



# THE HPUBS TIMELINE

Manage Change : Create Future

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



QUATERLY EDITION (OCT - DEC 2024)

YEAR 1 ISSUE 2



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## FROM DIRECTOR'S DESK

'We are delighted to bring out the second edition of our quarterly newsletter titled "The HPUBS Timeline" covering the activities of the department from the month of October to December 2024.

I am happy that our students have evinced keen interest in preparing this newsletter and various important activities of teachers, students, research scholars and alumni have been very well incorporated in this newsletter.

This time we have specially focused on 'The life and Times of the Legendary Ratan Tata' and his business philosophy.

In the days to come, this newsletter would certainly cover many academic and intellectual activities of the department.

I applaud the efforts of all those who have contributed immensely in the preparation of this Newsletter.

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 student's 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

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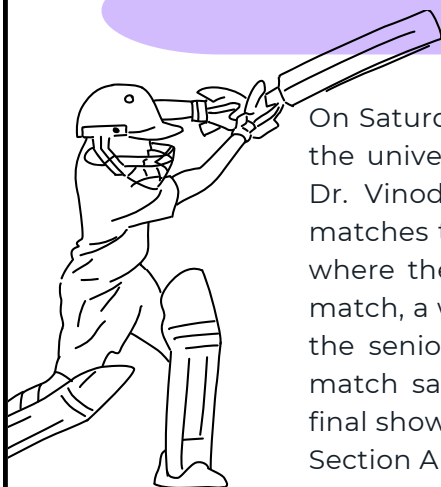
**EVENTS AT HPUBS****CELEBRATION OF INTERNATIONAL TEACHER'S DAY**

On October 5, 2024, Himachal Pradesh University Business School (HPUBS) celebrated International Teachers' Day with great enthusiasm. The event was graced by the esteemed presence of Director Prof. Dr. Pramod Sharma, along with Dr. Vinod Negi and Dr. Puneet Bhushan. The atmosphere was filled with warmth and appreciation, highlighting the special bond between teachers and students.

The celebration featured a cake-cutting ceremony and heartfelt speeches by students, emphasizing the invaluable role of teachers in shaping their future. A special mention goes to Anshuman Pant, who took charge of decorations and refreshments, while Swastik, Isha, and Sidharth played a crucial role in successfully organizing the event. Their collective efforts ensured a memorable and meaningful celebration.

**LECTURE SERIES**

On 8 October 2024, Prof. Dr. Pramod Sharma, Director of HPUBS, delivered the inaugural lecture of the HPUBS Management Lecture Series and the first formal address to the HPUBS Students' Forum. Prof. Sharma emphasized the importance of upskilling, honesty, and developing a unique selling proposition (USP) to stand out in today's competitive world. His interactive session offered valuable insights, and he encouraged students to focus on building their own distinct value. The lecture concluded with a Q&A, where students' queries and suggestions were addressed.



## CRICKET GOLD CUP

On Saturday, 19 October 2024, senior vs. junior cricket matches were held at the university ground. The Director of HPUBS inaugurated the event, with Dr. Vinod Negi as umpire and Avinash Sir providing refreshments. Four matches took place, starting with a men's match between Section A teams, where the 2nd-year team set a target of 119 runs and won. In the second match, a women's senior vs junior game ended in a thrilling super over, with the seniors winning; **Bhavika Mehta was Woman of the Match**. The third match saw the 1st-year Section B men's team claiming victory, while the final showdown between Section A and Section B men's winners ended with Section A seniors winning and **Sahil Sharma as Man of the Match**.



## HEALTH AND WELLNESS WORKSHOP



The A2 Nutrition Club held a health and wellness workshop on 26 November 2024, focusing on the effects of diet and lifestyle on health. Led by Ms. Loveleen, the session began with health assessments, including BMI, body age, and visceral fat. The lecture stressed the long-term risks of prioritizing short-term taste over nutrition, highlighting how healthier choices can reduce hospital visits in later life. Emphasis was placed on gut health's role in overall wellness, affecting areas such as skin, joints, immunity, and mental health. The takeaway message was to "eat to live, not live to eat" by adopting balanced nutrition and an active lifestyle. Participants were also educated on BMI, obesity, and body age, encouraging proactive health management.





