

# KALEIDOSCOPE

12<sup>th</sup> Edition

The Newsletter of ICNU

July-December 2024



## ★ Highlights ★

- Page 4 : Induction Programme
- Page 12 : Events And Activities
- Page 19 : NSS@ICNU
- Page 23 : Industrial Visit
- Page 25 : ICNU Shines
- Page 27 : Newsverse Insights
- Page 28 : Faculty Achievements



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## MESSAGE FROM THE DIRECTOR'S DESK

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Delighted to present the **12th Edition** of "KALEIDOSCOPE" to our esteemed readers. Congratulations to **Dr. Sumita Shroff Goyal** - Newsletter Editor, and **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.

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## MESSAGE FROM NEWSLETTER EDITOR

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Presenting the **12th Edition** of Kaleidoscope fills me with immense joy as it elegantly showcases the Institute's extensive achievements, events, and talent. I extend my heartfelt gratitude to our esteemed Director and Dean, Prof. (Dr.) Udai Paliwal, for his unwavering support. This accomplishment would not have been possible without the relentless dedication of our team members. A special thanks to PRISM – The Media and Publication Club, led by team members Itisha Nakrani, Pooja Shingala, Vidhi Mistry, Vishwa Lukhi, and Vruksha Bhikadiya, for their invaluable contributions. I also wish to acknowledge Ms. Shweta Trivedi for her efficient administrative support, which played a crucial role in this endeavor. Together, we celebrate a collective success through this vibrant edition. Finally, we deeply appreciate the incredible talent within our institute whose artistic contributions have made this issue truly outstanding.

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## MESSAGE FROM NEWSLETTER TEAM

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Dear Readers, It's an honor to serve as the Newsletter Coordinator for "KALEIDOSCOPE," and we are thrilled to launch the **12th 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 - **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.



With great pride, we present the 12th edition of "Kaleidoscope," the newsletter of the Institute of Commerce, Nirma University. This edition celebrates the incredible talent within our Institute and showcases the significant milestones achieved over the past six months.

We are deeply grateful to our esteemed Director and Dean, **Dr. Udai Paliwal**, for his visionary guidance and inspiration. Our heartfelt thanks also go to **Dr. Sumita Shroff Goyal** for her unwavering support and encouragement, which have been invaluable throughout this journey.

We extend our sincere appreciation to all the students whose creativity and dedication have brought this edition to life. "Kaleidoscope" is a true representation of the collaborative spirit that defines our community and a testament to the passion, talent, and commitment of everyone involved.

As members of the newsletter committee, it has been a privilege to curate and share this edition. We hope it resonates with and inspires all its readers. The success of "Kaleidoscope" is a shared accomplishment, and we are honored to have contributed to this meaningful endeavor.

**Itisha Nakrani**  
(Content Editor)

**Pooja Shingala**  
(Content Editor)

**Vidhi Mistry**  
(Content Editor)

**Vishwa Lukhi**  
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**Vruksha Bhikadiya**  
(Content Editor)

## INDUCTION PROGRAMME

On July 18, 2024, the Institute of Commerce, Nirma University (ICNU), conducted the Induction Programme and Registration Process for the new batch of B.Com (Hons.) students for the **academic year 2024-28** with great enthusiasm. The event was held under the guidance of **Prof. (Dr.) Udai Paliwal**, Director & Dean of ICNU, and supervised by **Dr. Hridaya Raj Bharti**, Admission Coordinator. **Dr. Udai Paliwal**, in his welcome address, shared information about the demographics and the overall number of students enrolled, congratulated them for being part of the institute and encouraged them to fully harness the learning opportunity provided by the University. His speech provided comfort, inspiration, and motivation to the students as they prepared for the challenges ahead.



The Chief Guest of the event, **Mr. Amit Singh, CEO of Adani Green Energy Ltd**, delivered a thought-provoking speech on "Navigating Growth with Green Energy." He emphasised the importance of independence, self-belief, and eco-friendly initiatives. He encouraged the students to embrace energy-efficient technologies and highlighted the role of education and awareness in driving sustainable solutions. **Dr. Anup K. Singh, Director-General of Nirma University**, also addressed the new batch, offering motivational words to inspire success and achievement in their academic and personal lives. Following the inaugural session, **Dr. Udai Paliwal** addressed the parents and students, discussing the expectations and deliverables for the upcoming academic years. He also addressed the queries of the parents, marking the conclusion of the event.

## ORIENTATION 2024-28

On July 19, 2024, **Dr. Pranav Saraswat** provided an overview of Nirma University's academic guidelines, emphasizing attendance, assessment procedures, and academic integrity. He also led a session on "Mental and Physical Well-Being," highlighting how sports improve cognitive function, reduce stress, and combat anxiety. He also shared age-specific exercise recommendations for better health. Moreover, **Dr. Avani Shah** and **Dr. Sumita Shroff Goyal** highlighted the initiatives promoting gender equality, inclusivity, and empowerment at Nirma University.

On July 20, 2024, **Dr. Avani Shah and Dr. Sumita Shroff Goyal** explained the university's examination structure, grading system, and the importance of academic integrity. Moreover, **Professor Gopika Juneja** introduced ICT tools like LMS and MIS, demonstrating how they enhance the teaching-learning experience. Additionally, **CS Karishma Butani** encouraged students to engage in various campus clubs and committees, showcasing their talents and interests.

On July 23, 2024, **Dr. Sumita Shroff Goyal** and **Dr. Nidhi Agrawal** discussed the importance of mentorship and internships for academic and professional growth. Moreover, **Dr. Avani Shah** stressed the need for a safe campus and informed students about the university's strict anti-ragging and anti-drug policies. Additionally, **Dr. Bhavesh Parekh** and **Dr. Chanakya Bhatt** highlighted student welfare initiatives and the importance of NCC/NSS for leadership and social responsibility.

On July 24, 2024, **Dr. Rajendra Patel** and **Dr. Sapna Bhatt** introduced the university's healthcare services and counseling facilities for student well-being.

On July 25, 2024, **Dr. Monita Shastri** provided an overview of the extensive library resources, including digital systems for easy access to academic content. Moreover, **Ms. Esakiammal S** educated students about cybersecurity practices and the importance of safeguarding personal data in the digital age. Additionally, **Dr. Sumita Shroff Goyal** raised awareness about plagiarism, providing strategies to avoid it through proper citation and referencing techniques.

On July 27, 2024, **Dr. Pranav Saraswat** took an engaging session on "Mental and Physical Well-Being: Sports and Physical Health" highlighted the vital role of sports in enhancing mental and physical health, backed by scientific insights and inclusive activity recommendations.

On July 30, 2024 **Mr. Mehul Naik** and **Ms. Rashmika Shah** discussed global opportunities, entrepreneurship, and Nirma University's incubation facilities to support student innovation.

## EXPERT SESSIONS

### Actuarial Science significance and exploring various career opportunities

On July 19, 2024, **Cmdr. Tushar Giri**, Executive Director of the Institute of Actuaries of India, delivered a session on the significance of Actuarial Science and explored various career opportunities in the field. He emphasized the critical role that actuaries play in risk management, insurance, and financial planning. Cmdr. Giri also highlighted the growing demand for actuarial professionals in India and globally, encouraging students to consider Actuarial Science as a rewarding career path. The session provided valuable insights into the field and its potential for future growth.



## Self-Management

On July 19, 2024, **Dr. Nityesh Bhatt** delivered a session on "Self-Management." He emphasized the importance of self-discipline, time management, and goal-setting in achieving academic and personal success. He also discussed strategies for managing stress, staying motivated, and balancing academic responsibilities with personal life. The session aimed to equip students with essential self-management skills to thrive in their academic and future professional lives.

