



# ATMIYA UNIVERSITY

FACULTY OF BUSINESS & COMMERCE  
DEPARTMENT OF MANAGEMENT

VOL.10 OCT-APR, 2025



# FLAMINGO



## LEARNING BETTER, GROWING STRONGER

PROGRAMMES OFFERED

BBA | BBA (HONORS) | 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**





# INDEX

Sr. No	Content	Page No.
1	<b>Academic Activities</b>	<b>5</b>
	Charts Bolte Hai- Students Workshop	6
	Techno-Funda Master Class Workshop	6
	An Exhibition of SDG Goals	7
	Students Induction Programme- UG	7
	Excel Workshop	8
	Student Orientation Programme – PG	8
	Expert Session- South African Market	9
	Mock Interviews	9
	Student Development Programme	10
	Parents Teacher Meeting	10
	Expert Talk on Strategic Cost Management	11
	Concept to Practice Team- Appreciation	11
	Academic Tour at Deakin University	12
	Academic Tour at Bisag- N	12
	MBA Entrance Test	13
2	<b>Students Achievements</b>	<b>14</b>
3	<b>Academic Excellence</b>	<b>17</b>
4	<b>Co-Curricular Activities</b>	<b>19</b>
	Book Talk, Alumni of FoBC	20
	Social Visits	20
	UJAAS: Diwali Celebration of FoBC	21
	National Youth Day Celebration	21
	Sports Week 2025- UTSAAH	22
	IPL Auction Strategy Game Session	22
5	<b>Innoventure's Club</b>	<b>23</b>
	Talk on: Connecting Dots with Future Entrepreneurs	24
	Analysis of Shark Tank Episodes	24
	Entrepreneurial Development Program (EDP)	25
6	<b>FDP &amp; Faculty Achievements</b>	<b>26</b>
	FDP- Start Up and entrepreneurship	27
	Faculty Achievements	27
	<ul style="list-style-type: none"><li>• Expert Sessions Delivered</li><li>• Event Participation</li><li>• PHD Awardees</li><li>• GSET Qualifiers</li><li>• Copy Right and Case Study Publication</li><li>• NISM Certification</li></ul>	27-31
7	<b>Industrial Visits</b>	<b>32</b>
	<ul style="list-style-type: none"><li>• Adani Port</li><li>• Kelvin Pipes</li><li>• Balaji Wafers</li></ul>	32
8	<b>Practicum Pursuits</b>	<b>35</b>
9	<b>Creative Corner</b>	<b>37</b>
10	<b>Placements</b>	<b>40</b>
11	<b>Student Testimonials</b>	<b>44</b>





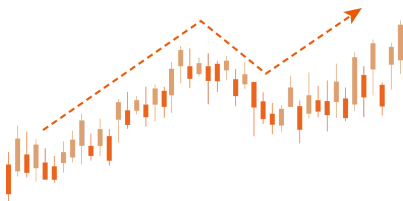
# ACADEMIC ACTIVITIES







Charts Bolte Hai was held on 1st October 2024 in the Seminar Hall. The session was conducted by Dr. Jitendra Manglani, SEBI SMART Trainer and Vice Principal of Modi School. Post Graduate students from the Management Department attended the workshop. The event provided practical insights into chart-based market analysis and trading strategies.



A STUDENT WORKSHOP ON ‘TECHNO – FUNDA MASTER CLASS : UNLOCKING THE SECRETS OF STOCK SELECTION



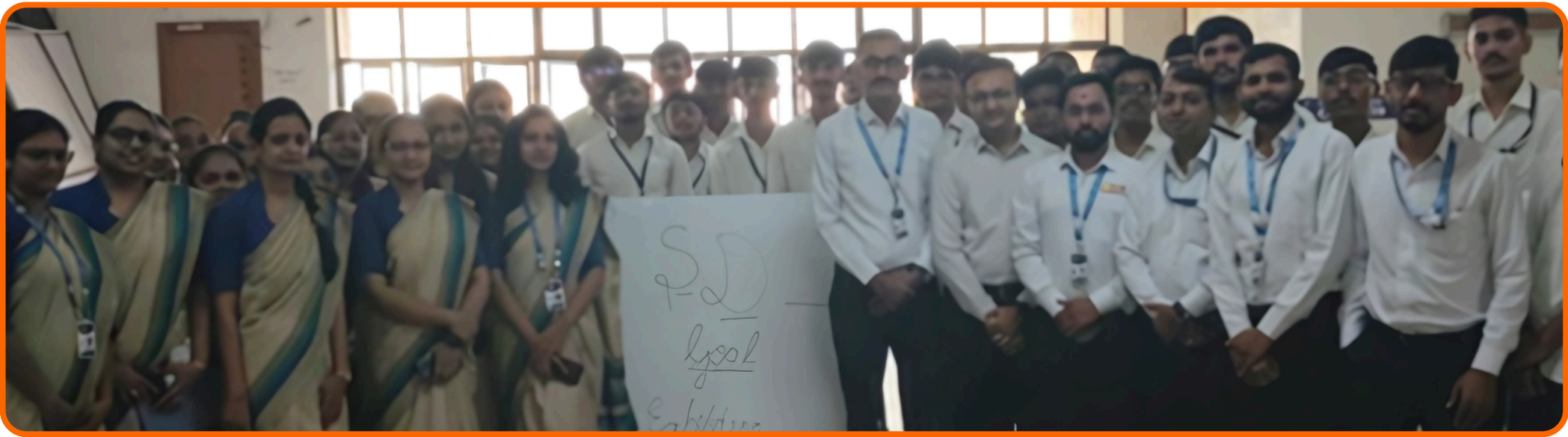
Atmiya University hosted a student workshop titled Techno–Funda Masterclass: Unlocking the Secrets of Stock Selection on 5th October 2024, attracting University IMBA, MBA students, and also attendees from various institutions. Esteemed experts Mr. Rajesh Palviya from Axis Securities and Mr. Prathamesh Sawant from Mirae Asset Capital shared insights on technical and fundamental analysis.







On 22nd October 2024, an exhibition on SDG goals was organized for Sem – I, BBA students in the campus of university. The event was coordinated by Ms. Isha Trivedi. Each display highlights one of the 17 goals, from quality education to climate action. Through models, posters, and interactive presentations, students demonstrate their understanding and commitment to global development.



STUDENT INDUCTION PROGRAMME - UG



On 16th December 2024, Atmiya University's Department of Management organized a Student Induction Programme (SIP) for BBA, BBA (EFB), and IMBA students from Semesters II, IV, and VI. The program, coordinated by Dr. Vishal Khasgiwala, Dr. Amit Rajdev, and Ms. Pankti Pandya, featured sessions by program coordinators on academic expectations and semester planning.







Atmiya University organized an Excel Workshop titled "Upgrading Your Career with Excel: Skills, Certification & Beyond" in two batches to strengthen students' data analysis and productivity skills. Batch-I was conducted from 23rd and 24th December 2024, and Batch-II from 1st to 3rd January 2025. Led by Mr. Nikunj Palaniya, the sessions focused on advanced Excel tools like PivotTables, formulas, and automation techniques.



STUDENT ORIENTATION PROGRAMME- PG



Atmiya University successfully organized the Orientation Program for MBA students. The event was held on 20th January 2025, welcoming the new batch with enthusiasm and guidance. Students were introduced to the university's values, academic structure, and professional expectations. The program aimed to instill confidence and readiness for their transformative journey ahead.







