



# THE HPUBS TIMELINE

Manage Change : Create Future

(A State Government University Accredited with 'A' grade by NAAC)



QUARTERLY EDITION (JAN - MAR 2025)

YEAR 2 ISSUE 3



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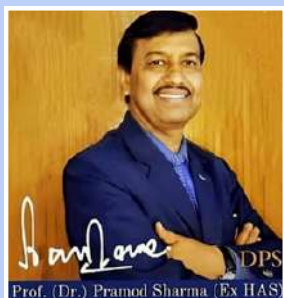
We feel immensely proud and elated to present the third quarterly edition of our newsletter, 'The HPUBS Timeline', which highlights all our achievements from January to March 2025.

This edition showcases our efforts in academics, teaching, research, and other allied activities in the field of management education.

A sincere endeavor has been made to provide the most relevant and valuable information to all stakeholders of Himachal Pradesh University Business School.

I extend my heartfelt thanks to all members of the HPUBS fraternity for bringing out this beautiful document that showcases our efforts and achievements.

Prof. Pramod Sharma



Director and Professor  
Dr. Pramod Sharma

**CHIEF EDITOR MESSAGE**

It is my pleasure to welcome you to this newsletter, where we celebrate the dynamic and innovative spirit of our academic fraternity. This platform serves as a bridge to connect our students, faculty, and industry leaders, highlighting the incredible initiatives and milestones achieved within the department. From students' activities and research breakthroughs to inspiring events and expert insights, this newsletter will be a testament to our commitment to excellence.



DR. SANTOSH KUMARI

**EDITOR'S MESSAGE**

This newsletter aims to provide a platform to celebrate and acknowledge the events and activities organized at HPUBS. It will serve as a medium of communication, promoting engagement among students and faculty members. "The HPUBS Timeline" works for enriching knowledge and encouraging students of HPUBS and providing them new frontiers in the field of academics and socio-cultural domain.



NITIKA THAKUR



**"An HPUBS Students' Forum initiative to enrich academic dialogue and holistic development."**

**THE EDITORIAL TEAM**

Managing Editors : Anushka Verma, Lakshay Kansra, Himanshu Dhiman  
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 Editorial team members : Akshit Thakur, Bhavesh Sharma, Ritik, Anmol Sharma.



Sitting L-R: Dr. Pawan Garga, Prof. Shyam Lal Kaushal, Prof. Pramod Sharma, Prof. J.S. Parmar, Prof. Dinesh Kumar  
 1st row L-R: Dr. Santosh Kumari, Dr. Puneet Bhushan, Dr. Rajesh Kumar, Dr. Vinod Negi, Dr. Narender Singh Chauhan



## EVENTS AT HPUBS

**HOLI 2025: A SPLASH OF COLORS AND BEATS AT HIMACHAL PRADESH UNIVERSITY BUSINESS SCHOOL**

As the crisp spring breeze swept through the hills of Himachal Pradesh, the students of Himachal Pradesh University Business School (HPUBS) came together to celebrate the festival of Holi with unbridled enthusiasm. The vibrant hues of the festival, mixed with pulsating DJ beats, created an atmosphere of joy, unity, and festive fervour.

The event, held on the university campus, saw a massive turnout of students and faculty members, all eager to immerse themselves in the spirit of Holi. The celebration kicked off with traditional gulal smearing, as students playfully doused each other in colors, embodying the festival's essence of togetherness and renewal. One of the highlights of the celebration was the electrifying DJ music, which kept the energy levels soaring high throughout the event. With a dynamic mix of Bollywood Holi anthems, EDM beats, and classic dance tracks, the DJ ensured that no one remained on the sidelines. The open-air dance floor became a sea of exuberant students grooving to the beats, adding to the vibrancy of the occasion. HPUBS's Holi celebration featured high-energy DJ music, creating a vibrant dance floor.



