

-----Edition 5-----

KALEIDOSCOPE

-----Newsletter of The ICNU-----
Jan'21 - Jun'21



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Message from Director's Desk- Prof. Udai Lal Paliwal



I am exhilarated to present the fifth edition of ICNU Newsletter "KALEIDOSCOPE" to our readers. I am very delighted to congratulate **Dr. Sumita Shroff Goyal** - Newsletter Editor and **Nimisha Jain** - Newsletter Coordinator and their team for working on the newsletter.

We all faced challenges differently as whole and at our own level as well but we are among few colleges that got through and ICNU students are shining academically. It gives me immense pleasure and joy when I say that ICNU is not just shining in academics but in other curricular activities as well. We are creating the future of commerce industry: great professionals and worthy citizens. I have no doubt that this newsletter provides platform to our students to showcase their intellect personalities.

Message from Newsletter Editor - Dr. Sumita Shroff Goyal



I am glad to present the fifth edition of ICNU Newsletter- "KALEIDOSCOPE". My heartfelt gratitude to Director - **Prof (Dr.) Udai Lal Paliwal** sir for his constructive suggestions for improving the content of newsletter and prodigious support in releasing the newsletter. I appreciate team LITWITS led by **Nimisha Jain** with the support of **Paridhi Patel** for their hard-work and upfront approach to publish the newsletter in the time-frame. Their unrelenting efforts are the foundation of the current edition. This edition provides insights to all the happenings at ICNU with interesting facts, art-work, poems, and stories

that motivates everyone. With this edition, we have introduced a new section "Faculty Corner" to highlight the achievements of ICNU Faculty. I hope readers find the newsletter engaging and illuminating. Further I would also like to extend my gratitude to the admin team - **Ms. Shweta Trivedi** and **Ms. Priya Badaliya** for their immense support. .

Message from Newsletter Co-ordinator - Nimisha Jain



It is indeed a great pleasure to bring to you all the fifth edition of the ICNU newsletter – The Kaleidoscope. The bi-annual newsletter of the Institute provides a chance for the scholars to exhibit their writing science and serves a medium to keep our readers updated of the occurrences at the Institute. It was an overwhelming experience to work on this edition of the newsletter Kaleidoscope. Furthermore, I would like to extend my gratitude to our Director– **Dr. Udai Paliwal** as well as to our Newsletter Coordinator - **Dr. Sumita Shroff Goyal** for being uplifting unexceptionally supportive, being there whenever required, and for always having faith on our team. This edition had also gone from drafts to drafts, with many improvements till this final version could be brought to all the readers! I also appreciate the efforts of team LITWITS for working day and night to make this a success and rich in content and capture the pattern of our students of ICNU as well as the admin team.

LITWITS Committee



Prof. (Dr.) Udai Lal Paliwal
(Chairperson, Newsletter)

Dr. Sumita Shroff Goyal
(Newsletter Editor)

Nimisha Jain
(Newsletter Coordinator)

Paridhi Patel
(Designer)

Aastha Patidar
(Designer)

Kirti Kanodiya
(Content Editor)

Pratham Pujara
(Content Editor)

MESSAGE FROM LITERARY COMMITTEE

We at **LITWITS** - The Literary committee of ICNU believes that every star has its own sky. We with the support of **PRISM** - the media committee have created a platform to the students of ICNU to showcase their talents and achievements throughout their undergraduate life at ICNU. We are grateful to the admin office for being supportive and helpful always.

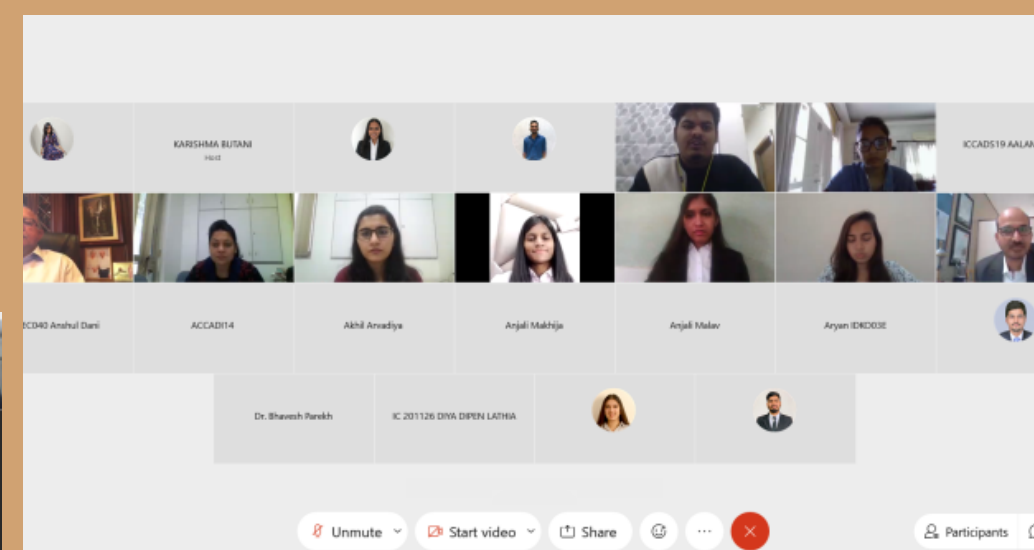
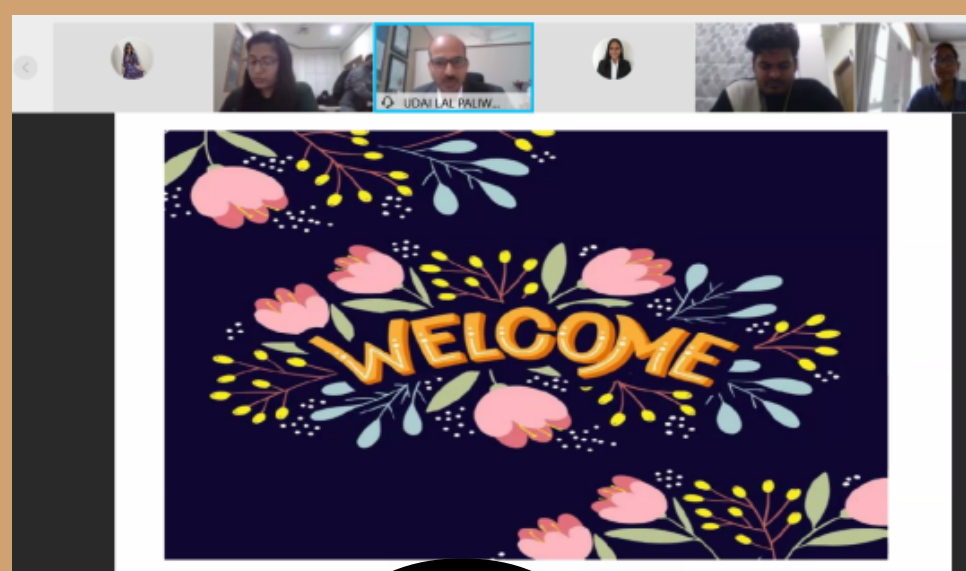
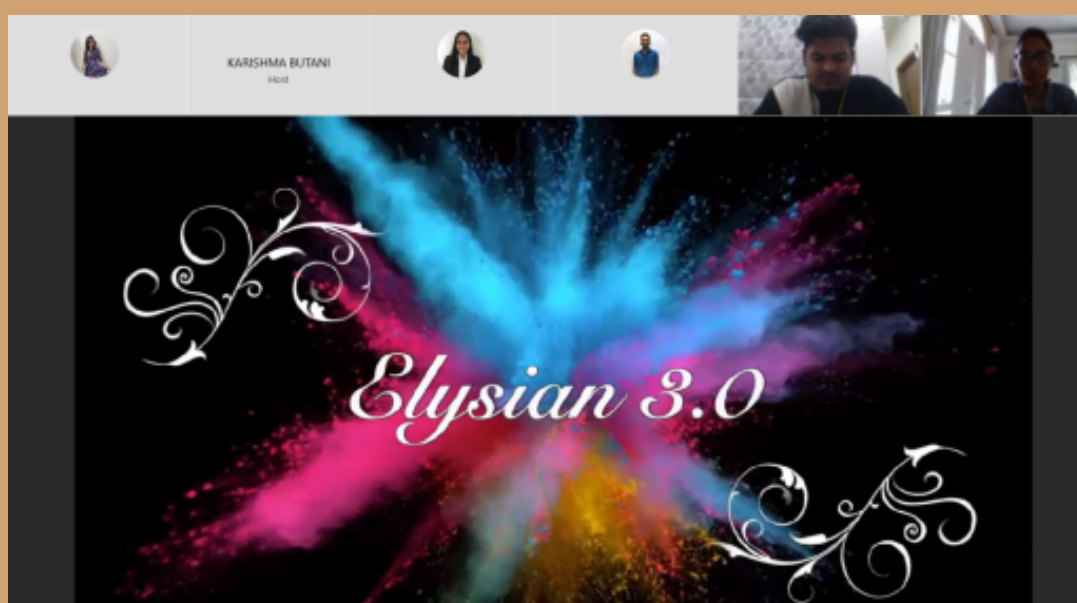
We thank our Director - **Prof. (Dr.) Udai Lal Paliwal** and **Dr. Sumita Shroff Goyal**, who are an inspiration and guiding light to all of us.

Elysian 3.0



Elysian 3.0 (January 28 - 30, 2021) like the past two fest continued to add to the fun, excitement, and laurels to the ICNU family. It was organized under the supervision of faculty coordinator **CS Karishma Butani** with head coordinators **Divya Baheti** and **Saumya Dalwani** under the direction of **Prof. (Dr.) Udai Paliwal – Director, ICNU**.

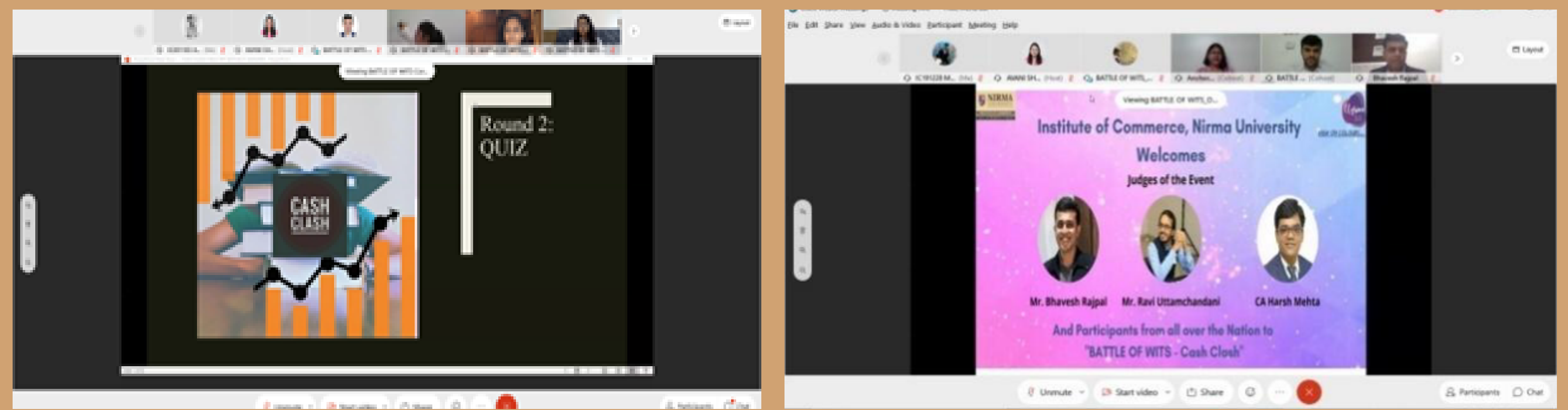
Due to COVID-19 pandemic, this year Elysian 3.0 was an online event conducted through webex. The event received approximately 500 registrations across India and including some international participants in various events like, Dance, Music, Fashion, Academic, Literary, Gaming event and social events. The event was inaugurated by **Mr. Ashok Odhrani** - Chairman of Supertech Technical FZCO, UAE based firm. **Prof. (Dr.) Udai Paliwal** formally welcomed all the dignitaries present, colleagues, and participants from different parts of the country and student. He congratulated everyone for actively participating in the competition and wished for the success of the event. Mr. Ashok Odhrani shared his thoughts and experiences on **“Entrepreneurship and Business Growth”** in his inaugural address. **Prof. Anup Singh** - Director General, Nirma University in his presidential remarks appreciated the efforts of the institute and motivated young minds to keep their participation and sportsmanship spirit high. A brief snapshot of the events and activities are presented in the following pages.



