



A QUARTERLY PUBLICATION FROM SANT HIRDARAM INSTITUTE OF MANAGEMENT FOR WOMEN

(FOR PRIVATE CIRCULATION)





Sant Hirdaram Ji Sahib

Our guiding light

is Holiness Sant Hirdaram Ji Sahib was a legendary human being, a noble soul and selfless charismatic person who dedicated whole life serving the mankind. Santji believed that serving the needy human beings means serving the almighty. He worked towards

promoting various benevolent activities in the field of health, education, patriotism and culture especially for women. His spiritual virtues and morals still continue inspiring us to espouse the path of ideals and philosophy for the cause of women empowerment.

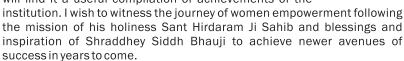
MESSAGE FROM THE CHAIRMAN Shraddhey Siddh Bhauji

he core objective of Sant Hirdaram Institute of Management for Women has been to encourage women empowerment through professional education, which is the mission of his holiness Sant Hirdaram Ji Sahib. In this direction, the institute has been

transcending the milestones of achievement year after year. It is a matter of pride that the institute has launched its quarterly publication 'SHIM Sandesh'. I hope it will provide snapshot of the institute updates to the readers.



uccess is the output of consistent efforts towards the destination. I am pleased to launch the first volume of quarterly publication of Sant Hirdaram Institute of Management for Women for the readers, who will find it a useful compilation of achievements of the





MESSAGE FROM THE SECRETARY Mahesh Dayaramani

HIM has been established with the prime aim of fostering professional ethics and focussing on overall holistic development of students by imparting life skills and enhancing lifelong opportunities. With the blessings of Paramhans Sant Hirdaram Sahibji &

under the guidance of Rev. Siddh Bhauji, the Institute is committed towards women empowerment which offers an excellent ambience for higher studies with emphasis on industry interaction, soft skills and practical exposure. Major emphasis is laid on enhancing the skill-sets of the students to boost their employability. I wish with the passage of time, SHIM would continue to achieve greater heights and become one of the premier management institutes of Central India.

I hope the readers would enjoy the contents of new volume of 'SHIM Sandesh'.



MESSAGE FROM THE DIRECTOR

Dr. Ashish Thakur

ant Hirdaram Institute of Management for Women was established in 2010 with the seeds sown under the pious blessings of Sant Hirdaram Ji Sahib and blessings and inspiration of Shraddhey Siddh Bhauji. Since last 14 years, we are poised to continue the legacy of

educational excellence. A need was felt to organize the achievements and activities of the institute and mould it in the form of 'SHIM Sandesh' for the purpose of sharing it with the stakeholders. For the inaugural volume of newsletter, I congratulate the editorial team for the efforts put in.



DIGITAL MARKETING SKILLS FOR MANAGEMENT GRADUATES & FRESHERS



Article by Mr. Gaurav Bahl

(Independent Brand Marketing & Communication Consultant for HP Inc., Bridge2Capital, National Association for the Blind & Cellecor Telecom, Delhi)

n today's fast paced world, develop & sharpen your Digital Marketing skills and stay ahead of the curve. The skills can be clearly labelled under two broad categories: Hard Skills & Soft Skills.

>> Hard skills are teachable, quantifiable abilities like knowing how to run SEO analysis or simply designing a website.

>> Soft skills are more intrinsic in nature with subjective qualities such as communication abilities, teamwork and problem-solving.

Highlights to improve Your Digital Marketing Skill

Improving both your hard and soft digital marketing skills is a continuous endeavor. Try exploring and building upon these key areas to gain a competitive edge.

1. Online courses and webinars

Enhance your hard skills by taking courses available on online learning platforms. They offer lessons on SEO, SEM, Data Analysis, HTML/CSS and

Relationship Building in the industry is pivotal and can help improve your soft skills like communication and teamwork. Attend networking events, webinars or join online forums to connect with other digital marketing professionals.

