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Vice Chancellor's Message

It is with great pride and joy that I welcome the new batch of students to Sharda University, Agra, through our 'Deeksharambh' (Orientation) program.

This significant event, graced by the Honorable Higher Education Minister of the Uttar Pradesh Government, Shri Yogendra Upadhyay, as the Chief Guest, and Shri Durga Shankar Mishra ji, Retired Chief Secretary, as the Guest of Honor, marks the beginning of an exciting journey for our students. We were also deeply honored by the presence of our esteemed Chancellor, Shri P. K. Gupta ji, and Pro-Chancellor, Shri Y. K. Gupta ji.

Sharda University is committed to providing a transformative educational experience, where academic excellence, innovation, and values converge to shape the leaders of tomorrow. As you embark on this new chapter, I encourage you to seize every opportunity that comes your way—be it in academics, extracurricular activities, or industry interactions. Our faculty and staff are here to guide and support you as you navigate through this enriching phase of your life.

The release of the latest issue of "Buzz Bytes - The SSBS Darpan" is a testament to the vibrant spirit of the School of Business Studies, encapsulating its many achievements and initiatives. It reflects the dedication of both students and faculty in pushing the boundaries of knowledge and practice.

I warmly welcome you all to the Sharda University family and look forward to seeing you thrive in your pursuits.

Let's continue to innovate, collaborate, and excel together.

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



Dean's Message



I am delighted to extend a warm welcome to all new students to the Sharda School of Business Studies (SSBS). As you embark on this exciting journey with us, I want to congratulate you on choosing a path that will equip you with not only academic knowledge but also the practical skills required to excel in today's fast-evolving business world.

At SSBS, we are dedicated to providing a holistic learning environment that goes beyond the classroom. Whether it's through our industry collaborations, research opportunities, interactive workshops, or hands-on experiences, our aim is to empower you to think critically, innovate, and lead with confidence.

As part of our vibrant academic community, you will have the opportunity to participate in numerous activities, from seminars and guest lectures to real-world simulations like the Coffee with CEO, Business Clinic, and many more. These experiences will not only enhance your knowledge but also help you build a strong network that will benefit your career.

I encourage each of you to make the most of the opportunities SSBS offers and actively engage in the dynamic life of our school. Together, we will continue to push boundaries, pursue excellence, and set new standards in business education.

Welcome to the SSBS family. I am confident this will be a transformative and rewarding chapter in your life

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



India Economic Outlook: September 2024



As we enter the second half of 2024, India's economic momentum continues to impress. The country's GDP growth rate for the fiscal year 2023-2024 stands at a solid 7.9% year-over-year (YoY), reflecting strong domestic demand, resilient manufacturing, and robust infrastructure development. While global economic uncertainty looms, India has managed to maintain its upward trajectory, positioning itself as a key driver of growth in the global economy.

September brings a cautiously optimistic outlook for India. The government's capital expenditure programs, along with sustained reforms in sectors like infrastructure, energy, and digitalization, have been pivotal in driving growth. Additionally, a rebound in the rural economy, along with strong performance in the banking and services sectors, has further strengthened the nation's economic foundation.

However, there are a few challenges that merit attention. Inflationary pressures, particularly driven by volatile food and energy prices, remain a concern. The monsoon season has brought mixed results, affecting agricultural output, but targeted measures by the government to address supply chain disruptions and bolster rural development should help mitigate these effects. Looking ahead, India's GDP growth for the fiscal year 2024-2025 is projected to hover between 6.8% and 7.0%, underpinned by strong domestic investment and a gradual easing of inflationary trends.

India's economic resilience, combined with strategic policy measures, ensures that the country is well-poised to navigate global headwinds and sustain its leadership as one of the fastest-growing economies.

