

**Abhisankaran-Induction Program 2018** was organized from August 16<sup>th</sup> to 20<sup>th</sup> for the newly admitted students of Batch 2018-2020/2021. Dr. Narendra Kumar Dhakad, honorable Vice-Chancellor Devi Ahilya Vishwavidyalaya (DAVV), Indore graced the occasion as the Chief Guest. Shri Purushottam Pasari, Chancellor, Shri Vaishnav Vidyapeeth Vishwavidyalaya (SVVV), Indore and Dr. Upinder Dhar Vice-Chancellor, SVVV, Indore, Shri Devendra Kumar Muchhal Chairman, SVIM, Shri Giridhar Gopal Nagar Secretary, SVIM and other dignitaries representing the Management of SVIM were present.

Students were blessed with shower of words by Shri Purushottam Pasari and Shri Devendra Kumar Muchhal. In the beginning Dr. George Thomas, Director of the Institute welcomed the students and mentioned the opportunities generated as a result of getting admission in a good Institute. Dr. Dhakad in

his speech emphasized and reiterated on students to become job providers (entrepreneurs) than job seekers. He also laid importance on command over global & local language as well as the mother tongue. The students were showered with motivational words by Dr. Upinder Dhar where he discussed **7 I's of success**.

Student Achievers in curricular and co-curricular activities were awarded medals to appreciate and encourage students. Prof. (Dr.) Rajendra Nirgundkar of Indian Institute of Management (IIM), Indore discussed the importance of Management in the Post Lunch session of the program. He also guided the students to make proper choices when it comes to their careers. Dr. Arvind Singh, Registrar, SVVV, Heads of Departments and all other faculty members keenly attended the sessions.

Before the commencement of formal academic sessions, students were introduced and oriented to various functional departments of the Institute with their operating practices, rules, regulations etc.

## अभिसंस्करण



## स्वतंत्रता दिवस

संस्थान में स्वतंत्रता दिवस के अवसर पर ध्वजारोहण मुख्य अतिथि श्री ए.के.पटेरियाजी, से.नि. जिला एवं सत्र न्यायाधीश, प्रमुख न्यायाधीश, फेमिली न्यायालय, इन्दौर, श्री वैष्णव विद्यापीठ विश्वविद्यालय के कुलाधिपति श्री पुरुषोत्तमदासजी पसारी, कुलपति डॉ. उपिन्दर धर, श्री वैष्णव प्रबंध संस्थान के अध्यक्ष श्री देवेन्द्र कुमारजी मुछाल द्वारा किया गया। इस अवसर पर संस्थान के सचिव श्री गिरधरगोपालजी नागर, कोषाध्यक्ष श्री विष्णुजी पसारी सहित अन्य न्यासीगण, निदेशक, संयुक्त कुलसचिव, विभागाध्यक्ष, शिक्षक, कर्मचारी एवं विद्यार्थी उपस्थित थे। श्री पटेरियाजी ने स्वतंत्रता के सही मायने बताये यदि आप अपने देश को बुराईयों, भ्रष्टाचार, महिला उत्पीड़न से मुक्त करते हो तो ही सही मायने में स्वतंत्रता प्राप्त की है एवं श्री पसारीजी ने अपने उद्बोधन में विद्यार्थियों को बधाई देते हुए अपने देश एवं संस्थान का नाम रोशन करने का आह्वान किया। कार्यक्रम का संचालन डॉ. मेघना तिवारी एवं डॉ. अर्चना वर्मा ने किया।





# “PRABODH”

To create awareness of entrepreneur problems, challenges and reasons for success, a lecture series was organized on 14<sup>th</sup> September. It elucidated the students of finance and marketing strategy to become a successful entrepreneur. The chief guest of the event was Mr. Prem Prakash, CEO, Capital Via, Indore branch. After the lamp lighting a welcome speech was delivered by director Dr. George Thomas. It was followed by badge ceremony of the EDC post holders. Ms. Avni Sharma, the Project Officer of Capital Via also graced the event by sharing her experience to the students and members of EDC. The student coordinators of the event were Avinash Pandit, Sahil Gangwal, Himani Purohit and Akashi Dubey.



## SEMINAR ON GAMER CONNECT

An expert seminar on gaming techniques and career in gaming world was organized on 4<sup>th</sup> August 2018. The expert was Mr. Vamsi Krishna, Consumer Marketing Head for NVIDIA South Asia, NVIDIA Graphics, Bangalore and ex Director of Microsoft. His 19 year career includes extensive experience in product marketing, technical marketing, and pre-sales with leading IT-Hardware/Software companies in India. He shared his experience to the students about his association with Microsoft as Director for Windows Consumer Marketing where he played an instrumental role in marketing of Windows Client for Consumer segment for India.



