

KALEIDOSCOPE

The Newsletter of ICNU

11th Edition

January-June 2024



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MESSAGE FROM THE DIRECTOR'S DESK



Delighted to present the **11th Edition** of "KALEIDOSCOPE" to our esteemed readers. Congratulations to **Dr. Sumita Shroff Goyal** - Newsletter Editor and **Arwa Baji** and **Jahanvi Arora**- Newsletter Coordinators and **Divyansh Jain, Itisha Nakrani, Pooja Shingala, Vidhi Mistry, Vishwa Lukhi, Vruksha Bhikadiya** - Newsletter Team to bring out this edition. Our goal is to nurture professionalism and fostering passion in both academic and co-curricular pursuits. This newsletter showcases our students' commendable achievements and serves as a platform for their intellectual personalities. I am confident that "KALEIDOSCOPE" will inspire and contribute to the holistic development of our students.

MESSAGE FROM NEWSLETTER EDITOR



Presenting the **11th Edition** of Kaleidoscope fills me with immense joy as it elegantly showcases the Institute's extensive achievements, events, and talent. My heartfelt gratitude goes to Director and Dean **Prof. (Dr.) Udai Paliwal** for unwavering support. This culmination of success is impossible to achieve without the ever lasting support of our team members. Special thanks to the PRISM-the Media and Publication club, led by Coordinators - **Arwa Baji** and **Jahanvi Arora** also with the team members. **Divyansh Jain, Itisha Nakrani, Pooja Shingala, Vidhi Mistry, Vishwa Lukhi, Vruksha Bhikadiya**. I also place on record the efficient admin support of **Ms. Shweta Trivedi** and **Ms. Priya Badaliya**, for their pivotal role in this endeavor. Together, we celebrate a collective achievement in this vibrant edition. Lastly we would like to appreciate the tremendous talents in our institute for their artistic contributions for making this issue a resounding success.

MESSAGE FROM NEWSLETTER COORDINATOR



Dear Readers, It's an honor to serve as the Newsletter Coordinator for "KALEIDOSCOPE," and we are thrilled to launch the **11th Edition** of KALEIDOSCOPE. The launch of this issue is a testament to the unwavering spirit, dedication, and hard work of our Newsletter Editor - **Dr. Sumita Shroff Goyal**. Special thanks to our team members - **Divyansh Jain, Itisha Nakrani, Pooja Shingala, Vidhi Mistry, Vishwa Lukhi, Vruksha Bhikadiya** for their enduring support in creating this edition. Our heartfelt gratitude to all contributors for their wonderful and inspiring articles and artworks.



(Photo on left - Jahanvi Arora, right- Arwa Baji)



With immense pride, we present the 11th edition of the Institute of Commerce, Nirma University's Newsletter, "Kaleidoscope." This edition is a celebration of the vibrant talent within our Institute and highlights the collective milestones achieved over the past six months.

We would like to express our deepest gratitude to our esteemed Director and Dean, **Dr. Udai Paliwal**, whose visionary leadership continues to inspire and guide us. A special thanks to **Dr. Sumita Shroff Goyal** for her unwavering support and encouragement, which have been instrumental in our journey.

We also extend our heartfelt appreciation to every student whose creativity and hard work have brought this edition to life. This edition is a true reflection of the collaborative spirit that defines our community, and it stands as a testament to the dedication, talent, and passion of everyone involved.

As members of the newsletter committee, it has been our privilege to curate and present this edition, and we hope it inspires and resonates with all who read it. The success of "Kaleidoscope" is a collective achievement, and we are honored to have been part of this endeavor.

Arwa Baji

(Newsletter Co-ordinator)

Jahanvi Arora

(Newsletter Co-ordinator)

Divyansh Jain

(Graphic designer)

Itisha Nakrani

(Content Editor)

Pooja Shingala

(Content Editor)

Vidhi Mistry

(Content Editor)

Vishwa Lukhi

(Content Editor)

Vruksha Bhikadiya

(Content Editor)

EVENTS AND ACTIVITIES

Accathon 2024

Institute of Commerce, in collaboration with the Indian Accounting Association, and Institute of Technology, organized Accathon'24—an interdisciplinary Accounting Hackathon for undergraduate students. The **Association of Chartered Certified Accountants (ACCA)** sponsored the event. The nationwide competition aimed to foster a culture of product innovation and problem-solving. Two themes, Taxation and Financial Analysis of unlisted companies, were



explored by 32 teams in the online first round, with 10 teams advancing to the on-campus second round. The offline rounds conducted on January 24-25, 2024 were judged by **Mr Dhwaneet Bhatt, Dr S.S. Sodha, CA Sunil Sanghvi and Mr Vishvajit Songara**. Winners were announced in the closing ceremony attended by dignitaries, including ACCA and IAA representatives. The winning teams were HiFi Team (Taxation) from Kalasalingam Academy of Research and Education, Tamil Nadu, and Money Wisdom (Financial Analysis) from Parul University, Vadodara. Tax Mavericks from Nirma University, Ahmedabad, and Money Spectrum from Thakur College of Science and Commerce, Mumbai University were the runners-up. The event concluded with a vote of thanks by Asst **Prof Gopika Juneja**.

Canva Workshop

PRISM the Media & Publication club of ICNU hosted an engaging Canva workshop on February 10, 2024, featuring two prominent mentors, **Love Tyagi**, the Founder of ASDM, and **Vicky Prajapati**, a Canva Expert at ASDM. The workshop provided attendees with a comprehensive understanding of its mechanics, key aspects, and the imperative for creativity in digital content. Participants delved into a variety of topics, including social media post sizes, the intricacies of designing advertisements for different platforms, and the strategic placement of footers containing essential website information and calls-to-action (CTAs).





Throughout the session, emphasis was placed on the importance of creative ideation to captivate audiences and maximize engagement and the practical insights into content alignment strategies and encouraged attendees to infuse their own creativity into the digital marketing process. Moreover, participants were guided through the process of website creation and received hands-on tutorials on crafting visually appealing posts with appropriate sizes for optimal impact. The workshop provided invaluable knowledge and skills for attendees, thanks to faculty coordinator **Dr. Sumita Shroff Goyal** for their guidance, and student coordinators **Divyansh Jain** and **Jahanvi Arora**.

