



# Vanita Vishram Women's University



Managed by: Vanita Vishram, Surat

## QUEST CHRONICLES

E-NEWSLETTER

JYOTI DALAL SCHOOL OF COMMERCE & MANAGEMENT

Month: June-August 2023 Volume: 3, Issue: 1

### MESSAGE FROM THE DEAN



**Dr. ABHILASHA AGARWAL**  
Dean,  
Faculty of Commerce  
& Management

It gives me immense pleasure to note that the Jyoti Dalal School of Commerce and Management is bringing out the first issue of Quest Chronicles for the academic year 2023-24. It is rightly said that learning is a continuous process from the minute we are born, until we die. As you scan through the pages of the newsletter, it will enlighten you with the important milestones that the School has achieved in this quarter. Our budding talents have expressed their thoughts, ideas, hopes, feelings, aspirations and convictions in a creative way through participation in various competitions, seminars, exhibitions, marketing fiesta, etc. A number of MoUs have also been signed in order to bridge the gap between industry requirements and academic institutional learnings. Orientation sessions along with special ice-breaking activities were conducted for the newly admitted students. Further, a large number of academic guest lectures have been organized for students of all classes in order to give them a new perspective and a chance to learn from respected academicians. Immense efforts have also been made to ensure that the implementation of New Education Policy is done in all spheres. I congratulate and accolade the Editorial Board for commendably providing the gist of the multifarious activities conducted by us. Happy Reading!

### KNOWLEDGE SHARING BY OUR FACULTIES IN OTHER DEPARTMENTS OF VVWU

Dr. Bosky Suratwala (H.o.D- Business Management) conducted 3 Days Lecture Series on Financial Literacy for Department of Microbiology, VVWU.



Dr. Neha Raval (H.o.D- Statistics & Asst. Professor- SCBM) conducted a session on Sample Size Calculation for Department of Food and Distribution, VVWU.

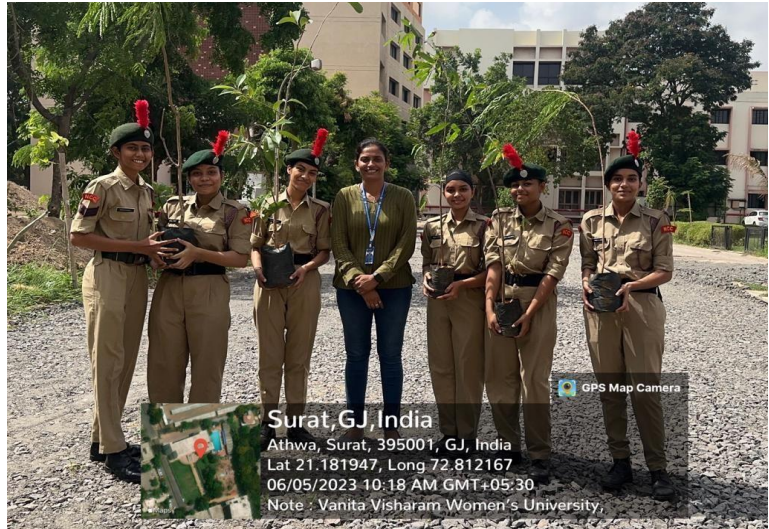


Dr. Ashwinkumar Santoki (Asst. Professor- SCBM) conducted a session on Questionnaire Development for Department of Food and Distribution, VVWU.



## TREE PLANTATION ON THE OCCASION OF WORLD ENVIRONMENT DAY

NCC cadets of JDSCM and NSS Unit of Vanita Vishram Women's University organized 'Tree Plantation Drive' on the occasion of World Environment Day -5<sup>th</sup> June 2023. Volunteers and staff members planted trees and took an oath to adopt environment sensitive behavior in different realms of life.



## ORIENTATION SESSION FOR STUDENTS

An orientation programme for the second and third year students of B.Com., B.B.A and M.Com. was organized on 12<sup>th</sup> June 2023 and on 22<sup>nd</sup> June 2023 for T.Y.B.B.A students. **Dr. Abhilasha Agarwal** (Dean of Faculty of Commerce and Management) addressed the students and discussed the important aspects of Academics. She also congratulated the toppers of Semester 2 & 4 and discussed the objectives of the programme, salient features of VVWU, various courses offered in semester 3 & 5, etc. Further she highlighted certain major social issues and motivated the students to implement them in their personal as well as social life, like respecting their parents, women empowerment, and importance of financial independence.



