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## Vice Chancellor's Message

It gives me immense pleasure to witness the release of "Buzz Bytes - The SSBS Darpan", a newsletter that encapsulates the dynamism and achievements of the School of Business Studies at Sharda University, Agra. This publication reflects the hard work, innovation, and dedication of our students and faculty, who continually strive to push the boundaries of knowledge and practice.

In today's rapidly evolving world, the role of business education has become more critical. Sharda University is committed to nurturing future leaders who are not only equipped with cutting-edge skills but are also deeply rooted in ethical values and a global perspective. This newsletter serves as a mirror, reflecting the vibrant academic and extracurricular activities that define the School of Business Studies.

I extend my heartfelt congratulations to the editorial team and all contributors for their efforts in making this edition possible. I am confident that "Buzz Bytes" will inspire and inform its readers, fostering a sense of pride and belonging within our university community.

Let us continue to innovate, collaborate, and excel in all our endeavors.

**Prof. (Dr.) Jayanthi Ranjan**  
Vice Chancellor, Sharda University, Agra



## **Dean's Message**



As we unveil the fourth issue of "Buzz Bytes—The SSBS Darpan", I am filled with immense pride and optimism for the future of the Sharda School of Business Studies (SSBS). This newsletter is not just a collection of updates and achievements; it is a reflection of our collective journey towards academic excellence, innovation, and holistic development.

At SSBS, we are committed to fostering an environment where learning extends beyond the classroom, where curiosity meets opportunity, and where every student is empowered to become a leader in their chosen field. Our diverse initiatives, from industry collaborations to research endeavors, are designed to equip our students with the skills and knowledge necessary to navigate the complexities of the global business landscape.

"Buzz Bytes" will serve as a window into the vibrant life of our school, capturing the essence of our dynamic community. I encourage all students, faculty, and staff to actively contribute to this platform, sharing insights, experiences, and ideas that can inspire and inform.

Let us continue to strive for excellence, together, and make SSBS a beacon of academic and professional success.

**Prof. (Dr.) Sachin Kumar Srivastava**  
**Dean, Sharda School of Business Studies**  
**Sharda University, Agra**



## **India Economic Outlook: August 2024**



India's economic performance in the fiscal year 2023-2024 has been nothing short of remarkable. With a GDP growth rate of 8.15% year-over-year (YoY), the country has consistently surpassed market expectations, maintaining an average growth rate of 8.3% over the past three years. This robust growth has been driven by strong domestic demand and the government's relentless pursuit of reforms and capital expenditure.

The optimism surrounding India's economic future is reflected in various surveys, including Deloitte's pre-budget expectation survey, which shows high confidence among industry leaders in the country's continued growth. With the rural economy showing signs of a rebound, manufacturing experiencing strong growth, banking and exports sectors strengthening, India is well-positioned to outpace global growth rates in the near term.

Looking ahead, India is expected to sustain its impressive growth trajectory, with projected GDP growth ranging between 7.0% and 7.2% in the fiscal year 2024-2025. While inflation concerns persist, particularly due to fluctuating oil and food prices, there is a general expectation that these pressures will ease in the latter half of the next fiscal year.

**CA. Sanjeev Singh Thakur**  
Chief Editor

## A Memorable Interaction with Her Excellency, the Honorable Governor of Uttar Pradesh with the Vice-Chancellor Sharda University Agra

Sharda University had the privilege of our Vice Chancellor meeting Her Excellency, Smt. Anandiben Patel, the Honorable Governor of Uttar Pradesh. Her Excellency is truly remarkable—down to earth, humble, and incredibly insightful, embodying the qualities of a dedicated teacher.

During this enriching interaction, she graciously shared her wisdom, encouraging us to focus on crucial areas such as women's empowerment, student nutrition, and the education of empathy. We are deeply grateful for her valuable guidance and are committed to integrating her inputs into our initiatives at Sharda University.