Rhetoric Revived- An Oratory Skill Workshop

On February 13, 2024 the experts **Nilesh Nainani** and **Ms. Resham**, delved into various techniques for enhancing communication skills and captivating audience, with the aim of refining the art of public speaking and effective communication. Through interactive activities and insightful discussions, participants were encouraged to step out of their comfort zones and showcase their talents, whether through impromptu speeches, performances, or sharing personal anecdotes. Additionally, the anchors provided valuable tips and guidance on effective speaking techniques, voice modulation, and self-expression, empowering participants to become more confident and articulate communicators, thus leaving attendees enriched with enhanced communication skills and cherished memories. The event concluded with heartfelt thanks to **Prof. Udai Paliwal**, **CS Karishma Butani**, and all committee members for their contributions to the workshop's success. The heartfelt appreciation extended to the anchors for their engaging facilitation, with tokens of gratitude. The workshop concluded under the efforts of head coordinators of the Orator club **Kena Parikh**, **Anushka Motwani**, **Ananya Tripathi**, the anchoring and reporting committee.



One-Day Workshop on IFRS & IndAS for Accounting Educators



On March 16, 2024, an **IFRS/IndAS Workshop** for Accounting Educators was organized in collaboration with **ACCA (Association of Chartered Certified Accountants)** and the **Indian Accounting Association**. The event aimed to enhance understanding and teaching of IFRS and Indian Accounting Standards among accounting educators, with participation from 45 faculty members from various universities in Gujarat. Attendees benefited from insightful discussions, practical case studies, and interactive sessions led by experts in the field. The workshop encouraged knowledge exchange and networking, empowering educators to effectively integrate global accounting standards into their curriculum.

The event concluded with memento distribution to **Prabhanshu Mittal**, Head of Education Learning Partnerships – North, East, and West India, and trainer **Zaheer Sayed** by **Director and Dean Dr. Udai Paliwal**. A vote of thanks was extended by **Dr. Sumita Shroff** and **Dr. Nitin Saxena**.



WORLD WATER DAY

LITWITS, -The Literary Committee on April 3, 2024, organized an intra-institute online quiz for the students on the occasion of **World Water Day** and **International Day of Forests**. The winner of the quiz was **Jahanvi Singh** - Sem-II (23BCM095) and the runner-up was **Aaditya Somaiya** of Sem-IV (IC221101).

International Mother Language Day – Essay Writing Competition



International Mother Language Day Essay Writing Competition was organized by the **LITWITS- Literary Committee**. The event took place on February 21, 2024 in alignment with the global celebration of International Mother Language Day with 14 student participants in this competition, showcasing their understanding of the importance of mother language in celebration of International Mother Language Day. The competition focused into the essence of linguistic diversity and the importance of mother languages in shaping cultural identities. The participants exhibited remarkable dedication and enthusiasm, highlighting their commitment. This occasion emphasized the crucial role of language in fostering cultural understanding and preserving the rich tapestry of linguistic diversity. The event was successfully held by the faculty co-ordinator **Prof. Gopika Juneja** and the student co-ordinator **Arin Acharya** and **Disha Tank**.

What is it That Creates the Love for Life?

Maybe it is the mere presence of innocence within or,
It is the love of escaping the 'truths' of life,
Perhaps it is the pinnacle of a breakthrough that creates one,
Somewhere, those broken hearts, those shattered and shaken and awakened souls, create a world of some unapologetically ethereal form of abundance that is a true blessing of connection to the source
Perhaps all that sparkled with hope was not gold
And even if it did seem, it was nothing but an illusion or,
It was all love which seemed but never was one,
Rather was heaven's subtle blow towards ascension,
Ascending beyond the consciousness of Maya to a limitless, expressive and more soul-driven sphere of life;
Detached from a viewpoint of lack,
Stemming from divine presence, faith and fairness
And I believe that honing into one's abundance, this way is just sufficient to weave threads of love for a tapestry called life!

-Kanak Shekawat (Sem II)



ELYSIAN 6.0

ELYSIAN 6.0, the premier cultural spectacle of the Institute of Commerce, Nirma University, unfolded during April 4-6, 2024 with a multitude of events. Ethnic Day Celebrations kicked off the fest, followed by literary events, panel discussions on accounting and finance, and artistic showcases like Recycled Art and Folk Art.



The engaging sessions and electrifying music events like Raag Riff off and Battle of Bands, captivating the audience with diverse performances. The finale featured theater performances, start-up exhibitions, and the much-awaited Melange Fashion Event and Artist Night. **Dikshant** and **Shreya Jain** mesmerised everyone with their soul touching music performances. With participants from various institutes, Elysian 6.0 celebrated unity, diversity, and the transformative power of art. It underscored the university's commitment to inclusivity and understanding, leaving an indelible mark on everyone involved.

ETHNIC DAY

On April 4, 2024, an inaugural evening with Ethnic Day and Elychef set the stage for three days of spellbinding experiences that would leave an unforgettable memory. A spiritual reflection started the program, emphasizing the importance of cultural heritage. Ethnic Day celebrations followed, honoring our community's ethnic diversity and traditions. The Fashion Show celebrated our deep-rooted culture and was a great way to honour it. The Judges for the event were **Mr. Sunil** and **Mr. Payal Pathak**. The winners for Elychef were **BITE BLISS- Aanya Goel & group** and runner-ups were **JUST GOOD FOOD - Aastha Karia & group**



PANEL DISCUSSION

The panel discussion on **Accounting and Finance** held on April 5, 2024, led by **Sir Sandip Shah**, GM & Head of IFSC & Strategy at GIFT City, featured **Mr. Ashok Kumar Gautam**, **Prof. Anup K Singh**, and **Prof. Udai Paliwal** as chief guests, alongside **Dr. Bhavesh Parekh - Student Welfare Board**, **CS Karishma Butani - Cultural Coordinator**, and faculty members. The session, marked by its depth and clarity, provided the audience with invaluable insights. **Mr. Mathew Chudukatil**, **Mr. Aniket Talati**, and **Mr. Kshitij Patel's** contributions were pivotal, as they adeptly balanced simplicity with detail, ensuring that attendees remained actively engaged. Overall, the event served as a platform for robust discussion and knowledge exchange, leaving a lasting impact on all those present.



THE LITERARY EVENT

“Multiverse in Books” was a captivating event held on April 5, 2024 organized by LITIWITS during the literary event ELYSIAN. Five Participants were assigned roles from fictional books and placed in random movie settings with unique twists. **Dr. Manish Singh Bhadauria**, a judge with expertise in poetry and a Doctorate in Indian English poetry, contributed significantly to the event's success. His guidance helped determine the event's winner and runner-up. The winner of the event was **Yana Gamadia** and the Runner-Up was **Prathana Shrivastava**, both from Institute of Commerce, Nirma University.

