



**Gujarat
Technological
University**

(Accredited with A+ Grade by NAAC)

A-biannual Newsletter

NANTYAM

GTU - SCHOOL OF MANAGEMENT STUDIES

**Energy
Waves**

Scan to download
E-Newsletter



December 2024

Volume 5 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 centers 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.

Programmes Offered	Intake
MBA (International Business)	60
MBA (Innovation, Entrepreneurship and Venture Development)	30
Bachelor of Business Administration	60
Post Graduate Diploma in Digital Marketing	15
Post Graduate Diploma in Hospital Management	30

About Anantyam:

The name “Anantyam” is originally taken from Sanskrit which means Endless or Eternal (Lasting or Existing Forever), it has also meant 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 Story	18
3. Achievements	19
4. Placed Candidates	28
5. Photo Gallery	30

❖ Chief Editor:

Dr. Pankajray Patel, Director, GSMS

❖ Reviewer:

Dr. Kaushal Bhatt, Associate Professor, GSMS

❖ Editor:

Dr. Pulkit Trivedi, Assistant Professor, GSMS

Dr. Neela Multani, Assistant Professor, GSMS

❖ Student Team for Designing:

Ms. Deval Mandaliya

Ms. Shaina Mause

Media Team:

Biannual newsletter is published by Media Team – a team under the Media Committee at GTU - SMS
For any feedback/suggestion/query mail us at anantyam@gtu.edu.in

Anantyam © 2024 by GTU - SMS is licensed under CC BY-NC 4.0



EVENTS & ACTIVITIES

Abhigam-2024 : Orientation Program for MBA (IB & IEV)

On 3rd September 2024, GTU School of Management Studies conducted the "Abhigam-2024" Orientation Program for students of MBA (International Business) and MBA (Innovation, Entrepreneurship & Venture Development). The program aimed to introduce students to the campus, curriculum, and faculty while fostering a sense of belonging. Through interactive sessions, the orientation helped students gain clarity about their academic journey and professional aspirations, ensuring a smooth transition into their MBA programs. More than 60 students joined the Orientation Program.



On Day-2 Ice breaking activities had been arranged by GSMS and this activities about AD making that help students explore each other and activities that can be conduct through out years

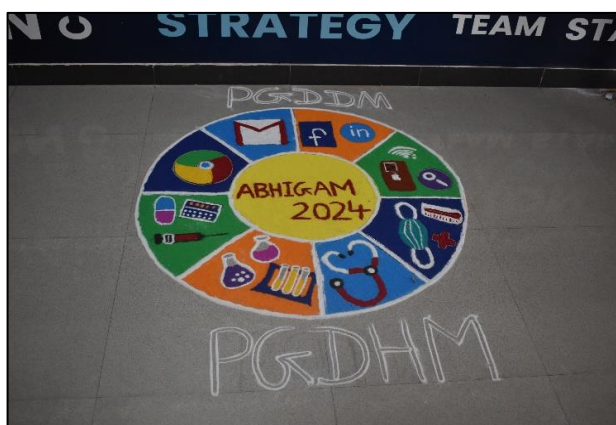


On Day 3 of Abhigam 2024, students enjoyed two engaging games: a Treasure Hunt based on poetic clues and a challenge where participants had to find an item given by Rajan Sir and sit with it on a chair.



Abhigam-2024: Orientation Program for PGDHM and PGDDM

GTU School of Management Studies organized the "Abhigam-2024" Orientation Program for PGDHM (Postgraduate Diploma in Healthcare Management) and PGDDM (Postgraduate Diploma in Digital Marketing) on 4th August 2024. The program focused on guiding students to adapt to the academic environment, understand their courses, and connect with the faculty. It provided essential insights to help them navigate their educational journey effectively and confidently. More than 40 students joined the Orientation Program.



