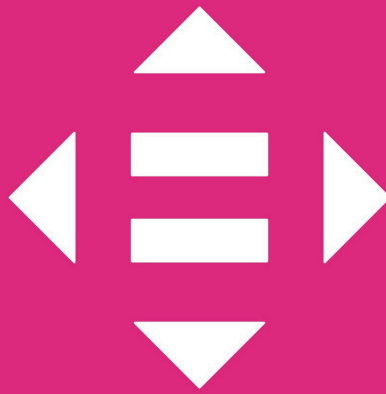CHITKARA UNIVERSITY

BLOOM

CHITKARA UNIVERSITY

Centre of Excellence for **Sustainability**

10 REDUCED INEQUALITIES

Jul 2023 – June 2024

SDG 10 at Chitkara University, aligned with the United Nations Sustainable Development Goal of "Reduced Inequalities," aims to create a more equitable and inclusive campus and community. Through diverse initiatives, including skill development workshops, inclusive career counseling, community outreach, and targeted support for marginalized groups, the university seeks to address economic, social, and educational disparities. Chitkara University's commitment to SDG 10 is reflected in its efforts to provide equal opportunities, promote social justice, and empower individuals from all backgrounds to thrive, thereby fostering a just and fair society.

Total Participants: 1,295

Key Initiatives:

1. **Publications: - 43**
2. **Courses mapped: - 19**

3. **Skill Development Workshops**: Chitkara University has held various workshops under SDG 8 to empower support staff, including "Hospitality Excellence" and "Skill Development 4.0." These initiatives focused on skills like effective communication, hygiene practices, and technical competence in hospitality. They addressed social mobility by enhancing career prospects and financial stability for staff, supporting a diverse and inclusive workplace where disparities are minimized.

4. **Phosphenes - Code | War | Trade**: This interdisciplinary event for students from the Computer Science and Business Schools encouraged collaboration in coding, trading, and defense strategy. The activity promoted financial stability and inclusivity, offering students from different backgrounds equal opportunities to gain practical experience in competitive and supportive environments.

5. **Career Counseling and Financial Literacy**: A series of sessions, such as those focused on investment banking and career opportunities via Naukri.com, provided insights into overcoming financial discrimination and achieving financial equity. These activities emphasized the importance of social equality in career pathways, equipping students with tools for upward mobility in the workforce.

6. **Global Externship in Dubai and Abu Dhabi**: This program allowed students to gain insights into international trade and business dynamics, addressing issues like economic inequality and social inclusion through

cross-cultural learning and exposure to global industries. The experience was aligned with fostering equal opportunities for professional development.

7. **Gender Sensitization Course**: Aimed at promoting inclusion in the maritime sector, this course educated students on gender equality and equity. By emphasizing social justice and addressing discrimination, it contributed to creating a more inclusive and equitable academic and professional environment.

8. **Autism Acceptance Parade**: Held in April 2024, this event highlighted inclusivity and equity for individuals with autism, combating social and financial discrimination through a campus-wide parade that celebrated neurodiversity and raised awareness about autism spectrum disorders.

9. **Corporate Social Responsibility at Jhansla and Jansua Schools**: This initiative focused on environmental awareness and included role plays on hygiene practices, tree planting, and distributing hygiene kits. Addressing inequalities in education and resources, it promoted social inclusion and financial equality for students in underserved communities.

10. **Training on Diversity, Equity, and Inclusion**: Conducted in April-May 2024, this series aimed to educate staff on the importance of diversity, equity, and inclusion, promoting social integration and equal opportunity in the workplace. Through nine sessions, it fostered awareness about international development and social integration.

11. **Universal Children's Day Celebration**: Hosted at Government Elementary School, Kalomajra, this event addressed inequalities affecting children and advocated for equal access to education. Through interactive role plays and storytelling, the initiative raised awareness about children's rights, social inclusion, and combating discrimination.

12. **Carnival**: This May 2024 event involved students in a variety of socially conscious activities. Products sold at the carnival supported NGOs, and the event emphasized social equality by fostering a sense of community and inclusion.

13. **Gender Sensitization Course**: A 12-day course aimed at increasing awareness about gender equality within the maritime industry, promoting inclusivity and preventing discrimination, while aligning with SDG goals of social justice and fair opportunity for all participants.

14. **Upahar (Giving Back to the Community)**: Organized by Chitkara College of Hospitality Management, the "Upahar" event in November 2023 was a Diwali donation drive where staff and students contributed to support adopted villages. This initiative aimed to promote social equality and address financial discrimination by providing resources to marginalized communities.

15. **Deeksharambh - Student Induction Programme**: This two-week program helped new students transition into university life, focusing on inclusivity and social equality by fostering an environment where students from all backgrounds feel welcomed.

16. **Clueminati Treasure Hunt**: Aimed at promoting collaboration and teamwork, this activity brought together students from various backgrounds, emphasizing equality and inclusivity while raising awareness about the National Service Scheme (NSS).

17. **Chitkara Mandi Exhibition**: Held in May 2024, this event encouraged students to raise funds for NGOs through product sales, promoting community engagement, inclusivity, and financial equality through student-driven social entrepreneurship.

18. **Excel Skills and Report Writing Course**: Conducted in December 2023, this workshop emphasized data analysis and reporting skills crucial for tackling financial disparities and promoting social inclusion through data-driven insights.

19. **Career Counseling Session on Investment Banking**: This session focused on career prospects within investment banking, providing students with knowledge and skills for this industry. It emphasized the importance of inclusivity and equal opportunity in the finance sector, addressing barriers to financial equality.

20. **G20 University Connect Program**: Engaging young minds in discussions centered around global economic policies, this week-long event aimed to foster inclusivity and equal opportunity among students, emphasizing the reduction of financial and social inequalities globally.

21. **Global Externship in Dubai and Abu Dhabi**: A hands-on learning experience, this program highlighted international business dynamics and cultural awareness. It reinforced the need for inclusivity and equality in global collaboration, fostering cultural sensitivity as part of international business practices.

22. **Social Media Marketing Workshop**: This course covered strategies for creating inclusive marketing campaigns, using social media to reach diverse audiences and addressing financial discrimination within digital marketing.

23. **Nukkad Natak on Equality and Inclusion**: Conducted by the Seagulls Club, this street play promoted social equality by highlighting societal issues and spreading awareness about reducing discrimination.

24. **Global Externship**: This program involved students in projects emphasizing global social inclusion and financial equity by exposing them to business and cultural practices in Dubai and Abu Dhabi. It fostered skills crucial for understanding and participating in global economic environments that respect diversity and inclusivity.

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10 REDUCED
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25. **Workshop on Hospitality Excellence**: Held in May 2024, this training for support staff covered service, communication, and hygiene practices to create an inclusive workplace. It emphasized social and financial inclusion by developing skills and promoting equal opportunities within the university environment.

26. **Path to Excellence Program**: Conducted in October-November 2023, this value-added course prepared students for the corporate world, emphasizing analytical skills and social equality to level the playing field for diverse backgrounds in the workforce.

27. **Legal Aid Clinic Establishment**: This clinic aimed to support marginalized communities by providing accessible legal resources, thereby promoting social justice, equity, and inclusion for individuals facing financial and social discrimination.

28. **Personal Branding Workshop**: This workshop, held in September 2023, equipped students with skills for career visibility and empowerment, aligning with SDG 10 by addressing economic disparities and promoting equal opportunity.

29. **Devising Social Media Marketing Strategies**: Conducted in November-December 2023, this course taught students inclusive marketing tactics, helping companies connect with diverse groups and promoting social equality.

30. **Expert Talk - Empowering Neurodiverse Learners**: Held in April 2024, this talk aimed to create inclusive learning environments for neurodiverse students, supporting equitable education opportunities for all.

31. **Workshop on Posh Awareness**: This training on privilege and inequality, held in May 2024, sought to foster an understanding of economic and social inequities and promote inclusivity in educational and professional settings.

These activities demonstrate Chitkara University's comprehensive approach to promoting inclusivity, social equity, and financial empowerment through education, training, and community outreach across multiple disciplines and departments.

SDG 10 (REDUCED INEQUALITIES) JULY 23 – JUNE 24

37	CGE	10-Apr-24	Corporate Social Responsibility	102-103
38	OTM	19-Apr-24	Training sessions on the topic Understanding Diversity, Equity and Inclusion'	104-106
39	CSE	25-Apr-24	Phosphenes	107-108
40	CSPA	25-Apr-24	Future Architects Meet the Design Master: A Visit to Studio Ardete	109-111
41	CSPC	30-Apr-24	Expert Talk on Beyond Labels Empowering Neurodiverse Learners Through Education	112-113
42	ICC	4-May-24	Posh Awareness Training The What, Why and How	114
43	OTM	4-May-24	Guru-Dakshta (Faculty Induction Program) Conduct of Training Session on Constitutional Values, Human Rights and Fundamental Duties	115
44	CBS	13-May-24	Exhibition:ChitkaraMandi	116
45	CCHM	13-May-24	Workshop on hospitality excellence	117-118
46	CUSMS	18-May-24	Breaking Barriers: Empowering through Equality(International Women Day)	119-121

Event Name	DEEKSHARAMBH
Date	July 17th, 2023- Aug 1st, 2023
Venue	Chitkara University, Punjab
Organizer	Dr. Sandhir Sharma
Resource Person	Ms. Uma Rao, Mr. Rajeev Roy, Ms. Shibani Priyadarshini, Mr. Sanjeev Sharan, Mr. Sumeer Mathur, Mr. Prakash Nair, Mr. Avinash Pant
Number of Participants	619
SDGs Covered	4, 10
Duration	2 weeks

About the Activity: -

The purpose of Deeksharambh –Student Induction Programme is to help new students adjust and feel comfortable in the new environment, inculcate in them the ethos and culture of the institution, help them build bonds with other students and faculty members, and expose them to a sense of larger purpose and self-exploration. The term induction is generally used to describe the whole process whereby the incumbents adjust to or acclimatize to their new roles and environment. In other words, it is a well-planned event to educate the new entrants about the environment in a particular institution and connect them with the people in it. The Student Induction Programme engages with the new students as soon as they come into the institution, before regular classes start. At the start of the induction, the incumbents learn about the institutional policies, processes, practices, culture and values, and their mentor groups are formed.

The Student Induction Programme aims to create equal opportunities for all students regardless of their background or financial status. By promoting social equality and inclusion the programme helps to eliminate discrimination and ensure that every student has a fair chance to succeed. Through initiatives focused on sustainable development goals like SDG 10 the programme works towards building a more equal and just society for all. By providing support and resources to students in need the programme helps to level the playing field and create a more inclusive learning environment.

Glimpse of the Event: -

Embracing Gratitude. Students and Dr. Rashmi Aggarwal in Spectacular Form

Nurturing Body and Soul

Event Name	Career Counselling Session – Investment Banking
Date	17th August 2023
Venue	Fleming Block, 4th Floor, Chitkara Business School, Chitkara University, Punjab
Organizer	Dr. Rashmi Aggarwal
Resource Person	Mr. Jasneet Singh Bindra
Number of Participants	94
SDGs Covered	4, 10
Duration	2 days

About the Activity: -

A two-day career counselling session was organized for the students of B. Com (Hons.) Batch 2021 themed "Investment Banking" to make students aware of the career opportunities available and the skills required in the field of investment banking. The session focused on core areas of potential and related challenges in the field and guided students how to deal with it. Students were given valuable insight into the financial issues of a few industries and how investment banking helps to resolve them. The students got to know about the various recognized study courses not only in India but across the globe and it was helpful for them to know about the future prospects of these courses. Session Expert Mr. Jasneet Singh Bindra asked students about their respective interests and doubts regarding Investment Banking. The doubt clearing session was taken to clear the myths and queries of students. The activity gives not only theoretical but experiential learning by making the facility of visiting portals of companies and banks offering Investment banking. Thus, the session was a formal participation and involvement of students gaining their learning experience for the same.

SDG 10 which focuses on reducing inequalities and promoting social inclusion can highlight the importance of equal opportunities and fair treatment in the financial sector. By addressing issues such as financial discrimination and promoting development for all individuals, career counseling sessions can play a crucial role in supporting a more inclusive and diverse workforce within the investment banking industry.

Glimpse of the Event: -

Mr. Jasneet Singh Bindra giving valuable insights regarding Investment Banking to the students

Experiential Learning/ Extension/ Co-Curricular Activity Report

Event Name	**G20 UNIVERSITY CONNECT PROGRAM**
Date	18th August -24th August,2023
Venue	Chitkara University, Punjab
Organizer	Dr. Dhiresh
Resource Person	Prof. Manish, Prof. Kanhaiya Ahuja, Prof. N.R Bhanumurty, Prof. Rahul Ranjan, Prof. U.P Sinha
Number of Participants	850
SDGs Covered	4, 10
Duration	1 week

About the Activity: -

The Faculty of Economics at Chitkara Business School, Chitkara University, in collaboration with the Research and Information System for Developing Countries (RIS), Ministry of External Affairs, Government of India, achieved a significant milestone by successfully conducting the "G20 University Connect Program - Engaging Young Minds." The event, held on August 24th, 2023, marked a remarkable effort to engage young minds in discussions and activities centered around the G20 Indian Presidency. The program encompassed a series of activities, lectures, and competitions designed to foster academic growth, global awareness, and innovation among students.

The G20 University Connect Program aims to promote social equality and inclusion by providing equal opportunities for students from diverse backgrounds. Through this program universities work together to address financial discrimination and promote development that benefits all members of society. By focusing on Sustainable Development Goal 10 the program seeks to create a more equitable and inclusive educational environment for all students regardless of their socioeconomic status. This initiative is crucial in ensuring that everyone has a fair chance to succeed and contribute to a more just and prosperous world.
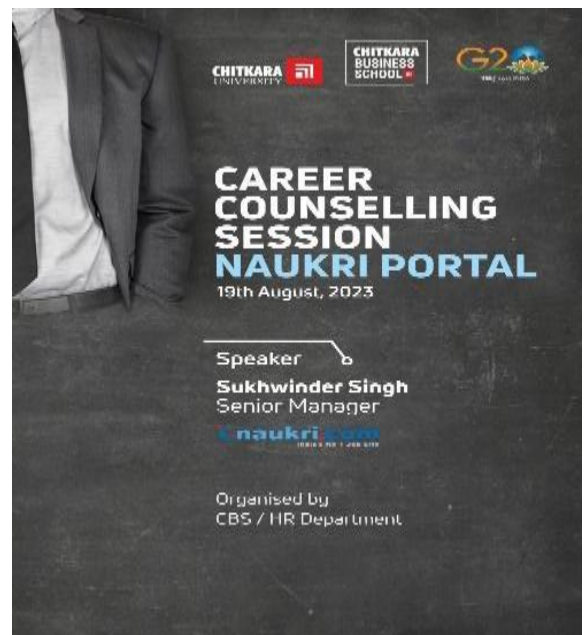
Delegates at Chitkara University

Launching Book

Event Name	Career Counselling Session – Naukri Portal
Date	19th August 2023
Venue	Fleming Block, 3rd Floor, Chitkara Business School, Chitkara University, Punjab
Organizer	Col. Bikram Ahluwalia
Resource Person	Mr. Sukhwinder Singh, Senior Manager, Naukri.com
Number of Participants	60
SDGs Covered	4, 10
Duration	1 day

About the Activity: -

During the career counseling session, Mr. Sukhwinder Singh, Senior Manager at Naukri.com, provided valuable insights into how Naukri.com is a game-changer for management students and aspiring professionals. He emphasized that Naukri.com offers a comprehensive platform where management students can not only search for relevant job opportunities but also access a plethora of resources to enhance their career prospects. Mr. Sukhwinder highlighted the benefits of the portal, including personalized job recommendations, skill development courses, and resume-building tools, all tailored to meet the unique needs of management students. This informative session left our students inspired and well-equipped to harness the full potential of Naukri.com for their career advancement.