## Role of Discipline and Achieving Goals

On July 22, 2024, **Brig. Jeevan Rajpurohit** delivered an insightful session on the "Role of Discipline in Achieving Goals." Drawing from his extensive military experience, he highlighted the pivotal role of discipline in overcoming challenges, maintaining focus, and achieving long-term objectives. He inspired students to view self-discipline as a cornerstone for both academic and professional success. His engaging talk emphasized how consistent discipline fosters growth and prepares individuals to tackle life's obstacles effectively. The session was well-received by students and faculty, leaving a lasting impression and motivating attendees to embrace discipline as a key to realizing their goals.



## Goal Setting and Management Lessons

On July 23, 2024, **Dr. Trilok Sharma**—A life and leadership coach, engaged the students with his insights into management and lessons that could be learned from the Ramayana. He emphasized Shri Hanuman's exceptional traits—strength, devotion, and efficiency—as hallmarks of an ideal manager, drawing parallels between Hanuman's actions and effective management principles. Dr. Sharma illustrated the relevance of Ramayana as more than a holy text, highlighting its value as a guide to work ethics, karm, and dedication, encouraging students to view it as a manual for life and management.



## Health and Fitness

On July 24, 2024, **Dr. Komal Parmar**, Dietician at SGVP Hospital, emphasized the importance of a well-balanced lifestyle alongside good education for overall well-being. Dr. Parmar engaged the students by asking about their routines, including sleeping patterns, eating habits, and fitness. Based on their responses, she highlighted common gaps in their daily routines and explained how proper eating habits and a better sleep schedule can enhance both personal life and work performance. She educated the students about essential nutrients like proteins, vitamins, and oils, and the impact of good versus bad foods on health. Additionally, Dr. Parmar further stressed the importance of incorporating yoga into daily life, guiding the students towards achieving a healthier, balanced, and peaceful lifestyle.

## Insolvency and Bankruptcy Code (IBC)

On July 24, 2024, **CA Sunit Shah** delivered an expert session on the Insolvency and Bankruptcy Code (IBC) which provided an in-depth understanding of the IBC, emphasizing its critical role in resolving corporate insolvency and promoting business continuity. CA Shah highlighted key provisions of the code, the role of professionals in the insolvency process, and its impact on India's financial and legal framework. The insightful session equipped students with valuable knowledge about the IBC's workings and its relevance to the fields of commerce and finance.



## First Aid and CPR Session by CS Dr. Saumil Sanghvi

**CS Dr. Saumil Sanghvi** (MD Anaesthesiology, SGVP Hospital) on July 24, 2024, led an insightful session on "First Aid and Management of Common Emergencies and CPR." The session emphasized the critical role of timely first aid in saving lives and covered emergencies like choking, burns, fractures, and cardiac arrest. Participants received hands-on CPR training, including proper chest compressions, rescue breaths, and AED usage for cardiac emergencies. Dr. Sanghvi's expertise and engaging approach empowered attendees with essential life-saving skills, making the session highly impactful and educational.

## Define your Peak

On July 25, 2024, **Dr. Dharmendra Joshi**, a motivational speaker and trainer, delivered an inspiring session on "Define Your Peak" and motivated students to challenge themselves to achieve their goals. Using humor and storytelling, he drew parallels between life's challenges and the journeys of Everest climbers, emphasizing the power of determination and resilience over limitations. Through real-life example of mountain climber, Dr. Joshi motivated students to work hard and overcome obstacles to achieve their personal peaks in life and academics.



## Unlock Your Potential: Harness the Power of Positive Thinking

On July 25, 2024, **Ms. Rikita** delivered an inspiring session on "Unlock Your Potential: Harness the Power of Positive Thinking". She highlighted the transformative impact of a positive mindset in both academic and personal life. Through engaging examples and interactive discussions, Ms. Rikita demonstrated how positive thinking fosters motivation, resilience, and success. She encouraged students to focus on their strengths, set achievable goals, and maintain a constructive outlook, empowering them to unlock their full potential and make the most of their academic journey.



## Problem Solving Fit and Product Market Fit – Mantra of Marketing

On July 26, 2024, **Dr. Dilip Singh Chavan**, Professor at SBES College of Arts and Commerce, delivered an insightful session on "Problem Solving Fit and Product Market Fit – Mantra of Marketing". He emphasized the importance of understanding customer needs and addressing real-world problems through effective marketing strategies. He explained the concept of Product Market Fit, stressing its significance in aligning products with market demands for business success. The session covered key marketing principles and strategies that create value for customers while ensuring long-term business sustainability, offering students a practical understanding of marketing fundamentals.



## Mind over Matter

On July 26, 2024, **Ms. Pragya Mehta**, an Iconic Trainer at JCI India, conducted an engaging session on "Mind over Matter". She emphasized the power of mental strength in overcoming challenges and achieving success. Ms. Mehta shared techniques for developing a resilient mindset, highlighting the importance of focus, determination, and mental discipline. Through real-life examples and interactive activities, she encouraged students to tap into their inner strength, demonstrating how a strong mind can positively influence outcomes and help them tackle both academic and personal obstacles effectively.

## Effective Communication

On 26 July, 2024, **Ms. Ankita Mishi** delivered an insightful session on "Effective Communication." She emphasized the significance of clear and concise communication in both academic and professional settings. Ms. Mishi discussed various communication styles, highlighting the importance of active listening, non-verbal cues, and empathetic engagement. She also provided practical tips for improving verbal and written communication skills, stressing that effective communication is key to building strong relationships, resolving conflicts, and achieving success in all aspects of life.

## Business and Employment Opportunities in GIFT-IFSC

On July 26, 2024, **Mr. Lalit Jadhav** delivered an insightful session on "Business and Employment Opportunities in GIFT-IFSC" and guided students on career opportunities after completing Bcom (Hons.). He introduced students to GIFT City, India's first operational smart city and international financial services center. He highlighted the diverse business opportunities in sectors such as banking, insurance, and capital markets within GIFT-IFSC. Emphasizing its potential as a hub for global financial activities, he also underscored the growing demand for skilled professionals in this emerging financial ecosystem. The session offered valuable insights into career prospects and opportunities in this dynamic and evolving business environment.

## Recent Developments in Accounting, Finance, Tax, and Audit

On July 27, 2024, **CA Aniket Talati**, Immediate Past President of ICAI, and **CA Shardul Shah** from MA Shah & Co., Mumbai, delivered a session on "Recent Developments in Accounting, Finance, Tax, and Audit, and Budget 2024-25." CA Talati highlighted key updates in accounting standards, financial reporting, and the evolving role of auditors amid regulatory changes. CA Shah analyzed the Budget 2024-25, discussing major tax reforms and their implications for businesses and individuals.



The session also explored advancements in audit practices, particularly the integration of technology and data analytics. This session offered students valuable insights into the dynamic financial landscape, equipping them for future challenges in the field.

## Unleashing Your Creativity

On July 30, 2024, **Dr. Falguni Basavada Oza**, Faculty at MICA, Ahmedabad, delivered an engaging session on "Unleashing Your Creativity" at the Institute of Commerce, Nirma University. She emphasised creativity's role as a key driver of innovation and problem-solving in both personal and professional spheres. She encouraged students to think beyond conventional boundaries, embrace curiosity, and adopt strategies like mindfulness to nurture creativity. The session featured interactive activities to stimulate creative thinking and highlighted the importance of creativity in adapting to challenges and achieving success, leaving students inspired to explore their creative potential.

