# SLSMIRROR

June - July 22

Volume: 04

Issue: 01

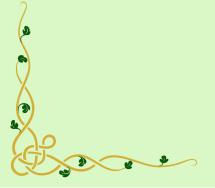


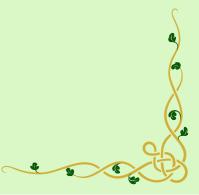




### TABLE OF CONTENT

SR.NO.	TITLE	PAGE NO.
1.	Editorial	1
2.	SLS events calender	3
3.	Key events at SLS	4
4.	Achievements of the Faculty members and Staff	14
5.	Students' achievements	20





#### Let's Talk

#### EDUCATION AND INNOVATION: THE TWIN SHALL MEET



Innovation is a loaded term – not so much for what it means but more so because of what it stipulates in the contemporary world. However, notwithstanding the often-undesirable politics around its connotation, innovation is critically important in the larger domain of education. Before we deliberate on its importance, let us understand as to what it means. To put it very simply, innovation constitutes the entire process of coming up with a new method or an idea or a product. Education and more particularly true education demands just that. Let us dig a little deeper.

There is a larger feeling that innovations primarily concern technology. Nothing could be further from the truth. While technology can be an aid in the innovation process, what is more important is the intent to challenge the

existing paradigm in any given field. Finding out the solution to a given problem that doesn't have any solution or figuring simpler and cost- effective solutions to a problem that has complicated, and expensive solutions constitute the crux of what innovation is all about. Thinking out of the box and venturing out of one's comfort zone are essential pre-requisites in ensuring innovation.

However, one can't forget that the fundamental purpose behind innovations is the common good of humanity. Innovations ensure human progress. Contrary to popular perceptions, innovations are not restricted to the field of science and technology alone. Every field demands innovation to move to the next logical step.

Now that the decks have been cleared, let us emphasize on the topic at hand – the relationship between innovations and education. What is amply clear is the fact that one of the primary purposes of education is to spur innovations. Only when one gets to know the existing trends in a given field, can she/ he think about novel perspectives. Educational institutions have a significant role to play in developing the spirit of innovations.

Higher educational institutions in India have often been accused of promoting mediocrity through their curricula. While it is tempting to brush away this rather serious accusation, it can't be denied that there are elements of truth in it. It is time that academicians relooked at the existing educational strategy and figured out ways to inspire innovations. While the list can be long, here are some immediate changes that can be brought about without having to take too much trouble:

1. **Promotion of Original and Creative Thinking among Students:** The curricula should make students think and find out solutions to existing problems. An analytical and problem-solving attitude should be developed among the students.



- **2.** Incorporating Design Thinking as a Compulsory Component of Every Programme: Design thinking helps students connect to the existing problems and figure out marketable and profitable solutions. It also orients students to the concept of evaluating ideas by outcomes. An outcome-driven approach is the need of the hour in a country like India.
- **3. Emphasizing on Applied Research:** While pure and theoretical research is important, applied research needs to be pushed harder in educational institutions. Productivity and industry-orientation should be given ample importance to promote the spirit of innovation.
- **4. Field Work Should be Compulsory for All Students:** For students from across disciplines, it is paramount that they are oriented to the realities of life. As important as it is, the deliverance of bookish education alone often takes students away from professional compulsions. Hence, all students should be made to work in the field. This can make them develop a solution-centric mindset.

While there can be umpteen other ways of promoting innovation, it is important to be sensitized to its importance in the larger scheme of things and more so in a country like India that requires the solutions to many problems. Educationists have a very important role to play in this mindset transformation.

Stay safe, happy, and healthy!

