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FACULTY OF COMMERCE  
BEARS THE TORCH FOR A STEP  
TOWARDS TRAFFIC AWARENESS

# GLS UNIVERSITY'S 2ND CONVOCATION CEREMONY



Convocation day, one of the most important day in a students' life, marks the culmination of their academic life. GLS University after becoming a private university, hosted its second Convocation Ceremony on Feb 16, 2019. It was a leap further for GLS University and moment of immense pride for the graduating batch.

The ceremonious event marked the august presence of the luminary like Shri Ramanathan Ramanan,

Mission Director of the Atal Innovation Mission (AIM) - a flagship national Innovation initiative of the Prime Minister and the Government of India under the NITI Aayog. The ceremony was presided by Shri Sudhir Nanavati, President, GLS University.

Shri Sudhir Nanavati, President, GLS University declared the convocation open. In his welcome address, he congratulated the convocating batch for their achievements so far and emphasized on the

responsibility they shoulder being the graduating batch of GLS University. He stressed on the fact that GLS as an University has developed their skills and improved their knowledge. Their actual journey starts from here when they leave their cocoon and enter the corporate world. How they utilize their skills and knowledge will be the determining factor in shaping their career ahead. He urged them to take the pride of their alma matter ahead and

contribute to the society at large.

Progress report of GLS University was presented by the Registrar, Dr. Dharmesh Shah specifically mentioning the launch of innovative programmes, collaboration with leading foreign universities, novel technological interventions adopted by the university and establishment of the 2nd Incubation Centre supported by Atal Innovation Mission

CONTINUED ON PAGE-2 ►

## INTERNATIONAL CONFERENCE ON ADVANCE THEORY, RESEARCH AND PRACTICES IN MANAGEMENT



Faculty of Management, GLS University organized an International Conference on Advances in Theory, Research and Practice

in Management (ATRPM-2019) on 23rd February, 2019. The prime objective of this conference was to provide a

CONTINUED ON PAGE-3 ►



### Congratulations

GLS is proud of President Sudhir Nanavati for being conferred an Honorary Doctorate degree in Law, Education and Social Services by Gujarat University. We applaud Dr. Nanavati for this achievement and the recognition it carries!

# FBA ACHIEVEMENTS

Students of FBA (NRBBA) showcased their talent while participating in various external events in the month of February.

Harsh Jadhav and Jatin Shah (Sem 4) secured the second prize in the Business Quiz at Elysian – an intercollege competition organised by the Institute of Commerce, Nirma University.

Khelan Shah and Rahil Jain (Sem 4) won the third prize in a competition organised by Nirma Institute of Management.

Ekagrata Manager’s Quiz was organised by Amity University, where Jatin Shah of Sem 4 secured the first prize and Harsh Jadhav of Sem 4 secured the second prize.

Rahil Jain (Sem 4) and Parakh Dua (Sem 2) bagged the first position in Business Quiz at a competition organised by NICM

El-Dorado – an inter college competition organised by Shayona Institute of Management brought out the following winners:

The team of Rahil Jain (Sem 4), Jay Ahir (Sem 4) and Varun Nanavaty (Sem 2) won the first prize in Treasure Hunt

The team of Sem 6 students, Ritu Shah, Saloni Dalwadi and Dhara Chheda won the second



prize in Antakshri

Dhara Chheda of Sem 6 has received a special mention in an essay writing competition organised by the Ram Chandra Mission

Sem 6 student Bhavi Jain secured the third prize in the Open book exam organised by C U Shah college

Bauddhika, an inter-college competition, was organised by Shanti Business School where these students won prizes:

Harsh Jadhav and Jatin Shah of Sem 4 bagged the third position in Business Quiz

Prateek Jain and Rahil Jain of Sem 4 won the first prize in the logo and tagline competition

Dilpreet Kaur Chhabda and Vipul of Sem 2 bagged the second prize in the financial planning competition

The team of Priyansh

Khandelwal, Nisha Makwana, Rishabh Patwa, Megha Prajapati of Sem 6 bagged the first position in the Master Chef competition

The team of Mudita Thacker, Dilpreet Kaur Chhabda, Mayank Laddha, Manveer Singh Chhabda and Sunil Chelani of Sem 2 secured the second position in the Master Chef competition

Sudhansu Sharma from Sem 6 won the second prize for his solo dance

Harsh Jadhav, Rahil Jain and Jatin Shah of Sem 4 won the third prize in Quiz organised by SBI Numero Yono

Aniket Patil and Raj Bodat of Sem 6 bagged the Manager of the year award at Event Manager of the Year competition organised by National Institute of Event Management.

## FOC GLSIC ACHIEVEMENTS



Faculty of Commerce (GLSIC) participated in various dance, fashion, music and art activities bagging a series of awards and accolades in the following events:-

### Shanti Business School-Bauddhika

Overall Championship Trophy  
Face Painting :- 1st Position Rahil Solanki  
1st Runner up Ashwini Dholani

Fashion :- 1st Position  
Dance :- 1st Position Sunny Bataniya  
B.K.School of Management  
Fashion :- 1st Position  
Nirma Institute of Commerce  
Music :- Duet Singing- 2nd Runner up  
Sakina Lokhandwala & Shreya Singh



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*CONTINUED FROM PAGE-1* ► platform for exchange of ideas between experienced and knowledgeable researchers, practitioners and doctoral students in various fields of

economy, marketing, finance and human resource.

Dr. Dharmesh Shah, Registrar GLS University, welcomed all participants and delegates and briefed about



research initiatives at GLS University and importance of research for academic and corporate fraternity.

