent to Viscous and Non-conducting Liquid, Applied Physics A (SCIE, Scopus, IF 2.8).

- Nonlocal Aspect of Piezoelectric Composite on Transmission of Mechanical Wave, International Journal of Applied and Computational Mathematics (Scopus).
- Computation of Invariant Subspaces Associated with Certain Eigenvalues Using an Approach Based on Matrix Sign Function, Journal of Computational and Applied Mathematics (SCIE, Scopus, IF 2.6).
- A Novel Class of Fourth-Order Derivative-Free Iterative Methods to Obtain Multiple Zeros and Their Basins of Attraction, AIMS Mathematics (SCIE, Scopus, IF 1.8).

These works showcase her expertise in smart material wave mechanics, nonlocal elasticity, and computational techniques, further strengthening our institution's research profile.

Faculty Training and Development

1. The Faculty Development Programme (FDP) titled Empowering Educators on Generative AI was conducted at NMIMS Chandigarh under the leadership of Prof. Dr. Rashmi Khorana Nagpal, with Dr. Naimitya Sharma, Dr. Aditya Bakshi, and Dr. Mohit Pahwa as key resource persons. The program aimed to equip faculty members with essential Generative AI knowledge and practical skills. The FDP, held from 28 January to 11 February 2025, covered topics such as Generative AI fundamentals, hallucination in AI models, prompt engineering, and AI tools for research and teaching. Sessions also included hands-on training on AI applications and discussions on ethical considerations. A key highlight was the practical session on building custom chatbots. This FDP successfully empowered faculty members to integrate AI into their academic and research practices, fostering innovation and responsible AI usage in higher education.
2. CA Kunal Pasari, School of Commerce, Chandigarh campus participated in a five-day Faculty Development program on 'Circular Economy' organized by IIT, Bhubaneswar from 16th December-20th December. The FDP was attended by around 60 participants from all across India. The main focus of the FDP was propagating the ideas of Circular economy in the business models and daily lifestyle and encouraging reuse, recycle and regenerate goods in order to achieve sustainable development.
3. Anil Surendra Modi School of Commerce organised a Faculty Development Programme from 10th to 12th July 2024 to facilitate an immersive understanding of the collective responsibility of faculty across campuses, ensuring a standardized pedagogy and student learning experience. All 38 faculty delegates, including 24 faculty members from the campuses of Bengaluru, Chandigarh, Hyderabad, Indore and Navi Mumbai, and 14 faculty from the Mumbai campus attended the programme and actively participated in the interactive sessions focused on a diverse range of topics. The major intention was to make Multi campus Program Co-ordination (MPC) more effective.
4. The ATAL Faculty Development Programme (FDP) on "Elevating Teaching and Research through Artificial Intelligence (AI) and Innovative Pedagogies" was held from 9th to 14th September 2024 at NMIMS Chandigarh Campus. This FDP aimed to enhance educators' teaching and research skills by integrating AI and innovative

pedagogical techniques. It brought together distinguished experts to deliver sessions on leadership in education, AI tools, effective research strategies, and teaching excellence, providing a comprehensive learning experience for participants. SOC faculty members participated in this FDP enthusiastically.

5. Dr. Parul Grover Mahajan, Assistant Professor, School of Commerce, NMIMS, Chandigarh Campus, has successfully attended the UGC-Sponsored 14th Online Faculty Induction Programme, organized by UGC-Malaviya Mission Teacher Training Centre (MMTTC), Sardar Patel University, Vallabh Vidyanagar, Gujarat from 3 June to 30 June 2024 and has secured A Grade.
6. Dr. Parul Grover Mahajan, Assistant Professor, School of Commerce, NMIMS, Chandigarh Campus, has successfully attended the One Week National Level Online Faculty Development Program on “Digital Pedagogy: ICT and AI assisted Teaching in-line with OBE and NEP” organised by Internal Quality Assurance Cell (IQAC) of St. James College of Nursing and St. James College of Pharmaceutical Sciences, Chalakudy in association with The Kerala State Higher Education Council (KSHEC) from 29 May 2024 to 05 June 2024 and has secured an A grade.
7. Dr. Parul Grover Mahajan, Assistant Professor, School of Commerce, NMIMS, Chandigarh Campus, has successfully completed the Five-Day Virtual Training on "How to Plan and Write Systematic Literature Review (SLR) and Bibliometric Analysis Research Papers", organized by the LekSha Research Centre, Gandhinagar from 10-14 June 2024.
8. Dr. Parul Grover Mahajan, Assistant Professor, School of Commerce, NMIMS, Chandigarh Campus, has successfully attended the "Online - NEP2020 Orientation & Sensitization Programme" under Malaviya Mission Teacher Training Programme (MM-TTP) of University Grants Commission (UGC), organized by UGC-Malaviya Mission Teacher Training Centre (MMTTC), Panjab University, Chandigarh from 20 May to 30 May 2024.
9. Dr. Parul Grover Mahajan, Assistant Professor, School of Commerce, NMIMS, Chandigarh Campus, has successfully attended the Conference Workshop organized by the Department of Management Studies and Industrial Engineering, Indian Institute of Technology (Indian School of Mines), Dhanbad, held on 13-14 February 2025.

