



**Gujarat
Technological
University**

A-biannual Newsletter

NANTYAM

GRADUATE SCHOOL OF MANAGEMENT STUDIES (GSMS)

**Energy
Waves**

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December 2022

Volume 3 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.

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EVENTS & ACTIVITIES

Speech of Hon'ble Prime Minister on the Occasion of NEP-2020 at “Akhil Bharatiya Shiksha Samagam” –

Speaking on the occasion Prime Minister said that National Education Policy is going to give a new direction to 21st century India and we are becoming part of a moment that is laying the foundation for building the future of our country. He said that hardly any aspect of our life remained the same in last three decades yet our education system is still running under the old system. The new National Education Policy is a means to fulfil new aspirations, new opportunities of a New India, he said.



Formal Farewell of Batch 2020-22 - 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.



Abhigam-2022 An orientation Program for BBA Students :

Graduate School of Management Studies, Gujarat Technological University organizes orientation program “ABHIGAM” every year to welcome the incoming students in the various programs of GSMS – GTU. To formally welcome the first batch (2022-2025) students of the BBA program at GSMS – GTU, a three days orientation program was organized from 4th to 6th August 2022. The main aim of the program was to make the 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.



GTU Campus Tour

In the afternoon session of the first day, students went on a campus tour and visited Atal Incubation Centre (AIC), Boys and Girls Hostels, Major Dhyanchand Gymnasium, Vice-Chancellor Bungalow, Canteen, Library, Computer Lab, GTU Ayurvedic Dense Forest, GTU Administrative Building, Saraswati Plaza, and Robotics Lab.



Abhigam-2022 An orientation Program for the students of PGDHM

Graduate School of Management Studies, Gujarat Technological University organizes orientation program “ABHIGAM” every year to welcome the incoming students in the various programs of GSMS – GTU. To formally welcome the first batch students of the PGDHM program at GSMS – GTU.



Celebration of Rakshabandhan at GSMS –

Rakhi is not merely a silken thread but a tradition that binds brother and sister beautifully in a relationship forever. RakshaBandhan, a much awaited Indian traditional festival of sisterly and brotherly respect was celebrated at GSMS.



Participated GSMS, GTU Students at International Youth Summit, Hyderabad - Summit is already attracting over 10,000 attendees to be present on-site and several times more virtually in the three-day event at the Kanha Shanti Vanam as eminent international thought-leaders in Kindness, celebrity artists and performers, youth influencers and other inspirational figures join the summit and concert. The event is being organized in a hybrid mode with the goal to help the youth delegates aged between 18 and 35 develop a 'Kindness Statement', showcase their kindness projects and share their kindness stories.



Independence Day celebration – GSMS, GTU celebrated 75th Independence Day, which is themed as 75th Azadi Ka Amrit Mahostav with great enthusiasm on 15th August 2022. The college campus was beautifully decorated with flags and balloons to commemorate the day.



Launch of Research Paper Writing competition on “Subhash Sarkar”

The Youth Dimension (Yuva Aayam) of Shikshan Mandal is dedicated to unite and inspire the youth of country replete with nationalism and capable of doing research, writing and discussion with logical foundation. Hon. Vice Chancellor, Dr. Navin Sheth Launch of Research Paper Writing competition on “Subhash Sarkar” at GSMS, GTU.



Ganesh Chaturthi celebration at GSMS - Festivals build group cohesiveness. Festivals inform, educate, bring people together, break the monotony of routine, and give us a chance to re-energize our body, mind, and spirit. Ganesh Chaturthi is a festival that marks the birthday of Lord Ganesha.

All the students actively took part in the celebration. Students made Lord Ganesha sketches and painting and decorated the class with handmade decorative material. The students made nice decorative objects from newspapers.



Teacher's Day Celebration by the students of GSMS - A teacher is a candle who spends the whole life lighting up the lives of students. The Teacher's Day was celebrated by the BBA students of Graduate School of Management Studies (GSMS) – GTU on 5th September, 2022 to express their gratitude for the immense contribution put forth by the teachers towards their development. Teachers are the cornerstone of students' future.

GSMS BBA student Ms. Akansha Jadia delivered a brief speech about history of teacher's day celebration.



The teacher's day celebration ended with a surprise for the faculties from the GSMS students. A cake cutting ceremony was organized by the students. All the faculties joined the celebration and enjoyed with the students.



