



# ATMIYA UNIVERSITY

FACULTY OF BUSINESS & COMMERCE  
DEPARTMENT OF MANAGEMENT

VOL.9 APR-SEPT, 2024



# FLAMINGO



## Together Let's Build

*A Shinning Tomorrow*

PROGRAMMES OFFERED

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





### DR. VISHAL KHASGIWALA (DEAN-FOBC)



Congratulations to the students and faculty of the Management Department on the launch of "Flamingo."

As the world continues to evolve, the demand for skilled professionals in education and human development is increasing. At Atmiya, we are dedicated to nurturing individuals who make meaningful contributions to their families and communities. This publication underscores our commitment to holistic student development through experiential learning.

### DR. AMIT RAJDEV (HOD-MANAGEMENT)



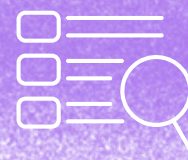
The Department of Management at Atmiya University is dedicated to promoting comprehensive student development and inspiring a passion for innovation. Emphasizing academic excellence and experiential learning, we cultivate a dynamic environment that fosters both intellectual and creative growth. Our curriculum integrates theoretical knowledge with practical application, empowering students to confidently address challenges in the fast-paced field of computer science.

### ASSETS OF DEPARTMENT OF MANAGEMENT





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# ACADEMICS

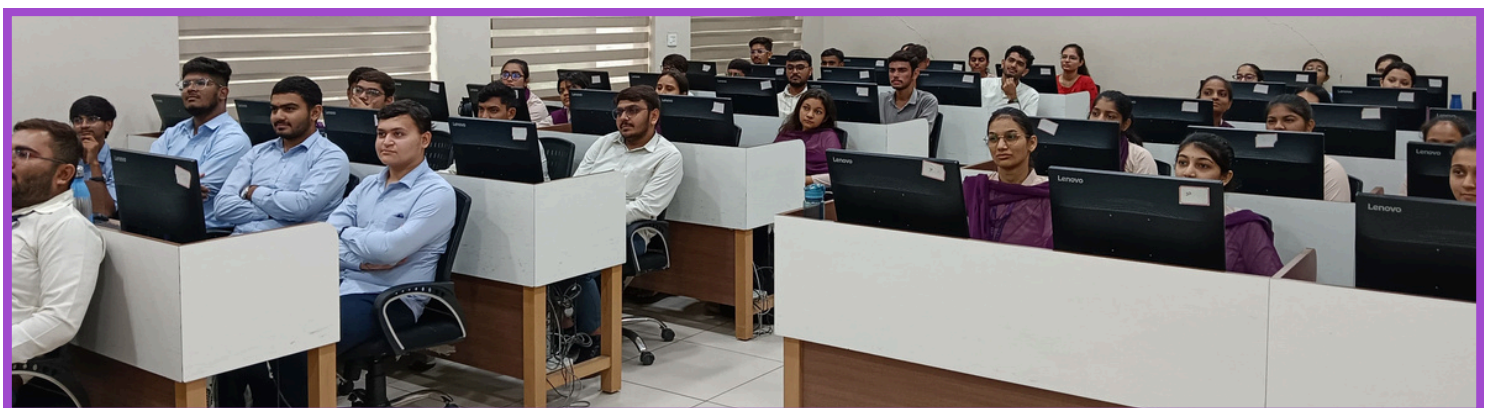




# TEL PROGRAMME ASSOCIATED WITH ICAI



The Train - Earn & Learn (TEL) programme was successfully conducted from 24th June 2024 to 29th June 2024, organized by the Department of Management under the Faculty of Business and Commerce. The primary objective of the programme was to integrate advanced technologies with traditional learning methods to create a more interactive and dynamic educational environment. The initiative aimed to equip both educators and students with modern tools that enhance teaching, learning, and management practices within the academic framework.







The Department of Management, Faculty of Business and Commerce, initiated the SIP (Student Induction Programme) for both undergraduate and postgraduate students under the banner of "Diksharambh." The programme for UG students was conducted from June 27th to July 3rd, 2024, while the PG session took place from August 1st to August 3rd, 2024. Diksharambh aimed to introduce new students to the academic environment, familiarize them with the curriculum, and help them build a foundation for their future studies. Through various interactive sessions, students were guided on academic expectations, personal development, and professional growth.





# RESEARCH SEMINAR



On July 16th, 2024, the Department of Management within the Faculty of Business and Commerce hosted a Research Seminar tailored for research scholars. This event provided a platform for scholars to present their findings, share insights, and engage in meaningful discussions about current trends and methodologies in their respective fields. Featuring expert guest speakers and interactive sessions, the seminar aimed to foster collaboration, stimulate innovative thinking, and enhance the overall research culture within the department, empowering scholars to advance their academic pursuits.