And, how in his earlier days he worked with Advance Micro Devices (AMD) & Wipro. He was instrumental in formulating strategies for marketing campaigns, launching brand marketing & demand generation campaigns and developing business alliances. He also added that how he launched the big product in India such as Microsoft Windows 8, AMD Opteron and AMD Athlon series. It was a great learning for students aspiring to build future in gaming industry.

## Digital Poster Making Competition



## YOG REMOVES ROG

Yog is one of the gems of Indian treasure, which is accepted at global level. Nowadays awareness for its importance is spreading all over the world. It is right away emerging as a substitute for other therapies also.

On the occasion of World Yog Day, A Digital Poster Making Competition was organized on “Importance of Yog in Our Life”. The event was coordinated by Dr. Jitendra Jain. Students created the posters by using Computers software and revealed their technical creativity in the event.



# AIMS Week Celebration



The institute celebrated AIMS (Association of Indian Management Schools) week from August 1<sup>st</sup>-7<sup>th</sup>, 2018 on the theme 'Prayas: A Step towards Social Empowerment'. The week long celebrations started with a rally on the theme of "Pahal: Ek Kadam Swachhta Ki Aur". After the rally the students also performed Nukkad Natak (Street Acts) in the Institute premises. Dental Checkup Camp was also organized in the Institute for students, faculty and staff members. A seminar on Traffic Sensitization & Awareness was organized included the blend of activities such as Seminar, Selfie with Helmet and Poster Making Competition on 'Follow Traffic Rules'. A visit was organized to 'Manovruddhi Kendra: Education Center Exclusively for Special Children'. The objective was to develop the social environment and a sense of humanity among the students and to make them aware regarding various issues related to special children. Flex and other useful Material Distribution Camp in slums was also the part of this week. The purpose of the camp was to help people living in slum with basic housing facilities. The flex were distributed by the team of students and faculty members to make an attempt to provide a shelter to their homes and protect themselves from heavy rainfall and extreme heat in summer.

"FLASH MOB" by the students on theme of 'Pratikriya: A Reaction Against Action' was performed to promote the social cause of spreading awareness about rape crimes and their means to solve it. Friendship Day was celebrated in the Old Age Home 'JYOTI NIWAS' with the New Friends of different age. Students interacted with senior citizens which brought a big smile on their faces. They shared their experiences with the team which made the students to understand the sense of responsibility and importance of values in life. Parvarish: A Small Step to Save Earth' (Plantation & Parenting) was organized with the objective to inculcate a sense of social responsibility to save earth through plantation and plant parenting. A weeklong celebration concluded with 'Prawah: Raktdan – Jeevandaan" (Blood Donation Camp) was organized in the association with Indore Cloth Market Hospital and Arihant Hospital, Indore.



## SPEECH AND DEBATE COMPETITION

Gender Sensitization and Equality Committee of the Institute organized Speech competition on September 22<sup>th</sup>, 2018. The theme for Speech Competition was “Existence of Society without Women” and a debate competition was also arranged on the same date on the topic “Women lead better at Managerial Positions”. The purpose of these competitions was to make the students stage friendly and out spoken. Dr. Jayshree Sharma and Dr. Mamta Joshi coordinated the event.

Ms. Deepti Verma and Dr. Kshama Ganjiwale were the judge of Speech competition. Dr. Jayesh Tiwari and Dr. Dhanshree Nagar were the judge of Debate Competition.

In Speech Competition, Ashi Laddha MBA (FA) I Year got the First Prize and Mansi Jain BCA III Year (Section-A) V got the Second Prize. In Debate Competition, Asmita Dubey BBA III Year (Section-A) stood first and Ananya Soni BSc (CS) I Year got the Second.

## Faculty Achievements

Ms Deepika Batra awarded for the best presentation award in the National Conference held at Christian Eminent College, Indore on 6<sup>th</sup> October 2018. The conference theme was “Recent Advances and Innovation in Realm of Commerce (RAIRC-I)”.

Dr. Dhanashree Nagar Conferred with We School Best Research Paper Award at 30<sup>th</sup> Association of Indian Management Schools (AIMS) National Management Conclave, 2018 held at Infosys Convention Centre, Bengaluru on August 29<sup>th</sup>-30<sup>th</sup>, September 1<sup>st</sup>, 2018.

