

THE GSIMR TIMES

Govindram Seksaria Institute of Management & Research, INDORE
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Editorial...

"There are no secrets to success. It is the result of preparation, hard work, and learning from failure." – Colin Powell

The above quote of Colin Powell surely gives a direction to students, that ultimately it is the hard work and preparation which pays off at last.

It is with great pleasure and honor that we share the November 2021 edition of "The GSIMR Times", the official Newsletter of Govindram Seksaria Institute of Management and Research, Indore.

The sole aim of this newsletter is to share each and every moment of the institute and to reach out to academicians' and other readers to keep them abreast of the student's endeavors in organizing a variety of events

The GSIMR Times is the Mirror of various activities. The current issue covers various activities like induction "Adhyudaya" for new batch 2021-23. whereby seniors, faculty, and whole staff welcomed new students with full zeal and enthusiasm, which created a wholesome connection between new students with the campus environment, seniors, and faculty. GARBA celebration gave an opportunity to MBA III and MBA I semester students to share moments of fun and joy in a convivial environment.

At our institute, we believe that the content and frequency of this newsletter support our students to be a step ahead during placements, group discussions, and interviews with more zeal and vigor to help them uplift their knowledge in the field of management.

The GSIMR Times is an effort in the direction of student appreciation, where we try to cover all the events, workshops, seminars, guest lectures, and trips organized and participated by students.

It offers a platform for students to showcase their hidden talents in the field of writing, sketching, drawing, photography, etc.

We wish all the students, all the best for the future and a very Happy Diwali!!!

Editorial Team

Chief Editor : Dr. Sangeeta Jain

Editors : Dr. Neha Modi and Dr. Shameen Warsi

Student Editors : Ms. Arpita Saksena (MBA III Sem)
Ms. Rashi Sharma (MBA III Sem)

WELCOME BUDDING MANAGERS!!

Greetings from GSIMR!

On behalf of all of us in Admissions, Congratulations for selecting GSIMR. Your impressive qualities of leadership, teamwork, and drive for excellence make you stand out from the rest, and we are thrilled to welcome you to the GSIMR Family. We encourage you to celebrate this tremendous accomplishment and meet your future buddies.

At GSIMR, the MBA program is devoted to developing effective leaders, with an entrepreneurial mindset, and collaborative skills necessary for pursuing a managerial career path within the private and public sector. Our curriculum is rigorous and provides the opportunity to learn the business environment while equipping you to analyze the market and meet business challenges in this global society.

You are about to begin one of the most exciting stages in your life and every faculty member at the GSIMR is committed to making it an enriching experience for you. The faculty strongly believe our purpose is not only to prepare students with the necessary skills to achieve their career goals, but also to help them become strategic thinkers and leaders who add value to their community locally or globally. We are committed to building the business leaders of tomorrow.

My advice to you is to take full advantage of the opportunities that we offer. In particular, I would like to invite you to participate in the events which will be organized at GSIMR in the academic session.

Wishing you all the very best for a great academic journey at GSIMR.

Best wishes
Prof. Dr. Sangeeta Jain

Garba Celebration



As a tradition, every year GSIMR celebrates Garba during Navratri. This year also Cultural Committee of GSIMR conducted Garba celebration on 9th October 2021 in the college premises. The event started with puja of goddess Durga. Students performed Garba dances with full zeal and enthusiasm. Seniors, Juniors along with faculties enjoyed Garba. Student coordinators for the event were Akash Bairagi and Deepanshu Jaiswal. The celebration ended up with an award ceremony and students were awarded for their awesome performances. They were also entitled to their talent and looks. Director, Dr. Sangeeta Jain awarded the prize for best Garba performance to Shivali Mehta and Kruti Chaturvedi grabbed the prize for best dress. Refreshments were served to all. Students cherished the memories by having group photographs with faculties.

Be Ready! “To face the Management Issues”

Management is the organizational process that includes strategic planning, setting objectives, managing resources, financial assets needed to achieve objectives & measuring results. Every member of the organization has some management & reporting functions as part of their job.

Most companies have some key characteristics that make them believe they're different: a combination of their business model, mission, product, and other factors. But when you look inside these companies, quite a bit about them is the same, i.e. structure, job titles, common challenges, etc. Despite the many differences in execution and strategy, most organizational problems in particular are the same across companies.

Poor management like (Inadequate job descriptions, Lack of training, Ineffective job performance reviews, Lack of two-way communication, Ineffective employee recognition, Improper or excessive company policies) carry long-lasting effects and may infect an entire organization. The results of toxic, misguided leadership reach far and wide. The importance of employee development and identified the most common problems in the work environment that hinder that development. Some of the Top Companies were Failed Due To Bad Leadership, to name them BlackBerry, Citi Bank, Yes Bank, Nokia, American Apparel, General motors, Borders, Snapdeal, Kodak, etc.

Companies fail because they develops a discrepancy between leadership “wants” and reality, which leads to a situation that causes the end of a company. Companies need to be able to prepare for change, a change in circumstances or environment. Most of the time, goals, vision and mission do not consider change or different circumstances. Often companies fail to prepare for change and keep on insisting the world does not change. Their business model simply becomes invalid. Companies sometimes kill themselves by trying to please shareholders, neglecting product or service quality, customers and workers.