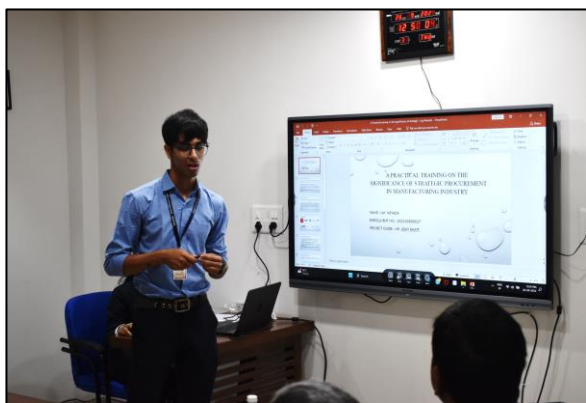
Abhigam-2024: Orientation Program for BBA

The "Abhigam-2024" Orientation Program for BBA students was held on 18th July 2024 at GTU School of Management Studies. This session welcomed the new batch, helping them understand the academic structure, meet faculty members, and explore the campus environment. It was designed to ease the students into college life while motivating them to embrace learning opportunities and prepare for future challenges. More than 60 students joined the Orientation Program.



Anusandhan - 2024: State-Level SIP Competition

GTU School of Management Studies successfully organized *Anusandhan - 2024*, a state-level Summer Internship Project (SIP) competition, on 26th September 2024. The event brought together MBA students from across Gujarat to present their innovative internship projects, competing across seven tracks. The finalists demonstrated exceptional research and analytical skills, with winners receiving certificates and cash prizes. This platform fostered knowledge sharing, networking, and recognition of academic excellence. The event witnessed a total of 94 participants from various universities across Gujarat.



Aradhya: Alumni Garba Evening

GTU School of Management Studies hosted **Aradhya**, an enchanting Garba evening filled with energy and nostalgia. The event welcomed alumni back to the campus, offering them a chance to relive their cherished moments while playing Garba alongside students and faculty members.

The celebration was a vibrant blend of tradition and community spirit. With every rhythmic step, alumni and students connected over shared memories and the joyous festival atmosphere. **Aradhya** was not just an event; it was a reflection of the enduring bond between GTU and its alumni. More than 150 students joined the event.



Adhigam - 2024: Career Workshop

On 19th October 2024, GTU School of Management Studies organized Adhigam - 2024, a career workshop designed by MBA (IB) Semester 3 students for new batch in Semester 1. The workshop focused on equipping students with essential career-building skills, industry insights, and practical guidance for their MBA journey. This peer-led initiative fostered mentorship, collaboration, and preparedness for future challenges in the business world. More than 60 students joined the Workshop.



Swachhata Hi Seva: Plastic-Free Campus

In honor of Gandhi Jayanti, on October 1, 2024, students of GSMS actively participated in the “Swachhata Hi Seva: Plastic-Free Campus” program organized by the GTU NSS Unit. This initiative was designed to promote cleanliness and reduce plastic waste across the campus, aligning with Mahatma Gandhi’s vision of a cleaner, greener, and more sustainable India.

As part of the program, students collected plastic waste from the campus, raised awareness about the harmful effects of plastic, and encouraged the adoption of eco-friendly practices. Their collective efforts contributed to a cleaner and more environmentally responsible campus, reinforcing the importance of sustainability and the need to protect the environment. More than 70 students participated.



Collection and Donation Drive

The “Collection and Donation Drive” organized by the GTU NSS Unit in collaboration with the GSMS NSS Unit was a meaningful initiative that brought warmth and hope to those in need. Through the generous contributions of clothes and essential items, students were able to embrace the true spirit of Diwali, captured in the theme, ‘Chalo Jalae Deep Wahan, Jahan Abhi Bhi Andhera Hai’. More than 20 students joined in the Donation Drive.



Teachers' Day Celebration at GSMS

On 12th September 2024, GTU School of Management Studies celebrated Teachers' Day with a unique and interactive event. In a creative twist, students stepped into the shoes of their mentors by taking on faculty roles for the day. Each student was assigned a specific class and prepared a session on a general topic related to the management domain.

This initiative not only honored the educators' contributions but also provided students with a valuable opportunity to showcase their knowledge, teaching skills, and confidence. The event fostered mutual respect and a deeper understanding of the teaching profession, making the celebration both meaningful and memorable.



Health Checkup Camp – Raising Thalassemia Awareness

GTU-SMS organized a Health Checkup Camp with a focus on Thalassemia Awareness. The camp provided Thalassemia Screening and Complete Blood Count (CBC) tests, offering students an opportunity to assess their health and learn more about blood disorders. This initiative was part of the ongoing efforts to raise awareness and encourage early detection of Thalassemia among the student community.