## ORIENTATION ON CA FIRM INTERNSHIP

An orientation for fifth batch of CA Internship was held for the students of S.Y. and T.Y. B.Com on 22<sup>nd</sup> June, 2023. The students were oriented by the interns who joined the internship in earlier batches shared their experience with them. **CA Hardik Kakadiya** (Vice President, CAAS) and **CA Ashish Vadodariya** (Member, CAAS) made students aware about the learnings and take aways from this internship programme and process to join the same. Students were informed about the rules and regulations, time period, stipend and other important aspects of Internship Contract.



## EDUCATIONAL VISIT TO MANTRA (MAN-MADE TEXTILE RESEARCH ASSOCIATION)

An educational visit to MANTRA was organized on 23<sup>rd</sup> June, 2023 for T.Y.B.Com and T.Y.B.B.A students. During the visit, an open forum was organised by the program coordinator **Munjal G Parikh** in order to provide awareness about the various functions of MANTRA. He also shared the challenges faced by MANTRA. This educational visit bridged the gap between theoretical learning and practical exposure for our students. **Dr. Sangeeta Srivastava** (HoD- Economics) accompanied the thirty students during the visit.



## GUEST LECTURE ON CHALLENGES IN GLOBAL FINANCIAL MARKETS

Department of Accountancy organized an academic guest lecture for the students of T.Y. B. Com and M.Com. on the topic of 'Challenges in Global Financial Markets' on 26<sup>th</sup> June, 2023.. Resource person **CA (Dr.) Aman Chugh** made students understand about Global Economy, Gross Domestic Product, Net Domestic Product, Currency values and other relevant concepts in a very lucid manner. He also explained the impact of changing global economy on Indian Economy in detail. The resource person explained the concepts related to global economy in a very eloquent manner which were very well understood by the students.



**Vanita Vishram Women's University**  
Managed by Vanita Vishram  
Department of Accountancy,  
School of Commerce and Business  
Management  
Organises  
A Guest Lecture on  
**Challenges in Global Financial Markets**

Resource Person  
**CA (Dr.) Aman Chugh**  
Ph.D, FCA, MBA, M.Com, LLB  
Expert of Financial Planning,  
Portfolio Management  
and Derivatives

**CO-ORDINATOR:**  
Dr. (CA) Krishna Desai  
Asst. Professor in Accountancy

**CONVENER:**  
Dr. Abhilasha Agarwal  
Dean, SCBM  
&  
HoD Accountancy

Date: 26th June 2023 Time: 9:00 am to 10:30 am  
Venue: Marfatia Hall, SPTMC Building,  
VV Campus





## PRACTICAL ASPECTS OF AUDITING

On the occasion of 75<sup>th</sup> Chartered Accountants' Day which falls on 1<sup>st</sup> July, 2023, Department of Accountancy, School of Commerce and Management, VVWU organised an academic guest lecture for the students of T.Y. B.Com. on the topic "Practical Aspects of Auditing". Resource person **CAMukesh Kabra** presented real life scenarios faced by an auditor while conducting auditing. He further continued the session by enlisting all the different aspects that an auditor should keep in mind during the process of vouching. Lastly the speaker discussed certain general points which would provide guidance for efficient performance of audit.




**Vanita Vishram Women's University**  
Managed by Vanita Vishram  
Department of Accountancy,  
School of Commerce and Business  
Management  
Organises  
An Academic Guest Lecture on  
**Practical Aspects of Auditing**  
On the occasion of  
**"Chartered Accountants' Day"**

Resource Person  
**CA Mukesh Kabra**  
Executive Committee  
Member, CAAS

**CO-ORDINATORS:**  
Dr. Ghanshyam Bhomachiya  
Dr. (CA) Krishna Desai  
Ms. Mahernaz Patel

**CONVENER:**  
Dr. Abhilasha Agarwal  
Dean, SCBM  
&  
HoD Accountancy

Date: 01 July 2023 Time: 10:00 am to 11:00 am  
Venue: SCBM Building, VV Campus





## PARENTS' ORIENTATION ON CA INTERNSHIP PROGRAM (BATCH-5)

Parents Orientation cum Meeting was planned for CA Internship Batch-5 on 3<sup>rd</sup> July,2023. **Dr. Abhilasha Agarwal** started the session by explaining the students as well their parents about the importance of internship for successful career and how it helps them to gain practical knowledge. **CA Hardik Kakadiya** made students aware about the practice followed at various CA Offices. He also shared important details such as rules, regulations, stipend, number of leaves allowed, refundable deposit, time period of internship etc. Interns who joined the internship in first and second batch also shared their insights and motivated the students to join the same. All the doubts of the parents as well as students were satisfactorily resolved.



