Rai University
EVOLVING THINKING MINDS

Digital Newsletter

Volume 2

MANAGEMINT

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Rai University
EVOLVING THINKING MINDS

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ABOUT
RAI SCHOOL OF MANAGEMENT STUDIES

Rai School of Management Studies (RSMS) emphasizes the holistic development of its students, launching successful careers through a blend of academic courses and practical guidance. RSMS aims to steer students toward fulfilling professional lives in various business sectors, including Marketing, Exports, Financial Services, Sales, Human Resources, Healthcare and Hospital Management, Agribusiness Management, and Pharmaceutical Management. The school offers comprehensive programs designed to equip students with the knowledge and skills needed to excel in these fields. By integrating theoretical learning with real-world applications, RSMS ensures that graduates are well-prepared to navigate and succeed in the competitive business landscape.

Rai University
EVOLVING THINKING MINDS

VISION

To become a management institution that transforms stakeholders as professional practitioners of individual, corporate, society and the nation by providing good learning practices

MISSION

1. To provide excellence in management education, innovation and outreach through knowledge updates, leadership, stimulate strategic relationships with the industry practitioners

2. To nurture students for lifelong learning and leadership in the emerging competitive world

3. To develop managers with outstanding professional and entrepreneurial skills

ASSOCIATE DEAN'S DESK

Very well said by Karen McCullah Lutz,

A student is like a butterfly in the wind
Some can fly higher than others;
But each one flies the best they can
Why compare one against the other?
Each one is special - Each one is beautiful

Rai School of Management Studies offers a holistic education, rich learning experiences, and diverse academic pursuits through the most innovative and progressive methodologies. Our students excel not only in academics but also in fields such as sports, music, and the fine arts. We strive to maintain a perfect balance between the curriculum and extracurricular activities. We believe that education should evolve from imparting knowledge to developing skills and wisdom, from fostering competition to encouraging cooperation, from creating divisions to promoting unity, and from teaching how to earn a living to teaching how to live a meaningful life.

Our goal is to cultivate self-directed individuals capable of confronting life's hurdles with unwavering determination, while remaining grounded in their values. With inclusiveness at our core, we provide a supportive environment where every student, regardless of background or ability, can thrive. Our dedicated team of educators, including special educators, serves as guides and role models, fostering excellence and commitment.

At Rai School of Management Studies, we focus on value-based and skill-based education to bring out the best in every student. Our primary objective is to prepare our students to be worthy citizens, refined in heart and mind, and skilled enough to achieve their highest goals. Our dedicated effort is to provide a conducive learning environment for every student, ensuring that when they leave our halls, they do so with confidence, ready to emerge as the leaders of tomorrow

Warm Regards,
Dr. Sandip Chandra
Associate Dean,
Rai School of Management Studies,

EDITOR'S DESK

"Albert Einstein once said,

'Education is not the learning of facts,
but the training of minds to think.'

This sentiment rings true in the essence of college life. It's a period of growth, where we not only acquire knowledge and new skills but also deepen our values, beliefs, and wisdom, preparing ourselves to make meaningful contributions to society. However, college life also comes with its share of challenges - from managing work pressures and assignment deadlines to navigating stress and loneliness, especially for outstation students. Yet, amidst these struggles, we find solidarity in coming together, supporting one another, and fostering lasting relationships.

Recognizing the need for students to think beyond the confines of textbooks and course curriculum, we felt compelled to provide a platform for such exploration. Thus, the idea of documenting our journey through a newsletter was born..

'The Management Focus,' our newsletter, serves as a testament to our achievements and a guide for future endeavors. In this issue, we celebrate the activities and achievements of both students and faculty, while also incorporating lighter elements such as stories and poems. Looking ahead, we plan to expand our offerings with a magazine dedicated to the commerce department.

Presenting the second issue of 'The Management Focus.' Your suggestions and feedback are invaluable as we continue to evolve and grow.

Happy Reading!

Dr. Swati Rajgor
Editor,
Rai School of Management Studies,
Rai University

TEACHING PEDAGOGY

Case Studies : At RSMS, we prioritize the use of real-life business cases to analyze various management scenarios. By engaging with these cases, students are encouraged to critically analyze the situations, identify key issues, and propose effective solutions. This method helps students apply theoretical concepts to practical situations, enhancing their problem-solving and analytical skills.

Flipped Classroom : At RSMS, we implement the flipped classroom model where students review lecture materials at home and engage in projects and assignments during class time. This approach fosters interactive and collaborative learning experiences, enabling students to participate in peer-to-peer collaboration, group projects, debates, and practical exercises.

Guest Lectures : We regularly invite industry experts and successful entrepreneurs to deliver guest lectures. These sessions provide students with valuable real-world perspectives as guests share their experiences, insights, and practical tips. This exposure helps students understand current industry trends and prepares them for future challenges in the business world.

Interactive Workshops : Our interactive workshops are designed to promote active learning. During these workshops, students engage in activities, role-plays, and discussions related to various management topics. This dynamic setting allows students to explore concepts more deeply and develop essential skills such as teamwork, communication, and leadership.

Internships : We strongly encourage students to undertake internships or participate in experiential learning programs with reputable organizations. These opportunities provide firsthand experience in applying management principles in professional settings, bridging the gap between theory and practice. Internships help students build their professional network and enhance their employability.

Continuous Assessment : At RSMS, continuous assessment is a key component of our teaching methodology. Through methods such as quizzes, presentations, and reflective essays, we monitor student progress and provide timely feedback. This approach promotes active learning and helps students stay motivated and engaged throughout the course.

ICT Tools : We integrate various Information and Communication Technology (ICT) tools to enhance the learning experience. Our Learning Management System (LMS) facilitates course management, online assessments, and virtual collaboration. Additionally, we utilize business simulation software and data analytics tools to provide students with practical skills relevant to modern management practices.

Industrial Visit : To supplement classroom learning, RSMS organizes regular industrial visits. These visits allow students to observe and understand the inner workings of various industries and businesses. By seeing management theories in action, students gain a deeper understanding of operational processes and industry practices, making their learning experience more tangible and relevant.

TRAINING AND GUIDANCE

As part of RSMS's mission to enrich learner skills for lifelong learning, we are committed to developing essential skills among our students and guide for future prospect. To support this commitment, RSMS has organized Career Guidance, Value added courses and Life Skills Training Programs for students.

VALUE ADDED COURSES

Wisdom Repository

BEST PRACTICES

Innovation and Creation in the pedagogy of learning

EVENTS
GLIMPSE OF HOSTED BY RSMS

One Week FDP Writing Effective Proposal for Research and Funding Opportunities

RSMS Hosted International Seminar on National Education Policy – 2020

CURRICULAR ACTIVITIES

- Prototype/Process Design and Development" Workshop at Rai University
- Expert Session on Importance of Population Issues for Better Future on a Healthy Planet
- RU TALKS by Karen Duys
- RU TALKS by Marguerite Soeteman Reijnen
- RU Talks by Ms. Rinawati Prihatininasih
- Expert Session on 'Opportunities for Students, Faculties, and Early Stage Entrepreneurs'
- 'Opportunities for Students, Faculties, and Early Stage Entrepreneurs'
- Session on PROTOTYPE VALIDATION CONVERTING INNOVATIONINTO A START-UP
- Prototype Validation- Converting Innovation into a Start-up
- Seminar on Angel Investment/VC Funding Opportunities for Early Stage Entrepreneurs
- "Fixing Ozone Layer and Reducing Climate Change"
- RUTalks The Triple Nexus: Women's Safety, Crime Prevention and Citizen Well-being
- My Story: Motivational Session by Successful Innovator
- Campus to Corporate
- RU Talks 7th Edition, Rai University Ahmedabad Organized "Overview of Logistics and Shipping Sector and Further Scopes in Employment"
- "Motivational Session on Success"
- Energy National Conservation Day
- One Day Workshop on Design Thinking, Critical Thinking & Innovation Design
- RU-Talks Entrepreneur Skill, Attitude and Behavioural Development
- Solar Awareness Program on World Sustainable Energy Day
- Seminar on: Leveraging Synergism: Industry- Academia Partnership for Implementation of National Education Policy – 2020
- Awareness Talk Save Water For Sustainable Future On the occasion of 'World Water Day'

CO-CURRICULUM ACTIVITY

- Seminar-International Culture Exchange Programme
- World Environment Day Celebration
- Hindi Divas Celebration at RU
- "MIND YOUR HEALTH"
- International Seminar on National Education Policy – 2020
- National Science Day – One Day Hands-on Workshop Science for Sustainable Future
- A Seminar on: Significance of Outcome Based Education for Learners

EXTRACURRICULAR ACTIVITY

- International Yoga Day Celebration
- Rai University organized Hepatitis Test Camp at Saroda Village
- Aarambh-2023
- Tree Plantation
- Rai University celebrated 77th Independence Day
- Teacher's Day
- pre-janmashtami Celebration @ RU
- Rai University's Evolve Club Organizes Blood Donation Drive in Celebration of PM Modi's 74th Birthday
- Ganesh Chaturthi Celebration
- Freshers' Party 2023
- Cleanliness drive on the occasion of Gandhi Jayanti
- Navratri Celebration
- Swachh Abhiyan
- Public Awareness Cleanliness Rally – Swachh Bharath Mission 2023
- Run Bhoomi -2023: A Triumph of Athletic Excellence
- Extension Outreach Activity: "Innovative Methods to Sustainability with Mission LiFE"
- SkySpectra: A Kite Carnival Celebration
- Celebrating Republic Day
- Days Celebration
- Holi Celebration

LEANLINESS DRIVE

Presents

Presents

STUDENT ACHIEVEMENT

Youth Parliament-Cabinet Minister

Ms. Aditi Shukla, a BBA-II student at RSMS, Rai University, was selected from among 100 colleges and universities to serve as Cabinet Minister in the Youth Parliament organized by the Government of Gujarat.

Swayam Course Completion E –Business

Payal Kotecha Sucessfully completed Swayam course in E-Business

STUDENT CORNER

- **The Role of Technology in Modern Management Education**

Ms. Payal Kotecha
Batch : 2021-24

Technology has fundamentally transformed management education, enhancing learning experiences, improving accessibility, and preparing students for the dynamic business world.

Enhanced Learning Experiences

- **Virtual Classrooms:** Facilitate real-time interaction between students and instructors, breaking geographical barriers.
- **Simulation Tools:** Allow students to practice decision-making in risk-free environments, offering practical insights into business scenarios.
- **Interactive Platforms:** Encourage peer-to-peer learning and critical thinking through discussion forums and collaborative projects.

Improved Accessibility

- **E-Learning Platforms:** Platforms like Coursera, edX, and Udacity provide access to quality management courses from top universities, reaching a global audience. As of 2023, over 77 million learners have enrolled in Coursera courses.
- **Flexibility:** Online courses enable students to learn at their own pace, balancing studies with professional and personal commitments. According to a 2022 survey, 65% of online learners report improved work-life balance.
- **Mobile Learning Apps:** Ensure that students can access educational content anytime, anywhere, making learning more convenient and continuous. Statista reports that mobile learning app downloads reached 467 million in 2022.

Data-Driven Insights

- **Performance Analytics:** Data analytics tools track student performance and learning patterns, helping educators tailor their teaching methods.

- **Predictive Analytics:** Identify at-risk students early, allowing for timely interventions to support their success. A 2021 study found that predictive analytics improved retention rates by 15% in higher education institutions.
- **Personalized Learning:** Customized learning experiences based on data insights enhance student engagement and outcomes.

Global Collaboration and Networking

- **Video Conferencing Tools:** Enable global interactions, allowing students to connect with peers, instructors, and industry professionals worldwide. Zoom usage increased by 300% in the education sector from 2020 to 2021.
- **Social Media Platforms:** Facilitate networking and exposure to diverse perspectives and practices, enriching the learning experience. LinkedIn reports that 73% of professionals use the platform for career networking and educational purposes.
- **Collaborative Projects:** Encourage teamwork across different cultures and time zones, preparing students for the global business environment.

