



# University NEWS LETTER



# sbstimes

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## Editorial

As we step into November, we stand at the remarkable intersection of history and progress, looking back with pride and forward with promise. This month, we are celebrating three decades of SBSU's unwavering commitment to education, growth, and the empowerment of future generations. SBS has not just endured; it has thrived, transformed, and left an everlasting impact on countless lives. Three decades ago, SBS opened its doors with a singular vision: to provide quality education that not only nurtures academic excellence but also shapes character, fosters critical thinking, and prepares students to tackle the challenges of the world with confidence. Over the years, our journey has been defined by moments of triumph, resilience, and innovation. From modest beginnings, we have grown into a beacon of learning, attracting students from diverse backgrounds, cultures, and disciplines. Our faculty, administrators, and alumni have played an instrumental role in shaping this journey, constantly adapting to the evolving needs of the educational landscape while staying grounded in our core values. To demarcate the glorious 30 years of SBSU, grand celebrations took place this month with full zeal and zest.

Stay blessed

Happy Reading!!!!

Editorial team

## PHOTOGRAPH OF THE MONTH

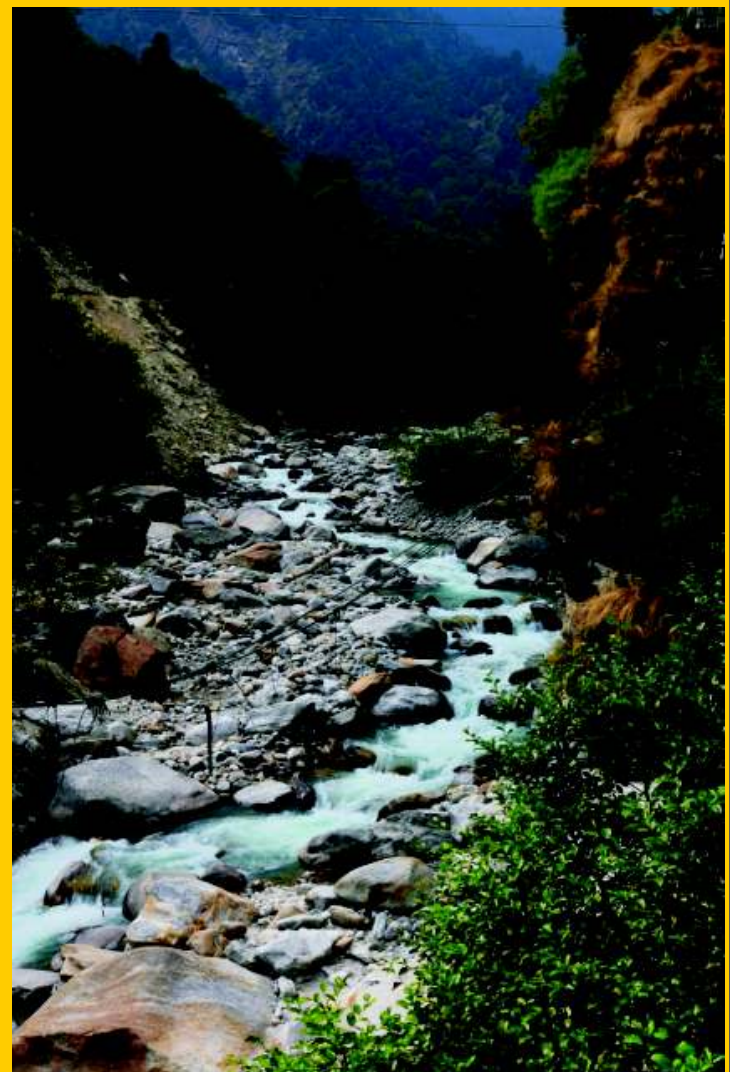


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Gaurav Gusain  
BPT III Sem

# SBSU Celebrates 30th Annual Day SAPTRANG

SBSU commenced its 30th Annual Day celebrations with remarkable enthusiasm and grandeur. The prestigious occasion was graced by the presence of the Chief Guest, Sardarni Harinder Pal Kaur Ji, wife of the late Founder Director, Sardar Gurcharan Singh Ji, accompanied by Dr Gaurav Deep Singh, President SBSU; Mrs Jyoti Singh; Dr Sheetal Singh; and Mr Zorawar Singh, Manager SBSU. Their presence, along with a distinguished gathering of faculty, staff, and students, infused the event with a spirit of reverence and inspiration.



