



Govindram Seksaria Institute Of Management & Research
(Approved By AICTE & Affiliated to DAVV, INDORE)

THE GSIMR TIMES

April 2021

Volume 10

✍ Editorial

GSIMR Times wishes a very Happy Holi and fabulous International Women's Day to our readers! We also hearty congratulate our dazzling students who got placed in the campus hiring of ICICI Bank.

There is a great desire among students of GSIMR to get associated with ICICI Bank because of its empathetic and compassionate work environment. Organizing different events at GSIMR, along with focusing on team building spirit and professional attitude, we do focus on inculcating the feeling of "Empathy" among our students. We recently celebrated "Women's Day" to replenish the feeling of empathy towards females.

Empathy is the ability to understand and share the feelings of another. Empathy is an emotional skill that is built through understanding others. It is an important ability for career success as it improves the capacity to communicate with others, to be part of a team, and better leadership skills. It will help in creating more collaborative workspaces and learning environments. The ability to be compassionate and connect with others is highly required both personally and professionally.

In today's throat cutting professional arena; empathy is a ray of hope. According to Businessolver's 2017 "Workplace Empathy Monitor" report, empathy has a direct impact on employee productivity, loyalty, and engagement. Here are some particularly striking data points from the report:

✍ 77% of workers would be willing to work more hours for a more empathetic workplace; meanwhile, 60% would actually accept a slashed salary for the same.

✍ 92% of HR professionals note that a compassionate workplace is a major factor for employee retention.

✍ 80% of millennial noted that they would leave their current job if their office became less empathetic. 66% of Baby Boomers also shared this sentiment.

Being empathetic in the workplace provides meaningful and concrete returns. Connecting co-workers helps sustain thriving company that's built for the long term.

EDITORIAL TEAM

Chief Editor:
Dr.Sangeeta Jain

Editor:
Dr.Neha Modi, Dr. Shameen Wari

Student Editor:
Ms.Arпита Saxena, Ms. Garima Gautam

LATEST PLACEMENTS

The Placement Cell operates round the year to facilitate contacts between companies and students. The number of students placed through the campus interviews is continuously rising. We have been successful in maintaining our high placement statistics over the years. Third semester students got placed at Deputy Manger's profile for different location across India in ICICI Bank.



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GSIMR 2nd year



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International Women's Day Celebration

Govindram Seksaria Institute of Management & Research held a grand celebration to mark the International Women's Day on 8th of March 2021.

Arpita Saxsena and Rashi Sharma students of MBA I Sem anchored the event with lamp litting and Saraswati Vandana.

The chief guest of the event was Mrs. Madhu Sharma (Gold-medalist from Vikram University). She has more than 37 years of teaching experience in the field of Chemistry. Her powerful address encouraged all the women to keep making choices and never give up.

A beautiful dance on women empowerment was performed by Riya kelkar, Anshika Thakur and Vanshita Gupta on popular songs: Bekhauf and Bharat ki beti. Professor Dr. Shweta Sharma shared her thoughts on Women's Day celebration. She explained the theme for 2021 – 'Women in Leadership'.
#Choose tochallenge.

Dr. Manmeet Singh Director of the institute addressed the audience about the role of women in everyday's life and connected it with the teachings of Guru Granth Saheb. He motivated all the women to achieve their goals and face every problem Strongly.

The program grew more exhilarating, as the Nukkad Natak on 'Women Empowerment' was performed by Nikita Dwivedi, Aakansha Pandey, Nidhi Pawar, Vanshita Gupta, Shreya Kapoor, Khushboo Borana and AnshikaThakur

Nukkad Natak raised many important issues related to social discrimination and challenges faced by women's in the society. They motivated women to stand up for their rights. The enthusiasm, zeal and strong appearance of students received thunders of applause from the Audience.

Dr. Sangeeta Jain thrown light on the challenges faced by women in her life even before her birth and many issues like female Infanticide,

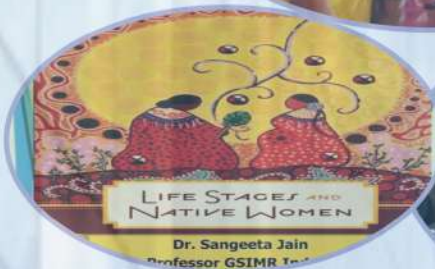
Gender inequality , Sexual Harassment, Dowry, Torture etc. She also shared her personal experiences to inspire and encourage all the women to keep excelling consistently and move ahead without any fear.

On the auspicious occasion of Women's Day, the Editorial team of 'The GSIMR Times' proudly unveiled the special edition of the newsletter on Women's Day.

Students and faculty members were invited to share their thoughts and experiences, together with Some fun games were organized to involve The audience.

Everyone acknowledged the worth and significance of women in their life and tremendous contribution towards society as well.

Vote of thanks was delivered by Mrs. Chaitali Pandey and student Rashi Sharma.



Paper Review: College Festivals: A Tool for the Development of Desired Managerial Skills

Academician and business circle have now identified the need for appropriate management education for imparting the required skills to job aspirants. The employers lament that management students lack the required skills & attitude for work effectively. Domain knowledge is necessary but managerial skills help individuals convert their knowledge into effective action. Against this background this paper tries to identify the managerial skills which the employers look for in new recruits, and exploring the role of college festivals in developing these skills.