Technology has significantly impacted modern management education by:

- Enhancing learning experiences
- Improving accessibility
- Providing data-driven insights
- Facilitating global collaboration

As technology continues to evolve, its role in management education will grow, ensuring students are equipped to navigate the complexities of the modern business world.

- **Sustainability and Ethical Management: A Student's Perspective**

Ms. Jaya Anayas
Batch : 2021-24

Sustainability and ethical management have become crucial considerations for modern businesses. From a student's perspective, these principles are not just theoretical concepts but essential elements that shape future business practices and leadership styles.

Importance of Sustainability

- **Environmental Impact:** Students recognize the urgent need to address environmental issues. According to a 2021 study by the National Association of Colleges and Employers (NACE), 79% of graduates consider a company's environmental impact when seeking employment.
- **Corporate Responsibility:** Modern management education emphasizes the role of businesses in fostering sustainability. A 2022 survey found that 68% of business students believe that companies should invest in sustainable practices even at the cost of short-term profits.

Ethical Management Practices

- **Transparency and Accountability:** Ethical management requires transparency and accountability. A 2023 survey by the Ethics Resource Center revealed that 78% of students view transparency as a critical factor in ethical leadership.
- **Workplace Ethics:** Ethical treatment of employees is a significant concern. According to a 2022 Deloitte study, 75% of millennials and Gen Zs would not work for a company with a poor ethical track record.

The Role of Education

- **Curriculum Integration:** Business schools are increasingly integrating sustainability and ethics into their curricula. A 2023 report by the Association to Advance Collegiate Schools of Business (AACSB) noted that 85% of accredited business schools have mandatory sustainability courses.
- **Practical Application:** Programs that include real-world projects on sustainability and ethics prepare students for future challenges. For instance, 72% of students involved in such projects reported increased confidence in addressing ethical dilemmas in their careers.

Future Outlook

- **Student Advocacy:** Students are actively advocating for more robust sustainability and ethical practices. A 2022 study by the World Economic Forum found that 67% of students participate in sustainability initiatives on campus.
- **Long-Term Impact:** The focus on sustainability and ethics is expected to grow, influencing future business practices. According to a 2023 Global Reporting Initiative (GRI) survey, 82% of young professionals believe that sustainable and ethical management will be a critical driver of business success.

From a student's perspective, sustainability and ethical management are integral to modern business practices. The increasing emphasis on these areas in education and the active involvement of students in related initiatives highlight their importance. As future leaders, students are poised to drive significant positive changes in how businesses operate, ensuring a more sustainable and ethical future.

• Innovative Management Practices Learned Through Case Studies

Mr. Vijayprakash Suthar
Batch : 2022-24

Case studies are an invaluable tool in management education, providing students with real-world examples of innovative practices. These studies offer insights into effective strategies, decision-making processes, and the implementation of creative solutions in various business contexts.

Real-World Problem Solving

- **Practical Application:** Case studies allow students to apply theoretical knowledge to real-world scenarios. According to a 2022 Harvard Business Review survey, 85% of business students reported improved problem-solving skills after engaging with case studies.

- **Critical Thinking:** Analyzing diverse business situations enhances critical thinking. A 2021 study by the Journal of Management Education found that 78% of students developed better analytical skills through case study analysis.

Exposure to Best Practices

- **Innovation in Action:** Case studies showcase successful innovative practices from leading companies. For instance, studying Apple's product development strategies reveals how the company fosters innovation through a combination of design thinking and user-centric approaches.
- **Adoption of Technology:** Examining how businesses like Amazon leverage technology for competitive advantage highlights the importance of digital transformation. According to a 2023 McKinsey report, 72% of companies that embraced digital tools saw significant improvements in efficiency and customer satisfaction.

Leadership and Decision-Making

- **Strategic Leadership:** Case studies on companies like Tesla provide insights into visionary leadership and strategic decision-making. A 2022 study by the Global Leadership Foundation found that 69% of students felt more prepared for leadership roles after analyzing case studies.
- **Ethical Considerations:** Cases involving ethical dilemmas, such as those faced by Volkswagen during the emissions scandal, teach students the importance of ethical decision-making. According to a 2023 Ethics Resource Center survey, 74% of students recognized the value of ethics in business after engaging with such case studies.

Enhancing Team Collaboration

- **Collaborative Learning:** Group analysis of case studies fosters teamwork and collaborative problem-solving. A 2022 Journal of Business Education study reported that 80% of students improved their teamwork skills through group case study projects.
- **Diverse Perspectives:** Working in teams exposes students to diverse perspectives and approaches. According to a 2021 AACSB report, 77% of students believed that team-based case studies enhanced their understanding of different cultural and business practices.

Case studies play a pivotal role in teaching innovative management practices. By providing real-world problem-solving experiences, exposing students to best practices, enhancing leadership and decision-making skills, and fostering teamwork, case studies prepare students to implement innovative strategies in

their future careers. As the business environment continues to evolve, the lessons learned through case studies will remain essential for cultivating adaptive and forward-thinking managers.

- **Future of Work: Preparing for Emerging Trends in Management**

Ms. Mahek Jayswal
Batch : 2022-24

The future of work is rapidly evolving, driven by technological advancements, shifting demographics, and changing work preferences. Preparing for these emerging trends in management is crucial for staying competitive and fostering a dynamic, adaptive workforce.

Technological Integration

- **Automation and AI:** Automation and artificial intelligence are transforming the workplace. According to a 2023 McKinsey report, 70% of companies are investing in AI to streamline operations and improve efficiency.

- **Digital Skills:** There is an increasing demand for digital literacy. A 2022 World Economic Forum study found that 54% of all employees will need significant reskilling by 2025 to adapt to new technologies.
  Flexible Work Arrangements

- **Remote Work:** The COVID-19 pandemic has accelerated the adoption of remote work. A 2023 Gallup survey revealed that 53% of employees expect remote work options to remain post-pandemic.
- **Hybrid Models:** Hybrid work models, combining remote and on-site work, are becoming the norm. A 2022 PwC survey indicated that 67% of executives believe a hybrid model will improve productivity and employee satisfaction.
  Focus on Employee Well-Being
- **Mental Health:** Employee well-being is gaining importance. According to a 2021 Deloitte report, 80% of organizations are increasing investments in mental health support.

- **Work-Life Balance:** Flexible schedules and reduced work hours are being implemented to enhance work-life balance. A 2022 LinkedIn survey showed that 64% of professionals prioritize work-life balance over salary.

Emphasis on Lifelong Learning

- **Continuous Learning:** The fast-paced nature of technological change necessitates continuous learning. A 2023 IBM study found that 60% of professionals believe ongoing education is crucial for career advancement.

- **Upskilling Programs:** Companies are investing in upskilling programs to prepare their workforce for future challenges. According to a 2022 LinkedIn Workplace Learning Report, 74% of learning and development leaders identified upskilling as a top priority.

Diversity and Inclusion

- **Inclusive Workplaces:** Creating inclusive workplaces is essential for innovation and performance. A 2021 McKinsey report found that companies with diverse teams are 35% more likely to outperform their peers.

- **Equity Initiatives:** Implementing equity initiatives helps in attracting and retaining top talent. According to a 2022 Glassdoor survey, 76% of job seekers consider diversity and inclusion an important factor when evaluating job offers.

Preparing for the future of work involves embracing technological advancements, adopting flexible work arrangements, prioritizing employee well-being, fostering continuous learning, and promoting diversity and inclusion. By anticipating and adapting to these emerging trends, managers can create resilient and forward-thinking organizations that thrive in an ever-changing business landscape.

STUDENT TESTIMONIAL

- My experience at RSMS has been amazing. The faculty are incredibly knowledgeable and always willing to help. They make learning interesting and easy to understand with their interactive teaching methods. The lessons often include real-world examples, which make the material more relatable and easier to grasp. The supportive environment at RSMS has helped me grow both academically and personally. I appreciate all the opportunities and guidance the school has provided, and I feel well-prepared for my future because of the excellent education I've received here.

Mr. Ayushaman Singh
Batch : 2023-26

- Rai School of Management Studies offers an exceptional learning environment with state-of-the-art facilities that greatly enhance the educational experience. The modern classrooms, well-stocked library, and advanced computer labs provide students with all necessary resources. The teaching pedagogy is innovative and student-centric, focusing on real-world applications and interactive learning methods. Faculty members are highly knowledgeable and approachable, ensuring personalized attention and support. The curriculum is designed to equip students with practical skills and industry insights, making them job-ready. Overall, Rai School of Management Studies is an excellent choice for those seeking a comprehensive and dynamic business education.

Mr. Chirag Korat
Batch : 2022-25

My experience at RSMS has been exceptional. The faculty are highly knowledgeable and dedicated, providing personalized attention to every student. The teaching pedagogy is innovative, combining theoretical knowledge with practical applications, making learning both engaging and effective. The use of real-world case studies and interactive sessions has greatly enhanced my understanding of the subject matter. The supportive environment and the emphasis on collaborative learning have been instrumental in my academic growth. Overall, RSMS has equipped me with the skills and confidence needed for a successful career.

Mr. Parth Gondaliya
Batch : 2023-25

- My experience with RSMS exceptional particularly due to the outstanding faculty and innovative teaching pedagogy. The professor were not only experts in their fields but also deeply invested in students success. Providing personalized support and guidance. They enhancing our practical skills and preparing us for the challenges of the industry. I would highly recommend knowledgeable education experience. My university has truly redefined my academic journey. The faculty's dedication to students learning is unparalleled. The teaching pedagogy is dynamic and adaptive, keeping us engaged and motivated throughout the learning process. My College is designed to cultivate critical thinking and practical skills essential for success. RSMS has not only equipped me with valuable knowledge but also instilled in me a passion for continues and innovation.

Arti Chhatrola
Batch : 2023-25

FACULTY CORNER

Leveraging Traditional Indian Knowledge for Modern Corporate Excellence

Dr. Maulik Rathod
Assistant Professor,
Rai School of Management Studies,
Rai University

India's rich heritage includes a profound knowledge system developed over millennia. The Indian Knowledge System (IKS) encompasses ancient scriptures, philosophies, sciences, and ethical teachings, offering valuable insights into various life aspects, including management and leadership. Today, Indian corporates increasingly integrate these traditional principles into modern management practices to enhance organizational efficiency, employee satisfaction, and overall business success.

Ancient Wisdom for Modern Management

One core element of the Indian Knowledge System emphasizes holistic thinking. Traditional Indian philosophies advocate for a balanced approach to life, considering the interconnectedness of various aspects of existence. This perspective is crucial in contemporary management, where a holistic view helps leaders understand the broader impact of their decisions on the organization, employees, and society.

For instance, the Bhagavad Gita, an ancient Indian text, offers profound lessons on leadership and duty. The concept of "Nishkama Karma" or selfless action, encourages leaders to focus on their duties without being overly attached to the results. This fosters a work culture that values dedication, integrity, and excellence, thereby enhancing productivity and employee morale.

Integrity is a concept that is often discussed, but putting it into action is a whole different story. In today's modern management practices, there is a sense that something is missing when compared to the wisdom of ancient times.

True excellence can only be achieved when it is accompanied by integrity and unwavering dedication. In the Indian knowledge system, the importance of finding harmony and balance between one's thoughts, words, and actions is emphasized as the key to attaining real success.

Ethical Leadership and Corporate Governance

Ethical leadership is another significant aspect of IKS that holds immense relevance in today's corporate world. Ancient Indian texts such as the Arthashastra by Chanakya emphasize the importance of ethical governance and the welfare of the people. Chanakya's principles advocate for a leader to be wise, just, and self-disciplined, focusing on the prosperity and security of the organization.

Incorporating these ethical principles help modern corporate leaders build trust and credibility, which are essential for long-term success. Ethical governance ensures transparency, accountability, and fairness, crucial for maintaining the confidence of stakeholders, including employees, customers, and investors.

