

Volume 1

# Digital News Letter

**May 2022 – April 2023**



**RAI SCHOOL OF MANAGEMENT STUDIES**

*Saroda – Dholka, Ahmedabad*

## **ABOUT RAI SCHOOL OF MANAGEMENT STUDIES**

Rai School of Management Studies emphasizes all around development of its students. Launching successful careers through a combination of academic courses and practical guidance, RSMS aims at steering the students in the right direction for a successful and fulfilling professional life through a various positions in the business world areas such as Marketing, Applied Human Resource, Information Technology and Management Exports, Financial Services, Sales and Digital Marketing, etc.

### **VISION**

To become management institution that transforms stakeholders as professional practitioners of individual, corporate, society and the nation by providing good learning practices

### **MISSION**

- To provide excellence in management education, innovation and outreach through knowledge update, leadership, stimulate strategic relationship with the industry practitioners
- To nurture students for lifelong learning and leadership in the emerging competitive world
- To develop managers with outstanding professional and entrepreneurial skills

## Academic Events

### ➤ WORKSHOP ON ‘LEAN START-UP AND MINIMUM VIABLE PRODUCT BUSINESS’ ON 25TH AUGUST 2022

A Webinar on “Lean Start-up and minimum viable product business was conducted and Mr. Karamjitsinh Bihola was the facilitator. Mr. Karamjitsinh Bihola is a founder of INNODESK designovation services, Gujarat; Global advisor- World change summit and director of Founder institute (FI), Ahmedabad chapter.

He provided knowledge regarding opportunities, start up terminology, mentorship, idea about unicorn start-ups, value proposition, business model canvass, design thinking and minimum viable product. The objective to organize such type of workshop is to encourage our students as well as faculty members about entrepreneurship and start ups and to inculcate entrepreneurship skills and help them to be able to develop small and medium enterprise.



### ➤ WORLD ENTREPRENEURS DAY CELEBRATING BY RAI UNIVERSITY AHMEDABAD ON 22<sup>ND</sup> AUGUST, 2022



The main objective of to undertake threshold activities round the year to generate awareness, trigger creative tendency, motivate to take a choice of entrepreneurship as career and promote innovation and start-up ecosystem, and culture among students and faculties in campus. Students presented their different business idea on recycling hub, electronic vehicle etc. Students also participated in activity Best out of Waste. In the activity students develop different art work from the waste and develop entrepreneurship skill like maximum utilization of resources. Students also participated in Logo Making competition where the students present their business logo and explain the reasons why they choose this logo for their business.

➤ **ENTREPRENEUR HUNT - 2023**



The “Entrepreneur Hunt-2023” is an exciting entrepreneur event organized by the Rai University. The Entrepreneur Hunt-2023 event saw students show case their innovative ideas for providing delicious and nutritious food along with an exciting game zone. The event was a great success, with both faculty and students coming together to support the participants. The students’ ideas focused on providing healthy and tasty meals that catered to different dietary requirements.

Apart from the food, the game zone was also a big hit. Students enjoyed the variety of games available, and the atmosphere was full of energy and excitement. The event provided an opportunity for students to show case their entrepreneurial skills and put their ideas into action.

The Entrepreneur Hunt-2023 was a fantastic event that brought the community together and fostered a spirit of innovation and creativity. It provided a platform for students to demonstrate their potential and gain valuable experience in event planning and management. The combination of food and fun made it a memorable occasion for everyone involved.



➤ **WORKSHOP ON DESIGN THINKING, CRITICAL THINKING, AND INNOVATION DESIGN ON 23<sup>rd</sup> FEBRUARY 2023**



Rai University recently organized a workshop with IIC and SSIP to celebrate India’s G20 Presidency Year. The workshop featured a special speaker, Ms. Sangita Shukla, who is a Google certified Trainer. During the workshop, Ms. Shukla discussed the topics of Design Thinking, Critical Thinking, and Innovation

Design. The focus of her talk was on identifying struggle points while working on any innovative idea. She emphasized the importance of having a clear vision for innovation and business and searching for options and markets that align with that vision. She also stressed the need for creative and innovative solutions to solve problems and overcome struggle points.

Overall, the workshop was an insightful and informative event that provided attendees with valuable knowledge and tools to drive innovation and business growth. By incorporating the insights shared by Ms. Shukla, attendees can gain a better understanding of how to identify struggle points and create effective solutions to overcome them.

