

ATMIYA UNIVERSITY

FACULTY OF BUSINESS & COMMERCE
DEPARTMENT OF MANAGEMENT

FLAMINGO



VOL.II MAY-OCT, 2025

**EDUCATION IS THE MOST POWERFUL WEAPON
WHICH YOU CAN USE TO CHANGE THE WORLD.**

PROGRAMMERS OFFERED

BBA | BBA (HONORS WITH RESEARCH) | BBA (EFB) | INTEGRATED MBA | MBA | PH.D. (MANAGEMENT)



**HDH HARIPRASAD
SWAMIJI**



**P.P. PREMSWAROOP
SWAMIJI**



**SHREE TYAGVALLABH
SWAMIJI**



**DR. SHEELA RAMACHANDRAN
PRO CHANCELLOR**



**DR. RAKESH KUMAR MUDGAL
VICE-CHANCELLOR**



**DR. DIVYANG VYAS
REGISTRAR**



**DR. VISHAL KHASGIWALA
DEAN, FOBC**



**DR. AMIT RAJDEV
HOD, FOBC**

FOUNDATIONAL STRENGTH OF DEPARTMENT



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**ACADEMIC
ACTIVITIES**



Atmiya University conducted a Bridge Course for 12th-pass students under the Department of Management to help them strengthen their English and communication skills before beginning their academic journey. The course was organized in two phases for better engagement and effective learning. The first phase was held from 26th May to 31st May 2025, and the second phase was conducted from 2nd June to 7th June 2025, ensuring that all newly admitted students received thorough support. Through interactive sessions, practice-based activities, and guided learning, the bridge course aimed to build confidence, enhance language proficiency, and prepare students for a smooth transition into university-level education. The initiative not only supported academic readiness but also encouraged students to develop a positive mindset for their upcoming studies, making their entry into higher education more comfortable and meaningful.





Atmiya University organized the Student Induction Programme (SIP) for both UG and PG students on 30th June and 31st July 2025 under the Department of Management, Faculty of Business and Commerce. The programme was designed to welcome new students and introduce them to the academic environment, institutional values, and departmental expectations. Through interactive sessions, expert talks, and orientation activities, students received clarity about their curriculum, learning outcomes, and available support systems. The initiative aimed to build confidence, foster a sense of belonging, and prepare students for their academic journey. Overall, the SIP played a vital role in helping students transition smoothly into university life while promoting motivation, discipline, and holistic development.



SYMPOSIUM



Atmiya University organized the Elevate – Symposium on 3rd and 4th October 2025, creating a dynamic and enriching academic platform for students across the management domain. The event was conducted by the Department of Management, Faculty of Business and Commerce, with the objective of enhancing learning through expert sessions, panel discussions, workshops, and interactive activities. Renowned speakers from industry and academia shared valuable insights on emerging business trends, leadership, innovation, and strategic thinking. Students participated enthusiastically, engaging in discussions, case-based learning, and knowledge-building sessions that deepened their understanding of contemporary management practices. The symposium successfully fostered critical thinking, collaboration, communication skills, and overall professional development, making it a highly impactful learning experience.



CHART BOLTE HE 2.0



An expert session titled “Chart Bolte He 2.0” was conducted on 1st October 2025 at Atmiya University. The event was organized by the Department of Management, Faculty of Business and Commerce, to enhance students’ understanding of chart analysis and financial interpretation. The session provided valuable insights into market trends and practical decision-making tools. Students actively participated and benefitted from the expert’s real-world knowledge and guidance.



STUDENTS ACHIEVEMENTS



RESEARCH PAPER PUBLICATION



Acceptance for presentation

Mr. Smit Dasadiya, an MBA 3rd Semester student, has had his research paper accepted for presentation at the IIM Conference. This accomplishment reflects his hard work and the insightful mentorship of Dr. Jeet Madhani. We warmly congratulate him and extend our best wishes for continued success.

Dear Smit Dasadia,
I am pleased to inform you that your abstract 629, has been accepted for Accepted presentation at 10th PAN IIM World Management Conference 2025.



ESSAY WRITING COMPETITION

Hardik Sakhiya, MBA 1st Semester, won 1st Prize in Essay Writing competition and 3rd Prize in Poster Making competition at the World Humanitarian Day – Act for Humanity event (19 August 2025), hosted by the Faculty of Humanities & Social Sciences at Atmiya University.

BID EVENT



BBA (EFB) – Semester 3 students secured the 1st Rank in the “Dare to Bid” event at M-Feasta, organized by R.K. University. Their performance demonstrated strong confidence, strategic thinking, and a healthy competitive spirit. The Department of Management, FOBC, is proud of their accomplishment, and this achievement has brought recognition to the department. Congratulations to the entire team for their hard work and success.



