



TULA'S NAAC A+

DEHRADUN

NBA
B.TECH CSE | 2024-2027

परिचय

GRADUATE SCHOOL OF BUSINESS

Way to Future



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OVERVIEW

Welcome to the Fifth Edition of “परिचय”, a bi-annually magazine published by Graduate School of Business, Tula’s Institute. Our department is committed to building a community of inventive thinkers, creative problem solvers and effective leaders. We strive to provide our students with an extensive education in the field of management that will prepare them to flourish in today's fast-paced corporate environment. In this edition, we look at the issue of "Emotional Intelligence (EI)" and its significance. Our authors share their perspectives and experiences regarding how EI influence leadership, teamwork, and decision-making. This edition also takes you through the glimpses of various activities events that have taken place in our department, including guest lectures, industry visits and workshops etc. We had the privilege of hosting renowned experts and thought leaders who have shared their expertise and inspired our students. We hope you enjoy reading this edition of our magazine and gain valuable insights. Happy reading, and we look forward to your feedback and contributions to our future editions!



GSB VISION & MISSION



DEPARTMENTAL VISION

To emerge as a globally recognised centre for skilled human capital development, inculcating a culture of research and innovation in business administration & entrepreneurship with ethical values.

DEPARTMENTAL MISSION

- To develop skilled professionals with strong analytical, technical, and behavioral competencies, enhancing their problem-solving ability to thrive in global business dynamism
- To equip learners with analytical tools and decision-making abilities for solving complex managerial problems
- To nurture entrepreneurial mindsets by fostering employment and ethical business practices.
- To encourage research and innovation in collaboration with industries.
- To create an inclusive and diverse learning environment fostering teamwork and leadership.

GSB MEMO

EMOTIONAL INTELLIGENCE IN MANAGEMENT

“Your degree may open the door, but your emotional intelligence determines how far you go.”

For MBA students, success extends beyond academic excellence to the ability to understand emotions, build relationships, and lead with empathy. Emotional Intelligence enables students to manage stress, collaborate effectively, and make responsible decisions.

At the Graduate School of Business, Tula's Institute, students are empowered through experiential learning and value-based education to develop these vital skills, preparing them to emerge as emotionally intelligent leaders in the corporate world.

EMOTIONAL INTELLIGENCE IN LEADERSHIP:

— THE KEY TO SUCCESS —



GSB FAMILY

G S B



DR. ARGHYA SARKAR
(ASSISTANT PROFESSOR & HOD)



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MR. VARUN KUMAR
(ASSISTANT PROFESSOR)

Our faculty remain committed to academic excellence, ethical leadership and the holistic development of learners.

FROM THE HOD DESK



DR. ARGHYA SARKAR
(ASSISTANT PROFESSOR & HOD)

“Emotional intelligence is the ability to understand yourself and others, and to use that understanding to guide thought and action.”

With great pride and enthusiasm, I present the latest edition of GSB Magazine, thoughtfully curated around the theme of Emotional Intelligence—a core competency for effective leadership and responsible management. Emotional intelligence plays a vital role in everyday life by enabling individuals to manage stress, regulate emotions, and build meaningful relationships. It promotes self-awareness, empathy, and emotional resilience, which are essential for personal well-being, balanced decision-making, and effective

social interactions. At the workplace, Emotional Intelligence is a key enabler of leadership effectiveness, teamwork, and organisational harmony. Recognising its growing importance, the Graduate School of Business places a strong emphasis on the development of soft skills alongside rigorous domain knowledge and technical competencies. Through structured pedagogical practices, experiential learning, and continuous mentoring, students are systematically nurtured in areas such as communication, empathy, adaptability, and emotional regulation. This integrated approach has positively contributed to improved academic performance, enhanced workplace readiness, and confident professional conduct among students, reinforcing the institution's commitment to developing well-rounded, emotionally intelligent management professionals.

Happy reading!

MESSAGE FROM EDITOR



**DR. AKANSHA GAUTAM
(ASSOCIATE PROFESSOR)**

Greetings, Readers

"In an increasingly complex world, the ability to understand people is as important as the ability to understand business."

