

THE GSIMR TIMES



Govindram Seksaria Institute of Management & Research, INDORE
(Approved by AICTE & Affiliated to D.A.V.V. Indore)

Volume 15/September 2021

Editorial

Don't count the days, make the days count.

Boxing Champion – Muhammad Ali

The above quote of Muhammad Ali is apt in every aspect of life, be it career or sports. Life's biggest lesson can be learned from Olympics; the team efforts, empathy, passion, dedication, focus and what not. When it came to management the same learnings are equally required and focusing on the same GSIMR religiously conducts weekly management-based competitions for students. The zeal of students in participating and coordinating them is enthralling.

Management appreciated and acknowledged the efforts of students by gracing them with Gold, Silver and Bronze Medals to the respective winners. This recognition was scheduled on the auspicious occasion of India's 75th Independence Day.

This edition of "The GSIMR Times" is focused on entrepreneurship, carrying informative contents about the same. GSIMR envisions the budding entrepreneurs and managers to be well armed with the equipment of team spirit, empathy, passion, dedication, etc. GSIMR always encourage management students to adapt the qualities required to be a successful entrepreneur and ardent manager.

Editorial Team

Chief Editor : Dr. Sangeeta Jain

Editors : Dr. Neha Modi and Dr. Shameen Warsi

Student Editors : Ms. Arpita Saxena (MBA III Sem)

Ms. Rashi Sharma (MBA III Sem)

Achievement



We are happy to share that one of our faculty Member Ms. Utkarsha soni has completed her 6 Days Certification course on "Associate Practitioner Neuro Linguistic Programming"

Practitioner Neuro Linguistic Programming"

Words Of Alumni

Mr. Sanket Vyas, Deputy Branch Manager

ICICI Bank, Indore (Batch 2011-13)

I remember when I was entering my first day in GSIMR I was extremely excited at the same time little nervous. But I enjoyed each and every moment over there, reflecting back on the whole experience now,



I would encourage incoming students to recognize that like anything in life, you'll face both ups and downs throughout your college experience. The important thing to remember is to always try your best and not let the instances where you may have fallen short hold you back from continuing to work hard and reach your full potential.

All the faculty members were very motivating and cooperative I am thankful for their continuous efforts and support. Apart from excellent academic experience, I also gained the benefits of being a part of Cultural Student' body. I cherish every moment spent GSIMR. My MBA at GSIMR has been a very interesting and awesome journey.

Admission in progress... For Enquiry call : 98931 58352, 86023 67560

Felicitation on Independence Day !!!

„Freedom doesn't see colours or shapes. There is enough hate and violence in the world, and now we need to build a better future, full of love, unity and understanding. Here's to a wonderful Independence Day!"

On the night of August 15, 1947, the first Prime Minister of Independent India, Jawaharlal Nehru, said, "At the stroke of the midnight hour, when the world sleeps, India will awake to life and freedom."



These words aptly captured the struggle and happiness of newly-independent India as it finally managed to free itself from the clutches of British rule. Our Nation is commemorating the 75th Anniversary of India's Independence, While the day is celebrated with cultural programmes, parades and flag hoisting ceremonies throughout the country, the celebrations remained restricted this year due to pandemic.

Following all the protocols of the pandemic, Cultural Committee of GSIMR organised Independence Day celebration and Medal Ceremony. On this occasion, winners of the activities that were conducted both online and offline in the last one year were awarded Gold, Silver and Bronze Medals.

