



JHARKHAND
Rai University
RANCHI

REFLECTIONS

FACULTY OF
**COMMERCE &
MANAGEMENT**



BI-ANNUAL NEWSLETTER

— VOLUME - I | ISSUE SPRING - 2026 —

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A Global Dialogue on Sustainable Development

The International Conference on Innovative Convergence for Sustainable Future (ICICSF-2025) was held on 12th and 13th December 2025 at Jharkhand Rai University, Ranchi. Dr. Neha Chandra, Assistant Professor was the convenor of the conference.

The conference was inaugurated by Shri Amit Banerjee, Director (Finance), Jharkhand Urja Sancharan Nigam Limited, who, in his inaugural address, emphasized that “Innovation becomes meaningful only when it improves lives and protects the planet. Sustainable development is not the responsibility of one discipline, it is the collective duty of every institution, every researcher, and every citizen.” His inspiring remarks set the tone for two days of discussions on sustainable and inclusive development.

The inaugural session was attended by Prof. (Dr.) Jeganathan Chockalingam, Vice-Chancellor, Sarala Birla University, and Dr. Ramesh Chand Meena, Officer in Charge & Additional Director, STPI Ranchi, who highlighted the importance of interdisciplinary research and innovation in advancing sustainable development. The session also brought together distinguished international experts, including Prof. Ramjee Prasad (Denmark), Mr. Ramesh Yadav (USA), Dr. Purshotam Lal Meena (USA), Dr. Sujoy Kumar Jana (Papua New Guinea), and Prof. (Dr.) Veeranoot Nissapatorn (Thailand).

A defining feature of ICICSF-2025 was its multidisciplinary approach, bringing together experts from multiple fields including Bharatiya Knowledge Systems. Through seven thematic tracks, the conference encouraged

cross-disciplinary dialogues reflecting the belief that global challenges require collaborative solutions.

Aligned with the Millennium Development Goals (MDGs) and the United Nations Sustainable Development Goals (SDGs), the conference featured over 65 research presentations addressing climate action, sustainable



Prof. (Dr.) Piyush Ranjan, Hon'ble VC, JRU felicitating Prof. (Dr.) Jeganathan Chockalingam, Vice-Chancellor, Sarala Birla University (Right), Dr. Ramesh Chand Meena, Officer in Charge & Additional Director, STPI Ranchi (Middle) and Shri Amit Banerjee, Director (Finance), Jharkhand Urja Sancharan Nigam Limited (Left)



Prof. (Dr.) Piyush Ranjan, Hon'ble VC, JRU, Prof. (Dr.) Jeganathan Chockalingam, Hon'ble VC SBU, Dr. Ramesh Chand Meena, Shri Amit Banerjee, Dr. Amrita Majumdar, Registrar JRU, Dr. Harmeet Kaur, Dean-IQAC, Dr. Sumit Kumar Pandey, Dean-Academics, Dr. Abhishek Pratap, Associate Professor, Dr. Neha Chandra, Assistant Professor & Mr. Vikrant Kumar Ravi, Coordinator Faculty of Commerce and Management during the lamp Lighting Session.

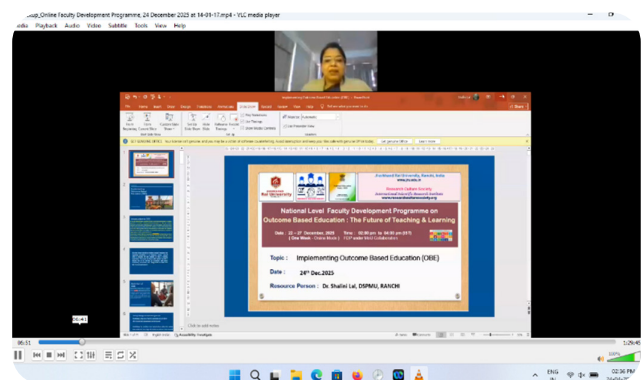
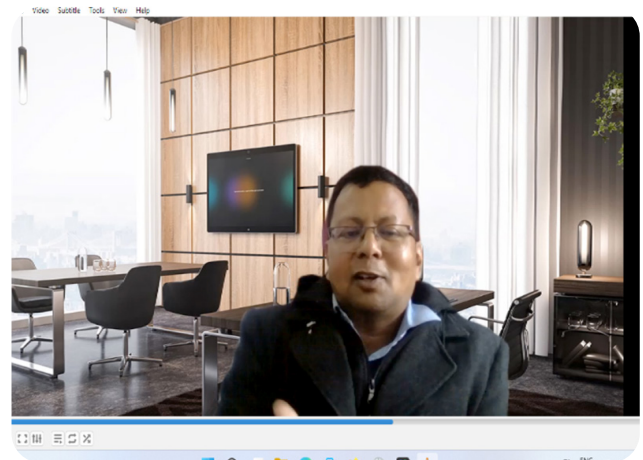
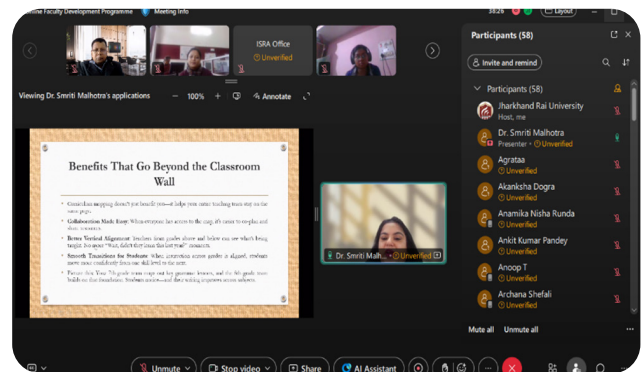
development, quality education, technological advancement, and social well-being. The interactive sessions fostered academic exchange, networking, and future collaborations among faculty members, researchers, professionals, and students.

The conference concluded with a renewed commitment to interdisciplinary research and innovation, reinforcing that meaningful partnerships and knowledge-sharing are essential for building a more sustainable and inclusive future.

Faculty Development Program

The Department of Commerce and Management organized a National Level Faculty Development Programme(FDP)on“OutcomeBasedEducation: The Future of Teaching & Learning” from 22–27th December 2025 in online mode under the convenership of Dr. Shilpi Bose, Assistant Professor. The programme witnessed participation of 144 faculty members from across different parts of India.

