

KALEIDOSCOPE

THE NEWSLETTER OF ICNU



"Talent perceives differences; genius, unity."

— William Butler Yeats

The ICNU has had a significant impact in a short span of six years in a variety of spheres including co-curriculars, academics, sports and placements. Together, the students and the alumni, collectively bring glory to the Institute through their accomplishments and achievements at University level as well as in the real, professional world.

ICNU has received a great deal of recognition over the years for being trustworthy, innovative, sincere, dedicated and responsible for the way they shape their students to be mature and ethical professionals.

HIGHLIGHTS

- Faculty Development Programme
- Two Week Capacity Building Programme
- Commerce Volleyball League 2.0
- Expert Sessions Series
- ICNU Shines
- Elysian 4.0 - Cultural and Literary Fest
- Ethnic Day 2022
- Farewell for the Class of 2019
- Introducing - "Newsverse Insights"
- Motivation Corner
- Faculty Achievements
- World Thinking Day Celebration
- Placements



"Try not to become a man of success. Rather become a man of value."
— Albert Einstein

MESSAGE FROM DIRECTOR'S DESK -



The publication of "Kaleidoscope" helps us achieve our goals of the betterment of students with not just academic excellence but also developing the soft and communication skills that prepare them to face the challenges of the real world. This newsletter is the perfect way to encapsulate the journey of accomplishments of students and faculties to share their knowledge and talents.

This edition of Kaleidoscope would be incomplete without the all out efforts of the Newsletter Editor, Dr. Sumita Shroff Goyal, and Newsletter Coordinator, Haritima Singh. I appreciate their dedication and hard work in bringing color to this edition of our newsletter.

MESSAGE FROM NEWSLETTER EDITOR -



It brings me immense pleasure to present you with the seventh issue of the newsletter - Kaleidoscope. It effectively reflects the Institute's vast range of achievements, bits, and creativity. I express my heartfelt gratitude to Prof. (Dr.) Udai Paliwal - Director, ICNU for his guidance and continued support in releasing this newsletter. I also record my sincere appreciation Newsletter Coordinator - Haritima Singh.

Along with the LITWITS team, she has showcased dedicated work, sincere efforts, and creative perspectives in bringing this publication to fruition. I extend my appreciation to PRISM - the media committee for giving colorful hues to the stories/events of ICNU through their photographs. I thank our admin team - Ms. Shweta Trivedi and Ms. Priya Badaliya for their backend support. I hope the readers would find this newsletter captivating and illuminating.

MESSAGE FROM NEWSLETTER COORDINATOR -



'In fifteen years, you'll be more disappointed by what you didn't do than by what you did. So, let loose of your shackles. Use the gusts to your power. Explore. Desire. Dream. Grow.'

With these words as a foundation, Kaleidoscope is jam-packed with breakthroughs, positivism, joy, and creativity. Prof. (Dr.) Udai Paliwal, our director, deserves special thanks for his guidance and observations. I'd like to thank Dr. Sumita Shroff Goyal, our Newsletter Editor, for her tremendous motivation and inspiration throughout the process of finalizing this edition, and I appreciate the LITWITS' hard work and support. To add, It was astounding and overwhelming to see all of ICNU's triumphs and tremendous talent.

MESSAGE FROM LITWITS TEAM



Creativity emerges the best with right synergies and that's what we strive for at the literary committee of ICNU - '**LITWITS**'. It gives us immense pleasure to present the 7th edition of the highly successful newsletter - "**KALEIDOSCOPE**".

With this edition of newsletter, we have brought the most engaging and thoughtful prose and poems, art and articles, photos and frames. With the promising work of ICNU's young artists and writers, the newsletter promises to be a worthwhile read.

We would like to thank our **Director Prof. (Dr.) Udai Paliwal** for his massive support, and our Newsletter Editor **Dr. Sumita Shroff Goyal** for her important guidance to completing this edition smoothly.

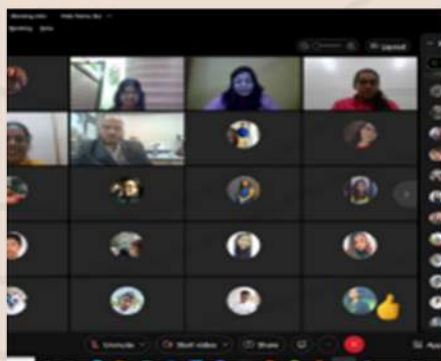
HARITIMA SINGH
(Newsletter Coordinator
& Graphic Designer)

ANANYA TRIPATHI
(Content Editor)

SAMARPIT JAIN
(Content Editor)

KIRTI KANODIA
(Content Editor)

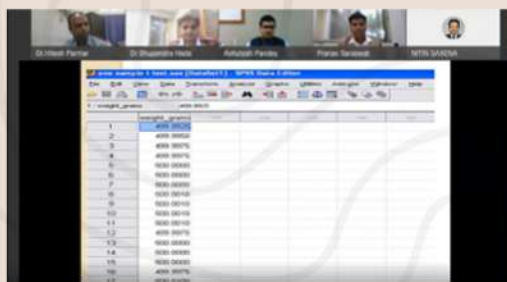
AZADI KA AMRIT MAHOTSAV – MINISTRY OF CULTURE WEBINAR ON “CREATIVITY IN UNITY”



Institute of Commerce, Nirma University, hosted a webinar on “Creativity in Unity” through CISCO Webex, in collaboration with The Ministry of Culture, Government of India on January 25, 2022. The Government of India has launched the Azadi Ka Amrit Mahotsav to honour 75 years of progressive India and the beautiful history of its people, culture, and achievements. The student coordinators of the event welcomed Director and Dean, ICNU – **Prof. Udai Paliwal**, all the professors and students, as well as the guest speakers, the “Team Creativity in Unity” from the Ministry of Culture for the Webinar. The event commenced with Team creativity in Unity presenting a

beautiful video of the Azadi Ka Amrit Mahotsav and introducing the national events, including DESH BHAKTI GEET WRITING, RANGOLI MAKING, and PATRIOTIC LORI WRITING. These competitions were introduced on account of Republic Day, and the guest speaker explained the procedure to participate in these three competitions and submit their work through the website. The event ended with a vote of thanks by the student event coordinators.

