

ACTIVITY

Madvertise – The Ad Mad Show



The retail management school organised a two-day advertising show. The festival lasted two days. This was a national advertising competition with three rounds: digital audio visual, poster, and jingle. Two teams, from VIT Bhopal and the N.L. Dalmia Institute of Management in Mumbai competed online. All teams were assigned products before the digital poster round. To qualify, teams had to present a digital flyer and provide a brief presentation to the judges. Posters were judged on several factors, including innovation, how well the poster represented the product's merits and the level of details on the poster.

Each group came up with new items and ideas. This incident took place in the Symbiosis auditorium. The event began with Saraswati Vandana, followed by speeches from Vice Chancellor Dr. Charudatta Pathak and HOD Dr. Siddharth Bajpai. On the second day, the session began with a jingle round in which each participant prepared a one-minute tune. Some participants used rap music to create their jingles, while others used instrumental music. There were quizzes and games which kept the audience entertained, and each correct answer was rewarded with chocolate.

ACTIVITY

Matrubhasha Diwas



A special event was planned to commemorate Matrubhasha Diwas on February 21st, 2022. More than 320 students participated in the various events. Students participated in a debate and shared their thoughts on Rashtrabhasha and Matrubhasha. The students used drama to demonstrate how each of India's languages has its own dialects and philosophies. During a music competition, students performed well-known Indian songs in their native languages. Ekta was performed by Symbiosis University students, who took handprints of all faculty members with their names and Matrubhasha. Finally, everyone pledged to protect the Rashtrabhasha and Matrubhasha.

Codec Cub



On February 18th, 2022, Pratham Goel and Aryan Sahu, III year students, held an in-house seminar on Hands-On Python Learning in the Codec Cub. Senior engineers inspire junior engineers by introducing them to interesting and important engineering activities and topics. The seminar was attended by first-year students who were interested in learning and applying the Python programming language in their projects. Students were introduced to data types, if-else, loops, and functions during the sessions, and examples of various Python projects were shown to help them learn how to use the Python language in projects. The students' responses were overwhelmingly positive.

Surya Namaskar



Along with a demo session, a Surya Namaskar session was held for Symbiosis University students. The significance of Surya Namaskar's steps was explained to the students. Surya Namaskar is a series of 12 powerful yoga poses that have a tremendously positive impact on the body and mind. The Surya Namaskar steps are best done first thing in the morning on an empty stomach. Each round of Sun salutation is divided into two sets of 12 yoga poses each. Surya Namaskar, in addition to being beneficial to one's health, allows one to express gratitude to the sun for sustaining life on Earth.

Day out at Mohadi Farmhouse



A short excursion to Mohadi Farms was organised for BBA II and IV semester students. The goal of this outing was to strengthen the bonds between students and batches. Spending time in nature improves one's mental health. Students experience mental stress as well, and this was an effective stress reliever. Eating together leads to better behaviour, which may improve their performance.

Skills Focus



Symbiosis University of Applied Sciences, Indore

India's First Skill University

Volume I | Issue 12 | February 2022

EXPERT TALKS

Start-up India: Registration & Benefits

EXPERT

Expert Talk on
"START-UP-INDIA: REGISTRATION & BENEFITS"

Wednesday, February 9th, 2022

Time: 03:30 PM Onwards
Venue: Seminar Hall (Management wing)

EVENT COORDINATOR
Ms. Astha Badjatia
Faculty - School of BFSIM

Organized by - School of Banking, Financial Services, and Insurance Management (BFSIM)

The School of Banking, Financial Services, and Insurance Management has organized an Expert Talk on "Start-up India: Registration & Benefits" on February 9th, 2022. Dr. Ajit Singh Tomar, Assistant Professor, SBFSIM, has delivered a session on the procedure of startup registration and its benefits. This session was organized for the students of MBA (BFSIM) and BBA (BFSIM). The expert talk was very informative for the students.

Managing Finances

Let's Talk About Managing Finances

WORKSHOP/PTCA
The University of Education

February 16, 2022
11:00 AM Onwards

Event Coordinator
Dr. Ajit Singh Tomar
Asst. Prof.
SBFSIM

Expert of the Session
Mr. Suhas Rajput
SEBI Representative
9 Yrs Exp. in Equity Research

Organized by: School of Banking, Financial Services, and Insurance Management

On February 16th, 2022, the School of Banking, Financial Services, and Insurance Management organized an Expert Talk titled "Let's Talk About Managing Finances." Mr. Suhas Rajput, a SEBI representative with over 9 years of experience in equity research, spoke at the event. The expert shared his knowledge of various methods for managing personal finances. The students found the session to be extremely informative.