## Faculty Development Program on Universal Human Values

Sharda School of Business Studies of SU Agra successfully hosted a three-day Faculty Development Program on Universal Human Values from August 12 to 14, 2024, approved by AICTE. This program aimed to enrich educators with ethical frameworks and holistic development principles. Over 50 faculty members from various institutions participated in workshops and discussions led by distinguished AICTE facilitators. Our honorable Vice Chancellor, Prof. (Dr.) Jayanthi Ranjan, emphasized the importance of human values in education. Prof. (Dr.) Sachin Kr. Srivastava (Dean SSBS) highlighted its impact on teaching methodologies and personal growth, reaffirming Sharda University's commitment to innovative and value-based education. Dr. Jyoti Kulshreshtha and Prof. Deepti Verma were the coordinators of the FDP.



**SHARDA SCHOOL OF BUSINESS STUDIES**

# **BUZZ BYTES**

**THE SSBS DARPAN**

24(8)(1)

## **Celebrating the Spirit of Freedom and Unity at Sharda University Agra**

Sharda University, Agra, proudly commemorated 77 years of India's independence, celebrating the enduring spirit of freedom and unity on 15th August, 2024. We were honored to have Mr. Y. K. Gupta, Pro-Chancellor of Sharda University, as the chief guest for the occasion. As we pay tribute to the supreme sacrifices of our nation's heroes, we reaffirm our commitment to upholding the values of freedom, unity, and progress. Together, we strive to build a brighter and stronger Bharat.



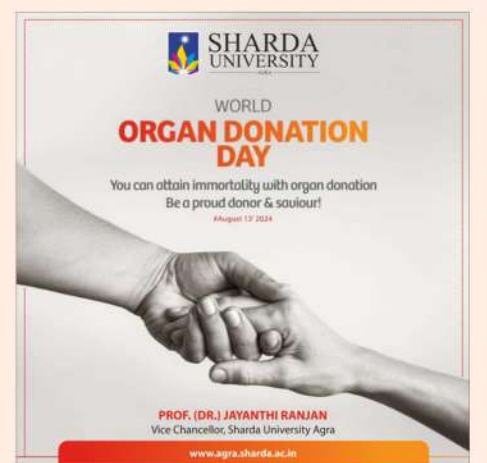
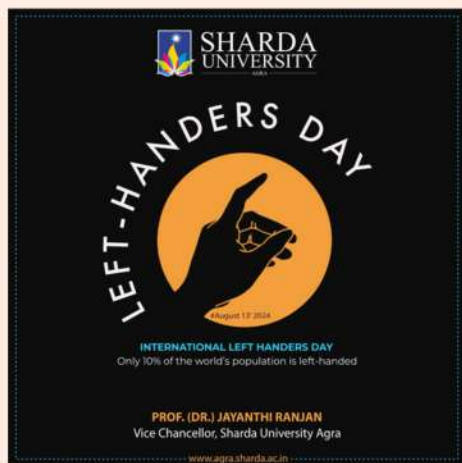
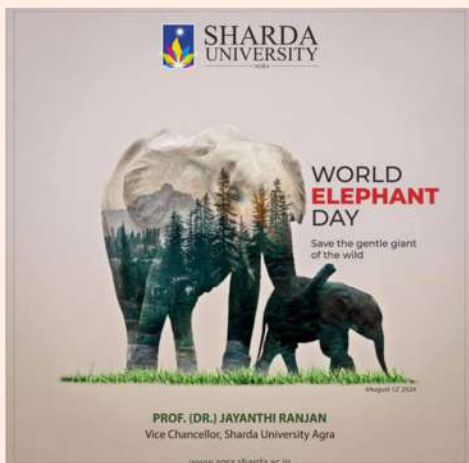
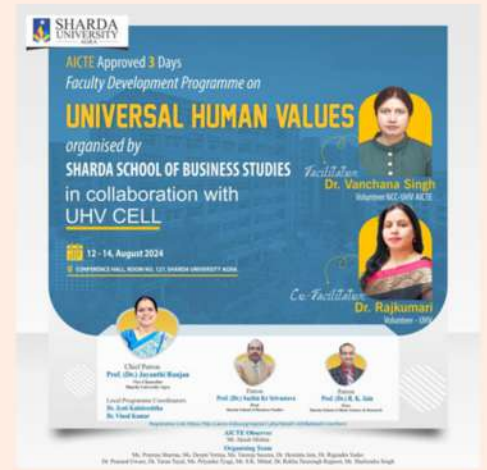
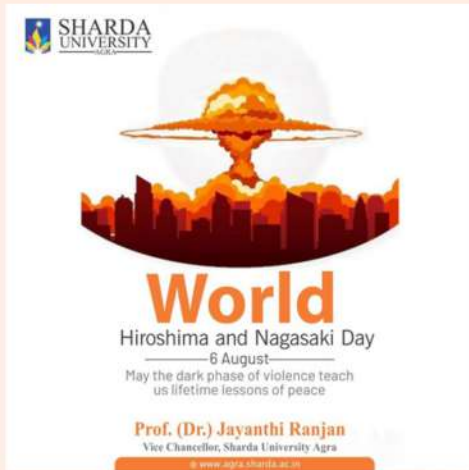
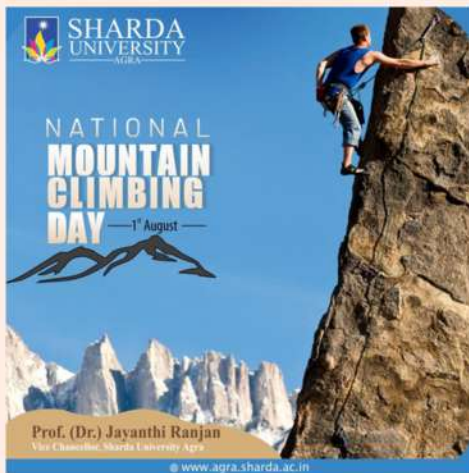
**SHARDA SCHOOL OF BUSINESS STUDIES**

