

## Editorial...

It is said that college is a practical laboratory where a student does experiments with different types of resources and challenges in a demanding, situation to execute the four functions of management i.e. planning, organizing, leading, and controlling.

The rocking students of GSIMR applied the above functions of management in the month of February to organize the most anticipated event of the institute, "Kshitiz 2023." The pressure of coming Exams and maintaining zeal to perform best in the event was challenging but they are GSIMR students. Sometimes they win, sometimes they lose but one thing is sure they never give up, they always learn. They know every event has a purpose and every setback a lesson.

This monthly edition of the Newsletter is dedicated to future leaders for their enthusiastic and rocking performances and covers the most indelible memories of Kshitiz 2023, along with student participation in IMA conclave, placement updates, etc.

### Editorial Team

**Chief Editor:** Dr. Sangeeta Jain  
**Editors:** Dr. Shameen Warsi and Ms. Insha Mohammad

**Guest Editors:**  
Mr. Virendra Khawal

**Student Editors:** Sakshi Gupta & Shalini Malviya (MBA I Sem)

## KSHITIZ 2023

"Spring is when life's alive in everything" – This quote from Jhon Muir perfectly describes the zest and zeal of the Annual Fest of GSIMR – "Kshitiz 2023". Kshitiz 2023 was a melange of many interesting activities. Dance, drama, adventure, music, singing – It was a plethora of events. The inaugural of Kshitiz 2023 was done by chief guest Mr. Preetesh Patangiya

(Alumni GSIMR, Director BioUrja), along with Mr. Abhay Bharkatiya and Prof. Ajay Kibe (Member Governing body, GSIMR), Dr. Sangeeta Jain and all faculty members. Students also run food stalls in campus. They prepared mouth-watering food items in the stalls. Beautiful decorations of the stalls attracted everyone.

Event	Event	Event	Event
Rang Tarang-Rangoli	Iconic Ink-Tattoo	Raag Basanti - Solo Song	GSIMR Roadies Adventure Game
<b>Judges</b> Dr. Vimmie Manoj	<b>Judges</b> Dr. Vimmie Manoj	<b>Judges</b> Ms. Sandhya Dave	<b>Score Based</b> -
<b>Winner</b> Mansi Gupta	<b>Winner</b> Ayushi Singhai	<b>Winner</b> Jayesh Yadav	<b>Winner</b> Sanket Choudhary Gaurav Jaiswal
<b>Runner Up</b> Tejasvi Vijayvargya	<b>Runner Up</b> Yashasav Gaur	<b>Runner Up</b> Krishika Khawal	

Event
Spot Light - Talent Hunt
<b>Judges</b> Ms. Lalita Sharma
<b>Winner</b> Ritika Mishra
<b>Runner Up</b> Jeena Soni

Event
Thirkan-I Min Dance
<b>Judges</b> Ms. Preeti Kildar
<b>Winner</b> Seenam Khan
<b>Runner Up</b> Ayushi Singhai



## KSHITIZ 2023

Felicitation of all the winners was done by Dr. Sanjeev Khanna (CFO, Patanjali) and Dr. Rita Jain (Principal, Choithram UG College) and A scrumptious High Tea and DJ was arranged by the college for the students on the 2nd day of the event. Student enjoyed the High Tea and DJ so much. The Event was a completely entertaining and full of learning for all the students.

**Event**

Thandi Rasoi Fireless Cooking

**Judges**

Ms. Preeti Aiyer

**Winner**

Team Taare

Zameen Par

**Runner Up**

Team Eklavya

**Event**

Rang Saazi  
Tshirt Painting

**Judges**

Preeti Aiyer

**Winner**

Team Shorya

**Runner Up**

Team Eklavya

**Event**

Ad Maniac -  
Ad Mad Show

**Judges**

Mr. Tushar Mahimkar

Mr. Mustakim Shaikh

**Winner**

Team Arjuna

**Runner Up**

Team Eklavya

**Event**

Nukkad Natak

**Judges**

Ms. Rachna Johari

Ms. Monika Purohit

Ms. Kavita Bhatt

**Winner**

Team Eklavya

**Runner Up**

Team Nadaan Parinde

**Event**

Nritya Anand – Group Dance

**Judges**

Ms. Rushina Mathur

Ms. Aashi Ratnakar

Mr. Arun Singh

**Winner**

Team Taare Zameen Par

**Runner Up**

Team Ashoka

**Event**

Antakshari

**Score Based**

-

**Winner**

Team Eklavya

**Runner Up**

Team Ashoka

**Event**

Attrire Spectra –  
Fashion Show

**Judges**

Ms. Arshi Aamir

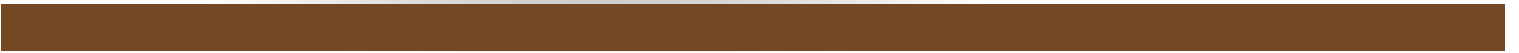
Ms. Rashmi Sachan

**Winner**

Team Arjuna

**Runner Up**

Team Chankya



# Faculty Corner

Dr. Sangeeta Jain and Dr. Neha Modi published a research paper in “Unnayan – The International Bulletin of Management and Economics.



