



SHANTI BUSINESS SCHOOL
AHMEDABAD

PARWAAZ

The SBS Diary
APRIL - 2022 (Samaapan Issue)

Quarterly Newsletter of SBS

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Mr. Ashish Dugar, Sr. Executive, Strategy and Corporate Communication

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Corporate Connect – The Absolute Necessity for a B-School

Shanti Business School (SBS) with the motto of Creating Strategy Leaders has been focused on nurturing Industry Ready and Socially Responsible Management professionals. SBS understands the effectiveness of direct connection with the relevant industries for a better understanding of the entire work methodology of the domain.

With the objective to help the students update their knowledge and skill with the real-life scenarios and cases in the corporate world, SBS has been forefront in organizing Guest Lectures of Industry Experts which has invoked interest in the students and introduced them to various fields associated with the management. Seminars were organized to bridge the gap between the concepts that are learned in class to their practical utility in the Corporate Scenario. Various Workshops conducted allowed the students to enhance their communication skills and build confidence through public speaking.

Management and Faculties at SBS have been maintaining close ties with the industry, regularly inviting Eminent Speakers – Industry Experts who enrich young minds with real-life practical knowledge. These experts share their professional experiences giving a good idea of some of the challenges the workplace brings giving the future managers of SBS valuable insights on how to deal with them more smartly.

SBS has been quick in adopting to the radical change in education created by the “New Normal” and has strived to provide quality learning through online mediums. Adopting the online tools like Videos, Podcasts and PDFs, teachers have become more efficient educators also it gave the flexibility to students to attend classes at any location. SBS has successfully countered the negative impact of online education by encouraging students to be responsible, self-disciplined, motivated, and develop a good sense of time management skill.

SBS firmly believe in the importance of the Industry connect for the ambitious young minds and have strived to maintain a steady relationship and tie-up with the various organization giving students a fair chance to understand the industry adequately before actually becoming a part of it.

Governing Board Meet – MARCH 2022

The Governing board met at Shanti Business School, Ahmedabad on 30th March 2022 for the last meeting of Academic Year 2021-22. The meeting was held in hybrid mode.

This meeting assessed the performance of the current year, as well as finalized and approved the proposals for the AY 2022-23.

The core values which drive SBS are passion, process orientation, result-driven, and always being true to the relevant context. Knowledge, innovation, data, and design thinking have been our strengthening pillars.

Our illustrious Governing Board is the key stakeholder in steering SBS toward the path of continuous growth and improvement. We are grateful for the time and intellectual contribution made by every member of the board. They collectively are our guiding light as well as conscious keepers.

Pathbreaking initiatives have been approved by the Board for Students, Faculty, and Alumni. The approved programs will ascertain that SBS gets propelled into the next orbit of academic and institutional excellence.



AIMS Director Round table conference on 'Emerging Role of Management Education'

A round table conference on 'Emerging Role of Management Education' was organized by the Ahmedabad Chapter of the Association of Indian Management Schools.

The Conference started with the Welcome Speech of Dr. Neha Sharma, Secretary of the Gujarat Chapter. Dr. G.K. Shirud started the discussion with Dr. Ajit Singh Thethi - President AIMS, Dr. Uday Salunkhe - Former President, AIMS, Dr. DY Patel – Director, GNIMS, Dr. Sunil Shukla - Director General, EDII, Dr. Apoorva Palkar - Director Innovation, SPPU, Dr. Vivek Ranga - Director, ICFAI also spoke on the subject.

The participating members expressed happiness over the creation of the Gujarat Chapter and the commencement of the Round Table Conference at Ahmedabad.



Industry Expert Sessions and workshops

Guest Session on “How to overcome fear”

SBS Ahmedabad invited Mr. Karthik Poovanam – CEO Coach and Author, certified trainer from the NATIONAL FEDERATION OF NEURO LINGUISTIC PSYCHOLOGY (Florida) as a Guest Speaker for a Session on “Technique & process to gain freedom from fear”.

He has authored more than 80 E-books which bring about creating well-being both at emotional and mental levels. He interacted with our student managers, addressing them individually about their fears and briefed them regarding the various techniques and processes to overcome their fears.



Decoding Union Budget 2022

The secret to budgeting is that it needs to be honest. Not what you think it should be or wish it could be, but what it really is" With the objective of understanding the fiscal budget 2022-23, an online session on the theme of 'Demystifying Budget - 2022' was organized by "Capital Buddies" the Student Finance Committee of SBS Ahmedabad. To grace the event C.A. Palak Pavagadhi was invited as a resource person.