## Growing Opportunities and Prospects in CFA

On July 31, 2024, **Mr. Yuvraj Jadhav**, a CFA Representative, conducted an insightful session on "Growing Opportunities and Prospects in CFA" during the B.Com. (Hons.) Induction Programme. He highlighted the growing demand for Chartered Financial Analysts (CFAs) in global finance, emphasizing the career opportunities it opens in investment banking, portfolio management, and financial analysis. He discussed the rigorous training and ethical standards required for the CFA designation and encouraged students to pursue this globally recognized qualification to enhance their career prospects in the finance industry.

## Positive Personality and Overcoming Complexes

On July 31, 2024, **Mr. Rohit Patel** ( CFA Representative ) led an engaging session on "Positive Personality and Overcoming Complexes." He emphasized the importance of cultivating a positive mindset and self-confidence to overcome personal and professional challenges. He also shared practical strategies for recognizing and addressing internal complexes that may hinder growth. He encouraged students to embrace their unique strengths, foster self-awareness, and develop a resilient attitude.



## HERITAGE WALK



On July 20, 2024, as part of the Induction Programme of the B.Com. (Hons.) Batch 2024-28 of IGNU participated in a Heritage Walk through the historic city of Ahmedabad and the Gandhi Ashram. The walk aimed to familiarize students with the city's rich cultural and architectural heritage, covering iconic landmarks such as ancient temples, mosques, and residential structures that highlight Ahmedabad's diverse cultural blend. Guided by IGNU faculty and experts, students gained valuable insights into the historical significance of these monuments, fostering a deeper appreciation for Ahmedabad's role as a UNESCO World Heritage City. This educational excursion provided students with a meaningful connection to the city, enriching their understanding of local history and culture as they begin their academic journey.



## Parallels between Entrepreneurship and Politics

Strength lies in serving society to essentially understand the deep issues. Entrepreneurship and politics, both fields create massive sparks of creativity, inspired actions and growth in society. As a result of the consistent mental and intellectual expansion that can be experienced by being a part of these ever-evolving fields, it becomes necessary to connect some adjacent dots to fully understand a prospective growth path.

Politics, emerges from a basic idea of what is culturally, economically, geopolitically good for a society according to the people in power. However, now, the responsibility of truly understanding and making good decisions rest with the public also specifically, the youth of India; who, in reality, possess the potential to conglomerate the vast interests of entrepreneurship and politics. On the other hand, Entrepreneurship aims to monetize a possible solution to an existing or budding problem, hence creating a market based on the same. A cognitive consonance happens here, in the minds of the youth, which is a result of the concrete foundations that the Basic Ideologies both of these fields offer, mentally and emotionally. The glides of uncertainty and criticism that comes as a part of this endeavor, forces the entrepreneur to embrace and believe in uncertainty and criticism. The same is seen in politics as well, in terms of providing solutions to different problems of the society and facing uncertainty and criticisms by the opposition and public, at large. Additionally, the idea of solving a problem as a collaborative effort, in the current time frame serves as a mainstream theme of both the fields. The active engagement of the youth on social media to either respond to a new scheme or solution proposed by the government or to purchase more customizable products or services, disclosing their preferences, loud and clear. Both of these realms require a person to see the world from a broad-minded, optimistic, unbiased and receptive perspective. This helps in creating ripples in the minds of people in terms of some perceptual change, that is the inspiration which paves its way, stemming from responsibility.

Although, this mere thought of drawing parallels between politics and entrepreneurship might serve as a know-how of capitalism in governance, in different countries. However, in my opinion the notion of capitalism finds its horizons broader, when clubbed with people profoundly than just profits. The very emergence of the word “People” in both realms creates nothing but a convergence amongst the paths of these fields. This outlook is a lot futuristic in action for some people but its potential feels quite imminent.



- Kanak Shekawat (Sem III)

## EVENTS AND ACTIVITIES

### Anti-Ragging Week Activities of ICNU

The Anti-Ragging Week events, held during August 12-18, 2024, under the supervision of **Dr. Avani Shah**, the Anti-Ragging Coordinator, aimed to promote awareness and eliminate ragging in educational institutions. The week commenced with a **poster-making competition** on August 12, 2024, under the theme "**Respect and Dignity for All**", where students showcased impactful artwork highlighting the harmful effects of ragging. Poster-making competition won by **Vidhi Singhal (Sem III)** and **Dipshikha Adhikari (Sem III)**. This was followed by classroom visits, where the committee clarified the UGC-defined ragging rules and encouraged students to take an anti-ragging pledge, reinforcing a safe and respectful campus culture. The campaign also included an audio-visual presentation attended by 180 students, showcasing UGC-approved anti-ragging commercials, short films, and documentaries.



Showcasing UGC-approved anti-ragging commercials, short films, and documentaries. This emphasized the severe consequences of ragging and highlighted the university's commitment to a safe, inclusive environment. The week concluded with a **theatre play** that powerfully depicted the emotional and **psychological impact of ragging**. Attended by 90 students, the performance was a poignant reminder of empathy and respect, earning performers participation certificates. These initiatives demonstrated the institution's dedication to creating a nurturing and ragging-free academic atmosphere.



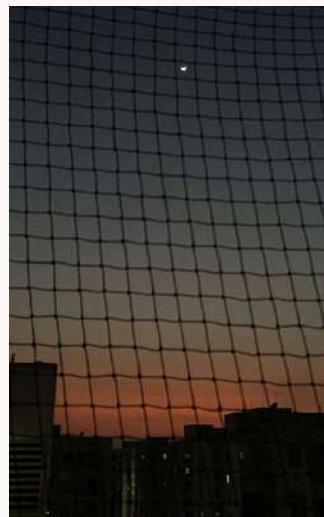
## FRESHERS' 2024

The Freshers' event of 2024, held on August 13 at the grand C Auditorium with a "**Classic Hollywood**" theme, welcomed 450 new students to IICNU with an evening of fun, bonding, and creativity. Organized by Kalanidhi under the mentorship of **Dr. CS Karishma Butani** and student coordinator **Charu Ameta**. The night featured dazzling performances, games like "**What's in the Box**," a Hollywood quiz, impromptu dances, the Mr. and Ms. Fresher contest where won by **Ram Gaur (Sem I)** and **Pavitra Bhandari (Sem I)**, while **Manvendra Singh Solanki (Sem I)** and **Khanak Bhabani (Sem I)** won the titles of Mr. and Ms. Classic, embodying the elegance of the Hollywood theme. It concluded with a lively DJ session, celebrating the start of a vibrant campus life for the freshers.



"The image feels like the view of someone living behind bars, where the net looks like prison bars. The crescent moon and the sunset offer a small glimpse of freedom—something they can see but cannot reach. The colors of the sky, moving from dark blue to orange, reflect a mix of feelings: the sadness of being trapped and the hope for better days.

For those confined, moments like watching the moon or the sky become their only connection to the outside world. It reminds them that, even though they are stuck, the beauty of nature is still there for them to see. The glowing windows of the buildings below show a world where people live freely, making the longing for freedom even stronger."



-Jahanvi Wadhwani (Sem V)

## Teacher's Day Celebrations

On September 4, 2024, at the C-Auditorium, the students of IICNU enthusiastically celebrated Teachers' Day 2024. The event featured captivating performances by the dance club Natraj, a comedic play by the theatre Club Rangshala, beatboxing, and a soulful musical piece by the faculty **Dr. Sumita Shroff**. Faculty members actively participated in the 'Guess the Song' activity, fostering camaraderie. The celebration concluded with a memory lane video and mementos for faculty, highlighting the strong bond and respect between students and mentors. The event was beautifully organized by **Akshat Sanghvi, Charu Ameta, Pulkit Mahota, Khushi Tailor, and Jayati Vyas** under the direction of Cultural Coordinator **Dr. CS Karishma Butani**.



