



MOTHERHOOD UNIVERSITY, ROORKEE

ENLIGHTENING WORLD

FACULTY OF COMMERCE AND BUSINESS STUDIES NEWS TRACK
HOW MANGEMENT AND INNOVATION COME TOGETHER

Vol. 9, Issue 2, June 2025

MESSAGE FROM HON'BLE VICE-CHANCELLOR

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EVENTS PROPOSED

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It gives me immense pleasure to extend my warm greetings to all readers of the *Volume 9*, Issue 2 of the Newsletter published by the Faculty of Commerce & Business Studies. This publication is not just a report of activities but a testimony to the dedication and dynamic vision with which the faculty works in alignment with the mission and objectives of Motherhood University.

I am proud to share that the Faculty of Commerce & Business Studies continues to set an example of academic excellence by focusing on **industry-oriented education**. This semester, the faculty has successfully conducted **industrial visits, seminars, guest lectures, student development programs (SDPs), and faculty development programs (FDPs)**. These initiatives reflect the department's commitment to providing experiential learning opportunities that complement classroom teaching. Such activities not only enhance the practical knowledge and technical skills of our students but also serve as valuable platforms for our faculty members to adopt and implement **innovative teaching methods**. The exposure to real-world business practices and emerging technologies equips both students and teachers to stay updated and relevant in today's fast-changing economic environment. These collective efforts have significantly contributed to boosting student motivation, encouraging active participation, and instilling confidence among our learners. I am confident that this continuous pursuit of excellence will lead to the holistic development of our students, making them future-ready professionals. I sincerely appreciate the untiring efforts of Dr. P. K. Agarwal, Dean, and his entire team for their remarkable contributions. Let us continue to move forward with the same spirit of innovation, commitment, and excellence in education.

With best wishes,

Prof (Dr.) Narendra Sharma



MESSAGE FROM THE DEAN



I am delighted to present the *Volume 9*, Issue 2 of the Newsletter published by the Faculty of Commerce & Business Studies at Motherhood University, Roorkee. This edition stands as a reflection of the faculty's continuous efforts to offer a holistic and enriching academic environment for our students.

This semester has been particularly dynamic and fruitful. We not only delivered quality classroom teaching but also successfully

planned and executed a wide range of co-curricular and industry-oriented learning activities. These initiatives were undertaken with the aim of equipping our students with practical knowledge and real-world exposure, preparing them to face today's competitive business environment with confidence. A key highlight of this semester was our series of **industry visits** to reputed business organizations, giving our students first-hand insight into corporate functioning and operations. In addition, we hosted several **guest lectures** and expert sessions by industry professionals, entrepreneurs, and academic scholars. These engagements created meaningful learning experiences beyond textbooks, helping bridge the gap between theory and practice. Our faculty continues to emphasize the overall development of students by encouraging participation in various co-curricular activities including workshops, seminars, competitions, and awareness programs. These not only enhance subject knowledge but also promote teamwork, leadership, and communication skills among our students.

I extend my heartfelt gratitude to the faculty members, students, and staff whose collective efforts have made this semester a success. I also thank our industry partners and guest speakers for their valuable contributions. I am confident that our future endeavors will continue to bring excellence and innovation in commerce education.

Prof. (Dr.) P K Agarwal

WEBINAR

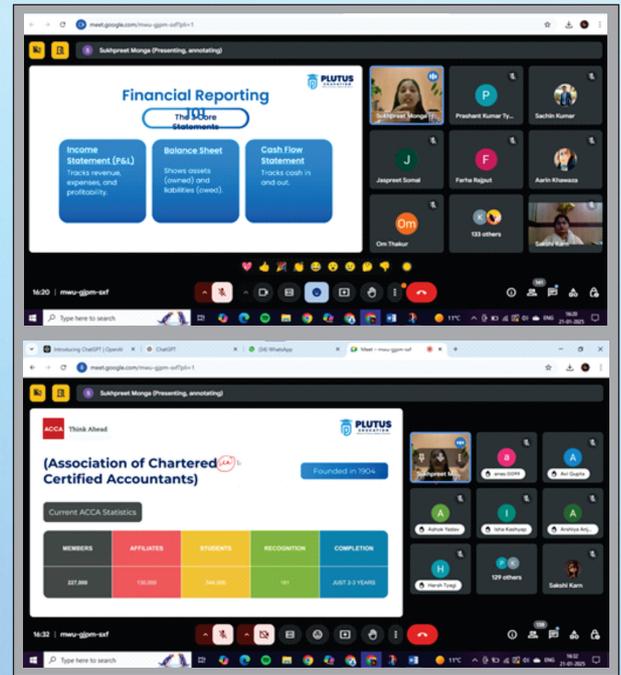


21th January, 2025

The Faculty of Commerce & Business Studies, Motherhood University, Roorkee, in association with Plutus Education, organized an enlightening webinar for commerce students on January 21, 2025. The session focused on career opportunities in the field of Accounting and Finance and witnessed active participation from students.

