



वक्रतुण्ड महाकाय सूर्यकोटि समप्रभ ।  
निर्विघ्नं कुरु मे देव सर्वकार्येषु सर्वदा ॥

## Ganesh Utsav

इस वर्ष गणेश स्थापना 7 सितंबर 2024 को की गई थी। पारंपरिक विसर्जन के बजाय, पर्यावरण के अनुकूल विसर्जन कॉलेज परिसर में ही किया गया। हर दिन आरती सुबह 9:30 बजे और शाम 6:30 बजे जीएसआईएमआर के छात्रों द्वारा की गई।

कॉलेजों में गणेश चतुर्थी के उत्सव संस्कृति, एकता और रचनात्मकता की शक्ति का प्रतीक हैं। ये उत्सव हमें यह याद दिलाते हैं कि शिक्षा केवल पाठ्यपुस्तकों और परीक्षाओं तक सीमित नहीं है; यह उन मूल्यों और सांस्कृतिक धरोहर को अपनाने के बारे में भी है जो हमें एक विविध और जीवंत राष्ट्र के गर्वित नागरिक बनाते हैं। जीएसआईएमआर में गणेश चतुर्थी केवल एक त्योहार नहीं है; यह एक अमूल्य सीखने का अनुभव है जो युवा छात्रों के मन और हृदय को समृद्ध करता है।

## Welcome Dynamic Batch - MBA 2024-2026

A very warm welcome to all MBA students from the entire GSIMR team! We're thrilled to see your enthusiasm as you step into this exciting journey. As you embark on your MBA, we are committed to helping you grow into a better version of yourself, ready to shine in the corporate world.



Your academic moments will be memorable, and we'll support you in every step of your success. Enjoy the learning experience, make the most of this opportunity, and feel free to engage with us. We wish you all a rewarding and fulfilling year ahead!

This edition of the Newsletter covers Orientation Program , Ganesh Chaturthi , Marketing Trip, Student Felicitation and all other loving updates about life@GSIMR

## Orientation Ceremony - 2024

The significance of a student orientation program in facilitating a smooth transition to college life cannot be overstated. At GSIMR, these programs are designed to introduce students to the unfamiliar campus environment, faculties, facilities and build networks with their peers. The entire responsibility of execution.

### Day 1 (20th Sep 2024)

The orientation program began with a warm welcome, where students received a traditional tilak and a welcome kit containing a college T-shirt, bag, and essential curriculum information.



After an engaging ice-breaking activity, students were introduced to the institute by Dr. Neha Modi, followed by faculty and staff introductions by Dr. Shameen Warsi.





The formal ceremony featured a divine start with Maa Saraswati Vandana and Lamp Lighting led by Chief Guest Mr. Sumit Nanded (CEO, Choithram Charitable Trust) and Guest of Honor Dr. Rajesh Awasthi (Principal, Choithram International School). Mr. Awasthi officially commenced the "Diksha Aarambh" ceremony, followed by speeches from Prof. Ajay Kibe and Dr. Sangeeta Jain, who also felicitated the winners of the 2023 campus buzz activities. The event concluded with a vote of

thanks by CA P.K. Dua, high tea, and a fun musical chair race. The day ended with a lively "Tug of War" game, bringing laughter and camaraderie among the students.

## Day 2 (21th Sep 2024)



The second day began with an energizing Zumba session by Ms. Shivani, followed by a traditional Lamp Lighting ceremony led by Chief Guest Mr. Rajeev Dixit (Co-Founder and CTO, 47 Billion), Dr. Sangeeta Jain, Dr. Neha Modi

, Dr. Dheeraj Tiwari, and Dr. Shweta Sharma. Mr. Dixit delivered an inspiring speech on the importance of Gen AI in management jobs and addressed student concerns. He also led the felicitation ceremony for students contributing to the newsletter, placement brochure, and posters. Dr. Sangeeta Jain gave a vote of thanks. The day continued with creative activities like seashell artistry and a treasure hunt, fostering teamwork and creativity among the students.