Career counseling sessions are important for helping individuals navigate their professional paths. The Naukri portal offers a platform for individuals to explore various job opportunities and receive guidance on their career choices. By providing access to resources and information individuals can make informed decisions about their future. SDG 10 which focuses on social equality and inclusion emphasizes the importance of providing equal

opportunities for all individuals. Through career counseling sessions individuals can address issues such as financial discrimination and work towards their personal development goals.

Glimpse of the Event: -

Student with the certificate, after the session

Event Name	Career Counselling Session – LinkedIn
Date	19th August 2023
Venue	Fleming Block, 3rd Floor, Chitkara Business School, Chitkara University, Punjab
Organizer	Col. Bikram Ahluwalia
Resource Person	Aanchal Chopra
Number of Participants	60
SDGs Covered	4, 10
Duration	1 day

About the Activity: -

Aanchal Chopra, Regional Head and Account Director at A & G, delivered an insightful career counseling session focused on the invaluable benefits of **LinkedIn** for management students. With her extensive industry experience, she shed light on how this professional networking platform can be a game-changer in the realm of career development. Ms. Chopra emphasized how **LinkedIn** serves as an indispensable tool for students pursuing management degrees, offering them a platform to connect with industry professionals, gain exposure to cutting-edge trends, and build a strong professional network. Her session illuminated the vast potential LinkedIn holds in aiding students to discover job opportunities, access valuable resources, and ultimately embark on successful career journeys in the field of management.

Career counseling sessions are important for helping individuals navigate their professional paths. The Naukri portal offers a platform for individuals to explore various job opportunities and receive guidance on their career choices. By providing access to resources and information individuals can make informed decisions about their future. SDG 10 which focuses on social equality and inclusion emphasizes the importance of providing equal opportunities for all individuals. Through career counseling sessions individuals can address issues such as financial discrimination and work towards their personal development goals.

Glimpse of the Event: -

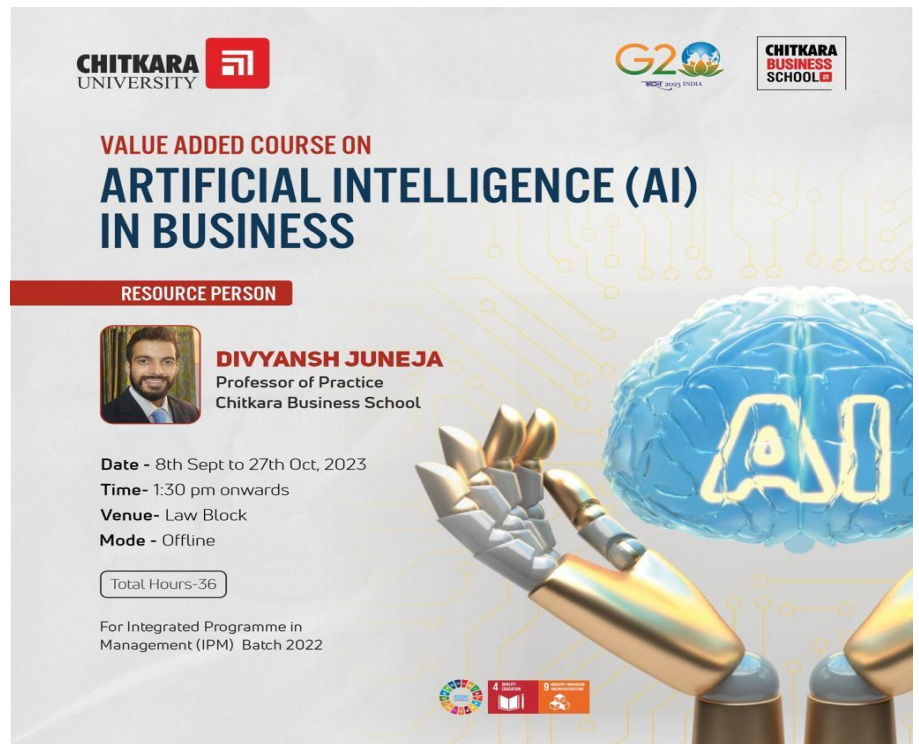Student with the certificate, after the session

Expert addressing students

Value Added Course on Artificial Intelligence in Business

Event Name	Artificial Intelligence in Business
Date	8th Sept- 27th Oct 2023
Venue	Fleming Block, 4th Floor, Chitkara Business School, Chitkara University, Punjab
Organizer	Dr. Faniza Joshi
Resource Person	Mr. Divyansh Juneja
Number of Participants	43
SDGs Covered	4,9,10
Duration	30 hours

About the Activity: -

The subject was very well demonstrated by Mr. Divyansh sir. The main aim of the value-added course on Artificial Intelligence in Business is a comprehensive program designed to equip professionals and students with the knowledge and practical skills required to harness the transformative potential of AI in the corporate world. Covering AI fundamentals, strategic planning, hands-on implementation, and ethical considerations, this course bridges the gap between theory and practice. Participants will gain a deep understanding of AI's applications in business, enabling them to formulate AI strategies, develop and deploy AI solutions, and integrate AI seamlessly across various functions. With real-world case studies and examples, this course empowers individuals to leverage AI effectively, positioning them and their organizations for success in the dynamic business landscape. The main objective of this course was to make students Understand the fundamentals of AI technology and its key areas, empowering critical analysis and ethical application. Students also Developed practical skills in building and utilizing AI solutions to solve real-world problems across diverse domains. The VAC AI course provided a comprehensive and engaging introduction to the field. Clear explanations unravelled

complex concepts, while hands-on laboratory exercises solidified practical understanding. Students explored the theoretical foundations and practical applications of AI, with a balanced focus on its potential and ethical considerations. Divyansh Sir's, passionate instruction and adept guidance nurtured critical thinking and project development, enabling students to become not only proficient in AI technologies but also ethical and responsible practitioners in this rapidly evolving field.

Artificial intelligence is playing a crucial role in addressing inequality in business particularly in promoting social and financial inclusion. By utilizing AI technology companies can create more equal opportunities for all individuals regardless of their background or circumstances. This can help level the playing field and ensure that everyone has a fair chance to succeed in the business world. Additionally, AI can help identify and address biases in decision-making processes further promoting inclusivity and equality in the workplace. Overall, the integration of artificial intelligence in business practices can lead to a more diverse and equitable environment for all stakeholders.

Glimpse of the Event: -

Image 2- "Students interacting with the expert during the session".
Image 3- "Mr. Divyansh delivering the session".

CHITKARA LAW SCHOOL
CHITKARA UNIVERSITY, PUNJAB
SESSION 2023-24

EVENT REPORT
INAUGURATION OF LEGAL AID CLINIC

Event details	
Name of the School/Department	Chitkara Law School
Date of Event	8th September, 2023
Title of the Event	Inauguration of Legal Aid Clinic
Mode	Offline
Type of participation	Organized
Number of Faculty and Staff participation	13
Number of External Experts and Other Guests	03
Number of Student participation	23

VENUE: PULITZER HALL, PICASSO BLOCK
DATE: 8th SEPTEMBER 2023
TIME: 11:00 A.M. – 1:30 P.M.

Legal Aid Clinic is part and parcel of every educational institution engaged in providing legal education. It is not only a mandatory requirement of the Bar Council of India to run legal aid clinics, attached to the educational institutions, but also a mechanism provided under the Legal Services Authorities Act, 1986 to ensure social responsibility of the legal profession. The basic objective of such clinics is to spread legal awareness in the community in the vicinity of the educational institutions and also to ensure participation of law students in various activities related to the legal awareness, legal aid, legal consultation etc.

Chitkara University Punjab and Chitkara Law School, in collaboration with DLSA Patiala, formally celebrated the opening ceremony of the Legal Aid Clinic within the campus. Hon'ble CJM Manni Arora, Secretary DLSA, Patiala along with panel Advocate Gurveer Singh, DLSA, Patiala inaugurated Legal Aid Clinic at Chitkara University, Punjab.

Prof. (Dr.) Manpreet Grewal, Dean, Chitkara Law School, Chitkara University formally welcomed all the dignitaries. Dean, Chitkara Law School acquainted the guests about Chitkara University and Chitkara Law School. Prof. (Dr.) Manpreet Grewal highlighted the importance of Inauguration of Legal Aid Clinic.

The blessings of the Almighty were taken through the Lamp Lighting Ceremony. The Students of   B.A. LL. B 1st semester enchanted Saraswati Vandana to thank Goddess Saraswati, the Goddess of Knowledge for providing the opportunities for educating them.

After the address by the dignitaries, a Memorandum of Understanding (MoU) was signed between Chitkara University and DLSA, wherein both the parties expressed their mutual interests and commitment to coordinate in conducting many activities related to the legal aid and awareness.

The Chief guest and Guest of Honour for the Occasion were presented a token of Gratitude for gracing the occasion.

The event ended with a Vote of Thanks by Dr. Jasdeep Kaur, Associate Professor, Chitkara Law School, Chitkara University to Chief guest, Guest of Honour and all the dignitaries, faculty and staff members and students for ensuring presence at the event.

The establishment of a Legal Aid Clinic marks a significant milestone in advancing Sustainable Development Goal 10, which focuses on promoting social equality and inclusion. This initiative aims to ensure equal opportunities for all individuals, particularly those who face financial discrimination, thereby fostering an environment conducive to equitable development. By providing accessible legal resources and support, the clinic seeks to empower marginalized communities and contribute to a more just society where everyone can exercise their rights without barriers.

At the end of the occasion, the guests were taken for the University's tour and especially to the University's Museum where they appreciated the continued efforts of the founders of the University in expanding the realms of education along with quality and standards.

Event Name	Value Added Course on Personal Branding
Date	11-15th September, 2023
Venue	Fleming Block, 4th Floor, Chitkara Business School, Chitkara University
Organizer	Col. Bikram Ahluwalia
Resource Person	Ms. Neha Gupta
Number of Participants	60
SDGs Covered	4,9,10
Duration	30 hours

About the Activity: -

From September 11th to 15th, 2023, MBA HR students embarked on an enlightening journey of professional growth through a value-added course on personal branding. This transformative experience was led by none other than Neha Gupta, the distinguished Managing Director of Neha Gupta Talks. Her expertise and insightful guidance left an indelible mark on the participants, equipping them with the tools and knowledge to stand out in the competitive world of human resources and beyond.

Personal branding plays a crucial role in addressing social inequality and promoting financial inclusion

for sustainable development. By building a strong personal brand individuals can increase their visibility and credibility opening up opportunities for economic empowerment. This can help bridge the gap between the privileged and marginalized communities allowing for greater access to resources and opportunities. Ultimately personal branding can contribute to achieving Sustainable Development Goal 10 by promoting equality and reducing disparities in society.

Glimpse of the Event: -

Expert interacting with the students

Student with the certificate, after the session.

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Event Name	Career Counselling Program in Collaboration with ICSI
Date	11th September 2023
Venue	Exploratorium, Chitkara University, Punjab
Organizer	Dr. Rashmi Aggarwal
Resource Person	Mr. Jasneet Singh Bindra
Number of Participants	500
SDGs Covered	4, 10
Duration	1 day

About the Activity: -

A career counselling program in collaboration with The Institute of Company Secretaries of India (ICSI) was organized by BBA Professional, Chitkara Business School, Chitkara University, Punjab, India for UG students. The eminent resource persons for the program were CS Ankur Gauba, Chairman, Ludhiana chapter ICSI and CS Sumit Bhojwani, Vice chairman, Ludhiana Chapter of NIRC. This career counselling program aims to provide valuable insights into the field of Company Secretaries. CS Sumit Bhojwani wonderfully elaborated the various aspects associated with ICSI in terms of roles, responsibilities and power of a company secretary. CS Sumit Bhojwani also discussed the "Journey of how to become a CS". He also emphasized on the demand of CS in the job market, CS is one of the most demanded jobs internationally along with the relevant and crucial points while answering wonderfully to the queries raised by the audience. The latest trends in the field of company secretary were duly discussed in the session which helps students to identify new opportunities in the field. The opportunities and challenges in the field of company secretary will certainly help students to make rational decisions which will benefit them in their future endeavors. This program was specifically designed to assist our students in making informed decisions about their career paths.

The Career Counselling Program in Collaboration with ICSI aims to provide guidance and support to individuals in achieving their career goals. By focusing on SDG 10 which promotes social equality and inclusion the program ensures that everyone has equal opportunities for personal and professional development. Through this initiative financial discrimination is addressed helping individuals from all backgrounds access the resources they need to succeed. By working towards these goals, the program contributes to creating a more equitable society where everyone has the chance to thrive.

Glimpse of the Event: -

Image1: Resource Person giving valuable insights regarding latest trends in the field of CS to the students

Image2: Interacting with the students

Event Name	Career Counselling Session – Certified Investment Banking Operations
Date	19th September 2023
Venue	Fleming Block, 3rd Floor, Chitkara Business School, Chitkara University, Punjab
Organizer	Dr. Satinder Singh
Resource Person	Ms. Shika Sethi
Number of Participants	68
SDGs Covered	4, 10
Duration	1 day

About the Activity: -

A One-day career counselling session was organized for the students of B. Com (Hons.) Batch 2021 themed "Certified Investment Banking Operations". The session focused on core areas of potential and related challenges in the field and guided students on how to deal with them. Students were given valuable insight into the financial issues of a few industries and how investment banking helps to resolve them. Session Expert Mr. Jasneet Singh Bindra asked students about their respective interests and doubts regarding Investment Banking. The activity gives not only theoretical but experiential learning by making the facility of visiting portals of companies and banks offering Investment banking. Thus, the session was a formal participation and involvement of students gaining their learning experience for the same.

The Career Counselling Session focuses on Certified Investment Banking Operations, emphasizing the importance of Sustainable Development Goal 10, which advocates for social equality, inclusion, and equal opportunities. This initiative aims to address financial discrimination and promote development within the investment banking sector, ensuring that all individuals have access to the resources and support necessary to thrive in their careers. By fostering an inclusive environment, the session seeks to empower participants with the knowledge and skills required to navigate the complexities of investment banking operations effectively.

Image1: Expert Mr. Anshul Aggarwal Giving Valuable Insight Regarding Investment Banking Students

Image2: Brochure of the event Session

Event Name	Business Model Canvas: Tool for Entrepreneurs and Startups
Date	25 & 26th September,2024; 4-8 November, 2024
Venue	Fleming Block,3rd Floor, Chitkara Business School, Chitkara University, Punjab
Organizer	Dr.Archana Goel
Resource Person	Dr Gitika Arora
Number of Participants	153
SDGsCovered	4, 10
Duration	30 hours

About the Activity

Chitkara Business School organised a Value-Added Course (VAC) on "Business Model Canvas: Tool for Entrepreneurs and Startups" on 25th& 26th September 2023,4-8th November 2023 for MBA Finance students of Batch 2023-24. The value-added course was designed to incorporate entrepreneurial skills among the students needed to lead innovation projects, teams, and strategies. The course discussed the

business model canvas in which students learnt to identify and communicate nine elements of the business model canvas- Customer Segments, Value Propositions, Channels, Customer Relationships, Key Resources, Key Activities, Key Partners, Revenue Streams, and Cost Structure. They were helped with the detailed case discussions and classroom activities. The students also gained valuable insights on how to develop startup ideas and what are the hurdles and opportunities in startup financing. They were taught how to create a successful pitch deck with many real-life examples.

