



**Gujarat
Technological
University**

A-biannual Newsletter

NANTYAM

GRADUATE SCHOOL OF MANAGEMENT STUDIES (GSMS)

**Energy
Waves**

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June 2022

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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.

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EVENTS & ACTIVITIES

AAROHAN-2022: GSMS Sports festival: Graduate School of Management Studies always motivates talent and to sharpen the talent GSMS has organized their yearly sports festival “Aarohan – 2022” where students and faculties participated actively. Management School is all about to teach with practical aspects from each activity and it also includes sports which can teach students how to work in team, perform in extreme pressure and focus on goal. Aarohan includes indoor and outdoor both games.

Cricket

Toss for cricket by Hon'ble VC sir – GTU



Cricket is the best game to nurture teamwork. There were two teams of seniors and juniors where both teams participated very enthusiastically and enjoyed.

Table Tennis

Table Tennis help to focus on your goal. Many students participated in this game and performed



Carrom

There were many pairs to compete in carrom this game was one which started at morning 10:00 AM and lasts till evening 07:00 PM



Chess

Chess is the game of mind. It can analyze how one can perform in extreme pressure with calm mind. There were very few students who participated in chess but all of them had very tough competition.

In outdoor games Kho-Kho was also there where girls performed with great strength and strategies. Event was started at 10:00 AM morning and last till 7:00 PM evening. Students, faculties and GSMS staff enjoyed it a lot.



AAVKAR 2022 - 1st Alumni Meet: Graduate School of Management Studies has organized “ALUMNI MEET 2022 – आवाकर” a program to facilitate, consolidate and coordinate alumni activities at Chanakya hall on 5th march 2022. The alumni started arriving in college by 4:00 pm and they were received by the registration team. They have been asked to fill the registration form and registration team have distributed gifts to alumni. The alumni meet started with a welcome address by Assistant Professor Dr. Shweta Bambuwala. The meet was graced by honorable Vice Chancellor Prof. Dr. Navin Sheth.



Thereafter speeches were given by the alumni. Also, various entertainment & fun activities were performed by the alumni. The environment of college was joyful and refreshing. Vote of thanks was given by Dr. Shweta Bambuwala. She thanked various organizing committees and sponsors of the event, she also thanked the ex-students for being part of alumni meet. Event was followed by tasty dinner for all students and dance party. By the support of all the committees the event was a grand success.



AVSAR-2022 (The Day Celebration week): It was organized by GSMS-GTU as a part of welcoming the students to college premises. 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 “AVSAR-22” 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 28th March, 2022 to 1st April, 2022 in which students became creative to show different themes including Comfy Day, Twins Day, Zombie Day, Signature Day, and Traditional Day.

Comfy Day

We may never come to college in our comfortable clothes that’s why we had planned comfy day, every one came in their comfortable clothes .so they can take one day off from formal attire. That’s why we had kept one day for comfy day in the celebration week “AVSAR 2022”. The winner for comfy day was Divya Vaja. A game was held named bride on a perche by all participants and winner was Oumalkaire Djama Houssien. We had lot of fun during the celebration week and played games every day. It was amaze to enjoy.



Twins’ Day

On 29th March 2022 twins’ day was organized with few fun activities & lots of fun. Students were so excited & came with a pair of 2 who became twins with each other. There was a small walk for every twins & the twin make that walk super-duper amazing with their enthusiasm & participation. The winning twin on twins’ day were Khushali Kundariya & Dixita Patel. The day was memorable with each & every twin.



Zombie Day

On 30th March Students gather at 4:45 pm for Zombie Day celebration. Many students represent them self as a zombie they wore a makeup like zombie. On Zombie Day culture committee organized a game called Separation Anxiety. All zombies were part of this game and the best Makeup like Zombie won the title.



Signature Day

“SIGNATURE DAY” was celebrated on 31st march after 4:30 pm. On signature day students were asked to wear a white/off white T-shirt with Black/Blue jeans. The students were writing messages and sketching smileys on each other’s faces and clothes. While some messages left student teary-eyed, Others tickled their funny bone made everlasting bond with their buddies. Towards the end of the day, the students played fun games like Royal Family, Glass Pyramid. In the end winner was announced for a day celebration who has got highest number of signatures. The environment was so refreshing and students were so happy.



Traditoinal Day

The fifth day was "Traditional day". In this day student were instructed to wear traditional attire from their different culture, state or country. They were also allowed to perform traditional or cultural activities too. To make Traditional day more interesting or excited we also arrange a Ramp walk & Garba - A traditional dance of Gujarat. On that day our international student from Afghanistan had performed their cultural dance & also from juniors one girl performed a ghoomar - A traditional dance of Rajasthan. GSMS (GTU) also allocated a price for the attire & ramp walk in two different category of male – female. Our respected professor has judged the event & given a rank to the students. whole event proved a real combination of GSMS where all are United for culture representation of their own country or religion.