## GUEST LECTURE ON BANKING LEGISLATION IN INDIA

An Academic Guest Lecture was organized on 7<sup>th</sup> July,2023 for T.Y.B.Com Students on the topic “Banking Legislation in India”. The resource person **Ms. Sumeet Deewan- Chief Manager, State Bank of India** gave information related to Banking Regulation Act and discussed about the various sections of Banking Regulation Act, 1949 and Banking Regulation (Amendment) Bill, 2020. The resource person very well explained regulations of the banking sector in India, the need for those new regulations and the reasons for failure of Co- operative Banks. The session was a fruitful one as the students got an insight about practical aspects of the banking sector.



## FAST & FURIOUS COMPETITION

Department of Management along with the Students Council organized a competition titled 'Fast & Furious' on 10<sup>th</sup> July, 2023. For the competition, the students were required to form a team and three rounds were organized based on branding, multinational corporations, recognition of products under a conglomerate company, etc. The competition was judged by **Dr. Sangeeta Srivastava** (HoD- Economics). The students thoroughly enjoyed the competition and found it to be knowledge enhancing.

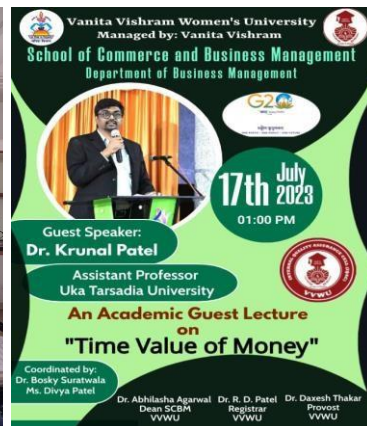
### Winning Team

Sr. No.	Name of the Students	Class
1	Verma Shreya	T.Y.B.B.A
2	Patel Bhumita	
3	Shaikh Nureshaba	
4	Zaidi Gazala	
5	Das Shruti	



## ACADEMIC GUEST LECTURE ON TIME VALUE OF MONEY

On 17<sup>th</sup> July, 2023 an academic guest lecture was organized for S.Y.B.B.A. students. The resource person, **Dr. Krunal Patel** (Assistant Professor, UKA Tarsadia University) explained the basic concept of changing value of money at different time periods. He discussed the concept of discounting and compounding along with their relation with present value and future value concepts. Further, he demonstrated the computation of future value and present value of lumpsum and annuity using present value tables. Towards the end, Dr. Krunal Patel also showed the computation of present value using MS excel to the students. The session was inclusive of live interaction in the form of question – answer and all the queries of the students were satisfactorily solved. 82 participants benefitted from the session and they learnt about computation of time value of money using table method and with the help of spreadsheet like MS excel. It was coordinated by **Dr. Bosky Suratwala** (H.o.D- Dept. of Management) and **Ms. Divya Patel** (Asst. Professor, JDSCM).



## DEBATE ON DEMONETIZATION OF ₹ 2000 NOTES

Department of Economics organized a debate on **Demonetisation of ₹2000 notes** on 19<sup>th</sup> July 2023.

The objective of this activity was to create awareness regarding Demonetisation of currency notes and its impact on the economy. This activity teaches students the competency of working in a team, importance of coordination, trust building, etc. **Dr. Sangeeta Srivastava** (HoD- Economics) coordinated the debate and **Ms. Madhulika Singh** (Asst. Professor, B.Com) moderated it.



## ACADEMIC GUEST LECTURE ON PRACTICAL ASPECTS OF COMMODITIES AND DERIVATIVES

With the aim of providing the in depth knowledge about the Commodities and Derivatives, Department of Commerce, School of Commerce and Management, VVWU organised an academic guest lecture for the students of M.Com-II and T.Y. B.Com. on the topic “Practical Aspects of Commodities and Derivatives” on 22<sup>nd</sup> July, 2023. Resource person **Mr. Jasmin Akbari** (Strategic Planning- Operation Department, R Wadiwala Securities) which is also our MoU partner, gave a thorough understanding about the Commodities and Derivatives and also explained the trading process of the two. The session was an insightful one as the students gained the practical knowledge which is essential with the theoretical base.