Employee Well-being and Motivation

The Indian Knowledge System places a strong emphasis on individual well-being. The concept of "Sewa" or selfless service, integral to Indian philosophy, fosters a supportive and collaborative work environment. Promoting a culture of service and mutual support enhances employee satisfaction and motivation. It is a very simple phenomenon to understand that, if a person is satisfied with the treatment he/she is getting, he/she never going to betray the organization. Sometimes respect and fair treatment matter the most, even more than the monitory benefits.

Traditional practices such as yoga and meditation, rooted in IKS, prove highly beneficial in contemporary corporate settings. Incorporating these practices into the workplace helps employees manage stress, improve focus, and enhance overall well-being. Many Indian corporates now adopt wellness programs that include yoga and meditation sessions, recognizing their positive impact on employee health and productivity.

Sustainability and Corporate Social Responsibility

Sustainability is another area where the Indian Knowledge System offers valuable insights. Ancient Indian culture always emphasizes living in harmony with nature, advocating for the sustainable use of resources.

Concepts such as "Vasudhaiva Kutumbakam" (the world is one family) highlight the importance of collective responsibility towards the environment.
Indian corporates can draw from these principles to strengthen their corporate social responsibility (CSR) initiatives. By integrating sustainable practices and promoting environmental stewardship, companies contribute to the well-being of the community and the planet while enhancing their brand reputation and consumer loyalty.

Conclusion

The Indian Knowledge System provides a wealth of wisdom highly relevant to contemporary management practices. By embracing these traditional principles, Indian corporates can foster ethical leadership, enhance employee well-being, promote sustainability, and ultimately achieve long-term success. As the global business environment evolves, integrating IKS into modern management practices offers Indian companies a unique competitive advantage, rooted in a rich cultural heritage that values balance, integrity, and collective well-being.

Unveiling the Future: AI Revolutionizing Finance

Welcome to our newest newsletter, in which we explore how artificial intelligence (AI) is changing the financial services and investing landscape as we delve into the cutting edge junction of AI and finance.

Mr. Tankala Kalyan Kumar
Assistant Professor,
Rai School of Management Studies,
Rai University

AI's Impact on Investment Strategies

In the field of investment management, artificial intelligence has shown itself to be a revolutionary technology. Historically, human intuition and analysis have guided investment decisions; nevertheless, these methods are frequently biased and constrained by laborious study. But because to AI algorithms, which can now handle enormous volumes of data at speeds that are unthinkable for humans, decision-making and prediction are made more quickly and accurately.

Portfolio management is improved by insights provided by machine learning algorithms, which examine past data to find patterns and trends. In order to evaluate investment opportunities and dangers in real-time, these algorithms can comb through financial statements, market news, sentiment on social media, and even satellite photos. By spotting market downturns early, this skill not only increases investment returns but also reduces prospective losses.

AI-Powered Trading and Automation

AI trading algorithms use high-frequency trading tactics to take advantage of short-lived market opportunities by executing transactions faster than human beings. This automation lessens the effects of emotional decision-making, which is important in turbulent markets, and lowers transaction costs.

Moreover, by providing individualized investment advice based on each client's risk tolerance and financial objectives, AI-powered robo-advisors have democratized access to wealth management. These systems optimize returns while preserving diversification by constantly monitoring portfolios and rebalancing assets through the use of algorithms.

Enhancing Customer Experience

AI improves the banking industry's client experience beyond backend operations. Natural language processing (NLP)-driven chatbots offer immediate client service by answering questions regarding account details, past transactions, and financial guidance. This lowers operating expenses for financial organizations while simultaneously increasing client happiness.

Furthermore, AI-powered fraud detection systems examine transaction patterns and flag questionable activity instantly, strengthening security protocols and shielding clients from financial theft.

Challenges and Ethical Considerations

Although AI has the potential to revolutionize finance, there are obstacles to overcome. There are many unanswered questions regarding algorithmic prejudice, data privacy, and the moral consequences of automated decision-making. In order to solve these problems, regulatory frameworks that prioritize accountability, transparency, and equity in AI applications are changing.

The Future Outlook

Looking ahead, more innovation is promised by the partnership between AI and finance. Complex computations and risk management could be revolutionized by quantum computing, while artificial intelligence (AI) is still developing thanks to developments in deep learning and predictive analytics.

In summary, AI is a powerful instrument that is also a driver for significant change in the finance industry, giving investors and institutions access to unmatched insights and efficiencies. To fully utilize AI's potential in reshaping the financial industry, we must remain knowledgeable and flexible as we traverse this revolutionary period.

UPI's Global Expansion: Pioneering India's Digital Payment Revolution Worldwide

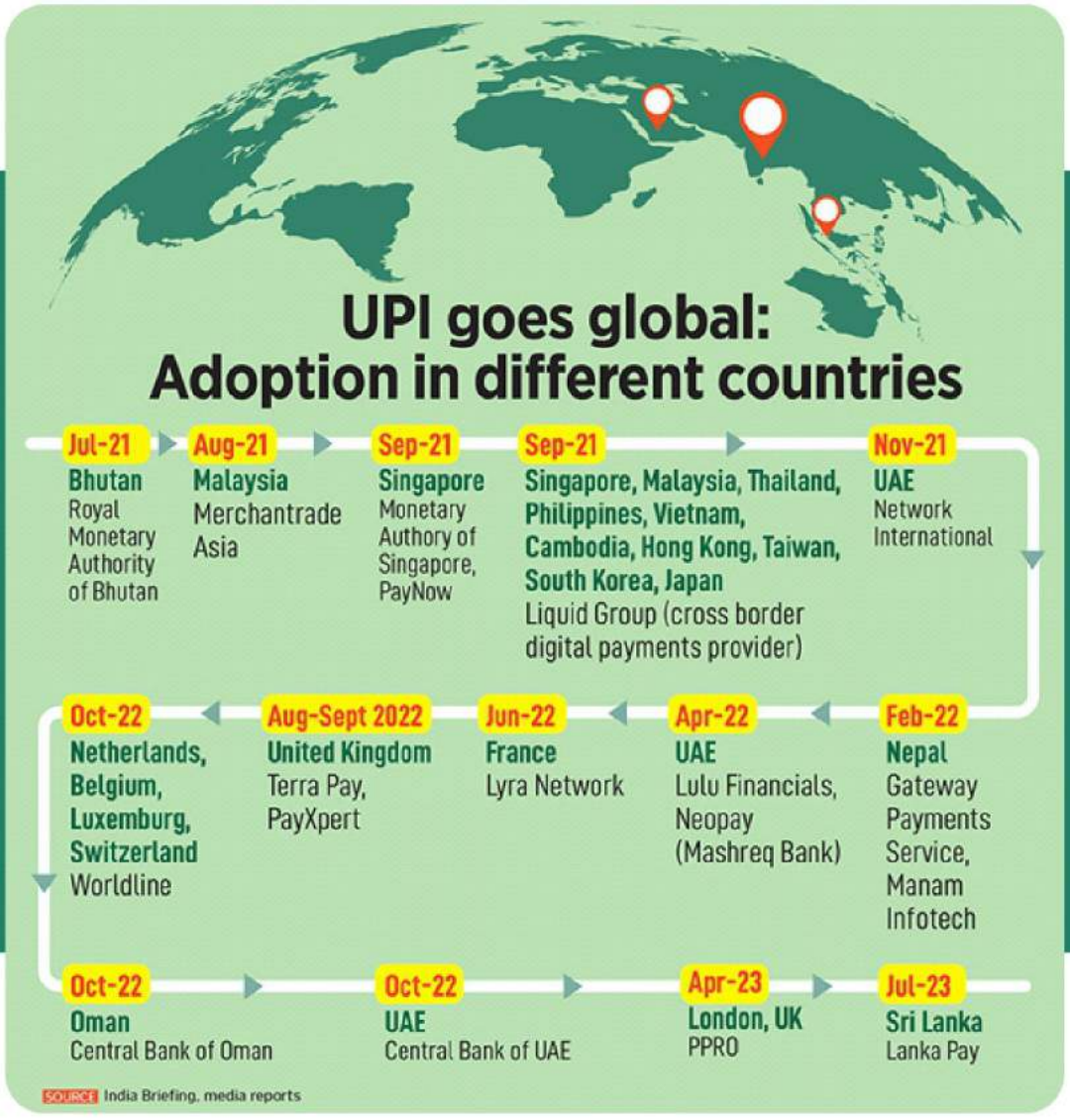
Dr. Vinod K. Parghi
Assistant Professor,
Rai School of Management Studies,
Rai University

Unified Payments Interface (UPI) has revolutionized digital transactions in India and is now expanding internationally. A partnership between the National Payments Corporation of India (NPCI) International and Singapore's PayNow enables Indian visitors to Singapore to use UPI for transactions seamlessly, enhancing economic ties and positioning UPI as a peer-to-peer global payment network alongside Visa, Mastercard, Alipay, and WeChat Pay. This reflects UPI's growing recognition and potential as a global payment solution.

Since its launch in April 2016, UPI has become India's leading payment method, accounting for 75.6% of retail digital transactions in FY23, with expectations to reach 90% in the next five years. Its transaction volume grew 59.2% year-on-year to 9.33 billion in June 2023, while transaction value increased by 45.5% to ₹14,75,464 crore. By July 2023, these numbers rose to 9.96 billion transactions and ₹15,33,536.44 crore, respectively.

RBI Governor Shaktikanta Das highlighted international interest in UPI, including from Western countries and Japan, indicating ongoing efforts for its global expansion. In India, UPI's use cases are expanding, including linking domestic credit cards to UPI for credit transactions. Merchants prefer UPI due to low deployment costs of QR codes and the absence of merchant discount rates, unlike point-of-sale (POS) machines which incur higher costs.

Internationally, NPCI International aims to establish UPI as a cost-effective alternative in cash-heavy developing economies where deploying POS machines is expensive. This strategy also targets the 30 million-strong Indian diaspora in regions like the Middle East, Southeast Asia, and North America, facilitating low-cost remittances to India, which received $89 billion from overseas remittances in 2021-22.



NPCI International is collaborating with central banks or authorized entities in various countries to create UPI-like ecosystems, ensuring both technological and business know-how. Despite agreements with countries like Nepal, Bhutan, Singapore, UAE, France, and Oman, data on transaction volumes through these partnerships remain undisclosed, suggesting that UPI's international usage is still developing.

The Indian digital payments market is projected to grow from 103 billion transactions in FY23 to 411 billion in FY27, expanding at a CAGR of 50% in volume and 60% in value over the last five years. Despite UPI's potential, high-value transactions abroad may still favor credit cards due to benefits like a 45-day credit period. Additionally, NPCI International plans to charge a fee for merchants accepting UPI payments abroad, unlike in India. The fee structure needs to balance attractiveness for merchants and banks to ensure widespread adoption.

Overall, UPI's international success hinges on effective pricing, strategic marketing, and establishing a critical mass of users and transactions. As digital payments continue to rise, UPI's global expansion efforts will play a crucial role in shaping the future of international payment networks.

FACULTY ACHIEVEMENT

Dr. Sandip Chandra
Associate Dean & Associate Professor,
IIC Convener,
Rai School of Management Studies,
Rai University

1. FDP

a) One Week FDP on " Writing Effective Proposal for Research & Funding Opportunities" by Rai University.

b) Faculty Development Program (FDP) titled "Teaching, Research, and Institution Building in the Contemporary Academia" by Auro University, Surat.

c) Faculty Development Program (FDP) titled "Personal and Professional Excellence and Value Based Living" by Auro University, Surat.

