

KALEIDOSCOPE

NEWSLETTER OF THE ICNU

July'19 – Dec'19



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MESSAGE FROM THE DESK OF DEAN



I am delighted to present this second issue of the ICNU newsletter '**KALEIDOSCOPE**' to our esteemed readers. The publication of KALEIDOSCOPE began a year ago to provide the ICNU community a platform to showcase the vivid colors of their intellect and personalities. As promised in the first edition, we are truly on the path of fulfilling our dream of making KALEIDOSCOPE a regular publication. The second edition of the newsletter is alive with the shades of accomplishments, dignity and augmentation of Institute of Commerce, Nirma University. Throughout the year, the Institute has seen many stupendous days and it takes no rocket science to guess that the institute is inching towards new heights. I would also like to congratulate the publication team led by **Dr. Sumita Shroff Goyal, Amisha Gupta and Kushagra Rao** for working hard and giving the latest edition of the Newsletter to the Institute.

MESSAGE FROM NEWSLETTER EDITOR : Dr. SUMITA SHROFF GOYAL



It is indeed a pleasure to bring to you all the second issue of the ICNU newsletter - '**KALEIDOSCOPE**'. The bi-annual newsletter of the Institute provides an opportunity for the students to exhibit their writing virtuosity and serves a medium to keep our readers acquainted with the occurrences at the institute. The first edition brought not only affirmative responses but utter motivation to work harder and bring better than the best in coming issues. It was truly a remarkable experience for me to work on the second issue of the newsletter. My sincere and special thanks are due to our **Dean – Prof Uday Paliwal** for continuing his faith for editing this newsletter and his unprecedented support. I appreciate the efforts of Team - “**LITWITS**” led by **Amisha Gupta and Kushagra Rao** for working hard which makes this issue rich on content and captures the patterns of our students of ICNU. I also place on record my appreciation for **Divya Patidar** for designing this newsletter and our admin staff – **Ms. Shweta Trivedi** for her backend work. I am sure this issue will reiterate that our campus is a live-wire with its multi-dimensional student strength!

MESSAGES OF NEWSLETTER COORDINATORS – AMISHA AND KUSHAGRA



After numerous meetings and countless missed deadlines, 2nd edition of **Kaliedoscope** is ready to release. Kaleidoscope is alive with the shades of accomplishments, dignity and augmentation of Institute of Commerce, Nirma University. We struggled with the herculean task of compiling, editing and launching Kaliedoscope in order to provide the manifestation to the ingenious of ICNU. Initially, we were pertur



-bed whether we would be able to shape up everyone's expectations or not but the constant support from our **Dean - Prof. (Dr.) Uday Paliwal, Dr. Sumita Shroff Goyal** as well as the entire Litwits team made the task seem no more troublesome. We have tried to cover almost every neck of the woods of the institute and being human we don't guarantee the newsletter to be flawless but to err is human and we would be grateful for any positive criticism.

LITWITS – THE LITERARY COMMITTEE



Like all good things, the literary committee of ICNU - 'LITWITS,' is proud to present the second edition of the highly successful newsletter - "KALEIDOSCOPE."

Woven with the strands of exceptional pieces of prose and poems, art and articles, photos and frames; the newsletter brings together the work of various budding artists of ICNU and promises an enriching reading experience.

We would like to extend a special mention to the media committee of ICNU –“**PRISM**” for quality photos of various events and **Divya Patidar and Anjali Binrajka** for the newsletter designing and **Vinit Motiyani** for the Litwits' group picture.

This second edition of the newsletter would not have been possible without the support of our **Dean Prof. (Dr.) Udai Paliwal** and newsletter editor - **Dr. Sumita Shroff Goyal**. They remain the torch bearers and path pavers in this journey and several journeys ahead.

MEMBERS

Amisha Gupta (Chief Designer)

Isha Surti (Content writer)

Kushagra Rao (Content editor)

Saumya Dalwani (Content editor)

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Kush Jagetia (Content writer)

Nimisha Jain (Content writer)

Tanay Khandelwal (Content writer)

ELYSIAN 1.0 – DOWN THE MEMORY LANE

ELYSIAN 1.0 was launched with the theme – ‘HIGH ON COLORS’. A two-day event scheduled on 12th and 13th February 2019, concluded in style with **India’s RAW STAR – Mr. Darshan Raval** performing live at Dome Ground. The photographic gist of events shall take us all down the memory lane of **Elysian 1.0**.

CASH CLASH – The Virtual Stock Exchange Game

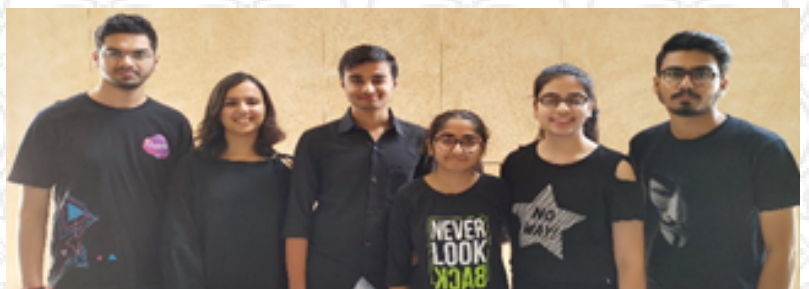
A virtual trading simulation quiz round and a grueling case analysis competition that tested the trading prowess along with the intellectual and analytical skills of more than 80 participants across the state. The teams went through quite a lot ups and downs but did amazingly well.



PLAN O PITCH – The Business Plan Competition



The event aimed to provide wings to the ideas of young minds and gave them opportunity to pitch their business ideas in front of start-up founders. To add a twist to the event there was a surprise element asking the participants to come up with an approach to convince the buyers to buy their proposed product/service.



