



# Bandhnam

...Disseminating Information

School of Management & Commerce Studies

## SHRI GURU RAM RAI UNIVERSITY

(Estd. by Govt. of Uttarakhand, vide Shri Guru Ram Rai University act No.03 of 2017)

- **Chief Patron**

**Shri Mahant Devendra Dass Ji Maharaj**

Hon'ble President,  
Shri Guru Ram Rai University

- **Patron**

**Prof. (Dr.) Yashbir Dewan**

Hon'ble Vice Chancellor,  
Shri Guru Ram Rai University

- **Co - Patron**

**Dr. Ajay Kumar Khanduri**

Registrar,  
Shri Guru Ram Rai University

- **Editor in Chief**

**Prof. (Dr.) Pooja Jain**

Dean, SMCS

- **Editorial Committee**

**Faculty Members**

**Mr. Mandeep Narang**

Associate Professor

**Dr. Mini Srivastava**

Associate Professor

**Mr. Ashish Vishnoi**

Assistant Professor

**Student Members**

**Pranay Agarwal,**

BHA, VI Semester

**Priyansh Gaur,**

B.Com (Hons.), VI Semester

**Krishna Bisht,**

BHA, II Semester

### The School of Management & Commerce Studies at Shri Guru Ram Rai University

places a strong emphasis on practical learning and industry exposure. Students have the opportunity to engage in internships, workshops, and seminars conducted by School of Management and Commerce Studies with area experts, subject experts, industry experts etc., ensuring that they graduate with not only theoretical knowledge but also real-world skills that are highly sought after by employers. The school's commitment to holistic education is reflected in its efforts to nurture critical thinking, communication, and leadership skills, preparing students to excel in diverse roles within the corporate world.

Furthermore, the School of Management & Commerce Studies is deeply rooted in the values of ethics and social responsibility. The curriculum integrates lessons on sustainable business practices, corporate social responsibility, and ethical decision-making, empowering students to become responsible leaders who contribute positively to society.

Shri Guru Ram Rai University's School of Management & Commerce Studies not only serves an Educational Institution but also as a center of inspiration, innovation, and excellence that shapes individuals into competent professionals equipped to drive positive change in the business world.

# "Alumni: OUR LEGACY, OUR PRIDE."

*Navigate, Thrive, Succeed.*



**RAHUL SINGH RAWAT**  
MBA - FINANCE  
( BATCH 2021 - 2023 )

The experience at Shri Guru Ram Rai University's School of Management & Commerce Studies has been enlightening and life-changing. The unwavering support and mentorship from the dedicated faculties have not only imparted knowledge but also instilled in me a sense of leadership, critical thinking, and ethical values. Beyond the classrooms, the vibrant campus life, filled with cultural events and seminars, has fostered a sense of community and camaraderie.

*Great leaders are not defined by the absence of weakness, but rather by the presence of clear strengths.*  
—John Zenger

The School's commitment to holistic education has not only prepared me for the professional challenges ahead but has also contributed to my personal growth. As alumni, I carry with me not only a degree but a set of skills, values, and memories that will forever shape my professional and personal life. I am proud to be associated with the School of Management & Commerce Studies at Shri Guru Ram Rai University and grateful for the foundation it has provided for my future success.

I, Shagufa Ansari completed Masters in Hospital Administration from Shri Guru Ram Rai University, Dehradun. I am currently working as an Assistant Professor at Dev Bhoomi University, Uttarakhand. SMCS at SGRR University has the rigorous coursework and mentorship from faculty members have instilled resilience and a problem-solving mindset, proving invaluable in the business realm. As a part of Education Industry, it enables me to carry forward the knowledge, skills, and values gained during our time at SMCS, Shri Guru Ram Rai University, grateful for the foundation that has propelled me into successful and fulfilling professional life.



