



**Gujarat  
Technological  
University**

A-biannual Newsletter

# **3 NANTYAM**

**GRADUATE SCHOOL OF MANAGEMENT STUDIES (GSMS)**

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Waves**

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December 2021

Volume 2 Issue 2



### **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 Indian 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:**

- To create an enriched environment for aspirants of management education who will bring a significant change in the society
- To provide a transformational learning experience to nurture ideas, research and solution through innovative courses and pedagogy
- 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.

# TABLE OF CONTENTS

Topic	Page No.
1. Events & Activities	4
2. Start-up Stories	11
3. Creative Corner	12
4. Achievements	13
5. Photo Gallery	14

## ❖ Chief Editor:

Dr. Pankajray Patel, Professor & Director, GSMS

## ❖ Editor:

Dr. Naveen Kumar Singh, Assistant Professor, GSMS

## ❖ Reviewer:

Dr. Kaushal Bhatt, Associate 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 [ananyam@gtu.edu.in](mailto:ananyam@gtu.edu.in)

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# EVENTS & ACTIVITIES

## Celebration of Independence Day of India.

Independence Day was celebrated with great enthusiasm and patriotic fervor on 15th August, 2021 in the college campus with the staff and students to mark the 75th year of freedom from the British rule.

On this special occasion, the programme started with flag hoisting by the vice chancellor Dr. Navin Sheth sir, The students and teachers saluted the flag and then sang the National Anthem with nobody moved honoring. In the end, VC sir delivered the short speech. He told the students about the supreme sacrifice the great martyrs who gave their lives for the sake of freedom. The Independence Day has a great importance in every citizen's life. This day reminds us every year that freedom is sacred and citizens must do everything to ensure that it shall not be endangered.

**Major Outcomes of Event** was Students learned about the importance of Independence Day. Students became more aware about the struggle of freedom fighters of India which added more values to them.



## National Level Ideathon - 2021

Ideathon was held on 13th August, 2021. It was managed by Graduate school of management studies and GISC- Technology Business Incubator. It was the 1st Edition National Innovation Pitch Fest '21.

Ideathon - National innovation pitch Fest '21 is adhering to the "Atmanirbhar Bharat Abhiyan", GISC - TBI is conceived to challenge India's innovation minds to present their ingenious ideas, In this Fest Students/Entrepreneurs has innovated the process/products by using emerging technologies.

Event had four different phases first phase was Idea Submission, Second phase was Announcement of Top 50 Idea, third phase was Open House Pitching in which 20 Idea had got selected for the final phase, Which was Shark Tank & Result.

It was an amazing opportunity for students to get benefits like Top 10 Idea to receive Grant upto 2 lakhs, No cost mentoring for 3 months, Also Exemption to MBA-IEV- Screening



**“ABHIGAM”** – An Orientation Programme at GSMS-GTU is organized for welcoming the incoming students of MBA (International Business) & (Innovation & Entrepreneurship) Programmes every year. “A Journey of a thousand miles begins with a single step!” – To welcome the students who made their first step towards their future, the Orientation Programme is scheduled by GSMS-GTU for three days from 27th September to 29th September 2021. Students and their parents were formally welcomed.

The major objective of the programme was to make the parents and students aware of the academic aspects of the course, the rules and regulations of the Institute, and the culture of the school, campus, and University. The first day of the orientation programme began with an inauguration ceremony at our GSMS Campus from 10:45 AM onwards by lamp lighting and Saraswati Vandana followed by GTU song and GTU film. Dr. Pankajray Patel, Director, GSMS, GTU offered a welcome address. Dr. Kaushal Bhatt, Associate Professor, GSMS, GTU provided a brief introduction about GSMS Institute. The ceremony lasted with the blessings from Prof. (Dr.) Navin Sheth, Hon’ble Vice-Chancellor, GTU and vote of thanks by Dr. Radhika Gandhi Assistant Professor, GSMS, GTU





## Seminar on legal awareness for women related laws by woman.

Gujarat Technological University in association with state commission for women has been organized one day seminar on “Legal Awareness for Women Related Laws” on 28.10.2021 at GTU Chandkheda Campus. 200 participants attended the seminar physically and 2743 participants connected through online platform.

