

Monthly Newsletter

OCTOBER, 2024

ACADEMIC & STUDENTS

October 5 : Parent - Teacher - Student (PTS) Meet at IIIM



The Parent-Teacher-Student Meet featured a variety of activities tailored to its objectives. It has started with a warm welcome from the faculty members, followed by introductions of participating faculty members and an overview of the agenda. Dr. Reshma Sable, Dean, IIIM, provided an academic progress presentation highlighting students' achievements, areas for improvement, and future goals. Individual parent-teacher-student meetings were held to facilitate private discussions between parents and their child's Mentors, covering academic performance, behavior, and any other concerns. Discussions encompassed topics such as career guidance, attendance, academic performance, skills, and effective teaching pedagogy strategies. Further, Q&A session allowed parents to ask questions, seek clarifications, and offer feedback to faculty members, fostering clear communication. Informal networking sessions provided opportunities for parents, students, and faculty to interact, share ideas, and build connections. (**Faculty Coordinators:** Dr. Ruma Pal & Ms. Foram Pathak)

October 7 : IIIM Model United Nations (MUN)



On October 7, IIIM Organized a Model United Nations Activity for the students of BBA and MBA Programme. This Activity was designed to enhance students' understanding of global issues, diplomacy, and international relations while developing critical skills like public speaking, negotiation, and teamwork. The discussion was divided into two agendas. Lok Sabha was held for the theme of "Two Decades of the Indian Government: Treasures and Traps" & the other agenda was General Assembly with a theme of "Discussion on Rising War Threats in accordance with the Current Middle East Crisis." The students participants were assigned the country / leader for delegation. **(Faculty Coordinators: Mr. Brijesh Patel & Ms. Khushboo Bhatt)**

FACULTY ACTIVITY

October 19 : Sports Day for Faculty



On October 19, IIIM Organized a Monthly Sports Day for faculty members, where, faculties participated and indulged into some simulation game. This event aimed to provide a platform for interaction and networking. This monthly sports day strengthens the network and provide a healthy work environment. **(Faculty Coordinator: Mr. Mahendra Prajapati)**

HAPPENINGS @ IIIM

October 3: "Ad-Insight Derby : An Ad-Analysis Competition"



The Marketing Club of Indukaka Ipcowala Institute of Management (IIIM) successfully hosted the "Ad-Insight Derby: An Ad-Analysis Competition", on 3rd October 2024. The event attracted enthusiastic participation from students across MBA and BBA programmes. A total of 36 participants presented the advertisement analyses on the day of competition. Participants were given specific advertisements in advance and were asked to deliver a comprehensive evaluation of each ad's effectiveness, target audience, creativity, and overall impact. Through these presentations, students demonstrated their marketing expertise, critical thinking abilities, and practical application of advertising concepts. After a meticulous review of all presentations, the following students were honored for their outstanding performance: 1st Rank: Nakshtra Patel (23MBA136), 2nd Rank: Dhruv Bhanushali (22BBA009), 3rd Rank: Nikhar Nanwani (24MBA072). The event was a great success, providing a platform for students to refine their analytical skills and apply theoretical knowledge to real-world marketing challenges. (**Faculty Coordinator:** Dr. Archana Sarkar)

October 3: "CommCraft Challenge: Creative Communication Design Competition"



HAPPENINGS @ IIIM



On 3rd October 2024, the Marketing Club at IIIM, organized the "CommCraft Challenge: A Creative Communication Design Competition". The event saw impressive participation, with 111 students from MBA and BBA programmes registering. Out of these, 89 students actively designed creative posters on the day of the competition. Participants were assigned specific products and communication goals and were tasked with creating engaging social media posters using digital design tools. The challenge encouraged students to blend creativity with technical skills, producing posters that effectively communicated the product's message to the target audience. After careful evaluation, the following participants were recognized for their outstanding designs: 1st Place: Dhruvi Patel (24MBA095), 2nd Place: Diya Modi (23BBA064), 3rd Place: Margi Shingala (24BBAE075). The competition provided an excellent platform for students to demonstrate their design skills and creativity in strategic communication. (**Faculty Coordinator:** Dr. Archana Sarkar)

October 22: HR IQ CHALLENGE - QUIZ COMPETITION



On October 22, HR Club at IIIM, successfully organized HR IQ CHALLENGE - QUIZ COMPETITION. The event aimed to enhance student's understanding of HR concepts, trends and practices. The competition witnessed an enthusiastic turnout, with a remarkable total of 105 participants competing in the quiz, all from MBA Programme. Four students stood out from the rest. The students who performed exceptionally well were from MBA Programme Semester 3. In the 1st position we had a tie between Sarvi Dineshkumar Patel (23MBA144) and Ayush Alpeshbhai Kapatel (23MBA062). The 2nd position was secured by Jain Ayush Rajeshbhai (23MBA053) and the 3rd position was secured by Aksh Mistry (23MBA087). Their achievement reflects their dedication and mastery of the content, setting a benchmark for others to aspire to. (**Faculty Coordinators:** Ms. Nikita Chhasatiya & Ms. Foram Pathak)

