

# સાક્ષમ

APRIL - JUNE 2023



## The Digital Transformation: Reshaping Industries and Unlocking New Business Opportunities



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## Foreword



Greetings to all readers,

An innovative young leader, **Dr. Kerav Pandya**, is working as Director & Professor at C.K. Shah Vijapurwala Institute of Management, Gujarat, India. He has authored **2 books** and more than **40 high quality research papers** publications in renowned national and international journals. He was also invited as resource person for workshops and FDPs by various institutes and Universities.

He is a registered PhD supervisor in Gujarat Technological University (GTU) and has guided 10 PhD scholars. He is a member of “Board of Studies” and PhD expert committee member in GTU. He is associated with various professional bodies and universities at national level. He is the Editor-in-Chief for the management journal SANKALPA, a peer reviewed bi-annual journal since 2011.

He is a lifetime member of Indian Society for Technical Education (ISTE). Apart from this, he is taking leadership role for managing various portfolios including ISO 9001:2015, ACBSP- USA accreditation, NBA accreditation process, NAAC accreditation, IQAC cell etc. His efforts in education field are recognized by various awards in innovation and teaching.

At CKSVIM, we have state-of-the-art infrastructure and facilities that cater to the needs of our students. Our library is well-stocked with books, journals, and online resources that help our students stay updated with the latest trends and developments in their respective fields.

Our college has been consistently ranked among the top management colleges in Gujarat. This is a testimony to the hard work and dedication of our faculty, staff, and students. We have also been recognized for our research and innovation initiatives, which have led to the development of new products and services that benefit society.

We are proud of our alumni who are working in top companies and making a difference in their respective fields. We regularly invite them to share their experiences with our students and inspire them to achieve their career goals.

We also organize various co-curricular and extracurricular activities that provide our students with opportunities to showcase their talents and develop their skills. These activities help in the overall development of our students and prepare them for the challenges of the real world.

As we continue to strive for excellence, we welcome feedback from our stakeholders, including students, faculty, alumni, and industry experts. Your suggestions and inputs will help us improve our programs and services and achieve our vision of becoming a world-class management institute.

Thank you for your continued support and trust in CKSVIM. We look forward to your continued association with us.

Best regards,

Prof. (Dr.) Kerav Pandya

Director, C.K Shah Vijapurwala Institute of Management (CKSVIM)

## Industrial interactions & guests lectures



Figure 1: CKSVIM conducted industrial visit at IDMC and AMUL

The MBA students of CKSVIM went on an industrial visit to IDMC and AMUL. The students were given an opportunity to interact with prominent personalities from the company and learn about various corporate practices such as production, quality control, HR and distribution. The plant visit gave students practical exposure to the functioning of an industry and how various management processes come together to produce a product.



Figure 2: GTU-GISC session on marketing mavericks

Gujarat Technological University (GTU) organised a session for management students of CKSVIM through their Gujarat Innovation and Startup Centre (GISC). This session was aimed to familiarise students with the concept of marketing in practical, from understanding target consumers to building brand equity. The session was taken by Mr. Sendhil Rajan



## Industrial interactions & guest lectures



Figure 3: CKSVIM received award for most innovative college of the year

*C.K.Shah Vijapurwala Institute of Management has been awarded for valuable contribution in the category of "Most Innovative College of the Year" by London school of DIGITAL BUSINESS.*



Figure 4: SkillBuild - Skill development sessions

*CKSVIM is conducting skill development sessions by Mr. Rinkesh Parekh. Notably, only 40% of graduates aged 18-21 are considered highly employable, indicating that at least one out of two graduates is not job-ready. SkillBuild, India's passionate skill-building school, takes a holistic approach to bridge the skill gap between academics and industry.*



## Student activities



Figure 5: CKSVIM students visited animal welfare centre for social responsibility activity



Figure 6: CKSVIM arranged program to watch movie - The Kerala Story



## Student activities



*Figure 7: Yoga Day celebration by CKSVIM students at the campus*



*Figure 8: CKSVIM MBA Batch-14 FY-end group photo day*

## Campus news & events

### CKSVIM ANNUAL DAY CELEBRATION - 2023

C.K.Shah Vijapurwala Institute of Management celebrated its 12th Annual Day event on April 15, 2023, in Vadodara. In this program, Dr Ajay Soni, Executive Council Member of Shri Govind Guru University was invited as the Chief Guest. An institute director, Dr Kerav Pandya welcomed guests, students and their parents. He presented a progress report of the institute in front of all the attendees. A whole programme was divided into 2 parts. The formal session aimed to award academic and extracurricular excellence certificates to students for their academic achievements, sporting accomplishments and other notable accomplishments. The informal session featured dance, singing, instrumental music and a Bollywood and

cultural themed fashion show. The event concluded on a positive note with everyone looking forward to the next Annual Day celebration. All the students, faculties and guests had a gala time at the event.

