

XECUVISTA

EXPLORING THE WORLD THROUGH A NEW LENS

CAREER CATALYST

*Expert Tips for
Professional
Growth and
Development*

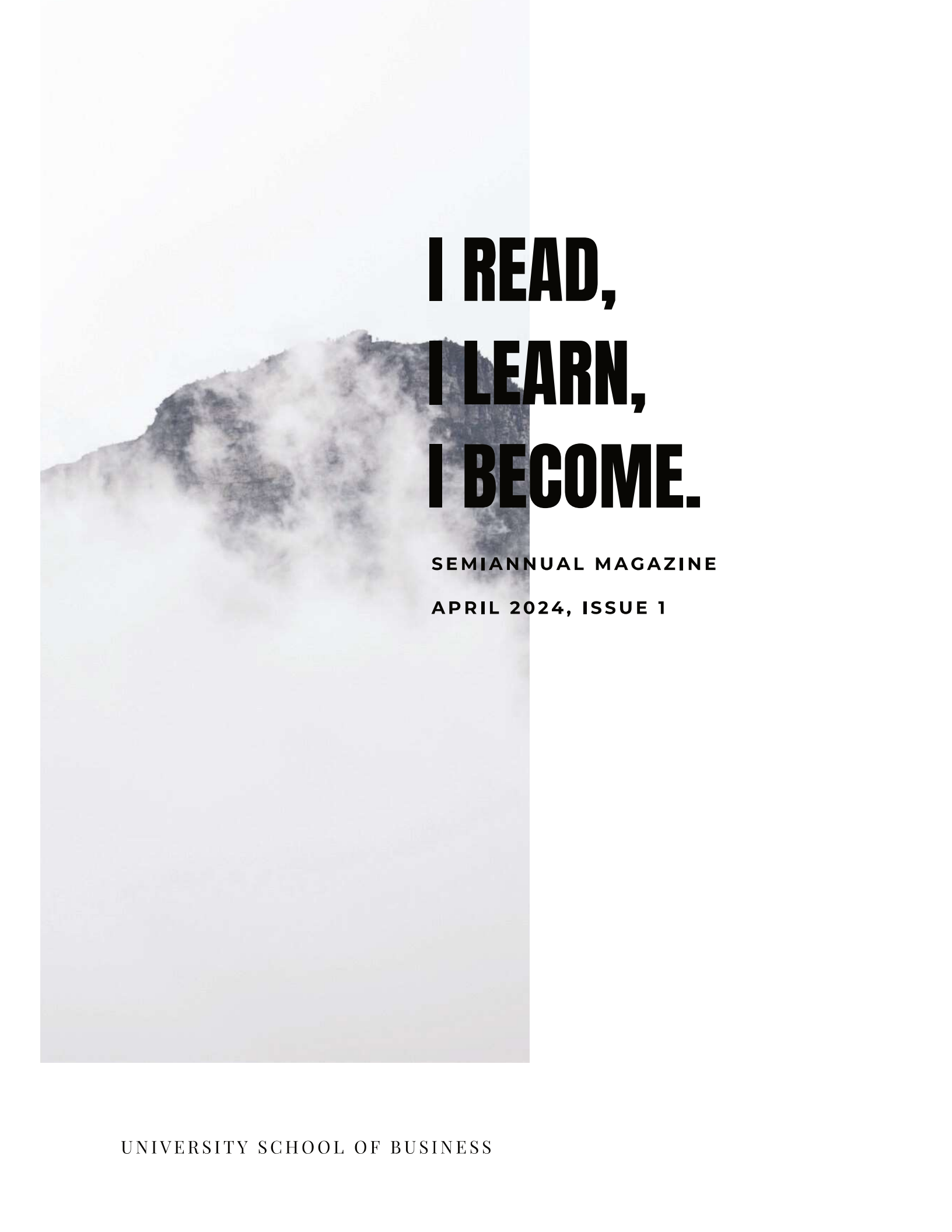
CULTIVATING WELLBEING

*Creating Inner
Harmony
Balancing Mind,
Body and Spirit*

SCHOLARLY SCRIBBLES

*A Showcase of
Student
Excellence in the
Professional
Realm*

RBI'S CLAMPDOWN ON PAYTM PAYMENTS BANK EXPLAINED



I READ, I LEARN, I BECOME.

SEMIANNUAL MAGAZINE

APRIL 2024, ISSUE 1

UNIVERSITY SCHOOL OF BUSINESS

“

Message from the Editor-in-Chief

Announcing the groundbreaking debut of Xecuvista, the illustrious magazine heralding a new era of intellectual exploration within Chandigarh University's esteemed University School of Business (USB) department!

Xecuvista stands as a monumental achievement, a beacon of our unyielding dedication to fostering profound discourse and disseminating invaluable knowledge across the dynamic landscape of business. Within its pages lies a treasure trove of erudition meticulously curated to captivate and enlighten. From profound analyses to scholarly discussions and thought-provoking articles, each offering a profound dive into the multifaceted realm of business awaits. Moreover, be prepared for regular updates on departmental events, spotlighting the triumphs of our esteemed faculty and the exceptional talents of our students.

Our central mission is clear: Xecuvista is more than a mere publication; it is a platform destined to ignite meaningful dialogue and inspire profound engagement within the global business community. We extend a warm invitation to our cherished readers to actively partake in this transformative journey. Your insights, reflections, and contributions are not just welcomed but heralded as pivotal in shaping the very essence of Xecuvista's future.

This inaugural edition is a testament to the unwavering support of our esteemed Director, HOD, and dedicated faculty members. Their sage guidance, unparalleled expertise, and unwavering mentorship have served as the bedrock upon which Xecuvista stands. We express our profound gratitude for their invaluable contributions.

With boundless pride, we now entrust the pages of Xecuvista to you, our esteemed readers. We implore you to embark upon an odyssey through the vast landscape of business, as illuminated by Xecuvista's discerning lens.

Warmest regards,

The Xecuvista Editorial Team

OUR TEAM



JATIN KATARIA

Editor-in-Chief

"As Editor in Chief of Xecuvista, I relished steering the creative vision and ensuring that each section resonated with our readers. I enjoyed collaborating with a talented team and making strategic decisions to elevate our content, resulting in a publication I'm immensely proud of."



KRITIKA KAUSHAL

Publication Designer

"As the Publication Designer for Xecuvista, crafting each page felt like painting a canvas with words and images, bringing our department's stories to life in vibrant hues. From layout tweaks to color palette debates, every moment was a joyous journey through creativity!"



SAJAL GARG

Copy Editor

"Working as a Copy Editor for Xecuvista was a fulfilling experience where I honed my attention to detail and refined the quality of our articles. I took great pleasure in polishing writers' work, ensuring clarity, consistency, and error-free content."



VISHAL SHARMA

Content Lead

"As the Content Lead (Editorial) at Xecuvista, I loved curating compelling narratives and guiding our writers to produce engaging stories. It was exciting to shape the editorial calendar and watch ideas transform into captivating articles."



DEEPAKSHI GUPTA

Content Lead

"In the role of Content Lead (Photographs and Images) for Xecuvista, I thoroughly enjoyed selecting and coordinating visuals that complemented and enhanced our articles. I loved working with photographers and artists to capture striking images that told a story."

FROM THE DESK OF OUR LEADERS

MESSAGE FROM THE MANAGEMENT



Prof. (Dr) Nilesh Arora

Director(USB and GSFA)

It's wonderful to witness the MBA students showcasing their remarkable skills and creativity in crafting this magazine. I commend all the contributors for their insightful articles, as diversifying beyond academics enhances the department's appeal and fosters innovation. Best wishes to team Xecuvista, and I encourage students to actively engage and contribute their articles for the upcoming editions. This platform offers an excellent opportunity to showcase talents and gain recognition within the department.



Dr. Navjit Singh

HoD(MBA) and Professor

As the head of the USB MBA department, I'm delighted to announce the launch of the inaugural edition of XECUVISTA, providing comprehensive updates about USB. I extend heartfelt congratulations to the students for their outstanding work on this first edition. XECUVISTA embodies various facets of USB, including cultural, academic, research and placement highlights. I encourage all students to contribute additional ideas to further enhance future editions.



Pooja Goyal

Magazine Coordinator

Serving as a Coordinator to the University School of Business Magazine Project team has been an exceptional opportunity. With steadfast commitment and invaluable support and mentorship from our director Dr. Prof Nilesh Arora and Head of Department Dr Navjit Singh has been a journey unparalleled. However, fueled by the collective efforts of my team, we have tried to cover as much ground as possible. Now, as we hold the issue before the inaugural ceremony of XECUVISTA, I look back on our journey with a sense of pride. We eagerly anticipate our readers' enjoyment when they delve into the content of this magazine.



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SUSTAINABLE ROUTES

MAPPING THE FUTURE OF GREEN LOGISTICS

*By Aravind A
23MBA11249*



In the 21st century, sustainability and environmental consciousness are not ordinary terms but turn out to be a necessity for a prosperous world. Logistics plays an integral role in satisfying our day-to-day needs from farming lands to our morning breakfast plates.

