

Editorial...

"The function of education is to teach one to think intensively and to think critically. Intelligence plus character - that is the goal of true education." - Martin Luther King Jr.

Welcome to the latest edition of The GSIMR Times, where we bring you the highlights of the vibrant happenings at our esteemed institution. Our faculty members continue to be trailblazers, advancing research across diverse domains. Their relentless pursuit of knowledge is evident in their thought-provoking seminars, where intellectual boundaries are pushed and fresh perspectives emerge.

The Alumni Meet brought together alumni from the past 23 batches of GSIMR, rekindling cherished memories and forging new bonds. The students took part in a national level panel discussion on Women Empowerment during the Multi-District Rally of the Inner Wheel Club. Their active involvement demonstrated profound insights and a strong dedication to fostering positive change.

A visit to an old age home, the GSIMR Prayas Club extended their considerate presence, offering both warmth and companionship to the residents. This collective effort resulted in a truly meaningful experience that touched the lives of all involved.

At GSIMR, we're not just an institution; we're a community that thrives on connections. The threads of alumni, faculty, and students weave a story of growth, transformation, and collective impact. Join us in exploring the pages of this edition as we celebrate the spirit of learning, discovery, and progress that defines us.

Editorial Team

Chief Editor:
Dr. Sangeeta Jain

Editors:
Dr. Shameen Warsi
Ms. Insha Mohammad

Student Editors:
Shalini Malviya
Ritika Mishra
(MBA II Sem)

"Empower Your MBA Journey with Business Analytics: Where Data Drives Success"

Data has become the core of any business and is used in almost every business, from marketing to sales, finance, investment, e-commerce, manufacturing, etc. The list goes on and the importance of data will not come to an end. With the increase of data being the core, the proper analysis of it is also important where the professionals who are statistically inclined can look at the data scientifically. And that is why there is seem to be an increase in the demand for business analytics jobs.

The increasing demand for MBAs with analytical skills has made Business Analytics a relatively new and popular specialization in the management domain. In MBA-Business Analytics, professionals are trained in data analysis and taught how to use the insights to drive company profit and revenues.

Business analytics with its tools and technologies can compile the data to analyze and helps in effective decision - making. The decision-making becomes quicker, more accurate, and target-specific with business analytics.

MBA in Business Analytics is an up-and-coming area of expertise that is gaining increasing traction in all sectors of the industry. The specialization shows a positive and promising outlook, and for those of you who have long been skeptical about choosing this career path, you can go ahead and start your MBA journey in Business Analytics!

At GSIMR we offer MBA with Business Analytics as a specialization with critical exposure, hands-on classes, and dummy projects.

Compiled By,
Dr. Shameen Warsi



Marketing Field Trip – Decathlon Indore

GSIMR MBA students embarked on an insightful field trip to Decathlon Sports Outlet in Indore on 28 July 2023, delving into the dynamic realm of marketing.

The store manager **Mr. Garvit Singh**, explained to the students about market basket analysis, Decathlon's market basket analysis identifies product affinities, enhances cross-selling opportunities, and optimizes inventory management for improved customer satisfaction.

The entire field trip to Decathlon provided GSIMR MBA

students with invaluable insights into effective marketing strategies within the dynamic sports retail industry. The visit not only expanded their theoretical knowledge but also inspired a deeper understanding of the intricate interplay between consumer behavior and successful marketing strategies. This field trip is planned and executed by the Marketing Faculty of GSIMR **Dr. Dheeraj Tiwari**. The visit is accompanied by 2nd Sem class coordinator **Ms. Amita Agarwal**.



SEMINARS



Speaker - **Mr. Mudit Thakkar**

Topic: **Entrepreneurship Through Tech Startups**

Interactive session was conducted by founder & CEO of YOUNGOVATOR “**Mr. Mudit Thakkar**” on 27th July 2023. He talked about the various qualities that a student should possess for starting own venture in which he explained about how to create landing page on Facebook and also guided on marketing funnel used in digital marketing. He also asked students to give their best performance without thinking about results. He also demonstrated projects made by his students.