## BE HAPPY, BE STRONG

A two days training program was organized with the slogan “Smart Girl: To be Happy, to be Strong” on 13<sup>th</sup> and 14<sup>th</sup> July 2018. The purpose of the training was to train girls students of the institute. The purpose of this training was to empower the girls to take right decision at right time and in each and every unfavorable situation and condition. The program consists of different modules like self awareness, communication and relationship, choices and decisions, selection of friends and self defense, role plays, situation based plays, so that the girls can handle the situation confidently and fearlessly. At the end of the session students were very much excited to share views about the program.

According to the participants that program was specially designed for the awareness of one’s inside strength and gave a clear view about life with positive thinking, so that right decisions can be taken in all the situations for safety and empowerment.



## SPORTS ACHIEVEMENTS

### Devansh Joshi – BBA (I Semester)

Our student Mr. Devansh Joshi, BBA –I Semester has been selected in DAVV Kho-Kho Team for State Level Kho-Kho Championship which was held on 27-28 September 2018 at Badwani (M.P.)

### Kapil Sharma – BBA (V Semester)

Mr. Kapil Sharma got gold medal in Inter-District Boxing tournament held at Dewas (M.P.) and was selected in State Team and participated in State Level tournament held in Jabalpur (M.P.) and got gold medal and selected for National Boxing Tournament to be held on 26 October 2018 – 02 November 2018 at Chandigarh, Punjab.





## Ganeshotsav 2018

Ganesh Chaturthi is a highly preferred and most popular festival of the Hindu religion. The lively celebration was marked with the inauguration of clay idol of Ganesha on 13<sup>th</sup> Sep. Ganesha is the God of wisdom and prosperity. Institute celebrated this cheerful, auspicious and significant festival with great enthusiasm for complete 10 days to worship Lord Ganesha with devotion. The spirit of festivity was just around the corner and the glimmering lights, joyful music and artistically and magnificently decorated idol of Lord Ganesha was started gracing the campus. College was adorned with garlands, flowers and colourful items of decoration. Students and faculty members performed puja during the Ganesh Chaturthi festival. Hymns in the praise and glory of Lord Ganesha were sung. Everyone was engaged in merry making to ultimately rejoice and share great happiness. The festival reflected the beauty and brotherhood of the society, from the inauguration of the idol to the final immersion, every hand joined to contribute and rejoice. Devotees of the college prepared 21 types of different prasads and offered it to their beloved deity.



## Janmashtami

Janmashtami was celebrated with great fervor, gaiety, passion and zeal during the special assembly. The festival marks the birth of Lord Krishna, the eighth avatar of Lord Vishnu on earth. Students dressed in traditional attire. Matki Decoration competition was organized at institute. The programme was a grand success and everyone present enjoyed it immensely. It also made awareness about Indian tradition, custom and culture. It conveyed the strong message "Victory of good over evil." A 'Matki Phod' event was also organized to mark the mischievous nature of student life. It was one of the festive events and a team sport during the festival. It involved the breaking of an earthen pot, often filled with buttermilk, that was hung high. Boys formed teams, made a human pyramid and attempted to reach or break the pot. The event was based on the legend of the Krishna stealing butter and other milk products as a baby (he is also called Makhan chor). Matki Phod is an essential part of Krishna Janmashtami celebrations. To conclude with a lively.

## TEACHERS' DAY

"The true teachers are those who help think of ourselves" in the line with this quote of Dr. Sarvepallai Radhakrishnan the students of SVIM celebrated the teachers days on 5<sup>TH</sup> September, 2018. It was the matter of pride and honor that the students were excited and enthusiast to express their respect, love and gratitude towards their teachers. The programme started with the welcoming of Dr. George Thomas, Director, Dr. Arvind Singh, Joint Registrar, Dr. Abhijeet Chatterjee HoD (DoM)), Dr. Kshama Paithankar HoD (DoCS) and all the faculty members by the petal of rose and Tilak on their forehead. The stage was decorated with enthusiasm, love, respect and affection of the students. The dance performances and singing performances by the students were appreciated by the faculty members. The auditorium was anchored with clapping of appreciation when Director Sir performed on the stage and mesmerized the audience. Various activities were planned by the students for the faculty members. The teachers were whole heartedly participated in those activities and appreciated the efforts of all the students.



## Students Rally on “Matdata Jagrukta”



Students and staff members of the institute took out as “MATDATA JAGRUKTA ABHIYAN” rally. The rally was organized by nodal officer Dr. Kamlesh Malpani and event coordinator Dr. Jagdish Sharma in the campus on August 29<sup>th</sup>, 2018. Students carried the posters and passed through entire campus conveying the message to cast vote and aware students of adding name in voter list.

