



Confluence 2022-23

the reunion...



Sometimes you never know the value of a moment, until it becomes a memory.



A step backward, to the memories of golden days of life...

Confluence 2022-23, the reunion of old students organized at the Institute on March 25, 2022. Dr. George Thomas, Director of the Institute extended warm welcome to all the alumni. The institute aimed to celebrate the success and achievements of alumni, strengthen the bond between the institute and alumni and strengthen the functioning of Shri Vaishnav Institute of Management Alumni Association (SVIMAA). The meet was graced by presence of Purushottam das ji Pasari, Hon'ble Chancellor, Shri Vaishnav Vidyapeeth Vishwavidyalaya and Chairman, Shri Vaishnav Group of

Trust, Shri Devendra Kumar ji Muchhal, Chairman of the Institute; Shri Vishnu ji Pasari, Secretary of the Institute, Mr. Sachin Upadhyay, Secretary, SVIMAA trustees, guests and alumni.

Shri Pasari ji addressed the audience and praised the alumni for making the institute proud by doing great work and achieving success in their respective fields. He mentioned that the alumni are the flag bearers of SVIM across the globe. He appealed to the alumni to keep doing good work and support the institute. Shri Devendra Kumar Ji Muchhal added that contribution of the alumni in the progress of

institute is always welcomed. The vote of thanks was proposed by Mr. Sachin Upadhyay, Secretary, SVIMAA.

Around 200 alumni enjoyed meeting with their friends and batch mates again in the same place where they shared precious moments of their college life together. Reviving memories of college days'; former students appreciated the tremendous progress made by the institution over the past years. The Alumni shared their memories and experiences and promised for the contributions, they can provide to the students and institute.

They spent a good time with old friends by playing games to catching up on gossip. They also visited their respective departments. Current students of SVIM presented folk songs and dances. Crowd was thrilled and electrified after joining the cultural program. Later, photo session was organised. There was arrangement of DJ and music to energize and rejuvenate the student in them. The alumni enjoyed a lot. The event concluded with dinner for all the attendees.

Everybody bid a goodbye with the promise of meeting again in Confluence 2023-24.

Short Term Course on Gender Justice



UGC - Human Resource Development Centre, DAVV, Indore and IQAC, Shri Vaishnav Institute of Management, Indore Jointly Organized the Short Term Course on "Gender Justice" from February 20-25, 2023. Luminaries from various parts of India were the part of this Course. The objective of the Short Term Course was to achieve social, political and economic equality for a woman which is the integral part of achievement of all Millennium Development Goals. The course was inaugurated by Chief Guest, Dr. Rajeev Dixit, Director, College Development Council (CDC), Devi Ahilya Vishwavidyalaya, Indore. Dr. Dixit stated that a woman is best in herself and she doesn't need to compare herself with men. The inaugural session was followed by the second session where speaker was Prof. Bulbul Dhar James, Jamia Milia University, Delhi. She said that everyone should know about fundamental rights, fundamental duties and Directive Principles of State. Prof. Romy Saini, Jaipuria Institute of Management, Indore, was the speaker at third session. She explained Gender Stereotype, Legal Provision of Empowering women, Importance of Gender Justice and How to achieve Gender Justice. Fourth Session was taken by Prof. V. Bharti Harishankar, Vice Chancellor Woman's University, Coimbatore. Prof. Bharti shared that female leadership is inclusive,

encourages participation and shares information and power with those she leads.

The second day started with first session where Dr. Yashodhara Raj, Sharda University, New Delhi, was the speaker and she said that empowering women through technology can change their life. The eminent speaker for the second session was Dr. Mona Purohit, Dean and Head, Department of Law, Barkatullah University, Bhopal. Dr. Purohit shared that all workplaces in India are to work for inclusive growth for all women. Third session was taken by Dr. Sonalee Singh Nargude, SJMC, DAVV Indore and she talked on gender prejudice. Fourth Session was taken by Ms. Maya Pandey, Ex Director, Child Welfare Committee. Ms. Pandey shared her views on Gender Equity and Discrimination.

Third day started with first session by Prof. Shraddha Singh, Department of Hindi, BHU, Varanasi. She spoke on "Transgender in Literature". The eminent speaker for the second session was Prof. Ruchi Ghosh Dastidar, Head, Department of Women's Studies Centre, Barkatullah University, Bhopal. She threw light on Violence against women. Third Session was taken by Ms. Shalini Shivdas Menon, Assistant Professor, Indore Institute of Law, Indore. She shared her views on Gender Mainstreaming. Fourth Session

was taken by Dr. Niharika Tiwari, Associate Professor, Department of Political Science University of Allahabad, Prayagraj. Dr. Tiwari talked on the topic "Sexual Orientation and Gender Identity: Discussing LGBTQI".

The fourth day started with session by Dr. Divya Gupta, Founder, Jwala Mahila Samiti. Dr. Gupta expressed her view on forced marriage. The second session was taken Ms. Anne Pawar, Retired General Manager SBI. She shared her experiences as a banker and said that there is a big difference in women empowerment and gender equality. Third & fourth sessions were taken by Ms. Seema Alawa (IPS), SP Khandwa and she covered Atrocity Act 1989 and human trafficking.

The fifth day started with first session by Dr. Anil Dutta Mishra, Former Deputy Director of National Gandhi Museum, New Delhi. Dr. Mishra threw light on Women empowerment. The second session was taken by Dr. Girija Kishore Pathak, Former DIG, Madhya Pradesh. Dr. Pathak shared his views on human trafficking. Third session was covered by Dr. Shubhada Kulkarni, Jalgaon Maharashtra. Dr. Shubhada Kulkarni expressed her views on Gender Stereotypes. Fourth session was taken by Ms. Shalini Shivdas Menon, Assistant Professor, Indore Institute of Law, Indore. Topic of session was "Participation of Women in Polity".

The sixth day started with session by Dr. A. P. Vijaypur, Professor, University of Science and Technology Meghalaya. Topic of session was "International Efforts to promote Gender Equality and Women's Right". The eminent speaker for the next session was Dr. Deepak Kumar Verma, Dr. B.R. Ambedkar University of Social Science Mhow. The topic he covered was "Unequal Gender Identity and Forced Women Injustice".