Academic Events -Battle of Wits

Cash Clash - Virtual Market Game

The game was divided into 3 rounds in which 24 teams participated with 3 members in each team with participants across country. The teams were assigned different tasks to help in judging their different sets of skill which came in handy while navigating the waters of flash stock trading. The judges for the events were **Mr. Bhavesh Rajpal, Mr. Ravi Uttamchandani** and **CA Harsh Mehta**.

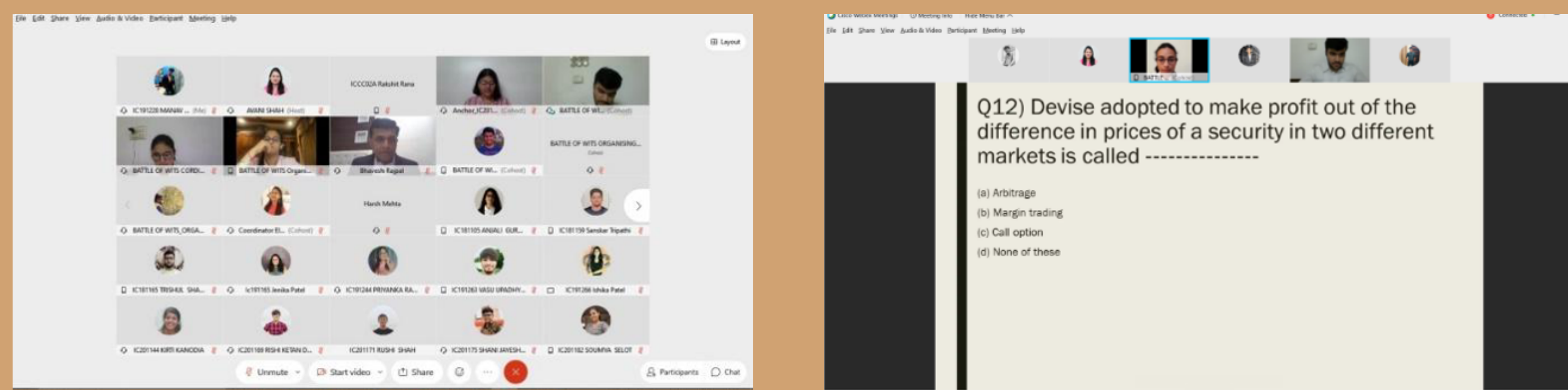


Winners are as follows:

Position	College / University	Member Names
Winner	Christ University	Abhishek Kumar Sharma, Vikramaditya Shivpuri, Krishna Sanwaria
Runner-up	Institute of Commerce, Nirma University	Richa Dwivedi, Pursti Doshi, Pratik Kumar, Himanshi Tejwani

Plan O Pitch - The Business Plan Game

The game was divided into 3 rounds in which 9 teams participated with 4 to 5 members in each team. The participants represented national and international level. The first round was elimination round. In second round all the teams had to submit their business plan in pdf format followed by third round - the presentation of business plan. The presentations were followed by the questions and answers. The event was judged by **CA Niyati Nawab** and **Dr. Yashree Dixit**.

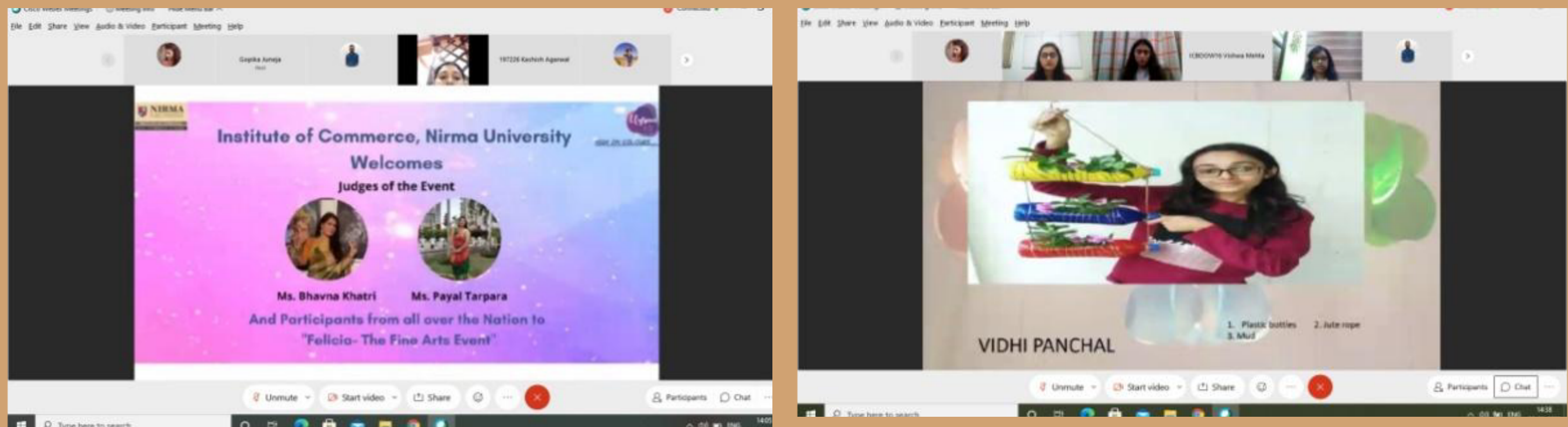


Winners of Plan-O-Pitch are as follows:

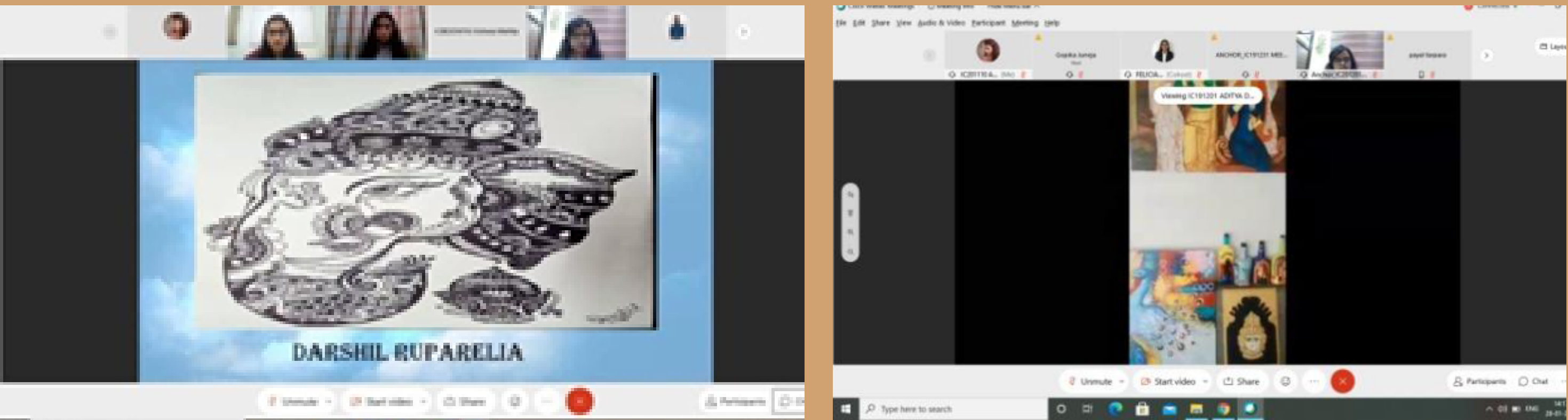
Position	College/ University	Member Names
Winner	Global Centre for Entrepreneurship & Commerce (GCEC)	Muskan Aggrawal & Team
Runner-up	Institute of Commerce, Nirma University	Prusti Doshi & Team

Fine Arts Event - Felicia

Felicia was exclusively for the artists to showcase their talents in the **Loop a Dot**, **Wrap the Scrap** and **Chitrakala** competitions. The event received 86 participants from different colleges over the nation. The judges for the event were **Mrs. Payal Tarpara** and **Mrs. Bhavna Khatri**.



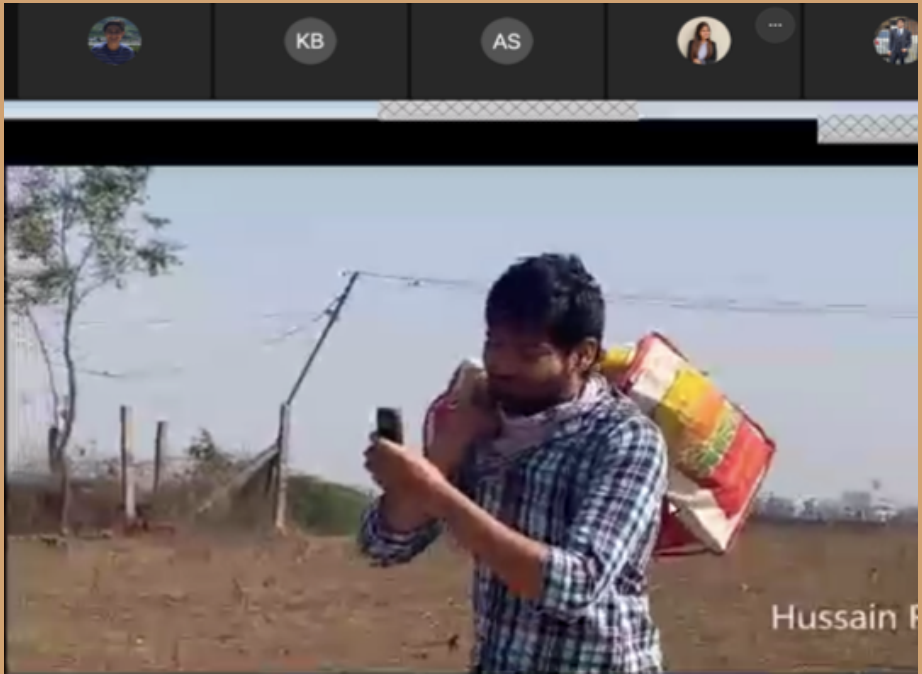
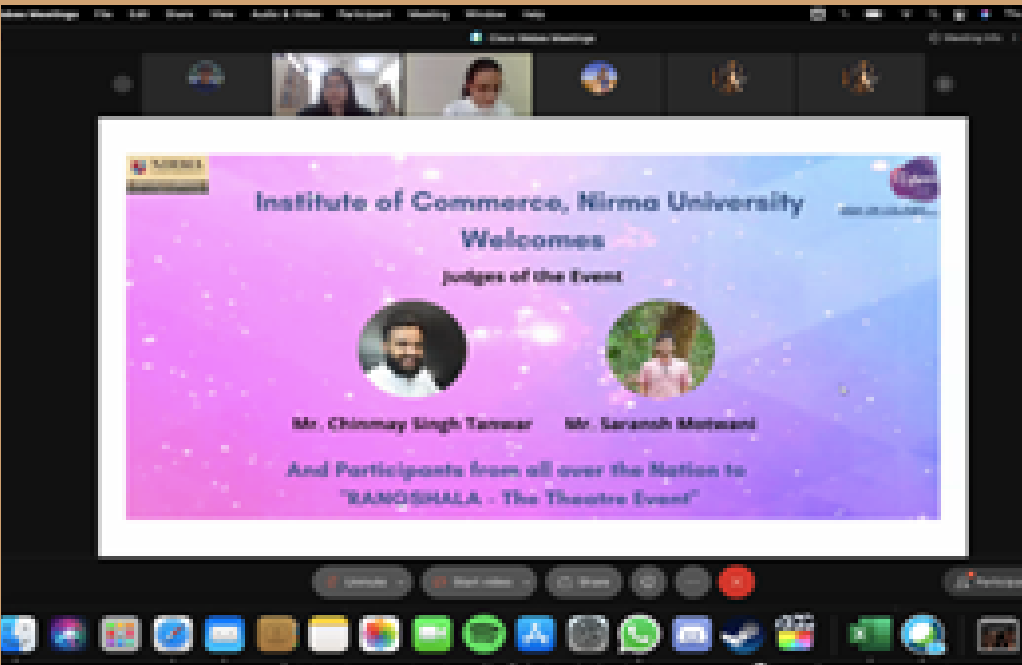
Position	Category	College/ University	Name of the Winner
Winner	Loop a Dot	GLS University	Kushi Soni
Runner Up	Loop a Dot	Nirma University (DOD)	Naisargi Shah
Winner	Wrap the Scrap	Nirma University	Sammridhi Gupta
Runner Up	Wrap the Scrap	L J Institute of Applied Sciences	Divya Vaishnav
Winner	Chitrakala	Institute of Management, Nirma University	Kashish Agarwal
Runner Up	Chitrakala	Institute of Management, Nirma University	Ankit Agrawal