Dr. Jasmine Gupta-Vice President (L&D & Digital Adoption), Kotak Mahindra Bank, graced the event as the Chief Guest of the function and delivered a key note address on ‘Future of Management Practices’. The audience was mesmerized with her knowledge and expertise in the area of research.

The event witnessed a huge participation of which 105 papers were accepted and selected for conference after a double-blind review process. 10 parallel tracks were organized wherein participants presented their research before dignitaries



from corporate and academia.

The valedictory session witnessed an informative keynote address delivered by Professor Anand Jaiswal – Associate Professor at IIM Ahmedabad on “Future of Management Research”.

Of the selected research papers presented at the conference, they were awarded for the ‘Best Research Paper’ and ‘Best Presentation’ in ‘Corporate & Academics’ and ‘Students’ category. The winners received a cash prize and a certificate for the same.

The event was a grand success and all the participants departed on a cheerful note with a promise that the learning and impetus on research will continue for years to come.

*CONTINUED FROM PAGE-1* ▶  
 (AIM) - a flagship national Innovation initiative of the Prime Minister and the Government of India of India under the NITI Aayog (National Institution for Transforming India).

Shri Ramanathan Ramanan, Mission Director of the Atal Innovation Mission (AIM) initiated his convocational address by discussing the importance of innovation. He highly appreciated the efforts, GLS University endures towards imbining the culture of entrepreneurship in their students. He congratulated GLS University for being the only University in India to have two Incubation Centres approved by Department of Science and Technology, Government of India and Atal



Innovation Mission (AIM) - a flagship national Innovation initiative of the Prime Minister and the Government of India of India under the NITI Aayog (National Institution for Transforming India). He ended his address with an urge to the convocating batch to always have an eagerness to learn, take challenges in life, have a thrust

towards innovation and be a job creator rather than being a job seeker. It was a moment of immense pride for GLS University to honour Shri R. Ramanan with an honorary doctorate for his exemplarily work in the area of corporate leadership, entrepreneurship and innovation.

The students of the



graduating batch of the GLS University from Computer Applications & IT, Computer Technology, Management, Education, Commerce and Business Administration courses were awarded degrees and diplomas on completion of their academic pursuits. In all 2625 degrees and diplomas were awarded and 52 students

were felicitated with Gold and Silver Medals as well as 'Best student' awards in different disciplines of study.

The convocation was declared closed by Shri Sudhir Nanavati. It marked an unforgettable day in the lives of the graduating batch, their parents and everyone at GLS University.

**CONGRATULATIONS TO MS. CHANDNI KAPADIA**



**C**handni Kapadia, COO, GLSU, was listed among the most talented women leaders in the world by the World HRD Congress at the 6th World Women Leadership Congress Awards on 17 February 2019. This is an honour for Gujarat Law Society and a very well-deserved award for Ms. Kapadia.



*CONTINUED FROM PAGE-12* ▶ and laws related to traffic. As the President of GLS University he informed the gathering about the strict adherence to the traffic rules exercised at GLS University and promised for zero tolerance for Traffic Rules offences. Dr. Nanavati also took up the challenge to carry out more traffic awareness programmes to benefit the students in future. The program

was coordinated by Dean Dr. Ashwin Purohit. He also proposed the vote of thanks.

The other highlight of the function was the live demonstration about the Helmet by the retailers to explain the importance of using good quality helmet while driving two wheelers.

It was a short and compact function with a huge and substantial significance.

**FOC (GLSIC) AT SYNAPSE-2019**



**F**aculty of Commerce (GLSIC) has won the first prize at SYNAPSE-2019 organized by DAICT, Gandhinagar. The play "Refund" won the cash price of Rs.10,000/- and was well

appreciated by the audience and judges. Around 10 students had participated in the competition and stunned the viewers by their spell bound performance filled with wit and humour. The play, perfect blend of irony and

fun, is a satire on current education system.

Our one more student Sakina Lokhandwala won 1st prize in Western Singing at SYNAPSE-2019.

**SWIMMING ACHIEVEMENT OF FOC-GLSIC**



**K**helo India 2019, was organised by the Government of India at Pune Shree Shivchattrapati sports complex on 9th-15th of January. Vruti Patel (GLS University-FOC-GLSIC) Ahmedabad, Gujarat participated in U/21 category and won a position amongst the top 8 in swimming. She also won a bronze for Gujarat State. The events in which she participated

- were
- 100mt backstroke 4th
- 200 mt backstroke 5th
- 50 mt backstroke 8th
- 4x100 mt medlay relay 3rd

Vruti Patel was felicitated with Rs. 10,000 by the Government of India.

## ENRICHING ACTIVITY AT GLS

# NATIONAL LEVEL TECHFEST "CYBER SHADEZ – 2019"

By Prof. Vinita Nair

Faculty of Computer Applications & IT (MSc-IT, BCA, PGDCA, iMSc-IT) and Faculty of Computer Technology (MCA) hosted the annual National Level Technical Festival "Cyber Shadez" at the GLS University Campus on 9th February 2019. The theme of the TechFest was "ROBOTIC PROCESS AUTOMATION".

The objective of the TechFest was to provide a platform for the students of BCA, BSc (IT/CA/CS), iMSc (IT/CA/CS), PGDCA, MSc (IT), MCA and iMCA to showcase their technical skills. It also intended to give insight of upcoming robotic process automation technology to students studying software development.