Valedictory session was graced by the presence of Chief Guest, Padma Shri Dr. Janak Palta McGilligan, Director, Jimmy McGilligan Centre for Sustainable Development, Sanawadia. Course Summary was read by Dr. Kshama Ganjiwale, Associate Professor, SVIM. Certificates were distributed and feedback was given by participants attending online and in physical mode. To proceed with valedictory Session was presided over by an enlightening address of Dr. Namrata Sharma, Director, UGC - Human Resource Development Centre, Devi Ahilya Vishwavidyalaya, Indore who shared her views on gender justice. The Short Term Course Conveners were Dr. Kshama Ganjiwale and Ms. Bhawna Kabra. Vote of Thanks was proposed by Dr. Kshama Paithankar, IQAC coordinator and Head, Department of Computer Science, SVIM, Indore.

Short Term Course on 'Case Based Teaching- Learning'



Case method as a teaching pedagogical tool is highly important in management education. To encourage the use of cases in classroom, a short term course on 'Case Based Teaching- Learning' was organised by UGC, HRDC and the Institute on March 13- 18, 2023. The course has been designed in such a way where participants can develop the case as well as understand how the cases can be taught in the class. Total 28 participants from all over the India including Maharashtra, Bihar, Rajasthan, Madhya Pradesh and Karnataka joined the course.

At the onset, Dr. George Thomas, Director of the Institute welcomed all the participants. Dr. Upinder Dhar, Vice Chancellor, Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore inaugurated the session and initially discussed how management education evolved in India and how Case studies involved from law domain to management field. Dr. Dhar further added that the cases can be divided in two categories first is problem based case and other is historical case. Dr. Dhar also explained four D model that is Data collection, Drafting, Discussion and Documentation, for case development. All the participants were categorized into six groups. All six groups visited different organizations named

Indian Post Payment bank, Hird Services, Newzera, Digivalet, Certainty Infotech Pvt. Ltd. And QLS Academy situated in Indore for data collection. After Data Collection, groups started drafting the case; Dr. Dhar reviewed the progress of all the groups and explained how teaching notes are to be incorporated in the case.

Dr. Ajit Upadhyay, Director, Prestige Institute of Management and Research, joined as guest speaker and discussed the two different cases named 'What went wrong with Uber Eats' and 'Tata Nano: end of the road for world's cheapest car'. He critically analysed what mistake they made and how it can be mitigated through product development, diversification, supplementary ideas, competitive analysis and appropriate marketing strategies.

Dr. Niranjana Shastri, Associate Professor, NMIMS, Indore, joined as a guest speaker and discussed three different cases from IIM Ahmedabad, Harvard Business Review and one case from law domain. Sir also discussed how these cases can be taught in the class and how students can be kept engaged in case analysis.

On the last day, all groups presented their final case. Dr. Dhar suggested that further test these cases among two groups and submit final draft to the convener for the fourth D i.e.

documentation.

The valedictory session was graced with the mighty presence of Dr. Prachi Gharpure, Director, NMIMS, Indore, Dr. Namrata Sharma, Director, HRDC, DAVV, Indore; Dr. Dhar, Vice Chancellor, SVVV, Indore; Dr. George Thomas, Director of the Institute, Dr. Kshama Paithankar, Head, Department of Computer Science; Dr. Abhijeet Chatterjee, Head, Department of Management. Dr. Sapna Parihar, Convener of the Short Term Course, read the detailed report. The Chief Guest of the session, Dr. Prachi Gharpure enlightened the participants and shared that with case-based teaching, students develop skills in analytical thinking and reflective judgment by reading and discussing complex, real-life scenarios. She further added that Case-based learning is a student-centered learning approach where students read and discuss complex situations and apply their knowledge to each situation. In this way we can better develop their critical thinking and analytical skills to prepare them for the workplace. All the participants were awarded with the certificates. Later, photo session was organized. The session ended with vote of thanks proposed by Dr. Abhikriti Shukla, Convener of the Short Term Course.

Annual Sports Event

खेलोत्सव-2023



Sports are an important element of students' growth and development. Participation in sports makes the person confident, active, healthy, fit, and responsible. The most common saying "Healthy mind lives in a Healthy body" is so true. While pursuing education participating in sports prepare students to tackle the problems such as hardships, hurdles, and sudden miseries. The institute also

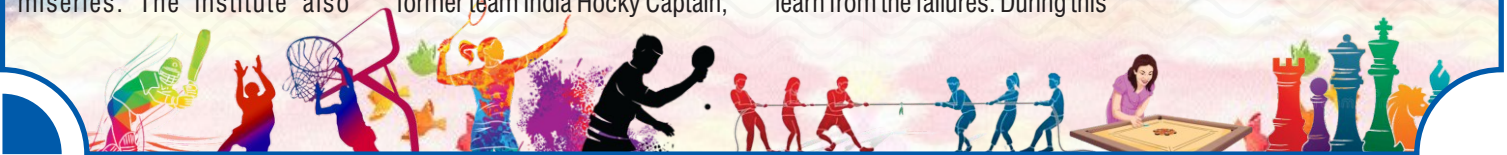
understands this importance and encourage the students to participate in various sports activities. The annual sports event "Khelotsav 2023" was organized for the students of the Institute during February 21-25, 2023.

The grand inaugural ceremony was conducted in sports ground where the chief guest was Mr. Mir Ranjan Negi, former team India Hockey Captain,

Chak De India fame. The ceremony was started with the March past by the participants followed by cultural activities by the students.

Oath was taken by all the students which inculcate the team spirit, honesty and sportsmanship. Mr. Negi motivated the students and shared his story with the message that everyone should learn from the failures. During this

week various sports competitions were held including Crikcet, Basketball, Tug-of-war, Pickel Ball, Kabaddi, Atheletics, Table Tennis, Carrom, Chess and Badminton. The students of UG and PG programmes were participated whole heartedly. The event was organised by the Sports officer Mr. Raghav Jaiswal with the team of faculty members and students volunteers.



State Level Women's Cricket Tournament

The State level women's Cricket tournament was organized by the institute to promote women cricket in the State and to encourage women athletes to pursue the sports. The tournament was held from January 28-30, 2023 and total eight different districts teams had been competing each other. It was a three day event featuring a series of matches between the participating teams. The grand

inaugural ceremony was held in the Institutes' sports ground and chief guest was Ms. Sandhya Agrawal, former captain of the Indian Women's cricket team. The guest of honour was Dr. Rajendra Singh, former secretary of the Sports Board. The ceremony was started with the March-past by the participants followed by cultural activities by the students. Oath was taken by all the students which inculcate the team spirit, honesty

and sportsmanship. On January 30, 2023 the closing ceremony was held where the winners got the certificates and trophies. The chief guest at the closing ceremony of the tournament was Mr. Jaiveer Singh Bhadauria, DCP Indore and the guest of honour was Dr. Anupam Sharma. Shri Bhadauria said in his address that Shri Vaishnav Institute of Management deserves congratulations for successfully organizing such a big tournament.

