

## Vision

To be a centre of academic excellence and research that nurtures industry ready and socially responsible management professionals.

## Mission

To offer rigorous practice-oriented education well-suited to meet the challenges of businesses and industries.

To inculcate values, ethics and sensitivity towards the society, country and environment.

To provide a conducive environment to all the stakeholders to enhance the quality of teaching, learning and research.



**SHANTI BUSINESS SCHOOL**  
AHMEDABAD

# PARWAAZ

The SBS Diary  
**August – 2022 (Orientation Issue)**

Quarterly Newsletter of SBS

# PARWAAZ

The SBS Diary

**August – 2022 (Orientation Issue)**

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# Importance of Induction Program

Induction session in B-schools is conducted every year to acclimatize new students to the B-school culture, giving them a glimpse of what lies ahead for them in a fun way. College gives a sense of freedom to students enabling them to take charge of his/her life.

Reasons why induction program holds a lot of importance for Student Managers

## **Extending a Helping Hand**

When new students enter an institution, they also come with diverse thoughts, backgrounds and preparations. They come into a new unfamiliar environment, with little knowledge of the college. An important task, therefore, is to welcome the new students to higher education and prepare them for their new roles. Working closely with the newly joined students in making them feel comfortable, allowing them to explore their academic interests and activities, and making them work for excellence, give a broader view of life and build character.

## **Life Lessons for the Bright Future**

Various sessions from experts of different domains are conducted where they share their experiences through the life lessons they learned. It fills students with enthusiasm and energy to take on this new step of life.

## **Seamless integration into College Culture**

The induction program focuses on effective new hire integration into the college culture. Students need some hand holding through the initial period to calm the nerves and to get them warmed up to the challenges that lie ahead. Students are introduced to their college and its academic infrastructure like Library, Classrooms, Computer labs, etc. which helps them in their personal and academic goals. The induction program ensures they don't feel too overwhelmed or stressed.

## **Familiarization with Courses & Faculty**

As a student, you would be spending 2 years of your life in a particular program that would mostly define your future course in the corporate career. Getting to know the opportunities from the head of departments helps students ensure that they do not enter the course with a blank mind.

## **Meeting your Mates**

Peer learning is one of the most important aspects of the PGDM program. Entering the class with friends is a blissful feeling. The induction program helps students to meet and interact with batch mates & make friends

Good induction programs increase productivity and engagement. It helps improve student morale, making them feel welcome and comfortable in the new environment, and motivates them to perform at an optimum level. The program also helps them gauge the bigger picture and work towards fulfillment. It also plays a critical role with regard to socialization and building the right connections needed to succeed and ensures they are more productive in a shorter period of time.

# Dr. Neha Sharma

## President of AIMS, Gujarat Chapter



### **Dr. Neha Sharma**

Director - Shanti Business School has been nominated as the President of AIMS Gujarat Chapter.

The Association of Indian Management Schools (AIMS) is a dynamic network of Indian Management Institutes engaged in Management Education, Training and Research in the country. It organizes seminars, conferences, management training, and research & publication activities. It facilitates the publication of newsletters, journals and other means of communications for the dissemination of ideas and developments in management education to member organizations. Through the AIMS, the member institutions have developed linkages with industry, business and Governments.

# MOU – UAS International

Shanti Business School, Ahmedabad is proud to announce the Memorandum of Understanding (MOU) signed with UAS International to promote Internships, Live Projects, Final Placement, International Industry Visits, and Student Exchange programs abroad.

The Picture Showcasing Dr. Neha Sharma (Director), Tejinder Singh Dhatt (Head- Admissions) & KGK Pillai (Executive Registrar & Director- Admin) at Shanti Business School holding MOU with Group MD/CEO Mr. Ishan Taneja signifying better opportunities to the students in terms of Corporate Projects and Placements Globally.

***Dr. Neha Sharma (Director), Shanti Business School, Ahmedabad exchanging MOU with Group MD/CEO Mr. Ishan Taneja for providing better opportunities to the students in terms of corporate projects and placements***



# MOU with CIMA

Shanti business school ties up with the Chartered Institute of Management Accountants (CIMA®). Founded in 1919, CIMA is the world's leading and largest professional body of management accountants and the global professional management accounting body based in UK. CIMA also offers training and qualification in management accountancy and related subjects. The CIMA program will now be offered to students of Shanti business school.