The event received a positive response, with a significant number of students participating in the screenings. Through this initiative, GTU-SMS reinforced the importance of regular health checkups and the role of early diagnosis in managing genetic conditions. More than 150 students undergone Thalassemia tests.



Annual Blood Donation Camp – “Donate Blood, Save Lives!”

On 30th November 2024, GTU-SMS hosted its annual Blood Donation Camp in memory of Late Shri Rameshchandra Agarwalji, in collaboration with Divya Bhaskar, Prathama Blood Center, and the university. At Chanakya Hall, GSMS. Students, faculty, and staff, came together for this noble cause.

The camp successfully raised awareness about the importance of blood donation and made a meaningful impact. GTU School of Management Studies extend a heartfelt gratitude to everyone who contributed to this life-saving initiative. More than 40 samples were collected.



International Experience Program (IEP) 2024

The International Experience Program (IEP) 2024, organized by Gujarat Technological University (GTU), provided students with an invaluable opportunity to explore global learning at Universal Business School Sydney (Adelaide campus), Australia, from 29th July to 30th August 2024. Seven students of MBA-IB accompanied by Dr. Kaushal Bhatt, GSMS, participated in this enriching journey.



The program encompassed academic sessions on Strategic Management, Advanced Data Analysis, and the Summer Internship Project (SIP), guided by distinguished faculty.

In addition to academics, the students engaged in industry visits, excursion activities, and cross-cultural experiences, including participating in the Rath Yatra of Lord Jagannath organized by BAPS and visiting the ISKCON temple. This program was a perfect blend of education, exploration, and cultural exchange, leaving participants with lasting memories and invaluable international insights. A total of 7 students and 1 faculty member participated in the International Experience Program (IEP) 2024.



Industrial Visit to Croma: A Learning Experience

Students of GSMS MBA-IB and BBA visited Croma, a leading retail company, to bridge the gap between theory and real-world business practices. The visit offered insights into operations, marketing strategies, supply chain management, and customer engagement.

The students interacted with the management team, toured the facility, and gained a deeper understanding of Croma's business model and growth strategies. This enriching experience enhanced their practical knowledge, showcasing how management concepts are applied in a dynamic retail environment, contributing significantly to their academic and professional development. More than 100 students participated in the visit to Croma.



Industrial Visit to Gopal Snacks Limited

On 2nd October 2024, GTU School of Management Studies organized an industrial visit for MBA (IB) and MBA (IEV) students to Gopal Snacks Limited. The visit provided students with valuable insights into the manufacturing processes, quality control measures, and business strategies of one of India's leading snack companies. This experiential learning opportunity bridged the gap between theoretical concepts and practical applications, fostering a deeper understanding of industry operations. More than 60 students participated in the visit to Gopal Snacks.



Industrial Visit to AGL Tiles

On 7th September 2024, GTU organized an industrial visit to AGL Tiles, providing students with an opportunity to explore the dynamics of the ceramic industry. The visit included a comprehensive tour of the manufacturing facility, where students observed advanced production techniques, automation systems, and stringent quality control measures in action. Company representatives shared insights into AGL's business strategies, market presence, and innovations in tile design. This visit not only enriched students' academic knowledge but also offered practical exposure to industry practices, fostering a deeper understanding of operations, sustainability efforts, and market trends in the ceramic sector. More than 60 students participated in the visit to Asian Granito.



World Investor Week Celebration

This year, the Gujarat Technological University School of Management Studies, in collaboration with NISM (National Institute of Securities Markets), celebrated World Investor Week with an exciting lineup of activities aimed at promoting financial literacy and smart investment practices. The theme, "A Smart Investor Uses Digital Tools to Simplify Investing and Conducts Independent Research," encouraged students and participants to embrace digital advancements in the world of finance.

On 16th October 2024, students had the unique opportunity to attend a National Seminar at the Bombay Stock Exchange. This was followed by a Business Quiz on 17th October and a visit to the Bombay Stock Exchange, Ahmedabad, on 18th October, which included a hands-on expert session on live stock market trading and a Poster Making Competition. A total of 15 students, along with a faculty member, participated in World Investor Week.



Visit to Gujarat National Law University

BBA students had visited Gujarat National Law University (GNLU) for an enriching session on the legal dimensions of business and finance. This visit highlighted the integral role of legal frameworks in driving ethical and sustainable business practices.

