

Monthly Newsletter

MARCH, 2025

ACADEMIC & STUDENTS

March 03 - 07: Course Specific Workshop



During March 03 - 07, IIIM organized Course Specific Workshop for the MBA Batch 2024 – 2026. This workshop was designed to strengthen students' conceptual understanding and practical competence. The workshop played a vital role in bridging theoretical frameworks with real-world applications, thereby enriching the students' academic journey and equipping them for the challenges of the current academic term. **(Faculty Coordinator: Dr. Hardi Raval)**

March 07: 19th Annual Day Celebration



The **19th Annual Day** of the **Indukaka Ipcowala Institute of Management (IIIM)** was celebrated on **March 07, 2025**, in the presence of esteemed dignitaries including Dr. Binit Patel, Principal, IIIM; Dr. Reshma Sable, Dean, Faculty of Management Studies (FMS); and Dr. Bhaskar Pandya, Dean, Faculty of Humanities (FoH). The celebration began with a comprehensive Annual Report presented by Dr. Binit Patel, highlighting the institute's academic activities, achievements, and events throughout the year. The program featured an Award Distribution Ceremony, where **32 academic rankers from the BBA and MBA** programs were honored. Additionally, **23 winners** of various co-curricular and extracurricular events held during the academic year were felicitated. Special recognition was given to students who demonstrated exceptional performance in sports. The celebration also acknowledged the achievements of six participants of the **SAMVAD 2025 conference who received the Best Paper Award**. The institute took the opportunity to felicitate all teaching and non-teaching staff for their valuable contributions in the areas of teaching, research, and administration. Furthermore, students who significantly contributed to placement activities and members of the IIIM Media Crew were awarded certificates for their efforts. Student volunteers who played vital roles in various institutional activities including Prabandhan 2024 and Convegno 2025 were also appreciated offstage for their dedication and contribution. **(Convener: Dr. Binit Patel, Faculty Coordinator: Dr. Rajesh Sadhwani)**

March 10 - 13 : Promotional Campaign to Enhance Awareness and Utilization of CHARUSAT's NABL-Accredited Geotechnical, Soil, and Environmental Labs Among Real Estate Contractors and Developers



A team of **MBA Marketing students** from CHARUSAT undertook a promotional initiative to **enhance awareness and encourage the utilization of CHARUSAT's NABL-accredited Geotechnical, Soil, and Environmental Labs** among real estate contractors and developers in Anand and Nadiad.

The primary goal was to emphasize the reliability, accuracy, and compliance benefits of NABL accreditation. To achieve this, the students engaged in various promotional activities, including site visits, direct interactions, and the distribution of brochures, flyers, and digital presentations to educate stakeholders about the available testing services. The campaign, conducted from **10th to 13th March 2025**, reached out to **16 contractors and developers**, out of which **seven showed interest, and now one has become a client of CHARUSAT.** (Faculty Coordinator: Dr. Archana Sarkar)

March 27 : Alumni Interaction Series



As part of the **Alumni Interaction Series** for MBA Semester IV students of the International HRM course, a session was conducted on **March 27, 2025**. The invited speaker, **Ms. Shubhangi Joshi, currently working as a Corporate HR at L&T, Vadodara**, shared her professional insights and experiences in the field. A **total of 12 students** attended the interactive session, which provided valuable real-world perspectives on international HR practices. (Faculty Coordinators: Ms. Khushali Pathak & Mr. Brijesh Patel)

December 10 to March 08 : CASE STUDY COMPETITION – 2025



During **December 10 to March 08**, the **Case Study Competition** was organized by IIIM. The competition consisted of two rounds: **Round One - Online Poster Submission**: Each team was tasked with selecting a company and creating a poster based on a case study related to a specific theme. These posters were submitted through the Unstop platform.

Round Two - Case Study Presentation: From the first round, 20 teams were shortlisted for the final round, where they required to submit their full case studies and present them on March 8, 2025. A **total of 82 students, comprising 41 teams** from various colleges across India, participated in the first round by submitting their posters. Ultimately, **20 students, representing 20 teams**, advanced to the **final round** of the competition. **(Faculty Coordinator: Dr. Rajesh Sadhwani)**

February 06 to March 04 : Union Budget 2025 - Analysis Competition

During **February 06 to March 04**, the **Union Budget 2025 - Analysis and Debate Competition** was organized by IIIM. The competition was organized in two rounds: In **Round 1**, students were required to create a PowerPoint presentation focusing on critical analysis of the Union Budget 2025 with reference to the budget aspects of the specific sector.