**ACADEMIC
EXCELLENCE**



Bachelor of Business Administration Semester -II

Examination: Summer - 2025

Rank	Enrollment No.	Gender	Name of the Candidate	Total Marks	Obtain Marks	Per. %	SGPA
1	240301166	M	TANVIR ZAKIRHUSSAIN HOTHY	500	464	92.8	10
2	240301133	F	AASTHA MUKESH GANGAJALIYA	500	460	92	9.63
3	240301158	F	BHUMI ADITYAPURI GOSWAMI	500	457	91.4	9.63

Bachelor of Business Administration Semester -IV

Examination: Summer - 2025

Rank	Enrollment No.	Gender	Name of the Candidate	Total Marks	Obtain Marks	Per. %	SGPA
1	230301253	F	KRUPA TUSHARBHAI PANDYA	650	603	92.77	9.87
2	230301230	F	AYUSHI VIRAMBHAI MODHVADIYA	650	598	92	9.78
3	230301029	F	UMMESALMA HATIMBHAI BHARMAL	650	594	91.38	9.57

Bachelor of Business Administration Semester -VI

Examination: Summer - 2025

Rank	Enrollment No.	Gender	Name of the Candidate	Total Marks	Obtain Marks	Per. %	SGPA
1	220301289	M	Mahirajsinh Ranjeetsinh Zala	300	293	97.67	10
2	220301249	M	Aryan Rameshbhai Sorathiya	300	287	95.67	10
3	220301247	M	Raj Mansukhbhai Sojitra	300	286	95.33	10

Bachelor of Business Administration (Entrepreneurship and Family Business) Sem -II

Examination: Summer - 2025

Rank	Enrollment No.	Gender	Name of the Candidate	Total Marks	Obtain Marks	Per. %	SGPA
1	240303013	M	MIHIR BHAVESHBHAI DAXINI	500	469	93.8	10
2	240303008	M	DHARMIK HITESHBHAI CHAUHAN	500	444	88.8	9.63
3	240303038	M	VIRAJ KALPESHBHAI PATADIA	500	427	85.4	9.21

Bachelor of Business Administration (Entrepreneurship and Family Business) Sem -IV

Examination: Summer - 2025

Rank	Enrollment No.	Gender	Name of the Candidate	Total Marks	Obtain Marks	Per. %	SGPA
1	230303036	M	UMANG HASMUKHABHAI TALAVIYA	650	544	83.69	8.83
2	230303018	M	HARSHIL ALKESHBHAI MALANI	650	534	82.15	8.96
3	230303026	M	AMIT JAYESHBHAI RANPARA	650	533	82	8.87

Bachelor of Business Administration (Entrepreneurship and Family Business) Sem -VI

Examination: Summer - 2025

Rank	Enrollment No.	Gender	Name of the Candidate	Total Marks	Obtain Marks	Per. %	SGPA
1	220303003	M	Sagar Kishorbhai Dang	600	509	84.83	9.1
2	220303024	M	Jay Kailash Thadoda	600	488	81.33	8.15
3	220303014	M	Het Jayendrabhai Kalola	600	485	80.83	8.1

Integrated Master of Business Administration Sem -II

Examination: Summer - 2025

Rank	Enrollment No.	Gender	Name of the Candidate	Total Marks	Obtain Marks	Per. %	SGPA
1	240341052	M	TUSHAR VIJESHBHAI VIRAMGAMA	600	546	91	9.45
2	240341035	F	TANISHA JAYSUKHBHAI PITRODA	600	540	90	9.6
3	240341041	F	ARWA SAJJADHUSSAIN SADIKOT	600	527	87.83	9.4

Integrated Master of Business Administration Sem -IV

Examination: Summer - 2025

Rank	Enrollment No.	Gender	Name of the Candidate	Total Marks	Obtain Marks	Per. %	SGPA
1	230341053	M	PRINCE MANSUKHBHAI SANTOKI	550	480	87.27	9.24
2	230341034	F	NIDHI DINESHBHAI LUVAR	550	473	86	9.19
3	230341033	F	NIDHI LUKKA	550	472	85.82	9.24

Integrated Master of Business Administration Sem -VI

Examination: Summer - 2025

Rank	Enrollment No.	Gender	Name of the Candidate	Total Marks	Obtain Marks	Per. %	SGPA
1	220341003	M	HARSH VAJUBHAI BHANSALIYA	700	649	92.71	9.83
2	220341017	F	DHRUVI JITENDRABHAI KALOLA	700	648	92.57	9.65
3	220341019	F	ZAHABIYA MURTUZABHAI KAPADIYA	700	635	90.71	9.83