### ~ Anshit Jain MBA (I Sem)

The Orientation program was fantastic, combining fun, learning, and engaging activities. The chief guest's inspiring words and well-organized events exceeded expectations. I'm grateful to the faculty and seniors for the energetic Zumba, ice-breaking activities, and delicious snacks. Though I missed the dance, it was an unforgettable experience.



### ~ Anjali Prajapat MBA (I Sem)

I want to express my gratitude to the institute for an exceptional orientation program. The blend of informative sessions and fun activities made it unforgettable. The dedication of the faculty and seniors was commendable. I look forward to future events and active participation.



### ~ Khushi Gupta MBA (I sem)

The orientation program was a remarkable experience. The warm welcome and insightful speeches, especially on road safety and responsible behavior by Mr. Sumit Nandedkar, left a lasting impact. The event showcased GSIMR's dedication to holistic development and excellence. Thank you for the unforgettable experience.

## Signature Day



On 27th Sep 2024, Signature Day was celebrated for the students of IV Sem (2022-2024 Batch). The celebration took place in an informal setting, creating a relaxed and comfortable atmosphere for everyone to unwind and enjoy each other's company. It was a departure from the formal academic environment, allowing the students to let loose and have fun with their peers and faculty members. Everyone wore GSIMR's white T-shirt and shared thoughts in the form of messages on each other's T-shirts. Those T-shirt will be the students biggest treasure carrying memories of their MBA from GSIMR. Juniors planned for the thump prints of their seniors and they all enjoyed the event with music and snacks.



## Research Update

**AI-Driven Intrusion Detection Systems:** Leveraging Deep Learning for Network Security. Published in Nanotechnology Perceptions, ISSN 1660-6795, Volume 20, No. S10 (2024), Pages 573-585.

**Author** - Mr. Mohit Kadwal (Asst. Professor GSIMR)

### Key Learnings:

- AI and Deep Learning enhance intrusion detection systems (IDS) for better network security.

## Marketing Field Trip

MBA 2nd Semester students from GSIMR visited Decathlon Indore on 13 September 2024, for a hands-on learning experience in sports retail marketing. Led by store manager Mr. Praveen Kumar, the students explored Decathlon's human-centric approach, focusing on customer satisfaction and eco-friendly, sustainable products.



The trip offered insights into the company's product lines, distribution strategies, technology usage, and cost-efficiency, emphasizing the importance of delivering the right product at the right time and place. This enriching visit helped students connect classroom marketing theories to real-world practices in the competitive retail sector. The field trip was coordinated and executed by Marketing Faculty Dr. Dheeraj Tiwari, further equipping students with practical knowledge in modern sports retail strategies.

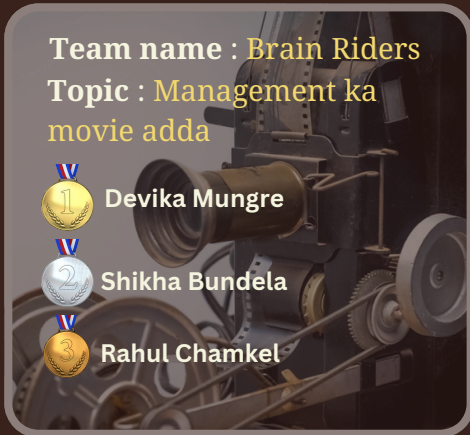
— Yuvraj Kewlani, MBA (III Sem)




- Traditional IDS methods are inadequate against modern, complex cyber threats.
- Deep Learning Approaches (CNNs, DNNs, RNNs) provide real-time detection of normal and deviant behavior.
- Effective Against Sophisticated Attacks like zero-day exploits and advanced persistent threats.
- Performance Metrics include recall, accuracy, and precision, showing improved detection.
- Increased Resilience of networks due to deep learning-enhanced IDS systems.