## International Literacy Day Celebrations 2024



On September 9, 2024, LITWITS – The Literary Committee of the Institute of Commerce celebrated International Literacy Day by organizing two competitions: **Essay Writing** and **Presentation Showdown**. The event revolved around the theme **“The Role of Multilingual Education in Bridging Cultural Gaps and Fostering Global Peace”**. Students from various disciplines enthusiastically participated, showcasing creativity and a deep understanding of literacy challenges. The event was organized by **Gungun Agrawal, Mehul Godha, and Bhavya Agrawal** under the guidance of **Prof. Gopika Juneja**.

Together, it reaffirms the commitment to build a literate global community for a better future. The competitions saw remarkable efforts from all participants.

In the Essay Writing Competition, **Aayush Vivek Rao (ILNU)** secured the first position, while **Ritika Nair (ICNU Sem I)** won the second. For the Presentation Showdown, **Rohit Asnani (ILNU)** emerged as the winner, with **Munazah Ali Sayed (ICNU Sem II)** claiming the second position.



## Hindi Diwas Celebration

On September 13, 2024, Hindi Diwas was celebrated with a lively and cultural event. The program began with a Ganesh Vandana, followed by poetry recitations and insightful words from the hosts, emphasizing the beauty and importance of the Hindi language. **Prof. Gopika Juneja** delivered an inspiring speech on the significance of Hindi, while **Mr. Nazim Murad** captivated the audience with his poem "Kya Hai Vishesh." The celebration also featured renowned radio jockey Mr. Subhash Gadhvi, who urged the audience to reflect on cultural heritage and delivered a compelling poem, "Admi Asur Hai." This poem left a lasting impact on the audience, highlighting the deeper



meaning of the occasion. Additionally, winners of the Essay Writing Competition, organized in conjunction with International Literacy Day, were honored with trophies for their outstanding work. The event concluded with a memento presentation by **Dr. Udai Paliwal** to the chief guest.

## Talent Hunt

Kalanidhi – The Cultural Committee of ICNU organized the Talent Hunt Competition from September 20-21, 2024. The event aimed to celebrate creativity, intellect, and athleticism, providing a vibrant platform for ICNU students to showcase their talents. Student coordinators **Jayati Vyas** and **Khushi Tailor** successfully planned and executed the event under the guidance of faculty coordinator **Dr. CS Karishma Butani** and the support of



**Prof. Dr. Udal Paliwal**, Director of ICNU. The competition featured diverse activities, including sports, fine arts, theatre, music, literary, academic, and cultural events. Highlights included Chic Canvas – Art Unveiled, The Drama Den, the treasure hunt Campus Quest, and the fashion event Glamour and Gore, among others, each fostering creativity and intellectual engagement. Judges across disciplines commended participants for their outstanding performances, while winners and runners-up were celebrated for their achievements. Overall, the Talent Hunt Competition was a resounding success, leaving a lasting impression on the campus community.



## Raas Rangila- The Garba Workshop

On October 1, 2024, **The Dance Club of Kalanidhi, the cultural committee of ICNU**, hosted the vibrant Raas Rangila - The Garba Workshop at the Dome Ground. This event, organized to immerse students in the festive spirit of Navratri, particularly freshers, transformed the venue into a hub of cultural celebration. The workshop was guided by the expertise of **Kush Bunker** and his team, who taught traditional Garba moves such as Teen Taali and Heech, along with a special step crafted exclusively for the students. The event commenced with a high-energy performance by the volunteers, setting an electrifying tone for the evening. Awards like Best Performer and Best Dressed were presented to encourage participation. The success of the event was made possible under the leadership of **Prof. Udal Paliwal**, Director, and the dedicated Faculty Coordinator, **Dr. CS Karishma Butani**. Student coordinator **Khushi Tailor** spearheaded the event's execution,



supported by head coordinators **Sanika Thakkar**, **Kanan Jhurani**, and **Aditi Shinde**, and sub-head coordinators **Diviksha Gangwal** and **Sherlly Kothari**. The workshop not only celebrated the rich heritage of Garba but also fostered a sense of community and cultural pride. As laughter, clapping, and music filled the air, students embraced the joy of coming together, making unforgettable memories that beautifully reflected the unity and vibrance of Navratri celebrations. The winners of the night were **Dev Kakkad (Sem V)** and **Hetvi Mehta (Sem I)** as Best Performers, and **Dhimant Ahir (Sem V)** and **Kunjan Ashar (Sem I)** as Best Dressed.



## Gandhi Jayanti Celebration

The **LITWITS Literary Committee of ICNU** organized an online quiz competition to mark the Gandhi Jayanti Celebrations on October 2, 2024. The competition, conducted via Google Forms, covered topics such as Mahatma Gandhi's life and philosophy, Indian history, and the freedom struggle. A total of 23 students participated in the quiz, showcasing remarkable enthusiasm and dedication. The winners of the competition were **Harvi Thakkar (Sem V)**, and the Runner-Up position was secured by **Yasha Bardiya (Sem III)**.

## 9th Foundation Day Celebration



ICNU celebrated its 9th Foundation Day on October 7, 2024, with vibrant cultural performances, academic competitions, and inspiring speeches. The event began at the NIM Auditorium with a traditional welcome for the Chief Guest, **Shri S. B. Singh, Executive Director of Indian Bank**, who delivered a keynote address on the "Indian Growth Story," emphasizing India's global economic rise during Amrit Kaal and encouraging students to lead through innovation and ethical practices. **Dr. Udai Lal Paliwal**, Dean and Director, highlighted the institute's achievements, while **Dr. Anup K. Singh**, Director General of Nirma University, reflected on its milestones in the Presidential Address. **Dr. CS Karishma Butani** expressed gratitude in the vote of thanks, acknowledging the contributions of the Chief Guest and participants. The afternoon featured "**Empowering India: An Innovative**



**Challenge,"** an inter-institute business plan competition showcasing innovative ideas, followed by a closing ceremony with awards for student achievements. The day concluded with the distribution of trophies, certificates, and a celebration of the institute's progress and aspirations for the future.



It's life  
It will tear you down yet pick u up  
It will teach u to work hard  
But sometimes  
Will shower u with luck  
It's life  
It will bring new strangers in your journey  
Only to let the ones u need stay  
And wrath away the ones for whom u pray  
It's life  
It will leave u stranded on a road  
But in front of a door to hope.  
There will be days u hate it and days u love it  
As life's nothing but a magical cycle that u can  
never elope.

- Vidhi Singhal (Sem III)



### Financial Literacy Workshop

On August 21, 2024, the NSS Unit of ICNU, in collaboration with the Department of Youth Affairs, Government of India, organized a Financial Literacy Workshop at Nirma University to enhance participants' financial awareness. The event began with a video presentation and opening remarks by **Dr. Udai Paliwal**, followed by a briefing by NSS Program Officer **Dr. Pranav Saraswat**. Key sessions were conducted by certified trainer **Ms. Harsha Sharma**, covering savings, investments, debit card benefits, government schemes, and fraud prevention, with additional insights provided by **Mr. Kamal Mekwan**. The workshop concluded with an engaging Q&A session, offering practical financial planning advice and equipping participants with essential financial knowledge.