**SHAGUFA ANSARI**  
MHA  
( BATCH 2019 - 2021 )

# ALUMNI SPEAKS..



**DIKSHA V CHAWLA**  
B.COM HONS.  
(BATCH 2018 - 2021)

Dikshaa V Chawla, successfully graduated in B.Com(Hons.) from SMCS, Shri Guru Ram Rai University. Shri Guru Ram Rai University an esteemed institution played a crucial role in shaping my academic foundation, instilling qualities of discipline and excellence. I am currently employed at Gateway Distriparks Limited, making strides in the logistics industry.



**TUSHAR JAISWAL**  
BBA - FINANCE  
(Batch 2019 - 2022)

I am truly grateful for the holistic education I received at the School of Management & Commerce Studies. The encouragement to explore innovative solutions and take calculated risks has been a driving force. I am thankful for the supportive ecosystem that encouraged my creativity and ambition.



**Dr. KANISHK KALA**  
MHA  
(BATCH 2011 - 2013)

“ With deepest humility, I extend my Sincere regards towards our Prestigious Philanthropic Institution running under kind ‘Shri Mahant Devendra Dass Ji Maharaj’, having a visionary approach of Enlightening the ‘Light of Knowledge’ in Society through its Education, Health & Social services since its Inception. The Institution symbolises the teacher as the Supreme Architect who shape the future of the students.

I am deeply Honored to be a part of the institution which has provided me with the platform to pursue my Dreams & shape my career. The Institution is committed to provide accessible, affordable & quality Education & Health Services to the Society. Lastly, I extend my humble thanks to all teachers & staff of the Institution whose collaborative efforts have given the unique essence of wisdom to the Glorious Institution.

# BUSINESS NEWS

YEAR 2023 - 2024



## ISRO

The Indian Space Research Organisation (ISRO) successfully launched its X-ray Polarimeter Satellite (XPoSat) in January 2024, aiming to study black holes and galaxies.

## INTERIM BUDGET HIGHLIGHTS ( 2024 )

- Government assisted 25 crore people out of multi-dimensional poverty in last 10 years.
- DBT of Rs. 34 lakh crore using PM-Jan Dhan accounts led to savings of Rs. 2.7 lakh crore for the Government.
- Electronic National Agriculture Market (e-NAM) integrated 1361 mandis, providing services to 1.8 crore farmers with trading volume of Rs. 3 lakh crore.
- In STEM courses, girls and women constitute 43% of enrolment, one of the highest in the world.
- FDI inflow during 2014-23 of USD 596 billion was twice of the inflow during 2005-14.
- 1 crore households to obtain 300 units free electricity every month through rooftop solarization.
- Direct tax collection tripled, return filers increased to 2.4 times, in the last 10 years.
- Tax benefits to Start-Ups, investments made by Sovereign wealth funds or pension funds extended to 31.03.2025 Corporate income tax decreased to 22% from 30% for existing domestic companies.

## HIGH LAYOFFS AMID RECORD JOB GROWTH

Through 2023's first nine months, there were about 605,000 announced layoffs, a 198% increase from last year in the worst first three quarters of job trimming since 2020 and the second-worst stretch since 2009 during the Great Recession, according to Challenger, Gray & Christmas, which tracks private employer announcements of job expansions and reductions.



# Mental Health Criticality in Modern Era



Lieutenant Colonel  
Ratnesh Kumar Sharma  
MHA – 4 semester

1. Mental health is the most neglected health domain across the entire spectrum of health considerations. Having significant ramification on the day to day activities of the patient, it requires effective treatment and regular monitoring to keep it under the manageable range. While early diagnosis and detection is the key, the family members of the patient plays a crucial role in management of the condition to the entire satisfaction and guidelines provided by the healthcare provider. Delay in identification and reporting the condition to the healthcare practitioner because of prevalent social stigma is the biggest hurdle in the Indian social fabric. While awareness level is quite high in the western societies, it is gradually developing in India as well. The urban - rural divide is clearly evident in mitigating the symptoms at an earlier time frame.