The **Round 2** involved Students who excelled in Round 1, which involved a poster presentation on the Budget 2025 at IIIM, CHARUSAT on March 04, 2025. A **total of 135 students**, comprising **45 teams from BBA and MBA** programs participated in the **first round** by submitting their posters. **36 students**, representing **12 teams**, advanced to the **final round** of the competition. **(Faculty Coordinator: Dr. Rajesh Sadhwani)**

STUDENT & FACULTY ACHIEVEMENTS



Ms. Bansi Patel (23BBA079), secured the **2nd Position in Mime** at the **38th AIU Inter University National Youth Festival – Utsav'25!** held at Amity University, Noida, from **3rd to 7th March, 2025**. With participation from 150+ universities and over 2000 talented students from across India, this national stage was a celebration of creativity, culture, and expression.

On 29th March 2025, **Mr. Rushiprakash Patel (24BBAB054)** had an incredible opportunity to participate in the **State-Level Youth Parliament at the Gujarat Vidhan Sabha**. He was selected among the top 10 out of 110 participants from the nodal district of SP University. **At the state level**, he competed against 130 students and **secured a position in the top 25**. Delivering a speech on **"The Journey of 75 Years of the Constitution: Rights, Duties & Progress"** in such a prestigious setting was a truly enriching experience for him and proud moment for IIIM.



Ms. Subhashree S and Ms. Riddhi Soneji received **"BEST PAPER AWARD"** for the paper titled **"Exploring The Impact Of E-WOM On Consumer Purchase Intentions In Social Media Marketing: A Systematic Literature Review"** presented at "International Conference on Advances in Theory, Research & Practices in Management (GLSU-ATRPM 2025)" organized by GLS University on 15th March 2025.

Dr. Ruma Pal received **"BEST PAPER AWARD"** for the paper titled **"Enhancing Graduate Employability; integrating Industry-relevant Skills in Postgraduate Marketing Curriculum"** presented at the National Seminar on "A New Dawn for Indian Higher Education: Embracing the Paradigm Shift", organized by G.H.G.K College of Education and Sponsored by Indian Council of Social Science Research on 7th-8th March 2025.



FACULTIES INVITED AS EXPERT



On **March 07, 2025**, **Dr. Reshma Sable**, and **Ms. Khushboo Bhatt** were Invited by **Shree Krishna Hospital Karamsad** as Resource Persons to deliver a training on **"Leading with Emotional Intelligence"**. In total, 55 employees of the Nursing staff participated in the training.



Dr. Geeta Marmat, was Invited by the **Commmacad** as a Resource Person on 8th-9th March, 2025 to conduct National level e-Workshop on **"Research Methodology and thesis writing"**. Specific focus was on research area selection, topic selection, research question, writing introduction.

Dr. Archana Sarkar, was Invited as resource person for the Faculty Development Program on **"Mastering Review Research: Scoping Reviews, Systematic Reviews, Meta-Analysis, Qualitative Research, Protocols, and Tools"**, organized by **JSS Institute of Speech and Hearing, Mysuru**, on 13th March 2025.



Dr. Geeta Marmat, was Invited by the **Cyprus University, Cyprus** to deliver guest lecture on **"Brand Communication in the Indian context"**. The online session aimed at throwing light on complex Indian consumer behaviour and strategic alignment of brand communication on 28th March 2025.

