

Editorial...

Managing a festival teaches you the importance of meticulous planning, clear communication, creative problem-solving, and the ability to adapt quickly to unexpected changes. These are invaluable skills that can be applied to any management role, in any industry.

In this issue, we bring a range of articles that reflect the diversity and excellence of our MBA program. As we celebrate the festival season, let us not forget the values that underpin these festivals. Let us embrace diversity, work hard, persevere through obstacles, stand up for what is right, forgive, and build meaningful relationships with those around us.

The festival of Holi teaches us about the power of forgiveness and letting go of grudges. Likewise, this edition covers management learnings from various festivals.

At GSIMR, we believe that it is important to imbibe these values in our students. The festivals of India are not just about rituals and customs, but they also provide important life lessons that are relevant to our careers and personal growth.

Along with festivals, this edition covers entrepreneurship activity done by students, industrial visit, campus buzz felicitation, and many more things.

Happy Reading!

Editorial Team

Chief Editor: Dr. Sangeeta Jain

Editors: Dr. Shameen Warsi and Ms. Insha Mohammad

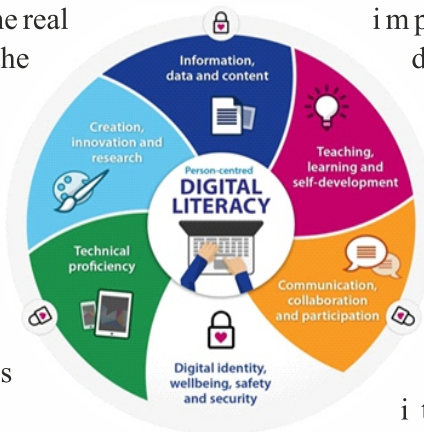
Student Editors: Sakshi Gupta & Shalini Malviya (MBA I Sem)

"Digital Literacy Campaign in Rural Areas"

In present our governments are focused for DIGITAL INDIA so it is the most important responsibility of voluntary sector that they spread the digital literacy all over the grass root community, because the real Bharat is living in the villages.

National Digital Literacy Mission (NDLM) has been initiated by the government of India. But still the rate of rural digital Literacy is very low.

In order to bridge the digital gap and create awareness amongst the people about government schemes and programmes, GSIMR institute is planning to provide a helping hand to the society thereby upgrading the



digital literacy rate among rural citizens. Faculties and students of GSIMR will be running Digital literacy campaign where the farmers, women and youth in the villages will be

imparted training in different digital applications. The vision is to establish an equitable society through innovative and integrated approach in the area



Dr. Shweta Sharma
(Project Coordinator)

of digital Literacy for the empowerment of the youngsters, women, and Farmers.

Entrepreneurship Activity

Entrepreneurship activity Rs. 50/-market was held under the cell "pathfinder" on 1st March 2023.

In which students were divided into 6 groups. They have collected Rs 50 each. In this activity, they had to invest this money i.e. Rs 300 in the open market by selling a product of their choice. All eight teams were formed. Teams were given 3 hours from 11.00 am to 2 pm. And every hour the team had to submit

their photographs and after the completion of time each team has to present what they have sold together with cost and profit analysis.

Various product like jaal jira, T-shirts, coconut, ice-cream, pen, water bottle, organic cigarette were sold at different places. Students learned various aspects of business world.



Ratlami Thanda - Jalzeera (Winner)
Shreyal Sharma, Ritesh Agrawal,
Prince Gupta, Siddharth Pathak,
Sunil Singh Baghel.

Holi ka Funda - Holi Tshirt (Runner-up)
Amulaya Singh, Ayushi Singhai, Anuj
Kumar Pandey, Karishma Sharma,
Sanskar Sharma, Seenam Khan.

FELICITATION CAMPUS BUZZ

Activity-based learning facilitates students to learn self-direction, communicate, interact, work in a team, and develop critical thinking skills for problem-solving. All the students are divided into teams and one faculty mentor is given to each team,

every Wednesday one team conducts some management-based competition and all other team members participate.

The winners of recent activities of Campus Buzz are as follows:

1.

Debate on the topic of Multi Generational Workforce

Gold Medalist
Anupama Bartare,
Amulya Singh

Silver Medalist
Ritika Mishra,
Taniya Chhabra

Bronze Medalist
Nil

Faculty Mentor
Ms. Insha Mohammad

2.

The Artist Game – knowing your classmates

Gold Medalist
Nimisha Goyal

Silver Medalist
Akshat Jain

Bronze Medalist
Shruti Verma
Seenam Khan

Faculty Mentor
Ms. Amita Agarwal

3.

Mad Ad Show – Creative advertisement for funny products

Gold Medalist
Naman Sharma, Kamal Sharma, Ayushi Singhai, Raj Meena

Silver Medalist
Palak Saxena, Deepika Dhakad, Anuj Pandey, Satyam Raghuvanshi

Bronze Medalist
Nimisha Goyal, Krishika Khawal, Parchi Pandey

Faculty Mentor
Dr. Dheeraj Tiwari

4.

