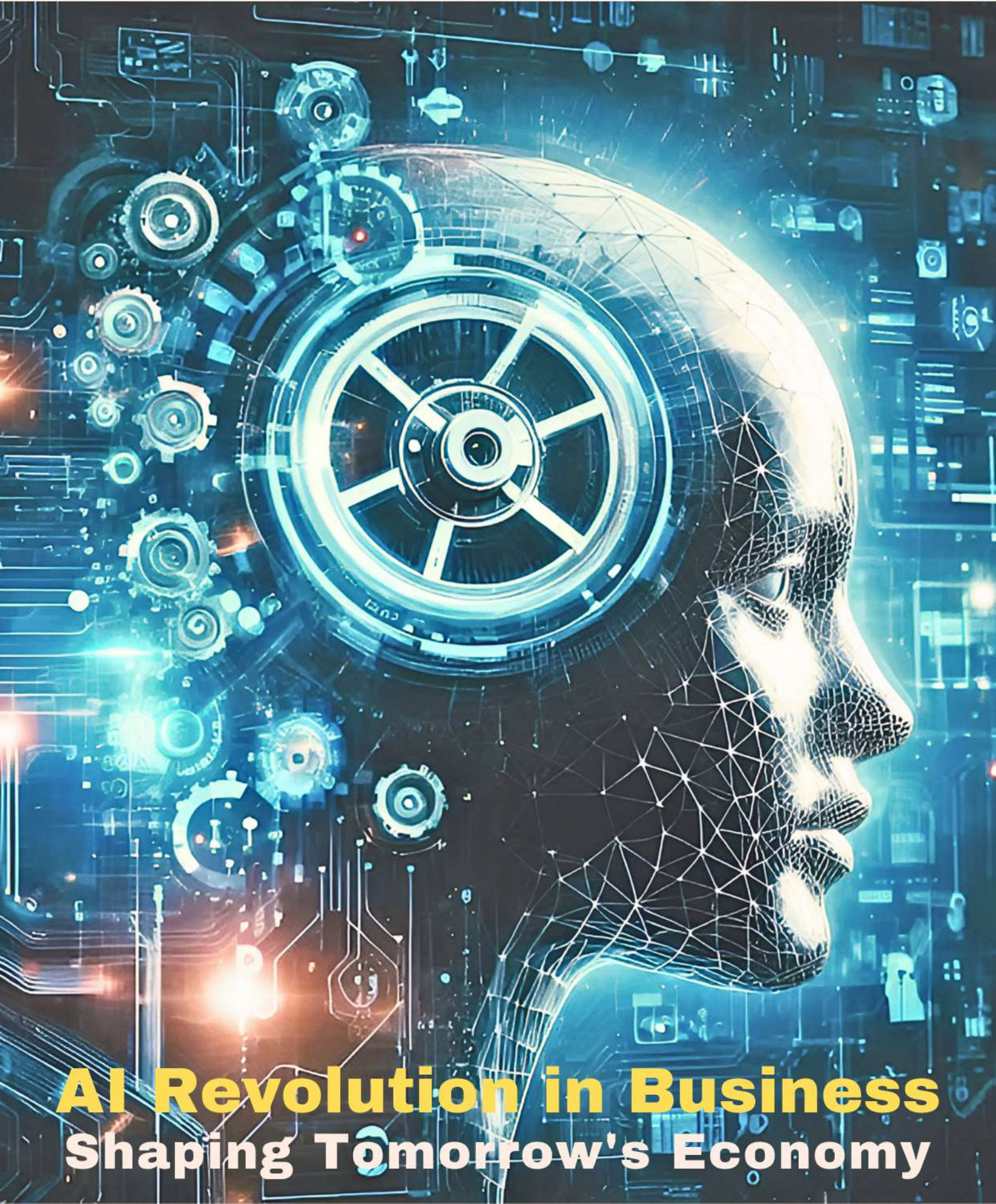


# THE BUZZ BYTES

THE SSBS DARPAN

Monthly Newsletter of SHARDA SCHOOL OF BUSINESS STUDIES



**AI Revolution in Business**  
Shaping Tomorrow's Economy

**SHARDA SCHOOL OF BUSINESS STUDIES**

# BUZZ BYTES

**THE SSBS DARPAN**

## EDITORIAL BOARD



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## **Vice Chancellor's Message**



With immense pride and joy, I welcome our newest cohort to Sharda University, Agra, through 'Vidyarambh 2024' (Orientation). This remarkable event was honored by the presence of Shree Nishakant Ojha Ji, Advisor on Cybersecurity and Aerospace Security at BECIL, and Dr. Jitender Singh Shunty Ji, Padma Shri Awardee and President of the Shaheed Bhagat Singh Sewa Dal, who inspired our students as they begin their journey with us.

