

Bulletin 2021



DEPARTMENT OF HUMANITIES SOCIAL SCIENCES & MANAGEMENT
NATIONAL INSTITUTE OF TECHNOLOGY SRINAGAR (J&K)



HSS & M FAMILY

RETHINK, REINVENT, REINNOVATE

TOWARDS A NEW BEGINNING

Strategic Intent



“The essence of strategy is choosing what not to do.”

Michael Porter

VISION

To lead in innovative teaching, knowledge building, and value based educational experiences by providing quality education.

MISSION

To develop strong critical thinking, analytical reasoning, problem solving, management and communication skills in students with creative talent that will foster their development as knowledgeable, engaged and confident citizens and leaders.

From The Director's Desk



Prof. Rakesh Sehgal
(Hon`ble Director, NIT Srinagar)

A humanities and social sciences department must hold a special position in every technical institute. I believe that it must be one of the vibrant departments, especially in an engineering institute. However, when I joined NIT Srinagar as its Director, I observed the Department of Humanities, Social Sciences & Management (HSS&M) as one of the lagging yet a prospective part of the Institute. From day one I wanted this department to grow and shine. The former HoDs (Prof. M. F. Lala and Prof. Mir Mukhtar Ahmad) and now Prof. Abdul Liman share the same vision that I had for the department.

I must say the department is on the right path towards what we have set our goals for. The academic years 2019-20 and 2020-21 have been a wonderful journey for the Department of HSS&M. The stakeholders of HSS&M kept me busy and bound with many proposals, approvals, and inaugurations. With a little guidance from me and a lot of efforts from each stakeholder of HSS&M, we were able to host multiple events and workshops, the glimpse of which you will find in this Bulletin. I, along with the administration of NIT Srinagar, developed a team of young, energetic, and dynamic individuals at HSS&M who found their path to success on which they have started the journey. They will crawl, will slip away, will be detracted, and face hardships, but I am sure, with the enthusiasm they have, they will reach the top.

I have a vision of making this Department a Temple of Learning, Mecca of Knowledge, and a Centre for Excellence. With these words, I invite you to have a look at the short yet impactful journey of a new version of HSS&M.

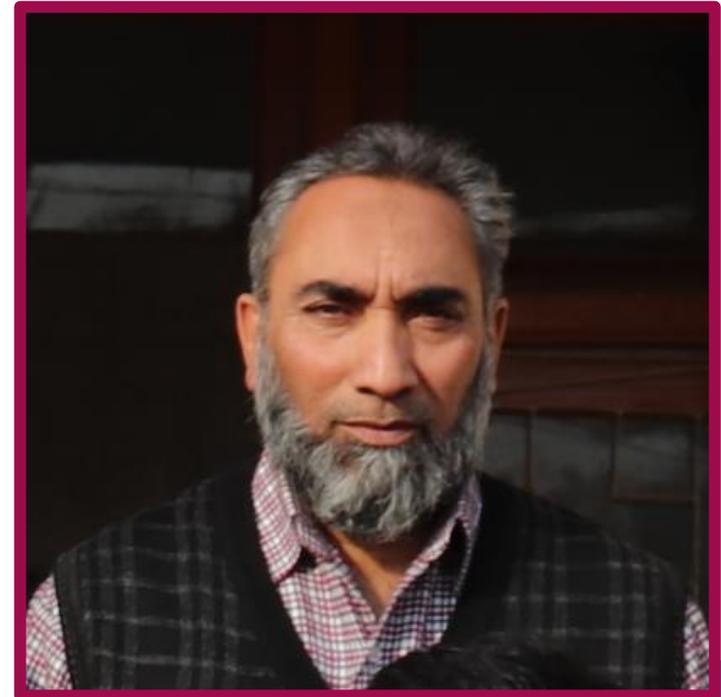
Message From The Head

The Department of HSS&M is amongst one of the earliest departments that were established in erstwhile REC, Srinagar. Right from its inception to the present day, the department has been actively involved with teaching and research activities. The department has a long history of contributing to all areas of institutional development.

With the passage of time, the department has tried its best to bring the academic and research outlook of the department in line with socio-economic scenario. The developing corporate culture has required the department to change and update the existing course lines and introduce new programmes (MBA & MSc. TIED) so that the students get familiarized with the grooming demands of the society and changing/grooming industrial setup.

At present the department has very exhaustive expansion programme. Latest technologies are being adopted to make the teaching and research process student friendly. The establishment of state of art language laboratory is a step in this direction as it is a platform to improve both speaking and writing skills of students and make them suitable for absorption in the national and multi-national companies.

As far as research programmes of the department are concerned, I would take the opportunity to say with pride that present faculty is skilled enough to teach any specific /general areas of industry or social interest. The number of research scholars is increasing every year and apart from industrial or corporate related research, other areas like language, communication skills etc. have also found a place in department research programme. The department is now a full-fledged research center. Thanks to present Hon`ble director and other previous faculty members who definitely need a mention for their cooperation.