In an era where environmental consciousness is not just a trend but a necessity, green logistics emerges as a pivotal element in sustainable business practices. It encompasses a series of coordinated efforts aimed at minimizing the ecological footprint of the logistics and supply chain industry.

Green logistics is the utilization of eco-friendly and efficient practices throughout the supply chain and logistics from product manufacturing to delivery of products to customers. It creates a balance between economic efficiency and environmental responsibility. Green Logistics helps organizations to create a synergy between the environment and day-to-day operations.

Factors Driving Green Logistics
Several factors propel the shift toward green logistics:

- **Consumer Awareness:** Today's consumers are more informed and concerned about the environmental impact of their purchases.
- **Regulatory Compliance:** Governments worldwide are imposing stricter regulations on carbon emissions and waste management to combat climatic change.
- **Economic Incentives:** Implementing green practices can lead to cost savings through improved efficiency and waste reduction.
- **Corporate Responsibility:** Corporates are required to be responsible towards society and the environment through their socially responsible activities.
- **Technology Advancements:** Technology advancements AI-based demand forecasting, advanced analytics and Sustainable logistics Technologies drive the shift towards green logistics.

Challenges and Solutions

Green Logistics is a promising step towards combating climatic change but it has some challenges in implementation, transition towards green logistics, and future developments. Implementing green logistics comes with several challenges:

- **High Initial Investment:** Sustainable materials and alternative fuels often require a significant upfront investment.
- **Complex Supply Chain Networks:** Traditional supply chains may resist changes necessary for implementing green logistics.
- **Regulatory Compliance:** Navigating and complying with environmental regulations can be challenging.
- **Dependence on Fossil Fuels:** In transport, the logistics sector is still heavily reliant on fossil fuels.
- **Last Mile Deliveries:** These have a considerable impact on urban traffic and pollution
- **Lack of Infrastructure:** There is often an insufficient infrastructure to support green logistics initiatives.

These challenges highlight the need for strategic planning and investment in technology and infrastructure to implement green logistics.

Solutions like government subsidies, public-private partnerships, and technological innovations are paving the way for a greener future.

Success Stories

SEROS Logistics: It is a Surat-based logistics company. It has launched several initiatives to adopt energy-efficient logistics practices. The company has a division named SEROS Green that is committed to moving cargo with cleaner fuel.

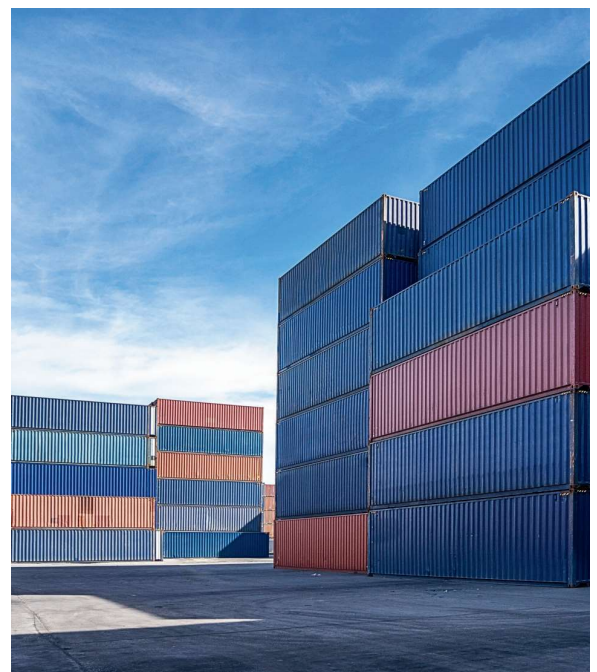
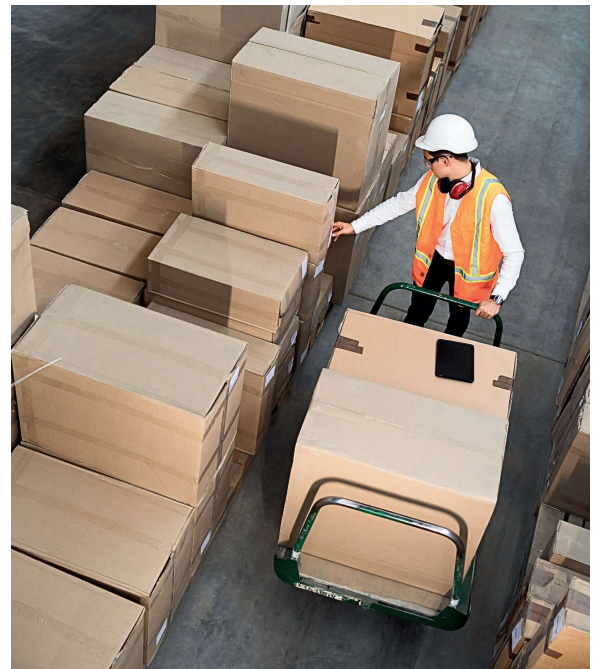
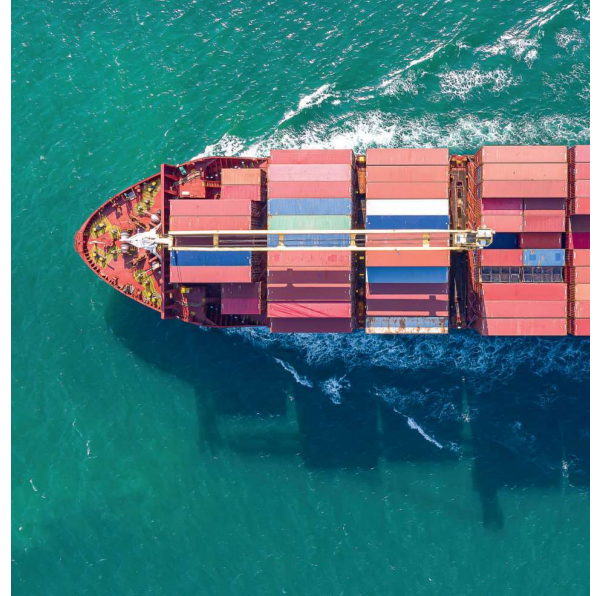
Greenline Logistics: This Mumbai-based Company offers green logistics services to its customers. The company has an LNG-fueled fleet of trucks. Switching from conventional fuel to LNG can reduce carbon emissions by approximately 30%.

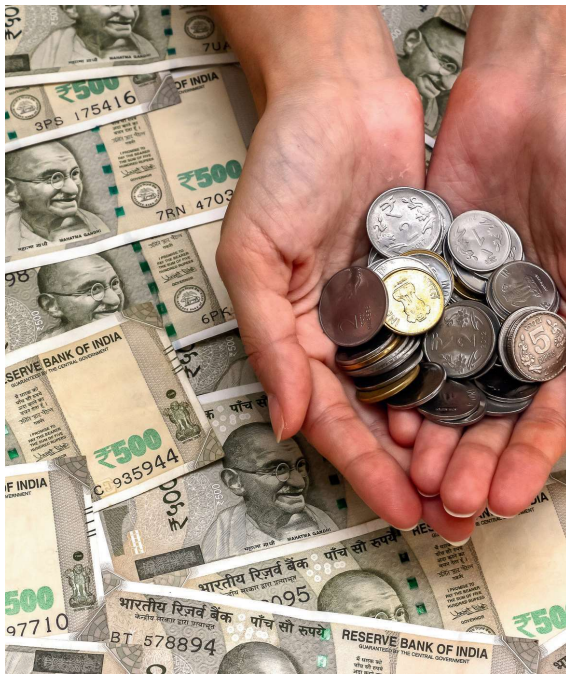
DHL: A global logistics giant is committed to climate protection. It aims at electrifying 60% of last-mile deliveries and long-distance shipments with electric vehicles by 2030.

Mahindra Logistics: The Company has more than 1300 electric vehicles for greening transport services. Additionally, it aims to become carbon neutral by 2040. Other initiatives of green logistics include LEED-certified facilities, solar-powered warehouses, etc.

Conclusion

Green Logistics will be an impactful step towards a sustainable future and climate change. The achievement of green logistics requires a combined contribution from all the stakeholders. Green Logistics is a strategic process that requires structured planning and analysis. Individual contribution plays a significant role in this greater environmental goal achievement.

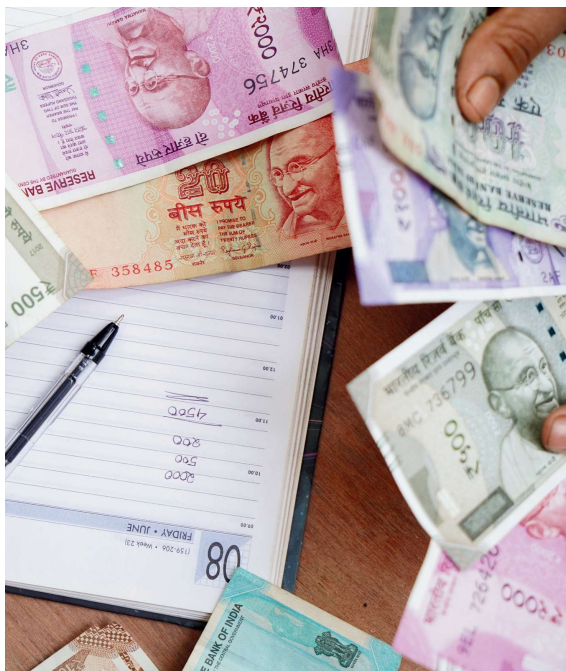




RUPEE REVOLUTION

EMPOWERING INDIA THROUGH FINANCIAL INCLUSION

By Gurpreet Singh
23MBA10576



Financial Inclusion in India

The article discusses the critical assessment of financial inclusion and Digital India, emphasizing the importance of ensuring timely and affordable access to financial services, especially for vulnerable and low-income groups.