The resource person for the webinar, **CA Sukhpreet Mongha**, shared valuable insights on how students can build successful careers in the domain of accounting and finance. She emphasized the scope of employment in reputed organizations such as the Big 4 accounting firms and multinational corporations (MNCs). Through her interactive session, she not only explained the theoretical aspects but also provided practical demonstrations on preparing balance sheets and bookkeeping, which are essential components of accounting.

The webinar concluded with a Q&A session where students enthusiastically interacted with the speaker, gaining clarity on career-related queries. The event was well-received, leaving students motivated and better informed about their future opportunities in the accounting and finance sectors.



INDUSTRIAL VISIT TO GOLD PLUS INDUSTRIES, ROORKEE



29th January, 2025

The Faculty of Commerce & Business Studies at Motherhood University, Roorkee, organized an industrial visit to Gold Plus Industries, Roorkee, on 29th January 2025. The visit was aimed at providing students with practical exposure to industrial operations, particularly in the manufacturing of float glass. It was an enriching experience where students interacted with industry experts and observed real-time production processes.

The visit commenced with an interactive session with Mr. Jony Saini, the Human Resources Manager of Gold Plus Industries. He provided an insightful overview of the company's recruitment process, including eligibility criteria, job roles, required skill sets, and career growth opportunities within the organization.

Following the HR session, Mr. Deepak Kumar, the System Coordinator, guided the students through a detailed tour of the manufacturing plant. He explained the internal processes involved in producing float glass. The students had the opportunity to witness the step-by-step production of different types of glass, starting from raw material processing to the final product.

Dr. P. K. Agarwal, Dean of the Faculty of Commerce & Business Studies, encouraged students to take full advantage of such industrial visits.

The Hon'ble Vice-Chancellor of Motherhood University also appreciated the students and the organizing team for their enthusiasm and dedication.



GUEST LECTURE: "ATTITUDE IS EVERYTHING"

30th January, 2025

The Faculty of Commerce & Business Studies at Motherhood University, Roorkee, organized a guest lecture on the theme "Attitude is Everything" on 30th January 2025. The session was delivered by Mr. Roshan Rana, HR Manager at ITC, Haridwar. The event was designed to help students understand the critical role of attitude in shaping their personal and professional success.

Mr. Roshan Rana began the session by defining attitude as an individual's perspective or way of thinking that influences their actions, decisions and interactions. He emphasized that attitude is not inherited but cultivated through experiences, learning and self-reflection.

To illustrate, he shared real-life stories from his career in HR, where employees with positive attitudes thrived in challenging situations and became role models for their peers. He explained how students entering the corporate world could differentiate themselves by demonstrating a proactive and solution-oriented mindset during interviews and at work.

Dr. P.K. Agarwal, Dean of the Faculty, emphasized that attitude is the foundation of success. He encouraged students to be persistent and maintain optimism even when faced with failures.

Prof. Dr. Narendra Sharma, Vice Chancellor, inspired students to integrate a positive attitude into their professional and personal lives, ensuring sustained growth and success.

मदरहुड विश्वविद्यालय के छात्रों ने किया शैक्षिक भ्रमण

01st February, 2025



Seminar on : " Insights of Budget 2025: A Comparative Analysis of Budget 2024 and 2025 "

On 14th February 2025, the Faculty of Commerce and Business Studies at Motherhood University, Roorkee, organized an enlightening seminar on the theme " Insights of Budget 2025: A Comparative Analysis of Budget 2024 and 2025." The event witnessed enthusiastic participation from students and faculty members, aimed at deepening the understanding of the Union Budget's impact on various sectors of the economy.

The resource person for the seminar, **Dr. Anant Lakshendra**, Associate Professor in the Commerce Department at Motherhood University, provided an in-depth analysis of Budget 2025. He compared the current budget with Budget 2024 and highlighted significant changes and their implications for various sectors.