The programme started with Flag hoisting by our guest of honour Dr. Arun. K. Bajpai (Director to many management institutions and Placement officer at IIPS, DAVV, Indore), Chief guest Dr. Premlata Bajpai (retired Joint Director from Indore Collectorate, Social Justice Department and Dr. Sangeeta Jain, director GSIMR. The event started with lamp lightening in front of Devi Saraswati by our guests and senior batch students Prachi Saini and Sachin Saichar, followed by medal distribution ceremony in the college auditorium. Welcome address was given by director Dr. Sangeeta

Jain and the event moved forward with the felicitation of medals to the students who has imbibed the values which are synonymous of outstanding qualities of mind and heart. In the ceremony 30 gold medals, 28 silver medals and 6 bronze medals were distributed to the winners of the Activities under the mentorship of Dr. Sangeeta Jain, Dr. Neha Modi, Dr. Dheeraj Tiwari, Dr. Shweta Sharma, Dr. Shameen Warsi, Dr. Utkarsha Soni, Ms. Deepika Raikwar, Ms. Chaitali Pande. For activities like: GSIMR Roadies, Mahabharat character sketch, open mic, pioneer of Indian business, Atmanirbhar Bharat (Debate), Indian Business start-up, Think Learn and Answer, Quiz Bee Buzz, Surtaal, Business Plan, Secret behind the colours, Soft Skill Assessment, cradle and many more. Passion for nation could easily be identified by seeing the Patriotic performances given by the students. Chief guest Dr. Premlata Bajpai talked about the facts and figures related to our national flag which are less known to common people. After the medal ceremony our guest of honour Dr. Arun Bajpai sir addressed the students and shared important placement tips, he also talked about the dos and don'ts for the students while preparing their resume. Students were motivated to form their Placement Cell and advised them to create contacts with their Alumni. In the last, vote of thanks was presented by Dr. Neha Modi.



The programme was Co-ordinated by Dr. Shweta Sharma, anchoring was done by Shivani Yadav and the members in the organising team were Udit Verma, Akash Bhattacharya and Souvik Roy and Chandrika Ratneriya. Programme came to an end with refreshments and group photographs.

Passion is the energy that keeps us going, and fills our life with meaning, happiness, excitement and anticipation and at that time this thing could easily be seen in the students who were dancing with medals and cherishing their success.

Management Lexicon

► Light-bulb moment

A moment of sudden realization, enlightenment, or inspiration.

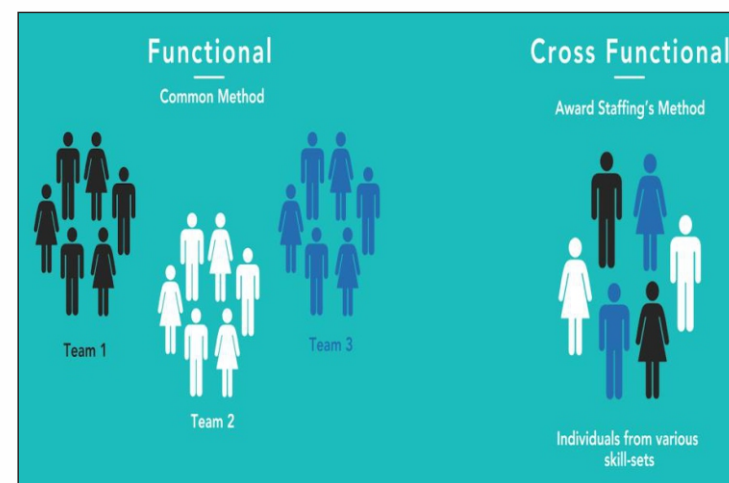
Sales at my company were plummeting, but then had a **light-bulb moment** and knew exactly how to turn things around.



► Cross-functional

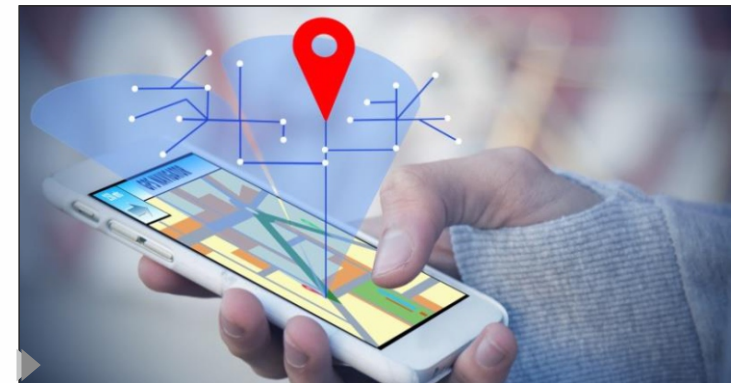
Denoting or relating to a system whereby people from different areas of an organization work together as a team.

