



GUJARAT TECHNOLOGICAL UNIVERSITY

(Accredited with A+ Grade by NAAC)



Jan - June, 2026

**Scan to Download
E-Newsletter**



Volume 7 Issue 1

About GSMS

GTU School of Management Studies (GSMS) was established in 2017–18 with programs in Business Management and Digital Marketing. It later introduced AICTE-approved MBA programs in International Business (IB), Innovation, Entrepreneurship and Venture Development (IEV), and other management programs. GSMS also supports international students and offers Ph.D. programs. From A.Y. 2022–23, GSMS launched BBA and Post Graduate Diploma in Hospital Management (PGDHM). In 2025–26, it introduced the AICTE-approved MBA (FinTech) program to meet the growing demand for professionals in the Financial Technology sector.

Vision

- To become an institute of excellence in management education by developing globally competitive and socially responsible professionals.

Mission

- To provide an enriched environment for quality management education and societal development.
- To promote innovative learning, research, ideas, and practical solutions.
- To collaborate with leading national and international institutions for research and innovation.

Programs @ 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

“Anantyam” is a Sanskrit word that means endless, eternal, or everlasting. It also symbolizes unlimited happiness, continuous growth, and the pursuit of excellence. Anantyam is the bi-annual newsletter of GTU School of Management Studies (GTU-SMS) and is published twice a year. The newsletter serves as an important medium for communicating the academic, professional, and co-curricular developments of the School. It provides regular updates on the progress of GSMS and its various initiatives, while also keeping students, faculty members, alumni, and other stakeholders informed about important activities and achievements.

Anantyam highlights a wide range of student and faculty activities, including academic events, seminars, workshops, conferences, competitions, research activities, celebrations, achievements, and other significant events organized by the School. It provides students and faculty members with an opportunity to showcase their talent, creativity, knowledge, and accomplishments.

The newsletter is conceptualized, designed, and developed by the students of the Media Committee of GSMS, under the guidance and supervision of faculty coordinators. This collaborative effort not only makes the newsletter informative and engaging but also provides students with practical exposure to content creation, communication, design, and teamwork.

Through Anantyam, GSMS aims to maintain an active connection among its stakeholders and present a comprehensive picture of the School’s continuous growth, achievements, learning environment, and commitment to excellence in management education.

This bi-annual newsletter is designed and published by the team of Media Club of GSMS. For any feedback/suggestion/query mail us at anantyam@gtu.edu.in
Anantyam © 2026 by GTU-SMS is licensed under CC BY-NC 4.0

Designing: Ms. Hima Javiya
Ms. Isha Savlsa
& Media Club Team, GSMS

Table of Contents

01	ACADEMIC ACTIVITIES	04-15
02	LEADERSHIP UPDATE	16-16
03	EVENTS	17-23
04	INDUSTRY CONNECT	24-28
05	TRAINING & PLACEMENT	29-29
07	STARTUP STORY	30-30
08	ACHIEVEMENTS	31-41
09	MEDIA COVERAGE	42-42
10	PHOTO GALLERY	43-48

ACADEMIC

CAREER READY 360°

Career Ready 360° was successfully organized on 6th January with the objective of equipping students with the essential skills, confidence, and professional knowledge required to excel in today's competitive corporate world. The two-day programme was specially designed to bridge the gap between academic learning and industry expectations by focusing on practical career development strategies, employability skills, and professional readiness.

The event featured insightful and interactive sessions conducted by Ms. Nidhi Pareek and Dr. Venkatesh B. Iyer, who shared valuable industry-oriented guidance and real-world experiences with the students. Their sessions covered important topics such as effective resume building, professional communication, interview preparation, group discussion techniques, personality development, confidence enhancement, career planning, and workplace etiquette.



ACADEMIC

POST BUDGET WEBINAR 2026–27: INSIGHTS INTO INDIA'S ECONOMIC OUTLOOK

On 9th March, GTU School of Management Studies successfully organised an insightful Post Budget Webinar 2026–27 aimed at enhancing students' understanding of the key highlights, policy decisions, and economic implications of the Union Budget. The webinar served as an excellent academic platform for students and participants to analyse the country's economic direction, financial priorities, and future growth outlook



ACADEMIC

NATIONAL FINANCIAL LITERACY QUIZ 2026



On 29th January, students enthusiastically participated in the National Financial Literacy Quiz 2026, an initiative aimed at enhancing financial awareness, analytical thinking, and practical knowledge of the financial sector among young learners. The event provided participants with an engaging platform to test their understanding of banking, investments, financial planning, digital payments, and economic concepts through a competitive quiz format.



The programme motivated students to strengthen their financial literacy while encouraging healthy competition and interactive learning. Participants showcased great enthusiasm and actively engaged in the quiz activities with the aspiration to learn, compete, and win exciting prizes. The successful conduct of the event reflected the institution's commitment towards promoting financial education, industry-oriented learning, and the development of financially aware and responsible future professionals.