2. Webinar/Workshop

a) One day National level webinar on "Research Methodology" by Shri Muktanand College Gangapur

b) online webinar on "The Value of ChatGPT in Teaching & Learning" dated 07/03/2024, under the initiative TEERTH organized by Knowledge Consortium of Gujarat, Education Department, Government of Gujarat.

c) Participated in the NPTEL E-Awareness Workshop

d) National level women's special financial planning webinar conducted by Rai University in association with Ambition Learning Solutions on behalf of Bombay Stock Exchange

e) Online webinar on "Women Rights" dated 20/03/2024, under the initiative TEERTH organized by Knowledge Consortium of Gujarat, Education Department, Government of Gujarat.

f) Online webinar on "Financial Awareness in Modern Life" dated 02/04/2024, under the initiative TEERTH organized by Knowledge Consortium of Gujarat, Education Department, Government of Gujarat.

3. Seminar

a) One day International Seminar on " National Education Policy - 2020" by Rai University.
b) Online National LEvel Seminar on "Opportunities of Research in Indian Knowledge System (IKS)" by BSM - Anand

4. International Conference

a) Presenter a Paper Entitled "A Study on Evaluating Risk Analysis of Letter of Credit" at the International Conference by Trinity Institute of Professional Studies, New Delhi.
b) International Conference on Multidisciplinary Approach in Technology and Social Development By NIETM Nagpur
c) Presented Research Paper Entitled "A Study on Employee Engagement Program in Chemical Industries at Bharuch Gujarat" in the National Conference by Parul University, Vadodara.
d) Presented the research paper entitled "A Study on Employee Opinions of IT Industries Regarding the Effectiveness of Human Recourse Management Systems on Their Performance at Ahmedabad North Region "in the National Conference On Emerging Trends In Commerce & Management at Shri U. P. Arts, Smt. M. G. Panchal Science & Shri V. L. Shah Commerce College, Pilvai.

4. Patent

a) "HR Management Robot For Employee Recruitment And Training" - UK Design Patent. Design no.: 6343337

5. Research Award

a) Best India Research Award 2023 at World Intellectual Property Right Conclave 2023, New Delhi.
b) Outstanding Academic Achiever Award 2023
c) Outstanding Research Achiever Award 2023

6. Book Chapter Publication:

a) "Examining The Wellbeing of Teachers in Ahmedabad City : A Comprehensive Study" Published with Peer-Reviewed Journal in Volume - 9, Issue - 10, October 2023

b) "The Eternal Quest: Exploring the Intersections of Spirituality, Religion and Philosophy"

c) "Measuring Job Satisfaction of Self-Finance College eachers: An Empirical Study based on BBA Colleges in South Gujarat Region" Samdarshi ISSN: 2581-3986 Vol 16 Issue 2 (July 2023)

d) "A Study on Evaluating Risk Analysis of Letter of Credit" Peer Reviewd Refereed and UGC Listef Journal No. 47023

e) "The impact of training and development on employees of Torrent Pharmaceutical limited, Dahej" TIJER || ISSN 2349-9249

E-ISSN No : 2454-9916 Impact Factor : 7.058

Certificate of Publication

Is hereby awarding this certificate to

Prof./Dr. /Mr./Mrs./Miss. SANDIP CHANDRA

International Education and Research Journal

In recognition of the publication of the paper entitled

Title: EXAMINING THE WELLBEING OF TEACHERS IN AHMEDABAD CITY: A COMPREHENSIVE STUDY

Published with Peer-Reviewed (Refereed) Journal in Volume - 9, Issue - 10, October 2023

Editor in Chief

TRINITY INSTITUTE OF PROFESSIONAL STUDIES

In collaboration with Debre Tabor University, Ethiopia

12th TIPSCON 2023
International Conference
"Creating a Better Tomorrow: Innovative Practices for Sustainability"
17th June, 2023

Certificate of Appreciation

This is to certify that Prof./Dr./Mr./Ms. Sandip Chandra of Assistant Professor Rai School of Management Studies has presented a paper entitled A STUDY ON EVALUATING RISK ANALYSIS OF LETTER OF CREDIT at the International Conference held on 17th June, 2023 at Trinity Institute of Professional Studies, Sector-9, Dwarka, New Delhi-110075, India

Kindye Essa Mustofa, Dean, Debre Tabor University, Ethiopia
Prof.(Dr.) Shashi Bala, Principal, Law
Prof.(Dr.) Ashutosh Agarwal, Director, TIPS

Marathwada Shikshan Prasarak Mandal's
Shri Muktanand College Gangapur,
Dist. Chhatrapati Sambhajinagar, Pin-431109, Maharashtra, India.
Affiliated to Dr. Babasaheb Ambedkar Marathwada University,
Chhatrapati Sambhajinagar (M.S.)-431004.
NAAC Reaccredited "A++" Grade (Fourth Cycle) ISO 9001:2015 Certified

One Day National Workshop on "Research Methodology"
(11th March, 2024)
Organised By
Department of Commerce & Management

Certificate of Participation

This is certify that, Dr. Sandip Chandra, Associate Professor, Department of Management and Commerce, of Rai School of Management Studies, Rai University has solemnly participated in One Day National Workshop on "Research Methodology" held on 11th March, 2024, organized by Department of Commerce & Management, Shri Muktanand College Gangapur, Dist. Chhatrapati Sambhajinagar (M.S.)-431109.

Dr. S. B. Gaikwad, Organizer, Head
Professor, Dr. Smt. C.S. Patil, Chief Organizer, Principal

Rai University
विकसित भारत अभियान
CRD

CERTIFICATE OF APPRECIATION

THIS AWARD IS PRESENTED TO

Dr. Sandip Chandra

In the category of
Academic Achiever
During the Year 2023

By Internal Quality Assurance Cell, In Collaboration with Center for Research and Development, Rai University, Ahmedabad Conferred on 6th May, 2024.

Dr. Anil Tomar, Provost, Rai University
Dr. B. S. Yadav, Registrar, Rai University

Rai University
विकसित भारत अभियान
CRD

OUTSTANDING RESEARCH AWARD

THIS AWARD IS PRESENTED TO

Dr. Sandip Chandra

In the category of
Research Achiever
During the Year 2023

By Internal Quality Assurance Cell, In Collaboration with Center for Research and Development, Rai University, Ahmedabad Conferred on 6th May, 2024.

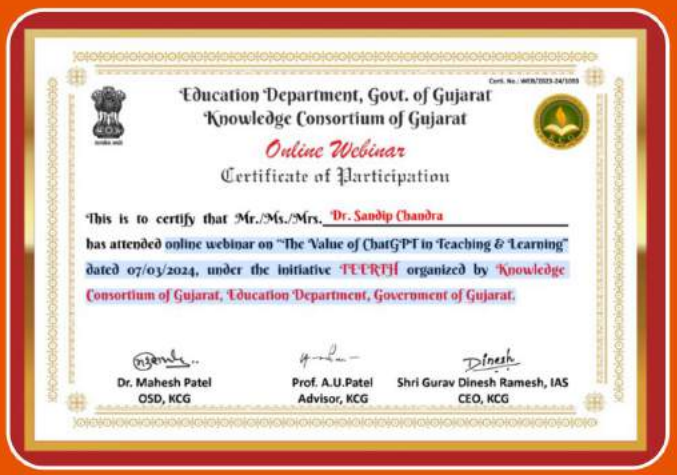
Dr. Anil Tomar, Provost, Rai University
Dr. B. S. Yadav, Registrar, Rai University

AURO UNIVERSITY
Integral & Transformational Learning
SURAT, GUJARAT

CERTIFICATE OF PARTICIPATION

This is to certify that Prof./Dr./Mr./Ms. Dr. Sandip Sapan Chandra from Rai School of Management Studies, Rai University participated in the Faculty Development Program (FDP) titled "Teaching, Research, and Institution Building in the Contemporary Academia" on 28 October 2023.

Dr. Vishal Shukla, FDP, Chairperson
Parimal Vyas, Provost



Education Department, Govt. of Gujarat
Knowledge Consortium of Gujarat

Online Webinar

Certificate of Participation

This is to certify that Mr./Ms./Mrs. Dr. Sandip Chandra has attended online webinar on "The Value of ChatGPT in Teaching & Learning" dated 07/03/2024, under the initiative FUTURE organized by Knowledge Consortium of Gujarat, Education Department, Government of Gujarat.

Dr. Mahesh Patel, OSD, KCG
Prof. A.U.Patel, Advisor, KCG
Shri Gurav Dinesh Ramesh, IAS, CEO, KCG

AURO UNIVERSITY
Integral & Transformational Learning
SURAT, GUJARAT

CERTIFICATE OF PARTICIPATION

This is to certify that Prof./Dr./Mr./Ms. Dr. Sandip Sapan Chandra from Rai School of Management Studies, Rai University participated in the Faculty Development Program (FDP) titled "Personal and Professional Excellence and Value Based Living" on 14th October, 2023.

Dr. Vishal Shukla, FDP, Chairperson
Parimal Vyas, Provost

Regional Meet
Institutions' Innovation Council
MoE's Innovation Cell
Certificate of Participation
Dr.Sandip sapan chandra
RAI UNIVERSITY , Gujarat
has participated in the regional meet held on 27th Dec. 2023 at Gujarat University, Ahmedabad.
Prof. (Dr.) Neerja Gupta, Vice Chancellor, Gujarat University
Mr. Dipan Sahu, Assistant Innovation Director, MoE's Innovation Cell

CERTIFICATE
of Participation
This is to certify that
SANDIP CHANDRA
RAI SCHOOL OF MANAGEMENT STUDIES
has participated in the NPTEL E-Awareness workshop
on December 15, 2023
Prof. Andrew Thangaraj
NPTEL Coordinator
IIT Madras

International Conference On
MULTIDISCIPLINARY APPROACH IN TECHNOLOGY AND SOCIAL DEVELOPMENT
ICMATSD-2023
Maitrey Educational Society's
NAGARJUNA
Institute of Engineering, Technology & Management
Certificate of Attendance
This is to certify that
Dr Sandip Chandra
Guide ,Rai University AHAMDABAD
In recognition of attendance at the International Conference held on 26th & 27th May 2023.
Dr. S. M. Kelo, Principal, Nagarjuna Institute of Engineering, Technology & Management, Nagpur
In Association With IEEE
Dr. M. K. Rahangdale, Vice-Principal, Convener, Nagarjuna Institute of Engineering, Technology & Management, Nagpur

भारतीय शिक्षण मंडल, आणंद
CERTIFICATE
OF PARTICIPATION
This is awarded to
Dr. Sandip Chandra
for participation in
Online National Level Seminar On
"Opportunities of Research in Indian Knowledge System(IKS)"
"भारतीय ज्ञान प्रणाली (आईकेएस) में अनुसंधान के अवसर"
on 25th December, 2023
Dr. Yagnesh Dalvadi, Secretary, BSM-ANAND
Dr. B. M. Parmar, President, BSM-ANAND
Dr. Kamal Maheshwari, Prant Karyakari, BSM-Gujarat Prant
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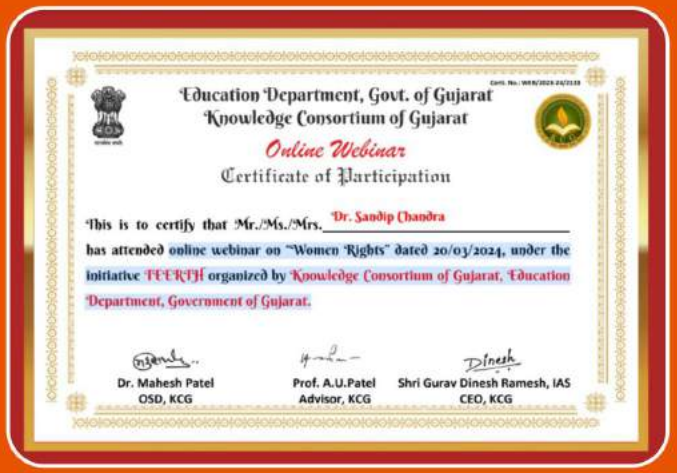
CENTRE FOR ADVANCED STUDIES IN CULTURE, HAPPINESS AND ETHICS
RABINDRANATH TAGORE UNIVERSITY
Certificate
This is to certify that Dr. Sandip Chandra from Rai School of Management Studies, Rai University, had presented a paper on The Eternal Quest: Exploring the Intersections of Spirituality, Religion, and Philosophy during our One Day Offline International Conference – From Upanishads to Artificial Intelligence – Indian Knowledge System through ages, organized on 10th February 2024 at JG College of Commerce, Ahmedabad, Gujarat, India.
Dr. MP Chandran, Chairman, ASIA Charitable Trust
Dr. Gurudutta Japee, Chairman & Founder, Grand Academic Portal
Dr. Preeti Oza, CEO, Grand Academic Portal
Dr. Minnie Mattheew, Principal, JG College of Commerce
Dr. Dhaval Kataria, Conference Coordinator, JG College of Commerce