## HPUBS WELCOMES ALUMNI ENGAGEMENT: LECTURE SERIES AND MENTORING.



"Himachal Pradesh University Business School (HPUBS) is poised to strengthen its connection with alumni through a new initiative stemming from recent deliberations with Director Prof. Pramod Sharma. On Thursday, March 13th, 2025, a meeting was held at HPUBS, bringing together Director Prof. Pramod Sharma, esteemed alumni Ms. Ashima Bhagra, Mr. Sunny Sharma, and Mr. Nikhil Sood, along with Coordinator Dr. Narender Singh Chauhan and Convener Mr. Kartik Thakur. The objective of this gathering was to formalize plans for a program designed to actively engage alumni in the ongoing development and success of the institution."

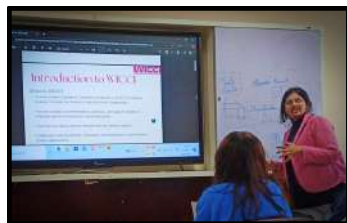
The primary focus of the initiative centers on two key pillars: a lecture series and a mentorship program. The lecture series aims to leverage the expertise and experience of successful alumni across various industries, offering current students invaluable insights into practical applications of their theoretical knowledge. These lectures will provide a platform for alumni to share their career journeys, industry trends, and challenges faced in the contemporary business landscape.

Furthermore, the proposed mentorship program seeks to create a structured environment for alumni to guide and support current students as they navigate their academic pursuits and explore career paths. This program intends to foster meaningful relationships between seasoned professionals and aspiring business leaders, providing crucial guidance on skill development, networking opportunities, and career decision-making.

The meeting on March 13th solidified the commitment from HPUBS and its alumni to cultivate a mutually beneficial relationship. The initiative represents a significant step towards building a robust and engaged alumni network that will serve as a valuable resource for both current students and the institution as a whole. The implementation of the lecture series and mentorship program promises to enrich the academic experience at HPUBS, ensuring that students are well-prepared for the challenges and opportunities that await them in the professional world.



## STUDENTS INTERACTION WITH DIKSHA SOOD ON ENTREPRENEURSHIP



On March 18, 2025, MBA first-year students at HPUBS had a fruitful session on entrepreneurship with Diksha Sood, the State President of WICCI (Women's Indian Chamber of Commerce & Industry). Diksha Sood shared her experiences and encouraged the students to explore the world of entrepreneurship.

She emphasized the immense opportunities for starting new businesses in Himachal Pradesh, urging the youth to capitalize on this potential. She also highlighted the significance of networking stating, "Your network is your net worth."

Furthermore, she noted the importance of focusing on AI in this technologically advancing world, advising students to acquire knowledge about various available AI models.

Diksha Sood also discussed the stages of developing a new business and the challenges entrepreneurs face.

She encouraged the students at HPUBS with business ideas to contact her, promising that her team at WICCI would provide comprehensive support.

## STARTUP 'PEHAL' : EMPOWERING YOUNG ENTREPRENEURS



To promote entrepreneurship and innovation in Himachal Pradesh, IIT Mandi Catalyst, in collaboration with MeitY Startup Hub, HPCED, and BIC - HPU Shimla, organized Startup Pehal on March 24, 2025. The event aimed to encourage aspiring entrepreneurs by providing insights into various government-backed schemes and startup support initiatives.

The Chief Guest, Dr. B.K. Shivram, Dean of Studies at HPU, emphasized the significance of entrepreneurship in driving economic growth. Notable addresses were delivered by Dr. Satvasheel Ramesh Pawar and Gaurav Parukar, who highlighted the resources and opportunities available for young innovators. A dedicated team from IIT Mandi Catalyst engaged with students, offering guidance on startup development, funding avenues, and mentorship programs.

By bringing together experts and aspiring entrepreneurs, Startup Pehal successfully created an environment conducive to innovation, equipping students with the necessary tools to transform their ideas into impactful ventures.