On 23rd January 2025, an expert session was conducted by Prof. Ankit Katrodia on "Consumer Shopping and Buying Behavior: Evidence from the South African Retail Market." The session explored key factors influencing consumer choices, including cultural dynamics, urbanization, and the rise of e-commerce. It provided insights into market segments, preferences, and strategies for retailers in South Africa’s evolving retail landscape. The session offered valuable global perspectives for students studying consumer behavior and marketing.



MOCK INTERVIEWS OF STUDENTS

On 23rd and 24th January 2025, the Training & Placement Cell organized an event involving students from IMBA-VI and MBA-II. This annual initiative by FoBC aims to enhance students' capacities through real-time interaction with industry representatives and to generate SIP opportunities. Students were divided into teams and scheduled to engage with various companies in different time slots. The Dean of FoBC, DoM Placement Coordinator, and Central TPO also interacted with the companies to discuss future recruitment requirements.





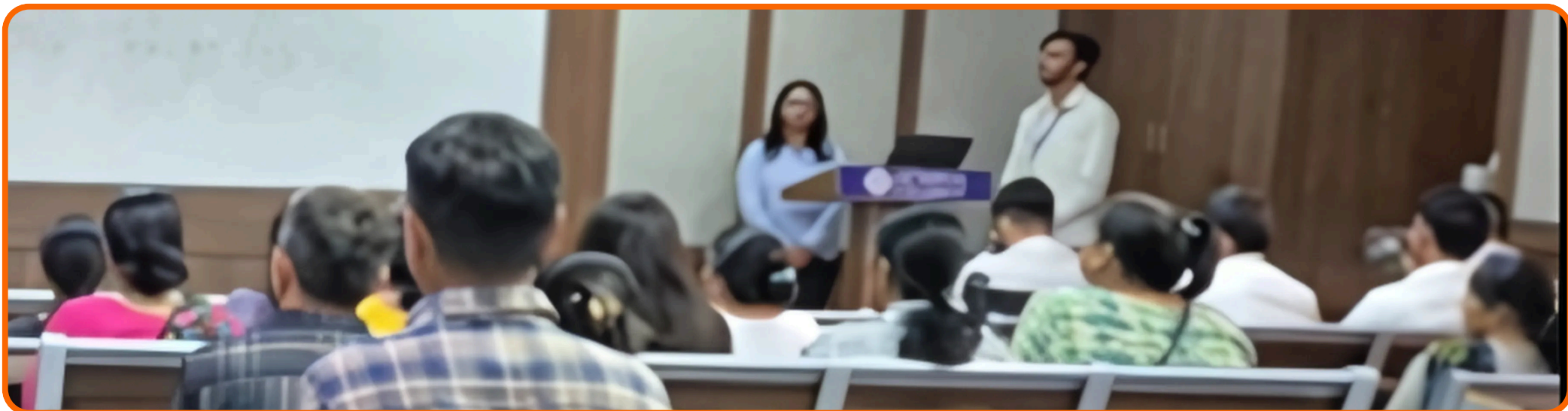


A Student Development Program titled "Hands-on Experience in Export-Import" was organized from 17th to 21st February 2025. The session was facilitated by expert trainers Mr. Ketan Patel and Mr. Vimal Patel. The program aimed to equip students with practical knowledge of international trade. Participants engaged in real-time simulations and gained insights into export-import procedures and documentation. This initiative provided valuable industry-oriented learning for aspiring professionals.



### PARENTS - TEACHERS MEETING

On 25th February 2025, a parent-teacher meeting was conducted in the presence of the Dean, Mr. Vishal Khasgiwala and HoD, Dr. Amit Rajdev to foster a collaborative environment focused on student development. The meeting aimed to enhance the educational experience by addressing concerns and encouraging suggestions from parents. This interaction led to improved communication between parents and teachers. It also resulted in a clearer understanding of student needs and the formulation of strategies to support their academic success.







An expert session was conducted on 28th February 2025 for MBA Semester-II students on the subject of Strategic Cost Management, led by Practicing CA Bhavesh Gondhiya. Held in two slots, the session included a prayer, speaker introduction, subject discussion, and question & answer.



### C TO P TEAM APPRECIATION AT CENTRAL LEVEL

On 29<sup>th</sup> March 2025, C to P Viva was arranged and main team members, CA Bhavin Patel and Ms. Anjali Gohel from department appreciated for their commendable contribution to academic execution. Their efforts in integrating practical exposure with theoretical learning have significantly enhanced student engagement and skill development.





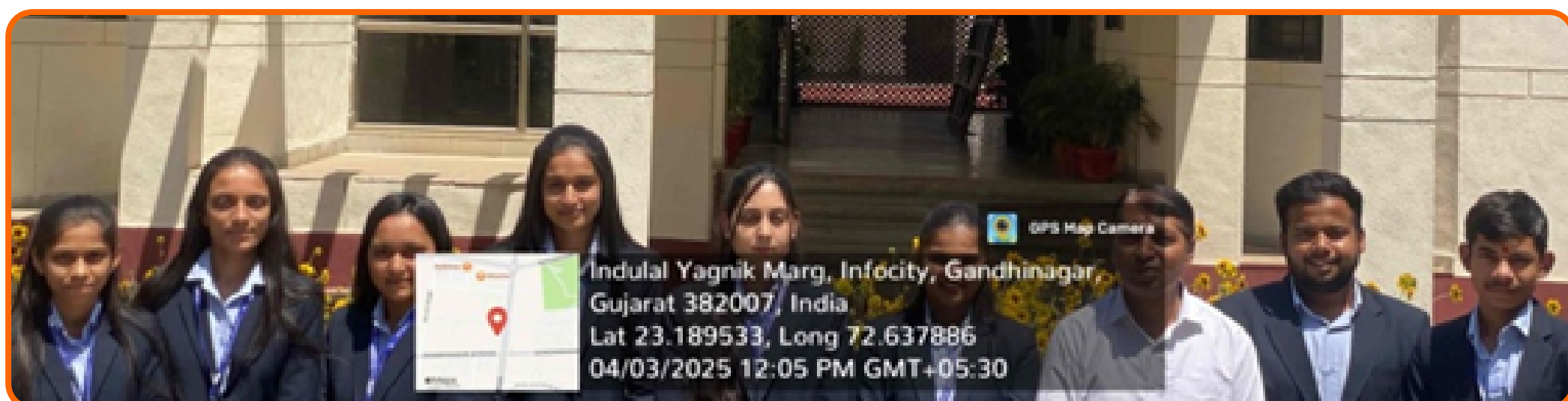


On 2nd April 2025, the Department of Management, Atmiya University completed an academic tour to Deakin University at GIFT City Gandhinagar. The Dean Dr. Vishal Khasgiwala and HoD Dr. Amit Rajdev extended their support along with Mr. Jeet Madhani, Mr. Kaushal Borisagar, and Ms. Hiral Chauhan for the arrangements. MBA Semester-II students benefited from this insightful tour.



## ACADEMIC TOUR AT BISAG- N

On 2nd April 2025, MBA students of Atmiya University visited BISAG-N, Gandhinagar for academic exposure. They learned about GIS, remote sensing, and digital governance applications. The visit included presentations, facility tours, and interactive sessions with experts. It enhanced their understanding of technology integration in management and public services.





