



# SMS BizPulse —

The Quarterly Newsletter of School of Management Studies

## *Table of*

## **CONTENTS**

**01 Message from Chairperson BAC**

**02 Message from Director SMS**

**03 Message from Principal SMS**

**04 Editor's Desk**

**05 Corporate Connect**

**06 SDG Spotlight**

**07 Technovation 2026**

**08 Campus Insights**

**09 Campus Immersion**

**10 Faculty Corner**

**11 Academic Reflections**

**12 Book Review**

**13 Student Corner**

**14 Student Internships**

**15 Voice of the Students**

**16 From The Alumni**

**17 Buzz Board**

# Message from Chairperson Business Advisory Council



**Mr. A.P. Parigi**  
**Chairperson**

Business Advisory Council,  
School of Management Studies  
Swami Rama Himalayan University,  
Dehradun

“

Dear Readers,

It is a pleasure to connect with you through the Second Edition of SMS BizPulse, which reflects the vibrant academic, professional and creative environment of the School of Management Studies. The rapid emergence of Artificial Intelligence and digital technologies is transforming the world of business and redefining the skills required of future professionals. Technovation 2026, with its focus on “AI Horizons,” aptly highlighted the importance of adaptability, creativity, experiential learning and human-centred approaches in an increasingly technology-driven world.

I am encouraged by SMS’s continued efforts to strengthen industry–academia collaboration through initiatives such as the partnerships with UNPRME, VFS Global, Clarissa Resorts , NISM and NASSCOM. Such engagements provide students with valuable exposure to industry practices and enhance their professional readiness.

The vibrant activities of the Marketing, Finance, Operations, HR, Sports and Cultural Clubs further enrich student life by providing opportunities to develop creativity, teamwork, leadership and practical skills beyond the classroom.

I congratulate the Director, faculty, students and editorial team for this engaging edition. I encourage our students to remain curious, adaptable and committed to continuous learning.

May SMS continue to nurture professionals who combine competence with character, innovation with responsibility, and ambition with purpose.

With best wishes,

Mr. A. P. Parigi

Chairperson, Business Advisory Council

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# Message from Director



**Prof.(Dr.) Taruna  
Gautam**

**Director**

School of Management Studies

Advisor to President  
Swami Rama Himalayan  
University

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Dear All,

It gives me immense pleasure to present the Second Edition of SMS BizPulse, the quarterly newsletter of the School of Management Studies, Swami Rama Himalayan University. This edition is a reflection of the energy, curiosity, creativity and continuous pursuit of excellence that define our academic community.

The world of management is undergoing a profound transformation. Artificial Intelligence, data-driven decision-making, digital platforms and emerging technologies are reshaping organisations and redefining the skills expected of future professionals. At SMS, we believe that management education must respond to these changes not merely by adopting technology, but by developing individuals who can use technology with purpose, responsibility, empathy and sound judgement.

The theme of Technovation 2026 “AI Horizons 2026: Reimagining Education, Skills, and Society” resonates strongly with this philosophy. The discussions on AI- ready education, outcome-based learning, creativity, adaptability, emotional intelligence

and the concept of the “Agentic Human” reinforce an important principle: while technology may transform the way we work, human purpose must remain at the heart of progress .

This edition also captures our continued efforts to strengthen industry-academia integration. Our collaborations with UNPRME, VFS Global, Clarissa Resorts, NISM, demonstrate our commitment to providing students with meaningful exposure to professional practices and industry expectations.

Equally encouraging is the diversity of student engagement reflected in these pages. From AI ideation, marketing and financial simulations to cultural activities, sports, inter-institutional competitions and creative expression, our students are learning to apply knowledge beyond the classroom.

As we move forward, our endeavour at SMS will remain to create an ecosystem where knowledge meets experience, technology meets humanity, and ambition meets responsibility. I encourage students to remain curious, embrace challenges, learn continuously and make meaningful use of every opportunity that comes their way.

I congratulate the editorial team, faculty contributors and student editorial team for bringing together yet another vibrant edition of SMS BizPulse. May this newsletter continue to be a platform that celebrates our achievements, encourages dialogue

and inspires us to pursue higher standards of excellence.

Let us continue to learn, innovate and lead with competence in our minds, creativity in our actions and humanity at our core.

Warm regards,

Prof. (Dr.) Taruna Gautam

Director, School of Management  
Studies

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# Message from Principal



**Dr. Ritvik Dubey**  
**Principal**

School of Management Studies,  
Swami Rama Himalayan University

“

Dear All,

It gives me immense pleasure to connect with you through the Second Edition of SMS BizPulse, which beautifully captures the vibrancy, achievements and evolving academic landscape of the School of Management Studies.