FACULTY DEVELOPMENT PROGRAMME ON RESEARCH METHODOLOGY FOR ICNU FACULTY MEMBERS



Three days “Faculty Development Workshop on Research Methodology” was organized by the Institute of Commerce, on the 6th, 7th, and 10th January 2022. **Dr. Bhupendra Singh Hada** – Coordinator, Research Committee, in consultation with **Prof Udai Paliwal** – Director and Dean, ICNU organized the three days’ workshops which included topics such as, formulating a Research Problem, Identifying Variables, Constructing Hypotheses,

Hypothesis Testing and Parametric and Non- Parametric Tests. **Dr. Dhaval Maheta**, Assistant Professor at Department of Business and Industrial Management, Veer Narmad South Gujarat University, Surat, and **Dr. Hitesh Parmar**, Assistant Professor at Department of Business Management (MBA) Sardar Patel University, Vallabh Vidyanagar, Gujarat were the resource persons for the workshop. It was an interesting session with hands-on practice on important aspects of research and all the faculty members of ICNU benefited from this workshop.



CONSULTATION WITH ALUMNI ON NEW 4-YEAR B. COM (HONS.) PROGRAMME

A fruitful discussion on the commencement of a new programme to be introduced at our university was held with the ICNU alumni. There was an exchange of ideas and thoughts among the fraternity which significantly contributed to a clear picture in the context of nuances and intricacies related to the introduction and syllabus of the new 4-year B. Com (Hons.) programme. Essential feedback from the invitees was obtained regarding enhancing the experience and impact of the new programme by the means of effective utilization of industry knowledge and insights that our valuable alumni network possesses.

ICSSR SPONSORED TWO WEEK CAPACITY BUILDING PROGRAMME



Institute of Commerce, Nirma University inaugurated the 12-day long ICSSR Sponsored Two Week Capacity Building Programme on **"Contemporary Issues in Accounting Education and Research"** on February 28, 2022 with **Prof Udai Lal Paliwal** as Course Director and **Dr. Sumita Shroff and CS Karishma Butani** as Co-Course Directors. The faculty members in the area of Accounting, Finance, and Commerce from six states – Uttar Pradesh, Tamil Nadu, Telangana, Madhya Pradesh, Rajasthan, and Gujarat were participants of

the capacity building programme. The training aimed to upgrade the teaching and research skills in the field of accounting. Delivering welcome remarks, **Prof Udai Lal Paliwal** highlighted the objectives of the workshop, i.e., to equip the participants with research skills and knowledge on the contemporary topics in the field of Accounting. He underlined the need of networking to promote the research output. **Prof P. N. Tekwani** in his keynote address highlighted the importance of teaching and research for the academicians which can be achieved through persistent efforts and linkages. He motivated the participants to take full



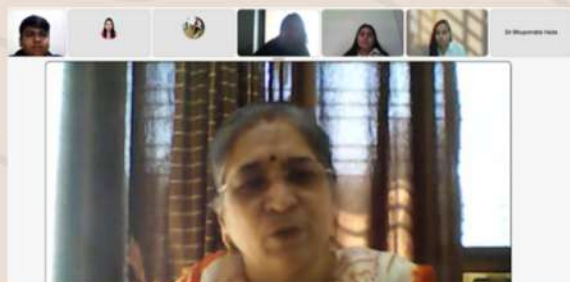
benefit of this carefully planned programme. Prof Anup Singh – Director General, Nirma University in his presidential remarks highlighted the need for conducting research of the institutions of higher learning. He discussed the dual role of academicians as a teacher and researcher and underlined the need for supportive administration and ethics and integrity in promoting research. He underlined the difference between truth and truthfulness and emphasized that truthfulness should be adhered for achieving impactful research results. The event

concluded on March 12, 2022 with certificate distribution to successful participants.

GUEST SESSION ON "EDUCATION AND GENDER EQUALITY"

'If we educate a man, only he learns, but when we educate a woman, her whole family learns' is a very famous saying and the same was quoted in the session organized by **Women Development Cell of Institute of Commerce, Nirma University** on March 5, 2022 under the supervision of **Dr. Avani Shah** in coordination with the member of WDC, ICNU to celebrate International Women's Day. **Prof. (Dr.) Udai Paliwal, Director**

, ICNU welcomed the guest and addressed the gathering with his inspiring words. **CS Savithri Parekh** – Company Secretary and Compliance Officer at Reliance Industries Limited, recipient of the Chevening Scholarship for young Indian Lawyers funded by the Foreign Commonwealth office, UK was the guest speaker for the session. She guided all the students that it is just not about women but gender equality relates to men as well. **CS Parekh** explained giving different examples on how the gender specific jobs have evolved and are not just specific to male or female. The session was filled with knowledge and power and influential words of **Ms Parekh** while we celebrate International Women's Day and it left a mark on everyone present during the session. The session ended with a Q & A round followed by a formal vote of thanks by **Dr. Avani Shah**.



WORLD WATER DAY AT ICNU

Every year World Water Day is celebrated on March 22, 2022 and focuses on the approximately 1.8 billion people worldwide who must rely on water contaminated with feces, putting them at risk of contracting cholera, dysentery, typhoid, polio and other waterborne diseases.



The UN's Sustainable Development Goals, launched in 2015, include a target to ensure everyone has access to safe water by 2030, making water a key issue in the fight to eradicate extreme poverty. In accordance with the guidelines of the United Nations and University, Institute of Commerce Nirma University under the guidance of faculty coordinator **CS Karishma Butani** conducted two activities to sensitize the students. Third year students from the accounting group were asked to submit an essay of 500 words in PDF format on LMS to raise awareness about clean water and sanitation across the country. Students of second year were asked to click pictures depicting the theme and write a quote on the same.

Discussions were conducted in classes by faculties on the topic and students participated with great gusto. The aim of the celebration was to create awareness of water and its resources which are crucial for the survival of living beings on earth. Students enjoyed their participation in this event considering the time factor.