DROP A BEAT – Dance Competitions

The dance competitions were hosted in back lawn of Institute of Management. This event was divided into Solo, Duet and Group dances which included all dance forms – Hip hop, Jazz, Freestyle, Belly dancing, Classical, and Western etc. The event night was graced with mind blowing performances cheered with loud applause and hooting from audience.



CADENCE – Music Competitions

The flagship music event of the ICNU where the singers sung their heart and soul out when the lips, hands and feet of the crowd out there went blowing and tapping along with the music. The show wrapped up with a small music performance by the judge.



BUSIBUZZ – The Business Quiz



The competition was organized for all the business minds ready to tackle instant questions and answer spontaneously. The event had both written questionnaire and buzzer round to test their smartness. It was a well laid out event with fascinating questions and unbelievable answers. The event saw a decent participation in its on campus rounds.



ABRAKADABRA – Hollywood, Bollywood Series Quiz

The event was organised for those who love movies and eat, drink and sleep the dialogues of their favorite actors. The winner of the competition was awarded with a dream prize for any movie buff, Amazon Prime subscription!!



RANGSHALA – Theatre Events Competitions

It was not just one competition but an amalgamation of Mime, One Act Play, Mimicry, Monoacting and Stand-up comedy. The event helped the participants express social views in a never before seen avatar. Students portrayed immense zeal and enthusiasm with their words, expressions, and movements. It was a 'paisa wasool show.'



INTER VARSITY DEBATE 1.0 – British Parliamentary Debate

The first edition of the debate was the British Parliamentary Debate, where the 4 teams in one round were divided into Opening Government, Closing government, Opening opposition, Closing Opposition. The event received humungous response from varied colleges, and maximum from GNLU and also IIM Indore. Managing fifty people at once was really difficult but was one heck of an experience for everyone.



MELANGE – The Fashion Show



The mega fashion show and ramp walk event organized by the dedicated Melange team in association with Forever21 – the clothing partner and Headshot Lounge – the salon partner. The stage was lit o n fire as the event was a major success in the very inception of the fest.

THE BIG BANG STAR NIGHT WITH DARSHAN RAVAL 'PERFORMING LIVE'



COMMERCE CRICKET LEAGUE

In March 2019, ICNU organized its first intra-institute cricket league – **Commerce Cricket League (CCL)**. Auctions for the same were conducted wherein 5 owner teams bid enthusiastically for 58 boys from all the three batches of ICNU. The five teams were – Chunky Monkees, The Invincible Fighters, The Cridators, Pitch Smashers, and Giant Super Novas.

The league started on March 4, 2019 in the Cricket Lawns of Nirma niversity. The first day included 5 matches in a league format, all of which were played for 10 overs per inning. Unlike the first day, 2nd day's matches were played during the night to add a tinge to the level of excitement.

Third day was an end to the qualifier matches and a beginning to the semifinals amongst the teams. The Invincible Fighters was eliminated in the qualifiers and The Cridators was eliminated in the semifinals.

The second semifinals and the Grand Finale was scheduled on March 7, 2019. There was incessant cheering by the students of various Institutes of Nirma University on the final day. Second semi-final was played between Chunky Monkees and Pitch Smashers, which led to the elimination of Pitch Smashers.

The GRAND FINALE was between Giant Super Novas (team owned by **Kanchi Maheshwari and Suniti Bajpai**) and Chunky Monkees (team owned by **Aarti Dhabhai and Ruchi Kankariya**). The captains of both the teams – Jaisal Makwana and Jay Patel started the match with a friendly ode. However, after a lot of excitement and speculation from the crowd, CCL finally had its first winner – **CHUNKY MONKEES** with both the purple and orange cap in its account.



THE THIRD FOUNDATION DAY CELEBRATION

The Third Foundation Day of the Institute of Commerce, Nirma University was celebrated on March 30, 2019. After a brief welcome address by the **Dean - Prof. Udai Paliwal**, all the dignitaries and faculty of ICNU inaugurated the event with lighting of the lamp signifying transition from ignorance to knowledge. The Chief Guest of the program, **Mr. Prakash Varmora – MD & CEO, Varmora Pvt. Ltd.** was welcomed with a bouquet.



Later, Mr. Varmora addressed the gathering on **“Empowerment through Entrepreneurship”** and inspired many students. Students of graduating batch delivered a dance performance and finally the event concluded with felicitation of student achievers for the academic year 2018-19. Trophies, medals and certificates were bestowed upon them. The function was wrapped up with a formal vote of thanks proposed by **Ms. Shweta Trivedi**.

LAUNCH OF THE ICNU NEWSLETTER – ‘KALEIDOSCOPE’

The Third Foundation Day of the Institute of Commerce saw the release of First edition of ICNU Newsletter – **‘KALEIDOSCOPE’** released by Honorable **Director General, Dr. Anup Singh** along with the Chief Guest – **Mr. Prakash Varmora**, **Dean – Prof Udai Paliwal** and Newsletter Editor – **Dr. Sumita Shroff Goyal**.



KALEIDOSCOPE

WHEN FRESHERS MET ICNU – INDUCTION PROGRAM

Institute of Commerce, Nirma University hosted an **induction program** on 15th July, 2019 to welcome the new batch of 2019-22. The occasion was graced by the presence of **Mr. Pankaj Singh, Senior Vice President – Data Centre Business & Group HR, Adani Group. The Dean, Prof. (Dr.) Udai Paliwal** addressed the parents and students with a welcoming speech and congratulated them for being a part of the ICNU family. The program was concluded with a formal vote of thanks proposed by **Dr. Sumita Shroff Goyal**.