Cheers!
Dr. Amrita Chakraborty
Editor
SLS Mirror







SLS SCHOOL OF LIBERAL STUDIES	June - July 2022	School of Liberal Studies, PDEU		
Sl. No.	Date of the Event/Activity	Name of the Event/Activity	Number of Participants	Department
1.	25-29 July 2022	Induction for 2022 UG batch	450 approx	SLS Team
2.	1-30 June 2022	Internship at the hospital for mental health	10	Social Science





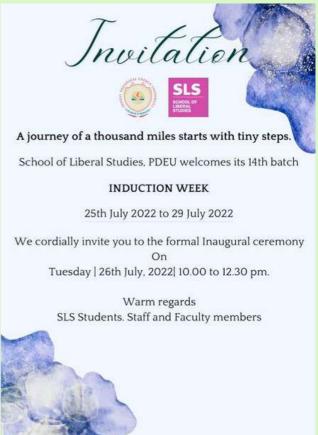
#### **INDUCTION FOR 2022 UG BATCH**

Rapporteur: Khushi Rawal











**25-29 July 2022 :** School of Liberal Studies under Pandit Deendayal Petroleum University (PDPU), organised an Induction Program for the students of Batch 2022. It was a five-day program, where students had a wide range of sessions about the different activities and departments in SLS.

The event was scheduled with the following sessions:

		Pandit Deendayal Energy University			
		School of Liberal Studies			
Induction Schedule – UG Batch 2022					
Date	Time	Details	Venue		
25th July 2022 Monday	09:00 AM- 1:00 PM	Registration and Verification of Documents (Ms. Hetal Vasani, Manager, SLS,PDEU)	Auditorium + BLT 1		
	01:00 PM - 02:00 PM	Lunch Break (Cafeteria)			
	02:00 PM - 03:00 PM	Registration and Verification of Documents (Ms. Hetal Vasani, Manager, SLS,PDEU)	Auditorium + BLT 1		
	03:00 PM - 03:30 PM	Batch 2022 Interaction with the Director SLS and Dean SLS	Auditorium		
	03:30 PM - 05:30 PM	Ice breaking Session (SLS Faculty Members)	Convocation Ground		
	09:00 AM - 10:00 AM	Registration	Auditorium		
	10:00 AM -10:30 AM	Inaugural Session, About SLS , Faculty & Staff Introduction (Prof Nigam Dave, Director, SLS,PDEU)	Auditorium		
	10.40 AM-10.55 AM	Welcome Speech -Director General (Prof. Sundar Manoharan)	Auditorium		
20th links	11:00AM - 11:45 AM	Commencement Speech -Chairman-Standing Committee PDEU (Shri (Dr.) Hasmukh Adhia, IAS (Retd.)	Auditorium		
26th July 2022	11:45AM - 12:15 PM	Welcome Remarks by PDEU Officials	Auditorium		
Tuesday	12:15PM - 01:00 PM	Graduate Attributes & Programme Outcomes-SLS  Dr Ritu Sharma, Dean, SLS, PDEU	Auditorium		
	01:00 PM - 02:00 PM	Lunch Break (Cafeteria)			
	02:00 PM-04:00 PM	Introduction of IIC and Guest Talk (Team IIC)	Auditorium		
	04:00 PM-06:00 PM	Treasure Hunt SLS Faculty Members	PDEU Campus		
	09:00 AM - 9:30 AM	Registration	Auditorium		
	9:30 AM - 10:15 AM	<b>Library Facility</b> Dr Sandeep Pathak	Auditorium		
	10:15 AM - 11:00AM	Time Table Semester 1  Dr Anurag Srivastav	Auditorium		
27th July 2022	11:00 AM - 01:00 PM	Introduction to Audit / NCC / RI Dr Neeta Khurana & Lt. Khushali	Auditorium		
Wednesday	01:00 PM - 02:00 PM	Lunch Break (Cafeteria)	-		
	02:00 PM - 03:30 PM	Academic Rules and Guidelines-SLS Dr Ritu Sharma, Dean, SLS, PDEU	Auditorium		
	03:30 PM - 04:30 PM	Introduction to Women's Cell & Counselling Centre	Auditorium		
	04:30 PM - 06:00 PM	Relay Race	Convocation Ground		
3	09:00 AM - 10:00 AM	Registration	Auditorium		
28th July 2022 Thursday	10:00 AM - 11:00 PM	About <b>Student Research Opportunities</b> Dr Sircar, Dean RnD	Auditorium		
	11:30 AM - 12:30 PM	Experts talk on Narcotics-Safety Awareness Guest Talk	Auditorium		
	12:30 PM - 02:00 PM	Lunch Break (Cafeteria)			
	02:00 PM - 03:00 PM	Introduction- AIESEC	Auditorium		
	03:00 PM - 04:00 PM	Introduction to <b>Office of International Relations</b> Prof Nigam Dave, Director SLS & Head OIR	Auditorium		
	04:00 PM - 06:00 PM	Pathway programme to International Universities  Dr Ritu Sharma, Dean, SLS, PDEU	PDEU Campus		