The session offered students an opportunity to explore how laws influence various aspects of business operations and decision-making. It encouraged them to think critically about the importance of legal awareness in navigating the dynamic corporate landscape.

This visit not only deepened their academic understanding but also provided a broader perspective on the significance of legal knowledge in shaping successful business strategies. It was a highly informative experience that will greatly benefit students in their future endeavors. More than 20 students participated in the GNLU session related to Maritime.



Industrial Visit to Amul

In an effort to enhance practical learning, MBA-IB Semester 1 students visited Amul, one of India's premier dairy cooperatives. The visit offered a comprehensive view of Amul's operations, including its production, quality control processes, and extensive supply chain management. The students had the chance to observe how Amul manages its marketing strategies and distribution network while maintaining product quality at every stage. More than 50 students participated in the visit to Amul Plant, Bhat.



Industrial Visit to Khadhya Khorak

GSMS students visited the Khadhya Khorak Event on 20th December 2024. An exhibition in the food and nutrition industry. The event offered insights into emerging trends, innovations, and technologies shaping the sector.

Students explored various exhibits, interacted with industry professionals, and gained a deeper understanding of food processing, sustainability, and health-focused products. This visit enhanced their knowledge and provided valuable exposure to the evolving dynamics of the industry. More than 35 students participated in the visited Khadhya Khorak.



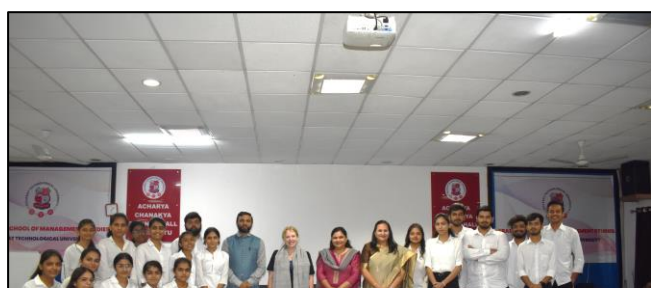
Leadership at the Workplace Expert session by Ms. Saudamini Singh

On September 13, 2024, at GSMS, Ms. Saudamini Singh, Founder of The Ginete, Corporate Trainer, Entrepreneur, and Mentor conducted a session on "Leadership at the Workplace," where she shared valuable insights on effective leadership, workplace dynamics, and the skills needed to excel in professional environments. This session equipped students with practical tools to enhance their leadership qualities, foster a collaborative work culture, and navigate the challenges of a dynamic workplace. More than 50 students participated in the Leadership at the workplace expert session.



Expert Session on Cross Cultural Dimensions with Jill E. Blondin

An expert session on "Cross-Cultural Dimensions" was organized by GSMS, on August 8, 2024, at Acharya Chanakya Hall. The session featured Dr. Jill E. Blondin, Associate Vice Provost for Global Initiatives at Virginia Commonwealth University (VCU), USA. Dr. Blondin shared her profound insights into navigating cultural diversity in global initiatives, offering a transformative learning experience to attendees. More than 50 students participated in the Cross Cultural Dimensions expert session.



Visionary Ventures Workshop for MBA-IEV students

GSMS organized the Visionary Ventures Workshop for MBA-IEV students, providing valuable insights into startups and venture capital. The workshop aimed to enhance students' understanding of entrepreneurship and funding strategies, preparing them for real-world business challenges. More than 25 students participated in the visionary ventures workshop.



Expert Session on Coaching Analysis and Discussion

On October 23, 2024, Mr. Vishal Doshi, Regional Head - Talent Acquisition Group for Gujarat and Rajasthan at Tata Consultancy Services, shared valuable insights on Coaching Analysis and Discussion at GSMS.

The session was highly informative and engaging, providing students with a deeper understanding of coaching techniques, talent acquisition strategies, and the importance of effective communication in professional development. More than 20 students participated in the Coaching Analysis and Discussion expert session.