In the context of SDG 10 - Social equality inclusion equal opportunity and financial discrimination development the Business Model Canvas can be a valuable resource for promoting economic empowerment and creating more equitable business environments for all individuals. By focusing on these important aspects entrepreneurs can contribute to the advancement of social equality and sustainable development goals in their communities.

EVENT:	Gender Sensitization Course		
Date / Time:	From 25-09-23 to 31-12-23	Mode:	Offline
Location / Link:	Tesla Block, Chitkara University, Punjab		
Activity In-charge:	Ms. Simranpreet Kaur		
No. of Participants:	40 students (GP rating Batch – 02/2023)		
Resource Person (if any)	Capt. Prabhat Nigam / Ms. Simranpreet Kaur		
SDG:	5- Gender Equality, 8-Decent work and Economic Growth, 10 – Reduced Inequalities, 16 – Peace, Justice and Strong Institutions		

BRIEF DESCRIPTION:

As per **DGS Order 01 of 2023** it was made mandatory for all the Maritime Institutes to impart Gender Sensitization education among the cadets. Chitkara University School of Maritime Studies conducted a 12-day **Course on Gender Sensitization of 1 hour each for GP Rating Batch 02 of 2023**. The Course promotes awareness and understanding of gender-related issues within Maritime Industry. This course aims to make the Ratings aware and understand gender Equality. DGS aims at promoting awareness and understanding of gender-related issues within the Maritime Industry. Gender Sensitization course by Directorate General of Shipping is designed to: Raise awareness, Promote Inclusivity, Prevent Harassment and Discrimination and the compliance with Legal Requirements. Overall, the purpose of the Gender Sensitization Course recommended by DGS is to create a more inclusive, respectful and gender-equal maritime industry, where all individuals, regardless of their gender, can pursue their careers and contribute to the sector without facing discrimination or bias.

Photos of Event:

GP Ratings during one of the sessions of Gender Sensitization Course on 25- Sept-23

GP Ratings in interaction with Ms. Simranpreet Kaur during Gender Sensitization Course on 06-Oct-23
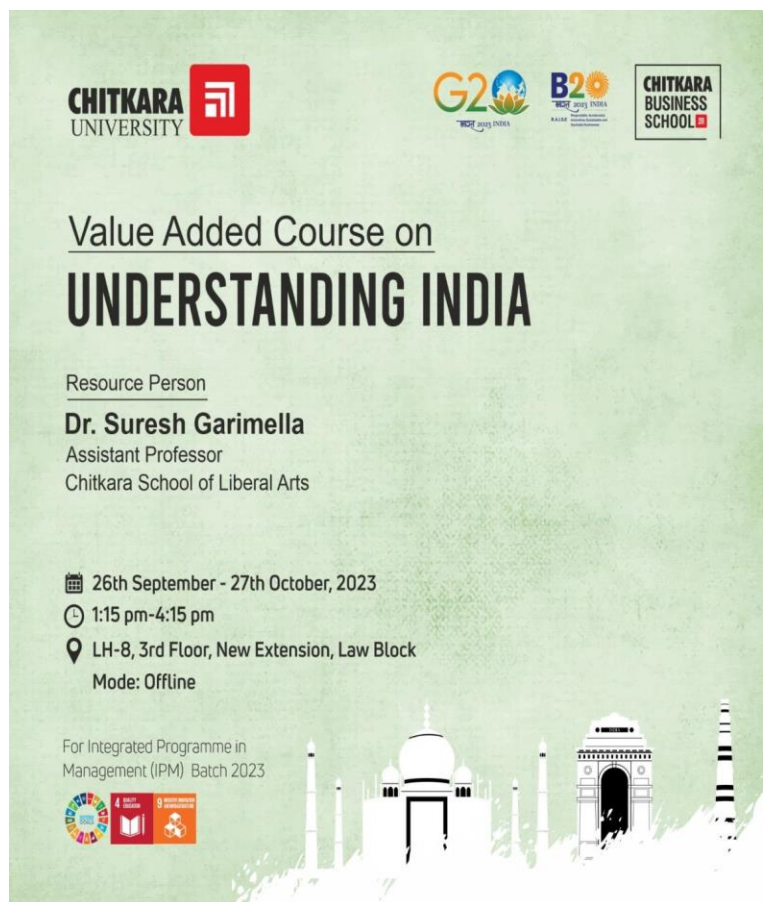

Ms. Simranpreet Kaur conducting one of the sessions of Gender Sensitization on 06-Oct-23

Event Name	Value Added Course on Understanding India
Date	26thSeptember-27th October 2023
Venue	Fleming Block, 4th Floor, Chitkara Business School, Chitkara University, Punjab
Organizer	Dr. Nidhi Malhotra
Resource Person	Dr. Suresh Garimella
Number of Participants	59
SDGs Covered	4,10
Duration	30 hours

About the Activity: -

The VAC course named "Understanding India" is an amazing experience to understand our country with a rich heritage and culture. This course brings an insight into enriched and diverse cultures thereby focusing upon the Bhakti and Tantric movement in North India during 13th to 15th century, the challenges to the Brahmin community. A detailed understanding of Buddhism, Jainism and various types of Vedas are covered during the VAC classes. Another major area of focus is about the perspectives of religions and political viewpoints. The importance of spirituality in context to Indian culture was also discussed during the sessions.

India is a country with a diverse population rich culture and complex social structures. In order to achieve sustainable development goals, it is important to address issues of social inclusion inequality and injustice. By understanding the unique challenges faced by different communities within India we can work towards creating policies and initiatives that promote equality and empower marginalized groups. Through promoting social inclusion and addressing inequalities India can move towards a more just and prosperous society for all its citizens.

Glimpse of the Event: -

"Dr. Suresh interacting with students."

"Students understanding the various facets to India"

Event Name	Industrial visit to Ralson Tyres
Date	29thSeptember, 2023
Venue	Ralson Tyres
Organizer	Dr. Anurodh Khanuja
Resource Person	Mr. Umesh Sharma
Number of Participants	55
SDGs Covered	4, 10
Duration	1day

About the Activity: -

Chitkara Business School's Department of Supply Chain Management and General Management organized an enlightening industrial visit to Ralson Tyres on September 29, 2023. This excursion provided students with a captivating journey into the intricate world of tire manufacturing and distribution. During the visit students gained firsthand insights into the production processes of tubes and tires, enhancing their understanding of manufacturing intricacies. The visit showcased rigorous quality control measures and the parameters under which these products are meticulously manufactured. Specific manufacturing processes like butting, turning, jamming, and procuring were elucidated, emphasizing the critical need for precision at every step. Practical demonstrations of air retention tests, one-point tests, tube inspection, and tube splicing further enriched students' knowledge. This hands-on experience not only augmented students' knowledge but also equipped them with practical insights into the tire industry's nuances, making it a valuable addition to their supply chain management and logistics studies

The visit also highlighted the importance of social equality and inclusion in the workplace as we saw employees from diverse backgrounds working together towards a common goal. This experience emphasized the need for equal opportunities for all individuals regardless of their financial status in order to promote overall development and reduce discrimination in society.

Image1: Flyer of the event
Image 2: Students and Faculty interacting with Mr. Umesh Sharma

## Experiential Learning/ Extension/ Co-Curricular Activity Report

Event Name	Industrial visit to Hind Terminals Pvt. Limited
Date	29th September, 2023
Venue	Ralson Tyers
Organizer	Dr. Anurodh Khanuja
Resource Person	Mr. Rajeev Sharma
Number of Participants	55
SDGs Covered	4, 10
Duration	1day

About the Activity: -

Chitkara Business School's Department of Supply Chain Management and General Management organized an Industrial visit for MBA Logistics & Supply Chain Management students. On September 29, 2023, the students had the privilege of visiting Hind Terminals, an Intraland container depot renowned for its role as a custodian in handling warehousing, transportation, railroad services, and possessing its dedicated freight corridor. During this insightful visit: The industry officials provided valuable insights into the intricate legal process of applying for a custodian license from the Central Board of Indirect Taxes and Customs (CBIC).- Students gained a deep understanding of the licensing process and the pivotal role played by the Ministry of Commerce in facilitating license acquisition .This visit was a distinctive learning opportunity, providing students with practical exposure to the complexities of logistics and supply chain management, specifically in the context of custodial services. Understanding the regulatory and legal aspects of acquiring licenses in this field is crucial, and this visit offered a hands-on perspective. The visit to Hind Terminals proved to be a highly enriching experience for the MBA Logistics & Supply Chain Management students. It effectively bridged the gap between theoretical knowledge and practical implementation within the logistics and supply chain management domain. Such experiences are instrumental in preparing students for real-world challenges and opportunities in this field.

Industrial visit to Hind Terminals Pvt. Limited will provide students with a valuable opportunity to learn about social equality and inclusion in the workplace. By understanding

how Hind Terminals promotes equal opportunity for all employees, students will gain insight into the importance of combating financial discrimination and fostering development within the organization. This visit will allow students to see firsthand how companies can contribute to achieving Sustainable Development Goal 10 which aims to reduce inequalities and promote social and economic inclusion.
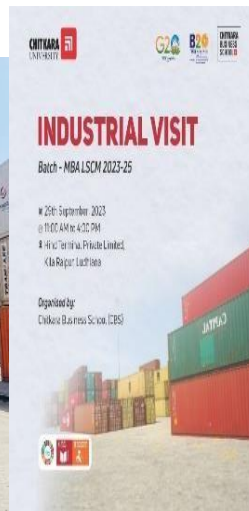
Students and Faculty interacting with the manager.

Value Added course on Neuro-Marketing and Consumer Science

Event Name	Neuro-Marketing and Consumer Science
Date	5th Oct-2nd Nov 2023
Venue	Fleming Block,4th Floor, Chitkara Business School, Chitkara University, Punjab
Organizer	Dr. Payal Bassi
Resource Person	Dr. Payal Bassi
Number of Participants	61
SDGs Covered	4,10
Duration	30 hours

About the Activity: -

Neuromarketing is the latest trend in marketing and in order to stay ahead of the competition and create a strategically different image of their brands it is very important for the companies to understand the mind of their customers. The students were involved in several practical activities in order to strengthen insights in fundamental and practical knowledge of the course. For the current activity students were assigned varied companies practicing neuro marketing strategies and give a detailed presentation on the marketing strategies, positioning, packaging and sales patterns and further recommend future strategies that could be adopted by the firms.

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Neuro-Marketing and Consumer Science
Batch: 2022

Resource Person
Dr. Payal Bassi
Professor
Chitkara Business School

5th October - 2nd November, 2023
Time : 1:30 PM - 3:30 PM
Venue : LH-2, Ground Floor, Pythagoras Block
Mode : Offline
Organised by
Department: BBA Professional

- Students learnt and explored the ways top notch companies are creating the demand of their products by triggering the target market in a positive manner.
- It enabled students to learn the different strategies companies are adopting in the context of neuromarketing & consumer science. It further enabled students to sharpen their business acumen and the way their favorite brands are influencing the mind of their customers and are positioning themselves in the market.

Neuro-marketing is a field those studies how the brain responds to marketing stimuli such as advertisements and product packaging. By understanding how consumers' brains react to different marketing tactics companies can create more effective campaigns to persuade

people to buy their products. This can lead to increased sales and profits for businesses. In terms of social inequality and financial equal opportunity, neuro-marketing can help companies target their marketing efforts towards marginalized communities to ensure that everyone has equal access to products and services. By using neuro-marketing techniques companies can create more inclusive marketing strategies that reach a wider range of consumers ultimately helping to reduce social and financial disparities.

BBA students while presenting the strategies adopted by companies using Neuromarketing practices

Event Name	Introduction to R for Data Science
Date	10th-31st OCT 2023
Venue	Fleming Block,4th Floor, LH 11, Chitkara Business School, Chitkara University, Punjab
Organizer	Dr. Faniza Joshi
Resource Person	Dr. Shivani Inder
Number of Participants	43
SDGs Covered	4, 10
Duration	30 hours

About the Activity: -

Dr. Shivani Chopra took sessions on R-Software. Dr. Shivani's meticulous guidance made even the initial set-up seem manageable. The R for Data Science course provided a comprehensive introduction to data analysis and manipulation using the R programming language. Participants gained proficiency in data management, statistical analysis, and visualization techniques. The curriculum focused on practical skills, including data cleaning, wrangling, and exploration, followed by the creation of insightful visualizations and predictive models. By the course's completion, students were able to independently analyses datasets and solve real-world problems using R. The engaging instructors fostered a collaborative learning environment, making the process of acquiring these valuable skills both stimulating and rewarding. It started through basic syntax, learning how to input commands, work with variables, and perform simple calculations. The interactive approach, with immediate feedback on our code, solidified learning and encouraged exploration. Data visualization took centre stage next. Dr. Shivani showcased R's powerful graphical capabilities, revealing how charts and graphs breathe life into data. Students experimented with generating histograms, scatter plots, and boxplots, learning how to customize visuals for effective communication. Participants were then guided through data manipulation techniques, including importing, cleaning, and transforming data.

R is a programming language used for data analysis and visualization. In the context of social inequality and financial inclusion (SDG 10) R can be a powerful tool for analyzing data related to income distribution, access to education and healthcare and other factors that contribute to social disparities. By using R researchers and policymakers can better understand the root causes of inequality and design more effective interventions to promote financial equal opportunity and social inclusion. In this way R can play a crucial role in advancing the goals of SDG 10 and creating a more equitable society.

Image1: Student engagement during the activity

Image2: Expert sharing valuable insights with the students.

Event Name	Understanding India
Date	16th October 2023 – 28th October 2023
Venue	Fleming Block, 4th Floor, Chitkara Business School, Chitkara University, Punjab
Organizer	Dr. Harshita Bhargave
Resource Person	Mr. Sourav Roy and Dr. Lovey Vikram
Number of Participants	105
SDGs Covered	4,10
Duration	30 hours

About the Activity: -

The first day of the session started with an excellent introduction of the geographical and demographic characteristics of India. The students were acquainted with the developments and advancements in Indian history. As the VAC proceeds, the moderators helped students to familiarize with the cultural vividness of India, its spread and diversity as well as implications of various cultural practices in day-to-day milieu. The philosophy, society, and religions of India and various Indian languages were elaborated in detail. Ancient Indian literature was explored during the course. Furthermore, the humanistic and ethical values were inculcated in the students with high spirits. The moderators also discussed the historical and cultural perspective with their significance in a globalized business environment. The ultimate aim of the VAC is to foster within the students progressive thinking by gaining social skills essential for lifelong learning, adapt, be agile in mind, imbibe socio cultural sensitivity for responsible citizenship. The students acquired knowledge of India's intricate business prospects and difficulties in the twenty-first century. Students were also able to examine the rich tapestry of ancient Indian literature, talking about its salient characteristics and its significant influence on the social, cultural, and economic spheres of the nation. India is a country with a diverse population, rich culture and complex social structures. In order to achieve sustainable development goals,

it is important to address issues of social inclusion inequality and injustice. By understanding the unique challenges faced by different communities within India we can work towards creating policies and initiatives that promote equality and empower marginalized groups. Through promoting social inclusion and addressing inequalities India can move towards a more just and prosperous society for all its citizens.