STUDENT SPEAK

ABOUT LIFE @ IIIM



Mr. Bhavesh Badlani

(24BBAB002)

Student | BBA - BA | Semester 1,
IIIM | CHARUSAT

I Bhavesh Rakeshkumar Badlani, find myself very lucky that I am part of such a wonderful institute where focus is not only on the academics but it nourishes every skill of all the students. IIIM-CHARUSAT conducts different activities and organize various events where students can showcase their skills and nurture them. It knows the behavior and mindset of this generation and molds curriculum of institute according to that.

Looking at events, I witnessed notable events here and also participated in some of them. For those students who are interested in arts and crafts, an event named **“Kalakruti”** was organized where students participated in different activities like Poster making, Collage making, Rangoli competition, Mehndi competition, Clay Modelling which represented creativity of students across various fields of art. Thereafter, **“Blood Donation camp”** was held at the institute on occasion of “Kargil Vijay Divas” where students and faculty members donated blood as a part of tribute to soldiers who sacrificed their lives in Kargil war. Being a part of NSS unit at IIIM, I volunteered in the event and found that everything was very well organized and everyone be it students or faculty members were very passionate. Also there was **“Independence Day Celebration”** on the occasion of 78th Independence Day where flag hoisting was done at the institute, and the environment on that was filled with the feeling of patriotism. **“Commercial Sports Day”** was also organized by the institute wherein games like Box cricket, Blind Football, Badminton, Chess and E-Sports BGMI were included. Students as per their interests participated in various games and they learned various dynamics of working in a team setup.

Not only the events but academics curriculum of institute also helps students to enhance their overall personality and develop managerial skills in them. Faculty members of institute are so helpful and kind. Their kind nature make students feel free to talk with them in any kind of situation. Also institute has Mentor-Mentee system where mentors conduct personal discussion and students can discuss their problems or issues they are facing not only in academics or institute related but related to personal life also, and faculties suggest them the probable path to walk.

Like students, institute also take care of faculty members like for improving coordination and enhance their bond every month faculty sports day is organized so that faculties can also enjoy and share good bond with other faculty members. My personal experience being the part of IIIM-CHARUSAT has been fabulous and I have learnt so much in such short period and many more learnings are to go. Finally, I am very glad to be getting educated from IIIM-CHARUSAT.

PROFESSORS' CORNER

CRITICAL OVERVIEW OF TRANSFERRING INDIAN EDUCATION TO GENERATIVE AI BASED EDUCATION

Ms. Nikita Chhasatiya

Teaching Assistant,
IIIM | CHARUSAT



"Artificial Intelligence in Education: A Double-Edged Sword for Students"

Use of AI has pervasively become part of classrooms and is now essential in education systems around the world. Students incorporate AI technology in learning, research and as a means of creative production. However, all of these can't be a seamless with technological advancement. There are risks that may influence students' future employment involuntarily. This article explores these issues and show how the reliance on AI might actually have deleterious effects on students.

1. Declining capabilities for critical thought

A key concern stemming from student's current use of AI tools is the noticeable decline in their analytical abilities. By relying on AI -generated responses, students risk not fully understanding the subject matter, which greatly hinders the development of their critical thinking skills. Simply echoing what AI offers is not an effective study method. True learning involves questioning, discussing, and ultimately understanding. These 3 essential processes cannot be bypassed.

2. The over reliance on AI

While AI offers various tools for tasks like data processing and grammar corrections, students risk compromising valuable academic skills by over-relying on these technologies. For instance, although tools like automatic essay generators can create

coherent text and well-structured content, they cannot substitute essential qualities like originality, creativity and insight which are fundamental to meaningful writing. Over the time, students may find it difficult to complete projects independent and face challenges in professional environments where such resources are unavailable.

3. Deteriorated process of learning

Education plays a vital role in fostering long term knowledge and intellectual curiosity, beyond just delivering immediate results. While AI systems are highly efficient, they often bypass the cognitive processes essential for true learning. For example, using AI to solve math problems may provide quick answers but can prevent students from grasping the underlying concepts and methods. This can make it harder for them to tackle more complex tasks later on. Students must be mindful of the potential drawbacks of AI technology even though it can certainly enhance some aspects of education. Over reliance on AI could lead to a decline in autonomy, creativity and critical thinking in learning. Educators and institutions must take a proactive stance, encouraging responsible AI use and emphasizing the importance of balancing technology with intellectual engagement and independent work.