Guest Session on Supply Chain Management - A Guest Session on “Supply Chain Management – Current Trends and Future” was organized

The session started with basics of Supply chain management, the trends that followed pre covid times, the shift what happened during covid and the latest trends and strategies applied by the companies now.



Guest Session on International Investment & Portfolio Management

A Guest Session on “International Investment & Portfolio Management” was organized for students to know the fundamentals about investment & how to manage portfolio.



73rd Republic Day Celebration – GSMS,GTU celebrated the 73rd Republic Day at its premises on 26th January,2022.



Guest Session on International Economic Environment

International Business is quite an essential term for a country’s economy. All of the world’s strongest as well as wisest economies like Germany, Japan, Switzerland, etc as per the Operation for Economic Co-operation and Development (OECD) are concerned in international trade practices and have the highest standards of living.



Heritage walk by Students and Faculty members of GSMS at Gandhi Vidyapith on the occasion of Gandhi Nirwan Din



Guest Session on Global Branding – A guest session is all about the brand and logo help you to reach global population and new markets. Brand is an important asset that will give high returns very well informative session about branding.



Guest Session on Art of Living for students and faculty members



11th Annual Convocation of University -
Eleventh Annual Convocation of Gujarat Technological University was held in January, 2022. All students who have passed/qualified for Degree in M.B.A. and Ph.D. in winter-2020 and summer-2021 exam awarded degree certificate.



Visit to GTU Innovation Council by experts of GSMS



Participation of International students of GSMS in the Summer Camp organized by ICCR at Manali



Representation of GSMS faculty at Education fair organized by Divya Bhaskar



Session on Career Development through TOEFL - Started the session with the question – ‘Why Overseas Education?’ Speaker explained various global career opportunities. Also talked about quality of education abroad and pointed out that there are not as many universities of quality postgraduate education in India. There is the competitive edge and university abroad helps to acquire new skills and also explained about the career development through TOEFL.



Participation of GSMS at Education Expo organized by Divya Bhaskar at Rajkot



Representing GTU by GSMS faculty member at National STEM summit at New Delhi



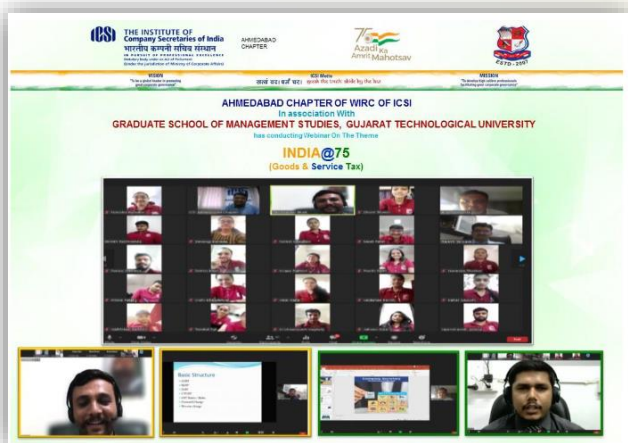
NATIONAL LEVEL IDEATHONE: AAVADHARNA: National Innovation Pitch Fest '22 is adhering to the "Atmanirbhar Bharat Abhiyan" initiated by our Hon'ble Prime Minister, Shri. Narendra Modi, GISC – TBI is promoting those creative minds of India who has the potential to innovate and create and help them to start their own startup.



National Yoga Day celebration 2022: On 21st June 2022 8th international yoga day was celebrated across all India as well as at in GTU. The theme for this year's yoga day was "YOGA FOR HUMANITY". On 21 June all the students & faculties were gathered at GTU buildings garden at 7:00 am. after listening Modiji's speech on live. Everyone started performing the yogasana by following instructions from live. Also, there are some instructors was available to guide all. They have performed tadasana, balasana, chakrasana, shavasana etc yogasana. And also, they had understood the benefits of performing the yogasana. At the end of the event everyone has taken group photos. At the end everyone has taken healthy breakfast together. The event was so successful and all the students as well as staff members was feeling refreshed and full of energy. Everyone has taken a pledge to perform yoga every day.



WEBINAR ON AZADI KA AMRIT MAHOTSAV “INDIA@75” Jointly organized by ICSI and GSMS-GTU: The Institute of Company Secretaries of India (ICSI) Ahmedabad Chapter in association with Graduate School of Management Studies, Gujarat Technological University to mark Azadi ka Amrit Mahotsav organized a webinar on the theme India@75 on the sub theme Goods and Service Tax for the students of Gujarat Technological University at Ahmedabad on 16th May 2022.



In the inaugural session, CS Alay Vasavada, Secretary, ICSI Ahmedabad Chapter welcomed the dignitaries and the students to the webinar. Dr Kaushal Bhatt, Associate Professor, GSMS-GTU and, Co-ordinator of the webinar in his address stated that the webinar to mark India’s 75 years of Independence is an appreciable effort of both the recognized educational organizations The ICSI and GSMS-GTU to come together and organize a webinar which will apprise the students of the university on current academic topic and which will serve as a platform to settle their queries on the practical aspects of the topic GST. He asked the students to and also get their queries addressed on GST as it is an important part of the indirect tax structure.