Event Name	Path to Excellence–From Campus to Corporate
Date	18th Oct-9th Nov 2023
Venue	Fleming Block,4th Floor, Chitkara Business School, Chitkara University, Punjab
Organizer	Dr. Rajni Bala
Resource Person	Dr. Anuj Gupta
Number of Participants	64
SDGs Covered	4, 10
Duration	30 hours

About the Activity: -

The Centre for Digital Marketing, Strategy and Analytics, Chitkara University, Punjab organized a Value-added course on Path to Excellence –From Campus to Corporate for BBA Digital Marketing students. Resource Person Dr. Anuj Gupta, founder Mockopedia helped students to develop the analytical, critical thinking, and problem-solving abilities necessary for a variety of competitive tests, academic endeavor, and professional jobs. Throughout the program, students delved into various analytical skills essential for a digital marketing career. The curriculum covered a spectrum of topics, including Average, Ratio and Proportion, Number System, Age Problems, Simple Interest, Compound Interest, Time and Work, Time, Speed and Distance, and Permutation and Combination. These topics were carefully chosen to provide a well- rounded understanding of mathematical concepts relevant to the field of digital marketing. The emphasis on analytical skills is particularly pertinent in the digital marketing landscape, where data-driven decision-making is a cornerstone of success. The course not only aimed at imparting theoretical knowledge but also focused on practical applications of these skills. Through hands-on exercises, case studies, and real-world scenarios, students were able to apply their newfound knowledge, bridging the gap between theory and practical implementation. The interactive nature of the sessions fostered a dynamic learning environment, allowing students to ask questions, seek clarification, and engage in discussions. As a result, the Value-added course not only enhanced the analytical prowess of BBA Digital Marketing students but also provided them with a holistic understanding of how these skills translate into success in the corporate world.

The path to excellence from campus to corporate is a journey that involves promoting social equality inclusion and equal opportunities for all individuals. By addressing issues such as financial discrimination and focusing on the development of skills and talents we can create a more level playing field for everyone in the workforce. By fostering a culture of diversity and inclusion we can ensure that all individuals have the opportunity to succeed and thrive in their careers. This commitment to social equality and inclusion is essential for creating a more fair and equitable society.

Event Details	
Topic	Skill Development 4.0
Date	21st October, 2023
Mode	Offline
Organizer name	Chitkara College Of Hospitality Management
Resource person	Dr. Siddharth Bedi, Ms. Anjali Xess, Mr. Inder Singh
No. of participants	42
SDG No.	SDG 4: Quality education, SDG 17: Partnership for goals, SDG 12: Responsible Consumption and Production SDG 10: Reduced inequalities

Objective:

1. Equip support staff with advanced skills in water service, equipment handling, food service, and room cleaning to improve operational efficiency and service quality.

2. Educate staff on the proper use of cleaning equipment and agents to ensure a clean and hygienic environment, prioritizing the health and well-being of students and faculty.

3. Provide opportunities for skill development and career advancement for support staff, fostering a culture of continuous learning and personal development within the organization.

4. Empower support staff by investing in their professional development, recognizing their vital role in the organization's success, and fostering a sense of belonging and pride in their work.

Description:

Support staff in any organization is the key in achieving the larger goal. Continuing with the yearly skill development workshop series, Chitkara college of Hospitality Management organized a workshop Skill development 4.0 for the support staff of Chitkara University, Himachal Pradesh, concluding the training of our support staff at Escoffier Block on 21st October 2023. They were trained on water service, equipment handling, food service, room cleaning, cleaning equipment, cleaning agents etc. The workshop titled "Skill Development 4.0" is designed specifically for support staff, focusing on the principles of Sustainable Development Goal 10, which emphasizes social equality and inclusion. This initiative aims to

promote equal opportunities and address financial discrimination, thereby fostering an environment conducive to comprehensive development. Participants will engage in various activities that enhance their skills and knowledge, ultimately contributing to a more equitable workplace and society.

Outcomes:

1. Improved proficiency and confidence among support staff in executing their duties effectively and efficiently.
2. Enhanced cleanliness and hygiene standards across campus facilities, contributing to a positive learning and working environment.
3. Increased job satisfaction and morale among support staff, leading to higher productivity and better service delivery.
4. Strengthened teamwork and collaboration among support staff, fostering a cohesive and supportive work culture within the organization.

SDG 10 (REDUCED INEQUALITIES) JULY 23 – JUNE 24

Event Details	
Title of the Event:	Clueminati
Date of the Event:	2nd November, 2023
Venue	OAT, Near SQ2
SDG no	6,10
No. of Student Enrolled:	170
No. of Student Attended	170
Resource Persons:	Dr. Neeraj

Objective:

The Clueminati Treasure Hunt Event was organized with the aim of having an engaging activity with the different students of the University with the intention of raising awareness about NSS. The treasure hunt kept the participants engaged with the formed teams, compelling them to work together to solve the various riddles given to them which improved their collaboration in a team, problem solving and team skills. Participants were encouraged to help out each other and work together to use the clues and find the hidden treasure with the aim of raising a sense of camaraderie and shared accomplishment among them. Participants from various backgrounds and groups formed teams to participate in this fun filled event. The Clueminati Treasure Hunt Event focuses on Sustainable Development Goal 10, which emphasizes the importance of social equality, inclusion, and equal opportunities. This initiative aims to address financial discrimination and promote equitable development for all participants. Through engaging activities and collaborative efforts, the event seeks to raise awareness and foster a community that values diversity and strives for a more inclusive society.

Outcomes:

- Participants enhanced their teamwork abilities through collaborative efforts to find the treasures.
- Participants were engaged with people of various backgrounds fostering a rich and diverse exchange of ideas and perspectives among the teams
- The event provided an insight of the NSS and its working, motivating more students to volunteer and be a part of it.
- Participants were ultimately able to improve their communication, critical thinking and soft skills in a fun and engaging manner.

SDG 10 (REDUCED INEQUALITIES) JULY 23 – JUNE 24

Event Name	Website Design, Analytics and Insights – Leveraging Data to Optimize Performance
Date	6th Nov – 30th Nov 2023
Venue	Fleming Block, 4th Floor, Chitkara Business School, Chitkara University, Punjab
Organizer	Dr. Rajni Bala
Resource Person	Mr. Ajay Aggarwal
Number of Participants	52
SDGs Covered	4, 10
Duration	30 hours

About the Activity: -

Mr. Ajay Aggarwal, Founder, Accosoft India took a session of BBA Digital Marketing students on Website Design, Analytics and Insights – Leveraging Data to Optimize Performance. The session was insightful and started with full zest and zeal. Students were quite eager to learn about the digital world. The session started with the introduction of digital marketing. Mr. Ajay Aggarwal taught students about digital world terminology like SEO, SEM, SMM, Web analytics, Content marketing, Email marketing, Mobile marketing, Affiliate marketing, Online reputation management, Opportunities on digital marketing, SEO heat map, SEO periodic table, On page SEO, Off page SEO, RSS field, Ranking Crawling, Stop words in SEO, Keyword density, Characters, words, Spam activity, cloaking crawling. Students learned about how to design a website by using different apps like Elementor Pro and WooCommerce and adding product types, Price, Regular, Sale, Name servers etc. students also learned how to use Elementor & its Prover. as well as plugins, themes enclosed in them after logging in with the help of c-Panel to wordpress.org website. Students also studied how to add products and their images, title, prices & description on the product page after choosing single product type from product type category from add new option of products, wordpress website dashboard. In this we were taught in brief about different types of products, their sizes and mostly about the settings done for creation of product pages on websites.

Website design analytics and insights are crucial for optimizing performance and ensuring that all users have equal access and opportunity. By leveraging data businesses can identify areas for improvement such as making their website more accessible to those with disabilities

or ensuring that all content is inclusive and representative of diverse communities. This not only helps in achieving social equality and inclusion but also prevents financial discrimination by providing a level playing field for all users. By focusing on SDG 10 businesses can contribute to the development of a more equitable and just society.

Glimpse of the Event: -

Image2: "Dr. Ajay Aggarwal delivering the session".

Image 3: "Dr. Ajay Aggarwal with students on closure of the course".

| Event Name	Upahar (Giving back to the community)
Date	9th November, 2023
Mode	Offline
Venue	Fleming Block, 4th Floor, Chitkara Business School, Chitkara University, Punjab
Organizer	Chitkara College Of Hospitality Management
Resource Person	Mr. Sushil Kumar Sharma, Librarian, Hospitality department
Number of Participants	60
SDGs Covered	SDG 3: Good health and wellbeing SDG 10: Reduced inequalities SDG12: Responsible consumption and production

Objective:

1. Community Engagement and Social Responsibility
2. Collaboration and Coordination
3. Empathy and Generosity
4. Impactful Contribution

Description:

Giving back to the community is something which we all should indulge in our day to day lives. Chitkara College of hospitality management on the eve of Diwali organized a Diwali donation drive Upahar in collaboration with National Service Scheme, Chitkara University, Punjab on 9th November 2023 at the library, 1st floor, Escoffier block. The drive was coordinated by Mr. Sushil Kumar Sharma, Librarian, Hospitality department. The staff and students donated for the noble cause and the donations would be distributed to the adopted villages by the University. A fundraising initiative aimed at promoting social equality and inclusion is essential for addressing the challenges associated with financial discrimination and fostering equal opportunities for all. This effort aligns with Sustainable Development
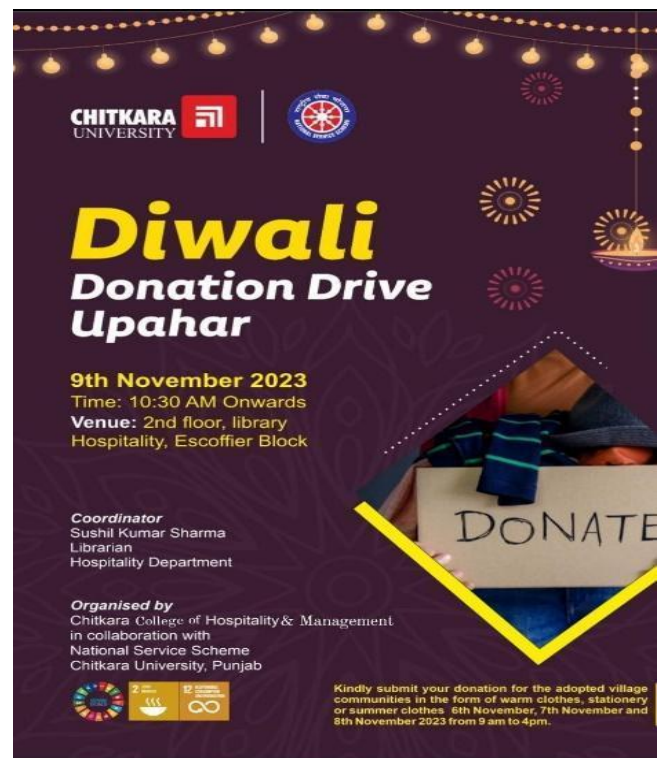
Goal 10, which emphasizes the need to reduce inequality within and among countries. By mobilizing resources and raising awareness, the donation drive seeks to support programs and policies that facilitate equitable access to financial services and opportunities, ultimately contributing to the broader development agenda focused on creating a more just and inclusive society.

Outcomes:

1. Meaningful contribution towards supporting underprivileged communities, demonstrating the collective impact of small acts of kindness and solidarity in making a positive difference in society.
2. Cultivate a sense of social responsibility among students and staff by organizing a donation drive, encouraging active participation in giving back to the community.
3. Foster collaboration and coordination skills among organizers and participants in planning and executing the donation drive, promoting effective teamwork and organizational skills.
4. Increased awareness and empathy towards the needs of others in the community, fostering a spirit of generosity and compassion among participants.

Event Name: -	Universal Children's Day
Venue: -	Govt. Elementary School, Kalomajra
Date: -	20th November, 2023
SDG Number, Name and NEP: -	10-Reduced Inequalities, 16- Peace, Justice and Strong Institution, NEP-1
Organized By: -	National Service Scheme, Chitkara University, Punjab
Number of Attendees: -	21
Duration: -	One Day

Description of Event: -

Universal Children's Day is a significant occasion that brings attention to the inequalities children experience in different areas of their lives. These disparities can stem from financial, social, economic, and health-related issues affecting children globally. It is essential to tackle these challenges to guarantee that every child has the same chances to grow and achieve success. By striving to eliminate discrimination and foster equality, we can work to lessen inequalities both within and between nations.

Chitkara Business School orchestrated a thoughtful and impactful celebration for Universal Children's Day at Government Elementary School in Kalo Majra village on 20th November 2023. The primary focus of the event was to instill awareness among children regarding their rights, particularly underscoring the significance of the 'Right to Education'. The day started with interactive activities that had students taking part in role-playing exercises. These activities allowed students to better comprehend equal opportunities and their importance. They learned about the value of fostering a more inclusive society where everyone can access the same opportunities. The experience prompted students to think critically about how to advocate for equality and address inequalities within their communities. Short stories, rich with valuable life lessons, were narrated to captivate and educate the young minds.

These stories frequently convey important messages about decreasing inequalities and fostering justice. By sharing them with others, we can strive to build a more inclusive society.

The celebration of Universal Children's Day at Government Elementary School in Kalo Majra village showcased how community involvement can enhance social inclusion and health equity among students. By participating in activities like role plays and storytelling, participants emphasized the significance of acknowledging and combating discrimination, thereby creating a space where every child can access equal opportunities.

Engaging short stories captivate young minds (20th November 2023)

Slogans presented by enthusiastic children, followed by a group photograph. (20th November 2023)

Children express themselves through heartfelt poems. (20th November 2023)

## Experiential Learning/ Extension/ Co-Curricular Activity Report

Event Name	Global Externship – Dubai & Abu Dhabi
Date	29th Nov 2023 – 8th Dec 2023
Venue	Dubai & Abu Dhabi
Organizer	Dr. Devesh Bathla and Ms. Babita Passwan
Resource Person	Dr. Khalid Shaikh, Mr. Armin Bajrektarevic, Mr. Giridhar, Mr. Rahul Raghupathy, Dr. Evrim Meeuw, Dr. Sadir Jumaa Alrawi, Dr. Abhinav Ahluwalia, Dr. Somnath Singh, Dr. Ravi Tipparaju, Mr. Darshan Kumar & Dr. Karthik Ramesh
Number of Participants	10
SDGs Covered	4, 10
Duration	10 days

About the Activity: -

The immersion program provided a unique opportunity to gain a global perspective on business, culture, and technology. Interacting with industry leaders, professionals, and academics in Dubai and Abu Dhabi broadened our understanding of international business dynamics. Experiencing the rich cultural tapestry of Dubai and Abu Dhabi underscored the significance of cultural sensitivity in business. Understanding diverse perspectives and cultural nuances became essential for effective collaboration in a globalized world.

Global Externship programs aim to provide students with opportunities to work on projects related to social equality inclusion and equal opportunity. By focusing on Sustainable Development Goal 10 these programs address issues such as financial discrimination and development in various countries around the world. The goal is to create a more inclusive and equitable society where everyone has the opportunity to succeed regardless of their background. Through these programs students can gain valuable experience and contribute to making a positive impact on society.