Research Embedded Learning (Students' Achievements)

1. Meghna Dawar, BCom student, School of Commerce, NMIMS, Chandigarh Campus, presented a poster titled "Green Finance and Climate Change Mitigation in G20 Countries" at the NMIMS Poster Symposium, Mumbai, held on 13 January 2025 under the guidance of Dr. Parul Mahajan and Dr. Vanita Sharma, Assistant Professors, School of Commerce, NMIMS Chandigarh.
2. Ishita Gulati, BBA student, School of Commerce, NMIMS, Chandigarh Campus presented a paper titled “Intersection of Technology and Finance: A New Era of Inclusion”, at the International Conference on Empowering Viksit Bharat @ 2047:

Innovations in Finance, Inclusion & Economic Growth, organized by the Department of Management Studies and Industrial Engineering, Indian Institute of Technology (Indian School of Mines), Dhanbad, held on 13-14 February 2025 co-authored with Dr. Parul Grover Mahajan, Assistant Professor, School of Commerce, NMIMS, Chandigarh.

3. The Research Embedded Learning (REL) Poster Symposium was held at the Mumbai campus on 13th Jan 2025 as part of the University Day celebrations. It was a standout event, offering students an exceptional platform to showcase their research and creative talents. Participants from all NMIMS campuses across India, representing various schools, came together to celebrate ingenuity and hard work. Over 250 poster entries showcased, with the top 30% presented physically and the rest digitally, ensuring every participant's effort was recognized. The event concluded with the announcement of 27 outstanding winners who stood out for their innovative ideas and meticulous research. Out of which a student of TYBBA of SOC NMIMs Chandigarh, Vanshika Goel won the best poster presentation award under the mentorship of Dr Vanita Sharma and Dr Ankita Bhardwaj Assistant Professors of SOC. As a faculty mentor Dr Vanita Sharma from SOC, NMIMS Chandigarh along with ten students from SOC, SOL and STME attended this prestigious symposium.

OCAC (Students' Achievements)

1. Ishita Gulati, BBA student, School of Commerce, NMIMS, Chandigarh Campus, has successfully attended the Conference Workshop organized by the Department of Management Studies and Industrial Engineering, Indian Institute of Technology (Indian School of Mines), Dhanbad, held on 13-14 February 2025, under the mentorship of Dr. Parul Grover Mahajan, Assistant Professor, School of Commerce, NMIMS, Chandigarh Campus.
2. Janhvi Goel and Ms Suhani Marwaha, BCom student, School of Commerce, NMIMS, Chandigarh Campus have successfully attended the five-day virtual training on "How to plan and write Systematic Literature Review (SLR) and Bibliometric Analysis Research Papers" organized by LekSha Research Centre, Gandhinagar from 10-14 June 2024, under the mentorship of Dr. Parul Grover Mahajan.
3. Learning Resources for Students Series during Summer Break, From 4th Week of May to 1st Week of July. To constructively engage students of 2024-2028 batch (both BBA and B.Com) during summer break (as they don't have any scheduled academic or learning activity, undoubtedly some have applied for and secured internships at their discretion), the efforts made (after due permission from Program Chair and kind intimation to Hon'ble Campus Director) in form of Series named 'Learning Resources for Students' operational on Daily Basis during summer break, which strengthen their

intellectual muscle. This was part of OCAC practices and resulted in improvement in the overall learning ecosystem at SoC, Chandigarh. This activity was organised by Mr Pankaj Kapoor.