## SEBI INVESTOR CERTIFICATION TRAINING AT HPUBS



SEBI Investor Certification Training was successfully conducted at Himachal Pradesh University Business School, Summer Hill, Shimla on 25 March 2025. The program was organized under the guidance of Prof. Pramod Sharma, Director, HPUBS, and Dr. Narender Singh Chauhan in collaboration with Krishna Foundation under the sponsorship of BSE Limited. Dr. Jyoti Verma a distinguished faculty of the foundation conducted the sessions as the trainer for this program. The training focused on skill development in Financial Literacy and Investor Education, equipping participants with foundational knowledge and practical insights. The program engaged a total of over eighty students of MBA. Certificates were awarded to all participants upon successful completion of the training. It was a holistic learning experience. Participants expressed appreciation for the practical approach and valuable takeaways from the program.

## NATIONAL IP YATRA PROGRAMME



HPUBS students attended National IP Yatra programme (Two Days Workshop) on intellectual property rights held on 25th and 26th March 2025 at Hotel Holiday Home, Shimla, Himachal Pradesh.

## INVESTORS AWARENESS PROGRAM BY ICAI



On March 29, 2025, the HPUBS mini auditorium buzzed with insightful discussions during an Investors' Awareness Seminar organized by the Institute of Chartered Accountants of India (ICAI). Esteemed dignitaries from ICAI shared their extensive knowledge with the eager students of HPUBS. The successful execution of this event was spearheaded by the dedicated efforts of Dr. Narender Singh Chauhan, who skillfully coordinated with ICAI. Attending the event were Director Professor Pramod Sharma, and Professor Dinesh Sharma. The seminar's key speaker, CA Sarvesh Sharma, expertly guided students on initiating their investment journeys. His address highlighted crucial principles, including:

- The fundamental importance of understanding investment basics.
- The necessity of growing wealth through strategic investment choices and diverse approaches.
- The recognition that investment encompasses not only financial capital but also the valuable allocation of time.
- The paramount importance for students to invest their time wisely in learning as the most beneficial investment during their academic years.

## STUDENTS' ACHIEVEMENT



### **IDEAS THAT INSPIRE! APURVA THAKUR TAKES THE LEAD AT EXPLORAE 4.0**

Apurva Thakur, MBA 1st Year (Section B), secured the First Prize in the Ideation Competition organized during EXPLORAE 4.0 by the Department of Biotechnology and Biotechnology Incubation Center, Himachal Pradesh University, on the occasion of National Science Day 2025.



### **FROM CAMPUS TO CORPORATE: VARUN BHATIA JOINS HARTEK GROUP**

Varun Bhatia, a second-year student, has secured a position as a Talent Acquisition Specialist at Hartek Group—an EPC company and India's third-largest solar installer. Hartek has been recognized as a Great Place to Work for six consecutive years, reflecting its commitment to employee satisfaction and organizational excellence.



## TEACHERS' PLATFORM

### BRIDGING BORDERS : PROF. KAUSHAL AT THE GLOBAL STAGE



Prof. Shyam Lal Kaushal was a keynote speaker in International Conference by Commerce and Management Association of India and Turan University, Almaty, Kazakhstan on 28<sup>th</sup> & 29<sup>th</sup> January, 2025.

### NEWSLETTER SHOWCASE WITH FORMER DIRECTOR, HPUBS



A copy of the departmental newsletter was formally presented to Prof. Yashwant Gupta, Former Director, HPUBS, on January 29<sup>th</sup>. Prof. Gupta appreciated the initiative and commended the editorial team for their contribution to academic engagement.

### CLIMATE IN QUESTION : DR. SANTOSH KUMARI SHAPES THE VERDICT



Dr. Santosh Kumari was invited as a jury member for a debate competition to select students for youth parliament on the topic 'The climate crisis is posing threat to human health' in the seminar hall of Department of Public Administration, H.P.U. on 25<sup>th</sup> Feb, in collaboration with Students' Central Association .