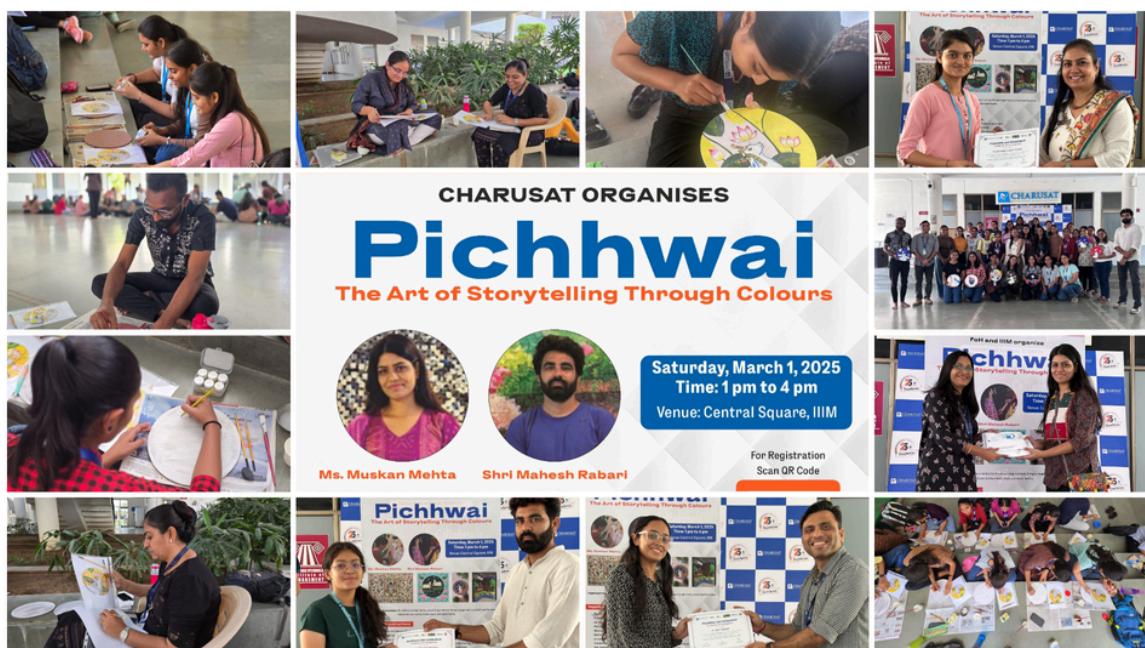
CAMPUS PLACEMENT OPPORTUNITIES

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

Date	Name of the Company
March 10	Nextgen Recruitment Ventures Limited
March 11	R K H R Management Solutions Pvt Ltd
March 12	Tenacious Technologies Pvt Ltd
March 12	Axar Group of technologies Pvt Ltd
March 12	Mantra2success Pvt Ltd
March 13	Meditab Software India Pvt Ltd
March 15	Recruit CRM Pvt Ltd
March 18	Webdesk Solutions Pvt Ltd
March 18	TCS TAG hiring
March 24	India Mart
March 24	S & P Global Finance Pvt Ltd

HAPPENINGS @ IIIM

March 01: Pichhwai Art Workshop



A Pichhwai Art Workshop was held in accordance with the National Education Policy (NEP) 2020, which emphasizes the value of cultivating cultural awareness among college students. The goal of this program was to encourage and conserve indigenous Indian art forms among art aficionados and students. The workshop was jointly organised by Faculty of Humanities and Indukaka Ipcowala Institute of Management at CHARUSAT. It was conducted by skilled artists.

In total, **50 students and faculty members participated** in this workshop. The art kit was provided by the institute. Overall, the Pichhwai art workshop was a transformative experience that bridged tradition and contemporary creativity, leaving participants with lasting memories and a newfound connection to India's vibrant artistic legacy. (**Faculty Coordinator: Ms. Jayshree Mehta**)

HAPPENINGS @ IIIM

March 20: Poster Presentation

The event was part of the curriculum of Entrepreneurship and MSMEs for 4th-semester MBA students. A total of **42 groups of 5 students in each group** delivered presentation during the event. The groups were supposed to present the **Business Plan** during the event. Students have presented business plans on various subjects, including **Food, Technology, Solar, Environment**, etc.



The students have explained their business plan to the evaluating faculty members as well as visitors. The students gained confidence through this initiative and learned the terminologies related to the business. The students presented their business plans from 9.30 AM to 1 PM in the central square of IIIM, CHARUSAT. **(Faculty Coordinator: Dr. Divyang Purohit)**

March 21: Gustakhi



The event “Gustakhi”, jointly organized by Indukaka Ipcowala Institute of Management (IIIM), Faculty of Humanities (FoH), and the Women’s Development Cell (WDC- IIIM) on 21st March 2025, concluded with remarkable success. Designed as a platform to celebrate bold expression, the event focused on the themes of **women’s safety, empowerment, and the power of dissent in society**.