**BUZZ BYTES**

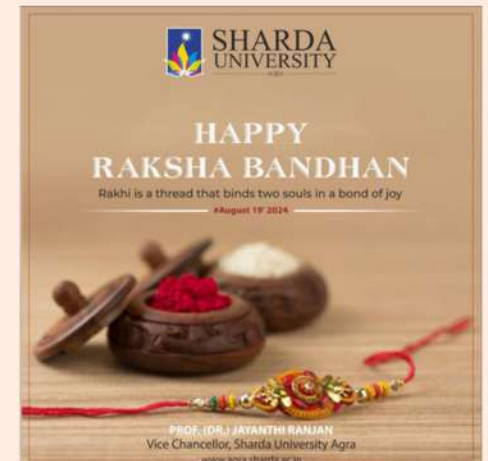
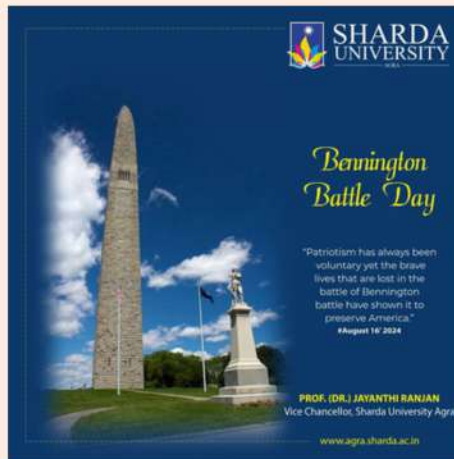
**THE SSBS DARPAN**

