



GUJARAT TECHNOLOGICAL UNIVERSITY

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A-Biannual Newsletter **NANTYAM** GTU - SCHOOL OF MANAGEMENT STUDIES

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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.

Programes @ GSMS	Intake
MBA (International Business)	60
MBA (Innovation, Entrepreneurship and Venture Development)	30
MBA (FinTech)	30
Bachelor of Business Administration	90
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.

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Biannual newsletter is published by Media Team – a team under the Media Committee at GTU-SMS

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Avirat 2025 - Sports Event By BBA Students

Avirat 2025, organized by the BBA students, was successfully held on 30th January 2025, drawing an enthusiastic crowd of approximately 200 attendees. The event featured high-energy sports competitions that reflected exceptional team spirit, athletic skill, and vibrant student participation. It celebrated sportsmanship and youthful vigor.



EVENTS & ACTIVITIES

Avsar 2025 - Days Celebration

Avsar 2025, held from 27th January to 1st February 2025, brought together BBA and MBA students for a vibrant week of themed celebrations. With approximately 200 attendees, the event showcased creativity, enthusiasm, and unity across programs. From Ethnic Day to Mismatch Day, each occasion reflected the students' spirited participation and added color to the campus atmosphere, making Avsar 2025 a truly memorable experience.



EVENTS & ACTIVITIES

AIM 2025 – Academic Industry Meet

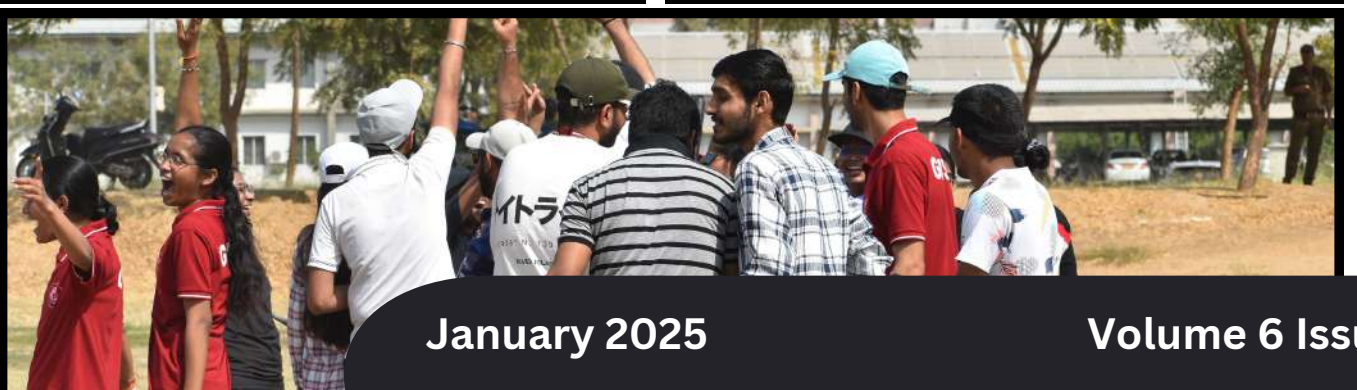
AIM 2025, held on 13th February 2025, served as a significant platform connecting academia with industry. The event brought together students, faculty, and corporate leaders for insightful panel discussions, expert sessions, and interactive networking. It offered valuable perspectives on emerging trends, career pathways, and essential future skills. Overall, AIM 2025 proved to be an enriching experience, equipping students to better align their academic pursuits with professional goals.



EVENTS & ACTIVITIES

Aarohan 2025 – Sports Fest for BBA & MBA Students

Aarohan 2025, held from 27th February to 1st March 2025, brought together BBA and MBA students for a spirited celebration of sports and teamwork. With around 200 attendees, the fest featured diverse indoor and outdoor games, promoting fitness, strategy, and collaboration. It was a memorable showcase of unity and sportsmanship.



EVENTS & ACTIVITIES

Visacon 2025 – International Study Awareness Session

Visacon 2025, held on 11th March 2025, was an insightful awareness session attended by over 150 students from BBA and MBA programs. Experts shared guidance on international universities, visa procedures, scholarships, and global career paths. The session equipped students with the knowledge and confidence to pursue international education opportunities.



EVENTS & ACTIVITIES

Rangrezza 2025 – Holi Celebration

Rangrezza 2025 brought vibrant colors, joy, and unity to campus as BBA and MBA students came together to celebrate Holi and Dhuleti with enthusiasm. The event featured music, dance, colors, and cultural performances, creating a lively and festive atmosphere filled with laughter, tradition, and togetherness.