At the Sharda School of Business Studies (SSBS), excellence and innovation are the foundation of all initiatives. I am proud of the SSBS team's dedication to fostering an environment where academic knowledge meets real-world experience. Recent achievements such as the insightful seminar on 'Destination Marketing in Tourism' for World Tourism Day, the MoU with Avaan Intellect to launch the BBA in Logistics Management, and the 'Brewing Success: Coffee with Young Entrepreneurs' event at the Sharda Business Clinic are just a few examples of their dynamic contributions.

Each initiative reflects SSBS's commitment to comprehensive growth, empowering students with the skills they need for impactful careers. This latest issue of "Buzz Bytes - The SSBS Darpan" captures these achievements and the dedication of both students and faculty in driving meaningful change.

As you embark on this transformative journey, know that our faculty and staff are here to support you. Together, let us continue to innovate, collaborate, and excel.

Welcome to the Sharda family!

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



## Dean's Message



It is my pleasure to extend a warm welcome to all new students joining the Sharda School of Business Studies (SSBS). As you step into this new chapter, I want to congratulate you on choosing an institution dedicated to academic excellence, real-world learning, and personal growth.

At SSBS, our mission goes beyond imparting knowledge; we aim to cultivate leaders who are equipped to navigate the dynamic landscape of today's business world. Recent initiatives such as the impactful seminar on 'Destination Marketing in Tourism,' our new partnership with Avaan Intellect for the BBA in Logistics Management, and the 'Brewing Success: Coffee with Young Entrepreneurs' event at the Sharda Business Clinic reflect our commitment to enhancing practical exposure for our students.

Through industry collaborations, research opportunities, and hands-on activities, we provide an environment that encourages critical thinking, creativity, and leadership. As part of our vibrant community, you will have numerous opportunities to participate in seminars, workshops, guest lectures, and innovative programs designed to enrich your academic journey and expand your professional network.

I urge each of you to embrace the diverse learning experiences SSBS has to offer and actively participate in the academic and social life of our school. Together, let us aim for excellence, set new benchmarks, and make the most of this transformative journey.

Welcome to the SSBS family. I am excited to see all that you will achieve!

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



## AI Revolution in Business: Shaping Tomorrow's Economy

Artificial Intelligence (AI) is no longer a concept of the future; it's a powerful tool transforming industries worldwide, especially in India's fast-evolving business landscape. With advancements in machine learning, data analytics, and automation, AI has become an integral part of strategic decision-making, customer engagement, and operational efficiency in businesses of all sizes.

In India, AI's impact is particularly significant as it accelerates the pace of digital transformation across sectors like banking, retail, healthcare, and manufacturing. For instance, AI-powered chatbots in banking have revolutionized customer service, while predictive analytics in retail helps optimize supply chains and personalize consumer experiences. The Government of India has also recognized AI's potential, pushing initiatives such as the National AI Strategy to position India as a global AI leader and support industry adoption.

However, integrating AI comes with challenges. Issues like data privacy, the need for skilled AI professionals, and the balance between automation and employment require careful consideration. Despite these hurdles, AI's potential to drive growth is immense, offering companies the ability to analyze complex data patterns, make informed business decisions, and streamline their operations, paving the way for a highly productive economy.

As AI continues to reshape the business environment, companies that embrace and innovate with AI are poised to gain a competitive edge. In this AI-driven era, the Indian business community must be agile, ethically responsible, and forward-looking to truly unlock AI's transformative power, crafting a future where technology and human ingenuity work hand-in-hand.

CA. Sanjeev Singh Thakur  
Chief Editor

## **Vidyarambh (विद्यारंभ) 2024**

Sharda University Agra Celebrates the Grand Freshmen Welcoming Ceremony - Vidyarambh 2024! The event was filled with enthusiasm, inspiration, and a sense of new beginnings as our freshers embarked on their academic journey. Mr. Nishikant Ojha Advisor cyber/chief strategic officer & Aerospace security BECIL, Defense & paramilitary and Dr. Jitendra Singh Shunty Padma Shree awardee and President- Shaheed Bhagat Singh Sewa Dal. With blessings from our esteemed faculty and leadership, we look forward to seeing our students achieve great heights and contribute to a bright future.