The event was graced by dignitaries such as Hon’ble Vice – Chancellor GTU., Dr.Navin Sheth, Registrar, GTU Dr.K.N.Kher. Leelaben Ankoliya, Chairperson WDC Commission, Gujarat State., Dr Jyotsnaben Yagnik-Former Principal Judge, City Civil & Sessions Court, Ahmedabad and ACP Mini Joseph, Ahmedabad and Mrs. Shailaja Andhare Madam are invited as Chief Guest of the event.

**ACP Mini Joseph, Ahmedabad ACP Mimi Joseph** shared insights on women laws and helpline number functionalities in state of Gujarat. She share some experience and cases with participants and give the answer of curious participants questions. In true sense it was insightful session.

Dr. Shweta Bambuwala, Asst. Prof, GSMS -GTU expressed her vote of thanks to all the faculties, staff & all the participants and expressed sincere appreciation to Speakers for giving her valuable time for this seminar.

Entire event was successfully coordinated by Dr. Komal Borisagar (Chairman – WDC, GTU),Dr.Shweta Bambuwala (Coordinator-WDC,GTU) along with and WDC committee members.



## Industrial visit at Asian Granito Indian Limited By Sem-3 students of MBA(IB)

Graduate School of Management Studies had organized an industrial visit for the Second Year (3rd Semester) students of MBA (IB) as a part of their curriculum. The visit was planned at Asian Granito India Ltd., Dalpur, on 22nd October 2021, which was accompanied by the faculties of GSMS-GTU.



## Visit to GTU Start-Up Center at Surat by International Students

GSMS - GTU has been at forefront in the sphere of student innovation start-up ecosystem development. To carry forward the efforts for the above and by taking early insights from interventions organized visit to GTU Start-Up center.





## Navratri Celebration at University

### THANGANAT 2021

Navratri' is one of the most important festivals celebrated to worship the Goddess 'Durga'. The festival of Navratri: is celebrated in many different ways in India and various regions. For many people, it is a time of religious reflection wherein people have seen fasting, whereas, for others, it is a time for dancing and feasting.

Graduate School of management studies, organizing Navratri Celebration called "THANGANAT" with great spiritual enthusiasm and fun on 11th October 2021 between 08.00 pm to 11.30 pm.

The celebration started by offering prayers and chanting Garba in chorus in front of the idol of Goddess Navdurga. Everyone was dressed in traditional dresses and groomed exquisitely. All the bright-colored fabrics made the event appealing. At sharp 3:30 PM, everyone started enjoying Garba on the beats of DJ Music. Everyone was deeply synced with the beats of the music and the steps of Garba. The evaluation for the award of Best Garba step (Male/Female) & Best Traditional dress (Male/Female) was done by our respective juries.





## Blood Donation Camp at University

On Saturday 30 November 2021, Graduate school of management studies organized a camp or blood donation on our campus. All the students were asked to donate blood. 7 nurses and 3 doctors from Hospital came to our college for providing their valuable services for the mission. The core goal of this program was to collect blood and donate.

The director, faculty members, and students donated their blood happily. We felt proud of such kind of good deed by helping poor people. Furthermore, outsiders were also invited for this purpose. A large number of people gave their blood willingly. All were happy that they got the opportunity to participate in this act.

The collected blood was donated to the hospital as per the goal of the program.



## Celebration of National Constitution Day by NSS Unit

Constitution Day also known as 'Samvidhan Divas', is celebrated in our country on 26<sup>th</sup> November every year to commemorate the adoption of the constitution of India.

As a part of the celebrations, our college planned innovative activities to highlight and reiterate the values and principles enshrined in the constitution.





## Plastic Free Campus

Plastic Free Campuses drive at GSMS ,aims to measurably reduce plastic waste and pollution in college campuses and the world around them.

To eliminate plastic pollution and its toxic impacts on people and the environment.



## Orientation & Sensitization Program for students of New Academic Year

Graduate School of Management Studies, GTU is organizing the “Orientation & Sensitization Program for students of new academic year”

The orientation program is to familiarize the parents and the students with the curriculum, rules and regulations of the school, teaching methodologies and co-curriculum activities and to introduce the freshmen to the distinctive ethos and culture of the institute at large.