### INSPIRING LEADERSHIP IN ACADEMIA : PROF. PRAMOD SHARMA



Prof.. Pramod Sharma, Director on 27<sup>th</sup> February delivered a lecture on "Leadership in Academia" at the Malaviya Institute of Teachers' Training, HPU, Summerhill, highlighting the evolving role of educators as academic leaders.



## TEACHERS' PLATFORM

### PROF. PARMAR SPARKS STRATEGIC DIALOGUE



Prof. Jai Singh Parmar, Dean, Faculty of Commerce and Management, chaired over the faculty meeting held on 6th March 2025 in the conference room of HPUBS, fostering insightful discussions.

### HONOURING DR. SANTOSH KUMARI: JURY MEMBER AT WOMEN'S DAY SYMPOSIUM



Dr. Santosh Kumari was felicitated as part of the Gender Sensitization Campaign during a poetic symposium competition organized in the Department of Public Administration on the occasion of Women's Day on 11-03-2025. This was done in collaboration with Students' Central Association.

### WORDS THAT INSPIRE : DR. KUMARI'S INTERNATIONAL WOMEN'S DAY LECTURE



Dr. Santosh Kumari was invited as a resource person to deliver a guest lecture on "Emotional Intelligence" during International Women's Day on March 12, 2025, at the Department of Chemistry, Himachal Pradesh University. Her lecture focused on the principles of emotional intelligence and techniques to develop it.

### STRENGTHENING RESEARCH SKILLS: DR. BHUSHAN'S SESSION AT HPU



Dr. Puneet Bhushan was invited as a resource person in Skill Development Workshop on Research Methodology organized by Department of Public Administration and Department of Computer Science, HPU on 12-03-2025.

## TEACHERS' PLATFORM

### SOFT SKILLS, STRONGER YOU : A SESSION BY DR. SANTOSH KUMARI



Dr. Santosh Kumari delivered a guest Lecture on Soft skills for professional development in the department of Life-long learning on 25 March 2025.

### WHERE YOUTH MEETS VISION : DR. PUNEET BHUSHAN AT THE HELM



Dr. Puneet Bhushan was invited as a jury member in Viksit Bharat Youth Parliament organized by Ministry of Youth Affairs and Sports at Jaypee University of Information Technology, Wanknaghat on 18th and 20th March, 2025.

### INTELLECTUAL PROPERTY VOYAGE 2025



Dr. Rajesh Kumar and Dr. Vinod Negi attended National IP Yatra programme (2-Days Workshop) on intellectual property rights held on 25th and 26th March 2025 at Hotel Holiday Home, Shimla, Himachal Pradesh.

### TRANSFORMING COMMUNITIES : DR. BHUSHAN'S LECTURE



Dr. Puneet Bhushan was resource person in a 2-day workshop-cum-training program for SHG members at HIPA on 29-03-2025 organized by Department of Rural Development, Himachal Pradesh.



RESEARCH SCHOLARS’ PURSUITS

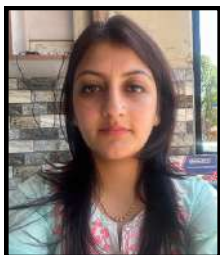
Ph.D. Viva



TANUJ SHARMA

Successfully completed his Ph.D. with a thesis titled "Impact of Social Media Advertising on Buying Behaviour Across Different Generations in Himachal Pradesh," under the esteemed supervision of Dr. Vinod Negi, Associate Professor. His research offers valuable insights into the evolving patterns of consumer behavior shaped by digital influence, marking a significant contribution to the fields of Marketing and Consumer Studies. (Awarded on 19 March 2025.)

Pre-Ph.D.



VISHAKHA GUPTA

Presented her Pre-Ph.D. work on "Impact of Green Human Resource Management Practices on Organizational Culture and Commitment in Himachal Pradesh's Hydropower Projects," under the supervision of Dr. Santosh Kumari. Her research highlights the crucial role of sustainable HR practices in shaping organizational values and commitment, reflecting a forward-thinking approach to green management. (Presented on 28 March 2025.)