ACADEMIC

INVESTMENT AWARENESS SESSION



On 2nd April 2026, students at Gujarat Technological University participated in an insightful and knowledge-enriching Investment Awareness Session focused on the fundamentals of investing and smart financial decision-making. The session was conducted by Dr. Chetna Parmar, who shared valuable insights on investment planning, financial literacy, and wealth management strategies.



The session provided students with a comprehensive understanding of various investment avenues, including equity, mutual funds, fixed deposits, bonds, gold, and government-backed savings schemes. Dr. Parmar emphasized the importance of financial discipline, goal-based investing, diversification, and risk management while explaining how informed investment decisions contribute to long-term financial security. Through practical examples and interactive discussions, students learned about the power of compounding, budgeting, tax-saving investments, and creating a balanced investment portfolio. The session encouraged participants to develop responsible financial habits, improve their financial literacy, and make well-informed investment decisions for achieving their personal and professional financial goals.

ACADEMIC

WORKSHOP ON BUSINESS MODEL CANVAS

On 10th April 2026, GSMS successfully organized the Workshop on Business Model Canvas: From Idea to MVP to foster innovation and entrepreneurial thinking among BBA students. The session was conducted by Dr. Pritesh Bhatia, who shared practical insights on developing sustainable business models. Students learned the key components of the Business Model Canvas (BMC) and the process of transforming ideas into a Minimum Viable Product (MVP). Through interactive discussions, real-world case studies, and hands-on exercises, participants gained valuable knowledge on validating business ideas, understanding customer needs, and refining startup concepts. They also explored strategies for testing market assumptions, identifying target customers, and developing scalable business solutions. The workshop inspired students to think creatively, strengthen their entrepreneurial mindset, and confidently pursue innovative business opportunities.



ACADEMIC

FINTECH PODCAST



On 23rd April 2026, a Fintech Podcast was organized at GSMS, providing students with an opportunity to gain first-hand insights into the rapidly transforming financial technology landscape. The session featured Dr. Puneet Gupta, President of GIFT IFI and a distinguished industry expert with over 30 years of global experience in financial services, fintech, investments, and technology innovation.



During the interactive session, Dr. Gupta discussed the evolution of digital finance, the impact of emerging technologies such as Artificial Intelligence (AI), Blockchain, Digital Payments, and Embedded Finance, and the growing role of fintech in transforming the global financial ecosystem. He also highlighted emerging career opportunities, the importance of innovation and regulatory compliance, and the skills required to succeed in the fintech industry. Through engaging discussions and practical examples, students gained valuable industry exposure, enhanced their understanding of current fintech trends, and developed a broader perspective on the future of financial technology and digital transformation.

ACADEMIC

STTP ON “FINTECH: EMPOWERING EDUCATORS FOR THE DIGITAL FINANCE ERA”

GSMS in collaboration with NITTTRB organized a one-week STTP on FinTech: Empowering Educators for the Digital Finance Era” in collaboration with NITTTRB from 27th April to 1st May 2026. The programme was designed to enhance participants’ understanding of emerging trends, innovations, and technological advancements in the rapidly evolving field of digital finance and fintech. The STTP focused on providing in-depth knowledge about digital payment systems, fintech innovations, blockchain technology, online banking, financial technologies, cybersecurity in finance, and the future of digital financial ecosystems. Expert speakers and resource persons from academia and industry shared valuable insights, practical applications, and real-world case studies that helped participants gain a better understanding of the transformation taking place in the financial sector.



ACADEMIC

AAROGYAM PRABANDHAM 2026: TRANSFORMING HEALTHCARE THROUGH AI & TECHNOLOGY

On 8th March 2026, GSMS organized Aarogyam Prabandham 2026, a one-day conclave dedicated to exploring the transformative role of Artificial Intelligence (AI) and emerging technologies in the healthcare sector. Held at the GTU Campus, Chandkheda, the event brought together healthcare professionals, clinicians, academicians, administrators, researchers, and students to discuss the future of technology-driven healthcare management and clinical practices. The conclave featured expert sessions and panel discussions highlighting the application of AI, ML, Big Data Analytics, the Internet of Medical Things (IoMT), robotics, and digital health solutions in improving patient care and healthcare delivery. Speakers emphasized the importance of data-driven decision-making, predictive diagnostics, telemedicine, electronic health records, and ethical considerations in the adoption of advanced healthcare technologies. The event provided participants with valuable insights into the latest innovations, industry trends, and research developments while encouraging interdisciplinary collaboration to build a smarter, more efficient, and patient-centric healthcare ecosystem.



ACADEMIC

GSMS WELCOMED ICSI MEMBERS & IFSCA OFFICIALS FROM GIFT

On 25th May 2026, GTU School of Management Studies proudly welcomed an Institute of Company Secretaries of India Council Member and senior officials from International Financial Services Centres Authority, GIFT City. The interactive session focused on strengthening industry–academia collaboration and exposing students to the evolving financial services ecosystem. Experts shared valuable insights on corporate governance, regulatory frameworks, fintech, and career opportunities within the IFSC ecosystem. Students actively participated in discussions, gaining practical knowledge about industry expectations and professional development.