The latest edition of परिचय is thoughtfully curated around the theme Emotional Intelligence in Management, reflecting the growing recognition of human-centric leadership in contemporary business environments. This issue brings together a rich blend of articles, reflections, poetry, illustrations, and creative expressions that

underscore the significance collectively of self-awareness, empathy, ethical judgment, and interpersonal sensitivity in managerial practice. As organizations navigate complexity, change, and diversity, emotional intelligence has emerged as a critical capability influencing leadership effectiveness, teamwork, and sound decision-making. The contributions featured in this edition explore how understanding oneself and others enables professionals to build trust, foster collaboration, and lead responsibly.

Through this issue, परिचय seeks to encourage students to look beyond technical proficiency and engage with the human dimensions of management. It is our hope that readers find both inspiration and insight, and that this edition reinforces the value of emotional intelligence as an essential professional competence for sustainable success and meaningful leadership.

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MASTERCLASS

On 29 August 2025, a masterclass on “Branding a Start-Up Through Digital Tools” was conducted by Dr. Vikas Kumar, focusing on the use of digital platforms and social media to build strong start-up brands. The session provided students with practical insights into enhancing brand visibility and market presence through digital strategies.



On 19 September 2025, a session on “Future of Work: Digitalization-Based Sustainability” was conducted by Dr. Amit Kumar Pathak, focusing on how digital technologies are transforming workplaces while supporting sustainable business practices. The session highlighted the role of digital tools in enhancing efficiency, adaptability, and long-term organizational sustainability.

On 17 November 2025, a session on “Data-Driven Sustainability Strategies” was conducted by Dr. Moinak Maiti, focusing on the use of data and analytics to support sustainable decision-making. The session highlighted how organizations can leverage data to optimize resources, reduce environmental impact, and drive long-term sustainable growth.



LEADERSPEAK



On 28 August 2025, “Project Wise: Learn, Lead and Launch” was conducted by Mr. Sudarshan Bailey as a session on project management, focusing on planning, execution, and leadership in projects. The session provided students with practical insights into managing projects effectively and translating ideas into successful outcomes.

On 06 October 2025, a session titled “Pharma Industry: A New Window for the HR Profession” was conducted by Ms. Garima Singh to highlight emerging opportunities for HR roles in the pharmaceutical sector. The session offered insights into industry-specific HR practices, talent management, and the evolving strategic role of HR in supporting growth and compliance within the pharma industry.



On 20 November 2025, a session titled “The Business Edge: Harnessing Data Analytics for Strategic Advantage” was conducted by Mr. Abhiroop Ghosh to emphasize the role of data analytics in informed decision-making. The session highlighted how organizations can leverage data-driven insights to enhance competitiveness, improve performance, and achieve strategic business outcomes.

The Graduate School of Business, Tula’s Institute, organized an Alumni Interaction Session on 27 March 2025, featuring Ms. Ramyata Singh, Recruitment Research Analyst at Ally. She shared insights on her professional journey, key employability skills, and industry expectations, while guiding students on recruitment processes, resume building, and interview strategies.



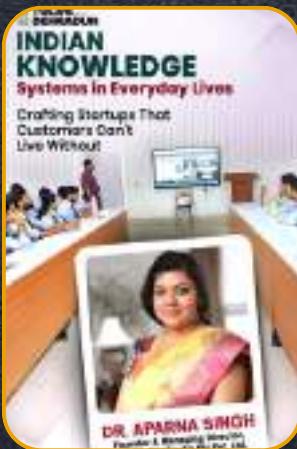
CLUB ACTIVITIES



Glimpse of Mystery Product Pitch conducted by Creative Edge



Glimpse of Finquiz, Investor's Week, Financial Chardes
conducted by Wealth Wizard



