



# CUHP CHRONICLE

The Mirror and Voice of the

Central University of Himachal Pradesh  
[Established under the Central Universities Act 2009]

## Editor's Desk

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Vice Chancellor

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Prof. Arvind Agrawal

### Inside this issue:

School Board Meeting	2
Faculty and Staff on Election Duty	2
New Registrar appointed	2
Newsletter 'Samvad' Released	2
Guest lecture by Prof. Gita Bamezai	3
Vice Chancellor's Address	3
Sports Facilities Inaugurated	4
LSR visit by MBA students	4
VISHLESHAN: Case Analysis Competition	4
In conversation with Prof. Jaspal Kaur	5
Guest lecture by Mr. Tanveer Singh Noor	5
Entrepreneurship: emerging opportunities	5
AD-Mad Competition	6
Guest lecture on Intellectual Property	6
Sur-Sangam at CUHP	6
Dr. Raju Narayan Swamy: A Brief Profile	7

Dear Readers,  
The university is growing from strength to strength. This can be seen from the fact that many eminent personalities and academicians are keen and too happy to share their views & experiences with our students and faculty here.

A galaxy of intellectuals visited the university in November from diverse fields of journalism to mass media, literature to management, law and administrative services. CUHP is enriching itself from the Midas Touch of such great intellectuals. I wish such interactions keep on adding to the

students' experiences.

Our students are not only bringing laurels at the local level but are also making their presence felt on the national front. They participated and made their presence felt in an inter-college meet at Delhi.

Students of the School of Journalism, Mass Communication and New Media came up with a departmental newsletter titled 'Samvad'.

This month's newsletter presents a gamut of activities that took place in the university as a result of which it had to add extra pages to this issue.

Wishing you a pleasant and happy winters.

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## GUEST PROFILE: Prof. Gita Bamezai

Dr. Gita Bamezai heads the Department of Communication Research at the Indian Institute of Mass Communication, New Delhi. Prof. Bamezai worked for the overseas Indian Newspaper India Mail (published from England) as a Consultant. She also worked in the Public Relations Unit of Production and Publicity Division of India Tourism Development Corporation in early years of her career starting in 1977. She was also associated with a number of national level projects on Health/HIV/AIDS and RCH Communication for

GOI, WHO and national NGOs.

She is an expert in PLA (Participatory Learning or Action), a participatory tool for engaging disadvantaged groups, especially women and adolescents, in conducting research and project evaluation. She is Member of various reputed institutions viz. the Salzburg Alum Association, Austria; Centre for Communication and Media Research at BHU, Varanasi and at the national level in National Institute of Health and Family Welfare

(NIHFW) & NACO (National AIDS Control Organisation), New Delhi covering a period of 29 years.



Prof. Gita Bamezai



School Board Meeting  
in Progress

## School Board of Journalism, Mass Communication and New Media held

The first School Board meeting of the School of Journalism, Mass Communication and New Media was held on 12th October 2012 at the Seminar Hall of Temporary Academic Block, CUHP. Prof. Gita Bamezai from Indian Institute of Mass Communication, New Delhi attended the meeting as Subject

Expert. Prof. Arvind Agrawal, Dean School of Social Sciences was present in the meeting as VC nominee.

Dr. M. Rabindranath, Dean, School of Journalism, Mass Communication and New Media and Dr. Pradeep Nair, Head, Department of Mass Communication and Electronic Media presented the minutes of

Board of Studies of both departments namely Journalism and Creative Writing and Mass Communication and Electronic Media for the approval of the School Board.

Dr. M. Rabindranath chaired the meeting and extended vote of thanks to all the members of the School Board.

*"The man who goes alone  
can start today; but he who  
travels with another must wait  
till that other is ready."*

*- Henry David Thoreau*

## University Faculty and Staff appointed for Election Duty

University Faculty and staff were appointed for election duty in the Himachal Pradesh Legislative Assembly Elections. Dr. Bhagwan Singh, Dr. Deepak Pant and Mr. Rajeev Rajput were deputed for the purpose. The polling took place on November 4, 2012.



Dr. Gautam Mukherjee

## New Registrar Appointed at Central University of Himachal Pradesh

The President of India in his capacity as Visitor of the Central University of Himachal Pradesh appointed Dr. Gautam Mukherjee as Registrar of this University when this position got vacant due to the resignation of Dr. K.D. Lakhanpal who was the First Registrar. Dr. Gautam Mukherjee is a senior Rajasthan Administrative Service Officer in Government of Rajasthan and is expected to join duty very soon.