➤ **WORKSHOP ON ENTREPRENEUR SKILL, ATTITUDE AND BEHAVIOR DEVELOPMENT 28TH FEBRUARY 2023**

The workshop organized by Rai University, SSIP, G20, AMA and IIC was a success, as speaker discussed that to become a successful entrepreneur, it is essential to develop certain skills such as communication, leadership, financial management, time management, marketing, and sales skills. These skills can be learned and improved through formal education, mentorship, and practical experience.

The workshop proved an enlightening and informative gathering that equipped participants with developing entrepreneurial skills, attitude, and behavior requires a combination of education, mentorship, practical experience, and deliberate practice. By focusing on these areas and seeking out opportunities for growth and development, aspiring entrepreneurs can increase their chances of success.

➤ **INDUSTRIAL VISIT TO MARICO INDUSTRIES - MARCH 2023**

On 25th March 2023, the students of Rai School of Management Studies, Rai University, Ahmedabad, accompanied by Prof. Preeti Das and Prof. Yuvrajsinh Rathod, visited Marico Ltd. Sanand.

During the visit, the students were given a tour of the production unit and saw the entire production process. The raw materials used for the production of hair oils, for example, are received in the form of large barrels. The raw materials are then tested for quality and purity before being mixed and processed in large machines. The processed oil is then packed in different sizes of bottles, depending on the requirement.

The students gained valuable insight into the workings of a top consumer goods company from their visit to Marico Ltd. Sanand. The company's emphasis on quality assurance, environmental sustainability, and safety regulations impressed them. They saw the tour as a wonderful learning opportunity and are eager to use what they learned there in their future projects.





➤ **STUDENT DEVELOPMENT PROGRAM (SDP) ON “ENTREPRENEURSHIP AS A CAREER”**



Mr. Chandramauli Pathak, a very well-known personality and entrepreneurship expert conducted an online session. The session was very interactive and students were very happy and satisfied. The expert used multi languages to connect with audience and gave very apt illustrations and few real world situations for their easy understanding. The session was fantastically coordinated and students learnt a lot about entrepreneurship as a career option. Faculty members who attended

this virtual session were also delighted to gather understanding about wide horizon of being an entrepreneur.



➤ **WORLD CREATIVITY AND INNOVATION DAY - APRIL 2023**



RSMS celebrated World Creativity and Innovation Day with great enthusiasm and fervor. The Event organized as part of the initiative to celebrate G20 Presidency Year. The event was marked by several competitions that show cased the participants’ artistic abilities and innovation. Students and faculty members participated in contests such as Best out of Waste, Mehandi & Tattoo Making, Nail art, and Painting, where they demonstrated their creativity and commitment to environmental sustainability.

The event aimed to inspire individuals to think outside the box and come up with innovative solutions to complex problems. It also emphasized the importance of creativity and originality in today’s fast-paced world, where new ideas and inventions are essential for progress and development



The competition encouraged students to use their imagination to create something new and unique while also promoting eco-friendly practices. The event was a huge success and received overwhelming participation, which highlights the growing importance of creativity and innovation in today’s world.

➤ **WORKSHOP ON ‘PRODUCT/PROCESS PROTOTYPE AND DESIGN’ ON 3<sup>RD</sup> MAY 2023**



RSMS recently organized an insightful workshop on Prototype/Process Design and Development with Dr. Chandan Chatterjee, the Executive Director of Aspire Disruptive Skill Foundation. . The Event organized as part of the initiative to celebrate G20 Presidency Year. The workshop revolved around SSIP and IIC, where Dr. Chatterjee delved into several aspects of production development processes, entrepreneurship, and transforming knowledge into business.

The workshop aimed to provide participants with a better understanding of how to turn their innovative ideas into practical solutions. Dr. Chatterjee explained how to navigate the journey from ideation to execution, highlighting the importance of maintaining a simple-to-complex business concept while developing a product.

Attendees gained an understanding of the challenges associated with the product development process and the necessary steps involved in taking a concept to market. The workshop also provided a platform for networking and collaboration, allowing participants to share their experiences and ideas with peers and experts in the field. Overall, the workshop was a valuable opportunity for anyone looking to kick-start their entrepreneurial journey and take their product development skill to the next level.