4. Mili Verma, SOC NMIMS Chandigarh student, won a bronze medal in the 2024 North Zone Inter-State Badminton Championship, Chandigarh. Yonex Sunrise North Zone Interstate Senior and Junior (U-19) Badminton Championship, an annual event held from 4th to 8th September 2024, saw teams from North Indian states participate – Delhi, Haryana, Punjab, Chandigarh, Himachal Pradesh, Rajasthan, Jammu and Kashmir. The players for the state teams were selected based on their performance and position in their respective state tournaments. Mili Verma had won a silver medal in women's doubles and a bronze in the women's singles category in the 2024 Chandigarh state championship.
5. Under the mentorship of Dr Vanita Sharma, Assistant Professor, School of Commerce, NMIMS, Chandigarh Campus, SYBBA student, Mr Aryan Sharma has completed the Five days hands on training programme on Qualitative data analysis using Atlas.ti organized by the LekSha Research Centre, Gandhinagar, Gujarat. from 2nd to 6th January, 2025

Faculty Achievements

1. On March 19, 2025, Dr. Ankita Bhardwaj from the School of Commerce, NMIMS Chandigarh Campus, participated in a Federation of Indian Chambers of Commerce & Industry (FICCI) Conference on “Evolving Financial Institutions and Micro, Small, and Medium Enterprises (MSME) Financing.” The event brought together industry leaders, financial experts, and policymakers to discuss the evolving financial landscape and its impact on MSMEs. Key discussions included the transformation of financial institutions through technology adoption, the role of financial technology (FinTech) companies in bridging financing gaps, the importance of a supportive policy and regulatory framework, and the challenges MSMEs face in accessing credit. The conference highlighted opportunities for collaboration between financial institutions, FinTech firms, and government bodies to create a more inclusive financial ecosystem.
2. Dr. Parul Grover Mahajan, Assistant Professor, School of Commerce, NMIMS, Chandigarh Campus, was invited to be a part of the Panel Discussion on Financial Literacy by MINT Publication & Media enterprise.
3. CA (CMA) Pankaj Kapoor of the School of Commerce (Chandigarh Campus) delivered a Guest Lecture for The National Institute of Construction Management and Research (NICMAR), a sector-specific HEI on Budget 2025 & Its Impact on the CRIP Sector (i.e. Construction, Real Estate, Infrastructure, and Project Sector) on 26th March 2025.

The session was interactive and detailed discussion was taken up regarding government programs like PMGSY-Phase IV, UDAN, JJM, Urban Challenge Fund, SWAMIH Fund 2.0, National Geospatial Mission, Global Capability Centres, and AIBP among others.

4. CA (CMA) Pankaj Kapoor of the School of Commerce (Chandigarh Campus) on 26th Feb 2025 is engaged as Resource Person by the Board of Studies (Academics), Institute of Chartered Accountants of India (A statutory body established by an act of parliament, since 1949) for paper 6 of CA-Final i.e. Integrated Business Solutions (Multidisciplinary Case Study with Strategic Management). He is associated with the Board of Studies since 2019. This is the fifth paper of the CA curricula wherein he will act as a Resource Person (contributing author and guest faculty).
5. CA (CMA) Pankaj Kapoor of the School of Commerce (Chandigarh Campus) become member of the Editorial Advisory Team of the prestigious journal 'The Management Accountant'. The Management Accountant is pioneering Journal of the CMA profession, and is being published since January 1966, by The Institute of Cost Accountants of India (a statutory body under an act of parliament, since 1959).
6. Dr. Poonam Sharma, Assistant Professor at ASMSOC, Chandigarh, was invited as the Guest Speaker at LR Group of Institutes, Solan, Himachal Pradesh, on 5th March 2025, to deliver a session on emerging trends in marketing. The session was attended by over 250 undergraduate and postgraduate students and provided valuable insights into the evolving marketing landscape. She also shared practical strategies to help job seekers and aspiring entrepreneurs succeed in the evolving marketing field. The session combined theoretical perspectives with practical applications, equipping students with relevant knowledge to navigate their professional journeys effectively.