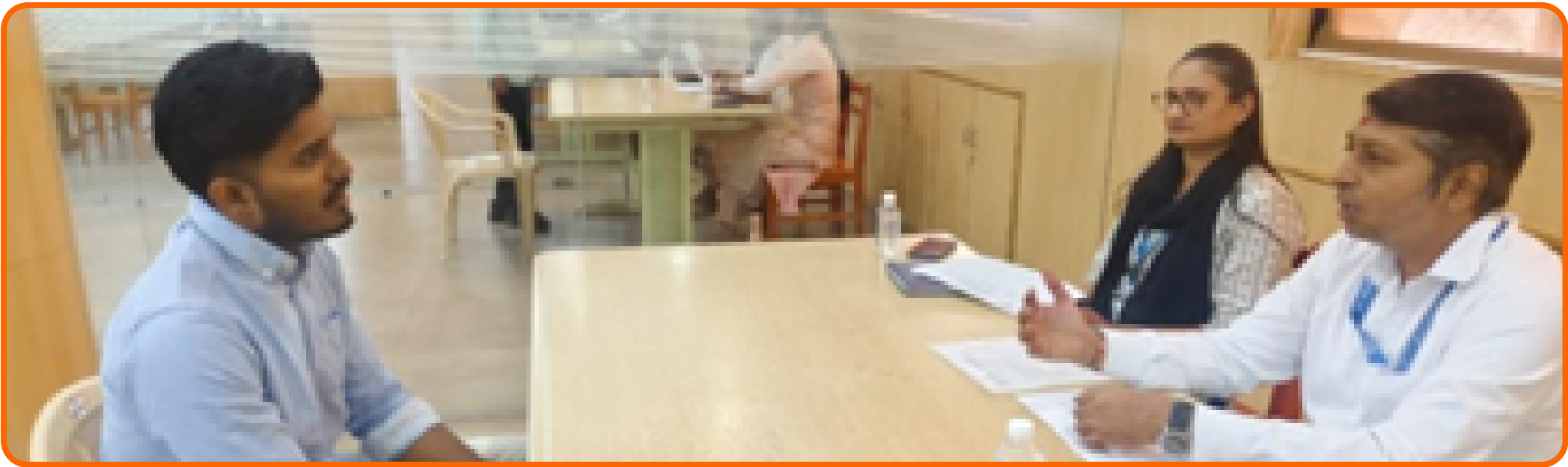


On 8th April, 2025 an expert talk was conducted on "Investor's Eye: Crafting a Business Plan That Gets Funded." The session was led by Mr. Kaushal Borisagar, who shared valuable insights on what investors look for in a business plan. Students gained practical tips on presenting ideas effectively to secure funding. It was an engaging and insightful experience for all aspiring entrepreneurs.



MBA ENTRANCE EXAM

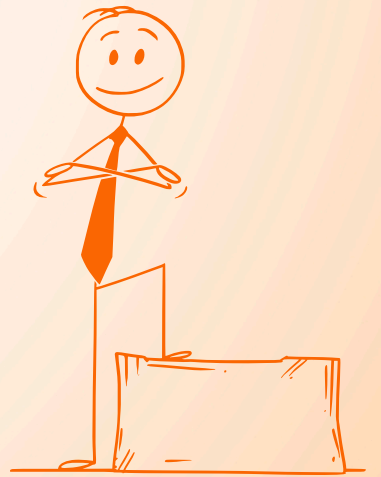
MBA Entrance Exam and personal interview Phase-I were held on 28th April 2025 at Atmiya University. Candidates were evaluated through a written test and personal interaction. The process aimed to select suitable aspirants for the MBA program. The event saw enthusiastic participation from prospective students.







# STUDENTS ACHIEVEMENTS





## BOOK PUBLICATION

Our alumnus of BBA - Atmiya University Manav Dave, published his book on an international platform, marking a proud moment for the university. His achievement highlights the global potential of Atmiya students and reflects the strong academic foundation provided.



## PARTICIPATION: KIRLOSKAR VASUNDHARA GREEN INITIATIVES AT PUNE

It was a proud moment for Atmiya University as Janvi Patadiya of MBA Sem IV, along with a fellow student from other department, represented the university at the National Level Super Final Contest on Sustainable Campus Initiatives, organized by Kirloskar Vasundhara Green Initiatives at Kirloskar Headquarters, Pune. Among 150 institutes across the nation, Atmiya University secured 2nd position, marking a significant achievement—congratulations to Janvi and the entire Management Department team



## BEST RESEARCH PAPER AWARD

Our MBA Sem IV students, Gunjan Rathod and Krishna Dhrangdhriya, have won the Best Research Paper Award at Changing Paradigms in Management–2025 organised by Sardar Vallabhabhai Global University. They were guided by Dr. Devanshi Dave and Dr. Amit Rajdev for this international conference held at SVGU. Their paper focused on the impact of influencers’ transparency on renewable energy investment by young investors..

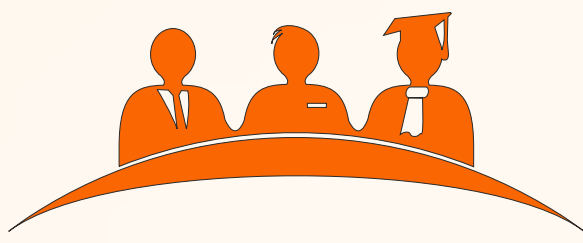


## MICROSOFT OFFICE SPECIALIST: EXCEL ASSOCIATE

Student from IMBA Sem-IV Rudresh Joshi has successfully completed the course Microsoft Excel for Business Analytics training. He is the first FoBC student to benefit from the Certified Authorized Test Center at Atmiya University. Rudresh cleared the certification with an impressive score. He is now a certified Microsoft Office Specialist from Excel Associate







# ACADEMIC EXCELLENCE





Bachelor of Business Administration Semester -I							
Examination : Winter - 2024							
Sr.No	Enr. No.	Gender	Name of the Candidate	Total Marks	Obtain Marks	Per. %	SGPA
1	240301166	M	Tanvir Zakirhussain Hothi	600	548	91.33	9.85
2	240301060	F	Dhruvi Dhruv Buddhdev	600	545	90.83	9.65
3	240301080	F	Zainab Aliasgar Chhatariya	600	543	90.5	9.85
Bachelor of Business Administration Sem -III							
Examination : Winter - 2024							
Sr.No	Enr. No.	Gender	Name of the Candidate	Total Marks	Obtain Marks	Per. %	SGPA
1	230301253	F	Krupa Tusharbhai Pandya	650	614	94.46	9.95
2	230301200	M	Rohan Rajeshbhai Kotadiya	650	602	92.62	9.81
3	230301238	F	Bharmal Nakiya	650	600	92.31	9.86
Bachelor of Business Administration Sem -V							
Examination : Winter - 2024							
Sr.No	Enr. No.	Gender	Name of the Candidate	Total Marks	Obtain Marks	Per. %	SGPA
1	220301259	M	Karansinh Vanrajsinh Vadher	800	731	91.38	9.71
2	220301118	F	Jensi Mukeshbhai Kapuriya	800	718	89.75	9.79
3	220301024	M	Samani Bhavin	800	716	89.5	9.71
Bachelor of Business Administration (Entrepreneurship and Family Business) Sem -I							
Examination : Winter - 2024							
Sr.No	Enr.No.	Gender	Name of the Candidate	Total Marks	Obtain Marks	Per. %	SGPA
1	240303013	M	Mihir Bhaveshbhai Daxini	600	543	90.5	9.75
2	240303008	M	Dharmik Hiteshbhai Chauhan	600	539	89.83	9.65
3	240303038	M	Viraj Kalpeshbhai Patadia	600	515	85.83	9.25
Bachelor of Business Administration (Entrepreneurship and Family Business) Sem -III							
Examination : Winter - 2024							
Sr.No	Enr. No.	Gender	Name of the Candidate	Total Marks	Obtain Marks	Per. %	SGPA
1	230303031	M	Jay Rasikbhai Sojitra	650	565	86.92	9.23
2	230303026	M	Amit Jayeshbhai Ranpara	650	541	83.23	8.86
3	230303036	M	Umang Hasmukhabhai Talaviya	650	500	76.92	8.18
Bachelor of Business Administration (Entrepreneurship and Family Business) Sem -V							
Examination : Winter - 2024							
Sr.No	Enr. No.	Gender	Name of the Candidate	Total Marks	Obtain Marks	Per. %	SGPA
1	220303003	M	Sagar Kishorbhai Dang	700	610	87.14	9.2
2	220303015	M	Harshil Hasmukhbhai Korat	700	576	82.29	8.75
3	220303017	M	Raj Kamleshbhai Nonghanvadara	700	567	81	8.8

