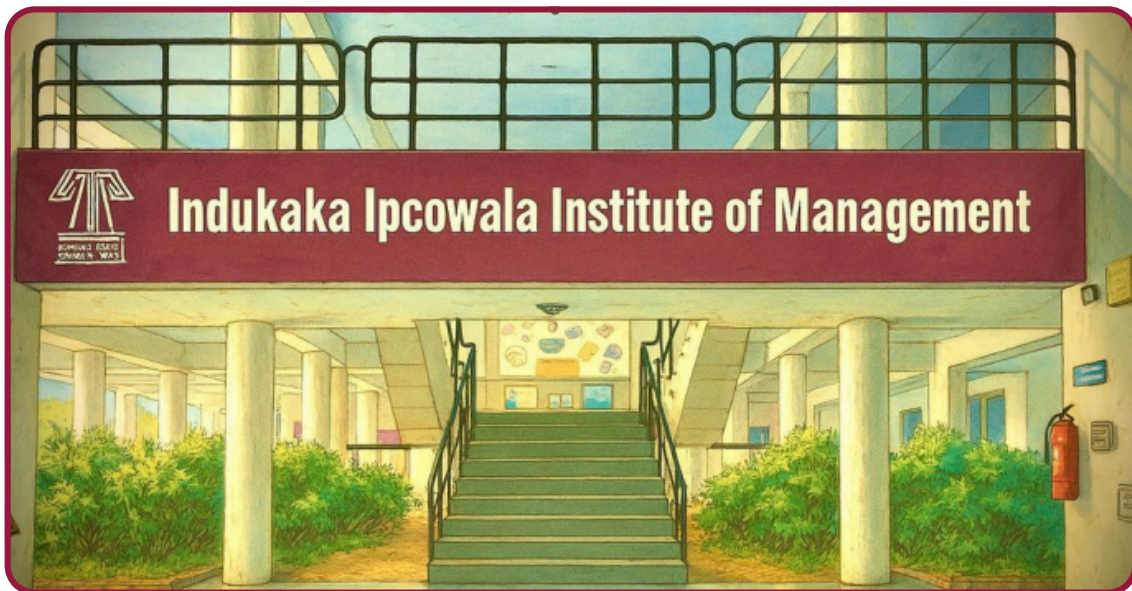


# Newsletter

July 2025



## FROM OUR CAMPUS TO YOUR DESK

At IIIM, every achievement is a step toward our vision of excellence. This newsletter celebrates the passion, talent, and determination of our students, faculty, and staff. May it inspire us all to keep learning, innovating, and making a difference!

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# BBA Orientation Programme

July 01 & 02, 2025



The BBA Orientation Programme 2025 at Indukaka Ipcowala Institute of Management, CHARUSAT, was successfully organized on **July 1-2, 2025** for all newly admitted BBA students. The two-day programme offered a comprehensive introduction to institutional policies, mentoring systems, student services, library resources, etc. Activities like document verification, welcome address by the Dean, interactive ice-breaking sessions, campus tours, and photography sessions were well-coordinated. A dedicated slot for sports briefing and networking allowed students to connect informally. The orientation concluded with an enthusiastic response from students and active support from faculty, staff, and the media crew.

**Event Coordinator: Ms. Margi Mehta | Events Cell - IIIM**

## Financial Literacy Quiz

July 25, 2025



The **Finance Club - IIIM** successfully hosted its first event of the academic year, the **Financial Literacy Quiz**, on **25th July 2025**, exclusively for BBA students. Designed to test and enhance students' understanding of essential financial concepts such as banking, budgeting, investment, insurance, and personal money management, the quiz drew an overwhelming response, wherein **100 students participated in the quiz**. Conducted in a pen-and-paper format, the **quiz comprised 30 multiple-choice questions** and saw energetic participation, healthy competition, and remarkable performances. Dr. Gaurav Rajput, Ms. Rania Pathan, and Dr. Sumetha Madhu oversaw the event. The event was organized in association of Event Cell - IIIM.