Career Counselling and Placement Cell Activities

1. Career Counselling session for SY BBA: A career counseling session for SY BBA students was conducted on Saturday (5th April), wherein career options ranging from certification in Google Ads to Master's in IB, from US-CMA to CFA/CIA, among many others, were explained to students. For those who wish to join a family business, the areas where they can work upon was also discussed. How maximum gain out of a corporate internship can be attained was also discussed. This activity was organised by Mr Pankaj Kapoor.
2. Career Guidance Cell (CGC): CGC has been operational since the 2nd Week of February 2025. Students visit the cell for Career Counseling and to seek guidance for identifying the various routes to attain their professional goals. Students are counselled in detail and provided with requisite resources and knowledge, which helps them in identifying their interests, skill set required for the same, assessing the skills they

currently possess, and an action plan to augment the skill set. A good chunk of Students visits the cell with queries on certification courses and professional courses; and increasing numbers showing commitment of students towards academic excellence. Cell is working on the 8 Points Agenda. Cell also came up with useful publications for those who are aiming for Higher Education. Cell also promotes entrepreneurial spirit among students, be it starting their own business or joining family businesses; hence share the relevant resources on the regular basis. This activity was organised by Mr Pankaj Kapoor.

3. Learning Support for ACCA and CFA & Mentorship for US-CMA and CPA: SOC, Chandigarh offered class-room support for its ACCA and CFA students' cohorts on pro-bono basis during even semester of AY 2024-25, as part of this initiative more than 85 Hours of class room learning for ACCA, UK and more than 30 Hours of class room learning for CFA was delivered; apart from Mentorship for US-CMA and CPA, etc. Performance of Students in exams are testament to effectiveness of these efforts. Two of our SOC students, Mr Manan and Mr Nahar, along with their 4th Semester of B.Com, cracked 2 papers each of ACCA, UK.
4. On 10th February 2025, the School of Commerce, NMIMS Chandigarh Campus organized an insightful industrial visit for third-year BBA and B.Com students to Prime Steel Processors Ltd. The visit provided an in-depth look at the steel manufacturing process, from raw materials to the final product, emphasizing the role of core manufacturing firms. With a production capacity of over 0.70 million metric tons, the company offers high-quality, cost-effective steel through integrated processes. As North India's first fully automated plant, it adheres to global standards, ensuring excellence. The knowledgeable team at Prime Steel shared valuable insights, making the visit both educational and inspiring.
5. A specialised workshop on “Raising Capital and Managing Finance for Startups” led by Mrs. Nitika Sahni, Business Development Manager (Bank of Baroda), in collaboration with the Institution’s Innovation Council (IIC) was conducted by the SOC, NMIMS Chandigarh. Around 48 students attended the workshop. This session offered actionable insights on Startup Funding Mechanisms (Equity, Debt, Grants): The session provided a comprehensive overview of the primary funding avenues available to startups, namely equity, debt, and grants. It highlighted how equity financing involves raising capital by selling company shares, often to venture capitalists or angel investors, which, while dilutive, can bring strategic benefits such as mentorship and networks. Effective Financial Planning and Budgeting: The speaker underscored the importance of robust financial planning as the cornerstone of a startup’s sustainability and scalability. Building Investor Confidence and Preparing Financial Documents: The session also focused on strategies to build investor confidence, which is crucial for attracting and retaining funding. Key elements included transparency, consistency in reporting, and the ability to articulate a clear financial roadmap. Students were guided in preparing essential financial documents such as pitch decks, business plans, financial

projections, and cap tables. Overall, the session added significant practical value to the theoretical knowledge students acquire in classrooms. Bridging academic concepts with real-world applications equips students with actionable insights into startup finance, enhancing their readiness to confidently and informally engage with the entrepreneurial ecosystem.