## BATTLE OF MINDS



The "Battle of Minds" chess competition, themed "Checkmating One's Limits," was held in the HPUBS conference hall with Prof. Dr. Pramod Sharma as chief guest. Honored with a traditional Pahari cap and shawl, Dr. Sharma inspired participants by comparing chess to management, emphasizing strategic foresight. The event attracted around 30 HPUBS students, with PhD scholars Yash Chauhan and Shubam Sharma as arbiters. After seven knockout rounds, 2nd-year student **Nitika Thakur** defeated Bhavya in the final to become champion, with both finalists receiving trophies. Organized by the HPUBS Student Forum, the event fostered sportsmanship and encouraged participants to push their limits.

EDUCATION
SHIMLA

Spread the love

न्युज टारगेट ब्यूरो

### एचपीयूबीएस स्टूडेंट्स फोरम" ने बैटल ऑफ माइंड' शतरंज प्रतियोगिता की अयोजित

**शिमला :** हिमाचल प्रदेश यूनिवर्सिटी बिजनेस स्कूल के "एचपीयूबीएस स्टूडेंट्स फोरम" ने 25 अक्टूबर, 2024 को 'बैटल ऑफ माइंड' शतरंज प्रतियोगिता का आयोजन किया। इस अवसर पर मुख्य अतिथि प्रोफेसर डॉ. प्रमोद शर्मा, यूनिवर्सिटी के निदेशक ने कार्यक्रम का उद्घाटन किया। प्रतियोगिता में रणनीतिक सोच और बौद्धिक क्षमता का अद्भुत प्रदर्शन हुआ। इस प्रतिस्पर्धा में लगभग 30 प्रतिभागियों ने अपनी शतरंज की कला का प्रदर्शन किया। एमबीए द्वितीय वर्ष की छात्रा नितिका ठाकुर ने कड़ी प्रतिस्पर्धा में विजय प्राप्त की। पीएचडी अध्येता यश चौहान एवं शुभम शर्मा ने निष्पक्ष निर्णायक की भूमिका निभाई। फोरम के नवनिर्वाचित प्रेसिडेंट वरुण भाटिया के नेतृत्व में यह प्रतियोगिता छात्रों में स्वस्थ प्रतिस्पर्धा और संज्ञानात्मक विकास को बढ़ावा देने में सफल रही। इस दौरान फोरम के सदस्य भी उपस्थित रहे।

The Battle of Minds Chess competition being featured as online news by news target bureau.

## MENTOR AND MENTEE INTERACTIONS



On 14th November 2024, mentors guided students in selecting final semester project topics. They began by discussing the two-month internship following the 3rd semester exams. Next, they explained the project requirements, which could be either research-focused or based on a business idea or business projects, students were introduced to key aspects like feasibility, viability, and financial analysis

Feasibility covered market research and operational factors, while viability focused on the value proposition, demand, business model, and competitive edge. Economic analysis included investment, revenue projections, cost assessment, and financial ratios.

For research-based projects, mentors outlined the necessary structure, including an introduction, literature review, research gaps, objectives, methodology, data analysis, conclusions, and practical implications. They acknowledged the students' potential and assured them of continued guidance and support.

## STUDENTS' FORUM MEETING



On November 14, the inaugural HPU Business Students' Forum Meeting was held, bringing together the Director, conveners, and co-conveners of various committees. This pivotal meeting served as a platform for discussing the future scope, functions, and responsibilities of each committee. The discussions focused on how these committees could contribute to the holistic development of students while also enhancing the growth and reputation of the institute.

## THE LAUNCH OF THE NEWSLETTER



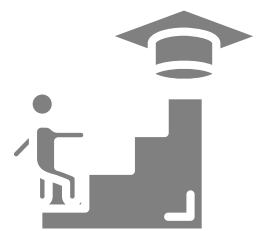
On December 13, 2024 –Himachal Pradesh University Business School (HPUBS) marked a significant milestone with the inauguration of its official newsletter, The HPUBS Timeline. The launch event, held at the HPUBS campus, was graced by Dr. B.K. Shivram, Dean of Studies, HPU, attended as the Chief Guest and appreciated the initiative, emphasizing the importance of knowledge sharing and student engagement. HPUBS Director, Dr. Pramod Sharma, along with senior faculty members, including Dr. Vinod Negi, Dr. Puneet Bhushan, Dr. Santosh Kumari, and Dr. Rajesh, extended their best wishes to the editorial team.