The college function really helps in all the ways like oral communication, written communication ability to work in teams, leadership & organization skills, decision making skills, planning skills, time management, ability to work under pressure etc.

Employers also prefers the student who have participated in college functions because they are not satisfied with the management graduates because they lacked the desired qualities like being more thoughtful, aware, sensitive, flexible and adaptable.

It has been observed that the skills occupy the top slot in terms of importance or desirability followed by other factors that constitute knowledge. "An attitude is a way of seeing, feeling, and touching the world, in terms of perceiving, understanding, and interpreting."

Every human being has attitudes on different topics, such as work, politics, and education. The students felt big change in their personalities, decision making, and ability to negotiate. The results showed that the respondents agreed that organizing and participating in such festivals helped in:



- Oral communication skills
- Written communication skills.
- Team work
- Building leadership skills.
- Increasing confidence level
- Development of presentation skills.

The research clearly indicates that employers, directors, faculties and students find greater need of organizing college festivals in management institutes. The need is to lay greater emphasis on participation in such out of the class activities. It is equally or rather more necessary than the classroom teaching specially in the opinion of employers. Such festivals are just the right training ground for the students to develop skills. The blend of class room study and such out of the class activities will make the perfect combination when they come out of the academic life into the professional world.

By: Dr. Sangeeta Jain

Expression

I still remember the first day when I joined the GSIMR. The heart-warming welcome given by our seniors and faculties gave an amazing start to our two years unforgettable journey. I was always clear with the career choice that I wanted to become a faculty and would pursue my career in academics. When I meet all my faculties at GSIMR, I became surer about my choice. All my respected faculties delivered the best of their knowledge and inspired me a lot.

I especially remember one incident, when I joined my first job as an Assistant Professor, one day while delivering a session on marketing; I suddenly realized that I am talking like Neha ma'am who used to teach marketing to us. From organizing various events, to relishing tea at Canteen and to finding lifelong friendships, indeed the time at GSIMR was the golden period of life. I am thankful to GSIMR for every learning, inspiration, and everlasting memories.



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(Formerly Ms. Neelam Mandani)
GSIMR Alumna (Batch 2012)
Assistant Professor,
Chandigarh University
SHRP- Certified Professional,
Ph.D.*, UGC NET (Management)



Academic Excellence

In the Month of march 2021, Internal Examination was carried out for MBA Semester first from 1st to 4th March 2021. All students enthusiastically and seriously gave the examinations.

Major research project Viva Voce was scheduled for MBA third semester students on 9th and 10th March. More than 95% percent students appeared in the Viva Voce, those who were unable to attend the Viva Voce due to valid reasons gave it online

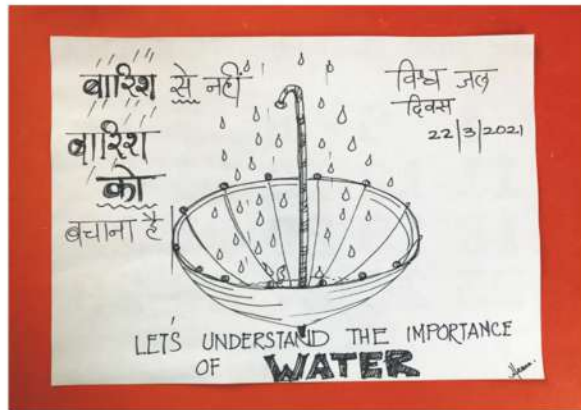
Seminar On "Emerging Trends Of Cyber and Preventive Measures by Prof Gaurav Rawal

Seminar

Govindram Seksaria Institute of Management and Research organized a seminar on 'Emerging trends of CYBER and preventive measures' on 18th of March 2021 in the college auditorium. The guest speaker was Prof. Gaurav Rawal ,the program convener was Dr.Dheeraj Tiwari and Co convener was Dr.Neha Modi. Prof Rawal is associated with Police Radio Training School, Indore and Police Training College, Indore as Cybercrime Expert.

The event started with Saraswati pooja . Prof Rawal discussed about how people are cheated on various online platforms. He also shared what are the various Acts and laws applicable on these cyber crimes and the Preventive measures for it. He shared various incidences on Cyber Crime and shared websites and helpline numbers, where these issues can be raised and solved. At the last faculty and students asked various question related to cyber norms ,laws and rules and Preventive Measures for it.

Vote of thanks was given by Dr.Sangeeta jain, she also shared incidence how she faced banking Online Fraud. At last, as token of remembrance holy Basil plant was presented by Dr.Manmeet Singh to Prof Gaurav Rawal



अहसास

खुद को भी कभी महसूस कर लिया करो
कुछ रौनके खुद से भी हुआ करती है।

खुद से ही कभी बाते किजिए ...
हमदर्दी कभी - कभी खुद से ही मिलती है।

मन ही मन खुद मुसकरा लिजिए..
कुछ खुशिया खुद से भी हुआ करती है।

खुद कुछ करने का जजबा तो रखिए..
हिममत भी तो कभी खुद से ही मिलती है।

खुद को भी कभी महसूस कर लिया करो....
कुछ रौनके खुद से भी हुआ करती है।
कुछ रौनके खुद से भी हुआ करती है।

 Ashu Pawar
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