Integrated Master of Business Administration Sem -VIII

Examination: Summer - 2025

Rank	Enrollment No.	Gender	Name of the Candidate	Total Marks	Obtain Marks	Per. %	SGPA
1	210341044	M	MAYANK VINOD PITRODA	600	574	95.67	10
2	210341021	F	DODIA HINAL	600	571	95.17	10
3	210341009	F	BHUMIKA MAHESHBHAI CHIKHALIYA	600	537	89.5	9.5

Master of Business Administration Sem -II

Examination: Summer - 2025

Rank	Enrollment No.	Gender	Name of the Candidate	Total Marks	Obtain Marks	Per. %	SGPA
1	240321031	M	VIJAYKUMAR BRIJESHKUMAR DUBE	700	650	92.86	9.71
2	240321064	F	ANJU JAGASHIBHAI MALAKIYA	700	643	91.86	9.57
3	240321068	M	DEEP SANJAYBHAI MEHTA	700	634	90.57	9.43

Master of Business Administration Sem -IV

Examination: Summer - 2025

Rank	Enrollment No.	Gender	Name of the Candidate	Total Marks	Obtain Marks	Per. %	SGPA
1	230321089	F	Bharti Kanabhai Odedara	500	465	93	9.8
2	230321054	F	Dhara Bhaveshbhai Jagatiya	500	452	90.4	9.6
3	230321090	F	Ridhdhi Lakhubhai Odedara	500	450	90	9.6



CO-CURRICULAR ACTIVITIES



SOCIAL VISITS



On 24th April and 27th September 2025, Atmiya University organized Seva Yatra 7.0 as a part of its social visit initiative. The event was conducted by the Department of Management, Faculty of Business and Commerce, to promote values of empathy and social responsibility among students. During the visit, students engaged in community-oriented activities and learned the importance of service to society. The initiative helped strengthen their understanding of social welfare and humanitarian values



On 12th July 2025, Atmiya University celebrated Guru Purnima with great devotion and enthusiasm. The event was organized by the Department of Management, Faculty of Business and Commerce. Students expressed gratitude towards their teachers through various activities and heartfelt gestures. The celebration beautifully highlighted the importance of the teacher–student relationship and the values of respect and guidance.



CARIER AWARENESS PROGRAM

A Career Awareness Program (CAP) was conducted on 18th July 2025 for UG students, featuring an insightful session by CA Vijay Anadakat. The session helped students understand various career pathways, essential skills for professional growth, and the importance of early planning in shaping a successful future. It provided valuable guidance and motivated students to make informed decisions about their academic and career journeys.



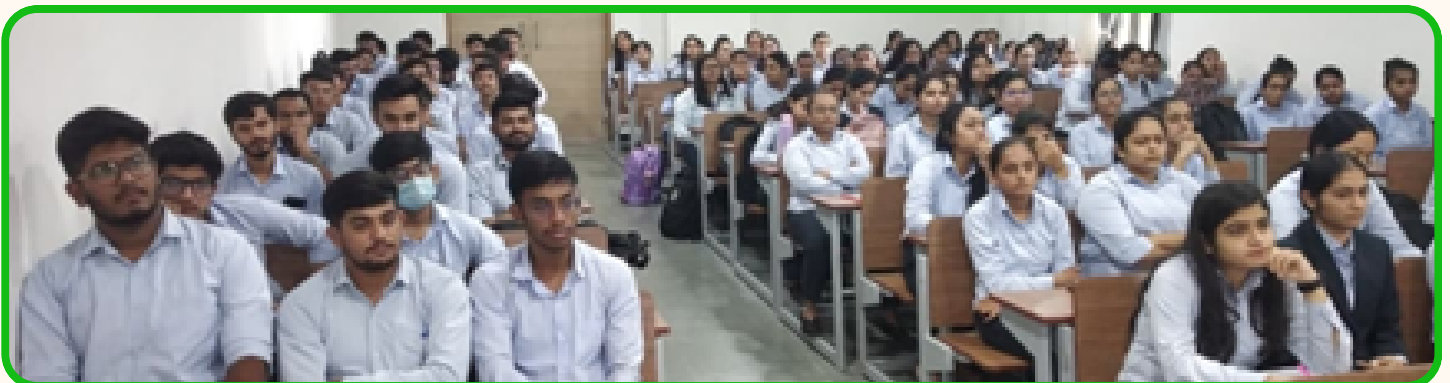


A Chetna Vikas Mulya Shiksha workshop was organized for MBA Semester 1 students on 19th, 20th, and 21st August 2025. The workshop focused on value-based learning, self-awareness, and holistic development, helping students understand the importance of ethical decision-making in both personal and professional life. Through interactive activities and reflective sessions, students gained meaningful insights that will support their overall growth throughout the MBA program.