A lecture was conducted on **Global Career Opportunities** in Management Accounting by **Mr. Satish Mistry (CIMA Global, Mumbai)** who enlightened the students regarding the course of Chartered Global Management Accountant. Another session was conducted by the faculty of Yates Education **CA Pourav Thakker** and **Harsha Dewani** to bequeath the information about **Association of Certified Chartered Accountants (ACCA)** to the students.

Dr. Avani and **Dr. Sumita Shroff Goyal** hosted an ice-breaker session and played

various games so that students get to know each other.

Another session on Anti-Ragging/ Anti-Drug Movement was conducted by one of the faculty members of ICNU, **Dr. Avani Shah**.

Equal Opportunity Cell hosted a seminar for students to accept the idea of equal opportunity conducted by **Dr. Sumita Shroff Goyal** and **Dr. Swati Kothary (IAPNU)**.

A well-known gynecologist **Dr. Darshana Thakkar** enlightened students' knowledge about Gender Sensitization and why valuing and understanding the opposite gender is equally important.

Mr. Bhavesh Parekh, Coordinator, Student Welfare Activities briefed the students about the objectives of the board and its various activities conducted throughout the year for the all-round development with focus on the physical, social, cultural and spiritual well-being of the students.

Dr. Nitin Kishore Saxena briefly explored the avenues of NSS, Sports, Internship and Placement Programs offered by the Institute. He urged the students to join NSS and NCC programs and become part of a cause greater than them.

A session was hosted by **Dr. Sumita Shroff Goyal** detailing various clubs and committees that the institute offers the students to be a part of.

Mr. Ashutosh Panday hosted a session to spread awareness among the students about the concept and meaning of plagiarism and the stand that the institute takes on it.

Ending the orientation program with campus visit, the senior students succeeded in instilling the one feeling that every induction program strives for – Belongingness.

FORMAL FRESHER'S PARTY 2K19

A little lilting, grooving on beats and lights all around, new faces, smiles and resounding laughter- yes it is party time! With the same enthusiasm, the sophomores formally welcomed the juniors by throwing a **Formal Fresher's Party** on 3rd August 2019.

The fresher's party was hosted by 2nd year students in C Auditorium which was beautifully decorated to make the day memorable for all the freshmen. The students also invited seniors and faculty members to grace the occasion. The celebration started with lighting of lamp and opening prayer followed by the welcome address by **Ms. Shweta Trivedi**, Admin in charge of the ICNU.

Soon the party began with a dance performance followed by a soothing music presentation by 2nd year girls. Further, all the juniors were divided into teams to play various fun filled games inside the auditorium. By each game, the teams were eliminated on the basis of their points earned.

The day was filled with excitement, joy, music, enthusiasm, laughter and happiness. The very purpose of Fresher's Day was to welcome newcomers in a friendly atmosph-

-ere and avoid social evils, to encourage their creative impulses to boost their confidence.



GUEST LECTURE ON LEADERSHIP & TIME MANAGEMENT

The ICNU invited **Dr. Nityesh Bhatt** to address the students on the **fundamentals of leadership and time management** on July 31, 2019.

With an infectious enthusiasm and an irresistible demeanor; **Dr. Bhatt** succeeded in instantly connecting with the students by enquiring about their goals in life.

By sharing real-life examples, **Dr. Bhatt** illustrated the need to take initiatives and effectively manage time. Urging the students to aim high in life, he drew up a promising path to success - one of honest labor and achievable goals.



COMMERCE VOLLEYBALL LEAGUE (CVL)

Commerce Volleyball League (CVL) was one such competition wherein the students participated enthusiastically to flaunt their volleyball skills. An auction was conducted and the owners bid in order to retain the players they want on their team.

TEAM NAME	OWNERS	CAPTAIN
Dracarys	Aastha Patidar and Aastha Darji	Akhil Patel
Net Smashers	Zeenat Khan and Harshita Agarwal	Siddharth Patel
Hard Hitters	Himani Gurwani and Nehal Maheshwari	Raj Gondaliya
Net Ninjas	Namrata Varmora and Nandini Vachhani	Savan Sutariya

All those services, smashes, and defenses really classed up the matches. The referee also ensured smooth conduct of all the matches. This volleyball league stretched over a span of 3 days from August 28, 2019 to August 30, 2019.

The teams also received a lot of motivation from the viewers. The semi-finals between team Dracarys and team Hard Hitters was a very thrilling match. Team Hard hitters lost the match in the third set. This meant that the finals were to be played between team Dracarys and team Net Smashers which was gripping match played in the presence of our respected **Dean Prof. (Dr.) Udai Paliwal** and sports coordinator – **Dr. Nitin Kishore Saxena**.



Team Dracarys won the match and took the trophy home, team Net Smashers took the loss gracefully and congratulated the winning team. The most important thing during all these matches was the display of sportsman spirit by each and every player without which this league wouldn't be such a great success.

TEACHER'S DAY CELEBRATION



On the auspicious occasion of **Dr. S. Radhakrishnan's 131st birthday**, ICNU celebrated **Teacher's Day** with the lighting of lamp and a solemn prayer to Goddess Saraswati. Following this, the faculty members were treated to heartfelt messages by their former students thanking them of their unwavering support throughout their tenure in the University. All the faculty members then cut a cake and **Dean Prof. (Dr.) Udai Paliwal** delivered an inspiring speech. Students gifted saplings to all faculty members as a token of their love and gratitude.

TALENT HUNT 2019

The hunt for talent began on September 5, 2019 to provide platform to freshers to showcase their hidden skills. Various cultural and literary competitions were conducted along with fine arts like **dance, music, elocution, essay writing, micro tale writing, poetry, debate, and t-shirt painting.**

The students came out with flying colors and won many accolades. The participants of each and every event showcased their talent in front of the audience and showed a glimpse of the talents present in our Institute.