Speaker - **Ms. Surbhi Pandya**

Topic: **Consciousness Hack- Tackle Negativity and Depression and Reach the state of optimistic functioning**

Interactive session was conducted on 4th Aug 2023 by “**Ms. Surabhi Pandya**” founder of AWAKEN NOW, non-profit organization. She motivated students by telling them that should think about their strengths and polish their skills to get success.



Revive – Igniting The Old Bonds (Alumni Meet)

College life is that part of life which everyone wants to revive always. To revive the old college memories and to experience the college days again, an alumni meet was held in GSIMR on 13th August. Students from the batch 1999 to 2021 batch attended the event. All the alumni's enjoyed their day with their batchmates. Everyone had a good time taking selfies with their old friends on the photo booth, having delicious breakfast and scrumptious lunch along with cool chit-chats remembering old college days. Music, dance and laughter of the alumni's was making the college campus buzzing and lively.



Wheels of Women Empowerment

In Multi-District Rally of Inner wheel club in Indore - 1000 bicycles were distributed to underprivileged girls. In collecting donation and finding suitable candidates as well as distributing the bicycle **Dr. Sangeeta Jain** (Director GSIMR) coordinated with girls as well as Association President Mrs. Preeti Gugnani. The students took part in a national level panel discussion on Women Empowerment during the Multi-District Rally of the Inner Wheel Club

Topic	Moderator	Panellist from GSIMR MBA Students
Economic Empowerment of Girls: Encouraging Entrepreneurship & Financial Independence	Mrs. Sonal Bansal (National Editor Innerwheel Club)	Vanshita Dubey Pavitra Mungre.
Gender Bias Free World: Creating Equal Rights For Girls	Dr. Pallavi Shah (PIIWP)	Shalini Malviya & Shreyal Sharma
Breaking Stereotypes: Empowering Girls To Pursue Non – Traditional Careers	Dr. Vandana Jaiswal (Dist CCCC PDC)	Nimisha Goyal & Himanshi Tomar
Nurturing Leadership Skills In Girls : Building Future Women Leaders	Mrs. Priya Tandon (DVC)	Dr.Sangeeta Jain (Director GSIMR) Ritika Mishra, Anupama Bartare
Rewriting The Path – Overcoming Barriers & Promoting Inclusion In Fields Like Sports, Aviation, Film Industry Etc.	Mrs. Charulata Chinchankar	Palak Saxena & Taniya Chhabra



“Fostering Compassion: "Prayas" CSR Club's Visit to Aastha Old Age Home"

The CSR club "Prayas" organized a poignant visit to **Aastha old age home**, embodying student's commitment to social responsibility. Interacting with residents, GSIMR students shared moments of companionship and empathy, making a positive impact on their lives. The visit also included engaging activities and the distribution of essential supplies, reflecting

Prayas' dedication to uplifting the elderly. This experience deepened student's understanding of the significance of caring for senior citizens and reinforced the importance of active involvement in community welfare. The event resonated with the club's core values, leaving an indelible mark on both the residents and the hearts of the students. The event was coordinated by CSR co-ordinators of GSIMR **Dr. Dheeraj Tiwari** and **Dr. Shameen Warsi**.



Faculty Achievements



Delivered by:

Dr. Shameen Warsi

Assistant Professor

Dr. Shameen Warsi took online session on 5th Aug 2023 on “**Resume and Cover Letter Building**” for the accelerator program of Led By Foundation, Boston, it is a Harvard- incubated social enterprise. She is also associated with Led By Foundation as “**Advisor in Residence**”.

In the session, she covered resume building with KPI Score, resume checker, cover letter optimization with keywords, etc. Session is attended by around 90 candidates across India.