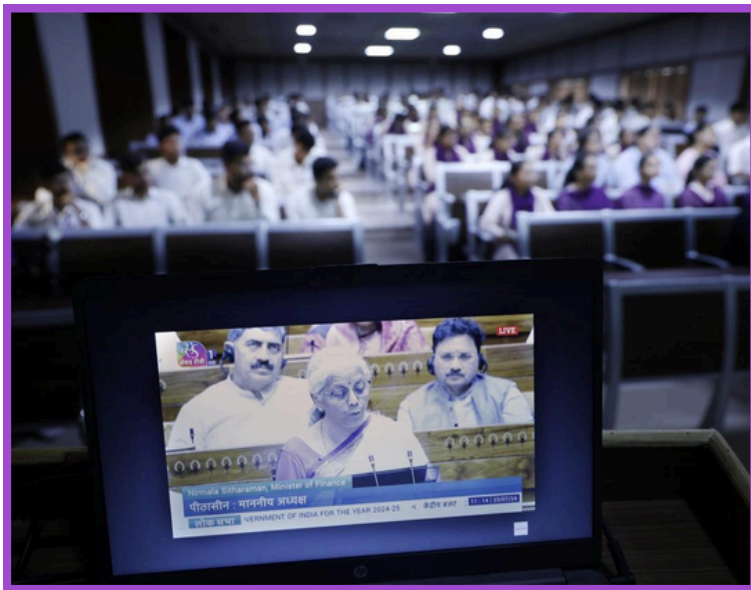




## LIVE SCREENING BUDGET ASSOCIATED WITH ICAI



The Faculty of Business and Commerce, in partnership with ICAI, announced a live screening and comprehensive analysis of the Union Budget on July 27th, 2024. This event delved into the budget's key provisions, offering expert insights into its economic and sectoral implications. Participants, including faculty, students, and industry professionals, had the opportunity to engage in thoughtful discussions on how the budget shapes the nation's financial policies and future outlook. This was a valuable session that promised enhanced understanding and fostered meaningful dialogue on India's economic direction.





## PARENT'S TEACHER'S MEETING



The Parents-Teachers Meeting, organized by the Department of Management, Faculty of Business and Commerce, was held on 6th, 9th, and 10th September 2024. This meeting provided a valuable opportunity for parents and faculty to discuss students' academic progress, address any concerns, and collaborate on strategies for their overall development. The sessions allowed for open communication between educators and parents, focusing on students' performance, strengths, and areas needing improvement. It fostered a stronger connection between home and school, ensuring that students receive the support they need to succeed academically and personally.





# STUDENTS'S ACHIEVEMENT



## Programme: Bachelor of Business Administration Sem -2

Rank	Enrollment No.	Gender	Name of the Candidate	Total Marks	Obtain Marks	Per. %	SGPA
1	230301296	F	Dhruvika Kuldipsinh Rana	500	468	93.6	10
2	230301029	F	Ummesalma Hatimbhai Bharmal	500	464	92.8	9.79
3	230301334	F	Kasak Ashvinbhai Seta	500	464	92.8	9.79

## Programme: Bachelor of Business Administration Sem -4

Rank	Enrollment No.	Gender	Name of the Candidate	Total Marks	Obtain Marks	Per. %	SGPA
1	220301024	M	Samani Bhavin	800	755	94.38	10
2	220301049	M	Ansh Kashyapbhai Daxini	800	754	94.25	9.96
3	220301194	F	Sudha Dilipbhai Patel	800	747	93.38	9.91

## Programme: Bachelor of Business Administration Sem -6

Rank	Enrollment No.	Gender	Name of the Candidate	Total Marks	Obtain Marks	Per. %	SGPA
1	210301104	F	Yogeshwariba Balrajsinh Jadeja	300	296	98.67	10
2	210301101	F	Nandiniba Balrajsinh Jadeja	300	293	97.67	10
3	210301066	F	Isha Sanjaybhai Domadiya	300	278	92.67	10

## Programme: Bachelor of Business Administration ( Entrepreneurship and Family Business) Sem-2

Rank	Enrollment No.	Gender	Name of the Candidate	Total Marks	Obtain Marks	Per. %	SGPA
1	230303031	M	Jay Rasikbhai Sojitra	500	467	93.4	9.84
2	230303013	M	Harshvardhan Prashantbhai Kadel	500	444	88.8	9.63
3	230303026	M	Amit Javeshbhai Ranpara	500	439	87.8	9.42

## Programme: Bachelor of Business Administration ( Entrepreneurship and Family Business) Sem-4

Rank	Enrollment No.	Gender	Name of the Candidate	Total Marks	Obtain Marks	Per. %	SGPA
1	220303003	M	Sagar Kishorbhai Dang	700	566	80.86	8.91
2	220303015	M	Harshil Hasmukhbhai Korat	700	541	77.29	8.36
3	220303005	M	Dhruv Jagdishbhai Dhakan	700	538	76.86	8.23



**Programme: Bachelor of Business Administration ( Entrepreneurship and Family Business) Sem-6**

Rank	Enrollment No.	Gender	Name of the Candidate	Total Marks	Obtain Marks	Per. %	SGPA
1	210303015	M	Makda Ibrahim	600	541	90.17	9.1
2	210303016	M	Nilay Pravinbhai Jani	600	489	81.5	9
3	210303049	M	Dhairya Mayurkumar Kelaiya	600	461	76.83	8

**Programme: Master of Business Administration Sem-2**

Rank	Enrollment No.	Gender	Name of the Candidate	Total Marks	Obtain Marks	Per. %	SGPA
1	230321153	M	Maulik Rajendrakumar Vyas	700	631	90.14	9.57
2	230321003	M	Keyur Kamleshbhai Adesara	700	622	88.86	9.29
3	230321083	F	Kajal Jesingbhai Mer	700	621	88.71	9.29

**Programme: Master of Business Administration Sem-4**

Rank	Enrollment No.	Gender	Name of the Candidate	Total Marks	Obtain Marks	Per. %	SGPA
1	220321060	F	Drashti Hareshbhai Kalariya	600	546	91	9.57
2	220321074	F	Krusha Gordhanbhai Limbasiya	600	546	91	9.71
3	220321049	F	Gneya Sanjaybhai Hathi	600	537	89.5	9.29