Glimpse of Investors Den & Workshop conducted by InspireX

CLUB ACTIVITIES



People's Pulse, Debattle & Workshop conducted by Visionaries



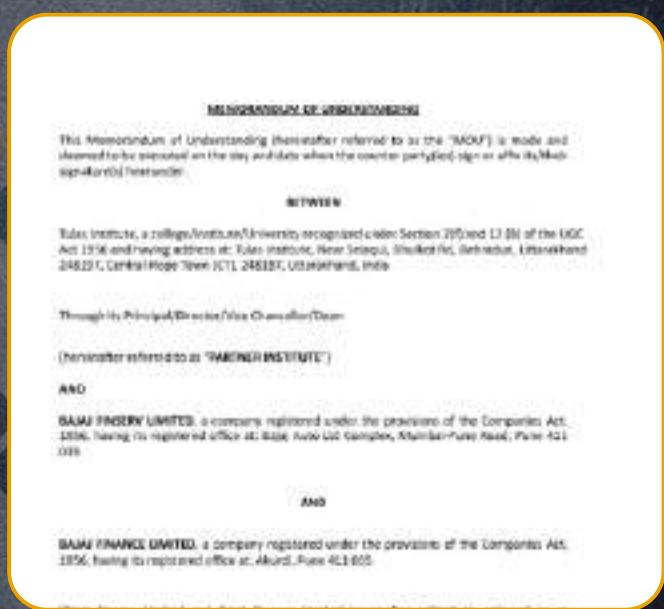
Workshop on SPSS conducted by Matrix



AD Spark Design Thinking Workshop conducted by Nexus

INDUSTRIAL TIE-UPS

Tula's Institute, Dehradun, has formally entered into a Memorandum of Understanding (MoU) with Bajaj Finserv Limited and Bajaj Finance Limited to strengthen industry-academia collaboration. The MoU is intended to facilitate academic enrichment, industry interaction, and skill development initiatives for students, thereby enhancing their professional competencies and employability. This collaboration underscores the institute's commitment to aligning academic excellence with industry standards and fostering experiential learning opportunities.



Tula's Institute, Dehradun, has signed a Memorandum of Understanding (MoU) with MindClub Foundation, a not-for-profit organization recognized and empanelled by the National Stock Exchange (NSE), to promote investor awareness and financial literacy initiatives. The collaboration aims to organize structured Investor Awareness Programs (IAPs) and financial education activities to enhance financial knowledge among students and faculty. The MoU also extends to cooperation in internships, career opportunities, faculty development, student engagement programs, and finance club initiatives, reinforcing the institute's commitment to experiential learning and financial awareness.

INDUSTRIAL TRAINING

The Graduate School of Business, Tula's Institute, Dehradun, conducted a workshop on “Design and Structure of LinkedIn Profiles” on 15 September 2025 for MBA First Year students. The session was led by Mr. Raj Santra, COO & CTO, B-School Bulls, who emphasized the role of LinkedIn as a vital tool for professional branding and career advancement. The workshop provided practical guidance on creating impactful profiles, improving online visibility, and leveraging the platform for networking, internships, and placement opportunities, thereby strengthening students’ career readiness in a competitive job market.



The Graduate School of Business, Tula's Institute, Dehradun, conducted a one-day workshop on “Effective Use of Social Media for Self-Branding” on 18 September 2025 for MBA First Year students. Led by Dr. Karminder Ghuman, Strategic Advisor, B-School Bulls, the session highlighted the strategic use of social media platforms for personal branding, career visibility, and professional growth, equipping students with practical insights for effective digital presence.



The Graduate School of Business, Tula's Institute, organized an Add-on Certification Program on Data Analytics for MBA 2nd Year students from 17–26 November 2025, led by Mr. Shubham Thapa of United Resourcing Services Pvt. Ltd. The program introduced students to data-driven decision-making through practical exposure to analytical tools, real-world datasets, and data visualization, enhancing their understanding of analytics in modern business and industry readiness.