“Abhigam” – An Orientation Program for new batch (2020-22) of MBA (International Business)

Graduate School of Management Studies, Gujarat Technological University organizes orientation program “ABHIGAM” every year to welcome the incoming students in the various programs of GSMS – GTU. To formally welcome the students of MBA – International Business and MBA – Innovation, Entrepreneurship & Venture Development programs (2022-24 batch) at GSMS – GTU, a two days orientation program was organized on 13th & 14th September 2022. The main aim of the program was to make the students aware of the academic aspects of the program, the rules and regulations of the institute, and the culture of the school, campus and university.

Clay modeling competition was organized where students made different models using clay and presented it.



Mr. Suhag Panchal, trainer and motivational speaker conducted the Mind and Memory workshop for the students. It was an activity based interactive session and all the students enjoyed it and learned about the ladder of being a successful.

Diwali Celebration by the students of GSMS – Diwali symbolizes the spiritual “victory of light over darkness, good over evil, and knowledge over ignorance”. It is a festival of lights and celebrants decorate their places with Diyas, Rangolis and other decors. The BBA students of Graduate School of Management Studies (GSMS), Gujarat Technological University (GTU) celebrated the Diwali on 18th October 2022. These activities permeate the institute premise with an atmosphere of togetherness and hope.



All the students actively took part in the celebration. The young students proved that creativity and talent do not have boundaries. The celebration started with Rangoli making by the students. It enhanced their teamwork skill along with creativity. Students made exquisite Rangolis at the entrance of the building.



2nd Multidisciplinary International conference GTU ICON-2022 on the theme of “Business Management in Turbulent Times”

GTU ICON 2022’ on ‘Business Management in Turbulent Times’ theme was held on 20th September, 2022 at Gujarat Technological University, Ahmedabad. It brought together about 200 Delegates & Experts, Faculties, Reviewers, Authors, Technical Session Chairs, Research Scholars, and Students from India and many other countries. 60 authors contributed to more than 40 Abstracts and 28 research articles. Presented papers were published in the Conference Proceeding with ISBN 978-81-955306-1-8.



This was a one day Management International Conference organized by the Graduate School of Management Studies (GSMS), department of Gujarat Technological University (GTU), Ahmedabad. The conference was sponsored by the industry partner ES Healthcare Centre.

The European Centre for Career Education, Czech Republic; Engineering Institute of Technology, Australia; and Varna University of Management, Bulgaria and University of Cape Coast, Ghana were the international academic partners of the GTU ICON 2022.



Bhoomi Poojan of GTU New Campus at Lekawada –

The tradition of praying to the Almighty, Mother Earth and other forces of nature before starting construction activities is known as Bhoomi Poojan. Bhoomi Poojan by Shri Amit Shah, Hon'ble Union Home Minister and Other Dignitaries.

India's Home Minister and Cooperation Minister Shri Amit Bhai Shah said in his address that any country can develop only by using technology. With this visionary idea, Modi ji gave the youth of the country a platform to meet the world in the form of GTU and worked to open many possibilities for their bright future.



Navratri celebration (Thanganat) at GTU –

सर्वमंगल मांगल्ये शिवे सर्वार्थ साधिके। शरण्ये
त्र्यंबके गौरी नारायणि नमोऽस्तुते॥

On the auspicious festival of Navratri GSMS, GTU celebrated Garba Function at University Campus for all students. Students enthusiastically participated and enjoyed.



State Level Management Fest i.e. Abhilakshya-2022

Management Fest 'Abhilakshya - 2022' is a part of GTU Tech-fest which was organized on 12th 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.

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.



NAAC Awareness Session –

A Session on “NAAC Awareness Programme (NAP)” for Assessment & Accreditation was organized on 14-10-2022 by Internal Quality Assurance Cell (IQAC), GTU for awareness about NAAC to students.



Participated Students and Faculty members at National Defense Expo-2022

This is the first defence expo where only Indian companies are participating and it features only Made in India equipment” “Defense Expo is also a symbol of global trust towards India”

Graduate School of Management Studies, Gujarat Technological University organized visit for the GSMS students to give them practical exposure. As a part of this GSMS organized visit to National Defense Expo – 2022.