ICAI DELEGATES VISITED INSTITUTE OF COMMERCE



A delegation from the Institute of Cost Accountants of India led by the Institute's President **CMA P. Raju Iyer** visited the Institute of Commerce, Nirma University on March 27, 2022 to explore the mode of operation for collaborative activities. Welcoming the President, **CMA P. Raju Iyer**, who was accompanied by Dr. FCA, FCMA K. CH. A. V. S. N. Murthy; **CMA Bhanwarlal Gurjar**, Vice Chairman ICMAI, Surat and South Gujarat Chapter, **CMA S N Mundra**, Vice President- Kutch Chemical Industries Ltd, **Prof.**

Udai Paliwal, Director ICNU, presented a brief overview of the Institute since its inception and shared future.

The Institute of Cost Accountants of India's President, **CMA P. Raju Iyer**, shared the Institute's vision and provided specifics about the Institute's role in achieving growth and development of the Indian economy toward the cherished goal of a USD 5 trillion economy. The meeting covered areas of collaboration such as cooperative staging of Seminars/ Conferences/ Webinars/ Workshops/ Faculty Development Programmes for Accounting Teachers, Practicing Professionals, and Corporate Executives, on mutually agreed-upon

topics at both the regional and national levels. Collaboration for the exchange of faculty for training/consulting and the offering of any project in common areas were also investigated. The discussion concluded with a recommendation to sign an MoU between the ICAI and ICNU to expedite the envisaged collaboration.



Vision is Everything -

"If you don't know where you are going, you will probably end up somewhere else."

- Lawrence J. Peter

EXPERT SESSION ON MONEY MANAGEMENT



It was conducted by **Mr. Vipul Tyagi** - Co-founder and CEO- of Orphicy, and Director-IMS Gujarat for second-year students on March 7, 2022, at NIM Auditorium between 3 to 4 pm. Mr. Vipul Tyagi began the session by asking 'Is money really important?' and 'How do we become rich?' He gathered the attention of almost every single student who was sitting there and kept the session interactive through small quizzes, role-plays, and real-life cases. He shared his expertise on the main asset classes like stocks, bonds, real estate, crypto, among others. A brief explanation on the crypto market was also shared by him, followed by a Q and A round.

EXPERT SESSION ON MARKETING MIX

It was conducted by **Mr. Mukesh Pareek** - Co-founder and COO-Orphicy, Ex-marketing head - L'Oréal India on March 8, 2022, at NIM Auditorium. He discussed how the market is changing and how one can target the customers individually or in a mass. A total of 8P's of Marketing were explained by the speaker. A brief knowledge of famous strategies like price skimming, penetration pricing, and premium pricing, was also given by him. Various types of channels of distribution with their examples were also discussed by him. He explained all the concepts with the real-life cases and his expertise in the area, The students were also asked to guess the creative advertisements which were shown in the presentation.



EXPERT SESSION ON ENTREPRENEURSHIP



It was conducted by **Mr. Ujjwal Nagar** - Co-founder and CMO- Orphicy, Director-IMS Gujarat on March 9, 2022, at NIM Auditorium. The speaker engaged the students through his thought-provoking questions on Entrepreneurship. Through examples of renowned entrepreneurs including Elon Musk, Sundar Pichai, Mark Zuckerberg, Baba Ramdev, among others he discussed various traits of an entrepreneur and shared that one has to sacrifice everything in order to succeed in life. He discussed the various challenges faced by an

entrepreneur like, Funds, Social Pressure, Risk, Knowledge, Idea, and how he/she can solve them. He also shared his thoughts on the human settlement on Mars, 2023 with the help of newspaper articles.

EXPERT SESSION ON INNOVATION AND CREATIVITY

It was conducted by **Mr. Abhishek Singh** - CMO- IMS Gujarat, IAF Flying officer inductee. He shared how One Plus is the most creative company that started degrading over the past few years and highlighted the significance of creativity and innovation. He shared many real-life cases to make his point. Quizzes were also taken in between as a breather so that the session stays interactive. Various types of innovation, for example, Business Model Innovation, Process Innovation, Positioning or Communication Innovation, among others



were discussed. A comparison was also shown between Tesla and the top 10 automakers. Small clips were showcased so that the students enjoy learning new concepts. A few case studies were also discussed and the students were expected to answer them based on the discussion.

COMMERCE VOLLEYBALL LEAGUE 2.0



Advitiya, the Sports Club of ICNU organized the second season of its intra-institute volleyball league - CVL (Commerce Volleyball League), finals on March 17, 2022. Auctions were arranged for the same, with six owner teams bidding excitedly for 50 boys and girls from 1st, 2nd, and 3rd year of ICNU. Dracarys, Hard Hitters, Net Ninjas, Smashers, Ball Busters, and The Vikings were the five teams.

Hard Hitters and Net Ninjas were eliminated in the qualifications. The first semifinal was contested between Dracarys and Ball Busters, with the latter

winning. The Vikings were eliminated in the second semifinal, which was played between Smashers and The Vikings. Ball Busters and Smashers competed in the Grand Finale. After a tight battle with the crowd's support and excitement, the finals trophy was handed over to - Team SMASHERS. With a lot of hopes and expectations, the event came to a great conclusion.



ICNU SHINES

- The basketball team from ICNU, formed of Aditya Dwivedi, Samarth Agarwal, Dev Patel, Ansh Jain, and Aditya Sharma, placed second in the annual Viaje 2022 Karnavati University Fest.
- On March 19th, 2022, Mann Kodwani won the Inter-Institute Lawn Tennis Tournament.
- In an inter-institute basketball tournament held on March 23-24, 2022, Aditya Dwivedi, Samarth Agrawal, Sumit Jadeja, Pratham Khandelwal, Mohit Ranka, Dev Patel, Kabir Chhabra, Samyak Modi, Ansh Jain, Divyansh Jain, Aditya Sharma, and Aadit Ambavi as a team secured the first place.