Financial Inclusion Initiatives:

Jan Dhan-Aadhar-Mobile (JAM)

Trinity: The integration of Aadhar, PMJDY, and mobile communication has transformed citizens' access to government services. Over 380 million beneficiaries are enrolled in Jan Dhan schemes.

Flagship Government Schemes:

Initiatives like Pradhan Mantri Mudra Yojana, Standup India, and various insurance schemes aim to empower the poor and marginalized.

Expansion of Financial Services:

RBI and NABARD have undertaken initiatives to promote financial inclusion, including opening bank branches in remote areas, issuing Kisan Credit Cards, and increasing the number of ATMs.

Promotion of Digital Payments:

Strengthening of UPI and Aadhar-enabled payment systems has made digital payments more secure and accessible. Initiatives like USSD enable mobile banking even without internet access.

Enhancing Financial Literacy:

Projects by RBI and SEBI aim to disseminate financial knowledge among various groups, including school students, rural and urban poor, and defense personnel.

Success Stories:

Increased Access to Banks: The World Bank's Findex report shows a significant rise in Indian adults with bank accounts, indicating improved financial inclusion.

Multiplier Effect: Financial inclusion initiatives have the potential to reduce poverty and create jobs by providing access to financial resources to underprivileged sections.

Active Participation of Citizens:

Private players like payment banks actively engage with the poor, realizing the benefits of bringing them into the financial fold.

Integration of Financial Services: JAM Trinity convergence with Direct Benefit Transfer Scheme has improved payment accuracy and reduced duplication.

Challenges:

Non-universal Access to Bank Accounts: About 150 million Indian adults still lack bank accounts, hindering financial inclusion efforts.

Digital Divide: Infrastructure, affordability, and lack of skills hinder digital adoption, exacerbating the gap between urban and rural areas.

Gender Gap: Females lag behind males in financial inclusion, indicating the need for targeted interventions.

Low Credit Penetration: Lack of credit information leads to high costs, hindering access for low-income households and informal businesses.

Conclusion:

A multidimensional approach focusing on platforms, infrastructure, policy frameworks, and human resources is crucial for achieving financial inclusion in India. Addressing existing challenges through technology and innovation can amplify economic growth and benefit the poor.

Gateway to Financial Inclusion:

Unserved: Lack basic bank accounts and access to financial services. Solutions include microfinance institutions and mobile network operators offering transaction accounts.

Served: Have transaction accounts but rely on cash. Solutions involve broadening financial services through postal networks, financial cooperatives, and card companies.





FROM LIKES TO SALES

UNLOCKING THE POTENTIAL OF INFLUENCER PARTNERSHIPS

By Apoorva Rajput
23MBA10175



In this digitally connected world, the impact of traditional marketing approaches has taken the back seat. The COVID 19 pandemic fueled the growth of influencer marketing. This approach takes help of social media personalities to capture and promote a product or a service. One of the reasons that influencer marketing has become so successful is that it gave a sense of community and connectedness especially during the pandemic. With its appeal to Gen Z and its power to create a virtual experience, the influencer marketing increased by 470 % from 2016 to 2020.

Influencer marketing is a tool that uses the audience of a popular social media personality to promote your brand through paid advertisements and recommendations. It includes partnerships and collaboration of an influencer with a brand, the association of a personality with a product or a service gives a brand direct access to segment of interest that induce them make a purchase decision.

Social media is more than just pictures and likes, the feeling of

being connected to your favorite influencer through a product creates an emotional connection in the mind of the consumer. When consumers see their favorite influencer wearing certain clothes or using a specific perfume, they will likely purchase the item.

The best and the most primitive example of influencer marketing is Kylie cosmetics: Kylie Jenner is one of the youngest self-made millionaires in history, and she's using her business acumen to dominate ecommerce. She launched her makeup brand in 2015, she turned her \$29 lipstick business into a \$420 million dollar empire in 18 months. All she did was use her social media to promote her products, her active presence on the platforms is what did the works.

The growth of influencer marketing:

The influencer marketing came into play back in 2007, it started with bloggers and content creators who shared their lives and experiences about different products with their audience online. This eventually turned into

a business where they received a small fee or a free product. The first type of compensation was PayPerPost, where content creators were paid per post. More businesses are recognizing the potential of using social media to communicate their products and services. Brands spent a whopping \$15 billion on influencer marketing in 2022 alone. A recent study showed that 81% of consumers say posts from social media influencers drove their interest in an item in the past year. The industry has evolved drastically in the past 16 years. Now social media marketing is a full-blown career and people are making hefty amount of money out of it.

Here's how influencer marketing works:

Brands identify influencers: The first step is finding social media personalities who resonate with your brand and who have a strong social media presence. Identifying brand's target segment and finding individuals with niche audience helps to concentrate marketing efforts and make the promotion more efficient. Influencers can be celebrities, bloggers, YouTubers, or even everyday people with a loyal following.

Collaboration: Brands collaborate with influencers to create content that promotes their products or services. The brand then decides on different channels such as social media posts, blog articles, or video reviews to promote their product or service

Reaching a wider audience: Influencers share the co-created content with their followers, effectively extending the brand's reach and message to a new audience.

The benefits of influencer marketing are numerous:

Increased brand awareness: Influencer marketing helps to create a name that reaches a wider audience with lesser money and effort. Influencer marketing is cheaper than traditional approaches.

Enhanced brand credibility: Recommendations from trusted influencers can boost a brand's credibility and reputation. It acts as a social proof that has a positive impact on the credibility.

Targeted marketing: By partnering with niche influencers, brands can target their marketing efforts to a specific audience.

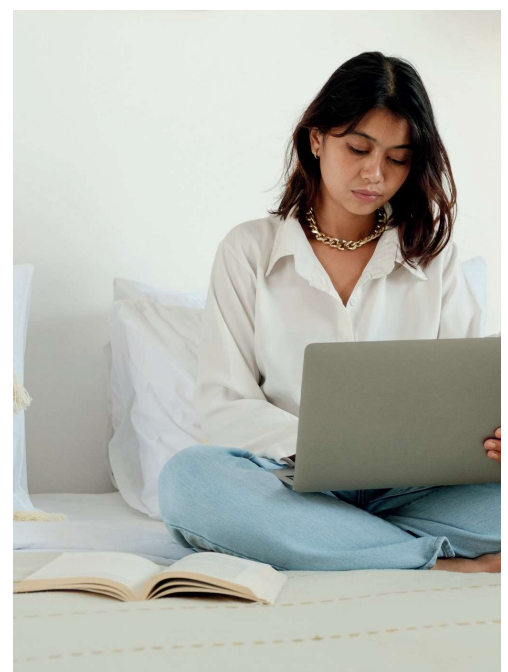
Effective storytelling: Influencers can create compelling content that tells a brand's story in a way that resonates with their audience. When you hear it from someone you trust, you tend to pay more attention to it.

However, influencer marketing also has its challenges:

Finding the right influencer: It's crucial to partner with influencers who have a genuine connection with the brand and whose audience aligns with the target market.

Measuring success: Influencer marketing can be a powerful tool, but measuring its success requires careful planning. Brands should define what success looks like upfront and track relevant data to see if they're getting their money's worth.

Overall, Influencer marketing, when wielded strategically, can be a secret weapon in a brand's social media arsenal. By meticulously selecting influencers whose values align with the brand and resonate with the target audience, brands can tap into a pool of trust and authenticity that traditional advertising often struggles to achieve. Collaborating with these influencers to create compelling content that seamlessly integrates the brand's message fosters a natural connection and advocacy, ultimately propelling brands towards their marketing goals. However, the key lies in measurement – tracking engagement, website traffic, and conversions allows brands to refine their influencer strategy and ensure they're getting the most out of this powerful tool.

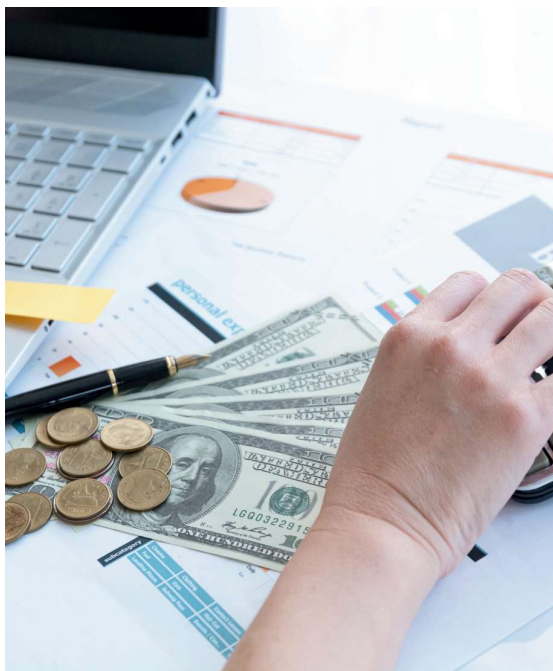




MASTERING MONEY

NAVIGATING FINANCIAL WELL-BEING THROUGH LITERACY

By Vijay Bhatt
23MBA10168



Financial literacy extends beyond basic arithmetic, encompassing knowledge about investing, budgeting, insurance, and understanding financial instruments. It empowers individuals to navigate complex financial landscapes with confidence. The need for financial literacy is evident due to various factors in today's dynamic financial system.