Competitions like Marathon Programming, Relay Programming, Idea Presentation, Robo Race, RPA Projects, Logo Designing, IT Quiz and Database Treasure Hunt were organized under Cyber Shadez 2019 within UG and PG category. More than 300 students from across the state participated in the event with great enthusiasm. The prizes for Cyber Shadez 2019 were sponsored by our esteem sponsors namely School of Robotics, Akash Technolabs and TechSamvaad.

Prof. R. P. Soni, Dean - FCAIT, GLSU, initiated the event by giving everyone a food for thought and presenting before them his views on Artificial Intelligence and RPA, and its impact on human lives. Shri Sudhir Nanavati, President, GLS University, gave the inaugural address and motivated the young talent for the upcoming events and emphasized on using the best part of technology and how to actively participate in making India a better country.

Following the inaugural ceremony, pre-lunch session had five events namely Idea Presentations, Robo Race, RPA Projects, Database Treasure Hunt (UG) and Marathon Programming- which included non-stop programming for five hours using JAVA.

The Idea Presentation event was judged by Shri. Kartik Joshi CEO and Co-founder, TechSamvaad and Shri.



Mayank Modi, Vice President, Argusoft. The participants had developed innovative chatbots such as admission inquiry, physiological guidance, women safety. The UG track students showcased working models based on Arduino and Raspberry-PI.

The post lunch session commenced with Database Treasure Hunt (PG), Relay Programming (UG), Logo designing (UG) and IT Quiz. 17 teams participated in Logo designing and the event was judged by Mr. Maitrey Trivedi, Software Engineer-Theta Technolabs.

Robo Race had participation from 16 teams, the judge of the event was Shri Nishant

Kakhani, CEO & Co-founder of School of Robotics. RPA Project was judged by Mr. Akash Padiyar, CEC & Co-founder of Akash Technolabs.

JAVA marathon a 5 hours non-stop coding event was judged by Shri. Bhruhu Joshi, Assistant Vice President, Barclays.

Overall the events received positive feedback from the participants. The staff members of Faculty of Computer Applications & IT and Faculty of Computer Technology along with student volunteers coordinated the entire event with great enthusiasm.

*(The writer is Assistant Professor, FCAIT-GLSU)*

## GLS UNIVERSITY'S FACULTY OF BUSINESS ADMINISTRATION (GLSBBA)

*KSHATRANJ - ANNUAL TALK Show on International Relation*



Faculty of Business Administration (GLSBBA) organized Kshatranj – An Annual International Talk witnessed the most intriguing and terrific talk in this academic year. More than 230 students participated with lots of curiosity. The talk was arranged in H.H. Auditorium in the GLS University Campus on Thursday, 21st February 2019. The Institute had invited Air marshal PK Desai, Commodore Utpal K Vora, Major General Ashok Sheoran and Brigadier J P Anklesaria. from armed forces to encourage the spirit of Nationalism and also to commemorate our soldiers who fight on the borders, marine and air so that we, the civilians can live peacefully.

The speakers shared experiences which made all of us inspired, thrilled and at the same time motivated us to contribute in the development of nation. Their immense life experiences brought smiles as well as tears in our eyes. The most interesting part of the session was the Question-Answer session. The experts were astonished to see the curiosity of the young students. The audiences were thrilled

and responded with a huge round of applause. Student Jhanvi Patro (SY GLSBBA) said, "They impressed upon, us that war or bloodshed is not always the solution. The talk was extremely enlightening and made all of us puff our chests with great pride! We are fortunate to even be in the vicinity of such selfless people and great leaders and motivators." Another student Raj Mevcha (TY GLSBBA) said, "We were exuberantly walking out with pride and honor after the speech." Student named Karmraj Rawal (FOM, MBA Semester 2) said, "That was a very impressive session informing about where our country is standing right now and where we are going and where we have to reach after some years." Student named Hitesh Vidhani (TY GLSBBA) said, "They shared their valuable experiences with us by delivering speech and through presentation which were very informative and eye-opening."

All in all, the talk was one of the most enriching and eye-opening talks for the young generation. Undoubtedly, Kshatranj upped its level and it has set benchmark for future educative talks

# INTERNATIONAL CONFERENCE ON BODY, MIND AND SOUL AN INTEGRAL AND INTERDISCIPLINARY PERSPECTIVE ORGANIZED BY GLSGC



**G**LS (Sadguna & B D) Arts College for Girls in collaboration with Gujarat State Universities and Colleges Physical Education Teachers' Association organized an International Conference from 1-3rd March 2019 at Mt. Abu. The theme of the conference was 'Body, Mind and Soul: An Integral and Interdisciplinary Perspective.' The prime objective of the conference was to provoke holistic thinking and invite deliberations and well

researched papers on the said theme from interdisciplinary and integral perspective. The conference started with a keynote address by Dr. P M Kasundra, Gujarat Vidyapeeth on 1st March. It was followed by a session of Meditation, conducted by B.K.Kalpna from Global Centre of Brahmakumaris, Mt. Abu. The inauguration took place on 2nd March. Dr. Himanshu Pandya, Vice-Chancellor, Gujarat University, along with Dr. Sudhir Nanavati, Executive Vice- President, GLS &

President GLS University inaugurated the conference. Dr. Pandya emphasized on the quality of education in higher education. Dr. Sudhir Nanavati, in his speech inspired the participants to involve themselves more in research work. This session also saw the hallowed presence of dignitaries like Dr. Digvijaysinh Gohil, Secretary. Management Association, Dr. Ramesh Chaudhry, President Gujarat State Teachers' Association, Dr. MB Bharwad, Gujarat State & University

Physical Teachers' Association, BK Dr. Binny Sareen, World Peace Ambassador, Dr. D B Desai, Conference Director and all principals of GLS colleges and GLS University. Dr. Binny Sareen delivered the keynote address. This session was followed by three technical sessions of paper reading. In which participants presented their papers focusing on various aspects of importance of sports for healthy and happy life. The events witnessed a huge participation in which 134 delegates and 109 papers

were accepted and published in book of papers. The conference concluded with the Valedictory Session on 3rd March which was presided by Dr. Jagdish Bhavsar, Pro. Vice Chancellor, Gujarat University. Dr. Bhalchandra Joshi, Registrar GLS and Provost GLS University also gave an inspirational address. The whole conference was a stupendous success due to the enormous efforts of Dr. Geeta Mehta, principal GLS (Sadguna & BD) College for Girls and the organizing committee.