"There's a code of honor in sports, Guerin believed. You do not deliberately embarrass your opponent or set records outside the normal flow of the game. The Warriors were breaking a code."

— Gary M. Pomerantz, Wilt, 1962: The Night of 100 Points and the Dawn of a New Era

PARALLEL PARADISE

By *Amankumar Singh (SEM IV)*

"Yet to Start"

Walking the edge of a Cliff,
Believing myself as a lucky stiff.
On one end lies the realm of goodness,
And on the other the Sahara of Madness.

Emboldening myself to be a unworthy,
The path filled with demons bloodthirsty
My deeds have decided my fate,
Whole life my originality was a hate.

Before me after life, yet to state,
I was a dreamer and a lover of art,
Exploring many cities and Stuttgart,
Multiverse and Conjunctions were my imaginary part.
Dreaming to enter the Godkind,
Of goodness and shrewd of different mind.
Blazing up in the heaven, "The Sirius",
Preaching the art of being happy and glorious.
In the world, who lives, one day dies,
Rambling the Parallel Paradise.

"The Journey Begins"

Standing on the judgment Scales,
Chitragupta checking each inch of my details.
Staring me like a felonious,

At last, I was allowed inside unceremonious.
The whole world where I lived was in sunlight,
But, With lots of darkness and no insight.
This was the place where truth is revealed,
Beauty is in everything you believed.

Happiness was blossoming,
The old fellas Gossiping.
The art was blooming,
Like Mona Lisa Grooming.
Here to an end of my journey,
Which was of mist and misery.
I had cuddled myself in the grave,
Resting after the worldly battle, fought so brave.
In the world, who lives, one day dies,
Welcomed to the Parallel Paradise.



By *Yash Nakum (SEM II)*

ELYSIAN 4.0 – CULTURAL AND LITERARY FEST



Elysian is ICNU's flagship yearly cultural and literary festival, attracting undergraduate students from across the country.

Elysian 4.0, organized by Kalanidhi, ICNU's cultural club, and LITWIS, the literary club, and led by senior students **Nilkanth Andani** and **Mansi Kataria**, and under the constant leadership of faculty coordinators **CS Karishma Butani** and **Dr. Sumita Shroff Goyal**, under the mentorship of **Prof. Udai Lal Paliwal**– Director ICNU. It was three day event from April 21-23, 2022. Elysian 4.0 was inaugurated by **Mr. Parag Parikh**, **CA Bishan R Shah**, and **CA Sunit Shah** invited guests. Leading comedians

Chirayu Mistry and Manan Desai from The Comedy Factory performed for the students at a comedy show staged for them. The initial screening of Melange, the fashion event, took place on the 20th and sponsors Tikasaheb, Vestrio, and Pantaloons provided the competitors with outfits for today's major event. The entire Melange event was choreographed by Fashion TV, the foremost fashion school, and they were also sponsors. The finale of all the other events, i.e., music, dance, theatre, fine arts, academic and literary took place on April 22, 2022. The programme came to a satisfactory close with all participants receiving certificates and the winners earning their awards at the closing ceremony.



Bizz Buzz - Academic Events -

a.) Plan-o-Pitch: In Elysian's baby Shark Tank competition, contestants pitch their unique start-up vision to a panel of judges and explore effective solutions to real-world challenges. There were a bunch of new ideas from all the 11 participants.

Winners: Jinal Thakkarand and team (From L.J. College of Commerce)

Runner-up: Priyanka Bhatia and team (From ICNU)

b.) Inquisitive: A quiz competition focused on testing the participants' business and general knowledge. They must face queries and respond with all of their knowledge and sarcasm. We witnessed an amazing strength of mind from 30 participants.

Winners: Aditya Parihar and Samad Kaliwala (From ICNU)

Runner-up: Nisarg Soni and Vaidik Dixit (From ICNU)



The Literary Events -

Two literary events were organised for all the literature buffs out there. It was a challenge for individuals who enjoy arguing and/or find writing and reading to be a haven; LITWIS was designed to provide them with consolation. Under the rules of this event, there were two competitions judged by our honorable expert panel -

Ms. Kruti, Ms. Neha and Ms. Manglika:

a.) Kavyanjali: Participants were encouraged to harness their inner poets, provided a platform to showcase their talent and present their composition to a team of expert judges and audience. We heard some beautiful and mesmerizing compositions from 6 participants.

Winner: Ananya Tripathi

Runner Up: Mansi Bhatia



b.) Turncoat: Participants had to debate with themselves because they had to offer both sides of the same coin. The contestant had to move between for and against motions of the topic presented to them with one word from the judge, without contradicting themselves at any point. We listened to some smashing arguments from all 8 participants.

Winner: Ananya Tripathi and Shreya Pahwa

Runner Up: Gautam Gokharu



The Dance Event - Drop a Beat

"There are shortcuts to happiness, and one of them is dancing."

We encouraged participants to do graceful dances while listening to wonderful music. Let's face it: dancing with your feet is one thing; dancing with your heart is quite another.

This event was divided into three categories, giving performers the choice of performing solo, duet, or in a group.

We witnessed some wonderful performances from 11 solos, 6 duos and 4 groups consisting of 17 people, it was indeed an amazing showcase of their talents which was evaluated by the expert judge panel - **Mr Hitesh Jeswani and Ms Ritoli Tudiya**

Winner:

Solo - Durva Soni; Duet - Samyak Modi and Khushi Jain; Group - Janki Agarwal, Sachi Arora and Oni Neema

1st Runner-up:

Solo - Jaydip Jethva; Duet - Navya Mishra and Kanchi Makhija; Group - Vidhi Chhaparia, Zarna, Shreya, Ishita and Snigdha

2nd Runner-up:

Solo - Mahek Joshi



The Music Event – Cadence

“Because of music, the universe has a spirit, the intellect has wings, the imagination takes flight, and everything has life!”

Only the solo category was represented at the event. If singers so wished, they bring along collaborators to help with the instrumental aspect.



We witnessed some beautiful and heart-smoothing performances from 15 participants. **Mahesh Adiwai and Justin Fonseca**, our expert judges ranked the participant.