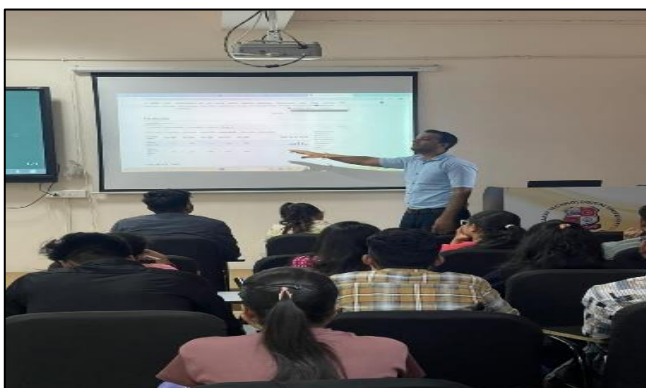
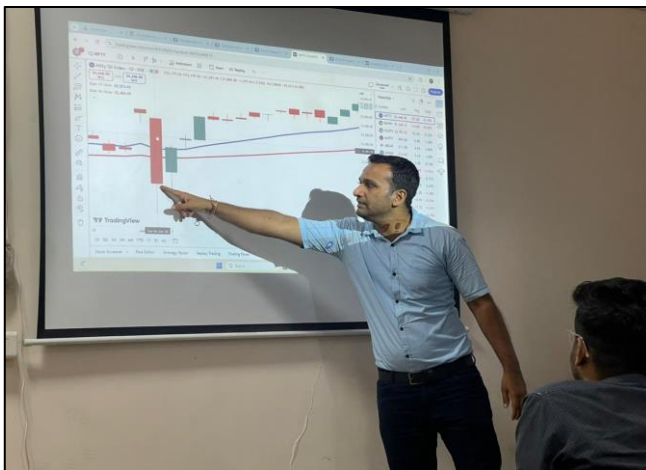
Expert session on International Compensation

On 21st October 2024, an expert session on International Compensation Management was conducted for HR-Specialization students of GSMS, Semester 3. The session was led by Mr. Hemang Desai, the Chief Human Resources Officer at Ishan Technologies, providing valuable insights into global compensation strategies and practices in the field of human resources. More than 15 students participated in the International Compensation expert session.



Expert Session on Investment and trading strategies by Mr. Ravi Bhatt

On October 24, 2024, the MBA-IB students attended an expert session on "Investment and Trading Strategies" conducted by Mr. Ravi Bhatt. The session offered valuable insights into market trends, trading techniques, and strategic investment planning, enhancing students' financial acumen. More than 30 students participated in the Investment and trading strategies expert session.



Exploring Power BI Essentials for Decision-Making with Dr. Meetal Saxena

Dr. Meetal Saxena, Associate Professor at LJ Institute of Management Studies, conducted an engaging session on "Power BI Essentials: Transforming Data into Decisions" on October 22, 2024, at GTU-SMS. The session equipped students with hands-on knowledge of leveraging Power BI tools to analyze data and make informed decisions. More than 50 students participated in the Power BI Essentials for decision making expert session.



START-UP STORY

Ecozone Gardening

Plastic pollution is a global crisis, harming oceans, wildlife, and soil. In response, Ecozone Gardening presents a revolutionary plastic-free gardening solution that eliminates plastic pots, enhances garden aesthetics, and promotes sustainability. This innovative approach nurtures healthy plants while protecting the planet.

The MBA-IEV students Tala Uday Jamanbhai and Pancholi Hiral Yogeshbhai, are the visionary founders of Ecozone Gardening, a startup dedicated to combating plastic pollution through innovative plastic-free gardening solutions. Their efforts have been recognized with an SSIP grant of ₹1.28 lakh, which has enabled them to develop eco-friendly gardening systems, conduct research on biodegradable alternatives, and create sustainable products that enhance garden aesthetics while protecting the environment.

Funding Received: SSIP: 1.28 lakh



Mr. Uday Tala



Ms. Hiral Pancholi



ACHIEVEMENTS OF STUDENTS

Mr. Tushar Gohel, BBA 1st-year student, received a certificate in mountaineering from the Swami Vivekananda Institute of Mountaineering. The 10-day course offered a unique blend of knowledge, fun, and adventure, providing him with valuable skills and experiences in the field of mountaineering.



