



**Gujarat  
Technological  
University**

A-biannual Newsletter

# 3 NANTYAM

GRADUATE SCHOOL OF MANAGEMENT STUDIES (GSMS)

**Energy  
Waves**

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June 2021

Volume 2 Issue 1



### **About GSMS:**

Gujarat Technological University has established three Post Graduate School in the Academic Year 2017-18 and launched various Programs. Graduate School of Management Studies (GSMS) has started with M. Phil in Business Management and E-course of Post Graduate diploma in Digital Marketing in the Academic Year 2017-18. Five Management / Business Studies PG research centres viz. Centre for Global Business Studies, Centre for Financial Services, Centre for Marketing Excellence, Centre for Governance Systems and Centre for Business Ethics and CSR of Business Management are also merged with Graduate School of Management Studies. To promote Internationalization in the Higher Education, three study centres viz. Indo-Canadian, Indo-German and Indo-East Asian Study centres were also merged with GSMS. With a view to provide quality education in the field of Global Business, GSMS has started AICTE (All India Council for Technical Education, New Delhi) approved MBA (International Business) from the Academic Year 2018-19. With a view to provide support to Student Start-Up and Innovation, GSMS has started AICTE approved MBA (Innovation, Entrepreneurship and Venture Development) from the Academic Year 2019-20. GSMS is one of the four institutes in entire India and only department in Western India which got the approval of MBA (IEV) in the Academic Year 2019-20. GSMS also enrolls full time International Students (sponsored by ICCR) for its various Programs i.e. Ph. D., MBA (IB), etc. Being a department of GTU, GSMS promotes the research work in the field of business management and facilitate Joint research projects and foreign study programs in Business Management with foreign university partners in Europe.

### **Vision of GSMS:**

To Be an Institute Of Excellence in Management Education by Developing Globally Competitive and Socially Responsible Professionals

### **Mission of GSMS:**

1. To create an enriched environment for aspirants of management education who will bring a significant change in the society
2. To provide a transformational learning experience to nurture ideas, research and solution through innovative courses and pedagogy
3. To work in partnership with leading national & international higher educational institutes / organizations for collaborative research and innovation.

### **About Anantyam:**

The name “Anantyam” is originally taken from Sanskrit which means Endless or Eternal (Lasting or Existing Forever), it has also meaning of unlimited happiness. This newsletter is published by Graduate School of Management Studies Bi-Annually i.e. June and December. A newsletter can provide/updates and information on the way in which school is moving to achieve its goal. It also informs various stake holders of school regarding different activities carried out by students and faculty members. It also highlights achievements of students and staff members. The newsletter is designed and developed by the students of Media Committee of GSMS under the guidance of Faculty Members.



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❖ **Chief Editor:**

Dr. Pankajray Patel, Professor & Director, GSMS

❖ **Reviewer:**

Dr. Kaushal Bhatt, Associate Professor, GSMS

❖ **Editor:**

Dr. Naveen Kumar Singh, Assistant Professor, GSMS

❖ **Student Team for Designing:**

1. Khushali Kundariya
2. Zalak Abiyani
3. Jay Kareliya
4. Dhyey Nathwani

**Media Team:**

Biannual newsletter is published by Media Team – a team under the Media Committee at GSMS – GTU  
For any feedback/suggestion/query mail us at [anantyam@gtu.edu.in](mailto:anantyam@gtu.edu.in)

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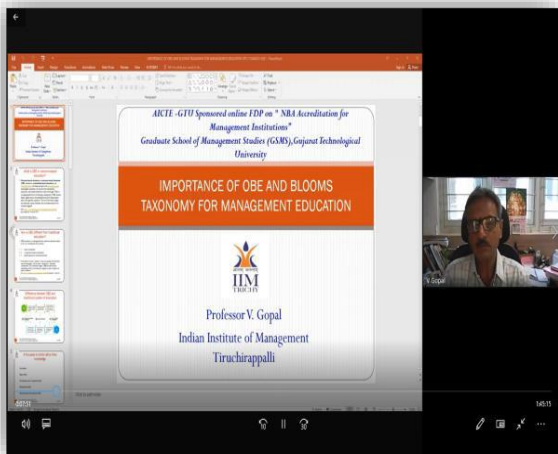


