



**GRADUATE SCHOOL OF MANAGEMENT STUDIES  
GUJARAT TECHNOLOGICAL UNIVERSITY**

*“Abhilakshya - 2022”*  
*GTU Management Fest*  
*Date: 12<sup>th</sup> October, 2022*



Management Fest ‘**Abhilakshya - 2022**’ is a part of GTU Tech-fest which was organized on 12<sup>th</sup> October, 2022 at GSMS - GTU, Ahmedabad. From all across the state, about 250 students from Engineering, Management and other streams’ have participated in various events of Abhilakshya – 2022.

**Events of the Fest:**

1. Ad Mad Show
2. Brand Antakshari
3. Chanakyaniti

4. Reel to Real
5. The Minefield
6. Fun Games

This was a one day GTU Management Fest hosted by the **Graduate School of Management Studies (GSMS)**, PG school of Gujarat Technological University (GTU), Ahmedabad. With the unanimous contemplation of all the faculty members to make the Fest successful with the joint activities of all our students who were guided by the faculty- team to chart-out the activities to be conducted in a planned manner to effect it.

**Graduate School of Management Studies  
Gujarat Technological University**

**TECHFEST-2022  
ABHILAKSHYA-2022**  
Date: 12<sup>th</sup> October 2022

**Chief guest**                      **Guest of honor**

**Dr. Hemant Trivedi**  
Visiting Professor, Adani Institute of Digital Technology Management - AIDTM

**Dr. Parimal Trivedi**  
Brand Strategist & Consultant

**Dr. K.N. Kher**  
Registrar - GTU

**Dr. Pankajray Patel**  
Director, GSMS and Convener for Management Theme

**INVITEE**

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The inaugural function was graced by our chief guest Dr. Hemant Trivedi and Guest of Honor Dr. Parimal Trivedi.

## INAUGURAL SESSION

### Lamp Lighting and GTU Song

The Fest was inaugurated with lamp lighting by the guests and other dignitaries followed by Saraswati Vandana and GTU song.

### Felicitation of Guests

The chief guest of the Abhilakshya **Dr. Hemant Trivedi**, Visiting Professor, Adani Institute of Digital Technology Management, Ahmedabad and Guest of Honor **Dr. Parimal Trivedi**, Brand Strategist and Consultant, Integrity Branding & Communication and other experts were welcomed by the GSMS faculties.



**Dr. Hemant Trivedi**, Visiting Professor, Adani Institute of Digital Technology Management, Ahmedabad



**Dr. Parimal Trivedi**, Brand Strategist and Consultant, Integrity Branding & Communication



**Dr. Indra Meghrajani**, Associate Professor, Narayana Business School, Ahmedabad



**Dr. Bansari Dave**, Academician and Entrepreneur



**Dr. Krunal Joshi**, Associate Professor, Shri Jairambhai Patel Institute of Business Management (NICM), Gandhinagar.



**Welcome Address by Dr. Kaushal Bhatt**, Associate Professor, GSMS, GTU

**Dr. Kaushal Bhatt** welcomed all the guests, participants, faculty members, students and staff to the Abhilakshya 2022.



**Overview of the Abhilakshya by Dr. Pankajray Patel**, Director, GSMS, GTU

**Dr. Pankajray Patel** briefed about the origin and history of Abhilakshya and how it helps in overall development of the students.



**Address by the Guest of Honor Dr. Parimal Trivedi, Brand Strategist and Consultant, Integrity Branding & Communication**

The guest of honor **Dr. Parimal Trivedi** motivated the students. He encouraged them to come out of their comfort zone and to participate in various events to learn new things.

**Address by the chief guest Dr. Hemant Trivedi, Visiting Professor, Adani Institute of Digital Technology Management, Ahmedabad**

The chief guest of the management fest **Dr. Hemant Trivedi** discussed about the importance of extra-curricular activities for the all-round development of the students.





### Vote of Thanks

The inaugural session of the Abhilakshya 2022 ended with a vote of thanks by **Dr. Krishnaba Vaghela, Assistant Professor, GSMS - GTU & central techfest coordinator.**

The whole inaugural session was hosted by **GSMS student coordinators Ms. Bhakti and Ms. Shruti.**



Few Glimpse of Inaugural Session









After inauguration, all the participants enjoyed the various events of the fest.