ACADEMIC

EXPERT SESSION ON DIGITAL CRM IN FINTECH



FinTech Students attended an expert session on “Digital Customer Relationship Management in FinTech” conducted by Mr. Pranav Veerani organized at GSMS on 18th May 2026. The session provided valuable insights into digital CRM strategies, customer engagement, AI-driven solutions, and data analytics in the FinTech sector. Through practical examples, students gained a better understanding of customer-centric business practices.

EXPERT SESSION ON DIGITAL FINANCIAL TOOLS – CONCEPTS AND PLATFORMS

On 16th May 2026, the MBA FinTech Department organized an expert session on “Digital Financial Tools – Concepts and Platforms”, conducted by Mr. Pranav Gosalia. The session provided students with practical insights into the evolving digital finance ecosystem, covering key fintech platforms, digital payment systems, financial technologies, and emerging industry trends. Students gained a better understanding of the applications of digital financial tools in modern banking and financial services.



ACADEMIC

EXPERT SESSION ON DIGITAL FINANCIAL TOOLS – APPLICATIONS: DIGITAL CUSTOMER JOURNEY



On 25th May 2026, the MBA FinTech Department organized an expert session on “Digital Financial Tools – Applications: Digital Customer Journeys” by Dr. Dulari Bhatt. The session provided valuable insights into digital customer journeys, customer experience management, and the role of AI Agents in modern financial services. Through practical examples, students gained a better understanding of how digital technologies are transforming customer engagement and service delivery in the FinTech sector.

EXPERT SESSION ON FINANCIAL & FINTECH MODELLING



On 30th May 2026, the MBA FinTech Department organized an expert session on “Financial & FinTech Modelling” conducted by Dr. Madhur Sharma. The session provided practical insights into financial modelling, revenue generation, risk assessment, and fintech business models through real-world examples. Students gained a deeper understanding of financial decision-making .

ACADEMIC

R & PYTHON WORKSHOP



Students successfully completed the Introduction to R & Python course under the guidance of Mr. Chintan Patel. The course provided practical knowledge of R and Python programming, covering data analysis, basic programming concepts, and their applications in finance and analytics. Participants also successfully completed the final assessment, strengthening their technical skills.

EXPERT SESSION ON FINANCIAL MODELING

The MBA FinTech Department organized an expert session on Financial Modeling, conducted by Dr. Nishant Agrawal. The session covered key concepts such as financial analysis, forecasting, valuation, and investment decision-making through practical examples and case studies. Students gained valuable insights into the applications of financial modeling in the banking, finance, and FinTech sector.



LEADERSHIP UPDATE

GSMS WELCOMES ITS NEW DIRECTOR

GTU – School of Management Studies proudly welcomes Dr. Rajesh Kumar Jain as its new Director. Bringing a wealth of academic experience, industry expertise, and a strong commitment to excellence in management education, Dr. Jain is poised to lead the institute towards greater heights. Under his visionary leadership, GSMS aims to further strengthen academic quality, research excellence, industry collaboration, innovation, and the holistic development of future-ready leaders.

His appointment marks the beginning of a new chapter of growth, collaboration, and academic transformation for the institute. We extend our heartfelt congratulations to Dr. Jain and look forward to his inspiring leadership in achieving new milestones while enhancing the reputation and impact of GSMS.



EVENTS

AAROHAN-2026: THE SPORTS FEST



Aarohan, the annual sports fest of GSMS was celebrated with great enthusiasm and team spirit. The event brought together students from different programs to participate in a variety of indoor and outdoor sports such as cricket, football, volleyball, badminton, and athletics. Aarohan encouraged students to showcase their physical skills, discipline, and sportsmanship while promoting a healthy and active lifestyle. The atmosphere was filled with excitement as participants competed with determination and supporters cheered for their teams. The fest successfully strengthened unity and cooperation among students and concluded with a prize distribution ceremony honoring the winners and outstanding performers .



EVENTS

AVSAR 2026: A DAY CELEBRATION WEEK

From 9th to 13th February, GSMS celebrated AVSAR 2026, a vibrant Day Celebration Week that brought together students through creativity, leadership, teamwork, cultural expression, and unforgettable memories. The event transformed the campus into a hub of enthusiasm, positivity, and student engagement, with each day dedicated to a unique theme that reflected different aspects of student life and personality development.

Days such as Corporate & Entrepreneur Day, Team Day, Signature Day, Patriotic Day, and Cultural Day were celebrated with great energy and participation.



EVENTS

ABHILAKHSA 2026: A MANAGEMENT FEST



Abhilakshya made a grand comeback on 17th March 2026, bringing excitement and enthusiasm across the GSMS campus. The event celebrated students' creativity, teamwork, and cultural talent through vibrant performances and engaging activities. It revived the spirit of campus life, strengthened student bonding, and provided a memorable platform for learning, entertainment, and holistic development.



