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INDIA 2024

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DR. (COL.) RASHMI MITTAL

PRO-CHANCELLOR - LOVELY PROFESSIONAL UNIVERSITY

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10

DR. (COL.) RASHMI MITTAL



14

DR. RITU BHANDARI



18

DR. K L NARAYANA



22

DR. MADHU CHITKARA

INFLUENTIAL REVAMPING
EDUCATIONAL LEADERS
IN INDIA 2024



26

DR. G. PARAMESHWARA



32

YASH MERCHANT



36

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NEETA AWASTHY**

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Madhu Chitkara
Chancellor

Chitkara University
chitkara.edu.in
Chandigarh

At Chitkara University, as the Pro-Chancellor Dr. Madhu Chitkara has played a pivotal role in establishing over 60 industry-linked programs across undergraduate, postgraduate, and doctoral levels. Her contributions extend to setting up Incubation Centers that support more than 100 student-led companies. Under her visionary leadership, the university has built a robust network with over 200 institutions and universities worldwide.



Prof. (Dr.) Neeta Awasthy
Director

G L Bajaj, Mathura
glbajajgroup.org
Mathura, UP

A qualified B. Tech. in 1988 from HBTU, Kanpur and got married the same year in Lucknow. Thereafter, joined NTPC as Engineering Executive Trainee at Badarpur Plant. Soon she felt the family needs and left it to start a consultancy service helping the businesses creating computerized solutions to their sales and inventory problems. She worked majorly into the automobile sector. Mahindra and Mahindra Tractor Division, Jeep Division, their distributors as Narayan Auto and Gopal Auto Enterprises, and CMC & ELNET BigLeap (IIT Kharagpur fame courses). Working as consultant for Lucknow Development Authority (LDA), Institute of Management Development IMDUP, Swatantra Bharat's prepress section for good four years and data analysis & trainings for UNICEF's surveys were the most satisfying experiences during this stint of 12 years of consulting and entrepreneurship. With 15 retainerships at hand, she was able to manage a team of 45 people.



Dr. K L Narayan
Director

IcfaiTech Hyderabad
ifheindia.org
Hyderabad

Dr. K L Narayan, the Director of ICFAI Tech School at IFHE, Hyderabad, expresses his delight in guiding students through an institution committed to excellence in education, where the programs are designed not only to impart knowledge but also to foster innovation, critical thinking, and a lifelong passion for learning.



Dr. Sunil George
Director

Symbiosis Law School
www.slsh.edu.in
Hyderabad

Dr. Sunil George is the Director at Symbiosis Law School, Hyderabad, a constituent of Symbiosis International (Deemed University), Pune. With a distinguished career spanning over 27 years in both academia and administration. Dr. George has made significant contributions to the legal and educational fields. Before joining Symbiosis Law School, Hyderabad, Dr. George served as Dean of School of Law at MIT WPU, Pune. His leadership roles extend to being the Dean of the School of Law at Vijaybhoomi University in Karjat, Principal at IFIM Law School, Bangalore and Law School at Amity Law School, Kolkata, and was also associated with NMIMS School of Law.



Dr. Ritu Bhandari
President

Indus University
indusuni.ac.in
Gujarat

Dr. Ritu, an experienced and trained management professional with a strong interest in human psychology, has implemented high morale measures for every member of INDUS University.



Mr. Ritesh Hada
President

Karnavati University
indusuni.ac.in
Ahmedabad

Mr. Ritesh Hada is the president of Karnavati University, a prestigious private university with 8 top-notch institutes and more than 8500 students on campus, which is located in Gujarat. He is also the Promoter & Managing Director of the United Group. The Group is presently operating in the verticals of Education, FMCG, Hospitality, and Textiles.



Dr. (Col.) Rashmi Mitta
Pro-Chancellor

LPU
lpu.in
Punjab

Dr. (Col.) Rashmi Mittal is an exemplary educationist, distinguished administrator, and visionary leader.



Dr. Jayanthi Ranjan
VC

Sharda University Agra
agra.sharda.ac.in
Agra

Dr. Jayanthi Ranjan is an academician with 30 years of experience in teaching, research, training and consulting; Currently she is a Vice Chancellor, Sharda University Agra. She held the position of Dean and Director, School of Business, Sharda University, Greater Noida. (Oct 2021- Jan 1, 2024). She held positions of Academic mentor of Ashoka Group of Educational Institutions, Hyderabad and Director of Ashoka School of Business Hyderabad (2020-2021). She has guided 16 PhD and DBS students till date. Her past positions include: Group Asso Dean IMT Ghaziabad, Professor IMT Ghaziabad (2006-2019) advisor & Professor, IMT Nagpur (2019-2020). Earlier from 1994-2006, she was associated with Jaipuria Institute of management Noida, Amrita University Coimbatore. She specializes in Digital transformation, Business model innovating using critical and design thinking, Big data analytics. She is known in academics for institutional brand building, international strategic academic activities, international benchmarking campus school alignments, student affairs and program innovation.