**Programme: Integrated Master of Business Administration Sem-2**

Rank	Enrollment No.	Gender	Name of the Candidate	Total Marks	Obtain Marks	Per. %	SGPA
1	230341033	F	Nidhi Lukka	600	526	87.67	9.25
2	230341001	F	Pinal Kalyani Aayushi	600	522	87	9.1
3	230341055	F	Hechal Paragbhai Sheth	600	514	85.67	9.2

**Programme: Integrated Master of Business Administration Sem-4**

Rank	Enrollment No.	Gender	Name of the Candidate	Total Marks	Obtain Marks	Per. %	SGPA
1	220341003	M	Harsh Vajubhai Bhansaliya	500	468	93.6	9.8
2	220341019	F	Zahabiya Murtuzabhai Kapadiya	500	467	93.4	9.8
3	220341044	M	Meet Jayeshbhai Yagnik	500	463	92.6	9.8



**Programme: Integrated Master of Business Administration Sem-6**

Rank	Enrollment No.	Gender	Name of the Candidate	Total Marks	Obtain Marks	Per. %	SGPA
1	210341044	M	Mayank Vinod Pitroda	700	638	91.14	9.39
2	210341021	F	Dodia Hinal	700	630	90	9.48
3	210341032	F	Jinal Jigneshbhai Kotak	700	617	88.14	9.3

**Programme: Integrated Master of Business Administration Sem-8**

Rank	Enrollment No.	Gender	Name of the Candidate	Total Marks	Obtain Marks	Per. %	SGPA
1	230303031	M	Jay Rasikbhai Sojitra	500	467	93.4	9.84
2	230303013	M	Harshvardhan Prashantbhai Kadel	500	444	88.8	9.63
3	230303026	M	Amit Jayeshbhai Ranpara	500	439	87.8	9.42



**Gajjan Himanshi**  
**IMBA - 7**



**Ghediya Prathana**  
**MBA - 3**



**Sahil Desai**  
**BBA - 3**



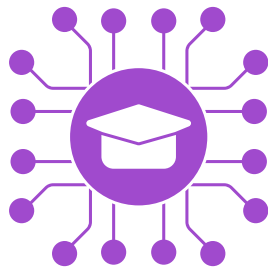
**Priya Goyani**  
**MBA - 3**



**Dev Desai**  
**BBA - 3**



**Nishant Bhatt**  
**BBA - 3**



**NON - ACADEMICS**



# BLOOD DONATION



The Blood Donation Camp, organized by the Department of Management, Faculty of Business and Commerce, was held on 12th April 2024 in memory of Mr. Kashyap Khira, a beloved MBA student. This event aimed to honor his legacy by encouraging students and faculty to contribute to a noble cause. The camp saw active participation from volunteers who donated blood, supporting the community and raising awareness about the importance of blood donation. The event not only paid tribute to Mr. Khira but also promoted a spirit of compassion and social responsibility among all attendees.







Students from Atmiya University, along with participants from Kaashi Vidyapith, Banaras, and volunteers from Maharashtra, actively took part in a 10-day "Interstate Workshop on Psychological Learnings Under the Light of Madhyasth Darshan." Held from April 1st to 10th, 2024, at "Manav Shodh Kendra, Parda, Maharashtra," the event provided a unique opportunity to explore psychological insights within the framework of Madhyasth Darshan. The center, a living model based on Jivan Vidhya philosophy, served as the perfect setting for this transformative learning experience.





## TRAFFIC AWARENESS PROGRAMME



On August 8th, 2024, the Department of Management within the Faculty of Business and Commerce organized a Traffic Awareness Program focused on enhancing the safety of students. This initiative aimed to educate participants about essential road safety practices, the importance of obeying traffic regulations, and the consequences of reckless driving. Through engaging workshops and informative discussions, the program sought to empower students with the knowledge and skills necessary to navigate the roads safely, fostering a culture of responsibility and vigilance within the campus community.







On August 14th, 2024, the Department of Management within the Faculty of Business and Commerce organized an insightful expert session dedicated to the critical issue of anti-ragging. This session aimed to raise awareness among students about the importance of fostering a safe and respectful campus environment. Experts shared valuable insights on the psychological and social impacts of ragging, along with preventive measures and resources available to combat such behavior. By engaging in this important discussion, the department reinforced its commitment to student welfare and the promotion of a positive academic atmosphere.





# INDEPENDENCE DAY



On August 10th, a vibrant rally was organized across universities and schools to commemorate the upcoming Independence Day on August 15th, 2024. Atmiya University proudly took part in this significant event, joining other institutions in celebrating the spirit of patriotism and unity that Independence Day embodies. The rally featured speeches, cultural performances, and various activities aimed at fostering a sense of national pride among students and faculty. This collaborative effort not only honored the sacrifices made for freedom but also inspired the younger generation to appreciate and uphold the values of independence and unity.







On the auspicious occasion of Ganesh Chaturthi, Atmiya University is organized "Vighnaraj" from 7th to 16th September 2024. The event included daily aarti, rituals, and cultural performances, creating an atmosphere of devotion and unity. It aimed to invoke the blessings of Lord Ganesha, the remover of obstacles, while promoting spiritual reflection and community bonding among students, faculty, and staff.







Atmiya University has organized the "Avsar Event" from 26th to 28th September 2024, showcasing a range of artistic and cultural performances. The Department of Management, under the Faculty of Business and Commerce, was responsible for managing key events such as Mimicry, Mime, Skit, and Mono Acting. These performances offered students a platform to demonstrate their creativity, talent, and theatrical skills, fostering a dynamic environment of entertainment and artistic expression. The event is designed to enhance student's confidence and teamwork while celebrating the diverse talents within the university community.