EVENTS

BLOOD DONATION DRIVE



On 23rd January, the students of GTU School of Management Studies participated in Blood Donation Drive with the aim of social responsibility and contributing towards an important humanitarian cause. The drive was held at Lok Bhavan Gandhinagar.



EVENTS

THALASSEMIA & SICKLE CELL TEST CAMP

NSS Unit of GSMS organised Thalassemia & Sickle Cell Test Camp on 11th March, in collaboration with the Indian Red Cross Society with the objective of promoting health awareness, preventive care, and social responsibility among students and the community. The camp was dedicated to spreading awareness about genetic blood disorders such as thalassemia and sickle cell disease, while encouraging early detection and preventive healthcare practices. Students and participants actively took part in the testing and awareness activities, reflecting their commitment towards social welfare and community health initiatives. The programme created an atmosphere of service, compassion, and community engagement, highlighting the importance of healthcare awareness and responsible citizenship. The successful organization of the camp demonstrated GSMS dedication towards social impact, student involvement in community service, and the promotion of health and well-being through meaningful outreach activities.



EVENTS

AWARENESS INITIATIVE ON MENSTRUAL HYGIENE AND COMFORT

On 14th March, GTU School of Management Studies organised a thoughtful awareness initiative focused on menstrual hygiene, comfort, and well-being for students and staff members. As part of the initiative, Procter & Gamble (P&G) distributed complimentary period panty samples, promoting awareness about modern hygiene solutions and self-care practices. The initiative aimed to encourage open conversations around menstrual health while supporting comfort, confidence, and wellness in daily academic and professional life.

The event also emphasized the importance of breaking social stigma surrounding menstrual health and encouraged students to prioritize personal hygiene and overall well-being. Participants gained valuable knowledge about safe menstrual hygiene practices, product awareness, and the significance of creating a supportive and inclusive environment. The initiative reinforced the institution's commitment to promoting health awareness, gender sensitivity, and student welfare.



EVENTS

GTU 19TH FOUNDATION DAY

Gujarat Technological University (GTU) celebrated its 19th Foundation Day on 16th May 2026 at the GTU Campus, Chandkheda, Ahmedabad. The event commemorated GTU's remarkable journey in promoting quality education, innovation, research, entrepreneurship, and industry collaboration. The celebration showcased the achievements of various schools and departments while highlighting the university's milestones, including NAAC A+ accreditation, NIRF recognition, and a network of 468+ affiliated institutes. With the theme "Celebrating Excellence, Innovation and Growth – Building a Better Tomorrow, Together," the event reaffirmed GTU's commitment to shaping future-ready professionals and responsible citizens. The celebration inspired students and faculty to continue striving for academic excellence, innovation, and social responsibility. It also strengthened the spirit of collaboration and reaffirmed GTU's vision of creating a globally competent and future-ready academic community.



INDUSTRY CONNECT

ACADEMIA INDUSTRY MEET “AIM - 2026”

On 21st February 2026, GTU School of Management Studies proudly organised Academia Industry Meet 2026 at Acharya Chanakya Hall with the objective of strengthening the connection between academic learning and industry expectations. The event served as a dynamic platform where knowledge met opportunity, bringing together students, academicians, industry experts, and professionals for meaningful interaction and collaboration.

The programme aimed to provide students with valuable industry exposure, career insights, and practical understanding of current business trends and professional requirements. Through expert discussions, networking opportunities, and interactive sessions, participants gained a deeper understanding of emerging industry practices, skill development, and future career pathways.



INDUSTRY CONNECT

INDUSTRIAL VISIT TO ADANI MUNDRA PORT

Students of GTU School of Management Studies had the opportunity to explore corporate excellence through an educational industrial visit to the Adani Group on 22nd February 2026. The visit provided aspiring BBA students with valuable exposure to the corporate environment, business operations, organizational culture, and industry best practices. Students gained practical insights into business management, innovation, sustainability initiatives, and operational excellence through expert interactions and facility exposure. The visit successfully bridged the gap between classroom learning and real-world corporate practices, inspiring students to develop a professional outlook and industry-ready skills.



INDUSTRY CONNECT

INDUSTRIAL VISIT TO TOPS TECHNOLOGIES

On 26th February 2026, students of GTU School of Management Studies had the valuable opportunity to visit TOPS Technologies as part of an industrial exposure programme. The visit provided practical insights into the IT industry, software development processes, digital technologies, and professional work culture. Students interacted with industry experts, gaining a better understanding of project management, career opportunities, and emerging technology trends. The visit effectively bridged the gap between classroom learning and industry practices, enhancing students' practical knowledge and professional outlook. The interaction with industry professionals also helped students understand the skills and competencies required to succeed in the rapidly evolving IT sector. Overall, the visit was an enriching and insightful experience that motivated students to explore new career pathways and strengthen their industry readiness.