3. Practice

Practice makes a digital marketer perfect. Simply improve upon your skill by practicing it. Start your blog, create a website or manage social media for a local business. Understand, the more you do, learn and enhance your abilities in real-world scenarios, will ensure that you make a mark quickly in the

Remember, possessing and improving upon these digital marketing skills is not merely a solitary effort but a continuous journey. With constant refinement and practice, make sure you are setting yourself up for success in the everevolving digital marketing landscape.

MESSAGE FROM PHILANTHROPISTS

Dr. (Mrs.) Nanna & Dr. Shiban Warikoo, USA

Our association with Jeev Seva Sansthan began in 1995. Over the years, we have been actively involved in various charitable activities particularly in providing educational support to needy & deserving students.

We were truly astounded to see the quality of education being imparted in 'Sant Hirdaram Institute of Management (SHIM)'. Our contribution towards establishing a state-of-the-art computer lab at this esteemed institution fills us with pride. We are confident that this initiative has enabled students to acquire essential computer skills, thereby equipping them to adapt to the ever-evolving technological knowledge of the business world thereby ensuring their success in their professional spheres.

We consider ourselves fortunate to have the blessings of Paramhans Sant Hirdaram Sahibji in person, at pious Kutia and continue to draw profound inspiration from the visionary leadership of Rev. Siddh Bhauji & his dedicated team of selfless volunteers. It is with great humility that we remain committed to serving the community thus making meaningful contribution to the welfare of needy sections of the society through JSS.

Wishing students all the best and hoping they achieve excellence in every sphere of their lives and continue to make remarkable strides in their personal & professional journeys. JaiHind.

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"WE'LL NEVER KNOW OUR FULL POTENTIAL UNLESS WE PUSH OURSELVES TO FIND IT."

A seed has potency to become a plant and then growing to be a big tree. Seed allows itself to go through the process of dying. It allows itself to be covered by mud and stamped so tightly. After considerable time, it breaks through tightly covered mud and begins sprouts to a new life. A caterpillar has potency to become a beautiful butterfly. One day, the caterpillar stops eating, hangs upside down from a twig or leaf and spins itself a silky cocoon and molts into a shiny chrysalis. Within its protective casing, the caterpillar radically transforms its body, eventually emerging as a butterfly. The metamorphosis of caterpillar to butterfly is miraculous. It is the perfect



Noureen Fatima Rizvi MBA Integrated V Sem

metaphor for change, improvement, even life after death. A caterpillar never knows that it turns into be a beautiful creature. Clay has potency to become a beautiful pot by the hands of a Potter. It must allow itself to be moulded, shaped and burnt. The more it allows itself to be moulded, the better shape it gets.

Seed, caterpillar and clay are the most powerful metaphors. They have great lessons to teach us. First lesson, from seed, is to rise to a new life in spite of being covered with mud. Second lesson, from caterpillar, is to fly from old pattern of life to new pattern of life. Third lesson, from clay is to allow to be moulded as the potter shapes it.

Life began from nothing. Many things were discovered not by the intention but by the situation of the time. We are great indeed, for we are gifted with much more potency than any other creature in the world. We learnt to walk from darkness to light. We learnt to travel from cart to car. We learnt to fly very high with the planes and parachutes.

You never know that you are a singer unless you attempt to sing. You never know that you are a painter unless you attempt to paint. You never know that you are a runner unless you attempt to run. You never know that you are a speaker unless you attempt to speak. You never know that you are a dancer unless you attempt to dance. Push and push yourselves and attempt everything that you may to become something beautiful in your life.

Dear readers, it is in giving that we receive. The more we give, the more we receive and grow in all aspects of our life.

Let us continue to stay blessed and be a blessing to everyone around us!