# Identity and Branding

## BENGAL CONCEPT BY ANAYA SETH

The identity is a graphical representation of the rich heritage of Bengal through its art and architecture. The use of black and white visuals is inspired by the paintings of the renowned Indian artist K.G. Subramanyam. The curves and domes have been influenced by the recognisable temple structure of Belur math, headquarters of Ramakrishna Mission. The form of Kali that symbolises Goddess Shakti is popularly worshipped in Bengal and the use of Indian red reflects the colors of 'teep, shindoor and alta', that are visual representations of Bengali married women.



*This was a class project that was given to the 3rd year students of Graphic Design Department where in every student was supposed to choose and analyze one existing Indian brand identity that according him/her has failed in terms of design to achieve a better visual connection with the philosophy of brand and also the consumer. Each student developed a hypothetical client brief and thereafter carried out an intensive research to get a thorough understanding of the brand and develop a new brand image. Based on that the students then explored several design options on three design parameters i.e. graphic components, colour palette and character of the logo typeface to arrive at the final brand identity that justified the new brand image to create a visual impact. Professor Anil Sinha and his faculty team successfully conducted the 3-week project.*

*Here is a glimpse of selected identity designs.*



## GOA IDENTITY BY DHWANI SHAH

Goa Tourism identity represents the amalgamation of the Indian culture with the Portuguese culture through its festival and celebration like the Carnival and Narkasur. It shows the tropical location as the perfect holiday destination. The colors reflect the vibrancy and the contemporary aspect of the state. The tagline 'Go Goa' shows playfulness and creates a spirit of enjoyment and celebration that the state nurtures.



## FASTRACK BY KEERAT BHATIA

Fastrack is India's foremost youth accessories brand. The identity communicates sportiness and speediness which are the qualities that Fastrack claims in its accessories. It shows an angled 'F' with the ¼ circle which depicts the initial of the brand and a watch, which is one of the most sold products of the brand. The shear angle gives a feel of swiftness which brings the movement in the identity. The orange color completes the look by adding the remaining attributes of the brand like enthusiasm, warmth, efficiency and youthfulness.



## DISCOVER ASSAM BY MAYUKH DEB

'Discover Assam' is a proposed brand identity developed for Assam Tourism. 'Discover Assam' welcomes people from India and all over world to visit, witness and experience the rich culture, enviable natural beauty and the treasured history of this land. The identity is a fusion of elements that depict the diversity of Assam, which the Assamese are extremely proud of but the world has not experienced it. The elements come together to connote a vibrant culture, eternal spirituality and traditional hospitality that Assam has in abundance to offer. There are also other elements that depict the mythologically important Brahmaputra River, exquisite craft, attractive textile and indigenous industries. The color palette used for the identity reflects the inherent spiritual culture and also the vibrancy of the state festival- Bihu. The dynamism of the identity is a characteristic representation of progressive Assam.



## AMAR BISWA BANGLA IDENTITY BY RHITAV GANGULY

"Amar Biswa Bangla" is a brand under Biswa Bangla Initiative by West Bengal govt. "Amar" means "My" in Bengali, which certainly gives the identity a personal touch and a sense of pride and possession as well. "Amar" has been tweaked into the Eye of Goddess Durga, which gives a strong association with the Bengali Culture, establishing the connection between the concept of "Bangal".



## BIBAJI FABRICS BY SHREYA SACHDEVA

Bibaji Fabrics offers cotton fabrics with design and innovative excellence as their USP. The brand philosophy is built in the strong belief of customer services, customer satisfaction, trust, honesty and loyalty. The flying bird (known for its spirit) identity is designed keeping the business philosophy, design aspects and placement consideration with visual aesthetics and ergonomics. The font is used because of its truly classical feel, it's stoic look, its combination of complexity and subtlety and its distinct proportions and geometry. Attributes like quality, stability and comfort for Men's clothing have been given equal importance. The idea behind the Identity is that the bird is going to take the brand high.



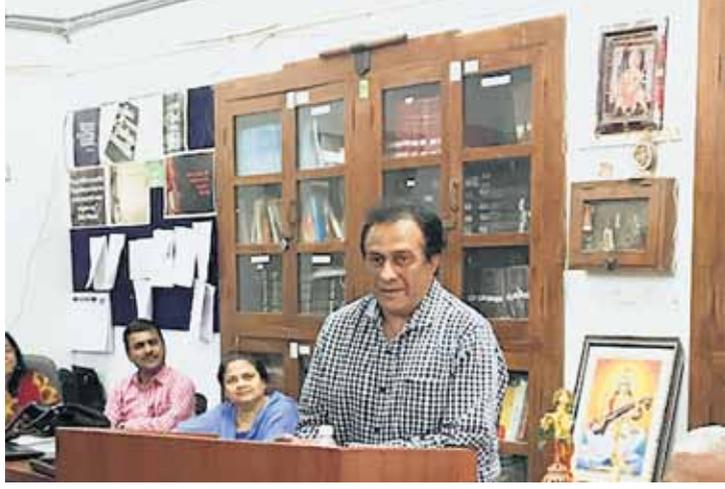
## MEJORA DESIGN HOUSE BY YASH SAKLA

Mejora design house, meaning improvement, a step towards progress and excellence. The identity is inspired by the Taj and shell projecting symmetry and dynamism with fluidity. Colour used here are blue and orange to project reach, vastness and rigour. The alignment of the symbol with the text is showing rise of the organization.