PLACEMENT TALK

A Placement Talk by Grahmin Bank was organized on 12th September 2025 at Atmiya University. The session was conducted by the Department of Management, Faculty of Business and Commerce, to provide students with valuable insights into banking careers and recruitment opportunities. Students gained practical knowledge about job roles, skill requirements, and industry expectations. The initiative helped enhance their career readiness and understanding of the banking sector.





Students actively participated and benefitted from the expert's real-world knowledge and guidance. A learning session titled Undersetting Mind – The Word Within was conducted on 29th September 2025 by Atmavidyadas Prabhuji from ISKCON Ahmedabad. The session provided valuable insights into understanding the mind and inner self. Students from MBA-3 and IMBA-7 actively participated and engaged in the discussions. It was an enriching experience that encouraged self-reflection and personal growth.



UJAAS

The Faculty of Business and Commerce (FoBC) celebrated UJAAS 2025, a Diwali get-together, on 13th October 2025. The celebration was held at Gir Gamthi. The event aimed to foster unity, joy, and festive spirit among faculty members. It provided an excellent opportunity for informal interaction, bonding, and celebrating the festival of lights in a relaxed and cheerful atmosphere.





INNOVENTURES CLUB



EXPERT TALK ON ENHANCING PERSONAL SELLING



The Innoventures Club successfully conducted an Expert Talk on “Enhancing Personal Selling” by Dr. Nirav Mandavia on 7th August 2025 at Atmiya University. The event was organized by the Department of Management, Faculty of Business and Commerce, with the aim of strengthening students’ understanding of effective selling techniques and customer engagement strategies. Dr. Mandavia shared practical insights, real-world examples, and advanced approaches to improving personal selling skills. The session proved highly beneficial, encouraging students to develop confidence, communication abilities, and professional selling competencies.



WORLD ENTREPRENEURS’ DAY - VISION TO VENTURE

Atmiya University organized the World Entrepreneurs' Day Speech Competition – different rounds on 30th August 2025. The event was conducted by the Department of Management, Faculty of Business and Commerce, to encourage students to showcase their entrepreneurial ideas, leadership skills, and innovative thinking. Participants delivered insightful speeches highlighting the importance of entrepreneurship in economic and social development. The competition helped students enhance their public speaking, confidence, and creative vision, making the event both educational and inspiring.



FDP AND FACULTY ACHIEVEMENTS





Dr. Amit Rajdev is happy to share that our book chapter has been successfully published in the Proceedings of ICCIML by Springer Nature, indexed in Scopus. This publication marks an important academic achievement and reflects the dedicated efforts put forth throughout the research journey. Special thanks are extended to all co-authors for their valuable contributions and teamwork. This milestone further strengthens our commitment to quality research and scholarly excellence.

Home > [Computational Intelligence in Machine Learning](#) > Conference paper

Factors Driving Adoption of Blockchain Technology in Education, Supply Chain and Financial Services: A Review Paper

Conference paper | First Online: 02 July 2025
pp 445–454 | [Cite this conference paper](#)

