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Volume 10 Issue 3 Editor: Dr. Bhalchandra H Joshi

MARCH 2018

HAPPY BIRTHDAY TO GLS!



The 23rd of February marks a very significant moment of time in the sphere of Indian Education. 91 years ago a few visionaries and philanthropists got together to establish what is today one of the most premier educational organizations in Gujarat – the Gujarat Law Society. While remembering the beginnings of GLS, there are certain names that are impossible to forget: Sardar Vallabhbhai Patel, Shri Ganesh Mavlankar and Shri Kasturbhai Lalbhai. Together, these stalwarts sowed the seeds of



educational transformation in the region.

As time move on, many other great personalities joined

this noble cause, contributing immensely and adding their own offerings to the Yagna of social upliftment through

Education. Governing Body members, Officials, Presidents of GLS, Vice-presidents, Directors, Secretaries, Principals of different institutions, Faculty members, Admin staff, students – all have played a role in the 90 year old journey that GLS has been through.

Shri Sudhir Nanavati holds the management of the organization together with the entire governing body and the office bearers, leading it forward and upward towards excellence in education.

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SHADEZ - 2018"

JOY OF LOVING AT HACC

The Principal, staff and the students of HACC celebrated Valentine's Day in a unique way this year. Calling it the "Joy of Loving" Day, the students and staff members adopted a child from the Gulbai Tekra Municipality School for a day, showering the 20 children with love and gifts that they would remember.

With the permission of the Ahmedabad Municipality, the college undertook the responsibility of bringing 20 students in the age group of 7 to 9 years to the college for a day. A teacher from their school also accompanied them. The children were then entrusted to pre-decided registered groups of 3-4 college students for the entire day. The students played



with them, took them to parks and gardens, took them out for lunch, bought gifts for them and then brought them back to the college for a children's party at 4pm.

The Mayor of Ahmedabad city also gave his presence at the college during this party. There was another group of student party organizers who coordinated the decorations, party games, music and



refreshments.

The children had a wonderful time with the students, creating bonds of love and friendship between them. Many students, the Principal and the staff members of HACC made generous donations to the children in the form of bags, pencil boxes, tiffin boxes, snacks, clothes, shoes, etc.

It was truly a day of love at HACC.

SOME PRACTICAL STEPS MEN CAN TAKE TO SUPPORT FEMINISM

1. Do 50% (or more) of housework.



You need to do your share of housework all the time, of your own accord, without being asked, without making excuses. Recognize that our domestic habits and our internalized ideas about unpaid domestic work are hugely gendered and hugely benefit men, and accept that it is your responsibility to fight against this.

2. Do 50% (or more) of emotional support work in your intimate relationships and friendships.



Recognize that women are disproportionately responsible for emotional labour and that being responsible for this takes away time and energy from things they find fulfilling.

3. Consume cultural products produced by women.



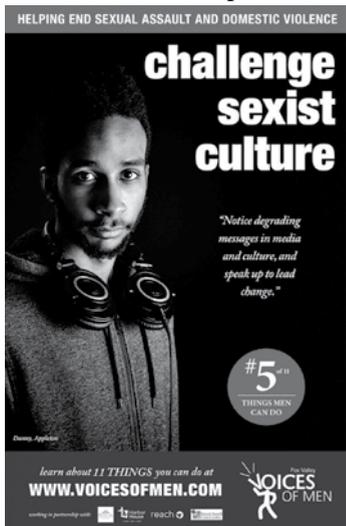
In whatever your interests are -- cinema, astrophysics, fashion, handicraft -- ensure that women's voices and women's cultural products are represented in what you are consuming. If they are not, make an effort to seek them out.

4. Give women space.



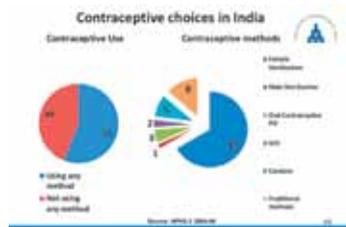
Many women walk around -- especially at night or while alone -- feeling unsafe. Being in close physical proximity to an unknown man can intensify this feeling. Recognize that this is not an unreasonable fear for women to feel unsafe, given the many cases of harassment or abuse. Allow a woman space. Don't walk or sit too close to an unknown woman in public places.

5. Insert yourself into spaces where you can use your maleness to interrupt sexism.



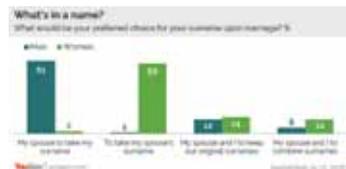
Challenge men who make sexist comments and jokes. If you see a female friend in a bar/ at a party/on the train/wherever looking uncomfortable as a man is speaking to her, try to interject in a friendly way that offers her an opportunity for an "out" if she wants it. Do not encourage humour or conversation that implies women as the weaker sex, the subordinate gender, the

6. Be responsible for contraception.



If you are in a relationship where contraception is necessary, offer to use methods that do not have health risks for women (use of hormones, surgeries, etc.). If your partner prefers a particular method, let her be in charge of making that decision without questioning or complaining about it. Don't whine about condom usage, and be responsible for buying them and having them available if that's the method you're using.

7. Have progressive name politics.



If you and your female partner decide that the institution of marriage is something you want to be involved with, be willing to both keep your existing surnames. If having a common surname with your spouse is important to you, be willing to change your surname and treat this as a preferable option to your spouse changing hers.

8. If you have children, be an equal parent.



Be willing to take paternity leave and to stay home and care for them when they are young. Divide childcare responsibilities so that you are doing at least 50% of the work, and ensure it is divided such that you and your partner both get to spend an equal amount of "play" time with your children too.

9. Pay attention to and challenge informal instances of gender role enforcement.

For example, if you are at a family function or dinner party, pay attention to whether it is mostly/only women who are

doing food preparation/cleaning/childcare while men are socializing and relaxing. If it is, change the dynamic and encourage other men to do the same.

10. Make sure that honesty and respect guide your romantic and sexual relationships with women.



The way you treat women with whom you are in a relationship is a mirror of your values about women in general. Be honest and open about your intentions, communicate openly so that women have the ability to make informed, autonomous decisions about what they want to do.

11. Don't ogle or make comments about women.



Even if women may wear revealing outfits, don't ogle them or stare at them. Though you may find someone attractive, there's a line between noticing her and being creepy/disrespectful.