This edition reflects an important phase in our journey—one where technology, industry engagement and experiential learning are becoming integral to management education. The discussions at Technovation 2026 on Artificial Intelligence, future-ready skills and human-centric education reaffirm our commitment to preparing students for a rapidly changing professional environment.

I am pleased to see our students actively participating in club activities, competitions, inter-institutional events, creative pursuits and sports. Such experiences develop confidence, teamwork, leadership and problem-solving abilities that complement classroom learning. As we move forward, let us continue to foster an environment of curiosity, innovation, collaboration and ethical leadership.

I congratulate the editorial team and all contributors for bringing together this engaging edition of SMS BizPulse.

May we continue to learn, innovate and grow together, building a stronger and more future-ready SMS.

With best wishes,

Dr. Ritvik Dubey

Principal, School of Management Studies

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# Editor's Desk



**Ms. Ekta Rao**  
**Assistant Professor**  
School of Management Studies



**Dr. Ravindra Sharma**  
**Assistant Professor**  
School of Management Studies

“

It gives us immense pleasure to present the Second Edition of SMS BizPulse, the quarterly newsletter of the School of Management Studies, SRHU. This edition captures the vibrant academic, professional and creative spirit of our institution and reflects our continuing journey towards future-ready management education.

A defining theme of this issue is Artificial Intelligence and its transformative impact on education, skills and society. The coverage of Technovation 2026 particularly highlights the importance of AI readiness, experiential learning, adaptability, emotional intelligence and human-centric approaches in an increasingly technology-driven world.

This issue also celebrates our growing industry-academia connect, with collaborations and initiatives including UNPRME, NISM, NASSCOM, VFS GLOBAL and Clarissa Group of resorts. These engagements strengthen opportunities for practical learning, professional exposure and employability.

Our Campus Insights, Faculty Corner and Student Corner showcase achievements across research, competitions, creative activities, inter-institutional events and placements. The vibrant activities of our student clubs—including the Marketing, Finance, Sports and Cultural Clubs—further enriched campus life by providing students with opportunities to develop creativity, teamwork, leadership and practical skills beyond the classroom.

We hope this edition inspires our readers to learn continuously, think critically, embrace innovation and remain grounded in human values.

Happy Reading!

Ms. Ekta Rao & Dr. Ravindra Sharma  
Editors, SMS BizPulse  
School of Management Studies

”

# Corporate Connect



## MoU with Clarissa Resorts

Swami Rama Himalayan University (SRHU) has signed an MoU with Clarissa Group to strengthen industry-academia collaboration in hospitality, wellness, and tourism. The partnership will provide students with internships, industrial training, guest lectures, leadership programmes, and placement opportunities, fostering practical learning and preparing future-ready professionals.



## MoU with VFS Global



Swami Rama Himalayan University (SRHU) has signed a landmark MoU with VFS Global to strengthen industry-academia collaboration in travel and hospitality. The partnership will support joint certification and skill-development programmes, industry-oriented training, internships, and expert learning opportunities, enhancing students' global exposure and career readiness.

# Corporate Connect



## MoU with Nasscom

The School of Management Studies (SMS), has signed an MoU with NASSCOM to strengthen industry-academia collaboration. The partnership aims to enhance students' industry readiness through skill development, emerging technology exposure, expert engagement and industry-oriented learning, thereby preparing students for evolving career opportunities.



## MoU with NISM



Swami Rama Himalayan University (SRHU) and the National Institute of Securities Markets (NISM), an initiative of SEBI, have entered into a Memorandum of Understanding to enhance education and training in securities and financial markets. The collaboration focuses on skill development, certification programmes, and improving students' employability in the finance and investment sector. The partnership aims to provide industry-oriented knowledge and promote career opportunities in financial markets and securities studies.



# SDG Spotlight



## Membership UNPRME

School of Management Studies has become a Signatory Member of the Principles for Responsible Management Education (PRME), an initiative of the UN Global Compact. PRME is a global movement that empowers business and management schools to integrate sustainability, ethical leadership, and responsible management practices into education, research, and institutional strategy. This recognition places SRHU among a distinguished global network of institutions committed to shaping future leaders who create lasting value for business, society, and the planet—reinforcing our commitment to advancing responsible management education for sustainable development.



## Guest Lecture by Prof. Chandrika Parmar, Director, Development of Corporate Citizenship (DoCC), SPJIMR



Prof. Chandrika Parmar, who is also the President UNPRME India chapter, engaged in an insightful interactive session with faculty and students of the School of Management Studies on sustainability, responsible leadership, corporate citizenship, and the Triple Bottom Line framework. She highlighted the evolving role of management education in addressing global challenges and fostering responsible business practices. The interaction reinforced SMS's commitment to promoting responsible management education and opened avenues for potential academic collaborations with global initiatives such as the United Nations Principles for Responsible Management Education (UNPRME).

