



GUJARAT TECHNOLOGICAL UNIVERSITY

(Accredited with A+ Grade by NAAC)

SCHOOL OF MANAGEMENT STUDIES

“Abhigam – 2024”

Orientation Program for PGDHM and PGDDM Batch 2024-25

Date: 4th August, 2024

1) **Title of Event:** Abhigam - 2024

2) **Type of Event:** Orientation Program for PGDHM and PGDDM Batch 2024-25

3) **Date, Time and Venue of the Event:**

Date: 4th August, 2024

Time: 10:30 AM to 12:30 PM

Venue: Acharya Chanakya Hall, GTU-SMS

4) **Description of Event (Objective/Rationale to organize the event)**

GTU - School of Management Studies organizes orientation program “ABHIGAM” every year to welcome the students in the various programs of GSMS – GTU. To formally welcome the new batch (2024-2025) students of the PGDHM & PGDDM program at GTU - SMS, a one-day orientation program was organized on 4th August, 2024. 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, the culture and various departments of the university.

The primary objective of the orientation program was to ensure a smooth transition for new students into the academic and cultural environment of GTU - SMS. It aimed to familiarize students with the academic curriculum, institute regulations, university culture, and departmental functions.



The orientation program was inaugurated at 11 a.m. with a lamp lighting and Saraswati Vandana at the Acharya Chanakya Hall of GSMS followed by a GTU song.



Dr. Pankajray Patel, Director, GTU-SMS welcomed the guests **Dr. Heena Chhanwal** and **Mr. Neil Harwani**.



Ms. Nisha Makwana, Full Time Ph.D. Scholar addressed the audience and welcomed all the fresher students to the GTU-SMS family and gave a brief introduction about GSMS.

Ms. Hetal Rathod, Assistant Professor, GTU - SMS and Assistant Program Coordinator of PGDMM provided information about the program.



Dr. Pulkit Trivedi, Assistant Professor, GTU - SMS and Program Coordinator of PGDDM provided information about the program.

Dr. Heena Chhanwal, Medical Superintendent GCS Medical College and Hospital gave an inspiring and informative speech to all the new students.





Mr. Neil Harwani, Founder of Harwani System gave a speech and briefed the students about Digital Marketing & IT industry.

Dr. Pankajray Patel, Director GTU - SMS addressed the fresher students and wished them a life-changing journey at GTU during their study.





The Alumni of PGDHM Dr. Jaldhi Gajjar managed the whole orientation program with lot of enthusiasm and hard work.

The inauguration ceremony concluded with a vote of thanks by Ms. Nisha Makwana, Full-Time Ph.D. Scholar.

On behalf of GTU-SMS, we extend heartfelt gratitude for organizing "Abhigam-2024" for our PGDHM and PGDDM batches. Firstly, sincere thanks to our Hon'ble Vice Chancellor of GTU, Dr. Rajul Gajjar, for her unwavering support. We also thank our respected Registrar of GTU, Dr. K. N. Kher, for always being a pillar of support to us, and Dr. Pankajray Patel, the Director of GSMS, for his inspiring motivation and for emphasizing the significance of our courses.

Our gratitude also goes to our Guests of Honour, Mr. Neil Harwani and Dr. Heena Chhanwal, for their insights into Digital Marketing and Hospital Management. Their words have truly made a profound impact on all of us. We also extend our thanks to Dr. Pulkit Trivedi and Ms. Shweta Padh, Program Coordinators, for their guidance and efforts, and to Ms. Hetal Rathod, Assistant Program Coordinator, for her exceptional efforts in coordinating the event.

Additionally, we are thankful to the BBA student volunteers for their support with registration, decoration, backstage management, and all other contributions. Special thanks to Dr. Jaldhi Gajjar for the wonderful anchoring. Thank you to everyone who contributed to this event's success. Congratulations to the new batch. Let's move forward with enthusiasm and commitment to excel.

PGDDM & PGDHM Batch 2024-25



5) number of Participants: 42

6) Brochure or Flyer of the Event:



 **Gujarat Technological University**
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School of Management Studies

Orientation Program
ABHIGAM - 2024
Extending Welcome to the students of
Post Graduate Diploma in Hospital Management
&
Post Graduate Diploma in Digital Marketing
Distinguished Guests



Mr. Neil Harwani,
Founder of Harwani Systems



Dr. Heena Chhanwal –
Medical Superintendent GCS Medical
College and Hospital

Date - 4th August, 2024 (Sunday)
Time - 10:30 AM to 12:30 PM

Venue: Acharya Chanakya Hall
GTU - School of Management Studies
Academic Block - 4, GTU Chandkheda Campus, Gujarat Technological University, Near Visat
Three Road, Visat - Gandhinagar Highway, Chandkheda, Ahmedabad - 382424 [Gujarat]