Ms. Hinal Umeshbhai Kotecha, a 2nd-year MBA (IB) student, participated as a delegate representing Ahmedabad district in Kerala at IIIT Kottayam, the host institute for the Youth Exchange Program. The program included visits to a rubber cramp factory, an agro-business park, a museum, and the renowned diamond destination of Alleppey. Participants gained insights into Kerala's culture, daily routines, and cuisine



Participation of Mr. Abdulkadri Rashid Maulid MBA (IB) 2nd Year batch in BRICS EDUCATION EXPEDITION, a unique opportunity for the young people to become a part of an international movement and engage in cultural exchange that fosters educational and intercultural understanding under BRICS YOUNG ALLIANCE. It was a three days event held at Gujarat Technological University by Russian and India BRICS Delegation.



Participation of Ms. Ishita Sharma BBA 2nd Year student on the GTU Spirit-2024 Ahmedabad Zonal Sports Competition for badminton on 9th August 2024 in Ahmedabad successful selection for the Inter Zonal Level competition held in Baroda.



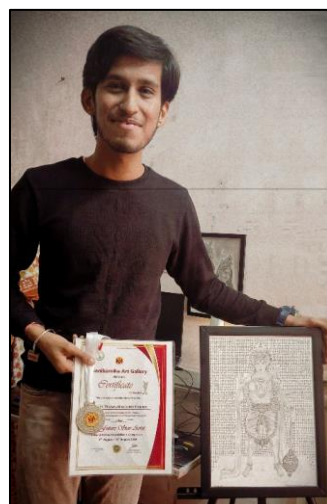
Participation of Mr. Deepak Goswami, a BBA Semester 3 student, in the GTU Spirit-2024 Ahmedabad Zonal Sports Competition for chess, successfully selected to represent GSMS at the Zonal Level Chess Competition held in Ahmedabad.



Ms. Mishra Natasha and Yashvi Mali, BBA 2nd Year student, participated on 'The Impact With Youth' Conclave 2024, held on International Youth Day, highlighted the theme "From Clicks to Progress: Youth Digital Pathways for Sustainable Development."



Mr. Himanshu Sharma, a 1st-year BBA student, participated in an online art exhibition and competition organized by the Manikarnika Art Gallery in August 2024. He won the Silver Award for his exceptional sketch of Lord Hanuman, featuring the name "Shri Ram" intricately written across the entire background.



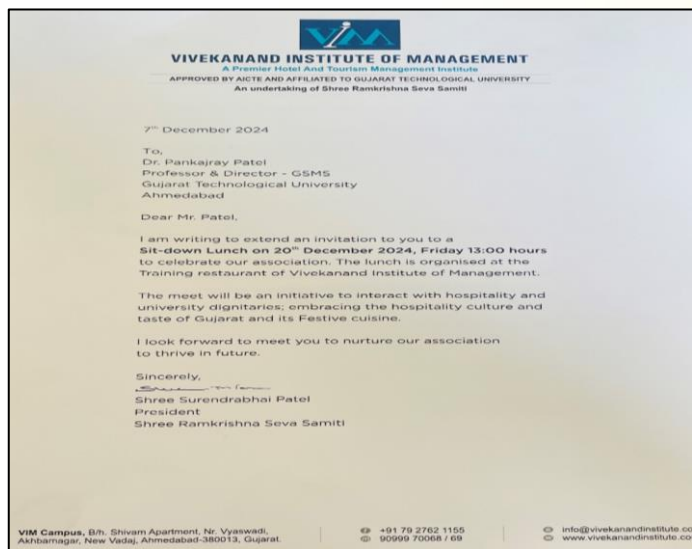
ALUMNI CONNECT

Mr. Babriya Shivang GSMS Alumni student is currently working with Torrent Power Limited as HR Executive since July 2022. As part of implementation of 5S & EFQM, had participated in Torrent Yellow Belt training on Lean Six Sigma. Enrolled for training in November 2023 & completion of the Project on May 2024, achieved the 1st certification after successfully implementation of the Project on "Ensuring 100% employee Nominations in HR records". While starting the Project in company, the Sigma level was near about 3.7, after implementation of this project we achieve 4.95 level of Sigma.



ACHIEVEMENTS OF FACULTY MEMBERS

Dr. Pankajray Patel, Professor and Director at GTU School of Management Studies, attended an event at the Vivekananda Institute of Management, where VIT engaged with hospitality professionals and institutional dignitaries while celebrating Gujarat's rich hospitality culture and savoring its festive cuisine.