 **Vanita Vishram Women's University**  
Managed by Vanita Vishram  
**School of Commerce and Business Management**  
Department of Commerce  
Organises  
A Guest Lecture on  
*Practical Aspects of Commodities and Derivatives*

 **Mr. Jasmin Akbari**  
Strategic Planning-Operation  
Department  
R.Wadiwala Securities Pvt. Ltd.

Date: 22nd July 2023      Time: 11:00 AM to 12:00 PM  
Venue: SCBM Building

**CO-ORDINATORS:**  
Dr. Nanda Bothra  
Ms. Mahafreen Patel



Dr. Daxesh Thakar      Dr. R.D. Patel      Dr. Abhilasha Agarwal  
Provost, VVWU      Registrar, VVWU      Dean, SCBM



## ORIENTATION PROGRAMME FOR FIRST YEAR B.B.A STUDENTS

Department of Management, School of Commerce and Management organized an orientation programme for the newly admitted B.B.A students on 18<sup>th</sup> July 2023 at Shivgauri Hall, Vanita Vishram Campus. The objective of the programme was to make the students aware about academics and other aspects of the University.

The programme was inaugurated with the lamp lighting by **Dr. Daxesh Thakar**, (Provost-VVWU), **Dr. Abhilasha Agarwal** (Dean of Faculty of Commerce and Management), **Dr. Bosky Suratwala** (H.O.D of Department of Management), **Dr. Nanda Bothra**-(H.O.D of Department Commerce) and other dignitaries.

Dr. Abhilasha Agarwal (Dean of Faculty of Commerce and Management) delivered the welcome address wherein she highlighted the strength of the School and the activities conducted around the year, placements of alumni, and other achievements. Dr. Daxesh Thakar (Provost, VVWU) addressed the students and discussed few points with them like importance of focusing on studies, respect towards elders, building good character, etc. Dr. Bosky Suratwala (H.O.D of Department of Management) briefly gave the students some common guidelines and instructions followed by the vote of thanks. The MOC of the entire programme was done by Ms. Divya Patel (Asst. Professor, JDSCM).

The entire programme was organized under the guidance of Dr. Daxesh Thakar (Provost), Dr. Abhilasha Agarwal (Dean of Faculty of Commerce and Management) and Dr. Bosky Suratwala (H.o.D- Department of Management.).





## ORIENTATION PROGRAMME FOR FIRST YEAR B.COM & M.COM STUDENTS

School of Commerce and Management organized an orientation programme for the newly admitted B.Com and M.Com students at the Shivgauri Hall of Vanita Vishram on 18<sup>th</sup> July, 2023 at 1:00 PM. The major objective of the programme was to make the students aware of the academic aspects of the course, the rules and regulations of the Institute and the various activities undertaken by the institute.

The programme was inaugurated with the lighting of the lamp by the dignitaries. **Dr. Abhilasha Agarwal** (Dean of Faculty of Commerce and Management) oriented the students about the institute, highlighted the achievements of the glorious students and provided the guidance regarding the various aspects of the course. The students were also guided about the various aspects of life for their overall development. The rules and regulations of the institute were discussed by **Dr. Nanda Bothra** (HoD, Dept. of Commerce). **Dr. Neha Raval** (HoD Dept. of Statistics) give brief introduction about the intellectual faculties and proposed a vote of thanks at the end.



## ORIENTATION WEEK FOR FIRST YEAR B.COM & M.COM STUDENTS



**Day 1: Break the Ice and Team Building Activities**



**Day 2: Management Games**



**Day 3: Orientation Session of Library, Sports, NSS, NCC Units, Anti-Ragging Committee, Training and Placement Cell.**



**Day 4: Campus Visit**



**Treasure Hunt**

# ORIENTATION ACTIVITIES FOR FIRST YEAR STUDENTS OF B.B.A

## 1. Campus Visit



## 2. Orientation Session on Library, Sports, NCC, NSS and IT



## 3. Orientation Session on Training & Placement



## ACADEMIC GUEST LECTURE ON CORPORATE RESTRUCTURING

An academic guest lecture was organized for T.Y.B.B.A. Finance specialization students in order to give them insight on the topic of Corporate Restructuring on 25<sup>th</sup> July, 2023. The resource person, **Dr. Vijay Gondaliya** (Associate Professor, UKA Tarsadia University) discussed why corporate and organizational restructuring is important for any organization. Further he explained merger and acquisitions in detail to the students along with current and real-world examples. At the end of the session, he discussed the pros and cons of adopting corporate restructuring. The session was coordinated by Dr. Manisha Surti (Asst. Professor, JDSCM) and Ms. Divya Patel (Asst. Professor, JDSCM).



