



Gujarat Technological University

(Accredited with A+ Grade by NAAC)

School of Management Studies

Report on Orientation Program "ABHIGAM-2026"

1) Title of Event: Abhigam - 2026

2) Type of Event: Orientation Program for PGDHM and PGDDM Batch 2026-27

3) Date, Time and Venue of the Event:

Date: 9th August 2026 (Sunday)

Time: 10:30 AM onwards

Venue: Acharya Chanakya Seminar Hall, GTU - School of Management Studies (GSMS)

4) Description of Event:

Gujarat Technological University (GTU), School of Management Studies (GSMS), organized "Abhigam - 2026," an Orientation Programme for the new batches of Post Graduate Diploma in Hospital Management (PGDHM) and Post Graduate Diploma in Digital Marketing (PGDDM).

Abhigam is designed to provide new students with a meaningful introduction to the academic environment, institutional culture, programmes, faculty members, and professional opportunities associated with GSMS-GTU. The programme serves as an important platform for welcoming students and setting a positive foundation for their academic and professional journey.

The orientation programme brought together university dignitaries, faculty members, programme coordinators, invited speakers, and newly admitted students in an engaging and informative academic setting. The programme commenced with the registration of new students from 10:30 AM to 11:00 AM, marking the formal beginning of the event.



5) Number of Participants:

The newly admitted students of the PGDHM and PGDDM Batch 2026-27, along with faculty members, programme coordinators, and invited dignitaries, attended the orientation programme.



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Detailed Summary of the Event:



LAMP LIGHTING CEREMONY

The formal inauguration of Abhigam - 2026 began with the traditional Lamp Lighting Ceremony, followed by the GTU Song. The lighting of the lamp symbolized the beginning of a new academic journey and represented the values of knowledge, wisdom, learning, and enlightenment. The singing of the GTU Song further created a sense of institutional pride and unity among the gathering. This ceremonial beginning set a dignified and positive tone for the programme.



FELICITATION OF THE GUEST

The next segment of the programme was the felicitation of the distinguished guests, Dr. K. S. Purohit and Dr. V. K. Garg. This was an expression of respect and gratitude towards the esteemed presence of the dignitaries who contributed their valuable time to the orientation programme. The felicitation added a formal and warm touch to the proceedings and reflected the institution's culture of acknowledging distinguished personalities.



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ADDRESS BY DR. RAJESH K. JAIN, DIRECTOR, GSMS-GTU

Following the Registrar's address, Dr. Rajesh K. Jain, Director, GTU - School of Management Studies, addressed the gathering. His address provided students with an institutional perspective on their journey at GSMS and helped the new batch understand the academic environment and expectations associated with postgraduate diploma programmes. The session encouraged students to approach their academic journey with dedication, professionalism, active participation, and a commitment towards continuous learning.



BRIEF ABOUT PGDDM PROGRAMME

The programme then moved towards an introduction to the Post Graduate Diploma in Digital Marketing (PGDDM). Dr. Pulkit Trivedi, Program Coordinator & Assistant Professor, GSMS-GTU, provided a brief



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overview of the PGDDM programme, helping students understand its academic direction and professional relevance, and preparing them for the academic and practical learning opportunities ahead.



BRIEF ABOUT PGDHM PROGRAMME

The next segment focused on the Post Graduate Diploma in Hospital Management (PGDHM). Ms. Sweta Dhungel, Program Coordinator & Assistant Professor, GSMS-GTU, presented a brief overview of the PGDHM programme, familiarizing students with its relevance to the field of hospital management. The introduction helped students recognize the importance of management knowledge, professional skills, and practical understanding in the healthcare management sector.



KEYNOTE SPEAKER ADDRESS

The orientation programme was further enriched by the keynote address of Dr. K. S. Purohit, an inspiring and engaging session focused on student motivation, mindset, and personal growth. The speaker encouraged students to remain motivated, responsible, and committed to their academic and professional journey. The session included meaningful references to Sanskrit shlokas, the Mahabharata and Bhagavad Gita, and the concepts of Dharma and Karma, encouraging students to perform their duties sincerely and focus on their actions. Overall, the session provided valuable life lessons and motivated students to develop a positive mindset and purposeful approach towards their future.



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VOTE OF THANKS

The formal session proceeded towards its conclusion with the Vote of Thanks delivered by Mr. Rajan Modha, Assistant Program Coordinator, and Ms. Hetal Rathod, Assistant Program Coordinator, PGDHM & Assistant Professor, GSMS-GTU. The Vote of Thanks acknowledged the contribution and presence of the university leadership, dignitaries, faculty members, programme coordinators, keynote speaker, organizing team, and students, and expressed sincere gratitude to everyone involved in making the orientation programme meaningful and successful.





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NATIONAL ANTHEM AND GROUP PHOTOGRAPH

The formal proceedings concluded with the National Anthem, creating a sense of unity, pride, and respect among all participants. This was followed by a Group Photograph, capturing the memorable beginning of the new PGDHM and PGDDM batches at GSMS-GTU, and serving as a lasting memory of the students' first collective academic experience at the institution.





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6) Flyer of the Event:



7) Feedback on the Event:

The Orientation Programme received a positive response from the newly admitted students. Participants appreciated the ceremonial welcome, the felicitation of guests, the institutional and programme-overview addresses, and the motivational keynote session. The programme successfully helped students understand the academic environment, interact with faculty members and dignitaries, and begin their postgraduate diploma journey with confidence and enthusiasm.

Report Prepared by: Ms. Bhavya Goyal [BBA-Sem-2]

Report Verified by: Ms. Sweta Dhungel, Assistant Professor, GTU-SMS