The seminar provided students and faculty with a comprehensive understanding of the Union Budget's implications on various sectors, from MSMEs and agriculture to defense and taxation. It also stressed the importance of financial awareness and a proactive approach to understanding the nation's economic policies.

दैनिक न्यूज़ उत्तराखंड

Saturday 15th February 2025

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मदरहुड यूनिवर्सिटी, रुड़की के वाणिज्य और व्यवसाय अध्ययन संकाय द्वारा बजट पर संगोष्ठी का आयोजन



(सववाददाता ब्रह्मानंद चौधरी रुड़की) रुड़की। मदरहुड यूनिवर्सिटी, रुड़की के वाणिज्य और व्यवसाय अध्ययन संकाय द्वारा बजट पर एक संगोष्ठी का आयोजन किया गया। इस अवसर पर डॉ. अनंत लक्षेंद्र, वाणिज्य विभाग के एसोसिएट प्रोफेसर, ने बजट के महत्व पर गहन चर्चा की। उन्होंने बताया कि बजट देश के सभी क्षेत्रों को किस प्रकार मदद करता है। डॉ. अनंत ने वर्तमान बजट की तुलना पिछले बजट से करते

हुए यह समझाया कि बजट कैसे सूक्ष्म, लघु और मध्यम उद्यम (MSME) सेक्टर को बढ़ावा देता है और कृषि क्षेत्र को प्रोत्साहित करता है। उन्होंने यह भी बताया कि बजट आम नागरिकों और छात्रों के लिए कितनी मददगार है, विशेष रूप से वित्तीय सहायता के रूप में। इस अवसर पर वाणिज्य और व्यवसाय अध्ययन संकाय के डीन, डॉ. पी.के. अग्रवाल, ने कहा कि बजट देश की अर्थव्यवस्था के लिए एक प्रेरक शक्ति है। उन्होंने यह भी कहा कि केंद्र सरकार का बजट भारत को "विकसित भारत 2047" मिशन की ओर ले जाने में सहायक है। मदरहुड विश्वविद्यालय के माननीय कुलपति, प्रोफेसर डॉ. नरेंद्र शर्मा, ने संगोष्ठी को संबोधित करते हुए बजट के महत्व पर प्रकाश डाला। उन्होंने बताया कि यह बजट विशेष रूप से मध्यम वर्ग के लिए लाभकारी है। उन्होंने आयोजन टीम को इस सफल संगोष्ठी के लिए प्रेरित किया और कहा कि ऐसे कार्यक्रम छात्रों को बजट के प्रति जागरूक करने में मदद करते हैं। यह संगोष्ठी छात्रों और शिक्षकों के लिए अत्यंत ज्ञानवर्धक रही। बजट से संबंधित जानकारी प्राप्त कर छात्रों को इसके विभिन्न पहलुओं को समझने का अवसर मिला। संगोष्ठी का समापन धन्यवाद ज्ञापन के साथ हुआ।



रिपोर्ट अभिषेक गोडवाल

मदरहुड यूनिवर्सिटी, रुड़की के वाणिज्य और व्यवसाय अध्ययन संकाय द्वारा बजट पर एक संगोष्ठी का आयोजन किया गया। इस अवसर पर डॉ. अनंत लक्षेंद्र, वाणिज्य विभाग के एसोसिएट प्रोफेसर, ने बजट के महत्व पर गहन चर्चा की। उन्होंने बताया कि बजट देश के सभी क्षेत्रों को किस प्रकार मदद करता है।

डॉ. अनंत ने वर्तमान बजट की तुलना पिछले बजट से करते हुए यह समझाया कि बजट कैसे सूक्ष्म, लघु और मध्यम उद्यम (MSME) सेक्टर को बढ़ावा देता है और कृषि क्षेत्र को प्रोत्साहित करता है। उन्होंने यह भी बताया कि बजट आम नागरिकों और छात्रों के लिए कितनी मददगार है, विशेष रूप से वित्तीय सहायता के रूप में।

इस अवसर पर वाणिज्य और व्यवसाय अध्ययन संकाय के डीन, डॉ. पी.के. अग्रवाल, ने कहा कि बजट देश की अर्थव्यवस्था के लिए एक प्रेरक शक्ति है। उन्होंने यह भी कहा कि केंद्र सरकार का बजट भारत को "विकसित भारत 2047" मिशन की ओर ले जाने में सहायक है।