He said that cricket teaches a lot not only in the game but also in life, just like the ups and downs in the game come in life. Bhopal cricket team emerged victorious in the final match of the state level women's tournament and won the trophy. The coordinator of the tournament was Sports Officer Dr. Raghav Jaiswal with the team of faculty members and students volunteers.

National Service Scheme 7 Days Camp

Uthe samaj ke liye uthe ..uthe
jage swarashtra ke liye jage ...jage
svayam saje basundhara sawar de.....
-NSS Song Lyrics



The National Service Scheme (NSS) is launched on September 24, 1969 by Dr. V.K. R.V. Rao, the Educational Minister at that time, in addition of activities in the higher education system of India with the aim of allowing students to develop their personality by providing community service while they are studying. The scheme comes under the protection of the Ministry of Youth Affairs & Sports, Government of India. With the aim to provide hands on experience to young students in delivering community service, a seven day-night boarding & lodging camp from February 26, 2023 to March 4, 2023 was organised by the NSS unit of the institute under the guidance of Dr Jitendra Jain at Village Rangwasa.

The main objective of the camp was to create awareness about social issues, promote social

responsibility and develop the spirit of service among the youth. The camp was inaugurated by Sarpanch of village Rangwasa Mrs. Mamtesh Praveen Chauhan. In the said camp, various types of campaigns were conducted for the rural people by the volunteers. In which especially Beti Bachao Abhiyan, Mass Literacy Campaign, Water Conservation Campaign, Polythene Prohibition Campaign, Promotion of Girls' Education etc. are included. The volunteers carried out works like cleanliness survey, eradication of carrotgrass, construction of beds, campus cleaning during Shramdaan.

In the intellectual session, the campers were benefitted by the inspiring addresses of various scholars. Mr. Girish Shukla, Development Officer, Life Insurance Corporation of India told the campers how the training

campers of National Service Scheme help in increasing the self-confidence of the students and increasing their decision-making ability. Dr. Shukla explained the communication barriers through activities.

Mr. Kunal Mishra, Scout Guide told the students that whatever work you do, do it with full strength and dedication, be it studies, sports or any other work. Environmentalist Mr. Sandeep Khanwalkar explained the importance of water conservation. Dr. Jitendra Talreja, Shri Vaishnav College of Commerce revealed that creation happens only out of necessity. He highlighted the importance of discipline in life. Mr. Vasudev Patidar, District campaigner of Rashtriya Swayamsevak Sangh told the students that service to the country is the biggest service.

During the camp, the students

showcased their talents through cultural programs based on patriotism. Yoga training was given daily by Yoga instructor Mr. Pankaj Parmar to stay physically fit. Various indigenous games like Rumal Jhaptana, Ram-Ravana and Kitne Bhai Kitne Khel were also played to increase physical capacity. Efforts were made to enhance the physical, mental, intellectual and cultural talents of the students through the activities of the camp. On the closing session of the camp, Dr. George Thomas, the director of the institute addressed the volunteers and said that such camps prove to be very effective in the overall personality development of the students. On the occasion of the closing session, Program Officer Dr. Jitendra Jain apprised all the guests about the activities of the camp.

Workshop on Cross Cultural Learning



Industry Institute Interface Cell (IIIC) of the Institute organized a “CV/SOP writing workshop” for second year students of BBA on February 2, 2023. The objective of the workshop was to create awareness among the students on how to write an effective CV and Statement of Purpose (SOP) before applying to any foreign university (specifically France) for Government scholarships, internships opportunities and new applications for getting admission in these universities. Ms. Divya Saxena, Manager, Campus France, Embassy of France in India, Bhopal was the keynote speaker.

The expert of the workshop described in detail how to prepare CV before applying to universities in France. She also exhorted on how Statement of Purpose is important before applying to foreign Universities. CV acts as the first document which talks about you even in your absence. She also talked about paid internship opportunities at France where in students gets a stipend of 500 Euros if internship duration is more than 44 days as per French government's law of allowance. Emphasizing upon the value of French language all over the globe she suggested students to learn French as second

language as it has a global recognition. Answering to students queries related to the topic Ms. Saxena also informed students about cost of living, scholarships available, visa procedures etc.

Ms. Saxena addressed the students by providing an overview on France along with avenues to study in France including public and private universities and its admission procedures overall growth opportunities, economy, ethnicity, job market, entrepreneurship opportunities in France. While conducting the session for students of SVIM, Ms. Saxena shared that there are wide

varieties of programs in France and student also gets 2 years post study visa in which they can find the right job and career path for themselves. She also delved Higher Education opportunities in France. The workshop was interactive as questions were also asked by students regarding various aspects of Higher Education Opportunities in France.

Session was conducted by Digamber Negi, Coordinator IIIC, Mr. Sachin Chalisgaonkar, Co-Coordinator, IIIC, Ms. Chandani Keswani, Dr. Pradeep Bhatt and Ms. Shruti Pustake.

Live Streaming of Union Budget 2023 Finance Club Activity



The Finance Club of the institute has arranged the live streaming of the Union Budget: 2023, in the institute's Auditorium which was presented by the Finance Minister Ms. Nirmala Sitharaman on February 01, 2023 in Institute's Auditorium. The session was organised for MBA first year students where they learned that how Union Budget is presented and also understand the intricacies of the Budget. The students were keen to understand the basics of Union budget and how the Union Budget contains the details about the projected receivables and payables of the government for a particular fiscal year. It was fruitful and knowledgeable session for the students and the faculty members. The objective of the event was to make the students aware about the Union Budget and make them understand that how finance budget is presented by the Finance Minister every year and how to analyse it. The session was coordinated by Finance club Mentors Dr. Rekha Melwani and Ms. Yogita Sharma.