## ACADEMIC GUEST LECTURE ON UNLOCKING THE POWER OF HYPOTHESIS TESTING

On 27<sup>th</sup> July 2023, an academic guest lecture was organized for S.Y.B.B.A. students. The resource person, **Mr. Anil Panchal** (Assistant Professor, Mandvi Education Society) explained the basic concepts of Hypothesis Testing. Also, he explained some complex concepts with simple understandable real-world examples. He discussed about the two types of possible errors involved in decision making, also explained how dangerous these errors are. Further he explained the general procedure to test a hypothesis and applications in different areas. At the end of the session, he discussed the assumptions and limitations of hypothesis testing. The session was coordinated by Dr. Chaitanya Rapolu (Asst. Professor, JDSCM).



## BRANDING CONTEST

A departmental competition – “Branding Contest” was organized by the students’ council of B.B.A on 28<sup>th</sup> July 2023. The students of F.Y., S.Y. and T.Y. B.B.A actively participated in the competition. Students were given a theme based on which they were required to frame a logo, brand name and slogan in one hour. The competition was coordinated and judged by **Dr. Ashwin Santoki** (Asst. Professor, JDSCM). The winners are as follows:

Name of the student	Stream	Rank
Patel Bhumita	TYBBA	First
Patel Abeda		
Shaikh Nureshaba		
Ansari Simran Salahuddin	FYBBA	Second
Ansari Rukhsana Banu Mubarak Ali		
Gaur Khushi Raminvas		
Jagruti Vinay Maurya	TYBBA	Second
Avantika Patil		
Prapti Vaidya		
Pooja Upadhyay	FYBBA	Third
Pinali Kathiriya		
Roshni Garala		
Chaudhary Prerna	TYBBA	Third
Das Shruti		
Pranjal Soni		



**Vanita Vishram Women's University**  
Managed by Vanita Vishram, Surat  
**School of Commerce and Business Management**  
Department of Business Management

**Branding Contest**

28th July 2023  
02:30 pm - 04:30 pm

**Rules and Regulation:**

1. Each group should have three members.
2. Only one member from each group should make the registration.
3. First 15 groups will be considered for the participation.
4. Each group has to frame/draw/prepare a logo, brand name & slogan on the given theme.
5. The theme will be provided on the spot.
6. Mobile, internet devices and other gadgets are not allowed during competition.
7. Each group has to bring A2 size chart paper compulsorily with required stationary.
8. Preparation time will be one hour.
9. Judgement criteria will include creativity, relevance and attractiveness.

Dr. Daxesh Thakar      Dr. R. D. Patel      Dr. Abhilasha Agarwal  
Provost - VVWU      Registrar - VVWU      Dean - Faculty of Commerce & Management

Event Coordinator:  
Dr. Ashwinkumar A. Santoki

SCBM Building



## MARKETING FIESTA

With the aim to make students understand different Marketing concepts in an easy, engaging, fun and practical way, “Marketing Fiesta- A week long Marketing Initiative” was successfully conducted to ensure that students participate in different marketing activities planned and unleash their talents from 31<sup>st</sup> July to 5<sup>th</sup> August. Several activities were conducted under the Event in the Entire Week. The event was initiated by **Ms. Madhulika Singh** and was conducted with the support of **S.Y.B.Com** students. The whole event had a favorable and commendatory outcome as the students exhibited different skills and proficiency with regards to creativity, imagination, critical thinking, team building, collaboration skills and resource management. A finale of the whole event was also conducted on 21<sup>st</sup> August, 2023 at the central hall of SPTMC. **Dr. Daxesh Thakar**- Provost, Vanita Vishram Women’s University graced the event and motivated the students to participate in such activities and enhance their skills.