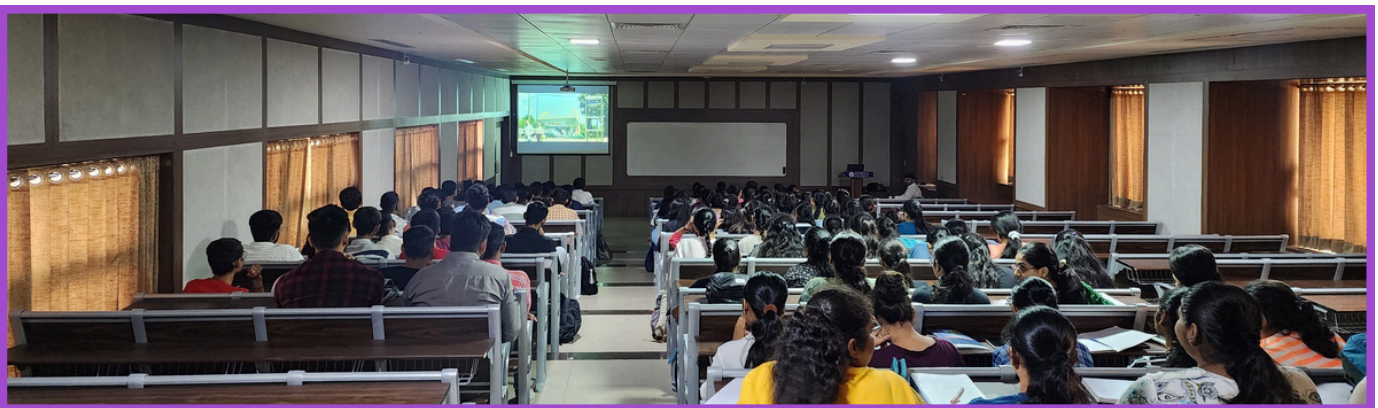




## MOVIE SCREENING



The Department of Management, Faculty of Business and Commerce, announced a special screening of the movie the founder as "The Literary Resource of Learning" under the title Student Development Programme for MBA Semester-1. This event took place on September 19th, 2024. The film aimed to enrich students' understanding of literary concepts and their applications in business and management. We encouraged all MBA Semester-1 students to attend and engage in meaningful discussions following the screening, enhancing both their academic and personal growth.



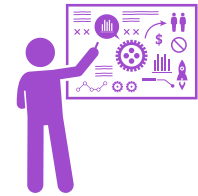




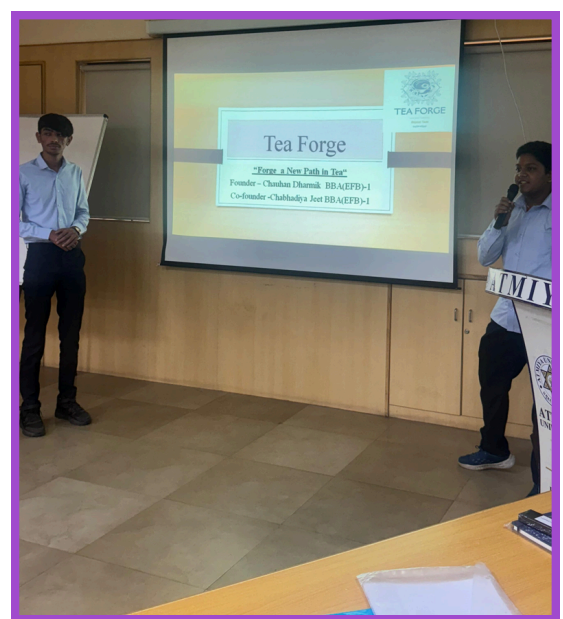
# **INNOVENTURES CLUB**



# BUSINESS PLAN



The Business Plan event, organized by the Innoventures Club on 6th August 2024 under the Department of Management, Faculty of Business and Commerce, provided a platform for students to present their entrepreneurial ideas to a panel of experts. The event featured presentations where participants showcased their business plans, which were evaluated on innovation, feasibility, and market potential. Workshops and mentoring sessions were also conducted to help students develop their ideas with a focus on market research, financial planning, and risk management. Awards were given to the most promising plans, offering participants valuable feedback and encouraging them to further refine their entrepreneurial strategies.





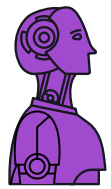


The World Entrepreneurship Day, organized by the Innoventures Club on 21st August 2024, was hosted by the Department of Management, Faculty of Business and Commerce. This event aimed to celebrate and promote entrepreneurship by providing a platform for students to explore innovative ideas and entrepreneurial skills. The day featured various activities, including workshops, panel discussions, and networking opportunities, allowing participants to learn from successful entrepreneurs and industry experts. The event fostered a spirit of creativity and collaboration, encouraging students to think critically about their entrepreneurial aspirations and empowering them to take proactive steps in their business ventures.





## TALK WITH FUTURE ENTREPRENEURS



On September 30th, 2024, the Innoventures Club of the BBA (EFB) program in the Department of Management, FOBC, successfully organized the event "Talk with Future Entrepreneurs." This engaging session brought together aspiring entrepreneurs and seasoned business leaders to share insights, experiences, and practical advice on navigating the entrepreneurial landscape. Attendees participated in dynamic discussions, gaining valuable knowledge about innovation, problem-solving, and the challenges of starting and running a business. The event aimed to inspire students and foster a collaborative spirit, encouraging them to pursue their entrepreneurial aspirations with confidence.