### “Waste to Art “ Competition



On September 30 2024, a 'Waste to Art' competition was organized as part of the "**Swachhta Hi Sewa**" initiative to celebrate Mahatma Gandhi's birth anniversary. The event encouraged students to create artwork using waste materials like CDs, coconut shells, old newspapers, and glass bottles.



The competition was judged by Faculty Coordinator **Dr. Pranav Saraswat**. The event concluded with the Dean, **Dr. Udai Paliwal**, presenting trophies and certificates to the winners, inspiring and motivating the participants. The competition successfully showcased the students' creativity and awareness of cleanliness.

Winners of 'Waste to Art' Competition are as follow:

**Solo Category Winner: Itisha Nakrani (Sem V)**

**Solo Category Runner-up: Pragya Thakur (Sem V)**

**Duo Category Winners: Stuti Jain (Sem V) and Vanshi Baldva (Sem V)**

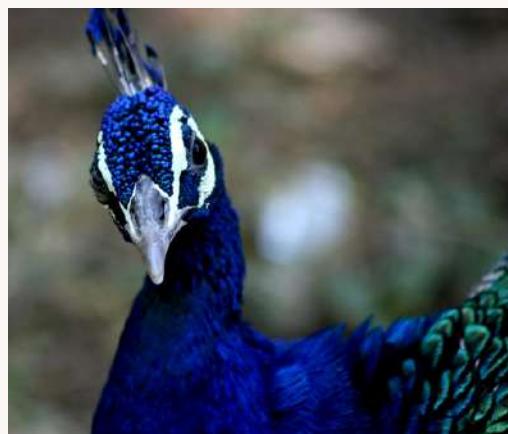
**Duo Category Runner-up: Vaishnaviba Chauhan (Sem III) and Ved Patel (Sem III)**

## NSS One Day Camp

On November 16, 2024, the NSS Unit of Institute of Commerce, Nirma University, organized a one-day camp at **Naj Village**, Gujarat. The camp engaged 50 students, including NSS committee members and volunteers under the guidance of **Dr. Pranav Saraswat** in a series of community-oriented activities such as a village survey, a visit to a school for differently-abled children, storytelling sessions, and an art competition for young students. Teams of volunteers conducted a detailed survey in groups of 5-6, focusing on healthcare access, education facilities, safety concerns, living standards, and income sources. Another team visited the Divyang school to understand the challenges faced



by differently-abled students and explore ways to support them. Survey findings revealed that while villagers are cooperative and value education, the local school only offers classes up to grade 8, prompting families to send children to nearby villages for higher studies. Notably, many elderly villagers have completed education up to the 10th grade, reflecting their emphasis on learning. The camp highlighted the NSS Unit's commitment to fostering community engagement and addressing rural challenges through meaningful interventions.



-Dhimant Ahir (Sem V)

## **Talent on the Move: Inside the Brain Drain Phenomenon of India**

Visualise a country rich in talented individuals, nurturing countless scientists, engineers, entrepreneurs and more, having the vast potential pivotal for making a change in the world we see today. At the same time, imagine these individuals packing their bags, and hoping on planes with a one way ticket to other nations, as soon as they are ready to use their skills, knowledge and potential in their individual professional fields in India. This phenomenon involving departure of educated and professional people to other nations in search of better pay or living conditions known as 'brain drain' or the migration of brilliant minds has been a constant trend. India's future continues to experience the detrimental effects of the steady outflow of some of its most intellectual and entrepreneurial minds, as they choose to abandon the nation and look for greener pastures abroad. Brain drain can be narrated as a story of opportunity, desire, and at times, frustration rather than just an ongoing trend. The motivation behind this, is usually due to factors such as better research facilities, greater income and a lifestyle that India potentially cannot offer. So while it is an undeniable fact that this voyage provides these people with a brighter future, it must also be implored that this squander of potential in India is beyond deprivation of its elite minds and actually a considerable damage to its development.

India's job market faces a cut-throat competition due to an oversupply of graduates and inadequate specialized roles to cater to their needs which ultimately leaves them in vexation. Many young professionals end up feeling stuck in fields with limited growth opportunities, eventually pushing them to explore for better employment prospects in other countries. Countries like the United States and Canada offer a hefty income which is often two or three times more than what is available in India along with better working conditions. For professionals like scientists, engineers, and doctors, developed countries provide better opportunities to grow and excel in their respective fields, owing to advanced technological facilities and focus on innovation. These nations also offer safer environments, efficient healthcare systems, and a healthy work-life balance. These financial benefits, coupled with improved standards of living, make moving abroad an appealing option for many Indians and lure them to utilise their talent in those countries. However, this migration of skilled workforce from India to abroad has a detrimental impact on India's development. Every professional who leaves India represents a lost opportunity in critical areas such as healthcare, technology, and scientific research. Without their expertise, India finds it harder to keep up with global advancements and tackle important challenges. The brain drain also weakens pivotal sectors of the economy, including IT, education, and healthcare. The loss of talented individuals reduces the quality and availability of essential services, directly deteriorating the standard of living of millions.

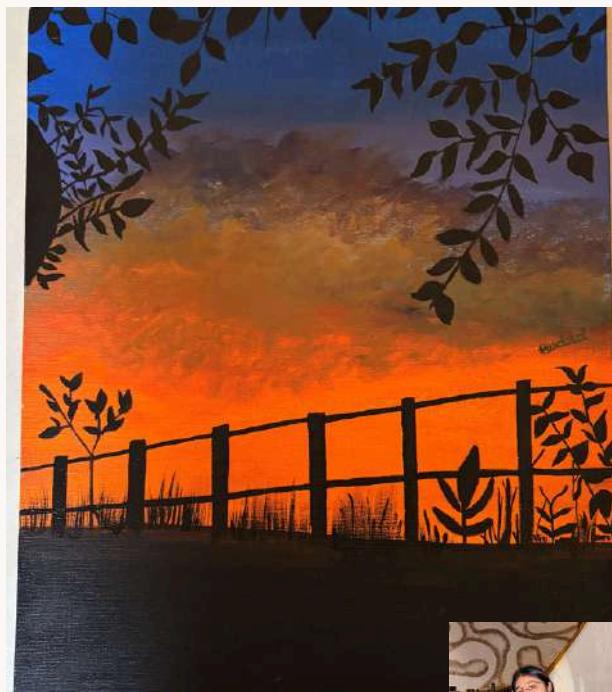
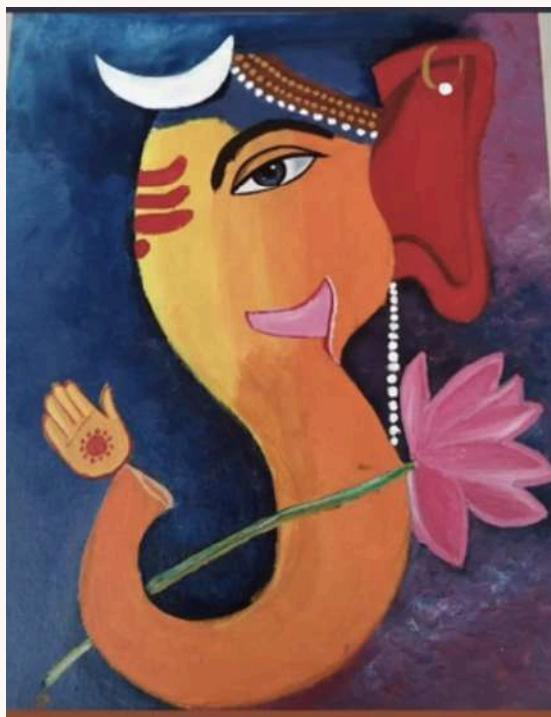
Additionally, India becomes increasingly reliant on foreign countries to fill this gap, which is both costly and limits the growth of local talent which hampers the self sufficiency of the Indian economy. The impact of brain drain is an alarming concern for the economy as a whole as this hampers the economic progress of the country and slows down the transition of India from a developing to a developed economy.

