JK LAKSHMIPAT UNIVERSITY

JKLU

niti



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Director's Note



Dr. Ashwini Sharma

Acting Director, Institute of Management, JK Lakshmipat University, Jaipur

Dear Reader,

Warm greetings from the Institute of Management (IM), JK Lakshmipat University (JKLU)!

It is with great pleasure that I present to you the second issue of Niti, our internal magazine from the Institute of Management. Following the enthusiastic reception of our maiden edition, we are excited to share that this issue marks a significant scaling up, in terms of faculty and student achievements.

"Bridging the Worlds of Academia and Industry"

Since its inception in 2011, IM has been steadfast in its mission to provide high-quality business education, nurturing students with the knowledge, skills, and perspectives essential to succeed in a dynamic global environment. Our commitment extends beyond the classroom, as we continue to organize impactful Management and Faculty Development Programmes, bridging the worlds of academia and industry.

Over the past few months, our faculty members have continued to distinguish themselves on national and international platforms, while our students and alumni make us proud through their diverse accomplishments and growing influence in the professional world.

This issue of Niti offers a rich blend of academic insights, learning experiences, and highlights of achievements by our students and faculty. We hope you find it engaging, inspiring, and a true reflection of the vibrant life at IM.

We welcome your feedback and ideas to make future editions even more meaningful.

Students at Work

"The Summer Social Project encourages students to take their ideas to diverse sections of society, and to learn from them in turn."



Summer Social Project

Connecting with Society to Make a Difference

The Summer Social Project aims to connect academic learning with real-world social issues. Through this project, students are encouraged to think critically about the role of businesses in creating positive social change, and as they gain hands-on insights into how they can contribute to financial inclusion and social development. It thus fosters future leaders who can use their business knowledge to drive meaningful impact in society. Highlighted below are just a few examples of the diverse projects undertaken by the students of the Institute of Management in the last year.

A. Project by Kanika Maheshwari



Kanika researched on how microfinance loans helped women change their lives. Women who received such loans were interviewed to understand how they used the money and how it made a difference for them. The project focused on capturing real-life stories of women who used microfinance loans to start businesses or improve their income, specifically how these loans empowered them and helped them become more independent. A number of these women benefited from support given by the Bank of Baroda for tailoring.

The experiences shared by these women highlighted the challenges they faced, how they managed their businesses, and the impact on their lives and families.

By sharing these stories, Kanika hopes to highlight the incredible achievements of these women and emphasize the importance of supporting initiatives like microfinance that promote economic equality and empower women.



“The socio-economic impact of microfinance loans on recipients’ lives.”

B. Project by Vandan P Shah

This project focuses on collecting and analyzing the data of individuals who have received microfinance loans for various entrepreneurial activities. The aim is to understand the socio-economic impact of these loans on the recipients’ lives. The data includes detailed information such as recipient names, loan amounts, purposes for the loans, tenures, interest rates, and locations.

The loans were issued by various reputable microfinance institutions with tenures ranging from 12 to 25 months, and interest rates between 20% to 24% per annum. The collected data also includes visual records of centre meetings where loan discussions and distributions took place, as well as images of the microfinance offices, highlighting the environments where these interactions occurred.

This comprehensive dataset provides valuable insights into how microfinance loans are utilized for purposes like starting or expanding small businesses, purchasing essential equipment, and improving agricultural practices. The project’s findings illustrate the diverse economic activities and aspirations of the beneficiaries, demonstrating the significant role of microfinance in empowering individuals and fostering community development.







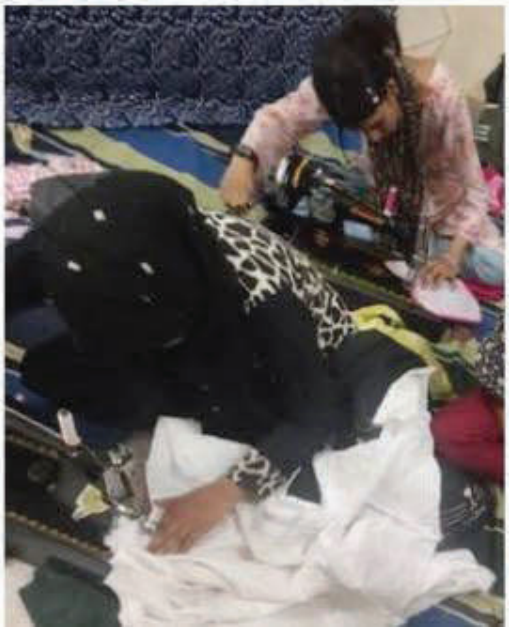


The project also puts forward some strategic recommendations toward enhancing the effectiveness and accessibility of microfinance services.”

C. Project by Liza Jain

Liza's project researches in detail the microfinance loans availed by 30 women in India. More specifically, the research focuses on the amount of loans, interest rates charged, and purposes for which the loans have been taken. Many women's empowerment organisations based in Jaipur supported this study, namely Sarvatra Samridhi Sansthan and Surman Sansthan, among others. Such organisations are helpful to women who are in genuine need of microfinance, whether for making their own identity or in acquiring renown and a good reputation in their locality, or for teaching their children or acquiring higher education for themselves, or even for coming out of some medical distress. Also, these organisations gave a brief report about how they help the women they are engaged with in obtaining microfinance loans and teach them daily routine skills to earn a living and simultaneously get known for their work. The findings of this research detail the reasons for which women take microfinance loans, ranging from entrepreneurial ventures to meeting essential household needs. The analysis also puts forward the difficulties these women face, among them varying interest rates and accessibility to loan services. In light of this, the study gives an insight into how microfinance could be better optimized for the financial needs of women. The project also puts forward some strategic recommendations toward enhancing the effectiveness and accessibility of microfinance services, other than the key insights obtained from the data. It is hoped that these recommendations would help policymakers and microfinance institutions in efforts aimed at creating more inclusive and supportive financial environments for women in India.