6. The Placement Cell of NMIMS Chandigarh Campus, under the guidance of Prof. (Dr.) Rashmi Khorana Nagpal, coordinated by Ms. Ritu Gusain, is pleased to announce the signing of a MoU with the Women's Indian Chamber of Commerce and Industry (WICCI) Chandigarh on 3rd August 2024. This collaboration aims to provide students with valuable industry exposure, bridge the gap between academia and industry, and enhance their practical skills. This MoU marks a significant step towards fostering closer ties with industry leaders and creating more opportunities for students' professional growth.
7. On November 20th, FYBBA and FYBCOM students of SOC NMIMS Chandigarh had the incredible opportunity to visit MT Autocraft in Parwanoo, Himachal Pradesh, as a part of the industrial exposure program accompanied by SOC faculties Dr. Hemant Bhanawat and Dr. Poonam Sharma. Interacting with industry professionals, the students gained a deeper understanding of real-world applications, bridging the gap between theoretical learning and practical experience.
8. The students from the School of Commerce, NMIMS Chandigarh, had an enriching experience during the industrial visit to SML ISUZU's manufacturing plant at Rupnagar on 22 November 2024. The visit provided a firsthand look at the production line of heavy vehicles, including trucks and buses, and the intricate processes involved in crafting each product. Students witnessed the seamless integration of cutting-edge robotics in manufacturing, which enhances efficiency and precision. The plant also serves as a prime example of FDI-driven technological advancements, showing how global expertise is seamlessly integrated into local production. The visit was an eye-opening experience for our students, providing valuable insights into the manufacturing industry and the importance of technology, efficiency, and employee welfare in today's business landscape.
9. On 10 December 2024, Mr. Sani, a representative from Coursera, provided valuable insights during his session with faculty members from all three schools of SVKM's NMIMS Chandigarh (School of Commerce, School of Technology Management and Engineering, and School of Law). He provided comprehensive insights into Coursera's course offerings, emphasizing their alignment with the existing curriculum and the significance of certifications in enhancing students' professional profiles. Furthermore, he introduced the innovative Course Builder feature, enabling faculty to design and share customized courses with their students. His session was highly engaging and

effectively addressed the queries of all attendees, demonstrating Coursera's potential to support academic and career advancement.

10. On 10th February 2025, the School of Commerce, NMIMS Chandigarh Campus organized an insightful industrial visit for third-year BBA and B.Com students to Prime Steel Processors Ltd. The visit provided an in-depth look at the steel manufacturing process, from raw materials to the final product, emphasizing the role of core manufacturing firms. With a production capacity of over 0.70 million metric tons, the company offers high-quality, cost-effective steel through integrated processes. As North India's first fully automated plant, it adheres to global standards, ensuring excellence. The knowledgeable team at Prime Steel shared valuable insights, making the visit both educational and inspiring.

Academic and Professional Progression

Our students have chosen various paths for themselves for their career and academic progression. Some of the institutions they have moved forward with are showcased as follows.

B.COM 2025 Batch

Tanmya Kohli - KPMG as Audit Associate and Qualified F level of ACCA

Krish Mittal - EXL Services and Qualified CFA Level 1

Meghna - Boston College, Massachusetts, US for master's program in Finance

BBA 2025 Batch

Navreet Hargun - University of Southampton - M.Sc in International Management

Ishita Gulati - MBA from Thapar - PWC Launchpad - Taxation (was in Dean's List for BBA at NMIMS)

Noor Bhambri - Luxury Brand Management at Regent's University London

Snigdha Taneja - Paper F7 i.e. Financial Reporting of ACCA, UK



School of Commerce

Courses Offered

BBA | B.COM

Program Features

- Rigorous, innovative and update Course Curriculum according to industry requirements and global perspective.
- Cutting edge subjects like Data Analytics, Investment Management, Strategic Management, Digital Marketing, innovative teaching pedagogy complemented by practical exposure via internship, guest lectures and Hands-on training experiential learning.
- Computer based teaching and examinations for practical subjects.
- Student driven Clubs and associations for holistic personality development.
- One of the key factors that we develop amongst student is adaptability and hence, flexibility towards advanced training.
- Knowledge is impacted by using an innovative approach towards lectures giving, on the job experience through internship and complement class room teaching by organizing guest lectures and practical demonstration relevant to gaining on elevated understanding of the subject in relation to its practical environment.

Eligibility Criteria

- Minimum of 50% aggregate in 10+2 or equivalent examination with Mathematics/Statistics subject mandatory.

For registration: <https://chandigarh.nmims.edu/school-of-commerce/>

In accordance with NEP 2020 guidelines, NMIMS University will be introducing a 4 year duration degree program (UG) from the academic year 2024-2025 with a focus on research/multi-disciplinary focus on the 4th year. The students successfully completing this program will be offered Honor's degree in their respective disciplines

Students will be provided with exit option after 3 year. A student pursuing a 3-year degree will not be eligible for Hons. Degree. Student who are interested in pursuing a 4-year Hons. Degree has to indicate their preference at the end of 2nd year of the 3 year program.



CHANDIGARH

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