The celebrations of 30th Annual Day commenced with the welcome of the Chief Guest by Prof. (Dr.) J. Kumar, Vice Chancellor of SBSU. Following this, the Chief Guest, along with other dignitaries, visited various exhibitions organized as a part of the festivities. These included the Inter-House Creative Arts Society Competition SAPTRANG, Nature Club exhibits and an engaging photography display. The exhibitions beautifully captured the creativity, innovation, and artistic excellence of students of SBSU, showcasing their multifaceted talents. Sardarni Harinder Pal Kaur Ji appreciated the students for their remarkable efforts and encouraged them to continue exploring their artistic potential.



In his address, the Hon'ble Vice Chancellor Prof. (Dr.) J. Kumar underscored the significance of fostering creativity and responsibility among students, stating: *"This program beautifully reflects the spirit of creativity and environmental awareness showcased by our students. It demonstrates the incredible talent and dedication of both students and their mentors. Each display tells a story of passion and purpose, underscoring the values we cherish at SBSU."*



The celebrations highlighted SBSU's dedication for nurturing talent through various competitions. Dr. Gaurav Deep Singh, President SBSU, felicitated the winners across several categories. In SAPTRANG, Shaheen Khan (BPT 4th Year) secured first place in Rangoli, while other winners included Aanchal Joshi (Mehndi), Dulumani Das (Face Painting), Inderpreet Kaur (Card Making), Khushi Baweja (Pebble Art), Muskan (Mandala), and Manya Dheeman (Best Out of Waste). The Nature Club Competition showcased equally commendable entries, with Suman and Vishnu earning top honors in Floral Rangoli, where



as Divya Rawat excelling in bouquet making, Khushi Baweja winning the Flower Decoration category, and Supriya in Toran. In the photography competition, Akshay Gautam won in the Landscape category, Aditi Maheshwari excelled in the random category, and the open categories were bagged by Pradyumna Ghosal (Landscape) and Ankush Sundriyal (Random).

The meticulously organized event was coordinated by Capt. Nalini Mehrishi, Dr. Niki Nautiyal, Mr. Ankush Sundriyal, and Mr. Pradyumna Ghoshal. It also witnessed the active participation of dignitaries,

including Prof. (Dr.) Deepak Sahni (Registrar); Dr. Veerma Ram (Director, School of Pharmaceutical Sciences); Dr. Manish Kumar (Dean of Student Welfare); Ms. Urmi Chaurasia (Controller of Examination); Mr. Vipin K. Jain (Deputy Registrar, HR & Legal); and Lt. Col. R.P. Jugran (Retd.) (Deputy Registrar, Administration), alongside Heads of Departments, faculty, staff, and students.

The 30th Annual Day celebrations, marked by vibrant participation, exceptional creativity and spirited camaraderie, stand as a testament to SBSU's unwavering commitment to fostering academic excellence, artistic talent, and holistic development among its students.



# SBS UTSAV



Sardar Bhagwan Singh University marked a significant milestone as it celebrated its 30th Annual Day with grandeur and enthusiasm. SBS Utsav was attended by prominent dignitaries, including Prof. Anita Rawat, Director of USERC, who served as the Guest of Honour, whereas renowned actor Mr. Anil George, famous for his roles in Mirzapur and URI, as the Special Guest. The ceremony began with a warm welcome extended by Shri S.P. Singh Ji, Chairman of Gaurav Bharti Shiksha Sansthan, and Dr. Gauravdeep Singh, President Sardar Bhagwan Singh University, Prof. Anita Rawat, hon'ble Vice Chancellor of the University Prof. (Dr.) J. Kumar, presented her with a ferns & petals setting a celebratory tone for the evening. In his address, The Presidents Dr. Gauravdeep Singh highlighted the vision and mission of the University's founder, Late Sardar Gurcharan Singh, emphasizing the commitment to maintaining the legacy of excellence that has been upheld over the past 30 years. He also outlined the University's ambitious action plan for the next decade, aiming to further strengthen its position as a leading institution for higher

education and research.