**SHARDA SCHOOL OF BUSINESS STUDIES**

# BUZZ BYTES

**THE SSBS DARPAN**

## Seminar on "Destination Marketing in Tourism"

Sharda Business Clinic of SSBS at Sharda University Agra has organised a Seminar on "Destination Marketing in Tourism" in collaboration with Rotary Club Agra, on the auspicious occasion of World Tourism Day on 27th September 2024

Honorable Guests & Speakers were:

- Chief Guest: Prof. (Dr.) Jayanthi Ranjan (Vice Chancellor - Sharda University Agra)
- Keynote Speaker: Mr. Hari Sukumar (VP Operations - Jaypee Hotels)
- Rtn. Neerav Nimesh Agrawal (District Governor - Rotary International, IIT Delhi and IIM K Alumni)
- PDG CA. Sharat Chandra (Zonal Coordinator - Rotary International)
- Prof. (Dr.) Sachin Kumar Srivastava (Dean SSBS Sharda University Agra)
- Prof. (Dr.) Lavkush Misra (Head ITHM, DBRAU Agra)
- Rtn. Namrata Panicker (President - Rotary Club of Agra)
- CA. Sanjeev S. Thakur (Associate Director- Sharda Business Clinic.)



## **Memorandum of Understanding (MoU) with Avaan Intellect**



Sharda School of Business Studies, Sharda University, Agra, has officially signed a Memorandum of Understanding (MoU) with Avaan Intellect to launch the BBA in Logistics Management program. This pivotal collaboration will enhance education, research, and industry alignment in the growing logistics and supply chain management field.

The MoU was signed by our Honorable Vice Chancellor, Prof. (Dr.) Jayanthi Ranjan, and Mr. K H David Singh, President-Vocational Training of Avaan Intellect. Their shared vision promises to unlock new opportunities for our students and faculty.

The signing ceremony was honored by Prof. (Dr.) Sachin Kr. Srivastava Dean SSBS, Ms. Sujatha Garimella, CA. Sanjeev S. Thakur, and Mr. Arif Mohd. We look forward to a fruitful collaboration that will drive academic and industry excellence!



## SHARDA SCHOOL OF BUSINESS STUDIES

# BUZZ BYTES

THE SSBS DARPAN

### Memorandum of Understanding (MoU) with Acculizein Tech Pvt. Ltd.

Sharda University Agra has signed a Memorandum of Understanding (MoU) with Acculizein Tech Pvt. Ltd. This collaboration marks a significant step towards achieving innovation and development in the fields of Cyber Security, Information Technology, and Ethical Hacking.

The MoU was signed by our esteemed Prof. (Dr.) Jayanthi Ranjan, Honourable Vice Chancellor of Sharda University Agra, and Mr. Deepak Kumar Singh, Director and COO of Acculizein Tech.

Through this partnership, we aim to:

- Enhance student and faculty development through specialized programs
- Organize joint workshops, projects, and conferences in emerging areas
- Integrate academic curricula with real-world applications and technologies
- Facilitate knowledge sharing and joint initiatives in the IT and cyber security domains.

This collaboration is a significant milestone for us, and we are excited about the impactful opportunities it will bring for our students and faculty.



**SHARDA SCHOOL OF BUSINESS STUDIES**

# **BUZZ BYTES**

**THE SSBS DARPAN**

## **Mou with the International Society for Krishna Consciousness (ISKCON)**

Sharda University Agra has signed an MoU with the International Society for Krishna Consciousness (ISKCON). This collaboration aims to promote academic integration, joint programs, and various collaborative initiatives to enrich our students' academic and spiritual journey. A special thanks to Prof. Dr. JAYANTHI RANJAN, Honorable Vice Chancellor and H.G. Arvind Kumar Das President ISKCON Agra for their invaluable support in making this partnership possible.



**SHARDA SCHOOL OF BUSINESS STUDIES**

# **BUZZ BYTES**

**THE SSBS DARPAN**

**Seminar on**

## **The Role of Spirituality in Modern Economic Systems**

We are thrilled to announce the successful completion of an insightful seminar hosted by the Sharda Business Clinic, Sharda School of Business Studies, Sharda University Agra on 8th October 2024.