Anya Soni, BBA Ist Year

Manu Bhaker is an Indian sport shooter known for her remarkable achievements in pistol shooting. She has also represented India at the Tokyo 2020 Olympics, where her performances continued to attract attention. Her efforts paid off at the Paris 2024 Olympics, where she won two bronze medals in the 10m air pistol events, making her the first Indian woman to win an Olympic medal in shooting. Bhaker's dedication, discipline, and passion for the sport have made her a role model for aspiring athletes in India. As a young female athlete in male dominated sport, Manu challenges gender stereotypes, inspiring other women to pursue their passions in fields traditionally dominated by men.

...जीना अभी बाकी है

दूसरी कक्षा में आने के बाद अक्सर पहली कक्षा का पाठ आसान लगने लगता है। जहाँ कदम डगमगा जाते थे पहले आज वहीं खड़े रहना आसान लगता है पहला पन्ना विधाता ने लिखा, अंत वही लिखेंगे बीच के पन्ने तुम लिखो न, कहानी अभी बाकी है.

जीना अभी बाकी है।।

तुम चूक गए और नहीं देख पाए उस अमरूद बेचने वाली अम्मा की झुर्रियों भरी मुस्कुराहट जिन्हे तुम अक्सर राम-राम कह दिया करते थे.. और वह पोपली हसीं के साथ दूर से ही आर्शीवाद दे दिया करती थी तुम्हारी नज़रे झुकी रही फ़ोन के स्क्रीन पे और तुम चूक गए

पतझड़ ,सावन, बसंत, बहार, चार ही तो तुम मौसम देख पाए अपने मन की खिड़की खोलो न, अभी तो कई रंग बाकी है मुखर अग्नि तो अंत है उसके पूर्व जीते जी तपोभूमि पर चलो ना तुम्हारे कर्मों का प्रकाश फैलाना अभी बाकी है|

क्योंकि जीना अभी बाकी है।।



Roshni Tiwari MBA Integrated III Sem

GOD HAS GIVEN US A BALANCE

I always noticed that whenever I was going through a bad day fighting with myself because of my own disability about my own mistakes and fully zoned out ,there is always something may be some energy ,some shape of beauty or some creatures of the world comes and absorbs it ,grasp our attention and stops the silent fights, calm down our souls and makes us realize to understood lessons.



Prerna Kathane MBA Integrated V Sem

We are sad may be because we had overruled our decision, can't be able to solve the problems, discovered dumbness or may be stuck in dilemma and can't be understood by others. But always in the end some sort of beauty comes and heals it. It may be a child's mesmerizing smile, the change in whether or it may be a book something which organize our messed-up minds. How beautiful the stars who bind our dreams and the silent rivers who soak all worries.

How beautiful the whole universe and nature is which creates a perfect balance between everything.

This makes me realize that "Our life is not cheap the whole universe is working for us". There are hundreds of things or people stood behind us to makes our life good encourage us to live, like our parents fulfill our needs by sacrificing their own ,the soldiers who stand on the border had left family enjoyment just to make our life safe and provide us security 24/7. How beautiful his/ her death is because a solider dies with pride. How blessed are we that we get free?

Oxygen from mother nature fills the energy within us and takes away all the negative thoughts and impurities from our body in the form of carbon dioxide.

And how stupid we are who just got upset because of the silly things by forgetting that the whole universe is working by us, for us, to us.



SHIM

SHIM Sandesh Vol.No.(I) July - September 2024

PHOTOSHOTS BY STUDENTS

(ARCHITECTURAL THEME)





Ananya Tandon (MBA Integrated V Sem)



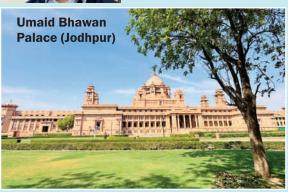


Anshika Garg (MBA Integrated V Sem)





Bhoomi Punjabi (BBA Ist year)





Shivangi Garg (MBA Integrated VII Sem)