Learn Mortgages Series

"TCS AIP- Subject Matter Expert"

"LEARN MORTGAGES SERIES"

February 23rd & 28th, 2022
2:30 pm onwards
Microsoft TEAMS

Event Coordinator
Ms. Astha Badjatia
Assistant Professor, SBFSIM

Organized by: School of Banking, Financial Services, and Insurance Management

On February 23rd and 28th, 2022, the School of Banking, Financial Services, and Insurance Management has organized an Expert Session in collaboration with TCS AIP - Subject Matter Expert on the 'Learn Mortgages Series.' Mr. Stephen Dinakaran was the session's expert. He demonstrated the fundamentals of mortgages. The session was extremely beneficial to the BFSIM students.

Cheque Truncation System Process

"EXPERT TALK ON"
"BANKING: CHEQUE TRUNCATION SYSTEM (CTS) PROCESS"

February 26, 2022
03:00 PM Onwards
Virtual mode

Event Coordinator
Dr. Navdeep Barwal
Ms. Astha Badjatia
(Faculty, SBFSIM)

Expert of the Session
Mr. Amit Mehta
(Sr. Manager, HDFC Bank)

Organized by: School of Banking, Financial Services, and Insurance Management

On February 26th, 2022, the School of Banking, Financial Services, and Insurance Management hosted an Expert Session on "Banking: Cheque Truncation System (CTS) Process." The session's expert was Mr. Amit Mehta, Senior Manager at HDFC Bank. The expert thoroughly explained the check truncation system process. The session was attended by MBA and BBA students.

EXPERT TALKS

Consumer Retail Sales Scenario



The poster is for an expert talk session titled "Consumer Retail Sales Scenario" held on February 19th, 2022, at 4:30 PM onwards. It features two speakers: Mr. Sumit Datta, COO of GKB Optical, and Dr. Siddharth Bajpai, Director of the School of Retail. The event is organized by the School of Retail Management. Logos for Symbiosis University of Applied Sciences, Indore, Institution's Innovation Council, and ARIIA are displayed at the top. A Zoom link and ID are provided for the event.

EXPERT **Retail Talks** **IN CONVERSATION WITH**

"Consumer Retail Sales Scenario"
February 19th, 2022
Time: 4:30 PM onwards

Link for the event
<https://us02web.zoom.us/j/81516200850?pwd=TTdldy9yWitrTEU4MFRnM0hzS2JlUk09>

Mr. Sumit Datta
COO, GKB Optical

Dr. Siddharth Bajpai
Director
School of Retail

EVENT COORDINATOR - DR. YOGITA MANDHANYA
Organized by - School of Retail Management

Dr. Siddharth Bajpai, Director, School of Retail Management at Symbiosis University of Applied Sciences, Indore, organized and coordinated an expert talk session on the "Consumer Retail Sales Scenario." Mr. Sumit Datta, COO of GKB Optical, was invited online on February 19th, 2022.

Mr. Datta began his presentation by describing how the retail sector was in its infancy when he began working, and how it has evolved and grown since then. Retail began bartering. Then came mom-and-pop stores, which grew into general and department stores, and then, in the late 1990s, the advent of the mall was the

turning point. He went on to say that good retail requires good real estate, a place to shop at their leisure, and a good shopping environment. It has been observed that the ease of living has increased over time, as has consumer consumption. Consumer perception has shifted, as has their purchasing behavior. People with retail shops are marketing their businesses and products as the number of malls and shops increases. Mr. Datta went on to say that while products and people can change, the place to shop does not. Consumers must have faith in their products. People form emotional attachments to brands and relate to them. Nowadays, everyone is involved in brand advocacy. Brand advocacy refers to the actions taken by people who adore the brand and consistently support it by promoting products and services to new customers and prospects. It is more important for people to understand why one is doing business than what business one is doing.

The following are the skills shared by our guest speaker that he picked up along the way:

1. Understanding customers and providing service at the right place and right time
2. To comprehend how to improve and boost consumption,

Doing multiple businesses can increase consumption. Consumption rises when needs are converted into wants. Previously, occasions would arrive, and then purchases would be made, but this is no longer the case. People create artificial occasions and make purchases.

Mr. Datta stated that GKB Optical competes in the market by remaining focused on physical retail while evolving into experiential retail. It is a luxury brand and operates as such.

Mr. Datta mentioned certain skills that students possess, and they are

1. Believe in what you're doing.
2. Maintain a positive attitude toward your work.

The presentation was followed by a question-and-answer session between the students and the expert.