This tie-up will benefit Students of Shanti business school greatly if they choose to pursue the CIMA course along with the PGDM program. The students opting for the CIMA program will be exempted from the first two levels I.e. Certificate and operational level and they will directly move to the management level and will have to appear in the management level exam and finally, the strategic level examination. The students will be able to complete the program at a significantly lower cost compared to pursuing the program outside the tie-up framework.

The tie up will benefit the student to pursue career in management accounting, Management consulting, business analysis, financial controller, and Forensic accounting etc. It will also enhance employability and packages.



# Faculty Achievements & Research

Dr. Neera Singh was awarded by World Education Congress for her exemplary work in the field of education for more than 2 decades.



Gold faculty award to Dr. Shreya Biswas from Wadhvani Foundation



## Faculty Research & Publication



### Dr. Prashant Pareek

- 1) Article in "NIU International Journal of Human Rights"  
The Title of the research is "New Education Policy 2020- Learning from the past to illuminate the future by overcoming challenges to implement it"
- 2) Article in "Journal of Management and Entrepreneurship (JME)", ISSN : 2229-5348, UGC CARE Group I Journal, July - September 2022 issue, Xavier Institute of Management and Entrepreneurship (XIME).  
The Title of the research paper is "Micro Small and Medium Enterprises of Gujarat - Contribution, Government Support, Success and Future Ahead"

# Sankalp 2022 – Determined to Succeed

"Sankalp 2022 - Determined to Succeed " marked the commencement of the 2nd Year for the PGDM Batch 2021-23 of Shanti Business School (SBS) from 28th July 2022.

## Day 1

The program started with the address by our honorable Director – Dr. Neha Sharma and was followed by an invigorating session of Speakers. Mr. Anish Baheti- a Global Motivational Speaker who led our Student Managers to Deep Dive into understanding Natural Behavior and the importance of "Self Care". Mr. Kandarp Bhatt – Founder of ZealousWeb shared his 20+ years of expertise in the professional world and discussed the "Importance of Digital Marketing : Imperative for New Businesses"



## Day 2

Shanti Business School, Ahmedabad hosted Mr. Nishit Saigal – Founder & MD of S&S Super Brands. Mr. Saigal shared his experiences in industries like Finance, Insurance, Media, and Franchise and practical life mantras for crafting a Vibrant Career. Student Managers at SBS Ahmedabad were ecstatic to have gained keen insights from Mr. Saigal.





## Day 3

The Student Managers of Shanti Business School, Ahmedabad on the final day of “Sankalp 2022 – Determined to Succeed” had the good fortune to learn from Mr. Amit Dave – Certified Yoga Coach and Dr. Vedvyas Dwivedi – Veteran Educationist & Scholar par excellence. Speaking on the topic of KASH, Mr. Amit Dave shared that Yoga leads to increase in concentration which is further useful for building knowledge, attitude, skills & good habits. Dr. Dwivedi shared his wisdom on conflict resolution, communication skills, personality development & power of concentration.



## Saksham 2022 – Be a Change Maker

### Day 1

Shanti Business School, Ahmedabad marked the beginning of the Management Education Journey of the PGDM Batch 2022-24 with the Induction Program “Saksham 2022 – Be a Change Maker”.

Theme for the Day was “Beginning with end in Mind” which focused on knowing oneself first, realizing one’s areas of expertise and areas of improvement. The program started with the address by our honorable Director – Dr. Neha Sharma where she described the theme “Saksham 2022 – Be a Change Maker” and she formally welcomed students in the vibrant community of SBS.

The Students witnessed the wonderful opportunity to interact with Mr. Ranjan Dutt – Global Head, Marketing Apex Group. He shared his unique experiences across various business models by creating a blue print for success in front of our student managers. It was followed by an invigorating session of Mr. Anish Baheti- a Global Motivational Speaker who talked on the topic “Find your Ikigai – Design your Life”. He led our Student Managers to Deep Dive into understanding Natural Behavior and emphasized choosing a career that matches their Individual Behavior. The day ended with the session of Ms. Rebecca Sudan – Entrepreneur & Image Consultant. She explained the importance of power dressing in professional Life. She focused on building personal image as it has the ability to impact several aspects of life positively.



