

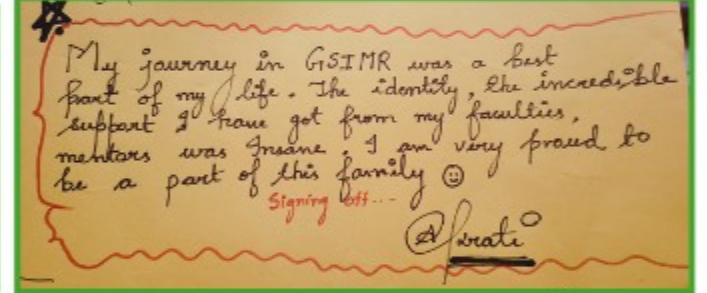
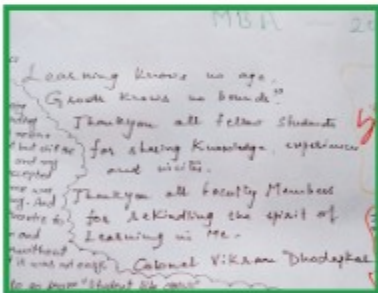
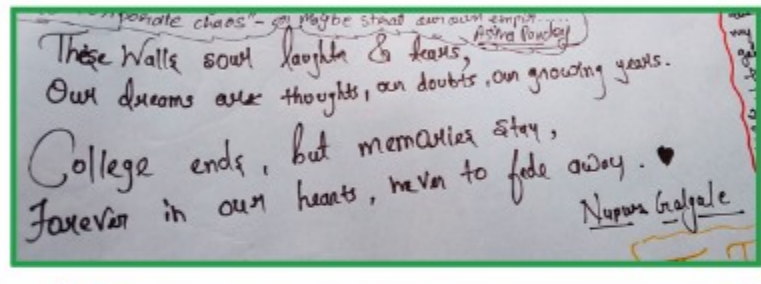
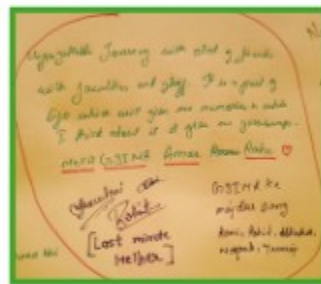
Signature Day: Celebrating Memories and Milestones



The students of the 4th semester at GSIMR came together to celebrate Signature Day, marking the end of their academic journey on campus with a vibrant display of unity and joy.

The event was filled with heartfelt messages, T-shirt signatures, cheerful photo sessions, and a spirit of togetherness that reflected the bonds built over time. With music and snacks adding to the lively atmosphere, students enjoyed every moment, creating lasting memories with peers and faculty.

Signature Day served as a heartfelt celebration of the bonds of friendship, honoring the connections that shaped our journey together. The event was coordinated by Dr. Shameen Warsi.



Editorial



This month at GSIMR has been a vibrant blend of learning, leadership, and social responsibility. The SPSS workshop offered our students invaluable hands-on training in data analysis, bridging theory with practical application. In parallel, our commitment to community outreach was reaffirmed through a heartfelt CSR initiative in collaboration with **Abha Kunj Society**, where students actively contributed to a meaningful cause. Adding spirit to the academic rhythm, **Signature Day** brought color and camaraderie to campus life. In the academic front, our faculty continued to excel with noteworthy research publications.

We're also proud to report significant progress in placements and internships, with several students securing positions in reputed organizations.

As we move forward, we remain committed to fostering excellence in education while nurturing empathy, creativity, and career readiness in every student.

Happy Reading!

Chief Editor : Dr. Sangeeta Jain

Editors : Dr. Shameen Warsi, Prof. Sarika Mittal

Student Editor : Mayank Jawalkar (MBA IV Sem)



Research Updates

CONSUMER WILLINGNESS-TO-PAY FOR ECO FRIENDLY PRODUCT: with reference to India

A research paper by **Dr. Sangeeta Jain** and **Prof. Sarika Mittal**, published in International Journal for Multidisciplinary Research Review and Studies.

Key Findings

- Positive correlations were observed between consumers' willingness to pay more for eco-friendly products and their environmental awareness, concern, and attitude.
- Price, quality, information, and availability were identified as significant factors influencing the purchase of environmentally friendly products.
- Income level plays a role, where individuals with higher incomes are more willing and able to support environmental causes despite increased product costs.
- Offering deeper insight into the motivations behind sustainable purchasing decisions.



