

THE GSIMR TIMES



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

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Editorial...

Success is not an overnight thing. It's when every day you get a little better than the day you started; It all adds up.

At GSIMR we not only focus on curriculum but believe in providing over all personality development and make our students industry ready. Institute provides a wide platform for personal interaction, which there by helps in grooming the student at different level.

In this addition will cover up international yoga day, Industrial visit, soft skill training, Quality Improvement Programme (QIP). These all activities have given platform for faculty to enhance their knowledge as well as students to acquaint themselves with corporate world.

In the years that have passed by, apart from imparting knowledge to each and every individual, we associated with, GSIMR stood tall with its approach in education and its pedagogy. A desire to always do more flows in the blood of GSIMR and we excel in embracing it. This time and again, we choose to charter in the unexplored dimensions of the education world and re-invent ourselves in the years to come.

Happy Reading!!

Editorial Team

Chief Editor: Dr. Sangeeta Jain

Guest Editor: Ms. Insha Mohammads

Editors: Dr. Neha Modi and Dr. Shameen Warsi

Student Editors: Gopika, Prabhjyot (MBA II Sem)

First Sem Toppers



Phoeba Joseph



Parul Mishra



Nisha Negi M



Ushika Maheshwari



Shreesha Joshi



Tulisha Vyas

Calendar

03 May 2022	"Growing Business Through Digital Marketing" Seminar.	Dr. Tejas Shah
13 May 2022	Tata International Limited.	Industrial Visit
31 May 2022	Isomatrix Management Pvt Ltd.	Campus Drive
01 June 2022	"Life Management" Seminar.	CA Amit Shah
10 June 2022	Pratap snacks Limited (Yellow Diamond).	Industrial Visit
08 June 2022	Self Defence workshop.	Dr. Divya Gupta
15 June 2022	"Self Awareness To Plan Your Future Better" Seminar	Ms. Pooja Upadhyay
21 June 2022	International Yoga Day Celebration	CA Shailendra Vijayvargiya

Second Sem Toppers



Priya Shrivastava



Chandrika Ratneria



Nitisha Joshi



Preeti Chouhan



Abhay Mehta



Yashi Bhargava

Industry Visit : Tata International Ltd, Dewas

An industrial visit was organized on 13th May 2022 to Tata Internationals Ltd, located in Dewas. Tata International Limited is a premier trading and distribution company with a network of offices and subsidiaries spanning more than 27 countries in Africa, Europe, Middle East, Latin America and Asia. It is India's leading exporter, manufacturer and supply chain integrator of leather and leather products with exports to over 35 countries. Their diversified product basket comprises a large range of footwear, finished leather and garments, all of which reflect contemporary trends in design and color palette. 38 Students of GSIMR (III and IV Semester) visited the manufacturing unit accompanied by faculty coordinators. Operations Manager of Tata International explained the process followed in manufacturing of leather goods, especially leather seat covers. He also explained that they manufacture high quality seat covers made of leather which



can resist high heat as well. Students walked through the processing of raw materials, finishing, coloring etc. Students also went to the outlet of Tata International where leather shoes, belts etc. are displayed and they were open for purchase. Students learned a lot about processes followed in leather manufacturing.

Pratap Snacks Limited (Yellow Diamond), Indore



An industrial visit was organized on 10th June 2022 to Pratap Snacks Limited (YELLOW DIAMOND) located in Indore. It's a Company which is a manufacturer of various flavors of chips under the brand name of Yellow Diamond. 40 students of II Sem and IV Sem Batch have visited the Company with faculty Coordinators. HR gave details about the plants and guided the students. Students were allowed to visit inside the factory premises to see the complete manufacturing process.

Company is manufacturing different products and each process is a distinct one. The Production Manager has explained the process of manufacturing of each product. Packing department has explained the packing process and dos and don'ts about this. All processes were automatic one with minimal manual intervention.

Company officials explained about their export process too. Lot many queries of students were answered by the respective process owner.

At last, a question answer session was done in the board room where HR Manager, Production Manager and Project In-charge have answered lot many questions of the students. Students have asked various questions about HR policies, Export Sales, Domestic Sales, Competitors, Market segmentation, process and these were answered by the team.

