

Sankalpa means Decision,
Determination that a true manager or leader must make every day...

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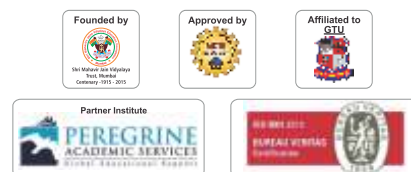
aims at bringing out the intricacies of Management perspectives, concepts,
and applications. The focus is on Indian Management and its interplay with
Global Management knowledge, best-practices and research.



C. K. Shah Vijapurwala Institute of Management
Founded By
Shri Mahavira Jaina Vidyalaya Education Foundation



— Shri Mahavir Jain Vidyalaya Campus, Near Goyagate Circle, R. V. Desai Road, Vadodara-390 004. (Guj) INDIA —



Shri Mahavir Jain Vidyalay (SMJV) TRUST (1914 - 2019)



Shri Mahavira Jaina Vidyalaya (SMJV or Vidyalaya) has been serving Indian society for 104 years. Established in 1914 with the blessings of eminent Jain Guru YUGDRASHTA ACHARYA SHRI VIJAY VALLABHSURISWARJI MAHARAJ SAHEB, the roots of this premier institution are found in its belief that the education, coupled with followings of basic Jain principles will help the cause of Jain philosophy to create a non – violent, peaceful and prosperous society. In course of its existence of over a century, the SMJV has over 20,000 Alumni spread across the world, most of them well established and leading in their respective fields in India and globally.

Today, the large network of Hostels and a Management Institute owned and managed by SHRI MAHAVIRA JAINA VIDYALAYA is accommodating and supporting more than 1600 students at highly subsidized fees or FREE-OF-COST basis in its 12 hostels (8 boys & 4 girls) in western India at Mumbai, Pune, Udaipur, Ahmedabad, Vallabh Vidyanagar, Bhavnagar and Vadodara. CKSVIM, its Management Institute established since the year 2009 at Vadodara (Gujarat) is a leading Business School approved by AICTE, Affiliated to Gujarat Technological University, and Accredited by Accreditation Council for Business Schools & Programs (ACBSP), USA.

Currently the SMJV Trust is making great strides under the leadership of Shri Sudhirbhai Mehta, Chairman, Torrent Group, one of the most reputed and diversified industry House in Gujarat, ably supported by eminent Board of Trustees, able Executive Council members and some 900 dedicated SMJV Alumni and members. (Visit www.smjv.org)

9th Annual Day of SMJVs CKSVIM on 30th March 2019



The 9th Annual day of SMJVs CKSVIM was celebrated jubilantly on **30th March 2019** at C.C. Mehta Auditorium, with honourable **Chief Guest Justice S H Vora, Gujarat High Court, Ahmedabad; Guest of Honour Justice J C Doshi, Principal District Judge, Vadodara; Justice Vachhani, Principal Commercial Disputes Judge, Vadodara** as a **Special Guest; Hon. LMC Members**, invited guests, supporting staff & faculty members, enthusiastic students and cheering parents.



From the  of Editor-in-Chief...

*Take it from Texas! Everything is BIG here -
Hats, Boots, Cars, People and Higher Education!*



I am pleased to write this Forward for SANKALPA: Journal of Management and Research, Vol. 9, Issue 1, on board flight from Kansas City, Missouri to Houston, Texas via Dallas, USA, while returning after attending the a two-day marathon meeting of the Board of Commissioners at ACBSP, Kansas City, USA. It gave us great satisfaction in taking accreditation decisions for about 50 universities' business or management programs from around the world - North America, South America, Switzerland, Mongolia, Bangladesh and India with final accreditation first time, Quality Assurance every 2-year period, or Reaffirmation of Accreditation on a 10-year timeframe.

First, we are sorry this issue is late, but worth waiting for! And we promise to bring out the next issue on time for July-December 2019, soon after attending ACBSP Annual Conference at Houston, Texas, USA on June 20-24, and possibly JAINA Conference on behalf of our SMJV Trust at Los Angeles on July 4-5, God willing, *Inshallah!*

I funnily feel serious times have come for taking a re-look at the National and Global Higher Education, the way we design, deliver, examine and accredit higher education institutions.

Take a look at these four distinctly new trends in Higher, Business (Management) and Technical Education, with a few exceptions everywhere:

1. Students are no longer excited to study in classrooms. They just want to earn a Degree and do anything else – Art, Music, Dancing, Job, Business, Recreation, Travelling, Enjoying with friends, do Internet of Things or Things on Internet, and a thousand other activities.
2. Faculties or Teachers are feeling way behind in catching up with the students' expectations.
3. Institutions are finding it challenging to attract enough number and quality of students.
4. Government Regulators and Accreditation Agencies are working hard in motivating institutions, colleges and universities to bring about 'the change' in current education system – new degrees, focussed courses, revamped curricula, multiple delivery mechanisms, measuring outcomes, developing competencies, and popularizing Accreditation.