Prof. Abdul Liman
Head Department of HSS&M

Our Faculty (2020-2021)



Dr. Tahir Ahmad Wani



Dr. Jaya Shrivastava



Dr. Fouzia Jan



Dr. Rasik Anayat



Dr. Sumaira Nabi



Dr. Shaiku Shahida



Dr. Umer Mufeed



Dr. Arif Anwar



Dr. Sadaf Firdous



Dr. Shahid Ali

Our Students



ROUNDUP

15 th May 2019	• Establishment of Language Lab
8 th -12 th Feb 2020	• One Week Workshop on Research Methodology using SPSS & AMOS
3 rd June 2020	• Expert Talk on Marketing in the Post Covid-19 World
13 th June 2020	• Expert Talk on Mental Health During Covid-19
27 th – 31 st August 2020	• One Week STC on Basics of Management Research
7 th – 11 th September 2020	• One Week Workshop on Innovations & Entrepreneurship
22 nd November 2020	• Expert Talk on Female Entrepreneurship
22 nd December 2020	• Expert Talk on Need of Innovation in the Current Market Scenario
31 st December 2020	• Expert Talk on Managing Stress : Finding Our Equilibrium
8 th January 2021	• Expert Talk on Starting a Sustainable Food Business
8 th – 10 th January 2021	• HULT PRIZE On Campus
8 th – 10 th January 2021	• First PAN NIT Humanities & Social Sciences Research Conclave
16 th – 17 th January 2021	• International Conference on Contemporary Business Trends

ESTABLISHMENT OF LANGUAGE LAB

Established under TEQIP-III

Digital Language Lab

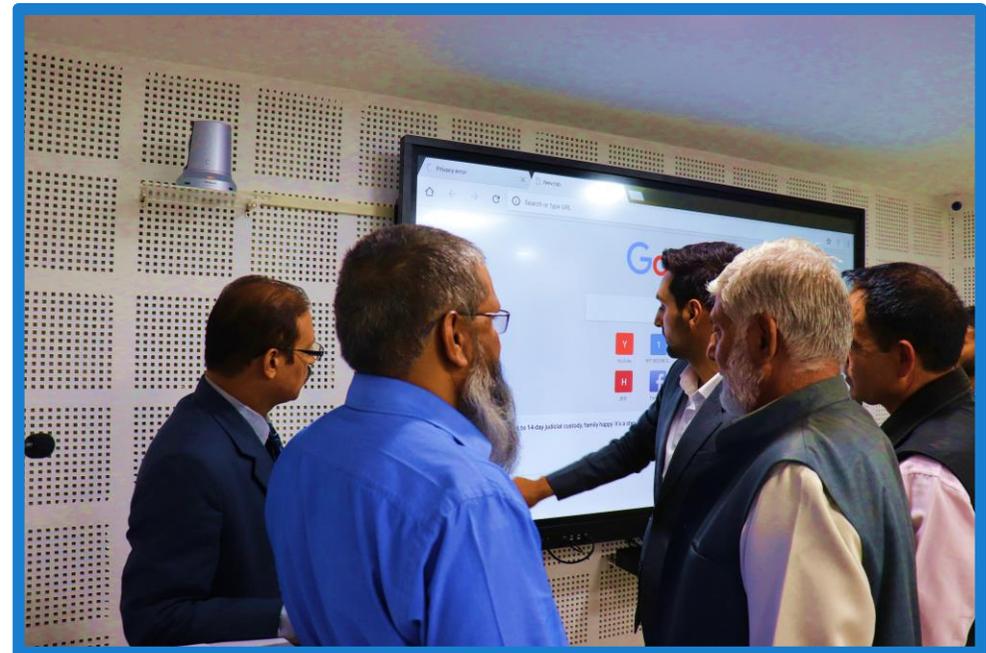
- A state-of-the-art digital Language Lab runs in the Department of Humanities, Social Sciences & Management. This lab, inaugurated on 15th May 2019, caters to the language requirements of the students at basic, intermediate, and advanced levels. The students can improve their grammatical, vocabulary, and technical writing skills. They can also hone their listening, speaking, and pronunciation skills.
- The language lab has 30 desktops installed with “Words Worth language lab software” and AV equipment. It has a 65-inch touchscreen connected with instructor console unit. The software offers interactive training through rich audio-visual content alternating between Instructor Led Training and Computer Based Training sessions. Through such sessions, students can acquire vocabulary and language structures for participating in day-to-day communications. They learn to use grammatically accurate sentences while speaking confidently. They enhance their verbal communication skills through free speech, role plays, activities, and interaction. The lab is air-conditioned and sound-proof to make language learning experience comfortable and distraction-free.
- The language laboratory contributes to the administration of a credit course on Language (Course Code: HUP100) to the first-year B. Tech students. The course is designed to run parallel to the Basic English and Communication Skills course and Advanced English and Communication Skills Course of the academic syllabus for the 1st and 2nd Semester.
- The lab envisions offering enhanced active use of English language to students in comparison with traditional classroom teaching. The course administered in the lab aims to help students for whom English is not their first language find proper placement. It intends to make both language teaching and learning fun.



**State of Art Modern Language Lab
Funded by TEQIP-III**



Inauguration of the Language Lab



One Week Workshop on Research Methodology using SPSS & AMOS

8th-12th Feb 2020

About the Workshop

- The workshop was first of its kind in the valley where eminent experts of quantitative research from IIMs interacted with the students and taught them the advances in quantitative research in the area of Management.
- Most of the participants were from the valley and described the workshop as one of the best ever that they had attended.
- Senior academicians like Prof. M. A Sahaf and Prof. A. Salam interacted with the young minds and shared their thoughts and experiences being a researcher.
- Scholars not only learned about the usage of various statistical software but also gained insights about usage of plagiarism checking tools and referencing methods.
- All the participants praised the organizers and the experts for organizing such a workshop in NIT Srinagar.