## ACADEMIC GUEST LECTURE ON COMPETITIVE STRATEGY: A BLUE OCEAN MINDSET

The resource person, **Dr. Pratik Patel** (Assistant Professor, B.R.C.M College of Business Administration) was invited for an academic guest lecture on 2<sup>nd</sup> August 2023. He explained the meaning and important of using a competitive strategy. Further, he explained Red Ocean and Blue Ocean strategies used by companies along with examples such as Canon, Nokia, etc. Towards the end, Dr. Pratik Patel also gave examples related to various strategies adopted by Maggi, Air Jordan, Nexa, etc. It was coordinated by **Dr. Bosky Suratwala** (H.o.D- Dept. of Management) and **Ms. Divya Patel** (Asst. Professor, JDSCM).



## DEPARTMENTAL QUIZ COMPETITION: FIGURE FIGURERS

On 8<sup>th</sup> August, 2023, Department of Accountancy, School of Commerce and Management organised a Departmental Accounting Quiz Competition- **Figure Figurers** for the students of B.Com. and M.Com where 23 teams participated in total. The Quiz was conducted in Three Rounds - Elimination Round, Qualifier Quiz and Grand Finale. Top 12 teams a Qualifier of three rounds constituting questions related to Basic Terminologies, Concepts, knowledge of books of accounts etc. Lastly six teams were selected who played the finale of two rounds out of which following team emerged as winners:

Name of the students	Class	Position
Ms. Pooja Yadav Ms. Bansi Satasya Ms. Priyanshi Singane	TY B.Com. Div-II	First
Ms. Sumaiya J. Shaikh Ms. Kaniz Fatema Shaikh Ms. Lalita P. Rajpurohit	M.Com. Part-II	Second
Ms. Shreyal Mehta Ms. Riddhi Patel Ms. Vrinda Nair	TY B.Com. Div-I	Third



## ACADEMIC GUEST LECTURE ON INDUSTRIAL MARKETING MANAGEMENT

The resource person, **Mr. Siddharth Kriplanibhai Desai** (Director at Shree Dutt Chemicals and Director at Avdhoot Darshan Organic Farm) conducted two sessions for the students of S.Y.B.B.A on 8<sup>th</sup> and 9<sup>th</sup> August, 2023. He explained the meaning of industrial marketing, various roles in business buying process, organizational buying situations, etc. He also explained the business decision making process model to the students. The session was interactive as questions were asked by the students and the resource person satisfactorily answered them. It was co-ordinated by Dr. Bosky Suratwala (H.o.D- Management) and Dr. Ashwin Santoki (Asst. Professor, JDSCM).



**Vanita Vishram Women's University**  
 Managed by: Vanita Vishram, Surat  
 School of Commerce and Business Management  
 Department of Business Management

**Organises a Guest Lecture  
 on  
 Industrial Marketing Management**

**Date:** 8th & 9th August 2023 **Time:** 1:00 pm to 2:00 pm

**RESOURCE PERSON**  
**Mr. Siddharth Kriplanibhai Desai**  
 Director  
 Shree Dutt Chemicals &  
 Avdhoot Darshan Organic Farm

Dr. Abhilasha Agarwal  
 Dean- Faculty of Commerce  
 & Management

Dr. R. D. Patel  
 Registrar - VVWU

Dr. Daxesh Thakar  
 Provost - VVWU

Coordinated by:  
 Dr. Bosky A. Suratwala  
 Dr. Ashwinkumar A. Santoki



## SESSION ON ENTREPRENEURSHIP AND EMPLOYABILITY

A session on Entrepreneurship and Employability was organized for B.B.A and B.Com students on 22<sup>nd</sup> and 23<sup>rd</sup> August, 2023 respectively. The resource person, Mr. Yashvant C. Vyas (Founder, MOEC) oriented the students on concepts of entrepreneurship such as meaning, types, importance, features, etc. He also emphasised on the importance of effective communication for both entrepreneurship and employability. The sessions were co-ordinated by Dr. Bosky Suratwala (H.o.D- Management), Ms. Divya Patel (Asst. Professor, JDSCM), Ms. Forum Modi (Teaching Assistant, JDSCM) and Ms. Krina Vankawala.