Yash Merchant
Director, Communications

SPJIMR
spjimr.org
Mumbai

Yash Merchant grew up in Mumbai and pursued the ICSE at St. Mary's, Mazgaon. He holds a BBA from FLAME University, and a Post Graduate Certificate in Strategic Marketing and Communications from Nanyang Business School (NTU, Singapore).

In his role as Director, Communications at SPJIMR. Yash was the chief architect of the brand's digital strategy and centralized communications. Before joining SPJIMR, Yash held positions at Great Lakes, Woxsen University, and Citibank where he was responsible for digital transformation, strategic partnerships, and overall business development. In addition to his professional experience, Yash has also been a successful entrepreneur in the food & beverage and luxury goods space.

Yash has been instrumental in setting up and nurturing SPJIMR's brand and PR strategy. He has helped build the institution's reputation as a thought leader in the Indian business school landscape. While building the brand domestically, Yash has also played a key role in ensuring the institution's visibility in geographies such as North America and parts of Europe. Yash has a proven track record of building and nurturing brands across industries. He can convert ideas into operational plans, build and nurture high-performing teams, and execute and develop metrics to measure results. His expertise lies in brand building, strategic communications and public relations, and collaboration with internal and external stakeholders, vendors, and support agencies.

With a strong passion for marketing, Yash has made significant, visible contributions to all the brands he has worked with.



Dr. G. Parameshwara
Chancellor

Sri Siddhartha Academy of Higher Education
sahe.in
Tumkur, Karnataka

Dr. G. Parameshwara began his leadership journey in education as the administrative officer at Sri Siddhartha Institute of Technology, Tumkur. He later assisted his father in establishing a medical college, hospital, and research center on the same campus. After his father's passing, Dr. Parameshwara, together with his late brother Dr. G. Shivaprasad, who served as the first Chancellor, successfully founded Sri Siddhartha Academy of Higher Education (Deemed to be University) in 2008.



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COVER STORY

DR. (COL.) RASHMI MITTAL

PRO-CHANCELLOR,
LOVELY PROFESSIONAL UNIVERSITY

BUILDING A LEGACY IN EDUCATION

India's progress is shaped by its people, with women playing a pivotal role in this journey. From fighting

for their own right to education to championing the right to education for all, women have made significant contributions to society by breaking barriers and guiding the nation toward development. Among these inspiring leaders is Dr. (Col.) Rashmi Mittal, Pro-Chancellor of Lovely Professional University, who also holds the title of Honorary Colonel (NCC). Leveraging her extensive experience, she upholds LPU's brand value by cultivating a culture of

innovation and excellence, serving as a strong role model in the education sector.

A PASSIONATE EDUCATOR AND A LEADER

An educator by choice, not by chance, Dr. (Col.) Rashmi Mittal's journey began decades ago when she joined Lovely Institute as a lecturer. Driven by her deep passion for learning and teaching, she has become widely recognized for her positive attitude toward continuous growth and development. Before stepping into her current role as the Pro-Chancellor of Lovely Professional University, Dr. (Col.) Mittal held key leadership positions, including Dean and Executive

Dean, where she successfully managed various departments and initiatives, paving the way for future successes.

TURNING CHALLENGES INTO OPPORTUNITIES

Navigating an era of uncertainty presents its own unique challenges, and Dr. (Col.) Rashmi Mittal's early days as Pro-Chancellor of Lovely Professional University were no different. Reflecting on these obstacles, Dr. (Col.) Mittal remarked, "LPU has continually faced the challenge of adapting our curriculum and infrastructure to keep up with the latest technological advancements." She further emphasized, "To address these challenges, the university remains committed to staying at the forefront of technology, promoting interdisciplinary collaboration, and strengthening partnerships with industry for a more hands-on learning experience."

INNOVATIVE LEADERSHIP AND CUTTING-EDGE EDUCATION AT LOVELY PROFESSIONAL UNIVERSITY

A leading institution in Punjab, India, Lovely Professional University is renowned for its innovative programs and a diverse, global student community. The campus features cutting-edge facilities, including advanced language and technology labs, an innovation studio, expansive libraries, a modern sports complex, and essential on-site services. LPU's commitment to academic excellence is reflected in its accreditations, such as the highest NAAC rating and NBA-approved engineering programs. Its international reputation is further strengthened by memberships with esteemed organizations like ACU, IAU, and ACBSP.

At LPU, technology is used not just to enhance learning outcomes but also to provide a seamless

and personalized experience for students. The university's Learning Management System (LMS) goes beyond basic content delivery, offering personalized learning paths based on individual progress. Industry collaborations provide AR/VR experiences that foster deeper understanding and creativity. Additionally, the "LPU Touch" mobile app allows students flexible access to resources and communication, promoting learning anytime, anywhere.