In their addresses, the dignitaries highlighted the role of "The HPUBS Timeline" in fostering scholarly discussion, documenting key events, and serving as a platform for students to express their ideas. The newsletter aims to showcase achievements, research insights, and campus activities, making it a valuable addition to HPUBS's academic ecosystem





## STUDENTS' ACHIEVEMENTS



### FROM MISS WINTER QUEEN TO STAR HOST "A JOURNEY OF GLAMOUR AND GRACE"

Kohinoor Sirkeck, a young woman with a dazzling smile and unmatched confidence, has earned the prestigious title of Miss Winter Queen 2024. Known for her remarkable presence, she has also collaborated with celebrated artists on several hit songs. Her most recent tracks, "Dastaan" and "Tera Gaon Da," were both released last month, adding to her growing portfolio and further showcasing her talent.



### AIMING HIGH AND, ACHIEVING GLORY

In a remarkable display of precision and skill, Ronit brought pride to the University by securing the runner-up position in the All Himachal Inter College Shooting Championship- '10m Air Pistol Men'. In this competition against 150+ best talents across the state, he showcased unwavering determination and sportsmanship.



### FROM PASSION TO PERFECTION: A MUSICAL ODYSSEY

Mahima Sandal who possess a flair for music participated in the HPU Youth Festival held at Govt. College Karsog in Mandi, held from 23-10-24 to 26-10-24. Among the 60 participants contesting for the ranks in Light Ghazal, she was awarded 2nd prize for her outstanding performance. She also got to the voice of shimla season 2 semi-finals during winter carnival held from 24-12-2024 onwards.



### PLACEMENT DETAILS – VARDHMAN TEXTILES LIMITED

Mohit Sharma has been placed as a Senior Officer (HR) at Vardhman Textiles Limited under the Arihant Spinning Mills unit. He has been assigned to Level O2 within the organization. He has been offered a handsome package.



## TEACHERS' SECTION

### HONORING EXCELLENCE IN ACADEMIA: PROF. SHYAM LAL KAUSHAL RECOGNIZED AT INTERNATIONAL CONFERENCE IN LONDON



Prof. S.L. Kaushal honoured at Wolverhampton University England during International Conference at London during October 3-6, 2024. Additionally, the Vice Chancellor of Wolverhampton University recognized Prof. S.L. Kaushal as a resource person at the prestigious event. He also engaged in liaisoning efforts with Prof. (Dr.) Clare Schofield, Dean of Wolverhampton University, London, England further strengthening academic collaborations.

### INSPIRING GROWTH: DR. SANTOSH KUMARI'S LECTURE ON PERSONALITY DEVELOPMENT



On October 3, 2024, Dr. Santosh Kumari delivered a guest lecture on personality development in the Department of Public Administration at Himachal Pradesh University (HPU).

## TEACHERS' SECTION

### **LEADING WITH VISION: PROF. J.S. PARMAR CHAIRS FACULTY MEETING AT HPUBS**



On Oct 10 and Nov 10, Prof. Jai Singh Parmar, Dean, Faculty of Commerce and Management, chaired over the faculty meeting held in the conference room of HPUBS, fostering insightful discussions.

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### **EMPOWERING AGRICULTURE: DR. PUNEET BHUSHAN'S INSIGHTS ON RESOURCE MOBILIZATION & FINANCIAL PLANNING**



Dr. Puneet Bhushan delivered a lecture on the topic "Resource Mobilization and Financial Planning" on 31st December 2024 at State Agricultural Management and Extension Training Institute, Mashobra in a training program on "Microplanning for Agriculture Cluster"





## FROM EVOLUTION TO EXCELLENCE: MY TRANSFORMATIONAL JOURNEY WITH SJVN

-Dr Vandana Bagharia Sehgal, MBA, PHD (Management)  
& senior Manager (HR) at SJVN Ltd

I am a proud alumna of HPUBS, Shimla, and my journey has been shaped by an unwavering commitment to continuous growth and development. My passion for transforming the HR landscape led me to join SJVN in 2009—an organization that had already transitioned from a single-project entity into a rising force in India's energy sector.

SJVN was not just expanding; it was evolving. With operations extending beyond the Satluj Basin, foraying into international markets, and diversifying into non-hydro energy sectors, the company was redefining its identity. As SJVN transformed, so did its HR function. Over the past 15 years, I have had the privilege of not only witnessing this evolution but actively shaping it—driving HR innovations, fostering leadership excellence, and building a people-centric, future-ready workforce.

### STRATEGIC HR ALIGNMENT WITH BUSINESS GOALS

The formulation of SJVN's corporate strategy marked a paradigm shift—HR was no longer a support function; it became a key driver of business success. Moving from a policy-driven to a strategy-driven approach, we established a strong Core Values Framework, ensuring these principles were deeply embedded in our organizational culture and daily operations. With SJVN's rapid diversification, learning and development became a top priority. The introduction of Shared Vision 2040 was a transformative milestone, aligning all employees toward a common goal. To strengthen this alignment, initiatives like Drishti (thematic training programs) were introduced, fostering behavioral alignment with organizational aspirations. The SJVN Gyan Jyoti Initiative broke conventional learning barriers by partnering with GPiLearn and Coursera, offering employees access to world-class learning resources, anytime and anywhere.

