

Editorial

This edition of **THE GSIMR TIMES** highlighting the welcome of Spring as Vasant Panchami and celebration of Makar Sankranti the transition of the Sun into the zodiac sign of Capricorn (Makara).

We are also proud to announce that GSIMR's Students secured positions in various competitions outside the campus. Now examinations scheduled in this month, we wish Best of luck to all the students of GSIMR for their upcoming Exam.

Editorial Team :

Chief Editor : Dr. Sangeeta Jain **Editors :** Dr. Shameen Warsi and Prof. Sarika Mittal

Student Editor : Aditya Mamtesh Shakya MBA (I - Sem)

Vasant Panchami

या कुन्देन्दुतुषारहारधवला या शुभ्रवस्त्रावृता। या वीणावरदण्डमण्डितकरा या श्वेतपद्मासना॥
या ब्रह्माच्युत शंकरप्रभृतिभिर्देवैः सदा वन्दिता। सा मां पातु सरस्वती भगवती निःशेषजाड्यापहा॥

Vasant Panchami is a special occasion to worship **Maa Saraswati - Goddess of Knowledge, Wisdom and Art**. As we all know Vasant Panchami is celebrated as a birth anniversary of Maa Saraswati. Educational institutions and Art Academies arrange special prayers and pujas to seek the blessing of the goddess. Management lesson from Vasant Panchami is the importance of continuously nurturing knowledge, embracing new beginnings, and fostering a culture of lifelong learning, as symbolized by the worship of Goddess Saraswati, the deity of knowledge and wisdom; essentially, always striving to improve and acquire new skills to achieve success in any field.

Apart from religious observances, Vasant Panchami is also a celebration of the season of spring, so there are festivities involving music, dance, and kite flying in some regions.

By ~ Prof. Sharda Sethia

GSIMR Ranking by Times B School Survey



Among Top B-Schools in
Central India



Among Top pvt B-Schools in
India



Among Top B-Schools in
India



Student Corner

The Bizzabo 2K25



The Bizzabo 2K25 event, organized by Bhopal School of Social Science Institute of Advance Studies, provided a platform for various competitions aimed at enhancing students' skills and creativity. Among these, the Business Idea Presentation Competition witnessed active participation from students of GSIMR.

Participate Team: The Innovator Aliens

Team Members: Adiya Mamtesh Shakya, Akshaya Choudhary, Adishi Agrawal, Nehal Lalan, Pratham Sharma and Vijay Patidar. Throughout the preparation phase, the institute faculties played a vital role in guiding the Participants.

Compiled by ~ Adishi Agarwal, MBA (I-Sem)

Makar Sankranti - Celebrating in Different Forms

On 14th Jan GSIMR students celebrated **Makar Sankranti** by organising **role play and dance performance** on the theme of Cultural learning from Makar Sankranti, as celebrated by different names in each state Pongal in Tamil Nadu, Magh Bihu in Assam, Uttrayan in Gujarat, Maghi in Punjab and Haryana, Khichdi in Uttar Pradesh and Bihar etc. Followed by flying kites and enjoying the delicacies which is specially made sweets like gajak, chikki, til laddoo with til (sesame seed) and jaggery.



The sun transitioning into the Capricorn zodiac sign (Makara Rashi) marking a shift towards longer days and a new phase in the solar cycle This day is special because of its astrological importance and is seen as fortunate.

Poster Presentation Competition



DCBM's organised a Poster Presentation Competition on themes Indian Knowledge System, AI and Digitalization Sustainability in JANUARY 2025. Out of total 13 colleges GSIMR managed to secure 3rd position in IKS the winner were **Lucky Malakar** and **Akanksha Yadav**. Apart from winner 4 teams were also presented poster on AI, IKS and DS. It was a holistic experience for the students. The coordinator for the activity was Prof. Sharda Sethia.

Compiled by ~ Akanksha Yadav, MBA (I-Sem)



Student Corner

Art of Investing in Security Market

In association with Rise Excellence India Pvt. Ltd. two days workshop organized on the **Equity Market at GSIMR, by CA Sumit Mongia**, founder and Director. The session aimed to acquaint students with the fundamentals of investments and the power of the market. Key learnings of workshop....

- Importance of Investments
- Role of Financial Planning
- Benefits of Compounding
- Entering the Stock Market
- IPOs, SIPs and Mutual Funds
- Technical and Fundamental Analysis of Stocks
- Live Trading Experience.

Students also got the guidance on various certification courses offered by the National Institute of Securities Markets (NISM) which can significantly boost career prospects.

Compiled by: Nehal Lalan, MBA (I-Sem)



Cinelearn - Cinema ki सीख, Management ki जीत!

Organizing Team: Campus Crew

Mentor Dheeraj Tiwari

Fun activity brought to the fore a blend of **the art of cinema and the science of management** through popular movies in order to derive crucial business lessons. It focused on critical management concepts, such as leadership, teamwork, decision-making, and strategic planning, to show how cinematic narratives mirror real-world business challenges. Iconic movie scenes were analyzed, key takeaways discussed, and their applicability in the corporate world reflected.

