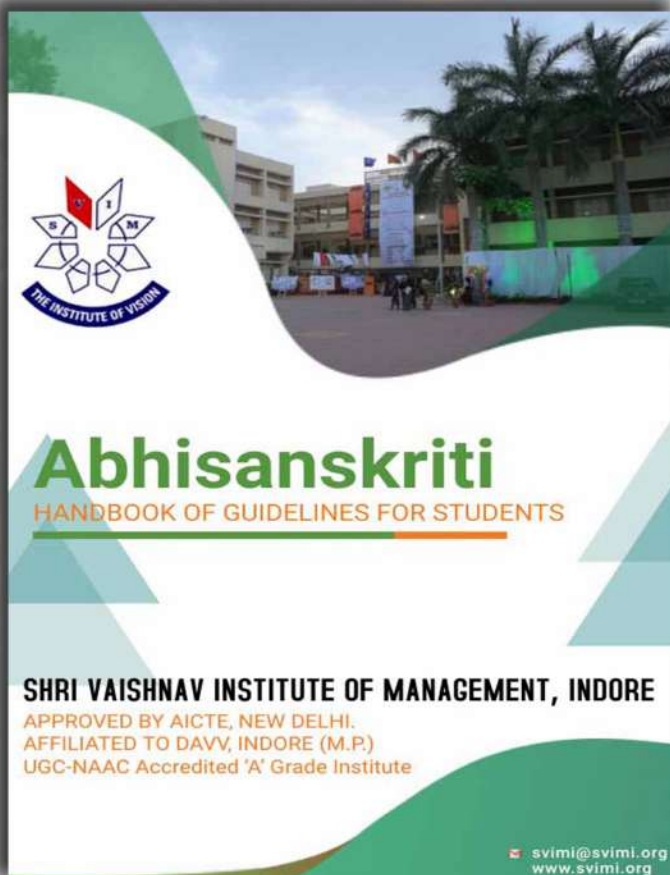


# Abhisanskarana 2020

Welcoming of the newly admitted students is the tradition of the institute and induction program is organized by the institute with the objective to provide the first feel of the institute to the newly admitted students to welcome them in SVIM family, which will be their home for the coming years. Continuing with the tradition; the induction program "Abhisanskarana-2020" organized on November 2-5, 2020 for the newly admitted students of UG programmes. Due to pandemic the induction program organized online for BBA, BCA and B. Sc (CS & IT) students. The program started with Maa Saraswati Poojan followed by welcome address by Dr. George Thomas, Director of the institute. The program was graced with the benign presence of the Chief Guest Mr. Yogi Sriram, Advisor to CEO & MD, Group Human Resource, L & T Ltd., Mumbai and Special Guest Mr. Bharat Dabholkar, Theater and Film Artist, Mumbai. The program was presided over by Shri Purushottamdasji Pasari, Honorable Chancellor of Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore. Dr. Upinder Dhar, Vice Chancellor, Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore, Shri Devendra Kumar Muchhali, Chairman, Shri Vaishnav Institute of Management, Shri Kailash Chandrajji Agar, Vice Chairman, Shri Vaishnav Institute of Management, Indore, Shri Girdhargopalji Nagar, Secretary, Shri Vaishnav Institute of Management, Indore, Shri Vishnuji Pasari, Treasurer, Shri Vaishnav Institute of Management, Shri Manishi Baheti, Joint Secretary, Shri Vaishnav Institute of Management, Dr. Arvind Singh, Registrar, Shri Vaishnav Vidyapeeth Vishwavidyalaya, Dr. Abhijeet Chatterjee, Head, Department of Management, Dr. Kshama Paithankar, Head, Department of Computer Science also graced the occasion.