LIST OF TALENT HUNT WINNERS AND RUNNER UPS

Name of the Event	Name of Winners	Name of Runner ups
Elocution	Vanshika Varlani	Dev Kala – 1st runner up
Debate	Kush Jagetia	Dev Kala – 1st runner up Riya Vaja – 2nd runner up
Poetry Recitation	Vanshika Varlani	Kanika Gakhreja – 1st runner up Isha Surti – 1st runner up
Micro-tale Writing	Aryan Lakhera	Khyati Nakum – 1st runner up Nimisha Jain – 2nd runner up
Essay Writing	Aryan Lakhera	Hardi Patel – 1st runner up Mayuri Jain – 2nd runner up
T-Shirt Painting	Charmi Raiyani	Bhumika Sojitra – 1st runner up Beenita Chaudhary – 2nd runner up
Photography	Kavya Jain	Hitik Malhotra – 1st runner up
Singing – Solo	Kanchi Maheshwari	Priyam Gandhi – 1st runner up Suniti Bajpai – 2nd runner up
Singing – Duet	Suniti Bajpai and Priyam Gandhi	Dev Kala and Radhika Asawa
Dance – Solo	Iliyaz Basha	Suhani Bansal – 1st runner up Sneha Gaur and Jahnvi Gaur – 2nd runner up
Dance – Duet	Zeenat Khan and Saloni Chaturvedi	Suniti Bajpai and Vanshita Kanjani
Dance Group: Winner	Rajnandini Rajpurohit Amisha Gupta Anjali Gurwani Ishika Garg Kanchi Maheshwari Fanny Rathi Trishul Sharma Nikhil Patil Siddharth Patel Rahul Dalmia Rohan Parsove Virag Mehta	Mimansha Kaushik Yash Goyal Yash Sahu Priyam Gandhi Sangam Suthar Drashti Shah Kanika Gakhreja Sejal Patidar Jaini Thakkar

ए बंदे तू इतना बड़ा हो गया...

- By Vanshika Varlani (Sem V)

ए बंदे तू इतना बड़ा हो गया...

की अपने मां-बाप को तक भूल गया ॥

याद कर उन रातों को,

जब तेरे इन नन्हे हाथों को,

कोई चूमे बिना न सोता था ।

याद कर किसी रोज जब तू साइकिल से गिर आता था,

तो तेरे इन नन्हे हाथों पर चोटों का दर्द तेरी मां को रुला जाता था ।

चोटों पर हल्दी का मलहम तो मां ने लगाया

और पिता ने तुझे डरपोक से एक मजबूत इंसान बनाया॥

मेरे लाल, मेरे लल्ला, ओ मेरे प्यारे मुन्ना,

कहते-कहते वह कभी थकती ना थी,

अपने कदमों को तेरे पीछे आने से वह कभी रोकती न थी,

सूरज की पहली किरण पर वह तुझे उठाती,

तेरे माथे को चूम अपनी पूरी दिनचर्या तुझ पर लुटाती,

अपने पति से वह तेरे लिए लड़ तक जाती

पर तुझ पर लगी कोई भी सरखती वह सह नहीं पाती॥

अरे! तरक्की की इस दौड़ में पैसा कमाने की इस होड़ में

तू इतना बड़ा हो गया

कि तू अपने मां बाप को तक भूल गया ।

पिता की अर्थी अभी कुछ दिनों पहले ही उठी थी

और तेरी मां इसलिए अपने कृष्ण कन्हैया से तक ठीथी, अब

तू ने लगाई उनके हाथों पर कुछ ऐसी स्याही

और कुछ यूं उनके संस्कारों पर की कालिख की पुताई॥

आज वह लाठी टूट गई,

चश्मे की उम्मीद भी छूट गई,

क्योंकि तेरी मासूमियत जो थी कभी उनकी परछाई

पैसों की होड़ में बहुत पीछे छूट गई ॥

इन लड़खड़ाते कदमों को कौन संभालेगा?

इन धुंधली आँखों को चमक कौन लौटाएगा?

इन कप-कपाते हाथों को कौन चूमेगा ?

क्योंकि तू तो बहुत बड़ा हो गया

जो तू अपने मां बाप को तक भूल गया ॥

इस घर से उस घर तक का सफर तूने ही कराया

और उनकी परवरिश पर प्रश्न भी तूने ही उठाया,

पूछती हूँ तुझसे क्यों तूने वह प्रश्न उठाया ?

अपने मां बाप के जैसा तू क्यों न कभी बन पाया,

क्यों न कभी बन पाया

ICNU SHINES

ACHIEVEMENTS IN VISHLESHAN PLUS 2019

The Institute of Commerce, Nirma University added another feather in its cap by winning at 2- Day **National Level Management Festival, VISHLESHAN PLUS 2019** which was held on September 13, 2019 in GLS University in the Case Study Analysis Competition, where a team of 5 students from third year participated, namely; **Harsh Patwa, Salony Bafna, Vaidanshi Nema, Vanshika Varlani and Yash Goyal** and brought laurels to the institute by securing 1st position.



ICNU Students clear LEVEL I of CGMA Qualification Course – CIMA

Five students of B.Com (Hons.) – Bhavika Mirchandani, Kanika Gakhreja, Sarthak Jain, Sejal Patidar (Students of Sem V) and Dhiraj Karnani (Sem III) have successfully cleared the Level I of CGMA qualification course.

These students enrolled for the additional qualification course – CGMA last year. They wrote their Level I exam in the month of September 2019.

INTERNSHIP PROGRAMME WITH THE TIMES OF INDIA

As a part of Summer Internship Programme of ICNU, a few students got an opportunity of internship at Times of India in the field of sales and marketing. Students learnt a lot while interning at the company and also used the opportunity to its fullest and performed well to mark their names in the corporate world as well.