Our distinguished speaker, Prof. (Dr.) Lavkush Misra, Head of the Institute of Tourism & Hotel Management (ITHM), DBRAU Agra, captivated the audience with his thought-provoking insights on the profound relationship between spirituality and economic systems. The session delved into how these seemingly distinct realms can converge to foster sustainable, ethical, and humane business models.

We extend our heartfelt gratitude to our honorable Vice Chancellor, Prof. (Dr.) Jayanthi Ranjan, for her support and delivering the keynote address. Prof. (Dr.) Sachin Kr. Srivastava was the convener of the seminar whereas CA. Sanjeev S. Thakur was the coordinator of the same. A big thanks to all faculty members and students who actively participated and made this event a success.



**SHARDA SCHOOL OF BUSINESS STUDIES**

# **BUZZ BYTES**

**THE SSBS DARPAN**

## **Deepawali Celebration @ SSBS**

At SSBS, Sharda University, we celebrated Diwali with immense zeal and enthusiasm, bringing students, faculty, and staff together for a vibrant and memorable day! Under the guidance of our esteemed Vice Chancellor, Prof. (Dr.) Jayanthi Ranjan, and Dean of SSBS, Prof. (Dr.) Sachin Kr. Srivastava the celebration was filled with unity, joy, and cultural expression.

From colorful rangolis to festive lights and traditional attire, every moment captured the true essence of Diwali – positivity, prosperity, and new beginnings.



**SHARDA SCHOOL OF BUSINESS STUDIES**

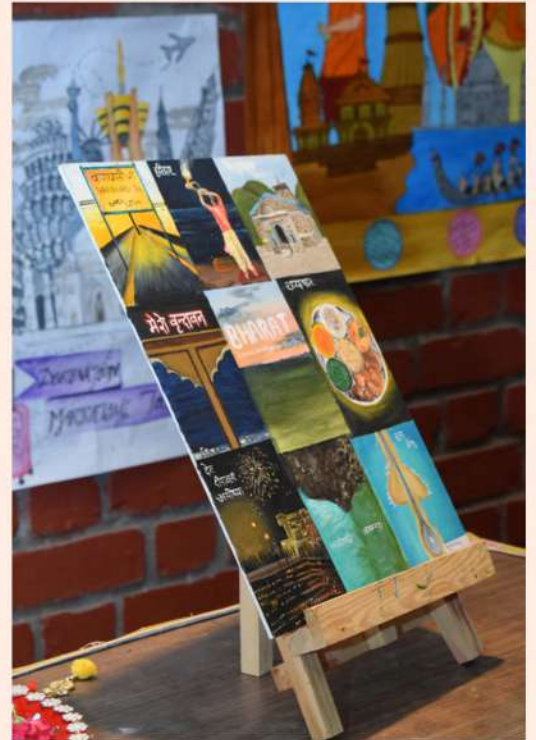
# BUZZ BYTES

**THE SSBS DARPAN**

## Poster Competition On the occasion of World Tourism Day

The Business Clinic of the Sharda School of Business Studies (SSBS) at Sharda University, Agra in collaboration with Rotary Club Agra, Organised a Poster Competition on 'Destination Marketing in Tourism' on September 27, 2024.

This competition aims to engage students, faculty, and industry professionals in creatively showcasing the role of destination marketing in promoting tourism and contributing to economic growth.



**SHARDA SCHOOL OF BUSINESS STUDIES**

# BUZZ BYTES

THE SSBS DARPAN

## Workshop on Brewing Success: Coffee with Young Entrepreneurs

We are delighted to share the successful completion of "Brewing Success: Coffee with Young Entrepreneurs" held at Sharda Business Clinic, SSBS on 19th October 2024!

This vibrant and engaging event brought together aspiring entrepreneurs and industry experts for an enriching discussion, sparking innovation, collaboration, and fresh opportunities. The room was filled with dynamic exchanges of real-world experiences, challenges, and success strategies in a relaxed and inspiring atmosphere.