Brand Fest, Season 2

SBS was the Academic Partner of Brand Fest, Season 2. This was an unique event organized by Brand Klub Gujarat on 19th and 20th February 2022



Presents
One of its kind in Gujarat



ON

19 20 February, 2022

Industry Stalwarts Presenting
Power Packed Sessions

 R. Gopalakrishnan Author and Corporate Advisor CEO-Mindworks Former Executive Director-Tata Sons & Vice Chairman of the Board-HUL 19 th Feb, 2022 at 10:30 AM	 Rajeev Chudasama Co-Founder, Creative Director, Marching Ants Advertising Pvt. Ltd 20 th Feb, 2022 at 10:45 AM
 Chintan Soni Vice President, Digital, Madison Media 19 th Feb, 2022 at 12:15 PM	 Chanpreet Arora Head - AVoD (Voot), Viacom18 Digital Ventures 20 th Feb, 2022 at 12:15 PM
 Jayen Mehta Chief Operating Officer, Amul (GCMMF) 19 th Feb, 2022 at 2:30 PM	 Mike Murali Chief Fun Officer & Senior Director Marketing, Capgemini 20 th Feb, 2022 at 2:30 PM
Enriching Business & Brand Quiz With Quizmaster Sanjay Chakraborty KwizMate 19 th Feb, 2022 at 5:15 PM	Captivating Entertainment Performance A musical evening with Mukt - The Band 20 th Feb, 2022 at 5:00 PM

To receive the updates, [Join Brand Klub Gujarat Facebook Page/Group & Instagram](#)
Register today by clicking the link and get free entry to all the events

ACADEMIC PARTNER



MOU between SBS, Ahmedabad and GWFM, Bengaluru

SBS, Ahmedabad and GWFM, Bengaluru have extended their Memorandum of Understanding for the third consecutive year and each year added new dimensions and vitality. The partnership has helped both the parties to grow and sustain the creative innovative models of learning. SBS has conducted training programs and events in collaboration with WFM to make students industry-ready. This year SBS plans to conduct several programs and events under the mutual banner of the two entities. The events are designed for the holistic development of a student manager of SBS.

Global Workforce Management is a non-profit, Professional Global Chartered Body, comprising a group of Senior WFM & HR professionals committed to promoting the WFM movement globally and enhancing the capability of workforce management & human resource professionals to compete.



Faculty Development Program

SBS organized a faculty development program (FDP), the topic was "Trends in Mixed Methodologies: Lessons from the Past and Forging Innovation for the Future". Dr. Anantha S. Babbili, Carnegie Foundation/ CASE Professor in Media Studies at Texas A&M University.



AWARDS AND ACHIEVEMENTS

Best Management College in India for Placement 2022 by CEGR, New Delhi

Shanti Business School, Ahmedabad has maintained its legacy of 100% placement since its inception. We are feeling so glad to announce that the center for education growth and research has honored us as "The best management School for placements 2022".

The dignitaries of AICTE who have honored Shanti Business School include Dr. K.K. Agarwal, Chairman NBA, Dr. Sandeep Marwah, National President CEGR, Dr. Ramesh UnniKrishnan, Advisor, AICTE at 17th Rashtriya Shiksha Gaurav Puraskar Ceremony, 2022 which was organized in Hotel Shangri La's, New Delhi.

On this occasion, vice-chancellors of many universities, members of parliament, and notable personalities from the education sector were there to witness the achievement of SBS.



Best
Management Institute for Placement - 2022
by CEGR - New Delhi



DR. NEHA SHARMA,

Director, Shanti Business School, Ahmedabad

has been elected as chairperson of Association of Indian Management Schools (AIMS) Gujarat chapter.



Dr. Neha Sharma

Director, Shanti Business School, Ahmedabad

International Women's Day Celebration in collaboration with IndusInd Bank

International Women's Day 2022 was celebrated in a grand way to honour and recognize the indomitable spirit of our women employees and to recognize their contribution to the growth and success of the organization. About 500 women employees of Chiripal Group formed the Women's Day Symbol through a human Chain which signifies the hope and action surrounding women's equality.

International Women's Day celebration focused to commemorate all women who have helped us in our journey toward greater growth and success. The event was followed by an entertaining fun-filled evening with foot tapping music by professional DJ, Singers and Celebrity Chef Heena Gor speaking about Nutrition from Health Perspective.