**FACULTY  
ACHIEVEMENTS  
&  
FDP**

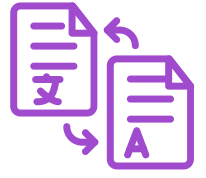


## → EFFECTIVE DELIVERY OF BUSINESS AND MANAGEMENT EDUCATION

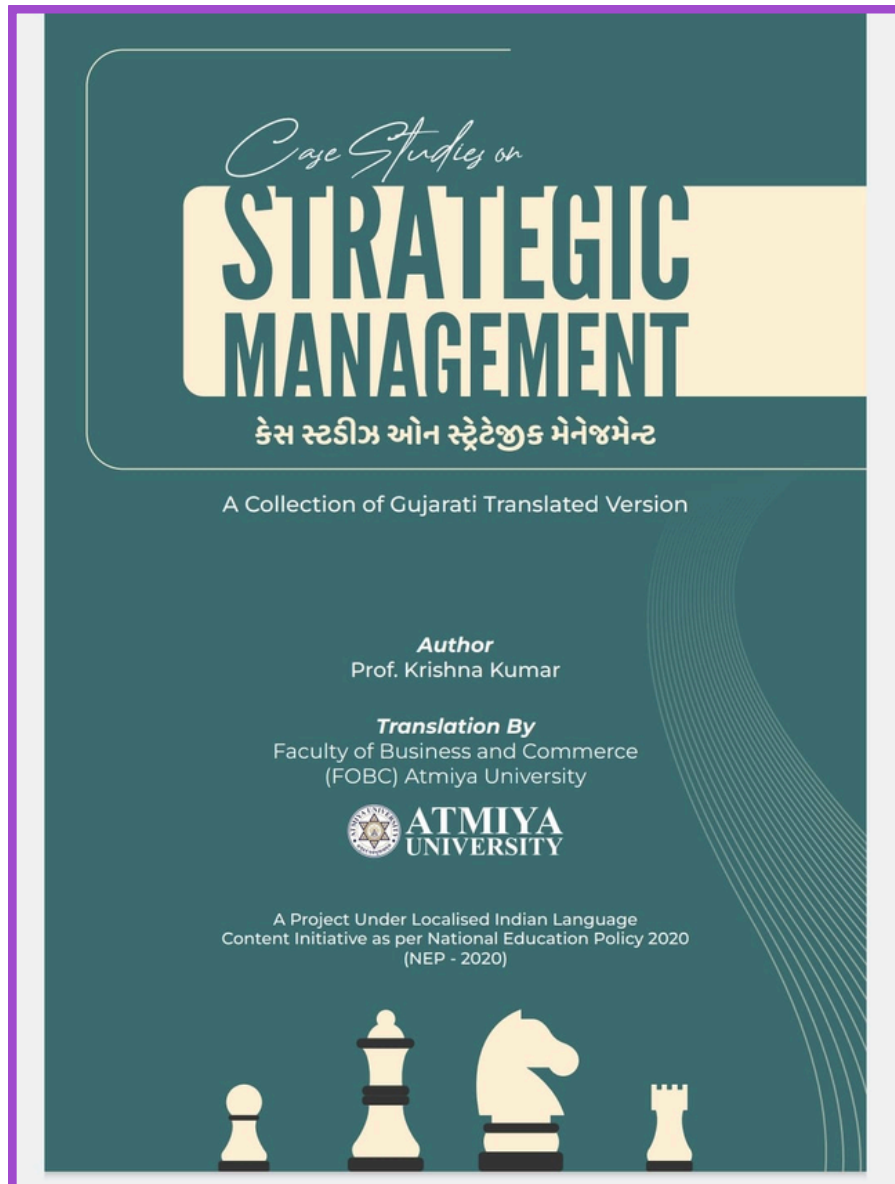
The Department of Management, Faculty of Business and Commerce, organized a Faculty Development Program (FDP) on "Effective Delivery of Business and Management Education" on 20th April 2024. The program aimed to enhance teaching methodologies for faculty members, with a focus on improving student engagement and learning outcomes. Experts shared insights on innovative pedagogical approaches, case studies, and integrating technology in teaching. The participants found the sessions highly valuable, contributing to their professional growth and improving the quality of business education.







The Department of Management, Faculty of Business and Commerce, has undertaken the translation of the book titled "Case Studies on Strategic Management" into Gujarati. Authored by Professor Krishna Kumar, this initiative aims to enhance accessibility to key concepts and insights in strategic management for Gujarati-speaking students and professionals. By translating this important work, the department learned to bridge language barriers and could promote a deeper understanding of strategic management practices within the local academic community. This effort reflected the department's commitment to foster inclusive education and supporting the development of future leaders in management who are well-versed in contemporary strategic approaches.





## MEMORANDUM OF UNDERSTANDING

We announced the official partnership between Atmiya University and Gujarat Institute of Development Research on May 17th, 2024. Led by Dr. Shiv Tripathi, Vice Chancellor of Atmiya University, and Dr. Nisha Pandey, Director of Gujarat Institute of Development Research, this collaboration will focus on academic, research, and outreach initiatives. Together, we aim to foster innovation and create a lasting impact on education and community development. Exciting times ahead!