Eminent Experts

- Dr Amit Shankar (IIM Vishakhapatnam)
- Dr Pooja Kumari (IIM Jammu)
- Prof. Ramendra Singh (IIM Calcutta)
- Prof. M. A Sahaf (Kashmir University)
- Prof. Abdul Salam (IUST)
- Dr. Sajid Yusuf Bhat (Kashmir University)





Marketing in the Post Covid-19 World

Prof. Ramendra Singh (IIM Calcutta)



How to cope this business disruption

- Become agile and adaptable in the market
- High reliance on gig workers to manage manpower planning
- Re-jig your business model continuously
- Build resilience for business continuity
- Enhance use of technology, adapt to markets.
- Increase stakeholder engagement and depend on government support when required.

Mental Health During Covid-19

Dr Anjuman Bains (Counselling Psychologist)

- The Talk was about mental health in covid-19 discussed the uncertainties and worries that covid has brought us face to face with. The webinar expert focused on the solution-based perspective rather than the problems in the very gloomy pandemic engulfed environment. The session was specifically focusing on the student fraternity and the solution to their issues in the covid-19 period in terms of the mental health. Dr. Anjuman the expert for the talk, spoke about how we can bring normalcy in the Covid laden world.
- She pointed out factors and techniques that can help us find stability and peace especially in this era of speedy information flow through social and mass media which causes greater stress and anxiety. Dr. Anjuman gave a few pointers that can prove helpful. Some pointers like understanding how to build a routine, recognizing our feelings and dealing with them, importance of setting challenges for ourselves in order to keep ourselves mentally focused and fit were a few techniques that could help us stay mentally fit. The webinar discussed the importance of discussing positive and constructive feelings and things with our families instead of focusing on social media information regarding the pandemic.
- Dr. Anjuman shared how the factors instead of speculations can help us stay stable and mentally strong in fighting our fears and facing uncertainties. Dr. Anjuman stressed the importance of maintaining social networks with our families and friends, focusing on things that one can control like participating in workshop and webinars which will help us learn and add to our knowledge and restructuring our priorities as important steps for a healthy mind amid the pandemic when we are not able to go out and engage in routine activities like we could before the pandemic
- The webinar helped the students, scholars and other participants understand how setting realistic goals and finding out opportunities even in this pandemic can help us make the best out of this worst situation and make use of this time efficiently. Dr. Anjuman shared the importance of setting up boundaries within our homes since we are in the e-education period due to COVID-19, for creating different zones and having different spaces for a professional and personal activities.



The expert spoke about dealing with situations that students are facing at home due to domestic problems which is mostly not talked about. She emphasized the importance of building support systems in families to help oneself and others in the family. The talk ended with a question answer session where the expert answered the queries of the audience which was helpful for everyone who was listening to the talk.

One Week STC on Basics of Management Research

27-31st August 2020

- This workshop has been one of a kind and unique in terms of delivery of knowledge.
- All the aspects of research in the field of Management were discussed by eminent experts.
- Eminent experts like Prof A. Parasuraman shared his knowledge with the participants and stakeholders of the STC.
- Prof Zillur Rahman, who is well recognized as one among top 2% scientists in the field of Management and Marketing, delivered his talk on the know-how of research methods.
- Prof. Ramendra Singh who happens to be an expert/researcher/academician/speaker from IIM Calcutta shared his experience and journey of research.
- Qualitative Research, Publication Methods and Ethics were the core theme of this workshop which made it unique.

Eminent Experts

- Prof. A Parasuraman (University of Miami)
- Prof. Zillur Rehman (IIT Roorkee)
- Prof Ramendra Singh (IIM Calcutta)
- Prof Saiyed Wajid Ali (JMI)
- Prof Apoorv Khare (IIM Trichy)
- Dr Amit Shankar (IIM Vishakhapatnam)
- Dr Pooja Kumari (IIM Jammu)
- Dr Jamid ul Islam (Prince Sultan University)
- Dr Sakkhi Chabra (IIM Sambalpur)
- Dr Sumeer Gul (University of Kashmir)

EMINENT EXPERTS



PROF. A. PARASURAMAN

**EMERITUS PROFESSOR OF MARKETING & JAMES W. MCLAMORE CHAIR EMERITUS
UNIVERSITY OF MIAMI**



**PROF. ZILLUR RAHMAN
IIT ROORKEE**



**PROF. RAMENDRA SINGH
IIM CALCUTTA**



**PROF. S. W. ALI
JAMIA MILLIA ISLAMIA**



**PROF. AMIT KHARE
IIM TRICHY**



**DR. AMIT SHANKAR
IIM VISHAKAPATNAM**



**DR. POOJA KUMARI
IIM JAMMU**



**DR. JAMID UL ISLAM
P. S UNIVERSITY (KSA)**



**DR. SAKHHI CHHABRA
IIM SAMBALPUR**

**STC on
Basics of
Management
Research**

One Week Workshop on Innovations & Entrepreneurship In collaboration with IIED Centre, NIT Srinagar

7-11th September 2020

Eminent Experts

- Experts from Harvard University, Oxford University, Zhejiang University China and other eminent experts delivered their talk on Innovation Policies around the Globe.
- There was a discussion on Frugal Innovation which actually is the need for the Valley in difficult times like today.
- Economists and Policy Makers served as the Speakers and Discussants in the workshop from four Continents, making the workshop of an international repute, and showing the variety of delivery in terms of Innovation and Entrepreneurship Policies.