Findings from “CONTRIBUTION OF MSME SECTOR TOWARDS THE GROWTH OF INDIAN ECONOMY”

Journal of the Asiatic Society of Mumbai (ISSN: 0972-0766)



Author:

Ms. Insha Mohammad

Assistant Professor

The rationale of this research paper is to acknowledge the necessity of analysing the contribution of MSME towards India's growth.

- **PLAN ALLOCATION AND EXPENDITURE:-** In O/o DC (MSME) Division, the Budget Estimate has been the highest in the year 2021-22 i.e., Rs.12551.01 crores and second highest in 2020-21 i.e., Rs. 3281.54 crores
- **MARKET SIZE OF MSME:-** More than 60 SMEs are anticipated to enter the market in one year (2022–2023) to raise equity money, according to the BSE SME platform. 16 SMEs entered the market through the initial public offering (IPO) method, raising Rs. 100 crore (US\$ 13.74 million) in 2021.
- **MAJOR TRENDS THAT ARE EXPECTED TO SHAPE THE MSME SECTOR IN 2023:-** ECLGS expiry, Ecommerce supply for unregistered sellers, Credit growth up to 18 per cent and Easy access to funding.

“CASCADED ANN BASED CLUSTERING AND OPTIMIZED ROUTING PATH SELECTION IN MOBILE ADHOC NETWORKS”

SSRG International Journal of Electrical and Electronics Engineering Volume 10 Issue 6, 81-93, June 2023



Author:

Mohit Kadwal,

Assistant Professor

- The suggested study aims to create an efficient dynamic routing strategy for wide-area networks. In order to accomplish effective routing, clustering and cluster head selection are formed using cascaded ANN.
- In proposed system, clustering and routing mechanism are employed to resolve these issues. The novel clustering algorithm based on Cascaded Artificial Neural Network and routing path selection uses hybridized Ant Colony Optimization (ACO), and Salp Swarm Optimization (SSO) is proposed to support massive mobile ad hoc networks.
- To examine the proposed system, MATLAB software is used to run simulations.
- According to the simulation results, the MANET network performance factors such as throughput, Packet delivery ratio, delay, and Average energy have improved.

Blooming Corporates - Stepping in to the Corporate World

Au Revoir - Batch: 2021-2023



MANISH MISHRA
AB Technical Services Pvt.Ltd.
(BioUrja Group)

GSIMR transformed my life's trajectory. Hailing from a small town, pursuing an MBA here was my gateway to corporate readiness. Grateful for faculty support, their hands-on curriculum activities honed my managerial acumen, offering real-world business insights. GSIMR is the cornerstone of all I've become.



PHOEBIA JOSEPH
(BioUrja Group)

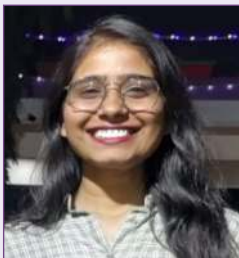
So, it comes down to this “The journey of our batch 2021-2023 has come to an end & every end is a new journey to embark on”.

The journey which we all downed as strangers, as hesitant, taking tentative steps with fear in mind, now look how far we have progressed. Today we are more enlightened, awakened & inspired only to dream bigger. These two years where nothing less than a roller coaster ride for me, each day with new task, new activities, learnings & opportunities which college provided me has molded me into a new version of my own.



ADITI GUPTA
(SK Finance Ltd.)

At GSIMR, my journey as a management student equates to self-discovery, an unending learning journey. Faculty are lifelong mentors, shaping my potential. Grateful for GSIMR for molding me and motivating a vibrant future. Encouraging juniors to engage daily, embracing activities for self-evolution. Unveil your purpose, envision your dreams – begin today.



GOPIKA THAKUR
Sales Support Executive
(BioUrja Group)

College life brims with cherished memories. Faculty-organized events like "Yashotsav" hold a special place. Singing Saraswati Vandana remains a standout moment. Coordinating Newsletter and Placement Cell amplified my experience, fostering great learning and collaboration with dedicated faculties.



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