Data Analysis Workshop

A one-day statistics workshop was organized at Govindram Seksaria Institute of Management and Research (GSIMR), Indore. The objective of the workshop was to develop students' skills in data analysis and research interpretation.

During the workshop, resource person Mr. Gourav Manjrekar, Assistant Professor, NMIMS, Indore provided hands-on training on statistical techniques. Students were taught everything from data entry, descriptive statistics, parametric t-tests, F-tests, and other key methods. Real-world problems and impactful research-based analyses were also discussed. This workshop helped bridge the gap between theoretical learning and practical application.

The participants expressed that the workshop significantly enhanced their analytical skills. The session was co-ordinated by Dr. Dheeraj Tiwari Associate Professor, GSIMR, and Mr. Ankit Jain Assistant Professor, GSIMR.



Placement Updates



Congratulations

Akrati Jain (MBA 4th Sem)
Selected as an HR Executive
by **Trinity India Outsourcing**



Several organizations are participating in the placement drive. Some have already selected students for internships, with potential job offers based on their performance. The participating organizations include:



**Kab Finserve
Private Limited**

**Gabbar Mediatech
Private Limited**



This is an exciting opportunity for students to gain industry experience and potentially secure job offers.

Yoga: "The Key to a Balanced Life in a Chaotic World"

In today's fast-paced world filled with stress, screen time, and sedentary lifestyles, Yoga offers a much-needed pause — a return to balance, strength, and inner peace. Though rooted in ancient Indian tradition, yoga's relevance has grown exponentially in the modern era. Yoga is more than just stretching or physical exercise; it is a holistic practice that nurtures the body, calms the mind, and uplifts the spirit. Whether it's through deep breathing, mindful movement, or meditation, yoga equips individuals to handle stress, improve concentration, and stay physically fit. With rising cases of anxiety, lifestyle disorders, and burnout, people across the globe are turning to yoga as a form of preventive healthcare. A few minutes of daily practice can improve posture, reduce blood pressure, boost immunity, and enhance overall emotional well-being. Incorporating yoga into daily life is simple — no expensive equipment or memberships required. All it takes is a mat, a quiet space, and a willingness to begin. In today's stressful and imbalanced environment, yoga serves as a remedy and guide for healthy living. It not only helps maintain physical and mental health but also leads to a more meaningful and conscious life. Everyone should incorporate yoga into their daily routine to build a healthier self and a healthier world.

This International Yoga Day (or any wellness initiative), let us take a step towards a healthier, more mindful life. Embrace yoga not just as a workout, but as a work-in-a journey inward, toward balance, clarity, and peace. "Inhale the future, exhale the past. Breathe, move, and grow with yoga."

करें योग रहें निरोग

CA Prem Dua (Yoga Instructor)

Head - Corporate Relationship Cell, GSIMR



Yoga Courses @ GSIMR

योग विशारद (तिमाही सर्टिफिकेट कोर्स)

PG Diploma in Yog (1 Year)

MA - Yog (2 Years)

Govindram Seksaria Institute Of Management & Research
(Approved by AICTE & Affiliated to DAVV, INDORE)

MR-10 Scheme No. 54, Near Hotel Marriott, Vijay Nagar INDORE (M.P.)-452010

www.gsimr.in info@gsimr.in



GSIMR Hosts Abhakunj Students in Heartwarming CSR Initiative -

GSIMR welcomed students from Abhakunj, an NGO dedicated to supporting underprivileged children, for an inspiring Corporate Social Responsibility (CSR) event that reflected the spirit of inclusion, education, and joy.

The day was filled with vibrant dance performances, cheerful interactions, and acts of meaningful generosity. Educational kits and school bags were distributed to the children, along with gold medals awarded to five meritorious students for their academic achievements.

A special highlight of the event was the gifting of a bicycle to a deserving girl student, symbolizing GSIMR's support for girls' education, concluded with refreshments and lively conversations, leaving a lasting impression of community spirit, recognition, and shared happiness. The event was coordinated by Dr. Dheeraj Tiwari, and Dr. Shameen Warsi.



GOVINDRAM SEKSARIA INSTITUTE OF MANAGEMENT & RESEARCH, INDORE

(Approved by AICTE & Affiliated to D.A.V.V. Indore)



Admission Open

Why GSIMR?

-  • Grooming Focused
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-  • Internship Integrated
-  • Mentorship Driven
-  • Robust Placement

MBA

2025-26

Full time program with
Dual specialization

FOR ADMISSION

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