Critical Conclusions from Experts

- The needs and paths of Innovation all around the globe differs with economy and nation.
- Covid 19 definitely blocked our ways but we ourselves have evolved to innovate and create new paths.
- How lab-based innovation can lead ways for weaker economies
- Role of New Education Policy in bringing Innovation closer to academia.

- Prof. Amit Bhosle (Azim Premji University)
- Dr. Dirani Soumonni (Witz Business School, RSA)
- Prof. Peter Knorringa (Erasmus University, Netherlands)
- Prof. Cristina Sousa (ISCTE/IUL, Lisbon)
- Dr Sheikh Fayaz (Zhejiang University, China)
- S.C Mika Raunio (Migration Institute, Finland)
- Prof. Xiaobo Wu (Zhejiang University, China)
- Prof. Sunil Mani (Centre for Dev. Studies, Trivandrum)
- Prof. Shabir Hassan (Harvard University, USA)
- Dr Danilo Charez Rodriguez (Univeridad Anahuac, Mexico)
- Prof. Yasser Bhatti (University of Oxford, UK)
- Prof. Maria De Fatima Ferreira (Universitario de Lisboa, Portugal)
- Prof. Saad Parvez (Head, IIEDC, NIT Srinagar)
- Dr Nimita Pandey (IISc Bangalore)
- Mr Abdul Rashid Chadinoo (Aarafh Foods)
- Dr Javaid Rashid (University of Kashmir)
- Prof Saradindu Bhaduri (JNU, New Delhi)
- Prof. Mammo Muchie (Tswane University, RSA)
- Mr. Abdul Hamid Bhat (Raheem Greens)