To address the issue of brain drain and its adverse impact on India's progress, appropriate policies must be implemented that allow skilled individuals to thrive within the country.

A multimodal strategy needs to be in action, beginning with investments in high-demand industries like technology and healthcare. Establishing cutting-edge facilities can lead to innovations that are at par with developed countries. Improving working conditions and compensating with an adequate salary is essential to make these individuals stay. Individuals who have previously relocated may benefit from strong steps to encourage their return, such as tax breaks, possibilities for growth, and access to key positions. Furthermore, developing a supportive entrepreneurial ecosystem can boost job creation and attract foreign investment, providing competent workers with opportunities to advance while contributing to the economy. Addressing structural concerns such as infrastructure development, urban safety, and healthcare quality might increase India's appeal as a place to live and do business. By taking these actions, India can retain its brightest minds, ensuring that their talents fuel innovation and propel the country ahead into a more flourishing future for the country. Promoting diversity and inclusion in the workplace is equally important for creating an environment in which all employees feel appreciated and motivated to succeed. Finally, international partnership in research and development can provide access to global expertise while prioritizing India's growth.



- Vanshika Lalwani (Sem V)



-Hardavi Talpara (Sem III)



## INDUSTRIAL VISIT

### Industrial Visit to GIFT CITY, Gandhinagar

On November 20-21, 2024, third-year students of the Institute of Commerce, Nirma University, visited Gujarat International Finance Tec-City (GIFT IFSC) in Gandhinagar coordinated by **Dr. Sumita Shroff**. The visit provided insights into India's first operational smart city and financial hub, showcasing its role in attracting foreign investments, fostering innovation, and driving economic growth. Students explored GIFT City's advanced waste management system, featuring eco-friendly technology for waste collection, segregation, and processing, emphasizing sustainability and efficiency. The trip offered a practical understanding of urban planning, financial systems, and sustainable practices, bridging academic knowledge with real-world applications. The Institute sincerely thanks GIFT City's management for their insightful sessions and hospitality. The students were accompanied by **Dr. Avani Shah** and **Dr. CS Karishma Butani**.



### Industrial Visit to AmulFed Dairy, Ahmedabad



The students of Semester 1, had the opportunity to visit AmulFed Dairy in Hansol, Ahmedabad, on the 13th and 14th of November, 2024, under the guidance of their faculty coordinator, **Dr. Sumita Shroff**. AmulFed Dairy, being one of the largest and most advanced dairy processing units in Asia, offered the students a unique insight into the operational dynamics of large-scale milk processing and packaging. Students were briefed on the cooperative model that forms the

backbone of Amul's operations, emphasizing its role in empowering farmers and fostering rural prosperity. Throughout the visit, students were taken on a detailed tour of various production units, including the milk packaging plant and facilities for producing skimmed milk powder, flavored milk, and ice creams. The advanced automated systems in place at the dairy ensured minimal human intervention, thereby maintaining high standards of hygiene and efficiency. Additionally, the students were informed about the dairy's strong commitment to





environmental sustainability, which includes initiatives such as wastewater recycling and the installation of solar panels. AmulFed Dairy's dedication to farmer welfare and community development was also highlighted, leaving the students with a profound understanding of the social and economic impact of the cooperative. The students were accompanied by **Dr. Hridayraj Bharti** and **Prof. Gopika Juneja**.

### Enhance your knowledge

#### Logos usually fall into eight different types:

- **Wordmark (Logotype)**: These logos focus on text and typography, using the company name in a unique font. Examples like Coca-Cola, eBay, and Google emphasize brand identity through distinctive word designs.
- **Brand Mark (Logomark or Pictorial)**: These logos use a visual symbol or image, often without text, such as Apple's apple or Twitter's bird. They are simple, iconic, and easily recognizable.
- **Combination Mark**: A blend of text and imagery, combination marks are versatile. Brands like Adidas and Starbucks use these logos for flexible representation across platforms.
- **Dynamic Logo**: Flexible and adaptable, these logos change elements based on context while retaining core identity. MTV is a popular example of dynamic logo.
- **Emblems**: Emblem logos combine text and imagery in a unified design resembling badges or crests. BMW and Starbucks use emblems to convey tradition and prestige.
- **Letterforms**: Using a single letter or character, these logos are simple yet striking. Examples include Facebook's "F" and McDonald's "M."
- **Lettermark (Monogram)**: Comprising initials or acronyms, lettermarks like Chanel's interlocking C's or IBM's block letters are sophisticated and compact.
- **Mascots**: Featuring a character or mascot, these logos build relatability. Examples include KFC's Colonel Sanders and Lacoste's crocodile.

#### Now identify the types of logo and the Company's name



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## ICNU SHINES

### DESHRAAG'24

On August 3, 2024, the **Tarang Club** of ICNU proudly secured the **Runner-Up** position at DESHRAAG'24, the annual music fest of Nirma University. This achievement reflects the club's dedication and three-year journey of consistent hard work and excellence, marked by repeated wins and runner-ups were **Krish Gajaria (Sem V)**, **Astha Vachhani (Sem I)**, **Abhi Jain (Sem I)**, **Kavya Shah (Sem I)**, **Karvi Anjaria (Sem V)**, **Khush Mehta (Sem III)**, **Abhinav Dwivedi (Sem III)**, **Dev Kakkad (Sem V)**, and **Rutvee Bhatt (Sem III)** —whose exceptional performances represented ICNU at this prestigious event.



### ILNU Debate Competition - 2024



On August 31, 2024, **Harsh Griglani (Sem V)** and **Gaurav Udhani (Sem V)** secured **3rd position** in the debate competition held by Institute of Law, Nirma University (ILNU).

The competition saw participation from 32 teams and was conducted in two rounds: the introduction round and the rebuttal round. In the introduction round, each team presented their initial arguments, while in the rebuttal round, participants countered their opponents' viewpoints. Each team had one member speaking for the motion and another against it, testing their skills in argumentation, rebuttals, and overall debating strategy. The event provided a platform for participants to showcase their oratory and critical thinking abilities.

### Inter Institute Table Tennis Competition

The Inter Institute Table Tennis Tournament, held on October 4-5, 2024, by **Students' Welfare Board** and **Institute of Architecture and Planning**, showcased sportsmanship and collaboration. Eight institutes competed in Singles, Doubles, and Mixed Doubles categories, with **Prarthana Shrivastava (Sem V)** and **Saloni Shah (Sem I)** finishing as runners-up in Female Doubles, and **Aryan Purswani (Sem III)** and **Saloni Shah (Sem I)** securing the runner-up spot in Mixed Doubles.



## Sports Event

- **Shourya Veer Singh (Sem III)**, a player of basketball has participated in the **IIM Ahmedabad Sports Fest** at the university level and emerged as the **winner**.
- **Yajat Vyas (Sem III)**, a player of chess has competed in multiple events, including the **IIM Ahmedabad Sports Fest, State Under 19, DA-IICT Concours 2024**, and **Nationals Under 19**. He achieved the title of **winner** at the university and state levels, was the **runner-up** at the Jodhpur University level, and participated at the national level in Haryana.
- **Yeswanth Patel (Sem V)**, a player of volleyball has taken part in various competitions, including the **L.J. Sports Fest, Maninagar Cup, IIM Ahmedabad Sports Fest, Winter Cup, IIT Gandhinagar Sports Fest**, and the **Sabarmati Sports Meet**. He secured victories in university and open-level events, was the **runner-up** in one open competition, and participated in another.
- **Manish Patel (Sem I)**, a player of volleyball has competed in the **IIM Ahmedabad Sports Fest, IIT Gandhinagar Sports Fest**, and **DA-IICT Concours 2024**, securing a win in one event.