2. The availability of specialized pool of doctors and psychologists is acutely deficient with respect to other health specializations. The government effort in enhancing social awareness is far from satisfactory. Still there are educated upper class elites who are not comfortable in disclosing their mental health conditions like depression, bipolar disorder, schizophrenia and so on. We need a coordinated effort in this regard where government, educational institutions, non government organizations, healthcare providers and social groups must come together on a common platform to synchronize the awareness campaign efforts, identification and reporting processes and treatment protocols. We must rise above our traditional beliefs and prejudices to combat this silent enemy from targeting the current generations rendering them incapable of living a normal life.

Lieutenant Colonel Ratnesh Kumar Sharma  
( MHA – 4 semester )

# STUDENT COUNCIL, SMCS

## 2023 - 2024

### MEMBERS



- **President**

Mr. Sagar Bajpai (MBA)



- **Vice-President**

Mr. Saurabh Sajwan (MBA)



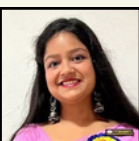
- **Secretary**

Mr. Pranay Agarwal (BHA)



- **Joint - Secretary**

Mr. Priyansh Gaur (B.com)



- **Treasurer**

Ms. Silvi Agarwal (B.com)



- **Cultural Head**

Mr. Krishna Bisht (BHA)

The Student Council is a representative structure that provides students with a platform to voice their opinions, participate in decision-making processes, and contribute to the overall improvement of the academic and social environment. The primary purpose of a student council is to bridge the gap between the student body, faculty, and administration, fostering a sense of community and collaboration within the educational institution.

Student Council, SMCS aims to contribute significantly to the overall educational experience by empowering students to take an active role in shaping their school environment. Through their initiatives, events, and advocacy, Student Council of SMCS create a sense of belonging, promote leadership development, and enhance the overall well-being of the student community.

Student Council of SMCS works in various areas such as representation of the students, Leadership Development, Event Planning, Community Services, Collaboration with Administration, Promoting school spirit, Conflict Resolution and Communication among authorities and students.

## Obituary



Garvit Kamboj (B.Com. Hons.), a bright and compassionate soul who graced our School of Management & Commerce Studies passed away in an accident. He left an indelible mark with his academic prowess

Garvit Kamboj will be deeply missed, and Shri Guru Ram Rai University extend heartfelt condolences to his family and friends. May his legacy of kindness and dedication continue to inspire us all.



Aashika Rastogi, a student of BBA at School of Management & Commerce Studies, SGRR University passed away on 31 March, 2024 in a tragic car accident. She was a bright student with full of enthusiasm.

Shri Guru Ram Rai University extend deepest condolences to the family, friends and classmates of Aashika Rastogi. Our thoughts are with her family during this unimaginably difficult time.

# PLACEMENT

## S M C S

(2023 - 2024)

### TALENT SERVE { PACKAGE 12 LPA }

Shradha Malkoti(MBA), Pooja Singh(MBA),  
Sagar Upadhyay(MBA), Reshma Agari(MBA),  
Sakshi Kala(MBA), Abhishek Saxena(MBA)

### HIKE EDUCATION { PACKAGE 5.8 LPA }

Sanjoli Agarwal (B.com),  
Tamanna Saklani (B.com)



### INVESTOR CLINIC { PACKAGE 2.75 - 4 LPA }

Ashutosh Bhatt (MBA 1st sem), Pranay Agarwal (BHA 5th sem), Sahatya (M.com 3rd), Arjun Shrivastav (M.com 3rd), Aadil Hussain (MBA), Ayushi Bhatt (B.com H), Monu Rohilla (MBA 1st sem), Neha Mahajan (B.com H), Nimika (MBA 1st sem), Simran kaur Rajput (MBA 1st sem), Vanshika Ramola (MBA 1st sem), Clemence Mtunze (MBA 1st sem), Supriya Painuly (b.com G 5th), Nisha Kumari (MBA 5th), Zenab Ansari (b.com G 5th), Hritik chaddha (BHA 5th sem), Tamanna Saklani (b.com G 5th), Sanjoli Agarwal (b.com G 5th), Hritik Verma (MBA 1st sem), Rajan Singh (MBA), Shridhar Khanal (MBA), Akanksha Pandey (MBA 1st sem), Shameen Dutta (MBA), Ishpreet Kaur (MBA).

