

## National Conference on

## *Evolving Quality Paradigm in Innovation and Sustainable Development in Management and Information Technology*

Sponsored by **UGC-NAAC**



A two days National Conference on “Evolving Quality Paradigm in Innovation and Sustainable Development in Management and Information Technology” was held at Shri Vaishnav Institute of Management, Indore on March 09-10, 2019. The conference was organized by Internal Quality Assurance Cell (IQAC) of the Institute and sponsored by National Assessment and Accreditation Council, Bangalore. The aim of the Conference was to bring together academia, researchers and scholars to exchange information and share experiences and research results about all aspects of specialized and interdisciplinary fields. This Conference provided an opportunity for all to network, share ideas and present their research. Discussion on the latest innovations, trends and practical concerns and challenges faced in these fields are also encouraged. The conference was well attended by eminent academicians, faculty members and students from reputed Management & Technical Institutions from different parts of the country and representatives of governmental bodies and Industry.

The inauguration ceremony began with the lamp lighting and Saraswati pooja. The inaugural session of the conference was presided by Shri. Purushottamdasji Pasari, Honourable Chancellor, Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore. The Conference was inaugurated by the Chief Guest of the Conference Mr. Yogi Sriram, Senior Vice President, Corporate HR, Larsen & Toubro Ltd., Guest of Honour Dr. B. S. Madhukar, Former Advisor, NAAC, Bangalore, Special Guest Dr. Upinder Dhar, Honourable Vice Chancellor, Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore, Shri. Kailash Chandrajji Agar, Vice Chairman, Shri Vaishnav Institute of Management, Indore, Shri. Girdhar Gopalji Nagar, Secretary, Shri Vaishnav Institute of Management, Indore, Dr. George Thomas, Director, Shri Vaishnav Institute of Management, Indore.

The Chief Guest of the event, Mr. Yogi Sriram, Senior Vice President, Corporate HR, Larsen & Toubro Ltd. carried the conference theme throughout the session. He thrown light on Quality, Innovation, and Sustainable Development and he majorly focused on creativity, hunger for knowledge, managing people, technique adoption, action orientation, communication, phygital concept, gamification etc. for the holistic development of the students and making them industry ready.





The Guest of Honour, Dr. B. S. Madhukar, Former Advisor, NAAC, Bangalore also highlighted key points of the progression of the students considering the NAAC guidelines. He explained the revised guidelines and process of assessment and accreditation and said that the overall processes of the institutions should be focused on students employability.

The Conference souvenir '**Sankshepika 2019**' was released in the inaugural session by the dignitaries. During the panel discussion, representatives of different organizations took the floor. Dr. Parag Kulkarni, Founder, Scientist and CEO, iknowlation Research Labs Ltd., a Machine Learning Researcher addressed the audience. In a very impressive and interactive session Dr. Parag Kulkarni, reminded the participants about many innovations in the Indian Business Scenario. He highlighted about the idea of innovative products which is hidden in very small things and routine life experiences. Only, one needs to be observant and should take interest. Mr. Parag Jain, HR Manager Bridgestone, in his introductory remarks said that sustainability is not restricted to environmental dimensions. It involves the convergence of economic development, social equity and environmental protection to ensure long term improvement of society and organization. He expressed the hope that the discussion would contribute to solving the very important issue of how to successfully implement sustainable business practices.

The session was handed over to Dr. Harshwardhan Halwe, Director, Jaipuria Institute of Management, Indore. He focused on Outcome Based Education in Management and Technology. He expressed his opinion that quality education is one that provides all learners with capabilities they require to become economically productive, to develop sustainable livelihoods and enhance individual well being. During the discussion he also emphasized on the learning outcome that is required at the end of the education cycle must include levels of basic scientific and technical knowledge and life skills. He also focused on innovative teaching & learning pedagogy for skill development.

The valedictory function of the conference was graced by Dr. Narendra Kumar Dhakad, Honourable Vice Chancellor, Devi Ahilya Vishwavidyalaya, Indore as Chief Guest. He appreciated the initiative taken by the institute towards quality of education. He emphasized on the command over the language needed for the documentation and presentation.