Winner: Shrey Dattani

Runner-up: Sanket Patel



Felicia – The Fine Arts Event

“Creativity takes courage. A master artist is a beginner who kept beginning”



Felicia was a fine arts competition with three amazing categories that let participants to show their artistic abilities. Yantras, a Mandala Art competition; Rang Amezi, a painting competition; and E-creators, a digital poster competition, were the three engagements. This presentation of art was judged by the expert **Ms. Riddhi Palak Shah and Ms. Kalgi Shah**.

Rang Amezi -

Winner: Khushi Soni (GLS)

Runner-up: Prachi Maheshwari (IMNU)

E-Creators-

Winner: Trisha Shah (GLS (S.M.P.C))

Runner up: Deepika Mundra (ICNU)

Yantras -

Winner: Nidhi Patel (ICNU)

Runner up: Kruti Parmar (GLS)



Melange - The Fashion Event



Everyone wishes to be a fashionista in their own fantasy world, and the ICNU felt that there can be no finer way to honor the stylish essence of such a fantasy world than to walk the runway and demonstrate fashion quotient. After all, clothes are nothing unless and until they are worn stylishly. Melange featured two events: a fashion exhibition and a make-up event called The Euphoric Touch. Our valuable sponsors **Tikasaheb and Visterio** provided their precious dress collection for women and men respectively for

the traditional theme. Our style partner pantaloons provided their exclusive clothing to the students for casuals' theme. FTV and ISAS gave their utmost guidance and support to the participants by teaching them valuable lessons about fashion in style. Of the total of 30 participants, we had some astonishing walks on the ramp and our honorable panel - **Ms. Aanchal Shah and Ms. Raveena Tekwani** analyzed the glaze of the participants.

Winner: Divyaraj Gadhvi and Janki Agrawal

Runner up: Ankit and Ruhani Soni



Rangmanch - The Theatre Events

Rangmanch was the place to be for individuals who enjoy flare and drama, as well as those who enjoy dramatic acts. Some of the events that took place were judged by our remarkable expert judges Mr. Chirag Pandya, Mrs. **Gauri Bakshi and Ms. Priya Sogani**, and the events were:

a.) Nakalbazi: This stage is for someone who enjoys copying other people. Participants were required to present their favourite moments and/or characters to the audience and judges. The act could also be self-made.

b.) Thoko Taali: Participants were required to perform a pleasant comedy play to improve the audience's day, and what better way to do so than with laughter? The aspiring stand-up comedians performed fantastic material for the audience and judges.

b.) Tamasha: For participants who needed to deliver a message and do it effectively. Elysian provided the means for them to do so. In groups, participants were to do a meaningful act and deliver a message to the audience.



ETHNIC DAY - 2022



Kalanidhi, the Cultural Club of ICNU with student head coordinators **Stuthi Jain and Aditi Agarwal** under the guidance of faculty coordinator, **CS Karishma Butani**, organised Kalatmak - the **Ethnic Day Celebration** at the back lawn of M -block on April 23rd 2022 organised Ethnic Day as a part of Elysian 4.0. All the students of ICNU were invited and the theme was 'Indo-Bohemian'.

It was a fun event, with students and teachers flaunting their Indian attire and delightful games for all students. It was followed by a pleasant dinner for everyone present. The games included Mr. and Ms. Ethnic competition, Fireless cooking food stalls.

It was a fun event, with students and teachers flaunting their Indian attire and delightful games for all students. It was followed by a pleasant dinner for everyone present. The games included Mr. and Ms. Ethnic competition, Fireless cooking food stalls.

Mr. and Ms. Ethnic Competition was divided into three rounds were for the first round became the means to select the partner, second round was obstacles round where the couple was to pass various hindrances and read the finish line.

Third round was ramp walk and Q/A. For the food stall competition, the students were to prepare their food at home. A video recording of them making the food with the time stamp was required and the minimum team members will be 4 and maximum will be 6 members. There were cultural performances by Tarang, the Music club and the dance club of ICNU. Overall, the event was great success, with **Mr. and Ms. Ethnic - Daksh Jain and Janki Agrawal from Semester II as winners and Food stall winners from Semester VI being - Nehal Maheshwari, Ayushi Gupta, Neer Soni, Soumya Rountga.**



"Those who might be tempted to give in to hopelessness should remember that nothing fulfilled in this order can ever be lost, that chaos, error, and nothingness can only win the day briefly and superficially, that all temporary and partial disequilibrium must inevitably contribute to the greater equilibrium of the whole, and therefore nothing can ultimately triumph over the power of truth and tradition."

— Anonymous

FAREWELL FOR THE CLASS OF 2019



The sophomores of Institute of Commerce, Nirma University presented Farewell "ONE LAST EPISODE" to the batch of 2019-2022 on May 13, 2022, they get started for their future endeavors, under the guidance of faculty coordinator – **Dr. Sumita Shroff Goyal** with the support of head coordinators **Anuj Desai, Diya Madia, Kanya Maheshwari, Viena Jain**. The event was conducted at the NIM Auditorium, M Block. The event kick-started with Saraswati Vandana followed by the farewell address by Director and Dean – **Prof Udai Paliwal**. He motivated the students to strive and achieve the pinnacle and be humble human beings. This was followed by a solo music performance by **Sarthak Vijay** on college memories. The Group Dance presentation by the sophomores was equally entertaining. This was followed by a video presentation summarizing the three years of the graduating batch in a short clip that made all the students nostalgic along with polishing it with an emotional musical touch by **Haritima Singh, Harsh Soni, Shruti Jain and Gautam Gokharu**. The students from the graduating batch also presented their poetries, dance, and musical talent.