# PLACEMENT

## S M C S

(2023 - 2024)

TECH MAYHEM PVT LTD  
**{ PACKAGE 5 LPA }**

Tannu Joshi ( B.Com. Hons.),  
Shreyanshi Barmola ( B.Com. Hons.)

V MARTS RETAIL LTD.  
**{ PACKAGE 3 - 6 LPA }**

Sagar Upadhyay (MBA), Pooja Singh (MBA),  
Abhishek Saxena (MBA), Reshma Agari (MBA)

E ASHWA  
**{ PACKAGE 4.5 LPA }**

Reshma Agari (MBA),  
Shreyanshi Barmola ( B.Com. Hons.)

I ENERGISER  
**{ PACKAGE 2.17 LPA }**

Khushboo Negi (B.com Hons.)



LORDS INN (HOTEL)  
**{ PACKAGE 2.4 LPA }**

Shifa Praveen Ansari (MBA)

VARUN BEVERAGES PVT. LTD  
**{ PACKAGE 3.5 - 4.5 LPA }**

Ashish Bijalwan (MBA), Pooja Singh (MBA),  
Reshma Agari (MBA)

SKOLAR  
**{ PACKAGE 2.16 LPA }**

Abhishek Bahuguna (B.com Hons.), Arpita Nayal (B.com Hons.),  
Ayesha Naaz (MBA), Gunjan (B.com Hons.), Isha Barmola (BBA),  
Sagar Bajpai (MBA), Sagar Upadhyay (MBA)



# EVENTS DIARY



## DEEKSHARAMBH

Welcome of New Students

## CLUB ACTIVITIES

Management Club,  
Commerce Club,  
Hospital Administration Club



# TEACHERS' DAY !!



On the 5th of September 2023, the SMCS Seminar Hall of School of Management and Commerce Studies was filled with warmth and gratitude as SMCS Students came together to celebrate Teachers' Day to honour and appreciate the dedicated educators who shape the future of students.

## Workshop on Conflict Management & Transactional Analysis

Part 1 on 18 Sep, 2023 | Part 2 on 30 Jan, 2024

Workshop on Conflict Management and Transactional Analysis was organized on 18th September, 2023 (Part - 1) and on 30th January, 2024 (Part - 2) by Ms. Anjali Basra for the Students of School of Management and Commerce Studies.



## Entrepreneurship Programme on Rural Self - Employment

On 27 September 2023, Innovation and Incubation Centre with the collaboration of School of Management and Commerce Studies of Shri Guru Ram Rai University organized an Entrepreneurship Programme on rural self-employment based on rural resources. Students were enlightened on the importance and various self-employment and entrepreneurship opportunities available in rural and hilly regions of Uttarakhand.

## **CLEANLINESS DRIVE**

On the 1st of October 2023, a spirit of community and responsibility filled the air as 20 dedicated participants came together for a memorable event—the Cleanliness Drive at SGRRU. With the theme "Ek Tareekh Ek Ghanta" (One Date, One Hour), this initiative sought to inspire positive change in our immediate environment.



# SMCS FRESHER'S PARTY



On October 7, 2023, the SBAS Auditorium came alive with excitement and anticipation as the School of Management and Commerce (SMCS) hosted its Fresher's Party. This event marked the beginning of a thrilling journey for the newest members of the SMCS family, as they were warmly welcomed to the vibrant campus community. The Event was organized by the Student Council, SMCS.