Chief Patron
Dr. Rajul K. Gajjar
Vice Chancellor

Patron
Dr. K. N. Kher
Registrar

Invitees

Dr. Pankajray Patel
Director - GSMS

Ms. Sweta Dhungel
Program Coordinator

Dr. Pulkit Trivedi
Program Coordinator

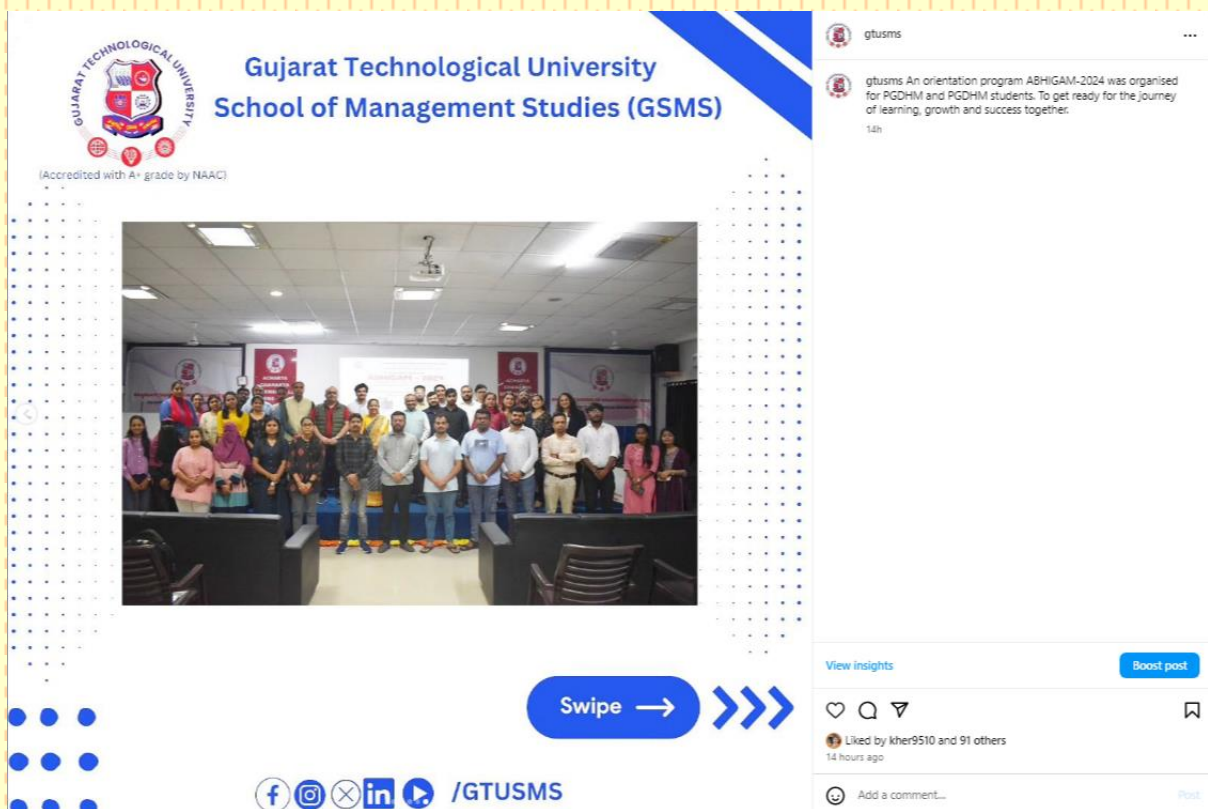
For More Details : 079-23267534 / 542
Write to us @ : gsms@gtu.edu.in
Locate us @ : GSMS, Academic Block-4, GTU Campus, Visat Gandhinagar Highway, Chandkheda, Ahmedabad Gujarat

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7) Feedback of the Event

The feedback from the students regarding the ABHIGAM orientation program was overwhelmingly positive. Many students appreciated the comprehensive introduction to the academic curriculum and found the sessions on institute regulations and university culture particularly informative. The opportunity to interact with faculty, staff, and senior students was highlighted as a key benefit, helping them feel welcomed and supported. Students also expressed enthusiasm about the various extracurricular opportunities and resources available, feeling well-prepared and motivated to start their journey at GTU - School of Management Studies. Overall, the orientation successfully set a positive tone for the upcoming academic year.

8) Social Media Post



The image shows a social media post from the Gujarat Technological University School of Management Studies (GSMS). The post features a group photo of students and faculty members standing in a room. The text of the post reads: "An orientation program ABHIGAM-2024 was organised for PGDHM and PGDHM students. To get ready for the journey of learning, growth and success together." The post is dated 14h and has been liked by kher9510 and 91 others. The post also includes a "Boost post" button and a "View insights" link. The social media interface shows a "Swipe" button and navigation arrows. The profile name is "gtusms" and the profile picture is the university logo. The post is shared on Facebook, Instagram, and LinkedIn, with the handle "/GTUSMS" visible at the bottom.