INDUSTRY CONNECT

INDUSTRIAL VISIT TO BSE GIFT CITY

On 14th March 2026, the students of BBA (Finance Specialization) participated in an insightful industrial visit to BSE International Exchange at GIFT City, one of India's leading international financial hubs. The visit provided students with practical exposure to the functioning of the International Financial Services Centre (IFSC), global financial markets, and stock exchange operations. Through expert interactions and informative sessions, students gained valuable insights into capital markets, financial regulations, investment opportunities, and international business practices. The visit effectively bridged the gap between academic learning and the real-world financial ecosystem, enhancing students' understanding of the global finance industry and future career opportunities. The interaction with industry professionals helped students understand the practical application of financial concepts and the importance of informed decision-making in global markets. Overall, the visit was an enriching learning experience that strengthened students' financial knowledge and encouraged them to explore diverse career opportunities in the international finance sector.



INDUSTRY CONNECT

INDUSTRIAL VISIT TO RAMA GUM INDUSTRIES INDIA LTD.

On 29th April 2026, the MBA (IB) students of our institution participated in an enriching Industrial Visit to Rama Gum Industries India Ltd., organized at Rama Gum Industries India Ltd. The visit was conducted with the objective of providing students with practical industry exposure and bridging the gap between theoretical learning and real-world business operations. During the visit, students gained valuable insights into the company's manufacturing processes, operational management, quality control systems, supply chain activities, and export-oriented business practices. The interaction with industry professionals helped students understand the importance of efficient operations, quality standards, and effective supply chain management in international business. Overall, the visit was a valuable learning experience that enhanced students' practical knowledge and strengthened their understanding of global business operations.



PLACEMENT

GSMS provides internship and placement assistance by connecting students with reputed companies and industries. Through placement drives, training, internships, and skill-development programs, students gain valuable career opportunities and become industry-ready.

Academic Year 2025-26

No. of Companies Invited	No. of Students got Internship	Final Placement (Batch 2024-26)	Industrial Visits Organized
142	147	51	4

TOP Recruiters

1. CRISIL
 2. IBM India Private Limited
 3. Confinance Bizsol Private Limited
 4. Befree Private Limited
 5. Gohil Infotech Private Limited
 6. The Dollar Business Trade Intel Simplified
 7. Aagam Consultancy Services Private Limited
 8. C D Integrated Services Limited
 9. Shakunt Enterprises Private Limited
 10. Mahadev vacations private limited
- and others

STARTUP STORY

“WASTE TO WEALTH”



SoyNova Green Solution LLP was founded by Shruti Pambhar along with co-founders Mitali Savaliya, Drashti Gohel, and Hensi Bharadiya with a vision to transform agricultural waste into sustainable value. Inspired by the large quantities of soybean residue that are often burned or left unused after harvest, the team developed an innovative solution to convert this waste into biodegradable plates, bowls, cutlery, and other eco-friendly products.

Nurtured through the MBA Innovation, Entrepreneurship and Venture Development (IEV) Program at GSMS, SoyNova received support through the GTU Ventures SSIP Grant, mentorship, incubation, and industry guidance. Guided by the philosophy of “Waste to Wealth,” the startup aims to reduce plastic pollution, create value from agricultural waste, support farming communities, and contribute to a circular and sustainable economy.



ACHIEVEMENTS

FACULTY MEMBERS



Dhungel Sweta Tikaram successfully completed the SWAYAM 6-credit course "BCOE-144: Office Management and Secretarial Practices" offered by Indira Gandhi National Open University (IGNOU), New Delhi, securing an impressive 93% in the proctored examination.

Dhungel Sweta Tikaram successfully completed the SWAYAM 6-credit course "MS-2: Management of Human Resources" offered by Indira Gandhi National Open University (IGNOU), New Delhi, securing 71% in the proctored examination.



Dr. Kaushal Bhatt was recognized as a Peer Reviewer for the edited book "Green Technology and the Circular Economy: Towards a Sustainable Future", published by Emerald Publishing (2026). This recognition highlights his contribution to maintaining research quality and reflects GTU-SMS's commitment to academic excellence, sustainability, and scholarly research.

ACHIEVEMENTS

FACULTY MEMBERS

Ms. Medha Vyas, Assistant Professor, published a research paper on digital financial literacy and financial inclusion in the Scopus and UGC CARE Group II indexed journal, Technische Sicherheit, Volume 26, Issue 01 (January 2026). This achievement reflects GTU-SMS's commitment to quality research and academic excellence.



Dr. Kaushal Bhatt presented a research paper at the National Conference on "Indian Knowledge System: Roots, Relevance and Revival" on 10 January 2026. The paper highlighted the significance of ancient Indian financial practices in shaping modern inclusive banking.

Dr. Ruma Pal, Assistant Professor, successfully completed the AICTE ATAL Faculty Development Programme on "The Next Decade of Innovation in India: Powered by Generative AI and Data Science".



