

## Editorial...

**"Tomorrow is the first blank page of a 365-page book. Write a good one."** — Brad Paisley

The approach of New Year is a festive occasion. The worldwide outbreak of the virus has definitely presented challenges for everyone, health officials have been trying to balance the need for safety against people's individual freedoms and the health of the economy.

This issue of GSIMR times covered Business plan competition, which was organised by the Entrepreneurship cell of GSIMR "Pathfinder" wherein students interacted with resource persons from UNICEF and United States, which gave them a platform to show case their talent and skills together with a chance to explore new opportunities.

Although most of the world has gone on a virtual platform but the student still finds the need to come offline. The Offline internal Examination was conducted for the students, they showed their presence with full enthusiasm.

As tough as it's been, we made it through 2021. And that feat alone is significant. As we move into the new year, let's try to be safety conscious, considerate of our neighbours, and willing to pull together and make personal sacrifices for the greater good.

After all, 2022 is here. And whatever the year holds, we'll all be in it together.

### Editorial Team

**Chief Editor:** Dr. Sangeeta Jain

**Editors:** Dr. Neha Modi and Dr. Shameen Warsi

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

Gopika Thakur, Prabhjot Singh (MBA I Sem)

## “आओ मिलकर नया इतिहास बनाएँ”

“आओ मिलकर नया इतिहास बनाएँ”

थोड़ी सी उम्मीद

थोड़ा सा विश्वास देने आई हूँ

मैं खुद एक नारी हूँ

नारी को नारी की ताकत का

ऐहसास दिलाने आई हूँ

हाँ मैं सबो जगाने आई हूँ

मैं एक नया इतिहास बनाने आई हूँ

सभी क्षेत्र में आज बराबर का हमारा

अधिकार है

नारी नहीं किसी से कम

माना ये संसार है

बनकर मैरीकॉम, पी.टी.ऊषा

हर चुनौती को स्वीकारा है

आओ मिलकर नया इतिहास बनाएँ

मिलकर अपने सपनों के पंख लगाएँ

कितने हैं मजबूत इरादे,

दुनिया को आभास कराए

कुछ को तुम जगाओ, कुछ मैं जगाऊँ

आओ मिलकर नया इतिहास बनाएँ।

**ऊषिका**

**महेश्वरी**

(MBA I Sem)



## India's New Year

Every region has a unique culture and traditions of celebrating the New Year. Majorly New Year is celebrated at the time of harvesting of crops. Baisakhi is the biggest harvest festival celebrated across entire North India. Baisakhi holds a special place in the land of Five rivers, Punjab. Commemorating the first day of the Vaisakh month Maithili New Year, it is celebrated by the Maithilis in Bihar, Jharkhand and even Nepal. Bohag Bihu also falls on the day of Baisakhi and Puthandu in Assam. Celebrating



the new harvest with lots of sweets, shared among the family and friends with the exchange of more gifts. Gudi Padwa is the first day of Chaitra month and marked as the New year in Maharashtra. A 'Gudi', a beautiful arrangement of silk saree or cloth tied to stick with a 'Lota' on the top and then decorated with sweets and garlands made of neem and mango Ugadi or Yugadi is the New Year celebration of Andhra Pradesh, Telangana and Karnataka. It is observed in these regions on the first day of the Hindu lunisolar calendar month of Chaitra. Vishu festival marks the beginning of harvest in the bountiful land of Kerala. It is a festival full of lights and fireworks. The day starts with an arranging harvest's fruits, vegetables and seasonal flowers in front of a mirror. The Poila or Pohela Boishakh is the first day of the Vaisakh, which is the Bengali New Year. The Islamic New Year starts on the first day of Muharram, which is the first month of the lunar Hijri calendar that is followed by Islam. The day also marks the migration of Prophet Muhammad from Mecca to Medina in 622 AD, and the journey was called Hijrah or Hijri, and hence the name 'Hijri calendar'. Beauty of India is unity in diversity, we celebrate new year of every region and religion together and the same applies to GSIMR as well.

Happy New Year!!

**Prabhjot Singh**  
(MBA I Sem)





## Business Plan Competition (Ignitors) – Preliminary Round

**“Taste the relish to be found in competition – in having put forth the best within you.” – HENRY KAISER**

PATHFINDERS the Entrepreneurship cell conducted its 1st Business plan competition on 8th Dec 2021 under the guidance and support of Dr. Neha Modi and Dr. Utkarsha Soni. Total six groups participated in the business plan competition and their business plans were described as follows:

**1. House caretaker :** House Caretakers team presented their business plan to provide security service for individuals for short duration by hiring jobless candidates.

**2. Fly Girl :** Fly Girl team presented their business plan on making and providing biodegradable sanitary pads for women. Team later demonstrated their product.

**3. Apni Two wheeler :** Apni two wheeler team provided business plan to create easy transport network of bikes and scooters for other individuals which are not currently in use.

**4. Autonomous systems :** Autonomous systems provided a products like drones and automated CNC machine which were fully autonomous and does not require human during

their operation.

**5. Trash to Treasure :** Team trash to treasure plan for creating royal look furniture which is made by solid waste. Want to cover major part of solid waste from India.

**6. Pretty & Petals :** It is one stop shop for Indian apparel, jewelry, and accessories. They planned to specialize in bridal wear, wedding lehengas, gowns buy incorporating local fashion designers.