Dr. Abhijeet Chatterjee, one of the conveners of the conference read the summary of the two days of the conference. Dr. Kshama Paithankar, Coordinator, IQAC and convener of the conference has extended the vote of thanks and expressed gratitude to one and all for participation and gracing the occasion.

The conference witnessed a participation of more than 100 delegates including academicians, research scholar, and students from various parts of the country like Goa, Mumbai, Pune, Bhopal, Indore, Badwani, Ujjain, Nagda, Mhow, etc. The conference created a lot of anticipation in the research fraternity which was reflected in the form of more than 100 abstracts and 75 full-length research papers received from all over the said places. During the two days there were seven technical sessions and more than 60 papers were presented.



# Memorandum of Understanding with Bajaj Finserv Ltd., Pune

*"A worthy relationship is an agreement that challenges and supports both participants."  
- Joseph Rain, The Unfinished Book About Who We Are*

Shri Vaishnav Institute of Management, Indore has signed a Memorandum of Understanding (MoU) with Bajaj Finserv Ltd., Pune, for offering Certificate Program in Banking, Finance and Insurance (CPBFI). The program is of 120 hrs. and designed by the team of Bajaj Finserv Ltd. for the students of Management and Computer Science .

This is the first ever MoU in Madhya Pradesh signed by any institute with Bajaj Finserv Ltd., as SVIM is always been a pioneer to set innovative trends in Quality Education. The association also intends to realize excellence in teaching and enhancement of knowledge in Banking, Finance and Insurance and serves as a unique model of collaboration in the region.

In accordance with this MoU, the Institutions will use reasonable endeavours, within their limitations to identify opportunities for joint activities in areas of mutual interest, aiming to:

- Develop the employability skills in the students along with their graduation or post graduation degree
- Provide practical learning based on activities
- Promote and reinforce cooperation
- Mutual exchange of Information and Technological know-how
- Work collaboratively in arraying, Training, Guest Lectures, internships and placements.
- Organise seminars and conferences jointly

A grand ceremony was organized in this regard on March 5, 2019 which was honored by Mr. Ajay Sathe, Head Group Risk Management and Mr. C. Sumant, Corporate Trainer. Shri Purushottamdasji Pasari, Hon'able Chancellor, Shri Vaishnav Vidyapeeth Vishvavidyalaya (SVVV), Indore, Dr. Upinder Dhar, Hon'able Vice Chancellor, SVVV, Shri Girdhargopalji Nagar, Secretary, SVIM, Dr. George Thomas, Director of the institute and other members of Governing Body of the institute, were also there to grace the ceremony with their mighty presence.





# NAV UDYAMI 2019: An Entrepreneur Meet

Entrepreneurship Development Cell (EDC) has organized the annual event NAV UDYAMI 2019-An Entrepreneur Meet for budding Entrepreneurs during March 11-16, 2019. The objective of the Meet was to create awareness about entrepreneur's problems, challenges and critical factors for success. It was aimed to guide the students to develop an understanding of the formulation of financial and marketing strategies to become a successful Entrepreneur. On the first day of the event, Mr Vikas Swami, Chairman MPCON Ltd took the session on awareness of all Government and Bank policies and loan facilities for budding Entrepreneurs.



Second day, the session was taken by Dr Abhijeet Chatterjee, Head; Department of Management, on "Importance of Business Plan for Entrepreneurs". Third day, the session was taken by Dr Priyanka Mokshmar, Co-founder Vaayu India, in which she explained about the challenges of an Entrepreneur. Fourth day, semi final of Business Plan Competition was organized in which twenty five students participated and five finalist were selected. Fifth day i.e. on March 15, 2019, a grand event was organized. It was divided into three sessions. In the Inaugural session Mr Sunil Sangamnerkar, Global Head- PSS Scale was the Chief Guest and Mr Mayank Pratap of Engineer Babu was the Guest of Honour. The Panel discussion was held by Mr. Somil Matta from Laundry mart ; Mr. Prashant from Chatar-Patar ; Mr. Anubhav Dubey from Chai Sutta Bar ; Ms. Aprajita Badoriya from IT Company ; Mr. Mishal Jain from Oye 24 ; Mr. Pushyamitra Joshi from Social Entr. (Rural Mkt.g) ; Mr. Gaurav Padiyar from Bingage ; Ms. Aditi Chourasia & Mr. Mayank Pratap from Engineer Babu ; Mr. Sunil Sangamnerkar Business Head, PSS Sales FZE; Mr. Vivek Swami Chairman, MPCON ; Dr. Priyanka Mokshmar Managing Director, Vayu India.