12. Praise the virtues and accomplishments of women in your life to others.



In everyday conversation and in communication in general, talk to others about women you know in a positive

light. Suggest your female friends for projects, jobs, and collaborations with other people you know.

13. Have integrity with your male friends and speak out

When a male friend is doing something sexist (down-talking women, ogling women, secretly spending her money, lying to their partner, etc.) have integrity and speak out. It's not enough to think it's wrong; let them know you think it's wrong.

14. Befriend women.



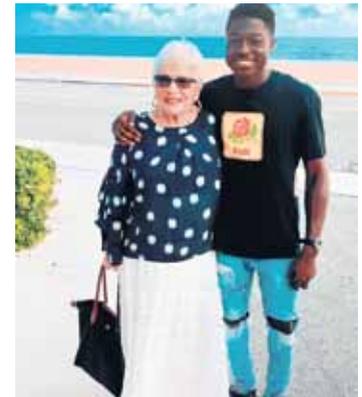
If you don't have any female friends, figure out why you don't and then make some. Make sure they are authentic, meaningful relationships. The more we care about and relate to one another, the better chance we stand of creating a more egalitarian society.

15. Find female mentors/leaders.



If you are seeking a mentor, or want to volunteer with an organization, go with a woman, or woman-led organization. Know that there's a lot you can learn from women in positions of authority.

16. Offer to accompany female friends if they have to



walk home alone at night...or in a public space where they may be likely to feel unsafe.

(Compiled from the internet <https://www.xojane.com/issues/feminism-men-practical-steps> by Jean Dsouza)

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HACC UNIVERSITY RANKERS



Students among the Top 50 Rankers at Gujarat University B.Com Sem-5 examinations

Chhabadiya Dipeeka-	2nd rank
Panchal Priyanka-	3rd rank
Valiulla Akila Atif-	21st rank
Shah Aastha-	21st rank
Solanki Bhavika-	23rd rank
Parmar Rajal-	23rd rank
Makwana Riddhiben-	23rd rank



Students among the Top 50 Rankers at Gujarat University M.Com Sem-1 examinations

Kushwaha Shalini-	1st Rank at the University
Kanwar Vishruti-	3rd Rank at the University
Patel Disha-	11th Rank at the University
Rami Ripal-	14th Rank at the University
Katari Vaneetkumari-	20th Rank at the University
Prajapati Nirali-	23rd Rank at the University

Students among the Top 50 Rankers at Gujarat University B.Com Sem-3 examinations

Mehta Viraj-	9th Rank at the University
Laheri Ashwini-	12th Rank at the University
Puja Jayachandran-	19th Rank at the University
Jethani Mamta-	32nd Rank at the University

LECTURE SERIES AT FOC (GLSIC)



Under lecture series 2017-18, Faculty of Commerce (GLSIC) has invited Shri Ashok Damani (Senior Advocate) and Shri Kirat Damani (Advocate) as the speakers to deliver lectures on – “Mahatma Gandhi: A journey from a Lawyer to Leader” and “Youth Empowerment: Gandhian Philosophy to Gandhigiri” respectively on 14th February, 2018. Shri Ashok Damani revealed the facts of Mahatma Gandhi’s life and discussed the journey of Mahatma Gandhi. Shri Kirat Damani cited examples of sports to buttress his point. The students were mesmerized by the speeches of these two eminent speakers.

B. D. ARTS COLLEGE UNIVERSITY RANKERS

SEMESTER 5

Yadav Kusum Kumari [50th Rank]
Subject: Core- Hindi
Marks : 302 out of 420

SMT. SADGUNA C.U. ARTS COLLEGE FOR GIRLS UNIVERSITY RANKERS

SEMESTER I

- Mansuri Shafaque Saleembhai [25th Rank]
Subject: Core English
Marks : 350 out of 490
- Pathan Humayra Nasir Khan [33rd Rank]
Subject: Core English
Marks : 346 out of 490
- Pathan Husen Akhan [47th Rank]
Subject: Core English
Marks : 342 out of 490

SEMESTER 3

- Singh Nidhi Rajesh [15th Rank]
Subject: Core English
Marks : 313 out of 420

Phenomenal Woman

By Maya Angelou

Pretty women wonder where my secret lies. I'm not cute or built to suit a fashion model's size But when I start to tell them, They think I'm telling lies. I say, It's in the reach of my arms The span of my hips, The stride of my step, The curl of my lips. I'm a woman Phenomenally. Phenomenal woman, That's me.	Men themselves have wondered What they see in me. They try so much But they can't touch My inner mystery. When I try to show them They say they still can't see. I say, It's in the arch of my back, The sun of my smile, The ride of my breasts, The grace of my style. I'm a woman Phenomenally. Phenomenal woman, That's me.
I walk into a room Just as cool as you please, And to a man, The fellows stand or Fall down on their knees. Then they swarm around me, A hive of honey bees. I say, It's the fire in my eyes, And the flash of my teeth, The swing in my waist, And the joy in my feet. I'm a woman Phenomenally. Phenomenal woman, That's me.	Now you understand Just why my head's not bowed. I don't shout or jump about Or have to talk real loud. When you see me passing It ought to make you proud. I say, It's in the click of my heels, The bend of my hair, The palm of my hand, The need of my care, 'Cause I'm a woman Phenomenally. Phenomenal woman, That's me.

CONTINUED FROM PAGE-1

GLS remembered these and all the other luminaries who have contributed towards the growth and progress of the organization during the anniversary celebrations held at H.A. College of Commerce and at Sadguna College. The staff and the students at these colleges paid homage to all those who played their part in making GLS what it is today – at the helm of educational institutions. Dr. B.H. Joshi,



Shri Vadibhai Patel and Prin. J.R. Trivedi led the walk down memory lane and paid verbal

tribute to all that Gujarat Law Society has been and done for society.

ACHIEVEMENT – BD ARTS COLLEGE



Congratulations! Achievement of Sem-V Undergraduate students for winning N.C.C. Quiz Competition Gold Medal Year 2018

SKILLED PLAYERS OF GLS SCHOOL



AN INTERCLASS CRICKET MATCH WAS ORGANISED AT GLS SCHOOL WITH THE INTENTION TO PROMOTE SPORTSMANSHIP AND TEAMWORK. THE FIRST MATCH WAS HELD BETWEEN THE GIRLS AND THE SECOND MATCH WAS BETWEEN THE BOYS OF STD 9. THE STAR PLAYERS OF THESE TWO MATCHES WERE VANSH, ARNAV, SAKSHI AND NANCY. IN FACT ALL PLAYERS SHOWCASED THEIR TALENT AND ACHIEVED THE MOTIVE OF DISPLAYING TEAM SPIRIT AND SPORTSMANSHIP.