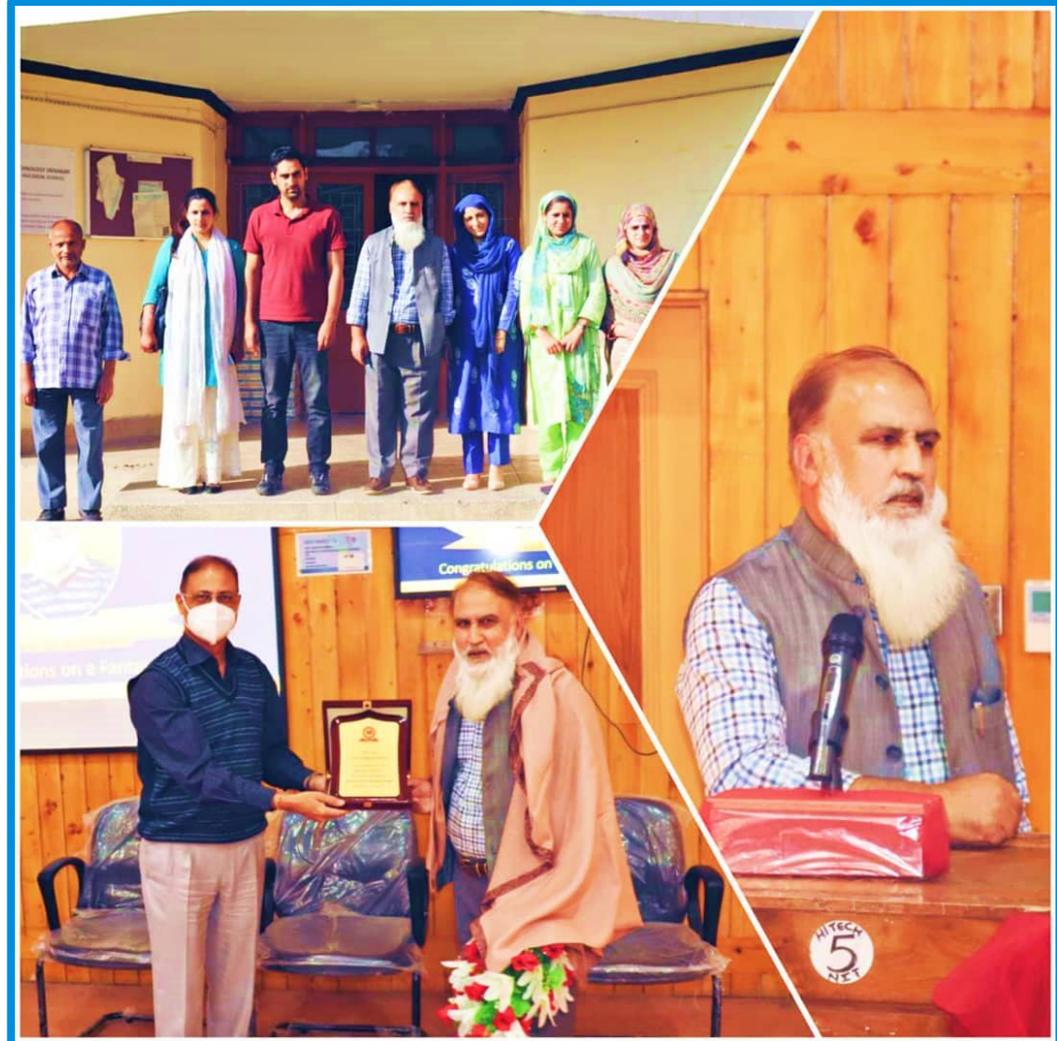


**Eminent Speakers at
Workshop on Innovations & Entrepreneurship**

Farewell To A Leader and A Teacher

Prof. Mir Mukhtar Ahmad
Former Head, Department of HSS&M

- Prof. Mir Mukhtar Ahmad, Head, Department of Humanities Social Sciences and Management was bid farewell by the Institute.
- He served the Department and Institute from 30-6-1982 in various capacities , having a total 38 years of excellence in teaching, administration and institution building.
- He has been an agent of change and charismatic leader, leading from the front for the development of the department.



Female Entrepreneurship

- The speakers shared their personal experiences of being an entrepreneur and how they are a motivation for other female entrepreneurs around.
- They highlighted how Female entrepreneurs make significant contributions to economic growth and to poverty reduction around the world.
- The speakers highlighted the various challenges and obstacles that female entrepreneurs face in India.
- They provided insights as how they overcame such challenges and barriers to become successful in their relevant areas.
- Ms. Shazia Bashir revealed how she turned the difficult moments of her life into a pathway of success and similar narrative was shared by Ms. Iffat Khan.
- Both the speakers inspired the students and motivated them never to quit on their dreams



Iffat Khan

TED Speaker/Author/Business Coach



Shazia Bashir Haroon

Founder Iqaki Perfumes

Need of Innovation in the Current Market Scenario

Dr Rahul Mirchandani (Chairman & MD Aries Agro Ltd)

- The special invitee and guest speaker Dr. Rahul Mirchandani, Chairman & MD, Aries Agro Limited, delivered a lecture on the basic idea of innovation and how he transformed his innovative ideas into a venture having 9 Million customers all across the globe.
- Dr. Mirchandani has been one of the thirty most innovative CEO's of India in 2014. He shared his entrepreneurial journey and briefed the audience about the prerequisites of an innovation. His lecture comprised of many great insights for the audience and focused on five important parameters, i.e., Scalability, Speed, Precision, Pricing with Performance, and Sustainability for making any venture a success in the long run.
- He, on behalf of his firm, agreed to sign MoU's with NIT Srinagar that involves Students' Exchange Programmes at the Management Institutes in Mumbai. He also agreed to be a regular visiting faculty and be a part of the Industry-Interaction Cell of the department.



EXPERT TALK

31st Dec 2020

Managing Stress Finding Our Equilibrium

Dr Zoya Mir (Clinical Psychologist)

- The workshop provided everyone with an opportunity to understand their stressors and finding their equilibrium.
- The expert for the workshop Dr.Zoya Mir, talked about the various signs and types of stress and how we can deal with it.
- Dr. Zoya helped the participants in recognizing their stressors with the help of various exercises wherein the participants were engaged with the help various questions regarding their stressors and their reactions to the stressful situation.
- The expert also spoke about the various factors that cause stress and how we can deal with the factors and manage them to reduce stress.
- The workshop discussed in detail the various stress management techniques, strategies and exercises to help the participants manage stress and finally find their equilibrium
- The participants of the workshop found the workshop very helpful; they were very responsive throughout the session.
- The workshop ended with a question answer session where the participants actively asked many questions which was very useful for all the participants.



 DEPARTMENT OF HUMANITIES, SOCIAL SCIENCES & MANAGEMENT
NATIONAL INSTITUTE OF TECHNOLOGY SRINAGAR

MANAGING STRESS

Finding Our Equilibrium

COVID-19 has led to an unprecedented increase in the stress level of individuals. Students and academicians are no different. Keeping this in view the Department of Humanities, Social Sciences & Management NIT Srinagar invites you all to this stress busting workshop to keep yourselves motivated.

Thursday, Dec 31

Start 7 PM till end

 Live Streaming
facebook.com/nitsriofficial

Zoya Mir
Clinical Psychologist
Licensed Practitioner of EMDR, SFBT
and CBT from Beck's Institute, USA.

Starting a Sustainable Food Business

Mr. Javid Parsa

Chef Yasin

Mr. Amir Wani

Dr Rukhsar Shah

- At NIT, the guests on the occasion included Dr. Ruksar Syed Shah, Javid Parsa, Amir Wani, Chef Yaseen, and Farhat Sultana, all experts in food technology and food entrepreneurship.
- The experts discussed Sustainable development goals of food and the optimal use of the scarce resources available keeping in mind the food security issues.
- The speakers, experienced in food business for decades, talked about wastage of food and how to reduce it.
- “I don’t let food to be wasted because all my employees work with manoeuvre to save as much as they can and they seldom dine with the same food, if some is left in the evening, or otherwise if its to be wasted,” said Javid Parsa, who heads a chain of restaurants.
- “The additives which are present in frozen food should be avoided because they aren’t safe,” said Dr. Ruksar Syed Shah.
- “My main focus stays on to give and provide Authentic with healthy Wazwan (varieties of Kashmiri foods) to the community on time delivery,” said Aamir Wani.
- Another guest Chef Yaseen said: “We rely on our instincts and curiosity, but we should also rely on authenticity.”
- He also said, with proper awareness one can even innovate with the leftover food and the society too should align on this. The guests gave constructive feedback to students on how to refine their concepts of running this business without wasting food.