Final round of the Business Plan Competition was organized judged by Dr Ranjana Patel, Associate Professor and In-charge EDC –Prestige Institute of Management and Research, Indore. Akshay Gupta and Chayya Ojha of MBA (FT) II Semester won the competition and Nishi Thakur and Purva Garg of MBA (FT) II Semester were the runners up. Prizes to the winners and certificates to the participants were distributed in the valedictory session. On sixth day, two groups of participant students visited two industries namely; Shri Balaji Wafers Limited and Kallu Seth Masale wale; both were located at Mhow. The participant students were learned the various aspects of entrepreneurship through Nav Udyami.



*'Practice makes men perfect', 'not women because they are born perfect'*

# HAPPY Women's DAY



Following the same and to showcase this, International Women's Day was organized in Shri Vaishnav Institute of Management. Mrs. Smita Bharadwaj, IAS, Managing Director, Madhya Pradesh Financial Corporation (MPFC) was the chief guest of the function. Shri Purshotamdasji Pasari, Honourable Chancellor, Shri Vaishnav Vidyapeeth Vishwavidyalaya and Chairman of Shri Vaishnav group, Shri Kailash Chandraji Agar, Vice Chairman and Shri Vishnuji Pasari, Treasurer were also graced the event by their benign presence. Shri Pasariji congratulated all and said that the condition of women in ancient time was very miserable but now-a-days woman is performing expertly in every sphere of life. But, still in the modern society, women have been the victims of exploitation by society thus women empowerment is needed for their betterment and upliftment. Society should create healthy atmosphere for women and girls by supporting them to end exploitation against them and make them strong through the education and strong laws to punish culprits. He also said, "I am happy to announce that 35-40% female faculties and staff members and 40-45% girls are enrolled in different schools and colleges of Shri Vaishnav group. It shows that we are leading towards women empowerment". Mrs Anamika Jain, guest of honor, shared her experience about her specially abled son. She said I took it as a challenge and tried to bring out his virtues. Presently, she is serving and striving for such 8 specially abled children to give them safe and respectful future. Another guest of honor Ms Jini Dewaliya motivated students by sharing her struggle in childhood days and how does she overcome the adverse condition of her life and won L'Oreal award for Best Hairdresser. Chief Guest Mrs Smita Bharadwaj said that we should not celebrate the day only but those causes also because of them this particular day is celebrated. Father figure is very important in the life of a daughter; similarly, a mother can play an important role in making her son well-mannered and in his character building. As a parent our first priority should be; to make our child independent and fearless. She described FEAR as False, Evidence, Appear, Real. She also added to choose happiness in selecting career if we want to live a happy life. A working woman plays three roles simultaneously; 25% career 25% family and 50% responsibility of mother. According to her real meaning of woman is power or Shakti. She also emphasized to avoid negative or pessimistic people. A woman can never be weak and poor but dishonest, corrupt and cunning people are mentally weak. Dr. George Thomas Director of Shri Vaishnav Institute of Management recited a self-created poem "हे नारी तू महान है, तेरे वजूद से ये जहान है, तू हर भूमिका में परिपक्व और भावना में प्रबल है". Pranjal Jaiswal, student of BCA II sem also recited a self-created poem. All the guests were felicitated with shawl, shripthal, token of remembrance and appreciation letter by Honorable Chancellor, Shri Purushottamdasji Pasari, and other dignitaries for their distinguished and exemplary work for society.