FOLK ART PAINTING AND RECYCLED ART - FINE ARTS EVENT

Students at the Recycled Art and Folk Art event held on April 5, 2024, with 14 participants, turned waste materials into amazing pieces of art, demonstrating creativity and environmental awareness. The event is influenced by cultural traditions, demonstrating the power of creativity in the art world. The judges were **Mr. Manish L. Bajaniya**. In the *Folk Art Painting* competition, **Diya Munshi** from the Institute of Design, Nirma University, secured the winner's position and **Het Patel** from the Institute of Pharmacy, Nirma University, was the runner-up. In the *Recycled Art Challenge*, the winner's title was claimed by **Vruksha Bhikadiya** and **Itisha Nakarani**, and the runner-up position was awarded to **Riya Kakaniya** and **Krishna**, both from the Institute of Commerce, Nirma University.



RAAG RIFF OFF & NOTE NIRVANA- MUSIC EVENTS

The Raag Riff Off (Battle of Bands) & Note Nirvana (solo music performance) was flagged off on April 5, 2024 with participation of 34 performers ranging from traditional folk to pop and Indo-classical fusion. The audience cheered enthusiastically for each performance. Every contestant displayed incredible talent and innovation, capturing everyone's hearts and minds. The judges were **Mr. Yogesh Bhagwani** and **Mr. Daidipya Sheth** who are a prominent Musician. In the **Note Nirvana (Solo) competition**, **Jay Kishan Suthar** was the winner and **Shane Stephen** from Gujarat Law Society, Ahmedabad, secured the runner-up position. In the Raag Riff-Off (Battle of Bands), **The ACES, led by Shane Stephen and his group** from Gujarat Law Society, Ahmedabad, was the winner and **The KAOS, led by Saptak Thakur and his group** from Silver Oak University, Ahmedabad, secured the runner-up position.



TOTE BAG WORKSHOP

ColourBrush organized a tote bag painting workshop on April 5, 2024, offering students a creative opportunity to learn the art of painting on fabric. Under the guidance of skilled artists, participants designed and painted their tote bags using fabric paints and markers. They experimented with different colours, patterns, and designs to produce unique creations. The workshop encouraged collaboration and artistic exploration, as students shared their ideas and inspired one another. The event culminated in a casual exhibition of the painted tote bags, allowing students to showcase their work and take pride in their accomplishments.



PROFIT PULSE – THE FINANCE X TECH EVENT

In a collaborative effort, the Finance and Tech Club hosted a paper trading competition, “Profit Pulse” using **StockGro** (a virtual stock trading platform) on April 5, 2024. A total of 29 participants put their investment theories to the test in a virtual, risk-free environment, vying for the title of top trader. This event provided a valuable learning experience about the stock market without the risk of real-world investment. In the competition, **Devansh Shah** was the winner, **Gautam Gokharu** secured the runner-up position, and **Anant Mital** was the 2nd runner-up, all represented Institute of Commerce, Nirma University.

BONDS BY VISION & TREASURE TALES – THE MEDIA EVENTS

Prism - The Publication Club organized two engaging competitions: "Treasure Tales," blending blogging and treasure hunting to foster creativity and collaboration, and "Bonds by Vision," on April 6, 2024 a photography event showcasing students' skills in capturing moments of beauty and emotion. With 61 participants, these competitions provided platforms to express themselves artistically, promoting visual storytelling and teamwork. They served as invaluable learning experiences, enhancing students' creative abilities and visual communication skills. **Giriraj Raithatha** a prominent blogger and **Hardik Bhavsar** a professional photographer honored with their valuable time and contribution. In the Bonds by Vision competition, **Achintya Sharma** secured the winner's position and **Khushali Shah** was the runner-up. In the **Treasure Tales** event, **Aadit Ambavi and Group**, were the winners and **Oni Neema and Group** were the runners-up. All these award winners were from Institute of Commerce, Nirma University.



THEATRICAL SPECTRUM – THE THEATRE EVENT

On April 5, 2024, with 19 participants an extension of the cultural showcase that included riveting theater performances from every team that came to perform from various prestigious institutions in the theater event, the celebration reached its climax. The judge for the event was **Mr. Yash Varan** a talented actor, director, and writer. The winner was **Smeet Trasadiya & Group** from the **Institute of Pharmacy, Nirma University**, and the runner-up was **Gaurav Udhani & Group** from the **Institute of Commerce, Nirma University**.



STARTUP SHOWDOWN - ACADEMIC EVENT

On April 6, 2024, 39 students participated in Startup Showdown showcasing their entrepreneurial skills in the mega showdown of start-ups, their thinking and creativity were indeed a reflection of the sharp minds created by the university. The start-up captivated the judges with participants' brilliant and clever display of existing problems. The judges for the event were **Mr Dhaval Shah**, founder of Rupiya and **Ms. Ananya Maloo**, founder of nuutjob.com. The winners were from **Gaurav Udhani & Group** from the **Institute of Commerce, Nirma University**, and the runner-ups were from **Krish Patel & Group** from **Medical College, Ahmedabad**.



CHOREO CLASH AND CREW CLASH - DANCE EVENTS

Stage was set on fire on April 6, 2024 by the exquisite display of flawless dance performances by 26 participants. Audience experienced a trance courtesy of such elegant dance performances, transporting through time and tradition. The Judges for the event were **Ms. Nandini Pandaya** and **Mr. Hitendrasinh Solankhi** professional dancer.



POSITION	NAME (CHOREO CLASH)	NAME (CREW CLASH)
Winner	Yuvraj Parmar from Silver Oak University, Ahmedabad	Dazzle Crew: Heni Shah & Group from Gujarat Law Society, Ahmedabad
Runner-Up	Heni Shah from from Gujarat Law Society, Ahmedabad	Jiya Jumani & Jhanvi Shah from Gujarat Law Society, Ahmedabad

Did you know?

- The modern stock market originated in **Amsterdam in 1602** with the establishment of the Dutch East India Company.
- Did you know that over 90% of the world's money only exists electronically?
- **Coca-Cola** is available in almost every country in the world—except for Cuba and North Korea due to long-standing trade embargos.
- The term **Black Friday** originally referred to financial market crashes in the 19th century. Today, it represents the busiest shopping day in the U.S., with billions of dollars in sales generated within 24 hours.

POTTERY WORKSHOP ORGANIZED BY CHHAPORE

Chhapore - Art Workshop and Event Decorator of Vadodara, hosted a pottery workshop on April 6, 2024 at the university campus. The event provided students with hands-on experience in shaping clay, glazing, and firing pottery under the guidance of skilled artisans and instructors. Participants learned various pottery techniques, including wheel throwing and hand-building, and created unique ceramic pieces to take home. The workshop also featured discussions on the history and cultural significance of pottery. The event concluded with an exhibition of students' creations, fostering a sense of achievement and pride. Overall, the workshop was a successful and inspiring experience, enhancing students' artistic skills and appreciation for traditional craftsmanship.



