



*Saksham:
Quarterly Newsletter:
January-March 2025*

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From the Director's Desk

Dear Readers,

Greetings from CKSVIM!

It gives me immense pleasure to present to you the latest edition of Saksham—our quarterly newsletter for January to March 2025. This quarter has been truly eventful and inspiring for the CKSVIM community, filled with achievements, celebrations, and moments of impactful learning.

At CKSVIM, we believe in nurturing not only academic excellence but also holistic growth. This issue beautifully reflects that vision through glimpses of vibrant cultural celebrations, insightful workshops, skill-enhancing sessions, industry interactions, and memorable excursions. Whether it was the energy of Shaurya 2025, the entrepreneurial spirit showcased at Shark Tank, or the financial literacy awareness drive, each initiative is a step toward empowering our students to become future-ready professionals.

I take this opportunity to thank all our faculty, staff, students, industry partners, and collaborators who have worked tirelessly to make these events successful. Your continued enthusiasm and dedication are the pillars of our institute's progress.

Let us continue to build on this momentum with the same spirit of curiosity, commitment, and collaboration. I am confident that with such vibrant participation and dedication, CKSVIM will continue to rise as a center of excellence in management education.

Happy Reading!

Warm Regards,

Dr. Kerav Pandya

Director, CKSVIM

Pre-Placement Talk by Dhyey Consultancy for MBA 2nd Year Students

CKSVIM organized an insightful **Pre-Placement Talk** on 10 January 2025, in collaboration with **Dhyey Consultancy**, aimed at preparing **MBA 2nd-year students** for their upcoming placement season. The session provided valuable industry insights, career guidance, and essential skills required to excel in the competitive job market.

Experts from **Dhyey Consultancy** shared their expertise on **resume building, interview strategies, corporate expectations, and industry trends**, ensuring that students are well-equipped to make a strong impression in recruitment processes. The interactive session allowed students to ask queries and gain clarity on various career opportunities in the **Marketing, Finance, HR, and Operations** domains.

The event proved to be an excellent learning platform, bridging the gap between **academic knowledge and industry requirements**. The institute extends its gratitude to **Dhyey Consultancy** for their valuable contribution and looks forward to more such collaborative initiatives to enhance student career readiness.

Stay tuned for more **placement preparation sessions, mock interviews, and industry engagements** in the coming months!



Makar Sankranti Celebrations at CKSVIM

The festival of Makar Sankranti was celebrated with great enthusiasm at CKSVIM, Vadodara, as students gathered on the campus rooftop to enjoy a vibrant day of kite flying, cultural bonding, and festive joy. The sky was adorned with colourful kites, symbolizing aspirations, success, and positivity for the new year. The event fostered teamwork, creativity, and friendship, creating an atmosphere of excitement and unity. Embracing India's rich traditions, the celebration served as a reminder of the joy of harvest and cultural heritage. At CKSVIM, we believe in holistic education, blending academic excellence with cultural values to nurture well-rounded individuals.



Placement Etiquettes

CKSVIM organized an insightful session on Placement Etiquettes for final-year MBA students, featuring Honorable Shri Ketanbhai Mehta and Honorable Shri Maneshbhai Mehta, esteemed LMC members of SMJV. The session provided valuable guidance on professional conduct, interview strategies, and creating a lasting impression during placements. Students gained practical insights into corporate expectations, communication skills, and workplace etiquette, equipping them for successful career opportunities. The institute extends its heartfelt gratitude to the SMJV Trust for their invaluable support and expertise in empowering students for a bright professional future.



From Vision to Value: Mastering Marketing and Branding

C K Shah Vijapurwala Institute of Management, Vadodara, hosted an insightful workshop on January 24, 2025, exclusively for CKSVIM students, focusing on marketing and branding strategies. The session was led by the esteemed Mr. Makaranda Deolalkar, who provided valuable insights into marketing fundamentals, audience understanding, brand identity, and modern digital strategies. Students explored the power of a clear vision in marketing, the importance of crafting strong value propositions, and the impact of leveraging digital tools in today's competitive landscape. The workshop served as a treasure trove of practical knowledge, equipping students with the skills to effectively bridge the gap between strategy and execution, ensuring they are well-prepared for real-world marketing challenges.