INDIA at 78

I'M INDIA DRIVING AT 78

INDEPENDENT, RESILIENCE AND WITH FULL OF LIFE

Although these days I'm not a bit happy As the circumstances, looks a bit shabby Therefore, I request my children People of this country To work with self-resilience And fill themselves with honesty To make this country corruption free By cutting and discarding the corrupt tree To neither take nor offer bribe A place where no tongue says lie No cheating, no stealing, no evading tax No black money piling up in sacks Whistle blowing against any crime By updating oneself with time Somethings like this Need to be practised On this 78th independent year of mine I'm sure, my children will break the line Line of evil, by not doing things illegal Helping India grow



Saloni Kushwaha MBA III Sem



A QUIET MIND

In the stillness of the morning light,
Where shadows dance with dawn's first
gleam.

To reach the century with a glow.

gleam,

I find a space so pure, so bright,
A sanctuary where I dream.

The world, with all its noise and haste,
Recedes into the background blur,
And in this calm, I find my place,
A tranquil heart, a soul secure.
No echoes of the past remain,
No worries of what lies ahead,
Just breath and thought, a gentle rain,
That soothes the mind and clears the dread.
The whispers of the winds outside,
The rustle of the leaves on trees,
They speak of peace, they gently guide.

They speak of peace, they gently guide,
My spirit to a state of ease.
In this serene and quiet space,
Where time itself begins to slow,
I find a deep, unyielding grace,
A peace within, a steady flow.



Mehak Golani MBA Integrated VII Sem



No storm can shake this inner calm,
No fear can touch this sacred ground,
For in my mind, I've found a balm,
A place where endless peace is found.
So here I rest, in quiet thought,
In harmony with all that's near,
In mental peace, I am unbought,
And in this peace, I disappear.





Unleash Your Creativity: A Canvas for Every Imagination

SHIM Kalakar provided a platform to the students to showcase talent in various arts, creating a vibrant and inspiring atmosphere.

















Empower, Energize, Explore: Beyond the Classroom

Students took part in self-defense, Zumba and an educational excursion, combining hands-on learning with fun. Expert Mr. Nivedan Narula taught self-defense to SHIM Students. These activities fostered teamwork, skillbuilding and a strong sense of camaraderie.



UHV CLUB

Nourish, Learn, Create: A Path to Health & Awareness

In collaboration with UNICEF, SHIM celebrated Nutrition Month by sharing a specially curated recipe book with students, promoting a nutritious diet for overall health and fitness. Nutrition Officer Dr. Suresh Parmar from UNICEF highlighted key issues like anemia, nutritional deficiencies, and the importance of maintaining a balanced diet and proper hydration. Students also showcased their creativity by participating in a reel-making competition centered around these themes.

















Vision for All: Caring for Eye Health

An eye checkup camp, in collaboration with Sewa Sadan Eye Hospital, was organized to promote eye health and raise awareness about regular checkups, fostering a healthier college community.



IT CLUB

Stay Safe Online: Empowering Students **Against Cybercrime**

A cybersecurity session educated students on cybercrime and legal remedies, teaching them how to report incidents and navigate the digital world safely.















Navigating Markets: Insights into Commodity Trading

A session on commodity trading was held for the students about the buying and selling of agricultural products, energy resources, and metals. Participants gained valuable insights into market dynamics and trading strategies.



SPD CLUB









Celebrating Hindi Diwas: Voices of Expression

A poetry competition was organized on Hindi Diwas with the theme "Jeena Abhi Baki Hai." Participants showcased their writing talents, actively contributing to a vibrant celebration of language and creativity.



ECO CLUB

Embracing Sustainability: Creativity in Action

A series of activities featured a Best out of Waste project, Ganesha-making, and a Plantation Drive. Students showcased models made from recyclable materials and promoted eco-friendly designs. Plantation drive was also conducted in the SHIM adopted villages.







RESEARCH, SPD & SPORTS CLUB







Unlocking Adventure: Teamwork in Action

Treasure Hunt activity was organized for the students. The event aimed to promote teamwork and problem-solving skills while providing an enjoyable experience for the participants. The students enthusiastically took part in the activity, solved clues and challenges spread across the campus.