EVENTS & ACTIVITIES

Aarogyam Prabandham 2025 – Healthcare Conclave

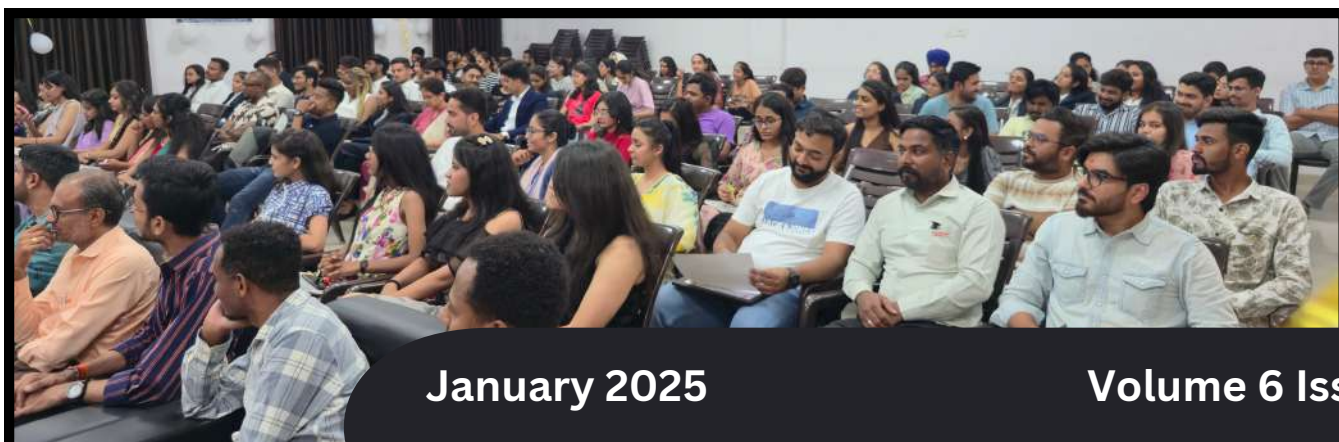
Aarogyam Prabandham 2025, held on 19th April 2025, was a focused event for aspiring healthcare professionals. Through expert panels and engaging sessions, students explored emerging technologies, industry trends, and the evolving role of digital innovation in patient care and healthcare management. The event proved to be a highly enriching experience.



EVENTS & ACTIVITIES

AEHSAS 2025 – Farewell

AEHSAS 2025, held on 27th May 2025, was a heartfelt farewell event for the graduating students of BBA, MBA (IB), MBA (IEV), PGDDM, and PGDHM programs. The evening featured emotional speeches, vibrant performances, and memorable moments, celebrating the students' journeys and wishing them success in their future endeavors.



EVENTS & ACTIVITIES

AIU-AADC Faculty Development Programme 2025 – Business Simulation & Digitalization for Effective Decision Making

The AIU-AADC Faculty Development Programme, held from 16th to 20th June 2025, aimed at enhancing teaching excellence through hands-on training in business simulation and digital tools. Targeted at management faculty, the sessions highlighted digitalization in strategic thinking and decision-making. The program encouraged interactive learning, innovative pedagogy, and academic collaboration for future-ready education.



EVENTS & ACTIVITIES

Pariksha Pe Charcha 2025 – A Thoughtful Dialogue on Exams

On 10th February 2025, BBA and MBA students actively participated in Pariksha Pe Charcha 2025, inspired by Hon'ble Prime Minister Shri Narendra Modi's initiative. The session focused on exam stress management, time optimization, and fostering a positive mindset. It served as a motivational platform, helping students approach academic challenges with renewed clarity and confidence.



CMAT Crash Course 2025 – Guiding BBA Aspirants to Success

On 21st January 2025, GTU-SMS organized a focused CMAT Crash Course for final-year BBA students to enhance their exam readiness. The sessions were led by Dr. Vishal Patel, Associate Professor at SVBIT, and Mr. Rajan Modha, Assistant Professor at GTU-SMS. Their expert guidance and strategic insights helped students build confidence and improve their test-taking abilities.



EVENTS & ACTIVITIES

Mastering the Digital Game – Expert Session on Digital Marketing

On 8th February 2025, a dynamic session on Digital Marketing titled Mastering the Digital Game was conducted by Mr. Love Tyagi for MBA IB Semester 2 students. The session explored key digital strategies, emerging trends, and essential tools, offering practical insights into the evolving digital business landscape. It was an engaging experience that effectively bridged theory and real-world application.