Theatre Event- Rangshala

The competition was held under three categories: **Monoacting**, **Mimicry** and **Stand-Up Comedy**. Students from various colleges showcased their talent on the stage. The event was a mixture of emotions, entertainment and drama and the event was gracefully judged by **Mr. Chinmay Singh Tanwar** - Playwrite, Actor and Director and **Mr. Saransh Motwani**.
Winners of each event are given below:

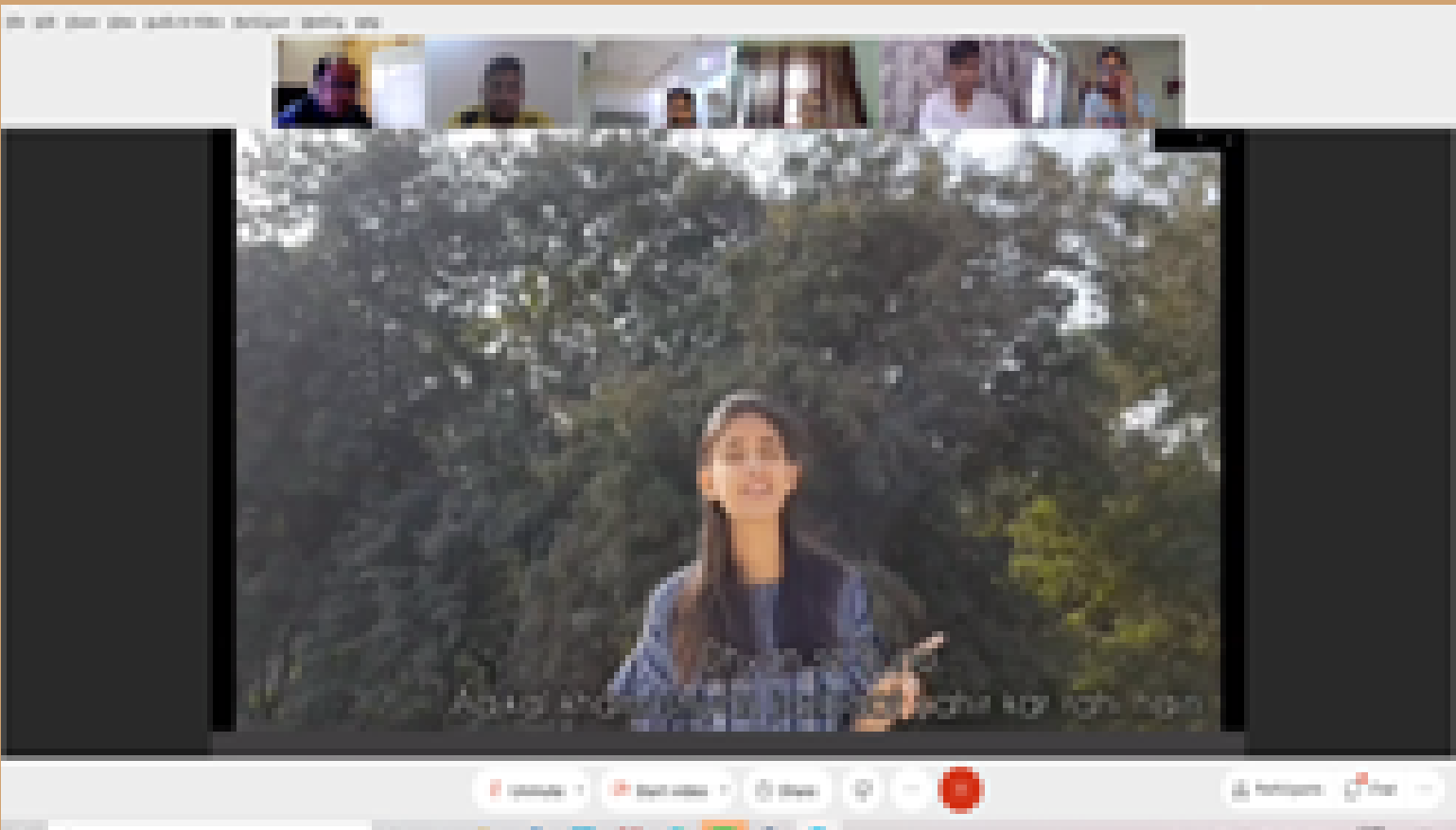
Position	Category	College/ University	Name of the Winner
Ist	Stand-up Comedy	Unitedworld Institute of Design	Harsh Yadav
Runner up	Stand up Comedy	St. Xavier's College	Aparajita Bagchi
Ist	Mimicry	Karnavati University	Anushka Mehta
Runner up	Mimicry	St. Xavier's College	Megha Khandar
Ist	Mono Acting	St. Xavier's College	Megha Khandar
Runner up	Mono Acting	Karnavati University	Sathvik Kalavhalra



Literary Events - LITWITS

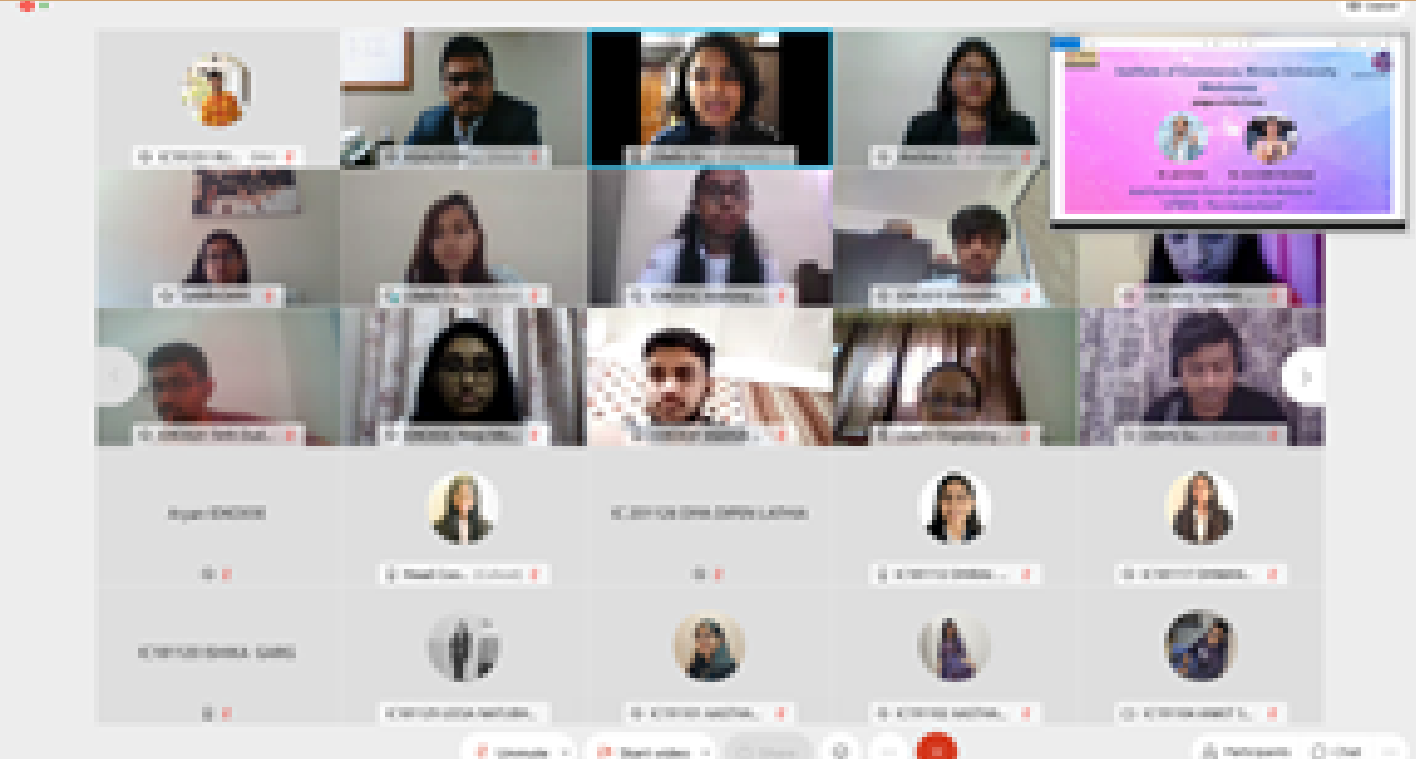
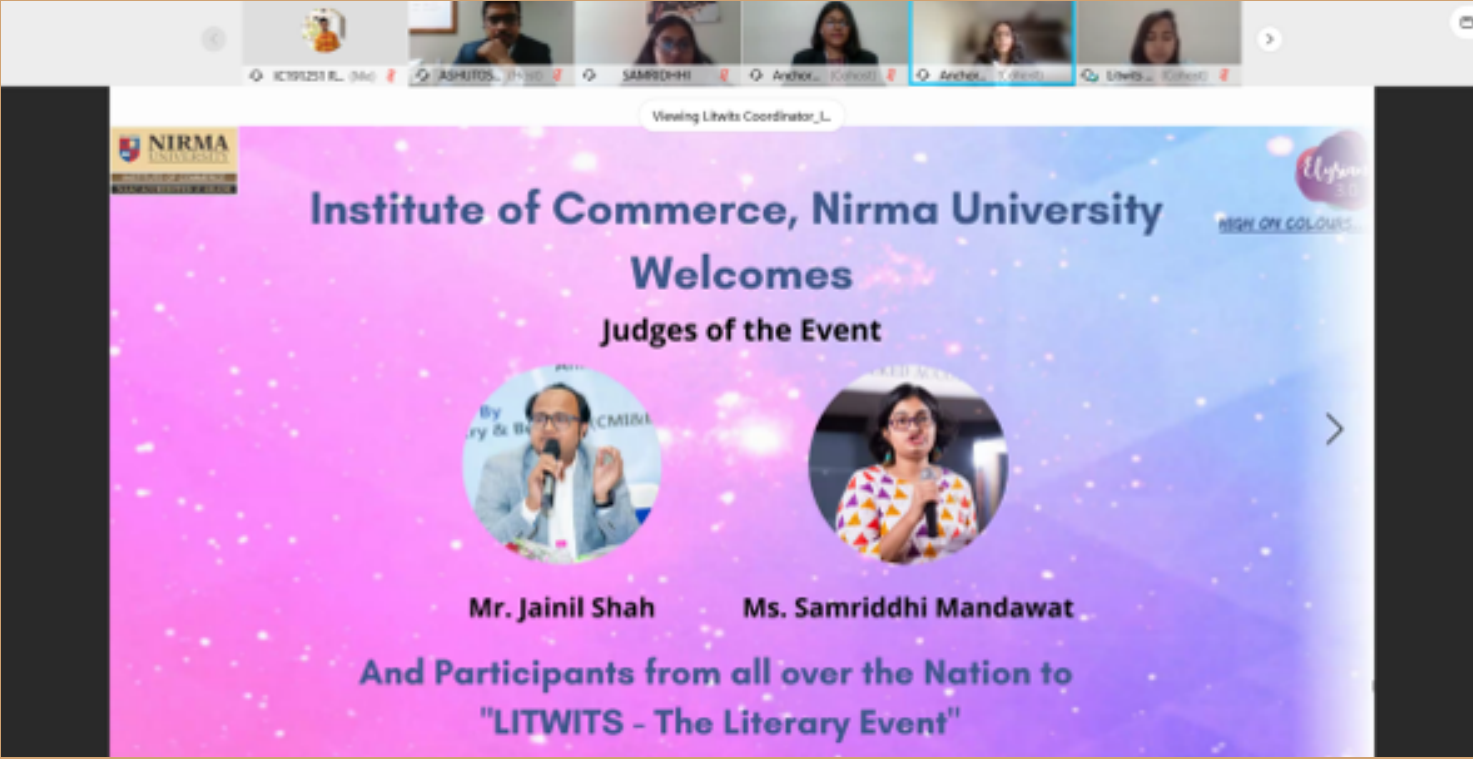
Kavyanjali - The Poetry Event