If we're ever going to boost productivity, everyone will need to improve their **cross-functional** capabilities.



► Geolocation

The process or technique of identifying the location of a person or device by means of digital information processed via the Internet. Business is up at my restaurant since I started this **geolocation** based mobile marketing campaign.



Webisode

A short film, advertisement, or episode of a television series, made for online viewing. A blend of Web and Episode.

For our next webisode on YouTube, let's think of a way to incorporate customer testimonials

► Bajillion

An extremely large number I'm an entrepreneur so, obviously, I have a **bajillion** thing to do.



Compiled By –
Rashi Sharma
(MBA – Sem III)

ADMISSION OPEN

For the session 2021-22



MBA Registration started by DTE from 26th of Aug. 21
Hurry, limited Seats



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Faculty Corner

QIP (Quality Improvement Program)

QIP is a regular faculty development activity of the organization, which provides a thought provoking platform, to share new and diverse knowledge.

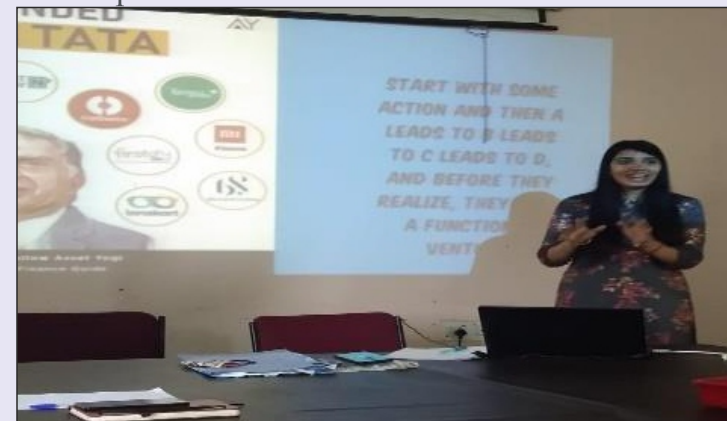


On 18th August Dr. Shweta Sharma took QIP session on “**Learning and Developing of Case Method**”. In the session she explained how to develop or write a case study. Case studies develop skills such as: Problem solving & decision-making Skills in complex situations, Analytical skills & tools (quantitative and/or qualitative) depending on the type of the case, Managing & Coping with ambiguities.

In the session Dr. Shweta explained the basic steps for case writing along with case writing tips. Emphasizing on the importance of teaching notes, she explained on what to include in teaching notes. A small case let writing activity was conducted in which she provided a certain situation on which everyone was required to draft a case let which were discussed in the session.



On 2nd August 2021 Ms. Deepika Raikwar Assistant professor IT department has taken QIP on “**Hand-on with advanced features of Gmail**”. She explained Gmail Advanced features, the free email service offered by Google, which has 1.5 billion active users worldwide as on 2019. Gmail update and add its services every year. In this session, she has explained unexplored features of Gmail such as Schedule email, Confidential mail, Organising Inbox, Mail forwarding, Send mail as feature, Group messaging, etc. As it was hands-on session all, all participants were suggested to implement the explained features on the spot.



On 10th August 2021, Ms. Utkarsha Soni took session on “**Fostering Entrepreneurial Mindsets**” conducted at GSIMR. The aim of workshop is to aware about start-up and entrepreneurship, how one can develop this mindset. , she discussed different types of entrepreneurs and the entrepreneurial practices going on in corporate world. At last, some activities were conducted in inculcating the idea followed by entrepreneurial mindset evaluation test

Beyond Beliefs >>>



‘It was a great news for me that, I was going to Delhi. I used to visit villages nearby to see running trains. Now I was going to sit in one! Even Im Director Mahesh Bhatt, came and shook hands. says Namita Mazhi (trainee)

In general mindset, a woman is treated as independent where she can really live, roam around freely without fear or threat, has the freedom to speak or express, choose her own priorities, wear and do what she likes and even something basic as living in with a partner of her choice or



being a single mother. To add more, Independence from all forms of dependency, oppression, primitive thoughts, prejudice, poverty, taking decisions and living life independently, and yes, putting an end to corruption, caste and religion-based politics, feudalism and nepotism in political parties and crimes.