They shared their reflections on their three-year journey at ICNU which overwhelmed all present. Going with the theme of the farewell, Bollywood-themed fun games were presented by sophomores and played in full enthusiasm by the students of the departing batch. Finally, the "**amp up the ramp**" was conducted, wherein the students from the graduating batch participated and showcased their talent on the ramp. The winners of different titles are as follows:

Mr. Best Senior and Ms. Best Senior: Harsh Patel and Mansi Kataria
Mr. Perfect and Ms. Perfect: Ankit Singh and Nitya Chaudhari
Mr. Farewell and Ms. Farewell: Tanay Khandelwal and Jahnvi Gaur



The titles were presented by Prof Udai Paliwal – Director and Dean, ICNU; **Dr. Pranav Saraswat** – Associate Professor, and Academic Coordinator, ICNU, and **Dr. Sumita Shroff Goyal** – Assistant Professor and Coordinator – Farewell 2022.

The faculty members – **Dr. Pranav Saraswat, Dr. Sumita Shroff Goyal, and Asst. Prof. Ashutosh Pandey** shared their experiences with the batch and gave their best wishes through their heartfelt messages for the graduating batch. **Dr. Sumita Shroff Goyal** presented a vote of thanks and the event ended with a recital of the National Anthem. This was followed by a Farewell Dinner for all.



THE VALUE OF JOURNALIZING THOUGHTS

By Haritima Singh (SEM II)

Humankind have been keeping journals for centuries now. Hundreds of researches over the last 30 years have discovered the benefits of writing down your innermost sentiments. It is easier to label your sensations if you write down your ideas and experiences. Understanding what you're experiencing and why you're feeling it is dependent on labelling. This improves your self-awareness and ability to analyze your thoughts. Labeling also improves in the processing of emotions, which can help you regulate them more efficiently by reducing the strength of your sentiments.

It can be tough to understand what we really believe about something else while our minds are overloaded. Putting your sentiments into words allows you to digest them and figure out what's most essential. The more you dump down on paper, the closer you'll get to the feelings beneath those thoughts, and the better you'll be capable of understanding what you want out of life and what's keeping you from it. Allowing your feelings to fester, could be hazardous to human health. Students' well-being, along with their personal and academic success, can be harmed by suppressing emotions. This can also boost stress that can lead to a disregard for one's own well-being, such as not controlling one's food, exercising, or napping enough. You're not even tasked with writing complete sentences. Simply scrawl it down on a piece of paper. Write "I'm irritated", "I'm edgy", "I'm upset", "I'm timid", "I'm not okay".

If you keep a journal and write down your emotions and opinions, you'll be able to keep track of your personal growth throughout time. You'll be able to observe how you've dealt with problems in the past, what your goals and dreams and desires were and whether or not you reached them, achieved them, and whether or not your personal values have changed since you started writing. You might even see a theme running through your journalizing and learn facts about yourself that you didn't know before. Journalizing helps you to get to know yourself better as of now and then. Sometimes this might even feel like the quickest or the easiest way to process times or moments, alike realizing something.

People have found Journalizing more effective and beneficial than a lot of things, some might even say that it is therapeutic in itself. Journalizing doesn't always have to be writings, it can be mind maps, or doodles, or song names, or a link to a happy memory that you want to always remember and keep with you for as long as possible, either way it is like a locker of moments, opinions and feelings that doesn't really have to be locked up in the cage of your mind and make space for better, happier things.

We've all had those hard times when life gets the best of us and we can't seem to control our reactions or emotions. Whatever is giving you anxiety, whether it's forthcoming exams, a big game, or work responsibilities, or relationship, friendship fights or issues, penning down your feelings in the time might be a streaky scorer. It's a simple approach to boost your happiness, with positivity and courage.

MOTIVATION CORNER

Our childhood experiences have a significant impact on a lot of our adult behavior, attitudes, lifestyle decisions, and even partner preferences. What ideals were instilled in us as children, how much love, care, and respect we received from our parents, family, and even our elementary school instructors, all have a significant role in determining how our adult minds are fashioned. This is called 'The Elephant Theory'. We can find out a lot about ourselves and our tendencies by learning about animals. An example for this theory -

A man once wandered by an elephant camp. He was shocked to see, upon closer inspection, that these powerful beasts weren't confined in cages or restrained by chains.

The only thing preventing their escape is?

Just that little pole in the ground that was connected by a slender rope from one of their legs. He questioned the trainer as to why they weren't making an effort to flee, curious as to why they didn't use their muscle to cut the rope.

"We utilize the same system as newborn elephants," the trainer retorted.

However, the rope is sturdy enough to prevent them from escaping at that age. Because they are raised in this way and think they will always be bound, they remain in place even as adults. They have a habit of not shaking loose of the rope and move forward so they don't even try. In other words, these strong, gorgeous, and clever elephants never attempted to free themselves because they didn't think they could.

Such limitations are not limited to elephants. Messages of our weakness are spread throughout our lives, and unfortunately, many people never attempt to question the validity of such directives. But there still is hope.

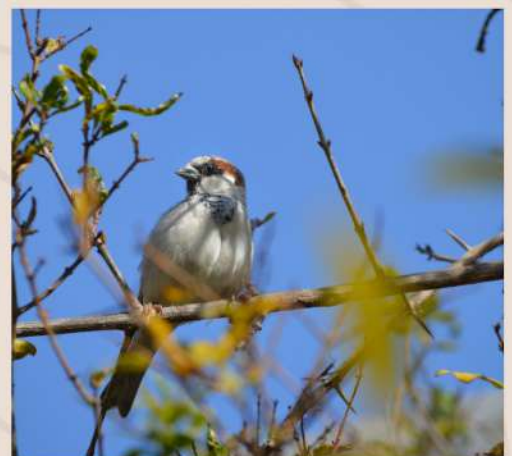
The only way to escape such a limiting existence is to look within ourselves. To pay attention to how we treat ourselves, how we talk to ourselves, and how we go about our everyday lives. We then have to become curious about ourselves as if we are strangers whom we are getting to know for the first time. To escape our constraints, we must challenge ourselves. Though I'm sure you've heard it before, the comment is genuine.

Moral of the story:

'Our choices are frequently determined by the personal beliefs we hold. They may be on our side or against us. So, discover your limiting beliefs are so that you can confront them.'