# એચ. એ. કોલેજમાં પ્રવૃત્તિઓની વિવિધતા

## માતૃભાષા દિનની ઉજવણી

માતૃભાષા સચવાશે તો સંસ્કૃતિ સચવાશે. ગુજરાતી તરીકે આપણી ભાષાનો આપણને ગર્વ હોવો જોઈએ તથા માન પણ હોવું જોઈએ. ગુજરાતી ભાષા બોલતા નાનપ અનુભવવી ના જોઈએ. ગુજરાતી ભાષા જીવતી રહેશે તો ગુજરાતી જીવતો રહેશે. કાર્યક્રમના અતિથી વિશેષ તરીકે કેમ્પસ કો-ઓર્ડિનેટર શ્રી વાડીભાઈ પટેલ હાજર રહ્યા હતા, તેઓએ જણાવ્યું હતું કે વિચારો વ્યક્ત કરવા માટેની શ્રેષ્ઠ ભાષા માતૃભાષા છે.



## શહીદ જ્વાનોને શ્રદ્ધાંજલિ

કોલેજના આચાર્યશ્રી સંજય વકીલ, અધ્યાપક, સ્ટાફ તથા વિદ્યાર્થીઓ દ્વારા પુલવામાં આતંકી હુમલામાં શહીદ થનાર આપણા ભારત દેશના જાપ વિર જ્વાનોને માટે એક શ્રદ્ધાંજલિ આપવામાં આવી હતી. ઈશ્વર વીર શહીદોના આત્માને શાંતિ અર્પે તે માટે મૌન પાળવામાં આવ્યું હતું. તથા આચાર્યશ્રી સંજય વકીલ સાહેબે રાષ્ટ્રભક્તિ અંગે મનનીય વક્તવ્ય આપ્યું હતું.



## નશામુક્ત સમાજ

નશામુક્ત સમાજ દેશને પ્રગતિના પંથે લઈ જાય છે તથા તંદુરસ્ત સમાજનું નિર્માણ કરે છે. યુવાનોમાં નશો કરવાની આદત જલદી પડી જાય છે. તા.જ ફેબ્રુઆરીએ વિશ્વ કેન્સર દિવસ સંદર્ભે એન.એસ.એસ. તથા એન.સી.સી. દ્વારા નશામુક્તિ જાગૃતિ કાર્યક્રમ યોજવામાં આવ્યો.

## ચૂંટણી ઉત્સવ

મતદાન કેમ કરવું જોઈએ તે સંદર્ભે એચ. એ. કોલેજના વિદ્યાર્થીઓમાં જાગૃતિ જાગે તે માટે કાર્યક્રમ યોજવામાં આવ્યો હતો. ચૂંટણીનું જેટલું મહત્વ છે તેના કરતા વધુ મહત્વ મતદાન કરવાનું છે આથી કોલેજના યુવાનોને મતદાન અંગે શપથ લેવામાં આવ્યા હતા.



# સાહિત્ય, સમાજ અને તત્વજ્ઞાન પર પરિસંવાદ

જી.એલ.એસ. (શ્રીમતી સદ્ગુણા એન્ડ બી. ડી.) આર્ટ્સ કોલેજ ફોર ગર્લ્સ દ્વારા સાહિત્ય, સમાજ અને તત્વજ્ઞાન વિષય પર એક દિવસીય રાષ્ટ્રીય પરિસંવાદ તા. ૮-૨-૨૦૧૯ ના રોજ યોજાઈ ગયો. જેમાં ઉદ્ઘાટક તરીકે ગુજરાત લો સોસાયટીના રજીસ્ટ્રારશ્રી ડૉ. ભાલચંદ્ર જોષી, બીજા વક્તા તરીકે પ્રો. વસંતકુમાર ભટ્ટ, અતિથિ વિશેષ તરીકે સ્વામી સંપૂર્ણાનંદજી (કુરુક્ષેત્ર, હરિયાણા) ઉપસ્થિત રહ્યા હતા. ડૉ. ભાલચંદ્ર જોષીએ ભારતીય સાંસ્કૃતિની ભવ્યતા ને ઉદારતા, આપણો સંત વારસો તથા કબીર, દિનકર, ઈશ્વર પેટલીકરના સાહિત્યના અવતરણો ટાંકી, ચિંતનશીલ ને હૃદયસ્પર્શી વાત કરી હતી. આજના યુગમાં મૂલ્યોનું જતન જરૂરી છે ને તેમાં શિક્ષકની પ્રધાન ભૂમિકા છે તેમ તેઓશ્રીએ વિશેષમાં જણાવ્યું હતું. સ્વામી સંપૂર્ણાનંદજીએ દયાનંદ સરસ્વતીના સત્યાર્થ પ્રકાશ કાલિદાસકૃત 'અભિજ્ઞાન શાકુંતલ' મહાભારત, રામાણના હૃદયસ્પર્શી પ્રસંગો ટાંકી, અધ્યાત્મિક અને શ્રદ્ધાના ક્ષેત્રમાં તાર્કિકતા અને બૌદ્ધિકતાનું, રોચક શૈલીમાં મહત્વ સમજાવ્યું હતું. આ ઉપરાંત ભારતીય સંસ્કૃતિ અને સંસ્કારોના જતન અને સંવર્ધન માટે બાળપણથી દેવભાષા સંસ્કૃતનું શિક્ષણ અનિવાર્ય છે એમ જણાવી શ્રોતાઓના દિલ જીતી લીધા હતા. ડૉ. વસંતકુમાર ભટ્ટે, સાહિત્યમાં પુરાકલ્પન (માયથોલોજી) નું મહત્વ સમજાવ્યું હતું તેઓએ વિશેષમાં કહ્યું હતું કે ઈતિહાસનું પુનર્લેખન જરૂરી છે. પ્રિન્સીપાલશ્રી ડૉ. ગીતાબહેન મહેતાએ પરિસંવાદને અનુરૂપ મનનીય વક્તવ્ય રજૂ કર્યું હતું. વક્તાઓ- ડૉ.રતિલાલ રોહિત(મુંબઈ) ડૉ. અજય રાવલ, ડૉ. દિલીપસિંહ ચારણ તેમ જ ડૉ. કમલેશ ચોકસીએ વિદ્વતાપૂર્ણ વિચારો વ્યક્ત કર્યા હતા. કાવ્યમે સમાજ ઔર તત્વજ્ઞાન કા પ્રતીબિંબ સત્રમાં કવિ યશવંત