Garba Workshop for the Students of GSMS

Gujarat is known as the land of Garba and to sustain the rich culture of Gujarat, GSMS-GTU organized a Garba workshop for four days. The main objective was to enrich students with various styles of Garba, to keep their enthusiasm high and intact and also to nurture their physical strength.

Apart from classroom activities and project assignments, mental diversions are equally important in everyone's life and the workshop has proved as a successful assignment in helping students energize themselves to the core.



Celebration of Constitution Day (26/11/2022) at GSMS

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

On 26 November 1949, the Constituent Assembly of India adopted the Constitution of India, which came into effect on 26 January 1950.



As a part of the celebrations, GSMS, GTU planned innovative activities to highlight and reiterate the values and principles enshrined in the constitution. As important part of the event students perform the drama to awareness about the constitution day celebration. And awareness about the different articles in the constitution.



Adhigam – Career Development Workshop-2022

GSMS organized career development workshops for building career management skills, communication skills, Interview skills etc. to develop in students.



Blood Donation Camp Organized by NSS Unit of GSMS

“Blood Donation Costs You Nothing, But It Can Mean The World To Someone in Need.”

The NSS unit of Graduate School of Management Studies, GTU organized a blood donation camp in collaboration with Dainik Bhaskar Group on 30th November 2022

Students, NSS volunteers, faculties and staff of GSMS actively took part in the camp with a view of helping the needy people through blood donation.



Workshop on Professional Development & Employability Skills

GSMS organized professional development and employability skills workshops to help participants understand and practice the skills and behaviors that meet employer expectations and lead to self-reliance through long-term employment.



Visit of Students to various centers and facilities of GTU

To aware the first-year students about the facilities provided by Gujarat Technological University, an awareness visit was organized for the GSMS first semester BBA and MBA students. The main aim of the visit was that students can take the maximum benefits of available facilities. The students visited Dharohar Centre, Central Library, Dispensary, Samvad – The Happiness Centre, Medicinal Plants Garden and Major Dhyan Chand gym.



Industrial visit to Adani Port, Mundra - Graduate School of Management Studies, Gujarat Technological University regularly organizes industrial visit for the GSMS students to give them practical exposure. As a part of this GSMS organized an industrial visit to Adani Mundra Port, Kachchh, Gujarat for final year MBA – IB & IEV students for two days on 28th & 29th December 2022.



आरोग्यम प्रबंधम - 2022 One day Conclave on "The New Era of Healthcare" ON The Occasion of "Atal Bihari Vajpayee" ji Birthday & "Good Governance Day", Graduate School of Management Studies, Gujarat Technological University has organized "आरोग्यम प्रबंधम - 2022" - **The New Era of Healthcare** as on 25th December, 2022 at Gujarat Technological University, Ahmedabad. From all across the state, about 130 Doctors, Medical Practitioner, Hospital & Healthcare Professionals & students of Hospital Management & Health Management has participated in this event of "आरोग्यम प्रबंधम - 2022" - **The New Era of Healthcare**