# Technovation 2026



Swami Rama Himalayan University hosted Technovation 2026 on 30 April 2026 at Adi Kailash, SRHU, on the theme “AI Horizons 2026: Reimagining Education, Skills, and Society.” The summit brought together eminent academicians, industry leaders, innovators, policymakers, and educators to explore the transformative impact of Artificial Intelligence on education, skills, and society.

The summit marked the launch of the Centre for Applied AI & Education, reinforcing SRHU’s commitment to innovation and applied AI research. The inaugural session featured insightful addresses by distinguished speakers, highlighting the need for creativity, adaptability, AI awareness, and human-centric approaches to technology.

A key highlight was the panel discussion on “Building AI-Ready Schools,” which emphasized experiential and project-based learning, teacher empowerment, and stronger collaboration among students, parents, teachers, and institutions.

Another engaging panel, “Reimagining Higher Education: From Degrees to Skills and Outcomes,” explored the growing importance of competencies, creativity, adaptability, emotional intelligence, and industry-aligned skills.

The invited talks further examined AI and data-driven decision-making, the concept of the “Agentic Human,” and the importance of retaining human purpose and empathy in an increasingly automated world.

The event concluded with a valedictory session emphasizing that education must move beyond traditional degrees towards demonstrated, outcome-based skills. Technovation 2026 reinforced a powerful message: AI is not merely transforming technology—it is reshaping education, careers, and society, making human purpose, empathy, and responsible innovation more important than ever.

# Technovation 2026



## Speakers: Inaugural Session



**Dr. Rajendra Dobhal**  
Vice Chancellor, Swami Rama  
Himalayan University



**Mr. Kiran NG**  
Founder, Ignite AI Labs



**Prof. (Dr.) Sujata Shahi**  
Director, Shri Vishwakarma Skill  
University



**Prof. (Dr.) Taruna Gautam**  
Director, School of  
Management Studies



**Mr. Umakant Soni**  
CoFounder BharatI.AI



**Mr. Anish Shrikrishna**  
Board Director & Former  
CEO - Times Pro

# Technovation 2026

## Panel Discussions



**Panel Discussion on 'Building AI-Ready Schools: Curriculum, Teachers, and Governance,' moderated by Dr. Shweta Sethi, with Dr. Dinesh Singh Bartwal, Ms. Roopa Gosain and Mr. Aldrin Castelino**



**Panel Discussion II on 'Reimagining Higher Education in the Age of AI' moderated by Dr. Subrat Kumar, with Prof. Shikha Bhardwaj, Mr. Manmeet S. Mehta, Prof. Rajat Aggarwal, and Cdr. Shishir Sahay.**

# Technovation 2026

## Invited Speakers



**Mr. Sandeep Gautam**

Director, T-Systems ICT India Pvt. Ltd.



**Ms. Vishakha RM**

Founder & Executive Coach,  
International Coaching

The speaker sessions at Technovation 2026 were among the most enriching parts of the summit, bringing together experts from academia, industry, and policy to discuss the role of Artificial Intelligence in shaping the future. Aligned with the theme “AI Horizons 2026: Reimagining Education, Skills, and Society,” the sessions highlighted how AI is transforming not just technology, but also the way people learn, adapt, and contribute.

Speakers emphasized the importance of creativity, adaptability, and continuous learning, encouraging students to move beyond traditional education and focus on real-world problem-solving and experiential learning. They also stressed the value of emotional intelligence, ethics, and empathy in an AI-driven world.

Discussions around building an “AI-ready” ecosystem focused on collaboration between students, educators, and institutions, along with the need for project-based learning and empowered teaching methods. The shift from degree-based education to skill- and outcome-based learning was also highlighted, along with the concept of the “Agentic Human,” promoting ownership, responsibility, and purpose in learning.

Overall, the sessions were inspiring and thought-provoking, motivating students to embrace innovation and prepare for a future where technology and humanity must grow together.

## Valedictory Session



**Shri A.P. Parigi**

Chairperson, Business Advisory Council SRHU  
Former Director Bennett Coleman & Co Ltd  
(Times of India)



**Prof. Prabhat Pani**

Member, BAC Executive-in- Residence,  
SP Jain Institute of Management &  
Research (SPJIMR)

# Media Coverage

## Recognition Beyond the Campus

**अमर उजाला**

25 साल बाद भी बुढ़ के संदेशों का बहुत महत्व... देहा

संवाद न्यूज एजेंसी

**बालिकाओं को दें एआई की शिक्षा : डॉ. तरुणा गौतम**

एआई के भविष्य और मानव केंद्रित विकास पर कार्यक्रम आयोजित

डॉ. तरुणा गौतम ने कहा कि एआई हमारे जीवन को बदल रही है। हमें इसे समझना और नियंत्रित करना होगा।