## *AD MAD SHOW*

Ad Mad Show - Advertisement Making Competition - provided the platform to the students to showcase their creativity & talent for marketing any product or a service. The students got an opportunity to get accustomed to various promotional strategies used in marketing as it comprises of creative and humorous ad presentation through acting, jingle/tagline, brand name, etc. for the selected product or service. Total 20 participants (6 teams) participated in the event enthusiastically.



**Dr. Pulkit Trivedi, Assistant Professor, GSMS, GTU** along with students coordinated the event. **Mr. Sagar Burse, Project Coordinator, Kaushalya - The Skill University** was the judge for the event.



## ***BRAND ANTAKSHARI***

In Brand Antakshari, participants exhibited their abilities in the world of brands. It encouraged management aspirants to gain more knowledge about the business world as it evaluated that how well-versed the participants are on brand names, logos, Taglines, brand ambassadors, etc. Total 104 students (52 teams) excitedly participated in the event.



The event was coordinated by **Ms. Hetal Rathod, Assistant Professor, GSMS, GTU** along with students coordinators.



## CHANAKYANITI

Chanakyaniti - "Think out of the Box" is an event to find out unique and creative business ideas among the youngsters to provide platform to show their social entrepreneurship skill. Total 6 participants presented their business idea to the judge. **Mr. Tushar Panchal, Assistant Professor, GSMS, GTU** and a team of the students coordinated the event. **Dr. Krunal Joshi, Associate Professor, SJPI (NICM)** judged the Chanakyaniti event.



## REEL TO REAL

Reel to Real is an event to identify and analyze the management concepts from the movies. It gives an arena to extract real life lessons from reel life. Total 14 participants (5 teams) participated in the event and presented the management concepts in movies like Lakshya, Tare Zameen Par, Chhichhore, Lagaan, Miss India to name a few.



**Dr. Indra Meghrajani, Associate Professor, NBS served as a judge of the event.**  
**Dr. Neela Multani, Assistant Professor, GSMS, GTU and a group of student volunteers coordinated the event.**



## *THE MINEFIELD*

The Minefield [Zara Sun K Chalok] is a team-based activity that involves the participation of 2 people in a team which requires strong communication, team trust, strategy development, patience, and active listening between both teammates. In total, 64 registrations were received in this activity. All the participants really enjoyed participating and the winners got very excited and were grateful for such an opportunity.



**Dr. Bansari Dave [Academician & Entrepreneur]** was invited as the judge for this activity who not only evaluated the participants but also herself enjoyed the entire show. **Dr. Radhika Gandhi [Assistant Professor, GSMS]** along with student coordinators planned and executed the entire activity in an effective manner.

## FUN GAMES

Along with the management events, fun games were also organized for all the participants. It includes games like Balloon & Cup Tower, Snakes & Ladders, Coin & Water Bucket, Balloons and Darts, and Guess the word. On the spot registration was available to play these games. All had a great fun by participating in fun games. All the fun games were planned, organized and coordinated by the student coordinators of GSMS.



## VALEDICTORY FUNCTION

The winners and runner ups of each event were awarded with cash prize on next day during central TechFest valedictory function.



Dr. Pankajray Patel, Director, GSMS, GTU appreciated the student volunteers for their tireless efforts and contribution in making an event a huge success.







## Glimps of Abhilakshya 2022



Registration Desk



Feedback by participants



Feedback



Selfie Stage



Student Coordinators and Faculty Members with Hon'ble Vice Chancellor sir and Registrar sir on the success of the fest

**Student Coordinators:**

Mr. Jay Karelia;

Ms. Shruti Sejpal;

Mr. Keval Shah;

Ms. Bhakti Kathwani

**Abhilakshya Faculty Coordinator**

Dr. Krishnaba Vaghela

Assistant Professor, GSMS-GTU

**Abhilakshya Assistant Faculty Coordinator**

Ms. Sweta Padh

Assistant Professor, GSMS-GTU

**Report Prepared by –**

Dr. Neela Multani

Assistant Professor, GSMS-GTU

**Report Edited by -**

Dr. Kaushal Bhatt

Associate Professor, GSMS-GTU

**Convener of Abhilakshya:**

Dr. Pankajray Patel

Professor & Director

GSMS-GTU