One day National Seminar on 'Women Police Station & Help Desks'



The institute in collaboration with Reserve Indore M. P. Police organization organized one day national seminar on women police station and help desks for police commissionerate, Indore which was sponsored by National Commission for Women, New Delhi on Jan 30, 2023 in the institute's Auditorium. The objective of the seminar was to support women in their professional and personal lives and to create awareness against crimes. The guest of honour of the program was Inspector Ms. K Damor; Thana in-charge, Indore, with other members Inspector Ms. Radha Jamod, Aarti



Mourya; CSO and Mr. Rakesh Sharma, Mr. Vikram Devda; Karate Trainer. The session covered the topics like; how women can protect themselves and their rights in the case of harassment and abuse? Understanding the legal protection available to women, Where the complaint can be registered in case of any mishap etc

The session also covered the practical Karate training where girls learned tricks for their safety. The seminar was organized under the banner of Women Empowerment Cell coordinated by Dr. Jayshree Shrama, Dr. Rekha Melwani and Dr. Bharati Agrawal.

Workshop Digital Marketing

With the unfolding of modern technologies and preponderance of Digital Marketing (DM), businesses are doing all that they can to match up the pace. Businesses are either changing their plans of action into the digital one, or amplifying existing marketing strategies with digital advertising to reach an enormous audience in a way that is both cost-

effective and measurable. Other benefits such as to interact with target prospects, to reach a global marketplace, to know the customers and allow them to know you personally, to create brand loyalty and many more.

To keep students in pace with the changing scenario and to make students understand and learn the concepts of Digital Marketing, Department of Computer Science organized a session on 15 March, 2023 for BCA and B.Sc. (CS & IT) II Year and BCA and B.Sc (CS) I Year students on "Digital Marketing". Mr. Altmash Malik, Expert in Digital Marketing, The Uptrust Pvt Ltd. Indore, was the resource person for session.

At the onset, he defined digital marketing and made the

comparison of digital marketing with traditional marketing. He also made students acquainted with the key terms of digital marketing such as Content Marketing, Search Engine Optimization (SEO), Search Engine Marketing (SEM), Social Media Marketing (SMM), Pay-Per-Click Advertising (PPC), Affiliate Marketing, Email Marketing, Instant Messaging Marketing, Radio Advertising, Television Advertising etc.

Around 156 Students attended the session and submitted feedback to conduct more number of such sessions with hands-on training. The session was well conducted by Ms. Shruti Pushtake, Ms. Gulisha Gupta.

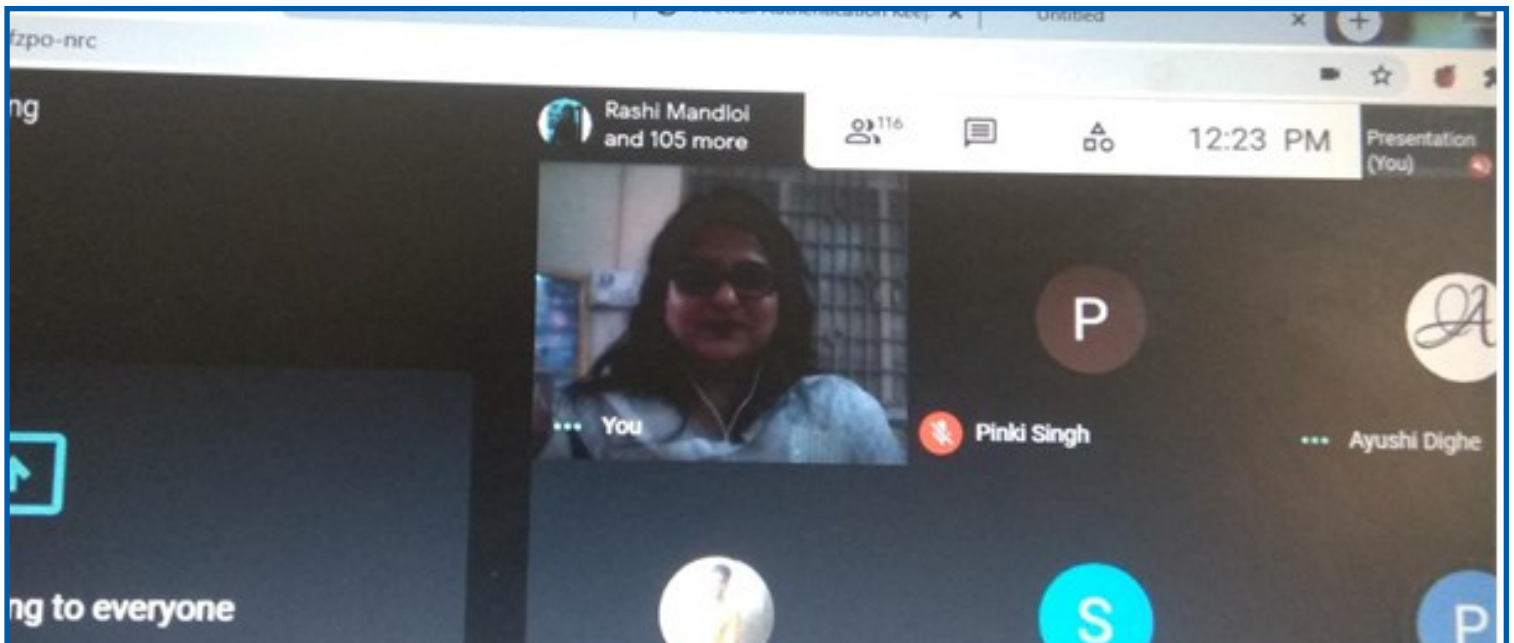
Women Health Check-up Activity



Good health is central to human happiness and well-being that contributes significantly to prosperity and wealth. The importance of health check up for women needs to be taken into consideration for their safety and benefit. In line with that, the Women Empowerment Cell (WEC) of the Institute organized a free Check-up/Counselling for female faculty members and girl students on January 24, 2023 and on February 27, 2023. For the health check-ups

& counselling, Dr. Karuna Jain; a renowned Gynaecologist was invited. Dr. Jain individually checked and counselled the girl students of undergraduate and post graduate programmes. Some of the faculty and staff members also took counselling from Dr. Jain. The institute organized such visits of doctors regularly. The activity was organized by WEC team Dr. Jayshree Sharma, Dr. Rekha Melwani & Dr. Bharti Agrawal.