Eminent speakers including Dr. Tarvinder Kaur, Deputy Controller of Examination, St.Aloysius College (Auto) Jabalpur, M.P., Dr. Namrata Kamble, Associate Professor, MIT School of Education & Research, MIT Art, Design and Technology University, Pune (Maharashtra), Dr. Shalini Lal, Coordinator, MBA, Assistant Professor, Botany, Ex HOD, Dept. of Microbiology, DSPMU, Ranchi, Dr. Sandhya Khedkar, Principal Gokhale Education Society's college of Education, Sangamner, Maharashtra, and Dr. Raj Kumar Sharma, Principal, Doranda College, Ranchi, shared their insights on curriculum design, learning outcomes, assessment strategies, and quality enhancement under the OBE framework. The FDP provided a platform for faculty members to strengthen their understanding of Outcome Based Education and explore best practices for improving teaching-learning effectiveness and academic excellence.



Bhubaneswar Learning Expedition 2026



Visit to UNESCO world heritage site

supply chain operations in action. The tour also included visits to iconic heritage sites such as Dhauli Shanti Stupa, Lingaraj Temple, Konark Sun Temple, Jagannath Temple, and Puri Beach.

On the final day, students explored Odisha's flourishing entrepreneurial ecosystem through visits to Odisha Startup Hub (O-Hub) and Sustainability Leaders Odisha Pvt. Ltd., gaining insights into startup incubation, innovation management, and sustainable business practices. The experience was further enriched through a visit to Kala Bhoomi, Odisha Craft Museum, where students examined the economic significance of handicrafts, handlooms, and the creative industries.

The Department of Commerce and Management organized a three-day educational excursion to Bhubaneswar, Odisha, from 18th to 20th February 2026 for MBA II and BBA IV students. Designed as an industrial and experiential learning visit, the trip offered participants an opportunity to connect theoretical concepts with practical business realities.

A key highlight was the visit to the Parle Products manufacturing unit, where students observed automated production systems, quality control mechanisms, and



Students along with Mr. Vikrant Ravi and Ms. Ankita Kumari at the Parle-G Industry

Community Outreach & Extension Activities

Health Camp

The Faculty of Commerce and Management, in collaboration with Kautilya Gyan Kendra, NSS, and the Health Club, organized two community health outreach programmes aimed at promoting preventive healthcare and public well-being. The first Health Camp, held at Ayushman Arogya Mandir, Raja Ulatu on 28 March 2026, focused on women's health by providing free medical consultations, health screenings, and awareness sessions on maternal care, nutrition, and preventive healthcare. Medical professionals examined several women, including expectant mothers, identified common health concerns such as anemia, and offered guidance on balanced nutrition and regular health monitoring.



Students volunteers along with Faculty members at the health camp



Our student volunteers assisting patients

Building on this initiative, the Department organized a Follow-up Health Camp and Routine Immunization Programme at Anganwadi Centre, Piridih on 23 April 2026. The programme provided routine immunization services and basic health assessments for children, pregnant women, and lactating mothers, while also creating awareness about vaccination, hygiene, nutrition, and disease prevention.

A Step Closer to Nature!

Our B.Com II, BBA II, and MBA II students participated in a campus plantation drive, reflecting their commitment to environmental sustainability and responsible citizenship. Divided into groups, the students collectively planted 23 Pendulum Ashoka saplings across the university campus. Each sapling was tagged with a QR code documenting both the plant and its planter, creating a lasting record that fosters sustainability awareness and strengthens alumni engagement.



Students along with Ms. Priyanka Kumari, Assistant Professor



Students along with Ms. Rashmi, Assistant Professor



Students of BBA II along with Ms. Satarupa Ganguly, Assistant Professor



Students of B.Com II after plantation

The activity was carried out under the mentorship of our faculty members Ms. Rashmi, Ms. Satarupa Ganguly and Ms. Priyanka Kumari.

Community Based Project:

Community engagement forms a significant component of the Department's experiential learning framework. As part of its commitment to community engagement, the Department integrates social responsibility into academic learning through dissertation and project work undertaken by final-semester MBA IV students. Students conduct field-based research in nearby villages and communities across four thematic domains: Appreciation of Rural Society, Understanding Rural Economy and Livelihood, Rural Institutions, and Rural Development Programmes. Under the guidance of departmental faculty, they design questionnaires, conduct physical surveys, analyse field data, and present their findings as dissertations or project reports. This initiative cultivates research aptitude, strengthens community engagement, and encourages students to develop informed perspectives on rural realities while applying classroom learning in meaningful contexts.

Facilitating Welfare Enrolment

Demonstrating the spirit of community engagement, our students of MBA IV undertook a field-based outreach initiative to facilitate enrolment under the Ayushman Card Scheme. Following a detailed community survey in nearby villages, students identified eligible beneficiaries, generated awareness about the scheme, and guided interested individuals through the enrolment process. Students including Pintu Kumar, Nikhil Kumar, and Sonam Kumari successfully connected 4 beneficiaries from villages including Honhe (Bokaro), Garhwa, and Bagodar with the healthcare benefits offered under the scheme.



Mrs. Nitu Kumari, Honhe Village, Bolaro



Mr. Manoj Kumar, Honhe Village, Bolaro



Mr. Govind Kr Mahto, Honhe Village, Bolaro

Beneficiaries of the Scheme

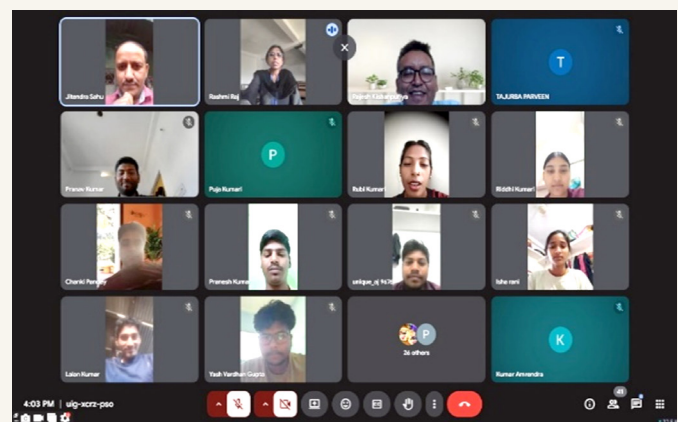
Expert Talks

Panchkosh for Sustainable Leadership

An online Expert Talk on “Holistic Innovation through Panchkosh: Integrating Human Consciousness with Sustainable Leadership” was organized on 11th April, 2026 to introduce students to the principles of Bharatiya Gyan Parampara. Sri Rajesh Kishanpuriya, Certified Independent Director (IICA), TED Member and Member of Harvard Business Review Advisory Council, explained how the Panch-kosha framework promotes ethical decision-making, self-awareness, and responsible leadership. He emphasized how the integration of physical, mental, emotional, intellectual, and spiritual dimensions of human consciousness can contribute to effective decision-making, personal excellence, and responsible leadership. The interaction encouraged students in fostering holistic growth and sustainable leadership practices.