Unlocking Global Opportunities – Expert Session by DGFT

On 14th February 2025, students of GSMS attended an enriching session titled Unlocking Global Opportunities, conducted by Mr. Ashwin Golapkar, ITS, Deputy DGFT, and Ms. Deepshikha, ITS, Assistant DGFT. The session covered export strategies, government policies, and emerging global markets, equipping students with practical insights to navigate international trade with confidence and clarity.



EVENTS & ACTIVITIES

Expert Session on Capital Budgeting Techniques

An insightful session on Capital Budgeting Techniques was conducted on 24th February 2025 by Ms. Vimla Viraparia, Assistant Professor at GSFC University, for BBA Semester 4 students. Attended by approximately 70 students, the session offered practical insights into investment decision-making tools, strengthening students' financial analysis skills and conceptual understanding.



Expert Session on Digital Marketing & Google Ads

On 25th February 2025, an engaging expert session was conducted by Mr. Ravi Vaidya for BBA Semester 6 and MBA (IEV) Semester 2 students. The session focused on the fundamentals of digital marketing and the rising significance of Google Ads, providing practical insights into online advertising, campaign optimization, and the impact of digital platforms on business growth.



EVENTS & ACTIVITIES

Expert Session on Branding – Unlocking the Power of Brand Strategy

An impactful session on Branding was held on 26th February 2025, conducted by Mr. Ravi Vaidya for MBA IB Semester 2 students. The session covered key aspects of building and managing strong brands, exploring real-world strategies, consumer perception, and emotional connection. It equipped students with valuable insights to develop effective brand identities in competitive markets.



EVENTS & ACTIVITIES

Expert Session on Job Evaluation

On 27th March 2025, Dr. Pragya Sharma, Assistant Professor at Narayana Business School, conducted an informative session on Job Evaluation for BBA Semester 4 students. The session offered valuable insights into assessing job roles, designing compensation structures, and aligning HR strategies with organizational objectives—enhancing students' understanding of effective human resource management.



Expert Session on Basics of Data Analysis Using SPSS

On 28th March 2025, Dr. Bhaveshkumar Parmar, Assistant Professor at National Forensic Sciences University, delivered an informative session for BBA Semester 6 students on Data Analysis Using SPSS. The session introduced key statistical tools, data interpretation methods, and practical applications, enhancing students' understanding of business research and analytical techniques.



EVENTS & ACTIVITIES

Expert Session on Financial Planning and Wealth Management

Dr. Hardik Brahmhatt, Associate Professor in the Department of Finance and Economics at Narayana Business School, conducted an insightful session for BBA Semester 6 students. The session focused on the fundamentals of Financial Planning and Wealth Management, equipping students with practical knowledge on budgeting, investment strategies, risk management, and long-term financial decision-making.



Expert Session on Building a Digital Resume Website

On 9th April 2025, Mr. Darshan Gohil, Media Communication and Marketing Expert, conducted a hands-on session for BBA Semester 6 and MBA Semester 2 students. The session focused on creating digital resume websites, emphasizing personal branding, online portfolios, and the effective use of digital platforms to boost professional visibility and job market readiness.



EVENTS & ACTIVITIES

Expert Session on Inventory Management

An insightful session on Inventory Management was conducted on 11th April 2025 by Ms. Margi Choksi for MBA-IB Semester 2 students. The session covered essential concepts, strategies, and tools for effective inventory control, providing practical insights into efficient resource management in a dynamic business environment.



Expert Session on Bridging the Gaps: A Comprehensive Look at Service Quality

On 16th April 2025, Dr. Pratima Shukla led an engaging session for BBA Semester 6 students on service quality and customer satisfaction. The session focused on gap analysis and strategies to improve service delivery, offering practical insights for today's competitive market.



EVENTS & ACTIVITIES

Expert Session on Unit Costing

An enlightening session on Unit Costing was held on 19th April 2025, conducted by Mr. Samkit Dhurva, a renowned Financial Consultant, for BBA Semester 2 students. The session provided in-depth insights into per-unit cost calculation, cost control, and decision-making in production, strengthening students' understanding of managerial accounting practices.



Workshop on Cultural Awareness and Diversity

On 21st April 2025, Dr. Radhika Gandhi, an expert in Human Resource Management, conducted an interactive workshop for BBA Semester 4 students, attended by approximately 70 participants. The session focused on cultural sensitivity, inclusive practices, and cross-cultural communication—key skills essential for thriving in a global workforce.