## Newsletter 'Samvad' launched by Students of Journalism and New Media

The students of MA New Media Communication and Journalism and Creative Writing launched a monthly newsletter 'Samvad' as part of their practical training on newspaper/magazine production. The newsletter was inaugurated by Prof. Yoginder S. Verma, Coordinator, TAB. Prof. Verma appreciated the efforts of students and urged them to do more of such practical assignments to learn

actual journalism from practical life situations. Prof. H.R. Sharma and Dr. Roshan Lal Sharma, were also present on the occasion. The newsletter covers contemporary social and political issues and has specific sections on media, science and technology, sports and literature. The lead story is based on an interview of Prof. Furqan Qamar, Vice-Chancellor, CUHP about the initiatives taken by CUHP to

provide quality higher education to the youth. The interview also throws light on the current status of higher education in India. The second lead is on the issue of Foreign Direct Investment (FDI) followed by an exclusive story on Child Rights Activist 'Malala'. Another newsletter in English is also planned to be brought out in the last week of November 2012.



Release of "Samvad"  
by Prof Yoginder S. Verma

## Guest Lecture on Development Communication by Prof. Bamezai

A guest lecture on Development Communication by Prof. Gita Bamezai, Head, Development Communication from Indian Institute of Mass Communication, New Delhi, was organized by the Media Society of School of Journalism, Mass Communication and New Media, CUHP on 12th October 2012. While interacting with the students Prof. Bamezai explained how devel-

opment communication is used as a communication approach to facilitate community participation in development initiatives. Prof. Bamezai insists that development communication should be considered as a powerful tool to facilitate the process of development by accompanying the local development dynamics.

While discussing various case

studies in the Indian context, she shared her own experience as a development communication practitioner while working with various international development agencies and asked the students to promote community participation in development initiatives through a strategic utilization of various communication strategies they learn from their course curriculum.



**Prof. Gita Bamezai  
Lecturing the students**

## Vice Chancellor Addresses the Newly Appointed Assistant Professors

On 19th Nov. 2012 at 12.30 PM the Hon'ble Vice Chancellor Prof. Furqan Qamar addressed the newly appointed Assistant Professors he gave them an orientation into the Vision, Mission and Objectives of the University. He exhorted them to have an empathetic, and sincere approach towards students. The University is destined to grow with the growth of

academic careers of young teachers, these teachers will grow with the blooming of this University. Prof. Yoginder S. Verma introduced the teachers.

The Vice Chancellor also listened to the difficulties of the new faculty and reiterated that they would not be facing any problems in the university since a family

atmosphere has been painstakingly built over the two years since inception of the university.

Prof. Arvind Agrawal was also present on this occasion. Later Prof. Arvind Agrawal held an Orientation Workshop on the University Vision Document, Ordinances and its Academic Architecture.



**Vice Chancellor Addressing  
the New Faculty**

## The New Permanent Faculty Adds Strength to the University

Till date seventeen Assistant Professors have already joined in various departments who are as follows:

Dr. Manpreet Arora, Dr. Aditi Sharma, Dr. Bhawana Bhardwaj and Dr. Ashish Nag, Dept. of Business and Management Studies; Dr.

Kamal Singh, Dr. Amit Kumar & Dr. Inder Vir Singh, Dept. of Economics and Public Policy; Dr. Suman Sharma, Dr. Arun Bhatia & Dr. Bharati Gupta, Dept. of Business and Management Studies (Travel & Tourism); Dr. Yusuf Akhter, Dr. Vikram Singh & Dr. P.

Aparoy, Dept. of Bioinformatics; Dr. Manoj Dhiman, Dept. of Computer Sciences and Information Technology; Mr. N. Karunakar, Dept. of Library and Information Science; Dr. Chandrakant Singh, Dept. of Hindi; Dr. Khem Raj, Dept. of English.



**CUHP Chronicle Editorial Team  
in Action**



**Hon'ble VC at the Inauguration of Sports Facilities**



**MBA Students at LSR**



## Inauguration of Sports Facilities

The official inauguration of the Sports Club of the Central University of Himachal Pradesh was done on November 2nd 2012 by the Hon'ble Vice Chancellor Prof. Furqan Qamar. Since the Interviews for recruitment of Assistant Professors were also being held during the month, dignitaries and academicians from other Universities were also present during the inauguration of the Badminton & Volley Ball courts.

Prof Furqan Qamar played Badminton with the Faculty to declare and mark the beginning of a new chapter for promoting games and sports in CUHP. The inaugural was highly awaited by the Students as well as the Faculty and sweets were distributed on the occasion.