Collaborating Department in the First PAN NIT Humanities & Social Sciences Research Conclave

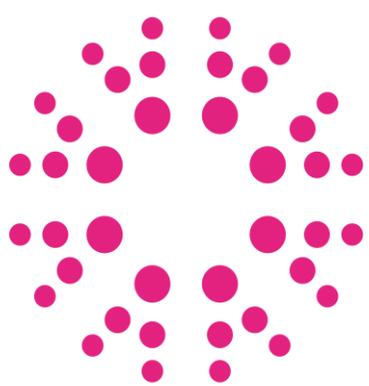
8th -10th January 2021

First Pan-NIT
Humanities and Social Sciences

RESEARCH CONCLAVE

08 - 10 January 2021

Organised by
Department of Humanities and Social Sciences
National Institute of Technology Warangal
in collaboration with 14 other NITs



HULT PRIZE On CAMPUS

8th -10th January 2021

- The Department of HSS&M, National Institute of Technology Srinagar on organized an event called Hult Prize 2021. The event was organized in partnership with United Nations. 50 teams with young and innovative minds pitched their ideas in the event.
- The challenge of this year's Hult Prize event was "Food for Good" and all the participating teams came up with creative, great and enthusiastic ideas to overcome a pressing social issue i.e Food Security.
- The event was organized by the students and for the students of NIT Srinagar to bring a change in the society. In the first round of the pitching session, all the teams pitched their ideas and only 10 were shortlisted for the next round.
- The event gave three winning teams whose ideas were found to be impactful for the society as a whole by the team of jury including Sandeep Chatterjee, Associate Director, Deloitte India; Akshay Makar, MD Climatedenza; Bhairavi Jani, Chairperson & Founder IEF Entrepreneurship Foundation; Mohd Yaseen Reshi, Faculty, Hotel Management Institute; Nasir Khan, RJ FM Tadka and Dr. Abid Sultan, Assistant Professor & Jr Scientist, SKAUST-K.
- The winning teams Wheel AI, AMBUR and KV NIT were awarded as the Winner, 1st Runner Up and 2nd Runner Up and facilitated with trophies by Prof. Rakesh Sehgal (Hon`ble Director, NIT Srinagar). He emphasized the role of participation in today's era and future endeavors. He also congratulated the organizing committee for such an impactful and successful event.

JUDGES OF THE EVENT



RJ Nasir
Radio Jockey at
95.0 FM and Social
Activist



Akshay Makar
Managing Director
at CLIMATENZA
solar and innovator
& Entrepreneur



Sandeep Chatterjee
Associate Director at
Deloitte India & Member
of Board of Governors
at IIM Kozhikode



Bhairavi Jani
Chairperson & founder
of IEF entrepreneurship
Foundation & profiled as
Stree Shakti by CNBC
awaz.



Mohd Yaseen Reshi
Food Innovator, Author
& Educator faculty in
Institute of Hotel
management, Srinagar



Dr. Abid Sultan
Assistant Professor/
Junior Scientist



United Nations
Office for Partnerships



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NATIONAL INSTITUTE OF TECHNOLOGY SRINAGAR
HAZRATBAL, SRINAGAR, JAMMU & KASHMIR - 190006

Theme: "FOOD FOR GOOD"

Winners of HULT PRIZE On Campus 2021



International Conference on Contemporary Business Trends (ICCBT 2021)

About the Conference

16-17th January 2020

The conference was inaugurated by **Prof. Rakesh Sehgal**, Director NIT Srinagar. Prof Abdul Liman, Head, Department of HSS&M welcomed all the dignitaries and participants, and highlighted the importance of the conference and changes that were seen in the current business practices owing to the economic slowdown and Covid-19 pandemic. Prof. Najeeb-ud-din, Dean Academic Affairs spoke about the role of technology in exploiting the changing trends. Following the special addresses, in the inaugural session, the **Guests-of-Honor Prof. Arvind Sahay** discussed an important topic on Block Chain and Artificial Intelligence: Impact on marketing and **Prof. Prashant Mishra** highlighted potential trends that are triggered by the pandemic in their Keynote addresses.

Prof. Pavan Mamidi shared his views in the **Special Session** on the importance of Behavioral Research in Contemporary Times. He also proposed to start a new Behavioral Science Lab at NIT Srinagar in collaboration with Department of HSS&M. There was one **Plenary Session (The Plenarium)** in the evening of first day of the event, where renowned personalities and academicians like Prof. S. K. Mishra, Prof. Ramendra Singh, Dr. Sakhhi Chhabra, Dr. Abrar Ali Saiyed and business tycoon & young entrepreneur Mr. Sumeet Mohanty discussed the changing dynamics of MBA programme with the topic **“Re-thinking MBA”**. On the second day of the conference, one special session was delivered by Prof. Jaspreet Kaur, affiliated to Pearl Academy, New Delhi who deliberated about the importance of **Qualitative Research in the Discipline of Management**.