एआई हमारे जीवन को बदल रही है। हमें इसे समझना और नियंत्रित करना होगा।

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**दैनिक जागरण**

एआई के भविष्य और मानव केंद्रित विकास पर मंथन

एआई के भविष्य और मानव केंद्रित विकास पर मंथन

एआई के भविष्य और मानव केंद्रित विकास पर मंथन

**हिन्दुस्तान**

एआई से बदलती दुनिया के लिए विद्यार्थियों को होना होगा तैयार

एआई से बदलती दुनिया के लिए विद्यार्थियों को होना होगा तैयार

एआई से बदलती दुनिया के लिए विद्यार्थियों को होना होगा तैयार



# Campus Insights



## "Bulls And Bears Competition"

The Finance club of SMS organised the Bulls and Bears Competition on 8 May 2026. The event provided students with a practical understanding of stock market operations through simulated trading and investment activities. It strengthened participants' analytical thinking, financial decision-making, and teamwork while effectively bridging classroom learning with real-world market dynamics.

## "Three Minutes of Fame"

The School of Management Studies organized "Three Minutes of Fame," a talent showcase where students presented their talents within three minutes. The event encouraged creativity, confidence, and enthusiastic student participation.



## Finance Seminar on "West Asia War 2026"

The School of Management Studies, through its Finance Club FinFluencers, organised a seminar on the economic implications of the West Asia War 2026: Impact on India's Key Sectors & Pathways to Resilience and Growth". Students presented research-based analyses on its impact on India's key sectors, trade, and supply chains. Prof. Ritvik Dubey, Principal, SMS, appreciated the efforts of the organising team, faculty, and participants.



# Campus Insights



## "The Brand Lab"

The Marketing Club of the School of Management Studies organized Markpos Brand Lab on 18 April. The event provided students with an opportunity to explore branding concepts through creative and interactive activities. Participants showcased innovative ideas while enhancing their teamwork and marketing skills. The event was a great learning experience and received enthusiastic participation from students.

## AI Reel & Poster Making Competition

The Marketing Club of the School of Management Studies organized an AI Reel and Poster Making Competition on 25 April. The event encouraged students to explore the creative applications of artificial intelligence in marketing and content creation. Participants showcased their innovative ideas through engaging reels and visually appealing posters. The competition witnessed enthusiastic participation and provided a valuable learning experience for all.



## PUBG Battleground Championship 🏆

The Sports Club of the School of Management Studies organized a BGMI (PUBG) Tournament on 9 May 2026. The event brought together students for an exciting display of teamwork, strategy, and gaming skills. Participants competed with great enthusiasm, creating an energetic and engaging atmosphere. The tournament was a success and was well received by students.

# Campus Insights

## AI Ideation



The School of Management Studies organized an AI Ideation event on 25 April to encourage innovative thinking and the creative use of artificial intelligence. Students actively participated by presenting unique ideas and exploring AI-driven solutions to real-world challenges. The event provided a platform for learning, collaboration, and the exchange of innovative concepts.

## Stone & Face Painting Competition

The Cultural Club of the School of Management Studies organized a Stone and Face Painting Competition on 5 May 2026 to provide students with an opportunity to showcase their artistic talent and creativity. The event witnessed enthusiastic participation and encouraged creative expression, making it an engaging and enjoyable experience for all.



## HR Club Launch Ceremony



The School of Management studies (SMS) successfully organised the HR Club launch ceremony. The purpose of the HR club is to promote professional development, leadership, and industry engagement among HR students. The event featured an insightful address by Ms. Sheetal Jerath Sharma, Associate Director-People & culture, Grant Thornton Bharat, followed by conferring the HR club badges to students selected for various leadership positions.

# Campus Immersion



The four-day MBA Aspirants' Immersion Programme 2026 offered a valuable learning experience combining management education, practical exposure, personal development, and teamwork. The programme began with a Yoga & Quality of Life session led by Dr. Subodh Saurabh Singh, followed by a panel discussion on Artificial Intelligence and India's Innovation Landscape featuring Dr. Rajendra Dobhal, Dr. Amjad Hussain, Mr. Anuj Rastogi, and Dr. A. Shariff, moderated by Mr. A. P. Parigi. Dr. Shweta, Dr. Ekta Rao, Dr. Gargi P. Shukla, and Dr. Priyanka Sharma coordinated team-building activities, while Mr. Ankit Kukrety led IGNITE 2026 on marketing and branding and conducted a session on AI in Business. Participants visited the LIME Lab and RDI, while Dr. Ritvik Dubey conducted a stock market simulation and a business model workshop based on the One Idiot case study. Other sessions included self-awareness and leadership by Mr. A. P. Parigi, entrepreneurship by Dr. Amjad Hussain, and AI's changing landscape by Dr. Neel Mani. The programme also featured an Ashram Visit, Science of Joyful Living, cultural performances, and networking during Talent Unplugged. On the final day, participants presented their business ideas before an expert jury and received valuable feedback from Dr. Balvir Talwar on communication, analytical thinking, and presentation skills. The programme concluded with a valedictory session, certificate distribution, and online feedback, providing participants with valuable insights into innovation, leadership, teamwork, and future management opportunities.