The Graduate School of Business, Tula's Institute, organized an Add-on Certification Course on “BFSI – Architecture 2025” for MBA Ist Year students from 22–25 September 2025. Conducted by Mr. Ankur Bhatnagar and Mr. Abhishek Singh, the program offered insights into the structure, trends, and digital transformation of the BFSI sector, with a focus on e-commerce analysis and data-driven decision-making. The sessions helped students understand the integration of financial analytics and digital marketing, equipping them with relevant skills to navigate the evolving, technology-driven financial ecosystem.



In addition to technical and professional skill development, students are provided exposure to foreign language learning through structured French language classes. These sessions are designed to help students acquire basic communication skills, enhance linguistic proficiency, and develop cultural awareness relevant to global workplaces. Learning an additional language such as French broadens students' career opportunities, strengthens their confidence, and adds value to their overall professional profile, thereby supporting their readiness for diverse industry environments.



FACULTY SPOTLIGHT



DR. PARIKSHIT KALA
(PROFESSOR)

Importance of Spirituality in Human lives – A Modern Day Approach

Today in the modern scenario spirituality plays an important role in everybody's life. Life has become very complex. We all are running for huge competition which is existing around us in the market. Survival of the fittest is nowadays punch line. We all are working very hard for making our life smooth full of money and desires. In this process we are exerting great pressures and stress on us resulting in anxiety and stress related diseases. In the modern management exercised in the companies today corporate giants understand the relevance of spirituality and are finding methods such as yoga, meditation to cope this environment. By doing so they are exercising the need and importance among their employees and motivating them in understanding spirituality. Different Peer Groups of Sadhu's and Sanyasis today in their lectures are guiding our generation correctly when it comes to spirituality integrated with their modern lifestyles. In this research paper the author points out some relevant facts and figures of spirituality which when used in our modern lifestyles can make us a better human being.



FACULTY SPOTLIGHT



MR. VARUN KUMAR
(ASSISTANT PROFESSOR)

Reimagining Innovation: Design Thinking Through the Lens of Indian Knowledge Systems (IKS)

"True innovation is not the rejection of the past, but the intelligent remembrance of it."

In the global race for innovation, speed often overshadows wisdom. Yet, some of the most sustainable and resilient solutions emerge when modern design thinking meets ancient intelligence. Indian Knowledge Systems (IKS) offer a timeless foundation of holistic thinking, systems orientation, and human-nature harmony—principles that align seamlessly with contemporary innovation frameworks. Design thinking emphasizes empathy, iteration, and problem reframing. IKS enriches this process by introducing contextual awareness, ethical balance, and long-term impact. Together, they form an innovation model that is not only user-centric but also society-centric.

"When innovation remembers its roots, it grows without losing balance."

IKS as a Source of Empathy

Traditional Indian practices—from Ayurveda to Vastu and Gurukul pedagogy—begin with deep observation of human behavior and environmental rhythms. This mirrors the empathy stage of design thinking, where understanding lived experiences becomes the seed of meaningful solutions.

Systems Thinking and Circularity

IKS inherently views problems as interconnected systems rather than isolated events. This systemic lens strengthens ideation and prototyping by encouraging circular solutions—minimizing waste, respecting resources, and enhancing sustainability.

"Design that respects cycles lasts longer than design that chases trends."

Innovation Rooted in Purpose

Unlike short-term, market-driven innovation, IKS-inspired design thinking focuses on dharma—right action. Solutions are evaluated not only on feasibility and desirability, but also on their ethical and societal consequences.

Incorporating IKS into design thinking is not about nostalgia—it is about relevance. It empowers innovators to build solutions that are technologically advanced yet culturally grounded.

"The future belongs to those who innovate forward while thinking deeply."

FACULTY ACHIEVEMENT



FACULTY ACHIEVEMENT



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FACULTY ACHIEVEMENT

30+X+30



ACADEMIC ACCOLADES



The Faculty of Management Studies at Jagan Nath University, Jaipur, hosted its prestigious annual national-level paper presentation event, "Xpression," on December 5th and 6th, 2025. The students from Graduate School of Business along with faculties participated on theme, "The Indian Knowledge System (IHS): Rediscovering Ancient Wisdom for Contemporary Management," seeked to bridge the gap between India's rich intellectual heritage—found in texts like the Arthashastra and Bhagavad Gita—and modern business challenges. By exploring concepts such as Dharma (duty) and Samatva (balance), the event encourages UG, PG, and Ph.D. scholars to propose value-based management models that prioritize ethics, sustainability and mindful leadership over mere profit maximization.