## WESTERN EDUCATION SUMMIT

Mr. Bhavin A. Patel is pleased to announce his participation in the 2-day Western Education Summit on Commerce & Accountancy 2024, held at ICAI Bhawan, BKC, Mumbai, on May 24th and 25th, 2024. This summit promised to be a platform for insightful discussions, networking, and learning from industry leaders in the field of commerce and accountancy. Mr. Patel focused on gaining new perspectives and sharing knowledge with fellow professionals during this enriching event.



## DR. VISHAL KHASGIWALA

Dr. Vishal Khasgiwala was honored with the prestigious National Builder's Award by Rotary International (Rotary Club of Rajkot Prime) on September 4th, 2024. This recognition was bestowed upon him for his extraordinary dedication and exemplary commitment to the field of education, acknowledging his significant contributions toward shaping the future of students and the academic community. His work continues to inspire many in the field of education.



## DR. DARSHNA VITHLANI

Dr. Darshna Vithlani, a faculty member of the Department of Management within the Faculty of Business and Commerce, participated as a resource person and guest speaker in several key events, including "Viksit Gujarat – Powering a Prosperous India," a session on Negotiation Skills for Professionals, and CII's Sensitizing Session on ESG. Her expert insights contributed significantly to discussions on sustainable development and the essential skills needed for professionals in today's evolving landscape.





## DR. AMIT RAJDEV

Dr. Amit Rajdev delivered an expert talk on Monetary Policy at St. Paul School on 22nd August 2024 for 12th-grade students. He explained how central banks control inflation, manage interest rates, and stabilize the economy. Using real-life examples, Dr. Rajdev made the topic easy to understand. The session was interactive, with students asking questions and engaging in discussions.



## MS. ISHA TRIVEDI

Ms. Isha Trivedi delivered an expert talk on "Pathway to Become a Successful Entrepreneur - A Business Bazigar" at RK University on 12th July 2024. She shared key tips on career growth, including learning, networking, and time management, providing students with valuable guidance for their future. The session was interactive, allowing students to engage and ask questions.



## CA BHAVIN PATEL

It is with delight that Mr. Bhavin Patel announce the receipt of his membership number from The Institute of Chartered Accountants of India (ICAI), and He is now officially recognized as an Associate Chartered Accountant. His name has been entered in the Register of Members as of 9th August 2024, and he now proudly holds the title CA Bhavin A. Patel. Now with this title the exciting chapter of his professional journey begins.



## DR. CHIRAG ERDA

On September 1st, 2024, Dr. Chirag Erda conducted an insightful expert session on personality development, focusing on the inspiring thoughts of Swami Vivekananda. The session explored Vivekananda's teachings on self-confidence, resilience, and the importance of a positive mindset in shaping one's personality. Participants engaged in meaningful discussions, gaining valuable insights that can be applied to their personal and professional lives. The session was a wonderful opportunity for attendees to reflect on their growth and potential.





# TEACHING PEDAGOGIES



The Department of Management, Faculty of Business and Commerce, announced the organization of a Faculty Development Programme (FDP) focused on Teaching Pedagogies, scheduled from June 18th to June 24th, 2024. This program aimed to enhance teaching methodologies and equip educators with innovative strategies to improve student engagement and learning outcomes. We encouraged all faculty members to participate and take advantage of this opportunity for professional growth and collaboration.





## → FDP : CONCEPTS TO PRACTICE

The C2P Team of Atmiya University, Rajkot, organized a six-day Faculty Development Program (FDP) on the "Concept to Practice" course, based on the experiential learning model. The program was inaugurated by Dr. D. D. Vyas, Registrar of Atmiya University, on July 31st, 2024, aiming to enhance faculty skills in applying theory to practice for improved student learning.



## RESEARCH GUIDANCE ←

Mr. Jeet Mandhani from the Faculty of Management Department mentored three students—Sahil Dave, Dev Desai, and Nishant Bhatt—in preparing for an international conference where they presented research papers on different topics. Sahil focused on artificial intelligence based on voice assistants, Dev explored green products, and Nishant investigated the impact of the Unified Payments Interface (UPI). Under Mr. Mandhani's guidance, the students honed their research and presentation skills, showcasing their innovative ideas on an international platform.





# → ENVIRONMENTAL, SOCIAL, GOVERNANCE (ESG) IN ASSOCIATION WITH ICSI

On August 31st, 2024, the Department of Management within the Faculty of Business and Commerce organized a seminar on Environmental, Social, and Governance (ESG) practices. This event brought together industry experts, faculty members, and students to explore the critical role of ESG in sustainable business operations. Participants engaged in thought-provoking discussions on the impact of corporate responsibility, ethical decision-making, and environmental stewardship. By promoting awareness and understanding of ESG principles, the seminar aimed to equip attendees with the knowledge to drive positive change in their future careers and contribute to a more sustainable world.



## Song of the Storm

The lights flickered, curtains swayed  
A knock on the door  
Sky darkening, empty arcade  
Stretch the sheet next to you  
For the sky is dark not blue  
There won't be little drops  
Or any frogs that would hop  
Close the windows, stay inside  
Light the fire, cook beside  
Winds aren't soft anymore  
A thunderstorm awaits  
Waves are rough ashore  
Drop your hopes, shut the minds  
A mist envelopes, grey sight it reminds  
Silence is deafening, you must hear  
How the song of storm  
Breaks every expectations  
Each time it arrives.