Anonymous

Contributed by Haritima Singh (Newsletter Coordinator)



By Vandan Taparia (SEM II)

FACULTY ACHIEVEMENTS

Director Prof. (Dr.) Udai Paliwal –



- Invited as an expert to deliver lecture on – “Detecting and Preventing Business Fraud Using Forensic Accounting” a lecture delivered (online) at National Webinar on Forensic Accounting: The Emerging Discipline organized by UGC – HRDC, Sardar Patel University, Anand Vallabh Vidyanagar, January 31, 2022.
- Invited to deliver inaugural Keynote address on “Sustainable Development: reflections on some critical aspects” at “2nd International Multidisciplinary Conference on Sustainable Development- New Vision for Better Tomorrow” organized by Ganpat University, Mehsana, on March 11, 2022.

- Delivered an expert session on – “Forensic Accounting” identifying RedFlags at ICSSR Funded Two Week Capacity Building Programme on “Contemporary Issues in Accounting Education and Research”.
- Course Director – ICSSR Funded Two Week Capacity Building Programme on “Contemporary Issues in Accounting Education and Research” from February 28 – March 12, 2022. (Grant Received – Rs.800,000)

Dr. Pranav Saraswat –



- Invited as a guest speaker for a Webinar on “Union Budget 22-23: Analysis” organized by Shri Chimanbhai Patel Institute of Management and Research, Ahmedabad, Gujarat on February 2, 2022.
- Invited as an expert for a session on “Insights on Union Budget 2022” organized by Manipal University, Jaipur – Rajasthan on February 3, 2022.
- Paper presented titled “Analysis of Indian Union budget 2022-23: A Pragmatic Study”

in 25th International Conference on Management (NICOM 2022) organized by Institute of Management, Nirma University Ahmedabad during February 17 – 19, 2022.

- Paper presented titled “Maharaja Reclaims Throne: A Case Study of Air India Acquisition” in 25th International Conference on Management (NICOM 2022) Organized by Institute of Management, Nirma University Ahmedabad on February 17 – 19, 2022
- Paper presented titled “Developing New Prospects for Blockchain application inefficient energy Management” International Conference on “Energy Trilemma: Emerging Laws. Trending Solutions and Exploring the Way Forward” organized by Institute of Law, Nirma University Ahmedabad on March 10 – 11, 2022.

Dr. Avani Shah –



- Presented paper on “Determinants of Financial Performance – Evidence Based on Listed Companies of Real Estate Sector” at Dr. B. R. Ambedkar Institute of Management and Technology (ICCIBM)- Hyderabad organized during February 21-23, 2022.

Dr. Sumita Shroff Goyal –



- Ongoing Minor research project with Title “A study on financial literacy level and investment decisions : An analysis of investors in Gujarat State” sanctioned by Nirma University. (Grant Received – Rs. 99,000)
- Co-Course Director for ICSSR Funded Two Week Capacity Building Programme on “Contemporary Issues in Accounting Education and Research” from February 28 – March 12, 2022 (Grant Received – Rs. 800,000)
- Delivered Expert Session on “Psychology of Money – An Indian Perspective” at Shri Kumarswami Mahavidyalaya, Ausa, Dist – Latur, Maharashtra, India on January 3, 2022.

Dr. Nitin Saxena -



- Ongoing Minor research project with Title "Changing Financial Behaviour of Salaried Individual - Impact of COVID - 19" sanctioned by Nirma University. (Grant Received - ₹50,000).

CS Karishma Butani -



- Invited to be an expert session on - "Career Awareness Programme", organized by ICSI Rajkot Chapter in association with Tolani Commerce College, Adipur, Kutch, Gujarat on January 7, 2022 - 4:30 to 6 pm.
- Invited to be an expert session on - "Career Awareness Programme", organized by ICSI Rajkot Chapter in association with Tolani Institute of Commerce, Adipur, Kutch, Gujarat on January 7, 2022 - 6:30 to 8 pm.
- Co-Course Director for ICSSR Funded Two Week Capacity Building Programme on "Contemporary Issues in Accounting Education and Research" from February 28 - March 12, 2022. (Grant Received- Rs. 800,000).

Dr. Hridaya Raj Bharti -



- Presented a paper titled "Impact of Farmer Producer Organisation in Growth of e-NAM in Rajasthan" in International Conference on Future of Commerce and Management in Indian Economy on 13th March 2022, organized by Academic Association of Commerce & Management, Udaipur (Rajasthan).

Admin Kuldip Mali -



- Winner of Gujarat Sthapana Diwas Quiz organized by Institute of Management, Nirma University's Library.

WORLD THINKING DAY COMPETITION

'LITWITS' - the literary committee and 'PRISM' - the media committee of ICNU respectively, organized Inklings - the micro tale competition with the help of **Nimisha Jain and Paridhi Patel**, and Humorously - the meme-making competition with the help of **Aaditya Mittal, Aditi Bamrotiya and Khyati Sharma** on April 21, 2022 - the occasion of World Thinking Day, organized under the guidance of the faculty coordinator - **Dr. Sumita Shroff Goyal**. The competition was open to all undergraduate students across India. A total of 41 entries were received from different institutes across the nation. Judges invited for the Micro-tale competition were, **Miss. Kruti Patel** - Founder of Artist's Heaven (Platform for artists), Writer, and Chief Assistant Director in the short film - SHIRO; and **Miss. Neha Vyas**, a Freelance writer, pursuing Master's in Clinical Psychology from Gujarat University. and For Humorously- meme-making competition, **Mr. Balram Vishwa Karma** - Memer, Admin of the page 'andheriwestshitposting' on Instagram with 118K followers. The details of winners of the competition are as follow -

Competition	Name of the Participant	Roll number	Institute	Award Category
Inklings - the Micro Competition	Rohan Puntambekar	20BME108	ITNU, Nirma University	Winner
	Shrayanshi Agarwal	197350	IMNU, Nirma University	1 st runner up
Humorously - The Meme making competition	Parul Prasad	IC201260	ICNU, Nirma University	Winner
	Sneha Kumar	84472599821	Army School of Medical Sciences	1 st runner up