વાઘેલા, ગોવર્ધન બંજારા, કવિ શ્રી ધીરજ વણકર, કવિ મોહન ચાવડા, કવિયત્રી પ્રીતિ પુજારાએ સ્વરચિત કાવ્યો દ્વારા શ્રોતાઓને મંત્રમુગ્ધ કરી દીધા હતા. આ પરિસંવાદમાં ૧૫૦ અધ્યાપક મિત્રો અને

૫૦ રિસર્ચ સ્કોલરોએ શોધપત્રો રજૂ કર્યા હતા. સમગ્ર પરિસંવાદે સાંપ્રત કેળવણી માટે એક સરસ વાતાવરણ તૈયાર કર્યું હતું.

## SMPIC THEATRE ACHIEVEMENT



Faculty of Commerce (SMPIC), performed the play "Priya Mitr" in the prestigious INT and Gujarat Samachar Drama Competition on 18th January, 2019, based on a Marathi play translated by Mr. Abhishek Shah and directed by Mr. Dhruvad Kamble. Among

the 21 plays performed in the semi-finals, "Priya Mitr" was selected amongst the six finalists. The finale was held on 30th and 31st January, 2018 at Thakorebhai Desai Hall. Jeet Patel of semester 4 was adjudged the 2nd Best Actor in male category. The play talks



about friendship of Gopal and Madhav, belonging to different castes, that survives the turmoil of caste and creed. The performance was co-ordinated by Dr. Sneha Master and Dr. Gitanjali Rampal.

# CELEBRATION OF THE 93RD FOUNDATION DAY OF GLS



Gujarat Law Society's H.A. College of Commerce celebrated GLS's 93rd foundation day on 23rd February 2019 by remembering the founding fathers of the society, and noting the contribution of GLS towards nation-building.

Established in 1927, Gujarat Law Society was founded by three great visionaries - industrialist, Shri Kasturbhai Lalbhai, Shri Ganesh Mavlankar, who would later on become the first Speaker of independent India, and the Iron Man of India, Sardar Vallabhbhai Patel. Since nearly nine decades, GLS has been spearheaded by potent and ideal leaders who have taken the

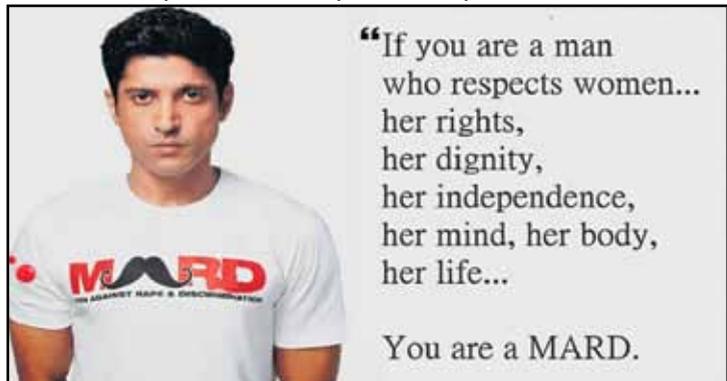
various organizations, individually, and the entire trust, as a whole, forward. Today, Shri Sudhir Nanavati, the executive Vice-President, and the President of GLS University, heads the workings of this premier educational trust.

H.A. College is one of the leading colleges of the GLS group of institutions. Therefore, it is fitting that the 93rd establishment day was celebrated by HACC under the principalship of Dr. Sanjay Vakil. Shri Vadibhai Patel, Dean, Students' Welfare, was the keynote speaker at this event, and his eloquence and depth of knowledge were evident in his address.

## FACULTY ACHIEVEMENT AT FOM

Dr. Gurmeet Singh, Associate professor, Faculty of Management co-authored a research paper with Shikha Bhatt, I year MBA, Faculty of Management, titled An Evaluative Study on the Feasibility

structure of Real-time Wireless ECG Monitoring Device in Gujarat and presented at 4th IIMA International Conference on Advances in Healthcare Management organized on 16-17 February 2019.