Jenil P. Parikh  
Campus Reporter



Figure 9: Article on CKSVIM'S Annual Day celebration - 2023

### CKSVIM'S STUDENTS VISITED IDMC AND AMUL TO GAINING INDUSTRY INSIGHTS

The MBA students of the C.K. Shah Vijapurwala Institute of Management recently visited IDMC Limited and AMUL Limited under the guidance of Dr Mitsu Acharya, Training and Placement Officer, gaining practical insights into manufacturing processes. At IDMC, they observed machinery manufacturing for dairy and pharmaceutical companies. They also learned about the plant's division into specialized work centres. At AMUL, students witnessed dairy product manufacturing, from milk collection from the containers (trucks) through pipelines to pasteurisation, separation based on fat content, packaging and storage. They noted the plant's automated system, central control room, and centralised laboratory for testing. They learnt about the intricacies of manufacturing processes, the importance of quality control

measures, and the significance of automation in enhancing efficiency and minimising contamination risks. These hands-on experiences allowed the students to bridge the gap between theory and practice, preparing them for real-world managerial challenges in the future.

Campus Reporter - Jenil P. Parikh



Figure 10: Article on CKSVIM's management students industrial visit to IDMC and AMUL



## Campus news & events

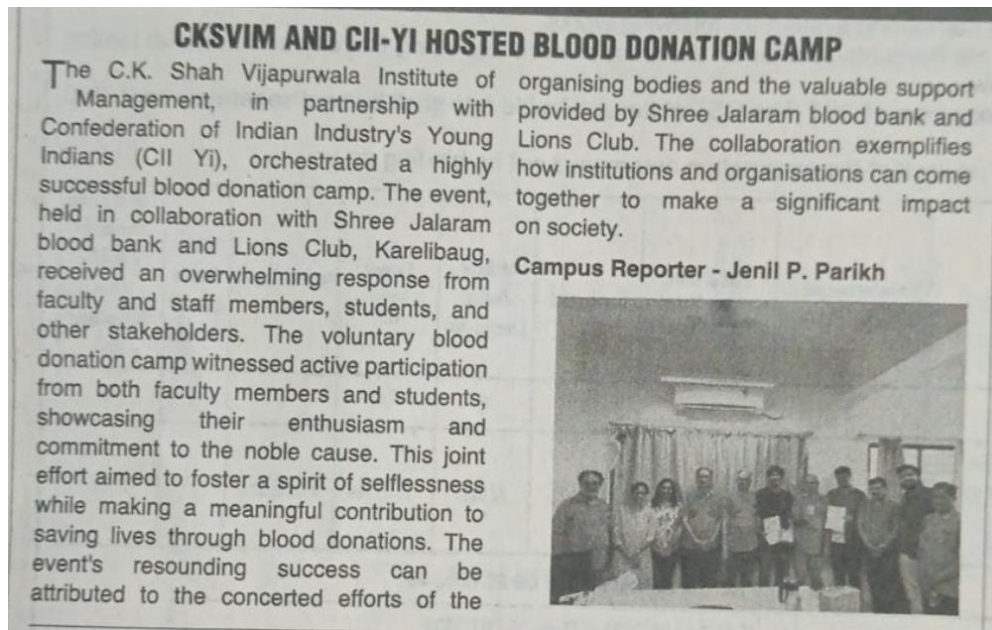


Figure 11: Article on blood donation camp organised by CKSVIM and CII-YI in collaboration with Shree Jalaram blood bank and Lions Club, Karelibaug

## Management case study: Coffman Engineers

### Cloud telephony: cost savings, disaster resilience, and effective marketing

Coffman Engineers emphasizes that despite the 50% higher cost per employee, using a virtual phone number through cloud phone services offers 25% more savings compared to traditional phone services. After experiencing a disaster at one of their office locations, Coffman Engineers switched to cloud phones and now benefit from a built-in disaster recovery feature. This feature ensures uninterrupted communication with employees during emergencies.