In continuation of the sports activities in the University, the Organizing Committee for Sports of CUHP planned to

organize Intra-University Chess and Carom Competitions for students, which are starting on 21st November 2012. Similarly, the Intra-University Volley-ball competition is scheduled for November 27-30, 2012.

Winners of all the sports events will be given prizes and certificates during the Annual Function of the University scheduled to be held, tentatively in the month of May 2013.

## CUHP Management Students visit Lady Shri Ram College

A few students of MBA third semester attended the National Seminar on "Corporate Social Responsibility: A Gender Perspective" at Lady Shri Ram College, New Delhi on October 26th, 2012. They were accompanied by Dr. Aditi Sharma, Asst. Professor, in the department.

The Seminar was organized under the event "Comquest 2012" in which many informal events like - Movie making, Ad Mad, Go Green and Amazing

Race were also held for participating students. All the six students from CUHP participated in one or more of all the four events and got acclaim for the efforts put in. Aditi Sharma and Parul Kaul showcased a movie made on various CSR initiatives undertaken locally and globally and presented their views from the Management perspective. Shikha Sharma, Nishi, Parul Kaul and Aditi Sharma as a group participated in Ad Mad and demonstrated their creativity in advertising the product

given on the spot. Amit Sohal and Gaurav Sharma participated in Go Green and Amazing Race.

The students were overawed at the hospitality shown by the LSR faculty and students. It gave them a platform to witness an Event organized at such a grand level and acquire skills that will surely help them to design, innovate and enhance the standards of such events to be held at CUHP in future.

## VISHLESHAN - Case Analysis Competition

Under the stewardship of its mentor, Prof. Yoginder S. Verma, the Management Society under the School of Business and Management Studies, CUHP, organised VISHLESHAN on 20th November 2012.

Students who were keen to participate were given a Case on "Swarguha Foods". The case was related to an entrepreneurial venture of a family-owned

business and the issues and challenges they faced in relation to its future growth.

The following students participated in the Analysis: Mr. Rishi (RD Scholar - Management), Mr. Devender (RD Scholar - Management), Ms. Jatinder (RD Scholar-Management), Mr. Jagdish (RD Scholar - Management), Mr. Akash Aggarwal (MBA Semester III) and Ms. Anita

(MBA Semester-I)

Dr. Sanjeev Gupta, Head of Department, Accounting and Finance appreciated the efforts of the students who analyzed the case in a very logical and systematic way. Dr. Ashish Pareek, Head of Department, Marketing and Supply Chain Management also gave the students valuable tips on solving the cases.

## RU-BA-RU – In Conversation with Prof. Jaspal Kaur

On 6th November 2012 the Department of English and European Languages organized an interaction with Professor Jaspal Kaur Singh, a Fulbright Nehru Visiting Professor at JNU, Department of English. Professor Singh is a distinguished Professor of English at Northern Michigan University at Marquette in the US. The event comprised second part of *In Conversation...* series of the School of Humanities and Languages initiated in April 2012. Dr. Roshan Lal Sharma mediated the interaction which was attended by all MA English students, Research Scholars of English & Hindi departments and the faculty members. The life narrative of Prof. Jaspal

Kaur Singh turned out to be pleasingly disorienting as it had peaks and long placid spells but was inspiring mapping multiple continents. Her ancestors were from Rawalpindi, in undivided India, which is now in Pakistan. She was born and brought up in Burma, now called Myanmar; studied in Delhi and Agra, and did her doctorate in Comparative Literature from University of Oregon in the US.

During her interaction, Professor Jaspal spoke from the vantage point of a trained academic who could cull-out and highlight major points of turns and departures in her life journey. The questions, observations and comments by the participants

spanned the personal, academic, political and intellectual. Research students queried about their research concerns and her impressions of JNU where she is teaching as Visiting Professor.

The PG students were keen on knowing as to how 'texts' are approached and appreciated by students in the US. One of the students appreciated her diasporic leap from one country to couple of others, thereby summing up her life narrative as one wherein "home is never a home". Professor Jaspal responded to each query lucidly by lending it unique and enlightening perspectives.



Prof. Jaspal Kaur Singh  
with MA students

## Guest Lecture on Employability Skills

On 30th November 2012 the Training and Placement Cell, School of Business and Management Sciences organized a lecture on "Employability Skills". Prof. Yoginder S. Verma, Dean, School of Business and Management Studies welcomed Mr. Tanvir Singh Noor, Founder and CEO, Milestones Consulting, Chandigarh. Addressing the students of Management Mr. Noor appraised them of the skills-set essential for entry into the Corporate

Sector and making a mark in the corporate world. He said that apart from theoretical and conceptual knowledge a management student must also be confident, committed and good in communication skills. He emphasized that knowledge, skills and attitudes are the key to success in modern times.