The competition was divided into 3 rounds, in first round there were 30 participants and in second and third round there were 10 participants from all colleges over the nation. First round was elimination round in which participants were asked to submit poetry on an online platform. This literary event was judged by **Mr. Jainil Shah** - Youth advisor and a veteran Corporate professional and **CA Samridhhi Mandawat** - Motivational speaker, Author, Padmashri awardee. List of Winners are as follows:



Position	College / University	Name of the Winners
Winner	Kamala Nehru College, DU	Bushra Malik
Runner up	Applied Research International, Delhi	Kartik Mittal

Knock Out - A Debate Competition

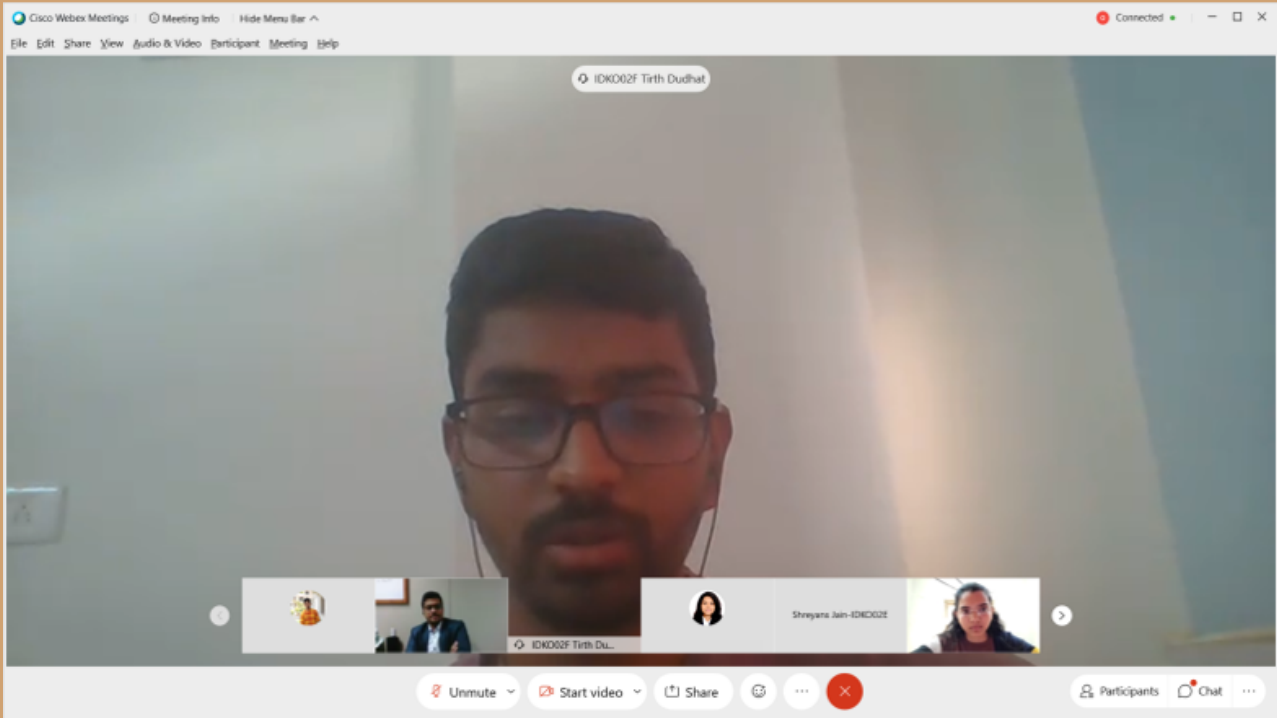


The debate competition lead to the discussion on some very interesting topics and everyone pondered on different perspective of different participants. A total of 6 teams participated in the competition from different colleges. Winners are as follows:

Position	College / University	Name of the Winners
Winner	Institute of Management, Nirma University	Chetanya Bansal and Team
Runner up	GLS Institute of Commerce	Kushi Limji and Team

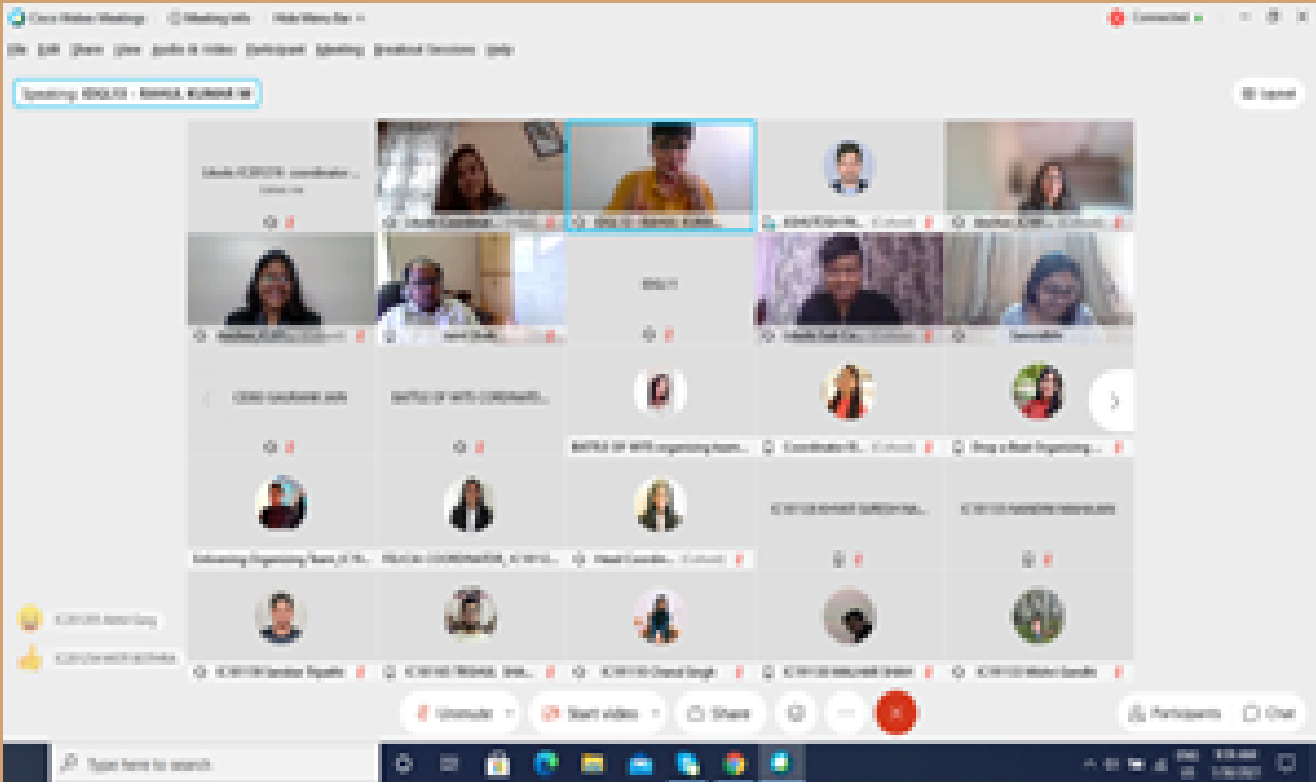
GenOrator - The Speech Competition

It was a new event introduced this year, it was speech competitions with twist of question answer session from the judges. There were 16 participants in the competition from colleges over the nation. This event was judged by **Mr. Jainil Shah** - Youth advisor and a veteran Corporate professional and **CA Samridhhi Mandawat** - Motivational speaker, Author, Padmashri awardee.

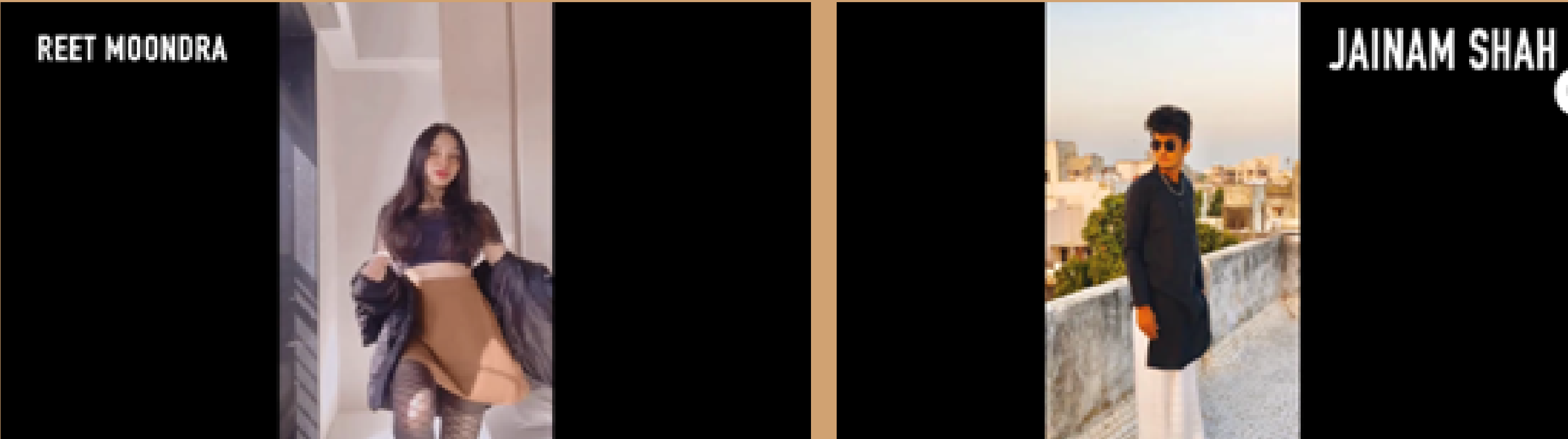


Winners are as follows:

Position	College / University	Name of the Winners
Winner	Dwaraka Doss Goverdhan Doss Vaishnav College, Chennai	Rahul Kumar
Runner up	MLNC, Delhi University	Lakshita Poddar



The Fashion and Blogging Event- Enlivening



Enlivening, a fashion and blogging virtual event, was a grand success with 200 plus participants in the event. The competition under this event had two themes, **Whats your Style?** and **Winter Look Book**. The participants presented their attire and look under both the themes. The event was judged by **Ms. Riya Turakhiya and Ms.Ritvi Shah**. The judges introduced themselves as well as gave their opinions, suggestions and appreciated the participants for their awe-inspiring performance. Winners are mentioned below:

Position	Category	College / University	Name of Winner
Winner	What's your Style?	Institute of Commerce , Nirma University	Hardi Patel
Runner up	What's your Style?	Not Available	Jainam Shah
Winner	Winter Look Book	Symbiosis University of Applied Sciences	Reet Moondra
Runner up	Winter Look Book	INIFD	Anshika Agarwal

Sports Event- Take a Break: IPL Auction



This was a gaming event conducted virtually. There were around 120 participants in this event. This was a team event with 3 members in the team. The bidding began at 9:05 am. Participants were asked to unmute their mic and bid for the players and it went smoothly. After every 3rd bidding, players were informed about their scoreboard (budget and points)

Final results are as follows:

Position	College / University	Name of the Winner
Winner	C U Shah Science College , GU	Rohan Agrawal and Team
Runner up	Institute of Commerce, Nirma University	Siddharth Patel and Team

Enlightening with Mr. Sanjay Raval - The Speaker Event



This event wasn't just a motivation speech but a new way to perceive life, fearlessly. The speaker session was conducted on January 29, 2021 with **Mr. Sanjay Raval** as the motivational speaker. He had been a part of more than 1800 seminars and has helped around 2000 students to overcome suicide. He has been instrumental in making a positive impact on the lives of people he has touched. Mr. Raval strongly believes that having a good personality and being confident about oneself is a major stepping stone to be fearless.