MBITION LEARNING SOLUTIONS
CERTIFICATE
Of Participation
This certificate is presented to
Mr/Ms. Dr. Sandip Chandra
For participating in the National level women's special financial planning webinar conducted by Rai University in association with Ambition Learning Solutions on behalf of Bombay Stock Exchange held on 08th March, 2024
MR. VISHAL GADA
DIRECTOR, ALS


Education Department, Govt. of Gujarat
Knowledge Consortium of Gujarat
Online Webinar
Certificate of Participation
This is to certify that Mr./Ms./Mrs. Dr. Sandip Chandra has attended online webinar on "Women Rights" dated 20/03/2024, under the initiative PEERTH organized by Knowledge Consortium of Gujarat, Education Department, Government of Gujarat.
Dr. Mahesh Patel, OSD, KCG
Prof. A.U.Patel, Advisor, KCG
Shri Gurav Dinesh Ramesh, IAS, CEO, KCG

Education Department, Govt. of Gujarat
Knowledge Consortium of Gujarat
Online Webinar
Certificate of Participation
This is to certify that Mr./Ms./Mrs. Dr. Sandip Chandra has attended online webinar on "Financial Awareness in Modern Life" dated 02/04/2024, under the initiative PEERTH organized by Knowledge Consortium of Gujarat, Education Department, Government of Gujarat.
Dr. Mahesh Patel, OSD, KCG
Prof. A.U.Patel, Advisor, KCG
Shri Gurav Dinesh Ramesh, IAS, CEO, KCG

IOP Publishing | Academy

Certificate of attendance

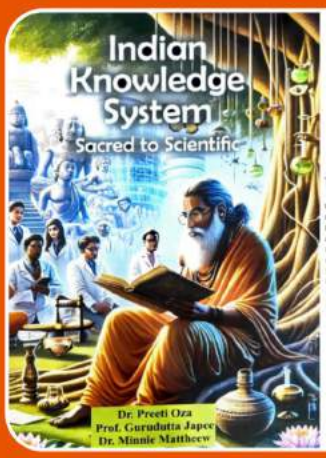
Presented to

Dr Sandip Chandra

for attending

How to Get Published
Author Workshop

on 23 August 2023



15

The Eternal Quest: Exploring the Intersections of Spirituality, Religion, and Philosophy

— Dr. Virali Pande &
Dr. Sandip Chandra

The Quest:

A human being is always in a quest, sometimes for the right path to live, sometimes for the ultimate truth and sometimes to know the meaning and motive of the existence. This quest never leaves a person from birth to death. One or the other question always hovers over an individual's conscious or subconscious mind. This perpetual query roams around existence, purpose, and meaning. At times, the question revolves around a religious dimension, seeking guidance and solace from the established belief system, rituals, and communal practices. On other occasions it takes the form of a spiritual pursuit, probing into the depth of one's inner self. It involves a personal exploration, boundless by rigid structures or dogmas, to uncover the mystery in life. As the profoundly important question asked by Maitreyi to her husband Yajnavalkya, "What should I do with that by which I do not become immortal?" (Sen, 2005, p. 08). This is the basic but This concerns the relation and the distance between income and achievement, between the commodities we can buy and the actual capabilities we can enjoy, and between our economic wealth and our ability to live as we would like.

Regardless of the form it takes, this enduring question influences individuals, societies, and cultures in profound ways. It shapes identities, belief systems, values, and cultural practices. It urges us to reflect on our place in the world, our purpose, and the impact we

Samdarshi
ISSN: 2581-5946
Vol 16 Issue 2 (July 2023)

"Measuring Job Satisfaction of Self-Finance College Teachers: An Empirical Study based on BBA Colleges in South Gujarat Region"

Mr. Ashish I. Patel
Research Scholar,
Department of Commerce & Management
Rai University, Ahmedabad
Email: ashish_1107@yahoo.co.in

Dr. Sandip Chandra
Associate Professor
Rai School of Management Studies, Department of Commerce & Management,
Rai University, Ahmedabad

Abstract

Understanding job satisfaction involves considering how it relates to other important elementslike overall health, workplace stress, workplace control, home-work balance, and working circumstances. Job satisfaction is the term used to describe how someone feels or is feeling about their employment. Job satisfaction is influenced by many factors, including the workingenvironment, managerial style, coworkers, and corporate culture, in addition to the job itself. Given that doing so will benefit both the company and the employee in the long run, it is crucialfor be aware of the organizational traits that could affect the job satisfaction of the majority of employees. Teachers and students will face new challenges as the twenty-first century ushers in a time of rapid transformation. Since environmental changes are inevitable, a teacher's efficacy will depend on his or her capacity to adjust to and improve the setting in which they work. A teacher must be able to help students build their conceptual knowledge and analyticalskills if they are to give it their all. A teacher's effectiveness can be evaluated based on a varietyof factors, such as their competence and classroom performance. Effectiveness in the classroomis a product of both the teaching process and the students' performance and competency. The study's goal is to examine employment satisfaction from a commercial perspective. This studyhas tried to measure job satisfaction of BBA self-finance college teachers in South Gujarat Region.

Keywords: Job satisfaction, BBA self-finance college, South Gujarat Region.

1.1. INTRODUCTION

A "pleasant feeling that you get when you receive something you wanted, or when you have done something you wanted to do," according to the Cambridge Dictionary, characterizes satisfaction. Job satisfaction is one of the workplace psychology aspects that has garnered the most attention from researchers. It has been connected to a range of psychosocial challenges, from leadership to job design. One of the most important forerunners of the field of job satisfaction research was the Hawthorne investigations. A person's degree of satisfaction with their position is referred to as their job satisfaction. The happier people are at work, the more satisfied people are said to be with their jobs. Although they clearly go hand in hand, motivationand job happiness are two different things. To increase productivity and job happiness, job design techniques include job rotation, job expansion, and job enrichment. Additional elements

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M.Drama (Acting), M.Drama (Prod & Dirt), M.Ed.

✧ PUBLISHED BY ✧

Ajanta Prakashan

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"The impact of training and development on employees of Torrent Pharmaceutical limited, Dahej"

Submitted By

Ms. Dharti Patel
Rai School of Management Studies
(UID NO: U4200903863)
MBA (Semester-IV)

Under the Guidance of
Dr. Sandip Chandra
Assistant Professor of
Rai School of Management Studies, Rai University, Ahmedabad

Abstract:

Training and development are crucial for the success of any organization. It helps employees to acquire new skills and knowledge that are necessary for them to perform their tasks effectively. This research paper examines the impact of training and development on employees in organizations. The paper explores the benefits of training and development, such as increased productivity, improved job satisfaction, and reduced employee turnover. The research also discusses the challenges of training and development, such as cost, time, and resistance to change. The study concludes that training and development have a positive impact on employee performance and organizational growth.

Key words: Training and development, Motivation, Satisfaction, Productivity.

Introduction:

Training and development are essential components of human resource management. They provide employees with the necessary skills and knowledge to perform their tasks effectively. Organizations that invest in training and development are more likely to experience increased productivity, improved job satisfaction, and reduced employee turnover. However, there are challenges that organizations face when implementing training and development programs, such as cost, time, and resistance to change. This research

Intellectual Property Office

Certificate of Registration for a UK Design

Design number: 6343337

Grant date: 07 February 2024

Registration date: 30 January 2024

This is to certify that,

In pursuance of and subject to the provision of Registered Designs Act 1949, the design of which a representation or specimen is attached, had been registered as of the date of registration shown above in the name of

Dr Rakesh Dani, Rakesh Ranjan, Ashok Masih, Vandana Ahuja, Rinku Supakar,

Dr. Sandip Sapan Chandra, Prince Sood

In respect of the application of such design by

HR MANAGEMENT ROBOT FOR EMPLOYEE RECRUITMENT AND TRAINING

International Design Classification:
Version: 14-2023
Class: 15 MACHINES, NOT ELSEWHERE SPECIFIED
Subclass: 99 MISCELLANEOUS

Adam Williams

Adam Williams
Comptroller-General of Patents, Designs and Trade Marks
Intellectual Property Office
The attention of the Proprietor(s) is drawn to the important notes overleaf.

Dr. Yuvrajsinh Rathod
HoD & Assistant Professor,
Rai School of Management Studies,
Rai University

1. FDP

a) FDP on "Introduction to Marketing Essentials" from IIT Madras (By NPTEL)

2. Webinar/Workshop

a) One day National level webinar on "AI-Driven Personalization, Engagement & Assessment" by Sanatan Dharma College
b) One day National level webinar on " Woman Special Financial Planning" By Rai University with Ambition Learning Solutions.

3. Seminar

a) One day International Seminar on " National Education Policy - 2020" by Rai University.

4. International Conference

a) 21st AIMS International Conference on Management

5. Patent

a) Impact of implicit and explicit knowledge of consumers on their buying behaviour, Application no. 202311035327
b) Accident Notifying Device for Vehicles, Design No.: 6329669

6. Book Chapter Publication:

a) "Impact on Online Impulsive Buying Behavior of Consumers in the Fashion Industry"
b) "Futuristic Trends of AI in Marketing: Unveiling Possibilities in the Indian Context," published in "Futuristic Trends in Management Volume 3, Book 24."

6. Awards & Achievements

a) Outstanding Research Award for the Category Research Achiever
b) Certificate of Appreciation for the Category Academic Achiever

Elite

NPTEL Online Certification

(Funded by the MoE, Govt. of India)

This certificate is awarded to

RATHOD YUVRAJSINH KIRITSINH

for successfully completing the course

Introduction to Marketing Essentials

with a consolidated score of 60 %

Online Assignments	22.5/25	Proctored Exam	37/75

Total number of candidates certified in this course: 983

Prof. Koushik Ghosh, Professor(Chemistry) Coordinator CEC

Jul-Oct 2023 (12 week course)

Prof. Ranjana Pathania, Professor (IISIE) Coordinator (NPTEL)

Indian Institute of Technology Roorkee

swayam

Roll No: NPTEL23MG122S730500314 To verify the certificate No. of credits recommended: 3 or 4

NPTEL-AICTE
Faculty Development Programme

(Funded by the MoE, Govt. of India)

This certificate is awarded to

RATHOD YUVRAJSINH KIRITSINH

for successfully completing the course

Introduction to Marketing Essentials

with a consolidated score of 60 %

Prof. Andrew Thangaraj
NPTEL Coordinator
IIT Madras

(Jul-Oct 2023)

Roll No: NPTEL23MG122S730500314 Duration of NPTEL course : 12 Weeks

The candidate has studied the above course through MOOCs mode, has submitted online assignments and passed proctored exams.
This certificate is therefore acceptable for promotions under CAS as per AICTE notifications dated 24th July 2018, similar to other refresher / orientation courses.
F.No. AICTE / RIFD / FDP through MOOCs / 2017-18

Rai University

CERTIFICATE
OF PARTICIPATION

This is to certify that

Dr./Prof./Mr./Ms. Rathod Yuvrajsinh Kiritsinh

from Rai University has actively participated in the ICCR Sponsored One Day International Seminar on

NATIONAL EDUCATION POLICY – 2020

organized by Rai School of Management Studies & School of Law on 1st February 2024.
We commend him/her for valuable participation
and look forward to continued involvement in future endeavors.