With an impressive participation of **over 130 students**, the day featured an expert talk titled **“When We Cross the Laxman Rekha: Girls, Women, and Boundaries to Freedom”** by **Dr. Sonali Pattnaik** an established Poet, Author, Educator and Women’s Activist and two **creative forums—Ink & Outrage (a writing competition) and Bebaak Batein (an open mic performance event)**.

The objective of Gustakhi Event was to amplify voices that question, challenge, and create impact through words and performance. The outcome was a vibrant celebration of fearless storytelling, artistic defiance, and socially conscious dialogue. **(Event Conveners: Dr. Binit Patel & Dr. Bhaskar Pandya; Faculty Coordinators: Ms. Margi Mehta & Ms. Pranjal Bhatt)**

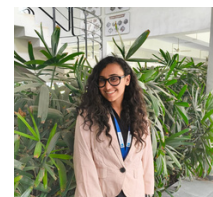
STUDENTS' CORNER

BREAKING THE SCRIPT

Krishna Bhanushali

24BBAB004

IIIM | CHARUSAT



They inked my fate before I took my breath,
Etched my path in stone, unseen by me.
Told me to walk only where their shadows
tread,
Bound my feet in chains I could not see.

From caging my choices to silencing my voice,
It was always them—disguised as me.
A restless wave, crashing for their shores,
Yet never knowing where “I” belong.

But then—a harbor calls my name,
And through the fogged mirror, I finally see.
Whose life am I living—do I even know?
Or am I just an echo of voices not my own?

Questions roam like restless winds,
Am I a puppet dancing on invisible strings?
The girl who fights with words in debates
Yet trembles voiceless in her own estate..

But the air tastes different tonight—
Like rebellion laced with hope.
If I break these strings, will I fall
Or will I finally learn to soar

No ink shall stain my fate but mine,
No voice shall write the story of “me”.
I step beyond their scripted lines—
At last, I breathe. At last, I’m free.

So I carved my own sun from the ashes they left,
So I tore out the pages they wrote in my name.
So I became the moon, untouchable in the dark,
So I taught my soul to fly beyond their reach.
So I chose to stand out in a world that begged me to
blend in.

They told me freedom was a dream—
So I woke up and made it supream...

UNLOCKING BUSINESS INSIGHTS WITH PYTHON



Hineri Desai

24MBA179

IIIM | CHARUSAT

Python, a widely used language for artificial intelligence, web development and automation, but how could it help businesses? The answer lies in the versatility and user-friendly syntax of python, it also has extensive libraries which help in various functions starting from handling missing values in sales data to predicting future sales. Various departments use python like, HR department, marketing department, and supply chain.

Business Intelligence and Visualization:

By using python libraries like Pandas, NumPy, Seaborn, Matplotlib, the datasets can be easily cleaned and analyzed within minutes of coding. Pandas is used for importing and manipulating the data, NumPy for numerical operations and Seaborn and matplotlib are useful for data visualization.

Example - Simple codes can show a business its top selling products, average sales and displaying the impact of discounts.

Automation:

Interacting with customers and conducting market research can easily be done by using chatbots for communicating with customers, and using web scrapping tools like beautiful soup and scrapy to extract market insights.

Example - A real-estate company can use web scraping to extract information on housing demand, market trends and prices.

Financial Forecasting:

Python is a useful tool for fraud detection, cost optimization and stock price prediction. Using methods like ARIMA and LSTM, companies can analyze the trend of their time-series data and predict future values.

Example - A stock-market company can use this for studying past trends and for forecasting stock prices, which will lead to better investment decisions.

HR Analytics:

HR has multiple problems to work upon in which python can prove useful, starting from screening resumes to employee retention. This way the HR department can save time and get it work done efficiently so they can focus on other important works as well.

Example - HR Manager wants to decide who has the highest chance of promotion, by using python he/she can see the probability of the employee getting promoted.

Marketing Analytics:

Python can be widely used for marketing campaigns, price optimization, comparing strategies, etc., thanks to its vast libraries like SciPy, Sklearn , and NumPy.

Example - When we want to analyze the reviews of customers, individually looking at the reviews can be tedious, so in that case by using python, we can identify customer sentiments quickly and can help in improving customer satisfaction.