There was a special mention of **Mr. Jemin Desai (ICNU)** for the commendable work done by him from the **Assistant General Manager of The Times of India itself, Mr. Yogesh Bajaj.**



I am happy and delighted to share that the student from your institute, 'Mr. Jemin Desai' has performed formidably during their internship programme with TOI.

Our student internship programme 'Times ACCESS': Acquiring Capability in Customer Engagement & Selling Skill, is a programme for future managers who are interested in making career in Sales & Marketing to undergo an Internship program with us.

In sync with the desired outcome of this programme, the students from your institute have been actively involved in the training and the post-training activity, and have accomplished their tasks in a 'real-life' situation.

Overall, I am extremely happy to see these interns getting prepared to face and undertake bigger challenges in their management career, and also great institutions like yours putting in efforts in getting their students enrolled in 'Times ACCESS'.

Here's looking forward to even more productive association with your institution.

"Men make history and not the other way around. In periods where there is no leadership, society stands still. Progress occurs when courageous, skilful leaders seize the opportunity to change things for the better."

- By Harry S. Truman

पापा

- By Isha Surti (Sem III)

कहीं देखा है ऐसा इंसान,
जान जो तुम पर करे अपनी कुर्बान।
खुद की खुशी को भुलाके,
तुम पर हो मेहरबान।
हर ख्वाहिश पूरी करे,
और फिर भी उसे ना कहे अहसान।
जब दुनिया सोजाए,
तुम्हारी चिंता में रहे वो परेशान।
उसके दिल का टुकड़ा हो तुम,
तुमसे ही है उसकी शान।
तुम्हारी हर खुशी में खुश,
और हर गम को अपना मान।
कांधे पर बैठा कर दुनिया दिखाई,
पर फिर भी माथे पर एक शिकन ना आई।
क्यों! अब बताओ,
देखा है कहीं पापा जैसा इंसान?



जीवन पथ की राह में तू भटक मत इंसान

- By Abhishek Gandhi (ALUMNI 2016-19 Batch)

जीवन पथ की राह में तू भटक मत इंसान,
तू भटक मत इंसान।
राह तो होगी अनदेखी, अनसोची,
रास्ते भी होंगे काँटों से सभी,
सोचना मत क्या होगा अभी।
जीवन पथ की राह में तू भटक मत इंसान,
तू भटक मत इंसान।
जब राह पर निकल पड़े तो चलना ही होगा,
हर काँटों को फूल समझ कर अपनाना ही होगा,
अब तो कदम से कदम मिलकर जागे बढ़ना ही होगा।
जीवन पथ की राह में तू भटक मत इंसान,
तू भटक मत इंसान।
मकड़ी भी ऊपर चढ़ते समय सो बार फिसलती है,
लेकिन आखिर में अपनी मंजिल को पा ही लेती है,
आखिर इतना तो समझ तू तो है एक इंसान।
जीवन पथ की राह में तू भटक मत इंसान,
तू भटक मत इंसान।
यदि एकबार रुक-सा गया तो आगे नहीं बढ़ पायेगा,
इन दानवों के दलदल में तिनके की तरह फ़स जायेगा,
फिर लाख कोशिश कर निकल नहीं पायेगा।
जीवन पथ की राह में तू भटक मत इंसान,
तू भटक मत इंसान। खुद को यदु करके लेले यह प्रण,
रास्ते में पहाड़ हो या हो बंजरण,
अपने कर्म ...धर्म का मर्म वनों के नहीं लेगा तू।
जीवन पथ की राह में तू भटक मत इंसान,
तू भटक मत इंसान।



- By Charmi Raiyani (Sem I)

"A small bud blooms into a big flower withstanding all rain showers and winds teaching us to struggle against all odds to shine afresh."

- By Aditya Pahwa (Sem I)

THE BEST ESSAYS OF ESSAY WRITING COMPETITION

"LIFE IS WHAT HAPPENS TO YOU WHILE YOU'RE BUSY MAKING OTHER PLANS" BY ALLEN SAUNDERS

- By Aryan Lakhera (Sem I)

"The mind is a universe, and can make a hell of a heaven and a heaven of hell."

- John Milton, Paradise Lost

It is said that half of our battles are won in our minds. The first step towards realization of any goal is embracing our truths. The truths about what we want, and what we are. But hidden against the backdrop of society-imposed objectives is a beautiful truth.

In an increasingly consumerist society, every individual strives for single-minded goals -- recognition, respect, fame, money. The necessities of self-introspection and self-realization. The First World Countries; the so-called capitalists are nothing more than huge grounds for setting-up factories. The developing nations, the Second and Third World countries do nothing more than work towards achieving the coveted title of *Developed Nations*. But a country, is its people. Money and machines build a nation, but the greatness it achieves can only be attributed to its people.

This brings into focus an aspect of human life that has long been forgotten - *Humanity*. Defined as the characteristics required to qualify as a living, breathing person; our humanity is what has left us. Today, we seek artificial pleasures bought primarily with money. As soon as a person comes into money, he looks towards innovative ways of spending it.

New house? Check. Vacations? Check. Shining car? Check. Happiness?? And that is where we lack. In order to fulfill our insubstantial desires, we forget about the non-material aspects of life. The embrace of a father, the warmth of a mother's love, the comfort of reliable friends; are lost in a bid to outdo each person listed above.

Every opportunity is viewed as competition; every competition a battlefield. And while we fight these battles, we lose a great deal more than what we gain. A man misses his daughter's first birthday for a professional trip, a son misses his mother's funeral.

As we turn into machines minting bank notes, we forget to assess the cost we incur. Every day ends in twenty-four hours, and every second of that duration is spent on keeping the mint hot. But in pursuing the means, we often lose sight of the end.