Firstly, the evolving financial system introduces new investment options like digital currencies, NFTs, mutual funds, and insurance plans. Without financial knowledge, individuals may struggle to make informed decisions compared to those well-versed in financial matters.

Secondly, risks and uncertainties, such as geopolitical tensions and climate change, affect global financial markets. Financial literacy enables individuals to manage these risks effectively by diversifying investments and safeguarding their financial well-being.

Financially literate individuals can navigate retirement accounts and investment vehicles, securing their future.

Financial literacy directly impacts financial well-being by enhancing decision-making. It reduces the influence of psychological biases and enables critical evaluation of investment information. Furthermore, knowledge of financial instruments like credit cards and insurance products contributes to financial stability.

Moreover, financial literacy encourages participation in financial services, empowering individuals to invest wisely and access credit for future planning.

Despite its importance, global financial literacy remains low, necessitating collaborative efforts from governments, educational institutions, and financial organizations to bridge the gap.

Practical steps to enhance financial literacy include promoting financial education in schools, workplaces, and communities, teaching basic concepts, investment principles, and risk management.

In conclusion, financial literacy is essential in today's world, enabling individuals to plan their financial journey, secure their future, and achieve true financial well-being.



SOCIAL MEDIA PARADOX

CONNECTING AND DISCONNECTING A GENERATION

By Jaasia Tanzeel Jaffrey
23MBA10152

"Empower the youth with skills today, and they will build a better world tomorrow".

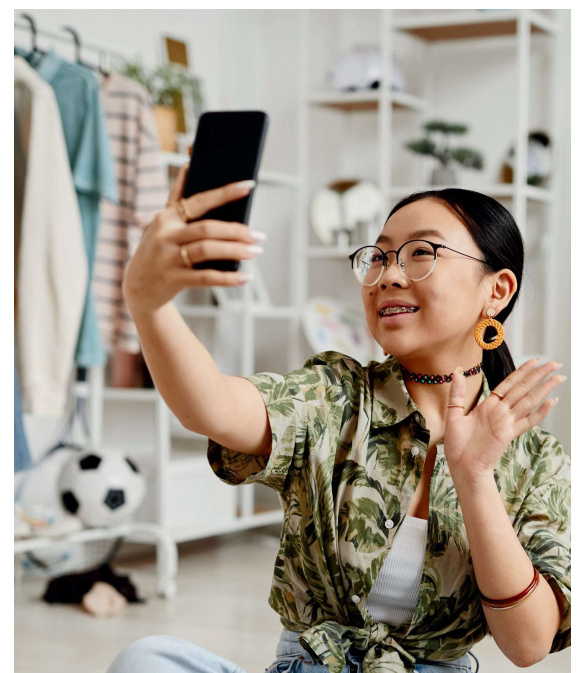
The quote clearly resembles the Importance of the young faces in the development of any era, any nation, and any life. For any generation to grow beautifully requires nurture, focus and discipline, which is deficit in today's time. The world of social media has become an integral part of our lives affecting our behavior, perception, attitude and even relationships. This term has brought benefits but also loss to some extent.

On the brighter side, it helped us in connecting, communicating and sharing experiences around the globe, access to information on various topics, connecting with the professionals for better opportunity, expressing views through posts, videos, collection of educational contents and what not. But as we all know, a coin has two sides and so does the negative side of social media is also there.

Today's youth are so much involved in other life and the urge of knowing what people are doing in their lives that they have lost the charm of their own lives.

We have involved social media so much in our lives that it eats up most of our daily time, the amount of time we give in scrolling could be used for something productive. The rise of cyberbullying has enabled and is leading to anxiety, depression and even in suicide cases. Engrossing ourselves in other's lifestyle has led to questioning our public image and lack of self-esteem and confidence that ultimately leads to poor quality of life. While improving our typing skills and knowledge of recent emoji's has inclined in poor social skills, people have fear of face to face interaction. There are so many young men and women who have used the social media as a source of income and has actually been gaining quite well whereas there are some of them who use it as a copy paste tool to change their lives or pull down them through trolling.

By educating and spreading awareness about the proper usage of digital tools and providing open communication for any doubts can minimize the emerging problems. After all youth is the future of economic, social and environmental development of our country.





NAVIGATING REGULATORY CHALLENGES

THE PAYTM PAYMENTS BANK ODYSSEY: A CASE STUDY

The trajectory of Paytm Payments Bank mirrors the tumultuous journey of fintech startups amidst regulatory scrutiny and market dynamics in India's digital finance landscape. This case study delves into Paytm's evolution, regulatory confrontations, and strategic makeovers in response to the crisis, offering original insights and unique perspectives.

Timeline

2010: Vijay Shekhar Sharma founded Paytm, initially focusing on prepaid mobile and DTH recharge services, laying the groundwork for its expansion.

2013: Paytm diversifies its offerings to include debit card, postpaid mobile, and landline bill payments, expanding its foothold in the digital payment sphere.

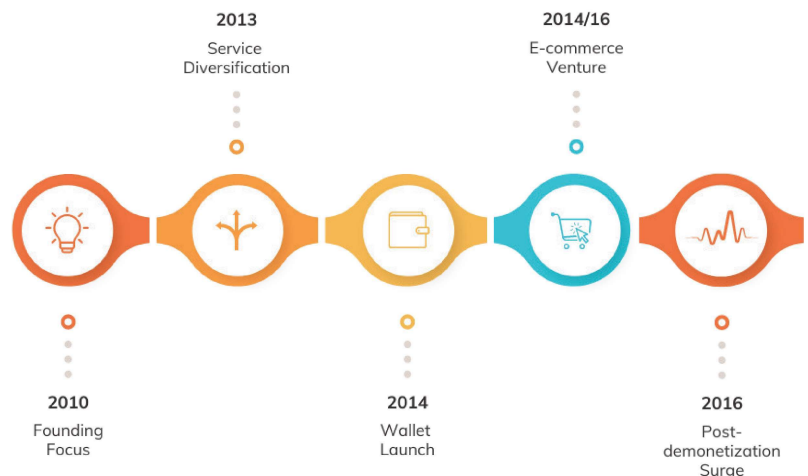
January 2014: Launches the Paytm Wallet, a milestone moment that propels Paytm into the forefront of India's digital payment revolution.

Later 2014 (or 2016): Ventures into e-commerce and ticketing services, broadening its portfolio and enhancing user engagement.

2016: Benefits from the surge in digital payments post-demonetization, solidifying its position as a leading player in the industry.

2017 (Possible): Expands its services to encompass movie, event, amusement park, and flight ticketing, enriching its ecosystem.

2018: Introduces Paytm First Games and Paytm Money, tapping into the burgeoning mobile gaming and wealth management sectors.



2019: Rebrands its gaming platform as Paytm First Games, aligning with its overarching branding strategy.

- March: Launches Paytm First, a subscription-based loyalty program, fostering customer retention.
- May: Forges a partnership with Citibank to unveil the Paytm First credit card, marking its foray into the credit market.
- November: Secures a monumental \$1 billion funding round led by T Rowe Price, bolstering investor confidence.

July 2020: Collaborates with Tata Starbucks to facilitate online food ordering amidst the COVID-19 pandemic, showcasing agility and adaptability.

Early 2024: Encounters regulatory hurdles from the RBI regarding KYC compliance and cybersecurity, triggering a pivotal juncture in Paytm's trajectory.

February 14, 2024: Announces a temporary suspension of new loan issuances to address operational challenges, demonstrating proactive risk management.

February 29, 2024: RBI imposes restrictions on Paytm Payments Bank, halting new customer onboarding and deposit acceptance, disrupting its operations.

Background

Paytm's inception in 2010 heralded a new era in digital payments in India, laying the foundation for its transformation into a comprehensive financial services provider. Its user-centric approach and innovative solutions propelled its rapid growth and widespread adoption among Indian consumers.