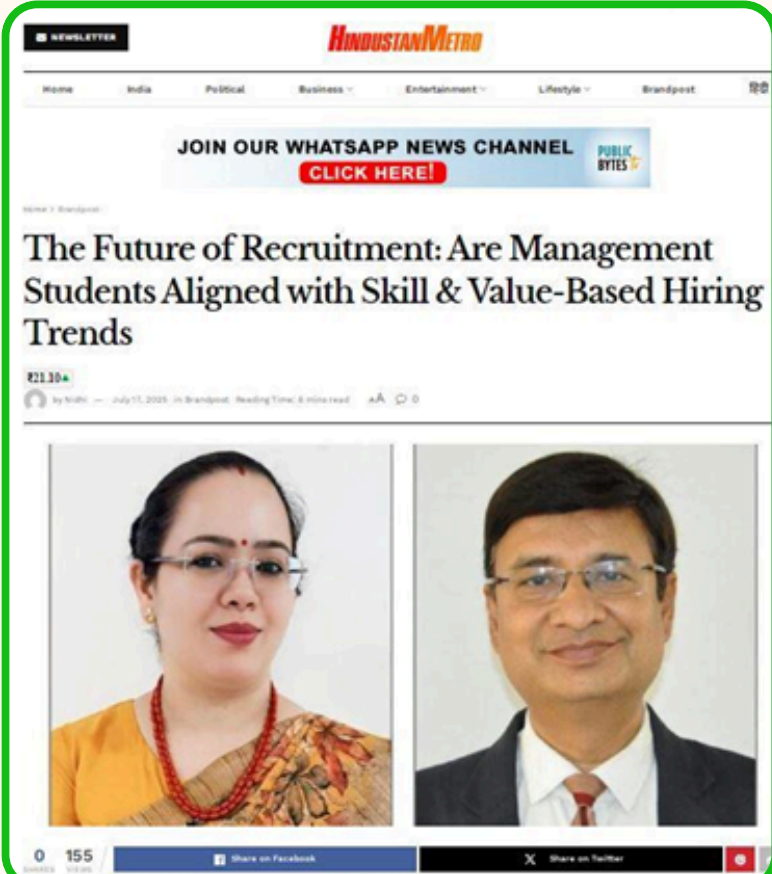


Computational Intelligence in Machine Learning
(ICCIML 2023)



THE FUTURE OF RECRUITMENT

An article titled “The Future of Recruitment: Are Management Students Aligned with Skill & Value-Based Hiring Trends” authored by Dr. Rupali Singh and Dr. Vishal Khasgiwala has been published on Hindustan Metro. The article highlights the evolving landscape of recruitment and emphasizes the growing importance of skills, values, and adaptability in modern hiring practices. This publication reflects their insightful contribution to understanding emerging trends in management education and industry expectations. It stands as a valuable resource for students, educators, and professionals alike.





The workshop on case teaching analysis held on 18th July 2025 enabled participants to learn the basics of the case teaching method, design effective case-based teaching plans, lead engaging classroom discussions, and connect theory with real-world business situations to enhance practical learning.



The Department of Management, FoBC, organized an expert session titled “Learning Session with Dr. Hitesh Shukla” on 20th August 2025 for all faculty members. The session offered valuable insights on academic excellence and professional growth, and Dr. Shukla’s engaging approach made it highly impactful. The department expresses sincere gratitude for his thoughtful guidance.





The faculty members have successfully published their research paper in Anvesak, a reputed UGC CARE Group–I listed journal. The journal, known for its academic credibility and rigorous review process, carries an impressive impact factor of 6.20. It is organized and published by the Sardar Patel Institute of Economic and Social Research, a distinguished institution committed to promoting quality research in the fields of economics and social sciences. This achievement reflects the faculty's dedication to scholarly excellence and their contribution to meaningful academic discourse.



MS. TEJAL NAVRANGANI

Empowering Commerce Graduates Through Multidisciplinary Skill Enhancement: Exploring Pathways to Career Advancement

MS. ANJALI GOHEL

Assessing Entrepreneurial Approach and Perceived Benefits in Marketing of Farmer Producer Company Shareholders in Gujarat?

DR. KAIRVI RATHOD & MS. ISHA TRIVEDI

Green Finance in the Banking Sector: A Path Towards Sustainable development

DR. JEET MADHANI



Dr. Jeet Madhani has successfully defended his final Ph.D. viva at Gujarat Technological University (GTU), Ahmedabad. This significant academic achievement reflects his dedication, rigorous research efforts, and commitment to scholarly excellence. The successful completion of his doctoral journey stands as an inspiration to students and colleagues alike. We extend heartfelt congratulations to Dr. Madhani for this remarkable accomplishment.



DR. NIRALI SHAH

Dr. Nirali Shah has successfully defended her final Ph.D. viva at Saurashtra University, Rajkot. This achievement marks a significant milestone in her academic journey and reflects her dedication, hard work, and scholarly excellence. Her research contributions add value to the academic community and serve as an inspiration to students and colleagues. Heartiest congratulations to her on this remarkable accomplishment.



BOOK TALK



A Book Talk session was delivered by Ms. Anjali Gohel on “Don’t Sweat the Small Stuff and It’s All Small Stuff” on 12th July 2025. She shared meaningful insights on stress management, positive thinking, and prioritizing what truly matters. The session inspired students to adopt a calmer and more mindful approach in their daily lives.