Chief Guest Shri Yogi Sriram guided the students for the new journey of life during which they should develop skills which are important for social intelligence and to become a leader. He insisted students to improve their communication skills, domain skills to groom their personality and be ethical to earn other's trust. Special guest; Shri Bharat Dabholkar, said that the students should inculcate innovation and creativity so that they will become unique among the crowd. He shared the success story of Amul and various other projects taken by him. He urged students to enjoy what they do or to do what they can enjoy. He emphasized the importance of local language of communication. Second day of the program started with the introduction of various clubs of the institute namely; Finance, Marketing, HR, Mathematics, IT, Photography and Literary club followed by interaction with Alumni of the institute Mr. Mohit Bhargav; Executive Producer; Fusion Events Ltd. and Mr. Amit Nanawati; Development Director Amdocs, Pune. Mr. Bhargav interacted with the students and explained the concept of event management with 5Ws. These are Why, What, When, Who and Where and explained event management through case studies like International Film festival 2013, Bhaskar Utsav 2016 etc. Mr. Nanawati explained the digital transformation in Indian industry and career prospects for the newly admitted students Third day of the program covered the introduction of various cells and facilities namely; Anti Ragging, Examination, Entrepreneurship, NSS, Case Development Cell, Women Development Cell, Institute Industry Interface Cell and Training and Placement Cell followed by corporate talk with Mr. Anjani Kumar; General Manager & Head – Enterprise Business, Vodafone Idea Ltd. and Animesh Jain, Director RM group and Arihant Detergent Pvt. Ltd. Was the attraction of this day. The program ends with the departmental orientation by Heads of the departments with Dr. Meghna Tiwari, Course Coordinators BBA, Dr. Jitendra Jain Course Coordinator, BCA and Dr. Jayshree Sharma, Course Coordinator B. Sc (CS & IT) on the fourth day. The overall conduction of the program was successfully carried out by induction committee members; Dr. Deepa Katiyal, Dr. Jagdish Sharma, Dr. Rekha Melwani and Dr. Namrata Soni. Ms. Ruchira Muchhal & Dr. Abhikrati Shukla were the anchors of the program and vote of thanks was proposed by Shri Vishnuji Pasari, Treasurer, Shri Vaishnav Institute of Management, Indore. The program witnessed an overwhelming response of more than 800 viewers on live You Tube streaming.



# WELCOME BATCH 2020

# Abhisanskaran 2020

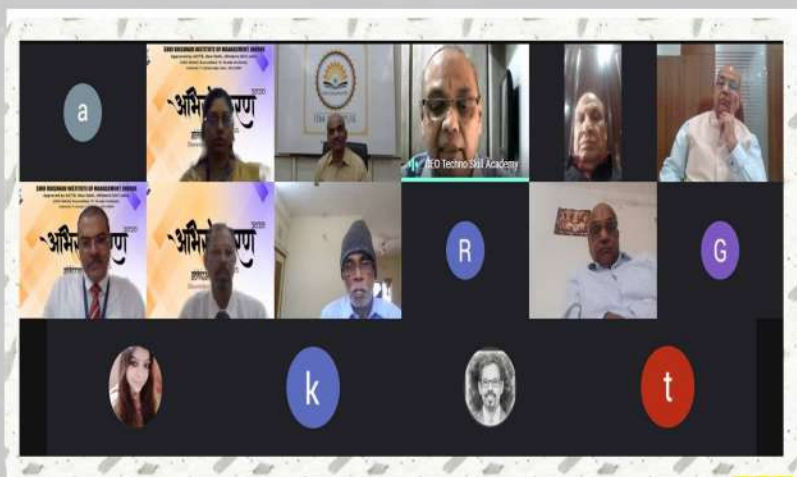
## Induction Program for MBA course

The online Induction program “Abhisanskaran 2020” was organized at Shri Vaishnav Institute of Management for newly admitted students of MBA with great zeal and excitement during on December 3-5,2020. The program was graced with the benign presence of the Chief Guest Dr. Bhimraya Metri, Director IIM, Nagpur. The program was presided over by Shri Purushottamdaji Pasari, Honorable Chancellor, Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore, Dr. Upinder Dhar Vice Chancellor, Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore, Shri Devendra Kumarji Muchhal, Chairman, Shri Vaishnav Institute of Management, Indore, Shri Girdhargopalji Nagar, Secretary, Shri Vaishnav Institute of Management, Indore, Shri Vishnuji Pasari, Treasurer, Shri Vaishnav Institute of Management, Indore, Shri Manishji Baheti, Joint Secretary, Shri Vaishnav Institute of Management, Indore, Dr. Arvind Singh, Registrar, Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore, Dr. Abhijeet Chatterjee, Head, Department of Management and Dr. Vinayak Patnayak, Principal Shri Vaishnav Institute of Law also graced the occasion. The session started with the welcome address by Dr. George Thomas followed by blessings of Shri Devendra Kumarji Muchhal for the budding managers. The importance of quality education even at the time of pandemic was well described by Shri Parasiji to the students.

