



# THE GSIMR TIMES

July 2021

Volume 13

## ✍ Editorial

The second wave of Covid 19 was dreadful and led to lot of unimaginable casualties, but as we say that "The Show Must Go On". We at GSIMR have organized knowledge sharing webinars series from experts of various fields from various locations. The purpose was to keep the things moving and the flow of knowledge should not stop even in this testing time of pandemic. The blessing in disguise was that we got opportunity to listen speakers from Canada and other locations from India.

Technology has been our biggest supporter in this pandemic which is helping us in every step, and we have a ray of hope that learning will not stop even when everything is locked down. GSIMR was virtually present with the students and apart from regular lectures, internals, assignments; various knowledge boosting activities and games were also conducted in full swing in the same manner as used to do offline. GSIMR also encourages the development of faculties with regular QIPs and the same continued online also, various topics like investment in gold, mystery shopping, time management, sensory branding were presented. Locked or unlocked GSIMR makes sure that learning and grooming of students should never get locked.

### EDITORIAL TEAM

<b>Chief Editor:</b> Dr. Sangeeta Jain	<b>Editor:</b> Dr. Neha Modi Dr. Shameen Warsi	<b>Student Editor:</b> Ms. Arpita Saxena (MBA II sem) Ms. Rashi Sharma (MBA II sem)
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## Learning Alleivated....

GSIMR organized webinar series from 24th May to 28th May 2021. The spotlights of the webinar were E- Commerce, Interview preparation, Analytics, Technology Landscape, Digital Marketing etc. The theme for the webinar was "**Synergizing Business Excellence**", speakers from national and international background participated in this webinar. Director of the institute Dr. Sangeeta Jain gave welcome speech wherein she not only told about the history of Govindram Seksariaji but also his contributions towards society. She also shared few glimpses of his autobiography "The untold Saga" written by Mehnaz Merchant

### Day 1: E-Commerce: The Digital Era of Sales

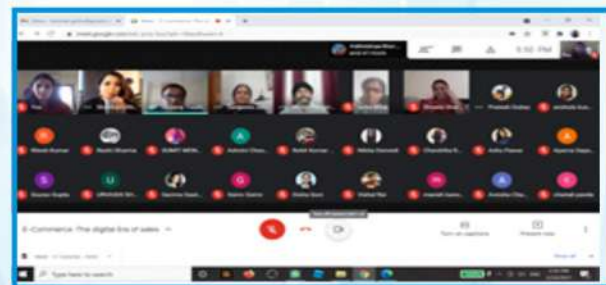


Ms. Sharman Dhillon,  
Sales Account  
Manager, ELTE and  
Director -E-commerce  
Rug Ritual.

She spoke about E-commerce, various types of E-commerce models, commerce marketing tactics and social media platform. Finally, she also shed some light on the effects of Covid-19 on E-Commerce.

**Moderator:** Dr. Dheeraj Tiwari

**Vote of thanks:** Dr. Manmeet Singh.



### Day 2: Decoding Interview: Tips and Tricks



Ms. Shivani Soni,  
Tax Consultant - II  
at Deloitte India

She covered all the aspects of interview like types of interviews, resume building, before interview preparation, preparation on the day of interview, opening moves at the time of interview, listening skills, body language, art of asking questions, common interview mistakes, common dreaded questions, typical questions, etc. She answered the queries of attendees in nice manner.

**Moderator:** Dr. Shameen Warsi

**Vote of thanks:** Dr. Shweta Sharma





### Day 3: Skills and Beyond: Conquer Analytics (MBA Perspective)



He discussed the evolution of workplace start up era, zoom call era and the realities of present market, fundamental changes in communication, redundancy in old ways of working. He also explained the skill set required for new jobs and at last he discussed ways to conquer analytics.

**Moderator:** Ms. Utkarsha Soni  
**Vote of thanks:** Ms. Chaitali Pande

Mr. Anish N Sharma, Analyst Marketing Messaging, Priceline, Mumbai.