## Guest Session on conscious State of mind by national speaker

In this guest session national speaker Mr. Karthik taught us about the no matter what you're doing--solving homework, playing a video game, simply picking out a shirt--all of your actions and decisions relate to your consciousness state of mind.



## Seminar on Legal Awareness for Women Related Laws by Women Development Cell

The Women's Development Cell, organized a one-day Seminar on "Legal Awareness for women" for provide information and knowledge of laws related to women, legal rights and duties and inspire a whole generation of women to work together towards achieving equality and justice.



## Academia Industry meet (AIM-2021)

Graduate School of Management Studies (GSMS), GTU has a strong focus on hands-on training, so the curriculum is kept up to date with the changing needs of the industry.

The university regularly organizes industry-academic interfaces and invites representatives of industry professionals to its academic institutions. Representatives also help university to enhance its course coverage and increase the employ ability of its graduates.





# START-UP STORIES

ESTD - 2001

## Startup Stories



**ERKEY**

I  
D  
E  
A

### A S.M.A.R.T. Electric Motorcycle & Two Wheeler Conversion Kit

- 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
- Time bound customer sales and service



Two Wheeler Conversion Kit



Electric Motorcycle



**Mr. Karthik Athreya**  
MBA - IEV 2021 - 23, GSMS



**Mr. Arpit Chauhan**  
MBA - IEV 2021 - 23, GSMS

### Startup Idea Supported By:



Grant - in - Aid Aailed till date 4.5 Lakhs

### Recognised By:



Incubation Partners

# MEDIA COVERAGE

અમદાવાદ સમાચાર | સપ્તાહ ૧ | સોમવાર | ૧૦ ડિસેમ્બર, ૨૦૨૧

## અમદાવાદ

### ડિકેન્સ સેક્ટરમાં રાષ્ટ્રની સુરક્ષા સંબંધિત સ્ટાર્ટઅપની માંગ વધી રહી છે ત્યારે ઉગ્રયોગી શંકોદાહન

# GTUના સાયબર સિક્યોરીટીના સ્ટાર્ટઅપે ઈન્ટરનેશનલ લેવેલે સ્થાન મેળવ્યું

ઈન્ટરનેશનલ સાયન્સ ફેસ્ટીવલમાં બે સ્ટાર્ટઅપે મોબરાનું સ્થાન હાંસલ કર્યું



જણાવ્યું હતું. સાયબર સિક્યોરીટી સેક્ટરમાં મોબરાનું સ્થાન હાંસલ કરવા માટે ગુજરાત ટેકનોલોજીકલ યુનિવર્સિટી (જીટીયુ) સતત કાર્યરત રહે છે. જેના કારણે જ આંતરરાષ્ટ્રીય કક્ષાએ પણ જીટીયુના વિદ્યાર્થીઓ રાષ્ટ્રનું નામ ધોરણ કરે છે. તાજેતરમાં ગોવા ખાતે યોજાયેલ ઈન્ટરનેશનલ સાયન્સ ફેસ્ટીવલમાં આઈએસઆઈસીઆઈ સંબંધિત અભ્યાસક્રમમાં આઈએસઆઈસીઆઈસીઆઈ ડિવાઈસ અને આઈએસઆઈસીઆઈ સ્ક્રીન સંબંધિત પગમાં પહેરવા માટે બનાવવામાં આવેલ અદ્યતન સોલના સ્ટાર્ટઅપને અનુક્રમે પ્રથમ અને દ્વિતીય સ્થાન પ્રાપ્ત થયું છે.

આ સંદર્ભે DRDO ટેકનિકલ મેનેજમેન્ટ ડિરેક્ટર જનલલ ડી. એચ. મહાદેવ સંબંધિત યો. જીટીયુના કુલપતિ