"The micro-credit industry must address the issue of lack of training leading to women becoming loan defaulters and falling into a debt trap."

D. Project by Suryansh Khandelwal

The main aim of this project was to analyse how Microfinance works towards the economic development of low-income households. Suryansh attended center meetings with the managers of Fusion Microfinance Bank and observed their work. He also interviewed 30 women who took micro-credit and asked them various questions to know about the impact that micro-credit had on their lives. After interacting with these women, he learned that not all of them have benefited from micro-credit. This is due to many reasons, such as not investing their money into an income-generating activity or earning very little from their business. Hence, they struggle to repay their loan. This situation often leads them into a debt trap, where they cannot keep up with their repayments and become defaulters, further affecting their future access to loans.

The study concludes that the micro-credit industry has to address these issues. To improve the condition of these women, it should support and guide them to use their loans to generate income. Once they start a business successfully, it will become easier for them to repay their debts. In this way, the micro-credit industry will be able to make a positive social impact and reduce the number of defaulters. It will also increase their chances of economic empowerment.





Academic Events

Startup Summit 2024

Fueling Innovation and Entrepreneurship

The Institute of Management at JK Lakshmipat University hosted the Startup Summit 2024, a dynamic platform for students, entrepreneurs, and industry leaders to exchange ideas, share knowledge, and foster collaboration. The event featured three engaging segments, Reverse Pitch, Panel Discussion, and Crowd Venture, each packed with insights and inspiration.

Reverse Pitch: Lessons from Industry Leaders

Esteemed industry experts shared their experiences, focusing on cultivating an entrepreneurial mindset, embracing failure, and leveraging innovation to tackle real-world challenges.

Panel Discussion: Keys to Startup Success

Panelists highlighted essential traits for startups, including team synergy, strategic planning, and market analysis. Their actionable advice resonated with the audience, sparking engaging discussions on the journey of entrepreneurship.

Crowd Venture: A Showcase of Innovation

The funding round featured several promising startups, each presenting innovative solutions. Among them were Aromoze, a perfume brand redefining the market with unique scents; Herbal Kaash, offering eco-friendly smoking alternatives; Modeva, championing sustainable fashion with upcycled clothing; Decorent, simplifying event planning with customizable décor solutions; Majestic Gaming, developing premium 3D-printed gaming accessories; The Maali Project, transforming gardening services for eco-conscious consumers; and Miraas, creating block-printed semi-formal clothing that blends tradition with contemporary style. Many other startups also captivated investors with their creativity and vision, securing funding to scale their ideas.

Shaping Tomorrow's Leaders

The Startup Summit 2024 underscored JKLU's commitment to fostering innovation and leadership. It was an inspiring reminder of the entrepreneurial spirit driving meaningful change and creating opportunities for the future.



“The session focused on how students can manage their own portfolios, from building a strong structure based on personal goals to exploring different investment options.”



Empowering Investors: Learning how to build a strong financial foundation and achieve investment goals.

Learn to Invest

The Technofundamental Approach

On April 25, 2023, Mr. Kshitiz Y. Bharti, an entrepreneur and capital market expert, led a compelling session for 104 BBA Semester IV and VI students at the Institute of Management, JK Lakshmipat University.

Mr. Bharti, a $200k funded forex trader and founder of LiqWeTrading, shared his expertise on effective investing. He introduced the Technofundamental approach, which combines technical analysis and fundamental research to help investors spot the best opportunities. He explained how this method can guide decision-making by analyzing market trends and the financial health of companies.

The session also focused on how students can manage their own portfolios, from building a strong structure based on personal goals to exploring different investment options. Mr. Bharti emphasized the importance of diversification—spreading investments across different assets to manage risk and increase returns.

Interactive and practical, the session gave students real-world insights into the world of investing. Mr. Bharti’s approach motivated students to take the first step in managing their investments and applying the Technofundamental strategy to build their financial future.

Workshop on Microfinance and Financial Inclusion

On May 3-4, 2024, the Institute of Management hosted a two-day workshop on Microfinance and Financial Inclusion as part of the Summer Social Project for first-year BBA students.

The workshop, led by senior training managers from AU Small Finance Bank, gave students a practical understanding of how microfinance operates on the ground. Students explored how financial inclusion ensures access to banking services for underserved communities, with a special focus on rural areas.

The sessions highlighted the lending process, how microfinance empowers individuals—particularly women—and the positive social and economic impact it makes. Through real-world case studies and interactive discussions, students gained valuable insights into how microfinance can drive entrepreneurship, improve livelihoods, and reduce poverty.

By the end of the workshop, students were inspired to see how they could contribute to making financial services accessible and create social impact in their careers.

"The workshop, led by senior training managers from AU Small Finance Bank, gave students a practical understanding of how microfinance operates on the ground."