29th July 2022 Friday	09:00 AM - 10:00 AM	Registration	Auditorium
	10:00 AM - 11:00 AM	Introduction to Career Cell (Dr Tejas Dave & Dr Nausheen Nizami)	Auditorium
	11:00 AM - 12:05 PM	Expert Talk on <b>Cyber security Awareness</b> Guest TAlk	Auditorium
	12:00 - 1:00 PM	Alumni Interaction (Students Interaction)	Auditorium
	01:00 PM - 02:00 PM	Lunch Break (Cafeteria)	
	02:00 PM - 04:00 PM	Introduction to <b>Theatre</b> (Guest Faculty)	Convocation Ground
	04:00 PM - 5: 00 PM	Introduction to <b>OSAIL</b> Dr Niyati Shah and Ms. Pooja Ajmera	Auditorium
	05:00 PM - 06:00 PM	Flash Mob	Convocation Ground

**25th July :** The Admission Committee of SLS, PDPU inaugurated the induction programme of SLS by welcoming the new batch of 2022 with welcome kits along with the document verification process. This was followed by a short speech and interaction session with Prof. Nigam Dave, the Director of SLS and Dr. Ritu Sharma, Dean of the Faculty of Liberal Studies (FOLS). The day concluded with an ice breaking session with SLS faculty members.









**26th July**: The day began with an inaugural session by Prof. Nigam Dave, the Director of SLS where he introduced the faculty members of SLS with the students. It was followed by a welcome speech given by the Director General of PDEU Prof. S. Sundar Manorharan. Thereafter, the Chairman of Standing Committee Dr. Hasmukh Adhia, IAS (Retd.) delivered his Commencement Speech and graced the occasion. Then the Dean of the Faculty of Liberal Studies Dr. Ritu Sharma delivered a talk on 'Introduction to Graduate Attributes and Course Outcomes'. The day concluded with an introduction to Innovation and Incubation Centre (IIC) and Treasure Hunt.







**27th July:** Dr. Sandeep Pathak, Assistant Librarian of the School of Liberal Studies inaugurated the day by introducing the students to the library facilities. This was followed by 'Introduction to the Time Table' by Dr. Anurag Srivastava. Thereafter, a coordinated session by Dr. Neeta Khurana and Ms. Khushali Purohit introduced students to NCC, Rural Internship and Audit activities. The later part of the event included a session on 'Presentation of Academic Rules and Guidelines' by Dr. Ritu Sharma. With the final event of the day Introduction to the Women's Cell and Counselling Centre.





**28th July**: The inaugural session of the day was about Student Research Opportunities by Dr. Anirbid Sircar, Dean of Research & Development. For the next event external experts were invited to deliver a session on Narcotics-Safety Awareness. Thereafter, students were introduced to AIESEC, followed by a session by the Office of International Relations (OIR) conducted by Prof. Nigam Dave, Head of the Office of International Relations. The final event of the day was an interactive session on International Academic Pathway which was coordinated by Dr. Ritu Sharma. Experts from different countries delivered their knowledge in this session.

**29th July:** The last day of the induction programme began with a session by Career Cell, coordinated by Dr. Nausheen Nizami and Dr. Tejas Dave. Thereafter, an informative session on Cyber Security Awareness was delivered. An interactive session with the Alumni was arranged. Mr. Abhinay Banker along with the student volunteers of SLS, PDPU conducted a session on 'Theatrical Activities'. Thereafter students were informed about 'Office of Student Activities, Involvement & Leadership' (OSAIL) by Dr. Niyati Shah and Mrs. Pooja Ajmera. The day and the event concluded with a dance performance presented by the student volunteers of SLS, PDPU.