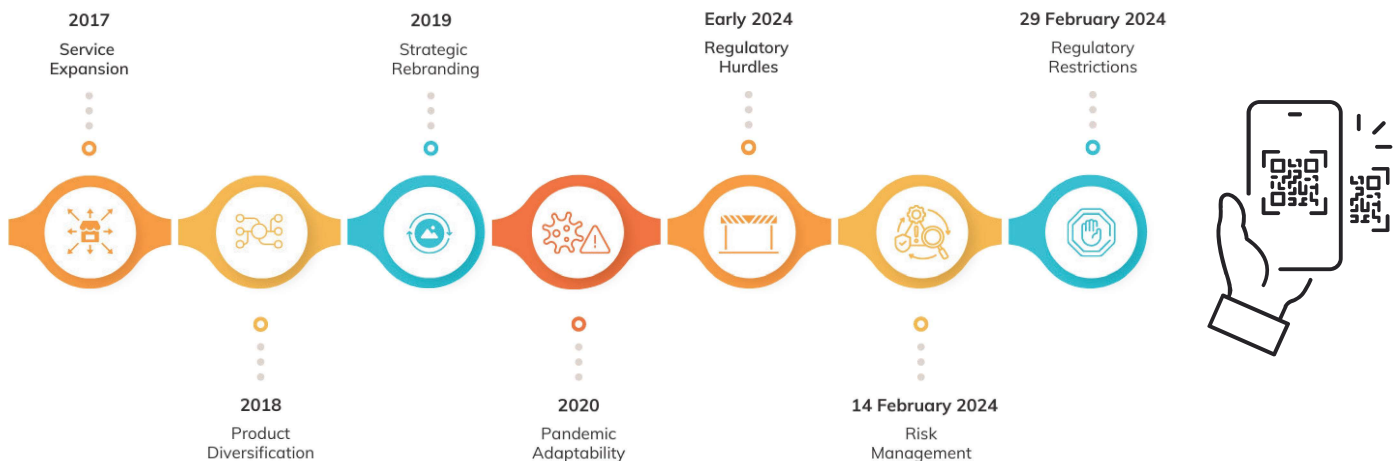
concerns proactively, Paytm sought to restore trust and credibility, safeguarding its long-term viability.

Financial Impact

- **Market Capitalization Erosion:** Paytm witnessed a staggering decline of ₹17,378.41 crore in market capitalization within two days following the RBI restrictions, reflecting investor apprehension and market volatility.
- **Operational Profit Impact:** Paytm estimated a potential dent of ₹300-500 crore in its annual operational profit due to constraints on its Payments Bank services, highlighting the tangible financial ramifications of regulatory interventions.

Unique Insights

- **Customer Base:** With a sprawling user base in the millions, Paytm's widespread adoption underscores the magnitude of regulatory challenges, amplifying their ramifications across a vast demographic.



Regulatory Challenges

Amidst its ascent, Paytm encountered regulatory hurdles, particularly concerning KYC compliance and cybersecurity protocols. The RBI's interventions, including penalties and operational constraints, underscored the imperative of regulatory adherence in the fintech landscape.

Strategic Response

In response to regulatory headwinds, Paytm devised a multifaceted strategy centered on bolstering compliance frameworks, engaging with regulatory authorities, and fostering transparency. By addressing regulatory

- **Innovation and Adaptability:** Paytm's resilience amidst regulatory turbulence, epitomized by its diverse product offerings and strategic collaborations, underscores its ability to navigate complexities and drive innovation in the fintech landscape.

Conclusion

The Paytm Payments Bank saga encapsulates the intricate interplay between regulatory exigencies and entrepreneurial resilience in the fintech realm. By leveraging its strengths in innovation, compliance, and customer-centricity, Paytm endeavors to emerge stronger, reaffirming its commitment to financial inclusion and digital empowerment in India

ENTREPRENEURIAL JOURNEY

STORY OF TRIUMPH AND TENACITY

1 . What inspired you to venture into the field of entrepreneurship, and what key lessons have you learned along the way?

I've always been driven by innovation and creativity. For me, the only way to truly express those qualities was to start my own venture. Working for someone else would limit my ability to innovate on my own terms. That's why I chose entrepreneurship—not because it seemed glamorous or because I wanted the title of CEO, but because I had no other choice. In 2018, my father's business shut down, and our family went from being comfortable to struggling. We couldn't even afford my higher education. The decision to start my own business wasn't a luxury; it was a necessity. It was the only way I

could support myself and help my family through those tough times. While many people see startups as a trendy path to success, for me, it was a lifeline. It was a way to use my creativity and innovation to build something from scratch, something that would help me cover my expenses and contribute to my family's well-being. Entrepreneurship was my way out of a difficult situation, and it was never about prestige or accolades. Today, I continue to focus on creativity and innovation, but I do so with a deep understanding of what it's like to start with nothing. My journey has taught me that success doesn't come from fancy titles or trendy ventures. It comes from hard work, resilience, and the courage to take risks when you have everything to lose.



RISHAV SADHU
FOUNDER AND CEO WEBINGO

2. What inspired you to establish Webingo, and what is your vision for the company?

In my third year of college, I was sitting in the canteen with a couple of my friends, talking about what our future might hold. It was 2018, a really tough year for me. My father's business had shut down, and my family was struggling. I knew I had to do something, so I shared my idea of starting a business with my friends. They immediately supported me and suggested I use my skills in website building—I had been building websites for our college fest, and it seemed like a natural fit. That's when the seed of starting a website development company was planted. The thought of starting my own business was daunting, especially in a city like Kolkata, where there were already about 800 IT companies. Competing in such a saturated market was intimidating, but I decided not to let fear hold me back. I took the leap, even though I didn't know exactly how I'd navigate through the competition. Over time, I learned that the key was to focus on delivering quality work and building relationships with clients. The journey wasn't easy, but step by step, our company grew. And today we're ranked among the top 10 IT companies in Kolkata. Looking ahead, our vision is clear: we aim to be among India's top 10 IT companies within the next five years. And I believe we can do it. We're aiming to have a team of 150 members by then, each one bringing unique skills and dedication to the table. It's ambitious, but so was starting this company in the first place.

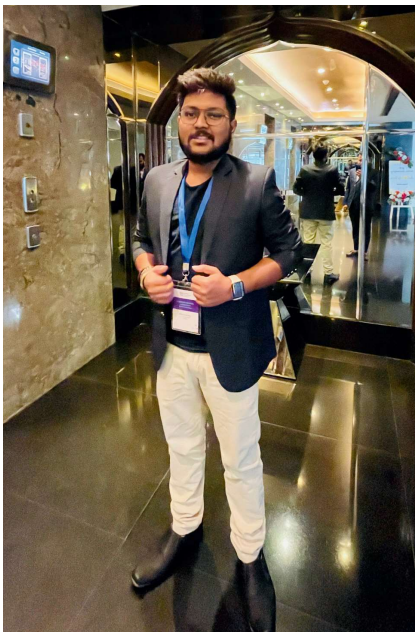
3. As a tech entrepreneur, what do you believe are the most exciting opportunities and challenges in the current tech landscape?

The technology sector presents a unique set of challenges, particularly for startups and new ventures. The cost of tech infrastructure can be staggering, and for entrepreneurs at the beginning of their journey, investing a significant amount of money is often not an option. This creates a critical need for experienced consultants who can guide these companies through their early stages, helping them grow without breaking the bank. India needs more skilled tech consultants who can offer practical advice on implementing technology within a reasonable budget. It's interesting to note that the cost of building an application can vary widely—you can create a basic app for as little as one lakh rupees, or you can spend over a crore for a more complex version. The one-lakh rupees app is typically a Minimum Viable Product (MVP), a simpler version designed to test the concept. This flexibility means that even with

a limited budget, entrepreneurs can start automating their business processes, but they need expert guidance to understand how to do it effectively. When we consider opportunities, there's a huge demand for experienced tech consultants and Chief Technology Officers (CTOs) who have a track record of building successful companies like Ola, Uber, or Zepto. Even these giants started with smaller budgets—Zepto might be investing a crore in technology now, but in the early days, they likely worked with ₹50,000 or ₹100,000 rupees. Having CTOs with this kind of experience is invaluable because they know how to build a scalable product on a shoestring budget and then gradually scale it as the company grows. This kind of mentorship and expertise can make a significant difference for startups in India. It allows them to start small, with an MVP, and then expand as they gain traction. By fostering a community of knowledgeable tech consultants and experienced CTOs, we can help more entrepreneurs turn their innovative ideas into successful businesses.

4. What advice would you offer to students interested in pursuing a career in technology or starting their own tech-based venture?

When building any tech-based venture, the first critical question to ask is: What problem does your product aim to solve? This clarity is essential because it guides your choice of technology. You need to assess whether the tech you're considering is necessary, and if so, determine your budget for implementing it. Having a basic understanding of technology is crucial—even at a foundational level—because if you're completely in the dark, tech agencies could easily take advantage of you. It's important to know what basic features you need and where you can find cost-effective solutions. As your business grows, your technology must evolve with it. This means your systems should be scalable and capable of adapting to new demands. It's not enough to build a product and leave it unchanged for years. Technology is dynamic, and what worked three years ago may not be sufficient today. As you run your tech company, keep a keen eye on DevOps, the discipline that blends development and operations. This approach ensures that your developers understand the operational aspects of your business and can make changes as needed. It allows for greater flexibility and faster responses to customer needs. In summary, starting a tech venture requires a clear understanding of the problem you're solving and a realistic budget. Educate yourself on the basics of technology to avoid getting overcharged by agencies. As your business scales, ensure your technology can scale with it, and focus on DevOps to keep your operations agile. By following these principles, you'll be better equipped to navigate the tech landscape and build a successful venture.