Developing Socially Responsible Leaders: The Summer Social Project empowers students to become agents of positive change.

Leadership Lessons

from Praveen Arya

Praveen Arya, with 18 years of experience in Retail Banking, Wealth Management, and CRM, recently shared his insights at the Institute of Management. Having served as Assistant Vice President & Circle Prime Head at Axis Bank, he managed a Rs.3300 crore portfolio and led a team of over 650 people.

Managing Business Portfolios

Mr. Arya discussed the importance of managing large portfolios effectively. He shared strategies for overseeing banking products, ensuring business growth, and keeping operations aligned with company goals.

Challenges in Leadership

He also opened up about the leadership challenges he faced throughout his career. From managing compliance issues to leading large teams, Mr. Arya shared practical advice on navigating these hurdles and staying focused on growth.

Seizing Growth Opportunities

Finally, Mr. Arya highlighted how to spot and seize growth opportunities, using his own career as an example. His advice on identifying potential and taking calculated risks resonated with students, leaving them motivated to apply these lessons in their own careers.

"His advice on identifying potential and taking calculated risks resonated with students, leaving them motivated to apply these lessons in their own careers."



From Experience to Inspiration: Gain valuable insights from a successful leader in the banking industry.

Placements & Internship

Placements

Just as in previous years, the Institute of Management had a fruitful placement season in 2023-24 as well. Leading companies from various sectors participated in the placement drive, with students getting placed in well-known organisations such as Clix Capital, Bank of Baroda, Thrillophilia, Muthoot Finance, Sethia Finance, Kuber Mart, and VCosmos. The median CTC for BBA students placed in various companies in 2023-24 was 4.03 lakhs per annum.



Internships

Further, all the students of the Banking and Finance specialisation benefited from doing internships at several reputed financial service and other organisations, such as HDFC Ergo, AU Bank, JM Financial, and Dainik Bhaskar. These internships serve to give students in-depth industry exposure that allows them to put to practical use whatever they have learned in the classroom. This invaluable experience enables them to understand how businesses operate in real-world conditions, and provides them a fresh perspective on their learning. They often also receive healthy stipends during their internships.

CCCT Events

Panel Discussion on International Women's Day

The Glass Ceiling has been one of the emerging issues from the past couple of decades, in both private and public sector organisations. Employees, especially female employees, are artificially restricted from being promoted to higher levels of the organization's hierarchy. The panel discussion was facilitated by Prof. Asha Kaushik, Dr. Daisy Sharma, and Prof. Renu Jain. Dr. Daisy Sharma initiated the panel discussion and deconstructed the notion of glass ceilings, focused on exploring the quotients of intersectionality. She denounced the notion where, in the name of feminism, men and boys are demeaned or undervalued. Instead, she emphasized on patriarchal structure which is causing equal harm to all gender. Further, she emphasized on the empowerment of women through equal opportunities in all spectrums of life. She motivated the students to have the freedom of choice to do anything in their life with dignity and respect. The second speaker, Prof. Renu Jain, Dean IET at JKLU, shared her journey about balancing work and life. She talked about hard work, focus, and dedication as the prime ingredient for achievement and progress. She firmly believes that such dedication and hard work, within the realm of hard work can produce a just and equal society. Prof. Asha Kaushik, in her discussion, focused on diversity, while clearly defining the gender and sexualities. She extensively discussed about technological totalitarianism in the era of digitalization. Her discussion emphasized on empowering women within oneself and letting the child within grow and develop without any social stigma and stereotype. Her discussion underlined the will to live with dignity and respect in all aspects of life.

"She denounced the notion where, in the name of feminism, men and boys are demeaned or undervalued."



What’s Your Story: Friends Who Became Family

“The event fostered a warm and reflective atmosphere, where attendees connected over shared experiences and emotions, strengthening the sense of community within the group.”

The Centre for Communication and Critical Thinking hosted the ninth edition of its "What's Your Story?" event on August 5, 2024, at JK Lakshmipat University. The theme for this edition was 'Friends Who Became Family,' inviting students to share personal stories about friendships that have grown to hold the same significance as family relationships.

Around 22 students participated in the event, eagerly gathering at the venue to share and listen to stories centered around the theme. The event, known for its inclusivity, brought together a diverse group of participants who courageously shared how certain friendships have profoundly impacted their lives, evolving into familial bonds. Exploring 'Friends Who Became Family' allowed everyone to appreciate the depth and significance of friendships that transcend traditional boundaries.

The event fostered a warm and reflective atmosphere, where attendees connected over shared experiences and emotions, strengthening the sense of community within the group.



Dabu and Bagru Printing in a Hyper-Globalized World

A Cultural Tapestry: An event exploring the vibrant history and cultural significance of Dabu and Bagru printing.

On September 5, 2024, the Centre for Communication and Critical Thinking hosted an event titled “Dabu and Bagru Printing” at the IET Amphitheatre. The event was attended by 93 students. It began with a brief introduction to a short film co-created by JKLU student Yashika Bhatt, followed by the film’s screening. Afterward, the speaker, Mr. Dheeraj Chhipa, presented another short film to explain the process of Bagru printing.