**VANITA VISHRAM WOMEN'S UNIVERSITY**  
 Managed by: Vanita Vishram, Surat

**School of Commerce & Business Management**  
 Department of Business Management

**ORGANIZES  
 EXPERT TALK ON  
 ENTREPRENEURSHIP AND EMPLOYABILITY**

**Mr. Yashvant C. Vyas**  
 Founder  
 MOEC

**Tuesday, August 22, 2023 1:00 p.m onwards**

Dr. Daxesh Thakar  
 Hon'ble Provost

Dr. R. D. Patel  
 Registrar

Dr. Abhilasha Agarwal  
 Dean, Faculty of Commerce &  
 Management

Dr. Bosky Suratwala  
 Head, Department of  
 Business Management

**Coordinator**

Ms. Divya Patel  
 Assistant Professor  
 Department of Business Management

Ms. Forum Modi  
 Teaching Assistant  
 Department of Business Management

**Venue**  
 Marikata Hall, Ground Floor, 337 Building.





## MoU SIGNING

On 9<sup>th</sup> August 2023, School of Commerce and Management, VVWU signed the Memorandum of Association with the following companies:

1. IVIPANAN Digital Marketing Services
2. Star Health & Allied Insurance
3. SKS Business Services (India) Pvt. Ltd.
4. Net-X Group
5. CMA, Surat
6. Indian Accounting Association (South Gujarat Branch)

The University has signed the Memorandum of Understanding for skill development & outcome-based trainings, placement, R & D services and related services. Dr. Daxesh Thakar (Provost- VVWU), Dr. Vijay Radadiya (Placement Officer, VVWU), Dr. Abhilasha Agarwal (Dean-Faculty of Commerce and Management), Dr. Nanda Bothra (HoD-Commerce), Dr. Bosky Suratwala (HoD- Department of Management), Dr. Sangeeta Srivastava (HoD-Economics), Dr. Krishna Desai (Asst. Professor, JDSCM), Dr. Manisha Surti (Asst. Professor, JDSCM) and Ms. Kajal Bhomia (Asst. Professor, JDSCM) were present.



## BUDDING ENTREPRENEURS

On the occasion of World Entrepreneurs Day, Department of Management, School of Commerce & Management organised a Competition on Budding Entrepreneurs for the students on 21<sup>st</sup> August 2023. In this competition, students presented their business idea along with various strategies like competitive analysis, business plan, financing, product development, and marketing to implement their idea successfully. 21 students enthusiastically participated in the competition. The competition was co-ordinated by Dr. Bosky Suratwala (H.o.D- Management) and Ms. Shanu Desai (Asst. Professor, JDSCM). It was judged by Dr. Tanvi Tarpara and Mr. Tejal Parekh. The winners are as follows:

Name of the student	Stream	Rank
Diya Chaurasia	TYBBA	First
Sayonee Thakor		
Shreya Bhatt		
Batul Makasarwala	TYBBA	Second
Richa Patel		
Shreya Patel		
Priyanshi Mahant	SYBBA	Third
Sanjana Gohel		
Prapti Vaidya		



## ACADEMIC GUEST LECTURE ON 'EMERGING TRENDS IN HUMAN RESOURCE'

An academic guest lecture on Emerging Trends in Human Resource was organized on 23<sup>rd</sup> August, 2023 for T.Y.B.B.A students which was attended by 141 students. The resource person **Dr. Tejal Patel** (Associate Professor & Coordinator, P. P. Savani) conducted the session by giving tasks to students to note the skills they want to develop in themselves and working on them through consistency and proper discipline which would help the students. The second task involved making three teams each of consisting five people. They were given a task of making a paper chain without any verbal communication and they were allowed to use only one hand. Through this task the students received an idea of importance and power of team work. It was coordinated by **Ms. Shanu Desai** (Teaching Assistant, JDSCM).



## CREATOR'S CORTERIE 1.0- AN EXHIBITION CUM SALE

An exhibition cum sale for the students of B.Com and M.Com programme was arranged on 22<sup>nd</sup> August 2023. The main aim of this event was to develop an Entrepreneurial Spirit among the students as a part of their academic activity. This event was organized to give practical exposure to the students regarding the operations of a business and to give an insight regarding Product development, Product costing, Resource management and Marketing skills. It served the purpose of co-curriculum activity which brought joy among the students of Commerce and the other Departments of our University as well.