THOROUGH MARKET RESEARCH IS KEY TO ADDRESSING THE NEEDS OF STUDENTS, PARENTS, AND INSTITUTIONS. EMBRACE NEW TECHNOLOGIES, BUILD STRONG RELATIONSHIPS WITH STAKEHOLDERS, AND STAY ADAPTABLE TO MARKET CHANGES

According to Dr. (Col.) Rashmi Mittal, LPU's commitment to innovation and student-centric policies has been instrumental in elevating the university to its prestigious position. By continuously integrating cutting-edge technologies and forward-thinking teaching methodologies, LPU stays ahead of educational trends. Moreover, beyond academics, LPU is dedicated to career success, attracting top recruiters and ensuring graduates secure impressive job offers.

A JOURNEY OF GROWTH, INSPIRATION AND MINDFULNESS

Dr. (Col.) Mittal firmly believes in tapping into one's inner strength to navigate challenging situations. Each role she has held has provided



her with invaluable opportunities for growth. “I learned, I gained experience, I acquired wisdom, and I faced challenges head-on, emerging stronger each time. With every step, my inner strength deepened, enabling me to overcome obstacles and continue this incredible journey,” she shares.

On a personal level, Dr. (Col.) Mittal considers her parents her greatest role models, drawing constant inspiration from their unwavering dedication, love, and sacrifice. A nature enthusiast at heart, she enjoys the outdoors as a retreat from the hustle and bustle of city life. She is also a passionate music lover, and her favorite book is *The Power of Now: A Guide to Spiritual Enlightenment* by Eckhart Tolle. Her fondness for the book stems from its emphasis on mindfulness and the importance of quieting the mind to attain inner peace and spiritual enlightenment.

THE POWER OF PASSION AND PATIENCE

According to Dr. (Col.) Rashmi Mittal, her motivational mantra is simple yet impactful: “Do your best, forget the rest.” She believes that education has the power to transform lives, and failures are just stepping stones, and how we respond to them defines our success.

All in all, as an open message for all the aspiring leaders in education, Dr. (Col.) Mittal emphasizes the importance of understanding your audience and constantly innovating. “Thorough market research is key to addressing the needs of students, parents, and institutions. Embrace new technologies, build strong relationships with stakeholders, and stay adaptable to market changes,” she advises. Above all, she highlights the need for passion and patience, noting that lasting success in education comes with time and perseverance.

DR. RITU BHANDARI

PRESIDENT - INDUS UNIVERSITY

Empowering Educator and Role Model

Educational leaders are crucial in shaping the learning environment and establishing the tone for the educational experience. They are tasked with creating a vision for their schools or institutions and fostering a positive, inclusive culture that promotes student learning and development. Through effective leadership, individuals like Dr. Ritu Bhandari, the President of Indus University, set clear expectations for their institutions, implement effective policies, and provide guidance to teachers, staff, and other stakeholders, all working collaboratively towards the common goal of achieving excellence.

Dr. Ritu, an experienced and trained management professional with a strong interest in human psychology, has implemented high morale measures for every member of INDUS University. She is committed to enhancing educational standards and discipline to enrich the quality and cultural life of the country. Her education, experience, and personal qualities contribute to the holistic development of both professionals and students.

FROM THE SCRATCH

Dr. Ritu, a psychology student, advanced her academic journey by earning a Master's in Family Business Management and an



Honorary Doctorate in Global Leadership and Management. Throughout her educational career, she recognized that many fields of study today often lack practical skills, which can hinder students' long-term success, particularly in the corporate sector. This realization inspired her to pursue a career in academia, and currently heads Indus University as its capable President.

LEADING TOWARDS CHANGE

Dr. Ritu Bhandari collaborates with the capable

Dr. Nagesh Bhandari as part of the presidential Secretariat at Indus University. Together, they are driven by a vision to elevate the university through international collaborations while prioritizing the needs of their students. By leveraging various pedagogies and methodologies, they ensure that students are not only equipped to compete but also to lead in their fields.