मदरहुड विश्वविद्यालय के माननीय कुलपति, प्रोफेसर डॉ. नरेंद्र शर्मा, ने संगोष्ठी को संबोधित करते हुए बजट के महत्व पर प्रकाश डाला। उन्होंने बताया कि यह बजट विशेष रूप से मध्यम वर्ग के लिए लाभकारी है। उन्होंने आयोजन टीम को इस सफल संगोष्ठी के लिए प्रेरित किया और कहा कि ऐसे कार्यक्रम छात्रों को बजट के प्रति जागरूक करने में मदद करते हैं।

यह संगोष्ठी छात्रों और शिक्षकों के लिए अत्यंत ज्ञानवर्धक रही। बजट से संबंधित जानकारी प्राप्त कर छात्रों को इसके विभिन्न पहलुओं को समझने का अवसर मिला। संगोष्ठी का समापन धन्यवाद ज्ञापन के साथ हुआ।

INDUSTRIAL VISIT TO ITC, SIDCUL, HARIDWAR



21th March, 2025



The Faculty of Commerce and Management Studies organized an industrial visit to ITC, SIDCUL, Haridwar, to provide students with firsthand exposure to industrial operations and corporate practices. The visit aimed to bridge the gap between theoretical knowledge and practical applications in the industry. Below are the key details and learnings from the visit. The visit was appreciated by Dr. P.K. Agarwal (Dean, FOCBS) by his motivating words.

The industrial visit to ITC, SIDCUL, Haridwar, was a highly informative and insightful experience. It provided students with valuable exposure to industrial operations, corporate management, and manufacturing processes. The visit helped students relate their academic knowledge to real-world business scenarios, thereby enhancing their understanding of industrial practices.

This experiential learning opportunity reinforced the importance of industry-academia interactions and served as a significant step in the students' professional development.

INDUSTRIAL VISIT TO ITC, SIDCUL, HARIDWAR



21th March, 2025



SDP PROGRAM ON “ENTREPRENEURIAL MINDSET”

25th March, 2025

The Faculty of Commerce & Business Studies, on 25-03-2025, organized a SDP Program on “Entrepreneurial Mindset”. The session aimed at providing students with insightful knowledge and a deeper understanding of Entrepreneurial mindset. An entrepreneurial mindset refers to the way of thinking that helps individuals identify opportunities, take calculated risks, and navigate challenges in a creative and resourceful way. People with this mindset tend to have a proactive attitude toward problem-solving, continuous learning and innovation. The SDP program aimed to introduce students to the concept of an entrepreneurial mindset, emphasizing the importance of adaptability, problem-solving, creativity, and risk-taking in business. The lecture was designed to inspire students to think like entrepreneurs, whether they are planning to start their own ventures or apply entrepreneurial thinking within established organizations.

The guest speaker of session was Prof. (Dr.) Santanu Roy, Director of IBS, Dehradun and Mr. Tavmesh, Branch Manager, IBS, Dehradun was invited to share their expertise and experiences with the attendees

The lecture was attended by approximately 129 students, primarily from the various courses in FOCBS department such as B.COM, BBA, B.COM (H), MBA, etc. Many students expressed an interest in launching their own startups or working in entrepreneurial roles within organizations. The students actively engaged in the lecture through discussions and questions, showing strong interest in the practical applications of the entrepreneurial mindset.

SEMINAR ON “INTELLECTUAL PROPERTY RIGHTS : PROTECTING INNOVATION & ENCOURAGING CREATIVITY”.

28th March, 2025

The Faculty of Commerce and Business Studies at Motherhood University, Roorkee, successfully hosted a one-day Seminar on “Intellectual Property Rights: Protecting Innovation & Encouraging Creativity” on 28th March 2025. The seminar aimed to enhance the understanding of Intellectual Property Rights (IPR) among students, researchers and faculty members while raising awareness about safeguarding innovations.

The first session featured an insightful presentation by Mrs. Gunjan Bhatt from IIT Roorkee, who elaborated on the importance of Intellectual Property Rights and the associated legal frameworks. She emphasized that these laws not only protect individual innovations but also provide substantial benefits to industries, contributing to economic and technological growth.

Next, Mr. AmalSrivastava from IIT Roorkee, delivered a comprehensive talk on Copyright Laws & Their Legal Aspects. He explained how individuals and organizations could secure their creative works legally, providing a detailed overview of the Copyright registration process and its implications.