Future of Forensic Accounting

On April 21, 2026, the department hosted an expert session titled “Emerging Trends in Forensic Accounting Practices.” The keynote speaker for the event was International Trainer and Tax Accounting Consultant, Mr. Ajay Deep Wadhwa, who delivered a detailed deliberation on the latest developments in the field. Mr. Wadhwa addressed on fraud detection, financial investigations, corporate governance, and emerging technologies transforming forensic accounting. Students gained



Glimpses of the online session



Mr. Ajay Deep Wadhwa, addressing the students

exposure to investigative techniques, regulatory compliance, and the growing importance of forensic accounting in ensuring financial transparency. Practical examples and industry experiences helped participants understand the expanding career opportunities within this specialized field.

Next-Gen Investing

To enhance financial literacy among students, the Department organized an Expert Talk on “Empowering Next Generation Investors through Mutual Fund Investments” on 23rd April, 2026. The talk was deliberated by Mr. Abhishek Sharma, Regional Head East MF Utilities (MFU), Under the Aegis of AMFI. Mr. Sharma introduced participants to key investment concepts such as Systematic Investment Plans (SIPs), diversification, compounding, risk management, and long-term wealth creation. Through practical illustrations and interactions, students developed a better understanding of informed financial planning and responsible investing. The speaker also highlighted the importance of adopting disciplined investment practices to strengthen their financial decision-making skills.



Mr. Abhishek Sharma, addressing the students.

Alumni Connect

Alumni Mentorship Program

To strengthen industry-academia engagement and help students make informed career decisions, our department initiated an Alumni Mentorship Programme, connecting students with alumni for career guidance, industry exposure, and professional mentoring. Under the programme, each alumni mentor is assigned a group of 10–12 students for continued mentorship and guidance.

As part of the initiative, the Department organised the inaugural session, “Guided by Experience: An Interactive Alumni Mentorship Session,” for MBA III students. Alumni mentors shared practical insights on workplace expectations, communication, adaptability, professional ethics, career opportunities, industry trends, and the analytical skills needed to succeed in the professional world.




Guided by Experience: An Interactive Alumni Mentorship Program

Date: 25 to 30 June, 2026 **Time:** 7:00 - 9:00 pm (online mode)

25 June, 2026		29 June, 2026	
 Animesh Kumar Thakur Dharti Minerals Pvt. Ltd.	 Bittu Kumar IndusInd Bank	 Ashish Kumar MVA Robotics Innovation Organization	 Jyoti Kumari Dixon technologies India Ltd
26 June, 2026		30 June, 2026	
 Rinky Kumari Bharti AXA life insurance Pvt Ltd	 Ujjawal Kumar Mandal Eastern Coalfield Limited	 Anjali kumari Deon Decors & Exhibits	 Shankar Kumar Bharti AXA life insurance Pvt Ltd
27 June, 2026			
 Muskan Gupta Axis Bank	 Hrithik Ranjan Verma CA Inter And CS Executive		

Organized by
Department of Management in association with JRU Alumni Association,
Jharkhand Rai University, Ranchi

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  @jharkhandraiuniversity

Campus to Corporate

The department organized an inspiring Alumni Interaction Session titled “From Classroom to Corporate: Building Innovative Mindsets for Success” on 14th April, 2026. The interaction was facilitated by Mr. Bittu Kumar, Assistant Manager, IndusInd Bank Ltd., who shared his journey from student life at JRU to a successful corporate career. Drawing upon his professional experiences, he highlighted the importance of innovation and continuous learning in today’s competitive business environment. Through an engaging interaction, he gave practical insights into workplace expectations and professional growth. The session motivated aspiring managers to embrace new challenges with confidence and develop the competencies required to excel in the corporate world.



Mr. Bittu Kumar being felicitated by Mr. Vikrant Ravi, Co-ordinator and Ms. Rashmi, Asst. Prof.

INDUSTRIAL VISITS

A Day at Medha Dairy

To provide practical exposure to modern dairy processing and supply chain management, the Department organized an industrial visit to the Medha Dairy Plant, Ranchi on 16th March, 2026. During the visit, 40 students of BBA



Students of BBA II at Medha Dairy with Mr. Neeraj Poddar and Mr. Suraj Kumar

II along with Assistant Professors, Mr. Neeraj Poddar and Mr. Suraj Kumar, observed the complete milk processing cycle, including pasteurization, sterilization, packaging, and quality control procedures. Industry experts explained the functioning of advanced machinery and highlighted the importance of maintaining product quality and operational efficiency. Students also gained valuable insights into inventory management, logistics, and distribution systems. The visit strengthened their understanding of industrial operations while enabling them to connect theoretical concepts with practical applications in the food processing industry.

Exploring Industrial Innovation at HMBP (HEC)

The department organized an industrial visit to the Heavy Machine Building Plant (HMBP), HEC, Ranchi on 15th April, 2026, providing students with first-hand exposure to one of India's leading heavy engineering manufacturing facilities. During the visit, 50 students of BBA II along with Assistant Professors, Mr. Neeraj Poddar and Mr. Suraj Kumar observed the design, fabrication, assembly, and testing of heavy industrial equipment while learning about large-scale manufacturing processes and quality standards. Officials from the organization explained the operational workflow, workplace safety measures, and industrial management practices followed within the plant. The visit enhanced students' understanding of production systems, engineering management, and the vital role of manufacturing industries in national infrastructure development, making it a highly enriching experiential learning opportunity.