Ms. Neha Rawal  
Department of Management  
FoBC





# INDUSTRIAL VISIT



## → BALAJI WAFFERS, KELVIN PIPES, EMCER TILES

The Department of Management, Faculty of Business and Commerce, arranged three distinct industrial visits for students on different dates, providing them with valuable insights into real-world business operations. The visits included Balaji Wafers, Kelvin Pipes, and Emcer Tiles, allowing students to explore diverse industries and understand their workings. The main coordinators for these enriching experiences were Ms. Pankti Pandey and Ms. Neha Rawal, who played a pivotal role in organizing and facilitating these visits, enhancing the students' learning experience beyond the classroom.







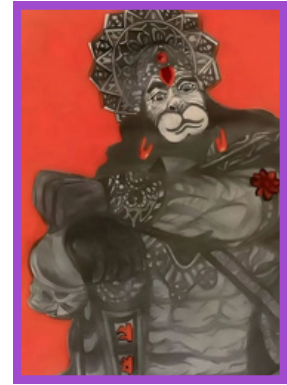
# **STUDENT'S CREATIVE CORNER**



Ghodasara Leshni  
BBA - 5



Lakhani Mansi  
MBA - 3



Sarvaiya Anand  
MBA - 1



Jogi Veer  
IMBA - 1



Shirin Ansari  
MBA - 1



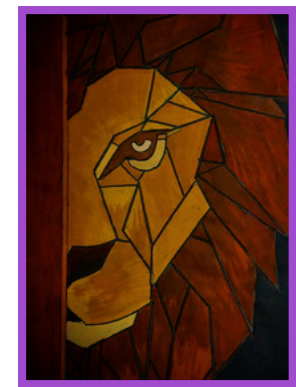
Sadikot Arwa  
IMBA - 1



Janvi Patadiya  
MBA - 3

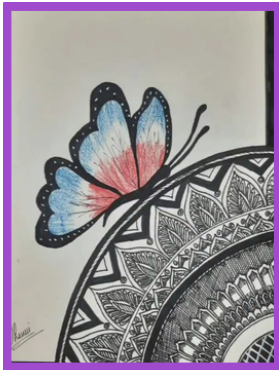


Yashmi  
BBA - 3



Gangajaliya Aastha  
BBA- 1

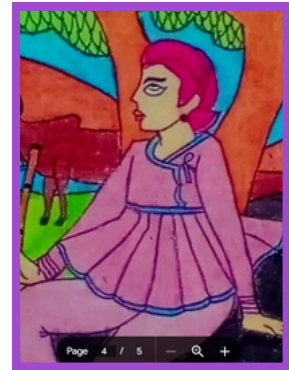




Zala Dhanvi  
BBA - 1



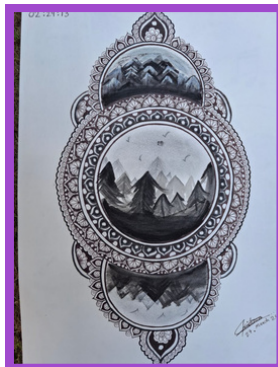
Patel Hely  
MBA - 1



Sagpariya Trupti  
MBA - 1



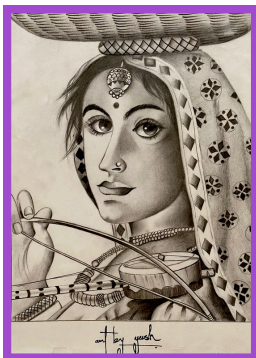
Gajera Riva  
BBA - 1



Chotaliya Krishna  
BBA - 1



Chaniyara Manali  
BBA - 1



Jadvani Yash  
BBA - 5



Vijay Dube  
MBA - 1



Poorvi Davadra  
MBA - 1



Nidhi Priti  
IMBA - 3



Jiya Kakkad  
BBA - 3



Kundaliya Shivam  
BBA - 3



Chauhan Dharmik  
EFB - 1



Ramani Meet  
EFB - 1



Ranpara Vrajesh  
EFB - 1



Jadeja Divyarajsinh  
BBA - 5



Kotak Bhoomi  
BBA - 1



Vyas Aditi  
MBA - 1



## “ મમત્વનું મહાતીર્થ : માં ”

મનુષ્યોમાં દેવ અને દાનવ બંને રહે છે. દેવતાની પ્રાણ પ્રતિષ્ઠા અને દાનવનો નાશ કરવા માટે સતત ચાલતો સંઘર્ષ એટલે જ માનવ જીવન. માનવજીવનનાં હિતકર માટેનું કોઈ પાયારૂપ અને આધારભૂત તત્ત્વ હોય તો તે છે, 'મા'. મહાન વિચારક ખલિલ જિબ્રાન સાચું જ કહે છે કે માનવ જાતિના હોઠ પરનો સૌથી સુંદર શબ્દ છે 'મા', અને સૌથી સુંદર જો કોઈ સાદ હોય તો તે સાદ છે, 'મારી મા' એ એક જ એવો શબ્દ છે જે આશા અને પ્રેમથી ભરેલો છે. એક મધુર અને માયાળુ શબ્દ જે હૃદયના ઉડાણમાથી આવે છે. મા સઘળું, શોકમા તે આપણું આશ્વાસન છે, દુઃખમાં તે આપણી આશા છે.