5. In your opinion, what are the essential skills and qualities aspiring entrepreneurs should cultivate to succeed in today's competitive landscape?

If there's one thing I've learned about building a successful venture, it's that you can't afford to be a perfectionist when you're executing your ideas. I'm not suggesting you do things haphazardly, but if you obsess over every detail, you'll never launch anything. I used to think that every product had to be flawless before I released it, which held me back from launching other products. The truth is, 'perfect' doesn't exist; there's always room for improvement. If you have a basic model ready, don't wait. Launch it, and then refine it over time. The final product isn't created in one go—it evolves. If I had waited for perfection, I wouldn't be where I am today. My first steps began in my college canteen, not some polished office, and that's the reason I'm here. The first methodology for success is to be an executor. Don't wait until everything is 'perfect' because it never will be. Get your product out there, and refine it as you go. The second is to adopt a 'never give up' mindset. As an entrepreneur, you'll face constant challenges. I still encounter obstacles, and they're more significant now than they were five years ago. As the financial stakes grow, so do the challenges. So you need to be a rebel in your domain, ready to face problems head-on without giving up. Finally, business adaptation is crucial. If you don't adapt, you risk becoming obsolete, like Nokia, while those who adjust to market trends, like Samsung and Apple, continue to thrive. Take customer feedback seriously, understand their needs, and adjust accordingly. It's this ability to adapt that leads to gradual growth and success. These principles—being an executor, having a never-give-up attitude, and adapting to the market—are key to thriving in today's competitive landscape.



KNOW YOUR FACULTY

RECOGNIZING REMARKABLE CONTRIBUTIONS



DR. KAVITA SHARMA

Professor

An eminent figure in education and an Institutional Innovation Ambassador, has dedicated 18 years to mentoring entrepreneurs. Her journey began after a poignant experience involving her infant son's safety in a hospital NICU, spurring her to collaborate on developing a sensor-equipped incubator. Recognized as one of the **"100 Inspirational Women of the Year 2021,"** she remains devoted to inspiring through mentorship, innovation, and community service.



DR. PRASHANT KUMAR SIDDHEY

Professor

Embarking on a research journey is akin to navigating a vast ocean of knowledge, where each challenge leads to discovery. His exploration of **Navigating the Intersection of Sustainability, Supply Chain and Consumer Behavior: A Researcher's Odyssey**, which unveils the socio-economic landscape. Integrating consumer behavior into eco-packaging assessments demanded a deep understanding of psychology and sustainability. Investigating corruption provided insights of dynamics and accountability within complex socio-political contexts.



DR. GAGANDEEP KAUR

Professor

In the recent article titled "Examining the Influence of Managerial Leadership on Turnover Intentions among Academicians in Private Universities," which was published in the **Pacific Business Review (International) journal and indexed in Web of Science**, Dr. Gagandeep shed light on the correlation between managerial leadership and turnover intentions. Moreover, her study concludes that positive managerial leadership plays a pivotal role in mitigating turnover intentions among academicians, while negative leadership exacerbates them.



DR. CHARU SAXENA

Associate Professor

On the way of researching the **"Revisiting the Service Quality Dimensions of Banks in India during the Pandemic Times: The Moderating Role of Gender and Banking Experience"** which was published in **International Journal of Indian Culture and Business Management** has been an enlightening journey. Despite the significant challenges faced by the financial sector amidst the pandemic, delving into this topic has provided unique insights. However, navigating through these challenges has been rewarding, as it allowed for a deeper understanding of the complexities involved.

ALUMNI SUCCESS STORIES

Student Success Stories (BATCH 2017 - 2021)

MUKUL HIRA (2018-2020)

Placed at Delloite USI as an Oracle Consultant

During my time at Chandigarh University, pursuing an MBA was an enriching and transformative experience. The university's vibrant campus, state-of-the-art facilities, and dynamic learning environment provided the perfect backdrop for academic growth and personal development. The blend of theoretical knowledge and practical exposure through internships and industry interactions prepared me to excel in the corporate world.



EKANSH KAUSHAL (2019-2021)

Placed at Delloite as an Associate Solution Advisory

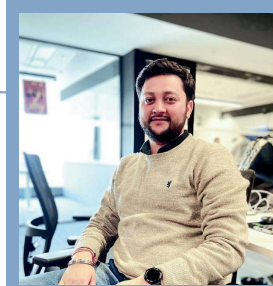
As an alumnus of the MBA program at our esteemed university, The hands-on learning approach, combined with real-world case studies and projects, provided a robust foundation that has significantly propelled my career. The supportive faculty, state-of-the-art facilities, and vibrant campus culture made my MBA journey both memorable and impactful, preparing me for a dynamic and successful professional future.



VIVEK DUTT (2017-2019)

Placed at Zomato as an Key account manager

My time here has been transformative and full of wonderful experiences. From embracing every opportunity to learn and getting involved in extracurricular activities. Building strong connections with peers and professors. Tried my best with university's resources. TPP classes have made me more curious, open-minded, and proactive in my life ahead. Enjoyed all the concerts too.



VARTIKA JANDEV (2018-2020)

Placed at Amazon as an Team Manager

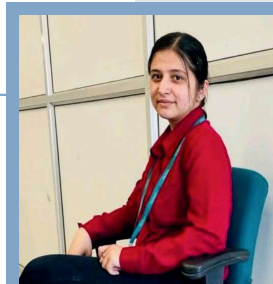
Chandigarh University provides a comprehensive educational experience that combines academic rigor with personal development. I had an amazing journey with university as I got multiple opportunities and exposure to develop my skills as per industry standards. Other than that what made my experience at CU fruitful was my faculties as all were so kind and supportive throughout my journey with CU



PREKSHA SHARMA (2019-2021)

Placed at Delloite as an Associate Solution Advisory

Despite the covid 19 crisis, Chandigarh University has fully supported me through various online platforms, which has helped me improve my professional skills and also develop my soft skills. I was able to secure a job at D'mart as a Trainee Department Manager. Currently, I am working at D'mart as a Department Manager.



STUDENT SPOTLIGHT

Tales from Campus Life



NISHANT PAL

23MBA10861

As a student, I'm truly grateful for the high-quality education and supportive environment provided by the university. The faculty's dedication and the modern facilities have greatly enriched my learning experience.



SIMANJEET KAUR

23MBA10037

My experience at Chandigarh University has been incredibly enriching. The environment here is conducive to holistic growth, fostering both academic excellence and personal development. Moreover, the vibrant campus life offers numerous opportunities for extracurricular activities and networking.



KRITI VEGAD

23MBA10164

At Chandigarh University, I found a vibrant community that made adjusting easy. The diverse student body and supportive faculty created a welcoming environment. What I love most are the modern facilities and the emphasis on practical learning, which enriches my academic experience.



PRASIDDHI SHARMA

23MBA10856

Chandigarh University has been ranked among the top institutions in North India. The University encourage the research and innovation among its students and faculty. Moreover, the university has collaboration with several international universities that allows the students to participate in exchange programs too.



REETIKA SHARMA

23MBA10872

As a student, I'm grateful for the supportive environment and the opportunities given by the university. The faculty of the university is well experienced and also give us updates about the current corporate expectations. At last, the universities dedication has enriched my learning experience.

CAMPUS TO CAREER

Student Success Stories(BATCH 2022-2024)

TUSHTI AHUJA

Placed at Delloite

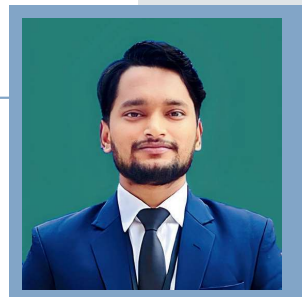
When I initially arrived here, I harbored doubts about achieving my goals. However, with unwavering motivation and continuous encouragement throughout my journey, I nurtured a longstanding aspiration to work for a Big 4 firm. Stepping into my first job interview, I felt a blend of excitement and apprehension. Upon receiving the news of my selection, I soared with joy, firmly convinced that with the right guidance and motivation, our aspirations are within reach.



SNEHAL TUSHAR

Placed at Exide Industries

In Chandigarh University's dynamic environment, I've embraced continuous learning, turning weaknesses into strengths with friends' support. Overcoming language barriers, I've grown, appreciating resilience's importance. Our university's spirit mirrors this journey, fostering growth and innovation. Let's embrace challenges, fueling our aspirations to new heights.



RUDRAKSH

Placed at IndusInd bank

Chandigarh University has afforded me unparalleled opportunities. Beginning with refining my communication skills and tackling the quantitative section, the university consistently dedicates itself to enhancing student placements. I am grateful to my department for securing top-notch opportunities throughout my academic journey.



AYUSH GUPTA

Placed at South Indian Bank

Embarking on my master's journey at Chandigarh University was exhilarating. Immersed in top-notch academics and supported by exceptional professors, I thrived in every subject. This holistic experience culminated in securing a position as a probationary officer at South Indian Bank. Grateful for an unforgettable two-year journey shaping both my character and career.