Prof. (Dr.) Anil Tomar
Director, Rai University, Ahmedabad

Dr. Brijendra Singh Yadav
Registrar, Rai University, Ahmedabad

21st AIMS International Conference on Management

CERTIFICATE

This is to certify that the paper entitled *'An Empirical Study to Measure Impact of Social Media on Buyers Intention towards'* was presented through Video Conference by **Rathod Yuvrajsinh Kiritsinh** at the Twenty First AIMS International Conference on Management organized at the Symbiosis University of Applied Sciences, Indore.

March 1-3, 2024

SYMBIOSIS UNIVERSITY OF APPLIED SCIENCES
A Symbiosis Skill University

AMBITION LEARNING SOLUTIONS

CERTIFICATE

Of Participation

This certificate is presented to

Mr/Ms. Rathod Yuvrajsinh Kiritsinh

For participating in the National level women's special financial planning webinar conducted by Rai University in association with Ambition Learning Solutions on behalf of Bombay Stock Exchange held on 08th March, 2024

MR. VISHAL GADA
DIRECTOR, ALS

(http://ipindia.nic.in/index.htm)

IMPACT ON ONLINE IMPULSIVE BUYING BEHAVIOUR OF CONSUMERS IN FASHION INDUSTRY

Intellectual Property Office

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FUTURISTIC TRENDS OF AI IN MARKETING: UNVEILING POSSIBILITIES IN THE INDIAN CONTEXT

FACULTY ACHIEVEMENT

Dr. Paresh Shah
Professor of Practice,
Rai School of Management Studies,
Rai University

1. Awards

a) "Educator of The Year - 2023" on Sir Radha Krishna Sarvepalli Birth Anniversary by Namaste India Group.

b) "Life Time Achievement Award" for Contribution and Highest Degree in Education Field.

c) "Rashtriya Adarsh Ratan Award 2023" in the Nation's Pride Book of Records by NPBR.

d) "Educator of The Year 2023" for dedicative contributions in the education process by Namaste India Council of Educators (NICE).

d) "Rashtriya Adarsh Ratan Award 2023" in the Category of Research by NPBR.

2. International Conference

a) International Conference on Educational Reforms and Advancements by Council for Teachers Professional Development (CTPD), India

Namaste India Group – Celebrating 3 rd Anniversary
5 Sept 2023 - Online Award - On the Special Occasion
SIR RADHA KRISHNA SARVEPALLI
BIRTH ANNIVERSARY
EDUCATOR
OF THE YEAR - 2023
Proud Awardee
Dr. Paresh Shah
Professor
Rai School of Management Studies,
Rai University
Organised By Namaste India Council of Educators (NICE) - NIG
For More Details : +91 99 22 95 7444 | Email : namasteindiaem@gmail.com
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Certificate of Honour
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Dr. Paresh Shah
For his contribution and highest degree in education field.
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President / Director
Research Culture Society
researchculturesociety@yahoo.com
WWW.RESEARCHCULTURESOCIETY.ORG

RARA
RASHTRIYA ADARSH RATAN AWARD
Certificate of Appreciation
RASHTRIYA ADARSH RATAN AWARD
THIS CERTIFICATE IS PROUDLY PRESENTED TO
PROF. (DR.) PARESH SHAH
For his tireless work in promoting education and social awareness. His efforts have been greatly appreciated.
Prof. (Dr.) Paresh Shah has been awarded the "Rashtriya Adarsh Ratan Award 2023" in the Nation's Pride Book of records.
VERIFIED ID
NPBR ID: NPBRRARA23PH1017
DATE: 03rd MAY 2023
NATION'S PRIDE BOOK OF RECORDS

"Nation First, Always First"
NAMASTE INDIA
On the Auspicious Occasion of
DR. RADHA KRISHNA SARVEPALLI
BIRTH ANNIVERSARY
CERTIFICATE
OF APPRECIATION
Namaste India Council of Educators (NICE) - Wing of Namaste India Group (NIG)
Proudly Presents Mr./Ms./Mrs./Dr.
DR. PARESH SHAH
As the EDUCATOR OF THE YEAR 2023 for his/her dedicative contributions in the education process. We are honorably presenting this notable award with our hearty wishes for his/her success in the education field.
Best Wishes For Your Bright Future.
Happy Teachers Day!
Date : 5 September 2023
Sudhir S. Salunke
WISH YOU ALL HAPPY 3RD ANNIVERSARY OF NAMASTE INDIA GROUP
Revolutionise | Reawoken | Reform

"RARA"
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RASHTRIYA ADARSH RATAN
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PROF. (DR.) PARESH SHAH
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AHMEDABAD, GUJARAT
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COUNCIL FOR TEACHERS PROFESSIONAL DEVELOPMENT (CTPD), INDIA
CTPDCON-ERA 2023
FIRST INTERNATIONAL CONFERENCE
Educational Reforms and Advancements
Track-3 : Digital Transformation and Online Education
SUN, OCT 15 2023
10:00 A.M (IST)

Dr. Riddhi Ambavale
Associate Professor,
Rai School of Management Studies,
Rai University

1. FDP

a) FDP on "life Skills Management" organized by School of Liberal Arts and Languages, Shobhit University Gangoh

2. Book Chapter Publication:

a) "Impact of Sensory Branding on Customer Brand Loyalty in gujarat"

3. Patent

a) Adaptive Assistance Exoskeleton Suit, Design No.: 6300703
b) Novel Employee Attendance Tracker, Design No.: 6304586
c) Portable Project Management Device, Design No.: 6306110

SHOBHIT UNIVERSITY GANGOH
Faculty Development Program (21st August -27th August 2023)

Certificate of Participation

This is to certify that

Dr. Riddhi Ambavale

Associate Professor, Rai University Ahmedabad has successfully completed seven-day Faculty Development Program on "life Skills Management" organized by School of Liberal Arts and Languages, Shobhit University Gangoh from August 21, 2023 to August 27th 2023.

(Convener)
Dean, SLA&L

IMPACT OF SENSORY BRANDING ON CUSTOMER BRAND LOYALTY IN GUJARAT

Certificate of Registration for a UK Design

Certificate of Registration for a UK Design

Certificate of Registration for a UK Design

Dr. Swati Aggarwal
Assistant Professor,
Rai School of Management Studies,
Rai University

1. FDP

a) One Week FDP on "Writing Effectuve Proposal for Research and Funding Opportunities" by Rai University.
b) Online FDP on "Data Analysis using SPSS and AMOS" by St. Kabir Institute of Professional Studies
c) Seven-day Faculty Development Program on "life Skills Management" organized by School of Liberal Arts and Languages, Shobhit University Gangoh.
d) Faculty Development Program (FDP) titled "Art and Science of writing effective literature: Getting published in a high impact journal" by Auro University

2. Webinar/Workshop

a) "SEO Masterclass Webinar" by Digital Deepak
b) 3 Day National Research Workshop on "How to write a Bibliometric paper", held during 1st - 3rd July, 2023, organized by MBien Analytica and Systems in association with Adonic Informatics through virtual mode.
c) NPTEL E-Awareness workshop on August 18, 2023
d) Five Days Workshop Titled "Indian Laws : Keeping Pace in the Digital Era" (Pre-Celebration of Constitution Day) by Rai University
e) Online Workshop on "Effective Teaching" by IIT Delhi.
f) Online Webinar on "Financial Awareness in Modern Life" under the initiative TEERTH organized by Knowledge Consortium of Gujarat, Education Department, Government of Gujarat.
g) One Week Faculty Development Program on "Recent Trends In Multidisciplinary Research (Season – 3)" Organized by the Department of Computer Engineering, Vishwakarma Institute of Information Technology, Pune, in association with IEEE Computer Society Pune Local Chapter.
h) Orientation Program pf "Unnat Bharat Abhiyan" at IIT Gandhinagar.
I) 2 Hours Webinar on "Digital and AI Tools in Education" by DMG

3. Certification

a) Completed Psychometrics using SPSS and AMOS; Instructors Scholarsight Learning on Udemy

4. Book Chapter Publication:

a) "Importance of Employee Motivation and Satisfaction in the Workplace based on BiLSTM and ANN Approach" (ICACRS-2023)

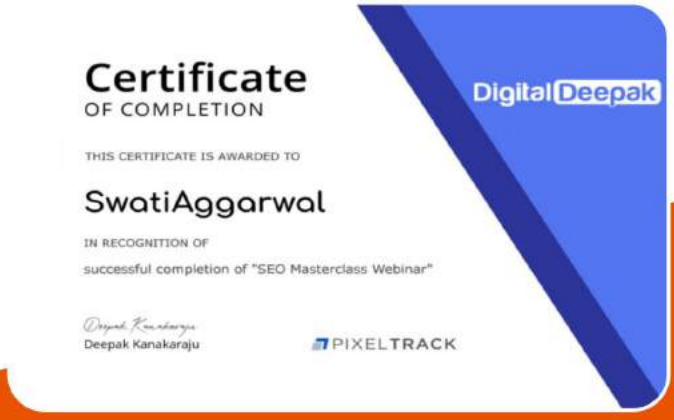
b) "Leadership in Interprofessional Healthcare Practice (Iphp): Preparedness, Responsibilities, and Proficiencies for Healthcare Managers and Human Resource Professionals"

c) Text book entitled "Human Resource Management (HRM) - Theory and Concept " published as first edition by RK Publishing Authority.

d) "Evolving Ethical Landscape In Business" Futuristic Trends in Management

5. Reviewer

a) Serving as a Reviewer of ABCD Indeding for Reviewing Journal Quality for Year 2023



CERTIFICATE OF PARTICIPATION

NPTEL

This is to certify that

SWATI AGGARWAL

RAI UNIVERSITY

has participated in the NPTEL E-Awareness workshop on August 18, 2023

Prof. Andrew Thangaraj
NPTEL Coordinator
IIT Madras

SHOBHIT UNIVERSITY GANGOH

Faculty Development Program (21st August -27th August 2023)

Certificate of Participation

This is to certify that

Dr. SWATI AGGARWAL

Assistant Professor, Rai University, Ahmedabad has successfully completed seven-day Faculty Development Program on "life Skills Management" organized by School of Liberal Arts and Languages, Shobhit University Gangoh from August 21, 2023 to August 27th 2023.

(Convener)
Dean, SLA&L

AURO UNIVERSITY

Integral & Transformational Learning

SURAT, GUJARAT

CERTIFICATE OF PARTICIPATION

This is to certify that Prof./Dr./Mr./Ms. Dr.Swati from Rai University participated in the Faculty Development Program (FDP) titled "Art and Science of writing effective literature: Getting published in a high impact journal" on 30th September, 2023.

Dr. Vishal Shukla
Chairperson

Professor Amresh Misra
Registrar

Professor Parimal Vyas
Provost

Rai University

SCHOOL OF LAW

Certificate

OF PARTICIPATION

This is to certify that

Dr./Prof./Mr./Mrs. Dr. Swati Aggarwal from Rai University

has participated in

FIVE DAYS WORKSHOP TITLED

"INDIAN LAWS: KEEPING PACE IN THE DIGITAL ERA"

(PRE-CELEBRATION OF CONSTITUTION DAY)

from 21st November 2023 to 25th November 2023

Organized by School of Law, Rai University.

Prof.(Dr.) Anil Tomar
Provost,
Rai University, Ahmedabad

Dr. Brijendra Singh Yadav
Registrar
Rai University, Ahmedabad

NPTEL+ Workshop Certificate

This certificate is awarded to

SWATI AGGARWAL

for successfully completing the online workshop

Effective Teaching

by Prof. Pankaj Jalote, Distinguished Professor, IIIT Delhi

Date : 23rd February, 2024

Verify

Prof. Andrew Thangaraj
NPTEL Coordinator
IIT Madras

Certificate

OF ACHIEVEMENT

Certify that

DR.SWATI AGGARWAL

RAI UNIVERSITY

Esteemed Presence in the

GUJARAT YOUTH PARLIAMENT

YOUTH VISION @ 2047

organized by Swami Vivekanand Gujarat Rajya Yuva Board
Sports, Youth & Cultural Activities Department Government of Gujarat
at Mahatma Mandir Convention Center, Gandhinagar, Gujarat on
9th March 2024.