RESEARCH SCHOLARS’ PUBLICATIONS



MODISH KUMAR

MODISH KUMAR AND DR. SANTOSH KUMARI

- Co-authored the systematic review "Causes of Delays in Road Construction Projects," published in the Journal of Financial Management of Property and Construction (Emerald Publishing Limited). [DOI: <https://doi.org/10.1108/JFMPC-01-2023-0004>]



SHUBHAM SHARMA

SHUBHAM SHARMA AND DR. VINOD NEGI

- Authored the research paper "A Study on the Impact of Risk Tolerance on Mutual Fund Investors," published in the American Journal of Financial Technology and Innovation (AJFTI).
- Also published a systematic review titled "Effect of Behavioral Biases on Investors' Decision-Making" in Metamorphosis (SAGE Publications). [DOI: [10.1177/09726225251319119](https://doi.org/10.1177/09726225251319119)]



SHASHANK SHARMA

SHASHANK SHARMA AND SHUBHAM SHARMA

- Co-authored the article "Challenges and Future Prospects of Ethanol Blending on Inclusive and Sustainable Economic Growth in India: Lessons from Brazil," published in Pratibimba: The Journal of IMIS.

SHASHANK SHARMA AND DR. NARENDER SINGH CHAUHAN

- Collaborated on the case study "The Sound of Progress: A Case Study on Merchant Adoption of UPI Applications and Soundboxes," published in the Journal of Information Technology Teaching Cases. [DOI: [10.1177/20438869251325265](https://doi.org/10.1177/20438869251325265)]

## ADITYA PURI

### “THE MAN BEHIND WORLD’S 6<sup>TH</sup> LARGEST BANK OF THE WORLD”



#### Aditya Puri – The Visionary Banker

Aditya Puri is a renowned Indian banker, best known for his tenure as the Managing Director and CEO of HDFC Bank, India's largest private sector bank. He led the bank from its inception in 1994 until his retirement in October 2020, making him the longest-serving CEO in India's banking sector.

Under his leadership, HDFC Bank grew from a small start-up into one of India's most valuable financial institutions, known for its strong asset quality, customer service, and technological innovations. Puri played a crucial role in shaping the bank's retail and digital banking strategies, ensuring its steady growth and profitability.

His leadership style emphasized ethical banking, employee empowerment, and customer-centricity. Even post-retirement, he remains an influential figure in the Indian financial ecosystem. His legacy serves as a benchmark in the Indian banking industry, inspiring future leaders.

## CORPORATE FACTS

- SEBI: Tuhin Kanta Pandey has been appointed as the Chairman of the Securities and Exchange Board of India.
- RBI: Sanjay Malhotra is currently serving as the 26th Governor of the Reserve Bank of India
- RBI & FEMA: Amendments under the Foreign Exchange Management Act (FEMA) are being introduced to facilitate the use of the Indian Rupee (INR) in cross-border transactions, promoting currency internationalization and ease of doing business..
- The Securities and Exchange Board of India (SEBI) is enhancing market transparency through stricter disclosure norms and frameworks for retail algorithmic trading.



## MANAGEMENT QUOTES

"The ultimate leadership quality lies in setting high standards for oneself and inspiring a team to achieve greatness together."

"None of us is as good as all of us."

-By Ray Kroc



## MBA ADMISSIONS 2025 – HPUBS



### HIMACHAL PRADESH UNIVERSITY

(NAAC Accredited 'A' Grade University)