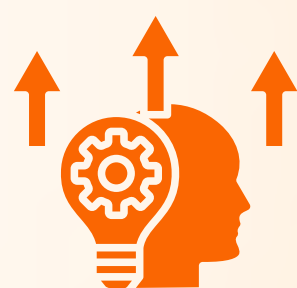


Integrated Master of Business Administration Sem -I							
Examination : Winter - 2024							
Sr.No	Enr. No.	Gender	Name of the Candidate	Total Marks	Obtain Marks	Per. %	SGPA
1	240341041	F	Arwa Sajjadhussain Sadikot	600	529	88.17	9.3
2	240341035	F	Tanisha Jaysukhbhai Pitroda	600	520	86.67	9.13
3	240341052	M	Tushar Vijeshbhai Viramgama	600	502	83.67	8.7
Integrated Master of Business Administration Sem -III							
Examination : Winter - 2024							
Sr.No	Enr. No.	Gender	Name of the Candidate	Total Marks	Obtain Marks	Per. %	SGPA
1	230341053	M	Prince Mansukhbhai Santoki	550	484	88	9.57
2	230341054	F	Diya Jitendrabhai Senghani	550	474	86.18	9.38
3	230341034	F	Nidhi Dineshbhai Luvar	550	472	85.82	9.19
Integrated Master of Business Administration Sem - V							
Examination : Winter - 2024							
Sr.No	Enr. No.	Gender	Name of the Candidate	Total Marks	Obtain Marks	Per. %	SGPA
1	220341003	M	Harsh Vajubhai Bhansaliya	600	545	90.83	9.8
2	220341017	F	Dhruvi Jitendrabhai Kalola	600	534	89	9.55
3	220341014	F	Tirtha Hirenbhai Joshi	600	503	83.83	8.8
Integrated Master of Business Administration Sem -VII							
Examination : Winter - 2024							
Sr.No	Enr. No.	Gender	Name of the Candidate	Total Marks	Obtain Marks	Per. %	SGPA
1	210341044	M	Mayank Vinod Pitroda	700	653	93.29	9.85
2	210341021	F	Dodia Hinal	700	643	91.86	10
3	210341032	F	Jinal Jigneshbhai Kotak	700	618	88.29	9.38
Master of Business Administration Sem -I							
Examination : Winter - 2024							
Sr.No	Enr. No.	Gender	Name of the Candidate	Total Marks	Obtain Marks	Per. %	SGPA
1	240321031	M	Vijaykumar Brijeshkumar Dube	600	552	92	9.83
2	240321147	M	Dhaval Jigneshbhai Zinzuvadiya	600	534	89	9.33
3	240321064	F	Anju Jagashibhai Malakiya	600	533	88.83	9.5
Master of Business Administration Sem -III							
Examination : Winter - 2024							
Sr.No	Enrollment No.	Gender	Name of the Candidate	Total Marks	Obtain Marks	Per. %	SGPA
1	230321089	F	Bharti Kanabhai Odedara	800	734	91.75	9.67
2	230321153	M	Maulik Rajendrakumar Vyas	800	731	91.38	9.67
3	230321083	F	Kajal Jesingbhai Mer	800	726	90.75	9.47





# CO-CURRICULAR ACTIVITIES







On 5th October 2024, a Book Talk was held on the inspiring book "Celestial Whispers" by Mr. Maanav Dave, a proud alumnus of Atmiya University - BBA. Mr. Dave shared insights into his writing journey and the themes behind his work. The session inspired students to embrace creativity and the art of storytelling. It was a memorable and motivating interaction with a successful alumnus.



SOCIAL VISITS

Department of Management organized two social visits to promote empathy and value-based learning. On 11th October 2024, students visited the Home for Mentally Deficient Children, fostering emotional intelligence. On 24th April 2025, a visit to Vishwanidam Gurukulam enhanced their understanding of traditional education and holistic living.





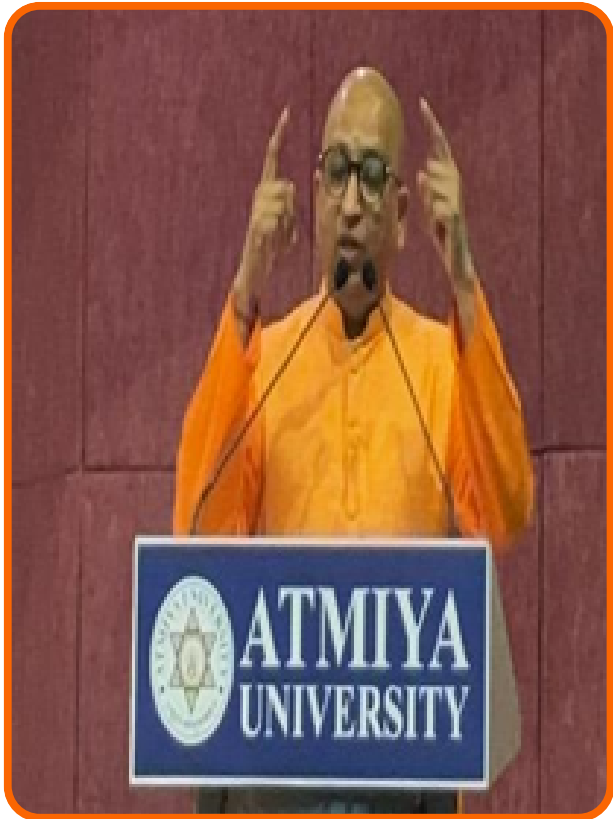


The Faculty of Business and Commerce (FoBC) celebrated UJAAS 2024, a Diwali get-together, on 24th October 2024. The celebration was held at Gir Gamthi. .The event aimed to foster unity, joy, and festive spirit among faculty members. It provided an excellent opportunity for informal interaction, bonding, and celebrating the festival of lights in a relaxed and cheerful atmosphere.