THE POWER OF VOICE: FM, TV, AND PODCASTS UNITE

TASHANBAAZ

Showcase Your Talent: The Thrill of Competition

An exciting activity by Cultural Club, 'College ke Tashanbaaz,' was organized with Red FM 93.5, providing students with a fantastic opportunity to showcase their talents in a fun and engaging environment. Participants competed for recognition and enjoyment, making it a memorable experience







Talk show 'Swabhav Swachhata, Sanskar Swachhata on Doordarshan M.P

On 2nd October, the nation celebrated 10th anniversary of the Swachh Bharat Mission (SBM). SHIM students had the incredible opportunity to

TALK SHOW

participate in a thought-provoking talk show aired on Doordarshan M.P. SHIM was praised by Doordarshan for our dynamic involvement in Swachh Bharat Mission through various initiatives like Comic for Change, Nukkad Natak, and a variety of in-house activities that have contributed in raising awareness about the importance of cleanliness, both in behavior and values.



YUVA SAMAY @ DOORDARSHAN

Shine Bright: A Celebration of Talent and Tradition

An exciting event was organized by Cultural Club in collaboration with Doordarshan, giving students the perfect opportunity to shine. From engaging games and folk dances to showcasing their self-written songs, participants celebrated their talents in a lively and vibrant atmosphere.







PODCAST

Turning future green with our present efforts

The release of the insightful podcast of SHIM Students on Climate Change with Radio Azad Hind 90.8 Mhz! Their hard work, dedication, and passion for raising awareness on such a vital issue is truly inspiring. This podcast was must-listen, shedding light on the challenges and solutions to one of the biggest global concerns today.







ACHIEVEMENTS



Ms. Noureen Fatima Rizvi, student of MBA Integrated V Sem has won the prestigious title of Second Runner-Up at the Yuva WR Future 4.0 Health event, held on September 18, 2024 at LNCTE. She represented Yi Bhopal, chapter in the regional round wherein she conducted an indepth study focusing on the health sector across the north eastern states i.e., Meghalaya, Tripura, Manipur, Assam and Arunachal Pradesh. Her research highlighted key challenges and opportunities within these regions, showcasing her dedication to address critical health issues. She also suggested various innovative ideas by which the problem of overall health, especially mental health can be resolved.

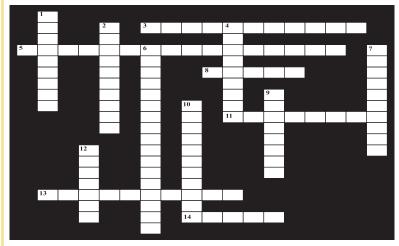


Ms. Shrasti Sharma of Integrated MBA (2019-2024) is working as an HR in IT Geeks Technologies pvt. Ltd., She was awarded with "Rising Star Award".

BUSINESS MANAGEMENT CROSSWORD



- 1. Scan the QR code
- 2. Fill the necessary details
- 3. Begin with the game
- 4. Submit it
- Even if you're filling it twice your first attempt will be considered
- 10 Winners will be selected and their prize will be courier to them.



Across 3. Knowledge acquired through study or experience

- 5. Skills involving the practical application of scientific and mathematical concepts.
- 8. __resources. people who work to Produce goods and services.
- 11. Process of recruiting, selecting, and training employees for an organization.
- 13. Arranging resources and tasks to achieve objectives effectively.
- $14. \ \ Specific, measurable \ objectives \ that \ an \ organization \ aims \ to \ achieve.$

Down 1. Guiding and managing a team towards a common goal.

- 2. The process of organizing and directing resources in a business.
- 4. Any item that is used to accomplish another activity, such as producing, providing goods and services
- 6. Capacity to think abstractly and solve problems."
- 7. Approaches or tactics used to solve problems or reach objectives.
- 9. Process of setting goals and determining the actions to achieve them.
- 10. Monitoring performance and making adjustments to ensure goals are met.
- 12. An individual responsible for overseeing and coordinating the activities of a team or organization.