The Chief Guest of the program, Dr. Bhimraya Metri, Director IIM, Nagpur explained the concept of Contextual Leadership which has been originated from Indian Philosophy. Dr. Metri elucidated the importance of contextual leadership in this digital era where new techniques & methods are needed to be learned by the budding managers. The inaugural session was followed by the session with fun activities & management games.

On the second day of the program; introduction of various clubs was given to make students aware about the motives of various clubs and to encourage them to become active member of clubs of their choice and interest namely; Finance, Marketing, HR, Mathematics, IT, Photography and Literary club. Besides that the presentations of various cells namely Anti Ragging, Examination, Entrepreneurship, NSS, Case Development Cell, Women Development Cell, Institute Industry Interface Cell and Training and Placement Cell given by the respective cell coordinators. On third day; the departmental orientation was presented by Dr. Abhijeet Chatterjee, Head, Department of Management, with Dr. Pragya Sharma, Course Coordinator, MBA programme. The interaction of the students with alumni of the institute was also organized on the day. The alumni Mr. Ajit Chakrabortey, General Manager, IT and Banking Implementation, Wheels EMI, Mr. Vivek Kocher, Fellow Chartered Certified Accountant from UK and Ms. Renuka Kocher, HR Analyst, National Health Services in London recherised their memories and shared their experiences with the students. They urged students to live their college life and balance it with career growth.

Management activities were conducted for the students on all three days. The induction committee members Dr. Deepa Katiyal, Dr. Sandeep Malu and Dr. Uttam Rao Jagtap conducted the overall program successfully. Ms. Swati Gupta & Ms. Chandani Keswani anchored the program and vote of thanks was proposed by Shri Vishnuji Pasari, Treasurer, Shri Vaishnav Institute of Management, Indore.



# Rendezvous With Shubhangi Atre

**Celebrities have a big impact on teenagers considering most of us have dreams similar to what they have achieved in some way or another. -Anonymous**

Every student has a role model in his own life, they may be their parents or celebrities or the guided ones in their life. The good fame and popularity in the society is responsible for the respect in the society. The teenagers follow their favorite celebrity to gain the same self respect in their life.

Some celebrities promote real life related lessons in the name of advertisements, movies or by arranging the social welfare programs. Celebrities can promote the positive behavior and make youth responsible in making personal decisions. This have a positive effect on teenagers by setting a good mind set in how they can live their life handling the worst situations.

The institute constantly endeavors to provide the finest possible exposure to our students and keeps inviting achievers from various walks of life like sports, entertainment, business, education etc. to the campus.

Shubhangi Atre, a multitalented and famous Indian television actress known for her portrayal of Kasturi Chawla in Kasturi and Angoori Bhabhi in Bhabiji Ghar Par Hain and many more, interacted online with the students, faculty and staff of SVIM on October 29, 2020. More than 700 participants attended the program. To make the interaction interesting and lively; the question answer format was used where various dimensions were covered to know about her personality and sincerely. She also shared her journey to success, discussed about characters she portrayed and shared many incidents of her professional career. At the end she gave a message to all the young minds that, “whether it’s a reel life or real one, if you want to get success, hard work and determination is the only key. The time is tough now, but will pass soon. Never be disappointed; be happy, follow your dream and take care.” The interaction imparted a unique influence of motivation to the youth. The program was anchored by Ms. Ruchira Muchhal. Dr. Abhikriti Shukla was the moderator of the program.



# National Webinar

on

## Overcome Your Fear for Mathematics with Dr. H. K. Pathak

*Mathematical proofs, like diamonds, are hard and clear, and will be touched with nothing but strict reasoning.* *-Anonymous*

Mathematics is the foundation of almost all scientific and technological discoveries. However, to many children and adults, "Maths" is a 5-letter word that evokes emotions ranging from dislike and anxiety to outright fear. Maths anxiety, and its more severe form; Maths Phobia, has kept many students away from studying more challenging disciplines where mathematics plays an integral role. Overcoming the fear of Maths is a huge step towards professional and personal growth and was the objective of the webinar too. The institute therefore organized a one day National Webinar on "Overcome Your Fear for Mathematics with Dr. H. K. Pathak" on October 6, 2020 for B.Sc. & BCA students, faculty members of other institutes from all over India with in objective to imbibe mathematical skills and remove the fear of mathematics, so that one can improve their dexterity in the field of mathematics and faculty members may inclined towards research in

mathematics subject. The guest speaker on this occasion was Professor Dr. H.K. Pathak, renowned author of text books and reference books of higher mathematics. Dr. Pathak enlightened participate with the history of mathematics in India and its origin. He also explained many basic concepts of mathematics, if practiced, help to get rid of Maths Phobia.