CELEBRATION OF NATIONAL YOUTH DAY

On 20th January 2025, Department of Management Atmiya University celebrated National Youth Day with a special session on the theme "Relevance of Swami Vivekananda's Message for Modern Youth." The session was graced by Swami Ganeshananda Maharaj, who delivered an inspiring talk emphasizing Swami Vivekananda's vision of youth as the driving force for national development.







Atmiya University celebrated UTSAAH – Sports Week from 17th to 22nd February 2025, with enthusiastic participation from both students and faculty members. A wide range of sports activities were organized, promoting teamwork, fitness, and healthy competition.



## IPL AUCTION STRATEGY

On 1st April 2025, the Institution Innovation Council and Centre for Entrepreneurial Development jointly organized an engaging session on "IPL Auction Strategy." The session was led by Mr. Kaushal Borisagar, who shared strategic insights into player selection, team budgeting, and auction dynamics, drawing parallels to real-world business and entrepreneurial decision-making.







# INNOVENTURES CLUB





On 16th January 2025, an expert talk titled "Connecting Dots for Future Entrepreneurs" was organized by the Innoventure's Club and Department of Management. Mr. Kaushal Borisagar shared practical insights on entrepreneurship and business strategies.



ANALYSIS OF SERIES OF SHARK TANK INDIA EPISODES

On 31st January 2025, an expert talk on "Series on Shark Tank India: Analysis of Episodes" was held by the Innoventure's Club and Department of Management. Led by Mr. Kaushal Borisagar, the session focused on real-world business strategies and pitching techniques seen on the show.







From 3rd to 17th March 2025, Atmiya University organized a 15-day Entrepreneurial Development Program (EDP) for BBA (EFB), BBA, and MBA students in collaboration with the Centre for Entrepreneurship Development (CED), Gujarat. The program included two sessions per day, focusing on entrepreneurial mindset, business planning, financial management, and government startup schemes. Students gained practical knowledge and real-world insights to tackle business challenges.







# FDP AND FACULTY ACHIEVEMENTS





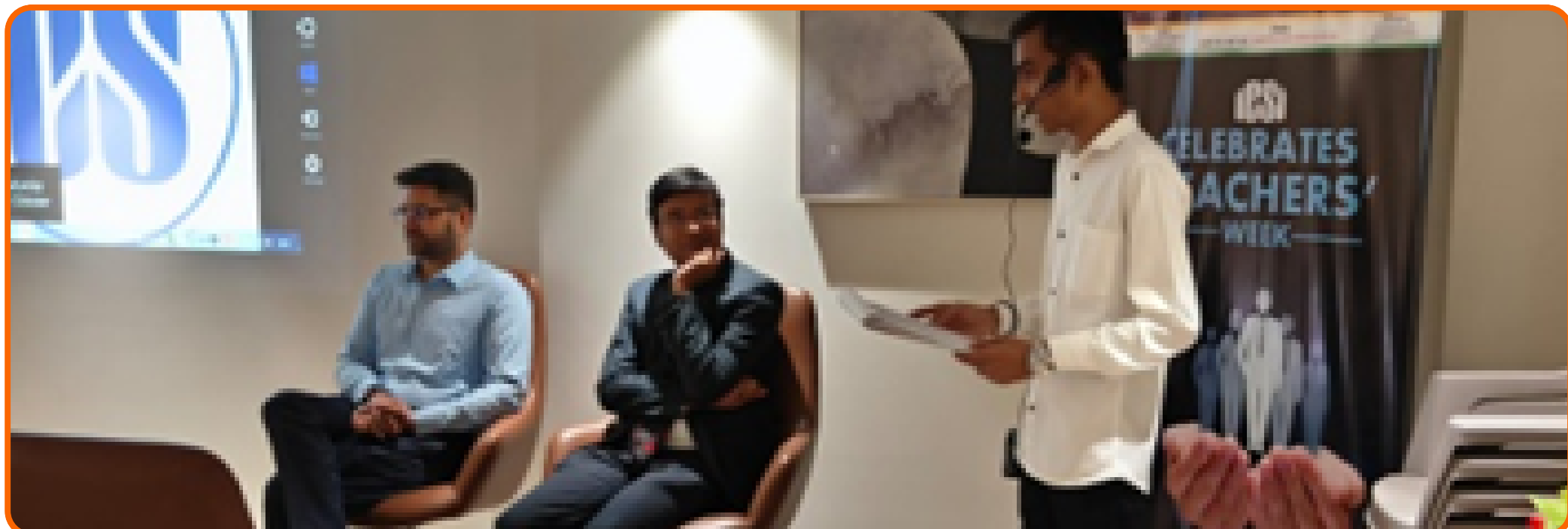
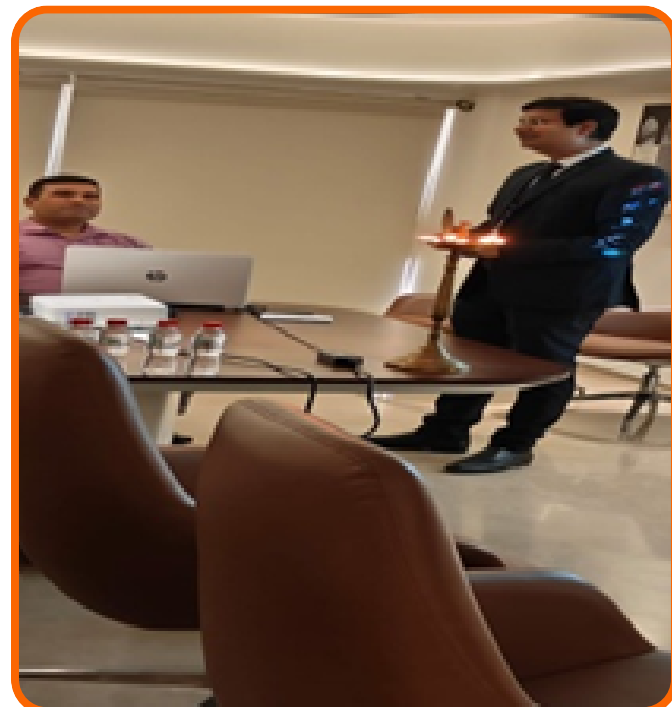


From 6th to 10th January 2025, Atmiya University organized a 5-day Faculty Development Program titled “Startup Sprint”. The sessions were led by Mr. Kaushal Borisagar, who guided participants through the journey from ideation to building a sustainable business model.



### HOW TO DEAL WITH 21ST CENTURY STUDENT - CA. BHAVIN PATEL

On 5th October 2024, as part of the MOU with The Institute of Company Secretaries of India (ICSI), CA. Bhavin Patel had the opportunity to conduct a session for teachers and principals from various schools in Rajkot. The session was organized during the Teachers' Conference by the ICSI Rajkot Chapter, where he served as the speaker, and Dr. Vishal Khasgiwala was the chief guest. The event was attended by over 50 teachers and school principals, offering valuable insights on modern teaching strategies and student engagement.