Skills Focus



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EXPERT TALKS

Marketing and Branding in E-Retail Space



Mr. Saurabh Mathur discussed the difficult scenario and how AVNI found its niche in the existing market with competing brands. During his interaction with Dr. Bajpai, he shared a variety of customer insights that assisted GIVA in promoting and appropriately branding their product line. Mr. Mathur also reflected on the how and why celebrity endorse for AVNI. While discussing AVNI's e-commerce strategies, he mentioned how the brand gained customer trust over the course of the year. He also shared future plans for the brand to open a brick and mortar retail store, despite the fact that the brand already has a presence in stores such as Shoppers Stop, as well as Amazon, Flipkart, and other online retailers. Dr. Meenu Mathur proposed a vote of thanks.

LIBRARY CORNER

"Forge a clear path to success and support the digital needs - EBSCO eBooks."

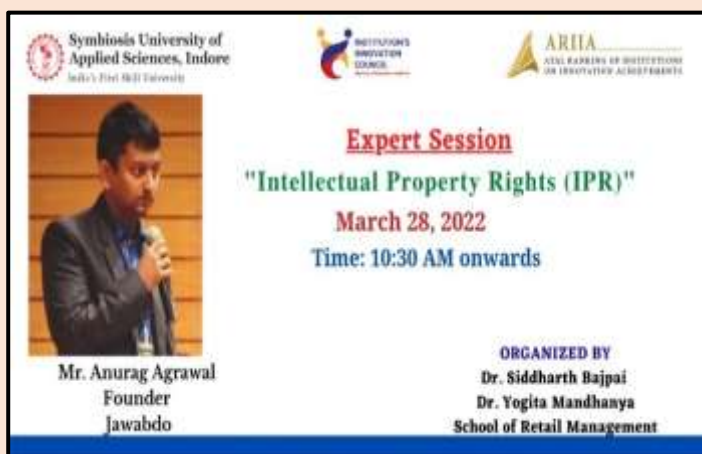
In coordination with EBSCO, the Central Library of SUAS, Indore, organized an online training session for all University staff and students on February 9th, 2022. The topic was "Forge a clear path to success and support the digital needs - EBSCO eBooks." The objective of this online training was to educate users about searching e-resources and remove practical obstacles they encountered.

Intellectual Property Rights

The School of Retail Management organized an expert panel discussion on intellectual property rights. Mr. Anurag Agarwal, Lawyer and Startup Owner - "JAWAB DO," led the session on March 28th, 2022. The session began with a welcome address and an introduction of the guest. Mr. Agarwal concentrated on all the specialized aspects of IPR. He began by emphasizing the distinction between an entrepreneur and a businessman. He shared his knowledge of how an invention idea evolves into a startup. Mr. Anurag explained patents, copyright, trademarks, and design in detail, using relevant industry examples and the process required.

It was a very interactive session that involved the students and encouraged them to think and participate in the discussion. After completing the session, the students understand what IPR is, what a patent is, how to file a patent, why it is important, the factors involved, and so on when starting their own entrepreneurial venture or startup.

Dr. Siddharth Bajpai concluded the session with a vote of thanks.



INDUSTRIAL VISIT

Vindhyachal Distilleries



An industry visit was organised to Vindhyachal Distilleries was incorporated on March 7th, 1984 with its registered office at Bhopal. The distillery is situated in the village of Pilukhedi in the Narsingharh Tehsil (Dist. Rajgarh). The company began producing alcohol using raw resources such as Jawar and Bajra grains. They have bottling plants that are both automatic and semi-automatic. The semi-automatic factory can produce 80 bottles per minute, while the automatic plant can produce 240 bottles per minute.

Oswal Denim



The retail management students visited Oswal Denim to learn about the fabric industry and the types of raw materials and how they are transformed into the desired fabrics. The entire process was divided into different units according to the produced fabrics. Students also observed and learned about various departments and how they operate to produce a fabric (denim).

Parle Agro

On March 25th, 2022, the School of Retail Management organised a visit to Parle Agro Products Pvt. Ltd. Mr. Ashish Tiwari (Senior plant head) addressed the students and gave an introductory presentation about the company's end-to-end products. The Parle Company was founded in 1929 by Mohanlal Dayal. Chauhan. The company's headquarters are located in Vile Parle, Mumbai, The Company offers a wide selection of products, including Parle G, Milano, Hide & Seek, 20-20, Krackjack, Melody, Kaccha Mango Bites, Full Toss, Parle Waffo, etc. The Parle Company holds Asia's largest oven, maintains the highest quality, and continuously strives to offer the best products. The process was followed by Q&A sessions, which led to a plant visit.