LET'S
TALK



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કેશ-પરદેશની
આજકાલ
સાંપત્તિ દિનિકા

Date: 11/09/2025
Thursday

આત્મીય યુનિવર્સિટી દ્વારા એન્ટરપ્રિન્યોર શિપ ડે ઉજવાયો

પ્રથમ ત્રણ વિજેતાઓને ઈનામ અને સર્ટિફિકેટ આપી પુરસ્કૃત કરાયા

આજકાલ કાર્યાલય રાજકોટ

આજના પ્રતિસ્પર્ધી યુગમાં વિદ્યાર્થીઓમાં ઉદ્યોગ સાહસિકતા વધે, તેઓ સરકાર દ્વારા બહાર પડતી જુદી-જુદી ઓથોરિટી સ્પર્ધાઓ, માહિતીઓથી અવગત થાય તેમજ માર્કેટમાં સૈજન-બસોજ આવવા ઓથોરિટી પડારો સ્વીકારવા થાય અને તે દિશામાં તેમનું મનોમંથન કરી આગળ વધે એ હેતુએ આત્મીય યુનિવર્સિટી 'કેસ્ટી



યુનિવર્સિટીના વાઈસ ચાન્સેલર ડૉ. રહેલ મુકુન્દ પોતાના અનુભવો ભૂતકાળના અનુભવો અને સમસ્યાઓ વિદ્યાર્થીઓ સાથે શેર કરી હતી અને સહયોગ થવા માટેનો આગ્રહ વિદ્યાર્થીઓને સમજાવ્યો હતો. આત્મીય યુનિવર્સિટીના પ્રેસિડેન્ટ ત્યાગવલ ભ સ્વામીના આશીર્વાદ સાથે આ સ્પર્ધા કોમ્પીટીશનમાં આત્મીય યુનિવર્સિટીના વાઈસ ચાન્સેલર ડૉ. રહેલ

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વૉલેસ ઓફ ડે

Date: 12/09/2025
Friday

વિદ્યાર્થીઓમાં ઉદ્યોગ સાહસિકતા ડેવલપ થાય એ હેતુએ આત્મીય યુનિવર્સિટી દ્વારા 'એન્ટરપ્રિન્યોરશિપ-ડે' ઉજવાયો



વૉલેસ ઓફ ડે : રાજકોટ આજના પ્રતિસ્પર્ધી યુગમાં વિદ્યાર્થીઓમાં ઉદ્યોગ સાહસિકતા વધે, તેઓ સરકાર દ્વારા બહાર પડતી જુદી-જુદી ઓથોરિટી સ્પર્ધાઓ, માહિતીઓથી અવગત થાય તેમજ માર્કેટમાં સૈજન-બસોજ આવવા ઓથોરિટી પડારો સ્વીકારવા થાય અને તે દિશામાં તેમનું મનોમંથન કરી આગળ વધે એ હેતુએ આત્મીય યુનિવર્સિટી 'કેસ્ટી ઓફ ડે' ઓથોરિટી સ્પર્ધામાં તેમનું મનોમંથન કરવા દ્વારા વિષય ઉદ્યોગ સાહસિક દિવસનો ઉજવણી કરાઈ. આ ઉજવણીના આયોજક વિદ્યાર્થીઓમાં અગ્રણ્ય યુનિવર્સિટીના વાઈસ ચાન્સેલર ડૉ. રહેલ મુકુન્દ પોતાના અનુભવો ભૂતકાળના અનુભવો અને સમસ્યાઓ વિદ્યાર્થીઓ સાથે શેર કરી હતી અને સહયોગ થવા માટેનો આગ્રહ વિદ્યાર્થીઓને સમજાવ્યો હતો. આત્મીય યુનિવર્સિટીના પ્રેસિડેન્ટ ત્યાગવલ ભ સ્વામીના આશીર્વાદ સાથે આ સ્પર્ધા કોમ્પીટીશનમાં આત્મીય યુનિવર્સિટીના વાઈસ ચાન્સેલર ડૉ. રહેલ મુકુન્દ, રજકોટ ડૉ. ડી.ડી.ન્યાસ, સી.આર.આઈ.ટી. ડિસ્ક્રેટ ડૉ. અમરેશ્વર પ્રિન્સિપાલ ડૉ. જનસાગ આપ્યાં, 'કેસ્ટી ઓફ ડે' ઓથોરિટી સ્પર્ધામાં પ્રથમ, બીજા અને ત્રીજા સ્થાને આવેલા વિદ્યાર્થીઓને સર્ટિફિકેટ આપી પુસ્કૃત કરવામાં આવ્યા હતા. આ કાર્યક્રમમાં મુખ્ય વક્તા તરીકે બાઈટીંગ ડોલરના ડિરેક્ટર મુખ્ય વક્તા ઉપસ્થિત રહ્યા હતા. તેઓએ ઓથોરિટી જગતમાં ભવિષ્યમાં આવનારા પડારોનો અભ્યાસી જ કેવી રીતે સામનો કરવા શીખવું તેના વિષય વાત કરી હતી. વર્ષમાં તેઓએ સહયોગ ઉદ્યોગ સાહસિક મનના માટે નિર્ભર શિખરે જરૂરી છે. તેઓએ