- **Winners:** Jatin Jadhav, Muskan Bamaliya and Mohammad Kaif
- **I Runner up:** Aniket Singh, Anjali Prajapat and Khushi Gupta
- **II Runner up:** Bhoomi Jain, Romi Parmar and Rohit Bihare



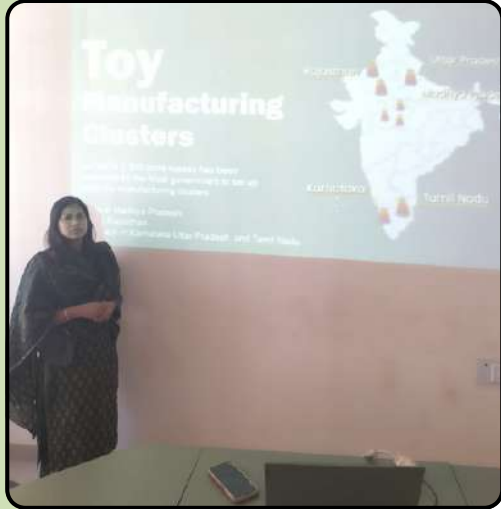
Management Laxicon

The "**Dead Horse Theory**" is often used metaphorically in management, organizational behavior, or team dynamics to describe the futility of continuing to invest time, effort, or resources into a project, strategy, or task that is no longer viable. The phrase originates from the proverb, "You can't beat a dead horse," meaning it is pointless to try to revive or continue something that is beyond saving.



Quality Improvement Program

To fostering a culture of continuous improvement, GSIMR organizes lecture series by the faculties, to the faculties under the Quality Improvement Program.



Indian Toy Market by Prof. Sarika Mittal Indian Toy Market and initiatives of Indian Government for Toy Industries (covered a period from 2020 to 2023).

Key Highlights:

- Changes in import and export policies to support Indian Market
- Connected more than 400 toy manufacturers through Indian Toy Fair in 2020.
- 67% decline in imports (in FY 2022–23, compared to FY 2014–15)
- 240% rise in exports (in FY 2022–23, compared to FY 2014–15)
- Get Benefits of China +1 Policy
- Approved 8 New toy clusters

Initiatives taken by Modi Government, Boost the Indian toy market and created huge opportunity and growth in Toy Business.

Ecommerce Platform in India by Prof. Ankit Jain

The Rise of Indian Ecommerce journey has been a remarkable one, fueled by a dynamic combination of factors and technological advancements. This presentation explored the key drivers that had shaped this industry, its journey from nascent beginnings to its current status as an e-commerce powerhouse.

Key learning points –

- How digital market grow in India
- Demand and supply ratio control by digital platform
- Advance technology use for increase customer experience on products
- Use of AI in online Ecommerce in Indian market
- How business grow digitally and their strategy



Placement Updates



Shubham Rathi
Operations Manager



Banarasi Baithak
Gurgaon
(9.09 LPA)



Abhishek Gupta
Territory Sales Incharge



Gujarat Co-Operative Milk Marketing Federation Ltd. (AMUL)
(6 LPA)



Faculty Corner



Session on Resume and Cover Letter Building

Dr. Shameen Warsi, Assistant Professor at GSIMR, conducted a session on “Resume and Cover Letter Building” for students of various streams at Softvision College & Research Institute. Key topics included tailoring resumes to job descriptions, leveraging AI tools, creating high KPI score resumes, and effectively showcasing skills and achievements.

Dr. Dheeraj Tiwari as Expert Judge in National SIP Competition and Inter-College Business Plan Competition

Dr. Dheeraj Tiwari, Associate Professor GSIMR was honored to serve as an expert judge at the National Summer Internship Project (SIP) Competition. And Inter-College Business Plan Competition “**Clash of Companies 2.0**” organized at the Prestige Institute of Management and Research Indore PG and UG Campus.

SIP Competition showcased exceptional talent from management students across the country, presenting their internship projects in diverse domains such as Marketing, Finance, HR, and Operations. Inter-College Business Plan Competition brought together aspiring entrepreneurs from various colleges, showcasing innovative business ideas across multiple sectors.



Vipassana - A tool for mental clarity and physical well being

In today’s scenario, where the lake of passions and unstable life, resulting anxiety, stress and poor mental & Physical health. To improve it **GSIMR recently hosted a transformative Vipassana session**. Vipassana is a meditation process to achieve mental clarity, real peace of mind physical well-being and to lead a happy, useful life. it is a way of self-transformation through self-observation.

By renowned advocate of mindfulness **Mr. Rajeev Choudhary**, an educator of Physics in Allen Institute Indore. He emphasized the significance of Vipassana through his life example before vipassana and after practicing vipassana. The session left everyone motivated to prioritize holistic health and integrate mindfulness into our daily lives.

Compiled by ~ Akshaya Choudhary, MBA (I-Sem)



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Prof. Emeritus, IIT Mumbai

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Tracks

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- Marketing Automation
- HRM Skills & Policies
- IT Solutions for Digital Collaboration
- Business Analytics for Decision-Making
- Resilient Operations in Global Crises
- Innovation & Entrepreneurship

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ABDC/ UGC Care Indexed Journals

IMPORTANT DATES

17TH
FEB
2025

ABSTRACT SUBMISSION
DEADLINE

20TH
MARCH
2025

PAPER SUBMISSION
DEADLINE

12TH
APRIL
2025

PAPER PRESENTATION

SUBMIT ABSTRACT



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