

One-Week Student Induction Programme (BBA)

Time: 10:00 AM – 1:00 PM

Seminar Hall

Day	Theme	Resource Person(s)	Session Coordinator
Day 2/ 4 th August 2026	Building a Strong Foundation	Mr. Aruneesh Rawat Soft Skill Trainer	Dr. Garima Anand Assistant Professor Department of Management
Day 3/ 5 th August 2026	Bridging Academia and Industry	Mr. Abhishek Singh Manager State HR Reliance Retail Limited Dr. Aparna Singh Professor In-Charge, AFIE, AITM and PDF (ICSSR), PhD, IM BHU, Varanasi	Dr. Brijesh Yadav Assistant Professor Department of Management
Day 4/ 6 th August 2026	Marketing in the Digital Era	Ms. Urja NDMIT Digital Marketing Expert	Dr. Garima Anand Assistant Professor Department of Management
Day 5/ 7 th August 2026	Developing Professional Excellence	Mr. Aruneesh Rawat Soft Skill Trainer	Mr. Brijendra Srivastava Assistant Professor Department of Management
Day 6/ 8 th August 2026	Entrepreneurs Speak Lessons Beyond the Classroom	Shri Rajesh Bhatiaji National Secretary IIA President The Small Industries Association Shri Neeraj Parikh Ji Divisional Chairman Indian Industries Association Secretary The Small Industries Association GST committee head Mahanagar Udyog Vyapaar Samiti Shri Brijesh Keshari Ji Indian Industries Association Young Entrepreneur Co Convenor	Dr. Preeti Singh Associate Professor Department of Management