#### INTERACTIVE SPEECH BY THE DIRECTOR OF SLS,PDEU PROF. NIGAM DAVE

Prof. Nigam Dave, the Director of the School of Liberal Studies (SLS), PDEU, introduced students about the School. In his speech he mentioned about the foundation of the School, the pioneering ideas, the days of its inception and the likes. He also mentioned about various challenges and difficulties through which the school flourished. The session also included talks about the international collaborations of the school and its culture-inclusive and cultural-adaptive approach.

### COMMENCEMENT SPEECH BY THE CHAIRMAN-STANDING COMMITTEE OF PDEU DR. HASMUKH ADHIA

Dr. Hasmukh Adhia, showered knowledge with the students on what is required to be an ideal learner. He also shared a few principles which one should follow through their course of learning to utilise one's own potential to the fullest.

## GRADUATE ATTRIBUTES AND PROGRAMME OUTCOMES OF SLS EXPLAINED BY DR. RITU SHARMA, DEAN OF SLS, PDEU

Dr. Ritu Sharma, explained students about the Graduate Attributes and Programme Outcomes. She proceeded the session by explaining the importance of curriculum and its contribution towards and individual's personal as well as overall growth and critical thinking. This session also placed emphasis on the importance of mentorship which prepares the student to make sound decisions and also builds a strong foundation for field related challenges which are to be faced by the students in the future.



### INTRODUCTION TO AUDIT COURSE,NCC AND RURAL INTERNSHIP BY DR. NEETA KHURANA AND LT. KHUSHALI PUROHIT

This sessions was introduced by Dr. Neeta Khurana in which she explained about various activities included in the audit courses, their learning benefits as well as the session timings. This was followed by an informative session on NCC. Lt. Khushali Purohit explained about the Rural Internship in which she focussed on the course of the internship, it's importance and the benefits to the student's holistic development.

## INTRODUCTION TO AIESEC AND OFFICE OF INTERNATIONAL RELATIONSBY THE HEAD OF OIR, PROF. NIGAM DAVE

As a part of the induction program for students of Batch 2022, the Office of International Relations (OIR) shared a brief about the department of various IN-Bound & UT-Bound programs. The Head of OIR, Prof. (Dr.) Nigam Dave, talked about various activities & functions taken care by the OIR department. This was followed by the introduction to AIESEC - the world's largest youth running organization. The session on AIESEC aimed to help the new students connect to the idea of the organisation's essence and give them a sneak peek into the kind of leadership and exchange opportunities they could take up in the coming four years.

#### CAREER CELL AND ALUMNI INTERACTION

The session began with a humble introduction by Dr Tejas Dave, who explained about the Career cell activities and mode of operation to the students. The primary objective of the session was to introduce the main activities of the Career Cell and provide an ice breaking session for the new students with their Alumni. Dr Nizami further talked about the Key focus areas of the Career Cell - Skill development, Internships, Placements and Higher Education. She stressed that the Cell encourages Entrepreneurship, and shared examples of how few SLS Alumni have successfully launched their products or services and are now serving the nation as young entrepreneurs.

#### UNDERSTANDING OF THEATRICAL ARTS BY ABHINAY BANKER

SLS believes in the spirit of multidisciplinary knowledge, and what better medium to experience the same at the onset of one's graduation journey, than through the medium of theatre! Mr. Abhinay Banker, renowned theatre personality, actor, director and writer, was invited to conduct the introductory session on Understanding Theatrical Arts. Starting with a brief interaction, the session was structured to understand our emotions, expression, the resistance of the same, and our day-to day behaviour and thought patterns to know self and then others. The session led the students to gradually open up, share and create a safe space to trust each other. The session was designed to make acquaintance with the idea of theatre, and revisit the (mis)conception of theatre as acting/performing on stage solely. The Batch of 2020 was not only overjoyed but equally excited for their course on Understanding Theatrical Arts in their first semester. It seemed that they found their place and space, despite being connected through digital platforms amidst these difficult time.

