Most of us believe Women Development in India is lagging behind in basics. We have also drawn a clear picture of real development and assumed India to be an underdeveloped nation as compared to other first-world nations. Some people consider women as a “weaker gender” whereas, at the same time there is a group of people who have defined women development in a new way and started

working for same. After the riots of 2008, an NGO of Kandhamal took up a project of training women with skills like camera operations, basic editing and scripting.

The intention behind this training program was to train women leaders from different communities in film making, so that they can make films and share them with their communities with the hope to bring some change in society.

Training tribal women with the skill like film making was not so easy. First of all language was big constraint and secondly they were all women who never operated or saw a camera before.

I still took the initiative with the objective of imparting learning and innovations says, Mr. Ambuj (Trainer & Documentary filmmaker) For sustaining the process of training the NGO paid around ₹1700/month to each participant so that they could freely attend training process without being concerned about their source of income which they used to earn by working in their agriculture farms. The training started in 2010 and continued for years, it was like ten days of training every month and ten days for the assignments.

During the period they also produced a film on their own and presented the same in front of villagers. All the trainees received grand applause from the audience for their work.

I still remember how difficult it was to imagine that we are making a film, once my trainer told that if you know how to operate a mobile then it's more than enough to learn to operate the camera. This simple thought made the process easier. Today, we are not only handling the camera but have also allowed camera to handle our lives. The respect we receive in society after being a filmmaker cannot be compared with our early days says Pushpa (trainee)

The training process started at the Kandhamal office of the organization. Every day was new, without knowing each other's language and having entirely different life styles. Language is an important component of the process of imparting education. Without a common language of communication understanding each other becomes even more difficult and complex, even more for the learners. The trainer felt a sense of pride for the unique experience of training a group of women in the art of film making in one of the most backward areas of the country; as to his knowledge there was no such previous attempt, but on the other hand it was a big attempt without any prior research on the possibilities of success of the project.

The proud moment came when two of the trainees were short listed for the video coverage of an organizational event in New Delhi. It was the first time in their life they sat in a train and how for the first time they received coverage from the press for their unique display.

The training was supposed to be technical but it was carried further with other aspects too, like choosing a subject and making decisions about how to deal with it. They were able to notice the impact of association with the camera in their lives. Namita Mazhi (trainee) says- it is difficult for me to even imagine, what will I do without a camera after this training. The training holds important part in their lives, also helping them in

solving their small problems they face during the production cycle of the film they make.

Some of the issues from the training phase are good examples to understand. E.g.: When Kutala Digal (trainee) faced a problem in working with the editing software as she could not use the mouse properly after numerous attempts, she then puts a newspaper instead of a mouse pad and easily gets through her problem. This shows how learners innovate to learn. The process also challenges our beliefs about how people learn.

Training process started with 24 women and continued with 18 and today 4 of them are earning their livelihood with the help of film making and they are also acting as trainers to train other women from their community about the art of film making. They got succeed in making films on social issues, NGO's were trying to address.

They understood the importance of promoting media, not only as a tool for advocacy and lobbying of rights and entitlements for women and children, but also to express their inner thought in most expressive manner.

Well receiving training was not sufficient but sustaining the skill was much important at least among such people, who are struggling hard to arrange two meals a day. Apart from long financial struggle some on them managed to buy camera with their savings and some took help from NGO. Today maximum group members have their own camera.

More than operating camera the participants learned the process of transformation. The training not only helped in transforming our self but also helped community to change their perspective. Today, they roam freely in their village, hold power of decision making go out to capture nearby events and program. In short they feel themselves empowered and dream to create such a society where women get environment where they can grow and spread their wings.

By : Ms Utkarsha soni, Asst. Professor GSIMR