The competition concluded with a tie for the top spot between **Aastha Kishorkumar Kotadiya and Tunjankumar Maheshwari**, both **securing 29 out of 30 marks**. With its enthusiastic turnout and evident learning outcomes, the Financial Literacy Quiz set a strong precedent for the Finance Club's upcoming activities, reinforcing IIIM's commitment to practical, skill-based learning.

**Event Coordinators: Dr. Gaurav Rajput | Ms. Rania Pathan | Dr. Sumetha Madhu | Events Cell - IIIM**



# BRAND-WARS 2025:

## A Marketing Debate & Strategy Challenge

July 28, 2025

The **Marketing Club - IIIM** successfully organized its inaugural event, “**Brand-Wars 2025**”, on **28th July 2025**, exclusively for students of BBA (General), BA, and BBA (ENVM). This competition brought together **20 dynamic teams** who showcased their marketing and branding acumen across two intense rounds – a Brand Face-Off and a Strategy Challenge. The event witnessed high levels of energy, creativity, and critical thinking as students debated top Indian brands and devised innovative solutions to current industry challenges.



Judged by Dr. Vijay Makwana and Ms. Margi Mehta, the competition concluded with the top three positions awarded to: **Krisha Bhanushali and Jinal Patel (1st Rank)**, **Yashvardhan Maharana and Karan Thakkar (2nd Rank)**, and **Avinash Barot and Dharmayu Raval (3rd Rank)**. With enthusiastic participation and insightful presentations, Brand-Wars 2025 marked a promising beginning for the Marketing Club’s annual lineup of events. The event was organized in association of Event Cell - IIIM.

**Event Coordinators: Dr. Archana Sarkar | Ms. Margi Mehta | Events Cell - IIIM**

## HR Arena - Quiz Competition

July 28 & 29, 2025



The **HR Club of IIIM** successfully organized its flagship event, “**HR Arena - Quiz Competition**”, on **July 28 & 29, 2025**, exclusively for BBA students. Designed to enhance students’ understanding of HR functions, terminology, and emerging trends. In **total 68 students participated in Round 1: a Written Test**. Based on scores, the **top 12 students advanced to the final round** and were grouped into six dynamic teams of two. Held in the Conference Room, the Open Strategy Round tested participants through engaging HR-centric challenges such as logo and tagline identification, personality recognition, HR process sequencing, scenario-based problem solving, and myth-or-fact rounds.

The event witnessed an enthusiastic display of teamwork, analytical thinking, and HR awareness. After a closely contested finale, **Patel Vrunda and Soni Mahi Pareshkumar (Team D)** secured the **1st Rank**, while **Vraj Pareshbhai Panchal and Joshi Jayati (Team B)**, along with **Nisha Murlidhar Parmanandani and Hingarajiya Hetkumar Rajnikant (Team F)**, were declared **Runners-up**. The event was organized in association of Event Cell - IIIM.

**Event Coordinators: Ms. Subhashree S | Mr. Brijesh Patel | Events Cell - IIIM**

# Emotional Intelligence Workshop Series

July 28 & 29, 2025

The **Emotional Intelligence (EI) Club - IIIM**, in collaboration with the Event Cell - IIIM, conducted a two-part **Emotional Intelligence Workshop Series** on 28th and 31st July 2025 at the IIIM Auditorium. Workshop 1 explored the five core components of Emotional Intelligence: Self-Awareness, Self-Regulation, Motivation, Empathy, and Social Skills—while Session 2 introduced the Emotional Iceberg Model, delving into the deeper emotions, beliefs, and experiences that shape behavior. Both sessions, led by Ms. Khushboo Bhatt with activity facilitation by Ms. Dharti Patel, blended conceptual discussions, real-life examples, and interactive activities, culminating in a quiz to assess learning.



