



GUJARAT TECHNOLOGICAL UNIVERSITY

(Accredited with A+ grade by NAAC)

GTU SCHOOL OF MANAGEMENT STUDIES (GSMS)

A Social Event – JEEVANDHARA

- 1) Title of Event:** Jeevandhara- “The flow helping all, connecting all.”
- 2) Type of Event:** Social Event
- 3) Date:** 3rd April, 2025
- 4) Time:** 11:00 am
- 5) Venue:** Acharya Chanakya Hall, GTU-SMS

6) Description of Event:

The Jeevandhara event, held on 3rd April 2025 at GTU School of Management Studies (GTU-SMS), was a landmark initiative aimed at instilling a sense of social responsibility among students while fostering a spirit of community engagement. With the overarching theme of social awareness and welfare, the event served as a platform to launch the GTUSMS Social Welfare Club (SWC), empowering students to lead and participate in impactful community-oriented projects.

The event commenced at 12:15 PM with an introductory speech followed by a series of thought-provoking performances and addresses centered on social causes. A key highlight was the session led by our guest, Ms. Chandni Nebhnani from Chandni Foundation, which provided valuable insights into real-life social work. Despite logistical concerns with the foundation, the speaker delivered a meaningful message that aligned with the event's vision.

Interactive student activities such as 'ReelChange' and 'StoryQuest' creatively engaged the audience, encouraging them to express their perspectives on social issues through reels and storytelling. The event also featured surprise gift distributions as a tribute to the recent sports fest under the Fit India Movement, with an announcement about a blood donation drive at UN Mehta Hospital.

The audience responded enthusiastically, and the event concluded on a high note with the official inauguration of the Social Welfare Club. With over 90 attendees, dynamic participation, and highly positive feedback, Jeevandhara laid a strong foundation for the continued efforts of the SWC in future social initiatives.

7) List of Experts and their brief speech:

Ms. Chandni Nebhnani

She is an educator, anchor, artist and a Philanthropist who brings people and ideas together to make the world a better place to live in. Having 3 master's degree and serving as an Air Hostess in an International airline for 9years, she shifted from a glamorous industry to the black and white world of visually impaired.

Chandni is the founder of the Chandni Foundation, a 12-year-old non-governmental organization based in Ahmedabad, India. The foundation is dedicated to philanthropic activities such as children's education, skill development programs, eradicating hunger and malnutrition, assisting visually impaired students, by writing exam papers for them and organizing celebrations for birthdays and festivals. The foundation's motto is to spread smiles and happiness by serving citizens with food, medicines, and other assistance, including distributing ration kits.

In addition to her work with the Chandni Foundation, Chandni established Vision Heroes, an initiative aimed at supporting visually impaired youth in their educational pursuits. Through this program, volunteers assist blind students by writing exam papers for them, thereby promoting inclusivity and equal opportunities in education.

8) Number of Participants: Total 108 students from BBA and MBA (IB) and MBA (IEV) actively participated in JEEVANDHARA and made it successful.

9) Photographs of the Event:



10) Brochure or Flyer of the Event



11) Feedback of the Event:

- The Jeevandhara event at GTU-SMS was a remarkable initiative that successfully blended social awareness with student engagement. The launch of the Social Welfare Club (SWC) marked a meaningful step toward fostering a culture of community service and responsibility among students.
- Highlights included the powerful session by Ms. Chandni Nebhnani, whose real-life experiences in social work inspired many. Creative student-led activities like 'ReelChange' and 'StoryQuest' brought fresh perspectives on social issues, making the event both interactive and thought-provoking.
- With active participation from 108 students across programs, the enthusiasm was palpable. The surprise gift segment and the announcement of a blood donation drive further added to the event's impact.
- Encouragingly, many students expressed a strong desire to have more such events in the future, showing their eagerness to stay connected with social causes. Jeevandhara truly set the tone for ongoing initiatives under the SWC and left a lasting impression on all attendees.

12) Social Media Post:



Coordinator of the Event:

Ms. Hetal Rathod

Assistant Professor, GSMS

Report Prepared by:

Chirag Pugalia

BBA Student