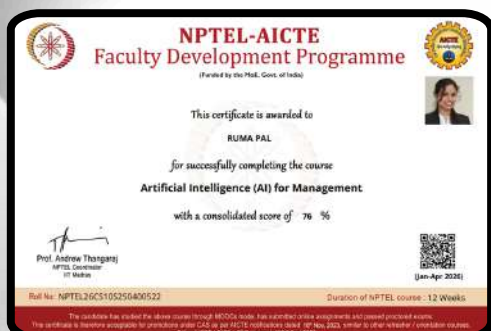
ACHIEVEMENTS

FACULTY MEMBERS



Dr. Kaushal Bhatt was appreciated for serving as a Virtual Session Chair at the 3rd International Conference on Emerging Trends in Management Practices (ICETMP-2026), held on 30–31 January 2026. This recognition reflects his academic leadership and GTU-SMS's commitment to excellence in global research and knowledge sharing.

Dr. Kaushal Bhatt successfully completed the one-week Faculty Development Programme on "Fintech: Empowering Educators for the Digital Finance Era", organized by the National Institute of Technical Teachers' Training and Research (NITTTR), Bhopal, from 27 April to 1 May 2026.



Dr. Ruma Pal successfully completed the NPTEL-AICTE Faculty Development Programme on "Artificial Intelligence (AI) for Management", securing 76% in the 12-week course. This achievement reflects GTU-SMS's commitment to AI-driven education, innovation, and academic excellence.

ACHIEVEMENTS

FACULTY MEMBERS

Dr. Kaushal Bhatt successfully completed the AI for Educators course offered by IITM Pravartak Technologies Foundation through SWAYAM Plus, securing a 100% score in the proctored examination. The certification highlights his commitment to embracing AI-driven teaching practices and continuous professional development in higher education.



Dr. Ruma Pal, Assistant Professor was recognized as a Session Chair at the International Seminar on "Educating for a Resilient Future: Indian Knowledge Systems, NEP 2020, and the Road to Viksit Bharat 2047", organized by CHARUSAT.

Dr. Ruma Pal presented a research paper titled "A Strategic Examination of Artificial Intelligence, Digital Transformation, and Customer-Centric Value Creation in India's Energy Retail Sector as Drivers of Viksit Bharat" at the International Seminar on "Educating for a Resilient Future: Indian Knowledge Systems, NEP 2020, and the Road to Viksit Bharat 2047", organized by CHARUSAT.



ACHIEVEMENTS

FACULTY MEMBERS

Dr. Ruma Pal participated in the Nurturing Future Leadership Program conducted by the Indian Institute of Management Indore under the Malaviya Mission Teacher Training Programme, held from 9–13 March 2026. This achievement reflects GTU-SMS's commitment to academic leadership, faculty excellence, and continuous professional development.



CONTENT	
Preface	v
Foreword	xi
1. Impact of Collaboration: Teaching Models for Pre-Service Teacher	1
2. Teacher Education & Teachers' Training in NEP 2020: An Analysis	14
3. A Comparative Study on Male and Female School Teachers in Relation to Their Attitude Towards Flipped Classroom & Dramatic Method of Teaching	23
4. Embracing Diversity: Inclusive Pedagogical Strategies for Marketing Education in MBA Programs	31
5. Holistic Horizons: ICT Integration and Experiential Pedagogy For 21st-century Learners	46
6. Equity, Social Justice and Inclusion in Teacher Education in Pre-NEP 2020: A Comprehensive Analysis	68

Dr. Ruma Pal, Assistant Professor at GTU - SMS published a book chapter titled "Embracing Inclusive Strategies for Diversity: Pedagogical Approaches for Marketing Education in MBA Programs" in the edited book Teacher Education Reforms Under NEP 2020: Challenges, Strategies and Prospects (March 2026).

Dr. Kaushal Bhatt successfully completed the 5-day immersive programme on "Integrated Strategies for NBA, NAAC, and NIRF" organized by EDHITCH, focused on data-driven institutional decision-making. The programme strengthened his expertise in quality assurance, accreditation frameworks, and institutional excellence.



ACHIEVEMENTS

FACULTY MEMBERS

Dr. Kaushal Bhatt was honoured as a Session Chair at the International Conference on Advances in Theory, Research & Practices in Management (GLSU-ATRPM 2026), organized by GLS University, Ahmedabad, on 10 April 2026.



Ms. Medha Vyas presented a research paper on "Digital Financial Literacy and Digital Financial Inclusion" at the Annual International Conference on Changing Paradigms in Management (CPIM 2026), organized by Sardar Vallabhbhai Global University, on 24–25 April 2026.

Dr. Kaushal Bhatt presented a research paper titled "A Systematic Review of Neo Brokers' Effects on Trading Activity and Investment Preferences" at the Annual International Conference on Changing Paradigms in Management (CPIM 2026), organized by Sardar Vallabhbhai Global University, on 24–25 April 2026.



ACHIEVEMENTS

FACULTY MEMBERS

Ms. Medha Vyas successfully completed a National Level Faculty Development Programme on Outcome-Based Education and Generative AI in Teaching and Research, securing an A Grade.