MARKING WOMEN'S DAY

Over 200 women employees of Chiripal Group formed a human chain at Shanti Business School Ground in Ahmedabad to create the Women's Day symbol on Tuesday. *Nirmal Harindran*

Research and publications by faculty members.

Dr. R K Renin Singh

1. "A systematic review of the effectiveness of campaigns related to Electronic cigarettes" in NIU International Journal of Human Rights (UGC Care- 1)
2. "The most cited risk communication publications in food sector: A bibliometric analysis" in The journal of Oriental Research Madras (UGC Care- 1)
Dr. R K Renin's papers have been published in the following journals:
3. Paper titled "Winning One-Day International Cricket Matches: A cross-team perspective" has been accepted for publication in the following journal: Journal of Business Analytics (SJR- Q2 equivalent to ABDC B/C).
4. Paper titled "Understanding Factors to COVID-19 Vaccine Adoption in Gujarat, India" has been accepted for publication in the following journal: International Journal of Environmental Research and Public Health (SJR- Q2 equivalent to ABDC B/C).



Dr. Prashant Pareek

Case Study: "Growth of Brand Through Integrated Marketing Communication- Case of Nirma Detergent from Gujarat State"

Name of Journal- Empirical Economics Letters

ISSN - 1681 8997

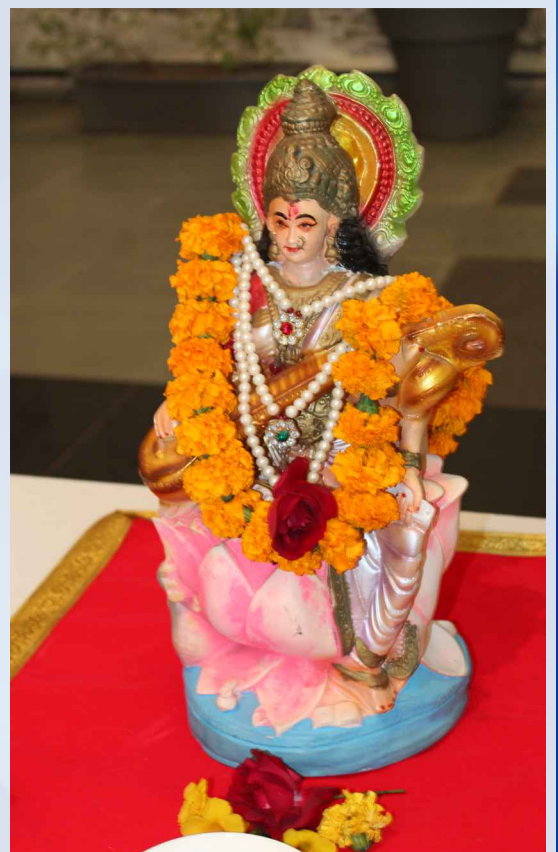
Indexing - ABDC (C), ISI and American Economic Association (AEA)



Events and Activities at Vibrant SBS Campus

Vasant Panchami

This Holy Festival of Vasant Panchami is celebrated in SBS, Ahmedabad. It is said that Goddess Saraswati can bestow on her devotee's lots of wisdom, learning, and knowledge as the goddess is considered to be the epitome of wisdom. Students and teachers wear new clothes, offer prayers to the goddess of knowledge, and various programs of song and dance are organized to please the goddess.



Events and Activities at Vibrant SBS Campus

Food Carnival

SBS Ahmedabad organized a food carnival, an intra-college event in which around 20 teams from both the batches of the PGDM program participated to showcase the diversity of Indian as well as western cuisine. Food carnival became a unique platform for student managers to demonstrate their multiple skills and competencies along with an application of managerial functions like planning, organizing, innovation, and representation. It was an event where the entire SBS community enjoyed a wide range of cuisines. The teams were evaluated on the parameters of taste, hospitality, hygiene, and creativity.