After screening the short film, the speaker engaged in an interactive session with the students, where he shared insights into the intricacies of Dabu and Bagru printing, and discussed how the craft was passed down to him through generations. The conversation between the speaker and the students highlighted an exchange between traditional craftsmanship and industrial design, revealing various points of convergence and divergence. Professors Amitanshu and Devanuj also contributed to the ongoing discussion. The session concluded with an exhibition of Mr. Dheeraj Chhipa’s works, which were also available for purchase.





"A fitting reminder of the long way that our nation has come, as well as the journey that still lies before us."

Idea(s) of India Event

In the lead up to Independence Day 2024, the Centre for Communication and Critical Thinking at JK Lakshmipat University organised a celebration of the diversity of perspectives that make up our nation, through a guest lecture and speaking competition on the theme 'Ideas of India' on August 14, 2024

Dr. Sangeeta Sharma, former Head of Department, Department of History and Indian Culture, University of Rajasthan, Jaipur, gave an extremely informative and thought-provoking talk on various Ideas of India, propagated by several thinkers and leaders throughout Indian history. This was followed by a competition where students from JKLU presented their views on diverse notions of India.

The student speeches were judged by Dr. Sharma, who appreciated the efforts put in by all the speakers, each of whom presented their ideas very well. Diya Garg (B.Tech. 2nd year) and Shubham Jain (B.Tech. 2nd year) were awarded the first and second prize respectively, and were also invited to speak at the Independence Day event the next day.

The guest lecture was attended by around 70 students, some of whom stayed back for the speaking competition. All in all, it was a small yet memorable event: a fitting reminder of the long way that our nation has come, as well as the journey that still lies before us.



A Fond Farewell

Farewell to the BBA Batch of 2021-24!

The Institute of Management organised a Farewell Party for the outgoing Batch of BBA (2021-24) on April 12, 2024, at the IM Amphitheatre.

It was a gathering to bid farewell to the graduating batch, filled with excitement, nostalgia, and fond memories. The event began with a warm welcome, with the blessings of faculty members to the students of BBA 2021-24 setting the right tone for the evening. The event featured various activities, including exciting games, singing performances, and memorable confession games. These activities not only entertained the attendees, but also provided an opportunity to reminisce about the time spent together.

The event was marked by the cutting of a cake, to celebrate the sweet memories of time spent at JKLU. This was followed by gift distribution by the Junior BBA batch of 2022-25 to express gratitude to the graduating students. Finally, the names of the students elected Mr. and Ms. Farewell were revealed: Mr. Farewell was Eshaan Vijayvargia and Ms. Farewell was Charvi Ranka. Their heartfelt speeches added to the emotional ambience of the evening, and made it a memorable experience for everyone present.





The Long Interview



Dr. Vijaylakshmi

Dr Vijaylakshmi holds a PhD from Nirwan University, Jaipur in 2024 in the area of teaching English Language to students through English Literature. Her other PhD is in 2013 that talks about the Trojan War and the Characterisation of Great Alexander. In her academic career spanning around 2 decades, she has taught English literature, accent neutralisation, English language, life skills, and critical thinking at government and private universities of good repute. Her research expertise is anchored around Greek literature and English Language Teaching (ELT). Her research contributions have been presented in leading national as well as international conferences and published in renowned journals. Her research and teaching have been recognised through the 'Star Award' by Satr iEngineering. She is currently the Team Leader for Cambridge Assessment English for hiring and training Speaking Examiners.

*I-Interviewer

VJ- Vijay Lakshmi

I: As someone who teaches communication and critical thinking, how do you think students of management can benefit from such courses?

VJ: I feel these courses inculcate core skills for those working in the field of management, such as team leaders, business administrators, and entrepreneurs. While our courses are important for all students, I believe they are indispensable for BBA students, since you cannot survive in the field of management without communicating your own ideas in a convincing manner, nor without understanding and analysing what others are trying to communicate. You need to be able to take decisions that affect several people, and this is not possible without critical thinking.

I: Do you feel students recognise the importance of these courses, and that they put in enough effort to master these skills?

VJ: Some of them do, but I think students should do more. They seem to like the courses, but not all of them apply themselves or push themselves to truly engage with all the topics. If they did, I think it would surely benefit them in the long run. These courses are not pure theoretical courses: the emphasis is more on learning by doing. And ultimately, the teacher cannot push you to do everything; you have to motivate yourself.

"You need to be able to take decisions that affect several people, and this is not possible without critical thinking."

I: What really interests you, both in teaching, and in personal life?

VJ: Well, when it comes to my profession, definitely, I like going to class, interacting with my students. Personally, I like being around people, people who are close to me.

I: Is there something that you really like to teach the students?

VJ: Manners and etiquette are things that I feel are very important, and it gives me happiness and satisfaction when I teach these things to students.

I: Do you think it is a challenge these days, to teach etiquette and manners?

VJ: Yes, it is. I feel one of the most important things we need to teach students is to have some basic decency. Whether it is a first-year student or a final-year student, you often have to remind them of small things like putting their phones on silent mode during class, or not talking amongst themselves when others are participating in a class discussion. We need to help them with this.

I: You have also been involved with the Cambridge Examinations. Can you tell us a little more about these, and how students can benefit from them?

VJ: These exams are Business English certification courses. These are extremely practical, and help students to get a good level of efficiency related to communication at work. Just preparing for them is a great learning experience. Since these exams also have some group discussion activities, management students can also benefit by learning how to communicate better in groups. Additionally, having this certification will be a benefit for students who are looking to work or study abroad. Currently, they have been combined with the IELTS certification.