One Week Online Case Analysis Workshop



Case study is an instructional method that refers to assigned scenarios in which students analyze, record, implement, conclude, summarize, or recommend and findings. Case studies are created and used as a tool for analysis, discussion and teaching learning their observations. With this objective, Case Analysis Workshop was organized for the first semester students of MBA (FT/FA/MM) from January 5-9, 2023. The faculty members of department of management took the various sessions of the workshop. The workshop emphasized the value of the case method in the learning process. The students were taught the theory behind developing a good case study and the guiding principles

of case studies. Various methods and techniques to analyze management cases were also discussed. The students were explained the guidelines and format for writing a report of case study. At the end, the presentations were given by students. Ms. Muskan Sachdeva and Ms. Anshita Mishra, MBA (FT) secured first position. Ms. Aakriti Verma, Mr. Anis Pandya and Ms. Anjali Chourasiya of MBA (FT) secured second position. The workshop was well organized by Dr. Deepa Joshi, Coordinator, Case Development Cell along with the faculty members Mr. Ram Bhavesh Sharan, Ms. Chandni Keswani, Ms. Vranda Agar and Ms. Ruchira Muchhal.

Basant Panchami Celebration



Basant Panchmi is an occasion which marks the advent of the spring season and is also celebrated to worship Saraswati, the Goddess of knowledge, music, learning and arts. It is believed that without Saraswati the world would be shrouded in ignorance, as she is the one who represents enlightenment. Goddess Saraswati is the one who gives us wisdom. This day was celebrated in the institute with great fervour and enthusiasm. The celebrations commenced by praying obeisance to Maa Saraswati. The colour yellow is associated with the festival, as yellow signifies knowledge, learning and happiness. Goddess Saraswati's idol was covered in yellow and white saree. The faculty members and staff members were also in yellow colour attire. The entire institute assembled together to pray and attain blessings from Goddess Saraswati to reach the epitome of knowledge.

Industrial Visit



Department of Computer Science organized an industrial visit to Piramal Pharma Limited, Pithampur, Madhya Pradesh for the students of BCA I Year. The objective of the visit was to provide students an opportunity to learn things practically in a real-time functional environment through interactions, witnessing the working methods and clarifying their doubts with experienced workers in the company.

The company HR, Ms. Pooja introduced the company and mentioned that Piramal Pharma Limited (PPL) offers a portfolio of

differentiated products and services through end-to-end manufacturing capabilities across 15 global facilities and a global distribution network in over 100 countries. PPL includes Piramal Pharma Solutions (PPS), an integrated Contract Development and Manufacturing Organisation (CDMO), Piramal Critical Care (PCC), a Complex Hospital Generics business, and the India Consumer Healthcare business selling over-the-counter products. After the introduction, she handed over the orientation session to the technical heads of their

organization. Different segment and layouts were briefly explained to the students.

The technical heads gave the thorough information of their own technology in which they are master and working on higher designation. After, all the speaker's words, the HR showed their office premises, various departments and how the teams are aligned with respect to their respected domain to all the students. It was a very enlightening visit. Students were accompanied by Dr. Poonam Nagar throughout the visit.

Workshop on Financial Education

A workshop on Financial Education was organized by the Department of Management under NISM in collaboration with Kotak Securities for the students of MBA (FT) I, MBA (FA) I semester from February 16, 2023 to February 17, 2023. Around 65 students attended the workshop. The objective of the workshop was to provide students the knowledge about practical working of capital market, functionality, mechanism, latest updates and about new opportunities in the market. Dr. Ishu Tayal, Regional Head, West, NSDL (National Securities Depositories Ltd.) was the expert speaker for the workshop. In his address he explained the various investment opportunities and their importance. He also illustrated the process and prerequisite of investing in securities market. Dr. Tayal elaborated the risks associated with investment and the ways to mitigate the risks. He cleared the queries of students and advised them for career prospects in the field of securities market. The workshop covered every aspect of financial education which will help students both in professional career and managing their own personal finance. The faculty coordinators of the workshop were Dr. Sandeep Malu and Ms. Swati Gupta.

Workshop on HTML

HTML is a mark-up language that [web browsers](#) use to interpret and [compose](#) text, images, and other material into visible or audible web pages. To make students understand and learn the concepts of HTML, Department of Computer Science organised a "Workshop on HTML" on January 28, 2023 for BCA and B.Sc. (CS & IT) II Year students.



Mr. Videh Jaiswal, Senior Technical Trainer, Ypsilon IT Solution Pvt. Ltd, Indore, was the trainer of the workshop. Mr.

Agrawal explained the terms related with web application and described about HTML (the Hypertext Mark up Language) for

the core technologies for building Web pages. He further added that HTML provides the structure of the page (visual and audio) layout for a variety of devices. Along with graphics and scripting, HTML is the base of building Web pages and Web Applications. He also enlightened students with the bright scope in HTML language. The session was very informative and interactive. This technical workshop encouraged students to think about the rapid changes in the field and grasping the new technologies. Students will be able to improve their professional skills by HTML technology. The session was well executed by Dr. Kamlesh Malpani and Ms. Gulisha Gupta, Faculty Coordinator of the session.

प्रबोध The Enlightenment

One-day expert lecture on 'Life Lessons from Srimad Bhagvad Gita' under the lecture series of 'Prabodh: Towards Enlightenment' was organized on January 30, 2023. The objective was to inculcate moral, spiritual and social values among the students so that they can become a better human being and contribute to make a good society and country at large. Ms. Anita Agrawal, Retired SBI Manager and Member, Shri Yog Vedanata Seva Samiti graced the event with her mighty presence. Dr. George Thomas, Director of the institute welcomed the guest and commended the students to follow the traditions and keep alive the culture of our country. Spirituality is a developmental asset that contributes to resilience for young people facing hardships associated with trauma, grief and loss, physical and mental illnesses, and disabilities. Ms. Anita Agrawal in the beginning of her lecture, described the art of being happy and explained how life is to be lived through the lessons of Srimad Bhagvad Gita. She also recited few shlokas and mantras of Bhagvad Gita which every individual should recite regularly. Ms. Anita urged the students to respect their parents and teachers as well. The students adulated the teachers as per the directives given by Ms. Agrawal and entire aura was mesmerized. She also explicated how festivals and the different days should be celebrated in real sense. Students were highly delighted as the session was full of positivity, energy and learnings. The vote of thanks was proposed by Dr. Deepa Joshi. The session aimed at inculcating knowledge of various skills to be implied in life and live it calmly in the tough times also. The session was well organized by Dr. Deepa Joshi, Dr. Namarata Soni and Ms. Swati Gupta.

Blood Test Camp

Sometimes we are tested. Not to show our weaknesses, but to discover our strengths.