### Day 4: Everchanging Landscape of Technology in Business



He started the session with technology landscape like before and after computers, before and after internet, before and after mobile. He discussed case studies of IBM, Apple, Microsoft, Digital Equipment corporation and Kodak. He also elaborated the concepts of IoT, Cloud, Big Data, Artificial Intelligence, Machine Learning, Augmented Reality etc. He responded very well on the queries of attendees.

**Moderator:** Dr. Shameen Warsi  
**Vote of thanks:** Ms. Deepika Raikwar.

Mr. Deep Kamal Singh, Senior Developer at Adobe, Noida

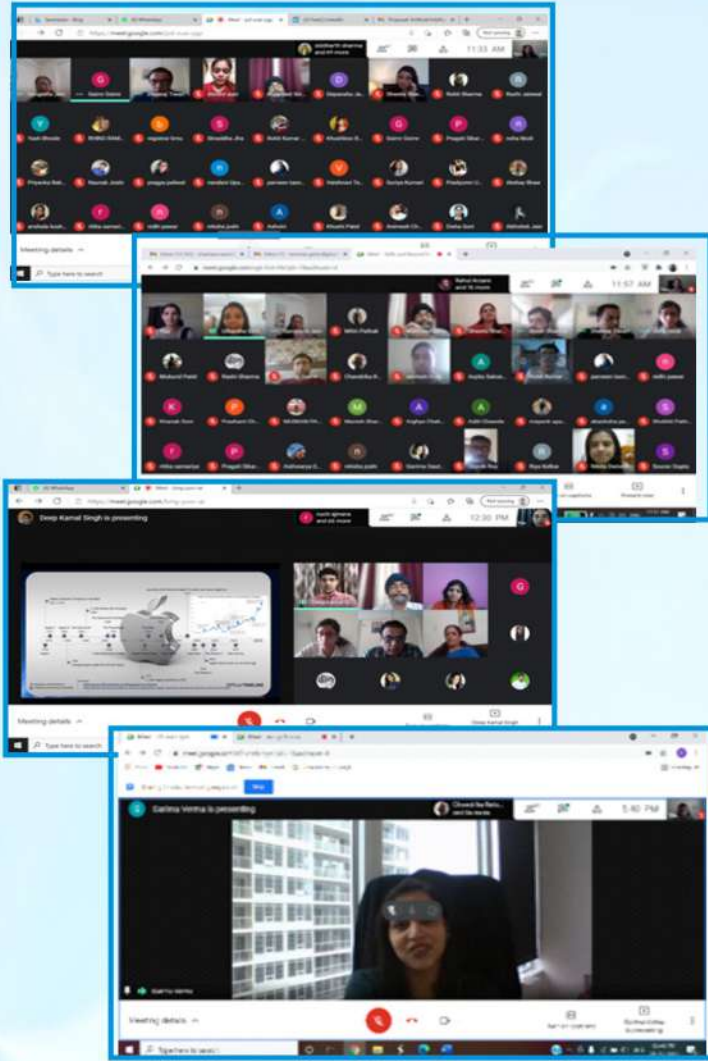
### Day 5: Understanding Digital Marketing and relevant Career Options




She discussed various components of digital marketing and has given in-depth understanding of digital ecosystem and how it can be implemented. She also explained the role of agency in digital marketing. She also discussed the various career option available in digital marketing. Towards the end she answered the question raised by audience.

**Moderator:** Dr. Neha Modi  
**Vote of thanks:** Dr. Sangeeta Jain

Ms. Garima Verma, Product Owner - Client Mobile Solutions sun life, Canada.



## GSIMR Celebrated International Yoga Day



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**Admission Open | For inquiry:**  
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**Yoga**  
is Good For

- Community
- Immunity
- Unity

On the occasion of International Yoga Day  
 We wish the well beingness of all.

**Happy International Yoga Day**





## Webinar Testimonials



Aditya Upadhyay  
(MBA Sem - II,  
Marketing  
Management)  
PIMR, Indore

The webinar series organised by GSIMR College "Synergising Business Excellence" was a great experience. It enhanced my knowledge about how to crack interviews, gave me a great learning of E-business and technology. I came to know about analyst and digital marketing in the field of management

and running of corporate. I would like to thank GSIMR College for organizing such a wonderful session to enhance my knowledge in necessary fields.