Pre-Placement Talk Success: Insights from Green Circle Inc.

C K Shah Vijapurwala Institute of Management (CKSVIM) successfully hosted an engaging Pre-Placement Talk for MBA students, featuring a special orientation by Green Circle Inc., a leader in sustainable solutions and green initiatives. The session provided students with valuable insights into Green Circle Inc.'s mission, core values, and commitment to sustainability, helping them understand the organization's impact and vision. It also highlighted exciting career opportunities, including roles, growth prospects, and the company's focus on innovation and environmental impact. Additionally, students got a sneak peek into the corporate culture at Green Circle Inc., gaining knowledge about workplace expectations and what the company looks for in potential candidates. The institute extends its heartfelt gratitude to Green Circle Inc. for inspiring the future business leaders of CKSVIM and providing a glimpse into the promising world of sustainable business and corporate responsibility.



MBA Job Fair 2025 – Bridging Talent with Opportunity!

C K Shah Vijapurwala Institute of Management (CKSVIM) successfully organized the MBA Job Fair 2025, creating a platform where 80 talented final-year students engaged with 9 esteemed companies under one roof. This initiative provided students with the opportunity to showcase their skills, interact with recruiters, and move closer to their dream careers. The event witnessed enthusiastic participation, with students gaining valuable insights into industry expectations and career opportunities. CKSVIM extends heartfelt gratitude to all the participating companies for offering incredible prospects and to our students for their passion and determination in shaping their professional journeys. The institute remains committed to empowering future business leaders through such career-enhancing initiatives.





Celebrating Vasant Panchami and Cultural Day at CKSVIM!

C K Shah Vijapurwala Institute of Management (CKSVIM) joyously celebrated Vasant Panchami and Cultural Day, bringing together students and faculty in a vibrant display of tradition and diversity. The day commenced with a Saraswati Puja, where the institute sought blessings from Goddess Saraswati, the embodiment of wisdom, knowledge, and arts. The campus was beautifully adorned with yellow flowers, symbolizing new beginnings and creativity.

The celebrations continued with Cultural Day, a mesmerizing showcase of talent, unity, and heritage. Students enthusiastically participated in traditional dances, musical performances, skits, and a fashion show, highlighting the rich cultural diversity of India. The event was a true reflection of the institute's commitment to preserving traditions while embracing modernity, fostering a sense of belonging and pride among students. CKSVIM remains dedicated to celebrating cultural harmony and nurturing well-rounded future leaders.





Hungama: A Celebration of Management Games and Innovation

C K Shah Vijapurwala Institute of Management (CKSVIM) witnessed an exhilarating Hungama: Management Games Day Celebration, where MBA and BBA students enthusiastically participated in a series of dynamic Management Games. These engaging activities tested their strategic thinking, leadership, teamwork, and decision-making skills in a fun yet competitive environment, providing a practical platform to apply their managerial knowledge.

Under the Hungama banner, CKSVIM also hosted the Idea Incubator, an inspiring event where students showcased their innovative startup ideas and impactful social initiatives. The event became a hub of creativity, passion, and problem-solving, as aspiring entrepreneurs and change-makers presented groundbreaking concepts with the potential to drive real-world impact. The celebrations highlighted CKSVIM's commitment to fostering innovation, leadership, and entrepreneurial spirit, empowering students to shape the future with their vision and ingenuity.





Shaurya 2025: A Thrilling Sports Day Celebration at CKSVIM

On 14th February 2025, C K Shah Vijapurwala Institute of Management (CKSVIM) organized Shaurya – The Sports Day, bringing together students for an action-packed day of outdoor games and spirited competition. The event featured exciting sports such as Cricket, Kho-Kho, 100-meter race, and Relay race, where students displayed their athleticism, teamwork, and sportsmanship.