Moreover, Coffman Engineers discovered that a VoIP phone system provides all the necessary features in one subscription package. This consolidation allows them to manage all their business communication through a single platform, streamlining their operations.

In conclusion, the key takeaways are that small businesses should consider investing in cloud telephony for their communication needs. By embracing cloud phones, they can enjoy cost savings and disaster preparedness. Additionally, Coffman Engineers highlights the importance of leveraging social media extensively for promoting and selling products or services.

Overall, adopting cloud telephony and maximizing social media usage can greatly benefit small businesses in terms of cost-efficiency, communication resilience, and marketing effectiveness.

## Company articles



### Impact of IT on HR management in India



**Ms. Chhaya Parmar, Founder at Avsara Consulting**  
**Director at “I Sports Optimus (I) Pvt Ltd”**

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*Ambitious and passionate about her business, she has about a decade of experience in HR and IR domain. She has expertise in organisational resource management right from Talent Acquisition to Retention Strategy. Furthermore, she is certified PoSH Consultant from ICSI.*

Technology is a way of life. It is a tool to help in day to day life activities. Technology and HR (Human Resources) are two interconnected domains that have a significant impact on each other. The integration of technology into HR processes has revolutionized the way HR functions and has provided new tools and opportunities for HR professionals to enhance their effectiveness and efficiency. Here are some ways in which technology and HR intersect:

1. **Supporting Remote Work Culture:** With the rising number of COVID-19 cases worldwide, including India, most multinational firms have asked employees to work from home. Given that organizations might have to adopt remote work models for the foreseeable future, new areas are emerging where technology applications become an essential tool for HR to manage employees. HR managers are increasingly using the software as a service (SaaS) platform to manage the remote workforce. Essentially, SaaS platforms make software available to users on the internet, without the hassle of either installing or running a software application on the computer. Examples of SaaS platforms include Google Apps, Office 365, Salesforce, HubSpot, Dropbox, and MailChimp, etc.

2. **HR Chatbots:** chatbots can play a role in augmenting or even replacing person-to-person interactions between employees and HR. chatbots are changing the face of today's human resources management and providing new opportunities to enhance employee engagement and automate key HR processes.

A good HR chatbot is more than just a simple question-and-answer bot. based on its understanding of the employee's intent, an HR chatbot can automate repetitive duties and procedures, which is its real value.

3. **Artificial Intelligence:** For HR managers, AI paves the way to time and productivity savings alongside an enhanced employee experience. AI relieves HR of its repetitive, time-consuming tasks, meaning that HR staff, as well as other teams and managers, can focus on more complex assignments. Robot to perform task-computer control-requires human intelligence-visual perception, speech recognition, decision making, and translation.

AI has streamlined the recruitment, on boarding, training, and ongoing staff analytics processes. Using AI to data-mine a company's HR information system can help predict employees who are at risk of leaving the company and which will guide and focus retention activities. AI will also help determine talent and experience shortfalls to support the company's business strategies.

4. **Robotic Process Automation (RPA):** RPA involves automating repetitive and rule-based tasks within HR operations, such as payroll processing, benefits administration, and employee record management. RPA can help reduce manual errors and free up HR professionals' time for strategic initiatives.
5. **Virtual Reality (VR) and Augmented Reality (AR):** VR and AR technologies are being utilized in HR for virtual onboarding, training simulations, and creating immersive learning experiences. These technologies can enhance engagement and retention of new hires.
6. **Gamification:** gamification is often being used to grab the attention of job candidates and raise interest in job openings. The traditional recruitment process is getting replaced by a digitally supported alternative that speeds up the process and simultaneously helps to evaluate the future job performance of the applicant. Along the way users are motivated to stay engaged in the recruitment process.

**Example: ONBOARDING at Deloitte:** Deloitte digitalised and gamified their on boarding process. New employees form teams with other starters and learn about privacy, compliance, ethics and procedures online. They can launch pre-set questions into their team that everyone has to answer. Thereafter the answers and possibilities are discussed in the team with the goal to come up with one answer. This approach combines learning functional elements with collaboration and creates a strong sense of belonging from the first day a new employee starts.