Glimpse of the Event: -
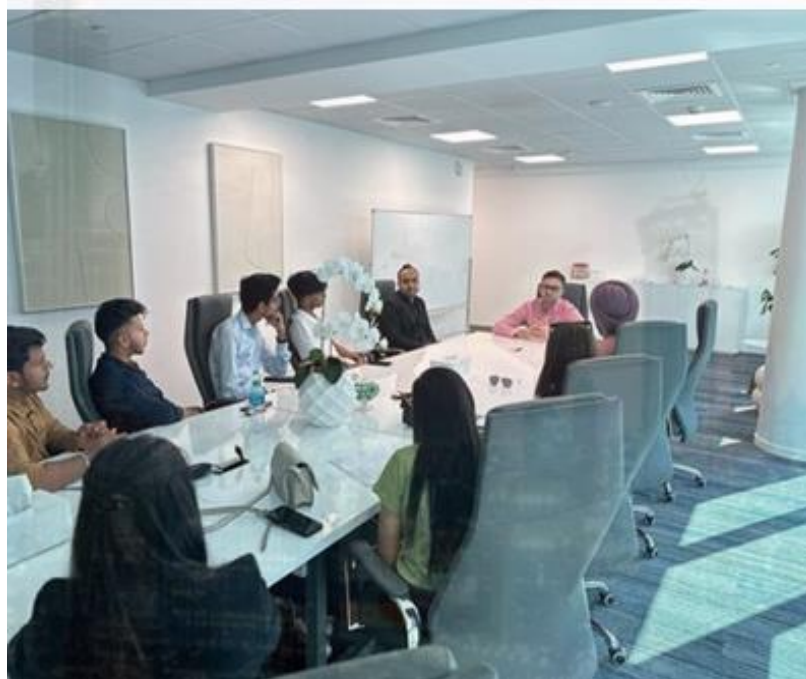
SDG 10 (REDUCED INEQUALITIES) JULY 23 – JUNE 24

Value Added Course on Devising Social Media Marketing Strategies for Business

Event Name	Devising Social Media Marketing Strategies for Business
Date	30th Nov-9th Dec, 2023
Venue	Fleming Block, 4th Floor, Chitkara Business school, Chitkara University, Punjab
Organizer	Dr. Shivani Malhan
Resource Person	Dr. Shivani Malhan
Number of Participants	46
SDGs Covered	4, 10
Duration	30 hours

About the Activity: -

In today's dynamic digital landscape, social media has emerged as an indispensable tool for businesses of all sizes to connect with their target audience, promote their brand, and drive sales. This social media marketing value-added course provided the expertise which is required by the students in this digital era. The topics discussed in the value-added course included scope of social media marketing, search engine optimization, search engine marketing social media marketing strategies, blog writing, creation of social media advertisements, examples of best social media marketing campaigns.

Social media marketing strategies can play a crucial role in promoting social equality and inclusion within businesses. By utilizing platforms like Facebook, Instagram and Twitter companies can reach a wider audience and connect with individuals from diverse backgrounds. This can help create equal opportunities for all individuals regardless of their socio-economic status. Additionally social media marketing can be used to raise awareness about financial discrimination and advocate for the development of more inclusive policies within organizations. Overall, by incorporating social media into their marketing strategies businesses can contribute to achieving Sustainable Development Goal 10 which focuses on reducing inequalities and promoting social inclusion.
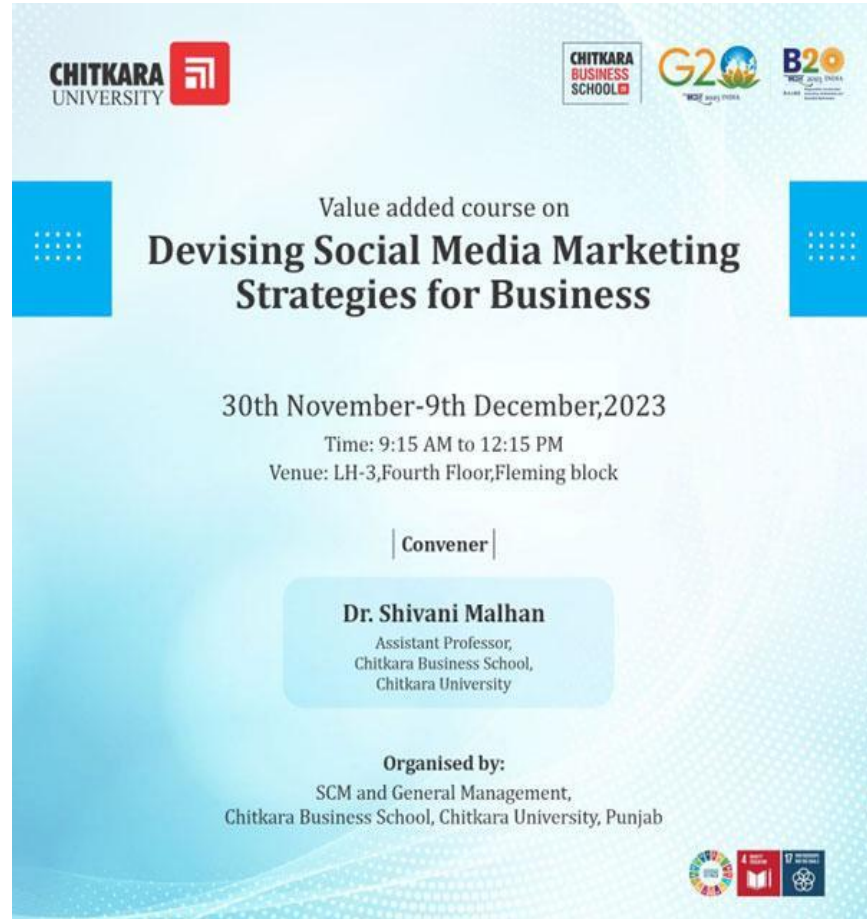
Glimpse of the Event: -

Image1: Brochure of the event

Image2: Students presenting on social media strategies of Blue Dart

Image3: Faculty presenting the topic on "Importance of Blog writing for Social Media Marketing

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10 REDUCED
INEQUALITIES

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Seagulls Activity Report

Event Name	Nukkad Natak
Date	6th December 2023
Venue	Pulitzer Hall, Chitkara University, Punjab
Organizer	Dr. Pashmeen Kaur
Resource Person	Centre for Analytics & Data Excellence and Seagulls Club
Number of Participants	13
SDGs Covered	5,10
Duration	1 day

About the Activity: -

Commemorate World Television Day, the BBA-Business Analytics students orchestrated a compelling Nukkad Natak on December 6, 2023, at Pulitzer Hall, Chitkara University, breathing life into the significance of television in our daily existence. Nestled in the heart of a vibrant Picasso Block, their performance transcended the conventional boundaries of a classroom, captivating both participants and onlookers alike. The Nukkad Natak script ingeniously traced the trajectory of television's evolution, accentuating its profound impact on societal norms and the evolving landscape of media consumption in the digital age. Embracing diversity, the play seamlessly wove together various perspectives, showcasing television as an inclusive medium catering to a myriad of interests and cultures. The interactive elements incorporated into the performance sparked lively discussions on the influence of television in contemporary life. Prior to the event, the students conducted an awareness campaign, shedding light on the significance of World Television Day and the overarching impact of television on global communication. Leveraging social media platforms, they extended the reach of their message, creating a virtual audience. Beyond the immediate spectacle, this initiative not only educated the audience but also inspired collaborative creativity among the BBA-Business Analytics students, setting a precedent for engaging community-driven events. In essence, their Nukkad Natak served as a poignant reminder of the educational, reflective, and community building potential of the television medium.

World Television Day is celebrated on November 21st each year to recognize the importance of television in promoting social equality, inclusion and equal opportunity. Television plays a vital role in raising awareness about issues related to financial discrimination and development helping to bridge the gap between different socio-economic groups. By showcasing diverse perspectives and providing a platform for marginalized voices television contributes to creating a more inclusive society. As we continue to work towards achieving Sustainable Development Goal 10 which focuses on reducing inequalities it is crucial to

recognize the power of television in shaping public opinion and driving positive social change.

Glimpse of the Event:

Event Name	Value Added Course on Excel Skills and Report Writing
Date	11th December – 21st December, 2023
Venue	Fleming Block,3rd Floor, Chitkara Business School, Chitkara University, Punjab
Organizer	Dr. Nidhi Malhotra
Resource Person	Dr. Anuj K Gupta
Number of Participants	58
SDGs Covered	4, 10
Duration	30 hours

About the Activity: -

The first day of the session started with an excellent introduction. The students were acquainted with the concept of Excel Skills and Report Writing. As the VAC proceeds, the moderators helped students to familiarize with the formulas and functions, data Sorting and Filtering, Pivot Tables and other concepts and related terminologies. The function of Data validation was taught to the students in order to reduce errors and increase accuracy. The moderators also discussed the other related tools and keyboard shortcuts for better understanding. The ultimate aim of the VAC is to foster within the students progressive thinking by gaining skills essential for using excel and Report Writing. A detailed discussion consisting of all major parameters of Report Writing namely clarity, structure, visuals, language, citations, revision, executive summary, consistency and proof reading was taught during the sessions to give an in-depth knowledge about the parameters covered while writing a report.

Having excellent Excel skills is crucial for report writing especially when it comes to analyzing data for SDG 10 which focuses on social equality and inclusion. By being proficient in Excel individuals can easily organize and present information related to equal opportunity financial discrimination and development. This is important for creating reports that highlight the progress and challenges in achieving social equality and inclusion. With strong Excel skills individuals can effectively communicate findings and recommendations to promote positive change in these areas.

Glimpse of the Event: -

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Sustainability

Image1: Expert delivering the session

Image2: Resource person sharing insights with the students.

Posh Awareness Training
The What, Why and How

The Internal Complaints Committee (ICC) organized a Session on **"Posh Awareness Training the What, Why and How"** on 15th December 2023 at Einstein Hall, Galileo Block at Chitkara University, Punjab.

Posh Awareness Training encompasses a comprehensive understanding of the principles, significance, and methodologies associated with promoting social equality and inclusion, particularly in the context of Sustainable Development Goal 10. This initiative aims to address issues related to equal opportunities and financial discrimination, fostering an environment where development is accessible to all individuals, regardless of their background. By emphasizing the importance of social equity, the training seeks to equip participants with the knowledge and skills necessary to create inclusive spaces that support diverse communities and mitigate disparities in access to resources and opportunities
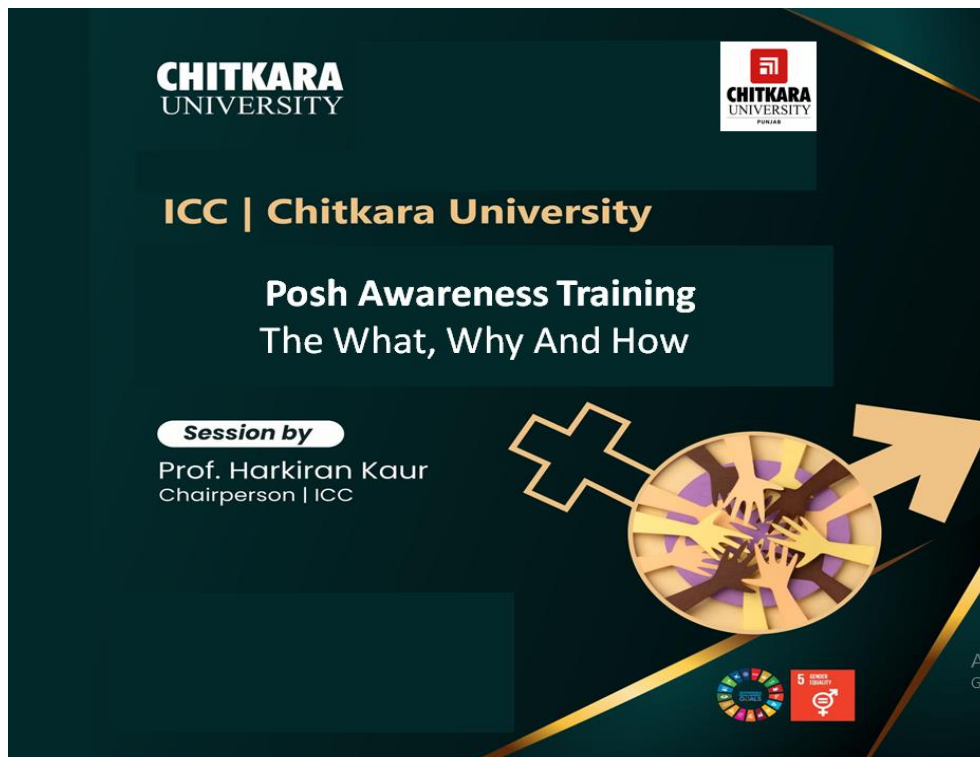
Sustainable Development Goal 5 concerns Gender Equality and is one of the Seventeen Sustainable Development Goals established by the United Nations in 2015.

SDG 5 - "Achieve Gender Equality and empower all Women and Girls".

POLICY ON PREVENTION OF SEXUAL HARASSMENT OF WOMEN (POSH)

CHITKARA UNIVERSITY

Chitkara University has **Zero Tolerance** towards any form of Sexual Harassment.

Empowerment Through Compliance

Sexual Harassment Redressal Method: Students

- Students

Action to be taken immediately

ICC Chairperson

Dean/HoD

Mentor
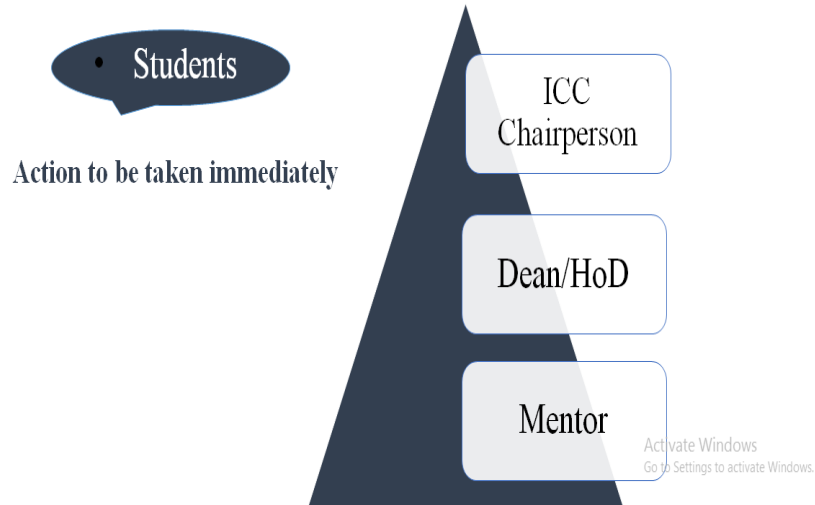
Sexual Harassment Redressal Method: Faculty

- Faculty

Action to be taken immediately

ICC Chairperson

Dean/HoD
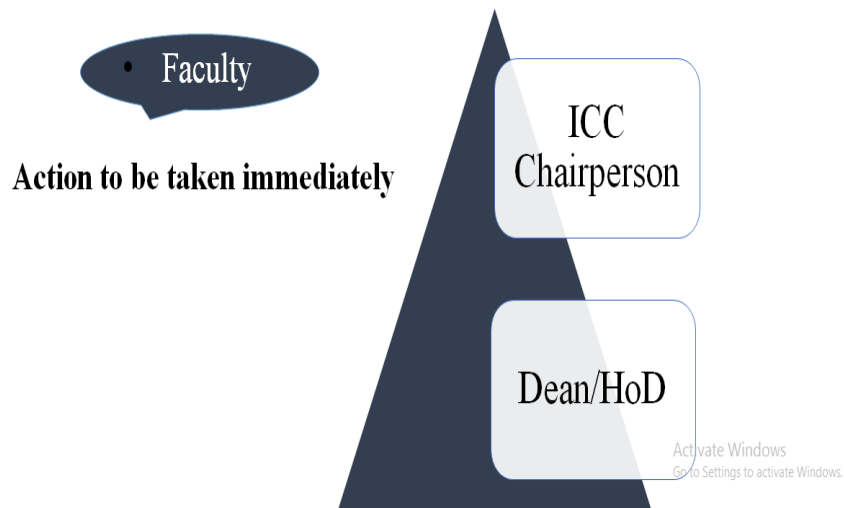
STEPS TO DETER

Chalkpad

Grievance Redressal Cell

"Freedom is to live with dignity"
— Manal al-Sharif

Let's make this World a Beautiful place to live in

Thank You

Event	Blanket- Drive for the Needy		
Date/Time	28-Dec-2023	Mode:	Offline
Location	Village Alampur, Rajpura, Patiala District, Punjab		
Activity In-Charge	Er. Jasjeet Suri		
No. of Participants:	20 (Cadets) + 04 (Faculty)		
Resource Person (if any)	-----------------		
SDG	1 – No Poverty, 3 – Good Health & Well Being, 10 – Reduced Inequalities,17 - Partnership for the Goals		

BRIEF DESCRIPTION:

Blankets Distribution at Alampur Village, Rajpura on 28th Dec 2023

Faculty and cadets of CUSMS visited Village Alampur, Rajpura, Patiala District, Punjab and distributed about 50-60 blankets to the laborers working in the fields there on 28th Dec 2023.