Special thanks to our Resource Person: Mr. Brijesh Verma, FCA (Advocate), Delhi High Court, for enlightening us with his invaluable insights! Event Highlights: In-depth discussions on entrepreneurial journeys; Networking opportunities for budding entrepreneurs, Collaborative solutions to real-world business challenges

A big thank you to our esteemed guests and participants:

Mr. Shashank Chaudhary - Max Forte Hospital; Dr. Anchal Singh - Neuro-Psychiatry, Max Path Lab; Mr. Aman Mittal - Bhagwati Furniture; Mr. Gautam Pandey - M D Constructions, M D Enterprises; Mr. Aman Gupta - RNRL Stationers; Mr. Yasir Husain - Bionate Research Pvt. Ltd.; Mr. Kushagra Mittal - Richa Foam Agency; Mr. Siddhant Mohan Saxena - J R Group;

Special appreciation to our Chief Patron: Prof. (Dr.) Jayanthi Ranjan Mam, Vice Chancellor, Sharda University Agra; our Patron, Prof. (Dr.) Sachin Kr. Srivastava: Dean SSBS & Director, SBC  
Convener: CA. Sanjeev S. Thakur, Associate Director, SBC



**SHARDA SCHOOL OF BUSINESS STUDIES**

# BUZZ BYTES

THE SSBS DARPAN

## Visit of Prof. (Dr.) Dharendra Pal Singh – Chancellor Tata Institute of Social Science (TISS)

Sharda University, Agra, was honored to host Prof. Dharendra Pal Singh, who has served as the Chairman of the University Grants Commission (UGC) from 2018 to 2021. With a career spanning nearly four decades, Prof. Singh has held numerous prestigious academic leadership roles, making significant contributions to Indian higher education.

Prof. Singh was warmly welcomed by the Honorable Vice Chancellor, Prof. (Dr.) Jayanthi Ranjan. His insightful words and remarkable experience captivated the audience, earning admiration from everyone present.



## SHARDA SCHOOL OF BUSINESS STUDIES

# BUZZ BYTES

THE SSBS DARPAN

### Udbhav 1.0 – Emerging Excellence

On October 19th, 2024, Sharda University's Agra Campus hosted Udbhav 1.0 – Emerging Excellence, an inspiring event dedicated to empowering Class 12th students and guiding them toward a brighter academic and professional future. The event saw over 500 students from five renowned schools, including GL Public School, University Model Public School, New St. Stephens School, BD Convent School, and Ek Pahal Pathshala, coming together to explore pathways to success.

Under the leadership of Mr. Nitin Bhargava, Regional Manager, Outreach, Sharda University, the event featured a Career Guidance Session and a Campus Tour, led by Mr. Saibal Chatterjee, whose insightful presentation focused on career development, personal growth, and the transformative power of education.

One of the highlights of the event was the felicitation of outstanding students for their academic achievements, as well as the honoring of teachers who have been pivotal in shaping these bright minds.

Udbhav 1.0 is just the beginning of a larger mission to foster leadership, excellence, and empowerment through education. This annual event aims to continue guiding students on their journey toward academic and professional success.





**SHARDA SCHOOL OF BUSINESS STUDIES**

# **BUZZ BYTES**

**THE SSBS DARPAN**

## **Bollywood Day Celebration @ SSBS**



**SHARDA SCHOOL OF BUSINESS STUDIES**

**BUZZ BYTES**



**Faculty Achievements**

**CA. Sanjeev Singh Thakur**



**Mr. Atul Narang**





## Student's Achievements

### Vishal Verma



### Aneesha Agarwal



### Samiya Hussain



### Mamta Heerwani



### Pankaj Kumar



**Students Achievements**

**Jhanvi**



**Shrishti Gupta**



**Mohd. Adnan Khan**



**Vibhu Chaturvedi**



**Nisha Gupta**



**Aarshi Goyal**



**SHARDA SCHOOL OF BUSINESS STUDIES**

**BUZZ BYTES**



**Students Achievements**

**Jaya**



**Diya Agarwal**



**Krapali Gupta**





**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

**SHARDA SCHOOL OF BUSINESS STUDIES**

**BUZZ BYTES**



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

SHARDA UNIVERSITY AGRA

Father of Indian statistics  
**Lt. Prof. Prasanta Chandra Mahalanobis**

**NATIONAL STATISTICS DAY**

"Without data, you're just another person with an opinion."