Students of BBA II accompanied by Mr. Neeraj Kumar and Mr. Suraj Kumar at HMBP

Innovation & Entrepreneurship Activities

Idea Pitching Competition

The Management Club organized an Idea Pitching Competition on the theme "Ayurvedic Wellness and Holistic Healing" on 17th April 2026. Management students showcased innovative and market-driven business proposals that focused on transforming traditional Ayurvedic knowledge into sustainable entrepreneurial ventures. Constructive feedback from the jury motivated students to refine their ideas and inspired them to explore entrepreneurship in the growing wellness sector.



Judges, Faculty members and Students attending the event



Ms. Gulabshah Khatoon and Mr. Rajeev Kumar from BBA IV pitching their idea

WORKSHOPS

Sales & Marketing Masterclass

The Department organized a workshop on “Effective Sales and Marketing Strategies for Start-ups” on 27th February 2026 to provide MBA II students with practical insights into modern marketing techniques and customer engagement strategies. The masterclass was deliberated by industry expert Mr. A. K. Singh, Director Life Education and Development Support (LEADS) who spoke on market segmentation, branding, digital marketing, customer acquisition, and relationship management. Through interactions and real-world case studies, Mr. Singh helped students explore innovative approaches like Micro-Targeting and Unique Value Proposition (UVP).



Mr. A. K. Singh being felicitated by Mr. Vikrant Ravi, Co-ordinator and Ms. Rashmi, Asst. Prof.

He also spoke about the SCAMPER Method which encouraged students to take existing products and modify them by using this framework: Substitute, Combine, Adapt, Modify, Put to another use, Eliminate, and Reverse. The workshop strengthened participants' understanding of strategic marketing practices and equipped them with industry-oriented skills essential for entrepreneurial and managerial success

Cash-flow & Capital: Build a Fundable Startup

To strengthen entrepreneurial competencies among students, the Department organized a workshop on “Strategic Approaches to Raising Capital and Financial Management for Start-ups” on 25th March 2026.



Mr. Rathin Bhadra being felicitated by Mr. Vikrant Ravi, Co-ordinator



Students of MBA II attending the workshop

The event was deliberated by Mr. Rathin Bhadra, National President of the Indian Startup Association (ISUA), who shared his experiences of funding start-ups, financial planning, investor engagement, and sustainable business growth. Students learned about funding sources, including bootstrapping, angel investment, venture capital, crowdfunding, and government support schemes, such as Pradhan Mantri Mudra Yojana (PMMY) and SAMRIDH Scheme. The workshop inspired aspiring entrepreneurs to transform innovative ideas into financially sustainable ventures through informed decision-making and strategic planning.

Power BI for Business Leaders

The Department conducted a hands-on workshop titled “Empowering Future Managers through Power BI” on 28th April 2026, to introduce students to the fundamentals of business analytics and data visualization. Resource persons, Mr. Aniket Kumar, Technical and Power BI Trainer, guided participants through data transformation, dashboard creation, report generation, and interactive visualization using Power BI. Mr. Adil Akhtar, IT, AI and Power BI Trainer, dealt with case studies enabled students to understand how data-driven decision-making supports



Dr. Harmeet Kaur, Dean Commerce and Management, felicitating Mr. Aniket Kumar

modern business management. Mr. Prince Mishra, Project Co-ordinator and Soft Skills Trainer, gave practical demonstrations for practical knowledge. The workshop significantly enhanced students' analytical capabilities and digital competencies, preparing them for managerial roles in today's technology-driven corporate environment.



Students along with faculty members attending the session

PARAMPARA



Celebrating the Divine Feminine Power : Shakti Sangam

The Management Club of Jharkhand Rai University organized “SHAKTI SANGAM: Celebrating the Divine Feminine Power” on 25 September 2025 to celebrate creativity, culture, and women’s empowerment. The event featured Kalash Painting, Poster Making, Digital Presentation, Idol Decoration, and Food Stall Competitions, attracting enthusiastic participation from students and faculty across departments. Through artistic displays and presentations, participants highlighted themes of feminine strength, and cultural heritage.

A Celebration of Faith and Tradition : Chhath Mahaparva

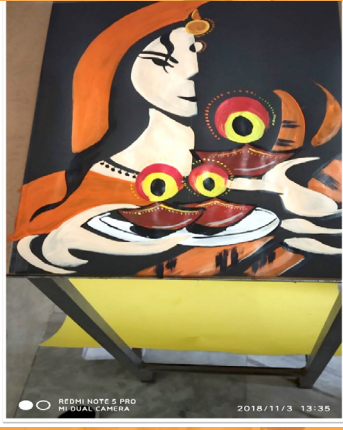
The Management Club of Jharkhand Rai University celebrated “Chhath Mahaparva” on 16 October 2025 to promote awareness of the festival’s cultural and spiritual significance. The event featured Soop Decoration



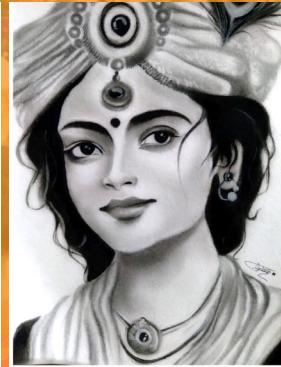
and Chhath Song Singing competitions, attracting enthusiastic participation from students, faculty, and staff. Participants creatively decorated traditional bamboo soops using eco-friendly materials and performed devotional Chhath songs, creating a vibrant and spiritual atmosphere.