Prof. (Dr.) J. Kumar, the Vice Chancellor, also took the stage to present the University's annual report, highlighting the remarkable achievements of both students and faculty. The report underscored the institution's commitment to academic excellence and holistic student development.

The highlight of the evening was the distribution of academic awards to outstanding students, recognizing their excellence in various disciplines. Prof. Anita Rawat congratulated the students for their academic achievements and emphasized the importance of research and innovation in creating a better society, praising the university's role in fostering these values.

The event gained further vibrancy with the presence of Mr. Anil George, who delighted the audience with motivational words. He encouraged students to uphold the legacy of Sardar Bhagwan Singh University and shared inspiring lines from his iconic roles in Mirzapur and URI. The students went a reciting his famous dialogues from his films, which created an electrifying atmosphere and added an element of fun to the evening. Shri S.P. Singh, while appreciating the compelling performances and artistic brilliance of Anil George, further added flavor to the electrifying atmosphere with his words of praise.

A cultural extravaganza followed, beginning with a soulful rendition of Saraswati Vandana, followed by a series of captivating performances showcasing the rich cultural heritage of Uttarakhand and Punjab. Students performed traditional dances, including the classical dance and the folk dances of Punjab – Gidda and Bhangra – which were met with resounding applause. Certificates were distributed to all the participants, acknowledging their contributions to the cultural celebrations.

The event was attended by several distinguished guests, including Sardarni Harinder Paul Kaur and her family, former Vice Chancellor of SBSU, Dr. A.K. Shama, and a number of principals and teachers from various schools. University officials, faculty, staff, and their families were also present, adding to the vibrancy of the celebration.

The event was meticulously coordinated by Capt. Nalini Mehrishi, alongwith with Dr. Maitri Chaturvedi, Mr. Anoop Negi, Mr. Naveen Singh, and Ms. Durga playing vital roles in ensuring the seamless execution of the celebrations. Dr. Nidhi S. Belwal served as the anchor for the evening, guiding the audience through the various segments of the event. Sardar Bhagwan Singh University's 30th Annual Day was a resounding success, celebrating academic excellence, cultural diversity, and the University's enduring commitment to fostering the growth and development of its students. The milestone event will undoubtedly be remembered as a testament to the institution's rich legacy and its dedication to holistic education.



## SBSU Alumni Shine in Prestigious Drug Inspector Exam!

Four SBSU alumni have cleared the competitive UKPSC Drug Inspector exam! Out of 72 candidates, only 18 were selected, Dr. Archana Uppal, Mrs. Gauree Kukreti, Mr. Shubham Kotnala, and Ms. Nidhi Raturi made the cut!

Dr. Gaurav Deep Singh, SBSU President, expressed pride in their achievement, calling it a testament to their hard work and SBSU's commitment to excellence.

This success inspires the entire SBSU community to aim higher!



## National Pharmacy Week

Sardar Bhagwan Singh University marked National Pharmacy Week with a National Seminar themed "Think Health, Think Pharmacy." The event spotlighted the indispensable contributions of pharmacists, pharmacy technicians, and other professionals in ensuring safe medication use, enhancing patient care, and advancing public health. The seminar featured prominent alumni and industry experts as resource persons, including Mr. Ramraj Singh Rathore (General Manager, Uni Medicolabs, Dehradun), Dr. Rajneesh Negi (Founder Director, PMT India), and Dr. Meenakshi Bhatt (Project Coordinator, Uttarakhand Price Monitoring and Resource Unit, FDA).