Who do we earn the money for? Why do we stretch ourselves to our limits? The generic answer? To provide for our families. To fulfill our needs. Once again, the single-mindedness overtakes human sensibilities. Money has never been able to satisfy anyone, elaborate plans for the future often rest on fragile strings. The only alternative, the only course of action - *living in the present*; remains.

The phrase - *Live life to the fullest* is clichéd beyond comprehension. But looking beneath its cheesiness, we can glimpse a profound truth.

"Life is what happens to you while you're busy making other plans."

The world we live in is a beautiful place. It ran in the past without cogs and gears; solely on the power of love and companionship. It is time to look back, rather than ahead; and leave a legacy worth projecting through the generations.

“LIFE IS WHAT HAPPENS TO YOU WHILE YOU'RE BUSY MAKING OTHER PLANS” BY ALLEN SAUNDERS

- By Hardi Patel (Sem I)

ESSAY 2

'How much you live is not important, how you live is important.'

- Shakespeare

It has been truly said that how much years you live is not important at all but how you live and enjoy your life is more important. There are many heroes who have not lived much but the quality of life they lived is the reason that their footprints are still remembered.

Socrates, Swami Vivekananda and many more heroes died at an early age but still after many decades they have being remembered because of their good deeds and ethics.

In today's busy world, people are lost in search of money and luxury which leads to the life of greed, jealousy and misery and this is the reason why our country faces the problems of political issues with other countries. We only have one life and one should live each day of one's life as if it is the last day. Every dream and desire should be achieved and for that you need to work more and walk on right path.

'Wherever life plants you bloom with Grace.'

Wherever we have been planted by God we should bloom as the flower blooms and increase the beauty of nature. Similarly, in life, we should bloom like a flower and spread beauty everywhere.

Many people think that life should be a planned schedule that is one should work as per the decided schedule but I believe that life should not be planned but it should be lived. Just like the radio, which one is the next song is a secret for us. Similarly, what's the next step of our life or where we will be tomorrow must be secret. This lets us do what life wants from us. Whenever we are busy making our new plans and if we are not succeeded and a sudden turn comes in our life, that is the turning point or the true face of our life.

'Be such a beautiful soul that people crave your vibes.'

One should always walk on one's ethics and principles which leads to a good life ahead and that leads to good future as well. And when you are busy making other plans life makes you do whatever is written in your destiny and that's the true turning of our life.

Many people have decided their future goals from childhood itself for which they work hard but sometimes circumstances changes and makes one do something out of the way. There are many of the great leaders in every field who had never imagined or decided to enter the respective field but the circumstances make them to do so.

'Success is like your own shadow.

If you try to catch it, you will never get it.

But if you simply move ahead, it will follow you.'

Wherever life plants you, you should be ready to face it and conquer it and automatically success will follow you. Destiny is not in one's hand. Whatever is going to happen it's upon us that wherever life leads us we are brave enough to face it.

'Whatever is meant to be, is going to happen so live happily.'

FELL IN THE WELL

- By Isha Surti (Sem III)

Some things will always remain unacceptable, whether they are deaths, failed relationships, broken friendships or FAILURES.

Failure is just like falling in the well. Once you fall in, it becomes difficult to come out. It only keeps importance for those, who have been through it. It makes a part of everyone's life, infact a major one. Failure is when you are afraid to face the horde, afraid to face your parents and friends and over everyone, your own self.

Isn't it funny how many times in life you motivate and drive others to a conclusion but fail to do that for yourself? Guess it's easier said than done, huh! That breaks one from inside, just like it did to me or to you.

Or have you never failed? Do you ever want to be someone new? Didn't you ever run away from yourself? Oh well. I am doing that. I am running away, to escape the world and maybe, even myself. Would it have been that I never had to face myself, it wouldn't be that hard to accept but everyone around end with themselves.

There are so many things my mind is revolving around but its focus on what couldn't be changed is making it unstable. But then I have to call it a day. Because, sometimes failures are worthy having, when you didn't really practice well or when you need a stepping stone. It is not yet working positively. However, it will. This time, I will endeavor better and will not leave any stone unturned.

MANKIND IS BURNING ITSELF TO ASHES

- By Drashti Shah (SEM VI)

Taking a peek at the global happenings on how well mankind is treating its natural resources, a concrete realisation is needed in order to eventually SURVIVE!

Humans have been clearing the agricultural land in the Amazon forest in order to increase development by increasing agriculture activities as envisioned by Jair Bolsonaro – President of Brazil which has resulted in deforestation escalating to 25% more in 2019 than that in 2018. The challenge of climate change on the other hand resulted in turning some parts of Australia up in smoke which experienced the highest of temperature at 41.9 degrees Celsius. Yet the people added to the smoke on the last day of 2019; Sydney put up a spectacular end to the year. Is that how we are initiating towards saving our home? Climate change in the form of hot and dry weather and the drought faced by the country are believed to be the reason behind such an aggressive face of fire in Australia ensuing people losing their homes and nearly half a million wildlife burning to death.

Two major burning issues – deforestation and, drought delineate. Problems concerning environmental hazards have increased on a large extent in the decade gone by.

Why is there a need for environmental awareness to become a mission?

Why do people need alarm of environmental accidents to wake them up?

Lives are lost, properties are burning down, resources are wasted moreover survival at all is at cost. A strong need towards taking measures to make our planet a better place to live is required. Enough awareness is being spread but the efforts to reciprocate are not quite there. It is time for the youth to show and bring about a change to OUR world.

It is NOW OR NEVER!