# Faculty Corner



## Felicitation for Noteworthy Contribution to the I-GAUGE Survey



Mr. Amar Sathe and Ms. Ekta Rao were formally felicitated in recognition of their noteworthy contribution to the I-GAUGE Survey. Their involvement played a significant role in advancing the survey's objectives and ensuring high-quality data collection and institutional engagement. His dedicated efforts and active involvement contributed to the successful institutional assessment process. The recognition acknowledges his commitment to quality enhancement at the University



## Faculty Certification



### Indian Institute of Corporate Affairs

(Under the Aegis of Ministry of Corporate Affairs, Govt. of India)

Certifies that

**ASHISH ARYA**

IDDB-NR-202605-094424

has successfully qualified the Online Proficiency Self-Assessment Test For

Independent Director's Databank

May 19, 2026

*(Signature of Kumar Singh)*

Gyanshwar Kumar Singh

DD & CEO IICA

Dr. Ashish Arya has successfully qualified the Online Proficiency Self-Assessment Test for Independent Directors, conducted by the Indian Institute of Corporate Affairs (IICA), Ministry of Corporate Affairs, Govt. of India. This certification qualifies the individuals who are non CA/ICWA.Govt.or Regulatory official or a pre-existing Board member of a publicly listed company, to be empanelled on the official Independent Director's Databank, enabling eligibility for appointment as an Independent Director on corporate boards across India. Certificate attached.

# Academic Reflections

## Sustainability at the Bottom of the Pyramid: From Affordable Consumption to Inclusive Value Creation

Sustainability is moving from a premium choice to an essential part of inclusive economic development. Traditionally, organic products, electric vehicles, renewable energy and environmentally responsible packaging were associated largely with consumers who could afford to pay more. However, achieving sustainability at scale requires businesses and policymakers to engage with the Bottom of the Pyramid (BoP)—not merely as a large consumer market, but as communities that can participate as consumers, producers, entrepreneurs, employees and partners. The emerging management challenge is therefore to create sustainable value with BoP communities rather than simply sell sustainable products to them.

This approach directly connects the BoP with the UNs Sustainable Development Goals (SDGs). Affordable clean energy supports SDG-7 (Affordable and Clean Energy); livelihood and entrepreneurship opportunities contribute to SDG-8 (Decent Work and Economic Growth); greater inclusion supports SDG-10 (Reduced Inequalities); and sustainable production and consumption advance SDG-12 (Responsible Consumption and Production) and SDG-13 (Climate Action). India's expanding rooftop-solar ecosystem illustrates how public policy, financing, technology and private-sector participation can combine to make sustainable infrastructure accessible to a wider population.

The same perspective strengthens the relevance of ESG—Environmental, Social and Governance—in BoP markets. Environmental responsibility requires lower emissions, efficient resource use and waste reduction. The social dimension asks whether solutions are affordable, accessible and capable of improving livelihoods. Governance demands transparency, accountability and responsible implementation. A product cannot therefore be considered truly sustainable merely because it is “green”; leaders must consider who can access it, who benefits from it, how it is financed and what environmental and social impacts it creates throughout its lifecycle.

There is also an important caution. Affordability does not automatically ensure inclusion, just as increased consumption does not automatically create sustainability. Smaller packaging may improve affordability while increasing waste, and easy financing may expand access while creating financial stress. Sustainable BoP strategies must therefore integrate responsible financing, local entrepreneurship, income generation, community participation and circular approaches to resources and waste.

For future business leaders, this transition creates significant opportunities in sustainable entrepreneurship, green finance, inclusive marketing, responsible supply chains, clean energy and ESG management. The strategic question is shifting from “How can we sell sustainable products to the BoP?” to “How can businesses work with BoP communities to create economic, social and environmental value?” The convergence of BoP, ESG and the SDGs offers a powerful management framework where profitability, inclusive growth and sustainability can advance together.



**Mr. Amar B. Sathe**

Assistant Professor  
School Of Management  
Studies



# Academic Reflections

## Data Privacy vs. Innovation: The Tightrope for Entrepreneurs in the AI Era

Artificial intelligence is undoubtedly the key to success in today's world of startups but it also raises a critical question: how do enterprises manage to scale bold ideas without violating the privacy of their clients? In the world of Artificial Intelligence establishments, the importance of data goes without mention, as it backs all business operations, helps learn more about clients and serves business growth purposes. However, this dependence on client's data has met intense criticism from society.