IT JARGONS

Whether you're a tech enthusiast, a professional, or someone looking to enhance their knowledge, understanding key IT jargons can help you navigate the complexities of the tech industry. Here's a quick breakdown of some essential terms you should know:

IoT (Internet of Things)- The network of physical objects (things) embedded with sensors, software, and other technologies to

connect and exchange data with other devices over the internet. **DevOps-** A set of practices that combine software development

(Day) and IT appraising (Opo) to aborton the day of property of the combine software.

(Dev) and IT operations (Ops) to shorten the development lifecycle. **Blockchain**- A decentralized digital ledger that records transactions across many computers securely and transparently.

Agile- A project management and product development approach emphasizing collaboration, flexibility, and customer satisfaction.

Virtualization- The creation of a virtual version of something, such as an operating system, server, storage device, or network resource.

INDUSTRIAL VISITS

The SHIM Placement Cell arranged Industrial visits for BBA, Integrated MBA and MBA students to enhance practical industry exposure across sectors like retail, IT, and manufacturing, bridging the gap between theory and real-world business.







CROMA - (A TATA Enterprise)

LM Bakers (Parle G)

Netlink Software Pvt. Ltd.









HEG Ltd.

RNTU (Atal Incubation Center)

Nahar Spinning Mills Ltd.

Netlink Software Pvt. Ltd.

PLACEMENT HIGHLIGHTS









TRAINING HIGHLIGHTS

GUEST SESSIONS

Guest session featured Industry leaders who shared career insights to inspire students. Mr. Leonard Jesuraj, General Manager HR at Xebia, encouraged growth-oriented paths, while Dr. Archana Tiwari, HR Head at we360, discussed industry expectations. Ms. Rajeshwari

Raja, Senior Executive at Xebia, and Ms. Shweta Ajmani, a certified business coach, offered motivation and practical career advice. The Business Standard Team also conducted a quiz in SHIM Campus rewarding winners with medals and certificates.













MEDIA COVERAGE

SHIM Sandesh Vol.No.(I) July - September 2024



ANVI JAIN AWARDED GOLD MEDALS IN BU CONVOCATION CEREMONY

When it comes to academic performance, the students of Sant Hirdaram Institute of Management have always excelled beyond their limits. Ms. Anvi Jain, a student of MBA Integrated was awarded two Gold medals by Hon'ble Governor of Madhya Pradesh and the Hon'ble Vice Chancellor of Barkatullah University during Convocation ceremony. The first gold medal was awarded by the University in recognition of the highest marks in the postgraduate examination of the Faculty of Management and the second gold medal was awarded by Shri Sitaram Jindal Foundation New Delhi. On this achievement, Managing Director Shri Hero Gyanchandani Ji blessed the student and wished her a bright future. Director Dr. Ashish Thakur and all the faculty members congratulated the student on this accomplishment.



Dr. Ashish Thakur Director and Editor-in-Chief Dr. Jitendra Kumar Sharma Professor and Editor Ms. Pranshu Agarwal Asst. Professor and Editor **Student Members** Ms. Harshita Tamrakar (MBA Integrated V Sem) Ms. Sneha Chhattani (MBA Integrated V Sem) Ms. Vanshika Lekhwani (MBA Integrated III Sem)



After 12th Class

After **G**raduation

Dual Specialization

SCHOLARSHIP DETAILS

GOVERNMENT SCHOLARSHIPS UPTO - 100%

SHIM MERIT SCHOLARSHIPS **FOR ALL UPTO- 40%**

GOVT. SCHOLARSHIP ENQUIRY NO.

9424439012

BRAND ASSOCIATED ₽ max Oca Cola amazon C EICHER S&P Global

SANT HIRDARAM INSTITUTE OF MANAGEMENT

FOR WOMEN (Formerly known as JSSGIW)

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