EVENTS & ACTIVITIES

Expert Session on Preparing a Business Plan

On 23rd April 2025, Mr. Karamjit Singh Bihola, Founder of Innodesk Designovation Services, conducted a practical and engaging session for BBA Semester 6 students. The session covered key elements of business plan development, including idea validation, market analysis, financial forecasting, and strategic execution—equipping students with essential entrepreneurial skills for successful venture creation.



Expert Session on Interview Preparation

On 24th April 2025, Dr. Pratima Rai, Assistant Professor at Adani University, delivered a practical session for BBA Semester 2 students on interview preparation. Covering essential tips, mock scenarios, and communication strategies, the session helped boost students' confidence and readiness for real-world professional opportunities.



EVENTS & ACTIVITIES

Workshop on Mastering the Art of Professionalism

On 24th April 2025, Mr. Maulin Pandya conducted a focused workshop for BBA Semester 4 students, with approximately 70 participants. The session covered key workplace skills such as professional conduct, communication, time management, and ethics—preparing students to navigate today's competitive professional landscape with confidence.



Expert Session on Project Management

On 2nd May 2025, Ms. Anshu Sinha delivered an insightful session for BBA Semester 6 students on Project Management. The session introduced essential concepts including planning, execution, monitoring, and risk management, offering practical strategies for handling projects effectively in real-world business settings.



EVENTS & ACTIVITIES

Expert Session on Reconciliation of Cost and Financial Accounting

On 28th April 2025, Ms. Twinkle Rajani, Assistant Professor at K S School of Business Management, conducted an expert session for students on reconciling cost and financial accounts. The session clarified key differences, highlighted interlinkages, and emphasized the importance of reconciliation for accurate reporting and informed decision-making.



Expert Session on Use of Statistical Software

On 3rd May 2025, Dr. Bhavesh Parmar conducted an expert session for MBA-IB Semester 2 students on the application of statistical software. The session offered hands-on insights into data analysis, interpretation, and research, strengthening students' analytical skills for data-driven decision-making in international business.



EVENTS & ACTIVITIES

Expert Session on Working Capital Management

On 6th May 2025, Dr. Raviraj Gohil delivered an expert session for MBA IB Semester 2 students on Working Capital Management. The session offered in-depth insights into managing short-term assets and liabilities, optimizing cash flow, and utilizing resources efficiently—crucial elements for sustaining financial stability in business operations.



Workshop on Basics of MS Excel

On 7th May 2025, Dr. Vishal Patel, Associate Professor at SVBIT, Gandhinagar, conducted a hands-on workshop for BBA Semester 2 students on Basics of MS Excel. The session introduced key functions, formulas, and data organization tools, helping students build a solid foundation for data handling and analysis in both academic and professional contexts.



Industry Visit

Industrial Visit to Balaji Wafers – Bridging Theory with Practice

On 4th and 5th April 2025, students participated in an industrial visit to Balaji Wafers and Roffel Institute, gaining firsthand exposure to manufacturing processes, supply chain operations, and quality control systems. The visit offered practical insights into production management and business operations, effectively bridging academic concepts with real-world industry practices.



Industry Visit

Industry Visit and Academic Exposure at Rofel Institute of Management

BBA students participated in an enriching industry visit that combined practical learning with academic exposure. As part of the visit, students also explored the Rofel Institute of Management, where they interacted with faculty, attended academic sessions, and gained insights into higher management education—broadening their understanding of industry expectations and academic opportunities



Startup Story.

MAKMILLER is a smart glasses brand which let you stream music and take calls directly—no earbuds or headphones needed. They use open-ear speakers to deliver stereo audio, so you stay aware of your surroundings even while enjoying tunes or chatting.



Mr. Maan Manishbhai Nebhvani



Modern smart eyewear brands like this typically offer HD voice with CVC noise-reduction microphones for clear calls—even in noisy environments. These glasses include an integrated voice assistant (e.g., Siri, Google Assistant, Alexa). A quick voice prompt or tap lets you manage calls, switch music tracks, get navigation, or check things hands-free.



Achievements of Faculty Members

Dr. Kaushal Bhatt has successfully participated in Online Workshop on 'NIRF Ranking Submissions and Quality Enhancement' organized by Association of Indian Universities on 18th January, 2025



Dr. Kaushal Bhatt has participated Global Conference on 'Information Systems, Management and Marketing 2025 (GCISMM-25) jointly organized by Cenfab 360 degree, Vijay Patil School of Management and Cursos Internacionales, University of Salamanca, Spain during 10th and 11th June, 2025.