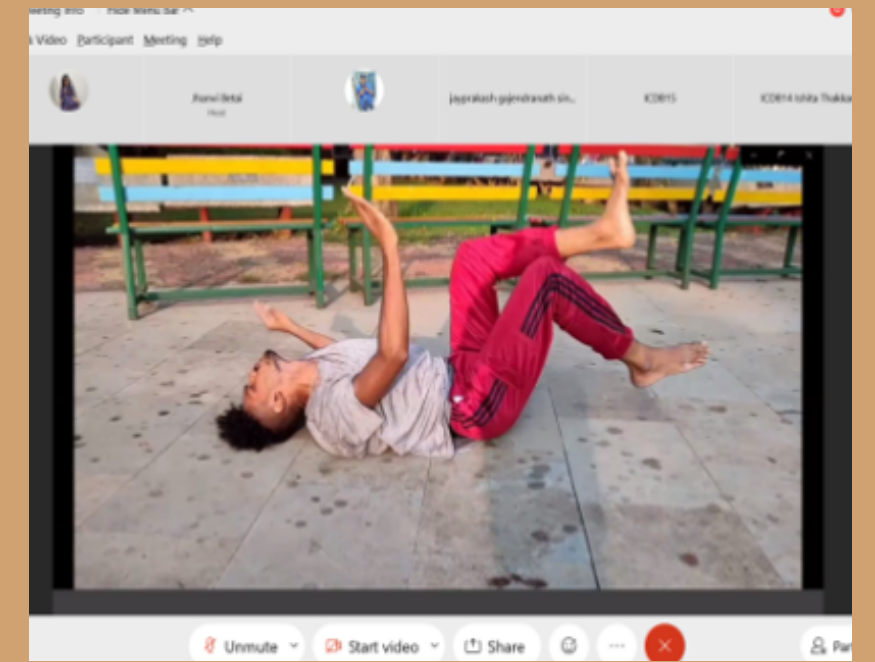
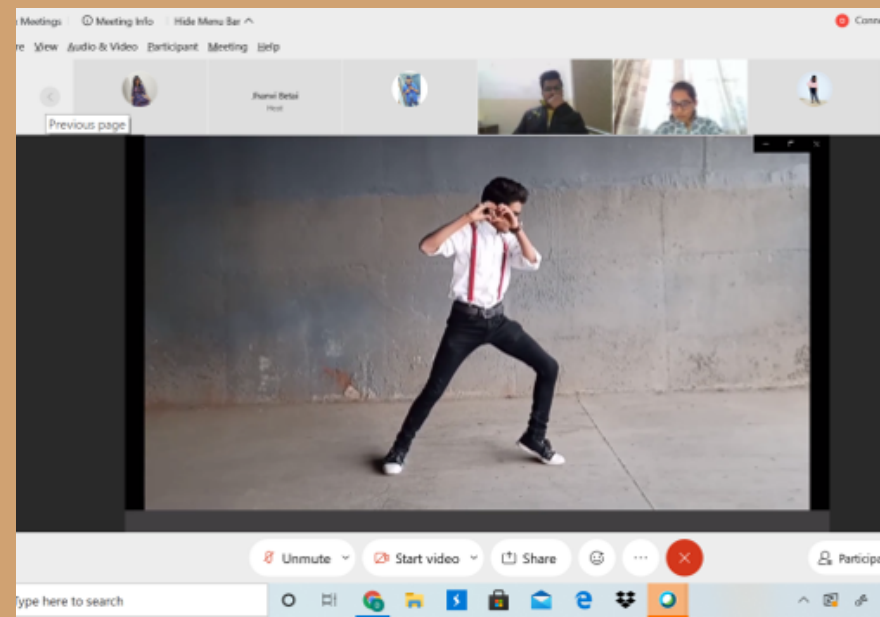
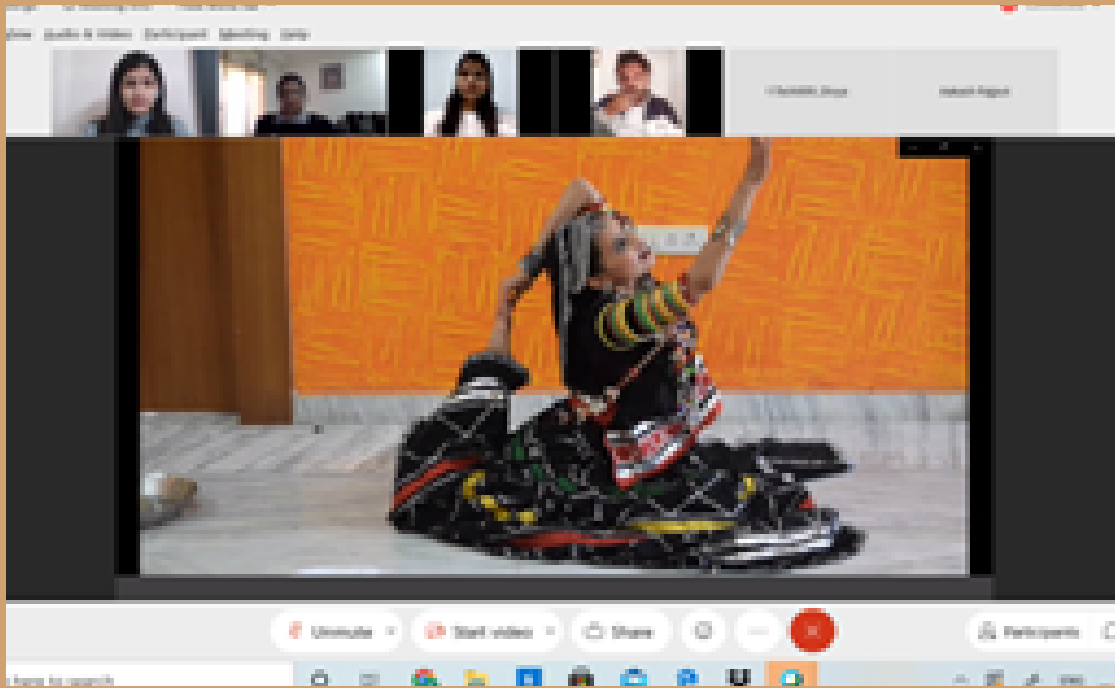
He strongly focused on taking care of our personal health while serving one's family and the nation. He also questioned various aspects of life which included maintaining and being in relationships, having a family and also, having certain expectations from them. He redefined life and said that one should strive for success but never regret if one fails. He also shared his strong beliefs in destiny. He, with modesty and knowledge, truly motivated the audience and changed their perspective about life. In the end, **Prof. Udai Paliwal** - Director ICNU offered a vote of thanks to all including Mr. Sanjay Raval, faculties, staff and students of ICNU. Three hundred participants were present during his talk.

Speaker Session - Dr. Chinmay Pandya

Dr. Chinmay Pandya was invited as a guest speaker on January 30, 2021 by Institute of Commerce, Nirma University. He motivated the students and participants and elaborated on how life can be improved despite the problems. He also illustrated how one can be successful despite the challenges and shared the significance of spirituality as well as gratefulness. One hundred and fifty participants were present during his talk.



The Dance Event- Drop-A-Beat

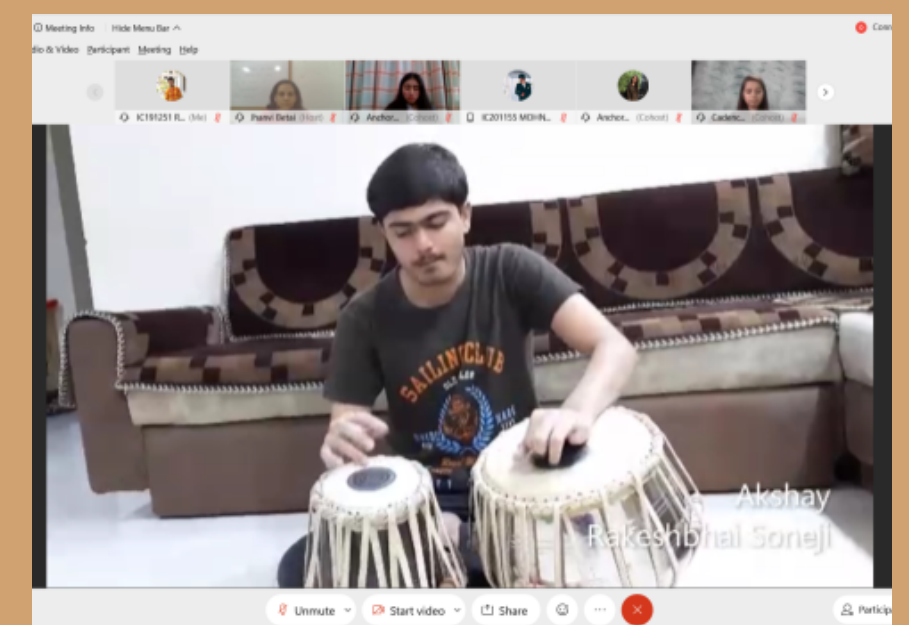
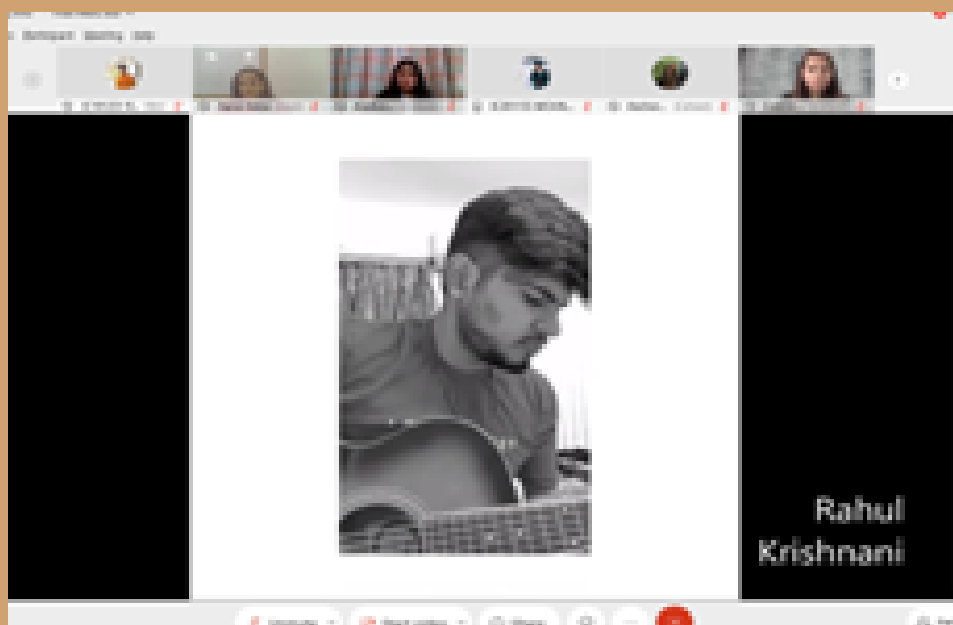


The event was divided into two categories namely: **Solo** and **Duet**. All these participants showcased their love for dance in a very beautiful way. The performances were very delightful and brilliant. There were 45 participants in solo as well 5 duet participants. The event was judged by **Mr. Devesh Bahaddur** and **Mr. Jayprakash Gajendranath Singh**.