No doubts, the urgent nature of this problem is quite clear. The number of requests from users demanding to see, delete or limit the uses of their personal data has increased by 246% for the last year. This shows that today users are no longer indifferent people, ignoring what happens to their data. And, although this problem has been viewed as a problem of compliance for a long time, today it is considered as major danger for entrepreneurial practices.

Government authorities are taking action to make legislation stricter. In India, the Digital Personal Data Protection Act came into effect in 2023 and requires that data collection requires consent from the person being audited and also fines violators up to Rs 250 crores which is approximately 30 million US dollars. Europe plans to launch the AI Act before the year 2026 under which companies will be required to disclose their training models and conduct risk assessments with fines that will amount to up to 7 percent from the total global revenue earned. All these may lead to some startups not being able to prove their credibility before investors. Regulations can hinder innovation, but at times they can boost it as well. According to a specific company, it witnessed a huge surge in AI applications due to the structured governance framework which indicates that regulations can help in achieving better business results. More and more startups understand that they can gain a competitive edge if they comply with regulations and thus gain credibility from authorities and clients. Technologies can help as well. According to research done by MIT, AI-powered compliance software can shorten the time spent on audits by as much as 60% which leaves entrepreneurs free to devote their time to creating products.

However, the danger involved is still too big. As per Gartner, 40% of organizations fell victim of AI-related breaches with personal data being part of the almost half of breaches. It's clear that organizations need to introduce privacy-preserving technologies such as differential privacy, federated learning, and homomorphic encryption. However, the danger involved is still too big. As per Gartner, 40% of organizations fell victim of AI-related breaches with personal data being part of the almost half of breaches. It's clear that organizations need to introduce privacy-preserving technologies such as differential privacy, federated learning, and homomorphic encryption.

Some innovations stick out for their potential. For instance, synthetic data which imitates real patterns while providing anonymity has become vital in regulated fields such as healthcare and finance. Meanwhile, "privacy by design" - the notion of setting up protections from the inception of the service - is no longer confined to startups only. Nevertheless, mistakes occur. For instance, in 2024 Italy's regulatory authority ordered OpenAI to cease its operations for not complying with the European privacy standards, and the UK's regulator took an interest in learning more about the technology from Snapchat's "My AI" chatbot, which resulted in certain demands for the latter to necessitate the end of their pursuit. As for the USA, American Privacy Rights Act legislation and state-level regulations like The Colorado AI Act are putting pressure on companies to adhere to stricter rules, which leaves no doubt that regardless of the region companies must comply with tightening rules, thus substantiating the conclusion that innovations are great, but they cannot be achieved through losing trust.

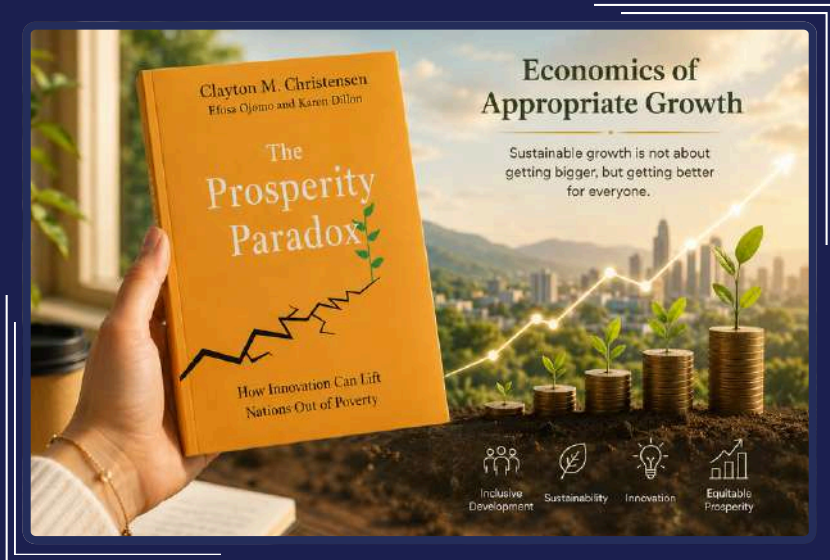
For businesspeople, avoiding penalties is no longer sufficient. They need to earn trust in an environment where the clients are seeking transparency and control. The growth of inquiries related to privacy indicates that consumers want to know about the process of collecting and using their data. Businesses that will separate themselves in communication with consumers will get opportunities for word-of-mouth promotions and customer loyalty. The future is for those businesspersons who respect limitations when it comes to using AI technologies. Any company that has developed systems trusted by business professionals and regulatory authorities can continue innovating.