➤ **INAUGURATION OF ISTE CELL AND RESEARCH ACHIEVEMENT AWARDS ON 27<sup>TH</sup> MAY 2023**



On 27<sup>th</sup> May 2023, Rai University's IQAC Cell organized the Inauguration ceremony of the Indian Society for Technical Education (ISTE) and the Research and Academic Awards (RAA) in collaboration with the Institution's Innovation Council (IIC) and the Student Startup and Innovation Policy (SSIP) under the G-20 Presidential Year. The esteemed event graced by the presence of distinguished guests, Dr. Bhasker Bhatt, Honorable Secretary cum Treasurer of ISTE (Gujarat), and Dr. Narottam Sahoo, Advisor and Member Secretary of the Department of Science and Technology, Government of Gujarat. The ceremony bestowed well-deserved recognition upon exceptional individuals for their research excellence, innovation, and remarkable academic achievements. Dr. Ashish Rami (HoD, Management Dept.) and Mr. Yuvrajsinh Rathod (Faculty – Management) received the Research Achiever Award. Additionally, Dr. Ashish Rami, was also recognized with the Academic Achievement Award.





## FACULTY ACHIEVEMENTS

### 1. DR. ASHISH RAMI – HOD, RAI SCHOOL OF MANAGEMENT STUDIES (RSMS)



#### ➤ **Research Paper Publications from January 2023 to May 2023**

1. ‘The future of education in India-Digital Education’ in Shanti E-Journal of Research
2. ‘An Empirical study on consumer buying behaviour towards solar energy products’ in **UGC CARE group 1 listed** South India Journal of Social Sciences,
3. ‘Sensory branding in Gujarat- Consumer perspectives post Covid-19’ in International peer reviewed journal International Journal of management, public policy and research.
4. ‘An empirical study to measure consumer loyalty towards luxury fashion apparels in Gujarat’ in **Scopus indexed** Journal for Basic Sciences.
5. ‘An empirical study to measure consumer perception towards sensory branding in Gujarat’ in publication of 20<sup>th</sup> International Conference on Management jointly organized by IIMK and AIMS

#### ➤ **Research paper presented in the conference**

1. ‘Sensory branding in Gujarat- Consumer perspectives post Covid-19’ presented in 8<sup>th</sup> international youth symposium organized by B.K. School of professional and management studies, Gujarat University.
2. ‘Sensory branding an empirical view from customer’s perspective’ presented in Shodh Shikhar 2023 International Research paper & Project Symposium organized by Rabindranath Tagore University in Association with AIU

#### ➤ **Other Achievements**

1. Securing 1<sup>st</sup> rank for the award of Academic Achievement organized by Rai University on 27<sup>th</sup> May 2023
2. Research Achiever Award for contribution in research and publications organized by Rai University on 27<sup>th</sup> May 2023
3. Securing 2<sup>nd</sup> position in best research paper competition in the 8<sup>th</sup> international youth symposium held in 30-31 Jan’23 organized by B.K. School of Professional and management studies, Gujarat University
4. Patent published titled ‘Study on analyzing social media promotional tactics in retail sector’, Application No. 202221069532, Publication Date: 03/02/2023

## 2. DR. SANDIP CHANDRA – ASSISTANT PROFESSOR, RSMS

### ➤ Research papers published

1. A Study on Evaluating Challenges Faced by Indian Exporters in UGC Care-listed Journal in April 2023
2. The Impact of Training and Development on Employees of Torrent Pharmaceutical Limited, Dahej in May 2023



### ➤ Workshop Attended

1. International Symposium on Basics of IPR & Research Methods in February 2023
2. 8th National Conference 'Changing Business and Management Practices in Recent Times' in March 2023
3. Online National Webinar on DOAJ & Best Practices in March 2023
4. International Conference on Multidisciplinary approach in Technology and Social Development in May 2023

### ➤ FDP Attended

1. "Cyber Security for Operational Technology System" in April 2023

### ➤ Expert lectures given

1. Innovation and entrepreneurship Outreach Program in P. R. Dod Vidyamandir, Badarkah in February 2023

### ➤ Research Paper Presented

1. Presented paper titled: A study on Evaluating challenges faced by Indian Exporters' in 88th National Conference 'Changing Business and Management Practices in Recent Times' in March 2023

## 3. MR. YUVRAJSINH RATHOD – ASSISTANT PROFESSOR, RSMS

### ➤ Research papers published and conference attended

1. Published a research paper on 'A study of facility provide and student satisfaction of rai university-Ahmedabad' in May 2023
2. Published a research paper on 'Competency based Training Need Assessment with reference to Bank of Baroda Chhota Udepur' in May 2023
3. Attended "15th International Conference on Emerging Management Practices on Economic Growth Drivers for Industry" in February, 2023