The campus was filled with energy and enthusiasm as participants gave their best performances, cheered on by their peers. The event not only promoted physical fitness but also strengthened camaraderie and leadership among students. CKSVIM continues to emphasize the importance of holistic development, encouraging students to balance academics with sports and extracurricular activities.





CKSVIM Students Explore the Majestic Jaisalmer

Students of C K Shah Vijapurwala Institute of Management (CKSVIM) embarked on an enriching educational trip to Jaisalmer Fort, one of the largest living forts in the world. As they walked through the golden-hued walls, they were mesmerized by the intricate architecture, rich heritage, and vibrant culture that reflect Rajasthan's glorious past.

The visit provided students with historical insights while allowing them to experience the grandiosity and resilience of the fort. From breathtaking panoramic views to engaging with local traditions, the trip was a perfect blend of learning and adventure. Such immersive experiences continue to broaden students' perspectives and deepen their appreciation for India's architectural and cultural legacy.





CKSVIM Students Shine at Shark Tank Event, Showcasing Entrepreneurial Excellence

Students from C K Shah Vijapurwala Institute of Management (CKSVIM) demonstrated their entrepreneurial spirit at the Shark Tank Event hosted by ITM SLS Baroda University. With innovative ideas and strong business acumen, they captivated the panel with their creativity, confidence, and problem-solving skills.

This platform allowed students to experience the real-world dynamics of startups, investments, and pitching to potential investors. Engaging with industry experts provided them with valuable insights into the world of business, fostering their ability to think strategically and innovate effectively. CKSVIM continues to nurture young entrepreneurs and encourage out-of-the-box thinking, preparing students for future leadership in the corporate world.





CKSVIM Hosts Insightful NISM Workshop on Smart Investment Strategies

C K Shah Vijapurwala Institute of Management (CKSVIM) successfully organized an NISM Workshop focused on smart investment strategies for short, medium, and long-term financial goals. The session covered crucial topics such as the power of compounding, financial laws, the 72-rule, and risk-based investing, providing students with a strong foundation in wealth management.

Emphasizing the importance of early investments to beat inflation, the workshop also highlighted the impact of global markets on the economy. Participants gained insights into the roles of merchant and commercial banks in financial growth, broadening their understanding of the financial sector.

This valuable initiative, supported by Kotak Securities, aimed to encourage financial literacy in a country where only 6% of the population actively invests. CKSVIM remains committed to empowering future professionals with essential financial knowledge to make informed investment decisions.