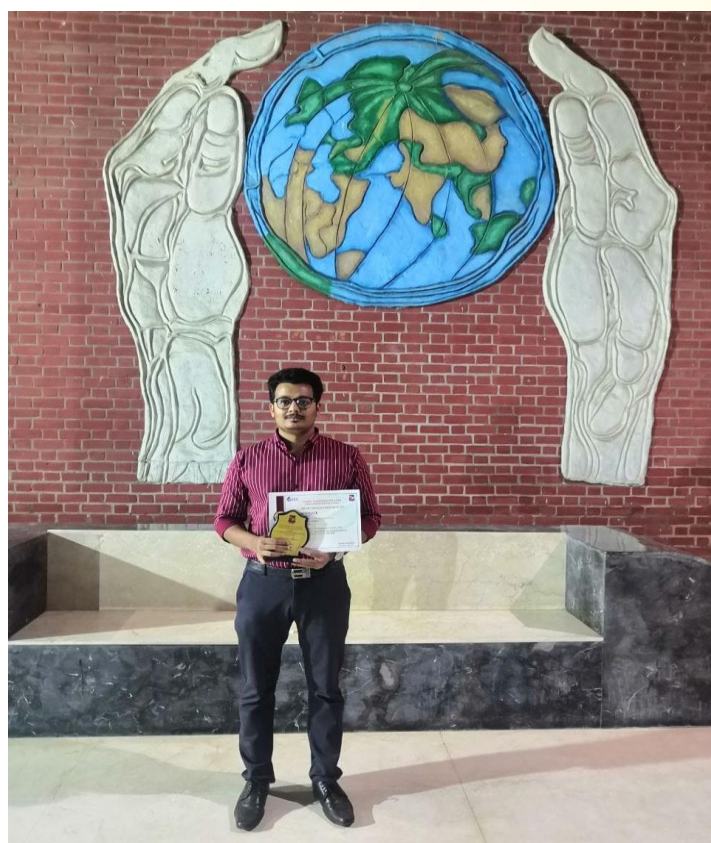
START-UP STORY

Agri Z Future Farms Private Limited is a startup that is focused on revolutionizing the way farming is done. The startup aims to make farming more sustainable, efficient, and profitable by using innovative technologies such as precision farming, hydroponics, and vertical farming.

One of the aims of Agri Z Future Farms is the successful implementation of precision farming techniques, which will allow the startup to increase crop yields while reducing the use of water and other resources. This will lead to a significant reduction in costs, and an increase in profits. Another achievement of Agri Z Future Farms is the development of a vertical farming kits that utilizes a closed-loop system to optimize plant growth and reduce the need for pesticides and herbicides. This system has proven to be highly successful, and has allowed the startup to grow a wide variety of crops in an urban setting.

Agri Z Future Farms has also been successful in securing grant of Rs 500000 from Ministry of Education AICTE, this has allowed the startup to scale up its operations and expansion into new products. This funding has helped the company to purchase new equipment, and develop new technologies. The founder Rishabh Patil has also been awarded as Innovation Ambassador by MHRD's Innovation Cell for this project.

In summary, Agri Z Future Farms Private Limited is a startup that is focused on revolutionizing the way farming is done. The startup has achieved many milestones such as vertical farming kits, securing grant and building an initial customer base which has helped the startup for early-stage growth.



ACHIEVEMENTS

Mr. Ashhar Ahmed Ashfaque Ahmed, Student Innovator from GSMS GTU (MBA IEV 3rd Semester) representing his Startup SkillShark (Incubated at GISC & GTU DIC) attended International Leadership Summit (Kuala Lumpur, Malaysia) envisioned with United Nation's Sustainable Development Goals

Rising Star Award signifies the Outstanding Performance of the Delegate during the Summit. The award was given based on parameters of Leadership, Communication, Innovation and Entrepreneurship.



Harshdeepsinh Parmar, student of PGDDM program of GSMS secured 2nd position in Men's Single Table Tennis GUJARAT STATE RANKING TOURNAMENT held at Ahmedabad.



Graduate School of Management Studies (GSMS)
Gujarat Technological University (GTU)



Harshdeepsinh Parmar
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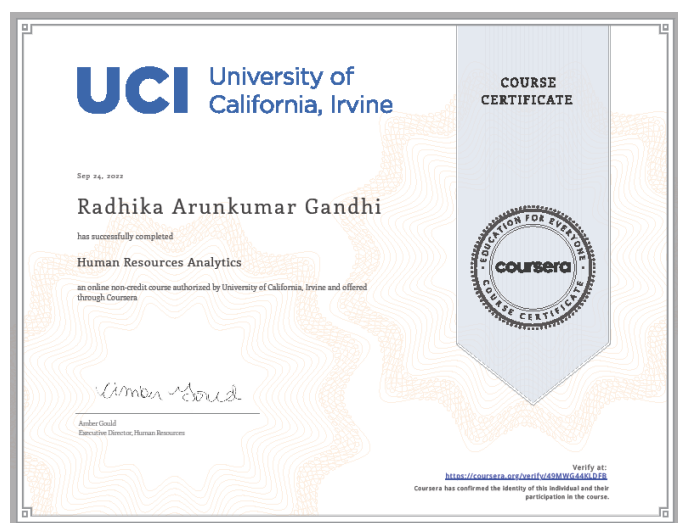
ACHIEVEMENTS OF FACULTY MEMBERS

Felicitation by AICTE for UG and Diploma Books Translation in Gujarati on 15th July 2022

Dr. Anil Sahasrabudhe, Chairman, AICTE in the presence of other dignitaries presented a letter of appreciation to **Dr. Sarika Srivastava**, Assistant Professor, GSMS for the successful coordination of AICTE's translation scheme in Gujarat to support National Education Policy (NEP – 2020). University has completed the translation of first year books of Engineering (UG and Diploma) in Gujarati.