MELANGE - FASHION EVENT

The Melange Fashion Event and most awaited Artist Night happened on April 6, 2024. The Melange showcased the fashion sense of 24 participants with a ramp walk in traditional and street wear. The sponsor for the event was **Solace of Faith**, and the make-up partner being **the Lakme Academy**. The Judges for the event were **Ms. Kamsin Sajnani** who is founder of Adspire Media, **Mr. Saurin Desai** a Model and **Ms. Tanisha Shah** an Influencer.

POSITION	NAME (Male)	NAME (Female)
WINNER	Manthan Nagar, from Gujarat Law Society, Ahmedabad	Archie Wadhvani, from Institute of Architecture, Nirma University
RUNNER-UP	Jash Joshi from Institute of Commerce, Nirma University	Nisha Yadav



BGMI BLITZ - E-GAMING EVENT

On April 6, 2024, the BGMI gaming competition electrifying, drawing in crowds of enthusiastic 35 gamers eager to showcase their skills. With teams battling it out in intense matches, the atmosphere was charged with excitement and competitive spirit. In the competition, **Poojan Shah** from Sal Institute of Pharmacy, Ahmedabad, emerged as the winner, while **Yash Dhanuka** from the Institute of Commerce, Nirma University, secured the runner-up position.



-Dhimant Ahir (Sem V)

Cultural Elocution Competition hosted by NSS Unit of ICNU

The NSS unit of Institute of Commerce hosted an Elocution Competition on January 20, 2024 as part of the Gujarat Cultural Elocution Competition organized by the NSS Department of Higher Education of Gujarat on the theme 'Save Culture Save Bharat'. The competition saw 14 participants from various institutes all over the university and they showcased exemplary performances. The participants spoke on topics such as Nation-building through character building, and Value education: an imperative for the present times. The competition was judged by **Dr. Hridaya Raj Bharti** and **Dr. Mansur Alam** and the winners were announced by NSS Programme officer - **Dr. Pranav Saraswat**. The Programme officers also shared thoughtful and encouraging words with the participants while concluding the event. The winners of the Gujarat Cultural Elocution competition are: First place - **Deekshita Athreya (ITNU)**; Second place - **Abhilasha Sunil Kajalkar (IPNU)**; Third place- **Palak Sharma (ICNU)**.



Blood Donation Camp



The NSS unit of Institute of Law and Institute of Commerce, Nirma University, collaboratively organized a blood donation camp on February 13, 2024. Preceded by a day of campus-wide promotion and awareness activities, the event saw enthusiastic participation from students and volunteers alike. With meticulous registration

processes and medical checks overseen by **Prathama's medical staff** and **NSS volunteers**, the camp ensured the eligibility of donors. The camp achieved a remarkable milestone by collecting a record-breaking 540 blood units, marking it as the most successful blood donation camp in the history of Nirma University. Furthermore, **Dr. Udai Paliwal** and the NSS team was given the token of appreciation by Prathama. It was a resounding success thanks to the collaborative efforts of the NSS Committee members, faculty coordinators **Dr. Pranav Saraswat** and **Dr. Md. Mansur Alam**, and the enthusiastic participation of students and volunteers from both ILNU and ICNU.



One Day Camp of NSS (20th April 2024)



On April 20, 2024, the NSS Unit of Nirma University, in partnership with **GCS Hospital**, organized a free medical camp in Vasai Village, Ahmedabad. Divided into teams, NSS volunteers went door to door, informing villagers about the camp. The event offered basic health check-ups, consultations, and free medications, with Ayushman Bharat Scheme treatments pledged at

no cost. Volunteers recorded attendee details for better understanding of demographics and health issues. Over 70 villagers, spanning various age groups, attended, demonstrating the camp's impact and the commitment of volunteers and GCS Hospital to rural healthcare.



माँ तो माँ है,
के जब भी यूँ दुनिया रुलाती है,
याद तो माँ की ही आती है
माँ की वो एक मुस्कुराहट के दीदार के लिए यूँ आँखें तरस जाती है,
के उसकी मुस्कुराहट कुछ ऐसी है कि, दुनिया की हर मुसीबत उसके सामने सर झुकाती है,
क्योंकि माँ तो माँ है...
उसके हाथ के खाने के आगे तो जनाब दुनिया की हर रसोई फीकी है,
के जिसको वो माँ ना मिले वो उसकी बदनसीबी है..
वो रोज़ के ताने, वो डाँट, वो माँ का रूठ जाना या मेरा मनाना,
और उसकी गोद में मेरा यूँ सोजना...अब याद आने लगा है
के वो घर का पिंजरा भी अब सयाना लगने लगा है
जिस मां ने अपनी हर खुशी के आगे मेरी ख्वाहिशों को रखा है, उसे क्या पता
के मैंने अपनी हर ख्वाहिश में उसे ही मांगा है...



- Vidhi Singhal (Sem III)

Industrial Visits

Akshaya Patra Foundation

An educational trip to Akshaya Patra Foundation, Ahmedabad on February 23, 2024 commenced with warm greetings and a spiritual start at Radha Madhav temple. The students of Semester 2 were accompanied by **Dr. Avani Shah** and **Dr. Hridayaraj Bharti**. The highlight of the visit was the tour of the Akshaya Patra Mega Kitchen, where the magic of feeding millions of children every day comes to life. The kitchen, spanning two floors, operates with remarkable efficiency and dedication. Having a capacity for serving 150,000 meals, it currently serves around 60,000 to 70,000 meals daily, showcasing the organization's commitment to scalability and optimization. The visit to Akshaya Patra Foundation illuminated the students on efficient operations, hygiene standards, scalability, and social impact. Understanding the vertical kitchen design emphasized productivity and quality, while witnessing the organization's wide-reaching mission underscored the transformative potential of businesses in society. The industrial visit was successfully conducted under the supervision of the faculty coordinator **Dr. Sumita Shroff** with the support of **Akshar Kharadi** and **Munazah Ali Sayed**.



NISM, Mumbai



ICNU organized an educational visit to the National Institute of Securities Markets (NISM), Mumbai during February 28 - March 1, 2024, and March 22-24, 2024, for the students of Semester VI pursuing BCom (Hons.) under the supervision of faculty coordinator **Dr. Sumita Shroff** along with **Rohan Bafna** and **Aadit Ambavi**. Students gained a deeper understanding of the functioning of equity markets, including stock exchanges, trading mechanisms, and regulatory frameworks.