Highlights of the Evening:

- **Welcoming Address:** The event commenced with a heartfelt welcome address by the SMCS senior students. They extended warm wishes to the fresher's and emphasized the importance of unity and growth within the SMCS community.
- **Cultural Performances:** The day was filled with captivating cultural performances that showcased the rich diversity of the SMCS student body. Dances, music illuminated the stage, leaving the audience enthralled.
- **Interactive Games:** Interactive games were organized. These activities encouraged students to interact, collaborate, and build friendships that would last a lifetime.

The Fresher's party wasn't just about entertainment; it was a platform for the fresher's to connect with their seniors, professors, and peers. Bonds were forged, and a sense of belonging was instilled, fostering a supportive atmosphere throughout the academic year.



## ALUMNI MEET

The School of Management and Commerce Studies organized an alumni meet on December 15, 2023, at the SBAS auditorium. The event commenced with the inauguration by the Dean of SMCS, Prof. (Dr.) Pooja Jain. Mr. Pradeep Semwal, the president of the Alumni Association, addressed the gathering to inspire

the students, emphasizing the significant role alumni play as valuable assets to the organization.

The event concluded with a vote of thanks delivered by Dean Academics, Prof. (Dr.) Kumud Saklani. As a gesture of gratitude, a token of appreciation was presented to all the alumni in attendance. The event concluded with a closing remark and a Thank You speech by Prof. (Dr.) Deepak Sahni.

## VISIT TO OLD AGE HOME



On the occasion of National Youth Day, the School of Management and Commerce Studies visited an old age home at Curzon Road Premdham Dalanwala Dehradun on Friday, 12/1/24. The visit was made with the blessings of Honorable Chancellor Shri Devendra Dass ji Maharaj and Honorable Vice Chancellor Prof. (Dr.) Yashbir Dewan. It was planned to develop in students the value of respecting the elders. SMCS students took part in the event by offering counseling and medical support. SMCS distributed blankets to senior residents at old age homes.



# CLEANLINESS DRIVE

On 21st February, 2024, SMCS collaborated with Waste Warriors to create awareness among students about the wrong Techniques used for Waste Disposal like direct burning of waste which leads to emission of toxic gases into the environment.

Students cleaned the trails and dump site area near Patel Nagar as a part of the Cleanliness Drive.

# INDUSTRIAL TRIP

20th January, 2024



Students of MBA, MHA, M.COM, School of Management and Commerce Studies, SGRRU embarked on an educational industry visit to Samiksha Packaging, Selaqui, on January 20, 2024, by providing students with a comprehensive understanding of how firms function, the tour aimed to bridge the knowledge gap that exists between classroom theory and real-world business applications.



# CHARITY TRIP

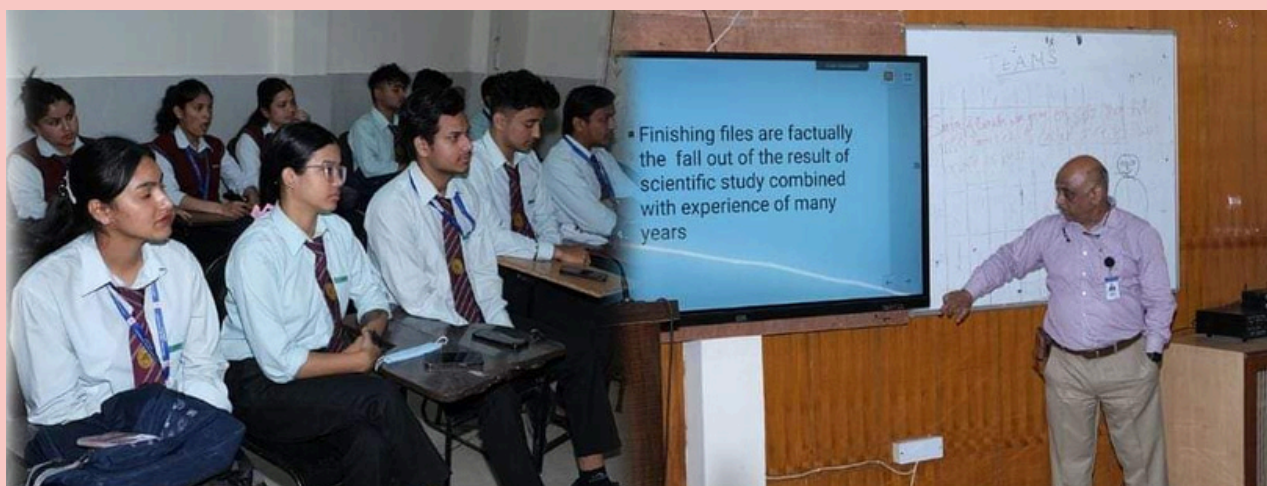
With the blessings of Honorable Shri Mahant Devendra Dass ji Maharaj and motivation of Honorable Vice Chancellor Dr. Yashbir Dewan, and guidance of Respected Registrar Dr. Ajay Kumar Khanduri, School of Management and Commerce Studies embarked on a journey of compassion, set forth on a charity trip on 6/April/2024, to a slum area near ISBT, where they distributed the clothes, food items, blankets, fruits among the unprivileged people.