Rohit Sharma  
B.Com (3rd year)  
Softvision, Indore

Synergising Business Excellence was an amazing series by GSIMR college. I learnt so many new things, gained lot of knowledge. I appreciate the conduct and urge to conduct more webinars like these. 10 out of 10 from my side.

Mr. Anish Sharma educated about ways and methods to do effective data analysis. Ms. Garima Verma provided with valuable information about digital marketing. In essence, the webinar series was immensely knowledgeable in every aspect. It provided us with all the knowledge we should know as an MBA student.



Mayank Sharma  
MBA (Sem - II)  
GSIMR, Indore



Chandrika Ratneria  
MBA (Sem-II)  
GSIMR, Indore

Series was really valuable for us. Ms. Sharman Dhillon mam enhanced our knowledge about E-commerce, she provided all the material information related with current acceptability and situations. Ms. Shivani Soni provided all the necessary aspects of facing and cracking an interview well.

The webinar series provided us with a wide view of every aspect related to business administration. It was great experience hearing professionals around the world. Thankyou team GSIMR for organising such an amazing webinar. Looking forward to attend more such informational series.



Rashi Sharma  
MBA (Sem - II)  
GSIMR, Indore



Shivam Rathore  
Co-founder  
Okivi Marketing

It was overall a great experience attending the webinar series organized by GSIMR college. I learned a lot from the experienced speakers. Thankyou for the opportunity and congratulations to the team for successful conduct.

It was a wonderful experience, very valuable guidance. Practical guidance/examples were helpful for real. Material presented was very pertinent to current times.



Shiva Singh Baghel  
MBA (Sem - II)  
GSIMR, Indore



## ME AND MY CORONA WARRIORS

### Our group



HIMANSHU NIGAM  
MBA 2nd SEM  
GSIMR

"SWAMI VIVEKANAND OPEN ROVER CREW" of which I am the leader and shri puspendra namdev is the Rover leader, helped people by become corona warriors. I have been in scout since last 7 year and my team and I have always been helping people.

I joined "SWAMI VIVEKANAND OPEN ROVER CREW" in 2017 and since then we have distributed food from time to time helped in the education of poor children, conducted "SWACHH BHARAT ABHIYAN" (I am the district coordinator of SWACHH BHARAT ABHIYAN), "TREE PLANTATION DRIVE", "ORGANIZED BLOOD DONATION CAMP" & "WATER IS LIFE CAMPAIGN" like did many things and even today we are helping people in this pandemic. We started helping people in covid-19 from the first lockdown and are still doing other work along with helping people from march 2020 Onwards we went to a particular place in satna city and provided food and water to all the people living there for 14 consecutive days from the first lockdown with permission from the district collector & we achieved the target of distributing 1000 packets perday. In 2020 due to the covid19 pandemic the needy were not getting blood that's why we organized a "BLOOD DONATION CAMP", also "DISTRIBUTE MASKS" to the needy. After this, we removed the mental stress of the people by "ORGANIZING VIRTUAL YOGA CAMPS". When the first wave of covid-19 ended, We started the "SWACHH BHARAT ABHIYAN" in which we took a pledge to keep the city of satna clean and also made the people take a pledge to keep the city of satna clean & at the beginning of the second wave of covid-19, by holding a "VIRTUAL MEETING" people were advised to stay at home to Avoid the pandemic and made aware about the upcoming vaccine & last month 30th may 2021 we took out a scout guide rally and "DISTRIBUTED MASKS" and appealed to people to stay in homes. Along with this, Covid-19 warriors were also honored. The rally was flagged off by the CITY MAGISTRATE.

We did tree plantation with DISTRICT EDUCATION OFFICER on 5th June 2021 International Environment Day earlier this month. After this we started free drink for the people on 16th June 2021 at SCOUT BHAWAN DHAWARI SATNA along with DISTRICT EDUCATION OFFICER, With all these work done by us, We were successful in saving many lives and helping people and we got the blessing of the people. We (SWAMI VIVEKANAND OPEN ROVER CREW) were honored by the "NATIONAL HEAD QUARTER DELHI" in view of the work done by us in this covid-19 period. Corona pandemic is a very dangerous pandemic. To avoid this pandemic, we have to work keeping distance from people by taking care of cleanliness and stop the coming third wave by getting vaccines so that we all stay safe.