Dr. Ashish Pareek, Head, Department of Marketing and Supply Chain Management thanked Mr. Noor for sharing his *gyaan* with the students and stressed

that such lectures help the students in gaining valuable inputs regarding the needs and requirements of the industry and preparing them as per the needs of the job market. Dr. Sanjeev Gupta, Head, Department of Accounting and Finance, Dr. Bhagwan Singh, Dr. Aditi Sharma, Dr. Manpreet Arora, Mr. Ashish Nag, Mr. Manoj Chaudhary, Mr. Rajesh Kumar and Mr. Sanjay Thakur were the other faculty members present at the seminar.



Mr. Tanvir Singh Noor Interacting  
with Students

## Entrepreneurship: Emerging Challenges and Opportunities

Management Society of School of Business and Management Studies organised a special lecture on "Entrepreneurship" on 12<sup>th</sup> October, 2012. The lecture was delivered by Mr. Varun Rattan Singh, Chief Operating Officer, Srijan Dhau-ladhar Technologies. Mr. Varun is a Technocrat turned Management Professional and possesses corporate experience spanning ten years. Prof. Yoginder S. Verma, Dean, SBMS, welcomed the guest and highlighted the importance of entrepreneurs who through their entrepreneurial ventures can solve the unemployment prob-

lem by creating jobs for large number of people.

Mr. Varun discussed the qualities needed to become a job provider than a job seeker. He said that an entrepreneur is a person who has the risk-taking ability, provides innovative products and services and has a focused approach. Mr. Varun also highlighted the challenges that an individual faces while starting a new venture. He motivated the students to come out of their individual shells and start their own ventures. The importance of a B-Plan and venture capitalists were also highlighted.

This activity was hosted by students of MBA. Mr. Raghav Manocha and Dr. Aditi Sharma welcomed and proposed a vote of thanks. Dr. Sanjeev Gupta, Head, Department of Accounting and Finance, Dr. Ashish Pareek, Head, Department of Marketing and Supply Chain Management, Dr. Bhagwan Singh, Dr. Aditi Sharma, Dr. Manpreet Arora, Mr. Ashish Nag, Mr. Manoj Chaudhary, Mr. Rajesh Kumar and Mr. Sanjay Thakur were also present during the lecture and lauded the efforts put in by the member students of Management Society.



Mr. Varun Rattan Singh  
interacting with Students

## Guest Lecture on Intellectual Property Rights



**Dr Raju Narayana Swamy**

1st November 2012: A lecture on 'Intellectual Property Rights' was delivered, at the School of Business and Management Sciences by Dr. Raju Narayana Swamy, Commissioner, Civil Supplies, Government of Kerala. Dr. Raju was given a floral welcome by Dr. Ashish Pareek, Head of Department, Marketing and Supply Chain Management.

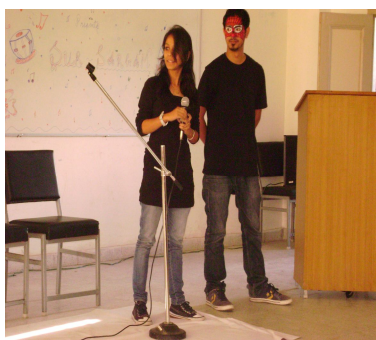
Dr. Raju spoke about the importance of Intellectual Property in India which is well established at all levels - statutory, administrative and judicial. He pointed that India

ratified the agreement establishing the World Trade Organization (WTO). This Agreement, inter-alia, contained an Agreement on Trade Related Aspects of Intellectual Property Rights (TRIPS) which came into force from 1st January 1995.

TRIPS lays down minimum standards for protection and enforcement of intellectual property rights in member countries which are required to promote effective and adequate protection of Intellectual property rights with a view to reducing distortions and impediments to interna-

tional trade. The Agreement provides for norms and standards in respect to the following areas of intellectual property viz. Patents, Trade Marks, Copyrights and Geographical Indications.

Dr. Raju also cited various cases drawn from the industry to reflect on the extensive use of IPR in India. Dr. Sanjeev Gupta, Head of Department, Accounting and Finance thanked the visiting guest and stressed the need and importance of such informative lectures which add to the knowledge quotient of the students.



