

EVENT DETAILS	
EVENT TYPE	WORKSHOP
TOPIC	EMBRACE RESILIENCE:DESIGN YOUR OWN SUCCESS STORY
DATE	2025-04-20 to 2025-04-20
MODE	OFFLINE
ORGANIZER NAME	MR.VIMAL SHARMA
RESOURCE PERSON	HARINDER PAL SINGH LAMBA, HOD JATINDER CHOPRA , PRACTICE OF PROFESSOR DR.DINESH TANDON, HOD MS.SUNITA MEHTA, TRAINING MANAGER
NO. OF PARTICIPANTS	41
SDG NO	SDG 4: QUALITY EDUCATION, SDG 8: DECENT WORK AND ECONOMIC GROWTH, SDG 9: INDUSTRY, INNOVATION AND INFRASTRUCTURE

OBJECTIVE:

1. Enable students to understand resilience and its critical role in career success.
2. Enhance students' skills in disciplined decision-making under high-pressure sales and marketing scenarios.
3. Teach stakeholder management techniques for building strong, sustainable professional relationships.
4. Develop effective communication strategies for navigating critical workplace situations and challenges.
5. Provide real-world insights from industry experts to bridge academic knowledge with industry expectations.

DESCRIPTION:

CCSM conducted an event titled “Empower 3.0 – Embrace Resilience: Design Your Own Success Story,” a workshop organized for MBA Sales & Marketing (Pharmaceutical

Management/BFSI) students on 20th April 2025 in Delhi. The event featured industry and academic professionals with a wealth of experience, who delivered insightful presentations and shared valuable perspectives with the students. The speakers — Mr. Jatinder Chopra, Mr. Harinder Pal Singh Lamba, Dr. Dinesh Tandon, and Ms. Sunita Pasricha — brought extensive expertise in their respective fields, engaging the audience with real-world insights and career guidance. Significant support from Mr. Samuel Jonathan further contributed to the success of the event. An interactive session followed, where students were enlightened on the importance of resilience, discipline, decision-making, stakeholder management, and the role of effective communication in navigating critical workplace situations. To reinforce these concepts, a practical activity was conducted, allowing students to experience real-time workplace challenges and apply their learning in a hands-on environment. Overall, it was a highly engaging and impactful session that provided students with practical insights and meaningful learning experiences, preparing them for the dynamic demands of the sales and marketing industry. The MBA in Sales and Marketing with a specialization in Pharmaceutical Management/BFSI equips students to be industry-ready for a fast-paced, sustainable, and growth-oriented career in the pharmaceutical, healthcare, and BFSI sectors. These roles are often high-pressure and target-driven, which can lead to stressful situations. In this context, discussions on resilience are essential, as they empower students to bounce back with renewed energy while maintaining their mental well-being. Additionally, the role of effective communication is crucial—it helps build strong customer relationships, expand the customer base, and manage real-world challenges by dealing with diverse mindsets. Together, these skills lay the foundation for a long-term, sustainable career, enabling students to evolve into well-rounded, result-driven professionals. The main focus was empowering individuals to transform challenges into opportunities, promoting sustainable economic growth, and nurturing innovation ecosystems

OUTCOMES:

1. Students gained practical knowledge on applying resilience to real-time workplace challenges.
2. Participants improved decision-making abilities for managing high-pressure roles in pharma and BFSI sectors.
3. Students learned stakeholder management strategies essential for long-term career growth.
4. Improved communication skills to effectively handle diverse customer interactions and critical conversations.
5. Greater awareness of real-world demands, preparing students for industry-ready professional roles.



Flyer : Workshop on Embrace Resilience: Design Your Own Success Story (20-04-2025)



Speakers with participants after the workshop (20-04-2025)



Mr. Harinder Pal Singh is interacting with the students (20-04-2025)



Mr. Jatinder Chopra is interacting with the students (20-04-2025)



Dr. Dinesh Tandon is interacting with the students (20-04-2025)



Ms. Sunita is interacting with the students (20-04-2025)