With **91 students on Day 1** and **93 students on Day 2**, the workshop saw enthusiastic participation and high engagement. The **quiz winners were Ikra Vahora (1st Place), Pradyumna Dongre, Kavya Soni, Zeel Bhavsar, Jainee Tank, Kunj Patel, and Jiya Joshi (2nd Place), and Diksha Patel and Jinkal Rupala (3rd Place)**. The event successfully enhanced self-awareness, empathy, resilience, and interpersonal skills among participants, further strengthening IIIM's commitment to holistic student development. The event was organized in association of Event Cell - IIIM.

**Event Coordinators: Ms. Khushboo Bhatt | Ms. Dharti Patel | Events Cell - IIIM**

## Case Representation: Failure and Success of UN in world peace.

July 28 & 29, 2025



The **SDG Club - IIIM** organized a **case representation event** on 31st July 2025, aligning with **SDG Goal 16 – Peace, Justice, and Strong Institutions**. **Twenty BBA students** analyzed real-world conflicts to assess the UN's successes and failures in maintaining global peace. Topics ranged from the Thailand–Cambodia Border Dispute to the Syrian Civil War, presented through PPT and Canva, followed by Q&A.

Top scorers were, **Jinal Patel, Krisha Bhanushali, Chirag Maheshwari, Ridhdhi Lalwani, Moksh Bhatt, Rushabh Shah, Kalp Thakkar, Vaishnavi Patel, Kushal Shah, and Jeet Patel**. Expert evaluators praised the depth of research, analytical thinking, and presentation skills displayed. The event was organized in association of Event Cell - IIIM.

**Event Coordinator: Dr. Hardi Raval | Events Cell - IIIM**



July 2025



Successfully completed Ph.D. titled “Exploring Gender Issues in Krishna Dwaipayana Vyasa’s Mahabharata.” rsity,



Dr. Bharati Kaknani



Ms. Subhashree S

Acted as a Reviewer for the Journal Computers in Human Behavior: Artificial Humans - Scopus Indexed Journal



## Faculty Learning Leap

July, 2025

In the very first month of the **CHARUSAT-Coursera MoU (July 2025)**, 32 IIIM faculty members successfully completed a total of **53 online courses**, showcasing an inspiring commitment to continuous professional growth.



## Professors' Corner

*Ms. Foram Pathak*

*Assistant Professor | IIIM | CHARUSAT*



### When Courage Becomes the First Step

You are important and that's all that matters.

Your reset is sacred.

You are not starting from nothing.

You are starting from wisdom, experience, and the soul's silent knowing.

Walk gently. But walk forward.

Starting Again with Courage that matters.

Life sometimes breaks us....through grief, change, betrayal, or unexpected failures. It feels as if the ground beneath us has given way. But ancient wisdom reminds us: falling is not the end; it is the beginning of returning to your truth.

Starting again is not about forgetting the pain. It is about learning from it. It is a sacred invitation to rise...this time, not from ego, but from inner strength and awareness.

## **Courage to start over means:**

1. Facing fear without having all the answers
2. Accepting the past without letting it define you
3. Taking small steps even when the future feels uncertain
4. Letting go of what was, to create space for what can be

It's not about being fearless.

It's about walking through fear with shraddha (faith) and dhairya (patience).

It is the quiet courage of saying,

"I will begin again, not because I'm broken, but because I am becoming."

No matter how hard life is, no matter how vulnerable your truth is, no matter what you lost, neither what you had earlier nor what you have on your plate now...it doesn't really matter much.

What matters is you the current the present one.

Courage is Grace under pressure, the world breakdown everyone and afterwards, some are strong at the broken places.

Struggles are unavoidable in life and they make a difference.

Find out how you have managed these or such instances and situations in your life, write down as many as you can. And see how courageous you were and you are.





## **Editors**

Dr. Kaushik Trivedi | Ms. Khushboo Bhatt

## **Special Thanks**

Events Cell - IIIM | IIIM Media Crew