# EVENTS & ACTIVITIES

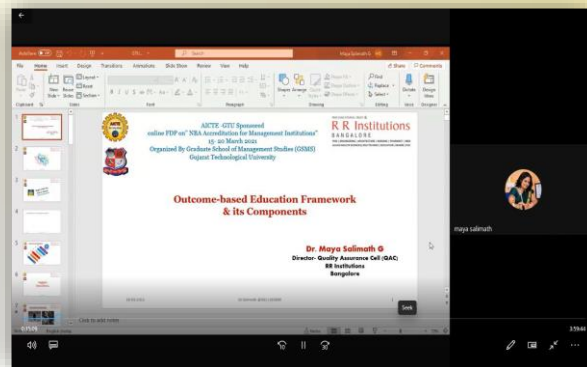
**National Level FDP on NBA Accreditation for Management Institutions:** Graduate School of Management Studies organized an Online FDP on “NBA Accreditation for Management Institutions” jointly sponsored by AICTE & GTU from 15th March, 2021 – 20th March, 2021. Dr. Keshav Sharma (Dean – The Business School, University of Jammu) was the Chief Guest for the Inaugural Ceremony of the event. It was a six (6) day FDP wherein 100 plus faculties of Management Institutions affiliated with GTU had participated to understand the process of securing NBA Accreditation thoroughly.



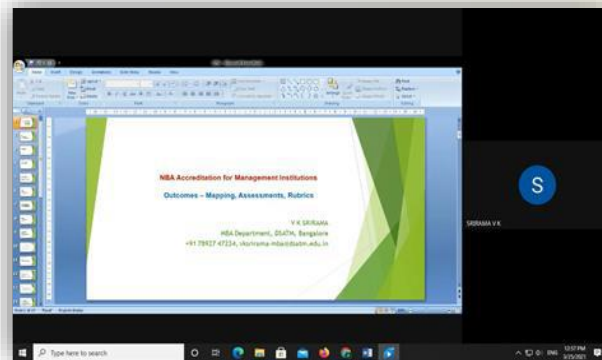
Prof. V. Gopal (Professor of Finance and Accounting – IIM Trichy) delivered the session on Importance of Outcome Based Education and Bloom Taxonomy for Management Education and the post-lunch session on Outcome Based Education Framework & its Components (Vision, Mission Formulations) was conveyed by Dr. Pankajray Patel (Director, GSMS-GTU).



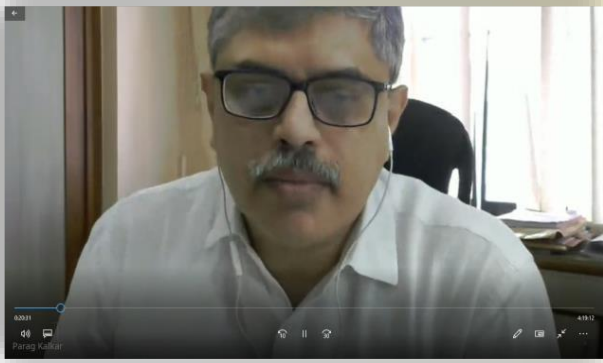
Dr. Maya Salimath (Director Quality Assurance Cell, R. R. Institution, Bangalore) enlightened the participants with Outcome-based Education Framework & its Components (PEO, PSO, PO, CO) on the 2nd day.