ACHIEVEMENT – NRHS



NRHS COMMERCE STUDENTS PARTICIPATED IN THE ALMA FIESTA ORGANISED BY CHIMANBHAI PATEL INSTITUTE, WHEREIN 15 STUDENTS CLEARED THE APTITUDE TEST OUT OF 125 PARTICIPANTS. SHRUTI VAISHNAV FROM STD. 12 (COMMERCE) WON THE 1ST POSITION, ANANT, BANSARI AND HETVI GOT CONSOLATION PRIZES RESPECTIVELY IN THIS EVENT.

Children's recipe

Caramel Slice:

You Need:

- Flour
- Coconut
- Oats
- Brown sugar
- Butter
- Caramel

Method:

1. Preheat oven at 180 degree centigrade.
2. Mix flour, coconut, oats, brown sugar, melted butter in a bowl and bake for 10 minutes.
3. Reduce the temperature and stir a bowl containing caramel till they turn light brown.
4. Pour the caramel over cooked base and bake



- for another 10 minutes.
5. Let it cool.
6. Spread melted chocolate over the caramel filling.
7. Decorate it with added chocolate bits.

SERVICE TO HUMANITY

THE STUDENTS OF NR AND GLS SECONDARY AND HIGHER SECONDARY SCHOOLS JOINED IN AN ACT OF SERVICE BY DONATING THE WOOLLEN CLOTHES TO THE PEOPLE DWELLING ON PAVEMENTS. THIS WHOLE PROJECT WAS UNDERTAKEN WITH A VIEW TO NURTURE THE QUALITY OF THE COMPASSION IN THE STUDENTS. STUDENTS COLLECTED OLD WOOLLEN CLOTHES AND DISTRIBUTED THEM TO THE HOMELESS.



BRAND MIGRATION

Dr. Belur Baxi

Branding is one of the important functions of marketing. Marketers put tremendous efforts in creating and nurturing a brand in the present competitive world. But what actually is Brand exactly? Just the name of a product? Perhaps that is the primary definition of a brand.

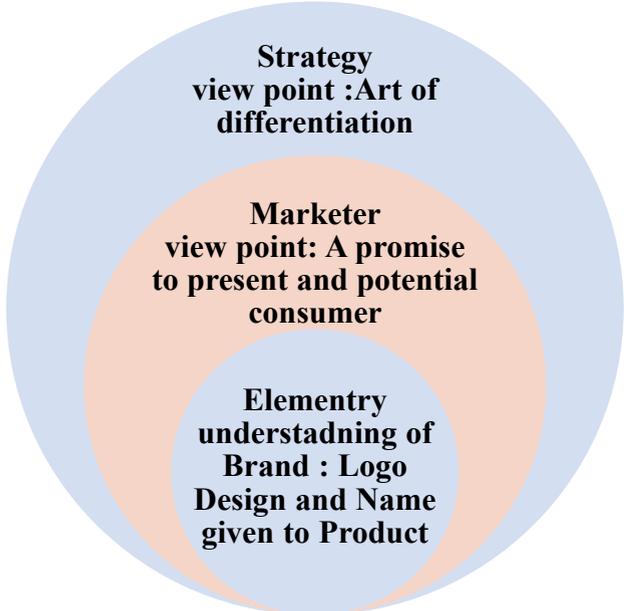
Branding is a continuous process executed by marketers. However, many brands migrate from their originators. Brand migration is the process of moving the association of goodwill from one brand owner to another. Many a times brands migrate due to mergers and acquisitions. For instance, Hindustan Unilever and Procter and Gamble are leading FMCG companies. Today the brand portfolio of both these companies are with full of migrated or acquired brands.

Crocin is one of the leading over-the-counter (drugs which do not require a doctor's prescription) painkiller in India. At present, the brand is owned by GSK. The Brand Crocin was developed by one indo-French company Dupahr Interfran Ltd (DIL) in the early sixties. Kapil Dev, the great Indian cricketer, promoted this brand in the past. In 1996 the brand, Crocin, was sold to Smith Kline Beecham by Dupahr Interfran Ltd. Later Glaxo had acquired the entire Smith Kline Beecham group. In this acquisition GSK became the owner of Brand Crocin.

Now let's move to most interesting brand migration story of one of my favourite brand Oreo. Before we start understanding brand migration of Oreo let us understand Cadbury's story. Cadbury India was subsidiary of Cadbury U.K. Cadbury U.K. was acquired by American food giant Krafts food in 2012. Thus

all brands of Cadbury become brands of Kraft Foods. Kraft was one of the leading food companies in USA with a significant market share in cheese, biscuits and other products. Oreo was a flagship brand of Kraft Food. After Kraft's acquisition of Cadbury, all the brands of Cadbury become brands of Kraft Food. Kraft entered the Indian market with two additional products through this route: Halls (lozenges) and Tang (fruit

taste. One of the important aspects of this particular brand migration is that the Brand identity remains the same. Kraft Food did not change anything in the flagship brands of Cadbury. Neither the packing nor the colour was changed because the Brand Identity of Cadbury was immensely high. There was only a slight change in the picture on the packaging of Cadbury's Dairy Milk: the addition of a chocolate



drink). The Company saw immense potential for its flagship brand Oreo in India since the acquisition of Cadbury and launched only one variable with one pack size. Oreo becomes super-duper hit in the Indian market in a short period of time due to its world class quality and

coloured can of milk. Dairy milk's Brand Equity is so strong in the market that even the third hand owner did not change anything in the outer brand identity.

(The writer is faculty at Faculty of BBBA, NR Institute of Business Administration.)

Children's recipe

Chocolate Fudge:

There's nothing like warm chocolate fudge on a cool day. Your kid will love you for this tasty treat.

You Need:

- Butter
- Condensed milk
- Chocolate

Method:

1. Grease a pan and keep aside.
2. Put butter and condensed milk in a micro safe bowl and heat for 2 minutes.
3. Then add milk and chocolate and stir till the chocolate melts.
4. Pour it in a pan and refrigerate for 4 hours.