દુર્બળતામાં તે આપણી શક્તિ છે. તે પ્રેમ, કરુણા, સહાનુભૂતિ અને સહનશીલતાનો અગાધ ઝરો છે. કવિશ્રી ન્હાનાલાલે તો ખૂબ સરસ વાત કરી છે કે 'વર્તમાનના તીરે ઉભી, ભવિષ્ય રચતી, મનવન્તરો સાંકળતી માતાઓ તો છે. સૃષ્ટિ વિકાસની સહાયક મહાદેવીઓ.' ખરીવાત છે ને ? માનવી પૃથ્વી ઉપર અવતરણ પામે ત્યારે અને તે પહેલા પાણ તેની સૌથી નજીક જો કોઈ હોય તો તે છે મા. જન્મ પહેલાના નવ માસ પહેલેથી જ બાળક માતા સાથે નાળ સંબંધથી જોડાયેલું હોય છે. એમ કહેવાય છે કે માનવીએ જ્યારે ઈશ્વરને પૃથ્વી ઉપર અવતરવા માટેની પ્રાર્થના કરી ત્યારે ઈશ્વરે મા મોકલી આપી. શિયાળાની ઠંડી, ઉનાળાનો ધોમ ધખતો તાપ અને ચોમાસાના વરસતા વરસાને સહન કરીને પોતાના સંતાનો માટે જાત ઘસી નાખનારી માતાનું ઋણ તો સાત ભવમાં પણ ચૂકવી શકાય તેમ નથી. 'માતા' એ માત્ર શબ્દ નથી પરંતુ શબ્દતીર્થ છે. એ તીર્થમા જે મન મુકી સ્નાન કરે તેનું જીવન ધન્ય બની જાય.

આપણા ભારત દેશના ભવ્ય ભૂતકાળ તરફ દૃષ્ટિ કરીએ તો ખ્યાલ આવે કે, કેવી મહાન માતાઓ એ જ આ દેશને મહાન વિભુતીઓ આપી છે. જેમકે શિવાજી, ધ્રુવ, ગાંધી, મહારાણા પ્રતાપ વગેરે. આપણે 'માતા' વગર એક પણ ઘડી ન રહી શકીએ. જ્યારે પિતાનું સ્થાન ગૌરવ પૂરતું જ મોટું છે પરંતુ માતાનું સ્થાન તેના સંતાનો પરત્વેના પ્રેમ, સેવાભાવથી અજોડ છે.

આથી કોઈ કે કહ્યું છે કે.. “ ગોળ વિના સુનો કંસાર, મા વિના સુનો સંસાર.” અને “ મા તે મા બીજા વગડાના વા.”

Herik Khant

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# PLACEMENT

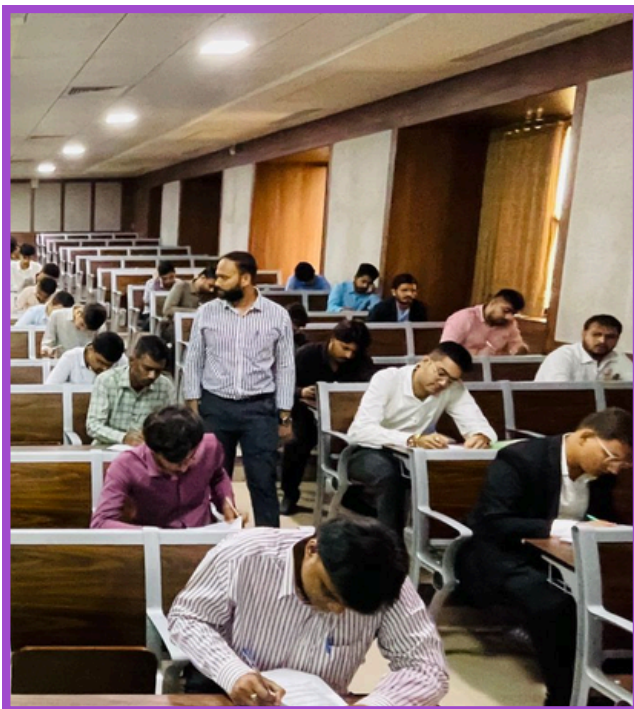




## → PLACEMENT - RELIANCE INDUSTRY



For the first time, Reliance Industries conducted direct placement interviews at Atmiya University, providing students with a unique opportunity to connect with one of India's leading companies. This initiative marked a significant milestone for the university, showcasing its commitment to facilitating career opportunities for students. The event allowed students to engage with industry professionals, gain insights into the recruitment process, and explore potential career paths within Reliance, further enhancing their employability in a competitive job market.








# **STUDENT'S TESTIMONIALS**



## STUDENT'S TESTIMONIAL




"Atmiya University has played a pivotal role in shaping my academic journey, instilling a deep sense of pride in my identity as a student. With its strong focus on student well-being and a faculty renowned for their dedication, the university emphasizes holistic development. The faculty members are not just educators but also mentors, offering their expertise to guide students toward success."

Vadher Karansinh -BBA

"Atmiya University is known for its academic excellence and holistic education, offering diverse programs to upskill students. Its dedicated faculty creates a vibrant learning environment, preparing students for a bright and successful future."

Baldha Harikrishna -BBA (EFB)




"Choosing Atmiya University has been one of my best decisions. Its academic excellence and supportive environment have enriched my learning experience. The engaging curriculum and industry exposure have given me the skills and confidence to pursue my goals. I'm thankful for the growth opportunities it has provided."

Hinal Dodiya-IMBA

"Atmiya University equipped me for success by fostering critical thinking and adaptability. The lessons I gained from its dedicated faculty will stay with me, shaping who I am today. It has been a transformative experience that I will always cherish."

Nikhil Dattani -MBA



"At Atmiya University, I gained exceptional research mentorship through seminars, workshops, and a comprehensive digital library, all of which prepared me for my doctoral journey. I am deeply grateful to the university and its dedicated faculty and mentors for their constant support."

Sweta Savaliya-Research Scholar



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