Dr. Ritu Bhandari takes a proactive role in promoting global exposure at Indus University



“ Dr. Ritu, an experienced and trained management professional with a strong interest in human psychology, has implemented high morale measures for every member of INDUS University ”

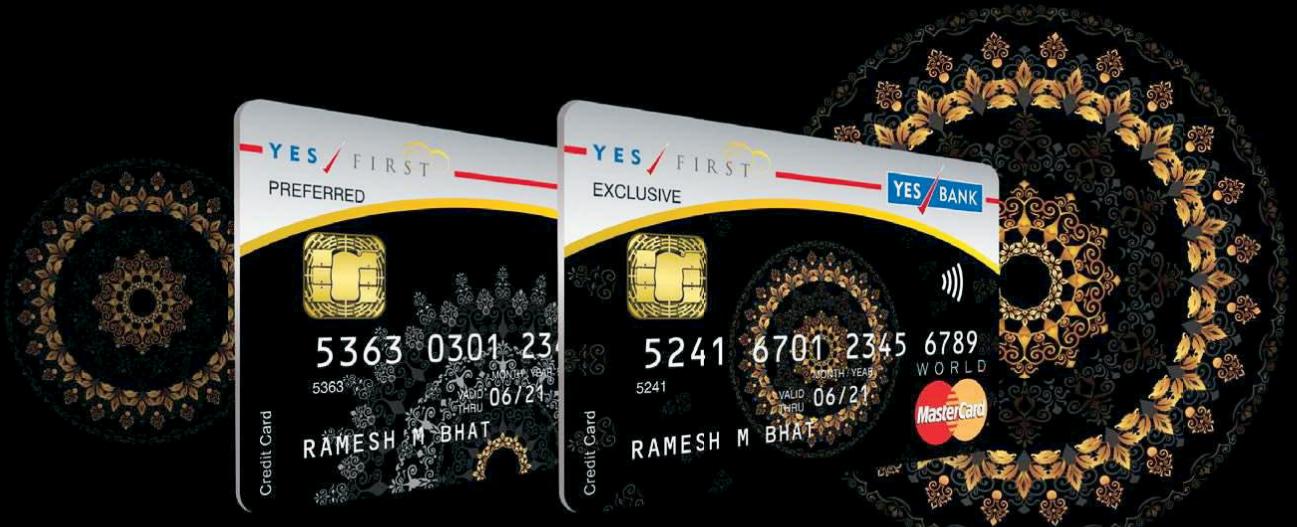
by organizing excursions to Canada and various European countries tailored to students' areas of specialization. Her insightful leadership has enabled the university to align the right faculty with effective teaching orientations, establishing

a self-funded institution that resonates with 'Generation Z.' Additionally, Dr. Bhandari has adeptly navigated challenges with poise, laying the groundwork for an educational institution poised to redefine learning.



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DR. K L NARAYANA

DIRECTOR - ICFAITECH, ICFAI FOUNDATION FOR
HIGHER EDUCATION, HYDERABAD

Effective leaders cultivate a positive and inclusive school environment where students feel valued, safe, and motivated to learn. By fostering a culture that celebrates diversity, encourages student engagement, and promotes collaboration, educational leaders enhance the overall educational experience, resulting in greater student satisfaction and a more meaningful, holistic learning journey. Dr. K L Narayana, the Director of IcfaiTech, a constituent unit of the ICFAI Foundation for Higher Education in Hyderabad, embodies these essential qualities of a great educational leader in today's world.

FROM THE SCRATCH

Dr. K L Narayana's career began with a B. Tech in Mechanical Engineering from Nagarjuna University, followed by an M.E. from Sambalpur University and a Ph.D. from Andhra University. Over a remarkable span of 34 years, Dr. Narayana has garnered numerous accolades, with his extensive experience spanning engineering education, research, administration, projects, and training. Prior to his current role, he was affiliated with K L University, where he established a successful R&D practice center. His passion for innovation cultivated a culture of scientific invention, leaving a lasting legacy in every institution he



has been part of. Additionally, his popularity as a teacher earned him the Best Tech Award multiple times, reflecting his commitment to student engagement and academic excellence.

AS THE DIRECTOR OF ICFAITECH

Dr. K L Narayan, the Director of ICFAI Tech School at IFHE, Hyderabad, expresses his delight in guiding students through an institution committed to excellence in education, where the programs are designed not only to impart

knowledge but also to foster innovation, critical thinking, and a lifelong passion for learning.

Under Dr. Narayan's leadership, the B.Tech, BCA, and B.Sc. programs provide a strong foundation, preparing students to meet the demands of an ever-evolving global landscape. With a focus on both theoretical and practical learning, the curriculum ensures that graduates are well-equipped to succeed in their careers and make meaningful contributions to society.

The curricula for these programs are



continually updated under the leadership of Dr. Narayana to keep pace with the latest technological advancements, preparing students to develop innovative software solutions, manage complex IT systems, and play a significant role in the digital transformation of various industries. Also, the digital classrooms are equipped with interactive tools, multimedia capabilities, and seamless connectivity, creating an engaging and immersive learning environment.

Dr. Narayana highlights the importance of hands-on learning through sophisticated computer labs, including the Laboratory for Imagination Visualization & Artificial Intelligence (LIVIA), Computing Resource Center, well-equipped communication system laboratories, language labs, a well-stocked

library, and e-resources. These facilities form a cornerstone of the institution's commitment to practical application and experiential learning.