Winners are as follows:

Position	Category	College / University	Name of the Winners
Winner	Solo	Nirmala Memorial Foundation College	Kunal Ulhas Naik
Runner up	Solo	Karnavati University	Neha Naskar
Winner	Duet	SSPTC, SNTD University	Disha Pathak and Netra Sarawade
Runner up	Duet	Institute of Commerce, Nirma University	Khushi Jain and Ashi Maheshwari

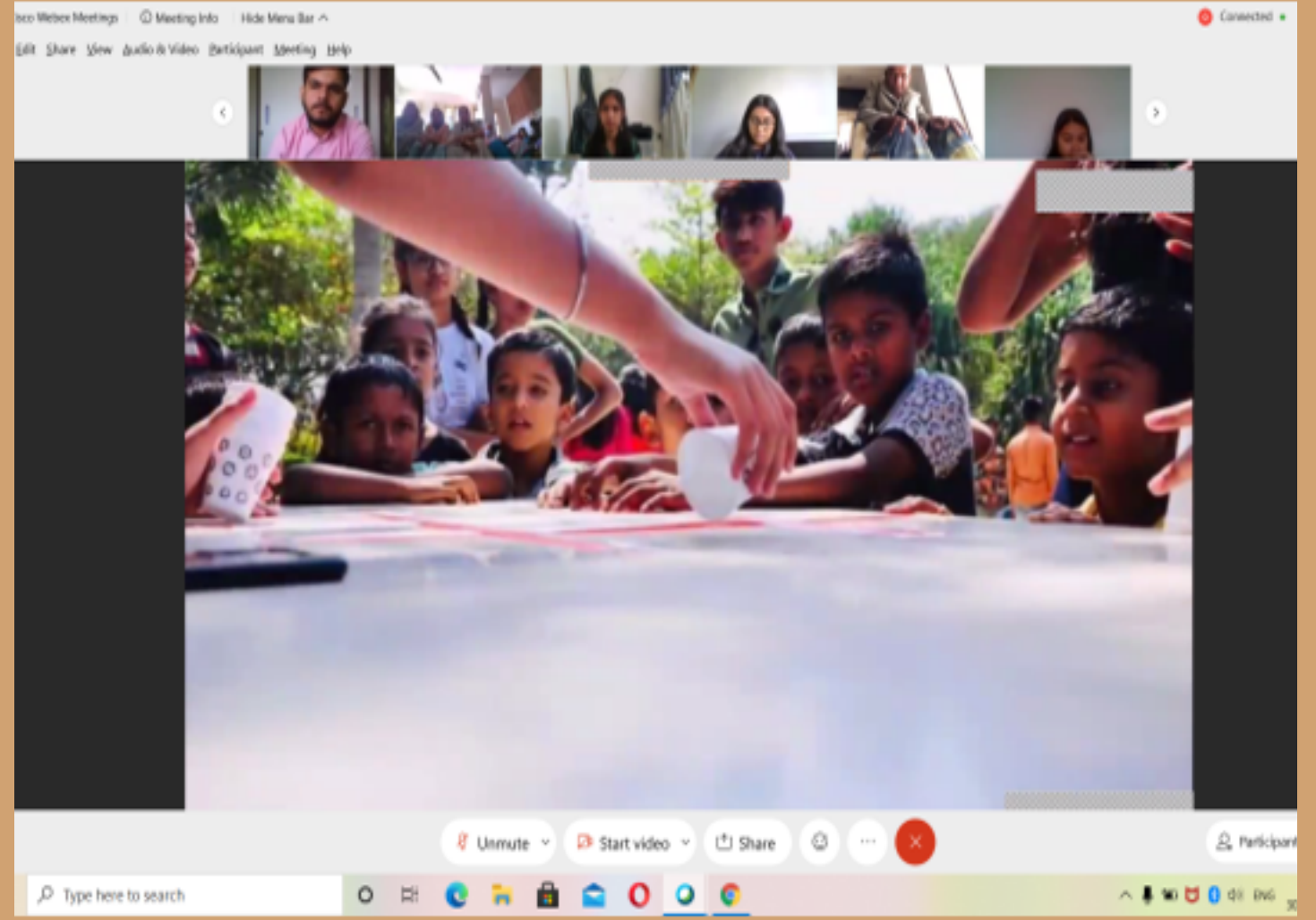
The Music Event- Cadence



Participants made it possible and made sure to give their best shot for a remarkable and memorable music event. They presented their hidden talent with all the passion and connected everyone with emotions, cheerfulness and wonder. It was divided in two categories Solo Singing and Instrumental. The evening was gracefully judged by **Mr. Karan Patel**, **Mr. Jainam Modi**, and **Ms. Lagani Shah**. The details of winners are as follows:

Position	Category	College / University	Name of the Winner
Winner	Solo	SSPTC-SNTD University	Dhvani Jain
Runner up	Solo	Nirma University (ILNU)	Gaurav Agrawal
Winner	Instrumental	MITWPU, Pune	Siddharth Deepak Garud
Runner up	Instrumental	Nirma University (ITNU)	Anshul Kaushal Dani

Social Events



Due to the ongoing pandemic across the globe, it was decided to include social events as a part of ELYSIAN 3.0 - the cultural and literary festival of ICNU. A total of 4 events were conducted under the social category; (1) Kahaniya layegi chehro par muskan, (2) Dada-Dadi session (3) Mask Banaiye #Covid Safety for poor (4) Old is Gold. One hundred and sixty participants registered for these events.



-Ayushi Gupta (Sem IV)

-Anonymous

Much respect to whoever wrote this awesome article!

It is a mistake to think time is going. Time is not going. Time is here until the world ends. It is you that is going. You don't waste time. You waste yourself. Time is infinite. You are finite. It is you that grow old and die. Time doesn't. So make better use of yourself before you expire. And one of the worst things to do with time is comparing yourself to others. A cow eats grass and gets fat but if dog eats grass, it will die. Never compare yourself with others. Run your own race. What works for one person may be that which will kill you. Focus on the gifts and talents God gave you and don't be envious of the blessings He gave others.

Both Lion and Shark are professional hunters, BUT; a lion cannot hunt in the ocean and a shark cannot hunt in the jungle.

That a lion cannot hunt in the ocean doesn't mean lions are useless and that a shark cannot hunt in the jungle doesn't also make sharks useless. Both have their own territory where they can do well.

If a rose smells better than tomatoes, it doesn't mean the rose can make a better stew. Don't try to compare yourself to others.

You also have your own strength, look for it and build on it. Remember that Broken crayons still color! Never look down on yourself, keep looking up.

Keep on pushing, you never can tell how close you are to your goal...!

It doesn't matter where you come from; what matters is what you learn and unlearn when you go anywhere in this world.

***- Akshay Anjana
(Sem IV)***

ICNU Shines

Divya Baheti - student of semester VI participated in the competition 'E-Hackathon' conducted by **E-cell of Nirma University**. She was the group leader and her team included 1) Mayurdhvaj Sinh Jadeja (Biotechnonology ,ISNU) and 2) Kartik Sharma (Electrical Branch, ITNU). **They secured third position in the event.**

Mayuri Jain - student of semester VI participated in the “Jugaad se Kamal” a competition organised by NSS unit of IMNU at University Level and she **bagged first prize.**

The ICNU student have proved their mettle in various events at National level. They participated in the **SPOTLIGHT**- National level Inter College Talent Hunt Search organized by Faculty of Commerce, SMPIC- B.Com (Hons.) & M.Com hosted by GLS during January 21 to 23, 2021.

Roll No.	Name	Semester	Event	Position
IC191133	Mishri Gandhi	IV	Music Competition	Second
IC201272	Saket Patel	II	Mono Acting Competition	Second

The ICNU students also shine at its own cultural and literary fest - **Elysian 3.0** during January 29 to 31, 2021. The stars that shone brighter are listed below:

Roll No.	Name	Semester	Event	Position
IC201228	Prusti Doshi	II	Battle of Wits- The Academic Event	Runner- Up
IC201233	Himashi Tejawani	II		
IC201266	Richa Dwivedi	II		
IC201143	Khushi Jain	II	Drop a Beat- The Dance Event	Runner- Up
IC201213	Ashi Maheshwari	II		
IC201228	Prusti Doshi and Team	II	Plan-O-Pitch- The Business Plan Game	Runner- Up
IC191114	Hardi Patel	IV	Whats your Style?- The Fashion Event	Winner
IC201280	Siddharth Patel and Team	II	Take a Break- IPL Auction	Runner- Up

Faculty Corner

This section is introduced to highlight the achievements of faculty members of Institute of Commerce, Nirma University. This section shall present the achievements for the academic year 2020-21. Going further this is proposed to be a regular section of our bi-annual newsletter.



Prof Udai Paliwal - Director - ICNU, has successfully completed an ICSSR Sponsored Major Research Project of ₹11.55 lacs titled, **Research Ambience and Research Productivity: A Study of Higher Education Institutions in India, South Africa and USA**.

He was invited as resource person by various institutions during the academic year 2020-21. The details of his lectures are as follows:

- **Financial Planning and Budgeting for growth of SMEs**, an invited lecture delivered (online) at TEQUIP III Sponsored Student Development Programme on Entrepreneurship: New Horizons and Vibrant Opportunities in Innovation and Business organized by Birla Vishwakarma Mahavidyalaya, Vallabh Vidyanagar, 27th September, 2020.
- **Managing Cash Flows**, an invited lecture delivered (online) at the 5 days Student Development Programme on Entrepreneurship and Innovation organized by Birla Vishwakarma Mahavidyalaya, Vallabh Vidyanagar, 19th June, 2020.
- **Accounting Education and Profession: Some Challenges Post Covid 19**, a webinar organised by Institute of Commerce, Nirma University, Ahmedabad on 6th June, 2020.
- **Environment Protection: Modern Day Challenges**, a lecture delivered at webinar organised by Shatipeeth, Udaipur on 4th June, 2020.
- **Forensic Accounting: Identifying Red Flags, and analysing financial statements** a lecture delivered (online) at Faculty Development Programme on Contemporary Issues in Accounting & Finance, organised by UCCMS, MLS University – Udaipur 26th May, 2020.
- **Global Business and Social Issues: Role of Accounting Professionals**, a seminar presentation at WICASA of ICAI Ahmedabad Chapter on 2nd February, 2020.
- **Global Business and Social Issues: Some Reflections**, Inaugural keynote speech delivered at the International Conference on Global Business and Social Issues Jointly Organised by Assam University, Silchar & YERA on 10th January, 2020.



Dr. Avani Shah completed NU Funded Minor Research Project titled, **Financial Inclusion and Women Empowerment in Rural Gujarat** as Principal Investigator.

She published an article on **Impact of EVA or Traditional Accounting Measures on MVA – A Study of BSE Listed Companies**, in the Journal of Commerce and Accounting Research, Vol. 9 No. 3, pp. 33-40 (Indexed: EBSCO, ABDC, Indian Citation Index, ProQuest, i- scholar database) (ISSN: 2277 – 2146).

She was invited as a resource person for **Research Areas in Commerce and Finance** from R.K. Talreja College of Arts, Science and Commerce, Ulhasnagar, Mumbai, Maharashtra.



Dr. Nitin Kishore Saxena was **awarded First Rank in Silver Category** in National Productivity Competition organised by Indian Institution of Industrial Engineering (IIIE) Mumbai Chapter.

He completed NU Funded Minor Research Project titled **Impact of Goods and Services Tax (GST) on Textile Industry of Surat** as Co-Principal Investigator.

He published a joint article on **Effectiveness of Government Policies in Controlling COVID-19 in India**, in the International Journal of Health Services, 0020731420983749.