## Inter institute Tug of War Competition

The Inter Institute Tug of War Competition, held on **October 16, 2024**, was organized by the **Student Welfare Board** and the **Institute of Pharmacy**, bringing together teams that displayed exceptional strength and teamwork. The Institute of Commerce made a remarkable impact by securing the **runners-up position** in the **Boys' category**. The team, led by captain **Pranav Nath (Sem V)** and vice-captain **Ayush Naresh Savnani (Sem V)** showed outstanding coordination and resilience.



The team members, including **Yeswant Kumar Patel (Sem V)**, **Manish Kumar Patel (Sem I)**, **Dhimant Maheshbhai Ahir (Sem V)**, **Nihar Devang Badani (Sem V)**, **Annanjay Parikshit Bordia (Sem I)**, **Sarthak Bharatbhai Raiyani (Sem V)**, **Joy Minesh Vadsmiya (Sem V)**, **Krish Amit Thakkar (Sem V)**, **Shourya Veer Singh (Sem III)**, **Karan Mittal (Sem III)**, and **Vasu Vanparia (Sem V)**, demonstrated unwavering determination and sportsmanship, contributing significantly to their success.

જ્રમા સ્થાપના દિવસનો ઉજવણી અંગે એજયુકેશનલ, કલ્યારલ પ્રોગ્રામ યોજાયો

અમદાવાદ: નિરમા યુનિવર્સિટીની ઇન્સ્ટિટ્યુટ ઓફ કેમ્પસે ૭મા સ્થાપના દિવસની ઉજવાણી કરી, જેમાં એજ્યુકેશનલ અને કલ્યાણ પ્રોગ્રામનું આયોજન કરાયું હતું. કાર્યક્રમમાં ચિહ્ન ગેસ્ટ ટરીક ઇન્ડિયન બેંકના એક્ઝિક્યુટિવ ડાયરેક્ટર એસ. બી. સિંહ ઉપસ્થિત રહ્યા હતા. તેમણે 'ઇન્ડિયન ગોથ સ્ટોરી' વિષય પર ચર્ચા કરી હતી અને ભારતના ગ્લોબલ ઇકોનોમિક પાવરહાઉસ તરીકના ઉદયની વાત કરી. કાર્યક્રમમાં 'સશક્તિકરણ ભારત: એક નવીન પડકાર' એજ્યુકેશનલ



## **Nirma varsity's Inst of Comm hosts talent hunt for students**



The Institute of Commerce at Nirma University organised Talent Hunt 2024 to showcase the creativity, intellect and athleticism of students. The activities included table tennis and carom matches at the Student Activity Centre, along with literary events like 'In the Slang Dictionary: A Survival Guide' and 'Genre Roulette'. Art competitions, cultural performances and speeches were also organised as part of the event.

Organised as part of the event | Mon, 23 September 2024 | <https://epaper.ahmedabadmirror.com/c/75905261>

Mon 23 September 2024

Mon, 23 September 2024  
<https://epaper.ahmedabadmirror.com/c/75905261>

ઇન્સ્ટિટ્યુટ ઓફ કોમર્સમાં 'ટેલેન્ટ હન્ટ ૨૦૨૪'



ઇન્સ્ટિટ્યુટ ઓફ કોમર્સ નિરમા યુનિવર્સિટીમાં 'ટેલેન્ટ હન્ટ ૨૦૨૪'નું આયોજન કરાયું હતું. ઇવેન્ટમાં સુહાન્ટસે મ્યુઝિકના તાલે ડાન્સ, પેઇન્ટિંગ, સ્પોર્ટ્સ એક્ટિવિટી કરીને સર્જનાત્મક પ્રતિબાને પેટક્ફોર્મ પર પ્રસ્તુતિ કરી હતી.

નિરમા યુનિવર્સિટીની ઇન્સિટ્યુટ ઓફ  
કોમર્સ માસ્ક્યાપના દિવસની ઉજવણી કરી



આજાલ કાચાલય

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ବେଳଦେଶ ଆମନ୍ତରିକାତିଥି କିମ୍ବା,

ଅପରାଧିକାରୀ ବିଦେଶାରେ ମୁୟ ମହିମା, ଶିଳ୍ପିରେ ଜୀବା ଅଭିଭାବିତ  
ତମ୍ଭେ ଦ୍ୟାମାନଙ୍କ ନବାନ୍ତା, ଉତ୍ସାହାରୀ ଅଭିଭାବିତା ଅବତା, ଦ୍ୱାରା ଅନେକ ମାନ୍ୟତାରେ ଅନେକ ପ୍ରୟୋଗୀ ପରିୟେ  
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ମୂର୍ଖରେ ପ୍ରତିଭାନା ବିତନ୍ତା ମାତ୍ରେ ଆ ବିଦେଶ

અમદાવાદ-સિટીભાસ્કર 22-09-2024

‘ટેલેબ્ટ હંગ 2024’માં સ્ટડન્ટ્સે પોતાની સ્કિલ શોકેસ કરી



अमरावती: निर्मा पुनर्वासियोंनी ईनोटप्पट टोट एक टोमर्स द्वारा ठेवले गेले 2024-नं आवासान करावू. ईनोटप्पट पुनर्वासियोंनी पोताना ठेवले आणे सेवा शासेसी की लाती ठेवले अंगिरिव्ही सेटर आपते पोक्याशेवी यांच्यामध्ये ठेवले टेस्टिस आणे केंद्र यांच्या नियंत्रजननामध्ये प्रवतलाने पाय योग्यात दाती. उंमा विधायकीयोंने पोताना एव्हेटिक्ट स्ट्रील दरावी, दाम लाखे जे नाहियांवारे रेल प्रकाशात विधायकीयोंने “ए ठेवले ठेवला आणे सेवाविकासावारे यांची ठेवली ठेवला. जोनारा उंमा विधायकीयोंने बाबु जेव्हाने मध्य करावी आणे नवी अने सरकार वातावरो भजावारी ठेवली.

# FACULTY ACHIEVEMENTS

## Prof. (Dr.) Udal Paliwal - Director and Dean



- Paper Publication - Jain, R. K. & Paliwal, U. (2024). **“Accreditation and Quality in Higher Education Institutions”** AIMS Journal of Management. 10 (1), ISSN 2395-6852, July 2024, pp. 1-19.
- Received funding from ICAI, New Delhi for a major research project titled, **“An Exploratory Analysis of MUDRA and PMMY in Fostering Growth of Micro Enterprises”**

## Dr Pranav Saraswat - Associate Professor



### Book Publication

- Saraswat P., **“Jet Airways: Flying to Turbulence Times”** Lambert Academic Publishing. (ISBN: 9786208013172)
- Saraswat P., **“Managing India's Growth: Vision, Strategy, and Management Behind the Infrastructure Icons”** Scholar Press. (ISBN: 978-620-6-77572-0)