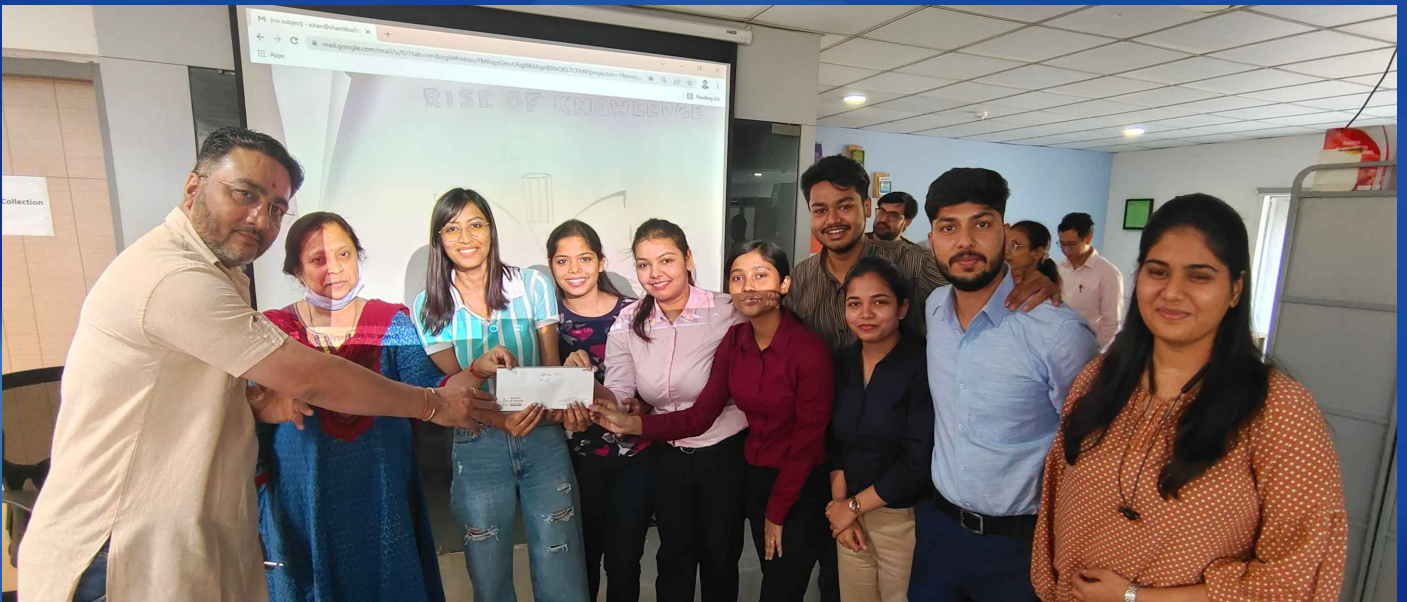
Martyr's Day – Homage to Pulwama Attack Martyr's

The Student Managers of Shanti Business School celebrated the day of Love – 14th February in a very unique and different way. The entire SBS community paid its silent homage to the Martyrs of the Pulwama attack, and paid their tribute by lighting candles. In the words of Dr. Neha Sharma, Director, Shanti Business School " We are really proud of our students for organizing such an event and making this valentine's day special and nostalgic for all of us."



Rebrand Library

The Book Wizard Club of SBS hosted the batch of 2021-23 for the competition "Let's Rebrand our Library" which was basically a Logo and Tagline making competition to explore creative side of the students.



Fun-Task-It – Event by Book Wizards Club

SBS Ahmedabad organized "Fun-Task-it" to encourage team building and coordination skills through engaging activities. The event had various group-based games with more than one hundred and thirty participants.

The Event focused on various interpersonal skills like time management, critical thinking, and team building. The event created an enjoyable atmosphere and excitement among students amid the rigorous academic schedule. It was a great learning experience for student managers.



HOLI Celebrations

The Student managers of Shanti Business School, Ahmedabad celebrated the festival of colors at the campus premises.

Catch a glimpse of our student managers celebrating Holi. Celebrations find a way, even when they are away from home.



GAJAB THAI GAYO - Movie Promotion

SBS Ahmedabad felt extremely overwhelmed to host "The famous Gujarati movie star Malhar Thakar" at the campus. He visited the SBS campus to promote his upcoming movie "Gazab Thai Gayo".

He had started his successful Dollywood journey with the superhit movie "Chello Divas", which had been shot at our beloved SBS' Ahmedabad Campus. He acknowledged the audience at SBS with the movie trailer and also interacted with the students and staff members of SBS.

Malhar Thakar acknowledged the audience at SBS with the movie trailer and also interacted with the students and staff members of SBS.



Farewell of Batch 2020-22

In ordinary life, we hardly realize that we receive a great deal more than we give and that it is only with gratitude that life becomes rich." As all the good things come to an end and we know that their days at Shanti Business School, Ahmedabad are over but the love and memory of these wonderful student managers and the affection of teachers will remain with them forever. Our memories of yesterday will last a lifetime. It will take the best to forget the rest and someday will find that these are the best of times.

The Students' Council of Shanti Business School, Ahmedabad organized the Farewell Party for the batch 2020-22 on 23rd April 2022.