A cherry on the cake was, Company has provided Goodies bags to all the students with lot of eating stuff. It was a fantastic learning experience for the students.

Session on Digital Marketing



GSIMR organized a guest lecture by Dr. Tejas Shah, collaboration with IMA Indore on 3rd May 2022 on the topic “Growing Business Through Digital Marketing”.

Dr. Tejas Shah is the program chair of MBA (Family Bus. Ent.) and faculty of MKTG at Nirma Institute, Ahmedabad.

International Yoga Day

On 21st June 2022 GSIMR celebrated International Yoga Day, special Yoga Instructor CA Shailendra Vijayvargiya (CFO, Purple Focus and International Sahaj Yog Practitioner) was invited for protocol yoga practices for students and faculties of GSIMR.



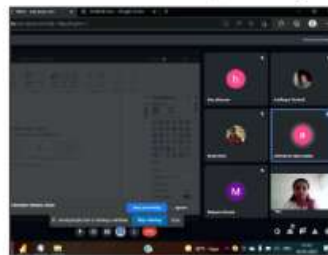
Self Defence Workshop

GSIMR organized self defense training specially for girls by team from “Jwala”, Indore on 8th June 2022. Dr. Divya Gupta

shared lots of tips to girls for their safety along with that marshal art trainers also gave practice session to girls for safe defense.

Faculty Corner

Dr. Shameen Warsi conducted an online hands-on session about “Power BI” to industry professionals perusing Integrated Program in Business Analytics (IPBA) from IIM, Indore on 18th May 2022 and 28th June 2022.



QIP (Quality Improvement Programme)



Quality improvement program involves systematic activities that are organized and implemented by GSIMR to improve its quality in academics.

On 3rd and 16th June 2022, Prof. Mohit Raikwar took hands on session for new features in

excel, in the workshop he shared excel sheet to all the faculty members and elaborated various tools to be applied on those sheets. The session was very interactive as well helpful. It upgraded the expertise of all the faculty members in excel.

Skills Development

GSIMR commits overall development of students and most important skillsets required for future budding managers are – Spoken English, Group Discussions, Mock Interviews and Computer Proficiency. The purpose is to hone the skills and improve the confidence level of students.

· **English Proficiency** - Institute offers special English Proficiency Module for GSIMR students as well as outsiders free of cost under the guidance of Mr. Vijendra Kohwal, language expert.

· **Group Discussions** – Regress GD sessions were conducted on various topics like Future of Evehicles in India, Impact of Russia-Ukraine war on world economy, etc.

Ms. Office Module - MS office Module is in execution for GSIMR students, under the guidance of Mr. Mohit Raikwar.



Flexi timing approach is being followed; students can work on MS office Module from computer lab as when they have free time.

Words of Alumni



It was great to see the campus this time after so long. While I couldn't recognize anyone, it was so amazing to see my place being vibrant and grooming. I met director mam and got to know about the progress college has done. Wish you all the best.

Aditya Vasistha
Cluster Head, Rural Business and Trade Operations
Dr. Reddy's, Hyderabad

Paper Review: Determinants Of Loan Delinquency In Personal Loan

The research paper is done by Insha Mohammad (Academic Associate, GSIMR) and Dr. Rashmi Somani (Associate Professor, Medi-caps University).

It reveals that the community policing activities of private commercial banks include loans customer appraisal collateralized lending, giving creditors reminder notes, credit tracking, developing practical lending and credit protection.

This study further shows that the major factors of credit crime are the incorrect choosing of a loan customer, the lack of follow-up, unhealthy banking competitiveness, the lack of a thorough examination of project feasibility, higher interest costs and insightful asymmetry. This study also showed that the key tactics

for enhancing loans can be strict adherence to loan regulation, visitors visit after loan disbursement, sufficient security assessment, regular/ temporary distributors, loans provided for companies not against conspiracy facilities, lower rate setting and appropriate paperwork before the disbursement.



**Paper Review By,
Ms. Insha Mohammad**



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