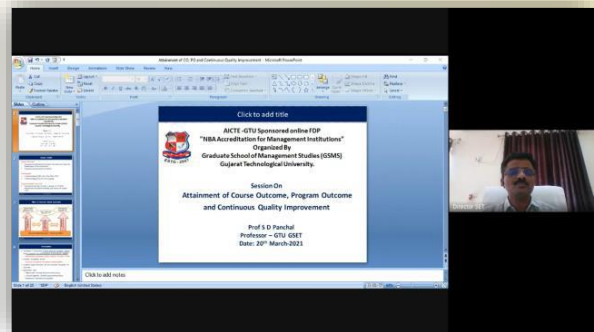
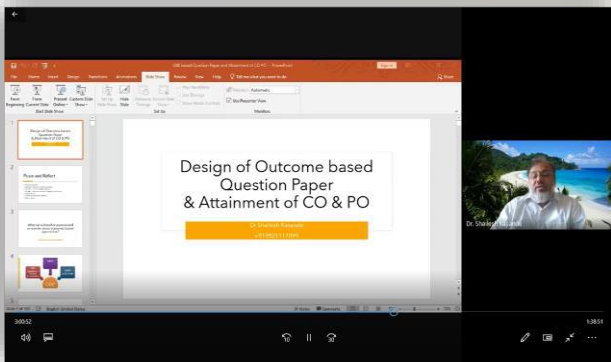
On the 3rd day, participants had an enriching experience on Mapping Outcomes, Assessment and Rubrics by our expert V. K. Shrirama (Associate Professor, Dayananda Sagar Academy of Technology and Management, Bangalore).



Dr. Parag Kalkar (Dean, Faculty of Commerce and Management, Savitribai Phule Pune University) interacted with participants on Design of Outcome Based Curriculum in the pre-lunch session as well as the post-lunch session was delivered by Dr. Shailesh Kasande (CEO and Group Director, Suryadatta Group of Institutes, Pune) on Design of Outcome Based Question Paper and

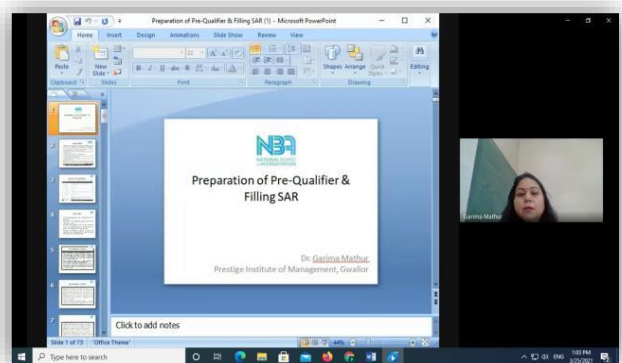
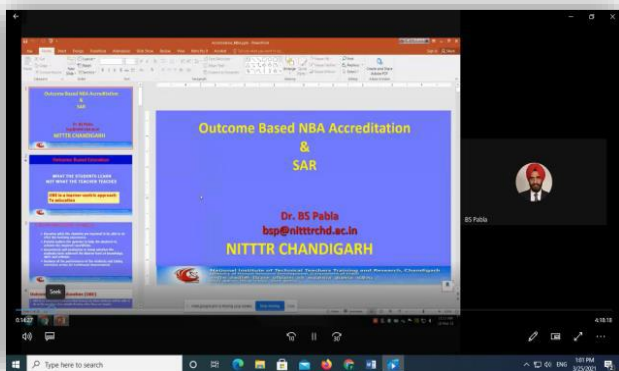


The morning session on the final and the 6th day was delivered by Dr. S. D. Panchal (Director, Graduate School of Engineering & Technology & IQAC Head, GTU) on Attainment of CO, PO and Continuous Quality Improvement whereas the afternoon session on Implementation of Ethics and Values in Outcome Based Education Framework was conveyed by Dr. Kaushal Bhatt (Associate Professor & IQAC Coordinator, GTU)



We had Prof. B. S. Pabla (Professor, National Institute of Technical Teachers Training & Research Institute, Chandigarh) as an expert on the 5th day who explained about Outcome Based NBA Accreditation and SAR in the first-half and in the second-half, Dr. Garima Mathur (Associate Professor, Prestige Institute of Management, Gwalior) gave a practical insight on Pre-qualifiers for NBA Accreditation and SAR.

FDP Coordinators - Dr. Shweta Bambuwala (Assistant Professor, GSMS-GTU) and Dr. Radhika Gandhi Assistant Professor, GSMS & I/c Ph.D. Section, GTU) along with the entire team of GSMS-GTU received an overwhelming response for conducting this FDP. The Valedictory Ceremony was held on the sixth day. Overall, it served as the great learning experience for the participants which also made the entire event successful.