# STUDENTS AT FACULTY OF MANAGEMENT STEP-UP ONE MORE LADDER TOWARDS CORPORATE EXCELLENCE

To ensure the culmination of classroom learning with corporate exposure, Faculty of Management organizes corporate interactions regularly in the form of Guest lectures and Industrial visits. The details are as under:



### Guest Lectures:

'Social media is not a technology, it's a conversation'. To discuss the reach of this tremendous platform, workshop on social media analytics was conducted on 5th January, 2019 by an expert panel comprising of Mr. Krinal Mehta, Founder Growth dot digital, Mr. Kumar Manish, Chief Communicator, Communicate Karo and Ms. Falguni Patel, Communication Consultant. They discussed the use of social media platforms like Twitter and Instagram from the business perspective.

To inculcate the importance of digital marketing and technological advancements, Mr. Amit Gurav was invited to conduct a guest session on "International Digital Marketing Trends in 2019" for

third year I-MBA students. It was an extremely interesting session with abundant practical examples related to Digital Marketing.

To imbibe the significance of powerful communication, students of second year I-MBA had a workshop on body language and presentation skills by one of the renowned speaker Ms. Beenu Mukhi on 7th January, 2019.

First year I-MBA students are just beginning their journey of being future managers and one of the key factors in their success is public speaking. In order to overcome the fear of public speaking, Ms. Niyati Sheth, a corporate soft skill trainer conducted a workshop addressing their issues and ensuring they are comfortable

with public speaking.

For the subject of Corporate Restructuring, to understand the impact of Indian Bankruptcy Code (IBC) on corporate financial restructuring, Mr. Nesar Shah addressed the I-MBA students of 4th year students. They had a scintillating experience discussing the ways and means companies adopt for financial restructuring.

Research is the key for any new development. For encouraging research habits in the students, Faculty of Management organized a guest session on training of EBSCO database. Students were briefed on the effective use of EBSCO for their research activities and their issues regarding the same were addressed.



### Industrial Visits:

To keep pace with recent advancements in education, to introduce students with the corporate culture and give them insight of various departmental functions across different industries, students of I-MBA fourth semester students visited Divya Bhaskar and Kitchen Express. They gained insights on the production process and the overall working of these organizations.

Students had the opportunity to visit a Nepra recycling plant for the subject of Environmental Studies and gained an in-depth



practical understanding of recycle industry.

For understanding general management concepts students of first year I-MBA visited Havmor Ice creams Private Ltd. wherein the students were able to grasp the knowledge

regarding the general problems faced by the managers, production process and various marketing strategies.

Overall it's been an extremely fruitful and learning experience for the students at Faculty of Management!

MOVIE REVIEW

# Gully Boy

By Jean Dsouza

Perhaps one of the most enjoyable films I have seen in a long time, Gully Boy made me wish I could go back in time to when people would whistle and throw coins at the screen when they liked it!

This is a film about a 22-year-old boy “Murad” (Ranveer Singh) who lives in a slum at Dharavi. The son of a driver, dream of him getting educated and having a good job. However, Murad realizes his calling to be a rapper. Authentic Hip Hop in India is a recent phenomenon and like anywhere else in the world, is



rising from the streets. Art is a distant dream for people from such a poor section of society, and this story is about Murad’s journey from realizing his love for rap and chasing his dream to inadvertently transcending his class. The film showcases street rap from the crevices of

Mumbai’s by-lanes. The poetry is conscious of the country’s and the city’s socio-economic fabric and highlights the challenges faced by a talented youngster with no financial backing.

What did I like about the film?

Obviously the poetry! The rap songs and the renderings of them were all superbly poignant and flawless; Javed Akhtar’s poetry in the background was even more so.

The cinematography was brilliant, and yet did not ever encroach the story line. The setting of the entire film blended beautifully with the emotion and the ethos of it.

The characters of Murad and Safina were exceptionally created – both of them being neither completely black nor white – and perfectly performed. The accent, the delivery, and the growth of characters in just a couple of hours, were all brilliantly depicted. Each and every actor in the supporting cast was excellent.

The film is based on harsh realities of life – utter poverty, struggle, social systems, searching an identity, fighting parental expectations – and yet not once in the film did I feel hopeless or bleak. Even though the characters of Murad and Safina are not heroic in a stereotypical way, yet there is a passion in them that makes them strong and eventually successful.

Zoya Akhtar has made her mark as an inspired and brilliant director. The indianization of Rap feels like victory over Hip Hop and the rap-battles in the film leave educators like me feeling good about alternative modes of aggressive fighting – through rhythm and poetry!

# GLS UNIVERSITY ROCKS AT PETRO CUP 2019



GLS UNIVERSITY is proud to announce that students from different streams of GLS UNIVERSITY participated as a team in the 11th Edition of PETROCUP 2019 organized by PANDIT DEENDAYAL PETROLEUM UNIVERSITY.

This event was conducted on a National Level, whereby a total of 125 Universities from various cities and states took part, including many International Universities from various countries like Bangladesh, Sri Lanka, Germany, South Africa etc were part of it.

Students from various departments (colleges) of GLS University participated in various events viz. Basketball, Football, Volleyball, Kabaddi, Taekwondo and Badminton.

Volleyball Girls gave an exuberant fight to all the teams and Claim the title of

being CHAMPION in VOLLEYBALL.

Girls in Kabaddi gave a good fight in the finals and became RUNNER UP in KABADDI.

Last but not the least, GLS UNIVERSITY also claimed a victory in Taekwondo and brought a Gold Medal in it.

We are thankful enough to Dr. B.H. Joshi Sir, Provost, GLS University, Vadibhai B. Patel Sir, Dean Students Welfare and Mr. Alpesh Jha Sir, Sports In-charge, GLS University for their constant support and motivation throughout all 4 days of the event.