Following this, Dr. Usha Sharma from IIT Roorkee conducted an in-depth session on Patent Laws & Procedures. She discussed the significance of Patents in safeguarding innovations and guided researchers and entrepreneurs through the Patent application process, making it particularly beneficial for those involved in research and development.

Prof. P.K. Agrawal, Dean of the Faculty of Commerce and Business Studies, underlined the importance of IPR in protecting both personal and professional interests. His session helped students understand the practical applications of intellectual property rights in various sectors.

The seminar concluded with a closing address by the Hon'ble Vice-Chancellor, Prof. (Dr.) Narendra Sharma, who lauded the efforts of the organizing committee. He stressed that IPR not only protects innovations but also plays a crucial role in national economic and technological advancement.





Prof. P. K. Agarwal

Patent

Agarwal, P. K., & Bhardwaj, S. (2024, April 25). Analysis of why social media important for e-commerce (Application No. 202511034672A). Filed on April 9, 2025.

Conference

- Agarwal, P. K., & Ritu. (2025, January 3–4). Changing landscape of consumer behavior: Leveraging corporate social responsibility and social entrepreneurship for innovation. In *Creativity, Innovation & Advances in Research World: Pathways for a Better Tomorrow* (pp. 309–315). Well Press Publications. ISBN 978-81-979567-4-4.
- Agarwal, P. K., & Sharma, V. (2025, January 3–4). Challenges of brand management and brand equity – A competitive edge. In *Creativity, Innovation & Advances in Research World: Pathways for a Better Tomorrow* (pp. 432–435). Well Press Publications. ISBN 978-81-979567-4-4



Dr. Snehashish Bhardwaj

Patent

Agarwal, P. K., & Bhardwaj, S. (2024, April 25). Analysis of why social media important for e-commerce (Application No. 202511034672A). Filed on April 9, 2025.

Conference

- Bhardwaj, S. (2024, September 28–29). Understanding the complex dynamics of juvenile begging: Causes, consequences in urban areas. National Seminar on Challenges in Present Era to Materialize the Human Rights in India, Faculty of Legal Studies, Motherhood University, Roorkee.
- Bhardwaj, S., & Rashmi. (2025, January 3–4). Impact of education loan in socio-economy in India. In *Creativity, Innovation & Advances in Research World: Pathways for a Better Tomorrow* (pp. 281–285). Well Press Publications. ISBN 978-81-979567-4-4.
- Bhardwaj, S., & Joshi, P. (2025, January 3–4). Factors affecting digital marketing adoption among MSMEs. In *Creativity, Innovation & Advances in Research World: Pathways for a Better Tomorrow* (pp. 315–319). Well Press Publications. ISBN 978-81-979567-4-4

FDP

Bhardwaj, S. (2025, May 7–19). NEP 2020 orientation & sensitization programme [Faculty Development Programme/MMTTC]. MMTTC, Shri Lal Bahadur Shastri National Sanskrit University (Central University), New Delhi. Online mode.



Dr. Rahul Sharma

Conference

- Sharma, R., & Shubhangi. (2025, January 3–4). The Indian perspective on quality work life: A study. In *Creativity, Innovation & Advances in Research World: Pathways for a Better Tomorrow* (pp. 462–466). Well Press Publications. ISBN 978-81-979567-4-4
- Sharma, R., & Vishnoi, M. (2025, January 3–4). Business transformation through innovation: A pathway to sustainable growth. In *Creativity, Innovation & Advances in Research World: Pathways for a Better Tomorrow* (pp. 472–478). Well Press Publications. ISBN 978-81-979567-4-4



Ms. Sakshi Karn

Conference

- Karn, S. (2025, January 3–4). A comparative analysis of green bond markets in developed & India as a developing economy. In *Creativity, Innovation & Advances in Research World: Pathways for a Better Tomorrow* (pp. 343–346). Well Press Publications. ISBN 978-81-979567-4-4.

FDP

- Karn, S. (2025, May 7–19). NEP 2020 orientation & sensitization programme [Faculty Development Programme/MMTTC]. MMTTC, Shri Lal Bahadur Shastri National Sanskrit University (Central University), New Delhi. Online mode.



Ms. Shivani Choudhary

Conference

- Choudhary, S. (2025, January 3–4). A study on the role of e-commerce in rural economic development. In *Creativity, Innovation & Advances in Research World: Pathways for a Better Tomorrow* (pp. 85–88). Well Press Publications. ISBN 978-81-979567-4-4



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