### LAYING THE HR FOUNDATION: DIGITALIZATION & STANDARDIZATION

When I joined SJVN, the HR framework was already backed by well-defined policies and SOPs. However, the challenge lay in ensuring their uniform interpretation and implementation across diverse locations and departments. This realization sparked a series of structured interventions—policy standardization, knowledge-sharing forums, and collaborative efforts to bring cohesion across HR practices.

The turning point came with the digital transformation of HR. The integration of SAP and File Movement Software revolutionized processes, bringing efficiency to bill processing, recruitment, and employee records management. HR played a pivotal role in ensuring a seamless ERP solution, reinforcing the importance of staying ahead of technological advancements. This experience deepened my understanding of digital HR, reinforcing the need to continuously integrate emerging technologies for operational excellence.



### **Building a Digital & Competency-Based HR Ecosystem**

HR transformation at SJVN saw a major shift with digital and competency-based frameworks. The Balanced Scorecard (BSC), introduced in 2007, evolved into a real-time strategic performance tracking system, while the Performance Management System (PMS) enhanced transparency, efficiency, and data-driven decision-making.

A key milestone was PCMM Level 3 certification in 2020, affirming SJVN's commitment to world-class people practices. Achieved through compliance with 290 global talent management best practices, this accreditation, in collaboration with QAI India Ltd., solidified SJVN's leadership in progressive HR.

### **Recognition as a Great Place to Work**

SJVN's commitment to employee engagement, inclusivity, and progressive HR policies earned it the Great Place to Work (GPTW) certification, ranking among the:

- Best Places to Work in the Oil, Gas & Energy sector (2024-25)
- Top 50 Best Workplaces in Manufacturing across India (2024-25)

More than an accolade, this recognition validates SJVN's thriving, people-first culture.



### **A Transformational Journey: The Road Ahead**

Being at the forefront of these HR innovations and strategic initiatives has been both a privilege and a profound learning experience. Every challenge has been an opportunity, every milestone a lesson in leadership, digital transformation, and organizational excellence.

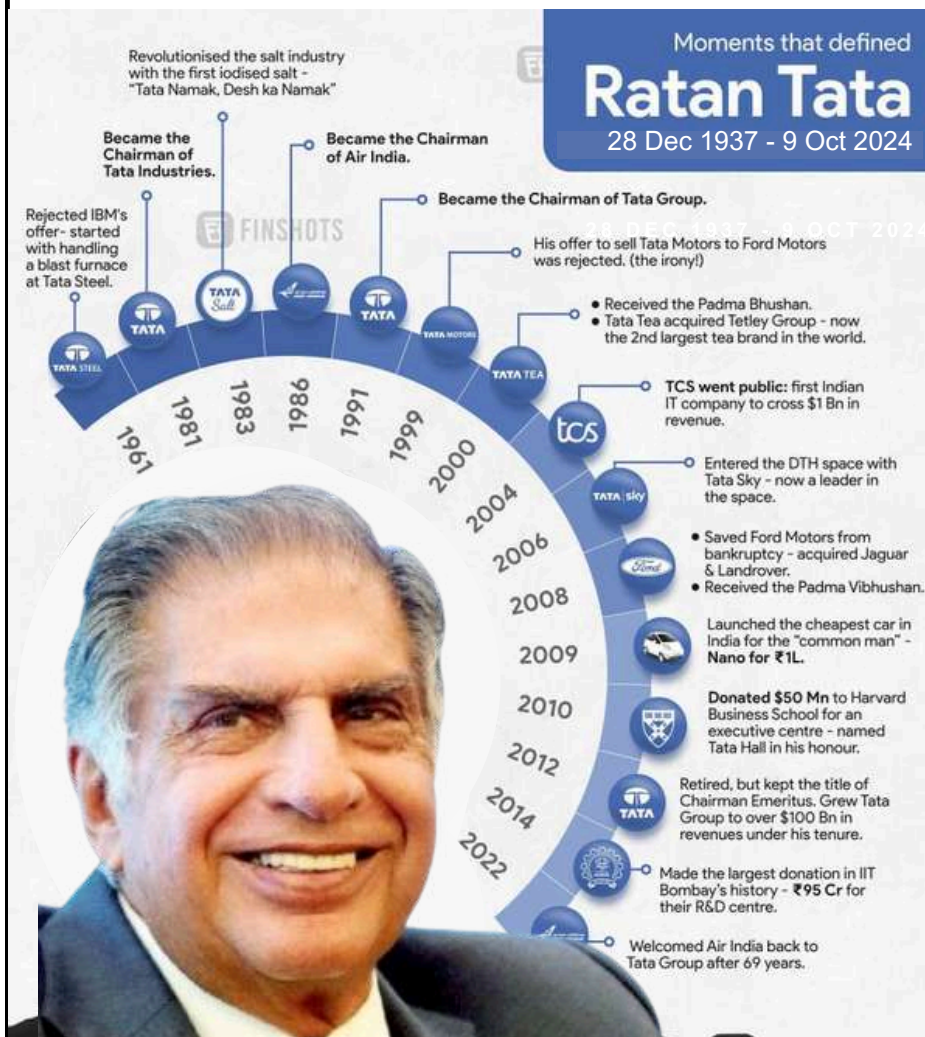
If I were to summarize my journey at SJVN in a single word, it would be transformational. From pioneering digital HR initiatives to contributing to game-changing strategic reforms, this journey has been dynamic, filled with challenges, victories, and an unwavering commitment to growth.