The webinar received overwhelming response of participants from all over India. The webinar was conducted by Dr. Poonam Nagar and query session was moderated by Dr. Arti Sewalkar. Dr. Jayesh Tiwari was the coordinator of the webinar



**Shri Vaishnav Institute of Management, Indore**  
 UGC-NAAC Accredited 'A' Grade Institute, Approved by  
 AICTE, New Delhi, Affiliated to DAVV, Indore  
 Scheme No. 71, Gumasta Nagar, Indore, (M.P.) 452009  
 Website: www.svimi.org, svimi@svimi.org

**National Webinar**  
 on  
**"Overcome your Fear for Mathematics with  
 Dr. H.K. Pathak"**

**October 6, 2020**  
 11:00 am

**Register Now**

<https://forms.gle/hUFH25mMdEaNsldR>



**Dr. H.K. Pathak**  
 Renowned Author of Text Books  
 and  
 Reference Books of Higher  
 Mathematics



**Dr. George Thomas**  
 Director, Shri Vaishnav  
 Institute of Management, Indore

**Organizing Committee**

Dr. Jayesh Tiwari  
Dr. Jagdish Sharma

Dr. Jayshree Sharma  
Dr. Aarti Sevalker

Dr. Jitendra Jain  
Mrs. Yogita Sharma

**Core Committee**

Dr. Kshama Paithankar  
Head, Dept. of  
Computer Science

Dr. Abhijeet Chatterjee  
Head, Dept. of  
Management

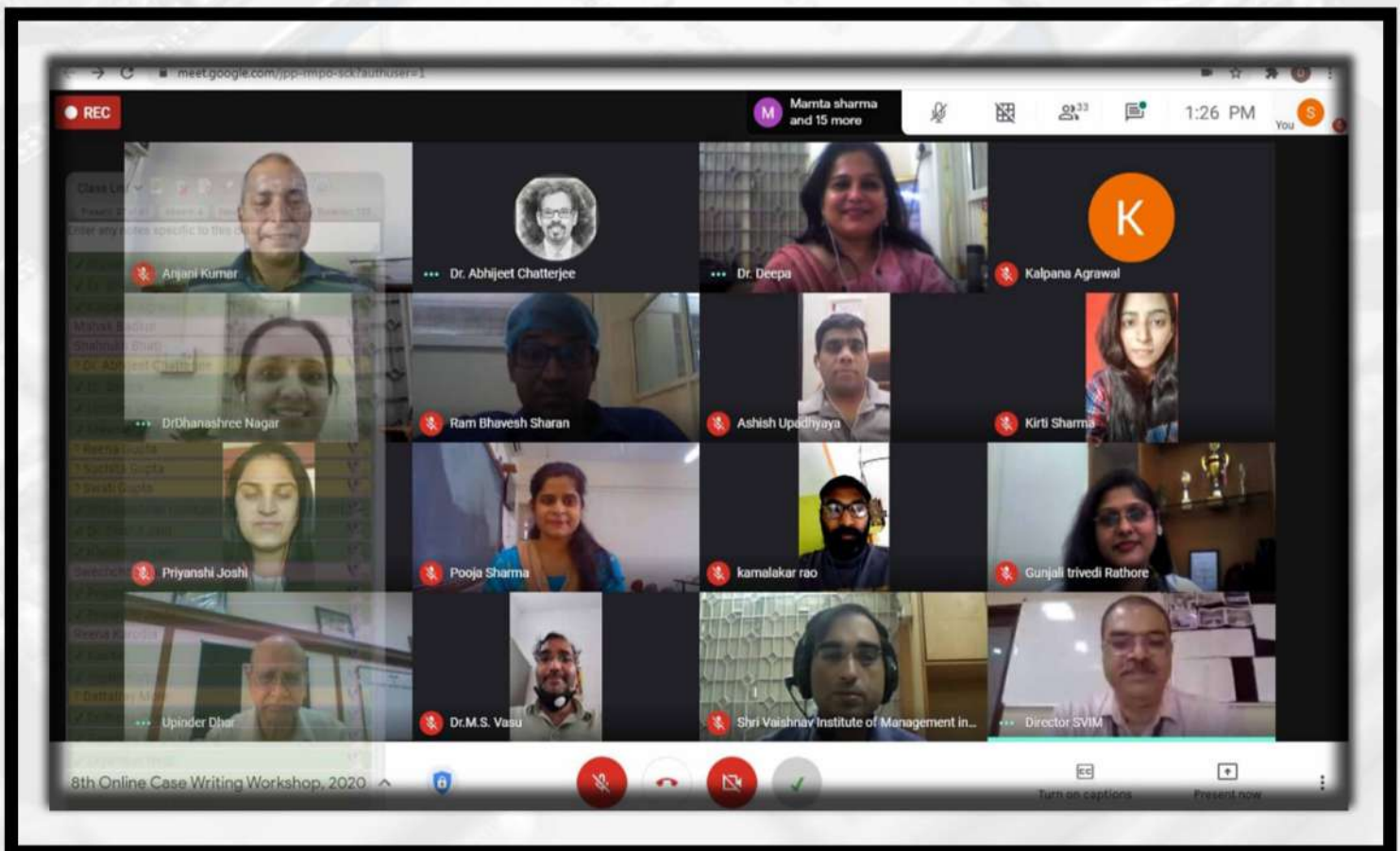
Dr. Arvind Singh  
Registrar, SVVV  
for SVIM