OSD
Swami Vivekanand Gujarat Rajya Yuva Board

COMMISSIONER
Youth Services & Cultural Activities

PRINCIPAL SECRETARY
Sports, Youth & Cultural Activities Department Govt. of Gujarat

NPTEL+ Workshop Certificate

This certificate is awarded to

SWATI AGGARWAL

for successfully completing the online workshop

Effective Teaching

by Prof. Pankaj Jalote, Distinguished Professor, IIIT Delhi

Date : 23rd February, 2024

Verify

Prof. Andrew Thangaraj
NPTEL Coordinator
IIT Madras

Education Department, Govt. of Gujarat
Knowledge Consortium of Gujarat

Online Webinar

Certificate of Participation

This is to certify that Mr./Ms./Mrs. Dr. Swati Aggarwal has attended online webinar on "Financial Awareness in Modern Life" dated 02/04/2024, under the initiative PUNJI organized by Knowledge Consortium of Gujarat, Education Department, Government of Gujarat.

Dr. Mahesh Patel
OSD, KCG

Prof. A.U.Patel
Advisor, KCG

Shri Gurav Dinesh Ramesh, IAS
CEO, KCG

RESEARCH GRADUATE
The Best PhD and Masters Consulting Company

Serial : RC/W873/0056
Date : 11-5-2024

CERTIFICATE
OF PARTICIPATION

This Certificate is proudly presented to

DR. SWATI AGGARWAL

who has attended a Live Training Webinar on Systematic Literature Review and Meta Analysis which was held on 11th May 2024

Renu
DR. RENU
Expert Resource Person

Thejaswini
THEJASWINI B
CEO at Research Graduate

Bansilal Ramnath Agarwal Charitable Trust
Vishwakarma Institute of Information Technology
(An Autonomous Institute affiliated to Savitribai Phule Pune University)
IEEE COMPUTER SOCIETY

Certificate of Participation

This is to certify that

Dr.Swati Aggarwal
Rai University

has successfully completed One Week Faculty Development Program on "RECENT TRENDS IN MULTIDISCIPLINARY RESEARCH (Season – 3)" Organized by the Department of Computer Engineering, Vishwakarma Institute of Information Technology, Pune, in association with IEEE Computer Society Pune Local Chapter, from 29-April-2024 to 03-May-2024.

Prof. Priyanka More
FDP Coordinator

Dr. Kirti H. Wanjale
FDP Convener

Dr. Sachin Sakhare
FDP Convener
Head, Comp Engg. Dept.

Dr. Vivek S. Deshpande
Director
VIIT, Pune

CERTIFICATE OF PARTICIPATION

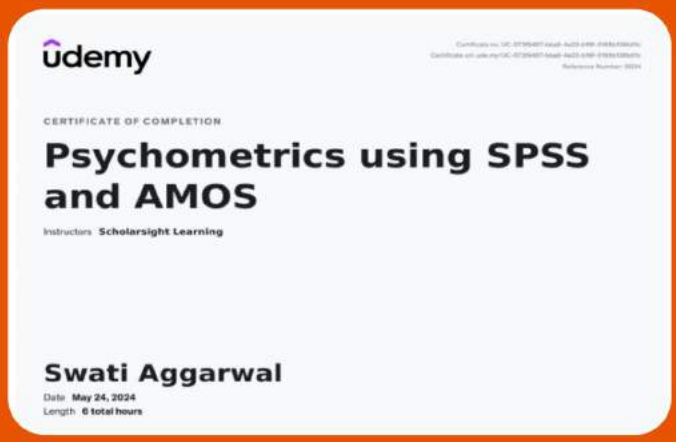
is awarded to

Dr. Swati Aggarwal

From Rai University, Ahmedabad

For attending an orientation program of "Unnat Bharat Abhiyan" at IIT Gandhinagar on 21 May 2024

Prof. Pranab Mohapatra
Regional Coordinator
Unnat Bharat abhiyan


udemy

CERTIFICATE OF COMPLETION

Psychometrics using SPSS and AMOS

Instructors Scholarsight Learning

Swati Aggarwal

Date May 24, 2024
Length 6 total hours

DMG
DYNAMIC MINDS GROUP

CERTIFICATE
OF PARTICIPATION
IS ISSUED TO

Dr. Swati Aggarwal

for participating in a 2 hours webinar on
Digital and AI Tools in Education
21 June, 2024

Aditi Singhal
CEO

Google for Education Partner

Sudhir Singhal
COO

www.dynamicmindsgroup.com

CERTIFICATE
OF REVIEWING

THIS CERTIFICATE IS PROUDLY AWARDED TO

Dr. Swati Aggarwal

ABCD Reviewer 2024

We hereby notify that the person above has been serving as a reviewer of ABCD Indexing. We are grateful to Dr. Swati Aggarwal for reviewing journal quality for year 2023.

Prof. Fozia Z. Haque
Editor in Chief
ABCD Index

Dr.Prabal.P.Singh
Journal Editor
ABCD Index

RK Publications
(Registered under MSME)
Government of India

PUBLICATION CERTIFICATE

The RK Publishing authority is hereby awarding this certificate to "Dr. Swati Aggarwal" in recognition of the text book entitled "Human Resource Management (HRM) - Theory and Concept " published as first edition.

ISBN : 978-81-970169-8-1
Year : 2024

RLK ENTERPRISES

Issuing Authority

Importance of Employee Motivation and Satisfaction in the Workplace based on BiLSTM and ANN Approach

Leadership in Interprofessional Healthcare Practice (Iphp): Preparedness, Responsibilities, and Proficiencies for Healthcare Managers and Human Resource Professionals

Dr. Virali Pande
Assistant Professor,
Rai School of Management Studies,
Rai University

1. FDP

a) FDP on "Elements of Literature and Creative Communication" from IIT kharagpur (By NPTEL)

b) FDP on "Indian Knowledge System for Physical, Social and Emotional Well Being @ Viksit Bharat 2047" by IQAC of Army Institute of Education, Greater Noida and Saskriti University, Mathura.

2. Webinar/Workshop

a) Webinar on "Financial Awareness in Modern Life" organized by Knowledge Consortium of Gujarat (KCG), Education Department, Govt. of Gujarat

b) Webinar on "Women's Special Financial Planning" Conducted by Rai University with Ambition Learning Solutions.

3. MMTTP

a) MMTTP Training Program on NEP 2020.

4. International Conference

a) One Day Offline International Conference - From Upanishads to Artificial Intelligence - Indian Knowledge System through ages, at JG College of Commerce, Ahmedabad

5. Book Chapter Publication:

a) "The Eternal Quest: Exploring the Intersections of Spirituality, Religion and Philosophy"

Elite

NPTEL Online Certification

(Funded by the MoE, Govt. of India)

This certificate is awarded to

DR VIRALI PANDE

for successfully completing the course

Elements of Literature and Creative Communication

with a consolidated score of 67 %

Online Assignments	20.94/25	Proctored Exam	46.5/75

Total number of candidates certified in this course: 155

Jan-Apr 2024

(12 week course)

Prof. Haimanti Banerji

Coordinator, NPTEL

IIT Kharagpur

Indian Institute of Technology Kharagpur

swayam

Roll No: NPTEL24HS05S350500207 To verify the certificate No. of credits recommended: 3 or 4

IQAC of

ARMY INSTITUTE OF EDUCATION

AFFILIATED TO GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI

NAAC 'A'GRADE ACCREDITED | JAC 'A' GRADE AWARDED | NCTE RECOGNISED & APPROVED BY RCI | ISO CERTIFIED INSTITUTE

In a Collaboration with

SANSKRITI UNIVERSITY

SCHOOL OF EDUCATION

SANSKRITI UNIVERSITY

MATHURA

Certificate of Participation

This is to certify that Dr. Virali Pande, Assistant Professor

of Rai University

has actively participation in One Week Online Student & Faculty Development Program on the topic "INDIAN KNOWLEDGE SYSTEM FOR PHYSICAL, SOCIAL AND EMOTIONAL WELL BEING @VIKSIT BHARAT 2047 " from 02 May 2024 to 08 May 2024 organized by IQAC of Army Institute of Education, Greater Noida in collaboration with IQAC of School of Education, Sanskriti University Mathura.

Prof. Rajan Gupta
Dean, SOE,
Sanskriti University,
Mathura Chair of SEDP

Dr. Abhilasha Gautam
Principal, AIE
Co-Chair, SEDP

Ref No. D/ICT/102

Education Department, Govt. of Gujarat
Knowledge Consortium of Gujarat

Online Webinar

Certificate of Participation

This is to certify that Mr./Ms./Mrs. Dr. Virali Pande has attended online webinar on "Financial Awareness in Modern Life" dated 02/04/2024, under the initiative TUERTH organized by Knowledge Consortium of Gujarat, Education Department, Government of Gujarat.

Dr. Mahesh Patel
OSD, KCG

Prof. A.U.Patel
Advisor, KCG

Shri Gurav Dinesh Ramesh, IAS
CEO, KCG

MALAVIYA MISSION
TEACHER
TRAINING PROGRAMME

CERTIFICATE OF PARTICIPATION

NEP 2020 Orientation & Sensitization Programme

This is to certify that Dr. Virali Rahulkumar Pande From

Rai University

has completed the NEP 2020 Orientation & Sensitization Programme under Malaviya Mission Teacher Training Programme (MM-TTP) of University Grants Commission (UGC) Organized by UGC - MMTTC, Gujarat University, Ahmedabad, from 18/12/2023 to 28/12/2023

MMTTC/2324/NEP-1/105

Director/Coordinator (MM-TTC)

MBITION LEARNING SOLUTIONS

CERTIFICATE

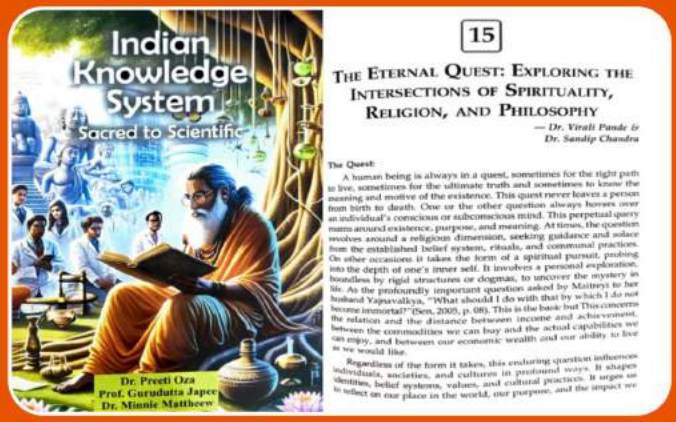
Of Participation

This certificate is presented to

Mr/Ms. Dr. Virali Pande

For participating in the National level women's special financial planning webinar conducted by Rai University in association with Ambition Learning Solutions on behalf of Bombay Stock Exchange held on 08th March, 2024

MR. VISHAL GADA
DIRECTOR, ALS



15

THE ETERNAL QUEST: EXPLORING THE INTERSECTIONS OF SPIRITUALITY, RELIGION, AND PHILOSOPHY

— Dr. Virali Pande & Dr. Sandip Chandra

The Quest:

A human being is always in a quest, sometimes for the right path to live, sometimes for the ultimate truth and sometimes to know the meaning and motive of the existence. This quest never leaves a person from birth to death. One or the other question always hovers over an individual's conscious or subconscious mind. This perpetual query runs around existence, purpose, and meaning. At times, the question revolves around a religious dimension, seeking guidance and solace from the established belief system, rituals, and communal practices. On other occasions it takes the form of a spiritual pursuit, probing into the depth of one's inner self. It involves a personal exploration, boundless by rigid structures or dogmas, to uncover the mystery in life. As the profoundly important question asked by Maitreyi to her husband Yajnavalkya, "What should I do with that by which I do not become immortal?" (Sen, 2005, p. 08). This is the book but This concerns the relation and the distance between income and achievement, between the commodities we can buy and the actual capabilities we can enjoy, and between our economic wealth and our ability to live as we would like.