The Conference hosted paper presentations in major tracks including Marketing, HR, Entrepreneurship, Corporate Governance, Finance, Economic and Public Policy. Prof Reshma Nasreen, Prof Preetam Khandelwal, Prof Bilal Mustafa Khan, Dr. Arunima Halder, Dr. Rama Shankar Yadav, Dr. Tavleen Kaur and Dr Abrar Ali Saiyed chaired the session in their area of expertise.

Prof. Justin Paul was the **Chief Guest** for the **Valedictory Session** who highlighted the procedure for publishing in the discipline of Management. He further stressed the significance of research with respect to model building and its application for problem solving and decision making.

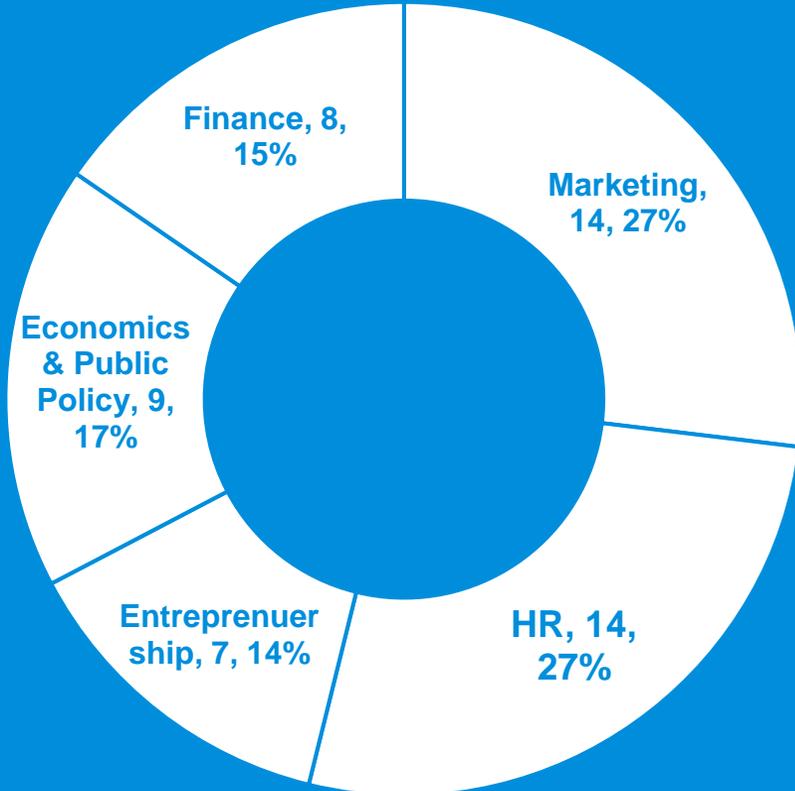
Eminent Speakers

- Prof. Arvind Sahay (IIM Ahmedabad)
- Prof. Prashant Mishra (IIM Calcutta)
- Prof. Pavan Mamidi (Ashoka University)
- Prof. S K Mishra (IIM Indore)
- Prof. Justin Paul (Editor in Chief IJCS)
- Prof. Ramendra Singh (IIM Calcutta)
- Prof. Saiyed Wajid Ali (Jamia Millia Islamia)
- Prof. Bilal Mustafa Khan (Aligarh Muslim University)
- Prof. Preetam Khandelwal (FMS, Delhi University)
- Prof. Reshma Nasreen (Jamia Hamdard)
- Dr. Rahul Mirchandani (Aries Agro Ltd)
- Dr. Abrar Ali Saiyed (Ozyegin University)
- Dr. Arunima Halder (SP Jain IM&R)
- Mr. Sumeet Mohanty (Phycolinc Tech)
- Dr Rama Shankar Yadav (IIM Rohtak)
- Dr Tavleen Kaur (IBS Gurgaon)
- Dr. Sakhhi Chhabra (IIM Sambalpur)



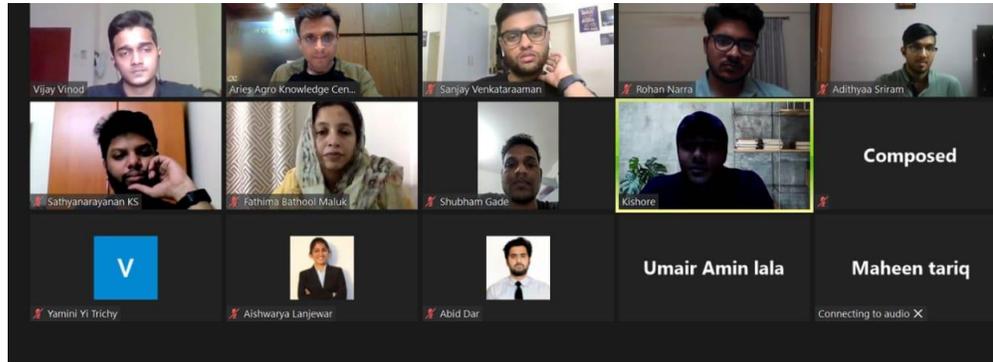
**Eminent Speakers at
International Conference on Contemporary Business Trends (ICCBT 2021)**