I: When you were a student, what was your favourite subject?

VJ: Economics. I really liked the statistics and the calculation part, and solving problems was something that attracted me. My economics teacher was also keen that I should pursue Economics for my Master's degree, after my UG.

"I found that those who studied literature fared better in such exams than those that didn't."

I: So why then did you not pursue economics? How is it that you did literature?
VJ: I liked Economics, but I wanted to have my Master's and PhD in English Literature. I was fascinated by the poems, short stories and long dramas that I had read while at school and during graduation.

I: In English Literature, which writers fascinated you?
VJ: The Romantic poets: Keats, Wordsworth, Shelley, Byron, all of them. When it comes to literature, poetry is my favourite.

I: Your M.Phil. was about the poet William Blake. What did you like about his writing?
VJ: I really loved his 'Songs of Innocence and Experience'. I had a teacher who really elaborated these poems in a most beautiful way. I remember having many conversations with him and other students in the library, or over coffee, and the way he explained this writing, in a really detailed way, about how innocence is affected by experience, was something that fascinated me, and made me choose this topic for my dissertation.

I: What was your PhD about?
VJ: My PhD was about Greek literature: the Trojan War. But it was a long time ago; and it was not my first choice of topic. It was due to some specific circumstances that I ended up working on this. I always wanted to do something related to English language and literature, which is my area of work, and through which I could build on my M.Phil. research. This is why I eventually did a second PhD.

I: It is rare to have two PhD degrees! One itself is difficult to deal with, isn't it?
VJ: Well, that's why it took ten years to complete! There are the usual responsibilities at the University to fulfil, and motivating yourself for the second PhD is difficult when you know you already did it once.

I: What was your second PhD about?
VJ: It is on language. I did a study with university students (at JECRC University), to see how those that studied literature fared in competitive examinations, such as the Cambridge exams, that they were studying for, as compared to those students who studied only for the exam without having these subjects as their course of study. I used pictures in this study as well. I found that those who studied literature fared better in such exams than those that didn't.

I: You are also a person who has several patents to their name: four, I believe?
VJ: Yes, that's right. All of them were collaborative efforts, and it was a great learning experience for me.

I: Is there something you would recommend, for other researchers who are looking to patent their work?
VJ: Well, one thing I learnt from my experience was about the kind of writing that is needed when you apply for patents. When you are writing to apply for patents, you really need your writing to be precise, and you need to be comfortable using different registers. For those of us with training in the humanities, we often have a different style of writing, which does not work here.

"They should be reading more. It can be anything of their choice, even something simple."

I: Let's go back to your views on pedagogy. In class, how do you think we can motivate learners and teach them better?

VJ: In general, I feel we need to give personal attention to learners as much as possible. But sometimes, large class sizes prevent this. If we have around 10-15-20 learners. This is especially true of the kinds of topics that we teach at the CCCT. Teaching fewer than 20 learners at a time would be great, because motivating students and getting all of them involved in every class is not easy. I understand this may be an ideal situation which may not be practically possible, but it would have a better impact.

I: Do you think there are any tools or technology that we could use to make learners' experience a little more personalised?

VJ: Yes, we already do, and I think it does help in some way. For instance, for one of my email writing classes, I asked the students to use ChatGPT to learn how they could compose their messages in a better way. These tools can help, but they need time, for the students to understand how they can use technology in a way that helps them to truly learn a skill or concept. It needs the teacher to be involved.

I: At JKLU, you have been taking Reading Circle sessions. How would you say the response has been so far, and how do you think we can motivate students to attend such activities more?

VJ: I have still not found the answer to that! This is the third or fourth year of the Circle. My experience has been that once students are in the session, they really enjoy what they do, but getting them through the door is a big challenge.

I: Do you feel students are reading enough these days?

VJ: No, they should be reading more. It can be anything of their choice, even something simple. Students need to get into the practice of reading, and also reading between the lines.

I: Do you write also?

VJ: I used to write. I have written short essays, maybe some poems, and short stories. I won a state-level prize when I was in my 10th, in competition organised by the Rajasthan government. That prize encouraged me to write more.

I: Let's pivot to a different aspect of life: what do you like to do in your leisure time?

VJ: I like sitting with my family members. I am a pet lover. I have two dogs and two parrots, and over the next few years, I will look to increase the number of pets I have at home. Whenever I get a bit of spare time, I like sitting with them, preferably together with my other family members. I like engaging with all living creatures. I have plants as well, though I need a bit more guidance in terms of taking care of them.

I: Last question: what is an interest you have that many people at JKLU may not know?

VJ: Well, I am someone who is very interested in driving and in cars. People don't usually expect that in women. My favourite car is the Land Rover Defender, which I dream of owning some day!

Faculty Achievements

Dr. Ashwini Sharma



- Coordinated the JKO Immersion Workshop organized by the Institute of Management: A mid-year review development program during 08-12 January 2024 for 21 management trainees from various businesses of JKO.
- Invited as an expert for a panel discussion on "Role of Technology in Future" during the Jaipur Education Summit 2024, organized by Credent TV on 23 January 2024.
- Was the discussant for JKLU's 'Meet the Master Mentor' session with Mr. Anand Kumar, a Padma Shree awardee and founder of Super 30, at Kota on April 6, 2024.
- Attended a Faculty Development Programme (Online) organized by SAS India on "Developing the Future Workforce: Designing an AI & Analytics Curricula", during October 21-25, 2024.