## Day 2

Shanti Business School (SBS) on the 2nd day of the Induction Program “Saksham 2022 – Be a Change Maker” facilitated the student managers in becoming a better version of themselves by encouraging creativity, innovation and collaboration. The theme for the Day was “Sharpen your Saw”. Mr. Amit Dave – Certified Yoga trainer by Gujarat Yoga Board emphasized the importance of physical & mental well-being. Mr. Shyam Parekh – co-founder of the Gujarat Literature Festival, Former Editor & Senior Journalist, DNA spoke about experimentation and the need to take risks. Mr. Sandip Shah, General Manager & HOD, IFSC at GIFT CITY shared his vision & future of GIFT City which is designed as a hub for the global financial services sector. He discussed with students the plethora of opportunities in the banking and financial services domain on innovations, disruptions, and future pathways. The day ended with the experiential learning session by Mr. Walter Peter – Artist Educator & TedX Speaker. He emphasized the importance of drama in the life of human beings. He delivered life lessons to students in the form of various activities.



## Day 3

The 3rd day of the Induction Program “Saksham 2022 – Be a Change Maker” at Shanti Business School encouraged the student managers to develop a teamwork environment to achieve the overall goals and objectives. The theme for the Day was “Learning to work in a team” as the sessions and activities focused on developing the spirit of effective team player amongst student managers.

Mr. Suresh Swamy – Partner at PWC (GIFT CITY) emphasizing teamwork being a key pillar of the industrial revolution and a foundation of modern civilization. Students learned important lessons like communicating, supporting and motivating each other and working cooperatively. RJ Krutarth – Radio Mirchi explained the student managers the steps behind building a personal brand. His deep insights on explaining the steps like identifying your strength/niche, audience & develop strategies to communicate your success regularly did leave a lasting impression on the importance of creating a brand identity of oneself. Mr. Kandarp Bhatt – Founder of ZealousWeb where he shared his 20+ years of expertise in the professional world and discussed the “Importance of Digital Marketing in building a brand: Imperative for New Businesses. Like a skilled diver, he explained the types, challenges, and evolution of personal branding relevant to the industry in present times. Ms. Yogita Bansal – Founder of StoryCircle Edusaarhi. She gave the lessons on teamwork citing Indian Mythology. She used the stories of Ramayana & Mahabharata to explain to the student's concepts like leadership, teamwork & Coordination.



# Prarambh 13.0

Shanti Business School, Ahmedabad as a part of the On-campus Induction Program – "Prarambh 13.0" for the PGDM batch 2022-24 organized Outdoor Management & Team Building Activities (OMT) which resulted in the development of bonding and cheerful camaraderie among new students.

All the Student Managers, Faculty and Staff Members enthusiastically participated in the Team Building activities focused on making student managers understand the importance of working in a team. Sheep and the Shepherd, Toxic waste management, Acid River, and Helium sticks were activities focused on Building Trust, Regulating Communication, Fostering Creativity, Healthy Competition, and Bringing People Together.

These activities helped the student managers in getting recognized amongst themselves, motivated them to achieve more and better next time, and helped foster a positive & motivating culture.



# Seher 2022 (Fresher's Party)

Shanti Business School (SBS), Ahmedabad gave a warm welcome to the PGDM Batch 2022–24 by hosting the Fresher's Party – “Seher 2022” with the theme “Bollywood meets Hollywood”. The Senior Cohort of SBS created a mesmerizing ambience for the freshers. A mood full of fun, enthusiasm, and enthusiasm set the tone for future. Students interacted with each other as they participated in various games and activities. Highlights of this eve were titles of Mr. & Ms. Fresher, Mr. & Ms. Charming, Desi Babu, Angrezi Ma'am. The evening culminated with stage foot tapping DJ Music, mood lights, dancing, bantering and so much more.



# Azadi Kaa Amrit Mahotsav – Independence Day

Shanti Business School, Ahmadabad celebrated the Azadi Ka Amrut Mahotsav to honor the 76th year of independence. The celebration began with the hoisting of the National Flag by the trustees in the presence of SBS Faculty, staff, and students signifying the rise of India free from colonial domination.

Paying tribute to all the brave souls that sacrificed their lives for our country and also those who are still guarding & protecting our nation, the students organized various cultural programs, patriotic songs, dance, and quiz sessions. The program ended by showing the strength of unity and celebrating the nation of diversity, full of color & vibrancy, and remembering the nation that stands for love, harmony, and brotherhood.



# Jalsavaad – 94.3 MY FM

Shanti Business School, Ahmedabad was associated with 94.3 MY FM as a sponsor for the mega event "JALSAVAAD" scheduled on 11th June 2022.