Cybersecurity:

As the digital era continuously evolves, the risk of cybersecurity also rises. PyCrypto of python ensures that the data is encrypted. Impacket helps ethical hackers identifies the weakness in security system and can help in strengthening the security system.

Example: Bank can use python for securing financial transactions.

Research:

Python helps in research by doing basic things like data cleaning, visualization of metrics, and advance techniques like regression, factor analysis ,NLP and Monte Carlo simulation. Unlike other software , python does not require expensive licenses as it is free to use. It helpful for all subjects in research be it cybersecurity, finance, psychology or medicine.

Example - A researcher wants to examine how much risk an investor wishes to take based on age and income in this, Bayesian model can be implemented to predict their preferences based on past data and the newly collected data to update the model.

Thus, using python for unlocking data driven insights for businesses can help streamline processes leading to increased efficiency and can prove to be a game changer for the organizations.

BLOCKCHAIN AND PAYROLL

Shrishti Paliwal

23MBA094

IIIM | CHARUSAT



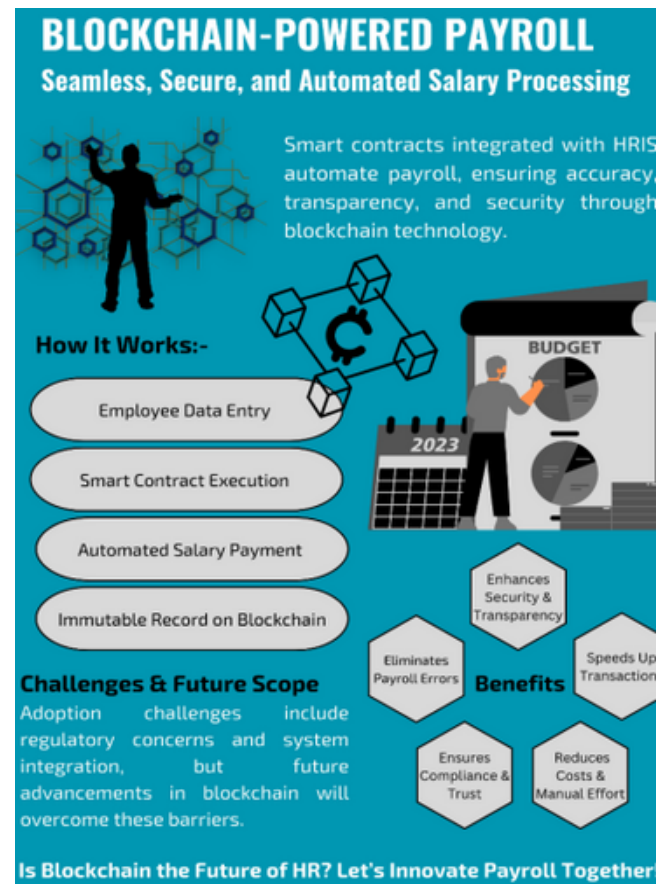
Are you having a terrible time organizing payroll? Managing a ton of paperwork, bank fees, and ongoing concerns about errors? Perhaps it's time to update your HR system to the latest version using smart contracts and blockchain technology.

What is Blockchain All About?

Consider blockchain to be a distributed, highly secure digital ledger that is impossible to mess with. Rather than being stored in a single area, all of the information is spread over multiple computers. As a result, it is incredibly secure, allowing users to do business and share information without having a third-party monitor everything.

What are Smart Contracts?

Smart contracts, or self-executing digital agreements, automatically fulfil payments when specific conditions are met. For instance, if a freelancer's work is accepted, the smart contract immediately releases payment; no delays or human processing processes are needed.



Blockchain could make payroll simpler

Payroll systems may be changed in a number of ways by blockchain technology and smart contracts.

- Payroll is automatically processed using smart contracts, which minimizes administrative labour.
- There are no transaction fees or bank delays when making payments directly.
- The blockchain securely logs every transaction, minimizing mistakes and fraud.
- Paying remote workers from different nations is possible without worrying about extra costs or exchange rates.
- Blockchain technology guarantees the secure maintenance and protection of personal information, salary records, and employee data against breaches.

What would this actually look like?