Dr. Azeemah Saleem



- Delivered an online session on “The Art of Literature Review” at the Centre for Studies of Plural Societies at New Delhi on August 21, 2024.
- Presented a paper on 'Socio-Cultural Refugee Integration: Exploring Through the lens of Sensitivity and Diversity' at the Regional and Local Responses to Global Refugee Movements: Contexts, Challenges, Solutions, 5th Conference of the German Network for Forced Migration Studies, Bonn International Centre for Conflict Studies (BICC), Bonn, Germany on 16th -18th September 2024.

Dr. Lokanath Mishra



- Together with Ms. Payal Kedia, Research Scholar, presented a paper titled “Exploring the factors affecting Credit risk of Fintech firms” during Twenty-Fourth Global Conference on Flexible Systems Management (GLOGIFT) organized by IIM Bodh Gaya on April 04-06, 2024.
- Published an article on 'Credit Risk Management: A Systematic Literature Review and Bibliometric Analysis', together with Ms. Payal Kedia, Research Scholar, in the Journal of Credit Risk on April 08, 2024.

Dr. Monika Soni



- Delivered an expert session on “Techniques for writing articles” from the perspective of publishing in the indexed journals. The session was organized by SUN E-Learning (Feb 2025).



Dr. Prashant

- Published an article titled “Eroticism and the loss of imagination in the modern condition” in the Journal of Cultural Research.

Dr. Riya Sureka



- Appointed as an Associate Editor of the journal Asia Pacific Management Review. This is an Elsevier, Scopus-indexed journal (June 2024).
- Invited as a resource person for conducting sessions on Systematic Literature review and Bibliometric Analysis using VosViewer and other tools, by the School of Business and Management at CHRIST (Deemed to be University), Delhi NCR Campus, as part of a Quality Improvement Program (QIP) on Research Tools and Methodologies from April 27 to April 30, 2024.
- Attended a three-day workshop on “Train The Trainer”, organised from Jan 31. 2024 to Feb 02nd, 2024 by NTPC School of Business, Noida, in association with IIM Ahmedabad.
- Invited by the Institute of Professional Banking to deliver an online session on “Financial Empowerment: Managing Personal Finance”, on Feb 17th, 2024.

Dr. Sameer Mittal



- Co-authored an article titled "E-Waste Management Challenges in India From the Perspective of Producer Responsibility Organizations” published in the IEEE Access (Scopus indexed, WoS indexed) Journal outlet.
- Delivered sessions on faster calculation tricks using Vedic Mathematics at AU Ignite on January 17 and January 24 respectively.
- Presented his article titled “Product-service Systems in Fashion Industry in the Context of Circular Economy” at POMS 2024 Conference organized by IIM Ranchi between December 4-6, 2024.
- Invited as a session chair on December 06. 2024 at the POMS 2024 Conference at IIM Ranchi.
- Published an article titled “Capabilities towards adoption of outcome-based contracts” in the Journal of Enterprise Information Management, in collaboration with his international research team.
- Delivered a Keynote Session at the Institution of Engineers, Jaipur Chapter on November 24. 2024. The theme of the session was on “Integrating Industry 4.0 and Circular Economy: A Path to Sustainable Industrial Transformation in India”.
- Invited as a session chair on November 27, 2024 at the The UNIfied International Conference on Emerging Technologies in Cyber-Physical Systems and Industrial AI (UNIfied 2024) at MNIT Jaipur.
- Nominated to participate in MDP on Supply Chain Excellence for JK Organization conducted by Indian Institute of Management Bangalore from October 21-23, 2024.
- Delivered a session on “Product-Service Systems for achieving circular production and consumption” on September 21, 2024.



Dr. Punam Mishra

- Co-authored and presented a paper titled “Deciphering the Antecedents of Organic Food Consumption" in International Conference on Leveraging Emerging Technologies and Analytics (LEAD) -2024, organized by IIM-Shillong during December 10-12, 2024.
- Co-authored and presented a paper entitled “An Empirical Study to Identify Experiential Marketing Facets for Customer Delight " in International Conference on Happiness: Science and Practice 2024, organized by IIM-Ranchi during January 5-6, 2024.
- Attended a Faculty Development Program on “Advanced Data Analytics for Research and Teaching: Harnessing the Power of R, Python and Tableau” (online mode), organized by IIM- Kozhikode, Feb-2024 to December 2024.

Dr. Sangbida Lahiri



- Presented a paper titled “Brothel and its relationship with critical geopolitics: A case study of Sonagachi in Kolkata”, at the International Conference on Gender, Geopolitics and Forced Migration organized on March 04-05, 2024, by the Asian Institute of Technology, Bangkok, Thailand.