His paper presentations were:

- Paper titled **COVID 19 Impact of Lockdown over The Indian Public Sector Banks** presented at the 11th International Conference on “Shifting Paradigm in Business, Economy and Society : Vision 2050” (online mode) organized during 9-10 September 2020 by Faculty of Management, Pacific University, Udaipur.
- A joint paper titled **Resources Optimization (5M's) in Electric Vehicles Industry through Industrial Engineering Techniques & Frugal Innovation** presented at the 62nd National Convention of Indian Institution of Industrial Engineering during 29-30 January, 2021.



Asst. Prof. Ashutosh Pandey published a joint article on **Effectiveness of Government Policies in Controlling COVID-19 in India**, in the International Journal of Health Services, 0020731420983749.

He presented a paper on **Impact of Demonetization on debit and Credit card uses in India** at the 1st Rajagiri Management Conference, Kochi during October 15-16, 2020.

He completed NU Funded Minor Research Project titled **Impact of Goods and Services Tax (GST) on Textile Industry of Surat** as Principal Investigator.



CS Karishma Butani completed NU Funded Minor Research Project titled **Financial Inclusion and Women Empowerment in Rural Gujarat** as Co-Principal Investigator.

She delivered two lectures on the theme **Career Awareness Programme**, organized by ICSI Rajkot Chapter in association with Tolani Commerce College, Gandhidham, Kutch, Gujarat on 17th May, 2020 and by ICSI Rajkot Chapter in association with M. P. Shah Commerce College, Surendranagar, Gujarat on 13th June, 2020.

Guest Lecture on Insolvency and Bankruptcy Code (IBC)

CA Sunit Shah, FCA, IP, DISA (ICAI) and Managing Partner of SJSJ & Co., Chartered Accountant's Firm delivered the guest lecture on “Insolvency and Bankruptcy Code (IBC)” on February 11, 2021 in virtual mode on Cisco Webex coordinated by faculty coordinator **CS Jhanvi Betaili**. Sir explained the applicability of the IBC code and its procedure in-depth. He briefed the participants on the various provisions of the said Code and explained how it is a time bound process to resolve the Insolvency process and emphasised the benefit it offers as a collective mechanism to lenders to deal with the overall distressed position of a corporate debtor. He then concluded his lecture by explaining the various professional opportunities available under the IBC Code. Around 45 students of Semester V joined the session.

Convocation Ceremony

“Education is our passport to the future, for tomorrow belongs to the people who prepare for it today - MALCOM X”

The second batch of Institute of Commerce, Nirma University were convocated on March 20, 2021 in the 29th Convocation held by Nirma University. The convocation ceremony was held virtually in the esteemed presence of **Smt. Nirmala Sitharaman** Honorable Minister, Ministry of Finance and Corporate Affairs, Government of India alongside **Dr. Karsanbhai K Patel**, the President of Nirma University. They congratulated the students and wished them success on their future endeavors.



Units of Time in Agony



Ms. Dravya Jain

Alumna- Batch of 2016-2019

You know that ever since I was a little girl, I always had this habit of planning and writing things. Making lists, being in order, cleaning everything. I don't know why, but it used to give me satisfaction, calmness to mind. And I have noticed that whenever I don't plan out things or make a daily schedule or checklist, things fall apart. It's not like I abide by those lists religiously but at least, when there is a list, I have a vision. I push myself to address these lists and have come to a realization that one paradoxically save time.

It is prominent for us to make a list for a day with units of it devoted to each activity. The basic things like your career, family, friends, and hobbies cover most of the day. But you need to figure out an approach to these basic things as well, to not get frustrated in the end for having crunch of time. Jot things down so that you have time to invest in your "dream career" along with the time you invest in your current "money making career", and to make a stronger bond with your closest ones.

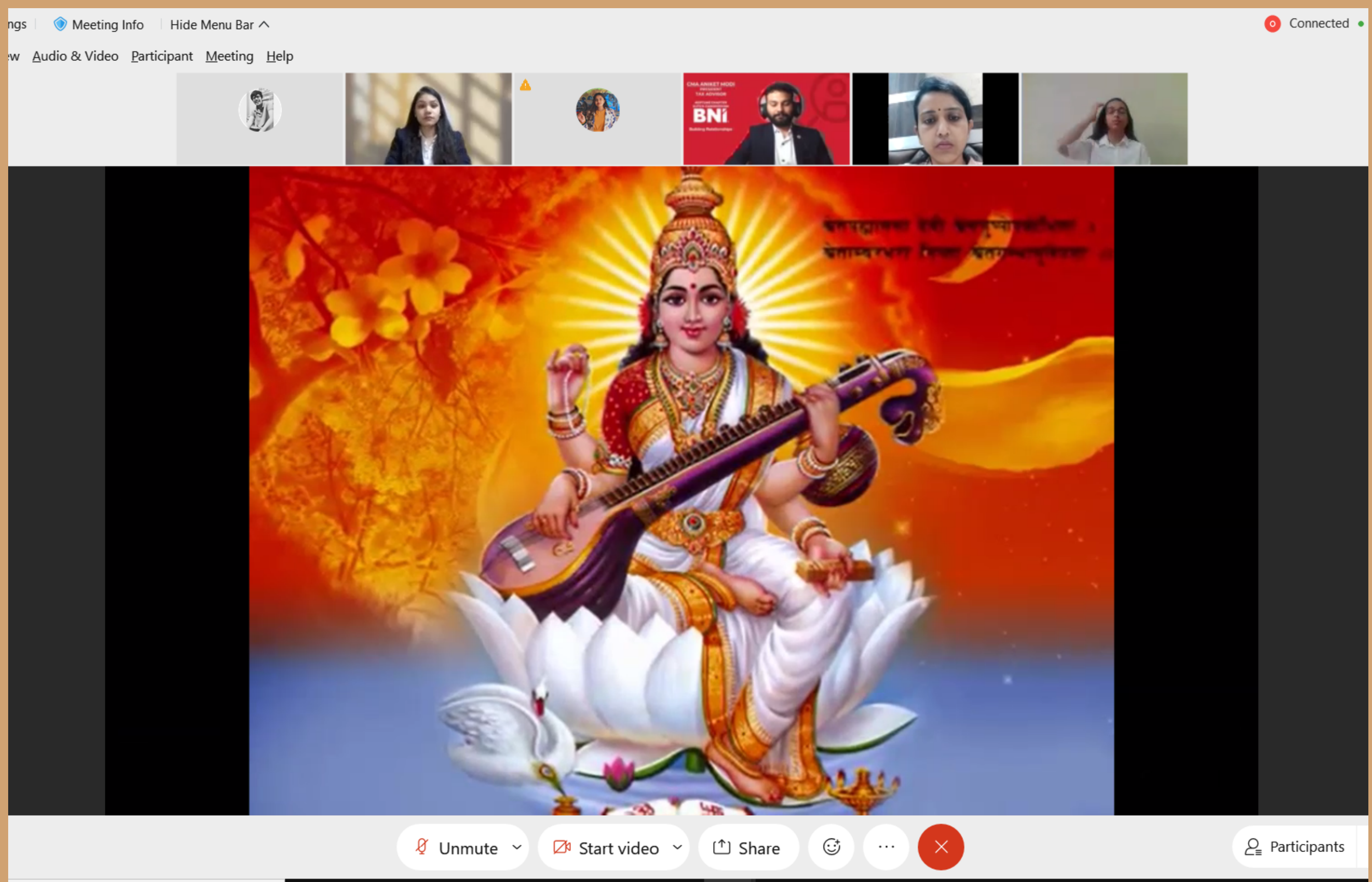
Find your purpose in life. Think of the most lavish life that you want to live, what you want to become in life, and to be known about for. Start putting in one unit of time in a day to reach your ultimate life goals.

Go and sit with a pen and paper, write down the things you to want to put your units of time into. Trust me it helps. We are running out of time to do the things we wish to do because we are deeply regret the things we could not do in the past.

It's time to move on and put in hours into the things that are best for you.

"If we counted up the hours, we spend worrying about things that never happen, we'd probably find we've wasted half of our lives." – Susan Lewis, "No Turning Back"

National Level Case Study Analysis Competition 2.0 (NLCAC 2.0)



NLCAC 2.0 was organized by Institute of Commerce, Nirma University in association with Indian Society for Training and Development (ISTD Ahmedabad Chapter) on April 27, 2021 under the supervision of faculty coordinators **CS Karishma Butani** and **Asst. Prof. Gopika Juneja** with **Divya Baheti, Mayuri Jain** and **Amisha Gupta** as head coordinators. Ahmedabad Live was promotion partner. The event was conducted virtually through Cisco Webex and saw massive participation of 250 plus participants registered as teams from numerous institutions pan India including IITs, IIMs, Delhi University, NLUs, St. Xaviers, GLS Ahmedabad to name a few. The competition was conducted in 3 rounds.

Dr. Nilam Panchal, Dr. Pawan Chugan, Ms. Niyati Dave, and **CA Bishan Shah** were the judges for the final round. Each and every team presented the case with utmost creativity sharing their view points and opinions on the same. The teams were rigorously questioned by the judges on their presentations and they shared their constructive feedback with the teams. This was followed by the announcement of the results of competition by the judges considering presentation skills, viability of the plan and related practical aspects. The team with the most innovative solution i.e. **Team Fanatic** became the Winner and **Team Collective Solutions** were the Runner ups.

This was followed by prize distribution and recital of National Anthem.



-Saket Patel (Sem II)

Farewell of Batch 2018-21

ICNU bid goodbye to the batch of 2018-21 on May 24 2021 traditionally but in a non-conventional way. It was an online celebration and as everything should, it started with praying to goddess Saraswati for a prosperous future. As the evening started to unravel students from second year had prepared dance and few performances, it was like an emotional roller coaster ride. Video was screened with messages from everyone and they enjoyed the memories down the lane and the moments spent together. All the faculties and **Prof. (Dr.) Udai Paliwal** - Director addressed the students and motivated the seniors to pursue their dreams and wished luck to everyone to achieve heights in life. Everyone felt a bit emotional in bidding the senior batch goodbye.



Pain and Past

Why do we keep crying about moving on from past
When the only thing it is, that lasts.
The only way to go forward
Is to make it immortal
To pen it down on paper through ink
To let the pain sink.
There is good in regretting the decision,
Now, let the time do it's course of action.
Every passing moments,
The memories fading
But for some reason,
That is the thing I want to keep on holding
I let it go and come back and again
But my heart tells its not pain
The feeling is hurtful
But so it keeps me hopeful.
It might make us feel dead inside
But it is the only thing keeping us alive.
This is the story my heart tells me
And these days my head seems to agree
I don't want to leave this feeling here,
It has filled the emptied space inside the heart that was left somewhere
I am going to tell you no more,
You know you get this feeling often when you are alone.



- Isha Surti (Sem VI)

In the panorama of life, nothing seems to be perfect. Everything is disillusioned, till a perfect click.

-Anonymous

Data Analytics in Accounting



The Institute of Commerce hosted a webinar on **"Data Analytics in Accounting"** on May 30, 2021 from 10:00 to 10:30 am virtually on zoom meeting platform.

The webinar was attended by **Prof. Udai Paliwal**- Director, ICNU, professors and deans from other universities, accountant, ICNU faculty and students.

The webinar's speaker, **Dr. Partha S. Mohapatra** (Professor of Accounting Analytics California State University, USA), provided us with in-depth knowledge about data analytics in accounting, latest innovations in accounting and auditing, numerous data visualization tools, and much more. It was an interactive session in which the speaker provided important information before moving on to a question/answer session to clear the individuals' queries. **CS Karishma Butani** (Assistant Professor-ICNU) presented the vote of thanks to the attendees. All student participants received e-certificates.

ICNU National Level Quiz #CommerceWizQuiz

The Institute of Commerce, Nirma University organized **Online National Level Quiz Competition #CommerceWizQuiz** for the Class 12th students (Batch 2020-21) on June 20, 2021. In this quiz, 650+ student registered from all over India and 535 students participated in the quiz. All the candidates who attempted in the quiz received the certificate of participation.