Dr. Narayana emphasizes that education is a holistic process, with a strong commitment to students' overall development through extracurricular activities, leadership programs, student club initiatives, community engagement efforts, and comfortable accommodations. With a faculty renowned for their vast experience and research acumen, Dr. Narayana ensures that students embark on a transformative educational journey that equips them with both theoretical knowledge and practical skills. Ultimately, the goal is to produce graduates who are proficient in their respective disciplines and prepared to drive innovation in the industry.



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DR. MADHU CHITKARA

PRO-CHANCELLOR - CHITKARA UNIVERSITY

Architect of International Learning

A key advantage of strong educational leadership is its significant impact on student achievement and success. Research consistently shows that effective leadership is closely linked to improved student outcomes, such as higher test scores, increased graduation rates, and better college readiness. One such

exemplary leader is Dr. Madhu Chitkara, Pro-Chancellor of Chitkara University, Punjab, and Co-founder of the Chitkara Educational Trust. She has not only shaped the vision and direction of the trust but has also been deeply involved in its growth and development.

FROM THE SCRATCH

Dr. Madhu Chitkara is a true educator at heart,

with education as her life's mission. Her journey began as a Mathematics teacher, and with a deep passion for academics and sharp business acumen, she has built a diverse and successful career in the field of education, spanning nearly four decades. Known for her knowledge, focus, and strategic leadership, Dr. Chitkara has skillfully managed various academic initiatives, always leading



by example with warmth, sincerity, and a commitment to going above and beyond. She holds a PhD in Education.

AS THE PRO-CHANCELLOR

At Chitkara University, as the Pro-Chancellor Dr. Madhu Chitkara has played a pivotal role in establishing over 60 industry-linked programs across undergraduate, postgraduate, and doctoral levels. Her contributions extend to setting up Incubation Centers that support

more than 100 student-led companies. Under her visionary leadership, the university has built a robust network with over 200 institutions and universities worldwide.

She is committed to fostering strong academic-industry partnerships, ensuring the best career opportunities for graduates across Chitkara University's constituent institutes. And especially for Chitkara Business School (CBS), Dr. Madhu guides as a key player, helping the bschool get over 150 international



“ Dr. Madhu Chitkara is a true educator at heart, with education as her life’s mission. Her journey began as a Mathematics teacher, and with a deep passion for academics and sharp business acumen, she has built a diverse and successful career in the field of education, spanning nearly four decades ”



collaborations, including study abroad and student exchange programs. And as a result CBS has established itself as a leader in on-campus recruitment, supporting students from the beginning of their journey to the successful launch of their careers.

Driven by a vision to enhance global education on campus, Dr. Madhu Chitkara developed Global Week, which exemplifies Chitkara University's commitment to global engagement and significantly enriches the international learning experience for students. This event acts as a catalyst for fostering cross-

cultural competence, establishing industry connections, facilitating knowledge transfer, and providing exceptional networking opportunities.

Lastly, her extensive international network has led to her presence at prestigious venues worldwide. She has been invited to the House of Lords in collaboration with Anglia Ruskin University, London, as well as to EPFL in Lausanne, Switzerland, and the Vice Chancellor's Meeting at the IYF World Camp in South Korea. Additionally, she has led various EU projects.

DR. G. PARAMESHWARA

CHANCELLOR - SRI SIDDHARTHA ACADEMY OF HIGHER
EDUCATION | HOME MINISTER OF KARNATAKA

A Visionary Leader Blending Education, Politics, and Athletic Excellence

Education forms the foundation of society, and the quality of its leadership significantly influences students' learning experiences. When educational leaders bring their extensive experience in administration and social welfare to their roles, it consistently leads to enhanced educational environments. One such esteemed leader is Dr. G. Parameshwara, a prominent figure in Indian politics and the current Home Minister of Karnataka. As the Chancellor of Sri Siddhartha Academy of Higher Education, he is steering the Deemed

University toward new heights and remarkable achievements.

FROM THE SCRATCH

Born into a political family rooted in strong Gandhian principles, Dr. G. Parameshwara's life has been a blend of remarkable achievements and excellence. He began his education humbly, attending a government school in Tumkur before moving on to Sri Siddhartha High School, which was founded by his father, Sri H. M. Gangadharaiah.

His academic inclinations were evident



early on, leading him to immerse himself in reading and research. He earned his B.Sc. in Agriculture from the University of Agricultural Sciences, Bangalore, followed by an M.Sc. in Agriculture from the same institution. Dr. Parameshwara then pursued a PhD in Plant Physiology at the Waite Agricultural Research Centre, University of Adelaide, Australia.

Upon completing his PhD, he received fellowship offers from prestigious institutions around the world, but he chose to return to India

to support his father in managing educational institutions.