2 દિવસ જ કલાકારો એક મંચ ઉપર

**MY FM JALSAVAAD RELOADED**

અમદાવાદનો સૌથી મોટો  
**લોક ડાયરો**

Brought To You By  
**RADIO COLUMN BY KUMARR**

In Association with  
**ONE CENTRE | BDGO | SILICON PIN | SBS | SHANTI BUSINESS SCHOOL**

Movie Partner  
**નાડીદોષ**

Offset Partner  
**MPACT**

Hospitality Partner  
**CROWNE PLAZA**

**11<sup>TH</sup> JUNE | 7.30pm onwards**  
Event Center, Sabarmati Riverfront

**FREE PASSES**  
પાસ લેનાર આવનારે આઈડી પુરુ લઈને આવવું ફરજિયાત છે.

- MY FM Studio, દિવ્ય ભાસ્કર હાઉસ, એસ.જી. હાઇવે, મકરબા.
- દિવ્ય ભાસ્કર, ૩૧૭, સેફ્ટન બિઝનેસ પાર્ક, જશોદાનગર.
- દિવ્ય ભાસ્કર, ૧૪/૧, ઘ ટાઈપ, સેક્ટર-૨૨, ગાંધીનગર.
- કાંચવતી દાબેલી સેન્ટર, ૨-૩, ન્યુ અરવિંદનગર સોર્પીંગ સેન્ટર, ઈન્ડિયા કોલોની ચાર રસ્તા, બાપુનગર

**CHALO AAT KUCH ACHCHA SUNTE HAIN**

94.3 MY FM (jvo did set)

## Mirchi Green Yodha Campaign

Felicitation ceremony organized by Chiripal Group in association with Radio Mirchi and Apollo heart Institute on the lush green campus of Shanti Business School Ahmedabad to felicitate Mirchi Green Yodhas.

"We are committed to increase the green coverage of Ahmedabad City and make it beautreeful by planting 50000 trees in last one month and chiripal group dedicatedly continue this drive in future also" - Mr. Ronak Chiripal, Director Nandan Terry.

On this occasion Shri Brijmohan Chiripal, Chairman of Governing Board, SBS. Mr. Vishal Chiripal, Executive Director, Vishal Fabrics, and Mr. Ronak Chiripal, The Initiator of this mega event Mirchi Green Yodha. Mr. Kirit Parmar, Mayor of Ahmedabad City, was the event's chief guest.

Other than this RJs of Radio Mirchi, Social media influencers, and staff members of Chiripal Group companies were present to enthusiastically participate in the tree plantation drive to make Ahmedabad city green and vibrant.



# SBS in News (100% Placement)

Shanti Business School, Ahmedabad since its inception in the year 2010 has maintained the legacy of 100% placements. This year also it has successfully placed all its student managers in prominent corporate brands like HUL, Haldiram, MRF, Asian Paints, Ernst and Young, Perfetti Van Melle, and Deutsche among many others.

It is the result of SBS's strong industry connect and its ability to deliver strategy leaders to the industry because of which prominent brands like Perfetti Van Melle, ITC, Berger paints, Asian Paints, S&P Global, Coca Cola among others visit the SBS campus every year to recruit our talent. Shanti Business School, Ahmedabad – creating strategy leaders for more than a decade.

Glimpse of media coverage that Shanti Business School, Ahmedabad has received in a good number of national and regional media, print as well as broadcast. It is the result of SBS's strong industry connect that we have successfully placed all our final year student managers in top brands with lucrative packages

**city ભાસ્કર**



દિવ્ય ભાસ્કર  
08 June, 2022

## SBSના બે સ્ટુડન્ટ્સને 12.67 લાખ સુધીનું એન્ડ્યુઅલ પેકેજ ઓફર મળ્યું શાંતિ બિઝનેસ સ્કૂલનો કેમ્પસ પ્લેસમેન્ટ ફેર યોજાયો



અમદાવાદ: શાંતિ બિઝનેસ સ્કૂલમાં કેમ્પસ પ્લેસમેન્ટ ફેરનું આયોજન થયું હતું. જેમાં લાસ્ટ વરના 179 સ્ટુડન્ટ્સને જોબ મળી હતી. જેમાં હાઈએસ્ટ પેકેજ 12.67 લાખ સુધીનું હતું. તેમજ સ્ટુડન્ટ્સનું સરેરાશ વાર્ષિક પેકેજ 7.34 લાખ રહ્યું હતું. સ્ટુડન્ટ્સને એકએમસીઈ, માર્કેટિંગ, એનાલિટિક્સ, આઈ.ટી, ફાર્મા, કન્સ્યુમર ડ્યુરબલ્સ, ઈ-કોમર્સ અને ડિજિટલ માર્કેટિંગ સહિતની કંપનીઓએ જોબ્સ ઓફર કરી હતી. SBSના બે સ્ટુડન્ટ્સ સાયબાન સેયદે ઈન્ટરનેશનલ બિઝનેસ અને નાદિની ભટ્ટે માર્કેટિંગ એનાલિટિક્સમાં એક્સપર્ટીઝ લીધી હતી જેમને ટેલેકોમિકા નેટવર્ક્સ દ્વારા 12.67 લાખનું એન્યુઅલ પેકેજ ઓફર