Dr. Radhika Gandhi had successfully completed an online non-credit course on Human Resource Analytics authorized by University of California, Irvine and offered through Coursera.



Dr. Radhika Gandhi had participated in the Executive Development Program on “HR Analytics” organized by the Centre for Executive Education, New Delhi conducted on 3rd September, 2022.



Received Best Paper Award for Paper Presentation in International Conference

Dr. Sarika Srivastava received Appreciation Letter and Financial Reward in the category of ‘Best Paper Award’ for paper titled ‘Leveraging Core Competencies in Turbulent Times for Sustainability: Cases of Corporate Giants’ presented in the 2nd Multidisciplinary International Conference (GTU ICON 2022) organized by GTU on 20th September 2022.



ACHIEVEMENTS OF FACULTY MEMBERS

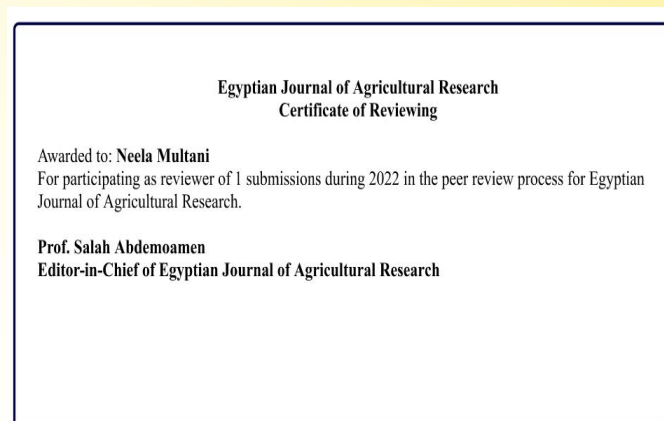
Dr. Kaushal Bhatt was invited during 9th to 13th November, 2022 by the Gujarat National Law University (GNLU), Gandhinagar to conduct an expert session on “Research Methodology” for the Doctoral Students of University.



Dr. Neela Multani, Assistant Professor participated in Multi-Disciplinary International Conference on 20th September 2022 organized by Graduate School of Management Studies, Gujarat Technological University and presented the paper.



Dr. Neela Multani, Assistant Professor participated as reviewer of a research paper during November 2022 for Egyptian Journal of Agricultural Research.



Dr. Neela Multani, Assistant Professor participated in Faculty Knowledge Sharing Programme on How to Write a Research Paper in Scopus Listed Journals on 29th June 2022 organized by Rajshree Institute of Management & Technology, Bareilly.



ACHIEVEMENTS OF FACULTY MEMBERS

Mr. Tushar Panchal, Assistant Professor attended UGC Approved Professional Development Programme on “Implementation of NEP 2020 for University and College Teachers” organized by IGNOU

Mr. Tushar Panchal, Assistant Professor was invited on 16th November 2022 by the Entrepreneurship Development Institute of India, Gandhinagar to conduct a session on “Product Development for Startup” for the International delegation of capacity building programme on technopreneurship.



Professional Development Programs Attended by faculty member:

Sr. No.	Details	Faculty Member Name
1	AICTE - GTU Jointly sponsored Capacity Building Professional Development Program for GTU Officers	Dr. Sarika Srivastava
2	UGC Approved Professional Development Programme on ‘Implementation of NEP 2020 for University and College Teachers’ organized by IGNOU	Dr. Pulkit Trivedi
3	UGC Approved Professional Development Programme on ‘Implementation of NEP 2020 for University and College Teachers’ organized by IGNOU	Dr. Sarika Srivastava
4	UGC Approved Professional Development Programme on ‘Implementation of NEP 2020 for University and College Teachers’ organized by IGNOU	Dr. Krishnaba Vaghela
5	UGC Approved Professional Development Programme on ‘Implementation of NEP 2020 for University and College Teachers’ organized by IGNOU	Mr. Tushar Panchal
6	UGC Approved Professional Development Programme on ‘Implementation of NEP 2020 for University and College Teachers’ organized by IGNOU	Dr. Neela Multani
7	UGC Approved Professional Development Programme on ‘Implementation of NEP 2020 for University and College Teachers’ organized by IGNOU	Ms. Hetal Rathod

PHOTO GALLERY



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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