CA. Sanjeev Singh Thakur
Chief Editor

Deeksharambh (दीक्षारम्भ) 2024

A Monumental Beginning! On 13th September, 2024 the 1st 'Deeksharambh' Ceremony at Sharda University Agra witnessed the esteemed presence of Shri Yogendra Upadhyay ji, Minister of Higher Education, Shri Durga Shankar Mishra ji, Retired Chief Secretary, Hon'ble Chancellor Shri P. K. Gupta ji, Pro Chancellor Shri Y. K. Gupta ji, Hon'ble Vice Chancellor Prof. Jayanthi Ranjan, and Registrar Prof. M. H. Wani.

It was a remarkable start to a transformative academic journey!



SHARDA SCHOOL OF BUSINESS STUDIES

BUZZ BYTES

THE SSBS DARPAN

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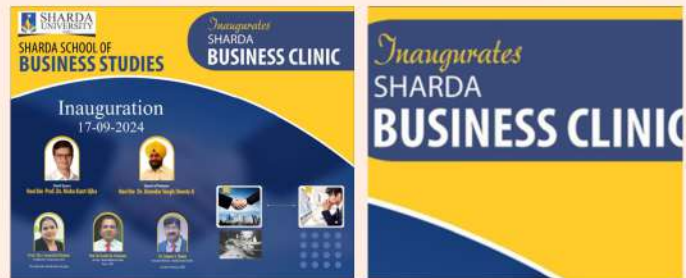
Inauguration of Sharda Business Clinic @SSBS

SSBS felt honored to inaugurate the Sharda Business Clinic (SBC), graced by Padma Shri Dr. Jitender Singh Shunty ji, President of Shaheed Bhagat Singh Sewa Dal, and Prof. (Dr.) Jayanthi Ranjan, Vice Chancellor, Sharda University Agra. The presence of Prof. (Dr.) Sachin Kumar Srivastava (Dean SSBS) made the occasion even more special.

We all are thrilled to be part of SBC's mission to empower micro and small enterprises, family-run ventures, and student startups through expert consultancy.

Together with a team of esteemed faculty and industry leaders, we aim to provide innovative solutions for real-world business challenges.

This marks a new chapter of growth, collaboration, and success for businesses in the community!



Sharda University Agra celebrated Teacher's Day

Sharda University Agra celebrated Teacher's Day with immense joy and enthusiasm. The event was organized by the HR department and graced by the Honorable Vice Chancellor, Prof. Dr. Jayanthi Ranjan, who inspired everyone with her heartfelt and motivating words, emphasizing the significance of teachers (Gurus) in shaping our lives and society.



Faculty members showcased their talents through vibrant dance performances, heartfelt poetry, and melodious songs. All faculty members were honored with certificates in recognition of their invaluable contribution to Sharda University Agra. The enthusiasm of the participants was infectious, making the event a resounding success.



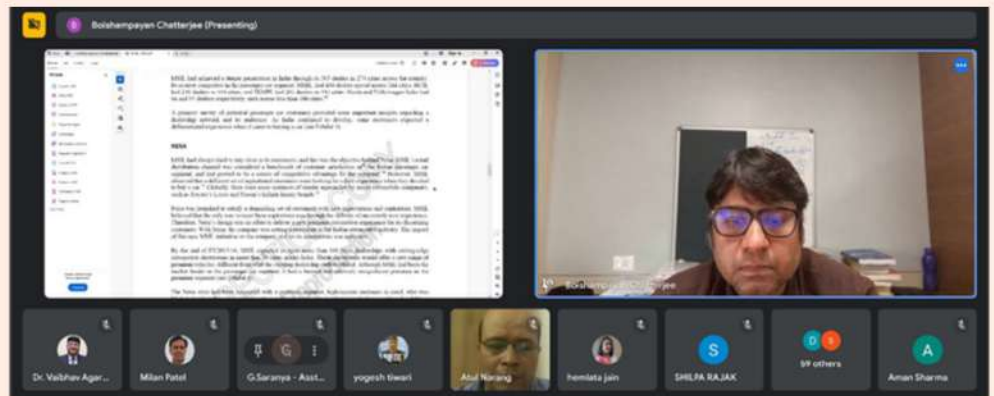
The celebration concluded with a warm vote of thanks delivered by Mr. Vaibhav, leaving everyone with a sense of fulfillment and appreciation for the pivotal role teachers play in our lives.