➤ **Other Achievements**

1. Won 'Outstanding Research Award' in Research Achievement Awards organized by Rai University in May 2023

**4. MS. PREETI DAS – ASSISTANT PROFESSOR, RSMS**



➤ **Expert Lecture Delivered**

1. 'Innovative ideas for preservation and sanitization of water' at Rai University in March 2023

➤ **Attended conference**

1. E- international Conference 2023 on "Innovation in Digital Transformation: Impact on Business and Management organized by Narayana Business School: The Paper Entitled "An Empirical study on Entrepreneurial Intention and Motivation on Entrepreneurial Behavior among Pharmaceutical Students"

**5. MR. BHAVIK PANCHAL – ASSISTANT PROFESSOR, RSMS**

➤ **Expert Lecture Delivered**

1. An expert session on 'Union Budget 2023' at Rai University in February 2023



**6. DR. RIDDHI AMBAVALE – ASSOCIATE PROFESSOR, RSMS**

➤ **Workshop conducted**

1. Bootcamp on 'Product Innovation and Business Model Canvassing' at N.V Patel Institute Of Applied Science, Vallabh Vidhyanagar, Gujarat in February 2023
2. Conducted online workshop on 'Business Model Canvassing' at IFTM University, Moradabad, Uttar Pradesh in May 2023

➤ **Expert Lecture Delivered**

1. Delivered an expert speech on ‘Women Entrepreneurship in Globalization Era’ at Rai University in March 2023.

**WELCOME ABOARD**

**Dr. Deepika Kapoor - Assistant Professor**



Dr. Deepika Kapoor hails from Indore and has over 9 years of academic teaching experience in reputed colleges of Indore. She Education Qualification includes Ph.D, MMM (Marketing), PGDM (Finance) and M.Sc. (Chemistry). Her core areas of teaching are Business Communication, Consumer Behaviour, Marketing Management and Sales and distribution Management.

A capacity builder and a student mentor at her core, she has established the framework for all round skill enhancement of every student to transform him/her in to a skilled professional through various programmes such as corporate etiquettes, Body Language and Interview skills.

Her Career Dossier holds more than five Years of Corporate experience in the Service Industry. She infuses teaching with excerpts from Real-time business scenarios and corporate learnings. She has ten citations to her credit in reputed international journals and conferences.

**Ms. Sweta Kumari – Academic Associate**

Ms. Sweta Kumari is an Academic Associate at RSMS. She is a fresher and has done MBA in Finance from Banasthali Vidyapati University, Jaipur. Her area of interest is Accounts and Finance, Direct and indirect Tax. Ms. Sweta handles admin and Office work of the department. Besides, she also assists faculty members in their academic engagements.



**STUDENT TESTIMONIALS**



“Our hostel rooms are spacious and comfortable. The good thing for students is that they even provide the sports facilities. There is a lot of freedom as well as care in this hostel. The food quality is good, and campus maintenance is up to date”.

– **Diksha Chaube (MBA semester 2)**

“Rai University’s Management Department is a good institution to complete Intermediate. Although I was far away from home, I did not get homesick as the faculty is friendly and gets along really well with the students.”



– **Mahek Jayswal (MBA semester 2)**



“Rai University has been very helpful in all kinds of circumstances and I will never forget the hospitality and the friendly nature of the RSMS lecturers and staff. The ambience of the college is much better than other colleges in Ahmedabad. It has been great to be here and I feel Rai University is more advanced compared with other colleges”.

– **Parikshita Tanvar (MBA semester 4)**

“Rai University is the place where one learns to enjoy while studying. The faculty is awesome. Their gentle ways compel students to pay attention, while their excellent teaching skills make the class interesting.”



– **Meenal Singh (MBA semester 4)**



“The faculty and staff at RSMS are always behind us and cooperative. Being an inter board based college it never compromised on any extra or co-circular activities which helps the student to get refreshed.”

– **Bijanl Amipara (MBA semester 2)**

“RSMS is a college with a stress-free environment and flexible timings. Students and faculty share a great rapport”

- **Ruta Karkar (MBA semester 4)**



FEW OF OUR RECRUITERS OF LAST 6 MONTHS





**DEAR ALUMNI**

We take this opportunity to invite all our ex-students to join our Alumni Association and share their experiences and motivate others to emulate their path of success. Kindly send us details of your current whereabouts, professional status and other achievements in order to update our database and organise an alumni meet in future. You can send your details along with photograph through email at [management@raiuniversity.edu](mailto:management@raiuniversity.edu).