



Gujarat Technological University

(Accredited with A+ Grade by NAAC)

School of Management Studies

Report on Anusandhan-2024 : A State Level Summer Internship Project Competition

Title : Anusandhan-2024

Type of Event : A State Level Summer Internship Project Competition

Date : 26th September, 2024

Time : 10:00 AM to 7:00 PM

Venue : Chanakya Hall, GTU-SMS

Description : The State-Level Summer Internship Project Competition, organized annually by GTU School of Management Studies, aims to encourage and showcase the practical learning of MBA students through their internship projects. It provides a platform for students to present their work, gain recognition, and compete for awards.

Panellist : 1. Mr. Ravi Diyora (Head Research, Kunverji)
2. Dr. Krupa Mehta (Founder and CEO, Adblitz Creative Communication)
3. Pr. Dr. Ashish Joshi (HOD, School of Management and Finance)
4. Ms. Nital Shah (Founder of “Nityaveda”)
5. Mr. Yashesh Patel (Director, Guru Export and Import co.)
6. Dr. Piyush Mehta (Associate Professor)
7. Mr. Ashish Bavishi (Partner of “SMS Cloud Hub”)
8. Dr. Nivedita Shrivastava (Founder “9links.com”)
9. Ms. Sudha Shah (Consultant and Trainer)



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The School of Management Studies at Gujarat Technological University (GTU) successfully organized Anusandhan - 2024, a prestigious state-level Summer Internship Project (SIP) competition, on 26th September 2024. The event provided a platform for MBA students from across Gujarat to present their summer internship research projects and compete for top honors, highlighting academic excellence and fostering learning, collaboration, and growth.

The competition commenced at 10:00 AM with the registration of all participants, followed by a vibrant opening ceremony. Faculties of the college extended a warm welcome to the esteemed guests, who were felicitated as a gesture of appreciation for their presence and support. The participants were also greeted with enthusiasm, setting a positive tone for the event and the competition guidelines and rules were thoroughly explained to ensure all participants were well-informed.

In the first round, participants were divided into seven tracks, each containing 10 students. Within these tracks, the students presented their summer internship projects, which were evaluated based on research quality, presentation skills, and practical applicability of their findings. Each track's panellists carefully assessed the projects, selecting the top two participants from each track to move forward to the final round.

After the first round, participants and attendees enjoyed a lunch break. During this time, Nityaveda organized a surprise quiz, adding an element of fun and engagement to the event. Students who answered correctly were rewarded with free gifts, creating a lively and interactive atmosphere.

In the final round, the 14 finalists—the top two from each track—presented their projects again, this time in front of the entire audience and judges. This round allowed for a more in-depth evaluation of their work, and the participants showcased both their research and presentation skills in a larger forum.

At the end of the final round, the winners of Anusandhan - 2024 were announced:

- **First Place:** Muskan Patel from Somlalit Institute of Management Studies, awarded a certificate and a cash prize of ₹7,000 and a gift hamper from Nityaveda.



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- **Second Place:** Akshay Rajpurohit and Yashvi Limbad from Anand Institute of Management and Science (group entry), awarded a certificate and a cash prize of ₹5,000 and a gift hamper from Nityaveda.
- **Third Place:** Varsha Tekwani from B.K. School of Professional and Management Studies, awarded a certificate and a cash prize of ₹3,000 and a gift hamper from Nityaved.

Following the announcement of the winners, all participants were appreciated for their hard work and dedication. Every student received a certificate in recognition of their contributions to the competition.

Overall, Anusandhan - 2024 was a resounding success, with participation from 71 students representing 13 universities. The event not only celebrated academic excellence but also provided a meaningful platform for students to present their research, receive valuable feedback, and network with peers and industry experts.