આત્મીય યુનિવર્સિટીના વાઈસ ચાન્સેલર ડૉ. રહેલ મુકુન્દ પોતાના અનુભવો ભૂતકાળના અનુભવો અને સમસ્યાઓ વિદ્યાર્થીઓ સાથે શેર કરી હતી અને સહયોગ થવા માટેનો આગ્રહ વિદ્યાર્થીઓને સમજાવ્યો હતો. આત્મીય યુનિવર્સિટીના પ્રેસિડેન્ટ ત્યાગવલ ભ સ્વામીના આશીર્વાદ સાથે આ સ્પર્ધા કોમ્પીટીશનમાં આત્મીય યુનિવર્સિટીના વાઈસ ચાન્સેલર ડૉ. રહેલ મુકુન્દ, રજકોટ ડૉ. ડી.ડી.ન્યાસ, સી.આર.આઈ.ટી. ડિસ્ક્રેટ ડૉ. અમરેશ્વર પ્રિન્સિપાલ ડૉ. જનસાગ આપ્યાં, 'કેસ્ટી ઓફ ડે' ઓથોરિટી સ્પર્ધામાં પ્રથમ, બીજા અને ત્રીજા સ્થાને આવેલા વિદ્યાર્થીઓને સર્ટિફિકેટ આપી પુસ્કૃત કરવામાં આવ્યા હતા. આ કાર્યક્રમમાં મુખ્ય વક્તા તરીકે બાઈટીંગ ડોલરના ડિરેક્ટર મુખ્ય વક્તા ઉપસ્થિત રહ્યા હતા. તેઓએ ઓથોરિટી જગતમાં ભવિષ્યમાં આવનારા પડારોનો અભ્યાસી જ કેવી રીતે સામનો કરવા શીખવું તેના વિષય વાત કરી હતી. વર્ષમાં તેઓએ સહયોગ ઉદ્યોગ સાહસિક મનના માટે નિર્ભર શિખરે જરૂરી છે. તેઓએ

સાહ્ય સમાચાર

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વિદ્યાર્થીઓમાં ઉદ્યોગ સાહસિકતા લાવવા આત્મીય યુનિવર્સિટી દ્વારા 'એન્ટરપ્રિન્યોરશિપ ડે ઉજવાયો

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સાંપત્તિ દિનિકા
અખતક

Date: 11/09/2025
Thursday

સફળ ઉદ્યોગપતિકે વેપારી બનવા સતત શિખતું રહેવું જોઈએ: સુભાષ ઝાલા

આત્મીય યુનિ. દ્વારા ઉજવાયો ઉદ્યોગ સાહસિકતા દિવસ



અનુભવો ભૂતકાળના અનુભવો અને સમસ્યાઓ વિદ્યાર્થીઓ સાથે શેર કરી હતી. આત્મીય યુનિવર્સિટીના પ્રેસિડેન્ટ પરમ પૂજ્ય ત્યાગવલ ભ સ્વામીના આશીર્વાદ સાથે આ સ્પર્ધા કોમ્પીટીશનમાં આત્મીય યુનિવર્સિટીના વાઈસ ચાન્સેલર ડૉ. રહેલ મુકુન્દ, રજકોટ ડૉ. ડી.ડી.ન્યાસ, સી.આર.આઈ.ટી. ડિસ્ક્રેટ ડૉ.



INDUSTRIAL VISITS



BALAJI WAFFERS



An industrial visit to Balaji Wafers was organized on 25th and 26th August 2025 by Atmiya University. The Department of Management, Faculty of Business and Commerce, conducted this visit to provide students with practical exposure to large-scale manufacturing and operational processes. During the visit, students observed various stages of production, quality control, packaging, and supply chain management. The experience helped them understand real-world business functioning and enhanced their industry-oriented learning.



JYOTI CNC

An industrial visit to Jyoti CNC was organized on 28th and 29th August 2025, and again on 3rd September 2025 by Atmiya University. The Department of Management, Faculty of Business and Commerce, coordinated this visit to provide students with firsthand exposure to advanced manufacturing technology and modern engineering processes. Students observed CNC machining, automation systems, precision engineering, and quality assurance practices within the facility. The visit offered valuable insights into operational efficiency, innovation, and industrial standards, greatly enriching their practical understanding of the manufacturing sector.