**Dr. Pinky Bahuguna**  
Assistant Professor  
School Of Management  
Studies



# Book Review



## Economics of Appropriate Growth

The Prosperity Paradox challenges the conventional belief that economic development begins primarily with better infrastructure, stronger institutions, foreign investment or aid. The authors argue that sustainable prosperity emerges when innovation creates new markets that ordinary people can access and participate in.

Rather than simply improving existing products and services for people who can already afford them, businesses and entrepreneurs can develop affordable, accessible solutions for people whose needs are not being adequately served. These innovations create demand, generate employment, build supply chains and stimulate wider economic activity. The book draws on the theory of disruptive innovation associated with Clayton Christensen and applies it to the challenge of national development. Its core message is that development is not simply about distributing wealth or improving existing systems. It is about creating the conditions in which new markets, enterprises and economic opportunities can emerge.

Five important ideas from the book

### 1. Market-creating innovation

The most important idea in the book is that innovation should bring products and services within the reach of people who have previously been excluded from the market

### 2. Look for nonconsumption

People may not purchase a product because it is too expensive, complicated, inaccessible or poorly suited to their needs. The authors call this nonconsumption. For entrepreneurs, it represents an unmet need and a potential market

### 3. Successful innovation creates an ecosystem

A successful enterprise can generate economic activity well beyond its own operations.

# Book Review

4. Not all innovation creates the same kind of growth

The authors distinguish between three types of innovation:

- Efficiency innovation: doing existing activities more efficiently, often reducing costs.
- Sustaining innovation: improving products or services for existing customers.
- Market-creating innovation: making products and services accessible to entirely new groups of customers.

5. Prosperity is created, not merely distributed

Aid, public investment and welfare programmes can meet urgent needs, but the authors argue that lasting prosperity also requires productive enterprises and markets that sustain themselves over time.

The book's greatest strength is its change of perspective. Instead of viewing low-income communities primarily through the lens of deprivation, it encourages readers to see them as communities with unmet needs, untapped capabilities and potential markets.

Three aspects stand out.

- It connects business strategy with social development.
- It moves beyond short-term solutions
- It offers a practical lens for entrepreneurship.

The book becomes particularly interesting when applied to regional development in India. Its framework invites us to look beyond the absence of resources and identify the unmet needs that could become the starting point for viable enterprises

The Prosperity Paradox offers a powerful shift in how we understand economic development. Its central contribution is to move the conversation from poverty alleviation alone towards the creation of markets, enterprises and capabilities that can sustain prosperity over time.

Its strength lies in the connection it establishes between entrepreneurship, innovation, employment and social progress. Its limitation is that market creation, while important cannot replace public institutions, essential services or responsible governance

The most important takeaway: Do not begin by asking how to distribute more resources to solve a problem. Begin by understanding what prevents people from accessing a solution and whether innovation can create a sustainable way to meet that need.

**-Prof.(Dr.) Taruna Gautam**  
Director

School of Management Studies

# Student Corner

## *student participation in inter university competition*

A total of 25 students from the School of Management Studies participated in various events, including Pitch and Burn, Mock Stock Trading, Roadies, Group Dance, Bazaar-e-Ideas, and Codeless Canvas. The students showcased their talent and competitive spirit, achieving remarkable success, with Tanmay Madan (BBA VI Semester) securing Second Position in Mock Stock Trading, Gracy Kataria (B.Com VI Semester) winning First Prize in Roadies, and Ayush Rawat (B.Com IV Semester) securing Second Prize in Codeless Canvas. Participation in these events provided students with valuable exposure, enhanced their managerial, creative, and entrepreneurial skills, and encouraged teamwork, innovation, and experiential learning.



The School of Management Studies (SMS) continues to promote experiential learning by encouraging students to participate in academic and management-oriented activities. On 16th April 2026, eight B.Com. (Hons.) second-year students participated in various management events, where they demonstrated their problem-solving, teamwork, and decision-making abilities. Their enthusiastic participation resulted in one team securing the Second Runner-Up position, bringing recognition to the School. The experience provided valuable practical exposure, encouraged peer learning, and enhanced students' managerial and collaborative skills, reflecting SMS's commitment to nurturing confident, innovative, and industry-ready professionals.

# Student Corner

## Farewell 2026



### Farewell 2026: Celebrating Memories, Cherishing Friendships, Embracing New Beginnings

The School of Management Studies (SMS) organized its Farewell Ceremony on 30th May 2026 to bid a warm farewell to the graduating batch. The event was graced by Dr. Taruna Gautam, Director, School of Management Studies, who inspired the students to pursue excellence and embrace future opportunities with confidence.