**Students performing in the Face Painting Event**

## AD MAD - THE WACKY SIDE OF ADVERTISEMENT

Management Society of School of Business and Management Studies, CUHP organized Ad Mad Competition for all the students on November 1st, 2012. A total of six teams from MBA and MBA (T&T) first semester, one team from M.Sc. (IT) first semester and two teams from MBA third semester actively displayed their creative abilities in making

advertisements for the different products assigned to them through chit selection. Thereafter each team presented their advertisement before the judges and the audience. The First Position was bagged by the students of MBA third semester - Gautam, Nitin, Amit, Ashish, Gurjit, and Vineet. Second Position was attained by the students of

MBA first semester - Isha, Nishaan, Nitish, Shantanu, Anuj, and Manik; while the Third Position was attained by the students of MBA third semester - Swati, Alka, Akanksha, Monika, Shweta, and Raghav.

Dr. Sanjeev Gupta, Head of Department, Accounting and Finance appreciated the efforts of the students who participated and managed the competition very well.



**Students performing during Sur-Sangam**

## Sur-Sangam– The Pre Event of Annual Function

UDBHAVA – The Cultural Society of CUHP organized Sur-Sangam on October 18th 2012 in which various Competitions like Solo Singing, Duet Singing, Rap, Stand-up Comedy etc. were held. Students cutting across various Schools and Departments participated

in these events with a lot of zeal and enthusiasm. Prof Arvind Agrawal, Prof HR Sharma, Prof Roshal Lal Sharma, Dr Ashish Pareek, Dr Sanjeev Gupta and other Faculty members were present to judge and witness the musical extravaganza.

The function ended with a pleasant surprise—a solo rendition by Dr. Roshal Lal Sharma, Dean, English and European Languages of CUHP. This marked the stepping stone for the first year students as their first Cultural Event at CUHP.

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CUHP

Committed to Inclusive  
Access and Excellence in  
Higher Education

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*Central University of Himachal Pradesh (CUHP) was established under the Central Universities Act 2009 enacted by the Parliament of India. The University became functional from 20th January 2010 with Professor Furqan Qamar assuming the charge as the first and founder Vice Chancellor of the University*

*Standing for Inclusive Access and Excellence in Higher Education, it is a multidisciplinary university. The Vision document of the University provides for seventeen different schools with five to six Departments and two to three Centres in each school. Of these eleven Schools and eighteen Departments and two Centres have been made functional*

*The University has adopted comprehensive choice based credit system which mandates students to accumulate at least 30 percent credits from departments other than those in which they major. This makes all programmes of studies inter-disciplinary and all students study in an interdisciplinary environment. All programmes of studies are based on semester system and the University follows comprehensive continuous internal assessment and Grading System*

*The University is to have its headquarter in Dharamshala and two distinct campuses located in Dharamshala and Dehra, both in the picturesque Kangra District of Himachal Pradesh. The land for both the campuses have been identified and allotted to the University and proposal for FCA clearance is at the advanced stages of progress. Following which, the land is likely to be transferred to the University and construction of permanent campuses shall begin.*

*In the Interim, the university has commenced its academic activities from the Temporary Academic Block (TAB) located at Shahpur in the Kangra District. The Headquarter of the University is located at Camp Office at Dharamshala.*

## Dr. Raju Narayan Swamy: A Brief Profile



**Dr. Raju Narayana Swamy** (born 24 May 1968) is an Indian Administrative Service officer. He is Commissioner, Civil Supplies Department, Government of Kerala. Dr. Swamy was a student of Sacred Heart High School in Changanacherry, Kerala. In 1983, he stood first in Kerala in Secondary School Leaving Certificate examination. Two years later, he topped the Pre-degree examination in MG University. Dr. Swamy obtained his bachelors degree in computer science and engineering from the Indian Institute of Technology, Madras. He also secured the first rank in the Graduate Aptitude Test in Engineering (GATE), conducted for admission to postgraduate courses in India. In 1991, he got the first rank in Civil Services Examination and entered the Indian Administrative Services.

In August 2011, Dr. Swamy was awarded the degree of Doctor of Philosophy by Amrita Vishwa Vidyapeetham. Narayana Swamy's career is known for his uncompromising stand against corruption. Posted in his home state, he fought against corruption. After the V. S. Achuthanandan led LDF government came into power in Kerala, Narayana Swamy was appointed as the collector of Idukki district and was given charge of Munnar land evacuations. During his investigations, he inquired into an illegal land deal by the son and daughter of the Public Works Minister T. U. Kuruvilla who had to resign over the issue. Swamy has 25 books to his credit. He won the Kerala Sahitya Akademi award for a travelogue, *Santhimantram Muzhangunna Thazvarayil*. His other works include *Niram Mangiya Vazhithara*, which is a translation of *The Road of Lost Innocence*, the English version of the French memoirs by Somaly Mam.