Dr. Sheetal Mundra

- Delivered a session on “Women’s Empowerment: Unlocking the True Potential of the Indian Economy” on 06 Aug 2024 at the Reserve Bank of India, Regional Office, Jaipur.
- Published paper: Mundra, S. (2024). Indian Youth Unemployment: Factors Driving Its Deepening. European Economic Letters (EEL), 14(3), 01–19 (ABDC – C). Retrieved from https://www.eelet.org.uk/index.php/journal/article/view/1741
- Published paper: Mundra, S., Sharma, J. and Patro, A. (2024), "Indian human capital index: cross states disparity", Journal of Economic and Administrative Sciences, Vol. ahead-of-print No. ahead-of-print (Scopus, ESCI and ABDC Listed). DOI: https://doi.org/10.1108/JEAS-10-2023-0270
- Published paper: Vadukiya, S., & Mundra, S. (2024). Factors Influencing Green Supply Chain Practices: A Study on FMCG Companies in Rajasthan. IUP Journal of Supply Chain Management, 21(3), 47-67.
- Received the Nari Shakti Award by Maheshwari Samaj on April 24, 2024.
- Invited as an Examiner for thesis viva on 22 December, 2024, at ICFAI, Jaipur.
- Attended an online workshop on ‘SEM and CFA using AMOS’ on April 28th, 29th and May 1st, 2024. (three days)
- Completed the Digital Marketing and Analytics Program by ISB Executive Education. Started on May 13 and ended on Aug. 6, 2024.
- Participated in the one-day women's leadership program entitled “Women Leaders: Shaping Academic Excellence for VIKSIT Bharat@2047” organised by UGC on Dec. 13, 2024 in IIT Delhi.

Dr. Shivram Choudhary



- Successfully completed the Faculty Development Program in General Management at IIM Ahmedabad, from April 08 to June 01. 2024.



Ms. Shraddha Bharatiya

- Facilitated a session on "Critical Thinking and Mental Agility" as part of the JKO Immersion Workshop, a mid-year developmental program organized by the Institute of Management, held from 8th to 12th January 2024. The session engaged 21 management trainees from diverse JKO business units.
- Completed a 60-hour certification in Organisational Development offered by TISS and OD Alternatives (Feb–May 2024), enhancing competencies in institutional change, leadership, and systems thinking.
- Authored and published an article titled “Cultivating Critical Thinking in the Digital Age”, featured in The Hindu on August 26, 2024, exploring the relevance and application of critical thinking skills in today’s information-driven world.

Dr. Sumit Kulshreshta



- Completed a certification on “Concepts & Applications of Algorithmic Trading” offered by NSE Academy (March 2025).



Ms. Tanushka Jangid

- Participated in a three-day short-term residential 'Train the Trainer' program organized by Indian Institute of Management Indore (October 2024).
- Delivered a guest lecture on Enhancing the Employability Skills on September 02. 2024, for the trainees at the Confederation of Indian Industry- Model Career Centre (CII-MCC)- Jaipur, during their online training program in collaboration with Jubilant Bharatia Foundation.



Dr. Upasana Singh

- Invited as an expert for a panel discussion on "Psychological Problems", as part of 5th Edition of Jaipur Education Summit organized by Credent TV (January 2024).



Dr. Vijaylakshmi

- Delivered multiple online lectures on “Research Methodology” for Ph.D. scholars between July to September 2024 at Nirwan University, Jaipur.

Student Profiles



Bisman: Redefining Success Through Passion and Perseverance

Bisman is a BBA student from the 2020-23 batch, who has also been a former President of the JKLU Student Council. His story is a testament to resilience, reinvention, and the unwavering pursuit of passion. His determined mindset has defined his time at JK Lakshmipat University. Bisman became the President of the Student Council 2022, revived the university's annual fest, and launched two startups, both of which he successfully sold for significant profits. By the time he graduated, Bisman had earned the Gold Medal and was named 'Student of the Year,' firmly establishing himself as a leader and innovator.

Today, Bisman channels his experiences into empowering others. As part of AIC-JKLU and the founder of Startup Singh, he mentors aspiring entrepreneurs, providing the guidance and support they need to transform their ideas into reality.

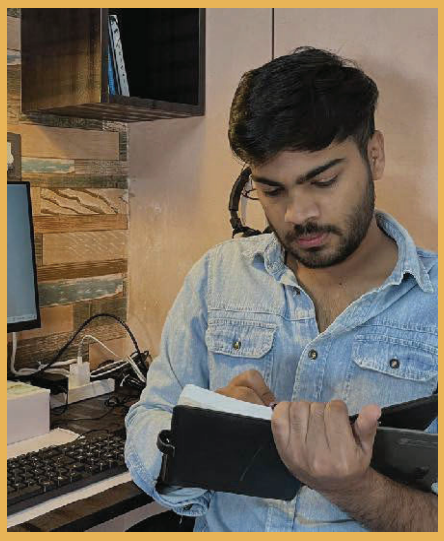


From Dormant Beginnings to Dynamic Achievements: Vidit's Journey at JKLU

Vidit, a student of the 2021-24 BBA group, is also a former President of the Student Council. From an unsure student to a leader, innovator, and entrepreneur, Vidit's evolution reflects how determination, the right opportunities, and a willingness to embrace challenges can lead to extraordinary achievements.

Vidit earned a place on the Honors List for two consecutive years, a reflection of his commitment to academic excellence. Beyond academics, he actively pursued leadership roles and realized his dream of joining the Student Council. As the Secretary of Cultural Affairs, he played a pivotal role in organizing events that brought vibrancy and unity to campus life. His determination and charisma led to his election as the President of the Student Council 2023 in his third year, marking a high point in his college journey.