*“The science of today is the technology of tomorrow.” - Edward Teller*

In order to commemorate the inventions of science and the discovery of the Raman Effect in India by the Indian physicist, Sir Chandrasekhara Venkata Raman in the year 1930, the day is celebrated as National Science Day. For his great success in the field of science in India, Chandrasekhara Venkata Raman had been awarded and honoured with the Nobel Prize in the Physics. To honour this event, 28 February is observed as a National Science Day in India by the National Council for Science and Technology Communication (NCSTC) every year.

National Science Day was celebrated at Shri Vaishnav Institute of Management, on February 28, 2019. Various events include Seminar and model making Competition were organised by Department of Computer Science for the students of BCA and B.Sc. The function was inaugurated with the gracious presence of the eminent speaker Dr. Ramjanay Choudhary, Scientist, Department of Atomic Energy, UGC Centre of Scientific Research.

After the inaugural ceremony, a motivational and inspirational talk was delivered by Dr. Ramjanay Choudhary. He briefed the utility of science in daily life and explained how a creative thinking and observation can lead to win a scientific outlook. He expressed his views on how we should never fear to follow our dreams and never stop questioning. The Seminar was conducted by Dr. Namrata Soni. The program fizzled out with the vote of thanks, proposed by Dr. Neetu Parsai.

The seminar was heralded by Model Making Competition, where approximately 40 students of BCA and B.Sc. have participated. The competition was judged by Dr. Ramjanay Choudhary. Winners are felicitated by Prizes and certificates.

## संवाद

Choosing a career is one of the most important decisions in a life of a student. The awareness about the career prospectus and to choose the best one; is the crucial decision for successful life. Industry Institute Interface Cell (IIIC) has organized a lecture on February 23, 2019 for all first year Students with the objective to make students aware about the Career prospects. The resource person of the workshop was Mr. Shridhant Joshi, Managing Director, Kotilya Academy, Indore. Mr. Joshi has highlighted details about the career prospects and categories of different exams for carrier opportunities and guided them for preparation of such exams. The students came to know about various examinations for their best suited career and motivated to select the right one.



# Happy Republic Day

*“Patriotism is your conviction that this country is superior to all other countries because you were born in it.”*

To celebrate this feeling, The Republic Day began with flag hoisting by Honourable Chief Guest Mr. Ram Prakashji Verma, Chief Justice of Family Court, Indore with great passion and devotion. On this occasion Shri Purshotamdasji Pasari, Honourable Chancellor, Shri Vaishnav Vidyapeeth Vishwavidyalaya and Chairman of Shri Vaishnav group, Dr. Upindar Dhar, Honourable Vice Chancellor of Shri Vaishnav Vidyapeeth Vishwavidyalaya, Shri Girdhar Gopalji Nagar, Secretary, Shri Vaishnav Institute of Management were also present to grace the occasion. By paying homage to all the soldiers, Justice Verma said that India is a very young country. Half of its population is under the age of 25. Two-thirds are less than 35. The aim of India is to enable our youth to face challenge to create “Digital India” in 21 century. Shri Purshotamdasji Pasari described x.kra= as ‘गण का आशय समुह तथा तंत्र का विधान, व्यवस्था, प्रणाली’. He added that the time has come now and we should think what we were, what we are and what we should be in future. It is our joint responsibility to make India world leader. Dr. Dhar said India is one of the fastest developing countries in the world. But the speed of the development is not as good as the other countries that are already developed and that are much superior to India. There are many issues in our country that are preventing India from becoming the developed nation. India's higher education system is the third largest in the world, next to The United States and China as per the latest 2011 census; about 8.15% (68 millions) of Indians are graduates with 24.65%. Thus, the celebration ended with patriotism, nationalism and a promise of dedication to the service of India.



## इण्डियन नेशनल डे: टहोदकेरतिठन ठं नतिठनो पुरुथे देगु इठाइ

National Youth Day (Yuva Diwas or Swami Vivekananda Birthday) was celebrated by the institute in the form of organization of “Surya Namaskar” in the institute’s premises on 12 January, 2019. Smt. Pratibha Bhalerao, Shri Pankaj Kumar and Shri Sumeet Soni were trainers from International Federation of Yoga Professionals who have trained the students, faculty & staff members of the institute for performing the Surya Namaskar. Along with the Surya Namaskar they throw light on the teachings of Swami Vivekananda and importance of youth in development of any nation. “Youth is the best time. The way in which you utilize this period will decide the nature of coming years that lie ahead of you”. These words of Swami Vivekananda utterly describe our aim for youth at Shri Vaishnav Institute of Management, Indore.