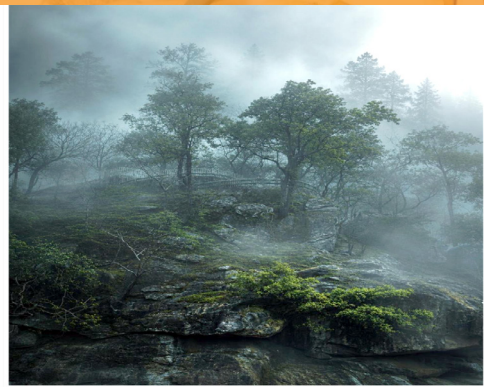
THE ART ALCOVE



Vishnudev Mahato |
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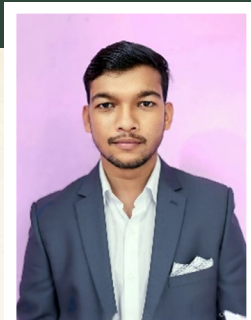
Aritra Ganguli | BB/25/055



Ajeet Kumar | MB/25/037

कैसे कह दूँ मेरा भारत महान

कैसे कह दूँ मेरा भारत महान, जब हर आँखों में बसा है अरमान।
रोजगार की राह में भटकता नौजवान, और कर्ज तले दम तोड़ता किसान।
सीमा पर सैनिक देते बलिदान, भीतर बिकता न्याय, झुकता संविधान।
मेहनत की कीमत होती बेईमान, कैसे कह दूँ मेरा भारत महान।
जाति के नाम पर बँटे इंसान, धर्म के नाम पर जलते मकान।
हिन्दू-मुस्लिम, सिख, ईसाई – सबकी एक पहचान, फिर क्यों नफरत का बनता तूफान।
बेटियाँ आज भी पूछती हैं सवाल, कब तक डर के साए में बीतेगा हर साल?
दिन हो या रात, क्यों छिनता उनका मान? कैसे कह दूँ मेरा भारत महान।
हर हादसे में जलती हैं मोमबत्तियाँ, कुछ दिन गूँजती हैं बस संवेदनाएँ।
फिर खामोशी ओढ़ लेता है सारा जहाँ।
ईसी, ईडी, सीबीआई का होता गुणगान, पर न्याय को तरसता आम इंसान।
कैसे कह दूँ मेरा भारत महान, पर उम्मीद अभी जिंदा है।
जब स्त्री और पुरुष होंगे समान, तभी सजेगा अपना हिन्दुस्तान।
नफरत नहीं, प्रेम बनेगा अभिमान, तभी गर्व से कहेंगे- हाँ, अब मेरा भारत महान।
भारत केवल मिट्टी का नाम नहीं, भारत करोड़ों सपनों की जान है।
कमियाँ हैं, उन्हें मिटाना हमारा काम है, क्योंकि बदलता हुआ भारत ही सच्चे अर्थों में "मेरा भारत महान" है।



Vicky Kumar
(MB/24/012)



Faculty Achievements and Presentations

Dr. Amrita Majumdar

- Delivered a lecture on “Human Capital as the Engine of Rural Development” in the ICSSR-ERC-Sponsored One Day national Seminar held at Sri Ramkrishna Sarada Vidya Mahapitha, Kamarpukur, Hooghly, West Bengal on 6th December 2025 on “Economic Reforms & Rural Development.
- Served as a Reviewer & Track Chair for SIMS 16th Annual International Research Conference on “Wealth and Wellbeing: Transforming Business, Governance and Society for a Resilient Future” organized by Symbiosis Institute of Management Studies (SIMS) Pune from 16th & 17th December 2025
- Delivered a lecture on “Gender-Inclusive Gig Economy: Pathways to Sustainable Rural Growth” in the ICSSR-ERC-Sponsored 46th National Annual Conference 2026 held at Women’s College, Kolkata on 5th & 6th June 2026 on the theme “Economic Development through Gender Inclusive Gig Economy for Sustainable Growth in Rural Areas of West Bengal”
- Served as a Reviewer in the 86th Annual Meeting of the Academy of Management taking place on 31 July-4 August 2026.
- Served as a Judge in the e-Assessment Awards 2026 under the category “Best Transformational Project” at e-Assessment Association, sponsored by British Council.
- Empaneled as a Mentor under the National Mission for Mentoring (NMM) of the National Council for Teacher Education (NCTE), Government of India

Dr. Harmeet Kaur

- Served as the Editor at the International Conference on Innovative Convergence for Sustainable Future (ICICSF-2025) at JRU, Ranchi
- Member of the Board of Studies meeting as a Subject Expert (U.G.) for the Department of B.Com at St. Xavier’s College, Ranchi
- Served as a Resource Person in the 5-Days Short Term Training Programme on Research Methodology and Advanced Techniques in Multivariate Data Analysis at BIT Mesra, Ranchi

- Presented a research paper titled “AI-Driven Risk Mitigation Frameworks in Steel Construction Projects” at International conference on Business Analytics 7 Artificial Intelligence for Sustainable & Entrepreneurial Ecosystem in Management” held on 6th and 7th March 2026 at D.Y.Patil Educational Complex, Pune.
- Presented a research paper titled “Impact of Training and Development on Safety Compliance among Coal Mine Workers: A Systematic Literature Review with Special Reference to Central Coalfields Limited, Jharkhand (2010-2025)” in the Second International Conference on Modern Trends in Engineering, Science, Management and Technology” (MESMT-2026) held on 21st and 22nd March 2026, organized by Tirunelveli Dhaskshina Mara Nadar Sangam College in association with Xavier Institute for Research and Development.
- Served as the Chairperson in the Technical session during the National Conference on “Viksit Bharat @ 2047: Envisioning a Developed Indian for the Centenary Year”, organized by the Department of Commerce and IQAC, Yogoda Satsanga Mahavidyalaya, Ranchi University, Ranchi held on 23rd and 24th May, 2026.
- Participated in the User Awareness Programme on ORCID, IRINS & INFLIBNET Services for Scholarly Communities on 7th Feb, 2026.
- Served as the Chairperson in the International Conference 2026 on “AI Revolution and the Transformation of Business Management and Finance in the 21st Century”, organized by the Faculty of Commerce and Business Management, Sarala Birala University, Ranchi, held on 16th and 17th April, 2026.

Dr. Shilpi Bose

- Served as the Convener of the 7-day National-Level Faculty Development Programme (FDP) on “Outcome-Based Education: The Future of Teaching and Learning” from 22–27 December 2025, jointly organized by Jharkhand Rai University and Research Culture Society.
- Served as Reviewer at the International Conference

on “Innovative Convergence for a Sustainable Future (ICICSF 2025)”, held on 12–13 December 2025 at Jharkhand Rai University.

Mr. Vikrant Kumar Ravi

- Served as the Co-Convener for the International Conference on Innovative Convergence for Sustainable Future (ICICSF-2025) at JRU, Ranchi
- Served as Co-Chairperson at the International Conference 2026 on “AI Revolution and the Transformation of Business Management and Finance in the 21st Century”, held on 16–17 April 2026 at Sarala Birla University, Ranchi.

