

Monthly Newsletter

APRIL, 2025

ACADEMIC & STUDENTS

April 11: Parent - Teacher Meet



The Indukaka Ipcowala Institute of Management (IIIM) organized a Parent-Teacher Meet on April 11, 2025. The event featured a range of activities aligned with its objectives. It began with a warm welcome by the faculty members, followed by introductions of the participating members and an overview of the agenda. Dr. Reshma Sable, Dean, FMS delivered a presentation on students' academic progress, highlighting key achievements, areas for improvement, and future goals. Individual parent-teacher meetings were conducted to allow private discussions between parents and mentors, focusing on students' academic performance, behavior, and any specific concerns. This discussion also covered topics such as career guidance, attendance, skill development, and effective teaching strategies.

(Faculty Coordinator: Dr. Ruma Pal)

April 30: Expert Session on Interview Practice and Mock Interview Guidance

An expert session on Interview Practice and Mock Interview Guidance was conducted on April 30, 2025, for students who had successfully cleared the TCS entrance examination. The session was led by **Mr. Kushagra, HR at Tata Consultancy Services (TCS)** and a proud **alumnus** of IIIM, CHARUSAT.

Mr. Kushagra shared valuable insights into the interview process, offered practical tips, and engaged students through interactive mock interview scenarios. His industry experience and engaging delivery significantly enhanced the students' readiness and confidence for their upcoming interviews.

(Faculty Coordinator: Dr. Hardi Raval)

FACULTY ACHIEVEMENTS

Dr. Ruma Pal Published a Book Chapter titled **"Enhancing Graduate Employability: Integrating Industry Relevant Skills in Postgraduate Marketing Curriculum"** in the Edited Book titled **"A New Dawn for Indian Higher education Embracing the paradigm shift"** published by Twentyfirst Century Publications, Patiala, (Page no : 424-429 , ISBN Number: 9789365867091). The chapter focuses on aligning postgraduate marketing curricula with industry-relevant skills to enhance the employability of marketing graduates.



FACULTIES INVITED AS EXPERTS



Dr. Geeta Marmat was Invited by the **Commamacad** as a Resource Person on **12th & 13th April, 2025** to conduct a Two Day National level e-Workshop on **"Systematic Literature Review"**. The specific focus was on data extraction techniques in SLR, record analysis, classification and synthesis of Literature.

Dr. Archana Sarkar was Invited as a Resource Person for a Three-Day National Level Workshop on **"Data Analysis Using SPSS"**, organized by **Sun Virtual Learning, Tamil Nadu**, during **28th to 30th April 2025**. She conducted hands-on sessions covering the fundamentals of SPSS, including data entry, variable setup, and data management. She also introduced participants to key statistical concepts such as reliability and validity testing, normality checks, and the application of various parametric tests (such as t-tests and ANOVA) and non-parametric tests (including Chi-square, Mann-Whitney U, Wilcoxon, and Kruskal-Wallis) within SPSS.



CAMPUS PLACEMENT OPPORTUNITIES

We are proud to announce that our students have got the placement opportunities in the following industries:

Date	Name of the Company
April 2	Epnovate Technologies Private Limited
April 7	Finger Tips Solutions Private Limited
April 17	Pod. AI
April 18	CoFinance Biz Solutions
April 19	Sneh World LLC`
April 20	Friends Steel Private Limited
April 20	Withum India Private Limited
April 20	msg Global Solutions India Pvt Ltd
April 20	Nexus Corporate Private Limited
April 20	Popular Wheelers: Nexa
April 21	Nuvuco Vistas Corporation

AN OVERVIEW ABOUT THE WORKING PROJECTS

April 01: IIIM Media Crew Signs First Commercial Project with MyUdaan



On April 01, 2025, **IIIM Media Crew** marked a significant milestone by signing its first commercial contract with MyUdaan, a promising collaboration that reflects the growing capabilities and professional journey of the **student-driven media team** at IIIM. This partnership represents a step forward in transforming classroom learning into real-world impact, blending creativity with purpose.

Ramol Smart Village Project: Activities Carried out till April 30, 2025



In line with its commitment to **transforming villages into SMART communities**, CHARUSAT launched a rural development project in **Ramol village**. Under the **guidance of Shri Ashok Patel** and **coordinated by Dr. Binit Patel and Dr. Reshma Shable**, the initiative commenced with a **preliminary meeting on April 2, 2024**, during which **Dr. Divyang Purohit** introduced CHARUSAT's rural mission to village authorities. He conducted a **baseline assessment** to identify core developmental needs, such as wastewater management, lake redevelopment, and public space renovation.

On December 3, 2024, a team from the **Civil Engineering Department** carried out a **drainage system analysis** and **collected water samples from village ponds**. A **follow-up water quality check** was conducted on **January 10, 2025**. While the sewer drainage system was deemed functional, enhancements were suggested for **pond dredging and culvert upgrades** to manage stormwater more effectively.

A major Cleanliness and Awareness Drive was held on **December 7, 2024**, led by **Dr. Megha Desai and Prof. Pinal Hansora**, involving **60 NSS volunteers**. They cleaned key public spots - temples, schools, government buildings and conducted **door-to-door campaigns** to educate residents on hygiene, waste segregation, and sustainable living.