**“Fun Week D-Festa’21”** - Days’ celebration was organized by GSMS-GTU as a part of welcoming the students to college premises after pandemic. Between the countless hours of studying and the high levels of stress, the life of a Management student may not always feel fun and exciting. Yet, there are a few key moments in Management school that needs to be cherished. Helping the students to celebrate their moments in Graduate School of Management Studies, the Cultural Committee organized “D-Festa’21” to make memorable moments with a number of signature events that will stand out and define the best moments of experience in a Management school! The celebrations were planned for a week from 1st March, 2021 to 6th March, 2021 in which students became creative to show different themes including Signature Day, Masquerade Day, Colorful Day, Injured Day, Retro Day and Traditional Day.

The First day of the celebration was viewed as “A Signature Day” wherein the students were asked to wear a White/Off-white T-shirt with Black/Blue jeans. The campus was able to notice students writing messages and sketching smileys and caricatures on each other’s faces and clothes.



**Signature Day celebration**

The second day was “A Masquerade Day”. On that day, all students were invited to come wearing an eye Mask. It was fun to see the students with the masks made by their own.



**Masquerade Day celebration**

The Third day was “A Colourful Day”, as every student of GSMS were expected to wear colourful dresses. A funny event was organized in which the student having more colours in his or her costume was declared as a winner.



**Masquerade Day celebration**



### Traditional Day Celebrations

The Sixth and Final day was observed as “A Traditional Day” as a celebration of India’s diverse culture. Students were asked to come in traditional attire from their native State or Country, or specific culture of their choice. To make the traditional day more entertaining, various activities like ramp walk and Garba – Gujarat’s traditional dance, were arranged for the students.

The Fifth day of the event was “A Retro Day” where students dressed like Bollywood actors of 1980-90’s. Their attire dragged the whole campus to the period of 1990’s with their Style and Costumes.

The Fourth day of the Week was “An Injury Day” where the students were supposed to dress up with minimum 2 injuries. All the student came to the college dressed up like they have minor or major injuries.

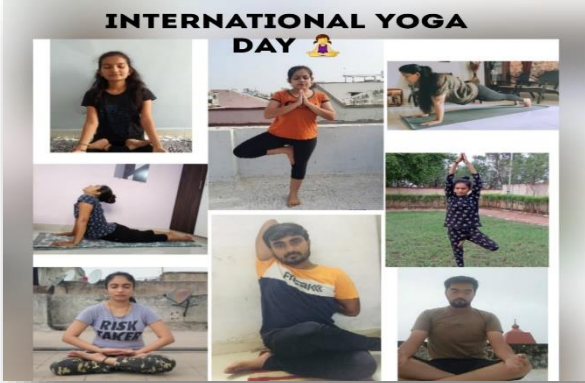


**Retro Day celebration**



**Injury Day celebration**

**International Yoga Day Celebration:** International Yoga Day celebration is being held on 21/06/2021 Of This year at Graduate School of Management. All staff members are participated in this event.



**International Yoga Day celebration**

The International Yoga Day was celebrated on 21st June to bring peace, harmony, happiness and success to every soul in the world.



**Tree Plantation at GSMS:** Tree plantation drive is being held on 24/06/2021 of this year at Graduate School of Management Studies. All staff members and students did participate in this event.



**Tree plantation**





# START-UP STORIES



Wastech is a Solid waste management Start up and is a part of KARNAVATI GLOBAL VENTURES PRIVATE LIMITED.

After the constant efforts and multiple iterations of design finally Wastech Composites have developed a High strength, long lasting, Good Finishing products, with the use of 100% waste materials.

They are using Fly Ash and Foundry industries sand dust waste, Non-recyclable waste plastic and other municipality waste and after processing They are manufacturing different products like Bricks, Paver block, Gym Equipment, Garden Bench, etc. with this material.

Wastech is incubated in GTU Innovation council.

Wastech were amongst the best 13 Startup out of 1500 from CrAdLE & Radio Mirchi Startup Express.

Wastech were selected Second Runner Up in Entrepreneurship Development Program (SAHAS) 2021 at Anand Institute of Management.