Regular blood testing is an important way to keep track of overall well-being. Getting tested regularly can help to visualize the changes body undergoes and empowers to make informed decisions about health. Blood tests provide a crucial picture of overall health and well-being. These investigations aid in the early identification of an illness, which in turn, can avoid its progression into more severe stages.

With this objective, Shri Vaishnav Shaikshanik Evam Parmarthik Nyas organized a blood test camp on February 25-26, 2023 in the institute in association with Central Lab, Indore. All the faculty members, staff and citizens were benefitted with the free blood test for Blood Sugar, S. Cholesterol, Creatinine, SGPT and Protein, Albumin, Globulin-A/G Ratio. The camp was well convened by NSS Cell of the Institute.

NATIONAL SCIENCE DAY

"The science of today is the technology of tomorrow." – Edward Teller

In order to commemorate the inventions of science and the discovery of the Raman Effect in India by the Indian physicist, Sir Chandrasekhara Venkata Raman in the year 1930, the day is celebrated as National Science Day. For his great success in the field of science in India, Chandrasekhara Venkata Raman had been awarded and honoured with the Nobel Prize in the Physics. To honour this event, 28 February is observed as a National Science Day in India by the National Council for Science and Technology Communication (NCSTC) every year.

National Science Day was celebrated at the institute on February 28, 2023 by Science Club. Various events including Guest Lecture, Model Making Competition, Quiz Competition and Visit to UGC-DAE Consortium for Scientific Research were organised by Department of Computer Science for the students of B.Sc

programme.

Expert Lecture

An expert lecture is organized in the institute on February 28, 2022 in the sequel of National Science Day celebration for Students of B.Sc. (CS and IT) II and III Year and BCA II year. Resource person Dr. R. J. Choudhary in his presentation explained the role of great Indian Scientist Dr. C. V. Raman and Raman Effect. He briefed the utility of science in daily life, explained the phenomena of Photoelectric Effect and illustrated how a creative thinking and observation can lead to win a scientific outlook. He expressed his views on how we should never fear to follow our dreams and never stop questioning.

Model Making Competition

A Model Making Competition was organized in the institute on February 28, 2022 in the sequel of National Science Day celebration. In this competition, 27 Students

participated and presented their innovative ideas. First prize winner group (Mohammad Bandukwala, Mustafa Sethjiwala and Insiya, BCA I Year) designed Homemade Projector and Second prize winner group (Taha Kotawala, Vandan Maheshwari and Gunjan Raghuvanshi, BCA III Year and BSc II Year) prepared Hydraulic Lift/Track. The Competition was judged by Dr. R. J. Choudhary. Winners were felicitated by Prizes and certificates.

Quiz Competition

Quiz Competition was organised for all the students of Computer Science Department. Students actively participated in Playing Quiz. Three rounds were arranged according to subjects Mathematics, Physics and Computer. Each round contained 20 questions. 150 students participated in the Quiz. Those who qualified in first round were considered for second round and

last round. Winner of the Quiz was First: Prakhar Banthiya (B.Sc. CS III Yr) and Ananyo Maitro (B.Sc. CS III Yr) was the Runner Up.

Visit to UGC-DAE Consortium for Scientific Research

The tour was organized for B.Sc. (CS) III Yr. students. The objective of this tour was to encourage the student to develop their interest in experiments and understand the importance of physics and Science. The experts demonstrated the working of various experiments which includes Superconducting Suspension Effect, Effect of liquid Nitrogen on Material, Liquid Nitrogen's Spinning Ball and Balloon and many more. The tour was very informative and interactive.

The entire program was well conducted by Dr. Namrata Soni, Ms. Yogita Sharma and Ms. Disha Kusumakar.

Business Model Competition

Do not equate entrepreneurship with overnight success. You've got to be laser-focused, ready for tough times and have lots of patience.

Entrepreneurship Development Cell (EDC), Institution Innovation Council and Incubation Centre of the Institute are aimed to develop awareness on entrepreneurship and to develop the advanced skill of creativity and innovative thinking among the students.

Business Model Workshop

With an objective to provide ample opportunities for industry exposure to students and to motivate students to take initiatives

and accept responsibilities to thrive in the challenging world and to become employment creators than seekers, EDC organized a workshop on how to develop an idea for business and how to present it to the investors to get financial assistance on February 16, 2023. Dr. Deepa Katiyal, Coordinator, EDC enlightened students, the Young and budding Entrepreneurs to be presentable with their Business idea. She further explained different points

that should be present in their proposal. The session was very interactive, students asked many questions regarding presentation of business idea. After the session, students were instructed to participate in Business Model Competition scheduled on February 27, 2023.

Business Model Competition

The students were very enthusiastic for the competition. The Competition was graced with the presence of Mr. Ajay Jain,

Strategic Executor, Fireflystar Venture LLP, Indore. Before the competition, rules were explained to the participants. 20 teams presented their models before the judge and students exclusively. Mr. Jain listened to everyone keenly and after each presentation suggested his opinion to every group. Ms. Khushboo Jain conducted the program and Vote of thanks was given by Dr. Deepa Katiyal, Coordinator, EDC.

Patriotic Song Competition : NSS Activity



The NSS Cell of the institute organized the patriotic song competition on the on January 25, 2023 as part of NSS Activity. Patriotic songs are songs that demonstrate love for one's country, or have themes that glorify self-sacrifice, land's beauty, history or ideals. The students prepared well for the competition and a wide range of songs were presented.

While the choice of songs ranged from the patriotic to the popular, it was interesting that each student had worked hard to comprehend the lyrics and sing the songs with conviction. Their songs invoked a strong sense of patriotism in each one who listened. The Auditorium was resplendent with a feeling of belonging and pride. The judge of the competition was Ms. Jaya

Thakuriya, Music teacher, Vaishnav Kanya School, Indore. Ms. Ekta Mishra, student of MCA secured first position and Mr. Yashpal Raghuvanshi, student of MBA (MM) secured second position. The faculty members of the institute also performed and sung patriotic songs. The competition was coordinated by Dr. Jitendra Jain, Program officer NSS Cell.