5. Cut them into pieces.
6. Serve with some chocolate crisps sprinkled on top.

HE FOR SHE

The United Nations (Women) has begun a movement called “He For She”. HeForShe is a solidarity campaign for the advancement of women. Its goal is to achieve equality by encouraging men and boys as agents of change and take action against negative inequalities faced by women and girls. Grounded in the idea that gender equality is an issue that affects all people—socially, economically and politically—it seeks to actively involve men and boys in a movement that was originally conceived as “a struggle for women by women”.

This Women’s Day, let us look at men who have already worked hard to bring about Gender Equality in their own way.



Arunachalam Muruganatham (born 1962) is a social entrepreneur from Coimbatore in Tamil Nadu, India. He is the inventor of a low-cost sanitary pad-making machine and is credited for innovating grassroots mechanisms for generating awareness about traditional unhygienic practices around menstruation in rural India. His mini-machines, which can manufacture sanitary pads for less than a third of the cost of commercial pads, have been installed in 23 of the 29 states of India. He is currently planning to expand the production of these machines to 106 nations.



Muhammad Yunus (born 28 June 1940) is a Bangladeshi social entrepreneur, banker, economist, and civil society leader who was awarded the Nobel Peace Prize for founding the Grameen Bank and pioneering the concepts of microcredit and microfinance. These loans are given to entrepreneurs too poor to qualify for traditional bank loans. More than 94% of Grameen loans have gone to women, who suffer disproportionately from poverty and who are more likely than men to devote their earnings to their families.



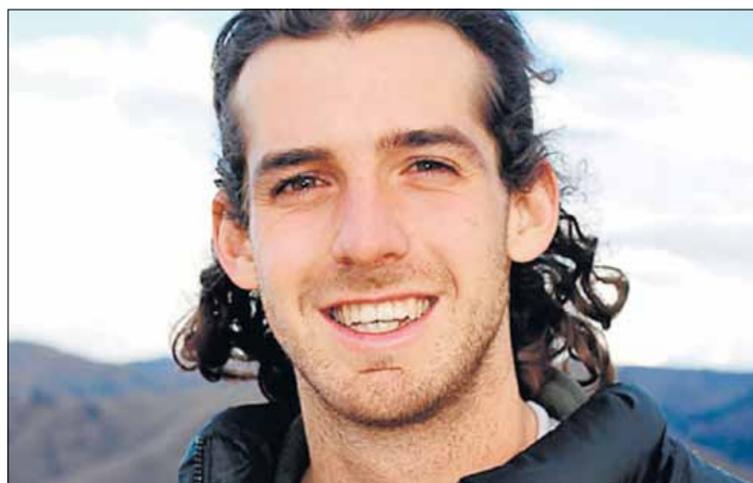
Ram Devineni: After attending protests following a horrific Nirbhaya gang rape and assault that took place in Delhi in 2012, India-born Ram Devineni, who was working as an IT analyst at Citibank in New York, decided to do something to influence the way boys perceived women. So he wrote a comic book starring Priya, a young female superhero who seeks justice for victims of violence in India’s patriarchal culture. Devineni has given away more than 60,000 copies of Priya’s Mirror, the second book in the ongoing series, since it was published in September 2016. For each release, he has partnered with the augmented-reality company Blippar to create an immersive reading experience designed to foster empathy for victims of violence.



Rafiq Pathan: In the hot sun-drenched deserts of Rajasthan, Rafiq Pathan has one mission: to make sure female foeticide ends, and that girls can live a happy and productive life. He symbolically plants a fruit tree every time a girl is born. The elected Sarpanch (village council leader) for four remote and impoverished villages uses a unique strategy. He marries activism for gender equality with environmental protection, and uses his influence as the village council leader to support girl children, mobilizing his team of village council to work with him to ensure that girls can attain their full potential.



Fedja Mehmedović: Mehmedovic is engaged with the promotion of sexual and reproductive health in Bosnia & Herzegovina for more than ten years now. Mehmedović is a national trainer, peer educator and the winner of a competition promoting gender equality in Bosnia and Herzegovina, Stories of Real Men. He has trained more than 10,000 young people as part of his Young Men as Allies programme in preventing violence against women. He leads by example, encouraging young men to treat women and girls with respect, and takes great pride in showing the world that it is cool to stand up for women’s rights.



Alex Ball: Founder, Sacred Valley Project. A graduate of Brandeis University with a degree in international relations, Alex oversees the Sacred Valley Project in Peru. He has worked with local communities and the regional government in efforts to improve sanitation, build infrastructure for sustainable economic development, and install electricity in rural communities. He has established the Peru (Sacred Valley) Education Fund which works to empower young girls through secondary education.



Mikey Mercer: Recognised across Barbados as a celebrity advocate working for an end to violence against women and girls, UNiTE Caribbean Artist Michael “Mikey” Mercer participated in several outreach activities to end violence against Women and Girls. Mikey participated in the UN Women MCO Caribbean launch of its social mobilisation work in the Eastern Caribbean, which focuses on mobilising communities, and boys and men, in tackling the social norms and behaviours which sanction violence against women and girls.



Dhruv Arora: Co-creator of GotStared.At & #itsnotyourfault, to end street harassment of women and girls. A digital expert and a gender activist, Dhruv Arora, 25, is passionate about both these dimensions of his work and is widely known in New Delhi, India, as the man galvanizing action through an online movement on gender issues. He is one of the creators behind GotStared.At and #itsnotyourfault, an online movement that he built with his friend Kuber. The platforms provide an outlet for people experiencing street harassment.