Solutions are not easy, but some people (*like you and me*) find it joyful in working towards *continuous improvement* by looking for the opportunities to do better - for students, faculties, institutions and societies. Come on board and join us to help improve education in the world. I promise you will enjoy in giving!

I believe, time has come to focus on '**Faculties First**'. Faculties and administration staff will take care of ambience, admissions, students, examinations and their careers.

Wait for the new opportunity for **International Accreditation of Faculties** worldwide!

Best is yet to come!

Rajesh Khajuria, MBA, PhD

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Director, SMJV's CKSVIM Business School

Commissioner on Board, ACBSP, USA

StartUp Tank 2019: The Challenge @ UIU, Bangladesh

Start-Up Tank 2019: The Challenge which is the brain-child of **Dr. Rajesh Khajuria**, Director, organized by **Centre for Entrepreneurship & Enterprise Development (CEED)**, **C. K. Shah Vijapurwala Institute of Management, Vadodara** in collaboration with **Marywood University, School of Business & Global Innovation, USA** was organized in Bangladesh by United International University, Bangladesh at UIU campus on March 10-11, 2019. The Grand Finale was held on March 10, 2019 and the Prize Giving Ceremony took place on March 11, 2019 at UIU campus, Dhaka Bangladesh. Participants from eleven (11) universities including both public and private universities had participated in the competition.



StartUp Tank 2019 : The Challenge

SMJV's C.K. Shah Vijapurwala Institute of Management organized a **National Level Students Competition "StartUp Tank 2019: The Challenge"** in collaboration with **Marywood University, School of Business and Global Innovation, USA**, as well as **20 Industry associations, Universities and Colleges** collaborations in Gujarat, India.

Total about 1,150 students participated in 224 Teams at Ahmedabad, Vadodara (India) and Dhaka (Bangladesh) during March 1-11, 2019.

Dr. Chirstopher Speicher, Director of Entrepreneurship, Marywood University, USA was a Special Guest in this competition. Five Panels of 15 Judges listened to all students' presentations on their Startups to select 30 Teams comprising of Top 3 Winner Teams and 27 Star Prizes.

Three Regional Rounds of competition were conducted in **Gujarat** and **one International Round** was conducted in **Dhaka, Bangladesh**.

First Round was conducted at **SMJV CKSVIM, Vadodara** on March 2, 2019, where **34 teams of 125 students** participated out of whom **10 teams** were short-listed.

A University Round was conducted by **Parul University Campus** on **March 5, 2019**, where **38 teams of 110 students** participated, out of whom **11 short-listed Teams** participated in Grand Finale at CKSVIM.

A Regional Round was conducted at **SAL Institute of Management, Ahmedabad** on **March 7, 2019** where **43 teams of 149 students** participated from various institutes / colleges from Ahmedabad, Saurashtra and North Gujarat Regions. Some **19 short-listed Teams** participated in the Grand Finale at CKSVIM.

Grand Finale Challenge was conducted at **CKSVIM** which saw a massive response from **75 Team of MBA and Undergraduate students** who aspire to become Entrepreneurs.



श्रद्धावाँल्लभते ज्ञानं तत्परः संयतेन्द्रियः । ज्ञानं लब्धा परां शान्तिमचिरेणाधिगच्छति ॥

“One who has faith and who with controlled senses is devoted to
attaining this wisdom is successful in his/her endeavour.
With wisdom and knowledge, he/she quickly attains the supreme peace.”
- Bhagvad Gita

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APPEAL TO THE AUTHORS AND CONTRIBUTORS

The present issue (Volume 9, Issue 1) is the Jan-June 2019 Issue, which contains research papers / articles in various areas of Management and Research. The bi-annual Journal 'SANKALPA' portrays our strong conviction to disseminate the thinking of academicians and practitioners in the field of Business Management discipline, which they communicate through their 'Reporting' in the form of research papers, articles, study reports, case studies, original conceptualizations with logical vigor and vision.

The members of the Editorial Board appeal to all the academicians and practitioners to communicate their 'Reporting' to the Editor-in-Chief for publication in our subsequent issues, through the e-mail ID : publications@cksvim.edu.in

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अखिल भारतीय तकनीकी शिक्षा परिषद्
All India Council for Technical Education

Encourages Celebrating



“Startup India Standup India”

National Startup Week : August 1 to 7, 2019
Grand Awards Ceremony at AICTE, New Delhi : August 10, 2019



|| Highlights ||

- Free Entry to All AICTE Approved Institutes to participate in the **National Startup Week 2019**.
- Register directly with the Organizers **StartupTanks.com**
- All communication and Report submission to the Organizers only.
- AICTE office shall not be able to respond to any queries.

All India Technical, Management, MCA, Pharmacy and other Institutions are encouraged to organize StartupTank 2019 Challenge (Competition) at the Institute / College / University Level during the **National Startup Week 2019**.

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