## Events by college groups

Students have shown their creativity and team spirit by participating and organizing various event.it has given a spark in their life in this difficult time.

Team Mission Planner  
Mentor Dr.Shameen Warsi  
Team leader Heena Ali,  
Preeti Chauhan  
Team Shivani Yadav, Preeti  
Chauhan, Heena Ali



Team Royal Benchers  
Mentor Dr. Utkarsha Soni,  
Ms.Chaitali Pande  
Team leader Shiva Singh  
Baghel, Anjali Paliwal  
Team Members Souvik Roy,  
Deepanshu Jaiswal, Ritika  
Dubey, Shiva Singh Baghel.



Deepanshu  
Jaiswal  
Winner



Mitin Pathak  
Runner Up



Mitin Pathak  
Winner



Nikita Dwivedi  
Runner Up

Winner and Runner up of  
Soft Skill assessment

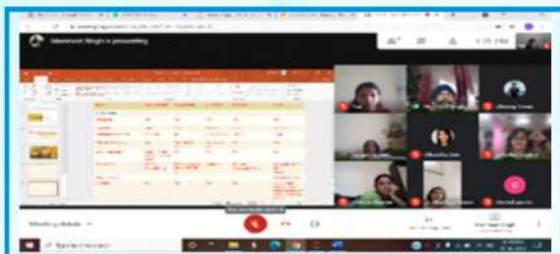
Winner and Runner up of  
Cartoon Craze Cradle



## Quality Improvement Program (QIP)

As a part of regular faculty development program, in the month of June 2021 four faculty members shared their views on different topics.

- On 21<sup>st</sup> may 2021 Dr.Manmeet Singh took an informative session on Investment in Gold. He explained in detail the options to invest in gold like physical gold, digital gold, Gold ETF, Gold Mutual Funds and Sovereign Gold Bonds with its pros and cons. He shared that how investors are switching from physical gold to digital gold options. He compared the different options of investment in Gold on various parameters like liquidity, minimum investment, cost, storage, expense ratio, Brokerage, GST, exit load, SIP facility, delivery possibility, loan availability, lock in period, how to buy and taxability.

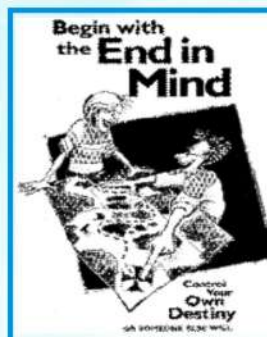
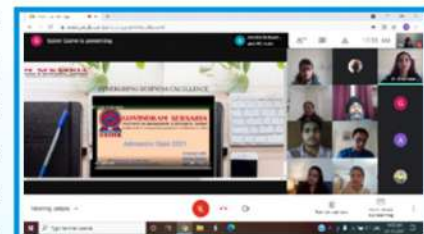


- On 7<sup>th</sup> June 2021 Dr.Neha Modi took session on Brand buy-o-logy focusing on Sensory Branding. She explained why is look & feel turning more and more into Experience & Feel. Usually during, and especially after we design a brand logo .she explained how From that decision making active buyers we turned into. Emotional, hedonistic, wellbeing oriented buyers that spend their days in a quest for things that fit best their individual needs, feelings and emotions. According to that.. Most successful brands today are those that deliver feelings & emotions.she has given Vrious examples citing all the senses.



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- On 19<sup>th</sup> June 2021 Dr Sangeeta Jain took a session on time management, wherein she discussed what is time management and benefits of time management. has discussed how you can prioritize your time citing various examples. She discussed about productivity journal. She has

explained time management through Stephen Covey's Time Management Matrix and asked the audience to do the activity based on it.

## Words of Alumni



Entrepreneur  
GSIMR-Batch 2017

Finding the right path to success at the right time is really very important and for that way I had selected GSIMR.

The friendly environment, the systematic approach towards imparting education made me a competent individual. I am thankful to all the faculty members of the College for their Continuous efforts and support. college has moulded my personality and clarified my Vision of the future.