Dr. Kaushal Bhatt, Associate Professor has participated in the National Conference on 19th and 20th July, 2024 organized by Vardhman Mahaveer Open University, Kota and Khandelwal Vaish Girls Institute of Technology Jaipur and presented a research paper.



Dr. Tusharkumar K Panchal, Assistant Professor has participated in the 5-days training program on Nurturing Future Leadership Program at IIM Bodh Gaya during 8th July to 12th July 2024.



Miss Medha Vyas, Assistant Professor has passed National Initiative for Technical Teachers Training Exam Module 1: Orientation towards Technical Education and Curriculum Aspects. September-October, 2024.



ACHIEVEMENTS OF FACULTY MEMBERS

Dr. Pankajray Patel, Professor and Director at GTU school of Management Studies, served as the Guest of Honour and session chair at VBTicon 2024, an International Conference on Digital Transformation and Social Development, held in collaboration with GTU on November 22, 2024.

Dr. Kaushal Bhatt, Associate Professor has participated in ICSSR sponsored National Seminar on ‘Vision 2047’ organized by Department of Economics, Kurukshetra University and presented a research paper during 29-30 August, 2024.



Dr. Tusharkumar K Panchal, Assistant Professor has participated in the FDP from 23rd Oct to 29th Oct 2024 on Indian Knowledge System organized by Dharohar, School of Knowledge System, GTU, Ahmedabad.

Dr. Neela Multani, Assistant Professor awarded a certificate of appreciation for securing second position (Best Paper Award) during ‘National Conference 2024 – Sustainability for Viksit Bharat 2047’ organized by the Department of Resource Management and Design Application, Lady Irwin College in partnership with M3M Foundation during 16th – 18th October 2024.



ACHIEVEMENTS OF FACULTY MEMBERS

Dr. Neela Multani, Assistant Professor awarded a certificate for successfully completing 12 week course on “HR Analytics” with a consolidated score of 96% during July – October 2024 semester. She received Elite + Gold and was among the top 1% topper of the course. The certificate was awarded by Indian Institute of Technology Roorkee under the NPTEL Online Certification funded by the MoE, Government of India.



Dr. Tusharkumar K Panchal, Assistant Professor has participated in International Scientific Research Congress, Turkey from 6th Nov to 17th Nov 2024 and presented the research paper entitled ‘FROM CAMPUS TO COMMERCE: THE ECONOMIC RIPPLE EFFECT OF GTU STARTUPS IN INDIA’S INDUSTRIAL HEARTLAND’



Dr. Kaushal Bhatt, Associate Professor was invited as the session chair in the International Conference on Digital Transformation and Social Development – VBTicon-2024, organized by Vidyabharti Trust College of MCA (VBTMCA) on 22nd November, 2024. Dr. Bhatt has evaluated more than 15 research papers and provided valuable suggestions to the participants of the conference.



Dr. Neela Multani, Assistant Professor presented a paper in National Conference on “Viksit Bharat @ 2047 Steps Towards Prosperity” organized by Vardhman Mahaveer Open University, Kota and Khandelwal Vaish Girls Institute of Technology, Jaipur on 19th – 20th July 2024.



ACHIEVEMENTS OF FACULTY MEMBERS

Dr. Neela Multani, Assistant Professor successfully completed a one-year Post Graduate Diploma in Digital Marketing programme offered by Gujarat Technological University and got the first rank with 9.20 CPI.

Dr. Tusharkumar Panchal Assistant Professor has been invited as resource person on Enabling Bharat through Skill of Innovation and Startups at UGC sponsored online refresher course on Viksit Bharat through Skill Based Education on 9th Sept, 2024 organized by UGC Malaviya Mission Teacher Training Centre, Saurashtra University, Rajkot.



Dr. Tusharkumar Panchal Assistant Professor has participated in VBTICon2024: International Conference dedicated to the theme "Digital Transformation and Social Development, Bardoli and presented a research paper on Mindfulness Metrics: Measuring Awareness and Presence among College Students.

Dr. Neela Multani, Assistant Professor presented a paper in the 2nd International Conference on "Sustainability, Entrepreneurship, Equity, & Digital Strategies – SEEDS 2024" organized by Jaipuria Institute of Management, Noida and Middlesex University, Dubai on 17th – 18th December 2024 at Middlesex University Dubai.