(Compiled from the internet by Jean Dsouza)

એચ. એ. કોલેજમાં પ્રવૃત્તિઓની વિવિધા

અમદાવાદના જન્મદિવસની ઉજવણી



અમદાવાદની સ્થાપના સને. ૧૪૧૧ માં થઈ હતી. કોલેજમાં શહેરના ૬૦૭ માં જન્મદિવસની ઉજવણી થઈ હતી. અમદાવાદના ભવ્ય ઈતિહાસની ઝાંખી કરાવતા આચાર્યશ્રીએ શહેરની રાજકીય, સામાજિક તથા શૈક્ષણિક પરિસ્થિતિનો ચિતાર રજૂ કર્યો હતો. શહેરના સ્થાપત્યો જેવા કે ગુલતા મિનારા, સરખેજના રોઝા, ભદ્રનો કિલ્લો, સીદી સૈયદની જાળી, ત્રણ દરવાજા અને રાણીનો હજીરો વિષે જાણકારી આપી હતી. માન્યેસ્ટર તરીકે જાણીતું અમદાવાદ શહેર અને તેની મીલો વીધે પણ વર્ણન કર્યું હતું. વિદ્યાર્થીઓએ આ દિવસે સમાજોપયોગી સંદર્ભે શપથ લીધા હતા કે, હું અન્નનો બગાડ કરીશ નહિં, કરવા દઈશ નહિં તથા ૮૦% ભોજન લઈશ.

માતૃભાષા દીવસની ઉજવણી



કોલેજના સ્ટડી સર્કલના નેજા હેઠળ ૨૧ મી ફેબ્રુઆરી ના રોજ વિશ્વ માતૃભાષા દિવસ ઉજવવામાં આવ્યો હતો. કાર્યક્રમના મુખ્યવક્તા તરીકે ગુજરાતી સાહિત્ય પરિષદના ઉપપ્રમુખ કવિ તથા વિવેચક શ્રી રાજેન્દ્ર પટેલે ગુજરાતી ભાષા તથા સાહિત્યના સંવર્ધન સદર્ભે વક્તવ્ય આપ્યું હતું. તેઓએ જણાવ્યું હતું કે, માતૃભાષાના નાશ થવાથી સંસ્કૃતિ નાશ પામે છે. વિશ્વની વિવિધ ભાષાઓના દાખલા આપી માતૃભાષાનું મહત્વ સમજાવ્યું હતું. કોઈ પણ વ્યક્તિ તેની માતૃભાષામાં જ સારી રીતે અભિવ્યક્તિ કરી શકે છે, સ્કુલ શિક્ષણથી ઉચ્ચશિક્ષણ સુધી માતૃભાષાને ફરજિયાત રીતે ભણાવવી જોઈએ તેવું કોલેજના આચાર્યશ્રીએ જણાવ્યું હતું. ગુજરાતીના સાહિત્યકારો ઉમાશંકર જોષી, ગોવર્ધનરામ ત્રિપાઠી, નાનાલાલ, રાજેન્દ્ર શાહ, રાવજી પટેલ તથા નિરંજન ભગત જેવા સાહિત્યકારોનું ગુજરાતી ભાષાના સંવર્ધનમાં તેમના ફાળા વિષે જાણકારી આપી હતી. શ્રી વાડીભાઈ પટેલે જણાવ્યું હતું કે, વિશ્વની કોઈપણ ભાષા માતૃભાષાના ભોગે ન શીખવી જોઈએ.

દેશની શ્રેષ્ઠ કોમર્સ કોલેજ

એચ.એ. કોલેજ ઓફ કોમર્સ સતત બીજા વર્ષે દેશની શ્રેષ્ઠ કોમર્સ કોલેજનું સ્થાન મેળવ્યું છે. મુંબઈના મીડિયા રીસર્ચ ગ્રુપ દ્વારા દર વર્ષે એક સર્વે કરીને ભારતની એક શ્રેષ્ઠ કોલેજ જાહેર કરવામાં છે. આ વર્ષે કુલ ૧૧૫૭૩૨ વ્યક્તિઓ દ્વારા ૨૦ શહેરોમાં ઓનલાઈન વોટીંગ થયું હતું. જુદા જુદા ત્રણ લેવલમાં આધારિત સ્પર્ધામાં વિવિધ પેરામીટર્સ સાથે થયેલ સર્વેના પરિણામે કોલેજને સૌથી વધુ મત મળ્યા હતા અને દેશની શ્રેષ્ઠ કોલેજ તરીકે એચ.એ. કોલેજ ઓફ કોમર્સ જાહેર કરવામાં આવી હતી.



કોલેજમાં વિવિધ ડે તથા વાર્ષિક રમત-ગમત દિવસની ઉજવણી :



તા. ૮-૯-૧૦ ફેબ્રુઆરી દરમિયાન સાંસ્કૃતિક સમિતિના નેજા હેઠળ વિવિધ ડેઝ જેવા કે ઓટોગ્રાફ ડે, કેરેક્ટર ડે, રીફ્રેશમેન્ટ ડે, ગૃપ ડે, ટ્રેડીશનલ ડે ની ઉજવણી થઈ હતી. વાર્ષિક રમત ગમત દિવસ નિમિત્તે વિવિધ રમત ગમત જેવી કે, દોડ, ખો-ખો, કબડ્ડી, લાંબી ફૂટ, ગોળાકેંક, બરછી ફેંક વિગેરે રમતોનું આયોજન ગુજરાત વિદ્યાપીઠના મેદાનમાં કર્યું હતું.

માનવતાની મહેર



માનવસેવા એ જ માધવ સેવા છે તેવું માનવા વાળા માનવધર્મ આશ્રમની સમિતિ દ્વારા શરૂ કરેલ માનવ સેવામાં કોલેજના વિદ્યાર્થીઓ દ્વારા શહેરની વિવિધ શાળાઓમાં ભણતા વીધાર્થીઓ કે જેમની પાસે પુરતી શૈક્ષણિક સામગ્રી ન હોવાને કારણે પડતી તકલીફ દૂર કરવા માટે એક પ્રયત્ન આચરવામાં આવ્યો હતો.

જ્ઞાનસત્રનું આયોજન

ભારતમાં શિક્ષણ ક્ષેત્રે નાલંદા તથા તક્ષશીલા જેવી યુનિવર્સિટીઓ હતી જેમાં વિદેશના હજારો વિદ્યાર્થીઓ વિવિધ પ્રકારના જ્ઞાન મેળવતા હતા. ટેકનોલોજીકલ યુનિવર્સિટીના કુલપતિશ્રી ડો. નવીન શેઠે મુખ્ય વક્તા તરીકે ભારે વિજ્ઞાન તથા ટેકનોલોજી ક્ષેત્રે વિશ્વને આપેલ પ્રદાન વિષય ઉપર પોતાના વિચારો વ્યક્ત કર્યા હતા ભારતીય સંસ્કૃતિ સંદર્ભે આર્યભટ્ટથી લઈને અબ્દુલ કલામ સુધીના વૈજ્ઞાનિકો તથા વિવિધક્ષેત્ર જેવાકે આયુર્વેદ, એન્જીનીયરીંગ, સ્પેસ, કાપડ તથા ખેતી વિષે ભારતે કરેલા સંશોધનો અંગે વિદ્યાર્થીઓને માહિતગાર કર્યા હતા.



