



UNIVERSITY OF DELHI

DEPARTMENT OF PSYCHOLOGY

in collaboration with

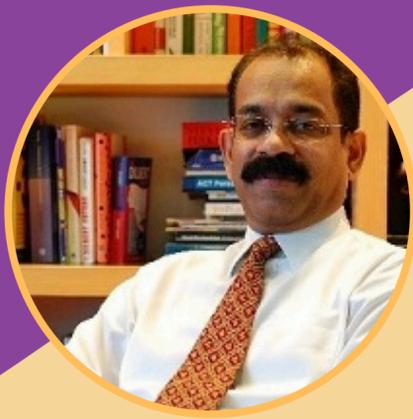
CHEISTHA KOCHHAR NUDGE CENTRE



1st Cheistha Kochhar Memorial Lecture - 2025

on

“The Future of Nudge Theory in the World of
Smartphones”



SPEAKER

Mr. Biju Dominic

Chief Evangelist, Fractal Analytics
Chairman, Final Mile Consulting

Chief Guest
Prof. Rajni Abbi

Director, South Campus, University of Delhi



 **Shankar Lal Hall, University of Delhi**



Monday, 17th November 2025



10:30 am

Prof. Urmi Nanda Biswas

Head of Department,
Department of Psychology

CHAIRPERSON

Dr. Subhash Meena

Assistant Professor,
Department of Psychology

COORDINATOR