The discussion on mutual funds covered topics such as types of mutual funds, investment strategies, risk management, and regulatory compliance. These sessions provided valuable insights into the investment landscape and equipped students with knowledge to make informed financial decisions. One of the highlights of the visit was the live trading simulation conducted in the simulation lab. Students had the opportunity to experience real-time trading scenarios in a simulated environment, allowing them to apply theoretical concepts to practical situations. This hands-on experience helped students develop trading strategies, analyze market trends, and understand the dynamics of trading operations.

The visit included interactions with prominent market intermediaries such as the National Stock Exchange, Bombay Stock Exchange, Multi-Commodity Exchange, and Bombay Stock Exchange. Students had the chance to engage with industry professionals, learn about their roles and responsibilities, and gain insights into the functioning of these key institutions in the financial markets. These interactions facilitated networking opportunities and provided valuable industry exposure to the participants. A total of 137 students benefitted from this visit accompanied by faculty members- **Dr. Sumita Shroff Goyal, Dr. Nitin Kishore Saxena, Dr. Md. Mansur Alam, and Dr. Avani Shah.**



AmulFed Dairy

On March 2, 2024, there was an industrial visit organized to AmulFed Dairy located in Gandhinagar, Gujarat, India. The visit aimed to provide students with practical insights into the operations of one of India's leading cow milk manufacturers. Throughout the day, the students from 2nd Year were given a detailed overview of AmulFed Dairy's history, mission, and production processes. They were accompanied by **Prof. Gopika Juneja and Dr. Pranav Saraswat.**



They had the opportunity to tour the production facilities, witnessing firsthand the various stages involved in cow milk production and quality control measures. A highlight of the visit was the exploration of Amul's new milk powder plant in Bhat village, Gandhinagar, showcasing the latest technologies and innovations in the dairy industry. Additionally, students engaged in interactive sessions with industry experts, gaining valuable insights into the challenges and opportunities in dairy production and management. Overall, the industrial visit provided students with a practical understanding of dairy production processes, supply chain management, and technological advancements, bridging the gap between theory and practice in their academic studies. The visit was conducted under the guidance of **Dr. Sumita Shroff Goyal.**

Mundra Port

On March 29-30, 2024, the Institute of Commerce at Nirma University organized an industrial visit to Mundra Port, attended by 88 students accompanied by faculty members, **Dr. Pranav Saraswat**, **Dr. Hridaya Raj Bharti**, **Prof. Gopika Juneja**, and **Prof. Nidhi Agrawal**. The visit commenced at Adani Port and SEZ, where the students received a briefing on the port's structure and future developments.



The event was planned and organised by faculty coordinator **Dr. Sumita Shroff Goyal** with the help of student - **Akshar Kharadi** and **Munazah Ali Sayed**. Following this, the group visited the Adani Wilmar Plant, where they learned about the production and refinement of cooking oil and its by-products. The students also visited three locations: Adani Solar, Adani Wind, and Adani Power. At Adani Solar, students were informed about the structure, materials, energy generation, and efficiency of solar panels, including a demonstration of the manufacturing process. At Adani Wind, they learned about the function and components of windmills, legal and regulatory compliance, government assistance, and future prospects. At Adani Power, comprehensive details were shared on electricity generation, maintenance, distribution, and the Adani Group's achievements in this field. .

“RIDDLE TIME”

I describe the process of starting and growing a business using minimal external funding, relying primarily on personal savings and the company's own revenue. Who am I?

ANSWER: BOOTSTRAPPING

I measure the percentage of customers who stop doing business with a company over a given period. High values of me often indicate issues with customer retention. Who am I?

ANSWER: CHURN RATE

ICNU SHINES

National Level Entrance Exam

Student Name: **Khushi Mehta IC211240**

She secured **98.82 percentile** for **CAT 2023** in her first attempt, 95 percentile in XAT and 245 in NMAT, all three being National Level Entrance Exams for MBA.



AIMA Business Competition

Student Name: **Pratham Patel (ICNU), Vansh Sharma (ICNU), Yajat Mittal (IMNU), Khushal Patel (IMNU)**

The competition took place during January 4-6, 2024 they were assigned case study of product market of earphones/headphones where each team have to interpret complete data on the basis of decision making to the software provided by IBS called “Chanakya” an online platform to find the final profit/loss or sales and turnover of the company and the results were evaluated on the basis of highest profit. The team stood **7th at regional level** competing against 40+ teams.



National Accounting Talent Search – 2023-24

ICNU Students participated in the National Accounting Talent Search, 2023-24, an online quiz based exam on the subject of multi-disciplinary accounting held on February 5, 2024. In this national quiz, **Ayush Agrawal IC211117** secured **Runners-Up Position** whereas **Gaurav Udhani IC221115** and **Harsh Griglani IC221116** got an outstanding performance award.



Ayush Agrawal



Gaurav Udhani



Harsh Griglani

Datathon and Ideathon – Digital Analytics Conclave 2024

Student Name: **Gaurav Udhani IC221115**

He participated in Datathon and Ideathon organized by Pacific Academy of Higher Education and Research University, Udaipur, a confluence of digital, analytics & automation technologies on February 23-24, 2024 and secured **Winner Position** in both the events.



Inter- Institute Sports Tournament

During January-February 2024, ICNU students proudly participated in the inter-institute sports tournament, showcasing remarkable talent and sportsmanship. The boys' team emerged victorious in the **Tug of War**, claiming the winner's title. Additionally, the achievements of students in several categories are as follows: These impressive accomplishments were the result of dedicated leadership from **Jyotiraditya Konda IC211237** and **Riya Mehtani IC211164**, with invaluable guidance provided by our faculty coordinator, **Dr. Avani Shah**.



SR. NO.	FULL NAME OF PARTICIPANT	POSITION
Tug of war (Male)	Pranav Nath (Captain), Sarthak Raiyani (ViceC) , Khush Mehta, Ayush Savnani, Ayush Agrawal, Dhimant Ahir, Krish Thakkar, Deep Shah, Nihar Badani, Tirth Patel	Winner
Kabbadi (Boys)	Vedant Tripathi, Kathan Thakkar, Jyotiraditya Konda(C), Aayush Patel, Parv Bhanderi, Sarthak Raiyani, Swayam Jain, Shreyansh Patel, Yash Patel, Dhimant Ahir, Vasu Vanpariya, Yeswanth Kumar Patel(VC)	Runner up
Kabbadi (Girls)	Bhakti Sood (C), Riya Mehtani (VC), Mahek , Bhavya Agrawal, Manya Likhari , Gaurri Motwani, Kunjan Raval, Harkirat Kaur Soni, Mansi Acharya, Mahek Sirwani, Hetvi Kelaiya	Runner Up
Kho - Kho (Girls)	Bhakti Sood (C), Riya Mehtani (VC), Mahek, Bhavya Agrawal, Manya Likhari, Gaurri Motwani, Lakshita Sarada, Munazah Ali Sayed, Disha Tank, Nishka Patel, Mahek Sirwani, Hetvi Kelaiya	Runner Up
Basket ball (Girls)	Bhakti Sood (C), Riya Mehtani(VC), Munaza Ali Sayed, Bhavya Agarwal, Disha Tank, Sanika Birewar, Hani Patel, Lakshita Sarada, Khushi Patel, Divya Singhvi, Akshara Maheshwari, Manya Likhari, Apeksha Chaudhary	Runner up