Deloitte also created a virtual office tour, which is set-up like a videogame. It starts with a scene at the airport where visitors choose their destination—Beijing, Shanghai or Hong Kong. Then visitors “fly” to that city and arrive at the local Deloitte virtual office, where they can talk to employees, getting a sense of the culture. (Source : Research published by HR Trend Institute)

7. **HR Analytics:** IT has empowered HR teams in India to leverage data analytics for decision-making. HR analytics tools allow organizations to collect and analyse vast amounts of HR-related data, including employee performance, engagement, turnover rates, and talent analytics. These insights help in identifying trends, predicting future outcomes, and making informed decisions regarding talent management, succession planning, and resource allocation.

8. **Recruitment and Talent Acquisition:** IT has revolutionized the recruitment process by enabling online job portals, social media platforms, and applicant tracking systems. Companies can now reach a broader pool of candidates, streamline the application process, and automate candidate screening. IT tools, such as applicant tracking systems, help in managing candidate databases, tracking applicant progress, and improving the efficiency of hiring processes.
9. **Employee Self-Service and HR Portals:** IT has facilitated the development of employee self-service portals and HR management systems. These portals allow employees to access and update their personal information, apply for leaves, view payslips, and access HR policies and procedures. It reduces administrative burden on HR teams, improves data accuracy, and empowers employees with greater control over their HR-related tasks.
10. **Performance Management and Feedback:** IT tools have transformed performance management practices in organizations. Online performance management systems enable the setting of goals, continuous feedback, and performance reviews. Real-time feedback mechanisms and performance tracking tools allow managers and employees to have timely discussions, identify areas for improvement, and align individual goals with organizational objectives.
11. **Training and Development:** IT has revolutionized training and development initiatives. Online learning management systems provide access to e-learning courses, webinars, and virtual training programs. HR can track employees' progress, assign training modules, and assess learning outcomes. Virtual classrooms and video conferencing tools have made remote training and development feasible, reducing costs and increasing accessibility.
12. **Employee Engagement and Communication:** IT has enhanced employee engagement and communication within organizations. Collaboration tools, intranets, and communication platforms facilitate seamless communication across geographically dispersed teams. Social collaboration platforms promote knowledge sharing, team collaboration, and employee engagement initiatives. HR can leverage these tools to foster a culture of transparency, inclusion, and employee participation.
13. **Compliance and Data Security:** IT plays a critical role in ensuring compliance with data privacy regulations and maintaining data security in HR processes. HR systems are designed to protect sensitive employee data, maintain data integrity, and adhere to legal requirements.

IT has simplified HR compliance-related tasks. Automated payroll systems ensure accurate and timely salary processing, tax calculations, and statutory compliance. IT tools aid in generating HR reports, maintaining employee records, managing benefits administration, and complying with legal requirements, such as labour laws, taxation regulations, and data privacy.

Overall, IT enhances HR efficiency, accuracy, and strategic decision-making by automating administrative tasks, improving access to information, and providing valuable insights through data analytics. It allows HR professionals to focus more on strategic initiatives, employee engagement, and talent management, ultimately contributing to the organization's overall success.





C.K. Shah Vijapurwala Institute of Management (CKSVIM)

For a long time, smart devices have been the backbone of the educational and skill development system. There is now a mix of on- and off-campus skills to help students and teachers get more involved in their learning. This article explores the impact of the IT revolution on education and skill development in India, highlighting the positive changes that it has brought and the challenges that need to be addressed.

1. **Cost-effective and personalized learning:** IT platforms are very much cost-effective than traditional classroom-based learning. Students can now save on travel, accommodation, and other expenses associated with attending a physical classroom. This has made higher education more affordable and accessible to students from all socio-economic backgrounds. There are several platforms that can recommend personalized learning paths and content, allowing students to learn at their own pace and in a way that suits their individual learning needs. This could improve the student's motivation, engagement, and learning outcomes. The best example for cost-effective and personalized learning is **distance learning and online certification courses** that can be done from anywhere and at anytime, giving flexibility to the students who are working professional too.
2. **Job market and employability:** The IT revolution has reshaped the job market in India, creating a demand for IT professionals and individuals with digital skills. As the country strives to become a global IT hub, the need for skilled professionals in areas such as software development, data analytics, cyber security, and digital marketing has increased significantly.