The competition features a diverse array of sub-themes, including leadership lessons from Indian epics, ethical governance and indigenous economic models. The best paper award was awarded to the Group 2 under Faculty supervisor- Dr. Akansha Gautam



ACADEMIC ACCOLADES



RISING STARS

EMOTIONAL INTELLIGENCE – CONCEPT, COMPONENTS, AND IMPORTANCE

Emotional Intelligence refers to the ability of an individual to recognize, understand, manage, and effectively use emotions in oneself as well as in others. The concept was popularized by psychologist Daniel Goleman, who emphasized that emotional intelligence is as important as cognitive intelligence for personal success, professional growth, and social harmony. In today's dynamic and competitive world, emotional intelligence plays a crucial role in shaping behavior, decision-making, and interpersonal relationships.

At its core, emotional intelligence involves being aware of emotions and responding to them appropriately rather than reacting impulsively. It enables individuals to handle stress, communicate effectively, empathize with others, overcome challenges, and resolve conflicts constructively. Unlike IQ, which remains relatively stable throughout life, emotional intelligence can be learned and developed through practice and experience. Daniel Goleman identified five key components of emotional intelligence. The first is self-awareness, which refers to recognizing one's own emotions, strengths, weaknesses, values, and their impact on others. Self-aware individuals understand how their feelings influence their thoughts and actions. The second component is self-regulation, which involves controlling negative emotions such as anger, anxiety, and frustration. People with strong self-regulation skills remain calm under pressure and think before acting.

The third component is motivation, which relates to an individual's inner drive to achieve goals with optimism and persistence. Emotionally intelligent individuals are motivated by personal growth rather than external rewards alone. The fourth component is empathy, the ability to understand and share the feelings of others. Empathy helps individuals build strong relationships, show compassion, and respond sensitively to others' needs. The final component is social skills, which include effective communication, teamwork, leadership, and conflict management. The importance of emotional intelligence extends across all aspects of life. In the workplace, emotionally intelligent employees are better team players, leaders, and problem-solvers. They adapt more easily to change, manage stress effectively, and maintain positive relationships with colleagues and clients. Leaders with high emotional intelligence inspire trust, motivate employees, and create a healthy work environment. In education, emotional intelligence helps students manage academic stress, build confidence, and develop positive social interactions. It also plays a vital role in personal life by improving relationships, enhancing emotional well-being, and promoting mental health. In conclusion, emotional intelligence is a vital life skill that contributes to personal effectiveness, professional success, and social well-being. By developing emotional awareness, empathy, and emotional regulation, individuals can lead balanced, productive, and fulfilling lives.



**SANABOIYNA SURYA
VENKATESH
(STUDENT OF MBA)**

RISING STARS

EMOTIONAL INTELLIGENCE: THE HUMAN SKILL THAT DEFINES THE FUTURE OF HR

"In Human Resources, emotional intelligence is not a soft skill—it is a leadership skill."

In contemporary organizational environments, Human Resource Management has undergone a significant transformation. No longer confined to administrative responsibilities, the HR function now plays a strategic role in shaping organizational culture, employee engagement, and leadership development. Within this evolving framework, emotional intelligence has emerged as a critical competency for HR professionals.

Emotional intelligence may be defined as the capacity to recognize, understand, and regulate one's own emotions while also being sensitive to the emotions of others. In the context of Human Resources, this capability is essential, as HR professionals regularly engage with employees in situations that involve stress, conflict, motivation, and change. Effective emotional management enables HR to respond with fairness, professionalism, and ethical judgment.

Evolution of the HR Function

The modern HR role extends beyond policy formulation and compliance management. HR professionals are increasingly responsible for talent acquisition, performance management, employee relations, and organizational development. These responsibilities require not only technical expertise but also emotional awareness and interpersonal competence.