FAREWELL

On May 2, 2024, the farewell ceremony for the graduating class of 2024 radiated emotion and companionship. The auditorium was abuzz as students prepared to conclude their academic chapter. This significant event, held under the guidance of Dean and Director **Dr. Udai Paliwal** and faculty coordinator **CS Karishma Butani**, was a tribute to the hard work of the organizing members. Commencing at 4:30 PM with an invocation, distinguished speakers imparted wisdom.



Dr. Sandeep Purohit, Assistant Editor of Rajasthan Patrika, delivered a poignant speech on goodbyes, urging students to focus on their dreams and manage time wisely, whether aiming for social media careers or other goals. The Director emphasized the importance of honesty and hard work. Performances followed, showcasing the community's spirit, culminating in certificate presentations.

The ceremony echoed with tears, laughter, and heartfelt reflections, ending with a final speech and dinner. As graduates ventured into new beginnings, they carried cherished memories and lessons, grateful for the transformative educational experience.





-Hardavi Talpara (Sem III)



NEWSVERSE

ICNU HOSTS ACCATHON' 2024

Nirma University in association with the Indian Accounting Association (IAA) and Knowledge Partner- Association of Chartered Certified Accountants (ACCA), organised ACCATHON 2024 which included teams from 9 states. The event followed two major themes which were Taxation and Financial statements of unlisted companies. The event was conducted in two rounds. The first round was held on 6th January 2024 in online mode and the final round took place on 24th & 25th January at Nirma University Campus which involved website development. The winners of both themes were Kalasalingam Academy of Research and Education and Parul University respectively. The Runner Ups for both the

themes were from Thakur College, Mumbai University, and Nirma University respectively. Professor Harish Oza was the observer from the Indian Accounting Association (IAA). Dr S S Sodha, Dhwanet Bhatt, CA Sunil Sanghvi, Vishwajit Sonagara and Prabhanshu Mittal served as the judges for this national-level competition.



EXPERT SESSION ON STRESS MANAGEMENT DURING EXAMS

The Institute of Commerce, Nirma University conducted an enlightening session on managing exam stress, led by esteemed Chartered Accountant Deepthi Jain on March 14, 2024, to equip students with practical strategies for handling stress during exams and achieving peak performance. Drawing from her extensive experience, she emphasised the importance of a balanced lifestyle, mindfulness techniques, and healthy study habits to alleviate exam-related stress and anxiety. Addressing common stressors faced by students, she offered practical tips on time management, taking breaks, getting enough sleep, and exercising regularly. The session included interactive discussions where students shared experiences and sought guidance, concluding with a Q&A segment for

clarifications. The institute remains dedicated to organising such sessions to enhance the learning environment and student well-being. Dr Pranav Saraswat conveyed deep gratitude to CA Deepthi, and Dr Udai Paliwal, Director of ICNU, honoured the guest with a memento.



-Itisha Nakarani (Sem v)

FACULTY ACHIEVEMENTS

Prof. (Dr.) Udai Paliwal - Director and Dean



- Paper presentation - "**Exploring the financial well-being of investors in Indian context**" at NICOM 2024, organised by Institute of Management, Nirma University, Ahmedabad during January 4-6, 2024.
- Paper presentation - "**Does Socio-Demographic Factors Predict Levels of Financial Literacy?**" at NICOM 2024, organised by Institute of Management, Nirma University, Ahmedabad during January 4-6, 2024.
- Paper presentation - "**Granger Causality amongs the Global Green Stocks using MSCI Indices**" at 1st International Conference on Sustainable Energy Economics in Asia-Pacific region organised by Goa Institute of Management, April 12-13, 2024.
- Paper publication - Shroff, S., Paliwal, U., & Dewasiri, J. (2024), "**Unraveling the impact of financial literacy on investment decisions in an Emerging Market, Business, Strategy, and Development**" 7 (1), 1-14 (Scopus Indexed Q1)
- Conducted a one-day workshop for doctoral students at Govind Guru Tribal University Banswara on the topic, "**Thesis Writing**" on May 31, 2024.
- Keynote address delivered on '**Navigating the Future: Innovations in Commerce, Management & Economics**' at the International Conference organised by Reva University Bangalore on the theme '**Indian Economy in Amritkaal: Opportunities & Challenges for Accounting Profession**' during April 25-26, 2024.

Dr Pranav Saraswat - Associate Professor



- Paper presentation - "**Energizing Tomorrow: A Holistic Examination of Electric Vehicle Adoption and Ecosystem Development in India**" at NICOM 2024, organised by Institute of Management, Nirma University, Ahmedabad during January 4-6, 2024.
- Paper presentation - "**Unveiling the Landscape of Frauds and Scams in the Indian Banking Industry: A Comprehensive Analysis**" at NICOM 2024, organised by Institute of Management, Nirma University, Ahmedabad during January 4-6, 2024.
- Paper presentation - "**Green Accounting: Benefits, Challenges and its impact on Financial Statement**" in the International Conference on Climate Change Litigation organized by Institute of Law Nirma University in collaboration with the British Institute of International and Comparative Law on 1-2 June, 2024.

Dr Avani Shah - Assistant Professor



- Paper Publication - Shah, A., Shome, S. and Bhayani, S. (2024), "**Firm's Characteristics and Board Composition Impact on Dividend Policy: A Study on Role of Crisis (Pandemic) Period in Indian Context**", Journal of Commerce and Accounting Research, 13(2), pp. 50-64 (Indexed: ABDC-C) (ISSN: 2277 – 2146)

Paper presentation - Shah, A. (2024), "**The Mediating Effect of Firm Reputation on the Relationship Between ESG Practices and Corporate Performance in India**", at NICOM 2024, organised by Institute of Management, Nirma University, Ahmedabad during January 4-6, 2024.