Expert Session on

'Expectations of the Corporate World'



An expert session on "Expectations of the Corporate world" was organized by the institute for the students of MBA and MCA programmes. The resource person of the session was Dr. D. P. Goyal, Director IIM Shillong. Dr. Maya Ingle; Director, Deen Dayal Upadhyay Kaushal Kendra graced the occasion as Chief Guest. The objective of the session was to explain the

expectations of corporate world from the students of post graduate programmes. Dr. D.P. Goyal highlighted the importance of creating an atmosphere of learning and innovation in the institute and encouraged the students to be proactive in their approach to learning and career development. He advised to the students to be well-prepared for the corporate world and focus on



developing the right set of skills & knowledge. He further stressed that in order to be successful in the corporate world, it is essential to have a well-rounded personality with the ability to adapt to different situations. Dr. Goyal, also spoke about the importance of ethical practices and how it is essential to maintain transparency and integrity while dealing with the corporate world. He also

highlighted the need for effective communication and the ability to work in teams to ensure success. The Workshop was concluded with an interactive session of questions and answers. The session was anchored by Ms. Shruti Pustake and vote of thanks was proposed by Dr. Abhijeet Chatterjee.



International Women's Day

Empowered women who reach tough or unconventional positions make Choices and not Sacrifices.
-Kiran Bedi

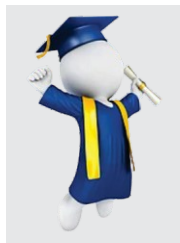


International Women's Day is a time to reflect on progress made, to call for change and to celebrate acts of courage and determination by ordinary women, who have played an extraordinary role in the history of their countries and communities and work fronts.

International Women's Day (IWD) has been observed since the early 1900's - a time of great expansion and turbulence in the industrialized world. International Women's Day was celebrated for the first time by the United Nations in 1975. It is annually held on March 8 to celebrate women's achievements throughout history and across nations. It is also known as the United Nations (UN) Day for Women's Rights and

International Peace. To honor all the females, the institute also celebrated The International Women's Day on March 9, 2023.

On March 9, 2023, male staff of the Institute arranged a program for the female staff. Dr. George Thomas, Director of the Institute, together with the male academic and non academic staff, shared his views regarding the role of woman in one's life and acknowledged the hard work of woman on personal, social and professional front. They welcomed the female staff with chocolates. They also organized indoor and outdoor games and the winners were felicitated. The program ended with a scrumptious lunch, fun, delight and wide smile on everyone's face.



Students' Corner



Bhavika Nagar
BCA I (A)



The Monsoon Brings It All

Accumulation of the cumulus,
Escaping Petrichor from the humus.
Lord Zeus perking the Flora
And Nightingales flying over the Stratus.

An aura filled with Chirps and croaks,
And faces disguised under dark cloaks.
Falls confetti of water droplets from the heaven,
Prompting the hands in school vans to come out of windows.

Now, the rays peep through the canopy to the understory,
Superseding the gloom and revering the glory.
And the tuskers come out of their den
Showing up the purity of its fascinating ivory.

-Naman Mulchandani
BCA II (B)



Campus Placement



| Sr.No. | Name | Course | Company |
|--------|---------------------|---------|---|
| 1 | Rashika Mourya | MBA(FT) | ICICI Securities Ltd. |
| 2 | Prerna Bagora | MBA(FT) | ICICI Securities Ltd. |
| 3 | SHUBHAM KALYANE | MBA(FT) | ICICI Securities Ltd. |
| 4 | ROHIT BIRLA | MBA(FT) | ICICI Securities Ltd. |
| 5 | Shalima jain | MBA(FT) | ICICI Securities Ltd. |
| 6 | Aasha Patidar | MBA(FT) | ICICI Securities Ltd. |
| 7 | Shivani Raghuvanshi | MBA(FT) | ICICI Securities Ltd. |
| 8 | Siddhi Sharma | MBA(FT) | ICICI Securities Ltd. |
| 9 | Vardhita Jain | MBA(FT) | HDFC AMC/Axis bank |
| 10 | Tanya Manore | MBA(FT) | Certainty Infotech Pvt.Ltd |
| 11 | Abhishek Sharma | MBA(FT) | Certainty Infotech Pvt.Ltd |
| 12 | Sakshi Parashar | MBA(FT) | Axis Bank |
| 13 | Ishika Malviya | MBA(FT) | Mahindra Finance/Indiamart |
| 14 | Khushi Prajapat | MBA(FT) | Zucol Services Pvt.Ltd. |
| 15 | Naaz Hussain | MBA(FT) | Zucol Services Pvt.Ltd. |
| 16 | Manisha Porwal | MBA(FT) | Zucol Services Pvt.Ltd. |
| 17 | Prachi Tiwari | MBA(FT) | Zucol Services Pvt.Ltd. |
| 18 | Nikita Sombanshi | MBA(FT) | Zucol Services Pvt.Ltd. |
| 19 | Priyal Rathi | MBA(FT) | Zucol Services Pvt.Ltd. |
| 20 | Akash Mishra | MBA(FT) | Ktek Resourcing/Esaf Small Finance Bank |
| 21 | Ayushi kalra | MBA(FT) | Ktek Resourcing |
| 22 | Muskan Agrawal | MBA(FT) | Americal Pharma Remedies |
| 23 | Pravada Sarkar | MBA(FT) | Apari Solutions |
| 24 | Shubhra Dammani | MBA(FT) | Mahindra Finance |
| 25 | Nidhi Jain | MBA(FT) | Bluestone |
| 26 | Sneha Soni | MBA(FT) | Dmart |
| 27 | Shweta Sharma | MBA(FT) | Dmart |
| 28 | Abhishek Mishra | MBA(FT) | Dmart |
| 29 | Sheetal Pandey | MBA(FT) | Digigrains |
| 30 | Suhani Maheshwari | MBA(FT) | Digigrains |
| 31 | Aanchal Mishra | MBA(FT) | ICICI Prudential Life Insurance |
| 32 | Sagar Patidar | MBA(FT) | ICICI Prudential Life Insurance |
| 33 | Shailja Parmar | MBA(FT) | ICICI Prudential Life Insurance |
| 34 | Nensi Patidar | MBA(FT) | Home First Finance Company |
| 35 | Monika Sharma | MBA(FT) | Genpact |
| 36 | Riya Gandhi | MBA(FT) | Genpact |