← Dr. Shameen Warsi took an interactive session about “Elevator Pitch” at AMWebTech Pvt. Ltd. Indore on 24th Feb 2023.

## वन्दे मातरम्

वन्दे मातरम्, वन्दे मातरम्।  
 वन्दे मातरम्, वन्दे मातरम्।  
 बोलो वन्दे मातरम्  
 भारतीयता का है परम प्रमाण सा।  
 एकता का मूल मन्त्र है पुराण सा।  
 दासता को बेधता अचूक बाण सा,  
 हिन्द की हवा में जिन्दगी के प्राण सा।।

इसे गाने वाले कभी डरते नहीं।  
 कोरा दम्भ थोथी बात करते नहीं।  
 अदम कदम कभी धरते नहीं,  
 बलिदान देते किन्तु मरते नहीं।।

फहराता तिरंगा फरफर हरदम।  
 उसी निकलता है वन्दे मातरम्।  
 वन्दे मातरम् का अर्थ अगर चाहो जानना।  
 तो बताउ ये है शुद्ध राष्ट्र साधना।

मादरे वतन सलाम की है भावना,  
 मातृभूमि को प्रणाम करने की है  
 कामना।।

यही युति देश की दशा संवारती।  
 स्वर्ग से शहीद की ऋचा उचारती।  
 लोक को विलोकती प्रजा पुकारती,  
 यही है हमारी माँ भारती की आरती।।

भिन्नता में भाव भावना का ध्यान है।  
 जो भी है यहां समान है,  
 पूजा पाठ घंटी हां यही अजान है,  
 गीता गुरुग्रन्थ हां यही कुरान है।

तो आओ सब बोलो।  
 खोलो दिल खोलो, बोलो वन्दे मातरम्।  
 मैं भी बोलूं तुम भी बोलो वन्दे मातरम्।



**Shalini Malviya**  
(MBA I Sem)

# “Reinvent, Evolve, Lead” 30th IMA International Management Conclave 2023



**I**MA which is one of the proactive, focused and fastest growing non-profit management associations of India has organized a

Two days IMA International Conclave On 17th & 18th Feb 2023 at Brilliant Convention Centre Indore. The theme of the conclave was “Reinvent, Evolve, Lead”.

23 eminent speakers from the globe were present in the two days and they have shared their real-life experience and journey with the audience. It was a thought-provoking experience for the students too. 20 students along with CRC Head CA Prem Dua attended the conference for two days. Ms. Gopika Thakur and Ms. Phoeba Joseph from 2021-23 batch have given their services to IMA as coordinator for the event. Both were awarded certificates by IMA.

## Testimonials :



**RITIKA MISHRA**  
MBA (Sem I)

**"Technology cannot be always relied upon, human connection is imperative".** -Simerjeet Singh

### REINVENT | EVOLVE | LEAD

This was the theme of the IMA Annual Conclave 2023.

Getting a chance to meet many Gems, and Padma Shri's under one roof was such a great experience for me. As well as learned life lessons in technology, work

culture and self-motivation, and I will always remember this to build my successful career.

**“The Beautiful thing about learning is that nobody can take it away from you”.**

Leave no stone unturned, grab every opportunity in the best possible way. Reinvent yourself to survive in this perilous times, which will further help you to evolve and lead people as a management students. So was the Theme of 30th International Management Conclave – “Reinvent Evolve & Lead”.

I got this wonderful opportunity to be part of **INDORE MANAGEMENT ASSOCIATION** as a Coordinator for 30th International Management Conclave which was held at Brilliant Convention Centre on 17 & 18th Feb 2023. It was indeed an experience to be cherished.

As Management students we have always learned the 14 Principles of management and it was time to apply this practically. IMA provided me with a platform where I could improve my skills, upgrade my knowledge and learn new things. This platform helped me in building my Network in the best possible manner. I could listen to eloquent speakers, iconic Entrepreneurs, Legendaries and spiritual gurus.

I thank IMA and My college Management for giving such a wonderful opportunity.



**PHOEBA JOSEPH**  
MBA (Sem IV)

## PLACEMENT UPDATE

A placement is the continues activity at GSIMR and companies visit on monthly basis to select students. Companies visited in the month of February 2023 are as follows