Situations such as performance evaluations, grievance handling, workforce restructuring, and leadership coaching involve complex emotional dynamics. Emotional intelligence allows HR professionals to navigate these situations thoughtfully, ensuring that decisions are both organizationally sound and humanely executed.

Significance of Emotional Intelligence in HR Practices

Emotional intelligence contributes directly to the effectiveness of HR practices. Self-awareness enables HR professionals to identify personal biases and maintain objectivity in decision-making. Self-regulation ensures emotional stability during high-pressure situations, thereby promoting consistency and professionalism. Empathy plays a pivotal role in employee relations by fostering trust and open communication. Social skills facilitate constructive dialogue between management and employees, reducing workplace conflicts and strengthening collaboration. Collectively, these dimensions enhance HR's ability to support both individual and organizational goals.

Conclusion

Emotional intelligence constitutes a fundamental pillar of effective Human Resource Management. It enables HR professionals to align organizational objectives with employee well-being, thereby promoting sustainable growth. As workplaces continue to evolve, emotional intelligence will remain central to HR leadership, ensuring that organizations remain both productive and people-oriented.



AASHI KASHYAP
(STUDENT OF MBA)

RISING STARS

EMOTIONAL INTELLIGENCE: THE POWER BEYOND IQ

In a world that constantly measures success through grades, ranks, and achievements, we often forget one silent yet powerful skill that shapes our lives—Emotional Intelligence (EI). While Intelligence Quotient (IQ) may help us clear exams, Emotional Intelligence helps us navigate life. Emotional Intelligence is the ability to understand, manage, and express our own emotions, while also being sensitive to the emotions of others. It influences how we communicate, handle stress, make decisions, and build relationships. In simple words, it is about being smart with emotions. College life is the perfect stage where emotional intelligence plays a crucial role. From academic pressure and competitive environments to friendships, heartbreaks, and career anxiety—emotions are everywhere. A student with high emotional intelligence can stay calm during exams, accept failure with maturity, and learn from criticism instead of breaking down. One of the most important aspects of emotional intelligence is self-awareness. Knowing what we feel and why we feel it gives us control over our reactions. When we recognize our emotions, we stop blaming others and start understanding ourselves better. This self-awareness gradually leads to self-regulation, where we learn to pause, think, and respond wisely rather than reacting impulsively. Another key element is empathy—the ability to understand others' feelings. Empathy builds strong friendships, improves teamwork, and creates a positive environment. In classrooms, hostels, or group projects, emotionally intelligent students listen more, judge less, and support others during tough times. In today's professional world, emotional intelligence is no longer optional. Employers look for individuals who can collaborate, communicate effectively, manage stress, and adapt to change. Technical skills can be taught, but emotional intelligence comes from practice, reflection, and real-life experiences. The good news is that emotional intelligence is not fixed. It can be developed by observing our emotions, practicing patience, listening actively, and learning from mistakes. Small efforts like controlling anger, being kind, and respecting different perspectives go a long way. In conclusion, emotional intelligence is the bridge between knowledge and wisdom. It helps us become not just successful professionals, but also balanced, compassionate human beings. In a world full of noise, emotional intelligence teaches us how to understand ourselves—and others—better.



AAKASH
(STUDENT OF MBA)