We as a Management student will face these issues in near future when we will be working as a professional on field and today is the time to make ourselves ready for every situation as soon we are going to step into the professional world. We should know how to analyze the situation and how to come up with better solutions or options.

As for now we are just looking onto or reading about the issues and situations which corporate world is facing but by next year or two we will be the one who has to face them at front like an army.

Shivam Gupta
Batch 2019-21



QIP

"Disruptive Innovation"



24th August 2021

Dr. Neha Modi explained the concepts of disruptive innovation with various examples. She also explained the importance of disruptive innovation in terms of marketing.

"Spiritual Quotient"



31st August 2021

The importance of spiritual quotient in organizations has a great importance in current scenario and our professor Dr. Dheeraj Tiwari threw some light on the pyramid of physical quotient, intelligence quotient, emotional quotient and the top level is of spiritual quotient.

"Green Marketing"



6th September 2021

Dr. Sangeeta Jain explained the concept of Green Marketing with various industry examples. The need and utility of green marketing was discussed in details.

"Online Classes - Pros and Cons"



13th Sep 2021

Ms. Chaitali Pande moderated the group discussion on topic "Online Classes - Pros and Cons". The common discussion areas were - education has changed dramatically, with the distinctive rise of e-learning, whereby teaching is undertaken remotely and on digital platforms. Flexibility is what is driving more and more people towards online education. Less social interaction; Reputation; Providing special education is limited at this time. Research suggests that online learning has been shown to increase retention of information, and takes less time. Everyone agreed that a hybrid model is the need of future and the only way left to keep the education system alive.

"Future of AI in India"



21st Sep 2021

Dr. Shameen Warsi moderated the group discussion on topic "Future of AI in India". All the faculty members gave inputs on this topic, key discussions were on importance of AI in health care, education, cyber security etc. Relationship between GDP and AI, India's ranking in terms of development in AI is also discussed. Some light was shed on the number of patents filed by India during last six months. Robotex India a non-profit advancing Robotics, Artificial Intelligence, Machine Learning and IoT skills to government schools' students in urban, tribal and rural areas. It was concluded that India has immense potential to become AI hub, with focused efforts India can have bright future in AI.

Abhyudaya - 2021 (Orientation Ceremony)

Student orientation programme plays an important role in a student's transition to a College life. Orientation programmes are aimed at familiarizing the students to an unknown campus environment, its faculties and infrastructure. It enables them to make essential connection with studies and develop network among other peers. "Where will be my classroom? What will be my majors? What is the course structure?" Umpteen numbers of questions loom in the minds of students, when they start their college life.



On first day of Abhyudaya, students were welcomed by senior batch along with faculty members – Ms. Chaitali Pandey and Ms. Deepika Raikwar. Kumkum tilak was done and welcome kit provided to new students. After getting settled in auditorium, a warm up session was conducted by Faculty members which helped students to open up and know each other. Student anchor for day 1 and 2 was Ms. Khushi Patel. The formal program began with the lamp lighting ceremony following by the welcome speech by Director of the institute. Various games were also organized for the newbies like tongue-twisters and balloon game, winners were rewarded with chocolates.

Shri A.S Bharkatiya, member of governing body inspired the students with a general orientation to Engineering education and awareness on opportunities available for the deserving.

The Guest Speaker of the programme was Dr. Sandeep Atre, He motivated the students as to how great heights can be scaled even in adverse situations, through uncompromising goal setting, hard work, dedication and determination. He also explained the importance of observation and the self-confidence.



Vote of thanks was proposed by Dr. Shameen Warsi. At the end of the formal program token of remembrance was presented to Guest speaker, by Dr. Sangeeta Jain. After the refreshment break, fun learning management activity was organised by Dr. Shweta Sharma for the new students to communicate good team work coordination.

On Day 2 the formal program started with lamp lighting ceremony. Warm up game was organized which led students to come forward and showcase their hidden talent. The guest for the day were Dr. Neelima Deshmukh & Prof. Ajay V. Kibe. Director of the institute welcomed the guests with tulsi plant.

Prof. Kibe wished luck to new students for their journey ahead and congratulated them. He also briefed about the



history of GSIMR and explained about the educational system of the college.

At the end of the formal session token of remembrance was presented to our guests by Dr. Neha Modi. After refreshment break, Chair race was organized by Dr Dheeraj Tiwari, winner of the race was Aditi Dubey.

Student anchor for third day was Ms. Rashi Sharma; Director Dr. Sangeeta Jain discussed 360* view of MBA@ gsimr. She also gave brief introduction of all the faculties to our new students. Dr. Dheeraj Tiwari thoroughly explained about every field the students can opt for specialisation. Dr. Shameen Warsi discussed about the importance of Human values in every aspect of life.

A scavenger hunt was organised at the end by senior students. In the game seniors prepared a list defining specific items, which the participants seek to gather or complete all items was organised.

In the 3 days orientation program students explored and understood about the college environment and the learning at GSIMR. Faculty co-ordinator of the entire orientation was Dr. Utkarsha Soni, Dr. Shweta Sharma and Dr. Shameen Warsi.