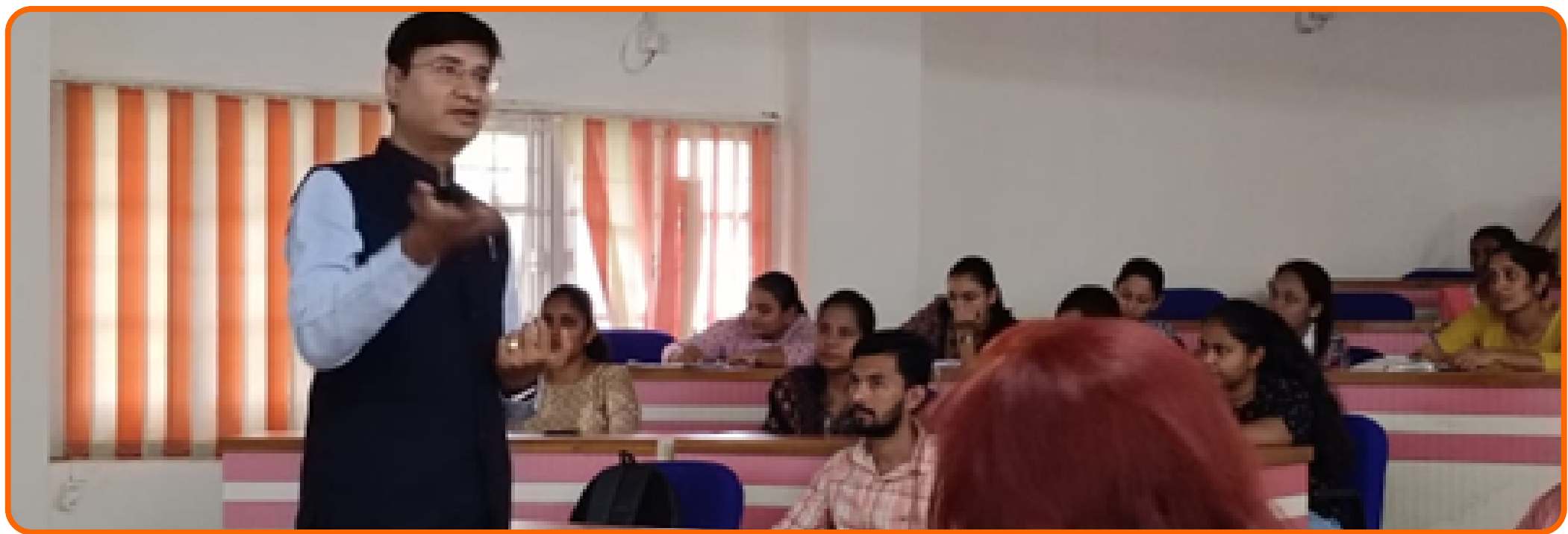




On 19th October 2024, the Department of Mathematics and Department of Management & Commerce at Hemchandracharya North Gujarat University (HNGU), Patan organized two insightful expert sessions for their PhD scholars' coursework.

Dr. Vishal Khasgiwala delivered a session on "How to Write a Case Study: A Powerful Tool of Education & Decision Making," focusing on the importance of case studies in both academic learning and real-world decision-making.

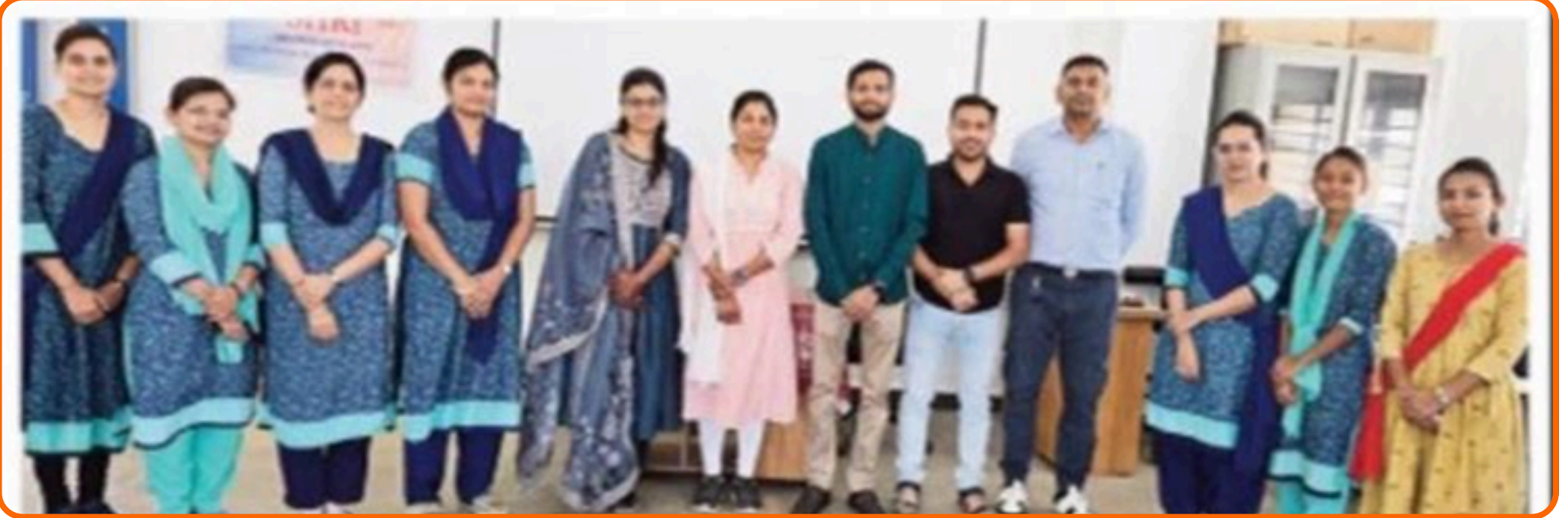
Dr. Amit Rajdev delivered a session on the "Use of Statistics and SPSS in Research," providing valuable guidance on statistical methods and the application of SPSS software in research work.







Ms. Pankti Pandya, a faculty member from the Department of Management at Atmiya University, served as a keynote speaker for a career guidance session at PM Shri Govt. Primary & Upper Primary English Medium School, Ghoghala – Diu, on 25th February 2025. Her engaging and insightful talk inspired students, providing valuable clarity on academic and career options. The session was well-received and praised for its motivational impact.



### MILLET COMPETITION DELHI - MS. NIRALI SHAH

On 25th October 2024, Ms. Nirali Shah participated in the Millet Competition held in Delhi. She was accompanied by two girls, Khushbu Sinojiya from IMBA and Bhoomi Kariya from MBA. Their team reached the Grand Finale, showcasing remarkable skills and determination. The event was a great achievement and a proud moment for all participants.







An event by Bharatiya Diksha Mandal was held from 15–17 November 2024, at SGT University, Haryana. It showcased national efforts toward a culturally rich and developed India. The event highlighted youth contributions to strengthening India’s research foundation. Dr. Kairvi Rathod & Ms. Kanchan Vadher represented Atmiya University with pride.



BEST READER AWARD - VASANT PANCHAMI: MS. ANJALI GOHEL

On 2nd February 2025, Atmiya University celebrated academic excellence by recognizing outstanding contributions within the university community. The Best Reader Award was presented to a distinguished faculty member Ms. Anjali Gohel , and students were honored for their exceptional achievements.



EXPERT SESSION AT SUNSHINE - MR. KAUSHAL BORISAGAR



On 11th February 2025, an expert session titled "Start it Up" was held at Sunshine College, conducted by Mr. Kaushal Borisagar, as the Entrepreneur Master Trainer. Students gained valuable insights into the entrepreneurial journey, learning key strategies for launching and managing a successful startup.