ACHIEVEMENTS OF FACULTY MEMBERS

Medha Vyas, Assistant Professor presented research paper titled “A study on digital financial inclusion among users of selected cities of Gujarat” at Doctoral Colloquium on Management and Development, Institute of Rural Management, Anand, November, 2024.



Dr. Neela Multani, Assistant Professor received the best paper award in the track “Equity, Diversity, and Inclusion” in the 2nd International Conference on “Sustainability, Entrepreneurship, Equity, & Digital Strategies – SEEDS 2024” organized by Jaipuria Institute of Management, Noida and Middlesex University, Dubai on 17th – 18th December 2024 at Middlesex University Dubai.



Dr. Priyanka Bhatt, Associate Professor recognized by the National Institute of Securities Markets (NISM) for her efforts in organizing Investor Awareness activities during World Investor Week (WIW) during 14th to 20th October 2024.



Dr. Pankajray Patel, Professor and Director at GTU School of Management Studies, has been appointed as a member of the Employees' Grievance Redressal Committee at Shri Jairambhai Patel Institute of Business Management and Computer Applications (SJPI). Additionally, he has been appointed to the Governing Body of Vidya Bharati Trust College of Applications, Umrah.

ACHIEVEMENTS OF FACULTY MEMBERS

Dr. Tusharkumar K. Panchal Assistant Professor has participated in International Conference on Business, Innovation, Sustainability, and Social Development (ICBISSD - 2024) is an exciting event organized by the University School of Business, Chandigarh University, in collaboration with RMIT Australia and Zhejiang University, China. The conference was scheduled from 22nd and 23rd October 2024 at Chandigarh University, Punjab and presented research paper titled on

1. Advancing Inclusivity and Social Equity in Sustainable Business: Integrating Emerging Technologies for Transformation.
2. Investigating Individual Entrepreneurial Orientation: An Analysis of Associated Factors and Demographic Variations

Ms. Medha Vyas attended a five-day online workshop on "Systematic Review of Literature" organized by Gomsguru Academy.



The following faculty members of GSMS have received the GTU Seed Money Grant for their research projects:.

Seed Money Grant Recived		
Sr.No.	Name	Grant
1	Dr.Priyanka Bhatt	Rs. 1,00,000/-
2	Mr. Rajan Modha	Rs. 1,00,000/-



Dr.Krishnaba Vaghela Assistant Professor has received the prestigious state level TechGuru Award!



PLACED CANDIDATE



Name : Ms. Juhi Chotai

Designation : International Sales and Marketing Manager

Company Name : Spectra Fuels Pvt.Ltd.

Name : Mr. Shah Charmil

Designation : Tax-Accountant Trainee

Company Name : ConFiance Bizsol Pvt.Ltd.



Name : Mr. Vivek Kanani

Designation : Tax-Accountant Trainee

Company Name : ConFiance Bizsol Pvt.Ltd.

Name : Mr. Hitesh Godhaniya

Designation : Advisor

Company Name : Tradebulls Securities Pvt. Ltd.



MEDIA COVERAGES

GUJARAT TECHNOLOGICAL UNIVERSITY
 Accredited with 'A' Grade by NAAC
 State Government University

nirf

Congratulations

TO ALL STUDENTS, STAFF AND STAKEHOLDERS

GTU IS IN
TOP 100 RANKED
 UNIVERSITY UNDER 'STATE PUBLIC UNIVERSITY' CATEGORY FOR NIRF-2024

GTU IS IN
TOP 50 RANKED
 UNIVERSITY UNDER 'INNOVATION' CATEGORY FOR NIRF-2024

GTU-SCHOOL OF PHARMACY IS ON
70TH RANK
 IN INDIA AND 6TH RANK IN GUJARAT IN 'PHARMACY CATEGORY' IN NIRF-2024

Dr.K.N.Kher
Registrar

Dr.Rajul K.Gajjar
Vice Chancellor

www.gtu.ac.in

SOCIAL MEDIA COVERAGES



PHOTO GALLERY



PHOTO GALLERY



PHOTO GALLERY



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





Scan to download
E-Newsletter



<http://www.gsms.gtu.ac.in>



Drop Mail for any query or suggestions
at
anantyam@gtu.edu.in



gsms@gtu.edu.in

079-23267534/542



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

Follow us on:



@gtusms