Asha Confectionery

Asha Confectionery Pvt Ltd, Indore was visited by MBA and BBA students on February 25th, 2022.

The students learned about the manufacturing process, notably in the confectionery business, during their visit. The supply chain, logistics, production, quality control, packaging, legal compliances, and other procedures were all evaluated during the visit. In 1984, ASHA KUTIR UDYOG was founded.



Skills Focus



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WORKSHOPS

Financial Analytics

Symbiosis University of Applied Sciences, Indore
India's First Skill University

EXPERT

Two Days National Workshop on "FINANCIAL ANALYTICS"
February 5th & 6th, 2022

Time: 10:00-12:00

EVENT COORDINATOR
Ms. Astha Badjatia
Faculty - School of BFSIM

Organized by - School of Banking, Financial Services, and Insurance Management (SBFSIM)

On February 5th and 6th, 2022, the School of Banking, Financial Services, and Insurance Management hosted a National Workshop on "Financial Analytics." Dr. Abhishek Tripathi, Director of SBFSIM, led a hands-on session on financial statement analysis. In addition to SBFSIM students, the session drew students from across the country.

Stock Trading

Symbiosis University of Applied Sciences, Indore
India's First Skill University

"BUSINESS SIMULATION"
"WORKSHOP ON STOCK TRADING SIMULATION"

February 17, 2022 **02:00 PM Onwards**
Virtual on **zoom**

Event Coordinator:
Ms. Astha Badjatia
Assistant Professor

Expert of the Session
CA Palleti Srinivas Reddy
(RTR MEA Process Manager)

Organized by - School of Banking, Financial Services, and Insurance Management

On February 17th and 25th, 2022, the School of Banking, Financial Services, and Insurance Management hosted a Stock Trading Simulation Workshop. CA Palleti Srinivas Reddy, RTR MEA Process Manager, led the workshop. The expert demonstrated fundamentals and gave several trading tricks and tips. Students learned live trading skills and principles throughout the hands-on programme.

Python

Saving Plots - English

Spoken Tutorial Project
<http://spoken-tutorial.org>
National Mission on Education through ICT
<http://nmet.ac.in>
Script: Thirumalesh H S
Narrator: Prabhu R.
IIT Bombay
17 October 2016

28755 visits

In conjunction with IIT Bombay and Spoken Tutorial, the School of Computer Science and Information Technology hosted a hands-on workshop on "Python 3.4" from February 7th to 11th, 2022. Python is a high-level, general-purpose programming language that is widely used. The Python programming language is utilised in web development, machine learning applications, AI, and other cutting-edge software technologies. The School of CSIT, held this five-day hands-on workshop to improve students' knowledge and show them the professional path towards Python. Dr. Neha Gupta, Mr. Manish Khule, and Mrs. Vidhya Kadam from IIT Bombay were the coordinators. She created links to the same, as well as videos ranging from the fundamentals to the advanced.

WORKSHOPS

Python



The poster for the AIMA-BUSINESS SIMULATION workshop features the AIMA logo at the top. Below it, the title "AIMA-BUSINESS SIMULATION" is prominently displayed. The tagline "Experience, Compete and Win! The thrill of running a company through Business Simulation" is followed by "2 Days Program". A table lists the dates as 28 February 2022 and 01 March 2022, with a duration of 7.5 hrs/day (09:30 to 17:00 hrs). At the bottom, contact information for raiaayushanil@gmail.com and a phone number +98696 10879 are provided, along with a "REGISTER NOW" button. To the right of the text is a photograph of a Jenga tower, and at the bottom right is the Symbiosis University of Applied Sciences, Indore logo and name.

Dates
28 February 2022
01 March 2022

Duration
7.5 hrs/day (09:30 to 17:00 hrs)

AIMA hosted a business simulation workshop for MBA marketing students from February 28th to March 1st, 2022. Dr. Yogita Mandhanya organised the event. It was a two-day activity that took place in the classroom. The class was divided into eight groups of three students each. Each team was appointed as directors on a company's board of directors. A manual containing all the rules and instructions was distributed. The rules in this manual

were expanded and modified as demand, customer preferences, and the environment changed.

ZeroCal, MiniAqua, Juicy, and Spark were the four products. There were a total of five quarters. Each quarter, each team had to research a specific product, its market demand, raw material costs, and leftover raw materials and finished goods from the previous season that could be repurposed for the following season. Based on this information, each team had to decide how much production or outsourcing they wanted to do, how much raw material they wanted to buy, and the selling price of the product that would help them outsell the other seven competitor teams.