RISING STARS

ROLE OF EMOTIONAL INTELLIGENCE IN PERSONAL AND PROFESSIONAL SUCCESS

Emotional Intelligence has emerged as one of the most significant determinants of success in both personal and professional life. While technical knowledge and intellectual ability are important, emotional intelligence enables individuals to apply these skills effectively in real-life situations. It influences how people manage emotions, interact with others, make decisions, and cope with challenges. In personal life, emotional intelligence plays a key role in maintaining emotional balance and healthy relationships. Individuals with high emotional intelligence are better at understanding their emotions and expressing them in constructive ways. They can manage stress, overcome emotional setbacks, and maintain optimism during difficult times. Emotional intelligence also helps in developing empathy, which strengthens relationships with family, friends, and society. By understanding others' emotions, individuals become more supportive, patient, and compassionate. One of the major benefits of emotional intelligence in personal life is improved mental health. People with strong emotional regulation skills are less likely to experience chronic stress, anxiety, and emotional burnout. They are capable of identifying emotional triggers and responding calmly rather than reacting impulsively. This self-control leads to greater emotional stability and overall well-being. In professional life, emotional intelligence is a critical factor for career success. Modern organizations value employees who can work collaboratively, adapt to change, and handle workplace pressures effectively. Emotionally intelligent employees communicate clearly, resolve conflicts peacefully, and build positive relationships with colleagues and superiors. These qualities enhance teamwork and organizational productivity. Leadership effectiveness is strongly linked to emotional intelligence. Leaders with high EI inspire and motivate their teams by understanding employees' emotions, needs, and concerns. They create a supportive work environment where employees feel valued and respected. Such leaders handle criticism constructively, make balanced decisions, and manage crises with confidence and composure. Emotional intelligence also enhances decision-making skills. By understanding emotional influences, individuals can make rational and ethical decisions rather than being driven by fear, anger, or stress. Developing emotional intelligence is therefore essential for individuals seeking holistic development and sustainable success in today's complex world.



**NEHA BHAGAT
(STUDENT OF MBA)**



DAY: 1

GET A GLANCE

Utkrisht, a premier technical festival, is a 2-day extravaganza held every year at Tula's Institute. The festival is a celebration of technology and innovation, offering a diverse range of events and competitions that cater to the interests of students from various departments. Utkrisht provides a platform for individuals to showcase their skills, learn from others, and foster creativity, teamwork, and problem-solving abilities.

NAAC A+

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During the festival, students participate in different departmental events and fun games, competing against each other to win trophies, certificates, and cash prizes. The events are designed to test their technical skills, knowledge and innovation, and provide a unique opportunity for students to demonstrate their talents.





DAY: 2

The center-stage events are a major highlight of the festival, featuring competitions. These events offer students a chance to win cash prizes and are extremely popular among the participants. The festival also features workshops, seminars and guest lectures by industry experts, providing students with a unique opportunity to learn from the best in the field.



Utkrisht is a fun, engaging and enriching experience for all attendees, offering a unique blend of technology, innovation and entertainment. The festival is a testament to the institute's commitment to fostering innovation, creativity, and technical excellence among its students. By participating in Utkrisht, students gain valuable experience, develop new skills, and build lasting connections with their peers and industry experts.

AIMA EVENTS

GSB, TULA'S INSTITUTE HOSTS AIMA STUDENT MANAGEMENT QUIZ WITH PARTICIPATION FROM 189 TEAMS

The Graduate School of Business (GSB), Tula's Institute, in collaboration with the All India Management Association (AIMA), successfully hosted the Regional Round of the AIMA Student Management Quiz (SMQ 2025–26) on 25th November at Dehradun, witnessing participation from 189 teams representing 13 reputed universities and institutions across the region. The event provided a dynamic and intellectually stimulating platform for students to showcase their managerial knowledge, analytical thinking, and decision-making skills. Graced by senior institutional leaders and AIMA representatives, the quiz was conducted with academic rigour by Quiz Master Kamal Bagga, ensuring an engaging experience for all participants. DBS emerged as the winner, followed by IMS as the first runner-up, while Tula's Institute secured the second runner-up position. The competition reinforced GSB's commitment to experiential learning and its active association with AIMA in promoting management education and academic excellence at a national level.



INDUSTRIAL VISITS

VISIT TO SOFTWARE TECHNOLOGY PARKS OF INDIA (STPI)

An Industrial Visit was organized for MBA 1st Year students to Software Technology Parks of India (STPI), Dehradun. The visit was conducted to provide students with practical exposure to the IT and software industry. During the visit, students learned about the role of STPI in promoting the IT ecosystem, industry infrastructure, and professional work culture. They also gained insights into how theoretical concepts are applied in real industry settings through observation and interaction, making the visit a valuable experiential learning activity.