As the winter is setting in, the weather is becoming extremely cold in this region. Many poor farm laborers do not have adequate resources to cope with these weather conditions.

Thus, the CUSMS family planned to collect funds/resources and organized this Blanket Drive.

The Cadets showed great enthusiasm, planning, organizing and distributing the Blankets.

1630 hrs: Faculty and cadets assembled in front of Tesla Block with the acquired resources to distribute.

1635 hrs: 20 cadets and 4 faculty members left for Alampur Village.

1645 hrs: The team identified and distributed blankets to the laborers working in the fields.

1730 hrs: The team distributed about 60 blankets to the laborers.

1800 hrs: The team returned back to the Chitkara University Campus.

The Blanket Drive for the Needy aims to address the pressing issue of social inequality by promoting inclusivity and equal opportunities for all individuals, particularly those who are financially disadvantaged. This initiative aligns with Sustainable Development Goal 10, which

focuses on reducing inequality within and among countries. By providing essential resources such as blankets to those in need, the drive seeks to foster a sense of community and support, ultimately contributing to the broader goal of equitable development and the elimination of financial discrimination.

CUSMS plans to carry such events in the coming future.

Photos of the Event:

Poster for Blankets distribution drive on 28-Dec-2023

CUSMS Team in front of Tesla before the Blankets distribution drive on 28-Dec-2023

Blankets Distribution at Alampur Village on 28 Dec 2023

Cadets of CUSMS distributing blanked with full zeal on 28 Dec 2023

CUSMS Team with "Happy Villagers" on 28 Dec 2023

CHITKARA LAW SCHOOL
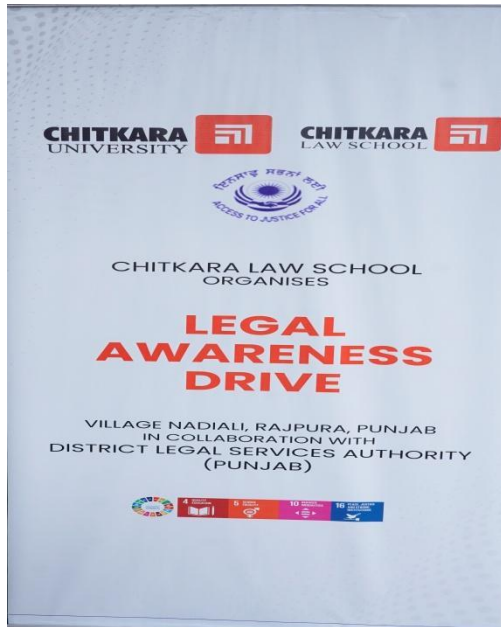# CHITKARA UNIVERSITY, PUNJAB
SESSION 2023-24

REPORT

Legal Awareness Drive- 3rd February 2024

Event details	
Name of the School/Department	Chitkara Law School and District Legal Services Authority, Patiala
Date of Event	3rd February, 2024
Title of the Event	Legal Awareness Drive
Mode	Offline
Type of participation	Organized/Attended
Number of Faculty and Staff participation	06
Number of Advocates Participation	02
Number of Student participation	18

Legal awareness programs are taken up for empowerment of legal knowledge to all the citizens in general and to the weaker sections of the society in particular. Various activities are taken up to reach the vulnerable sections of the society such as SC/ST, Women, Industrial Labourers etc. Legal Aid Clinics aim at two objectives. One is to improve the clinical legal skills of the students and the second is to inculcate an attitude amongst the students to provide effective legal services to the poor and marginalized people. . It can help the people recognize their civil, political, social and cultural rights. Only when the people can be made aware of what the laws offer to them, will they be less susceptible to injustices confronting them.

The Legal Aid Clinic Committee of Chitkara Law School aims at developing legal literacy among the rural population. The committee in association with the District Legal Services Authority, Patiala organized Legal Awareness Programs to disseminate legal knowledge to all citizens in general and to the weaker sections of the society in particular in Village Naidali, Tehsil Banur.

The initiative aimed at enhancing legal awareness focusing on promoting Sustainable Development Goal 10, which emphasizes social equality and inclusion. This program seeks to ensure equal opportunities for all individuals while addressing issues related to financial discrimination and fostering overall development. By raising awareness of legal rights and responsibilities, the drive aspires to create a more equitable society where everyone has access to the resources and opportunities necessary for their advancement.

The Event marks its beginning by Flagging off at the main gate of Chitkara University by Respected Dr. S. C. Sharma, Registrar, Chitkara University, Prof. Dr. Manpreet Grewal, Dean, Chitkara Law School, Adv. Renu, Adv. Gurvinder, faculty members, staff members and students of Chitkara Law School.

After reaching the venue, the awareness was given to the villagers regarding the issues mentioned as under:

1. Free Legal Aid

2. Compensation Scheme covered under DLSA

The said awareness was given by the Advocates and the students of Chitkara Law School to the villagers.

There was fruitful discussion with the villagers regarding the various issues faced by them in their personal lives. The issues were discussed in detail with Prof. (Dr.) Manpreet Grewal, Dean, Chitkara Law School and Advocate Gurvinder and Advocate Renu from District Legal Services Authority, Patiala. The Sarpanch of the village also marked his presence for the event.

The collaborative efforts of Village Sarpanch and Gurdwara Pradhan helped the gathering of the villagers in the vicinity of Gurdwara of Village Naidali.
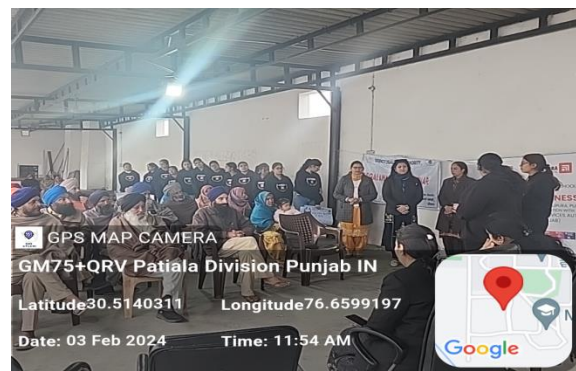
Chitkara Law School was able to maintain a link with the villagers of Village Naidali for resolution of their disputes in collaboration with District Legal Services Authority, Patiala. The villagers shared their problems and issues and discussed the same with Dean, Chitkara Law School and Advocates from DLSA, Patiala

Posh Awareness Training
The What, Why and How

The Internal Complaints Committee (ICC) organized a Session on **"Posh Awareness Training the What, Why and How"** for the New Joinees to Chitkara Exploration Program on 2ⁿᵈ March 2024 at Pierre Jeanneret Hall, Le Corbusier Block at Chitkara University, Punjab.

Posh Awareness Training focuses on important problems like discrimination and sexual harassment. This program aims to improve understanding of the different types of discrimination people can experience, especially at work. By addressing these significant social issues, the training seeks to create a more inclusive and fairer environment for everyone involved.

POSH

Prevention Of Sexual Harassment
in the Workplace

Admonishment

Dealing with Workplace Harassment

- Workplace harassment is unacceptable conduct and is not tolerated at any level within Chitkara University. You each have responsibility for maintaining highest standards of conduct as faculty and staff members of Chitkara University.

- Any person who believes he or she is a victim of harassment, including sexual harassment, should report the allegation to his/her supervisor, or can contact the ICC

Objectives of ICC

Core Objectives of Internal Committee

Raise awareness about sexual harassment and its various forms — 06

Create a secure physical and social environment to deter acts of sexual harassment — 05

Help provide an environment that is free from gender based discrimination — 04

Objectives of Internal Committee

Formulate an anti-sexual harassment policy — 01

Provide a mechanism for the prevention and redressal of sexual harassment cases — 02

Ensure that the policy is implemented completely — 03

Workplace

Sexual Harassment

Workplace Sexual Harassment is behaviour that is :

- UNWELCOME
- SEXUAL in nature
- A SUBJECTIVE experience

Say 'No' to Sexual Harassment

Let's make this Earth a safe and healthy Workplace

"Freedom is to live with dignity"
— **Manal al-Sharif**

Let's make this World a Beautiful place to live in

Thank You

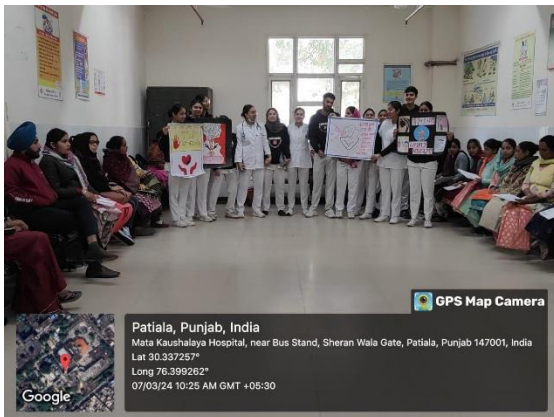| Event Details	
Event Name	Community Awareness Programme
Topic	Role play on Gender Equality on the occasion of International Women's Day
Date	7th March, 2024
Mode	Offline
Venue	Gynae & Paediatric OPD of Mata Kaushalya Hospital, Patiala
Organizer Name	Ms. Amanpreet Kaur, Assistant Professor Ms. Gurpreet Kaur, Assistant Professor
Resource Person	Ms. Daljeet Kaur, Nursing Superintendent, Mata Kaushalya Hospital, Patiala
No. of Participants	24 Participants
No. of Impacted Individuals	30
SDG No.	3: Good health and wellbeing 5: Gender Equality 10: Reduced inequality 17:Partnership for the goals

Objectives

● To create awareness regarding equality and reducing female feticide, stereotypes, and discrimination.

Imagine a gender equal world. A world free of bias, stereotypes, and discrimination. A world that's diverse, equitable, and inclusive. A world where difference is valued and celebrated. Together we can forge women's equality. Collectively we can all #InspireInclusion. So, to achieve gender equality, students of B.Sc. Nursing 4th Year, Department of Nursing, Chitkara School of Health Sciences performed a role play on gender equality at Paediatric OPD and Gynae OPD of Mata Kaushalya Hospital, Patiala dated 7th March, 2024. Role playing is a very powerful teaching and learning method when dealing with sensitive topics in life skills or citizenship lessons. It is particularly useful when exploring issues of gender with pupils. Through role play

students make people aware regarding equality and reducing female feticide, stereotypes, and discrimination.

By engaging participants in scenarios that reflect real-world issues, the role play can foster a deeper understanding of the barriers that women face and promote discussions on strategies for development that prioritize equity and inclusivity. Such an initiative not only raises awareness but also encourages collective action towards achieving a more just and equitable society for all individuals, regardless of gender.

Role play on Gender Equality on the occasion of International Women's Day at Gynae & Paediatric OPD of Mata Kaushalya Hospital, Patiala dated 7th March, 2024

Outcomes

- Community Awareness Programme in the Pediatric OPD and Gynae OPD contributed to educate the group about gender equality and reducing female feticide, stereotypes, and discrimination.

Event Name	One Day National Workshop
Topic	Maternal and Newborn Health: Translating Research Evidence to Practice
Date	19th March, 2024
Time	9:00 a.m. – 04:00 p.m.
Venue	Einstein Hall, Galileo Block
Organizer	Department of Nursing, Chitkara School of Health Sciences, Chitkara University, Punjab in Collaboration with Centre for Evidence Based Practice in Health Care
Resource Person	● Dr. Shikha Gupta, Director, MBBS, MD, DNB, Gynaecology, IVF & Gynae Endoscopy, Neelam Hospital, Rajpura, Punjab ● Dr. Vikram Bedi, Pediatrician & Neonatologist, MBBS, MD, Bedi Hospital & Infertility Center, Chandigarh
No. of Participants	9 (Faculty)
Under SDG no.	SDG 3, SDG 4, SDG 5, SDG 10, SDG 17
SDG Details	3 Good Health and Well-Being,4 Quality Education, 5 Gender equality,10 Reduced inequality, 17 Partnership for goals
NEP	11.1-11.13 Towards more Holistic Education, 12.1-12.10 Optimal learning environment and support for students , 17.1-17.5 Professional education, 18.1-18.9 Promoting high-quality research

Objectives

● To understand the standards for quality improvement in MCH care – EMEN (Every Mother Every Newborn).
● To address the challenges and opportunities of neonatal care.
● To foster collaboration and networking among participants from diverse backgrounds to exchange ideas, experiences, and insights related to maternal and newborn health research and practice.
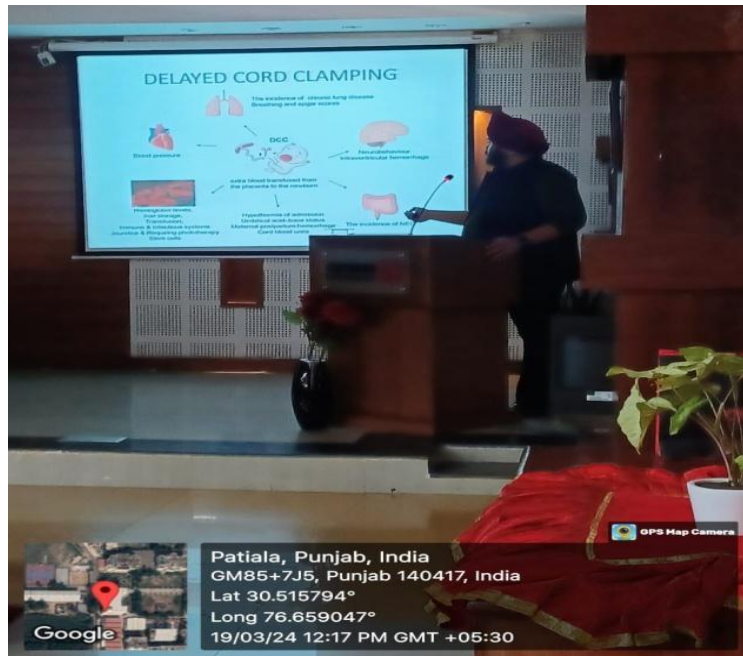
Descriptions

The Department of Nursing at CSHS successfully organized a one-day National Workshop on Maternal and Newborn Health: Translating Research Evidence to Practice on 19th March, 2024 at Einstein Hall. Dr. Kanika, Vice Principal Department of Nursing, CSHS, extended a warm welcome to guest speakers, faculty members, and delegates from various colleges across Punjab. The workshop featured insightful sessions by distinguished speakers. Dr. Shikha Gupta, Director of Gynaecology and IVF & Gynae Endoscopy at Neelam Hospital Rajpura, delivered a session on Standards for Quality Improvement in Maternal and Child Health (MCH) care,focusing on the EMEN (Every Mother Every Newborn) initiative. She emphasized the importance of improving the quality of care for mothers and newborns, outlining actionable steps toward achieving this goal. Following this session, Dr. Vikram Bedi, a Paediatrician and Neonatologist from Bedi Hospital and Infertility Centre, Chandigarh, addressed the audience on Challenges and Opportunities in Neonatal Care. His talk shed light on the care of low-birth-weight babies and the challenges encountered in Neonatal Intensive Care Units (NICUs), incorporating real-life examples to illustrate key points. Additionally, the workshop included a group activity wherein delegates engaged in discussions revolving around various case scenarios related to obstetrics and pediatrics.Their active participation enriched the exchange of ideas and fostered collaborative learning. Overall, the workshop provided a valuable platform for healthcare professionals to enhance their knowledge, share experiences, and collaborate towards improving maternal and newborn health outcomes. By addressing challenges and leveraging opportunities, participants contributed to the collective effort aimed at reducing maternal and neonatal mortality rates. Such initiatives play a crucial role in advancing healthcare practices and promoting better outcomes for mothers and newborns alike.