ROTARY CLUB OF AGRA

**World Tourism Day Seminar**  
ON  
**DESTINATION MARKETING IN TOURISM**

27<sup>th</sup> September, 2024 | Time: 9:00 AM to 12:30 PM  
Venue: Sir C.V. Raman Auditorium, SUA

Chief Guest: Prof. Dr. J. Jayanthi Ranjan, Vice-Chancellor, Sharda University Agra

Guests of Honor: Dr. Naveen Singh Agrawal, Director, Sharda University Agra; Prof. Dr. J. Jayanthi Ranjan, Vice-Chancellor, Sharda University Agra; Prof. Dr. J. Jayanthi Ranjan, Vice-Chancellor, Sharda University Agra

ROTARY CLUB OF AGRA

**World Tourism Day Poster Competition** ON  
**DESTINATION MARKETING IN TOURISM**

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Prize Themes:  
1. Green Tourism  
2. Eco-System Friendly Tourism  
3. Destination Marketing in Tourism  
4. Cultural Heritage in Tourism  
5. Rural Tourism in India

SHARDA UNIVERSITY

**Seminar** on  
**Sharda School of Business Studies**  
ORGANIZES  
**The Role of Spirituality in Modern Economic System**

Chief Patron: Prof. Dr. J. Jayanthi Ranjan, Vice-Chancellor, Sharda University Agra

Guests of Honor: Prof. Dr. J. Jayanthi Ranjan, Vice-Chancellor, Sharda University Agra; Prof. Dr. J. Jayanthi Ranjan, Vice-Chancellor, Sharda University Agra

8<sup>th</sup> October, 2024 | Start at 3:00 pm  
Radhakrishnan Hall SU Agra | www.agra.sharda.ac.in

SHARDA UNIVERSITY

या देवी सर्वभूतेषु वृत्तिरूपेण सन्धिता।  
जगदतरये जगदतरये जगदतरये नमो नमो ॥  
श्री लक्ष्मी नमो नमो ॥ (शुभं) के लक्ष्मी नमो नमो ॥, श्री लक्ष्मी नमो नमो ॥

The goddess who is worshipped in all forms as Lakshmi, we have shown to her.

PROF. (DR.) JAYANTHI RANJAN  
Vice Chancellor, Sharda University Agra  
www.agra.sharda.ac.in

SHARDA UNIVERSITY

या देवी सर्वभूतेषु काविकरूपेण सन्धिता।  
जगदतरये जगदतरये जगदतरये नमो नमो ॥  
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The goddess who is worshipped in all forms as Lakshmi, we have shown to her.

PROF. (DR.) JAYANTHI RANJAN  
Vice Chancellor, Sharda University Agra  
www.agra.sharda.ac.in

SHARDA UNIVERSITY

Rest in Peace  
**Ratan Tata**  
28.12.1917 - 09.10.2024  
A VISIONARY LEADER, PHILANTHROPIST & GLOBAL BUSINESS ICON

SHARDA UNIVERSITY

या देवी सर्वभूतेषु वृत्तिरूपेण सन्धिता।  
जगदतरये जगदतरये जगदतरये नमो नमो ॥  
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The goddess who is worshipped in all forms as Lakshmi, we have shown to her.

PROF. (DR.) JAYANTHI RANJAN  
Vice Chancellor, Sharda University Agra  
www.agra.sharda.ac.in

SHARDA UNIVERSITY

**Happy Dussehra**  
October 12, 2024

"Let us make this Dussehra a festival full of learning and positivity."

PROF. (DR.) JAYANTHI RANJAN  
Vice Chancellor, Sharda University Agra  
www.agra.sharda.ac.in





# Glimpse of Recent Events @ SSBS



## Glimpse of Recent Events @ SSBS

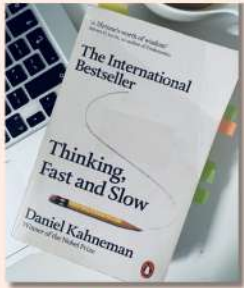


## Glimpse of Recent Events @ SSBS



## Glimpse of Recent Events @ SSBS





## Chapter-wise Book summary **Thinking, Fast and Slow** by Daniel Kahneman

### Chapter-wise summary of 'Thinking, Fast and Slow' by Daniel Kahneman:

**Thinking, Fast and Slow** by Daniel Kahneman explores the dual processes of human thought—intuitive, fast thinking and analytical, slow thinking—and reveals how they shape our decisions.

#### Chapter 1. Two Systems

Kahneman introduces System 1 (fast, intuitive) and System 2 (slow, deliberate) thinking. System 1 acts automatically, while System 2 takes over for complex tasks.