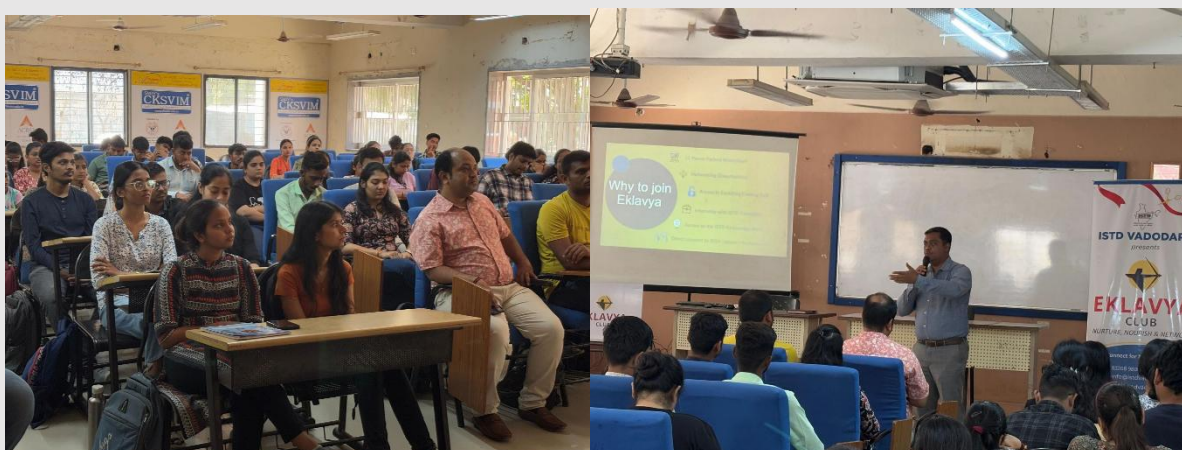


CKSVIM Collaborates with ISTD Vadodara Chapter Eklavya for Student Development

C.K. Shah Vijapurwala Institute of Management (CKSVIM), Vadodara, is proud to announce its collaboration with the ISTD Vadodara Chapter Eklavya to foster student development and strengthen industry-academia interaction. This partnership aims to bridge the gap between classroom learning and real-world industry expectations by offering students valuable exposure through expert-led sessions, interactive workshops, and networking opportunities.

By engaging with industry professionals and participating in skill-building initiatives, students will gain practical insights and hands-on experience essential for career success. This initiative aligns with CKSVIM's commitment to providing a holistic learning environment that empowers students to excel in the dynamic business world.

Stay tuned for upcoming sessions and events as we embark on this exciting journey of professional growth and learning!



CKSVIM Students Engage in a Day of Learning and Collaboration with Young Indians

A day filled with learning, collaboration, and exciting opportunities unfolded at C.K. Shah Vijapurwala Institute of Management (CKSVIM) as students actively participated in insightful teamwork and discussions. The session, organized in association with Young Indians (Yi), witnessed engaging presentations led by the Chair and Co-Chair of various Yi activities.

These interactive discussions provided students with valuable insights into leadership, teamwork, and initiative-building, paving the way for impactful projects and collaborations in the future. The session served as a platform for students to explore new possibilities, exchange ideas, and develop a vision for meaningful contributions to society.

We are grateful for this enriching partnership with Young Indians and look forward to continued engagement in fostering leadership and innovation among our students.



Industrial Visit to Jewel Brush Pvt. Ltd. Provides Practical Insights for MBA Semester 4 Students

MBA Semester 4 students of C.K. Shah Vijapurwala Institute of Management (CKSVIM) had an enriching industrial visit to Jewel Brush Pvt. Ltd., a key manufacturer for Unilever in the oral care segment. This visit provided students with first-hand exposure to manufacturing operations, quality control standards, and supply chain management in a real-world business setting.

The experience enabled students to bridge the gap between theoretical knowledge and practical industry applications, offering valuable insights into production efficiency, operational challenges, and market-driven strategies. Such industry interactions are integral to CKSVIM's commitment to experiential learning, ensuring students are well-prepared for the corporate world.

The institute extends its gratitude to Jewel Brush Pvt. Ltd. for hosting this insightful session and looks forward to more such opportunities for industry engagement.



Celebrating Colors, Camaraderie and Cheer

The vibrant festival of Holi was celebrated with great enthusiasm and joy at C.K. Shah Vijapurwala Institute of Management (CKSVIM), bringing together students and faculty for a day filled with colors, laughter, and festive spirit. The campus came alive with a dazzling display of hues as participants embraced the essence of togetherness and unity, making the celebration truly memorable.

Holi is more than just a festival of colors; it signifies positivity, new beginnings, and the triumph of good over evil. The event at CKSVIM beautifully encapsulated these values, fostering a sense of harmony and joy within the institute. Students and faculty actively participated, sharing smiles and strengthening bonds through this vibrant celebration.

Such events play a crucial role in enhancing student engagement and promoting cultural inclusivity within the institution. CKSVIM remains committed to fostering a dynamic and joyful learning environment that goes beyond academics, celebrating traditions that unite us all.



Blueprint for Success: Vision, Mission & Goal Alignment

C K Shah Vijapurwala Institute of Management, in collaboration with CII YI, organized an insightful workshop on Blueprint for Success: Vision, Mission & Goal Alignment on 17th March 2025. Led by Ms. Hirral Patel, the session emphasized the importance of aligning goals with vision and mission for sustainable success. The event witnessed enthusiastic participation, fostering a growth-oriented mindset among attendees.



