

THE GSIMR TIMES



Govindram Seksaria Institute of Management & Research, INDORE

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

Volume 56, Aug 2025

Editorial

The month of July at GSIMR was abuzz with excitement as our MBA students stepped out of the classroom and into the corporate world for their field experience through internships. While many students immersed themselves in industry internships, those not pursuing internships were deeply engaged in major research projects, gaining the true essence of research. Placements have added another milestone to GSIMR's journey of success this month showcasing GSIMR's focus on internships, research, and career-oriented learning. Adding to this vibrant academic environment, our faculty members continue to contribute to the knowledge ecosystem through their research publications in reputed journals. In essence, the true hallmark of a successful MBA graduate is not just the ability to recall theories but to apply them with creativity and precision in real-world situations.

Chief Editor : Dr. Sangeeta Jain , **Editors :** Dr. Shweta Sharma and Prof. Sarika Mittal

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

Internship Voyages

A glimpse into the transformational experiences that shaped our future leaders—where classroom concepts met real-world challenges, each turning into a stepping stone toward excellence. MBA 3rd and 4th-semester students of GSIMR shared ground-level experiences at various renowned organisations.

Abhishek Tanvar – HDFC

MBA(IV- Sem)



Gained hands-on experience in banking operations, audits, and customer service, while improving communication and teamwork through daily collaboration with branch staff.

Yashika Khore – Mind Path

MBA(III- Sem)



At Mind Path, I gained hands-on HR experience in recruitment, onboarding, HRIS, and employee engagement. It also deepened my understanding of HR operations and emerging trends.

Deepali Verma – JBPL

MBA(III- Sem)



I'm grateful for my internship at JBPL as an HR Recruiter, where I'm gaining valuable skills and industry exposure. I've explored modern hiring tools, talent attraction techniques, and career planning strategies.

Niharika -Trinity India Outsourcing

MBA(III- Sem)

Trinity India Outsourcing offers a good start for early-career professionals. However, it can improve in areas like recruitment processes, branding, and market trend awareness.



Raviraj Singh – Axis Bank

MBA(III- Sem)



Currently interning at Axis Bank, gaining exposure to various departments and financial products. I'm studying RBI guidelines and learning about the bank's operations and regulatory framework.

Vijay Patidar – Amul

MBA(III- Sem)



At Amul, I worked on the Fruit Yoghurt launch, analyzing competitors and shelves, and planning promotions. Currently, I'm focused on boosting presence against Sanchi Points.

Bridging the Gap: How Classroom Learning Empowers Success in the Corporate World

An MBA today is more than just a degree—it's a launchpad for leadership, strategic thinking, and professional growth. Classroom learning blends theoretical concepts with real-world tools like case studies, simulations, and collaborative projects.

These methods help students develop critical thinking, problem-solving, and teamwork skills. Over two years, they become job-ready and capable of driving meaningful impact. Strategic decision-making is enhanced through complex case analyses, while group work builds communication and leadership abilities. Specializations in areas like Finance, HR, Marketing, Operations, Analytics, and IT provide cross-functional knowledge. The program also emphasizes business ethics and global awareness. This well-rounded approach prepares students to contribute across various domains. Ultimately, an MBA shapes adaptable, confident professionals who are equipped to lead and succeed in today's dynamic corporate world.



~ CA Prem Dua,
Head-CRC

Placement Update

Congratulations!

Placed at **KS Financial Services** as a
Business Development Manager



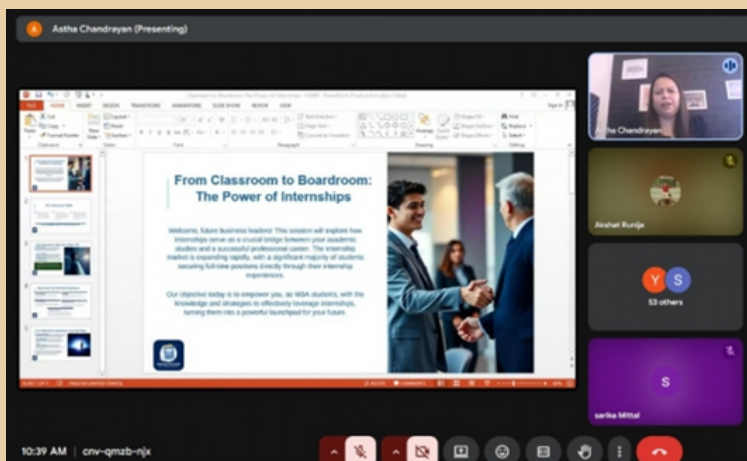
Mayank Jawalkar



Mahak Jain

Internship Seminar

The vital role of internships for MBA students



GSIMR recently hosted an online session led by renowned corporate trainer **Ms. Astha Chandrayan**, focusing on the vital role of internships for MBA students, highlighting the transformative potential of internship experiences. Students were inspired to view internships not merely as academic requirements, but as gateways to professional growth—offering real-world exposure, skill enhancement, networking opportunities, and a deeper understanding of corporate dynamics. The session also provided guidance on preparing MRP, Internship, and OJT reports.



Research to Rise

The Power of Major Research Projects

MRPs help students apply classroom concepts (marketing, finance, HR, operations, etc.) to real-world business problems bridging theory and practical. It enables experiential learning by solving actual industry challenges. It also enhances Analytical & Critical Thinking by making students learn to collect data, analyse trends, and derive actionable insights.

They also develop problem-solving skills necessary for managerial decision-making. MRPs strengthens the ability to write structured reports, conduct literature reviews, and use research tools like SPSS, Excel, or survey platforms, preparing students for research, academic publishing, or further studies like PhD/MBA. Projects often involve collaboration with companies or fieldwork, providing real-time exposure to corporate environments.

This helps in understanding current market trends, consumer behaviour, and business models. An impactful MRP can set a student apart during placements and interviews. Demonstrating initiative, discipline, and an ability to handle complex tasks independently. Time management, communication, teamwork (if group-based), and presentation skills are all enhanced during the research process. The Major Research Project is more than an academic requirement, it is a stepping stone toward becoming a competent and confident management professional. It provides a platform to explore interests deeply, understand industries better, and emerge job-ready in a competitive landscape.



~ Dr. Shweta Sharma

Adding to our series of achievements, July marked the publication of a research paper by a GSIMR faculty member.

A Comprehensive Study on the Evolution of Marketing in the Digital Era

Dr. Dheeraj Tiwari's research paper titled "A Comprehensive Study on the Evolution of Marketing in the Digital Era" has been published in the International Journal of Science and Research (IJSR), Vol. 14, Issue 4, April 2025. This esteemed double-blind peer-reviewed journal (ISSN 2319-7064) carries a significant impact factor of 7.101.

The paper explores the transformation of marketing strategies from traditional approaches to data-driven digital techniques, offering valuable insights into consumer behaviour, digital tools, and emerging trends.



~ Dr. Dheeraj Tiwari





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**GOVINDRAM SEKSARIA INSTITUTE OF
MANAGEMENT & RESEARCH INDORE**

Abhyudaya
2025

Orientation Ceremony 2025-2027

20TH – 22ND AUGUST

Venue - GSIMR Auditorium

Time - 09:30 AM Onwards

The Countdown Begins!

Govindram Seksaria Institute Of Management & Research

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