# STUDENT FELICITATION

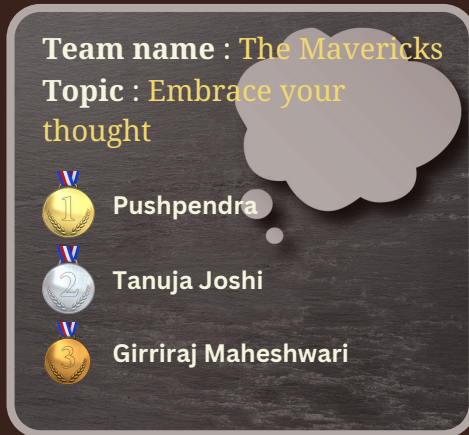
## Campus buzz




**Team name : Brain Riders**  
**Topic : Management ka movie adda**



-  Devika Mungre
-  Shikha Bundela
-  Rahul Chamkel

**Team name : The Mavericks**  
**Topic : Embrace your thought**



-  Pushpendra
-  Tanuja Joshi
-  Girriraj Maheshwari

**Team name : Storm Bringers**  
**Topic : Dekho samjho seekho**



-  Ravi Sharma
-  Devika Mungre

**Team name : Fam Bam**  
**Topic : Play act Play**



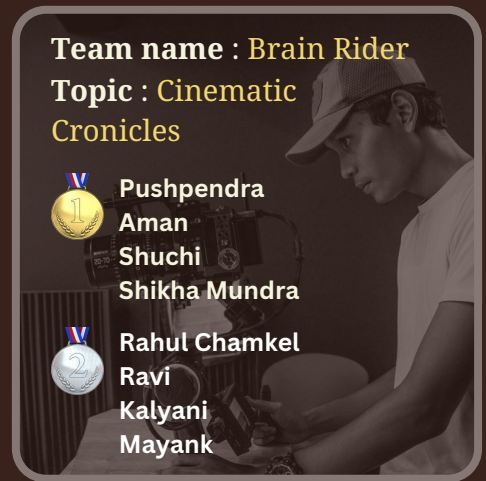
-  Roshini Pandey  
Saloni Joshi
-  Devika Mungre  
Yuvraj Kewlani  
Ashish Mishra  
Tanu Yadav



**Team name : Radiants Group**  
**Topic : Admanic Show**



-  Roshini Pandey  
Annu Pandey  
Saloni Joshi
-  Nirmal Arya  
Prachi Gaur  
Tanu Upadhyay

**Team name : Brain Rider**  
**Topic : Cinematic Cronicles**



-  Pushpendra  
Aman  
Shuchi  
Shikha Mundra
-  Rahul Chamkel  
Ravi  
Kalyani  
Mayank

## Financial Felicitation for Supporting Institute Activity

Name	Activity	Award
Mayank Jawalkar	Poster/ Newsletter/Placement Brochure	Cash Prize
Bhoomi Jain	Newsletter	Cash Prize
Yuvraj Kewlani	Placement Brochure	Cash Prize
Rohit Bihare	Newsletter	Cash Prize
Kalyani Gupta	Placement Brochure	Cash Prize
Devika Mungre	Placement Brochure	Cash Prize



# RECENTLY PLACED STUDENTS: 2022-24 BATCH



Aniket Sankla  
India Mart



Avantika Pahuja  
ICICI Prudential  
Life Insurance Co.  
Ltd.



Anuj Kumar Pandey  
Yes Bank Ltd.



Tejasvi Vijayvargiya  
Clecotech  
International



Ritesh Agrawal  
Worthwhiz  
Financial



# WORLD CLASS SOFTWARE ENGINEERS WORK HERE



Siddharth Pathak  
Worthwhiz  
Financial



Vishakha Chouhan  
Worthwhiz  
Financial



Gourav Jaiswal  
India Mart



Harsh Litoriya  
Worthwhiz  
Financial



Aman Tripathi  
Worthwhiz  
Financial



Gourav Jaiswal  
Worthwhiz  
Financial



Mansi Namdev  
Worthwhiz  
Financial



Amulya Singh  
Worthwhiz  
Financial