**Dr. Shameen Warsi and Dr. Dheeraj Tiwari** were the judges for the competition.

Teams were Judged based on their creativity, innovation and coordination. Each team were cross questioned after their presentation. After the competition judges presented their views for individual team and the teams which made it to the next level were House Caretaker, who bagged the 1st position followed by Fly girl taking the 2nd position and the 3rd position by Apni Two-Wheeler.

Final round of Business Plan competition was conducted on 14th of Dec 2021 and Special Guests were invited from UNICEF.



## Ignitors Finale

**Pathfinders** the Entrepreneur Cell of GSIMR conducted its Finale of Business Plan Competition on 14 dec 2021 under the Support and Guidance of Dr. Neha Modi and Dr. Utkarsha Soni. Total 4 groups are selected for final round in the business plan competition and their business plans are

1 House Caretaker

2 Fly Girl

3 Apni Two-Wheeler

4 Autonomous Systems

All the faculty members were present including Dr Sangeeta Jain, Mr. Ashish Choubey (state consultant - RCCE C4D Unicef MP India). Mr. Jitendra Rajaram Verma (CAB and Covid

vaccination promotion programme state coordinator for Unicef MP India).



Program started by lighting lamp of Maa Saraswati later Dr. Utkarsha Soni gave brief introduction of GSIMR entrepreneur cell pathfinders. Then all 4 Teams presented their Business Plans.



After that Dr. Shameen Warsi gave introduction of Mr. Ashish Choubey Sir then he briefly discussed about Entrepreneurship and role of Communication in today's world.



Dr. Shweta Sharma gave introduction about Mr. Jitendra Rajaram Verma. He discussed Lean Canvas and shared his views on mission and vision of business plan model. After the speaker's session results were declared, Team Fly Girl won the competition. At end of Program Dr. Neha Modi gave vote of thanks to the Guests, Faculties and Audience.

## Back to Normal

Recently, education and the ways of conducting education are changing. The educational patterns and syllabus are also witnessing a change. Due to pandemic online education is gaining importance and online education has got momentum specially for higher education. Education sector is digitizing and accepting the switch from



offline to online mode of education. But online exams cannot replace offline exams in certain aspects.

We've all been waiting for the world to return to normal after the pandemic. Finally, after a couple of online exams, GSTMR



conducted its 1st Internal exams for the odd semesters starting from 30th Nov 2021 till 23rd Dec 2021 in the offline mode. Exams were conducted by following all the covid protocols. Students seriously attended their internal exams as 95% attendance was registered.





**GOVINDRAM SEKSARIA INSTITUTE OF MANAGEMENT & RESEARCH, INDORE**  
Approved by AICTE and Affiliated to D.A.V.V Indore

### GSIMR Entrepreneurship-Cell

## 'PATHFINDERS'

Presents

### "IGNITORS" Finale

Heartily Welcomes Our Guest Speakers :



**Mr. Ashish Choubey**  
State Consultant-RCCE, C4D  
UNICEF, MP, India  
**Topic : Social Entrepreneurship**



**Mr. Jitendra Rajaram Verma**  
CAB & Covid Vaccination  
Promotion Program, State  
Coordinator, Unicef, MP,  
India  
**Topic : Lean Canvas**

**15<sup>th</sup> Dec 21**  
12:30pm onwards  
Venue-GSIMR Auditorium

To Participate Connect with our coordinators:  
Ankur Hariyani - 7024672119  
Aditi Gupta - 8959502442

## Believe you can and you're halfway there.

Theodore Roosevelt





# Oh! I don't mean like that

It happens with everyone whether it's a date or interview. What we think in our mind about other person or purpose gets difficult to express our thoughts correctly with exact



meaning and that makes the situation embarrassing for both the individuals. It creates negative impact which no one wants. Do you? Obviously big "NO".

It's true 99%. The meaning of your message is determined

by the reaction you get from the other person. "Your intentions are not important if other do not understand you".

It happens when you realize that what you tell to the person is not what do you meant.

So, let's start framing our words.

- Don't put your mouth in motion before your mind is in gear.
- Establish trust at the beginning in your words.
- Be careful of your tone of voice and do not lecture or condescend.
- Illustrate your point.
- See things from their point of view.
- Understand their triggers.

**Aditi Gupta**  
GSIMR College  
Indore (M.P.)



## Faculty Corner

Dr. Sangeeta Jain and Dr. Utkarsha Soni were the resource person in an online workshop organized by Department of Commerce in association with IQAC, Govt. Vikram College Khachrod (M.P.) under the aegis of WB-MPHEQIP's "Academic Excellence" initiative.

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This Certificate is Presented to **Dr. Sangeeta Jain, Director (Management)** From **Govindram Seksaria Institute Of Management & Research, Indore (M.P.)** for imparting her valuable insights and inspirations as a resource person to the pupils, faculties and research scholars during FDP Cum Workshop on **"Personality Development (Time Management)"** Dated- 15, December 2021, Organized by Department of Commerce in association with IQAC, Govt. Vikram College Khachrod (M.P.) under the aegis of WB-MPHEQIP's "Academic Excellence" Initiative.

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**CERTIFICATE OF APPRECIATION**

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