Founding Team:

1. Kishan Patel, Founder and CEO, Wastech composites
2. Vidhi Acharya, CTO, Wastech composites



Erkey Motors India Pvt Ltd founded with an aim to cut down 4.13 lakh metric ton of co2 and a vision to be a co-partner to accelerate India's transition to sustainable technology. Our idea consists of designing and developing India's most affordable and performable based S.M.A.R.T. (Specific to the target segment, Measurable in terms of cost and emission, Attainable through aesthetic design and performance, Realistic and reliable in terms of ROI and Time bound customer sales and service) electric motorcycle which provides great return on Investment (Less than a rupee / kilometre), attractive mileage and it is reliable for daily usage. We are DPIIT Certified startup's recognized by MEITY startup Hub, Nasscom10000 startup's, registered MSME and supported by GTU, GIC, GISC-TBI and DIC –GTU to accomplish our visualization. Also GSMS has supported by Grants of Rs. 2,00,000.00/- Under SSIP 1.0 and Rs. 2,50,000.00/- Under DIC, MHRD (GOI).

Founding Team:

1. Arpit Chauhan, Founder & CEO, Erkey Motors India Private Limited
2. Karthik Athreya, Founder & CTO, Erkey Motors India Private Limited



# CREATIVE CORNER



Newton's apple being awarded as best innovative solution for development of Natasha in the cyber security domain, by honourable former educational minister Bhupendrasinh Chaudasama, at Sachivalay Gandhinagar.



Sharing insights of Natasha to Mr. Sandip Jain honourable joint secretary to ministry of education Gujarat.

# ACHIEVEMENTS

The MBA students of Graduate School of Management Studies (GSMS) won the gold medal for scoring highest marks in final examination in respective specialisation. The medal has been distributed on **10th Annual Convocation of GTU on 18<sup>th</sup> January, 2021.**

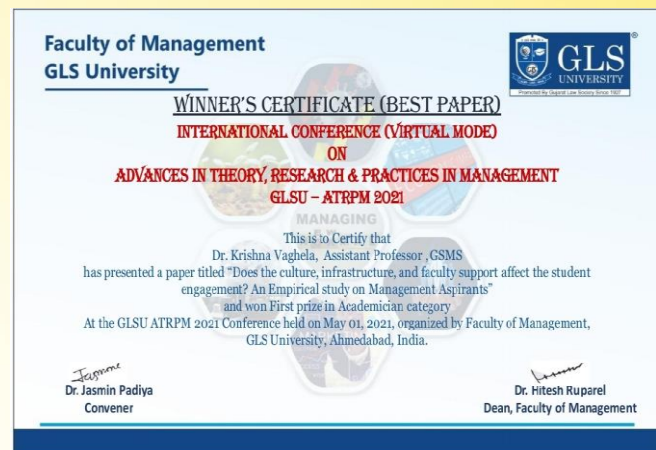
1. Ms. Juhi Doshi, MBA (IB) 2019 – 21 (Finance)
2. Ms. Hetal Rathod, MBA (IB) 2019 – 21 (Marketing)
3. Ms. Hetvi Shah, MBA (IB) 2019 – 21 (Human Resources)





Two professors of Gujarat Technical University (GTU) have been appointed as Innovation Ambassadors by the Ministry of Human Resource Development. These include Associate Professor Dr. Kaushal Bhatt and Assistant Professor Tushar Panchal. Both these professors are from GTU's Graduate School of Management Studies.

Applications were invited from the professors of all technical universities of the country on behalf of the All India Council for Technical Education (AICTE) and the Innovation Cell of the Ministry of Human Resource Development (MHRD). For success in this, both were given 100 hours of training. After that they took the examination which they have passed, on which they have been appointed as the Innovation Ambassador. In the coming days, they will promote government schemes related to innovation, design thinking, entrepreneurship development program and innovation in the State.



Dr. Krishna Vaghela, assistant professor, at GSMS has presented a paper titled "Does the culture, infrastructure, and faculty support affect the student engagement ? An Empirical study on management category" and had won the first prize for best paper in academician category. At the GLSU ATRPM 2021 conference held on may 01, 2021, organized by faculty of management GLS University.





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[gsms@gtu.edu.in](mailto:gsms@gtu.edu.in)

079-23267534/542



Academic Block – IV, GTU  
Chandkheda Campus,  
Near Visat Three Roads,  
Sabarmati - Koba Highway,  
Chandkheda,  
Ahmedabad, Gujarat – 382424

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