The program commenced with a formal welcome and lamp-lighting ceremony led by Dr. Gauravdeep Singh, President of SBS University, and Prof. (Dr.) J. Kumar, Vice-Chancellor.

In his opening address, Prof. (Dr.) J. Kumar congratulated the alumni and conveyed his profound appreciation for the pivotal role of pharmacy professionals in healthcare.



He remarked, *"In an era defined by rapid advancements in medicine, the emergence of new diseases, and the need for equitable healthcare, pharmacists are frontline professionals ensuring the effective delivery of health services. As an institution committed to excellence in education and research, SBSU takes immense pride in nurturing professionals equipped to meet these global challenges."*

Prof. (Dr.) Veerma Ram, Director of the School of Pharmaceutical Sciences, presented a detailed historical perspective of National Pharmacy Week and elaborated on this year's theme.

The seminar's sessions were both insightful and engaging. Dr. Rajneesh Negi shared fond memories of his student days at SBSU and discussed strategies for pharmaceutical marketing. Dr. Meenakshi Bhatt provided a comprehensive understanding of India's Drug Price Control Order (DPCO) and the National Pharmaceutical Pricing Authority (NPPA), emphasizing their role in ensuring affordable and accessible medicines. Mr. Ramraj Singh Rathore guided students on diverse career prospects in pharmaceutical sciences, highlighting the integration of healthcare, technology, and business.

The event witnessed enthusiastic participation from students, who actively engaged in interactive discussions with the speakers. Key attendees included Prof. (Dr.) Deepak Sahni (Registrar), Dr. Manish Kumar (Dean of Student Welfare), Mr. Zorawar Singh (Manager), and Ms. Urmi Chaurasia (Controller of Examinations), along with Heads of Departments, faculty members, and staff.

Prof. (Dr.) Arun Kumar Mahato, the Organizing Secretary, extended heartfelt gratitude to the dignitaries and SBSU management for their invaluable support in making the event a resounding success. The seminar underscored SBS University's unwavering commitment to advancing pharmaceutical sciences, fostering innovation, and contributing to a healthier and more equitable society.



## Shaping Future Sports Physiotherapists



On 18th November 2024, MPT Sports students at SBSU took their learning to the next level during an engaging field class on 'Match Preps and Injury Management'. The session, conducted at the SBSU Ground, was expertly led by Dr. Deepjyoti whose insights bridged theoretical knowledge with practical application,

preparing students for real-world challenges. This interactive class was organized by the ever-enthusiastic Dr. Maitri Chaturvedi, ensuring a seamless and enriching experience for all participants.

Such initiatives underscore SBSU's commitment to equipping students with cutting-edge skills in sports physiotherapy.



## Physiotherapy Services



The Physio team of Sardar Bhagwan Singh University supporting the cricket heroes from all the working departments of Dehradun on and off the pitch in DPL, Departmental Premier league from 2nd October to 26th October at Aryan Chhetri Cricket ground.

The theme song was written and composed by our alumni and organizer of the league Mr. Pravesh Semwal.

## Expert Lecture Series: Insights from the Pioneers!



The School of Life Sciences, Department of Biotechnology at SBSU proudly hosted an Expert Lecture Series on 8th November 2024. The event featured two eminent speakers who shared groundbreaking knowledge in their fields:

Prof. Ayyanadar Arunachalam, Director of ICAR-CAFRI (Central Agroforestry Research Institute), delivered an enlightening talk on the role of Agroforestry in restoring ecosystems, linking it to Sustainable Development Goals (SDGs) and key National Policies. His insights highlighted how agroforestry can drive sustainability and resilience in our environment.

Dr. Amit Gupta, from the University of Jammu, captivated the audience with his lecture on cutting-edge vaccine adjuvant technology, emphasizing its beneficial impact during the COVID-19 pandemic. His talk shed light on innovations that are shaping the future of global health.

The event was a great success, sparking curiosity and enriching the knowledge of students and faculty alike.