Corporate ki che che... customer ki pe pe - Role plays Real corporate and marketing scenarios

Gold Medalist
Kamal Sharma, Nirupam Singhal, Anil Yadav, Karishma Sharma

Silver Medalist
Akanksha Thombre, Naman Sharma, Aaroh Gore, Aniket Sankla

Bronze Medalist
Jatin Pawar, Krishika Khawal, Seenam Khan, Mansi Gupta

Faculty Mentor
Dr. Shameen Warsi

5.

Movie Funda Management Learnings from Movies

Gold Medalist
Vijaylaxmi, Palak Saxena, Puneet Patkar, Nikhil Ingre

Silver Medalist
Vanshita Chaurvedi, Vanshita Dubey, Preeti Tiwari, Ritika Mishra

Bronze Medalist
Amulya Singh, Nimisha Goyal, Tejasvi Vijayvargiya, Priya, Savita

Faculty Mentor
CA P.K.Dua

6.

Ring of Fire – Team Adventure Games

Gold Medalist
Deepak Sharma

Silver Medalist
Akshat Jain

Bronze Medalist
Palak Saxena

Faculty Mentor
Dr. Shameen Warsi

7.

Get Switched On – Management learnings from famous personalities

Gold Medalist
Anupama Bartare

Silver Medalist
Raj Meena

Bronze Medalist
Amulya

Faculty Mentor
Dr. Neha Modi

8.

Emotional Atyachar – Same scenario in different emotions

Gold Medalist
Vanshita Chaturvedi

Silver Medalist
Naman

Bronze Medalist
Amisha Akshat

Faculty Mentor
Dr. Shweta Sharma

9.

Best Out of Waste – Advertisement on the utility of waste materials

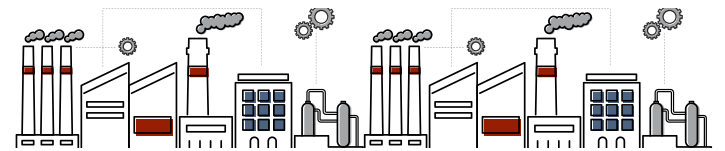
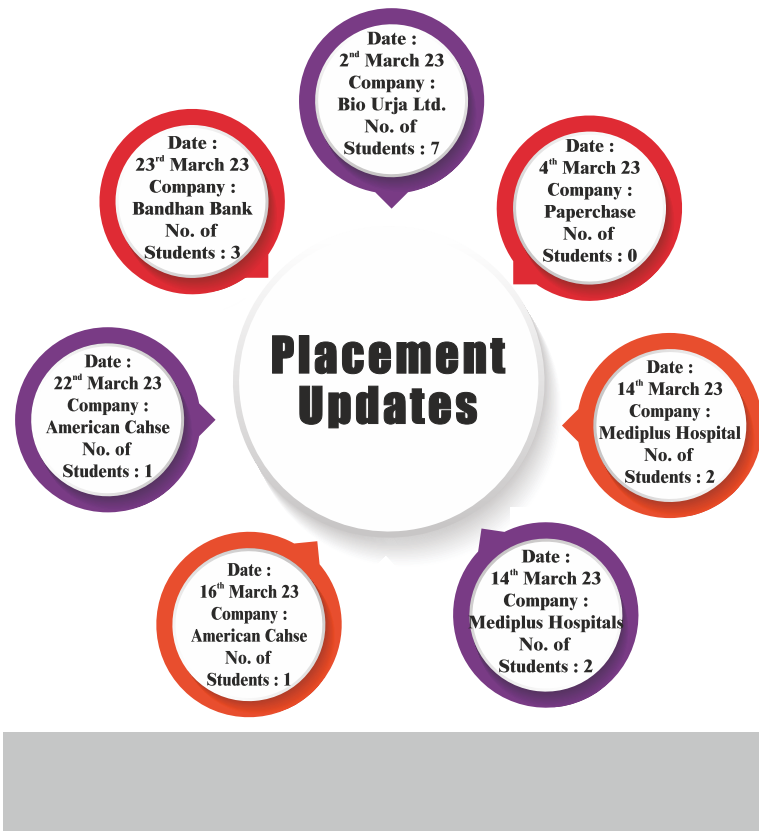
Gold Medalist
Amulya Singh, Jayesh Yadav, Sadhna Yadav

Silver Medalist
Prince Gupta, Ritesh Agarwal, Shalini Malviya

Bronze Medalist
Nimisha Goyal, Akshat Jain, Vijay Singh Chouhan

Faculty Mentor
Dr. Sangeeta Jain





The company is manufacturing different products and each process is a distinct one. The Production Manager has explained the process of manufacturing each



INDUSTRIAL VISIT

An industrial visit was organized on 21st Feb 2023 to Pratap Snacks Limited (YELLOW DIAMOND) located in Indore. It's a Company that is a manufacturer of various flavors of chips under the brand name of Yellow Diamond. 76 students of the 1st Sem Batch have visited the Company with faculty Coordinators. HR gave details about the plants and guided the students. Students were allowed to visit the factory premises to see the complete manufacturing process.

product. The packing department has explained the packing process and the dos and don'ts of this. All processes were automatic with minimal manual intervention. Lot many queries of students were answered by the respective process owner. A cherry on the cake was, Company provided Goodies bags to all the students with a lot of eating stuff. It was a fantastic learning experience for the students.