Dr. George Thomas  
Director



# Case Writing workshop

Case method as a teaching pedagogical tool is highly important in management education. To encourage the use of Case method, the Case Development Cell of the Institute organized “8th National Case Writing Workshop” from November 2-7, 2020 in online mode. Dr. Upinder Dhar, Honorable Vice Chancellor, Shri Vaishnav Vidyapeeth Vishwavidyalaya Indore has been the resource person for the workshop. After the brief inaugural program the pre-lunch session on the first day was based on the importance of Case study and the process of developing a Case on real life situations. The participants were divided into eight groups each of comprising 4-5 participants. Each group contacted the allotted organization and collected the information by discussing the organizational persons virtually in the second half of the day. On the second day, each group conversed with the resource person about the information collected and had the direction to draft the case. The post lunch session was focusing on drafting the case. On the third day, each group had the opportunity to read the Case in front of resource person and edited accordingly, and then re-drafted the case until the final case study outlined. On the fourth day the speaker gave the guidelines for preparing the teaching notes which need to be included with the Case. On the fifth day, groups presented the Cases prepared by them one by one. On day sixth, facilitator explained how Case is to be taught through taking a sample Case. The workshop ended with the closing ceremony where the participants shared their feedback and appreciated the efforts of the organizers. The workshop was well organized by Dr. Deepa Joshi, Coordinator, Case Development Cell.



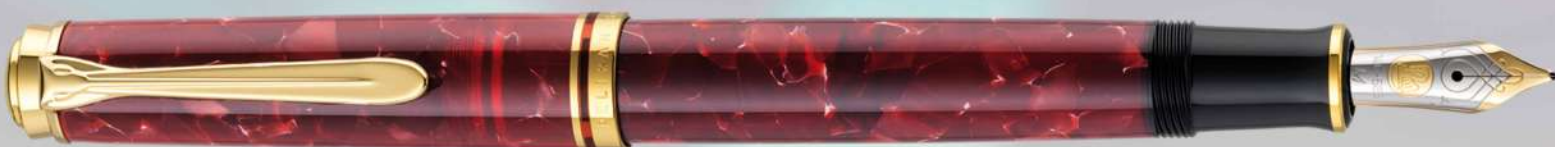
# *Introductory Session*

on

## *Rural Entrepreneurship Development (RED)*



The institute has Rural Entrepreneurship Development Cell -RED Cell recognized by Mahatma Gandhi National Council of Rural Education (MGNCRE), Department of Higher Education, Ministry of Education, and Government of India. MGNCRE had scheduled an Introductory/ Awareness session on October 27, 2020 for the students to help the budding entrepreneurs especially for Rural Entrepreneurship Development. The session was conducted by Mr. Manoj Parmar, Managing Director, Eduknox Technologies. He introduced Rural Entrepreneurship and shared his experience with the students. He also discussed various case studies to illustrate the concept of Rural Entrepreneurship. He gave the task to students to make business plans related to Rural Entrepreneurship. The vote of thanks was proposed by Dr. Deepa Katiyal, Convenor, Entrepreneurship Development Cell (EDC). The session was well coordinated by all the members of EDC; Ms. Khushboo Jain, Mr. Someshwar Joshi and Dr. Jagdish Sharma.