The celebration featured vibrant dance and musical performances, a special presentation reflecting the graduates' journey at SMS, and the presentation of Mr. Farewell, Ms. Farewell, and other personality-based awards. The ceremony concluded with mementoes, group photographs, and best wishes for the graduates as they embarked on a new chapter of their lives.

# Student Internships

Congratulations on your Successful Internships !!



Aviral  
MBA  
Times of India



Sukhleen Kaur  
BBA  
Wipro



Sumit Dokwal  
MBA  
Subros Limited



Aayush Rawat  
B.com  
Times of India



Saloni  
MBA  
Soltec



Niharika Makheeja  
BBA  
Sundae Capital Advisors



Priya Negi  
MBA  
Pontiac Aerotech



Naivedya  
BBA  
PTCUL

# Voice of the Students

## The Power of Creative Writing



Creative writing is one of the most meaningful forms of expression in student life. It allows students to present their ideas, thoughts, feelings, and imagination in a way that is thoughtful, engaging, and personal. In an academic environment, where learning often focuses on facts, structure, and discipline, creative writing adds originality, depth, and a human touch. It gives students the freedom to move beyond routine communication and explore the beauty of language.

Creative writing is not limited to poems or stories. It also includes essays, reflections, articles, and descriptive pieces. Through these forms, students learn how to express themselves clearly and confidently. Writing helps them organize their thoughts, choose words carefully, and present ideas in a meaningful way. This makes creative writing both an artistic and practical skill that supports overall growth.

One of the greatest strengths of creative writing is that it encourages imagination and independent thinking. Every student has a unique perspective, and writing provides a space to express that perspective with freedom and purpose. It develops observation, reflection, and originality.

At the same time, it builds patience, discipline, and attention to detail, because good writing often comes from careful thought and revision.

Creative writing also adds value to college life. It brings freshness, variety, and depth to newsletters, magazines, and other student publications. It creates a platform where students can contribute positively to their academic community and share work that is creative as well as constructive. In this way, writing becomes not only a form of expression but also a meaningful form of participation.

In today's world, the ability to communicate effectively is more important than ever. Students who write regularly often develop stronger vocabulary, better sentence structure, and greater confidence in expressing their ideas. These skills are useful not only in academics but also in future professional life. Creative writing, therefore, supports both personal development and practical growth.

Ultimately, creative writing is a powerful medium that combines imagination, learning, and expression. A student who writes creatively is not only learning how to use words well, but also learning how to think clearly and express meaningfully.

**-Akash Uniyal**  
BBA II year

## जीवन एक बहती धारा



जीवन एक बहती धारा है, कभी धूप, कभी छाया है।  
ना ठहरो तुम, ना रुको कहीं, यह रास्तों का ही सरमाया है।  
कभी मिले संघर्षों का पर्वत, कभी मिले खुशियों का साया,  
हर मोड़ पर कुछ नया सिखाने, वक्त ने अपना रूप दिखाया।  
कांटों में भी खिलना सीखो, अंधेरों में भी जलना सीखो,  
गिर-गिर कर उठने का नाम है जीवन, हर हाल में बस चलना सीखो।  
ना कल की चिंता, ना बीते क कसक, जो आज में जिए, वही सिकंदर।  
लहरों से डरकर जो रुक जाए, वो क्या जाने साहिल का मंज़र?  
यह एक खूबसूरत कैनवास है, रंग तुमको ही भरना है।  
जीत-हार तो खेल है जग का, तुमको बस मुस्कुराते रहना है।



**-Nidhi Rawat**  
BBA II Year

# From The Alumni



**Kartik Bhatia**  
B.Com (Hons.) | MBA

## *~A Reflection On SMS Journey~*

### The Journey from Attendance Sheets to Balance Sheets

My journey at Swami Rama Himalayan University as a B.Com (Hons.) student gave me much more than a degree—it shaped my confidence, discipline, and professional outlook. The guidance of my faculty and the university's practical approach to learning built a strong foundation for my career. Today, I work as a Finance Specialist at Jones Lang LaSalle after completing my Executive MBA from NMIMS. Over the past five years, I have worked with organizations including JLL, Aon Consulting, Macquarie, and Nidhi Manocha & Co., receiving the "Above and Beyond" Award and multiple Spot Awards. My journey has taught me that success comes from continuous learning, determination, and making the most of the opportunities that a strong foundation provides.



## *Alumni Meetups*



The School of Management Studies (SMS), SRHU, organized the Alumni Interaction Session "Samvaad" on 11th April 2026. Five distinguished alumni shared their career journeys, industry experiences, and valuable professional insights with students. The interactive session provided practical career guidance and strengthened the connection between alumni and students.

# Buzz Board



# SMS BizPulse

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**Prof.(Dr.) Taruna Gautam**  
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