GLSU'S WINNING STREAK

Students of IMBA, MBA and N.R. PGDM have defeated their counterparts at Management events held across Gujarat!

Students of IMBA, MBA and NRPGDM have won several accolades at various competitions at management institutes across Gujarat. Their achievements range from competitions of intellectual stature to cultural events, from sports to art& creativity. These students have proved that they excel in all the areas.....be it Co-curricular, Research-oriented or Extra-curricular.



FACULTY OF MANAGEMENT BRIDGES THE GAP BETWEEN CLASSROOMS AND CORPORATES



It is imperative for management students to be aware of the external environment, industrial scenario and the current prospects of the industry. To provide the pragmatic wisdom to the students who are at the threshold of their professional careers, GLS Faculty of Management regularly conducts Corporate Guest Lectures. The guest lectures conducted this semester were:

Mr. Mohit Arora, Sr. Manager, Lending Kart Finance Ltd. was invited to share his views. Students participated actively to understand the various types of risks like commodity risk, credit risk, forex risk, interest rate risk and exchange rate risk.

Mr. Ankit Joshipura, Managing director of Metamorphosis Institute of Transformation conducted a workshop was organized called "Create your own story" for the IMBA 2nd and 3rd year students. The session ensured the students remain motivated every day. The session

included some ice-breaking activities that gave a real-life practical learning to students for their overall development.

Mr. Chirag Tripathi - Creative Head Sambhaav Media Ltd., poet, writer and national award winner for his contribution to Radio conducted a session for MBA-I year students in their Marketing Management course on the topic 'Role of Radio and different media platforms'. Students highly appreciated the insights shared by him.

Mr. Ajit Shah - Chartered Accountant, Ajit Shah & Associates discussed the national budget of 2018 with the MBA I and II Year students. The session helped students to understand the Budget and analyze it differently.

Mr. Kamlesh Surti - Managing Director, Brainmark MIT Pvt. Ltd conducted a workshop on "Career Shaping By The Mahabharata" - The Motivational & Thought provoking session on Career Selection.

TALENTINO 2017-18



On 15th February, 2018, Faculty of Management, GLSU, celebrated its annual cultural fest 'Talentino'. The event comprised of talent shows like dance, drama, singing & fashion show. In the presence of around 700 spectators, the participants were all pumped up to showcase their talent on the grand stage of Thakorebhai Desai Hall. Around 150 students had participated in the grand event from various

courses like MBA, PGDM and I-MBA. The event was judged by Mr. Jaineel Joshi, a well-known Fashion Show Choreographer and Ms. Esha Kansara, a tele-series artist of Muktibandh. The winners were awarded various trophies like Mr and Miss Talentino, Best Dancer (Male/Female), Best Group Dance, Best Singer (Male/Female), Showstopper (Male/Female), (Best Dressed (Male/Female), Best Drama and so on.

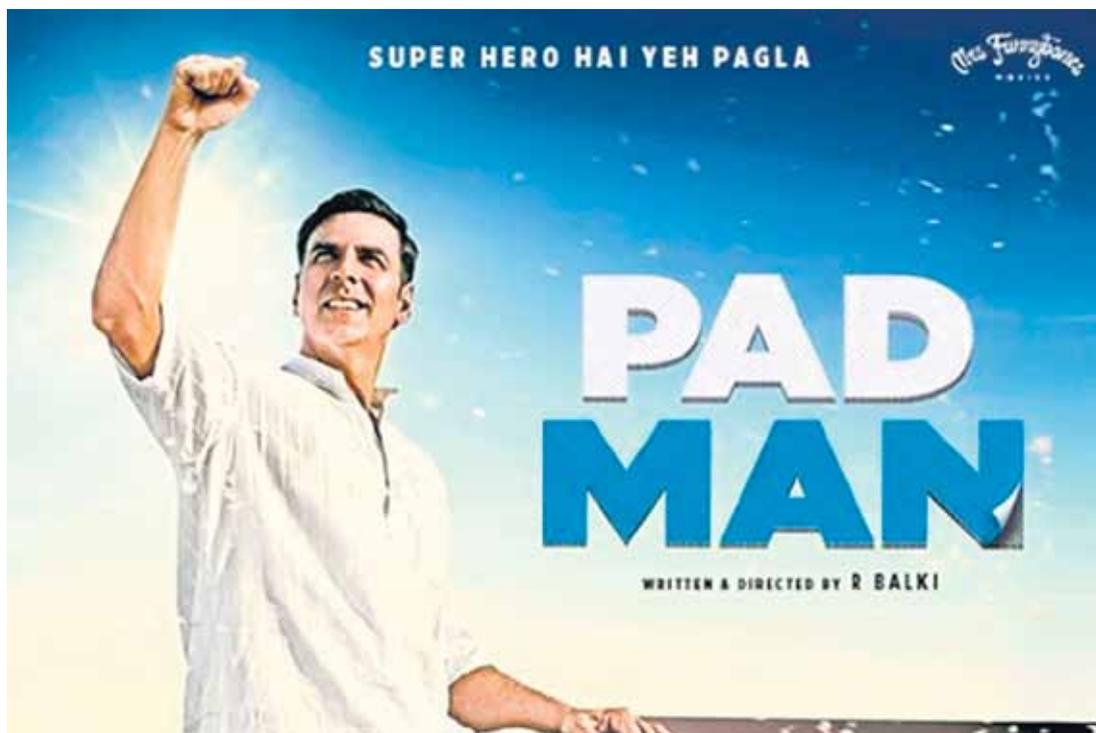
MOVIE REVIEW

PADMAN

By Jean Dsouza

If I was the government, I would have made the tickets for PadMan tax-free. It is a movie that every Indian man and woman (and the third gender too) simply MUST watch. Why? Because it brings to light an issue that half the world's population faces, and yet nobody wishes to talk about - Menstrual Hygiene. The Tribune calls PadMan "the movie we know we need". The film beautifully blends in social taboos, mentalities, love versus marriage, liberated women, fighting against these, and then succeeding.