JOURNEY TOWARDS SSAHE

Dr. G. Parameshwara began his leadership journey in education as the administrative officer at Sri Siddhartha Institute of Technology, Tumkur. He later assisted his father in establishing a medical college, hospital, and research center on the same campus. After his father's passing, Dr. Parameshwara, together



“ Dr. G. Parameshwara began his leadership journey in education as the administrative officer at Sri Siddhartha Institute of Technology, Tumkur. He later assisted his father in establishing a medical college, hospital, and research center on the same campus ”

with his late brother Dr. G. Shivaprasad, who served as the first Chancellor, successfully founded Sri Siddhartha Academy of Higher Education (Deemed to be University) in 2008.

AS THE CHANCELLOR OF SSAHE

As the current Chancellor of Sri Siddhartha Academy of Higher Education (SSAHE), Dr. G. Parameshwara oversees the university, which

comprises Medical, Dental, and Engineering Colleges, along with several schools under the Siddhartha Group of Institutions in Karnataka.

Drawing from his background in social reform throughout his political career, Dr. Parameshwara has focused on modernizing the traditional curriculum by introducing more practical and application-based learning. Under his leadership, SSAHE has become an inclusive educational hub, welcoming students of all castes, creeds, and genders. The university also stands out for its exceptional gender balance, with women excelling across various disciplines.

ON A PERSONAL NOTE

In addition to his prominent roles in politics and education, Dr. G. Parameshwara is also recognized for his athletic accomplishments from an early age. During his university days, he set a record by completing the 100-meter sprint in 10.9 seconds and represented Karnataka at the national level. He secured fourth place at the World Inter-University Athletic Championship in Belgrade and was even selected for Olympic training. However, he chose to prioritize academics after receiving both national and international scholarships. Despite his busy schedule, Dr. Parameshwara remains active today, regularly playing tennis and maintaining a fitness routine.



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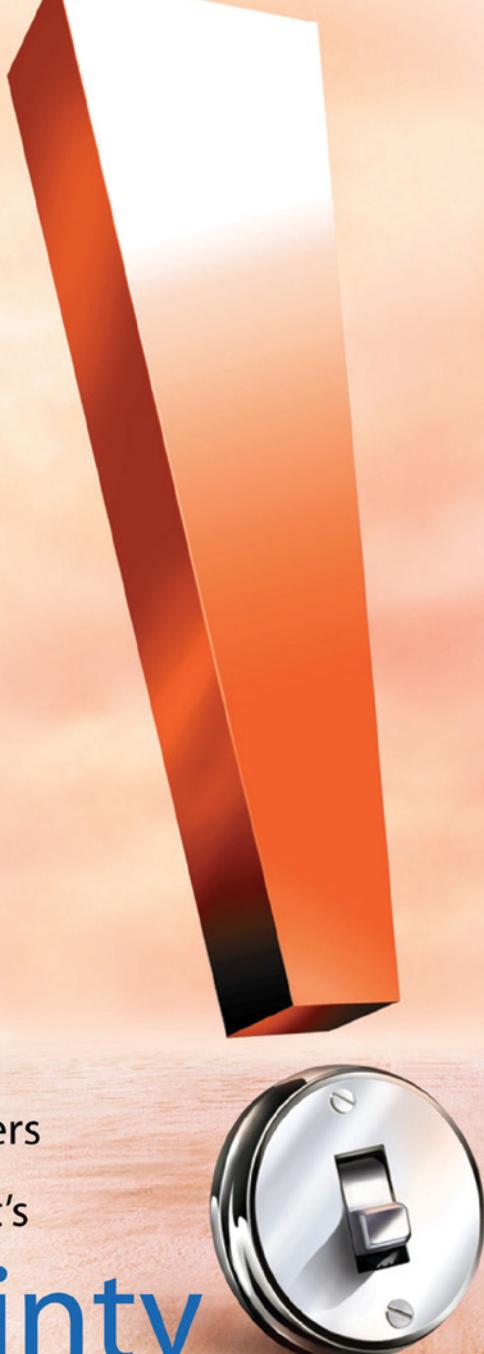
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FROM SWOOSH TO STRATEGY: MY TRANSFORMATIVE JOURNEY IN EDUCATIONAL BRANDING

YASH MERCHANT

In the bustling corridors of corporate powerhouses and the serene campuses of educational institutions, I found my calling—a journey that seamlessly weaves through the worlds of branding, banking, and education. This is not just a story about career progression; it's about the transformative power of adapting to change, embracing challenges, and finding purpose in unexpected places. As I reflect on my path, I see an array of experiences that have shaped my perspective and fueled my passion for making a difference through brand marketing and strategic communication.

A FOUNDATION IN BRANDING: NIKE AND CITIBANK

My professional journey began with the iconic swoosh of Nike, a brand synonymous with innovation and excellence. As an intern at Nike, I was introduced to the world of branding

in its purest form—a realm where storytelling, creativity, and authenticity converged. This experience instilled in me the understanding that a brand is more than a logo; it's a living, breathing entity that connects with people on an emotional level. It was here that I first learned the importance of crafting narratives that resonate and inspire action.