# Global Economy and Pandemic

**By: Dr. Bharat Kulkarni**  
**Entrepreneur**  
**MFA Batch 2000**

The World economy started the year 2020 with a rather gloomy picture and projected 2% during Davos and after 11th march deceleration by WHO as pandemic, overnight everything was shut down globally having unprecedented impact of worsening condition of global economic structure. The Global economy is led into a tizzy as the world was experiencing the most difficult economic situation since World War-II, caused by the global shutting down of economic activity as the “Great Lockdown”.

International Monetary Fund (IMF), initially said that “a recession at least as bad as during the Global Financial Crisis or worse”, however, soon realised that the global economy would experience its “worst recession since the Great Depression, surpassing that seen during the global financial crisis a decade ago. Latest estimates suggest that the global economy could decline by 4.9 % to 5.2% in 2020, before growing by 4.2% to 5.4% in 2021; global trade is projected to fall in 2020 by 20% to 32 % and oil prices are projected to fall by 42%, however, Foreign Direct Investment flows could fall below 40 percent, less than 1 trillion USD .

Most of countries are facing a multi-layered crisis that includes a health crisis, a domestic economic crisis, falling external demand, capital outflows, and a collapse in commodity prices. These sectors and economies that seem most vulnerable because of this pandemic, where the personal connect is important. In these sectors, both the demand and supply have been affected by the virus, as a result of depressed activity such as- tourism and travel-related industries (5.3 trillion), hotels, restaurants (570 Billion), sports events (450 Billion), consumer electronics (1.1-trillion) , transportation (2.7 trillion) , and overload of health systems. The total industry at stake – 10 trillion USD.

While many economic forecasts now predict a recession globally to continue in 2021, the uncertainty around this consensus is significantly higher than it would be in normal times. It is expected that the recovery will still, be only 90% of the pre pandemic levels at best. Industry like hospitality, Restaurants, Transportation, will take significant time to recover. However, an upside case to consider is a faster-than-anticipated public availability of the vaccine that would bring much needed confidence in business and improve prospects of the economic environment.

**( excerpts from my talk on Global Economy after Pandemic)**





## **Moyanka Joshi**

**Sr.Executive -Recruitments**

**(Aabhaas Manpower Services, Jodhpur)**

**MBA (FA), Batch 2005**

# **Covid-19 Pandemic Has Changed the way of Recruitments**

The COVID-19 pandemic has changed the working style of each sector and Currently we all are connecting through virtual platforms like Webinar, Online Submits, Google Meet, Zoom conferences etc. This pandemic has also allowed us to work from home, E- learning, E coaching Classes. Professionals are also consulting through online platforms, E Shopping etc.

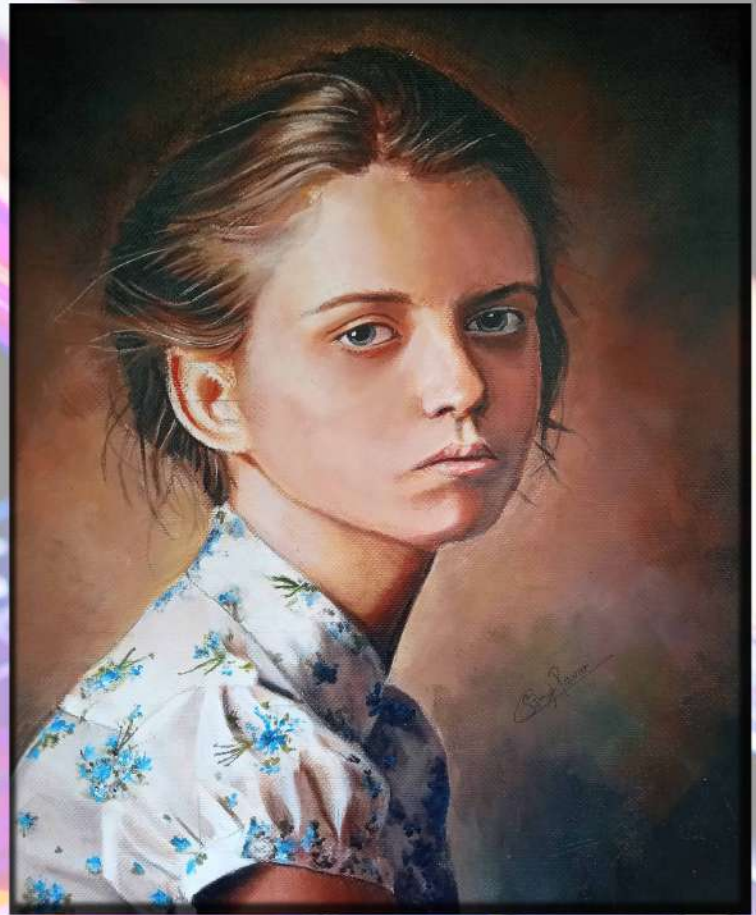
**1. Online Hiring:** Most of the Corporate have moved towards online hiring, it's very helpful in hiring good candidates and we can easily connect with candidates as well as it saves the time, travelling cost, resources etc.