Online FDP on Writing Case Studies

Sharda School of Business Studies successfully conducted an Online Faculty Development Program (FDP) on "Writing Case Studies for Teaching" today. The session was led by Dr. Boishampayan Chatterjee, Associate Professor at NMIMS University, who shared his expertise with great passion and enthusiasm.

We extend our heartfelt thanks to Dr. Chatterjee for his valuable insights and to our esteemed Vice Chancellor, Prof. (Dr.) Jayanti Ranjan, and Dean SSBS, Prof. (Dr.) Sachin Kumar Srivastava, for their support in promoting quality education. This program has greatly enriched our faculty's approach to case-based teaching.



“ 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 ”

SSBS Welcomes

Dr. Brijmohan Dutta



Dr. Brijmohan Dutta joined as an Associate Professor at the Sharda School of Business Studies (SSBS). With over 15 years of entrepreneurial experience and expertise in criminal litigation at Dehradun District Court, he has been teaching law for more than 12 years. Dr. Dutta holds an LL.D. from CCS University, Meerut (2024), and has qualifications in Corporate Law (LL.M.), Law (NET, UGC), and Economics (M.A.). He has published over 10 papers in Scopus, ABDC, and UGC CARE, and has presented at numerous national and international conferences. His research interests include Constitutional Law, Company Law, and IPRs.

Dr. Vaibhav Agarwal

Dr. Vaibhav Agarwal holds a B.Tech, MBA, UGC-NET, and Ph.D., with over 4 years of experience in both academia and industry. He has authored 3 research papers in Scopus and ABDC-indexed journals, focusing on consumer behavior, technology adoption intentions, and business sustainability. A firm believer in God, Dr. Agarwal approaches life with faith and balance, preferring to avoid pressure situations. Outside of work, he enjoys traveling, exploring places of historical significance, and indulging in local food. His dedication to research and learning is matched by his desire to contribute meaningfully to the business management domain.



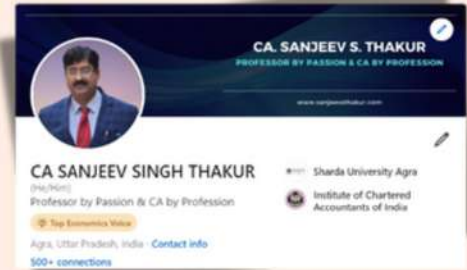
Mr. Jishan



We are delighted to welcome Mr. Jishan as an Assistant Professor in the Department of Management at Sharda School of Business Studies (SSBS), Sharda University, Agra. With five years of experience in teaching French, Mr. Jishan specializes in grammar, translation, and fostering a deep understanding of the language. He holds a Master's degree in English Literature from Mangalayatan University and is currently pursuing an M.A. in French from DBRAU. Additionally, he holds an Advanced Diploma in French and B1 certification from Alliance Française, Delhi. His expertise will be a valuable asset in enhancing the language learning experience at SSBS.