The IT revolution has prompted educational institutions to align their curricula with industry requirements, emphasizing practical skills and experiential learning. This has improved the employability of graduates and provided them with better job prospects.

3. **Digital classrooms and student engagement:** The integration of technology in classrooms has transformed the traditional learning environment. Digital classrooms equipped with interactive whiteboards, projectors, and audio-visual aids enhance student engagement and make learning more interactive. Combination of online and offline teaching methods, have gained popularity, allowing students to access educational content both in and outside the classroom.
4. **Skill development and vocational training:** The IT revolution has changed the way people in India learn new skills for jobs. Online platforms and MOOCs (Massive Open Online Courses) let individuals learn industry-related skills and get certified without leaving their homes. This means they can improve their skills and adapt to the job market without much difficulty. Online platforms also offer virtual programs to help people learn vocational skills, reaching a larger group of learners.

### **Challenges:**

1. **Limited access to internet and smart devices in rural area:** While urban areas and privileged sections of society have better access to technology and digital resources, rural and economically disadvantaged areas face challenges in terms of access to smart devices, internet connectivity, and quality education. This digital divide further creates inequalities in education and skill development.
2. **Overreliance on digital tools:** The IT revolution has led to an increased focus on technology-based learning methods, often side-lining traditional teaching methods. While technology can enhance education, an overreliance on digital tools and platforms can undermine the importance of other essential skills, such as critical thinking, problem-solving, and communication. Students may become overly dependent on technology without developing a well-rounded skill set.
3. **Job displacement:** Job displacement is temporary unemployment due to economic factors. The rapid advancements in IT and automation have led job displacement in certain sectors. As technology evolves, certain job roles may become obsolete, requiring workers to acquire new skills or face unemployment. This can be particularly challenging for individuals who lack access to quality education and training programs, leading to a mismatch between job market demands and available skills.
4. **Quality of online education:** The IT revolution has also given rise to online education platforms, which offer flexibility and accessibility. However, the quality and effectiveness of online education vary widely. Not all online courses and programs meet the desired standards, and the absence of proper regulation can lead to low quality learning experiences. The lack of personalized interactions and hands-on practical training in online education can also hinder skill development in certain fields.

Overall, IT has brought drastic changes, some positive and some negative. Positively it has made learning more cost-effective and personalized, improving job prospects, enhancing student engagement through digital classrooms, and providing opportunities for skill development through online platforms. But as it is said that every coin has two sides, as there are positive impacts there are negative too. Negatively it has impacted rural areas as technology has not yet properly reached over there, overreliance on digital tools, job displacement, and the varying quality of online education. All these challenges need to be addressed by bridging the digital divide, balancing technology with traditional teaching methods, providing retraining opportunities, and ensuring quality assurance so that education and skill development in India gets maximum benefits of IT revolution.



## The Role of IT in Finance Management in India: Enhancing Efficiency with Financial Software and Tools

Written by: Mahima Gandhi, F.Y MBA (Batch-14)

C.K. Shah Vijapurwala Institute of Management (CKSVIM)

### Introduction:

In today's digital age, information technology (IT) plays a crucial role in various aspects of our lives, including finance management. In India, IT has revolutionized the way financial processes are handled, bringing significant advantages such as increased efficiency, accuracy, and security. This article explores the role of IT in finance management in India, focusing on the use of financial software and tools.

**Streamlining Financial Operations:** IT has transformed finance management by streamlining various operations. Financial software and tools automate manual tasks, reducing the chances of errors and increasing efficiency. Tasks such as bookkeeping, invoicing, payroll management, and expense tracking can now be easily handled using software solutions specifically designed for finance management.

**Enhanced Accuracy and Data Integrity:** Manual financial processes are prone to errors and can lead to discrepancies in financial records. However, with the aid of IT, accuracy and data integrity in finance management have greatly improved. Financial software ensures that calculations are accurate, and data is stored securely, minimizing the risk of data loss or manipulation.

**Real-Time Financial Reporting:** Timely and accurate financial reporting is crucial for decision-making and compliance purposes. IT enables real-time financial reporting, providing up-to-date insights into an organization's financial health. Financial software can generate reports instantly, allowing finance professionals to analyze financial data promptly and make informed decisions.