પ્રો. ડી. નવીન શેઠે આ સંદર્ભે જણાવ્યું હતું કે, જીટીયુ સ્ટાર્ટઅપકર્તાને પ્રોત્સાહન આપવા માટે જનરેલ કમિટી રહે છે. ઈન્ટરનેશનલ સાયન્સ ફેસ્ટીવલમાં આ સ્થાને રહીને ભાગ લેનાર વિદ્યાર્થીઓને જીટીયુના નામ વિશ્વસ્તરે ઉજાર કર્યું છે. આ સંદર્ભે સાયબર સિક્યોરીટી સંબંધિત નતાશા સ્ટાર્ટઅપના ઈન્ક્યુબેટર વાઘમારે જણાવ્યું હતું કે, પેન્ટ્રીકલ દરમિયાન વર્કોમ ઓપના કાર્યોને કારણે રૂબરૂને લઈ અન્ય પ્રકારે ઉદ્યોગી થવા માટે, વાઘમારે આયોજિત સોના ડિસેન્સ મનુ મોડેલ વાપરે જોવા મળે છે. જેને રોકવા માટે નતાશા નામ ક્રેટ એનાલાઈઝિંગ ડિવાઈસનું નિર્માણ કરવામાં આવ્યું છે. જેના પછી ૬૬ લાખ માલકે સંબંધિત વેચાઈની સિનેઆ હોને સાયબર

સુરક્ષા પુરી પાડે છે. વિરોધમાં ટાંકની સુરક્ષા સંબંધિત આંતરનેશનલ માર્કિટની હેઠળે કા કરી શકાતા નથી.

મુજરાલ ડી. સોલ સ્ટાર્ટઅપના કુલપતિ ડી. વિશ્વાલ પટેલે જણાવ્યું હતું કે, મેમ્બરા ડારા નિર્મિત અદ્યતન સોલ પગના કુખવા, સંપી-વા, ડાંડકા સંબંધિત રોગ અને અક્ષમતા દરમિયાન મરણી ઈલાજો જાણી અલગતા કેલવવામાં મૂખ જ મદદકાર નિવરે છે. તેમજ સરકાર, પર આપવા જવાના માર્ગો ઉભા રહેવામાં આવે છે. તેના માટે પણ આ સોલ મૂખ જ મદદકાર છે. આ ઈન્ટરનેશનલ સાયન્સ ફેસ્ટીવલમાં વિદ્યાર્થી, યુનાઈટેડ કિંગડમ, મોઝો, આર્વેન, અમેરિકા સહિતના વિવિધ દેશોના વિદ્યાર્થીઓ, સર્કલે, સેમિનારો અને સ્ટાર્ટઅપકર્તાઓ ભાગ લીધો હતો.

# જીટીયુના બે સ્ટાર્ટઅપે મોબરાનું સ્થાન હાંસલ કર્યું સાઈબર સિક્યોરીટી અને આઈઓટીના સ્ટાર્ટઅપમાં જીટીયુને પ્રથમ-દ્વિતીય સ્થાન

અમદાવાદ, તા. ૧૯

સ્ટાર્ટઅપ અને ઈનોવેશનને પ્રોત્સાહન આપવા માટે ગુજરાત ટેકનોલોજીકલ યુનિવર્સિટી (જીટીયુ) સતત કાર્યરત રહે છે. જેના કારણે જ આંતરરાષ્ટ્રીય કક્ષાએ પણ જીટીયુના વિદ્યાર્થીઓ રાષ્ટ્રનું નામ રોશન કરે છે. તાજેતરમાં ઈન્ટરનેશનલ સાયન્સ ફેસ્ટીવલમાં સાઈબર સિક્યોરીટી સંબંધિત બનાવવામાં આવેલ નતાશા સિક્યોર ડિવાઈસ અને આઈઓટી કેટેગરીમાં સ્વાસ્થ્ય સંબંધિત પગમાં પહેરવા માટે બનાવવામાં આવેલ અદ્યતન સોલના સ્ટાર્ટઅપને અનુક્રમે પ્રથમ અને દ્વિતીય સ્થાન પ્રાપ્ત થયું છે. આ સંદર્ભે ડ્રઈફ્ટ ટેકનિકલ મેનેજમેન્ટ ડિરેક્ટર જનરલ ડી. એચ. બી. શ્રીવાસ્તવે ફેસ્ટીવલ દરમિયાન મુલાકાત લઈને જણાવ્યું હતું કે, ડિકેન્સ સેક્ટરમાં