SANCHIT

Placed at Federal bank

I have been fortunate to be presented with a myriad of opportunities throughout my educational journey, each serving as a catalyst for the development of invaluable skills. Guided by a cadre of knowledgeable educators and supported by experienced seniors, Their unwavering assistance and mentorship not only facilitated my learning but also equipped me with the expertise necessary to secure a rewarding position in my chosen field. I am profoundly grateful for the guidance and resources provided, which have been instrumental in propelling me towards professional success.





BEYOND THE CABLE

*UNLOCKING INSIGHTS
AT 2024 USB EVENTS*



ONE-DAY-PRENEUR 3.0

Hosted by the **University School of Business**, immersed participants in a dynamic marketing and sales simulation. Acting as business owners, attendees managed branded shops, gaining hands-on experience in key entrepreneurial areas. Throughout the event, participants devised and implemented marketing strategies to attract customers to their shops. They leveraged a blend of traditional and digital tactics, such as social media and WhatsApp marketing, alongside promotional campaigns, to boost brand visibility and drive traffic.

Beyond marketing, attendees refined their sales techniques through customer interaction, product pitching, and deal closure. They developed skills in customer relationship management, negotiation, and persuasion, mastering the art of effectively communicating product value to potential buyers.

Participants eagerly gathered at the venue in the early hours, poised to embark on their entrepreneurial journey. The event commenced with a briefing session, setting forth the challenge's rules, objectives, and timeline. Teams were then assembled, comprising individuals from diverse backgrounds and expertise, fostering an environment of collaboration and teamwork.

As the day progressed, teams diligently worked on refining their business ideas and strategies. The culmination of their efforts was showcased during presentations to a panel of judges or potential investors. These presentations spotlighted their inventive solutions, unique value propositions, and growth prospects, encapsulating the essence of their entrepreneurial endeavors.



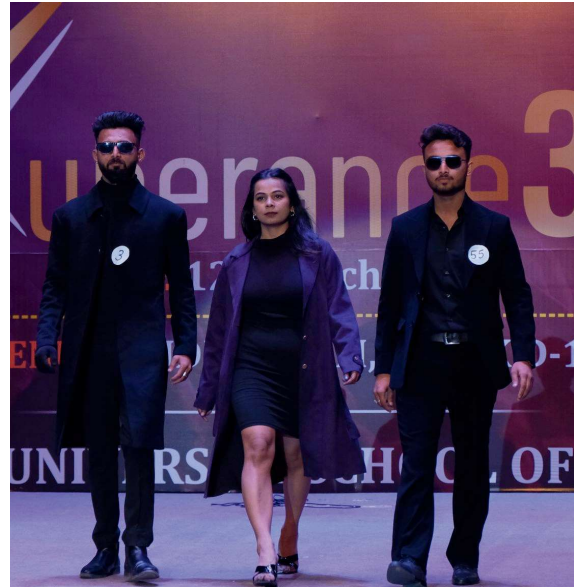
XUBERANCE 3.0

The much-awaited Bollywood-themed youth fest, unfolded with great fervor and enthusiasm. It was an electrifying moment for participants to receive recognition in the esteemed presence of Ms. Sweta Saranagal. The competition showcased remarkable talent, making the selection of winners a noteworthy accomplishment. The journey to XUBERANCE 3.0 glory undoubtedly demanded unwavering dedication, extensive practice, and a confident stage presence.

Title Presented in the event:

- **Mr. & Ms. Exuberance:** These champions epitomized the essence of XUBERANCE with their infectious enthusiasm, lively energy, and zest for life, surely captivating both judges and the audience alike.
- **Bollywood Diva & Bollywood Star:** Winners in this category impressed with their commanding stage presence, captivating performances, and undeniable star quality.
- **Mr. Handsome & Ms. Beautiful:** Recognizing undeniable charisma and striking appearances, both winners exuded confidence and elegance.
- **Mr. Personality & Ms. Elegance:** These awards celebrated charming personalities, graceful demeanor, and the ability to connect with the audience.
- **Star Performer & Golden Voice:** Whether through mesmerizing dance routines, powerful vocals, or outstanding performances, these winners stole the spotlight with their artistic brilliance.

Their talent, commitment, and resilience have been duly acknowledged, and their journeys are poised to inspire future aspirants of XUBERANCE.



THINK LIKE AN ECONOMIST

The "Think Like an Economist" Economics Quiz Competition was orchestrated with the aim of fostering intellectual engagement, nurturing critical thinking, and disseminating knowledge within the realm of economics. It effectively spurred intellectual involvement and kindled a keen interest in economics among its participants.

Through the competition's emphasis on encouraging critical and analytical thinking regarding economic phenomena, it played a pivotal role in cultivating fundamental skills necessary for navigating the intricacies of contemporary society.



ACE THE CASE

Meticulously organized by the University School of Business, served as an exemplary platform to showcase and hone strategic problem-solving prowess while nurturing the art of critical thinking among participants. This event, meticulously curated to elicit intellectual curiosity and analytical acumen, invited individuals to immerse themselves deeply into multifaceted business scenarios. Through a process of thoughtful exploration and insightful inquiry, contestants were encouraged to harness their perceptive abilities to uncover essential insights and develop innovative solutions.

Throughout the challenge, participants were tasked with dissecting intricate problems, navigating through layers of complexity, and synthesizing information gleaned from various sources. Moreover, it provided a fertile ground for collaborative exchange, enabling participants to leverage diverse perspectives and refine their problem-solving approaches.



CU PROJECT EXPO 2024

Under the theme **"Innovate, Inspire, Impact"** served as a dynamic platform for showcasing innovation and excellence across various departments. With the overarching goal of spotlighting ingenuity and fostering collaboration, the event brought together a diverse array of talents from departments such as MBA-AIT, B.Tech, and numerous others.

Participants seized the opportunity to present their projects, each imbued with the potential to inspire and make a meaningful impact. The expo not only celebrated the culmination of diligent efforts but also provided a fertile ground for exchange of ideas and exploration of cutting-edge innovations. It stood as a testament to the university's commitment to nurturing creativity, pushing boundaries, and propelling societal progress forward.



STUDENT INSIGHTS

EXPLORING THROUGH YOUNG EYES



In the competitive business landscape, acquiring and retaining customers is tough. Here are effective strategies:

- **Referral Approach:** Use referrals to reach new customers and build trust.
- **Find Common Ground:** Establish a connection by finding shared interests or traits.
- **Justification Technique:** Increase compliance by providing strong reasons for requests.
- **Quality Close:** Emphasize product quality to persuade customers to purchase.

These strategies enhance customer relationships, driving business growth through trust and understanding. Happy selling!

Utkarsh Singh – 23MBA11714

In today's business landscape, technology and strategic management intertwine more than ever. The digital age brings disruptive changes, reshaping industries and consumer behaviors. Effective leadership is crucial to navigate these challenges. Key steps include understanding digital transformation, managing organizational change, and aligning strategic management with digital initiatives. Embracing technology, empowering data-driven decision-making, and fostering agility are vital. Strategic management guides organizations in defining goals, creating plans, and leveraging resources. Successful digital transformation requires addressing organizational change, technology integration, and data management. Embracing digital platforms and e-commerce enables global market access for businesses. However, digitization also poses challenges, such as workforce skill shifts and job polarization. In conclusion, effective leadership in the digital era demands adaptation, innovation, and strategic alignment to ensure organizational success and competitiveness.

Soumyadish Sahoo – 23MBA10052

Renowned for "Rich Dad, Poor Dad," Robert Kiyosaki's recent revelation of debts exceeding \$1.2 billion has set tongues wagging in the financial world. He boldly challenges conventional financial wisdom by spotlighting the critical distinction between assets and liabilities, advocating for the prioritization of physical assets such as gold over cash holdings. Kiyosaki's unconventional approach views debt not as a burden but as a powerful tool for wealth creation, making a clear distinction between good debt—investments in income-generating assets—and bad debt. This philosophy prompts a significant reevaluation of financial strategies, urging individuals to harness debt intelligently to achieve financial independence and success. By embracing Kiyosaki's perspective, individuals can navigate the complexities of the modern economic landscape with confidence, paving the way for prosperity and financial freedom.

Manish Singh – 23MBA10498

AI, or Synthetic Intelligence, acts as a highly intelligent assistant, speeding up tasks and enhancing outcomes. It's akin to having a brilliant friend who can analyze data, detect patterns, and make predictions swiftly. In fields like medicine, AI aids doctors in diagnosing and treating patients more accurately and quickly, potentially saving lives. Businesses benefit from AI's ability to analyze vast amounts of data, predicting consumer preferences and optimizing operations.

However, concerns exist regarding AI's impact on employment and bias in decision-making. Some fear AI's potential to outsmart humans and pose risks to humanity if not properly managed. Ultimately, while AI offers significant benefits, responsible development and usage are crucial to mitigate risks and ensure positive outcomes.



Bhawna – 23MBA10134

Human Resource Management (HRM) is vital for organizational functionality, yet misconceptions hinder its efficacy. Some of the common misconceptions are:

- Misconception: HRM is merely administrative, neglecting its strategic role in aligning the workforce with organizational goals and fostering employee growth.
- Misconception: HRM is a cost center, not a strategic partner. Investing in talent strategies aligned with organizational goals can enhance HRM's contribution to business outcomes.
- Misconception: HRM solely dictates employee happiness, overlooking the multifaceted factors influencing workplace satisfaction.
- Misconception: HRM practices are universally applicable, disregarding the need for tailored approaches based on organizational context.
- Misconception: HRM lacks measurable impact on business outcomes.