### Book Chapter Publication

- Khushbu, P. Saraswat. P., (2024) Paper published in Select Proceedings of ICAWTM 2023, **“Utilizing Agricultural Waste-Derived Activated Carbon Ash with Rapid Microwave Digestion Method to Treat Industrial Waste Water”**, published by Springer Nature. (Scopus)
- Saraswat P., Juneja. G. Chapter 8, **“The Impact of ESG Investments on Global Economies for Corporate Success: Strategies and Analytics”** published in IGI Global book titled “The Impact of ESG Investments on Global Economies for Corporate Success”: Strategies and Analytics using Strategy Analytics for Business Value Creation and Competitive Advantage. IGI Global DOI: 10.4018/979-8-3693-2823-1.ch008
- Saraswat P., Juneja. G. Chapter 7, **“Strategic Green Accounting and CSR Analytics: A Framework for Integrating Environmental Responsibility into Business Strategy”** (pages 156-172) published in IGI Global book titled “The Impact of ESG Investments on Global Economies for Corporate Success: Strategies and Analytics” Using Strategy Analytics for Business Value Creation and Competitive Advantage. IGI Global, DOI: 10.4018/979-8-3693-2823-1.ch007
- Saraswat P., Juneja. G., **“Sustainability and Artificial Intelligence: A Synergistic Approach for Addressing Global Challenges”** has been accepted for the book titled “Innovation Ecosystem and Sustainable Technologies: Enhancing Competitiveness and Sustainability” which is to be published by Emerald Publishing House. (Scopus)
- Saraswat P., Juneja. G. **“A study on Adaptation-Private, Public, Individual Change Makers for Global Warming”** has been accepted for the book “climate neutrality and global warming: Sustainable ecosystem for the world”. Published by Springer Nature. (Scopus and WoS)
- Saraswat P., Dhall. R., **“A bibliometric approach to success indicators of entrepreneurship in business incubators and STEM start-ups”** has been accepted for the book “Business analytics for business resilience”. Published by Springer Nature. (Scopus and WoS)

### Paper presentation

- **“The Wire card Scandal: A Case Study of unravelling Corporate Fraud in the Digital Payment Industry”** in the 6th International conference on Financial Markets and

Corporate Finance 2024 organized by Department of Management Studies IIT Dhanbad on 6th-7th July, 2024.

- Paper presentation - “**Decoding the Myths: A Comparative study of Halsey and Rowan’s incentives plan effectiveness for Indian Companies**” in the National Conference on Contemporary issues and challenges on Labour and Industrial laws held at Institute of Law Nirma University Ahmedabad on 18th - 19th October, 2024.

### **Dr Avani Shah - Assistant Professor**



- Paper Publication - Shah, A. (2024). “**Female Board Representation and Firm Market-based Performance**”: A Moderated Mediation Analysis in the Indian Context. *Business Perspectives and Research*. <https://doi.org/10.1177/22785337241266909> (Indexed: Scopus, ABDC, Scopus- Q2) (ISSN: 2278 – 5337)
- Paper Publication - Shah, A., Unny, B. and Shome, S. (2024), “**Socially conscious investments: a structured literature review and prospective insights**”, *Asia-Pacific Journal of Business Administration*, Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/APJBA-07-2023-0323> (Indexed: Scopus, ABDC, Scopus- Q1) (ISSN: 1757 – 4323).
- Paper Presentation - Shah, A., and Shome, S. (2024), “**Corporate Government and Strategy: Cost Leadership and CSR Practices in Indian Businesses**”, IIM Mumbai (SFM Conference).

### **Gopika Juneja- Assistant Professor**



**Conference**” organised by School of Commerce, Christ University, Delhi, NCR in online mode held on 20th April, 2024.

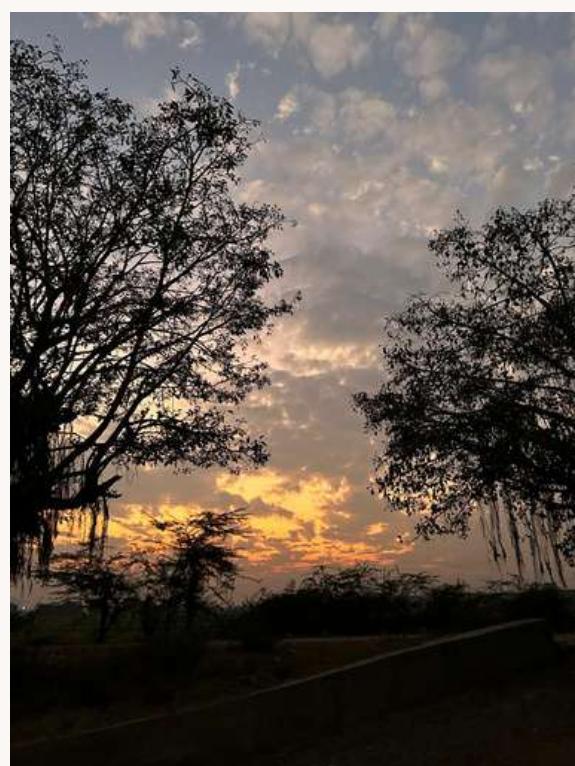
- Paper presentation - “**Innovation and Responsibility at the Crossroads of Sustainability and Entrepreneurship in International Conference**” organised by Commerce & Management Association of India, Youth Empowerment & Research Association in academic partnership with Nonruling Rigter College, Bhutan in online mode held from 3rd-5th May, 2024.
- Book Chapter Publication - Saraswat P., Juneja. G. Chapter 8, “**The Impact of ESG Investments on Global Economies for Corporate Success: Strategies and Analytics**” published in IGI global book titled “The Impact of ESG Investments on Global Economies for Corporate Success: Strategies and Analytics using Strategy Analytics for Business Value Creation and Competitive Advantage. IGI Global DOI: 10.4018/979-8-3693-2823-1.ch008
- Book Chapter Publication - Saraswat P., Juneja. G. Chapter 7, “**Strategic Green Accounting and CSR Analytics: A Framework for Integrating Environmental Responsibility into Business Strategy**” (pages 156-172) published in IGI global book titled “The Impact of ESG Investments on Global Economies for Corporate Success: Strategies and Analytics. Using Strategy Analytics for Business Value Creation and Competitive Advantage. IGI Global, DOI: 10.4018/979-8-3693-2823-1.ch007

- Book Chapter Publication - Saraswat P., Juneja. G., **“Sustainability and Artificial Intelligence: A Synergistic Approach for Addressing Global Challenges”** has been accepted for the book titled “Innovation Ecosystem and Sustainable Technologies: Enhancing Competitiveness and Sustainability” which is to be published by Emerald Publishing House. (Scopus)
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#### Dr. CS Karishma Butani - Assistant Professor



- Honored **Excellence Beyond Company Secretary (CS)** - Felicitation at ICSI WIRC Ahmedabad's 51st Foundation Day for expertise in a non-CS field.
- Awarded Ph.D on **“An Analytical Study on Efficacy and Effectiveness of Financial Inclusion in Kachchh District”** from the KSKV Kachchh University.



**"Even endings are beautiful, for they paint the sky with golden hues, reminding us that every farewell holds the promise of a new beginning."**

-Vidhi Mistry (Sem V)



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## 9x9 Chronicles

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8	6		1			9	5	3
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"A single move can create a bigger problem as well as an opportunity — precision and thoughtfulness matter in both Sudoku and life."

7	9	6	2	3	1	4	8	5
4	2	8	7	5	9	3	1	6
3	5	1	8	6	4	2	7	9
2	4	9	3	8	5	1	6	7
8	6	7	1	1	4	2	9	5
1	3	5	4	2	7	6	8	4
6	1	2	5	9	8	7	3	4
5	8	3	4	2	7	6	9	1
9	7	4	6	1	3	5	2	8

ANSWER:

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**"Creativity is the light bulb of the soul."**



**-Dharmi Ghevariya (Sem-I)**