## HAPPY HOLI

CELEBRATE THE COLOURS OF JOY

*Holi is a time to reach out with the colors of joy. It is the time to love and forgive. It is the time expresses the happiness of being loved and to be loved through colors*

Such Colorful festival of great joy and excitement 'Holi' was celebrated in Shri Vaishnav Institute of Management with full enthusiasm, fervor and zeal by the faculty members, staff and students to get rejuvenated after the months of winter season. It brought feeling of love and closeness among people. On this long awaited day, students were very excited from the beginning of the day. At 12 o'clock all the bright and vibrant colors of gulal filled a sense of positivity and happiness into the atmosphere of institute and transcend everyone into the world of gaiety, felicity and happiness. Everybody has forgotten worries, problems, status, likings, disliking, designation and all negativity as this festival of colours has painted positivity upon them. The whole environment and nature looks very beautiful and colorful at the time of holi. Everyone enjoy this festival by singing, dancing, playing with colours, hugging each other and eating delicious food. It was a day filled with complete mischief, enjoyment, fun and frolic activities. The festival also symbolizes a new beginning to end conflicts and let go of emotional impurities from the past. Hence Shri Vaishnav Institute of Management started a real carnival, by smearing each other with colored powders and adds color to their lives by celebrating this festival with great merriment. Everybody present has enjoyed the day fully.

## चाणक्य...The Strategist

Lecture Series

Since not much is known about the shipping industry to outside world therefore a brief perspective of marine industry and education is presented through the lecture series "Chanakya" on January 14, 2019 organized by Industry Institute Interface Cell (IIIC) to establish purposeful interaction between Shipping Industry and students.



Mr. Kishore Rajvanshy, a Veteran of the Professional Ship Management Industry and Managing Director of FLEET Management Ltd. was the keynote speaker, who shared his knowledge and experience on "Career in Shipping Industry". He renders that Shipping Industry is great industry to get chances as a job applicant and helps students in making a better potential employee. He discussed about the prospects of shipping industry and shared the facts that, presently India is at 21st position in the world's Shipping manufacturing and the Indian Shipping Officer and Crew ranked at 3rd position in world, as a result students have a great opportunity in this industry. The session carried forward by Mr. Manohar Baheti, Chairman, Governing Body, Shri Vaishnav Commerce College, who shared his experiences of Antarctica expedition that students enjoyed a lot. Dr. Paitosh Awathi, Principal, , Shri Vaishnav Commerce College, Dr. Binayak Patnayak, Principal, Shri Vaishnav Institute of Law, Dr. Shanti Tejvani, Principal, Shri Vaishnav College of Teachers' Training, were present to grace the session.



## बसन्त पञ्चमी

सरस्वति नमस्तुभ्यं वरदे कामरूपिणि ॥

विद्यारम्भं करिष्यामि सिद्धिर्भवतु मे सदा ॥

“Basant Panchmi” is an occasion which marks the advent of the spring season and is also celebrated to worship Saraswati “The Goddess of knowledge and wisdom”. She is the energy of Brahma, and she symbolizes creative energy and power in all its forms.

This day was celebrated in the college with great fervour and enthusiasm. Dr. George Thomas, Director of the Institute, Dr. Arvind Singh, Joint Registrar, Shri Vaishnav Vidhyapeeth Vishvavidhyalay, HoDs of Computer Science and Management Departments, Faculty members and Students assembled together to pray and attain blessings from Goddess Saraswati to reach the epitome of knowledge.

The pooja started with a beautiful Saraswati Vandana and yellow colored flowers were offered to the Goddess Saraswati. Yellow colour– representative of spiritual knowledge, is given importance on basant panchmi as it is a festival that also celebrates the agricultural fields' ripening with yellow flowers of mustard crop. The faculty members were also dressed in yellow on that day. Everyone enjoyed the day, enlightened by the blessings of Maa Saraswati.