## INDUSTRIAL VISITS

Class room teachings, reading of text books and other study material does not suffice for holistic learning of the students. Practical learning is essential for better understanding of work processes and business functions. In line with this, the students of management visited various industries to gain the practical knowledge. Students of BBA I year visited Sanchi (Indore Milk Cooperation) and learned various concepts of management practically. They keenly saw the process and understood how hygienically the products were produced.

Students of MBA I year visited Safexpress Pvt. Limited and learned the various concepts of logistics and supply chain management. They gained the knowledge on innovative supply chain services including Express Distribution, 3PL and Consulting.

Another industry visit was organized for the students of MBA I year visited the Decathlon, Indore. It was aimed to provide exposure of in-depth analysis of retail marketing and the company officials briefed the students with the sourcing of equipment strategy and warehouse system of the company.

## World Population Day

A rally was organized by NSS wing of DAVV on the occasion of World Population day dated 11/07/2018. Around Ten students from the Institute participated in the rally. The rally was started from Gandhi Hall to Rajwada Chowk. Dr. Jitendra Jain, the program officer of NSS, coordinated the participation of students in the rally.

## Heartfulness Meditation: Stress Relieving Program

In a life full of tensions, competitions, confusion and chaos; meditation is the only way to be calm and serene. It works as a stress reliever and peace giver. To benefit the students and faculty members with the magic of meditation, Institute organized a three days meditation programme in coordination with Heartfulness Meditation Institute.

Around 700 students and 80 faculty members enjoyed the embrace of tranquillity and relaxation, under the guidance of Dr. Ramakant Agrawal, Dr. P.C. Sharma, Prof. Prakash Dandekar and the members of Heartfulness team from September 6<sup>th</sup>, 2018 to September 8<sup>th</sup>, 2018 in three different slots.

The program was called off with an outcome of “moving towards self realization through meditation”. Vote of thanks was proposed by Mr. Balwant Salunke.



UNIVERSITY TOPPER



LILY ORA(BCA)  
1<sup>st</sup> Rank







## देश की आजादी सिर्फ जवानों के नाम

-मानसी जैन  
BCA – V Semester

ऐ मुल्क तेरी आजादी का जश्न  
तो हर साल मना लेते हैं,  
पर क्या वीर योद्धाओं को  
उनकी आजादी का एक दिन भी देते हैं  
माना, उनकी आजादी सिर्फ  
देश की रक्षा करना है,  
पर उनके अपनों का उनके लिये  
भी तो कोई सपना है,  
बुढ़ापे में कोई उनका सहारा बने,  
अपनी महबूबा का जीवनभर प्यार बने,  
'जीवनसाथी'  
पर उनकी सच्चाई कुछ अलग है जनाब  
प्यार तो बहुत करते हैं अपनों से  
पर अपने मुल्क से बेपनाह करते हैं  
और देश की हिफाजत के लिए  
जिस्म का हर एक कतरा कुर्बान करते हैं ।  
अब जरा इन अल्फाजों पे गौर फरमाइए  
आजादी के 72 साल बाद भी  
ये आजाद हिन्द के लोग, आज भी  
अपनों से लड़ते हैं  
और जरा इन सरहद के रक्षकों को तो  
देखिए .....  
कड़कड़ाती धूप में भी,  
बिना पलके झुकाए,  
बिना खुद को हिलाये  
लड़ते हैं सिर्फ अपने वतन के लिए  
और बदले में मांगते भी क्या है,  
सिर्फ एक तिरंगा अपने कफन के लिए

## STUDENT SPEAKS

Being the student of Vaishnav Institute of Management, Indore; I really feel proud. I have spent my one academic year at this college. To write about my Institute I would like to go through four major aspects of an academic institute.

Firstly, if we are taking about infrastructure facilities, then no doubt Institute is well equipped with State of the art facilities. SVIM's computer lab is well equipped with equipped with computing resources as printers, Scanners, LCD Projectors and CD writers to cater to the technological needs of the Institute and students.

Library is mother of knowledge which is also equipped, spacious and its e-library facilitates us.

Secondly, as far as the teaching facilities are concern, we are blessed with educated and cooperative faculty members.

Next in the series are extracurricular activities. Yearlong various technical, social, cultural and management activities are organized by the institute for skill enhancement. Practical knowledge makes students industry ready.

Finally the training and placement which may come at end but valued first by every aspirant, is undoubtedly good.

In short I would like to say that my institute is playing an important role in the overall development of the students.

Harshit Choudhary  
B.Sc. (IT) II Year

## PLACEMENTS @ SVIM



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