"Technology should enhance learning, not overshadow human creativity and thought."

THE INFLUENCE OF GEN Z ON CONSUMER PURCHASE DECISIONS IN THE DIGITAL MARKETING ERA



Ms. Riddhi Soneji

Teaching Assistant,
IIIM | CHARUSAT

Generation Z, with nearly two billion people worldwide, is the largest and fastest-growing consumer group. As digital natives, Gen Z spends a lot of time on social media platforms, platforms like Instagram, Facebook, Twitter, and Snapchat and these platforms are highly effective for businesses to share content, run ads and engage with young consumers.

Ever noticed how the exact product you're hunting for on Amazon, Myntra or Nykaa pops up on your social media feed? It's like your favourite brands know what you want before you do! That perfect pair of shoes or the latest skincare must-have seems to follow you around, making it hard to resist clicking "Buy Now."

Gen Z loves personalized and real experiences, and brands are listening! They're not just throwing ads your way; they're creating marketing that feels just for you. Amazon and Flipkart even have special sections full of affordable, durable products that Gen Z adores. This generation is changing the game for online shopping and wearable tech. Get ready for an exciting shopping experience!

Gen Z, the true "digital natives," grew up with tech at their fingertips, and they expect brands to keep up! They want instant, real connections and total transparency. The old-school ads on TV and magazines just don't cut it anymore. Brands are shifting their game, focusing on what matters to Gen Z—authenticity and engagement in real time! Over 70% of Gen Z shoppers are willing to pay more for sustainable products. They're drawn to brands that champion sustainability, inclusivity,

and ethical practices. It's not just about the product; it's about trust. Brands that have real conversations about social change and actively make a difference are the ones winning Gen Z's loyalty!

Gen Z is rewriting the rules with the rise of social media influencers! Collaborating with influencers who click with Gen Z can boost engagement and spread brand messages fast. Micro-influencers, with their smaller but super-engaged followers, are especially powerful—because their recommendations feel personal and genuine, making them the go-to voices for young consumers!

Generation Z significantly influences consumer purchase decisions across various platforms in the digital marketing era. For instance, Amazon captivates Gen Z with extensive product reviews and user-generated content that facilitate informed decision-making. Myntra engages this demographic through influencer collaborations and social commerce features, appealing to their desire for authentic fashion trends.

In conclusion, Gen Z is reshaping the market with their demand for meaningful, ethical, and experience-driven shopping. Brands that connect authentically and share Gen Z's values won't just survive—they'll lead the way in the future of spending. Understanding this powerhouse generation isn't a choice; it's a must for any brand aiming to thrive in today's fast-changing world!

LEGAL PERSPECTIVE: "I AM WHAT I AM, SO TAKE ME AS I AM"PARENTS AND CHILD RELATIONSHIP

Ms. Ojisha Bharadwaj

*Assistant Professor,
 IIIM | CHARUSAT*



"Yeh to Sach hai Kee Bhagwan hain.. Hai Magar Phir Bhi Anjaan Hain."

Parents were same when you were of 5, but when you are of 15, you want them to change with your age, but you yourself find it difficult to change with their age.

1. When your age was of 5, your parents age number was of 30.
2. When your age became of 15, you started advising that parents who are of 40 now, should behave in certain way with you.
3. When you are of 25 and Parents are of 50, you started believing that Parents are actually not updated and you need to ignore them now.
4. When you are of 35 and Parents are of 60, you started pointing faults in Parents.
5. When you are of 45 and Parents are of 70, by this, you have already started taking decisions for home/office/and your children's. Your Children's are 5 now....!!!!

It's all actually the game of perceiving. You believe it or Not. But Courts do...!! And So do the Law. You grow with your age, have your Space. Let Parents grow with their age, give them Love.

1. Family Law (Section 125 CrPC Act)
 - a) Maintenance of children by Parents till certain age
 - b) Maintenance of Parents by Children's after certain age
2. De criminalizing Section 377 IPC.
3. Teenage love is a legal grey area (POCSO Act)

Let us see some Landmark Judgements One Liners:

- Not Even Parents Can Interfere in Children's Right to Choose Partners, Live-In Relationship': Allahabad HC.
- The Navtej Singh Johar v. Union of India case is a landmark Supreme Court ruling that decriminalized same-sex relations between consenting adults in India.
- Teenage love is a legal grey area The Delhi High Court has observed that teenage love is a legal grey area and it is debatable if it can be categorized as an offense. The court has also observed that the police sometimes record statements that are contrary to the victim's earlier statements.
- Many elderly not being looked after by their families': Bombay High Court: During a hearing on Tuesday, the Bombay High Court noted that the decline of the joint family system has resulted in many elderly individuals not receiving proper care from their families.
- Delhi High Court Evicts Son, Daughter In-Law of Woman, 80, Facing Harassment at Home. The petitioner, who invoked the provisions of the Maintenance and Welfare of Parents and Senior Citizens Act, said she was the sole and registered owner of the property and neither her son nor the daughter-in-law provided any care to her or her husband.

