



SBS NEWSLETTER

August 2024

SBS Alumni Association (SBSAA) is a registered body. The mission of SBSAA is to provide a vibrant, national and global network and a forum that connects and engages all SBS Alumni with SBS, Ahmedabad in a mutually beneficial and actionable ways. The objectives of the Association are:

- *Facilitate the association of its members with their Alma Mater by promoting interaction and networking among the alumni.*
- *Contribute to the Alma Mater's vision of creating leadership in Creating Strategy Leaders in all spheres.*
- *Collaborate with SBS, Ahmedabad for facilitating and supporting selected alumni participation in the ongoing academic activities including teaching, research, workshops, conference events, Placements and MDPs etcetera*
- *Champion all relevant fundraising activities including the development of an Alumni Fund and mentorship scheme for SBS students and alumni ventures and innovations that benefit all partners*
- *Facilitate Alumni achieve their professional and societal goals and help them in their hour of need*
- *Promote best practices in different areas of marketing and communication for the benefit of the society, especially the weaker sections*
- *Create public awareness about the Institute and its Alumni*

Saksham 2024

Orientation Program for PGDM 2024-26 Cohort



Shanti Business School inaugurated the management education journey for the PGDM 2024-26 cohort with the Orientation Program—Saksham 2024. The program aims to develop industry-ready professionals and society-ready citizens with leadership mindsets.

The session featured a welcome address by Dr. Neha Sharma, Director — SBS, and Mr. Vishal Chiripal, Trustee — Chiripal Charitable Trust. Dr. Rohit Singh (Director—Centre of Management Education, AIMA) and Mr. Siddhartha Nangia (Co-founder—Smytten) were the Guests of Honour. Mr. Singh emphasised the importance of having a vision and self-improvement, while Mr. Nangia highlighted the role of daily habits in shaping future success.

Mr. Nishit Saigal (Founder—S&S Super Brands) and Dr. Himanshu Buch (Zen Coach) shared insights on building resilience through energy, passion, and reading.

The one-week program includes industry expert sessions, team-building activities, theatre-based learning, mental and physical fitness sessions, a heritage tour of Ahmedabad, and social sensitisation with the Blind People's Association to help student managers adapt to the corporate world.

PRARAMBH 15

Induction Program for PGDM 2024-26 Cohort



Shanti Business School (SBS), Ahmedabad, launched PRARAMBH 15, the induction program for the PGDM 2024-26 cohort, marking the start of a promising educational journey.

The program featured an interaction with second-generation entrepreneurs from the Chiripal Group—Mr. Vishal Chiripal, Mr. Deepak Chiripal, Mr. Ronak Chiripal, and Mr. Vansh Chiripal—who introduced two initiatives: the Chiripal Shark Tank and the Chiripal Business World Challenge to promote entrepreneurial skills.

Industry leaders Mr. Suraja Kishore (CEO—BBDO India) and Mr. Jitu Mistry (General Manager, HR—Indoctotherm) emphasised the importance of personal storytelling and mindfulness in professional success.

The event also saw the launch of "Perspectives on Policy & Society—A Collection of Articles" by Dr. Neha Sharma and Dr. Prashant Pareek, unveiled by Mr. Suraja Kishore.

PRARAMBH 15 sets the stage for an enriching and transformative experience, reinforcing SBS's mission to nurture future business leaders.

Industry Exposure for PGDM 2024-26 Cohort

An enriching industry visit to Johnson Controls-Hitachi was organised for the PGDM 2024-26 cohort by Shanti Business School, Ahmedabad.

The visit provided students with a firsthand understanding of the operations and innovations driving one of the leading names in the industry. Such experiences play a vital role in bridging the gap between theoretical knowledge and practical application, fostering a deeper understanding of the business world.

Special appreciation to the team at Johnson Controls-Hitachi for the warm welcome and insightful tour. Shanti Business School remains committed to offering students opportunities that enhance their learning and prepare them for successful careers.



SANKALP

Reorientation Program for PGDM 2023-25



SANKALP 2024, the reorientation program for the PGDM 2023-25 cohort, was held under the theme “Resolve & Evolve,” encouraging continuous improvement and personal growth.

The event began with a lamp lighting ceremony, followed by an inaugural address from Dr. Neha Sharma, Director – SBS, highlighting the transformative power of education. Dr. Deepak Teraiya delivered the keynote address, stressing the importance of hard work, integrity, and flexibility for success in corporate life.

Dr. Sandeep Makwana conducted a session on the Anti-Ragging Policy to reinforce a secure learning environment. This was followed by a session on the “Knowledge Book” by Dr. Megha and group discussion training by Prof. Krupal Mehta to develop essential professional skills.

The day concluded with an interactive session with Mr. Bhavesh GR, Dean—Placements, on CV building and career readiness.

Teachers' Day Celebration at SBS

Shanti Business School (SBS) celebrated Teachers' Day with vibrant festivities organised by the students to honour the dedication and guidance of their professors.

The event, managed entirely by students, featured heartfelt speeches and cultural performances, reflecting the vital role teachers play in shaping future business leaders. Student managers expressed their gratitude and committed to becoming better versions of themselves in all areas of life.

SBS continues to foster a strong bond between students and faculty, creating an environment that supports both academic and personal growth. The institute salutes all teachers for their commitment to empowering students and guiding them toward a fulfilling life.



Strategic Partnership with Imarticus Learning

Shanti Business School signed an MoU with Imarticus Learning to offer specialised Value Added Certificate Programs in Financial Analytics, Fintech, Business Analytics, Data Science, AI-ML, cybersecurity, and more, providing industry-integrated curriculums and expert-led courses for enhanced career opportunities.



AICPA & CIMA Workshop on Strategic Edge

Shanti Business School hosted a strategic workshop by AICPA & CIMA focusing on strategic analysis, cost reduction, and leadership through real-world case studies. Key takeaways included mastering SWOT, PESTEL, and risk-reduction techniques; exploring JIT inventory management; and enhancing teamwork and leadership skills. The workshop strengthened critical thinking and career readiness with AICPA & CIMA certifications.



Seher

Fresher's Party at SBS



Shanti Business School hosted "Seher," a vibrant fresher's party to warmly welcome the 2024-26 cohort. The event was filled with excitement, glamour, and lively performances, setting a positive tone for the academic journey ahead.

The evening began with a grand welcome, creating an atmosphere of camaraderie and belonging for the new students. The highlight of the event was the awards ceremony, where students competed in various fun-filled categories. Abhinav Chaudhary & Aradhita Sharma from the Postgraduate Program and Vivek Bharti Goswami & Sana Chhabra from the Undergraduate Program were crowned Mr. & Miss. Fresher for their charm and charisma. Dhananjay Dubey & Rishika Kathuria received the titles of Mr. Swagger & Miss. Glamour for their exceptional style and confidence. Adding a playful touch, Yuvraj Singh & Shweta Mishra won the quirky titles of Mr. & Miss. Mismatched for their unique flair. The DJ kept the energy high as students danced, bonded, and created lasting memories. The event reflected SBS's vibrant and inclusive culture, fostering friendships and building a strong sense of community among the new batch.

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Creating Strategy Leaders

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