SHRAYANSHI AGARWAL
Runner Up - Inklings



SNEHA KUMAR
Runner Up - Humorously



ROHAN PUNTAMBEKAR
Winner - Inklings



PARUL PRASAD
Winner - Humorously

INDUSTRIAL VISIT TO GIFT-IFSC

Students from the BFSI and Accounting specialities visited GIFT CITY-GANDHINAGAR, the country's sole International Financial Service Centre (IFSC), on May 13, 2022, between 10 a.m. and 12 p.m., under the supervision of faculty coordinator **Dr. Hridaya Raj Bharti and CS Karishma Butani. Mr. Sandip Shah and Mr. Megh Shah** (Coordinators from GIFT City, Gandhinagar) spoke to the students and led them on a tour of the Gift City's most notable towers. They described the various financial operations within GIFT City, beginning with the GIFT tower, which has command of the SEZ area, and continuing with various house offices of international finance, trade, investment, and information technology sector companies such as the LIC, SBI, Hirandani's, Bank of America, and others. Students learned about **the National Stock Exchange (NSE), the Bombay Stock Exchange (BSE), the Life Insurance Corporation of India (LIC), and the State Bank of India (SBI)**, among other financial organisations. They were given advice on how to get work. For the students, ICNU's visit to the multi-service SEZ and exclusive **International Financial Service Centre of the Country (GIFT City)** was literally a WALK TO WORK.



IMC YOUTH CONCLAVE

ICNU partnered with the IMC Chamber of Commerce and Industry for IMC's Young Leader's Forum (YLF) Annual Youth Conference 2022 held on June 24 and 25, 2022. **Ms Snigdha Dubey**, a third-year B. Com (H) student, participated in the conclave. She gave a speech on **"Azadi Ka Amrit Mahotsav: Beginning of Gati Shakti"** and received appreciation for her outstanding speech. She presented viewpoints on India of her dreams and aspirations. Her thoughts and views on how to take India forward from India@75 to India@100 were fascinating and thought-provoking.



WORLD ENVIRONMENT DAY CELEBRATIONS

Plants and trees are our natural capital and help in restoring balance in nature. As an outcome, on June 5, 2022, on the occasion of World Environment Day, the Institute of Commerce's NSS section organised a Plant Adoption Drive. In order to help society, reverse the loss of green cover and improve air quality, this effort set out to provide assistance. A total of 14 NSS volunteers adopted plants to exhibit their dedication to both society and the environment, together with **Prof. Ashutosh Pandey**, NSS Programme Officer, ICNU.



मानो तो

By **Nimisha Jain (SEM VI)**

कहते हैं मानों तो खुदा भी साथ है
ना मानों तो इन्सान भी कहाँ

कहते हैं मानों तो दिवाने भी है
ना मानों तो दिल जले भी कहाँ

कहते हैं मानों तो दास्ताने-ऐ-महोबबत भी है
ना मानों तो दोस्ती के कारवां भी कहाँ

कहते हैं मानों तो लिखीं किताबें भी बहुत है
ना मानों तो उनके जज्बात भी कहाँ

यू मानों तो जमी और आसमां भी मिलते हैं
ना मानों तो वो नजारे भी कहा

PLACEMENTS

This year Nielsen, Awwficacy, Federal bank, Bank of America, Orphicy, etc visited the campus for the recruitment. A total of 32 students have expressed their interest in the placement. The details of students placed successfully in renowned companies like Bank of America, Orphicy, Awwficacy, Nelison, is as follows:



Arth Patel is placed in **NielsenIQ - Vadodara** as **Data Processing Specialist** with a Package of **3 lacs.**



Mansi Kataria is placed in **NielsenIQ - Vadodara** as **Data Processing Specialist** with a Package of **3 lacs.**



Khushi Choudhari is placed in **NielsenIQ - Vadodara** as **Data Processing Specialist** with a Package of **3 lacs.**



Manvi Agrawal is placed in **NielsenIQ - Vadodara** as **Data Processing Specialist** with a Package of **3 lacs.**



Avaneesh Singh Sengar is placed in **NielsenIQ - Vadodara** as **Data Processing Specialist** with a Package of **3 lacs.**



Meet Sanjivkumar Doshi is placed in **NielsenIQ - Vadodara** as **Data Processing Specialist** with a Package of **3 lacs.**



Ayushi Gupta is placed in **NielsenIQ - Vadodara** as **Data Processing Specialist** with a Package of **3 lacs.**



Soumya Rungta is placed in **NielsenIQ - Vadodara** as **Data Processing Specialist** with a Package of **3 lacs.**



Dev Kala is placed in **NielsenIQ - Vadodara** as **Data Processing Specialist** with a Package of **3 lacs.**



Sumit Singh Jadeja is placed in **NielsenIQ - Vadodara** as **Data Processing Specialist** with a Package of **3 lacs.**



Gouri Tyagi is placed in **NielsenIQ - Vadodara** as **Data Processing Specialist** with a Package of **3 lacs.**



Aditya Dwivedi is placed in **Awwficacy - Ahmedabad** as **Investment Analyst** with a Package of **3 lacs.**



Malhar Shah is placed in **NielsenIQ - Vadodara** as **Data Processing Specialist** with a Package of **3 lacs.**



Aastha Patidar is placed in **Awwficacy - Ahmedabad** as **Investment Analyst** with a Package of **3 lacs.**



Shrestha Panchal is placed in **Bank of America - GIFT CITY, Gandhinagar** as **Team Member-Band 8** with a Package of **3 lacs.**



Kartik Vijayvargiya is placed in **Bank of America - GIFT CITY, Gandhinagar** as **Team Member-Band 8** with a Package of **3 lacs.**



Rushil Thakkar is placed in **Orphicy - Ahmedabad** as **Sales Executive** with a Package of **6.7 lacs.**



By Muskan Agarwal (SEM II)

Institute of Commerce, Nirma University, Sarkhej-Gandhinagar Highway, Ahmedabad- 382481

Phone: 079-71652862; 079-71652863 | Website: www.nirmauni.ac.in/icnu

Email: newsletter_icnu@nirmauni.ac.in.

KALEIDOSCOPE