Vidit has also displayed remarkable talent as an entrepreneur. As a BBA Entrepreneurship student, he launched the Mali Project, a startup addressing the needs of working-class individuals by offering plant care services and regular gardener visits. Vidit's entrepreneurial journey didn't stop there. He is now co-founding Marketing Chai with his partner Bisman. This ambitious venture aims to unify marketing and branding agencies under one umbrella, simplifying solutions for businesses and setting new standards in the industry.



Aryan Verma: Inspiring Growth Through Content Creation

Aryan Verma, a BBA third-year student at JK Lakshmipat University, is on a transformative journey of self-improvement and content creation. With a passion for personal growth and a commitment to inspire others, Aryan officially began documenting his experiences on November 18, 2024, after a year of freelancing. His mission is clear: to empower individuals seeking self-improvement, by demonstrating that meaningful growth is achievable through consistent effort and self-reflection.

For Aryan, content creation is more than just sharing his personal journey—it's about building a community of like-minded individuals who can learn from and support one another. By candidly sharing his successes, challenges, and insights, he has cultivated a platform that inspires others to pursue their own paths of self-growth.



Hardik Yadav: A Beacon of Empathy and Change

In a world often marked by challenges, Hardik shines as a symbol of hope and compassion. As the visionary founder of the Care For You Foundation, Hardik's journey embodies the transformative power of empathy and selflessness. Driven by an unwavering desire to uplift others, he launched the heartwarming initiative "151 Days of Making Someone Smile," a campaign that has touched innumerable lives and inspired others to embrace kindness as a way of life. Recently, he organized a three-day garment donation camp at his university, addressing the pressing needs of underprivileged communities. These contributions have not only offered comfort and dignity to recipients but also fostered a sense of collective purpose within the university community. Through his actions, Hardik Yadav exemplifies the profound impact one individual can have when fueled by genuine compassion and a commitment to serve others.



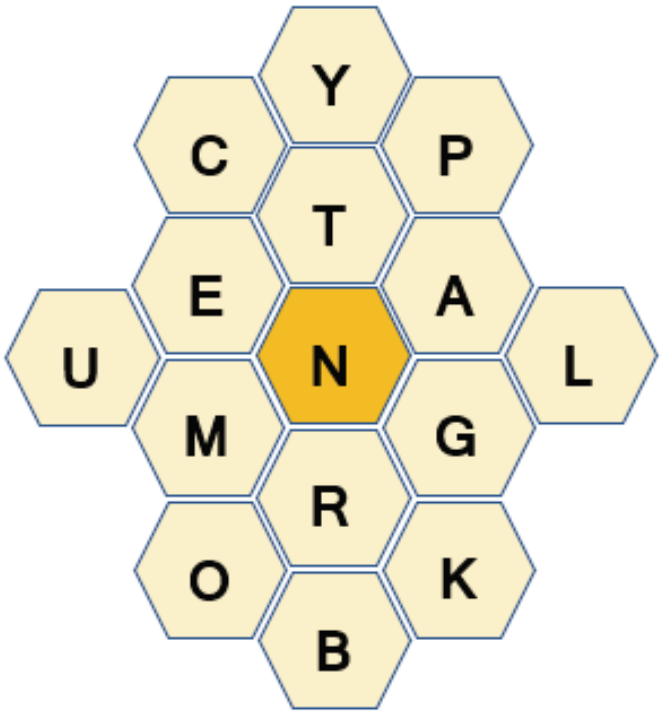
Ritika: In Her Own Words

"My BBA journey at JKLU was a defining chapter in my life. The thoughtfully designed curriculum, especially in the sixth semester, gave me a unique opportunity to work on real-time business simulations and explore global markets. These experiences not only enhanced my business acumen but also helped me think strategically and adapt to real-world challenges. The exposure I gained during this time truly prepared me to aim higher and broaden my horizons.

I'm deeply grateful for the well-rounded education and guidance I received at JKLU, which played a key role in shaping my entrepreneurial mindset. The practical approach to learning and the emphasis on understanding global business dynamics have been invaluable as I continue to build on this strong foundation."

Games & Leisure

Management Spelling Bee-Hive



Rules:

1. Make as many management-related words as you can, using any combination of letters from the grid above. **However, every word you make must include the central letter (here, 'N').**
2. Letters can be used more than once in your words.
3. Words will be given points based on the number of letters they contain. Hence, a valid 4-letter word submission will get 4 points, a 7-letter word submission will get 7 points, and so on.
4. Any word which is as long as 9 letters or more, will also get a bonus of +3 points. Hence, for example, a valid 10-letter submission will score 10+3 = 13 points.
5. Participants earning the most points will win exciting prizes! Send in your submissions to prashant@jklu.edu.in

From Team NITI to you

Dear Readers,

As you reach the final page of NITI, we hope it has brought a smile to your face, sparked inspiration, and reminded you of the vibrant community we share at JK Lakshmipat University. This magazine is more than a collection of stories and achievements—it's a celebration of the dreams, hard work, and spirit that make our university truly special.

Our journey in curating this edition has been one of immense pride and joy, filled with moments of reflection, laughter, and pride. We hope it resonates with you and leaves you with a sense of connection to everything that makes JKLU unique.

Thank you for being part of this journey with us. Until we meet again in the next edition, stay curious, stay inspired, and keep making memories worth sharing.

Warmly,

Team NITI

TEAM NITI

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