Every quarter, there was a change in the production cost, packaging cost, market share, opportunity to increase factory capacity, and interest on loans for us to understand the sudden changes that occur in the real world. These aided us in analysing the market situation and making appropriate decisions for our firm's growth, profit, and market share of each product. At the end of each quarter, we were given an hour to understand and provide our final stats, after which the results were announced, informing us of each team's position, balance sheet, closing stock, debt, shark loans, and capacity.

This activity assisted us in analyzing important decisions that a director would make when launching a new product or the strategies he would employ for his existing products to help him expand his company. The event was attended by 25 students.

Students improved their analytical, problem-solving, forecasting, and decision-making abilities.



INTERNSHIPS

Janvi Dembani Aditya Birla Sun Life BBA BFSI 2019-22	Pranshi Sahu Aditya Birla Sun Life BBA BFSI 2019-22	Taha Nazmi Digifuse BBA BFSI 2019-22	Dev sanskar pachouri Digifuse BBA BFSI 2019-22
Isha Bajaj Digifuse BBA BFSI 2019-22	Tarun Gayakwad Digifuse BBA RM 2019-22	Ibrahim Nazmi Investosure BBA RM 2019-22	Amish Osaf Investosure BBA BFSI 2019-22
Vishesh Uttamchandani Investosure BBA RM 2019-22	Aditi Jaiswal Investosure BBA BFSI 2019-22	Mayank Ahuja Investosure BBA RM 2019-22	Varuni Paliwal HR Lab BBA BFSI 2019-22
Sunidhi Sharma HR Lab BBA BFSI 2019-22	Akshat Jain The Park BBA BFSI 2019-22	Ayushi Gupta The Park BBA BFSI 2019-22	Swaraj Dhami Altis Industries BBA BFSI 2019-22
Aryan Bansal The Leading Solutions BBA BFSI 2019-22	Harsh Jaiswal The Leading Solutions BBA BFSI 2019-22	Niraj Patel The Leading Solutions MBA BFSI 2020-2022	Gautam Sareen The Leading Solutions BBA BFSI 2019-22
Siddhant Tiwari The Leading Solutions BBA BFSI 2019-22	VARSHA PANDEY The Leading Solutions BBA BFSI 2019-22	Pranjal Mittal The Leading Solutions BBA BFSI 2019-22	Nagesh Dewangan Briisk Limited MBA BFSI 2020-2022
Abhishek Julius Briisk Limited MBA BFSI 2020-2022	Aarti Dhundale Briisk Limited MBA BFSI 2020-2022	Apekshit Poddar Briisk Limited BBA BFSI 2019-22	Rishav Krishna Briisk Limited BBA RM 2019-22
Tulika Rana Woxen Digital Pvt Ltd MBA BFSI 2020-2022	Rehan Nigotia Woxen Digital Pvt Ltd MBA BFSI 2020-2022	Ashi Joshi Hvantage Technologies BBA BFSI 2019-22	Mahima Disawal Hvantage Technologies BBA BFSI 2019-22
Harsh Agrawal HEXANIKA BBA-BFSI 2019-22			

PLACEMENTS



Rehan Negotia
Motilal Oswal Financial Services
MBA BFSI 2020-2022



Suraj Singh Ranawat
Byjus
MBA BFSI 2019-2021



Manas Dubey
Byjus
MBA BFSI 2019-2021



Ashutosh Tripathi
iLEAD Group
B.Tech CSIT 2018-22



Janvi Dembani
Teachnook
BBA BFSI 2019-22



Siddharth Chandnani
Teachnook
B.Tech Mech 2018-22



Saransh Poddar
Xoxoday
B.Tech CSIT 2018-22



Sahil Gupta
Xoxoday
B.Tech CSIT 2018-22



Prassana Joshi
GÜDEL India
B.Tech Mech 2018-22

New Joining

Dr. Anupma Agarwal has joined as an Assistant Professor on 05th February 2022.
Dr. Hemraj Lamkuche has joined as an Assistant Professor on 07th February 2022.
Dr. Aditi Naidu has joined as an Associate Professor on 11th February 2022.
Dr. Akshay Jain has joined as an Assistant Professor on 15th February 2022.

Patrons

Dr. S.B. Mujumdar - Chancellor, SUAS
Dr. Swati Mujumdar - Pro Chancellor, SUAS
Dr. Charudatta Pathak, Vice Chancellor, SUAS

Editorial Team

Dr. Jaymala Patil - Dy. Librarian
Mr. Monark Raikwar (Tech. Support)

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