So...Keep giving Love to your Parents, and you will keep getting space from your Parents...!! Equip to Enjoy.

**** Tip of the month:** A notification issued by the Department of Personnel and training (DoPT) on Friday said, "" In exercise of the powers conferred

Emotional Resilience



Ms. Khushboo Bhatt

Assistant Professor,
 IIIM | CHARUSAT

In the previous article (**Newsletter, September - 2024: Emotional Alchemy**), we discussed the transformative process of turning the negative emotions into wisdom and strength. focusing on this, now we are moving ahead with Emotional Resilience, an ability which enables individual to bounce back from adversity. If emotional alchemy is about transforming our emotions, emotional resilience is about maintaining that transformation through life's inevitable ups and downs.

In a world full of uncertainties and challenges, emotional resilience is a skill that helps individual to understand life's ups and downs. It is the ability to adapt, recover and grow from difficulties and challenges. It is not at all about surpassing or avoiding the negative emotions, but rather prepare the individual to face it with grace and strength.

Across various fields, Emotional Resilience is vividly described as an inner strength that pushes oneself to bounce back from difficulties be it a personal loss or a stressful situation or some ongoing challenges. Resilient individuals are prepared to deal difficulties with a positive mind-set, considering challenges as a new learning lessons rather than considering it as an obstacle.

Generally, it is assumed that resilience is about denying or avoiding the feeling or pain or the emotion. However, emotionally resilient individuals accept and acknowledge the emotions and feel them. These individuals find the ways to respond to the stressful situation constructively by keeping a balance between various perspectives and focus on the aspect which can be regulated.

It not only helps people to recover from setbacks; it also nurtures a healthier, and a

fulfilling life. Resilient individuals generally do not experience anxiety or depression as they have developed strategies to manage their emotional responses. Emotional Resilience contributes to better health and mental well – being. By processing emotions effectively, individuals can protect their mental well-being and can enhance their overall quality of life.

Emotional Resilience is a skill that can be developed over a period of time. The foundation of developing Emotional Resilience lies in focusing on self – awareness. Which is nothing but recognizing one's emotional triggers, strengths, and weaknesses.

Another core practice can help in developing Emotional Resilience i.e., Emotional Regulation. Resilient individuals have an ability to regulate the emotions regardless of positive or negative. Instead of ignoring, the individuals try to manage it in healthy way by practicing mediation or some mindfulness exercises.

Furthermore, Optimism is one of the key aspects in developing Emotional Resilience. An Optimistic Outlook doesn't mean being unrealistically positive but focuses on solutions and believing in possibility of positive outcomes.

Further, Adaptability and Flexibility can help an individual to develop the Emotional Resilience. In the unpredictable circumstances and situation, those who are able to adapt the changing paradigms are better positioned to handle adversity. Working on flexible thinking helps the individuals to approach to the challenges with an open mind.

HIGHLIGHT OF THE MONTH

October 25-28: Prabandhan: A Step towards Innovative Management



IIIM's 'Prabandhan' programme is designed to equip students with essential management skills tailored for the ever-evolving landscape of industry and entrepreneurship. Emphasizing practical learning, the program integrates theoretical knowledge with real-world applications through Exhibition cum Selling Expo. Participants are encouraged to think critically and creatively, fostering an entrepreneurial mindset that is crucial in today's competitive market. This year, more than 300 student participants have participated by having owned a total of 56 stalls. The product stalls had products like Apparels, Bags, Footwear, Pots & Gardening Items, Decorative Arts & Crafts, Gifting Items, Decorative Candles, Jewellery, Cosmetics, Home Furnishings, Wooden Decorative Art, Books, Office Automation, Electronic Appliances, Diwali Lights, Farsan, and Household Appliances. The food stalls had options like Juices, Milkshakes & Cocktails, Enchiladas, Tikki Chaat, Vada-Pau, Mexican Food, Burgers, Pizzas, Garlic Breads, Chinese, and Local Gujarati Snacks. The event was managed by 35 volunteer students of BBA and MBA programmes. A total of Rs.45.38 Lakhs worth of sales generated during the four-day event. (**Faculty Coordinator:** Mr. Kirti Patel)

Editor

Ms. Khushboo Bhatt