# Impacts of Social Media: Advantages and Disadvantages

Social media has completely changed how we engage, communicate, and get information. It has several benefits, including interacting with loved ones, networking, and sharing content and ideas on a platform. Nevertheless, there are drawbacks as well, such as issues with privacy, the dissemination of false information, and the possibility of cyberbullying. This article discusses social media's benefits and drawbacks, offering a fair assessment of how it affects our personal and professional lives. We may choose how to use social media more wisely if we know these factors.

## Advantages of Social Media:

- 1. Improved Communication :** Social media has significantly improved relationships by providing a constant and instant communication platform, allowing people to stay connected regardless of geographical distance. So the first benefit of social media is definitely communication! It enables users to share life events, photos, and messages, fostering a sense of closeness and community. Social media also helps reconnect old friends and maintain relationships that might otherwise fade due to time and distance. Additionally, it offers support networks and groups where individuals can share experiences and advice, strengthening bonds through shared interests and common goals.
- 2. Marketing Opportunities :** Companies can use social media to implement low-cost marketing plans. With the help of tools for targeted advertising, social media platforms like Facebook and Instagram, they can connect with customers directly, access niche markets, and raise brand awareness.
- 3. Educational Resource** One of the pros of social media is that it provides free knowledge. Social media gives users access to a wide range of educational resources and content, making it a valuable tool for education. By exchanging expertise, tutorials, and courses, professionals and educational institutions increase accessibility to learning.
- 4. Building Communities** It facilitates the formation of online communities around common interests, encouraging cooperation and social support. These communities, which foster a sense of belonging and support among members, can take many forms, from support groups to interest clubs.
- 5. Entertainment :** Next on the list of pros of social media has to be entertainment. Videos, music, games, and live streaming are just a few entertainment possibilities on social networking. Users can find a never-ending supply of entertaining videos on websites like YouTube and Instagram. Become a millennial Digital Marketer in just 8 months. Enroll now for our PGP in Digital Marketing course in collaboration with Purdue University!
- 6. Creativity and Self-Expression:** People can share their artistic pursuits and exhibit their creativity on websites like Pinterest or Instagram. Aspiring artists and creators may benefit from this exposure through opportunities and recognition.
- 7. Collaboration and Networking** Professionals can work together on projects, network with colleagues, and exchange industry insights using social media. This engagement encourages people to stay current on industry trends and innovations.

## Disadvantages of Social Media

- 1. Privacy Concerns** One of the cons of social media is that it brings along a lot of privacy and security concerns! Personal information users share on social media platforms is frequently vulnerable to exploitation if inadequate security measures are in place. Significant hazards include unauthorized access to personal information and data breaches.
- 2. Misinformation** One of the other cons of social media is misinformation. Due to the quick diffusion of information on social media, false or misleading information may also increase. This may result in confusion, rumors, and adverse effects on public opinion and conduct.
- 3. Cyberbullying and Harassment** Cyberbullying and harassment can occur on social media. On these sites, anonymity might encourage people to act harmfully, which can upset victims emotionally.
- 4. Time Management and Addiction** Social media is meant to be engaging, which can result in compulsive behavior. Overuse can negatively affect relationships, productivity, and mental health.
- 5. Superficial Connections and Distraction** Although social media makes it possible to interact with people widely, these connections are frequently flimsy and superficial. This may result in a lack of deep social connections and loneliness. On the other hand, the never-ending barrage of alerts and updates can be highly distracting, impairing concentration and productivity. This is especially troublesome for professionals and students who must focus on their work.
- 6. Frauds and Scams** Next up, one of the cons of social media is exploitation and fraudulence. Scammers frequently exploit social media sites to trick users out of their money. Users must be cautious to avoid these schemes, ranging from phishing scams to bogus advertising.

We should know that everything has its own advantages and disadvantages the only way to use it correctly is to use it wisely. In today's world social media is one of the essential part of our live which when used correctly can change our lives for good and if not chosen correctly can also destroy it.

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B.Pharm 4th year

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