Dr. Tushar K. Panchal was honored during the University's 19th Foundation Day celebrations on May 16, 2026, for securing the prestigious UNICEF grant for his groundbreaking project, "STEM as a Catalyst for Innovation." It was a proud moment for our institute as he received this remarkable accolade from the dignitaries on stage. This recognition is a testament to Dr. Panchal's unwavering dedication to fostering innovative educational pathways and advancing impactful research.



ACHIEVEMENTS

PGDDM ALUMNI

Patent Granted to Dr. Vishal Gadhavi

GSMS proudly congratulates Dr. Vishal Gadhavi on being granted an Indian Patent for his invention, “A Method for Installing an Electrical Earthing,” by the Patent Office, Government of India. This achievement reflects his dedication to innovation and research excellence, bringing pride to the institute. His remarkable accomplishment is an inspiration to fellow alumni and students, highlighting the importance of innovation, perseverance, and impactful research. We wish him continued success in his future endeavours and many more milestones ahead.



Mr. Shivang Babariya received an Appreciation Certificate from Torrent Power Ltd. for his outstanding contribution to an Employer Branding project. His dedication and professional excellence were recognized for successfully managing a large-scale organizational initiative. This recognition highlights his ability to effectively apply academic knowledge in a real-world corporate environment.

ACHIEVEMENTS

STUDENTS

Mr. Akshat Doshi, an MBA (FinTech) student at GSMS, achieved remarkable success in Woodball by winning two Gold Medals at the Khelmahakumbh Woodball Tournament 2025 and a Gold Medal at the AIU National Woodball Tournament.



Ms. Jiya Suthar, a BBA student at GSMS secured First Position in the Carrom Competition during Aarohan 2026. Her remarkable performance demonstrated focus, coordination, and sportsmanship. Her success inspires fellow students to actively participate in sports and strive for excellence in every field.

Ms. Bhavya Goyal, a BBA student secured First Position in the Badminton Competition during Aarohan 2026. This remarkable achievement highlights the importance of holistic development and inspires fellow students to excel in sports alongside their academic journey.



ACHIEVEMENTS

STUDENTS

Mr. Himanshu Sharma, a BBA student, secured 1st Runner-Up position in the On-the-Spot Painting Competition at GTU Youth Festival – XITIJ 2025. His success highlights the importance of nurturing creativity alongside education. This achievement reflects his dedication, imagination, and passion for the arts.



Mr. Yoganandi Ishvaku, an MBA (IB) student, secured 1st Position in the CEO for 5 Minutes State Level Competition under Management Fest - Abhilakshya. This accomplishment highlights his ability to think strategically and make effective decisions under pressure.

Ms. Muskan Yadav, a BBA student excelled in sports by winning a Kabaddi Competition and actively participating in various co-curricular activities. Her achievements reflect versatility, teamwork, and dedication beyond academics.



ACHIEVEMENTS

STUDENTS

Mr. Krish Mevada, a BBA student, won First Prize in Drama at the GTU Personality Development Camp. His outstanding performance highlighted creativity, teamwork, and excellent stage presence, earning appreciation at the university level. His accomplishment reflects confidence, expression, and strong collaborative skills. This achievement further demonstrates his ability to inspire and engage audiences through effective communication and artistic expression.



Ms. Patani Aayushi and her team of MBA (IB) secured 3rd Position in the Clash of Claims Competition at GTU School of Applied Sciences and Technology. Their achievement reflects analytical thinking, confidence, and effective communication skills in a competitive environment. This accomplishment further highlights their teamwork, strategic thinking, and competitive spirit.

MEDIA COVERAGE

જીટીયુમાં આઈડિયાથોન ૨૦૨૬ યોજાશે

ગુજરાત ટેકનોલોજિકલ યુનિવર્સિટી (જીટીયુ) ખાતે સ્કૂલ ઓફ મેનેજમેન્ટ સ્ટડીઝ અને જીટીયુ વેન્ચર્સ દ્વારા વર્લ્ડ ક્રિએટિવિટી એન્ડ ઇનોવેશન ડે નિમિત્તે આજે નેશનલ ઇનોવેશન પિયકેસ્ટ-આઈડિયાથોન ૨૦૨૬નું આયોજન કરાયું છે. આઈડિયાથોન ૨૦૨૬ની આ વર્ષની થીમ સસ્ટેનેબલ ફ્યુચર માટે નવીનતા રાખવામાં આવી છે, જે સસ્ટેનેબલ ડેવલપમેન્ટ ગોલ્સ તથા વિકસિત ભારત ૨૦૪૭ના વિઝન સાથે સંકળાયેલ છે. આ ઇવેન્ટમાં ૧૬૦થી વધુ ભાગીદારો અને ૬૭થી વધુ ઇનોવેશન નોંધાયા છે, જેમાં વિદ્યાર્થીઓ, સ્ટાર્ટઅપ્સ અને યુવા ઇનોવેટર્સનો સમાવેશ થાય છે. સ્પર્ધામાં જોડાનાર ટીમ ફ્રિન્ટેક, એગ્રીટેક અને હેલ્થટેક, આર્ટિફિશિયલ ઇન્ટેલિજન્સ અને મશીન લર્નિંગ, સાયબર સિક્યોરિટી, સસ્ટેનેબલ અને ગ્રીન ટેકનોલોજી તથા ઇમર્જિંગ ટેકનોલોજી વિશે પોતાના વિચારો રજૂ કરી શકશે. આ આઈડિયાથોન હેઠળ આઈડિયા લોન્ચ અને વેલિડેશન વર્કશોપ, પિય ડેક ડેવલપમેન્ટ સેશન્સ, ઇનોવેશન શોકેસ અને ફાઈનલ પિચિંગ અંગે વિવિધ રસપ્રદ પ્રવૃત્તિઓ યોજાશે.