Working at Nike taught me the significance of brand integrity and the power of consistency in messaging. These lessons became my compass as I transitioned into the banking sector with Citibank. In the BFSI sector, I was challenged to apply my branding expertise to a different context, spearheading branch branding and affluent acquisitions. Navigating the complexities of a highly competitive industry, I honed my skills in strategic thinking and customer-centric marketing, which laid a strong foundation for my subsequent endeavors in education.

ENTERING THE REALM OF EDUCATION: WOXSEN UNIVERSITY

The transition from banking to education was an unexpected yet profoundly rewarding chapter in my career. My entry into Woxsen University (School of Business) marked the beginning of a transformative journey, where I was tasked with establishing a brand identity for a nascent institution. It was a blank canvas—an opportunity to build something impactful from the ground up and contribute to shaping the future of education.

At Woxsen, I embraced the challenge of positioning the university as a leader in management education. We focused on highlighting Woxsen's unique approach to experiential learning and its commitment to nurturing entrepreneurial mindsets. This involved leveraging technology to create a dynamic digital presence and utilizing data-driven insights to tailor our communication strategies. The experience taught me the importance of agility and innovation in responding to the ever-changing landscape of education.

One of the most fulfilling aspects of my time at Woxsen was witnessing the transformation of students as they engaged with our programs. Their success stories became the heart of our branding efforts, showcasing the tangible impact of our educational initiatives. This experience solidified my belief in the power of education to change lives and inspired me to continue my journey in this field.

NAVIGATING CHALLENGES AT GREAT LAKES INSTITUTE OF MANAGEMENT

The move to Great Lakes Institute of Management, Chennai, marked a pivotal moment in my career. At Great Lakes, I took on a lead role in Brand Marketing & Alumni Relations, responsible for redefining the

institution's brand identity as it celebrated 20 years of excellence. This presented a unique challenge—respecting the legacy of a well-established institution while infusing modernity into our strategies to stay relevant in a competitive landscape.

Our journey at Great Lakes was characterized by a comprehensive brand refresh that reflected our commitment to innovation and excellence in management education. We embarked on creating a new logo, a compelling corporate film, and a brand campaign that resonated with our diverse audience. This involved embracing digital innovations and leveraging technology to enhance engagement with prospective students, alumni, and corporate partners.

Managing alumni relations became a cornerstone of our success at Great Lakes. By fostering a sense of community and connection among alumni, we harnessed their experiences and successes to elevate the institution's brand globally. This approach not only enhanced our reputation but also created a network of advocates who contributed to the institution's growth and success.

One of the most rewarding experiences at Great Lakes was witnessing the impact of our efforts on the institution's global footprint. Our initiatives led to increased interest from international students and the strengthening of our global partnerships, further solidifying Great Lakes' position as a leader in management education.

INNOVATING AT SPJIMR, MUMBAI

At S.P. Jain Institute of Management and Research, Mumbai, I was presented with the opportunity to further innovate and push boundaries. Working alongside visionary leaders such as Dean Varun Nagaraj, I focused on elevating our communication and enhance student experience. SPJIMR's unique approach

to management education, including initiatives like Design Thinking Labs and PG Labs, provided a platform for us to showcase our innovative programs.

Our team launched impactful campaigns that highlighted SPJIMR's commitment to experiential learning and its focus on nurturing socially responsible leaders. We leveraged digital platforms to engage with our audience and create experiences that resonated with prospective students, corporate partners and internal stakeholders. This experience reinforced the importance of staying ahead of trends and embracing change to drive success in education.

THE FULL CIRCLE: RETURNING TO GREAT LAKES

Returning to Great Lakes Institute of Management, feels like coming full circle. Armed with insights from diverse industries and experiences, I am committed to driving the institution's brand to new heights. Our current focus is on leveraging technology to create personalized experiences for our students and corporate partners while fostering deeper connections with our global audience.

As I reflect on my journey, I am grateful for the opportunities and challenges that have shaped my career. Each experience has enriched my understanding of branding and its impact, and I am inspired by the potential of education to shape lives and create lasting impacts.

REFLECTIONS AND INSIGHTS

Looking back, my journey is a testament to the power of adaptability and the importance of pursuing one's passions. From the dynamic world of Nike to the structured environment of Citibank, and finally to the transformative world of education, each experience has enriched my understanding of branding and its impact.

The key to success lies in embracing change and viewing challenges as opportunities for growth. In the ever-evolving landscape of education, the ability to innovate and remain agile is paramount. As I continue this journey, I am inspired by the potential of education to shape lives and create lasting impacts.