ACHIEVEMENTS

STUDENTS OF FACULTY OF MANAGEMENT OUTSHINE AT SUMMER INTERNSHIP COMPETITIONS!



**M**BA Summer Internships provide the hands-on experience to all the students which help them in being well informed about their interests and the field they would want to work in. This enables the students to make a better career choice at the time of Final Placements. Students at FOM take this opportunity very seriously and it reflects in their projects.

Srilakshmi Nair secured 1st position on a project 'To understand and study the prelaunch activities for Goldfogg energy drinks' at National level SIP Competition organized by AIMS International, Pune and was

awarded by Cash Prize of Rs 20,000.

Simran Motwani & Reena Ransanghani secured 1st position on a project "Devising Balanced Scorecard & measuring customer satisfaction at Kotak Mahindra Bank" in National level Summer Project Competition organized by Ganpat University and were awarded trophy, certificate and cash prize of Rs 15,000.

Shraddhan Vakhariya, second year student of NRPGDMD secured 2nd position at National Level Summer project competition at Ganpat University and was awarded trophy, certificate and cash prize.

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FOC ACHIEVEMENT



**F**aculty of Commerce (B. Com. Hons.) participated in Synapse 2019 organised by DAIICT, Gandhinagar on 23rd February 2019. The institute participated in the Street Play Competition

and Monoacting Competition. Parikshit Tamaliya was declared winner in the Monoacting Competition. The street play and monoacting were written and directed by Palkesh Agrawal, an SMPIC Alumnus.



Faculty of Commerce (B.Com. Hons.) participated in Sahitya Sarita - 2019 an event related to literature, street play, photography etc. organised by L.D. Engineering College on 24th February 2019. The

institute secured the first 1st runner up position in the Street Play Competition wherein 16 students participated. The street play was written and directed by Palkesh Agrawal, an SMPIC Alumnus.

BLOCK CHAIN TECHNOLOGY SEMINAR

**F**aculty of commerce (SMPIC) organized a seminar on block chain technology and its future scope in Indian commerce sector on 8th February 2019. It was organized to inbuilt practical knowledge about financial markets and emerging technology of block chain for about new foundation course subject digital marketing to B.Com(Hon.) semester 4 students. It was conducted by Mr.Niral Modi from tops technologies pvt.ltd and followed by individual aptitude



test.330 students from semester 4 participated in the seminar.

It was coordinated by Dr.Krupa Bhatt and Dr.Jaimin patel.

SMPIC WINS AT AMBAPRASAD SHUKLA VIJAYPADMA VRAKRUTVA SPARDHA

**F**aculty of Commerce (B. Com. Hons.) participated at the Ambaprasad Shukla Vijaypadma Debate Competition (Hindi) organized by C.U. Shah Arts College, Ahmedabad, on 12th January, 2019. Heena Navani (MCom-1) and Nikita Krishnani from B.Com (Sem 1) secured the 1st team position and won the Vijaypadma Shield. Heena Navani also bagged the second individual prize. The topic for



the competition was "Akhand Bharat Sardar Patel ki den hai".

# FACULTY OF COMMERCE BEARS THE TORCH FOR A STEP TOWARDS TRAFFIC AWARENESS

Complying with GLS University's philosophy of value based quality education, Faculty of Commerce (SMPIC) has taken up a mission to prepare responsible citizens along with highly skilled professionals. It was a proud occasion for the entire GLS University when Faculty of Commerce became the host for the inauguration of the Traffic Awareness Week in collaboration with the RTO Department, Ahmedabad and Ahmedabad City Traffic Police.

On 4th February, 2019, Monday, in a swanky function, with more than 2500 people in audience consisting of students, police personals, NGOs, various Associations and so on, the week long project to spread awareness about the traffic rules



and safety measures was inaugurated. The dais was rich with luminary dignitaries like Shri A. K. Singh (IPS), Ahmedabad City Police Commissioner, Dr. Sumant Shah Chairman, Heart Foundation and Research Institute, Dr.

B.H.Joshi, Provost, GLS University, Dr. Dharmesh Shah, Registrar, GLS University, Dr. Ashwin Purohit, Dean, Faculty of Commerce, GLS University, Shri S.P.Muniya (GAS) Regional Traffic Officer and Shri J.R. Mothaliya (IPS) Joint Police

Commissioner (Traffic). Dr. Sudhir Nanavati, President, GLS University, graced the function as the Chief Guest.

All the dignitaries who shared their views put emphasis on the importance of following traffic rules. According to the common concern shared by all, the basic problem is the ignorance of traffic rules as well as the tendency of avoiding to follow the traffic rules. Dr. A.K. Singh (IPS), Ahmedabad City Police Commissioner, expressed his great concern about the attitude and ignorance of today's youth towards traffic rules. He also emphasized on the role of the parents as well as the educational institutes in spreading awareness in this direction. Dr. Singh congratulated and appreciated

Dr. Sudhir Nanavati for shouldering the responsibility and providing the launch pad to execute the mission of the Traffic Awareness Week. Other dignitaries Shri S.P. Muniya(IPS), Regional Traffic Officer and Shri J.R. Mothaliya(IPS), Joint Police Commissioner(Traffic) also backed the views of Shri A.K. Singh and put pressure on the importance of self awareness and self discipline in following traffic rules rather than the actions by the authority.

Dr. Sudhirbhai Nanavati shared motivational words during his speech. He congratulated the traffic department for the initiative and also insisted on proper execution and implementation of the rules

*CONTINUED ON PAGE-3*

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