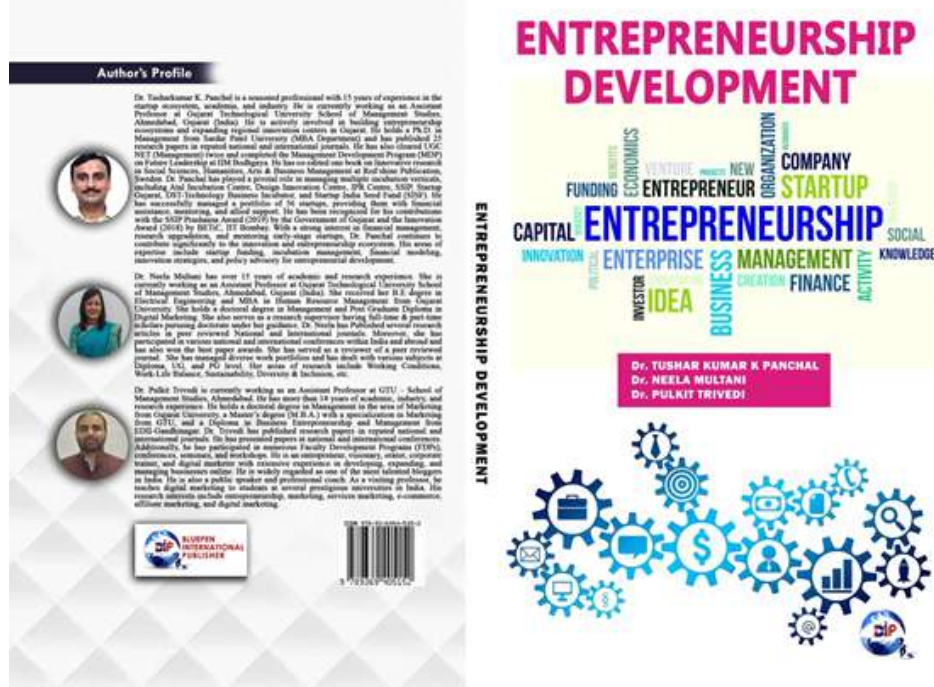


Achievements of Faculty Members

Dr. Neela Multani won a gold medal for the first rank with 9.20 CPI in a one-year Post Graduate Diploma in Digital Marketing programme during Gujarat Technological University Convocation held on 28th January 2025.



Dr. Tushar Panchal, Dr. Neela Multani, and Dr. Pulkit Trivedi, Assistant Professors of GSMS published a book titled “Entrepreneurship Development”.



Achievements of Faculty Members

Dr. Kaushal Bhatt was invited as the session chair in the International Conference on Emerging Trends in Management Practices (ICETMP 2025 SAMAVAYA) jointly organized by L J University and Institute for Educational Research and Publication during 21st and 22nd February, 2025



Dr. Kaushal Bhatt has received a certificate of Appreciation from NPTEL and SWAYAM in recognition of role as Mentor for the NPTEL online certificate course on 'Data Analysis and Decision Making-I during January – April, 2025.



Achievements of Faculty Members

Dr. Kaushal Bhatt has successfully participated in the National level online workshop on 'QS World University Rankings' organized by Association of Indian Universities on 7th February, 2025



Dr. Kaushal Bhatt has successfully participated in the one week capacity building Program for University Officers jointly organized by GTU-Academic and Administrative Development Centre and Association of Indian Universities, New Delhi during 9th June to 13th June, 2025.



Achievements of Faculty Members

Dr. Neela Multani received certificates of appreciation for winning best paper awards at national and international conferences on the 18th foundation day of Gujarat Technological University celebrated on 16th May 2025.



A Certificate of Appreciation is awarded to Dr. Neela Multani of GSMS for her instrumental role as SPOC of the SWAYAM-NPTEL Local Chapter and for being NPTEL's brand ambassador at the SPOC felicitation workshop at IIT Bombay organized on 1st February 2025.



Achievements of Faculty Members

Dr. Neela Multani successfully completed Innovation Ambassador (IA) training 'Foundation Level' conducted in online mode by MoE's Innovation Cell & AICTE. She also evaluated 10 Ideas/PoC, 7 Prototypes, and 1 startup on Yukti Innovation Repository Evaluation/Mentoring portal of MoE's Innovation Cell, Government of India.