Regardless of the form it takes, this enduring question influences individuals, societies, and cultures in profound ways. It urges us identities, belief systems, values, and cultural practices. It urges us to reflect on our place in the world, our purpose, and the impact we

JG COLLEGE OF COMMERCE

KNOWLEDGE PARTNERS:
GRAND ACADEMIC PORTAL
NALANDA NRITYA KALA MAHAVIDYALAYA
CENTRE FOR ADVANCED STUDIES IN CULTURE, HAPPINESS AND ETHICS
RABINDRANATH TAGORE UNIVERSITY

Certificate

This is to certify that **Mr./Ms./Dr. Virali R. Pande** from **Rai University** had presented a paper on **The Eternal Quest: Exploring The Intersections Of Spirituality, Religion, And Philosophy** during our **One Day Offline International Conference – From Upanishads to Artificial Intelligence – Indian Knowledge System through ages,** organized on **10th February 2024** at JG College of Commerce, Ahmedabad, Gujarat, India.

Dr. MP Chandran
Chairman
ASIA Charitable Trust

Dr. Gurudutta Japee
Chairman & Founder
Grand Academic Portal

Dr. Preeti Oza
CEO
Grand Academic Portal

Dr. Minnie Mattheew
Principal
JG College of Commerce

Dr. Dhaval Kataria
Conference Coordinator
JG College of Commerce

Mr. Rakeshkumar Chauhan
Assistant Professor,
Rai School of Management Studies,
Rai University

1. FDP

a) One Week FDP on " Writing Effective Proposal for Research & Funding Opportunities" by Rai University.

2. Webinar/Workshop

a) Five Days Workshop Titles “Indian Laws : Keeping Pace In The Digital Era” (Pre-Celebration of Constitution Day)

3. Research Award

a) Outstanding Research Achiever Award 2023

Dr. Vinod Khimjeebhai Parghi
Assistant Professor,
Rai School of Management Studies,
Rai University

1. FDP

a) Participation on One week online FDP on Indian knowledge System for Physical, Social and Emotional well Being @Viksit Bharat 2048 form 2nd May to 8th May 2024 organized by IQAC of Army Institute of Education, Greater Noida and IQAC of School of Education, Sankriti University Mathura.

2. Webinar/Workshop

a) Participating in National Level Womens Special Financial Planning Webinar, Conducted by Rai University, Ahmedabad held on 8th March, 2024

b) Online webinar on "Financial Awareness in Modern Life" dated 02/04/2024, under the initiative TEERTH organized by Knowledge Consortium of Gujarat, Education Department, Government of Gujarat.

3. MMTTP

a) Participating the NEP 2020 Orientation & Sensitization Programme under Malaviya Mission Teacher Training Programme of UGC Organized by UGC MMTTC, Gujarat University, Ahmedabad from 20-05-2024 to 30-05-2024.

4. International Conference

a) Presenting a paper on Transforming Banking Experiences: A Customer Centric Analysis of Artificial Intelligence Implementation, in the International Conference on Innovations in Business and Management (ICIBM24), held on 26-27 May, 2024.

Vishwaniketan's
Institute of Management Entrepreneurship & Engineering Technology [i MEET]
VISHWANIKETAN
www.vishwaniketan.edu.in
Khalapur-Toll Naka of Mumbai-Pune Expressway, Mumbai, Metropolitan Region, Maharashtra

CERTIFICATE
OF PARTICIPATION
PROUDLY PRESENTED TO

MR. VINOD K. PARGHI
ASSISTANT PROFESSOR
RAI SCHOOL OF MANAGEMENT STUDIES, RAI UNIVERSITY, AHMEDABAD, GUJARAT

For Participating in
One Day National Level Online Workshop on
GOLDEN OPPORTUNITIES IN HIGHER EDUCATION
on 19 April 2024

Prof. Pallavi Dongare
Workshop Co-ordinator

Prof.Sharvari Sane
HOD, ELECTRICAL ENGINEERING

Shri Ram Institute of Higher Education
Kanpur, India
International Conference on
Innovations in Business and Management
(ICIBM24)
26 - 27 May 2024
Certificate of Paper Presentation
Certificate No. ICIBM24 - 45

This is to certify that Mr. Vinod K. Parghi, Assistant Professor, Rai School of Management Studies, Rai University, Ahmedabad. has presented a paper titled Transforming Banking Experiences: A Customer-Centric Analysis of Artificial Intelligence Implementation in the International Conference on Innovations in Business and Management (ICIBM24) held at the Shri Ram Institute of Higher Education Kanpur, India

Mrs. Kusum Agarwal, Honorable President, Shri Ram Institute of Higher Education, Kanpur, India
Ms. Kavita Gupta, Shri Ram Institute of Higher Education, Kanpur, India
Mr. Rajat Sahay Dubey, Shri Ram Institute of Higher Education, Kanpur, India
Dr. Vishal, Conference Co-ordinator, Shri Ram Institute of Higher Education, Kanpur, India

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In a Collaboration with
SANSKRITI UNIVERSITY
SCHOOL OF EDUCATION
SANSKRITI UNIVERSITY
MATHURA
Certificate of Participation

This is to certify that Mr. Vinod K. Parghi, Assistant Professor of Rai School of Management Studies, Rai University, Ahmedabad has actively participation in One Week Online Student & Faculty Development Program on the topic "INDIAN KNOWLEDGE SYSTEM FOR PHYSICAL, SOCIAL AND EMOTIONAL WELL BEING @VIKSIT BHARAT 2047 " from 02 May 2024 to 08 May 2024 organized by IQAC of Army Institute of Education, Greater Noida in collaboration with IQAC of School of Education, Sanskriti University Mathura.

Prof. Raina Gupta
Dean, SOE,
Sanskriti University,
Mathura Chair of SFDP

Dr. Abhilasha Gautam
Principal, AIE
Co-Chair, SFDP

Ref No. D/ICT/077

MALAVIYA MISSION
TEACHER
TRAINING PROGRAMME
CERTIFICATE OF PARTICIPATION
NEP 2020 Orientation & Sensitization Programme

This is to certify that Parghi Vinod Khimjeebhai From
Rai School of Management Studies, Rai University
has completed the NEP 2020 Orientation & Sensitization Programme under Malaviya Mission Teacher Training Programme (MM-TTP) of University Grants Commission (UGC) Organized by UGC - MMTTC, Gujarat University, Ahmedabad. from 20/05/2024 to 30/05/2024

MMTTC/2425/NEP-11/165
Director (MM-TTC)

Education Department, Govt. of Gujarat
Knowledge Consortium of Gujarat
Online Webinar
Certificate of Participation

This is to certify that Mr./Ms./Mrs. Mr. Vinod Parghi has attended online webinar on "Financial Awareness in Modern Life" dated 02/04/2024, under the initiative PEERTH organized by Knowledge Consortium of Gujarat, Education Department, Government of Gujarat.

Dr. Mahesh Patel
OSD, KCG

Prof. A.U.Patel
Advisor, KCG

Shri Gurav Dinesh Ramesh, IAS
CEO, KCG

MBITION LEARNING SOLUTIONS
CERTIFICATE
Of Participation
This certificate is presented to
Mr/Ms. Mr. Vinod Parghi
For participating in the National level women's special financial planning webinar conducted by Rai University in association with Ambition Learning Solutions on behalf of Bombay Stock Exchange held on 08th March, 2024

MR. VISHAL GADA
DIRECTOR, ALS

Mr. Sayan Mandal
Assistant Professor,
Rai School of Management Studies,
Rai University

1. FDP

a) One week FDP on "Mathematical and Computational Aspects of Industry 4.0" by Haldia Institute of Technology.
b) One week FDP on "Indian Knowledge System for Physical, Social and Emotional Well Being @Viksit Bharat 2047" by Army Institute of education & Sanskriti University Mathura.
c) One Week FDP on "Python" by Star International Foundation for Research & Education.
d) One Week FDP on "Life Skills Management" by Shobhit University.
e) One Week FDP on " Writing Effective Proposal for Research & Funding Opportunities" by Rai University.

2. Webinar/Workshop

a) One day National level webinar on "AI-Driven Personalization, Engagement & Assessment" by Sanatan Dharma College
b) One day National level webinar on " Woman Special Financial Planning" By Rai University with Ambition Learning Solutions.
c) Five days Workshop titled "Indian Laws: Keeping Pace In The Digital Era" By Rai University

3. Seminar

a) One day International Seminar on " National Education Policy - 2020" by Rai University.

4. Patent

a) Adaptive Assistance Exoskeleton Suit- UK Design Patent. Design no.: 6300703

b) Novel Employee Attendance Tracker- UK Design Patent. Design no.: 6304586

c) Portable Project Management Device- UK Design Patent. Design no.: 6306110

5. Professional Membership

a) Life time Faculty Membership of Star International Research Foundation for Research & Education (SIFRE).

6. Course Completed

a) Digital Productivity By NIIT & Unicef.

b) Digital Marketing by Ministry of Education Govt. of India, SWAYAM.

Rai University

CERTIFICATE
OF PARTICIPATION

This is to certify that

Dr./Prof./Mr./Ms. Mr. Sayan Mandal

from Rai University, Ahmedabad has actively participated in the ICCR Sponsored One Day International Seminar on

NATIONAL EDUCATION POLICY – 2020

organized by Rai School of Management Studies & School of Law on 1st February 2024.
We commend him/her for valuable participation
and look forward to continued involvement in future endeavors.

Prof. (Dr.) Anil Tomar
Dr. Brijendra Singh Yadav

NIIT FOUNDATION
YuWaah!
PASSPORT TO EARNING
unicef

CERTIFICATE OF COMPLETION

This is to certify that

Sayan Mandal

has successfully completed the course

Digital Productivity

offered by NIIT Foundation on April 20, 2024

Ms Dhuwaraakha Sriram,
Chief of Generation Unlimited India (YuWaah!, Youth Development and Partnerships, UNICEF

SIFRE
STAR INTERNATIONAL
Foundation for Research and Education
WWW.STARSIFRE.ORG

CERTIFICATE
OF MEMBERSHIP

Registered Under The Indian Trust Act 1882, No: 4/3/2022

THIS CERTIFICATE IS PROUDLY GIVEN TO

Mr. Sayan Mandal

For becoming the Lifetime Faculty Member of Star International Foundation for Research and Education (SIFRE) and is entitled to any and all benefits offered by the Foundation for life

ID. No: SIFRE/2022/128
DATE: 11.05.2024

FOUNDER (SIFRE)

ARMY INSTITUTE OF EDUCATION

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In a Collaboration with

SANATAN DHARMA COLLEGE

JAGADHARI ROAD, AMBALA CANTT, HARYANA, 133001
NAAC 'A++' GRADE ACCREDITED

Certificate of Participation

This is to certify that Sayan Mandal
Assistant Professor, Rai University

has participated in the one day online webinar on the topic

"Transforming Education for Tomorrow: AI-Driven Personalization, Engagement, and Assessment"

Organised by Army Institute of Education (AIE) in collaboration with Sanatan Dharma College, Ambala Cantt on 29th April 2024

Dr. Karthikeyan.P
Convener

Dr Girdhar Gopal
Coordinator

Dr. Abilasha Gautam,
Chair of the Webinar

Ref No. HNNJVU-CE000097

Made for free with Certify'em

STAR INTERNATIONAL
Foundation for Research and Education

Mr. Sayan Mandal

Membership Card
ID No : SIFRE/2022/128
Assistant Professor
Rai School of Management Studies,
Rai University, Ahmedabad, Gujarat

ISSUE DATE: 11.05.2024
VALIDITY : LIFETIME

FOUNDER (SIFRE)
+91-86800-16944
starsifre.org

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