સ્કૂલ ઓફ મેનેજમેન્ટ સ્ટડીઝ દ્વારા 'આરોહણ ૨૦૨૬'નું આયોજન

ચાંદખેડા સ્થિત ગુજરાત ટેકનોલોજિકલ યુનિવર્સિટી (જીટીયુ)ના સ્કૂલ ઓફ મેનેજમેન્ટ સ્ટડીઝ દ્વારા આજથી બે દિવસીય સ્પોર્ટ્સ ઇવેન્ટ્સ 'આરોહણ ૨૦૨૬'નું આયોજન કરાયું છે. 'કોશિશ સે કામચાબી તક'ના સ્લોગન સાથે સ્ટુડન્ટ્સ સ્પોર્ટ્સ આરોહણમાં સ્ટુડન્ટ્સ રનિંગ, ક્રિકેટ, વોલીબોલ, ખો-ખો, કબડ્ડી, ટેબલ ટેનિસ, બેડમિન્ટન સહિતની વિવિધ ૧૫ રમતોમાં ૩૦૦થી વધારે સ્ટુડન્ટ્સ જોડાશે.

ઇતર પ્રવૃત્તિમાં ભાગ લેવાથી કારકિર્દીમાં ઘણી મદદ મળે



મેં બી.કોમની સાથે જોબની શરૂઆત કરી હતી ત્યારે મને ઇન્ટરનેશનલ બિઝનેસ વિશે જાણ થઈ. હું પહેલા કોઈ ઇતર પ્રવૃત્તિમાં ભાગ લેતો ન હતો, પરંતુ મારા ડર સામે લડીને મેં એન્કરિંગનું શરૂ કર્યું. શરૂઆતમાં ઘણી સમસ્યાઓ થઈ, પરંતુ મારી ફિલ્ડમાં મને આ સ્કિલ ઘણી મદદરૂપ થાય છે. મેં પ્રોડક્શન અને બ્રાન્ડ પર્સનાલિટી કેવી રીતે અસર કરે છે તે વિષય પર રિસર્ચ કર્યું હતું. જેના માટે મને ગોલ્ડ મેડલ મળ્યો છે. -દિવ્ય પંડ્યા, સ્કૂલ ઓફ મેનેજમેન્ટ સ્ટડીઝ, જીટીયુ

PHOTO GALLERY



PHOTO GALLERY



PHOTO GALLERY



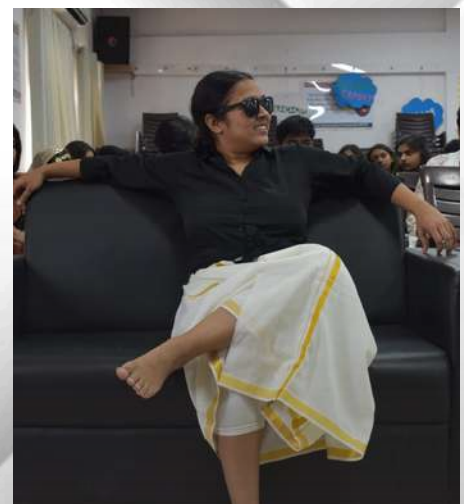
PHOTO GALLERY



PHOTO GALLERY



PHOTO GALLERY





'समुचित ज्ञान समन्वय':

GTU - SCHOOL OF MANAGEMENT STUDIES
ACADEMIC BLOCK-4
GUJARAT TECHNOLOGICAL UNIVERSITY
GTU CHANDKHEDA CAMPUS
NEAR VISAT THREE ROADS VISAT-
GANDHINAGAR ROAD CHANDKHEDA
AHMEDABAD – 382424
GUJARAT, INDIA

CONTACT US

GUJARAT TECHNOLOGICAL UNIVERSITY

(ACCREDITED WITH A+ GRADE BY NAAC)

SCHOOL OF MANAGEMENT STUDIES

Email: gsms@gtu.edu.in

Phone Number: 07923267542

Visit: <https://gsms.gtu.ac.in/>

[in](#) [▶](#) [f](#) [@gtusms](#)