Dr. Sumita Shroff - Assistant Professor



- Paper presentation - "**Exploring the financial well-being of investors in Indian context**" at NICOM 2024, organised by Institute of Management, Nirma University, Ahmedabad during January 4-6, 2024.
- Paper presentation - "**Does Socio-Demographic Factors Predict Levels of Financial Literacy?**" at NICOM 2024, organised by Institute of Management, Nirma University, Ahmedabad during January 4-6, 2024.
- Paper presentation - '**Granger Causality amongs the Global Green Stocks using MSCI Indices**' at 1st International Conference on Sustainable Energy Economics in Asia-Pacific region organised by Goa Institute of Management, April 12-13, 2024.
- Paper publication - Shroff, S., Paliwal, U., & Dewasiri, J. (2024), "**Unraveling the impact of financial literacy on investment decisions in an Emerging Market**, Business, Strategy, and Development" 7 (1), 1-14 (Indexed: Scopus Q1)
- Paper publication - Shroff, S. and Soni, R. (2024) "**Do ESG Disclosures Create Value for Investors of NIFTY 50 Firms?** Finance India, 38(1), 45-74 (Indexed: ABDC-C, Scopus Q4)

Dr. CS Karishma Butani - Assistant Professor



Paper presentation - "**Unveiling Financial Inclusion Realities in India: A Literature-Based Analysis**", at NICOM 2024, organised by Institute of Management, Nirma University, Ahmedabad during January 4-6, 2024.

- Paper presentation - "**A Comprehensive Analysis of Financial Inclusion Effectiveness in Kachchh District**" at 19th Doctoral Conference in Management (ANVESH-2024) organised by Institute of Management, Nirma University during March 14-16, 2024.
- Paper Publication - "**A Comprehensive Examination of Financial Inclusion in the Kachchh Region: Insights from the Perspectives of the People of Kachchh**", Journal of Annals of the Bhandarkar Oriental Research Institute , C1, (2) (ISSN: 0378-1143)
- Paper Publication - "**Environmental, Social and Governance Influence on Corporate Governance: A Comprehensive Analysis**", Journal of Informatics Education and Research, 4,(1) (Indexed: ABDC-C) (ISSN: 1526-4726)

Gopika Juneja- Assistant Professor



- Paper presentation - "**Sustainable Investment and Investor Behaviour**" at NICOM 2024, organised by Institute of Management, Nirma University, Ahmedabad during January 4-6, 2024.
- Paper presentation - "**Sustainability and Artificial Intelligence**": A synergistic approach for Addressing Global Challenges in International Conference organised by School of Commerce, Christ University, Delhi, NCR in online mode held on April 20, 2024.
- Paper presentation - "**Innovation and Responsibility at the Crossroads of Sustainability and Entrepreneurship**" in International Conference organised by Commerce & Management Association of India, Youth Empowerment & Research Association in academic partnership with Nonruling Rigter College, Bhutan in online mode held from May 3-5, 2024.

Dr. Hridaya Raj Bharti - Assistant Professor



- Completed Nirma University-funded minor research project titled "**Impact of Farmer Producer Organisation in Growth of e-NAM in Bhavnagar and Mehsana districts of Gujarat.**" (Amount sanctioned - Rs 100,000).

Dr. Nidhi Agrawal - Assistant Professor



- Paper presentation - '**Granger Causality amongs the Global Green Stocks using MSCI Indices**' at 1st International Conference on Sustainable Energy Economics in Asia-Pacific region organised by Goa Institute of Management, April 12-13, 2024.
- Attended one week workshop in IIM Kozhikode on Leadership and Team Building from March 18-24, 2024
- "Attended 4-weeks, Faculty Induction Programme organized by the Internal Quality Assurance Cell of Nirma University from May 27 to June 25, 2024.

Career Corner: Tips for Future Leaders “ Interview Tips: Master the Art of Interviewing “

Landing an interview is a huge step, but it's just the beginning. Here are some tips to ace your next interview and leave a lasting impression.

- **Research the Company:** Learn as much as you can about the company's mission, culture, products, and recent news. Show that you're genuinely interested and prepared.
- **Practice Common Questions:** Be ready for common questions like "Tell me about yourself," or "What are your strengths and weaknesses?" Practice your answers but keep them authentic and not overly rehearsed.
- **Use the STAR Method:** When answering behavioral questions (e.g., "Tell me about a time when..."), use the STAR method (Situation, Task, Action, Result) to structure your answers and provide specific examples.
- **Ask Thoughtful Questions:** Towards the end of the interview, ask insightful questions about the role, the team, or company goals. This shows your enthusiasm and helps you understand if the job is the right fit for you.
- **Follow Up:** After the interview, send a thank-you email expressing your gratitude for the opportunity and reaffirming your interest in the position. It's a simple gesture that goes a long way.

PLACEMENTS

This year, BA Continuum India Pvt. Ltd. (Bank of America), Ernst & Young LLP, Karnataka Bank, PwC, KPMG India, ETON, LenDen, and Federal Bank visited the campus for recruitment. All 31 students who expressed their interest in placement, with an average package of 4.17 Lacs have been successfully placed via the institute. These students have secured positions in renowned companies, assuming roles such as Team Members, Risk Analysts, Customer Service Associates, and Analysts, as mentioned below:



Divyansh Jain is placed in **Federal Bank** as **Associate Cadre** with a Package of **6.7 Lacs**.



Yash Bajaj is placed in **Ernst and Young LLP** as **Risk Analyst** with a Package of **5.36 Lacs**



Yash Dhingra is placed in **Karnataka Bank** as **Customer Service Associate** with a Package of **6.7 Lacs**.



Yunus Ratlamwala is placed in **Intellipaat** as **Business Development Associate** with a Package of **4.85 Lacs**.



Manas Champawat is placed in **Karnataka Bank** as **Customer Service Associate** with a Package of **6.7 Lacs**.



Haritima Singh is placed in **White Light Elements** as **Business Development Executive** with a Package of **4 Lacs**.



Soumaly Choudhury is placed in **Karnataka Bank** as **Customer Service Associate** with a Package of **6.7 Lacs**.



Ansh Kumar is placed in **ETON** as **Analyst** with a Package of **4 Lacs**.



Sonakshi Mahasani is placed in **Ernst and Young LLP** as **Risk Analyst** with a Package of **5.36 Lacs**



Dhruvi Patalia is placed in **ETON** as **Analyst** with a Package of **4 Lacs**.



Yana Gamadia is placed in **Ernst and Young LLP** as **Risk Analyst** with a Package of **5.36 Lacs**



Ayush Agrawal is placed in **ETON** as **Analyst** with a Package of **4 Lacs**.



Rohan Bafna is placed in **Ernst and Young LLP** as **Risk Analyst** with a Package of **5.36 Lacs**



Hetvi Pradip mehta is placed in **ETON** as **Analyst** with a Package of **4 Lacs**.