- Smart contracts provide effective management of salary, bonuses, and deductions.
- Blockchain technology allows candidates to store certified qualifications and job experience, boosting the reliability of background checks.
- Traditional paper contracts are being replaced by digital contracts, which offer accessibility and transparency to all parties.
- Employee data should be safely stored to avoid identity theft and adhere to data protection regulations

Considerations

- Due to the lack of experience, some HR departments could be hesitant to embrace new technology.
- Technical expertise and financial resources are required for the installation and integration of blockchain systems.
- Although blockchain is safe, it is not totally hack-proof.
- Because blockchain technology is always evolving, HR compliance with its regulations is in doubt.
- The storage of personal data on a decentralized network may worry some employees.

So, the Future?

However, blockchain has the ability to completely transform human resources procedures. Blockchain technology might provide a payroll solution that is more transparent, secure, and reasonably priced as companies continue to automate their procedures. Increasing their HR operations' efficacy and legitimacy will likely give early adopters a competitive advantage.

Do you want to have a look?

Blockchain is still a relatively new HR concept, but your business could benefit from investing in it now. Is your payroll system ready to use blockchain technology to secure its future? This is the time to create!

**The image in the article was self - designed by the student*

PROFESSORS' CORNER

LEGAL PERSPECTIVE

Ms. Ojisha Bharadwaj

Assistant Professor,
IIIM | CHARUSAT



Aaj Kal tere Mere...

Reels on Wheels...!! ...Toa Kya?

"A woman from China fell from a running train in Sri Lanka after she leaned outside to record Reels. She was rescued without any serious injuries."

Funny?

"The strange obsession to make reels claimed three lives in UP's Etawah and Hamirpur on Friday. Two persons were run over by a train while making reels on a railway track in Ekdil area of Etawah, while a 25- year-old man was feared drowned in Hamirpur after he jumped into a river from a bridge to film the stunt for his social media account"

More Funny?

Funny is you are making a small dance reel on some trendy song and that song owner catches you under Copyright Infringement...!!!

No. We are not sarcastic over this. Reels are on wheels ...!!! and wheels can take you anywhere if you are busy somewhere else. !!! Its your life , by the way...!! Court is not at all going to give you any session on ""not"" making reels. !!

Tip of the Month:

Law prohibits you from making reels at/in :Metro, MahaKhumb, CharDham Temples In UttraKhand, Uploading of any type of videos or reels etc, which tarnishes the image of the police, is prohibited on social media platforms even after duty," while "...livetelecast of inspection of police station/police line/office etc and participation in police drill/firing and uploading videos related to proceedings is banned on government and personal social media platforms." Recently Some private colleges has also banned students from making reels in college premises, Reels against Public Orders.

PROFESSORS' CORNER

AI- POWERED RESOURCES TO SIMPLIFY COLLEGE LIFE



Ms. Nikita Chhasatiya

Teaching Assistant,
IIIM | CHARUSAT

Academic life in modern times requires students to manage their course assignments with tests and school activities. The advent of artificial intelligence (AI) has improved both educational efficiency and student simplicity of life. Artificial intelligence tools provide students with better capabilities for handling their academic duties including task management and essay writing skills enhancement. Students in every college must explore the utilization of these top AI resources.

1. ChatGPT, Your Online Study Helper:

Do you need help in generating concepts while facing problems with specific ideas? The AI system ChatGPT functions as an educational tool which delivers support for career planning and software development tasks and provides help with writing clear responses. Since it works continuously, users can receive educational guidance from this tool at any time

2. Your AI Writing Coach, Grammarly:

The requirement to write exceptional essays along with research papers defines student success in college. The AI writing support from Grammarly serves students by evaluating grammar and spelling alongside clarifying their texts. The premium edition of this tool also offers recommendations for both plagiarism detection together with tone modification

3. QuillBot: The Best Tool for Paraphrasing

If you need help creating summaries or rewriting content, then QuillBot provides the most suitable option. QuillBot makes AI-based sentence transformations which respect the original meaning of content. The tool functions best to stop plagiarism along with simplifying complex content for readers.

4. AI-Powered Lecture Transcription with Otter.ai:

The challenge of quick note-taking during prolonged lecture sessions prevents some students. With Otter.ai, students maintain concentration on ideas rather than note-taking since the program provides instantaneous lecture transcription and recording.

5. Your Research Assistant, Perplexity AI:

The research process becomes streamlined through Perplexity AI since the platform produces concise academic summaries with proper citations for students who dedicate many hours to their assignments.