Dr. Neela Multani had delivered technical sessions during January 20-24, 2025 a training programme on Advanced Business Analytics (under Entrepreneurship and Skill Development Training Programme) for participants from various Micro Small and Medium Enterprises conducted by Entrepreneurship Development Institute of India, Ahmedabad



To Whomsoever It May Concern

I hereby certify that Dr. Neela Multani had delivered technical sessions on Predictive Models, Hypothesis Testing and Time Series Analysis during January 20-24, 2025 a training programme on Advanced Business Analytics (under Entrepreneurship and Skill Development Training Programme) for participants from various Micro Small and Medium Enterprises conducted by Entrepreneurship Development Institute of India, Ahmedabad.

She received positive feedback on the sessions conducted during the programme.

(Dr. Rajeev Sharma)
Program Director (ESDP)

Achievements of Faculty Members

Ms. Hetal Rathod Secured the Special Mention Prize in Best Paper Award Category for the Paper Titled “Digital Influence of Instagram Ads: Understanding Generation Z’s Purchase Decisions and Engagement” presented at CPIM 2025, the International Conference organized by CPIMR, SVGU.



Ms. Hetal Rathod Recognized as a top performing mentor for NPTEL Online Certification Course “Managing Change in Organizations”.



Achievements of Faculty Members

Ms. Hetal Rathod attended Doctoral Summer School in Behavioural Areas of Management at Indian Institute of Management (IIM) Raipur.



Dr. Tusharkumar K Panchal has completed the UGC sponsored Faculty induction Program (Guru Dakshata) at Malaviya Mission Teacher training Centre, Sardar Patel University during 20-01-2025 to 16-02-2025.

Dr. Tusharkumar K Panchal has completed FDP on Odoo simulation during 19-20 June 2025.



Achievements of Faculty Members

Ms.Sweta Padh participated in “Gujarat Quality Conclave 2025 at K.D.Hospital.



Dr. Tusharkumar K Panchal has completed one week FDP on Business Simulation and Digitalization for Effective Decision Making during 16th June 2025 to 20th June, 2025 organized by Academic and Administrative Development Centre-AIU.



Ms. Medha Vyas received a seed money grant of ₹1,00,000/- from the IQAC, GTU, for her research titled "A Study on Digital Financial Literacy and Inclusion Among Users of Digital Banking Services in Selected Rural Areas of Gujarat State."

Achievements of Faculty Members

Dr.Krishnaba Vaghela and Dr.Priyanka Bhatt received certificates of appreciation for winning best Paper award at International Conference on 19th and 20th February, 2025 organized by MAHE, Dubai for their paper on Sustainable urban development: A case study of waste management System of South Korea.



Photo Gallery

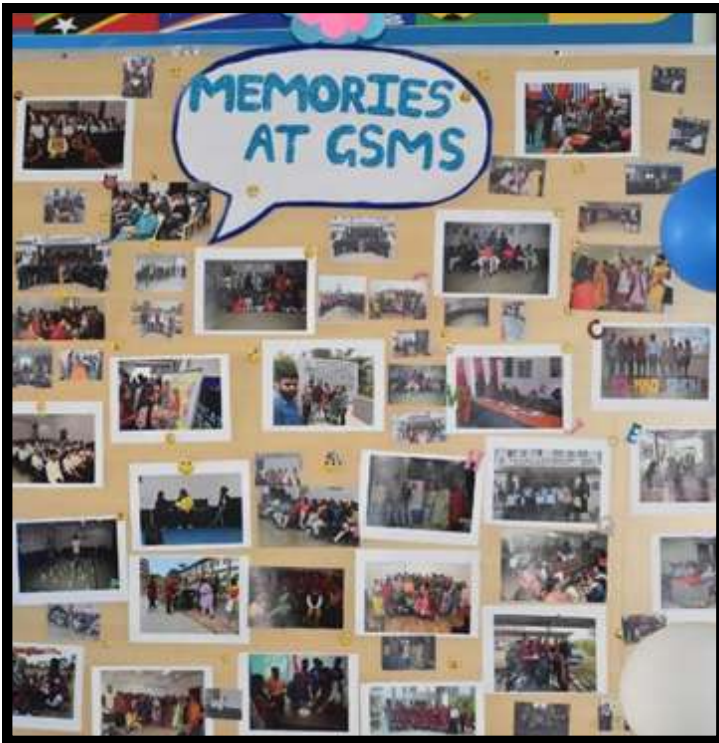




Photo Gallery



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





'समुचित ज्ञान समन्वय':



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MANAGEMENT STUDIES
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