As SJVN strides toward its ambitious Shared Vision of 50,000 MW by 2040, the road ahead is bold and visionary. And just as it has always done, the organization will rise to the challenge. As for me, I remain committed to embracing change, driving transformation, and learning from every step of this incredible journey with SJVN.



# RATAN TATA

## A LEGACY OF VISION, COMPASSION AND TRANSFORMATION



Ratan Naval Tata, born on December 28, 1937, was one of India's most respected business leaders. He played a pivotal role in transforming Tata Group into a global conglomerate, expanding its influence across sectors like automotive, steel, technology, and hospitality. Under his leadership, Tata Group made landmark acquisitions, including Jaguar Land Rover and Corus Steel, cementing its position on the global stage.

Ratan Tata was also known for his extensive philanthropic efforts. He always prioritized social welfare, dedicating resources to education, healthcare, and rural development. His innovative spirit was exemplified in the launch of the Tata Nano, an ultra-low-cost car aimed at making transportation affordable for the masses.

Despite his vast wealth and influence, Ratan Tata was admired for his humility and simplicity. His dedication to ethical leadership and his belief in using business as a force for good made him a role model for everyone. His outstanding contributions to business and philanthropy earned him several prestigious awards, including the Padma Bhushan and Padma Vibhushan, two of India's highest civilian honours.

Ratan Tata's legacy is not only marked by his business achievements but also by his ethical leadership and social responsibility. Through his visionary leadership and unwavering commitment to social causes, he will continue to inspire future generations to lead with integrity and compassion.

### Ratan Tata on Integrity

"If you want to walk fast, walk alone. But if you want to walk far, walk together."

### Ratan Tata on Mindset

"None can destroy iron, but its own rust can. Likewise, none can destroy a person, but their own mindset can."

### Ratan Tata on Opportunity

"Don't wait for opportunities to come to you, create your own opportunities."

## FROM INTERN TO CEO



Elliott Hill

Elliott Hill's ascent from intern to CEO at Nike is a remarkable tale of dedication and growth. Joining in 1988 as an apparel sales intern, he steadily advanced through various roles, including Vice President of EMEA Sales and General Manager of North America. Hill's leadership was pivotal during his time as President of Consumer and Marketplace, where he helped Nike achieve significant growth. After a brief retirement, he was invited back to lead the company as CEO starting October 14, 2024. Hill's journey highlights the value of long-term commitment, comprehensive industry knowledge, and adaptability, demonstrating that career success often comes from investing in one's role and evolving with the organization.

## MANAGEMENT QUOTES

"Leadership is the capacity to translate vision into reality."

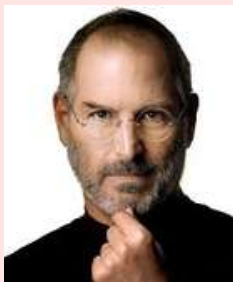
-By Warren Bennis

"Ideas, invention and innovation are the key drivers of change management."

-By Pramod Sharma

"The future belongs to those who believe in the beauty of their dreams."

-By Eleanor Roosevelt



"Management is about persuading people to do things they do not want to do, while leadership is about inspiring people to do things they never thought they could."

"Innovation distinguishes between a leader and a follower."

-By Steve Jobs