Maternal and newborn health is a critical area that necessitates the effective translation of research findings into practical applications. This focus aligns with Sustainable Development Goal 10, which emphasizes the importance of social equality, inclusion, and equal opportunities. Addressing financial discrimination is essential for fostering development and ensuring that all individuals, regardless of their socio-economic status, have access to quality maternal and newborn healthcare services. By bridging the gap between research and practice,

we can enhance health outcomes and promote equity in healthcare access for vulnerable populations.

Dr. Vikram Bedi discussing"Challenges and opportunities of Neonatal care" on 19th March, 2024.

Group Activity: Case scenario Discussion with participants on 19th March, 2024

Group photo of participants of One Day National Workshop on Maternal and Newborn Health: Translating Research Evidence to Practice19[th] March, 2024.

Outcome

The workshop has provided participants with valuable insights into enhancing healthcare professional understanding and utilization of evidence-based practices to improve maternal and newborn health outcomes.

Event Name	CSR Activity
Topic	Awareness programme on World Health Day
Date	8th April, 2024
Venue	Auditorium, Fortis Hospital, Mohali
Organizer	Ms. Priya & Ms. Alisha Department of Nursing, CSHS, Chitkara University, Punjab
No. of Participants	16
No. of impacted individuals	54
Under SDG no.	03
SDG Details	03 Good health and wellbeing, 06 Clean water and sanitation, 10 Reduce inequality

Objectives

1. To create awareness around a specific health theme ,to highlight a priority area of concern for the World Health Organization.
2. To promote self-care among people.
3. To provide detailed knowledge of getting prevented from various diseases and their complications.

Description

As per The WHO Council on the Economics of Health for All, at least 140 countries recognise health as a human right in their constitution, yet countries are not passing and putting into practice laws, to ensure their populations are entitled to access health services. "This year's theme was chosen to champion the right of everyone, everywhere to have access to quality health services, education, and information, as well as safe drinking water, clean air, good nutrition, quality housing, decent working and environmental conditions, and freedom from discrimination," says WHO. World Health Day was celebrated at Fortis Hospital, Mohali in collaboration with the Department of Nursing, CSHS, Chitkara University, Punjab on 8th April, 2024. The theme for this year's World Health Day **'My Health, My Right'** highlights that getting access to essential health services should no longer be a privilege but one's right. Students of our department participated in the slogan writing, which focused on raising awareness to quality health services, education, and information, as well as safe drinking water, clean air, good nutrition, quality housing, decent working and environmental conditions, and freedom from discrimination. Students also performed dances on the steps of medical hand washing. Hand hygiene is considered a primary measure for reducing the risk of

transmitting infection among patients, general population and health care personnel. Overall the program was very helpful and effective for the hospital staff and nursing students.

An awareness initiative was conducted in observance of World Health Day, focusing on Sustainable Development Goal 10, which emphasizes social equality and inclusion. The program aimed to highlight the importance of providing equal opportunities and addressing financial discrimination in the context of development. Through various activities and discussions, participants were encouraged to engage with the critical issues surrounding social equity and the necessity of fostering an inclusive environment that supports the well-being of all individuals, regardless of their socio-economic status.

Students of B.Sc 2nd semester creating awareness through Slogan Writing at Fortis Hospital, Mohali

Students of B.Sc (N) 2nd semester doing dance on steps of handwashing technique at Fortis Hospital, Mohali

CHITKARA
UNIVERSITY

10 REDUCED
INEQUALITIES

CHITKARA
UNIVERSITY

Centre of
Excellence for
Sustainability

Students of B.Sc (N) 2nd semester doing dance on steps of handwashing technique at Fortis Hospital, Mohali on 08/04/24.

Students of B.Sc (N) 2nd semester doing dance on steps of handwashing technique at Fortis Hospital, Mohali on 08/04/24.

Outcome

Such activities are organized to indicate the importance of health. People are encouraged to change their unhealthy lifestyles and choose a healthy lifestyle that includes a healthy diet and exercise. It was a great learning experience for all.

Event Name	Autism Acceptance Parade
Date	8th April, 2024
Venue	Chitkara University, Punjab
Organizer	Chitkara School of Psychology and Counselling
Resource Person	NIL
Number of Participants	72
SDG Number	3 , 10
Duration	1 Hour

About the Activity

Today CSPC marks the beginning of Autism Acceptance Month celebration, aimed at fostering understanding, empathy, and support for individuals on the autism spectrum within our community. The first event of the month was the Autism Acceptance Parade, followed by a skit performed by students on campus to raise awareness about autism. The skit, emphasized the importance of awareness, highlighted autism symptoms and provided essential contact information for seeking treatment, reinforcing the message of inclusivity and support for individuals on the autism spectrum. The Autism Acceptance Parade commenced at Bloom Block, where participants gathered to show their support for autism acceptance. The parade was a vibrant display of solidarity, with students, faculty, and community members joining together to celebrate neurodiversity. The parade route wound its way through campus, spreading awareness and acceptance as it passed through different academic buildings and public spaces. The parade concluded at the Chancellor's Secretariat, where the students had the honour of meeting our esteemed Pro Chancellor, Dr. Madhu Chitkara.

The Autism Acceptance Parade serves as a significant event aimed at promoting awareness and understanding of autism, while also aligning with Sustainable Development Goal 10, which focuses on reducing inequalities and ensuring social inclusion. This initiative emphasizes the importance of equal opportunities for individuals on the autism spectrum, advocating against financial discrimination and fostering an environment conducive to their development. By highlighting these critical issues, the parade seeks to inspire collective action

towards a more equitable society where everyone, regardless of their neurological differences, can thrive and contribute meaningfully.

CSPC Students concluding the parade at chancellor's secretariat

Event Name	Corporate Social Responsibility
Date	10th April 2024
Venue	Government Primary School , Jhansla Government Senior Secondary School, Jhansla Government Primary School, Jansua
Organizer	Centre for Global Education, Chitkara University, Punjab
Resource Person	NA
Number of Participants	72
SDGsCovered	SDG-3(Ensure healthy lives and promote well-being for all at all ages) SDG-4 (Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all) SDG-6 (Ensure availability and sustainable management of water and sanitation for all) SDG-10 (Reduce inequality within and among countries) SDG-15 (Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss) SDG -17
Duration	09:00 am-01:00 pm

About the Activity

The CSR activity was conducted on 10 th April 2024 in the government schools of Jhansla and Jansua, Punjab. Students of CGE interacted with the students and appraised them on the importance of a clean and green environment. They exhibited role plays on handwash and other hygiene activities. A Drawing competition was organized and they also distributed hygiene kits to the students of the school. Tree plantation activity was also done in these schools by our students.

One of the key objectives of CSR is to address Sustainable Development Goal 10 (SDG 10), which focuses on reducing inequality within and among countries. This goal emphasizes the importance of social equality and inclusion, advocating for equal opportunities for all individuals regardless of their background. Furthermore, it seeks to combat financial discrimination, ensuring that access to resources and opportunities is equitable, thereby fostering an environment conducive to holistic development for marginalized communities.

SDG 10 (REDUCED INEQUALITIES) JULY 23 – JUNE 24
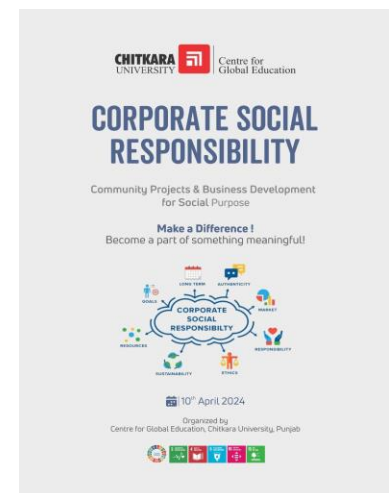
Event Name	Training sessions on the topic Understanding Diversity, Equity and Inclusion'
Date	19 Apr, 01 May, 03 May, 08 May and 10 May 2024 (Two sessions everyday, Only one session was conducted on 19 Apr 2024). Nine sessions have been conducted till date.
Venue	Different halls of the University
Organizer	Office of the Talent Management
Resource Person	Dr. Shilpa Suri, Chief Mentor, Planet Psychology, Chandigarh
Number of Participants	284
SDGs Covered	SDG 5 (Gender Equality), 10 (Reduced Inequalities) , and 4 (Quality Education)

The training program emphasizes the important themes of diversity, equity, and inclusion, highlighting their role in promoting social integration. During these sessions, participants learn about social integration, equal opportunity, and international development.

In the academic world, diversity, equity, and inclusion drive progress and innovation. As a result, all university members must understand the value of diversity and the need for equity and inclusion. To support this goal, the university began training its staff on "Understanding Diversity, Equity, and Inclusion."

The training has several key objectives:
a) to educate staff about different types of diversity, including gender diversity;
b) to raise awareness about equality and equity and determine if any actions are needed;
c) to inform staff about inclusion and guide students when necessary. So far, nine sessions have been held, each attended by 30-35 staff members.

Mr. Harpreet Singh Bhatia, Pro Vice-Chancellor HR, Addressing a session on Understanding Diversity, Equity, and Inclusion

Session on Understanding Diversity, Equity, and Inclusion being Conducted by Dr. Shilpa Suri, Chief Mentor, Planet Psychology, Chandigarh

Session 4 on Understanding Diversity, Equity, and Inclusion is being conducted by Dr. Shilpa Suri, Chief Mentor, Planet Psychology, Chandigarh.

The Coding Ninjas CUIET Chapter, in association with the Department of Computer Science & Engineering and Chitkara Business School, powered by Roadies KoffeeHouse, UnsaidTalks, Airtel, and GiveMyCertificate proudly presented our annual flagship event "Phosphenes – Code | War | Trade", on 25th – 26th April, 2024, in Picasso Block from 9 AM onwards.

Topics encompassed in the Event

The event saw enthusiastic participation from students across various disciplines. This interdisciplinary approach fostered cross-functional collaboration, encouraging participants to leverage their unique expertise to tackle challenges effectively. Participants demonstrated eagerness to learn, collaborate, and compete, contributing to the vibrant atmosphere of the event.

With over 4548 registrations, a total of 30 teams representing a respective nation, each with three students from the Department of Computer Science & Engineering and two from Chitkara Business School, engaged in intense coding wars, trading rounds and defence mechanisms to manage their nation. Considering the complexity of challenges and activities, this event provided a platform to showcase their talents, enhance their skills, and forge meaningful connections within the tech and business communities.

Phosphenes – Code | War | Trade SDG 10 emphasizes the importance of social equality and inclusion, advocating for equal opportunities while addressing issues of financial discrimination and development. This initiative seeks to create a more equitable society by ensuring that all individuals have access to the resources and opportunities necessary for their advancement, thereby fostering an environment where discrimination is actively challenged and mitigated. The focus on sustainable development goals highlights the critical need for systemic changes that promote fairness and inclusivity across various sectors, ultimately contributing to a more just and prosperous society for all.

Outcomes of the event

1. The event successfully brought together talented individuals from engineering and business backgrounds, fostering interdisciplinary collaboration.
2. Participants engaged in coding battles, demonstrating their technical skills and problem solving abilities within a competitive environment.
3. Attendees had the chance to network with peers and industry professionals, fostering connections for future collaborations and career opportunities.

Students were guided on how to

1. To develop technical problem-solving strategies.
2. To enhance their skills and practical experience in trading by making real time decisions.
3. To navigate the complexities of financial markets, and make strategic decisions under pressure.

Event Name	Future Architects Meet the Design Master: A Visit to Studio Ardete
Date	25/04/2024
Venue	"Studio Ardete" located in Sector 82, JLPL Mohali.
Organizer	Department of Architecture, CSPA
Resource Person	Ar. Badrinath Kaleru
Number of Participants	35 Students and 02 Faculty member
SDGs Covered	4,8,9, 17
Duration	1 Day

About the Activity

The tour provided a practical learning experience, allowing students to observe advanced architectural practices and enhancing their education beyond traditional classroom settings.

Studio Ardete's focus on innovative and sustainable design practices was evident. The office features state-of-the-art facilities, including advanced workstations and an AR/VR room, promoting cutting-edge architectural methods. The workspace design supports a healthy work environment with recreational spaces such as a cafeteria, gym, and tennis court, contributing to employee well-being and productivity. The visit also facilitated valuable industry connections. Interaction with principal architects, Ar. Badrinath Kaleru and Ar. Prerna Kaleru, provided insights into design processes and architectural philosophies. This visit significantly contributed to the students' academic and professional development by offering exposure to real-world practices and promoting sustainable and innovative architectural solutions.

Future architects engage with a design expert during a visit to Studio Ardete, focusing on Sustainable Development Goal 10, which emphasizes social equality, inclusion, and equal opportunities while addressing financial discrimination and development challenges. This interaction aims to inspire the next generation of architects to incorporate principles of equity and inclusivity into their designs, fostering environments that promote fairness and accessibility for all individuals, regardless of their socio-economic background. The visit serves as a pivotal learning experience, highlighting the importance of integrating social considerations into architectural practices to contribute positively to community development and cohesion.

Ar. Badrinath Kaleru interacting with the students.
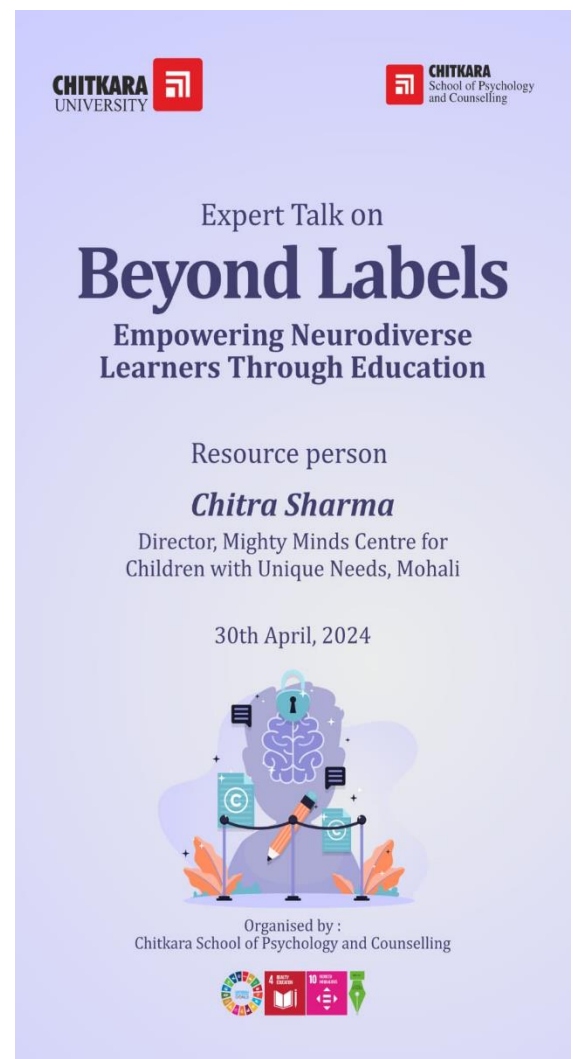
Students interaction during the visit.