PHD AWARDEES



Dr. Jaygiri Goswami  
Gujarat University  
December 2024



Dr. Devanshi Dave  
Ganpat University  
February 2025

GSET QUALIFIERS



MS. PANKTI PANDYA  
DECEMBER-2024



MS. NIRALI SHAH  
DECEMBER-2024

CASE STUDY & COPYRIGHT: DR. VISHAL KHASGIWALA



**Poojara: Audacity of Ambition**

**Case** - Reference no. 824-0070-1

**Subject category:** Entrepreneurship

**Authors:** Vishal Khasgiwala (Faculty of Business & Commerce, Atmiya University); Hitesh Shukla (Smt. R. D Gardi Department of Business Management, Saurashtra University)

**Originally published in:** 2024

**Version:** 2-May-2024

**Length:** 18 pages

**Data source:** Field research

**Topics:** Entrepreneurship - business plans; Growth strategy; Retail management; Family business; Franchisee based model

**Tags:** UN Sustainable Development Goals (UN SDGs): Goal 4: Quality education



NISM CERTIFICATION: DR. AMIT RAJDEV



राष्ट्रीय प्रतिभूति बाजार संस्थान  
National Institute of Securities Markets  
प्रमाणपत्र Certificate

श्री / सुश्री Mr. / Ms. AMIT ASHOKBHAI RAJDEV

( पी.ए.एन. संख्या PAN Number : XXXXX8230X )

( पंजीकरण संख्या Registration Number : NISM-202400202522 )

( नामांकन क्रमांक Enrolment Number : 2510086458 )

मे "NISM-Series-XII: प्रतिभूति बाजार मूल - सिद्धांत (फाउंडेशन) प्रमाणीकरण परीक्षा" सफलतापूर्वक पूर्ण कर ली है।  
has successfully completed the "NISM-Series-XII: Securities Markets Foundation Certification Examination".







# INDUSTRIAL VISITS



The Department of Management, Faculty of Business and Commerce, organized three separate industrial visits on different dates, offering students practical exposure to real-world business environments. Ms. Pankti Pandya, Ms. Neha Rawal and Mr. Jeet Madhani efficiently coordinated these visits, playing a key role in ensuring smooth execution. These visits significantly enriched students' learning by bridging classroom theories with industry practices

During these visits, students had the opportunity to interact with industry professionals, observe operational processes, and gain insights into various business functions such as production, marketing, and human resource management. The hands-on experience not only enhanced their understanding of management concepts but also helped them develop critical thinking and problem-solving skills. Such initiatives contribute greatly to the holistic development of future business leaders by aligning academic learning with industry expectations.

**Balaji Waffers**



**Adani Port**



**Kelvin Pipes**

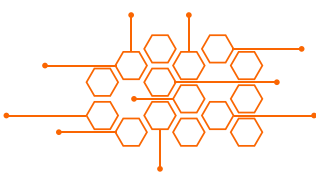






# PRACTICUM PURSUITS

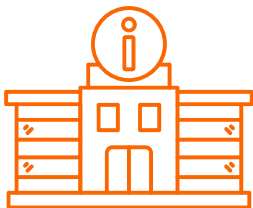




MOOT COURT



KRC (KNOWLEDGE RESOURCE CENTER)







# CREATIVE CORNER







KHUNT PRIYA ALPESHBHAI  
BBA



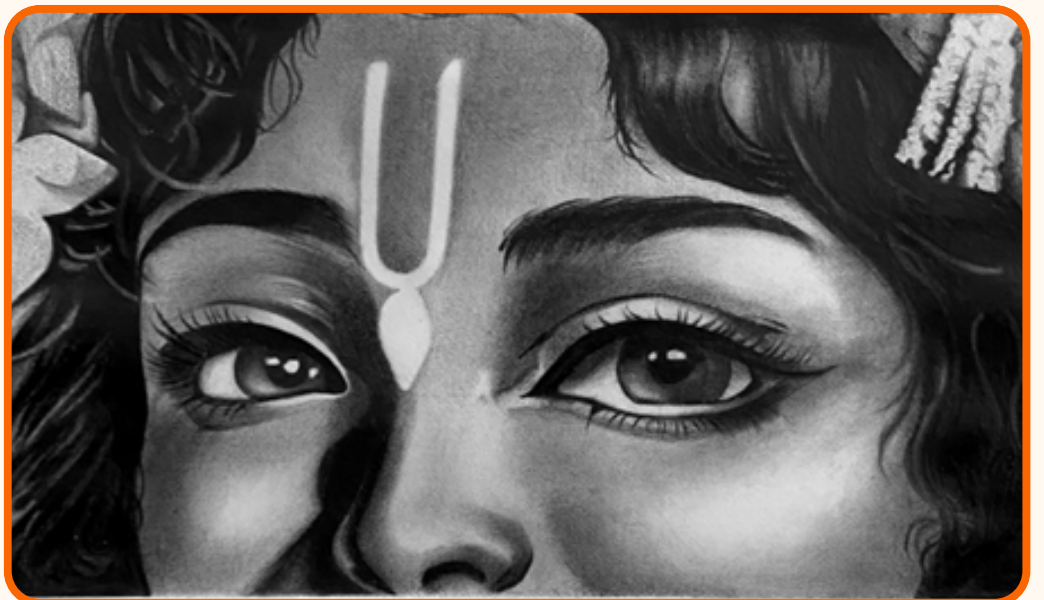
JOGI VEER ASHISHBHAI  
IMBA



YASHMI RAKESHKUMAR  
BBA



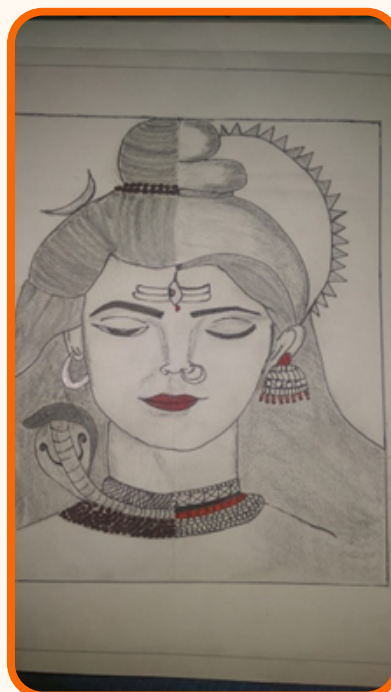
SADIKOT ARWA SAJJAD  
IMBA



JADVANI YASH KAUSHIKBHAI  
BBA



TANISHKA  
SHARMA  
IMBA



MS. ISHA TRIVEDI



MS. NEHA P. RAWAL



# POEMS



## BETWEEN GOODBYES AND BEGINNINGS

A TRIBUTE TO EVERY EXIT, AND EVERY ARRIVAL

DEDICATED TO THE EXIT BATCH – WITH PRIDE, WARMTH, AND LOVE.  
MAY YOU CARRY FORWARD NOT JUST DEGREES, BUT MEMORIES ETCHED IN EVERY HALLWAY.

## BETWEEN GOODBYES AND BEGINNINGS

WE STAND WHERE MEMORIES START TO BLUR,  
AT THE END OF TERMS, OF TIME, OF TIES.  
FAMILIAR FACES, ONCE UNSURE,  
NOW LEAVE WITH DREAMS AND SILENT GOODBYES.