## Faculty Achievements

- Ms. Bharti Agrawal, qualified UGC-NET exam in subject “Population Studies”
- Dr. Kshama Paithankar has been invited as a Guest Speaker in a National Seminar “SANKALP-2019” held at St. Paul Institute of Professional Studies, Indore to share her words of wisdom on “ Vulnerability, Security and Solutions in Cyber Space”
- Dr. Kshama Paithankar, Dr. Ekta Agarwal, Dr. Neetu Parsai, Dr. Namrata Soni and Mrs. Yogita Sharma were honoured by the Red Cross Society and Blood Call Centre on Woman's Day dated March 8, 2019 and got the Certificates of Appreciation from Mr. Lokesh Kumar ji Jatav, Hon'able Collector, Indore and President, Red Cross Society, for donating blood.
- Ms. Deepika Batra was awarded for the best presentation award in the National Conference held at St. Paul Institute of Professional Studies, Indore and Chameli Devi Institute of Professional Studies, Indore. The titles of the papers were “Relationship of Hedge Funds Returns and Stock Market Returns: An Empirical Study” and “Factors Influencing Investors' Awareness and Perception towards the Hedge Funds in India: An Innovative Approach for Empirical Study” respectively.
- Dr. Rekha Melwani was awarded for the best presentation award in the National Conference held at Chameli Devi Institute of Professional Studies, Indore. The title of the paper was “Impact of Exports on Profit Ability: A Study on Indian Automobile Manufacturer Firms”.



# Sports Activities

A healthy mind lives in a healthy body. Mental health is essential for physical health. If the mind is unsullied and pure, it will greatly help in maintaining physical well-being and health. Sport activities play an important role for maintaining the physical health and considered as one of the career options for the youngsters. In line that, the institute organized various sports activities for the students with the objective to promote sports as career option and maintaining the physical health. On January 13-14, 2019, DAVV Inter College Boxing Tournament held at Nehru Stadium. On 19 January, 2019 DAVV Divisional Level Inter College Taekwondo Tournament was held at Kishorilal Verma Memorial College, Pandhana. On 21-28 February All India Inter University Boxing (M) Tournament JRN held at Rajasthan Vishwavidyalay, Udaipur. All the activities were coordinated by Sports Officer of the institute, Mr. Balwant Salunke.

## Student Achievers

### > *Brought Laurel*

Ms. Kriti Baheti student of BBA IV semester section B won the Gold meda (weight category: under 67 Kgs) in CENTRAL ZONE KYORUGI & POOMSAE Taekwondo Championships: 2018-19 by TAEKWONDO FEDERATION OF INDIA from 28th March to 31st March' 2019 held at Madhav Seva Nyas, Ujjain, Madhya Pradesh.

### > *Contribution in Social Responsibility (Blood Donation)*

Akshita Vaidya  
Ayushi Deshmukh  
Isha Patni  
Pragati Jain  
Purva Garg  
Rashi  
Shivangi Gehlot  
Shivani Sharma  
Shruti Banodiya

### > *National Recognition*

*(Achievers in National Graduate Physics Examination-2019, conducted by IAPT)*

Abhishek Joshi  
Divyash Pal  
Etisha Joshi  
Manasvi Kale  
Ragini Chourasia  
Sourabh Bansotiya  
Umesh Prajapat









# PLACEMENTS @ SVIM



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Aishnya Bhatt MBA  
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Neha Chhabra BBA  
Avi Sandekar BBA  
Purva Sungra BBA  
Akshada Wadodkar BCA  
Arihant Keemti BCA  
Yash Soni BBA



Megha Gulwani BCA  
Rishabh Mundra BCA



Ayushi Gupta BSc(CS)



Akanksha Jain BCA  
Lavina Sangtani BCA  
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Aditi Sharma BBA  
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Chinmay Sharma MBA  
Himankit Bhadoria MBA  
Shivam Heda MBA  
Yash Soni BBA

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**Dr. Upindar Dhar**  
Vice Chancellor, SVVV, Indore

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