Students and Faculty members attending the event

Event Name	Expert Talk on Beyond Labels Empowering Neurodiverse Learners Through Education
Date	30th April,2024
Venue	Pulitzer Hall, Picasso Block
Organizer	Chitkara School of Psychology and Counselling
Resource Person	Ms Chitkra Sharma, Director, "Mighty Minds Centre for Children with Unique needs, Mohali
Number of Participants	67
SDG Number	4,10
Duration	1 hours

About the Activity

Chitkara School of Psychology and Counselling organised expert talk on empowering

neurodiverse learners through education under Autism Awareness Month to raise awareness

about the strengths and challenges of neurodiversity and to provide Alpha Counsellors and

Master Alpha Counsellors with practical tools to create inclusive learning environments. The

guest speaker Ms Chitkra Sharma, Director, "Mighty Minds Centre for Children with Unique

needs " was invited to provide insights into understanding the unique strengths and

challenges associated with neurodiverse conditions. The talk discussed the importance of

implementing positive behavior ,support strategies to

promote positive behavior and social-

emotional development in neurodiverse learners. This includes teaching self-regulation skills, using visual supports, and providing opportunities for social skills practice. Over all, the expert talk was informative, engaging, and inspiring, leaving participants with a renewed commitment to empowering neurodiverse learners and creating truly inclusive educational environments.

Empowering neurodiverse learners through education is a crucial step towards achieving social equality and inclusion, as outlined in Sustainable Development Goal 10. This initiative emphasizes the importance of providing equal opportunities for all individuals, regardless of their neurological differences, and aims to combat financial discrimination that often hinders their development. By fostering an educational environment that recognizes and values neurodiversity, we can create pathways for these learners to thrive, ensuring that they have access to the resources and support necessary for their personal and academic growth.

SDG 10 (REDUCED INEQUALITIES) JULY 23 – JUNE 24

Conduct of Chitkara Exploration Programme

ICC Chitkara University, Posh Awareness Training

The What, Why and How

Session by:

Prof. Harkiran Kaur

Chairperson | ICC

Date: 04 May 2024

Prof. Harkiran Kaur presented a talk titled "Posh Awareness Training: The What, Why, and How," highlighting the significance of understanding privilege in different situations. This training helps participants become more aware of issues related to inequality, such as economic differences and social injustices that affect marginalized communities. By gaining a deeper

understanding of these challenges, participants can better support efforts that promote fairness and inclusion in their surroundings. The program may cover what privilege means, its importance, and ways to recognize and lessen its effects. Topics could include economic inequality, unconscious bias, and how privilege shapes society. The ultimate aim is to encourage awareness, empathy, and constructive discussions about privilege to help create fairer environments.

Event Name	Guru-Dakshta (Faculty Induction Program) Conduct of Training Session on Constitutional Values, Human Rights and Fundamental Duties (Module 8)
Date	04 May 2024
Venue	Pulitzer hall (Picasso Block)
Organizer	Office of the Talent Management
Resource Person	Dr. Ajay Ranga, Dean, Chitkara Law School
Number of Participants	62
SDGs Covered	SDG 16,10,5
Duration	Pulitzer hall (Picasso Block)

The Learning and Development Cell of the Office of Talent Management conducts a number of training programs to educate and sensitize the staff members about the SDGs and to contribute to the achievement of these goals. Details of the following programs /activities are given in this report:
Faculty Induction Program - Guru-Dakshta

To help new faculty at colleges improve their teaching skills, the University Grants Commission has set up guidelines for higher education institutions to run a faculty induction program called 'GURU DAKSHTA.' This training focuses on important topics like Constitutional Values, Human Rights, and Fundamental Duties. Constitutional values are essential for building a fair society that upholds justice, equality, and freedom. Unfortunately, many communities still face injustice and discrimination, particularly marginalized groups who struggle to access equal rights and opportunities. Financial issues make these gaps even wider, making it harder for people from different backgrounds to connect and understand each other.

The program consists of ten different modules, some of which are linked to achieving Sustainable Development Goals (SDGs). The training activities outlined in this program play a significant role in reaching these goals.

Event Name	Exhibition : Chitkara Mandi
Date	13th May, 2024
Venue	VR Punjab, Mohali
Organizer	Dr. Rashmi Aggarwal
Resource Person	Mr. Siddaq Singh
Number of Participants	80
SDGsCovered	1 to 17
Duration	2 days

About the Activity

The "chitkaramandi" summer carnival 2024 was a really well-run, interesting workshop with a social cause. Over the duration of the workshop, the students engaged in a variety of activities that demanded their complete focus and participation and produced a variety of learning outcomes. They prepared a variety of goods to be sold in the mall, with the proceeds going directly to support non-governmental organizations. With the aid of various exercises, students defined all of the sustainable goals during the workshop. Students engaged in a variety of interesting activities, such as flash mob dances, bhangra, and nukkadnatak, to draw attention to the event in the PVR mall, Mohali. **Overall, it was a thorough learning experience with lessons of Collaboration and Creativity.**

The exhibition titled "Mandi" focuses on Sustainable Development Goal 10, which emphasizes the importance of social equality and inclusion. It aims to address the critical issues of equal opportunity and financial discrimination, highlighting the need for development that ensures equitable access to resources and opportunities for all individuals. Through various displays and discussions, the exhibition seeks to raise awareness about the barriers faced by marginalized communities and promote strategies for fostering an inclusive society where everyone can thrive without discrimination.

Event Details	
Topic	Workshop on Hospitality Excellence
Date	13/05/24 – 25/05/24
Mode	Offline
Organizer name	Chitkara College Of Hospitality Management
Resource person	Mr. Ravi Dandotiya, Ms. Anjali Xesss, Mr Shubham Sharma
No. of participants	50
SDG No.	4,5,8,10,17

Objective

1. Enhance guest service skills through effective communication and problem-solving.
2. Equip support staff with knowledge and techniques to manage diverse situations professionally.
3. Instil hygiene practices for maintaining a clean workplace and personal hygiene standards.
4. Train support staff in proficient beverage service, including tea and coffee preparation.
5. Develop administrative competence for record-keeping, workspace management, and teamwork.

Description

"Support staff in any organization is the key in achieving the larger goal. Continuing with the yearly skill development workshop series, Chitkara College of Hospitality Management in collaboration with Centre of Excellence for Sustainability, and Office of administration organized a workshop on ""Hospitality Excellence: Empowering Chitkara University Support Staff"". The workshop will be held in two slots for the two separate batches. The training for the first batch of support staff members was held from 13th May to 17th May 2024. The Resource Person for the workshop were - Mr. Ravi Dandotiya, Ms. Anjali Xess, Mr. Shubham Sharma. The training for the 2nd batch will start from 20th May 2024 to 24th May 2024.

Hospitality Excellence: Enhancing the Capabilities of University Support Personnel emphasizes the importance of fostering social equality and inclusion, aligning with Sustainable Development Goal 10. This initiative seeks to create equal opportunities for all individuals, addressing financial discrimination and promoting comprehensive development within the university environment. By empowering support staff, the program aims to cultivate a more equitable and inclusive atmosphere that benefits the entire academic community.

Outcomes

1. Improved guest satisfaction due to enhanced service quality and problem-solving abilities.
2. Increased staff confidence and readiness in handling various guest-related scenarios.
3. Establishment of a hygienic workplace environment leading to a positive guest perception.
4. Enhanced guest experience through well-executed water, tea and coffee service.
5. Efficient administrative operations resulting in better organization, teamwork, and service delivery.

EVENT:	Breaking Barriers: Empowering Through Equality - Expert Lecture on IMO International Day for Women in Maritime		
Date / Time:	18th May, 2024 / 2pm Onwards	Mode:	Offline
Location / Link:	Pulitzer Hall, Picasso Block, Chitkara University, Punjab		
Activity In-charge:	Ms. Robynpreet Kaur		
No. of Participants:	66 (Cadets) & 14 (Faculty)		
Resource Person	Dr. Komal Chawla		
SDG:	4-Quality Education; 5- Gender Equality; 8 –Decent Work and Economic Growth; 10- Reduced Inequalities; 17- Partnership for the Goals		

BRIEF DESCRIPTION

On the occasion of IMO International Day for Women in Maritime, CUSMS hosted an enlightening lecture titled **"Breaking Barriers: Empowering Through Equality"** at Pulitzer Hall, delivered by the esteemed **Dr. Komal Chawla**, Dean, Chitkara School of Psychology and Counselling. The event saw an enthusiastic turnout, with 66 B.Sc. Nautical Science Cadets and 14 faculty members in attendance. Dr. Chawla, a renowned expert in gender studies,

captivated the audience with her deep insights into the importance of gender equality and the role of gender sensitization in shaping a more inclusive society.

The lecture began with Dr. Chawla outlining the historical context of gender inequality and its pervasive impact across various sectors, particularly emphasizing the maritime industry. She highlighted the systemic barriers that hinder gender equality and discussed practical strategies to dismantle these obstacles. Through compelling examples and statistical data,
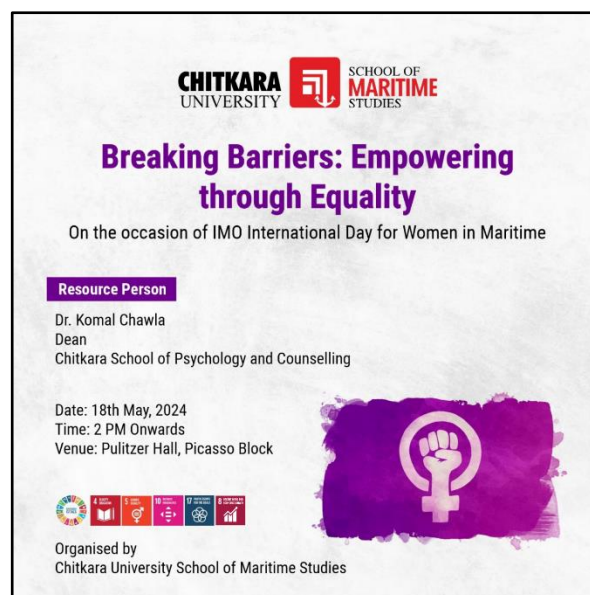
she illustrated how gender inclusivity not only fosters a fairer environment but also enhances overall productivity and innovation.

Interactive sessions formed a significant part of the lecture, encouraging cadets and faculty members to share their perspectives and experiences. Dr. Chawla adeptly addressed their queries, providing valuable guidance on promoting gender sensitivity in both personal and professional spheres. Her engaging delivery and the relevance of her content resonated deeply with the attendees, sparking meaningful discussions that extended beyond the lecture.

An expert lecture will be conducted in observance of the International Maritime Organization's International Day for Women in Maritime, focusing on Sustainable Development Goal 10, which emphasizes social equality, inclusion, and equal opportunities. The discussion will address the critical issues of financial discrimination and the development of equitable practices within the maritime sector, highlighting the importance of fostering an inclusive environment that supports the advancement of women in this field. This event aims to raise awareness and promote dialogue on the necessity of eliminating barriers to participation and ensuring that all individuals have access to the same opportunities for growth and success in maritime careers.

In conclusion, the session was a resounding success, leaving a lasting impact on the audience. Dr. Chawla's expertise and passion for gender equality inspired the cadets and faculty to actively participate in creating a more equitable environment. The event underscored the critical need for ongoing education and dialogue on gender issues, setting a positive precedent for future initiatives.
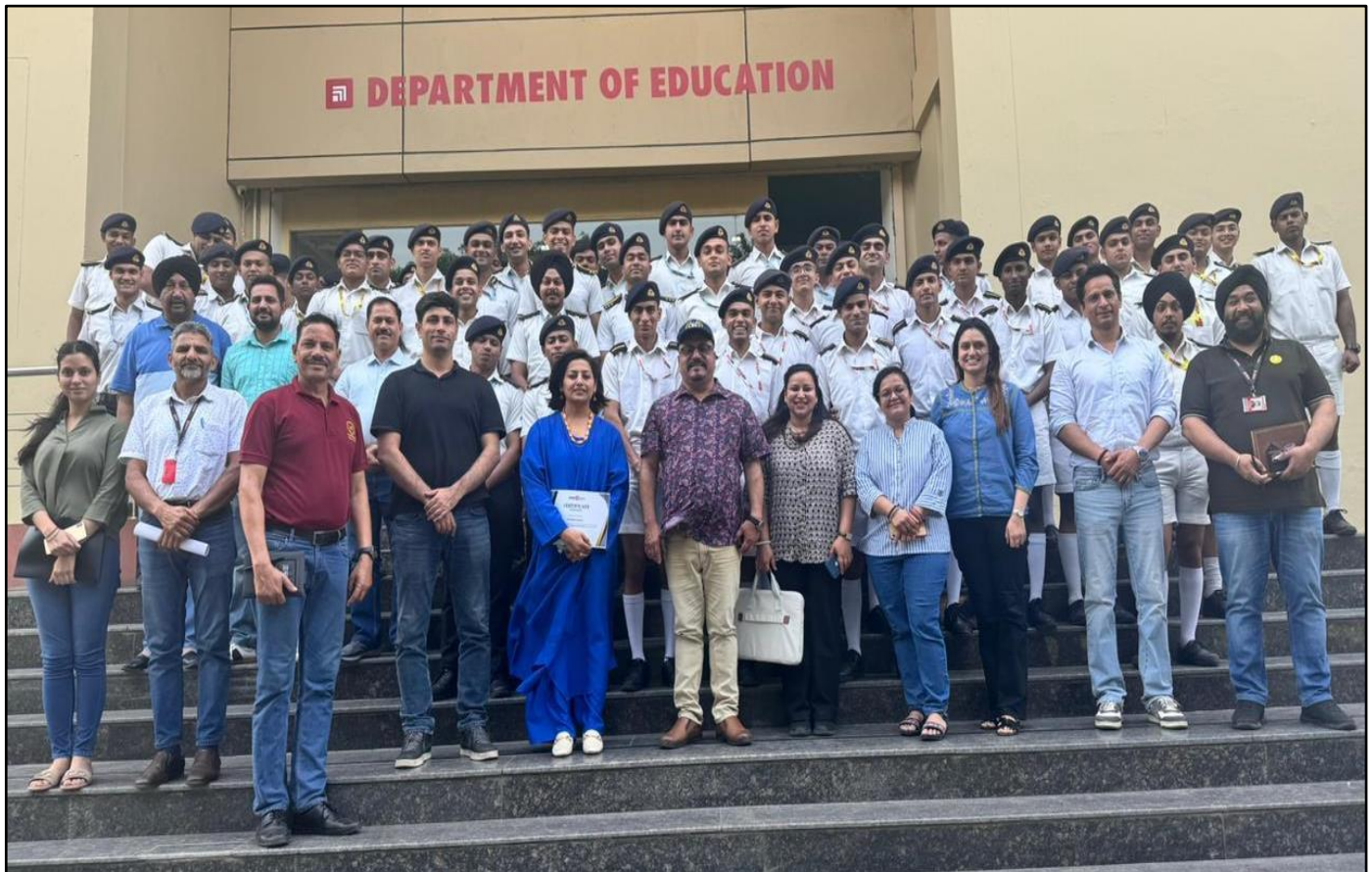
All participants with resource person Dr. Chawla on 18.05.24