Campus Placement



| | | | |
|----|---------------------|---------|--------------------------------------|
| 37 | Girdhar Saxena | MBA(FT) | Esaf Small Finance Bank |
| 38 | Akash Mandloi | MBA(FT) | Esaf Small Finance Bank |
| 39 | Ayushi Lokre | MBA(FT) | Capital Via |
| 40 | Vinay patel | MBA(FT) | State Street HCL |
| 41 | Anusha Parashar | MBA(FT) | State Street HCL |
| 42 | Anoop Bhartiya | MBA(FT) | Capital Via |
| 43 | Amit Jain | MBA(FA) | ICICI Securities Ltd. |
| 44 | Amit Pandey | MBA(FA) | HDFC AMC |
| 45 | Riddhi Harbhajanka | MBA(FA) | Axis Bank/State Street HCL |
| 46 | Rashi Sachdev | MBA(FA) | Zucol Services Pvt.Ltd. |
| 47 | Rajat Upadhyay | MBA(FA) | Ktek Resourcing/State Street HCL |
| 48 | Gautam Malviya | MBA(FA) | Capital Via |
| 49 | Mahak Jain | MBA(FA) | State Street HCL |
| 50 | Kewalya Shah | MBA(FA) | State Street HCL |
| 51 | Arpit Mishra | MBA(MM) | Cavitek |
| 52 | Anshul Kumar | MBA(MM) | Home First Finance Company |
| 53 | Harshal Jain | MBA(MM) | Home First Finance Company/Axis Bank |
| 54 | Rudra Pratap Singh | MBA(MM) | ICICI Securities Ltd. |
| 55 | Palash Mulchandani | MBA(MM) | ICICI Securities Ltd. |
| 56 | Anshul Thakur | MBA(MM) | Axis Bank |
| 57 | Sakshi Dhariwal | MBA(MM) | Digigrains |
| 58 | Yashpal Raghuvanshi | MBA(MM) | Niva Bupa Health Insurance |
| 59 | Anjali Sharma | MBA(MM) | Genpact |
| 60 | Nitya Sharm | MBA(MM) | Capital Via |
| 61 | Shubh Sharma | MBA(MM) | Haleon |
| 62 | Dinesh Rao | MCA | Sofmen Technologies Pvt.Ltd. |
| 63 | Himani Santwani | MCA | Ktek Resourcing |
| 64 | Nitesh Gupta | MCA | Glasier Inc. |
| 65 | Radhika Vyas | MCA | Maltar Services |
| 66 | paragh Edalwar | BCA | Ktek Resourcing |
| 67 | Vandan Maheshwari | BCA | Ktek Resourcing |
| 68 | Aashika Khanam | BCA | ICICI Prudential Life Insurance |
| 69 | Neelam Sahu | BCA | ICICI Prudential Life Insurance |
| 70 | Golesh Sahu | BCA | ICICI Prudential Life Insurance |
| 71 | Prakhar Banthia | BSc(CS) | Wipro |
| 72 | Juhi Taranekar | BBA | Ktek Resourcing/State Sreet HCL |
| 73 | Mahak Bhati | BBA | Ktek Resourcing |
| 74 | Khushi Pande | BBA | Ktek Resourcing |
| 75 | Nandini Porwal | BBA | ICICI Prudential Life Insurance |
| 76 | Shivna Mourya | BBA | ICICI Prudential Life Insurance |
| 77 | Namrata Madhwani | BBA | ICICI Prudential Life Insurance |

SVIM @ Media



HIGHER EDUCATION MINISTER FLAGGED OFF GYAN RATH



To make education universal by reaching out to the under-privileged sections of the society. In order to achieve the objective of bringing 100% computer literacy in rural areas, Shri Vaishnav Institute of Management's innovation Gyanrath was inaugurated by Chief Guest Dr. Mohanji Yadav, Hon'ble Minister of Higher Education, Madhya Pradesh to make students, youth, women and adults of rural areas computer literate. The director of the institute Dr. George Thomas said that I heartily welcome all the guests. Those who accented



श्री वैष्णव इंस्टीट्यूट ऑफ मैनेजमेंट ने योग सत्र के साथ मनाई स्वामी विवेकानंद जयंती

उत्तरी ३० दिसंबर 2022 श्री वैष्णव इंस्टीट्यूट ऑफ मैनेजमेंट ने विश्व के सबसे बड़े स्वामी विवेकानंद जयंती के रूप में 15वरी मनाई। इस अवसर पर 15वरी को मनाया गया। इस दिन का उद्देश्य गुरुकुल के रूप में भी मनाना है। इस दिन का उद्देश्य गुरुकुल के रूप में भी मनाना है। इस दिन का उद्देश्य गुरुकुल के रूप में भी मनाना है।

मैनेजमेंट स्टूडेंट्स ने जाना कैसे छप्ता है अखबार



श्री वैष्णव इंस्टीट्यूट ऑफ मैनेजमेंट के स्टूडेंट्स ने एक कार्यक्रम के माध्यम से छात्रों को अखबार पढ़ने के महत्व के बारे में शिक्षित किया।

वैष्णव इंस्टीट्यूट ने दिया महिलाओं को विशेष भोजन और गतिविधियों से सम्मान



एक-दूसरा और सम्मान दिवाने हेतु पुष्पों के साथ भोजन। कार्यक्रम के निदेशक डॉ. जॉर्ज थॉमस ने सभी को सम्मानित किया।

'कॉरपोरेट जगत की अपेक्षाएं' कार्यशाला में डॉ. गाायल ने कहा कॉरपोरेट जगत में सफल होने के लिए पूर्ण व्यक्तित्व होना आवश्यक



अभाव से ही सृजन होता है: तलरेजा

राष्ट्रीय सेवा योजना का शिविर संपन्न। श्री वैष्णव इंस्टीट्यूट ऑफ मैनेजमेंट राष्ट्रीय सेवा प्रकल्प का सफल शिविर संपन्न किया।

उत्साह, आनंद, और पुरानी यादों के साथ श्री वैष्णव इंस्टीट्यूट की कोन्फ्लुएन्स-23 का आयोजन



श्री वैष्णव इंस्टीट्यूट ऑफ मैनेजमेंट की 23वां वार्षिक कोन्फ्लुएन्स का आयोजन हुआ।

श्री वैष्णव इंस्टीट्यूट ऑफ मैनेजमेंट में फ्रांस दूतावास की कार्यशाला



श्री वैष्णव इंस्टीट्यूट ऑफ मैनेजमेंट में फ्रांस दूतावास की कार्यशाला का आयोजन हुआ।

श्री वैष्णव इंस्टीट्यूट ऑफ मैनेजमेंट में किया आयोजन



श्री वैष्णव इंस्टीट्यूट ऑफ मैनेजमेंट में आयोजित कार्यक्रम का सफल आयोजन हुआ।

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