In these times, it is essential to understand what corporate are looking for in a candidate. How the hiring process has changed and what we can do to get a good job. So we have to adapt the new skills sets for hiring process.

- We should get familiar with the technology
- We should figure out how to get noticed in the crowded job market
- We should upskill to increase our net worth
- We should Include relevant skills in our resume
- We should always keep our profile updated at online platforms like Job Portals, LinkedIn etc.

**2. Virtual interviews:** In this Pandemic situation companies are relying on virtual interviews to select the candidates for a job. Virtual interviews are very helpful in judging the confidence and presentation skills. It is not easy to present our self in virtual mode and we need to practice for presenting ourselves in this new mode of communication. Some of the common interview platforms are: Zoom, Google Meet, Skype, WhatsApp video call etc.

**3. Virtual job fairs:** In this Pandemic Companies are focusing on virtual job fairs to save the cost and to prevent the spread of Coronavirus. The best part about virtual job fairs is that we can attend them from our home and we can directly interact to hiring manager, we can discuss our query and we can connect with Big Corporates and HR easily.



# Art Work



**Shivendra Singh Pawar**

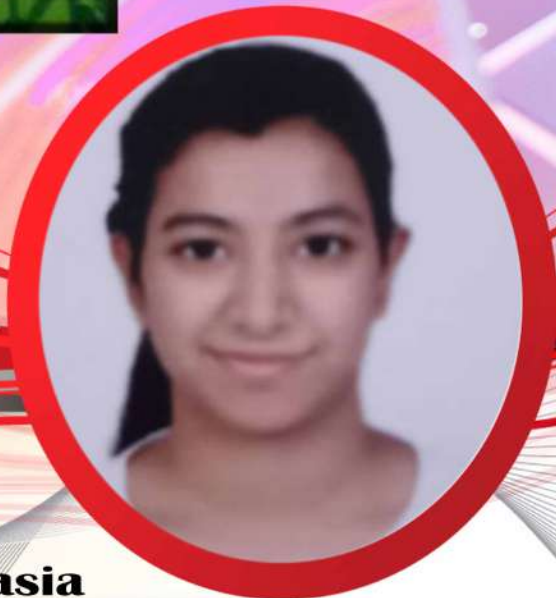
BBA I Semester

# Art Work



**Parag Edalwar**  
BCA I Semester

# Art Work



**Ritika Chourasia**  
BCA I Semester

पिता....

जो बच्चों के सपनों के घर को अपने सपनों के ऊपर बना दे  
जो बच्चों को मारने पर खुद रोए,  
जो रात भर काम करके सुबह बच्चों को स्कूल के लिए तयार कर दे,  
जो ऑफिस की कितनी भी टेंशन हो फिर भी परिवार के सामने मुस्कुराते रहे,  
जो बच्चों के लिए कभी मना ना करें और खुद के लिए कुछ लेने को बोला तो अगली बार का बहाना बना दे ।।।

– Prakshal Jain



**Prakshal Jain**  
BBA I Semester



' वो पल '

वो पल, वो दिन, दोबारा नहीं जिये जा सकते.. मत करो इंतजार यारों वो पल दोबारा नहीं आ सकते ।