6. Elicit: A Research Paper Finder

Driven by AI Elicit saves hours of study time by summarizing important ideas and offering insights to help students locate pertinent academic papers.

7. ChatPDF: AI-Powered Business Report and Whitepaper Reading

Users can send PDF documents including research papers and financial records and business reports to ChatPDF because the system provides AI question processing for fast data extraction.

8. Speechify: Text-to-Speech Powered by AI:

The application Speechify produces audio from text which students can use to listen instead of reading while they study or review their notes during movement.

9. Gamma: Interactive Presentations Driven by AI:

Ideal for: Document-based and interactive presentations The program generates captivating AI-improved slides by employing innovative design along with media integration techniques. The tool provides an excellent alternative for persons who need to replace their PowerPoint slides with more interactive content.

10. AI-Powered Slide Design with Beautiful.ai:

Ideal for: Professional PowerPoint decks and business presentations In order to ensure a neat and professional appearance, Beautiful.ai automatically formats slides using intelligent templates that adjust to the content. It is perfect for students who want polished, professional slides without having to spend hours on design because it does not require manual tweaks.

AI should serve education in supportive ways through strategic application to prevent replacing human learning activities.

Students frequently make the error of using AI-generated data without full understanding of the topic. The quick problem-solving capabilities of AI come with a risk that students may lose creativity skills and critical thinking functions and face possible job repercussions in upcoming years. So it is advised to use it in a rationale manner.

"Artificial Intelligence, deep learning, machine learning—whatever you're doing if you don't understand it—learn it. Because otherwise, you're going to be a dinosaur within three years."

— Mark Cuban

HIGHLIGHT OF THE MONTH

MARCH 08: MARATHON ON INTERNATIONAL WOMEN'S DAY CELEBRATION



A **Women's Day** event was held at CHARUSAT on **March 08, 2025**. Participants took part in Marathon organized to promote health, celebrate women's empowerment. The event began at 9:30 AM from the CHARUSAT water tank and concluded by 11:15 AM. Participants wore pink or purple T-shirts to showcase integrity towards women empowerment, and some showcased creativity through face painting and slogans.

Prizes were awarded in four categories: Girl Student, Boy Student, Female Staff, and Male Staff. Additionally, for the entire day, various engaging activities were also planned exclusively for the women staff of CHARUSAT, celebrating their spirit and contribution with enthusiasm and joy.

HIGHLIGHT OF THE MONTH

MARCH 25 TO 28: COURSES ON LIBERAL ARTS – 2025



With the aspiration of becoming a world-class university, CHARUSAT has taken several constructive steps to promote the holistic development of its students. One such initiative is the introduction of **Liberal Arts courses**, offered by the Department of Humanities and Social Sciences (HSS) under the **Faculty of Humanities (FoH), Indukaka Ipcowala Institute of Management (IIIM)**. These courses are made available to all second-semester students across all constituent institutes of the university.

The Liberal Arts courses have been consistently conducted in Workshop Mode for the **past 10 successful years**, offering students experiential learning opportunities in creative and cultural fields. The range of courses includes **Painting, Photography, Sculpting, Pottery and Ceramic Art, Media and Graphic Design, Art & Craft, Contemporary Dance, and Dramatics**. From this academic year, additional courses were introduced to further diversify the offerings, including **Music (Vocal), Music (Instrumental – Tabla, Guitar, Harmonium, Flute), and Indian Classical Dance (Kathak and Bharatnatyam)**.

Liberal Arts – 2025 marked a significant milestone, with 15 diverse courses offered, allowing students to choose according to their interests. A total of **2303** second-semester undergraduate students from seven constituent institutes participated. The courses were delivered through both theoretical and practical sessions held at **49 different venues** across the CHARUSAT campus. To ensure high-quality instruction, **72 subject experts** and their assistants—renowned professionals from reputed institutions and freelance domains—were invited to lead the workshops. The sessions ran full-day from 9:00 AM to 4:30 PM.

The courses, conducted in workshop mode, were evaluated through both internal and external assessments over four intensive days (**March 25 to 28, 2025**), ensuring comprehensive evaluation of student performance and learning. (**Convener: Dr. Bhaskar Pandya, Coordinator: Dr. Robert Parmar**)

Editor

Ms. Khushboo Bhatt & Dr. Kaushik Trivedi