MY JOURNEY THROUGH EDUCATIONAL BRANDING HAS BEEN A TRANSFORMATIVE EXPERIENCE THAT HAS SHAPED MY PERSPECTIVE AND FUELED MY PASSION FOR MAKING A DIFFERENCE

THE ROAD AHEAD

The path ahead is filled with possibilities, driven by a commitment to excellence and a passion for education. As I navigate this exciting journey, I am eager to inspire the next generation of marketing leaders, empowering them to harness the power of branding to make a difference in this world.

My journey through educational branding has been a transformative experience that has shaped my perspective and fueled my passion for making a difference. From Woxsen to SPJIMR, and now Great Lakes Institute of Management, each institution has left an indelible mark on my career. I am excited to continue this journey, contributing to the growth and success of Indian institutions that are shaping the leaders of tomorrow.



ROLE OF TEACHERS IN THIS AI WORLD

PROF. (DR.) NEETA AWASTHY, G L BAJAJ, MATHURA

Twenty-five years back, the teacher used to be the master of the subject and the students used to be novices in that subject. Very rapid changes took place when the internet appeared. Knowledge became accessible to everybody. The teacher's role changed as they turned out to be focused on their subjects, whereas the students had to learn 10 subjects or more each year. Later in 2012, Big data came into the picture, and it was an information explosion as it wasn't only text audio video, but also unstructured data like shares, downloads, and much more. The subject matter expert turned out to be the content creator. Just two years back AI-driven Large Language Models came into the picture. Every student had support and every teacher had an Assistant. The mistake here is that instead of considering the AI model as the assistant, teachers started using it as a guide. So here comes the change

in the role of teachers and what should be done about it.

1. Personalised Learning - The best part of AI LLM is personalized learning. Now the teacher has a mentor who can sit with his students. analyze the student data to identify individual learning needs preferences and progress. Teachers are now required to work, taking into AI systems to provide customized support, ensuring the engagement of the student, and monitoring the progression at their own pace, the shift has become more flexible, responsive adaptive to their methods based on the insights provided by AI

2. Curator of Educational Content - Earlier as teachers we used to make notes and solve problems, but now a lot of information is available on the internet. So the teacher's role has changed from content creators to content



curators. Instead of creating the content from scratch, they need to surf, navigate, and find appropriate resources keeping the ability of students at the back of their minds. This helps the students to critically evaluate the information they come across the teachers must ensure that AI-curated content aligns with the learning objectives and outcomes of the overall education experience

3. Teachers as Designers of Learning Experience - In this AI-driven education environment. Teachers have become the designers of the learning experience. Now the teachers have more time to focus on creating, dynamic engaging, and collaborative learning experiences. This includes integrating technology into curriculum, lesson plans, project-based learning, and fostering curriculum and collaborative environments. Now the teachers are expected to think very creativity on how to engage students in meaningful ways

4. Teachers as Mentors and Advisors - Now AI has taken over on more of the routine aspects of education and the human element has become more crucial. Now teachers have the role of mentors and advisors providing guidance that goes much beyond academic content, this includes helping the students develop critical thinking skills, emotional intelligence, ethical reasoning, and other areas where AI cannot fully replicate human interaction. Now teachers are not only educators but also role models who help students in their personal and professional journey.

5. Teachers as Ethical Guardians and Digital Literacy Advocates - with the integration of AI in education. There comes the responsibility of ensuring that the students understand the ethical implications. Now the task for the teachers is to educate the students about the ethical use of AI including issues of data, privacy, algorithmic, bias, and societal

impact, I would like to underline one issue here which is algorithmic bias and that we have seen how it is tilted towards a given community and internationally. How it has been able to buyers and prejudice the political parties. This involves enhancing a sense of digital literacy where students are not only proficient in using the AI tools, but also aware of potential consequences, and the algorithmic bias. Now teachers need to guide their students in navigating the complexities of AI ethically and responsibly.

6. Life Long Learners and Adapters -

The most important aspect of change that AI has brought is that the teachers themselves

out of formal training programs workshops, self-directed learning, or any other mode, offline or online. The teachers must be adaptive willing to experiment with new tools and approaches and open to rethinking the traditional methods in light of new technologies,

In conclusion, we are preparing the students for the job roles which do not exist right now. We are preparing the students to work for the next 40 years and we also don't know which kind of jobs will be available 40 years down the line. The role of higher education teachers has changed from facilitators of personalized training to ethical guardians and lifelong learners. Educators



must become lifelong learners if they want to engage their students effectively and integrate AI into their teaching practices. The teachers need to stay updated on the latest developments in AI and education technology, this requires a commitment to continue professional development, whether

must adapt new challenges and opportunities given by AI and by embracing these changes educators cannot only enhance the learning experience for their students but also ensure that they remain at the front-end and forefront of education, education, and innovation in an AI-driven world.

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