Mr. Suraj Kumar

- Presented a research paper titled “Impact of Social Media Engagement on Brand Perception and Customer Loyalty in FMCG Products: An Empirical Study in Ranchi District” at the National Conference on “Viksit Bharat @ 2047: Envisioning a Developed India for the Centenary Year”, organized by the Department of Commerce and IQAC, Yogada Satsanga Mahavidyalaya, affiliated to Ranchi University held on 23rd and 24th May, 2026.
- Selected as an Active IJRAR RMS(Reviewer) Member of the esteemed Journal International Journal Of Research And Analytical Reviews IJRAR (Member ID : 120538)

Ms. Akansha Dubey

- Participated in the International Conference 2026 on “AI Revolution and the Transformation of Business Management and Finance in the 21st Century”, held on 16–17 April 2026 at Sarala Birla University, Ranchi.
- Presented a research paper titled “Redefining Education and Skill Development Paradigms for Building a Knowledge-Driven Viksit Bharat @ 2047” at the National Conference on “Viksit Bharat @ 2047: Envisioning a Developed India for the Centenary Year”, organized by the Department of Commerce and IQAC, Yogada Satsanga Mahavidyalaya, affiliated to Ranchi University held on 23rd and 24th May, 2026.

Ms. Rashmi

- Participated as a Delegate in the 10th International

Conference on Human Values in Higher Education (ICHVHE 2025), held from 19–21 December 2025.

- Served as a Resource Person and delivered a lecture on “NITI SASTRA AND YOGA” at IIT (ISM), Dhanbad.
- Awarded with the ‘Best Innovation Ambassador Award’ at IIC Regional Meet at JIS University, Kolkata, held on 25th Nov, 2025

Ms. Satarupa Ganguly

- Served as an External Examiner for the 2nd Semester Practical Examination under the directives of Jharkhand University of Technology at Ramgarh Engineering College, Ramgarh, on 9 October 2025.
- Served as Technical Session Moderator at the International Conference on Innovative Convergence for a Sustainable Future (ICICSF 2025), held on 12–13 December 2025 at Jharkhand Rai University.
- Presented a research paper titled “Tribal Ecologies and Sustainable Living: Literary Representations from Jharkhand and the Chotanagpur Belt” at the Two-day International Seminar on “Ecological Echoes of the Earth: Literature, Culture and Education”, organized by the Department of English and Teacher Education, Nagaland University, held on 5–6 May 2026.

Ms. Priyanka Kumari

- Served as Technical Session Moderator at the International Conference on “Innovative Convergence for a Sustainable Future (ICICSF 2025)”, held on 12–13 December 2025 at Jharkhand Rai University.

Faculty Publications

Prof. (Dr.) Ashfaque Alam

- Alam, A. (2026). Empowering smallholders through collective aggregation: A study of farmer producer organizations in Jharkhand. International Research Journal. ISSN: 2348-6104.
- Alam, A., & Singh, A. (2026). Empowering smallholders through collective aggregation: A study of farmer producer organisations in Jharkhand. Asian Mirror, 13(1), 23–40. ISSN : 2348-6104(P)

- Alam, A., & Kumari, M. (2025). Human resource management approaches in the steel industry: A comparative study of JSPL and BSL. Jamshedpur Research Review, 13(6), Issue 74. ISSN: 2320-2750

Dr. Amrita Majumdar

- Majumdar, A., & Majumdar, S. (2026). Reskilling and upskilling the workforce for AI-augmented roles: Strategies for a human-centric digital future. In Encyclopedia of Modern Artificial Intelligence. IGI Global Scientific Publishing. ISBN13: 9798369356388.

Dr. Harmeet Kaur

- Kaur, H. (2026). Sustainable campus culture: The workplace participation among academic staff in Indian higher education institutions. Advances in Consumer Research. ISSN: 0098-9258.
- Kaur, H. (2026). Exploring the interplay between citizenship behaviour and employee resilience in higher educational institutions (HEIs). Advances in Consumer Research. ISSN: 0098-9258.
- Kaur, H. (2025). A fresh perspective on risk management in steel company construction projects: A comprehensive literature review. International Journal for Innovative Research in Multidisciplinary Research. ISSN: 2455-0620.

Dr. Abhishek Pratap

- Pratap, A. (2025). The role of Tally software in enhancing accounting and inventory management: A case study of Mimec Electronics Ltd. International Journal for Innovative Research in Multidisciplinary Research. ISSN: 2455-0620.
- Pratap, A. (2025). Employee engagement practices: A case study of Pantaloons, Ranchi. International Journal for Innovative Research in Multidisciplinary Research. ISSN: 2455-0620.

Dr. Shilpi Bose

- Bose, S. (2026). Challenges of work-life balance in the IT sector: Project deadlines and crunch culture. International Journal of Creative Research Thoughts. ISSN: 2320-2882.
- Bose, S. (2026). The impact of AI-driven recruitment on diversity and workplace bias. International Journal of Research and Analytical Reviews. P-ISSN: 2349-5138.

- Bose, S. (2026). Challenges and opportunities in work-life balance of medical representatives in pharmaceutical companies: A case study at Ranchi, Jharkhand. International Journal of Scientific Development and Research. ISSN: 2455-2631.

Ms. Agrataa Kashyap

- Kashyap, A. (2026). Bodies that resist: Transgender subtexts and political dissent in Arundhati Roy's The Ministry of Utmost Happiness. International Research Journal of Commerce, Arts and Science. ISSN: 2319-9202.
- Kashyap, A., & Bhattacharya, S. (2026). Between belonging and exile: Transgender and queer marginality in Neel Mukherjee's A Life Apart. International Research Journal of Management Sociology & Humanities, 17(1), 100–113. ISSN (Online): 2277-9809; ISSN (Print): 2348-9359.

Ms. Rashmi

- Rashmi. (2025). Motherhood and female identity in African women fiction. International Journal of Contemporary Research in Multidisciplinary. ISSN: 2583-7397.
- Rashmi. (2025). Leadership lessons from Indian scriptures: An empirical study. The Asian Thinker. ISSN: 2582-1296.