Ratan Kumar Singh – 23MBA10095

Emphasizing the critical role of strategic management in driving organizational success, it highlights how well-defined objectives, thorough market research, internal capabilities, and effective execution contribute to the remarkable achievements of companies like Apple.

Strategic management enables organizations to navigate challenges, seize opportunities, and foster sustainable growth. Acting as a guiding compass, it helps companies stay ahead of competition, foster innovation, and deliver superior value to customers. In essence, strategic management is essential for enhancing organizational performance and securing long-term prosperity.

Strategic management is pivotal for organizations, steering them through challenges, seizing opportunities, analyzing trends and risks, crafting competitive strategies, fostering growth and sustainability, aligning resources, and facilitating informed decision-making. An illustration of effective strategic management is evident in Apple Inc., which prioritizes innovation, customer satisfaction, and brand positioning. Through thorough market research and strategic assessment, Apple maintains its leadership by anticipating industry trends and adapting strategies accordingly.

Devanshi Sisodia – 23MBA10115

Strategic management is the process of utilizing an organization's resources to achieve its objectives, involving goal-setting, analyzing the competitive landscape, evaluating internal operations, and ensuring the implementation of strategies throughout the organization. Strategic managers oversee these plans to help organizations meet their goals efficiently. It plays a vital role in navigating dynamic environments, ensuring superior customer value, and adapting to changing business landscapes. This process encompasses stages like strategy planning, environmental scanning, formulation, implementation, and evaluation. At different levels of management – corporate, business, functional, and operational – strategies are developed to address various aspects of organizational operations, from overarching goals to specific unit objectives. Strategic management provides direction, facilitates adaptation to change, measures success, and enhances survival in competitive markets. Overall, it guides organizations to utilize resources efficiently and achieve optimal results.

Nishita Wason – 23MBA10119

HR's role in organizations has evolved significantly from being merely a support function to becoming a strategic partner crucial for company growth and success. Traditionally, HR departments handled administrative tasks like recruitment and training, but now they actively promote diversity, equity, and inclusion (DE&I) in workplaces, fostering a culture of respect and acceptance. Additionally, HRM has become more efficient with the integration of technology, utilizing systems and software like HRIS and Talent Management Software to streamline processes and manage employee data effectively. Strategic Human Resource Management aligns HR policies with business strategies, encouraging employee engagement and productivity to achieve long-term success. Moreover, HR analytics enables data-driven decision-making, improving organizational performance and enhancing HR operations' efficiency. HR also plays a key role in change management, ensuring stakeholders are prepared and supported during transitions. Overall, the evolution of HR in modern organizations is essential for long-term success and organizational resilience.

Pranjal Valecha – 23MBA10129

During economic downturns, the job market shifts, presenting challenges and opportunities for job seekers. Recessionary periods see heightened competition for limited positions due to stricter selection criteria. Job seekers must differentiate themselves through unique skills and a proactive approach. Industries sensitive to economic fluctuations decline, while resilient sectors may continue hiring, albeit slower. Remote work, accelerated by the pandemic, becomes more common, benefiting those with remote capabilities. Upskilling is crucial as companies prioritize specialized skills aligned with evolving needs. Networking gains importance, offering valuable job referrals and insights. Adapting strategies to changing hiring trends, remote work, and skill demands enhances job seekers' prospects during recessions. Emphasizing unique skills, continuous learning, and networking are vital for success in challenging economic times.

Kanika – 23MBA10099

INTERVIEW ESSENTIALS

EXPERT ADVICE TO SHINE IN ANY JOB INTERVIEW

01.

Be on time.

This often means 10-15 minutes early. Interviewers often are ready before the appointment.

02.

Know the interviewer's name, its spelling, and pronunciation.

Use it during the interview. If you don't know the name, call beforehand and ask the secretary. Also, note the secretary's name in case you have to call back. Secretaries can influence the hiring decision!

03.

Have some questions of your own prepared in advance.

There is nothing wrong with having a short list of questions and thoughts- it shows you have done your research and want to know more about the organization and the position.

04.

Bring several copies of your resume.

Also, bring a copy of your transcript. Carry your papers in an organized manner.

05.

Have a reliable pen and a small note pad with you.

But do not take notes during the interview. However, immediately afterward, write down as much as you can remember, including your impression of how well you did.

06.

Greet the interviewer with a handshake and a smile.

Remember to maintain eye contact (which does not mean a stare down).

07.

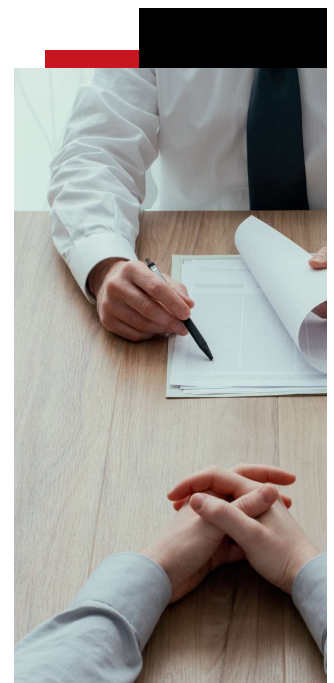
Expect to spend some time developing rapport.

Don't jump right in and get down to business. Follow the interviewer's lead.

08.

Don't be embarrassed if you are nervous.

As you gain experience you'll become more at ease with the interviewing process.





Ramneek Ahluwalia

(Asst. Professor)

A mental health curriculum holds significant promise in nurturing students' well-being and equipping them for life's challenges. Mental health, often sidelined in conventional education, profoundly influences daily functioning. Youth, especially, grapple with stigmatization and untreated issues. Schools, where students spend considerable time, offer a natural avenue for intervention and support. Mental health concerns, spanning from depression to behavioral challenges, can detrimentally affect academic performance and relationships. Early intervention is pivotal. A well-designed curriculum empowers students to comprehend and manage their mental health, fostering resilience and timely help-seeking behaviors.

Education and training are paramount in raising mental health awareness. Equipping educators and students to recognize signs of distress and respond effectively is crucial. Additionally, access to mental health services within schools ensures timely support.

Beyond addressing immediate concerns, a mental health curriculum cultivates vital social and emotional skills like empathy and problem-solving. It fosters a supportive environment, reducing stigma and isolation. Moreover, by promoting self-care and healthy coping mechanisms, it aids in prevention efforts.

In essence, a comprehensive mental health curriculum integrates seamlessly into the education system, emphasizing the importance of well-being alongside traditional subjects. It serves as a cornerstone in nurturing resilient, empathetic individuals prepared for the complexities of life.

Here are seven strategies for fostering mental health awareness in schools:

- **Enhance teacher training:** Offer professional development opportunities to educators to equip them with the skills to recognize and support students' mental health needs.
- **Cultivate positive self-esteem:** Implement programs and initiatives that promote self-confidence and self-worth among students, fostering a positive school environment.
- **Advocate for balanced eating and body neutrality:** Encourage healthy eating habits and promote body acceptance to help students develop a positive relationship with food and their bodies.
- **Provide outlets for managing emotions:** Create safe spaces and activities where students can express and manage their emotions in healthy ways, such as through art, physical activity, or mindfulness practices.
- **Establish an open-door policy:** Encourage open communication between students and school staff by creating an environment where students feel comfortable seeking support and discussing their mental health concerns.
- **Engage caregivers:** Involve parents and guardians in mental health initiatives by providing resources, workshops, and opportunities for collaboration to support students' well-being both at home and at school.
- **Offer counseling referrals:** Ensure students have access to mental health support services by providing counseling referrals and promoting awareness of available resources within the school community.

NIKUNGH
PARMAR

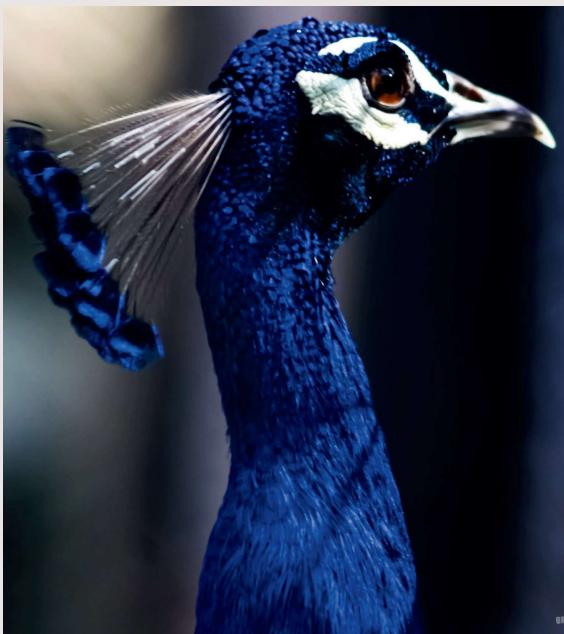
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