



Editorial...

"Either write something worth reading or do something worth writing."

Benjamin Franklin

The above-mentioned quote is very apt for the new generation and we at GSIMR believe that our Monthly new letter gives an opportunity for a Budding manager for both writing as well as reading. This edition of GSIMR times covers various activities and sessions together with the committees which are formed for the betterment of students.

This month's MBA I semester students got an opportunity to work as interns in outlook and participated in the Talent quiz of ICICI Bank as a part of the Placement activity. Session on How to write a business Plan and Case study not only gave an opportunity to students to learn but also helped them to think out of Box.

It is very well said that together everyone can achieve more (T.E.A.M.) At GSIMR we also believe that team effort is the backbone of any activity, keeping the same motive various committees work for the betterment institution. Various committees were formed namely sports, cultural, editorial, and Entrepreneurship it provides a platform for the student to understand the importance of teamwork and cohesion.

We expect that this newsletter will give a good read to all our readers.

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), Gopika Thakur (MBA I Sem)

From CRC (Corporate Relation Cell) Desk

CRC provided the following opportunities for students:

1. MBA Sem I students were provided with an opportunity to work on a live paid project from Outlook Group. Six students have been selected for the same and have started working on it. Names of selected students are: **Congratulations!!!!**

Aditi Gupta
Nikhil Jain
Nikhil Ingre

Mohik Sharma
Gopika Thakur
Adarsh Lele

2 Students participated in a two-day live webinar from ICICI Bank Ltd. – Shatraarth on 17th & 28th November 2021. It was a combination of deliberation by Industry Who's Who and quizzes for students. This event was telecasted PAN India and was attended by participants from top B- Schools all over the country

Seattle, Washington to Pathfinders, GSIMR

“ENTREPRENEURSHIP is living a few years of your life like most people won't, so that you can spend the rest of your life like most people can't”.

PATHFINDERS the GSIMR Entrepreneurship cell conducted first seminar of Mr. JON SWEEN the founder of Market place connections, Seattle, USA.

Jon is the CEO of Marketplace Connections a NGO in Seattle, Washington. As an organization they conduct business classes on how to start and sustain a business. These is 5 course sequence and 30 hours of instruction. This material has been taught in India, Africa and locally in Seattle. They have trained 300 students around the world and have helped to start or sustain 100 businesses.



His focus is Transformational Leadership as a business rises or falls based on leadership and good character. He is graduate of University of Washington in Seattle with a BA in History and a minor in Education. He has done his master's degree in leadership from Fuller Seminary.

On 24nov 2021, Wednesday. He addressed our students on the topic “transformational leadership a key to success”. Moderator of the program Dr.

Utkarsha Soni gave the welcome speech and brief introduction of Jon Sween. Jon discussed the book “THE LEADERSHIP CHALLENGE” and explained 5 principles of TRANSFORMATIONAL LEADERSHIP.

1. Model the Way.
2. Inspire a Shared Vision.
3. Challenge the Process.
4. Enable others to act.
5. Encourage the heart.

His Conversational teaching approach kept students intrigued. Later, Dr. Neha Modi initiated Q

& A round where he answered all the given questions. In the conclusion he said “An Entrepreneur is a person who sets business, takes the risk”. In his session to magnify the impact he used Real life examples.

Vote of thanks was proposed by Dr Sangeeta Jain.

The session was wonderful and very helpful for the students.



Workshop on “How to Write Business Plan”

This was an initiative taken by Pathfinders to brief all the students about the importance of Business and how can they accelerate their career by writing an effective Business Plan. On 15th November 2021, Dr. Neha Modi and Dr. Utkarsha Soni took session on “How to write Business plan. MBA Semester First and MBA Semester III students were present in the session.

Session started with how to choose business ideas. Students were asked to write their dream idea. further the details of business plan writing was explained by Dr. Neha Modi wherein she covered Purpose of a Business Plan, Elements

of a Successful Business Plan, Executive Summary, Company Overview, Product and Service, Market and Industry Analysis, Marketing Plan, Operations Plan. Development Plan, Management Plan, Competitive Advantage, Financial Plan, Funding source. They're after Dr. Utkarsha Soni shared and discussed two projects, Cake - o Mania and Green leaves. She explained, how the student can take up new initiatives and what all resource and guidelines are needed to prepare business plan.

Student showed full Enthusiasm in Business plan writing session. All the quires were resolved during the session

Case Methodology Special Session

Case methodology is an effective tool to incorporate decision making and analytical skills in students, looking into this on 17th November 2021, Dr. Shweta Sharma and Dr. Shameen Warsi took session about the procedure and steps of solving case study.