Ms. Satarupa Ganguly

- Ganguly, S. (2026). Haunted borders: Psychological disintegration and identity crisis during the Bengal Partition. In Re-examining identity and performance in the 21st century. Authorpress. ISBN: 978-93-6095-254-9.
- Ganguly, S. (2026). Silenced mothers, speaking texts: Reclaiming tribal maternal voices in contemporary Indian literature. International Journal of Contemporary Research in Multidisciplinary. ISSN: 2583-7397.

Patent

Dr. Harmeet Kaur

Published a National patent titled "Evaluation of Foreign Market Entry Modes : Comparative Analysis of Exporting, Joint Ventures and Direct Investment" in 2025. (Patent No. 202541071196)

Rising Scholars: Our UGC-NET Qualifiers



Student's Achievements : Reflection of Holistic Development

Nidhi Kumari (MBA 2024-26)

- 2nd Runner-up of National Quiz Contest on Official Statistics, organized by Ministry of Statistics and Programme Implementation at National Statistics Office, Ranchi on 18th July, 2025
- Participated in Inter State event organized by Jharkhand State Youth Commission at Ranchi University on 17th & 18th January, 2026

Ritik Khalkho (BBA 2025-29)

- Winner of under - 19 football tournament organized by Indian Games and Sports Federation of India at IPS College, Shivpuri, Gwalior, M.P. on 28th September, 2025

Baleshwar Kujur (BBA 2025-29)

- Winner of football tournament event organized by

NUSRL, Ranchi at NUSRL, Ranchi on 23rd to 26th April, 2026

Jagabandhu Kumar (MBA 2024-26)

- 1st position in Prashnotari Pratigyogita organized by Kautilya Gyaan Kendra, Jharkhand Rai University, Ranchi, held from 14th to 28th September, 2025

Gulabshah Khatoon (BBA 2024-28)

- 1st position in Prashnotari Pratigyogita organized by Kautilya Gyaan Kendra, Jharkhand Rai University, Ranchi, held from 14th to 28th September, 2025

Akash Kumar (MBA 2024-26)

- 1st position in Prashnotari Pratigyogita organized by Kautilya Gyaan Kendra, Jharkhand Rai University, Ranchi, held from 14th to 28th September, 2025

Student's Publication

Nidhi Kumari (MBA 2024-26)

- Kumari, N. (2025). Employee Engagement Practices : A Case Study of Pantaloon's, Ranchi. International Conference on Innovation Convergence for Sustainable Future. ISSN: 2455-0620.
- Kumari, N. (2026). Influence of the Beti Bachao Beti Padhao Scheme on Girls' Education A Field Study in Raja Ulathu, Ranchi. National Conference on "Viksit Bharat @ 2047: Envisioning a Developed Indian for the Centenary Year.

Aman Raj (MBA 2024-26)

- Raj, A. (2025). The Role of Tally Software in Enhancing Accounting and Inventory Management at Mimec Electronics Pvt.Ltd. International Conference on Innovation Convergence for Sustainable Future. ISSN: 2455-0620.

Supriya Bharti (MBA 2024-26)

- Bharti, S. (2026). Redefining Manpower Planning in the Age of Artificial Intelligence. International Conference on AI Revolution and the Transformation of Business, Management & Finance in the 21st Century.
- Bharti, S. (2026). Impact of Emerging Technologies on Workforce Planning in India's Gig Economy under the Digital India Mission. National Conference on "Viksit Bharat @ 2047: Envisioning a Developed Indian for the Centenary Year.

Jagbandhu Kumar (MBA 2024-26)

- Kumar, J. (2026). Regulatory Framework of Derivative Trading in 21st Century India: An Analysis of AI Revolution, Technological Transformation and Regulatory Challenges . International Conference on AI Revolution and the Transformation of Business, Management & Finance in the 21st Century.

Manish Kumar Rana (MBA 2024-26)

- Rana, M. K. (2026). A Study on Women's Economic

Empowerment under National Rural Livelihood to Viksit Bharat with Reference to Raja Ulathu Village, Jharkhand. National Conference on "Viksit Bharat @ 2047: Envisioning a Developed Indian for the Centenary Year.

Rupa Baraik (MBA 2024-26)

- Baraik, R. (2026). A Study on Women's Economic Empowerment under National Rural Livelihood to Viksit Bharat with Reference to Raja Ulathu Village, Jharkhand. National Conference on "Viksit Bharat @ 2047: Envisioning a Developed Indian for the Centenary Year.

Punam Mahto (MBA 2024-26)

- Mahto, P. (2026). A Study on Women's Economic Empowerment under National Rural Livelihood to Viksit Bharat with Reference to Raja Ulathu Village, Jharkhand. National Conference on "Viksit Bharat @ 2047: Envisioning a Developed Indian for the Centenary Year.

Kundan Kumar (MBA 2024-26)

- Kumar, K. (2026). A Study on the Role of Rural Infrastructure in Improving the Quality of Life in Raja Ulathu. National Conference on "Viksit Bharat @ 2047: Envisioning a Developed Indian for the Centenary Year.

Kanish Sharma (MBA 2024-26)

- Sharma, K. (2026). A Study on the Role of Rural Infrastructure in Improving the Quality of Life in Raja Ulathu. National Conference on "Viksit Bharat @ 2047: Envisioning a Developed Indian for the Centenary Year.

Niraj Kumar (MBA 2024-26)

- Kumar, N. (2026). Farming Practices and Challenges in Dabar Toli, Ranchi: A Descriptive Study of Farmers. National Conference on "Viksit Bharat @ 2047: Envisioning a Developed Indian for the Centenary Year.

Registered Startups (AY 2025-26)

Sl.	Name	Enrollment No.	Name of the Start-up	Startup Registration No.	Nature of Start-up
1	Sonali Kumari	Mb/19/046	Civiltech Consultannts Llp	Udyam-Jh- 20-0119837	Limited Liability Partnership
2	Anand Kumar	Mb/23/068	Maa Karma Mata Enterprises	Udyam - Jh-22-0007421	Product And Service Base
3	Niranjan Kumar	Mb/22/050	Veena Textile	Udyam - Jh-20-0041325	Textile

Career Compass

Apprenticeship Embedded Degree Programme

In alignment with the vision of the National Education Policy (NEP) 2020, the Department of Commerce & Management has incorporated the Apprenticeship Embedded Development Programme (AEDP) into its course curriculum, enabling students to gain practical industry exposure alongside academic learning. Under the programme, 16 undergraduate students joined a six-month apprenticeship this year with organisations including Concentrix, Tata Steel, Flairs, S.N. Rajgharia & Co., and Mohindra & Associates, gaining hands-on experience and an opportunity to apply classroom learning in professional settings.