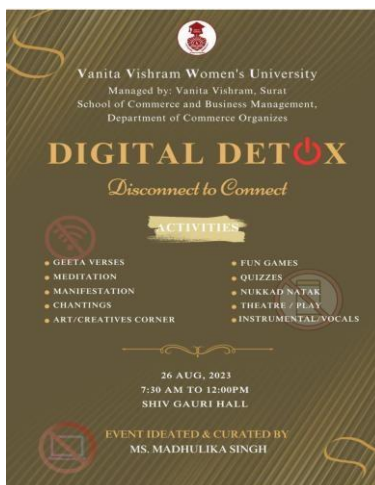
## SESSION ON MILLETS AWARENESS

Department of Commerce, School of Commerce and Management facilitated a seminar on “Millets Awareness” for its F.Y. B.Com students to make them aware about what are millets and their health benefits on 28<sup>th</sup> August, 2023. **Dr. Payal Jain**- Assistant Professor from School of Science and Technology with the help of her team of students conducted the session and gave the information regarding different types of millets. This session has helped the students to enrich their knowledge of how various diseases like diabetes, obesity, cholesterol, high Blood Pressure can be avoided by consuming millets. Lastly, for leading a healthy life a mutual pledge was taken amongst students to consume at least one millet daily.



## DIGITAL DETOX- DISCONNECT TO CONNECT

With an attempt to make students aware about the ill effects of constant use of screens and to reduce stress and anxiety caused by the over-use of technology, re-focusing offline social interactions and actions, a digital free day- “Digital Detox” was organized on 26<sup>th</sup> August, 2023. All the students had a Digital Free day and it was ensured that none of the students carried any form of digital device and instead participated in various activities that was planned for them throughout the day like Meditation, Chanting's, Geeta Verses, Manifestation, Games, Quizzes, Nukkad Natak, Art, Theater, Music - Instrumental and Vocals & Standup Comedy. All the activities kept the students highly energized and electrified throughout the day and made them mindful and sensible about living life without being too much dependent on Digital Devices. The whole event had a commending and enthusiastic outcome as the students exhibited varied skills like Active Listening, Collaborative, Communicative, Creative, Social intelligence, Teamwork and Prominent Interpersonal Skills. The whole event was curated and coordinated by **Ms. Madhulika Singh with the support of the students.**



## A SESSION ON 'HOW TO CRACK M.B.A ENTRANCE EXAMS'

Department of Management organized a session on “How to Crack M.B.A Entrance Exams” on 29<sup>th</sup> August, 2023 for T.Y.B.B.A which was attended by 158 students. The resource person **Mr. Naveen Jannavula** (Centre Manager, IMS Learning Resources Pvt. Ltd.) guided the students on importance of the entrance exam, preparation timing, availability of resources, along with a few tips which may be useful to crack the examination. The session was coordinated by **Dr. Sangeeta Srivastava** (HoD- Economics) and **Dr. Manisha Surti** (Asst. Professor, JDSCM).



**VANITA VISHRAM WOMEN'S UNIVERSITY**  
Managed by: Vanita Vishram, Surat  
ESTD: 2003

**School of Commerce and Business Management**  
Organizes Session On  
**How to Crack MBA Entrance Exams**

**Resource Person**  
Mr. Naveen Jannavula  
Centre Manager  
IMS Learning Resources Pvt. Ltd.  
Tuesday, 29 August 2023, 12: 00 pm onwards.

**Dr. Daxesh Thakar**  
Hon'ble Provost

**Dr. R. D. Patel**  
Registrar

**Dr. Abhilasha Agarwal**  
Dean, Faculty of Commerce and Management

**Dr. Basky Surendra**  
Head, Department of Business Management

**Coordinators**  
Dr. Sangeeta Srivastava  
Head & Assistant Professor  
Department of Economics

**Dr. Manisha Surti**  
Assistant Professor  
Department of Business Management

**Venue**  
Room No-405  
SCBM Building.

Social Media Handled by IT Cell, VVVU | www.vvurat.ac.in



BOS Meet



Participation in International Yoga Day Celebration held by SMC

## CONGRATULATIONS!!!



Ms. Nandini Jhanwar of S.Y.B.Com for winning Bronze Medal at the All India Inter-University Woodball Tournament held at Jaipur, Rajasthan

## STUDENTS PARTICIPATION

Session on Women Employment and Skill Development at Sardar Smriti Bhavan



**Editor-in-Chief:** Dr. Abhilasha Agarwal

**Editors:**

Prof. Divya Patel  
Prof. Mahafreen Patel

**IT Support:** Mrs. Bhumi Desai