Faculty Achievements

CA. Sanjeev Singh Thakur



Dr. Ravi Kant Pathak



Faculty Achievements

Dr. Ruchi Jain



Ms. Deepti Verma



Dr. Jyoti Kulshreshtha



SHARDA SCHOOL OF BUSINESS STUDIES

BUZZ BYTES

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Faculty Achievements

Dr. Rachit Kumar



Mr. Diwakar Vikram Singh



MS. Pratima Sharma



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Student's Achievements

Nandini Bansal



Aarush Garg



Garima Khemnani



Samiya Hussain



Ayush Jain



Aneesha Agarwal



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Students Achievements

Samvida Sharma



Pankaj Sikarwar



Lalit Lodhi



Tashu 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

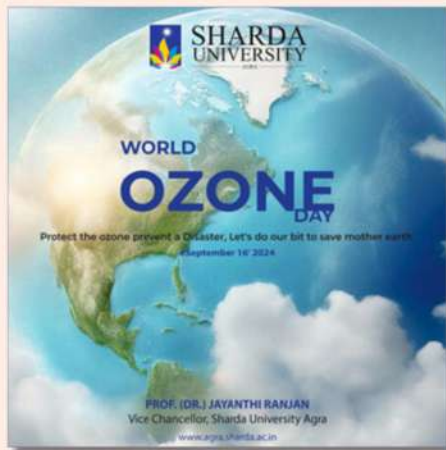
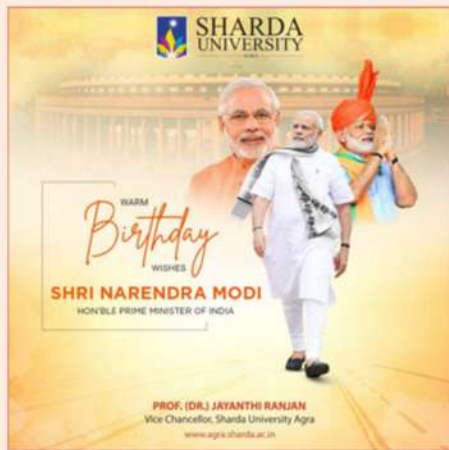
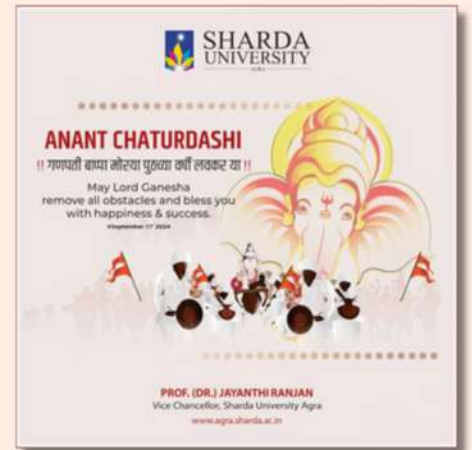
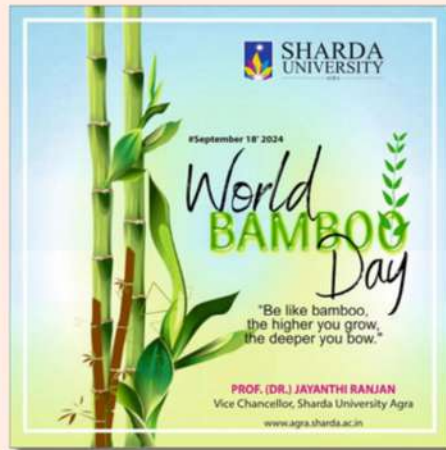
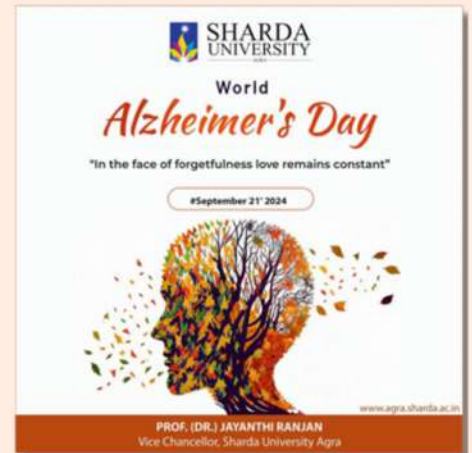
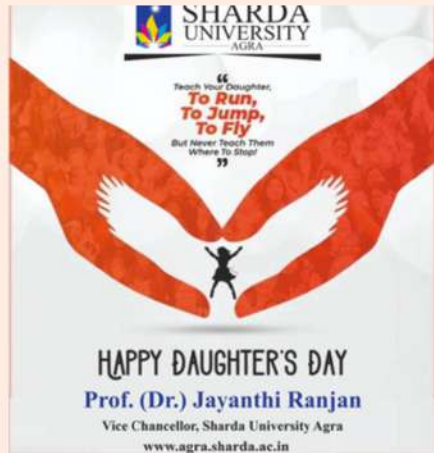
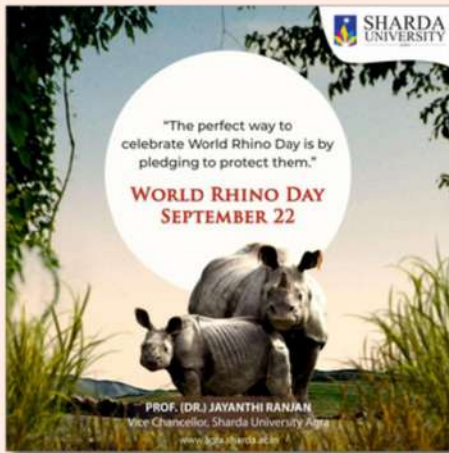
M1: To nurture students to become competent, dynamic and accomplished business professionals by developing their entire personality.
 M2: To offer cutting-edge expertise in all functional areas of management by developing global business leaders.
 M3: To provide world class environment to facilitate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