**24(8)(1)**

**Celebration of various commemorative Days & Events of National Pride at Sharda University Agra**



## Celebration of various commemorative Days & Events of National Pride at Sharda University Agra



## Students of Jawahar Navodaya Vidyalaya, Aligarh Visited Sharda University Agra





## **Memorandum of Understanding (MoU) with Patanjali Research Foundation (Trust) and the University of Patanjali**

Sharda University, Agra, has officially signed a Memorandum of Understanding (MoU) with Patanjali Research Foundation (Trust) and the University of Patanjali. The MoU was signed at Patanjali Yogapeeth in Haridwar by Prof. (Dr.) Jayanthi Ranjan, the Honorable Vice Chancellor of Sharda University, and Shri Acharya Balkrishan Ji, the Founder Secretary of Patanjali Research Foundation and Vice Chancellor of the University of Patanjali, Haridwar.

Prof. (Dr.) Jayanthi Ranjan, Honorable Vice Chancellor of Sharda University, expressed her enthusiasm for the collaboration. This MoU depicts a significant step forward in enhancing research, education, and industry collaboration between Sharda University and Patanjali institutions.



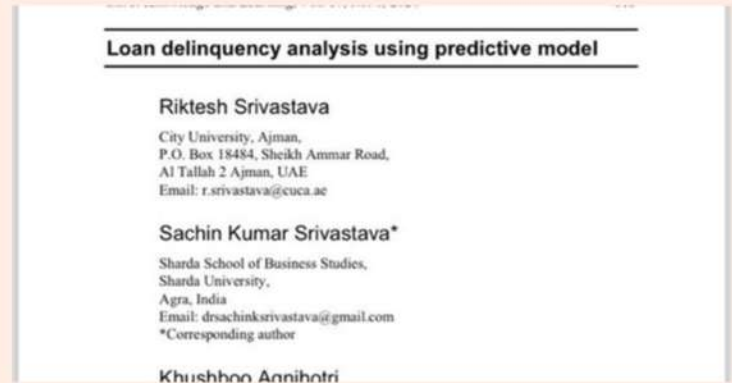
“Leadership is not about being in charge; it’s about taking care of those in your charge.”

“True leadership inspires others to believe in themselves, not just in the leader.”

“Leaders empower others to achieve more than they thought possible.”

**Faculty Achievements**

**Prof. (Dr.) Sachin Kumar Srivastava**



**CA. Sanjeev Singh Thakur**



**Dr. Ruchi Jain**



**Faculty Achievements**

**Dr. Jyoti Kulshreshtha**



**SHARDA SCHOOL OF BUSINESS STUDIES (SSBS)**

**CREATING BUSINESS LEADERS**

**VISION**

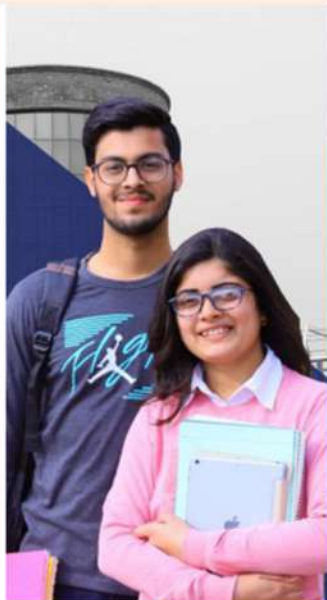
Crafting a globally esteemed business school dedicated to delivering excellence in value-based education, fostering transformative leadership and nurturing entrepreneurial spirit to empower society.

**MISSION**

- M1: To nurture students to become competent, dynamic and accomplished business professionals by developing their entire personality.
- M2: To offer cutting-edge expertise in all functional areas of management by developing global business leaders.
- M3: To provide world class environment to facilitate research and innovation.
- M4: To provide a linkage between industry and academia for upliftment of the society.

**CORE VALUES**

- Excellence
- Integrity
- Innovation
- Commitment
- Inspirational leadership





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Education is the manifestation of  
the perfection already in man."

— Swami Vivekananda