Enriching Educational Excursion to the Statue of Unity

Outbound Programme by C K Shah Vijapurwala Institute of Management

Students and faculty members of C K Shah Vijapurwala Institute of Management embarked on an inspiring educational journey to the **Statue of Unity**, as part of the institute's **Outbound Learning Programme**. This experiential learning trip offered a perfect fusion of knowledge, exploration, and fun, leaving everyone with unforgettable memories and valuable insights.

The highlight of the visit was the towering presence of **Sardar Vallabhbhai Patel**, India's Iron Man, whose legacy continues to shape our nation. Students delved deep into the life and contributions of this great leader, while also marveling at the **world's tallest statue**, an architectural and engineering wonder.

Beyond the monument, the group explored several attractions including the **Valley of Flowers, Sardar Sarovar Dam, Ekta Nursery**, and the **Unity Glow Garden**. Engaging **team-building activities**, reflective sessions, and interactive discussions made the experience both enriching and enjoyable.

The outbound trip not only broadened the horizons of students but also fostered camaraderie, leadership, and a sense of national pride. It truly reflected the institute's commitment to holistic development through learning beyond the classroom.



Empowering Young Minds through Financial Literacy

Investment Awareness Session at C K Shah Vijapurwala Institute of Management

C K Shah Vijapurwala Institute of Management (CKSVIM), in association with **Young Indians (Yi) Vadodara**, successfully organized a highly insightful and interactive session on **Financial Literacy, Investment Awareness, and Career Opportunities in the Financial Sector** for MBA Semester 2 (Batch 16) students.

The session was conducted by **Mr. Kunal Nikam**, a distinguished speaker from **Franklin Templeton**, who brought real-world expertise and energy to the classroom. His practical insights and approachable explanations created a truly engaging learning experience for all attendees.

Key Highlights of the Session:

- **Simplified understanding** of key concepts in **Banking, Insurance, and Finance**

Deep dive into **Mutual Fund Examinations** such as NICM, NICM 10A, NICM 10B, and IRDA certifications relevant to the financial services industry

- Overview of the **Indian Economy, Stock Market**, and the **Banking Sector**, explained in a relatable and easy-to-understand format
- **Career guidance** on how to navigate and succeed in the financial domain.

The session helped students demystify financial systems and build a strong foundation for future career decisions. From understanding basic financial tools to exploring industry certifications and economic trends, the session empowered students with both knowledge and clarity. We express our

sincere gratitude to **Mr. Kunal Nikam** for delivering such a valuable session, and to **Yi Vadodara** for their continued support in bridging academia with industry.



Workshop on Export-Import Management & International Business

CKSVIM Equips Students with Global Trade Insights

C K Shah Vijapurwala Institute of Management (CKSVIM) successfully conducted a **one-day workshop on Export-Import Management and International Business**, aimed at broadening students' understanding of global trade dynamics. The workshop was led by **Shri Ajitbhai Doshi**, a seasoned expert from Mumbai with extensive experience in international trade.

The session provided an in-depth look at various facets of **export-import procedures**, including documentation, regulatory compliance, company formation, and emerging **global business opportunities**. Shri Doshi shared practical insights drawn from real-world scenarios, making the session **interactive, engaging, and highly informative**.

Key Learning Outcomes:

- Step-by-step overview of **export and import procedures**
- Understanding of **international trade regulations** and compliance
- Insights on **formation and registration** of export-oriented companies
- Exploration of **business opportunities in the global market**

The workshop proved to be a **valuable learning experience** for students aspiring to pursue careers in international business and entrepreneurship. It not only enhanced their conceptual knowledge but also equipped them with **practical tools and strategies** to navigate the global trade landscape.

CKSVIM extends heartfelt thanks to **Shri Ajitbhai Doshi** for his enriching contribution and commitment to student development through experiential learning.