**Improved Financial Analysis:** IT tools have revolutionized financial analysis by offering sophisticated features for data analysis and forecasting. Financial software can generate detailed financial statements, perform ratio analysis, and create financial models. These tools enable finance professionals to analyze trends, identify risks, and make strategic decisions to optimize financial performance.

**Compliance and Regulatory Requirements:** India has a complex regulatory framework governing finance management. IT plays a pivotal role in ensuring compliance with these regulations. Financial software and tools often incorporate compliance features, helping organizations adhere to tax laws, regulatory guidelines, and reporting standards. These systems generate accurate reports and assist in fulfilling statutory requirements.

**Enhanced Security:** Financial data is highly sensitive, and safeguarding it is of utmost importance. IT tools provide robust security measures to protect financial information from unauthorized access or data breaches. Encryption techniques, access controls, and regular data backups are implemented to ensure the confidentiality and integrity of financial data.

**Mobile and Remote Access:** IT has enabled finance professionals to access financial information from anywhere, at any time. Cloud-based financial software allows secure remote access to financial data, enabling collaboration among team members located in different places. This flexibility facilitates efficient workflow management, improves decision-making, and supports remote work environments.

### **Conclusion:**

The role of IT in finance management in India is rapidly evolving, bringing significant benefits to organizations. Financial software and tools have transformed financial operations, enhancing accuracy, efficiency, and data security. Real-time reporting, advanced analysis capabilities, compliance adherence, enhanced security, and remote accessibility are some of the advantages offered by IT in finance management. As technology continues to advance, IT will undoubtedly play an even more significant role in shaping the future of finance management in India.



## *Management case study: Starbucks loyalty program*

### Driving sales and engagement through customer loyalty program

Starbucks successfully implemented a Reward Loyalty Program, which serves as a major sales driver, accounting for 40% of their total sales. By incorporating gamification, Starbucks introduced the program within their existing mobile app, resulting in a significant boost in sales and digital traffic. The app seamlessly integrates mobile payment, customer loyalty, and content partnerships, providing customers with a comprehensive experience.

Customers are encouraged to register for "My Rewards" through the Starbucks app, earning stars or points through app interactions or purchases. The more stars accumulated, the greater the rewards. This approach not only increases customer engagement but also fosters loyalty.

The key takeaways from Starbucks' case study are applicable to small businesses as well. Implementing various forms of rewards can enhance customer engagement and loyalty. By understanding their target audience and tailoring rewards accordingly, businesses can drive sales and build a devoted customer base. Additionally, prioritizing customer service improvements can attract more customers and strengthen the brand.

In conclusion, Starbucks' Reward Loyalty Program demonstrates the power of gamification and mobile technology in driving sales and engagement. Small businesses can learn from this case study by implementing similar strategies to enhance customer experiences, boost sales, and cultivate brand loyalty.





## The impact of the IT revolution on India's economy and society: A comprehensive analysis

Written by: Rishabh Vyas, F.Y MBA (Batch-14)

C.K. Shah Vijapurwala Institute of Management (CKSVIM)

### Introduction:

The IT revolution has had a profound impact on India's economy and society, ushering in significant changes in lifestyle and consumer behaviour. The advancements in information technology have revolutionised various sectors, including communication, commerce, education, and entertainment, bringing forth both positive and negative consequences.

**Economic Transformation:** The IT revolution has played a pivotal role in transforming India's economy, positioning the country as a global IT hub. It has attracted investments, created job opportunities, and fueled economic growth. The IT sector has made substantial contributions to India's GDP and exports, establishing it as a key player in the global IT industry. Additionally, the rise of e-commerce and online marketplaces has opened new avenues for business and entrepreneurship, driving economic development and empowering small and medium-sized enterprises (SMEs).

**Technological Advancements:** The IT revolution has brought forth a wave of technological advancements, making information more accessible and facilitating rapid communication. The widespread use of computers, the internet, and mobile devices has connected people across the country, enabling the exchange of ideas and knowledge. Information is now easily accessible, empowering individuals and enhancing productivity in various fields.

**Changes in Lifestyle:** The IT revolution has revolutionised the way people live and interact, greatly influencing lifestyles. The proliferation of smartphones and the availability of affordable internet services have transformed the lives of millions of Indians. Mobile apps and online platforms have simplified everyday tasks such as shopping, banking, travel bookings, and food ordering. People can now access entertainment, news, and social media with ease, fostering a digital lifestyle and reshaping traditional modes of communication and entertainment.