Around 70 students of Graduate School of Management Studies, GTU has participated in the webinar and appreciated the efforts of ICSI and GSMS-GTU. In the valedictory session, CS Yash Mehta, TEFC Chairman, ICSI Ahmedabad Chapter thanked GTU and offered a formal vote of thanks. It was knowledge enriching webinar for all the participants.

Visit to Atal Incubation Center (AIC) by students of Entrepreneurship Specialization



Farewell party- MBA IB batch 2020-22: On the date 29 July 2022. Junior students of GSMS had gave farewell party to the senior students. Who are completing their master's degree to wish them all the best for their future. And to let them create great memories with their friends. On 29th July at 5:30 all students have gathered at the venue. Which was located at Himalaya mall. First juniors had given warm welcome speech for the seniors. Juniors had planned some games for seniors, also the ramp walk, etc... activities. They all have had dinner together. All the juniors and seniors had so fun dancing. All the participants had a great fun time in farewell party.



START-UP STORIES



Vishwakarma Agriculture private limited, founded by Vrutik Panchal, Arun Panchal, Karthik Athreya.

Started working with a vision of making agriculture sustainable. To achieve this sustainability, the started working towards making Electric Vehicle for Agriculture.

In today's raising fuel price and cost of affording a labour going high. The team started developing a SMART Electric Vehicle powering Multipurpose Automated Thresher name VA e100.

VA e100 comes equipped with an 10KW EV Powertrain System powered by a 6KW Li ion Battery Pack which help it run for 8 hours and supports upto 30+ Crops. As comes with an emergency battery, which help the vehicle to run for an extra 2 hours. And can be charged within 2 hours of duration.

The startup has availed a grant of Rs. 10 Lakhs (Nidhi PRAYAS) Idea to POC through Deshpande Startup's Hubli, Karnataka. And supported by Gujarat Technological University, GTU Innovation Council and Design innovation centre - GTU, Ministry of Education.



CREATIVE CORNER



CurAlgia (curing pain) is a brand of WeRehab Technologies Pvt. Ltd, a healthtech startup working in the wearable technology domain. At WeRehab, we are committed to improving foot health in India.

CurAlgia's product Smart insoles aims to further expand the realm of smart wearable technology with its smart insoles focused on biometric tracking and customized insole comfort.

The technology used to capture the user's biometrics is a wide range of sensors, tuned to track and interpret the users: foot strike, foot pressure, stride balance, number of steps, and time spent standing and sitting. Every person's walking and running stride is unique, and the Smart Soles will allow users to learn about their individual patterns and traits.

The "smart" technology comes from the Smart Soles intellectual property (IP) which encompasses sensors calibrated to measure human biometrics. The insoles and the data they collect can be accessed from an app that we will make available on any smartphone, giving users the power to track their biometrics and biomechanical data.

CurAlgia is incubated at SIIC, IIT Kanpur and ALSiSAR. A DPIIT certified startup, CurAlgia have received following grants:
TIDE 2.0 fellowship (2,40,000)
SSIP Grant (2,00,000)
SISFS Grant (20,00,000)
TIDE 2.0 MVP Grant (7,00,000)
Winners at wings foundation SHAKTI 2022
1st Runner up at the IISF 2021 GOA



ACHIEVEMENTS

Seed Money Scheme:



Rachana J Pandya

Enrollment No. 218390593060

Recently got an approval for seed money grant from Gujarat Technological University to work on minor research project on “Effective utilization of Wet Tea Waste” under Seed Money Scheme, and got ₹ 20,000 funding for the same.

The main objective of this research is to see at what level the organic fertilizer made out of tea waste is effective for plants. How much fertilizer should be added for the proper growth of the plants. By using organic fertilizer made from tea waste can reduce the total quantity of overall wet waste cause by using tea. The consumption of tea is in large amount, so the results of this research project will help the small tea business people or small restaurant to use this waste effectively to improve the surrounding and the environment as well.

Publication of Research Papers and Participation in FDP/Seminar/Workshops by Faculty members during Academic Year 2021-22

Sr. No.	Name of Faculty Members	Research Paper Publication	Participation	Expert Session Delivered
1	Dr. Pankajray Patel	1 (Scopus)	1-Webinar 2-FDP	1-Regional 1-National 1-International
2	Dr. Kaushal Bhatt	2 (Scopus) & 2 (UGC CARE)	3-FDP 2-Workshop 8-Seminar	2-Regional 2-National 1-International
3	Dr. Sarika Srivastava	3 (UGC CARE)	4-FDP 3-Conference 2-Seminar	3- National
4	Dr. Krishnaba Vaghela	3 (Scopus) & 3 (UGC CARE)	4-FDP 1-PDP	NA
5	Dr. Radhika Gandhi	1 (Scopus)	2-FDP	NA
6	Mr. Tushar Panchal	1 (UGC CARE)	2-FDP	3-Regional

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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