In the session both faculty members explained about what is a case study? Types of cases, steps involved in solving case study – short cycle and long cycle process, situation analysis, problem identification, analyzing case data,

generating solutions, evaluating solutions, best solution, optimum solution. Brain Mapping technique is also discussed. Styles of case analysis like SWOT, Noise, Venn Diagram, SOAR, PESTEL were explained in details to the students.

Sample case study is shared with students and on the spot case solving steps were discussed with students. Students participated with full zeal and their queries were also resolved during the session.



Various Cells of GSIMR

In order to provide exposure about the functioning of various cells GSIMR's students are divided into various committees comprising of faculty mentors and student coordinators, details are as follows:

S.No	Committee	Faculty Co-ordinator	Student Representatives	
			Sem III	Sem I
1	Academic	Dr. Sangeeta Jain Dr. Neha Modi	Abhay Mehta Nikita Dwivedi, Aashish Devkota	Nisha Negi, Anuj Mishra Gopika Thakur, Pheoba Joseph
2	CRC (Corporate Relation Cell)	Mr. Aditya Verma Mr. Mohit Raikwar	Arpita Saksena Aashish Devkota, Abhay Mehta Rashi Sharma, Nikita Dwivedi	Pratiksha Husnapure, Aditi Gupta, Nikhil Jain, Malay Meria, Aditi Dubey, Nisha Negi, Adarsh Lele, Tanya Chauhan, Anuj Mishra, Anish Bohra, Sonam Sharma
3	Entrepreneurship	Dr. Neha Modi Dr. Utkarsha Soni	Nikita Dwivedi Abhay Mehta	Sahil Kamrani, Adarsh Lele, Aditi Gupta, Nisha Negi, Phoeba Joseph, Kalyani Dharmadhikari, Ushika Maheshwari, Neeraj Singh Chouhan, Sonu Dhaliya, Neelam Sethiya, Diksha Mahajan, Kanak Sharma, Deepak Sharma, Ritendra Pal
4	Newsletter	Dr. Sangeeta Jain Dr. Neha Modi Dr. Shameen Warsi	Rashi Sharma Arpita Saksena	Gopika Thakur, Aditi Gupta, Prabhjot Singh Jandu, Musab Ansari
5	Sports	Dr. Dheeraj Tiwari Mr. Mohit Raikwar	Himanshu Pawar Mithilesh Titware Aakash Bhattacharya Sovik Roy	Aditi Gupta, Pratiksha Husnapure Prabhjot Singh Jandu, Nisha Negi, Kanak Sharma, Nirali Paliwai, Dependra Raikwar, Mohit Sharma, Roshan Rao
6	Cultural	Dr. Shweta Sharma Dr. Utkarsha Soni	Aakash Bairagi, Deepanshu Jaiswal Manish Kanodiya, Anshika Thakur Arpita Saksena, Aakansha Pandey Aakash Bhattacharya, Sovik Roy Shivani Yadav, Khushi Patel	Tanya Chauhan, Sonu Dhaliya, Pranjal Rajput, Pooja Jadon, Aditi Gupta, Adarsh Lele, Atishay Jain, Deepak Sharma, Sakib Ahmed, Malay Meriya, Nikhil Ingre, Aditi Dubey, Sahil Kamrani, Pratiksha Husnapure, Devansh Gupta, Gayatri Goswami
7	CSR	Dr. Dheeraj Tiwari Dr. Shameen Warsi	Rounak Pandey Shubham Kamble	Adarsh Lele, Sakib Ahmed, Pratiksha Husnapure, Anuj Mishra, Sahil Kamrani, Prabhjot Singh Jandu, Parul Mishra, Aarti Narwariya, Nikhil Ingre, Mohit Sharma, Kanak Sharma, Gopika Thakur, Nikhil Jain, Jeet Mishra

GSIMR E-CELL Team

Teams	Students Name
Desgin	Diksha Mahanjan, Ushika Maheshwari, Neelam Sethiya, Abhirami Nair, Neeraj Singh Shivali, Avni Ratnawat, Sahil Kamrani
Anchoring	Nisha Negi, Jeet Mishra
Stage	Nisha Negi, Kalyani, Pranjal Rajput, Jeet Mishra, Sonu Dhaliya, Purva Jagtap, Phoeba Joseph
Documentation	Ankur Hariyani, Adarsh Lele (Camera), Pratiksha Husnapure, Kanak Sharma (Camera)
Audio Visual	Ritendar, Neeraj Singh
Newsletter/ Newspaper Reporting	Prabhjyot Singh
Idea Genration	Neeraj Singh, Aditi Gupta
Coordination	Phoeba Joseph, Pratiksha Husnapure, Pranjal Rajput, Prabhjyot Singh, Ritendar Singh, Adarsh Lele, Ankur Hariyani, Sahil Kamrani