# GUEST LECTURE

Dr. (Brig) Prerak Mittal

2 April 2024

Role of Communication in Hospital



Enhancing Hospital Communication: Guest lecture at Shri Guru Ram Rai University. Under the guidance of Honorable Shri Mahant Devendra Dass Ji Maharaj and Honorable Vice Chancellor Dr. Yashbir Dewan, along with Respected Registrar Dr. Ajay Kumar Khanduri, the School of Management and Commerce Studies (SMCS) at Shri Guru Ram Rai University hosted an insightful guest lecture on 2 April 2024. The lecture focused on enhancing communication within hospital settings.

Led by Dr. Pooja Jain, Dean of SMCS, and coordinated by Dr. Mamta Bansal, Head of the Department of Hospital Administration, the event featured Dr. (Brig) Prerak Mittal, an esteemed expert in healthcare management. His insightful discourse emphasized the critical role of communication in enhancing hospital operations and patient satisfaction. Students and faculty engaged in lively discussions, bridging theory with real-world applications.

# NATIONAL

# C O N F E R E N C E

## THE ROLE OF SCIENTIFIC AND TECHNICAL TERMINOLOGY IN HIGHER EDUCATION AND ITS APPLICATION IN INDIAN LANGUAGES



*27 - 28 October, 2023*

The two day National Conference on “The Role of Scientific and Technical Terminology in Higher Education and Its Application in Indian Languages” was organised on 27th & 28th October, 2023 with the blessings of Honorable Chancellor Shri Mahant Devendra Dass Ji Maharaj and motivation, guidance of Honorable Vice-Chancellor Prof. (Dr.) Yashbir Dewan Sir.

The Inaugural Session of two-day National Conference on “**The Role of Scientific and Technical Terminology in Higher Education and its Application in Indian Terminology**” was commenced on 27th October 2023 in the gracious presence of Chief Guest of the inaugural function Prof. Girish Nath Jha, Chairman CSTT, Ministry of Education, Govt. Of India, New Delhi and Guest of honor Prof. Kashyap Kumar Dubey School of Biotechnology JNU Delhi. Registrar Dr. Ajay Kumar Khanduri of SGRR University. Er. J.S Rawat, conference in charge (Scientific officer) Ministry of Education, New Delhi, were also present to guide for the successful conduction of the conference. Prof. (Dr.) Pooja Jain, Dean SMCS was the Convener of this two day National Conference.

# NATIONAL

# C O N F E R E N C E

## Glimpses of Day 1 and Day 2





# NATIONAL

# C O N F E R E N C E



# NATIONAL

## CULTURAL EVENING

# CONFERENCE



Suggestions and Entries are Invited:

**School of Management & Commerce Studies**  
**Shri Guru Ram Rai University**  
(Estd. by Govt. of Uttarakhand, vide Shri Guru Ram Rai University act No.03 of 2017)

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