Based on the true story about Arunachalam Muruganatham, R. Balki's PadMan is about a metalworker - whose name is changed to Lakshmikant in the film - who thought it terrible that his wife Shanthi and all the women in his community had to rely on dirty rags when they got their periods because sanitary pads



were absurdly overpriced. So, he did something about it. Initially, he makes handmade pads and gifts them to his wife, who recoils even at the thought that her husband can touch not

just her, but an object used during menstruation. Embarrassment, shame, social disgrace and even disgust about Lakshmikant's obsession of pads and menstruation flood

the household, the neighbourhood and the village. Eventually, with loans and borrowed assistance, Lakshmikant develops a low-cost machine to make pads.

Pari - a liberated woman played beautifully by Sonam Kapoor - enters the story at this point, bringing in the angles of employment, marketing and women's awareness into the story. As the manufacturing units are established in more villages in different parts of the country, movie includes evangelising the villagers about menstrual hygiene, thus initiating a revolution in feminine hygiene, ending the toxic masculine culture of silence and disapproval and introducing a vernacular culture of social entrepreneurship.

Akshay Kumar gives the role a credibility no other actor could perhaps have given. The film, unlike other developmental biopics, ends with success and recognition to PadMan, thus inspiring the viewers to make a difference in society, however humble the beginnings might be.

(Writer is an Associate Professor in English and Communication at HACC)

SCHOLARSHIPS / FELLOWSHIPS / RESEARCH OPPORTUNITIES

Compiled by: GLSCRD

A. OPPORTUNITIES FOR STUDENTS

1. **CSIR Innovation Award for School Children (CIASC-2018):** Any Indian Student below the age of 18 years as on 1st January 2018 and enrolled in an Indian school can apply. A student or a group of students creating an invention together can make only one entry.

For details visit website: www.csir.res.in
Last date: 31st March 2018

2. **Applications are invited for Research Scholar Programme for 2018-19.**

For details visit website: www.niab.org.in
Last date: 5th March 2018

3. **Post-Doctoral Fellowship to Scheduled Caste/ Scheduled Tribe Candidates.**

For details visit website:
https://www.ugc.ac.in/pdfnews/1962361_PDF-SC-ST-revised.pdf

Last date: Open throughout the year.

4. **Post-Doctoral Fellowship for Women**

For details visit website:
https://www.ugc.ac.in/pdfnews/8868819_revised-final-PDF-W.pdf

Last date: Open throughout the year.

5. **2018 Korean Government Scholarship Program (KGSP) for Graduate Degrees**

For details visit: www.studyinkorea.or.kr/en/sub/gks/selectBoardArticle.do

Last date: 09.03.2018 (Till 3 pm)

6. **CHINESE GOVERNMENT SCHOLARSHIP 2018-2019**

Applicants are required to apply online through Ministry of Human Resource Development portal <http://proposal.sakshat.ac.in/scholarship>.

For details visit: <http://www.csc.edu.cn/studyinchina> or www.campuschina.org

Last date: 04/03/2018.

7. **Master of Public Policy and Management (MPPM) programme at Institute of Policy Studies (IPS), University Brunel Darussalam.**

For details visit: <http://ips.ubd.edu.bn/graduate-programmes.html>
Last date: 31st march 2018

8. **I IHS Erasmus Education Fund (EEF) in Netherlands, 2018**

For details visit: <https://www.scholarshipsads.com/ihs-erasmus-education-fund-eef-netherlands-2018>
Last date: 1st April 2018

HS Erasmus Education Fund (EEF) in Netherlands, 2018

B. OPPORTUNITIES FOR TEACHERS:

1. **Fulbright Distinguished Awards in Teaching Programme.**

For details visit: <https://oas.irex.org/fulbrightdai/>
Last date: March 1, 2018

2. **Faculty Development Programme for colleges for college teachers**

For details visit: https://ugc.ac.in/pdfnews/7156840_Guideline_FDP.pdf
Last date: Open throughout the year

3. **The Understanding Violent Conflict (UVC) program of the Social Science Research Council (SSRC) invites research grant applications from postdoctoral researchers, policy analysts, and practitioners**

For details: <https://www.ssrc.org/fellowships/view/conflict-research-fellowship>
Last date: 15th April 2018

C. OPPORTUNITIES FOR STUDENTS AND TEACHERS:

1. **Applications are invited for Prime Minister's Fellowship scheme for doctoral research In the areas of science, technology, engineering, agriculture & medicine.**

For details visit: www.primeministerfellowshipscheme.in

Last date: Within 14 months of admission to PhD (first date to be considered in case of a different admission/enrolment date and registration date)

2. **Best Research Paper for Qatar International Awards for Dialogues of Civilization being organized by Qatar University and Qatar Committee for Alliance of Civilizations.**

For detail visit: https://www.ugc.ac.in/pdfnews/5605999_Mhrd

Last date: 1st April 2018

3. **IITB MONASH RESEARCH ACADEMY- an Indian Australian Research Partnership offers Attractive PhD Scholarship.**

For details visit: www.iitbmonash.org
Last date: 11 March 2018

D. FOR ACADEMIC INSTITUTIONS:

1. **Bio Technology Research Assistance Council- BIRCA (a Government of India Enterprise) Invites Proposal for Supporting Product Development.**

For details: www.birac.nic.in
Last date: 31st March 2018

2. **Bio Technology Research Assistance Council- BIRCA- Invites Applications for being an Enabler for Nurturing Biotech Start-ups**