Star Placements of 2025-26



Supriya Bharti (MBA)
OdNest Edutech Private Limited
CTC : 8.00 LPA



Harish Kumar Kushwaha (MBA)
Mindseekers Technologies Private Limited
CTC : 8.00 LPA



Priyanshu Kumar (BBA)
Mindseekers Technologies Private Limited
CTC : 8.00 LPA



Mohammad Rizwan (BBA)
Mindseekers Technologies Private Limited
CTC : 8.00 LPA



Abhijeet Prasad (BBA)
Mindseekers Technologies Private Limited
CTC : 8.00 LPA



Sumit Kumar (BBA)
Mindseekers Technologies Private Limited
CTC : 8.00 LPA

A Few of Our Placement Partners



VOICE CONNECT

Parents



Mr. Ravindra Kumar
Singh
(Father of Aradhya Singh
-MB/25/122)

I am extremely satisfied with my decision to admit my child to this university. It offers quality education in a disciplined and supportive environment, with well-maintained hostel facilities and nutritious food. The faculty members are knowledgeable, approachable, and genuinely committed to students' growth. Beyond academics, the university encourages participation in extracurricular activities, helping students build confidence and develop essential life skills.



Mrs. Manita
Kumari
(Mother of Rani Kumari
-BCOM/TAX/25/014)

As a mother, I am delighted with my decision to choose Jharkhand Rai University for my daughter's graduation. The university provides a safe, supportive, and inspiring learning environment with dedicated faculty who genuinely care about students' academic and personal growth. Seeing my daughter's confidence, skills, and overall personality develop has been truly rewarding. I am confident the university will continue to prepare her for a successful and meaningful future..

Alumni



Mr. Ashutosh Kumar Pandey
(Customer Relationship
Manager (CRM), Ujjivan
Small Finance Bank-MBA
2022-24)

My name is Ashutosh Kumar Pandey, and I am an MBA graduate from Jharkhand Rai University, currently working as a Customer Relationship Manager at Ujjivan Small Finance Bank. I started my career through JRU's campus placement as an Executive Trainee and steadily progressed to ACRM and then CRM. The academic exposure, extracurricular opportunities, and mentorship I received at JRU played a significant role in building my confidence and leadership skills. I am especially thankful to my mentor, Rashmi Raj Ma'am, and to the university for providing a strong foundation that continues to support my professional growth.



Ms. Jyotsna
Kumari
(Senior Associate, Infosys
BPM Ltd. -MBA 2016-18)

Jharkhand Rai University provided me with numerous opportunities to participate in academic, extracurricular, and co-curricular activities that contributed significantly to my personal and professional growth. My time at JRU taught me that college life is about much more than academics—it is about embracing challenges, learning from both success and failure, and building confidence in one's abilities. These experiences strengthened my resilience, leadership, and self-belief, preparing me to face the professional world with determination and a commitment to excellence. I am grateful to JRU for laying a strong foundation for my career and personal development.

Students



Ritika Raj (BCOM/TAX/25/)
2025–2028

My experience at the university has been positive. The faculty members are supportive and always willing to help students. The mentorship system is especially helpful as mentor's patiently clear doubts and provide guidance whenever needed. The university also organizes various competitions and activities that encourage learning, skill development, and overall personality growth.



Prachi Kumari (BBA/25/042)
2025–2028

The Department of Commerce and Management at Jharkhand Rai University fosters an excellent academic environment. The faculty members are highly supportive and knowledgeable. The mentorship program is exceptional in supporting student's development. The university provides commendable facilities and overall it offers a rewarding and enriching educational experience.



Aniket Sarangi (MB/25/049)
2025-2027

Being a part of Jharkhand Rai University has been a truly enriching and transformative experience. The university has played a significant role in shaping both my technical knowledge and soft skills. Through a well-structured curriculum, practical learning opportunities, workshops, seminars, presentations, and industry interactions, I have gained the confidence and competence needed to face professional challenges.

YEAR OF ESTABLISHMENT 2012

Mission:

1. To educate and equip diverse group of students with the analytical ability, management perspectives, knowledge and skills required to deal with the challenges of today's global business environment.
2. Encourage academic research, innovative thinking & self-employment through entrepreneurship.
3. To make each student proficient in synthesizing and analyzing information and be ethical, socially responsible, and just when making business decisions.

Vision:

To evolve as an institute of academic excellence and develop students who serve the society by being a leading Centre of knowledge creation and communication in the area of Commerce and Management

Programs Offered:

- Doctor Of Philosophy
- Master Of Business Administration
- Bachelor Of Business Administration
- Bachelor Of Commerce



Editorial



Ms. Satarupa Ganguly
Assistant Professor
Faculty of Commerce & Management

Dear Readers,

It gives us immense pleasure to present the first edition of REFLECTIONS the newsletter of the Department of Commerce & Management. This first issue is a reflection of how our students learn, grow, and engage—not only within the classroom but also with industry, the community, and the world around them.

We strive to make learning experiential and connected to the world beyond the classroom. From conferences, educational excursions, development programs, industry visits, expert sessions, workshops, apprenticeships, and hands-on learning to innovation and entrepreneurship activities, our focus has been on helping students connect academic concepts with real-world situations. Our alumni mentorship initiative has further strengthened this approach by bringing students closer to the experiences and insights of those who have already entered the professional world.

Our engagement extends beyond academics. Through community-based projects, health camps, welfare awareness initiatives, and field research, students have had opportunities to understand social realities and contribute in meaningful ways. At the same time, celebrations such as Shakti Sangam and Chhath Mahaparva have allowed us to stay connected with our cultural roots and celebrate the values of tradition, participation, and togetherness.

This newsletter brings these moments together—the learning, the questions, the experiences, and the people who make our department what it is. As we begin this journey with the first edition of REFLECTIONS, we hope it becomes a space that captures our progress and continues to grow with every new chapter.

Happy Reading!

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