CORE VALUES

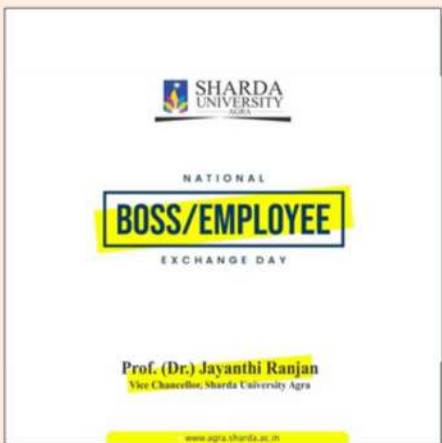
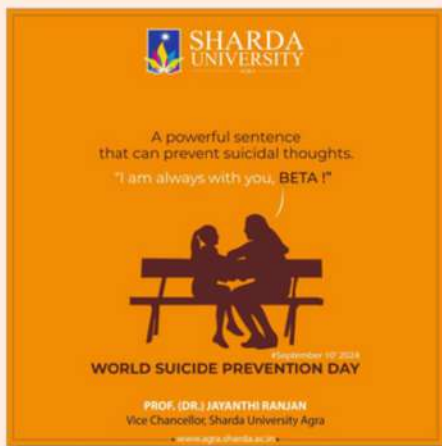
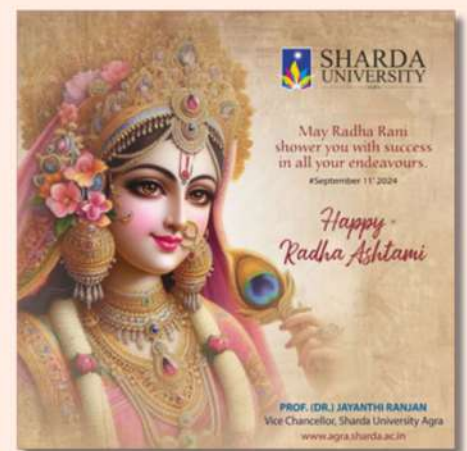
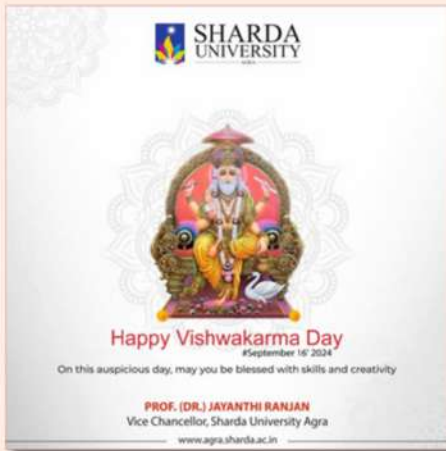
Excellence Integrity Innovation Commitment Inspirational leadership



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



Glimpse of Recent Events @ SSBS

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Glimpse of Recent Events @ SSBS



Glimpse of Recent Events @ SSBS





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

— Swami Vivekananda