**Consumer Behaviour:** The IT revolution has led to a significant shift in consumer behaviour. The advent of e-commerce platforms has provided consumers with a wide range of options, allowing them to compare prices, read reviews, and make informed purchasing decisions. Online shopping has gained popularity due to its convenience, competitive prices, and extensive product selection. The rise of digital payment systems and cashless transactions has also transformed the way people conduct financial transactions.

**Education and Skill Development:** The IT revolution has had a substantial impact on education and skill development. Online learning platforms and educational apps have made education more accessible and affordable. E-learning has created opportunities for individuals to acquire new skills, further their education, and bridge the knowledge gap. Furthermore, the IT industry's growth has created a demand for skilled professionals, leading to the emergence of specialised courses and training programmes.

### **Conclusion:**

The IT revolution has brought about a paradigm shift in India's economy and society. It has fueled economic growth, connected people, transformed lifestyles, and influenced consumer behaviour. While the advancements have undeniably brought numerous benefits, challenges such as bridging the digital divide and ensuring data security need to be addressed. As technology continues to evolve, it is crucial to harness its potential for the inclusive development of India's economy and society.



## *Management case study:*

### *Apple logo*

#### The power of the apple logo: building trust, innovation, and sales

The Apple logo is an iconic symbol that represents the values of the brand. It has undergone various design changes throughout the years, but its impact on the company's overall identity was most significant when Steve Jobs introduced the new logo. Today, it is the most recognizable logo worldwide and evokes feelings of trust, reliability, and innovation. This logo plays a crucial role in the immense success and widespread sales of Apple products globally.

In summary, effective branding enables businesses to cultivate strong connections with potential customers, fostering loyalty and attracting sales. For small businesses, establishing a compelling brand image is essential for efficiently selling their products.

## Activity clubs

ACADEMICS  
CLUB

1

Prof. Meghna Shah  
Prof. Krishna Bhatt

Prof. Meghna Shah

2

ENTREPRENEUR-  
SHIP CLUB

SOCIAL MEDIA  
CLUB

3

Prof. Meghna Shah  
Ms. Bhumi Parekh

Prof. Dhara Joshi  
Dr. Mitsu Acharya

4

TRAINING &  
PLACEMENT  
CLUB

RESEARCH  
CLUB

5

Prof. Dhara Joshi  
Prof. Manish Pathak  
Ms. Bhumi Parekh

Prof. Rimple Gamadia  
Ms. Bhumi Parekh  
Dr. Mitsu Acharya

6

ALUMNI EVENT  
CLUB

CULTURAL & EXTRA-  
CURRICULAR CLUB

7

Prof. Rimple Gamadia  
Prof. Meghna Shah  
Ms. Bhumi Parekh  
Dr. Mitsu Acharya

## Activity clubs





## Events gallery





## Editorial & design team

### Faculty coordinators



**Prof. Krishna Bhatt**  
*Assistant professor –  
Finance faculty*

C.K. Shah Vijapurwala  
Institute of Management



**Dr. Mitsu Acharya**  
*Assistant professor –  
Human Resource & TPO*

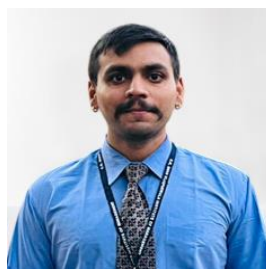
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### Student coordinators



**Mr. Jenil P. Parikh**  
*Pursuing MBA (Finance) &  
B.Com Graduate*

C.K. Shah Vijapurwala  
Institute of Management



**Mr. Rishabh V. Vyas**  
*Pursuing MBA (HR) &  
B.Com Graduate*

C.K. Shah Vijapurwala  
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**Ms. Jil H. Shah**  
*Pursuing MBA (Marketing) &  
B.Com Graduate*

C.K. Shah Vijapurwala  
Institute of Management



**Mr. Viral S. Prajapati**  
*Pursuing MBA (Marketing) &  
B.Sc Graduate*

C.K. Shah Vijapurwala  
Institute of Management

### Support team



**Mr. Rushabh Sanghvi**  
*Accountant*

C.K. Shah Vijapurwala  
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**Mr. Jayesh Makwana**  
*Admin staff*

C.K. Shah Vijapurwala  
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