**Western Times**

10 June, 2022

## Shanti Business School experienced an impressive placement season this year



Ahmedabad, Shanti Business School, Ahmedabad experienced an impressive placement season this year with all final year students getting highly rewarding jobs in top corporate. The batch graduated had the teaching – learning in online mode only for the first year due to Covid 19, while in second year, the classes were held in physical mode. The com- and the contacts and counseling the students had with the faculty. The students have concentrated on chosen specialization areas such as Finance, International Business, Communication, and Human Resource, Marketing and Decision Sciences. It was compulsory for them to choose elective subjects in the areas of specializations as per credit criteria set by SBS. are FMCG, Telecommunication, Marketing Analytics, Finance, IT, Pharma, Consumer Durables, E-Commerce and Digital Marketing. A total number of 127 companies visited the campus for the placement of 179 students with highest package Rs.12.67 lacs and the Median package Rs.7.34 lacs. The faculty mentors of the students congratulated the student managers for

# Public Call

10 June, 2022

## BUSINESS

### Shanti Business School, Ahmedabad experienced an impressive placement season this year with all final year students getting highly rewarding jobs in top corporate

Ahmedabad: The batch graduated had the teaching – learning in online mode only for the first year due to Covid 19, while in second year, the classes were held in physical mode. The commendable placement reflected because of the physical classes on campus and the contacts and counseling the students had with the faculty. The students have concentrated on chosen specialization areas such as Finance, International Business, Communication, and Human Resource, Marketing and Decision Sciences. It was compulsory for them to choose elective subjects in the areas of specializations as per credit criteria set by SBS, Ahmedabad. The various sector companies visited the campus for placement are FMCG, Telecommunication, Marketing Analytics, Finance, IT, Pharma, Consumer Durables, E-Commerce and Digital

Marketing. A total number of 127 companies visited the campus for the placement of 179 students with highest package Rs.12.67 lacs and the Median package Rs.7.34



lacs. The campus has seen a very visible excitement as the placement closed with a happy note. The faculty mentors of the students congratulated the student managers for their bright professional career after the life at SBS, Ahmedabad. Sudhanshu

Purohit who is placed at E&Y says "due to pandemic, we students had to start the classes in online mod. The professors have been very helpful despite the constraints owing to pandemic. My experience of online was excellent. The relevant advice and guidance from Professors helped me attain a journey of a quest for knowledge and discovery". The student who is placed at Hindustan Unilever Sanket Raj thanked the Placement team

and the director. He said "the placement team created a tremendous opportunities which helped to inculcate valuable skills such as good communication, better approach and time management. I utilized the opportunity to develop connections and understand the industry in a better way. The curriculum of PGDM has expanded my horizon of vision. I have developed professional skills through presentations and training received from SBS Ahmedabad." Some of the notable companies that visited on the campus are: Berger Paints, Nielsen IQ, Know Craft Analytics, E & Y, Nestle India, MR, Asian Paints, Haldirams, Perfetti, Tata Consumer Products, S&P Global, Cafe Coffee Day, Deutsche Bank, Hafele India, Saint Gobain, Indusind Bank, Hindustan Unilever, HDFC Bank, General Mills, Kotak Bank, ICICI, VIVO,



### PLACEMENTS AT SHANTI BUSINESS SCHOOL

Shanti Business School, Ahmedabad experienced an impressive placement season this year with all final year students getting highly rewarding jobs in top corporate. Dr. Neha Sharma, Director, Shanti Business School said "A total number of 127 companies visited the campus for the placement of all 179 final year students with highest package Rs.12.67 lacs and the Median package Rs.7.34 lacs". The various sector companies visited the campus for placement are FMCG, Telecommunication, Marketing Analytics, Finance, IT, Pharma, Consumer Durables, E-Commerce and Digital Marketing. The students specialization in areas such as Finance, International Business, Communication, and Human Resource, Marketing and Decision Sciences.