રાષ્ટ્રની સુરક્ષા સંબંધિત નીતનવા સ્ટાર્ટઅપની માંગ સમયાંતરે વધી રહી છે. જીટીયુ નિર્મિત આ પ્રકારના સ્ટાર્ટઅપ નેશનલ સિક્યોરીટીમાં ખૂબ જ મદદરૂપ સાબીત થશે. જીટીયુના કુલપતિ પ્રો. ડી. નવીન શેઠે આ સંદર્ભે જણાવ્યું હતું કે, જીટીયુ સ્ટાર્ટઅપકર્તાને પ્રોત્સાહન આપવા માટે હરહંમેશ કાર્યરત રહે છે. ઈન્ટરનેશનલ સાયન્સ ફેસ્ટીવલમાં અગ્ર સ્થાને રહીને ભાગ લેનાર વિદ્યાર્થીઓએ જીટીયુનું નામ વિશ્વસ્તરે ઉજાર કર્યું છે. જીટીયુ કુલસચિવ ડી. કે. એન. ખેર , જીએસએમએસના ડાયરેક્ટર ડી. પંકજરાય પટેલ અને જીઆઈસી ડાયરેક્ટર ડી. સંજય ચૌહાણે સ્ટાર્ટઅપકર્તા મંદાર વાઘમારે , સુકન્યા દિક્ષિત અને ડી. વિશ્વાલ પટેલેને આ બદલ અભિનંદન પાઠવ્યા હતાં.

# GTU students develop battery kit for motorbikes

TIMES NEWS NETWORK

**Ahmedabad:** Calling it a significant breakthrough in usage of non-conventional source of energy, Gujarat Technological University (GTU) on Monday said that two of its students have developed a new battery-operated kit to run motorbikes at a much cheaper cost. The new technology is developed by Arpit Chauhan and Kartik Atreya, the university announced on Monday.

The development comes at a time when prices of petrol and diesel have hit record highs in the country.

Sources at GTU said that the new kit would use six batteries of lead acid and lithium to run the motorbikes at only 25 paise for travelling up to 80km.

GTU vice-chancellor Navin Sheth in a statement said that this electric bike kit has been developed by the students who are startups enrolled with their university's graduate school of management studies.

He said that research efforts are on to develop such electric kits to be fitted in autorickshaws, tractors and ultimately cars.

In the petrol-run bikes, the emission of carbon dioxide and sulphur dioxide is 500g per km. As a result, this electric motorbike will be a blessing in disguise in this time when one litre of petrol costs around Rs 100. It will also reduce noise pollution by 10 to 12 decibels, the varsity said in its media statement.



# ACHIEVEMENTS

Students Innovator of MBA –IEV received the prototype grant of Rs.1 lakh to Rs. 2 Lakh for their business



Arpit Chauhan, Karthik Athreya  
Prototype Grant 2 Lakhs



Newton's Apple  
Your chance to taste it...

Mandar Waghmare  
Prototype Grant 2 Lakhs



CurAlgia  
Curing PAIN with ease!

Vishwal Padole  
Prototype Grant 2 Lakhs



Fox Wisdom LLP

Jimit Patel, Manan Bhatt  
Prototype Grant 1 Lakh



Pravin Prajapati, Vrutik Panchal  
Prototype Grant 2 Lakhs



Vrutik Panchal  
Prototype Grant 1 Lakh

Having novel idea or business plan or Running a startup or family business,  
Join MBA - IEV to scale your venture while you complete your MBA

GSMS Associate Professor Dr. Kuashal Bhatt received award certificate from ISTD





# PHOTO GALLERY





### PROGRAM EDUCATIONAL OBJECTIVES (PEO)

- 1. PEO1 Managerial Skills:** To inculcate the leadership abilities, team building attitude, adaptability towards working environment, strategic thinking and positive outlook among students.
- 2. PEO2 Professionalism:** To develop the professional attitude among students to undertake responsibility, accountability and multidisciplinary approach while performing duties at the workplace.
- 3. PEO3 Effective Communication and Networking:** To equip the students with the ability to maintain interpersonal relations and to create a network of enthusiastic experts of respective fields with the help of effective communication.
- 4. PEO4 Values and Professional Ethics:** To provide students with a value based academic environment for enhancing the quality of being honest and having strong moral principles to build an ethical society.

### PROGRAM OUTCOME (PO)

1. PO1 – Apply knowledge of Management theories and practices to solve business problems.
2. PO2 – Foster Analytical and critical thinking abilities for data-based decision making.
3. PO3 – Ability to develop Value based Leadership ability.
4. PO4 – Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.
5. PO5 – Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment





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079-23267534/542



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

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