PRACTICUM PURSUITS



INNOVATION AND INCUBATION CENTRE



Students visited the Innovation Centre and Incubation Centre of Atmiya University, where they had an interactive session with Mr. Kaushal Borisagar. During the visit, students received valuable insights into the methodology of starting a startup and the essential steps involved in developing entrepreneurial ideas. They also learned about the various forms of guidance, resources, and support that Atmiya University provides to aspiring student entrepreneurs. The experience was highly enriching and motivated students to explore innovative and startup-driven career paths.





CREATIVE CORNER





Zalak Ashesh
IMBA- 5



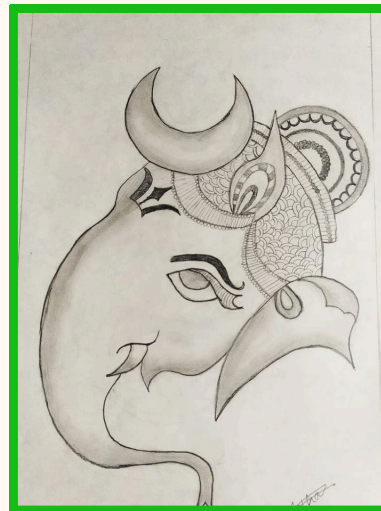
Bhanderi Trushali
BBA- 3



Gangajaliya Aastha
BBA- 3



Sarvaiya Anand
MBA- 3



Gaglani astha
IMBA- 7



Zala Dhanvi
BBA- 3



Yashmi Rakesh Kumar
BBA- 5



Raijada Nehalba
MBA- 1



Dev Joshi
MBA- 3



Deriya Adnan
MBA- 3



Modhvadiya Ayushi
BBA- 5



Chauhan Dharmik
EFB- 3



Sarvaiya Anand
MBA- 3



Parekh Devanshi
MBA- 3



Zinzuvadiya Dhaval
MBA- 3



Pandya Vatsal
EFB- 3



Hechal Paragbhai
IMBA- 5



Ranpara Vrajesh
EFB- 3

Fly, fly, fly!!
Till you see a ray of sunshine.

Glidethrough oceans,
Feel the splendid breeze of wind.

See every street, Live every moment.

The tears of joy you cannot see,
The loving whispers you cannot hear.

Fly, fly, fly!!
Till you see a ray of sunshine.

Clouds will gather,
Droplets of rain you will witness.

Still, only fly,
Till the truth appears before your eyes.

Take a leap of faith, And test your wings.

Create each memory, And let it pass with time.

Good or bad, whether ease or lack, The blocks of a journey.

So just fly, fly, fly!!
Till you see a ray of sunshine.

- Kothari Jash
BBA- 5



TESTIMONIALS



BBA in Entrepreneurship and Family Business at Atmiya University helped me view my family business with a renewed, enlightened perspective. With its blend of innovation, strategy, leadership, and hands-on learning, the program beautifully merges tradition with modern business wisdom, empowering me to carry our legacy forward with confidence..

Aryan D. Parekh BBA (EFB)

My experience in the BBA program at Atmiya University has been truly enriching and empowering. The emphasis on practical learning, case studies, and presentations has significantly strengthened my confidence and professional skills. With a supportive environment and dedicated faculty, each day of learning has been purposeful and inspiring. This program has offered me more than just academic knowledge—it has provided a strong foundation and a meaningful pathway toward a successful and promising future.



Khanpara Madhuri, BBA



Choosing the Integrated MBA at Atmiya University has truly been a transformative step for my future. The seamless blend of strong undergraduate fundamentals with advanced management knowledge has helped me build a solid academic foundation. With the guidance of experienced faculty and exposure to real-world learning, I have grown both personally and professionally. Atmiya University goes beyond traditional management education—it cultivates vision, inspires leadership, and molds the achievers of tomorrow.

Parag Thummar, IMBA

Atmiya University has been a truly transformative journey. The faculty's unwavering support and practical, industry-oriented teaching have polished my skills for the corporate world. The focus on holistic development—through internships, workshops, and real industry exposure—has been invaluable in shaping my future. I am genuinely proud to be an Atmiyan.



Bhoomi Kariya, MBA



"At Atmiya University, I discovered far more than academic guidance—I found mentors who believed in my potential, resources that broadened my horizons, and a nurturing community that helped my dreams take shape. The unwavering support of the faculty and the enriching learning environment have guided my path and instilled in me the confidence to pursue my doctoral journey. For this, I remain forever grateful.

Tejal Navrangani, Ph.D



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