#### Chapter 2. Attention and Effort

System 2 requires effort, and we often rely on System 1 due to mental shortcuts, sometimes leading to errors in judgment.

#### Chapter 3. Cognitive Ease

We're more likely to believe ideas that are familiar or repeated often, known as "cognitive ease," even if they aren't correct.

#### Chapter 4. Associative Memory

Our minds connect related ideas quickly. These associations influence behavior, often without us realizing it.

#### Chapter 5. The Lazy Controller

System 2 often "takes it easy," which can lead to irrational decisions since we rely on System 1.

#### Chapter 6. Norms and Surprises

We're wired to expect patterns. Unpredictable events, or "surprises," grab our attention and disrupt our reasoning.

#### Chapter 7. Mental Accounting

We assess risks emotionally rather than statistically, often leading to irrational behavior.

#### Chapter 8. Anchors

Initial information (anchors) influences our judgments. Anchoring affects everything from pricing decisions to negotiation.

#### Chapter 9. Judgment and Intuition

Kahneman explains heuristics (mental shortcuts) and biases, such as availability and representativeness, which skew perception.

#### Chapter 10. Choices and Loss Aversion

People avoid losses more than they pursue gains, a bias that impacts decision-making.

#### Chapter 11. The Endowment Effect

We value what we own higher than its market value, influencing selling and buying decisions.

#### Chapter 12. Overconfidence and Hindsight Bias

People overestimate their knowledge and see events as predictable after they happen, impacting judgments.

#### Chapter 13. Prospect Theory

Kahneman's groundbreaking Prospect Theory shows that people evaluate gains and losses differently.

#### Chapter 14. Experienced vs. Remembered Utility

We make choices based on what we remember rather than our actual experiences.

Kahneman's book reveals how our minds work, cautioning us to recognize these biases and seek clearer judgment in decision-making.

This groundbreaking book dives into the psychology behind decision-making. Kahneman, a Nobel Prize-winning economist, explains the two systems that drive the way we think—one fast and intuitive, the other slow and logical. It's an essential read for understanding cognitive biases and improving strategic thinking.

## Business Quiz BizWhiz Challenge

Ready to put your business knowledge to the test? Dive into this edition of the BizWhiz Challenge and see how well you know the world of management and economics! Answers will be provided in the next issue.

### True or False

- Successful entrepreneurs are often characterized by their willingness to embrace change.
- Economies of scale result in increased costs when production scales up.
- In a perfectly competitive market, no single company can influence the price of a product.
- Eric Ries is the author of the book “The Lean Startup,” which focuses on managing startups scientifically.
- Negotiation is considered a “hard skill” rather than a “soft skill” in management.
- In SWOT analysis, the “T” stands for ‘Trends’.
- GDP, or Gross Domestic Product, measures a country’s total economic output.
- Liquidity refers to a company’s ability to pay off its long-term liabilities.
- The “4 Ps” of marketing are Product, Price, Place, and Promotion.
- Kristalina Georgieva is currently the Chairperson of the International Monetary Fund (IMF).
- A “bear market” is characterized by rising stock prices.

### True or False

- The “Triple Bottom Line” approach in business focuses on People, Planet, and Profit.
- The Balance Sheet shows a company’s revenue, expenses, and profits over a specific period.
- Inflation generally decreases the purchasing power of a currency.
- Penetration pricing is a strategy where prices are set high initially to recover costs quickly.
- The term “Blue Ocean Strategy” refers to creating a market with little to no competition.
- Corporate Social Responsibility (CSR) requires companies to prioritize shareholder profits above all else.
- “Just-In-Time” (JIT) inventory management minimizes inventory levels by receiving goods only as they are needed in production.
- The Federal Reserve is the central bank of India.
- In business, a “cash cow” is a product with high market share in a low-growth market.
- Kaizen is a Japanese business philosophy focused on rapid and dramatic change in business processes.

**SHARDA SCHOOL OF BUSINESS STUDIES**

# BUZZ BYTES

THE SSBS DARPAN



## CONTACT SHARDA UNIVERSITY AGRA

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**+91-120-6879222**

“ Education is not the learning of facts, but the training of the mind to think.  
— Albert Einstein ”

“ If you want to shine like a sun, first burn like a sun.  
— A. P. J. Abdul Kalam ”

“ Ups and downs in life are very important to keep us going, because a straight line even in an ECG means we are not alive.  
— Ratan Tata ”