SEMINAR ON ‘TEXT MINING AND TEXTUAL ANALYSIS FOR PREDICTIVE MODELS AND RISK ASSESSMENT’

Institute of Commerce, Nirma University organized a seminar on ‘Text Mining and Textual Analysis for Predictive Models and Risk Assessments’ on September 17, 2019. Speaking at the seminar **Dr. Rajendra P. Srivastava**, Professor Emeritus of Accounting Information Systems in the School of Business, University of Kansas, Lawrence, USA, highlighted how text mining and textual analysis can be used by regulators, policy makers and researchers for unearthing any fraudulent activities by reporting entities.



EDUCATIONAL VISIT TO GIDC VATVA

On September 20, 2019, a trip to **Green Field Co-operative Society, Vatva** was organized by the Institute of Commerce, Nirma University for Semester III students of B.Com (Hons.). Green Field Co-operative Society is an industrial affluent treatment plant in which 35 million tones liters of polluted water is being discharged everyday. Around 1000 Ahmedabad based industries discharge its affluent everyday in this treatment plant. The entire process of treatment of the polluted water was observed and understood by the students.



ICNU STUDENT'S VISIT BLIND PEOPLE'S ASSOCIATION



On September 30 2019 and October 3 2019, students of Institute of Commerce B. Com. Semester I visited **Blind People's Association** with an objective create awareness about the way blind people live their lives and the problems they face in life. It turned out to be a great experience for all the students who went there. They encountered the lives of the people and understand how people should learn to adapt to every situation that transpire in front of them. Students also learned to be sensitive to differently-abled people of the society.

ICNU GIRLS TAKE GIFT CITY

On October 21, 2019, fifteen selected girls from the Semester V of Institute of Commerce, Nirma University got an enormous opportunity to be a part of Bloomberg's initiative "**Girls Take GIFT City**" in collaboration with UBS and India's first operational smart city. The event was based on the theme – "**Gender Justice and Equality**". The foremost fruitful deeds kicked from a remarkable welcome address made by **Ms. Vandana Ramchandani**, Philanthropist, Bloomberg; Mr. Dipesh Shah and a key note address made by M.D. of GIFT City –**Mr Tapan Ray**. The provided prospect was exceptionally productive for all the girls who joined the event and this extended an opportunity to them to absorb more profoundly about their career horizons.





- By Kanchi Maheshwari (Sem III)

“Would Shakespeare have been there if he were a girl, wondered his secret admirer yet to be known future she author.”

By Saumya Dalwani (Sem III)

CON-GRAD-ULATIONS TO THE PIONEER BATCH OF ICNU

“We must accept the end of something in order to begin to build something new.”

The Institute of Commerce, Nirma University on 16th October 2019 convened its **very first-ever convocation ceremony** for its pioneer batch 2016-2019. The event was held after the conclusion of the bravura and majestic 28th Convocation Ceremony at University level. The event at university level was graced by the presence of eminent Chief Executive Officer and Managing Director of TATA Motors- **Mr. Guenter Butschek**.

The Institute is enormously proud of its scholars- **Ms Ruchi Jain (BSFI)** and **Mr Nihit Lohiya (Accounting)** for securing a Gold medal. The institute is equally proud of all its graduating students from its forerunner batch.



The event kicked at 6 P.M. in the auditorium of the Institute of Management, Nirma University in a dignified presence of prominent faculties and **Dean-Prof. (Dr.) Udai Paliwal**. The proceedings of the event inaugurated with the heartfelt and warm speech by Dean Sir followed by the degree felicitation in the presence of our honorable faculties on the dais. The formal vote of thanks was given by **CS Karishma Butani** providing all a ceremonial good-bye.

"Which feeling is better than putting on our crisp uniforms with pride every morning?" Asked the newly recruited policeman. "Discarding them at nights and wearing our Indian khadis." The weary superior replied.

- By Aryan Lakhera (Sem III)

ALUMNI ASSOCIATION

Prof. Paliwal introduced to the Commerce Alumni Association which was followed by a speech presented by the President of the Association. The committee of Alumni Association is as follows:

Parth Dudhat (President)

Disha Sodani

Jugal Wadhvani

Yash Rajpurohit

Pallavi Salewala

Srishti Agarwal

Vanshika Varlani (Sem V) expressed the feelings for the sequel batch for the pioneer batch of the institute.

YAADEIN

- By Vanshika Varlani (Sem V)

वो दिन भी क्या दिन थे जब हम मस्ती में chill and assignment में घुम थे। Assignment में cut copy paste और last के lecture में करना time waste.

सब को अच्छा लगता था but at the end of the day पढ़ना भी तो पढ़ता था
क्या गजब के वो दिन थे जब Dean भी हमारे teen थे

Udai sir की तो बार ही नीराली हमेसा से निभाई अपनी सारी ज़मेदारी और हर बात इन्होंने बड़ी गहरी से हैं
स्मभाली इसलिए हम सब आज हे आपके प्रति आभारी। आप सभी ने की आधी Nirma की सवारी चाहे हो
management, law, pharma, या हो अपनी new building की बारी।

But at the end of the day, आप मानते है ना Nirma जान है हमारी? वो भी क्या दिन थे जब lectures में
हम थे पढ़ते तो कम थे but unity में दम थे।

इस unity के दम पर तो Elysian कराया और commerce किसी से कम नहीं ये सबको बताया।
आज भी याद आते है वो दिन और कही ना कहा थम जाते है हमारे दिल ,सोचते रहते है की फिर ऐक बार जाक
lal Bhai पर आते है ना मिल।

आज हम यहाँ और आप सब कहाँ कहाँ, बनाते अपने सपनों को तराशा हुआ जहान। सपनों और अपनो की
यादों की ओर बढ़ते ये कदम और उठते इस आस में की जल्दी मिलेग हम।
जाते - जाते सिर्फ एक बात कुहंगी;

घर का पहला baby and institute का first batch both are equal,
Believe me guys, we are extremely proud to be your sequel.