Compiled by
Nimisha Goyal
MBA I SEM

Faculty Corner

Research paper of **Dr. Shweta Sharma** is published in **Specialis Ugdymas**, a Scopus-listed journal. The title of paper is **“Impact of Psychological Counselling on Subjective Wellbeing of University Students.”**

Major stress causing factors in students :

- Increased academic competitiveness
- Burden to achieve higher grades
- Difficulties in interpersonal relationships
- Deprived of career guidance

The key learnings of the paper are :

1. Counseling sessions are extremely effective at helping students navigate challenging circumstances.
2. Subjective well-being of students of Saudi University (PNA) was higher after counseling than before and point out a clear upsurge in student's SWB after counseling which conforms to the recent research. Understanding the Psychology of students is very difficult. Whether it is the case of how to excel in their academic life as well as how to care of their mental health, they always need mentors or counselors who can put their feet into their shoes and understand their problems so that suggestive measures can be taken.

Management Learnings from Festivals

GUDI PADWA

Gudi Padwa is a festival celebrated in some parts of India, which marks the beginning of the Hindu New Year. Here are some management teachings that can be learned from Gudi Padwa:

- **Setting Goals:** Gudi Padwa signifies the beginning of a new year, which is an excellent time to set goals for the future. In management, it's essential to set clear and achievable goals for the team and organization to move forward and achieve success.
- **Planning and Preparation:** Before the Gudi is hoisted, it is decorated with various items, including flowers, mango leaves, and a Kalash. This decoration symbolizes the importance of planning and preparation. Similarly, in management, it's essential to plan and prepare for every project or initiative to ensure its success.

- **Teamwork:** The Gudi is hoisted by a team of people working together. This teamwork symbolizes the importance of collaboration and working together towards a common goal. In management, teamwork is crucial for achieving organizational objectives and success.
- **Adaptability:** The Gudi is hoisted on the first day of Chaitra, which falls in March or April, depending on the lunar calendar. The date changes every year, and people must adapt to the changing date. In management, adaptability is crucial to meet the changing demands of the market and adapt to new technologies.

Compiled By : **Dr. Shweta Sharma**



Ram Navmi

Ram Navmi is celebrated as the birth of Lord Rama, one of the most revered figures in Hindu mythology. The story of Lord Rama's life and his triumph over evil offers many valuable lessons that can be applied to management and leadership.

1. **Lead by Example:** Lord Rama is often regarded as a model king and leader, who always led by example. As a leader, it is important to set the right example for your team by exhibiting

the qualities that you want them to emulate.

2. **Embrace Diversity:** Lord Rama's team included individuals from different backgrounds and cultures, including monkeys, bears, and humans. Embracing diversity and leveraging the strengths of each individual can help create a more effective team.

3. **Courage and Perseverance:** Lord Rama faced numerous challenges during his journey, but he never gave up. As a manager, it is important to exhibit courage and perseverance in the face of adversity and encourage your team to do the same.

Compiled By :

Dr. Dheeraj Tiwari

Mahavir Jayanti

Celebrated by the Jain community to observe non-violence, peace, harmony and to spread the teachings of Mahavira, the 24th Tirthankara of Jainism, Mahavir Jayanti marks the birth anniversary of the Mahavir Janma Kalyanak and is one of the most auspicious festivals for the Jain community.

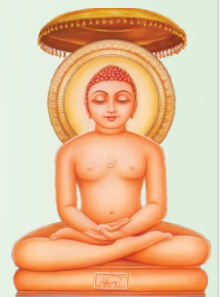
Significant points of Teachings of Lord Mahavir :

Simplicity : Mahavir made religion simple and natural, free from elaborate ritual complexities. His teachings reflected the internal beauty and harmony of the soul.

Positive attitude : Mahavir taught the idea of supremacy of human life and stressed the importance of the positive attitude of life.

Truthfulness : Mahavir's message of Ahimsa, truth (Satya), non-stealing (Achaurya), celibacy (Brahmacharya), and non-possession (Aparigraha) is full of universal compassion."

Compiled By : **Ms. Amita Agarwal**



Ramadan

Ramadan is the ninth month of the Islamic calendar and it is the holiest time of the year for Muslims. Ramadan signifies the time during which the Quran was revealed. During Ramadan, Muslims fast from sunrise to sundown for thirty days. Fasting means no food or drink as long as the sun is up.

Ramadan is about a lot more than not eating or drinking. It's a time for Muslims to reassess their spirituality, reflect on their blessings and work on becoming better versions of themselves.

Ramzan is a time for personal and professional development,

as Muslims strive to improve themselves spiritually and morally. Ramadan teaches us important life lessons such as self-discipline, empathy, compassion, gratitude, mindfulness, and patience. These lessons can help us become better individuals and contribute positively to society.

Compiled By :

Ms. Insha Mohammad