जिस तरह सूरज की पहली किरण नयी सुबह का पैगाम दे जाती है ।

उसी तरह हर सुबह को नयी उम्मीद और आगे बढ़ने की सोच से हमे अपना जीवन जीना चाहिए ।

हर पल को खुशी, प्यार और नयी रिश्तों को यादगार बनाते रहो ।

क्युकि, वो पल वो दिन दोबारा नहीं जिये जा सकते

मत करो इंतजार यारों वो पल दोबारा नहीं आ सकते ।

सोचती हू ।

वों श्याम जो साथ बैठे गुजर जाती थी, आज फिर याद आ रही हैं।

काश वो पल दोबारा जी पाते ।

कहते हैं हर पल को एसे जियो जैसे की वो पल अखरी हो ।

हम उस पल को याद करके ये नहीं सोचे की काश हम वो पल और जी पाते ।

हम बस उन पल को आपनी यादों में समेटे जा सकते हैं ।

क्युकी वो पल वो दिन दोबारा से नहीं जिये जा सकते ।

मत करो इंतजार यारों वो पल दोबारा नहीं आ सकते ।



**Shrasti Kushwah**

BBA I Semester

# Seagull's plight

The gates of hostel were closed at 8:00  
She also knew that she was late...  
If those people could understand  
Girls also have bright right to stand....

She wanted to move on roads  
Wanted to prove she can also bear loads.....  
She also wanted to see midnight silence  
But society found in this also violence...

Punished for the mistakes never done  
She also wanted to see the rising sun....  
Staring at the bars enclosed in  
Anger and deprivation uplifting within...

The poor girls are punished uselessly  
Society never took her feelings cautiously.....  
Wanted to have late night dinner  
But in this also society found her sinner....

Night outs were a crime  
Yes it is not her time....  
Really want new sun to rise  
Can our ever become wise....

This is an unanswered question  
Society is prejudiced about girl's passion .....  
No one listens to this seagull's plight  
Will ever she board her dream flight ??



**Yukta Maheshwari**  
BBA I Semester

# **CALM IN THE CHAOS**

**With all the odds against you, there's one thing to do  
That is call on your courage and see the thing through.**

**-By Edgar Albert Guest**

If I am not wrong did you guess the theme already? Well then let me put a disclaimer it's not about the panic in pandemic but the serene feeling that I am sure we didn't even consider giving a second thought. I mean wait, am I telling you that the pandemic left something that needs to be cherished? Yes you read it right. I am sure the daily newspapers didn't leave any chance to surprise you every other day, We have been surrounded by a whole lot of negativity and evidenced such terrible headlines, but did you know that there are so many things that wouldn't have been possible if this was not the situation. I think boredom can be a bliss, emphasizing sometimes. I agree with the fact that we have been a part of history that will be read by our coming generation but isn't it exciting that each one of us could get through it? Look at us now, so used to the situation and without complaining we are all back to the "new normal". The beginning and the midway look absolutely contrary. I am so sure that we have been cursing this year to be the 'worst' yes that's what we call it but so far somewhere down the lane I think we have discovered our ways to have fun. Did you ever think about spending your whole day with your loved ones and knowing that they are all doing pink of health is such a great feeling, especially in these times ! This year has been such a "highlighter" I must say, we never paid such huge amount of attention to a certain things back then during the pre-corona phase but now that we have had so much of time to figure out everything ,we have started realizing the importance of the little things in life and majorly LIFE. Now with no intentions to make this article a huge passage I just want to spread the word that life is really important and it's up to you how you make it worth living. Wishing exactly what is the need of the hour "stay safe and optimistic".



**Rishita Badole**

BCA I Semester



# PLACEMENTS @ SVIM



Shreya Bangur MBA(FT)  
Swara Trivedi MBA(FA)  
Yashasvi Adhikar MBA(FT)



Harshita Acharya MBA(FA)  
Manya Bagwale MBA(FA)  
Tanisha Sharma BBA



Shreya Bangur MBA(FT)



Tanuja Khatun MBA(FA)



Meenakshi Taraneekar MBA(FT)

## STUDENTS' ACHIEVEMENTS

| Student Name     | Programme and Class | University Rank |
|------------------|---------------------|-----------------|
| Taher Bagwala    | BCA II Semester     | II              |
| Miqdad Arif      | BCA II Semester     | IV              |
| Ragini Chourasia | B.Sc.(IT) II Year   | VII             |

## FACULTY ACHIEVEMENTS

- Dr. Jayshree Sharma was invited as a Resource person during the online teachers training workshop for “Eklavya Model Residential School” jointly organised by IAPT RC-09, under the Mentorship of Ministry of Tribal Affairs (MOTA), Government of India, New Delhi.
- Dr. Jayshree Sharma’s paper entitled “Tungsten Coating on Graphite Tile by PECVD technique as a Fusion Grade Material for Aditya V Tokamak” has been accepted for Oral presentation to be held at the VIII International Conference on Microelectronics and Plasma technology in South Korea.