Jash Joshi is placed in **ETON** as **Analyst** with a Package of **4 Lacs.**



Nalin Bajoria is placed in **LenDen** as **Graduate Trainee** with a Package of **4 Lacs.**



Swayam Jain is placed in **LenDen** as **Graduate Trainee** with a Package of **4 Lacs.**



Yashkumar Patel is placed in **LenDen** as **Graduate Trainee** with a Package of **4 Lacs.**



Shrey Middha is placed in **Cavitak Marketing Pvt. Ltd.** as **Enabler – Accounts Receivables** with a Package of **3.51 Lacs.**



Namrata Gurnani is placed in **BA Continuum India Pvt. Ltd. (Bank of America)** as **Team Member** with a Package of **3.5 Lacs.**



A. Ananya Sarvani is placed in **BA Continuum India Pvt. Ltd. (Bank of America)** as **Team Member** with a Package of **3.5 Lacs.**



Aashi Jain is placed in **BA Continuum India Pvt. Ltd. (Bank of America)** as **Team Member** with a Package of **3.5 Lacs.**



Arwa Taher is placed in **BA Continuum India Pvt. Ltd. (Bank of America)** as **Team Member** with a Package of **3.5 Lacs.**



Keshav Purohit is placed in **KMPG India** as **Analyst– Governance Risk and Compliance Services** with a Package of **3.5 Lacs.**



Bhakti Sood is placed in **BA Continuum India Pvt. Ltd. (Bank of America)** as **Team Member** with a Package of **3.5 Lacs.**



Ishika Soni is placed in **BA Continuum India Pvt. Ltd. (Bank of America)** as **Team Member** with a Package of **3.5 Lacs.**



Ishita Malik is placed in **BA Continuum India Pvt. Ltd. (Bank of America)** as **Team Member** with a Package of **3.5 Lacs.**



Khushi Chaudhary is placed in **Bank of America - Gandhinagar** as **Team Member** with a Package of **3.5 Lacs.**



Jahanvi Arora is placed in **KMPG India** as **Analyst – Governance Risk and Compliance Services** with a Package of **3.5 Lacs.**

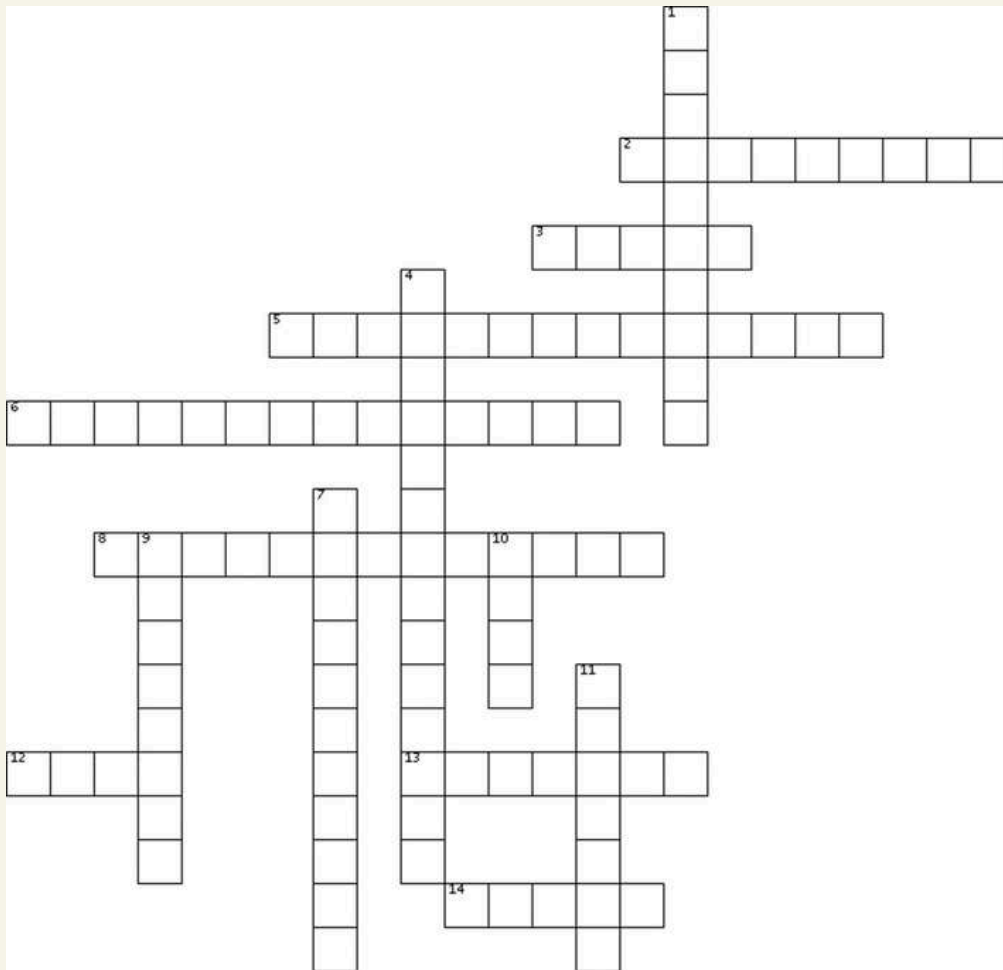


Shruti Jain is placed in **KMPG India** as **Analyst – Governance Risk and Compliance Services** with a Package of **3.5 Lacs.**



Ananya Tripathi is placed in **Pwc** as **Analyst** with a Package of **3 Lacs.**

COMMERCE CROSSWORD-1



ACROSS

2. An investment strategy involving simultaneous buying and selling in different markets to exploit price differences.
3. Foreign exchange market where currencies are traded.
5. A rapid rise in prices, leading to a significant decline in purchasing power.
6. A security with no central regulating authority, relying on cryptography for secure transactions.
8. A method of funding a startup by using personal savings rather than external investment.
12. A company known for reliability and stable returns, often favored by investors.
13. Unauthorized trading of securities by someone with access to confidential information.
14. Small, low-priced stocks of companies with low market capitalization.

DOWN

1. A refund to a customer for a transaction they dispute or did not authorize.
4. A marketing strategy combining neuroscience and psychology to understand how consumers make decisions.
7. A situation where economic growth is stagnant while inflation is high.
9. The cost of running a business, excluding direct labor or material costs.
10. Highest point of business cycle in demand or pricing
11. A financial strategy that reduces risk by making investments that offset potential losses.

(Send your solved crossword in 5 days at newsletter_icnu@nirmauni.ac.in) to win exciting prices.)



"Her light is a beacon, reminding us all that courage starts within."



-Dharmi Ghevariya (Sem-I)