And finally, the event came to a golden end with a small vote of thanks by Dr. Avani Shah followed by the dinner arranged in the back lawn.

SEVEN DAYS' CAMP @ KAVITHA

The Institute of Commerce, Nirma University organized a **seven days special National Service Scheme (NSS) Camp at Kavitha village**. The journey started from March 8, 2019 and concluded on 14th March 2019. 41 sophomores from ICNU were accompanied by **Dr. Nitin Kishore Saxena**- Programme Officer (NSS) -ICNU and **C.S. Karishma Butani**.

The camp started with participation of the volunteers in **blood donation camp** at the University. The volunteers also worked for the transformation of an unproductive land of '**Shri Vinoba Ashram, Kavitha**' into a small beautiful garden. They were collectively involved in the promotion of a number of government schemes like '**Beti Bachao Beti Pado**', '**Clean India Mission**' and '**Vote India**'.



During the period, they made two industrial visits at **B. Bricks' site of operations** and **Mathurdas Food Pvt. Ltd– a dates processing unit**, which were correspondingly scheduled to provide our volunteers a brief overview of the economic activities undertaken at the village.



Moreover, the volunteers offered their contribution by teaching students of '**Seva Vistaran Prathmikshala**' and working for their overall development through covering the major dimensions like sports, computer education and academics, art and craft. The female volunteers took charge of spreading awareness regarding the menstrual hygiene and efficiently persuaded majority of women for replacing cotton clothes with sanitary napkins.

On the last day of the camp a '**Cultural Evening**', '**Craft Exhibition**' and '**Prize Distribution ceremony**' was organized by the volunteers to applaud the inner hidden creativity of school children of the adopted village. **Shri Kamal Kumar Kar, Regional Director, NSS Gujarat** visited the Kavitha village and motivate the volunteers. **Prof Dilip Joshi, NSS Coordinator, Bhavnagar** was also present during this event. All the faculty members of the ICNU along with Dean – Prof. (Dr.) Uday Paliwal made the closing ceremony eventful.





Swachh Bharat Internship - The program aims to engage youth across the country, develop their skills and orientation for Solid Waste Management (SWM), and sustain the momentum of the Swachh Bharat Jan Andolan. For this resolution, 2 teams of 10 students of the institute devoted 50 hours from 25th July'19 to 27th July'19 for the cause. They carried out promotion of the 3Rs (Reduce, Reuse, Recycle), compost pits, no-littering at school level.

Swachh Bharat Pledge-Swachh Bharat, Swasth Bharat! The students of the institute took an oath on 1st August'19, promising to devote a significant time towards maintaining cleanliness and boosting the clean India campaign.

Tree Plantation—Tree plantation was done by the ICNU students to encourage cleanliness under the aegis of Swachhta Pakhwada. The students planted saplings on 1st August'19 in university premises in order to encourage awareness about afforestation and the importance of tree plantation. The activity was led by Dean Prof. (Dr.) Udai Paliwal and Dr. Nitin Kishore Saxena.



1st One Day Camp @ Kavitha - The students of the ICNU visited Kavitha, the adopted village of NSS, ICNU on 31st August'19. The school students were imparted basic computer knowledge and also conducted activities like exercises, stretching and yoga with reference to FIT INDIA campaign initiated by the Government of India.



2nd One Day Camp @ Kavitha - The NSS students paid a visit to the adopted village Kavitha on 7th September'19 to pace up the Fit India initiative of Govt. of India by making students indulge in sports activities. To celebrate the National Nutrition Month, the team organized a cleanliness and hygiene awareness program and measured the BMI of all the kids.

NSS Day Celebration @ Tarapur - The NSS volunteers of ICNU promoted Fit India program in the school by teaching games like *Football, Volleyball, Table Tennis* and celebrated the **NSS Day** on 24th September'19. At the end volunteer distributed a small stationary kit to motivate students to participate regularly in sports activities.



UDGAM – THE SOCIAL CLUB

UDGAM, the social club of the ICNU promotes CSR activity by organizing activities to bring a change in the society.

Friendship Day Celebration@ Humankind– It's not only about making time for your loved ones, but also for the one's you've never met. Only then comes the full satisfaction and happiness. The students of ICNU went to a NGO namely Human Kind on 4th August, 2019 for celebrating friendship's day. This little gesture spread 60+ smiles.



Ganesh Chaturthi Celebrations @ 2ND Innings Old Age Home- Udgam club made visits to 2nd Innings Old Age Home, Ghatlodiya on the festive occasion of “Vighna Harta's sthapana” on Ganesh Chaturthi to celebrate with elders living in that old age home on 2nd September'19. They earlier visited the old age home on 24th August'19 to celebrate Janmashtmi with the elders.

Food Drive - A fruit distribution drive was conducted on September 26, 2019 where bananas were distributed to families of construction workers who reside behind Nirma University.



encourage health, fitness and sports activities.



Sports-Sports initiative has been undertaken by UDGAM, wherein members of the club go to TRAGAD School, Ahmedabad every Tuesday and Thursday to teach sports to the school students. This initiative was taken in order to



THALASSEMIA TEST @ ICNU

A special camp for Thalassemia (A disease that comes with parent's genes) testing of all the first-year students of B.Com (Hons.) was organized by Institute of Commerce on September 21, 2019. Students from first year came in large numbers for the test. According to Prathama Blood Centre. It is important to insist Thalassemia screening before marriage This test was facilitated by Prathama Blood Centre and was supported by INTAS as a part of its CSR initiative.



"You must not lose faith in humanity. Humanity is an ocean; if a few drops of the ocean are dirty, the ocean does not become dirty."

- By Mohandas Karamchand Gandhi



- By Charmi Raiyani (Sem I)

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