Gyan Path, Summer Hill, Shimla-171005

### MBA ADMISSION ENTRANCE TEST HPU-MAT-2025

HIMACHAL PRADESH UNIVERSITY BUSINESS SCHOOL

Online application are invited for H.P. University Management Aptitude Test (HPU-MAT)- 2025 for MBA admissions, for the Batch 2025-2026. The HPU- MAT score will be applicable in Himachal Pradesh University Business School (HPUBS) and H.P. University Regional Centre, Dharamshala. The candidates may apply via online mode from 11.04.2025 to 24.05.2025 at [www.nadmissions.hpuchimla.in](http://www.nadmissions.hpuchimla.in) or [www.hpuchiv.ac.in](http://www.hpuchiv.ac.in). The eligibility criterion is graduation in any discipline from a recognized university with 50% marks (45% for SC/ST candidates). The candidates appearing in graduation final year examination can also apply. The HPU- MAT will be conducted at Shimla, Solan, Dharamshala, Hamirpur, Mandi, Una, Palampur and Nalagarh. However, H.P. University reserves the right to cancel any center at any time. The date of HPU-MAT Entrance Examination will be 10.06.2025.

Application Fee			
Category	For Subsidized only	For Non-Subsidized only	For Both (Subsidized & Non- Subsidized)
General	1000/-	1000/-	1500/-
SC/ST/EWS	500/-	500/-	750/-

For details & Hand Book of Information visit : [www.hpuchiv.ac.in](http://www.hpuchiv.ac.in), or [www.nadmissions.hpuchimla.in](http://www.nadmissions.hpuchimla.in). For any query contact 0177-2831653, 2833652, email: [hpubsdirector@gmail.com](mailto:hpubsdirector@gmail.com).

-sd-

Prof. Pramod Sharma  
Director



## ABOUT HP UNIVERSITY BUSINESS SCHOOL (HPUBS)

### Pioneering Management Education in Himachal Pradesh

Established in 1971, HP University Business School (HPUBS) stands as the premier management institute of Himachal Pradesh. Located within the serene Summer Hill campus of Himachal Pradesh University, Shimla, HPUBS offers a unique blend of academic rigor and natural tranquility. The campus, enveloped by lush deodars, pines, and rhododendrons, provides an ideal environment for scholarly pursuits.

#### 📖 ACADEMIC PROGRAMS

##### Master of Business Administration (MBA)

The MBA program at HPUBS is a two-year, four-semester course designed to develop technical, human, analytical, and conceptual skills among students. The curriculum emphasizes self-learning, encouraging students to consolidate their varied skills, creativity, and innovativeness to make mature judgments. The program includes seminars, workshops, and conferences to expose students to developments in the macro environment.

##### Specializations Offered:

- Finance
- Marketing
- Human Resource Management

Students have the option to pursue dual specializations, allowing for a broader understanding of multiple management domains.

##### Doctor of Philosophy (Ph.D.)

HPUBS offers a Ph.D. program in Management Studies, aiming to contribute to advanced research in various areas of management. Candidates who have qualified UGC-JRF may register directly, while those with UGC-NET qualification are required to clear an entrance test conducted by the university, subject to seat availability.

##### Ph.D. Submission Period:

Minimum Duration: 3 Years

Maximum Duration: 6 Years

#### 🏡 CAMPUS LIFE AND FACILITIES

The HPUBS campus spans 200 acres, featuring a distinctive architectural style that harmonizes with its natural surroundings. Facilities include a dedicated departmental library, Wi-Fi connectivity, modern classrooms, cafeterias, banking services, and a health centre. The HPUBS Students Association (now- HPUBS Students' Forum) actively organizes academic events, placement drives, and extracurricular activities, fostering a dynamic campus environment.

#### 🌐 GLOBAL OUTREACH

HPUBS has trained a significant number of international students from South Asia, the Middle East, and Africa. The school continues to reach out to the overseas student community, especially the wards of Non-Resident Indians (NRIs), enhancing its global perspective.

#### 🏆 RECOGNITIONS

Outstanding B-School (North India) – Awarded by National Education Awards (ABP News)

Most Promising B-School of North India – Recognized by the Ministry of HRD, Government of India

Committed to excellence in management education, HPUBS continues to inspire and empower students to pursue their dreams and make a difference.

Visit: [HPUBS Website](http://www.hpubs.org)