IN LAUGHTER SHARED AND LESSONS LEARNED,  
IN STORIES FAR BEYOND THE TEXT—  
YOU’LL LEAVE BEHIND A QUIET MARK,  
THAT LINGERS LONG AFTER THE REST.

AS NEW FOOTSTEPS FIND OUR DOOR,  
WE OPEN IT—ONCE MORE, AGAIN.  
TO GUIDE, TO CHEER, TO GENTLY PART—  
IN JOY, IN HOPE, IN QUIET PAIN.

THIS IS THE RHYTHM TEACHERS KNOW:  
TO LET GO WITH GRACE, TO BEGIN WITH HEART.  
FOR IN EVERY FAREWELL WE SEND WITH LOVE,  
ANOTHER JOURNEY GETS ITS OWN START.

**MS. HETAL TANNA**

## OLD IS GOLD

WHEN I AM OLD WOMAN  
I WILL KNOW TO SEPARATE  
THE LIES WITH TRUTH,  
AND THEN I WILL CHOOSE  
A LIFE FOR MYSELF  
WILL WAKE TO THE LATE SUN  
WITH A HOT COFFEE AND A BUN  
TAKE A WALK IN THE GARDEN  
SIT IN THE SHADES OF MY WORK  
PERHAPS READ ALOUD TWO OR  
THREE RHYMES  
TO SEE IF IT IS STILL FINE  
LET MY GREY HAIR FALL FREE  
UNDER THE OLD OAK TREE  
THE WRINKLES WILL NOT TAKE AWAY  
THE SPARKLING SMILE AND MY HAPPY WAY  
I WILL NOT INDULGE IN SCORNFUL WORDS  
FOR I KNOW HOW IT HURTS  
EXCUSE ME, IF I GO FRUSTRATED AT TIMES  
IT IS THE FAULT OF AGING TIME  
BUT I DO KNOW I WILL BE FINE  
DO NOT SEEK A GLAMOROUS LIFE  
JUST LITTLE HAPPINESS AND SWEET PAINS  
I WOULD BE CHERISHING  
WITH MY AGING EYES.

**- MS. NEHA P. RAWAL**

LOVE, LOVABLE, TRYING TO BE LUCKY  
LIVING WITH LONELINESS, LACK OF  
LIKING  
LEARNING FROM LONELINESS  
LOCATING MY SELF LETTING LOVE LIKE  
ME, TO LOOSE LONELINESS.  
LANTERNS OF LUCK, LETTING ME TO  
LOOK LETTERS OF LOVE, LINKING WITH  
MY LIFE  
LOOKING INTO HER EYES, THE LOVE FOR  
OTHER LETTING THE LOVE GO, LIVING  
THE LIFE.  
LONELINESS MY LIFE, DUE TO LACK OF  
LUCK LOST IN LONELINESS NOW  
LOVING MY LIFE

**- KOTHARI JASH JIGNESHBHAI,  
BBA**



**PLACEMENTS**







AVERAGE PACKAGE : 3.98 P.A.









Name	Company Name
Utsav Savaliya	Home First Finance
Jainil Kanabar	
Jemin Vyas	
PratikKumar Thanki	
Bhavisha Harvani	Citi Union Bank
Bhavik Chotaliya	
Maulik Ratadiya	
Shubham Pujara	
Avadh Chitroda	
Sanghani Deep	
Shyam Davda	
Ajay Vala	
Diya Joshi	Alpha Creators
Pratham Vyas	
Raj Halvadiya	
Prarthana Chavda	
Jay Desai	Satv script
Malakiya Nayna Jagashibhai	Capri Global Home Loans
Janak Saresa	Capri Global Housing Finance Limited.
Pinal Tank	
Vaghela Deep	
Nirav Thakar	
Krishna Dhrangdhriya	
Bhargav Aamalseda	
harshad Chotaliya	
Rushabh Raiyani	Friends Steel
Vinay Maheta	Envision
Yashvant Zala	Sparq Enertech
Pragati Jethva	HDFC AMC LTD
Rathod Vishal	TSS consultancy pvt. Ltd.
Nirali Rupala	UDAY GRANITO LLP
Charmi Vachhani	ACPL Aim for Excellence
Disha Vadgama	Pinnacle IIT
Foram Sheth	Webenix technologies pvt ltd
Neel Mendpara	Delhivery
Abhishek Mirani	Shreeji Enterprise
Viramgama Drashti	Digital Tushar Joshi
Ishita Dave	Delhivery
Surbhi Gohel	Incredible Machines
Parth Gadher	Capri Global Home Loans
Priyanka Vora	Facto HR ( Version Systems)
Aksha Bukhari	Perfect Technologies
Isha Shingala	PNR Advisory Pvt Ltd
Sumara Bhavik	Dmart
Odedara Riddhi Lakhubhai	Marwadi shares and finance
Pratiksha Muchhadiya	Golden Crown
Mudrali Soni	Thrive Socially
Deep Saghani	Citi Union Bank
Modhavadiya Mital	Shree Entaria
Jamila Sadikot	Croma
Thadeshwar Vruti	Jas Style Designer Studio
	Many more ....





# TESTIMONIALS



## STUDENTS TESTIMONIAL



The BBA in Entrepreneurship and Family Business at Atmiya University helped me see my family business with a fresh perspective. With a curriculum focused on innovation, strategy, and leadership, I’ve developed skills to take our legacy forward. The mentorship and hands-on projects made learning truly impactful. It’s the perfect blend of tradition and modern business thinking.

Govinda Vyaparilal, BBA (EFB)



"The internship program at Atmiya University was a turning point in my BBA journey. It gave me hands-on industry exposure and helped bridge the gap between theory and practice. I gained valuable insights into real business operations and built strong professional skills. It truly prepared me for the corporate world ahead.

Jadeja Divyarajsinh, BBA (Internship)



"The BBA (Honors) program at Atmiya University has been an incredible launch pad for my career. The curriculum is industry-relevant and rich with practical insights. Faculty members are approachable and truly invested in our growth. It’s a place where future business leaders are nurtured with values and vision.

Shivali Sojitra, BBA (Honors)



"My journey in the BBA program at Atmiya University has been both enriching and empowering. The focus on practical learning, case studies, and presentations has boosted my confidence immensely. The supportive environment and expert faculty make everyday learning meaningful. It’s more than a degree—it’s a stepping stone to success.

Bharadiya Dishita, BBA (Regular)



"Choosing the Integrated MBA at Atmiya University was the best decision for my future. The seamless blend of undergraduate fundamentals with advanced management training set a strong foundation. With experienced mentors and real-world exposure, I’ve grown both personally and professionally. Atmiya doesn’t just teach management—it inspires leadership.

Pitroda Mayank, IMBA



Atmiya University has been a transformative journey. The faculty's unwavering support and practical approach to teaching have honed my skills for the corporate world. The emphasis on holistic development, including internships and industry interactions, has been invaluable. I'm proud to be an Atmian.

Maulik Vyas, MBA



"At Atmiya University, I found more than just academic guidance—I found mentors who believed in me, resources that opened my mind, and a community that nurtured my dreams. The unwavering support of the faculty and the enriching environment shaped my path and gave me the confidence to pursue my doctoral journey. For this, I am forever grateful

Krishna Lodhiya, PHD





# LIFE BEGINS AT THE END OF YOUR COMFORT ZONE

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