For details: www.birac.nic.in/bionest.php
Last date: 31st March 2018

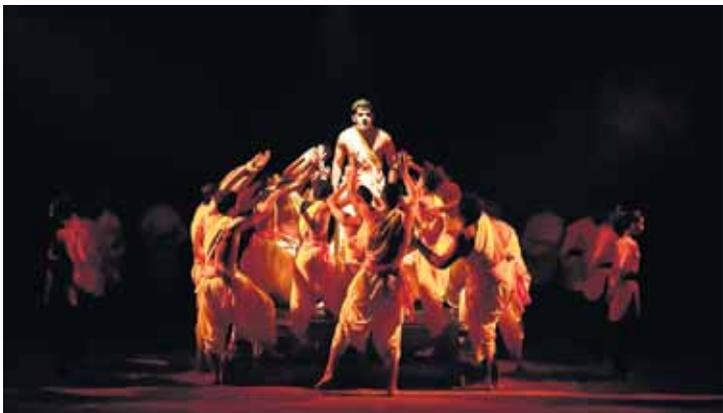
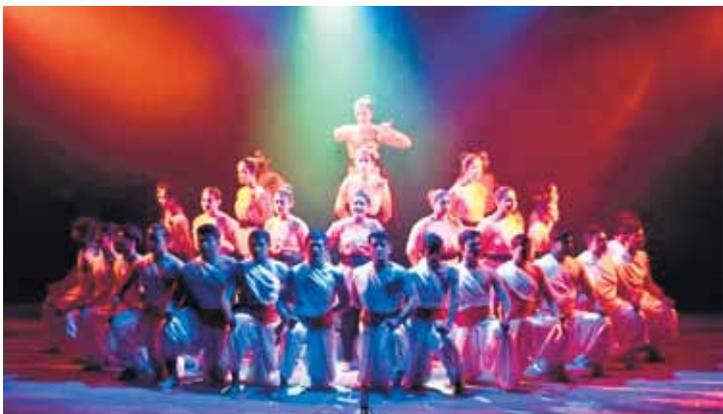
EVENTS AND ACHIEVEMENTS

FOG, GLSU (SMPIC) SHINES AT 'COGNOSCE' : NATIONAL ECONOMICS FESTIVAL



The 'COGNOSCE 2018' was a National Economics Festival organized by St. Xavier's College, Ahmedabad dated on 3rd and 4th February '18 including various events like Shot Gun, Gold Rush, Decibels, Idea Bazar, Eco-bistro, Grapewine, Wall Street Warriors, Peek-A-Boo, Kaleidoscope, Mock Parliament. GLS Students shone at these events. Among them, Anshul, Nakshee, Jenish Vohra (T.Y.B.Com) bagged the 3rd position in Idea Bazaar and Shrenik Jain (F.Y.B.Com), Arhan Shah (S.Y.B.Com) bagged the 1st position in Mock Stock and Anjali Bohra, Pallavi Samtani, Jigyasha Duggar (S.Y.B.Com) bagged the 3rd position in Eco-Bistro and Vipin Jain, Chandani Punjabi, Pratik (T.Y.B.Com), Poorva (F.Y.B.Com) bagged the 2nd position in Gold Rush.

GOOD PERFORMANCE BY FOC GLS UNIVERSITY (SMPIC) @ INT INTER COLLEGE DRAMA COMPETITION



Faculty of Commerce (SMPIC) performed 'Ashwathama', directed by Dhruvad Kamble on 7th February, 2018, at the finale of the prestigious State Level Indian National Theatre, Mumbai, and Gujarat Samachar Inter College Drama Competition. In the Semi-finals, 15 colleges from all over Gujarat performed. In the finale, Parikshit Tamalia of SMPIC was awarded the Best Actor- Third Prize.

CONGRATULATIONS FACULTY OF COMPUTER APPLICATIONS & IT



Mehalana Vraj, Ladla Sagar of SY-iMSCIT won the 3rd prize at the Late Rotarian T. S. Nanavati Quiz Competition 2017-18.



Shah Jeel, Pandeji Vandan of TYBCA won the 1st prize in Poster Presentation, at Shree Swaminarayan College of Computer Science, FLASH@ SSCCS-2017, Bhavnagar.



Shetty Indushree of TYBCA won the 2nd prize in Paper Presentation at Shree Swaminarayan College of Computer Science, FLASH@ SSCCS-2017, Bhavnagar.



Ladla Sagar, Nagrani Sagar of iMSCIT won the 1st Prize in C/C++ Programming Competition at the Department of Computer Science, Sardar Patel University, Vallabh Vidhyanagar.



Pandya Aman, of FY-iMSCIT won the 2nd Prize in NFS, at Kadi Sarva Vishwavidhalayay, Gandhinagar.



Desai Arnab, Mehta Jalaj of FY-iMSCIT won the 1st Prize in Scavengers, at Kadi Sarv Vishwavidhalayay, Gandhinagar.



Shah Jeel, Pandeji Vandan of Faculty of Computer Applications & IT, TYBCA won the 1st prize in Web Designing at Kadi Sarva Vishwavidhalayay, Gandhinagar.



Raval Prem, Patel Ayush Vala of TYBCA won the Consolation Prize in IT Quiz Competition at Department of Computer Science, Sardar Patel University, Vallabh Vidhyanagar.

FACULTY ACHIEVEMENT

Dr. Dhirajbhai Vanker, Head, (Dept. of Hindi), B.D. College has recently been conferred with an award by the Ministry of HRD and a cash prize of Rs,1,00,000/- for his critical work "Dalit Vimarsh" in the category of writers Hinditar (whose mother tongue is not Hindi, but who write in Hindi language) for the year 2016.



TECHFEST "CYBER SHADEZ - 2018"

Faculty of Computer Application & IT (BCA, iMSc(IT) PGDCA, M. Sc-IT and Faculty of Computer Technology (MCA) hosted the Technical Festival "Cyber Shadez" on 17th February, 2018. The theme of the TechFest was "Block Chain".

The objective of the TechFest was to provide a platform for the dynamic young students to showcase their technical talents with competitive spirit. The events organized during the festival were Idea Presentation, Tech Programming, Relay Programming, Web Craft - Removing Bugs from Code, IT Quiz, Gem Collection - Database Treasure Hunt and Artful - Logo / Flex Design.

The event was graced by Dr. Unnat Pandit, Head of Operations, Atal Innovation Mission, National Institution for Transforming India (NITI



In the pre-lunch session, four events named Idea Presentation, Remove Bugs from Code, Tech programming and preliminary round of IT Quiz were held. The students showcased their talent by presenting real-life live models and posters of RFID Based Attendance System, Robotics and Home Automation.

The post-lunch session started with Relay Programming, Logo/Flex Design and Treasure Hunt in parallel.

The event ended with a prize distribution. The staff members of Faculty of Computer Applications & IT and Faculty of Computer Technology along with student volunteers coordinated the entire event with great success. The student response was highly encouraging, and the judges of all events, who were experts in their fields, appreciated the event greatly.

Aayog), Government of India. He talked about "Strengthening Innovation Ecosystem for India

by 2022", how to change the perception of observations about problems in day to day

life, and the conversion of problems into solutions by innovation.

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