FINOLEX CABLES PVT. LTD, ROORKEE

The Graduate School of Business organized an industrial visit for MBA II Year students to Finolex Cables Pvt. Ltd., Roorkee, to provide practical exposure to cable manufacturing, supply chain and quality practices. The visit included a guided plant tour and an interactive session by Mr. Sanjay Bharatwal on key managerial functions, offering valuable industry insights and practical learning.



VISIT TO INDUSTRIAL VISIT TO HIMALAYA WELLNESS COMPANY, DEHRADUN

The MBA 2nd Year students of Tula's Institute, Dehradun visited Himalaya Wellness Company, Dehradun, as part of their industrial exposure program. The visit provided valuable insights into the functioning of a renowned wellness and pharmaceutical company. Upon arrival, the students were warmly received by Dr. Jahangir Ahmed, QA Head of the plant, who welcomed them and provided an overview of the company. The visit commenced with a documentary screening on Himalaya Wellness, which highlighted the company's history, mission, and commitment to Ayurvedic and herbal healthcare.



WHAT'S NEXT!

Get ready for an action-packed months ahead at Tula's Institute! Here are the exciting events that are just around the corner:

Student Management Quiz - AIMA

**Financial Literacy Workshop sponsored by
Aditya Birla Group**

Brand, Baja, Bazar: A marketing event

Advertising Film festival

InspireX - Ideathon

Scale Craft Studio - Matrix

Simulation Challenge- Nexus

HR Hack Fest - Visionaries

Budget Parliament - Wealth Wizards

MasterClass & LeaderSpeak Sessions

But that's not all! These are just a few of the many exciting events that we have lined up for you. From workshops and seminars to competitions and fairs, there's something for everyone at Tula's Institute. Whether you're interested in technology, arts, sports, or social causes, we've got you covered. Mark your calendars, folks! These events promise to be an unforgettable experience. Stay tuned for more updates and get ready to make the most of your time at Tula's Institute!

WISDOM FORUM

Welcome to **Wisdom Forum**, a student-led community by the Graduate School of Business, fostering holistic development through diverse clubs: Finance's 'The Wealth Wizard', HR's 'Visionaries', Marketing's 'The Creative Edge', Sports 'Victory Vibe', and Management 'Nexus'. Alongside the परिचय newsletter, InspireX entrepreneurship club, and TCCI career counseling, we empower students to thrive and succeed in their careers.

The Wealth Wizard

The Wealth Wizard explores the world of finance, providing insights into market trends, investment strategies, and industry best practices. Members develop analytical skills, network with professionals, and participate in case competitions.

Visionaries

Visionaries focuses on human resources, organizational behavior, and talent management. Members learn about recruitment, training, and development while building relationships with HR professionals and developing essential skills.

The Creative Edge

The Creative Edge is the heartbeat of marketing, offering a platform to explore branding, advertising, and digital marketing. Members engage in workshops, case studies, and projects, developing creative and analytical skills.

Matrix

Matrix Club promotes data analysis and a hands-on approach to playing with numbers. It covers key topics such as regression, correlation, and analytical analysis. The club helps students develop strong quantitative, logical, and problem-solving skills.

Nexus

Nexus connects students with the world of management, covering topics like strategy, operations, and leadership. Members develop problem-solving skills, network with industry experts, and participate in management simulations.

InspireX

InspireX ignites the spark of entrepreneurship, encouraging students to innovate, take risks, and turn ideas into reality. Members access mentorship, resources, and networking opportunities to launch their ventures.

TCCI

TCCI or Tula's Career Counseling Initiative provides personalized career guidance, helping students navigate their professional journeys. Members receive coaching, resume-building, and interview preparation support to achieve their career goals.

परिचय

परिचय is the voice of GSB, sharing stories, insights, and updates from the student community. Members contribute articles, interviews, and features, developing their writing, editing, and design skills.

परिचाय

“Where Every Voice Matters”

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