The top three winners of this quiz along with their prizes are tabulated as follows:



Position	Name of the Winner	Place	Prize
I	Kunwardeep Singh Chhabra	Surat	Rs.5000 and Certificate of Achievement
II	Dhana Upadhyay Mehak Dalmia	Jamnagar Siliguri	Rs.3000 and Certificate of Achievement
III	Poorva Jain	Nagpur	Rs.2000 and Certificate of Achievement

कोरोना वैक्सीन

ट्रक के पीछे जब हमारी गाड़ी होती है, तब कई बार पीछे लिखी रोचक शायरी पढ़ने को मिलती है। किसी ने 'ट्रकों पर कोरोना शायरी' की अनूठी पहल की है और यह कोरोना शायरी भी उसी रोचक और मौजी अंदाज में लिखी हैं। इसमें अनेक भावों के साथ वैक्सीन लगवाने और मास्क का निरंतर उपयोग करने के संदेश हैं।

"देखो मगर प्यार से....

कोरोना डरता है वैक्सीन की मार से"

"मैं खूबसूरत हूँ मुझे नजर न लगाना
जिंदगी भर साथ दूंगी, वैक्सीन जरूर लगवाना"

"हंस मत पगली, प्यार हो जाएगा
टीका लगवा ले, कोरोना हार जाएगा"

"टीका लगवाओगे तो बार-बार मिलेंगे
लापरवाही करोगे तो हरिद्वार मिलेंगे"

"यदि करते रहना है सौंदर्य दर्शन रोज-रोज
तो पहले लगवा लो वैक्सीन के दोनों डोज"

"टीका नहीं लगवाने से
यमराज बहुत खुश होता है।"

"चलती है गाड़ी, उड़ती है धूल
वैक्सीन लगवा लो वरना होगी बड़ी भूल"

"बुरी नजर वाले तेरा मुंह काला
अच्छा होता है वैक्सीन लगवाने वाला"

"कोरोना से सावधानी हटी,
तो समझो सब्जी-पूड़ी बंटी"

"मालिक तो महान है, चमचो से परेशान है।
कोरोना से बचने का, टीका ही समाधान है।

-Anonymous

Placements

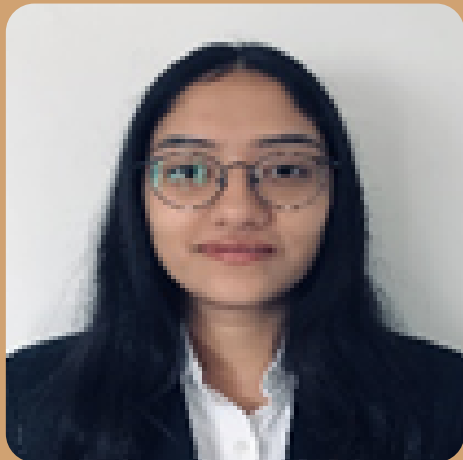
Despite the challenges of COVID 19, the placement team achieved the target of 100% placements for the academic year 2020-21 and all the interested students got placed in the reputed firms. This year KPMG, Nielsen, Jaro Education, Unified Global Tech, Young Turtle, Kalptaru Fincap Ltd., Awwficacy, Khimji Ramdas, Meru Accounting, Hustle Post, Star Health and Allied Insurance visited the campus for the recruitment. The details of students placed successfully in renowned companies like Young Turtle, Awwfficacy, Neilson, Univatech is as follows:



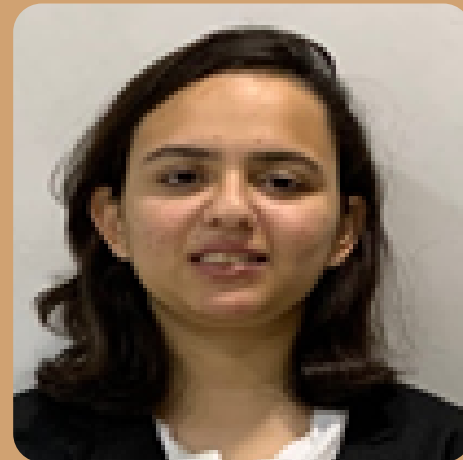
Amisha Gupta is placed in **E&Y - Ahmedabad** as **Business Consulting Analyst** with a package of **₹4.5 lacs.**



Anushka Raniwala is placed in **Neilson - Vadodara** as **Data Processing Analyst** with a package of **₹3 lacs.**



Fanny Rathi is placed in **Neilson - Vadodara** as **Data Processing Analyst** with a package of **₹3 lacs.**



Isha Surti is placed in **Neilson - Vadodara** as **Data Processing Analyst** with a package of **₹ 3 lacs.**



Ishika Garg is placed in **Neilson - Vadodara** as **Data Processing Analyst** with a package of **₹3 lacs.**



Kushagra Rao is placed in **Awwfficacy - Ahmedabad** as **Finance & Research Analyst** with a package of **₹3.36 lacs.**



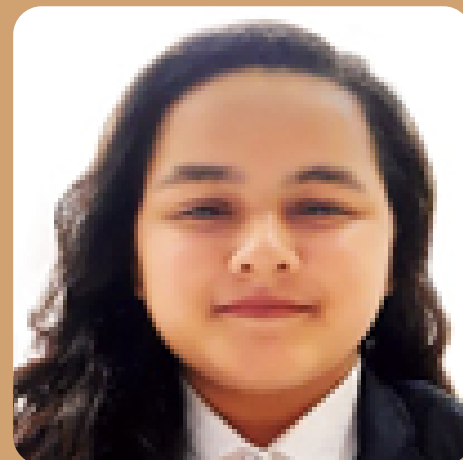
Mayuri Jain is placed in **E&Y - Ahmedabad** as **Business Consulting Analyst** with a package of **₹4.5 lacs.**



Nikhil Patel is placed in **Univatch - Ahmedabad** as **Inside Sales Exceutive** with a package of **₹3 lacs.**



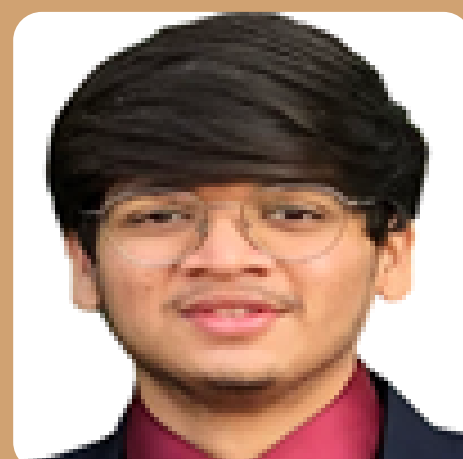
Pushpak Patil is placed in **Neilson - Vadodara** as **Data Processing Analyst** with a package of **₹3 lacs.**



Sakshi Nyati is placed in **Neilson - Vadodara** as **Data Processing Analyst** with a package of **₹3 lacs.**



Rohan Parsove is placed in **Neilsen - Vadodara** as **Data Processing Analyst** with a package of **₹3 lacs.**



Raj Gondaliya is placed in **Awwfficacy - Ahmedabad** as **Finance & Research Analyst** with a package of **₹3 lacs.**



Virag Mehta placed in **Univatech - Ahmedabad** as **Inside Sales Excecutive** with a package of **₹3 lacs.**



Dheeraj Karnani placed in **Young Turtle - Ahmedabad** as **Junior Research Analyst** with a package of **₹2.5 lacs.**



Neil Mehta is placed in **Neilsen - Vadodara** as **Data Processing Analyst** with a package of **₹3 lacs.**



Khyati Nakum is placed in **Awfficacy - Ahmedabad** as **Finance & Research Analyst** with a package of **₹3 lacs.**



Sachin Thakwani placed in **Blueground holiday Homes - Dubai** as **Accounting Associate** with a package of **₹17.88 lacs.**

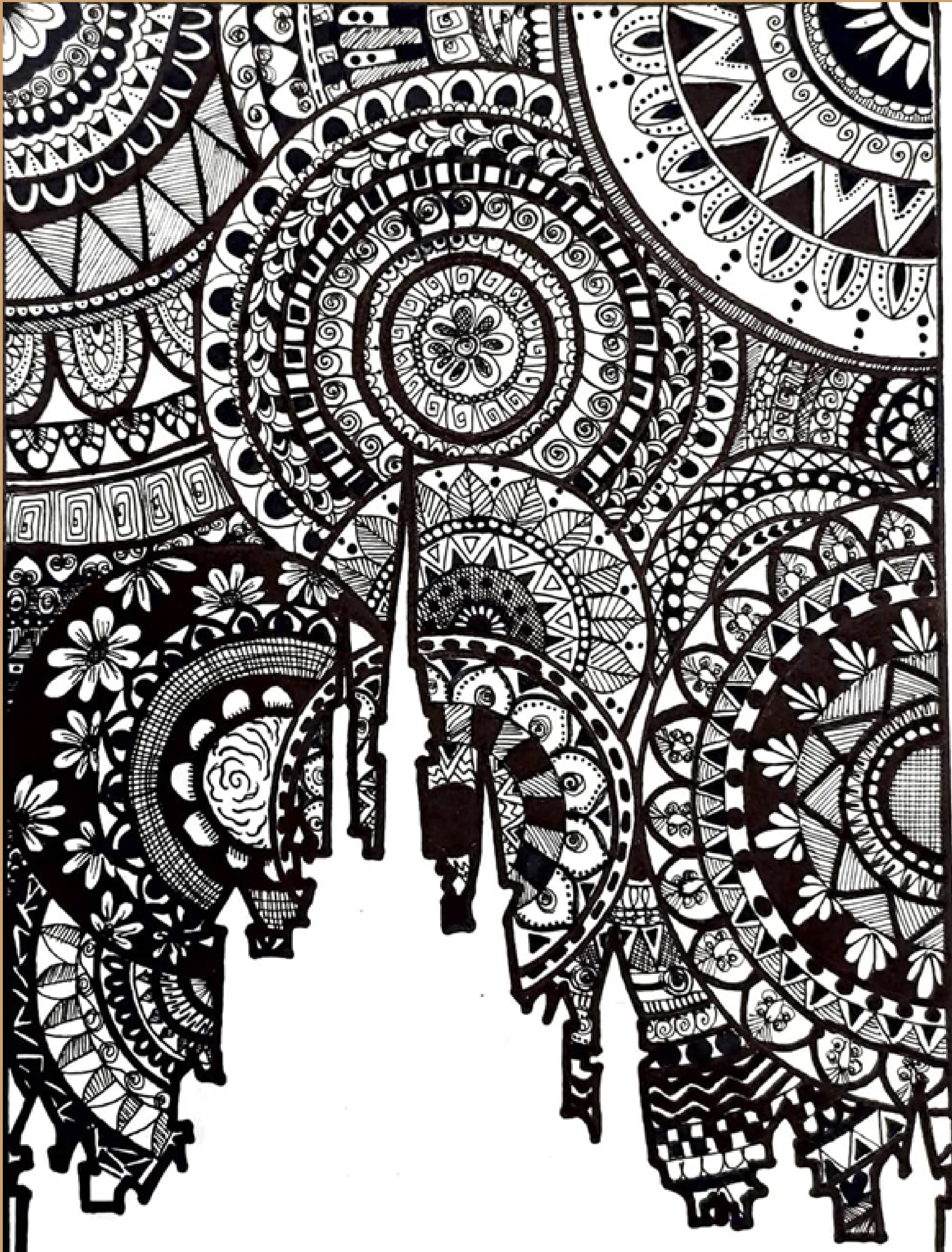


Anjali Gurwani placed in **G K Globas LLP - Ahmedabad** as **Accounting Associate** with a package of **₹1.84 lacs.**



"To every fight with ourselves to choose the right for the beautiful future we aim."

-Nimisha Jain (Sem IV)



Priyanka Rathi (Sem IV)

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