PRESENTATION TRACKS

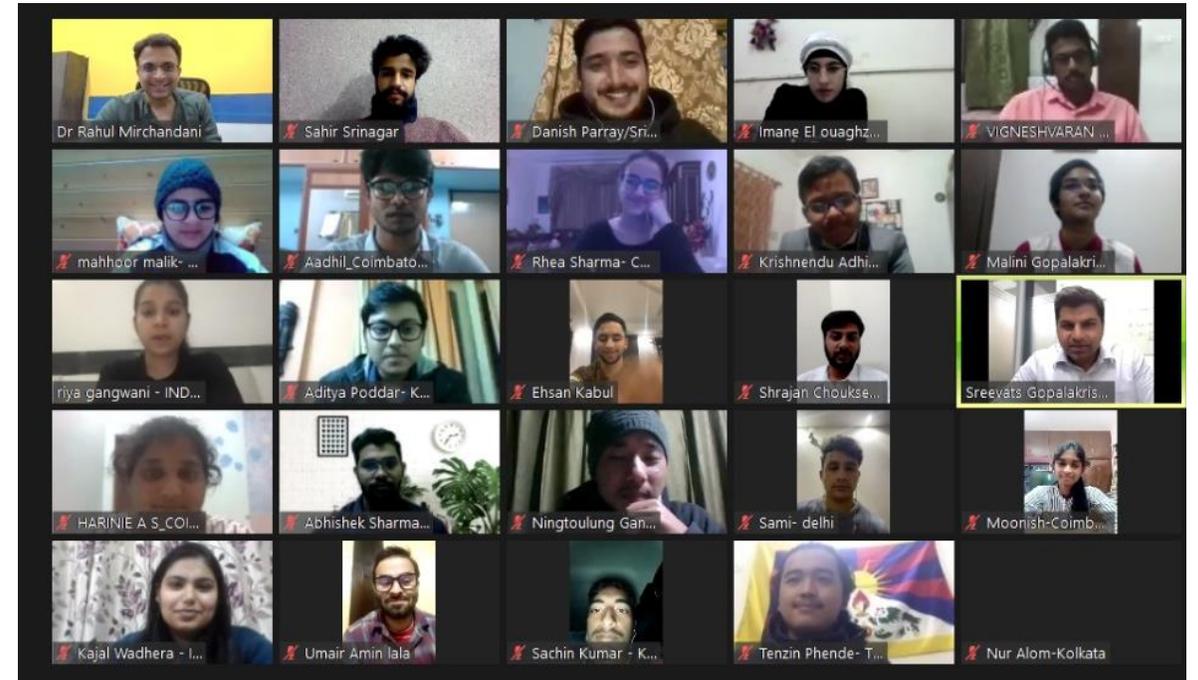
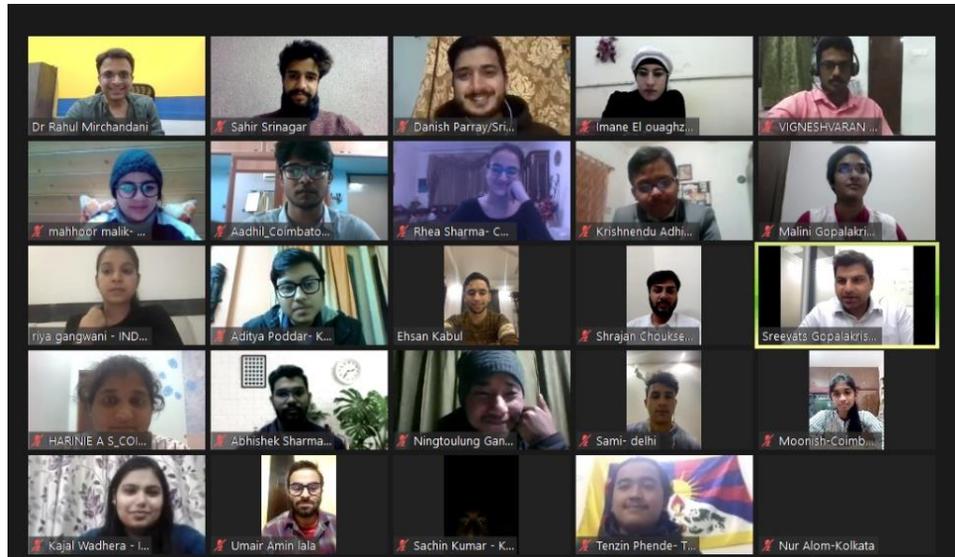


Research Tracks

- ICCBT-2021 provided a platform for the researchers, scholars and academicians from around the globe to present their papers on contemporary business trends including challenges and solutions in the business world because of the recent economic slowdown and Covid crisis!!
- Moreover, only selected and shortlisted papers in major Tracks including Marketing, HR, OB, Corporate Governance, Finance, Entrepreneurship, and Economic, and Public Policy were presented in the conference.



MBA STUDENTS INTERACTING WITH STUDENTS FROM IIM Trichy & IIT Trichy



MBA STUDENTS INTERACTING WITH STUDENTS FROM VARIOUS COUNTRIES OF ASIA & AFRICA



Beautiful View of NIT Srinagar

Bulletin 2021

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