This integrated effort combining technical analysis and community engagement demonstrates CHARUSAT's sustained commitment to rural transformation, with Ramol emerging as a promising SMART village model.

PROFESSORS' CORNER

A PRAYER OF GRATITUDE AND HEALING

Ms. Foram Pathak

Assistant Professor,
IIIM | CHARUSAT



Dear God, Dear Universe,
Source of all light and love —
With a humble heart, I thank you thank you thank
you God!

Thank you for guiding me, shaping me, thank you for
holding my soul through every storm, thank you for
helping me build, grow, and heal. Thank you for
letting me live up to my name Foram.

Gratitude to as you were there in silence and
sound....

In lessons, in love, in letting go, in learning, in
situations when I have always needed someone
thank you for holding my hands —Thank you God
Thank you universe ❤️

You have helped me rise again and again, and even
now, you are helping me become more of who I truly
am.

I thank you for the wisdom shared,
I thank you for the strength beneath my weakness,
For all the unseen hands that carried me,
And for the abundance still unfolding.

Forgive me, Divine One,
For every misstep —
Known or unknown,
Spoken or silent,
Intentional or born of confusion.

I release them into your mercy.

Please God Wash me, wash me clean of all that no
longer serves.
Greatly God Remove, Remove the veils of doubt, fear,
and shame.
Kindly Sharpen, sharpen my knowing, So I may walk
in your truth.

I forgive myself —
For the roads I did not take,
For the moments I did not understand.

I forgive all others too,
Souls who could not see me fully, who did not know
my heart or path.
May we all be free.

To those who have left—thank you, thank you,
thank you.
You have kindly created space for deeper love.

To those yet to come—welcome, I welcome you to
experience the mutually. You are part of the
blessing.

I give thanks for my body,
My soul, my thoughts, my breath.
I thank the past, the present,
And all that is still to arrive.

Thank you universe thank you God
Every moment is part of the masterpiece
You are painting through my life.

Dear God, you have helped me build, grow, and
heal—

And I know you are still doing so now.
Continue to hold me close.

Surround me in your divine guidance.
Lead me in light.

Keep me aligned with your sacred truth.
And let my life be a reflection of your love.

Thank you God
Thank you Universe God

TEAM ADMISSION @ IIIM WHERE PROFESSIONALISM MEETS PURPOSE



At the heart of the successful admissions process for **BBA, MBA, and MSc in Management programs** at the Indukaka Ipcowala Institute of Management (IIIM), CHARUSAT, stands a dedicated and dynamic team working seamlessly to welcome the next generation of future managers, analysts, and entrepreneurs. In parallel, admission for the **BA English** and **BLIS** has also gained momentum. **Team Admission@IIIM**, led with vision and commitment by **Dr. Binit Patel, Principal, IIIM**, represents a blend of academic insight, strategic planning, and student-centered service.

Under the close coordination of **Mr. Kirti Patel (Team Coordinator)**, who ensures smooth execution and communication throughout the process, the team exemplifies collaboration and excellence. The dedicated efforts of **Dr. Jaimin Trivedi, Dr. Archana Sarkar, and Ms. Margi Mehta** - who serve as **admission counsellors** have been instrumental in providing personalized guidance to every prospective student and their families. Their approachable demeanor, deep knowledge of academic programs, and genuine enthusiasm have helped many applicants make informed decisions. **Mr. Surpalsinh Rathod, Ms. Nilam Parmar, Mr. Mahendra Prajapati, and Mr. Brijesh Patel** are working seamlessly to manage the documentation and data entry process. The counselling and admission process for the newly introduced professional programs BA English and BLIS, led by counsellors **Dr. Kaushik Trivedi** and **Ms. Priyanka Patel**, is steadily progressing.

Behind the scenes, the invaluable contribution of the Technical Staff - **Mr. Dipak Patel, Mr. Ishan Patel, and Mr. Snehal Patel** has ensured that technical and student enrolment channels function without a hitch.

Together, Team Admission@IIIM has not only streamlined the admission process but has also created an environment of warmth, trust, and transparency. Their collective efforts go beyond just enrolling students - they build the first bridge between aspiring learners and a world-class educational journey at IIIM.

Thanks to the united efforts of all involved, **the target for merit-based admissions is well on track and soon to be achieved.**

This teamwork truly reflects the institute's ethos: **"Empowering Through Education with Empathy and Excellence."**

(Story by Dr. Kaushik Trivedi)

HIGHLIGHT OF THE MONTH

APRIL 25 TO 27: CHARUSAT EDUCATION EXPO 2025



The **CHARUSAT Education Expo**, held from **April 25–27, 2025**, witnessed an enthusiastic response with **over 5,000 visitors** exploring diverse academic possibilities at CHARUSAT. The event featured **16 vibrant stalls** representing 7 Faculties and 10 Institutes across the university, providing in-depth career counselling and admission guidance for **55+ academic programs** available at CHARUSAT. A total of **26 innovative student projects** were showcased, **reflecting the university's spirit of creativity and applied learning**. Adding an element of excitement, a dedicated **game zone** was set up to promote the idea of **'fun with learning'**. The Expo offered a one-stop platform where **Education, Innovation, and Opportunity converged under one roof**.

Editor

Ms. Khushboo Bhatt & Dr. Kaushik Trivedi