# INTERNSHIP AT THE HOSPITAL FOR MENTAL HEALTH, AHMEDABAD

Rapporteur: Paavni Burman

1-30 June 2022: Ten students from the School of Liberal Studies completed a month long internship from June 1, 2022 to June 30, 2022 at the Hospital for Mental Health, Ahmedabad, under the guidance of Dr. Bibin Zachariah, an RCI licenced clinical psychologist. They began with observing how multiple psychiatrists and clinical psychologists work in the Outpatient Department. In the second week, they made rounds and talked to patients in the Inpatient (Chronic, Acute, and General) Wards under the guidance of experienced trainees and doctors. They also got to take part in the occupational therapy undergone by the residents of the Inpatient Wards. Apart from this, they were exposed to multiple assessment tests and administration procedures.

The entire Internship was mentored by Dr Ajay Chauhan, Hospital of Mental Health and Dr Ritu Sharma, PDEU as a continuous ongoing exposure to students in the field of Psychology.

Overall, it was a highly enriching and valuable experience.

Following is the list of students who were a part of this internship:

- 1. Paavni Burman [B.A. (Hons) Psychology]
- 2. Khushi Teli [B.A. (Hons) Psychology]
- 3. Yajushi Patel [B.A. (Hons) Psychology]
- 4. Maanya Shah [B.A. (Hons) Psychology]
- 5. Priyanshi Hurkat [B.A. (Hons) Psychology]
- 6. Yashvi Fofaria [B.A. (Hons) Psychology]
- 7. Miraat Pandya [B.A. (Hons) Psychology]
- 8. Anupriya Toshniwal [B.A. (Hons) Psychology]
- 9. Rutvi Patel [B.A. (Hons) Psychology]
- 10. Khushi Rawal [MA Psychology]









#### DR. RITU SHARMA

Dr. Ritu Sharma was invited as a keynote speaker by Morarji Desai National Institute of Yoga Ministry of Ayush, Government of India on the topic: Yoga Psychology: Bridging the gap between body and mind on Jun 17, 2022.



Dr. Sharma was invited as a Panel Speaker by World Education Congress Awards, Taj Lands'End Mumbai on the topic Phygital Education: The Way Forward on July 7,2022







Dr Ritu Sharma, Dean SLS, PDEU received the prestigious award Prof. Indira Parikh 50 Women in Education Leaders at the World Education Congress 2022 held at Taj Lands End on July 7, 2022. The criteria for selection for the award were Strategic Perspective, Future Orientation, Track Record, Integrity and Ethics and Ability for Sustainable Education.





Not the horas server server server server

#### DR. AKHILESH SHUKLA

Dr. Akhilesh Shukla completed a course on "Introduction to Banking" from Corporate Finance Institution in July 2022.



#### DR. HIREN SOLANKI

Dr Hiren Solanki completed a certificate course on "Understanding Poverty and Inequality" from SDG Academy (EDX Platform) with 87 percent.







#### DR. AMRITA CHAKRABORTY

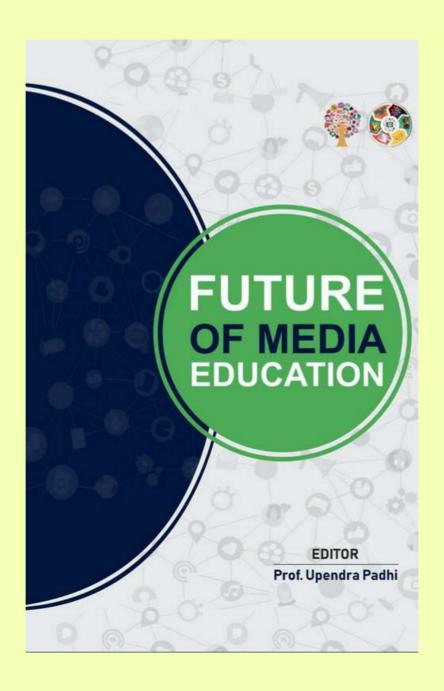
A book chapter titled 'Identification of an Ideal Curriculum for Public Relations Studies in India' by Dr. Amrita Chakraborty was published in the book 'Future of Media Education'. The details are given elow:

Editor: Prof. Upendra Padhi ISBN: 978-93-5578-195-6

Page: 309 - 325

Publisher: Institute of Media Studies

Publication: April 2022

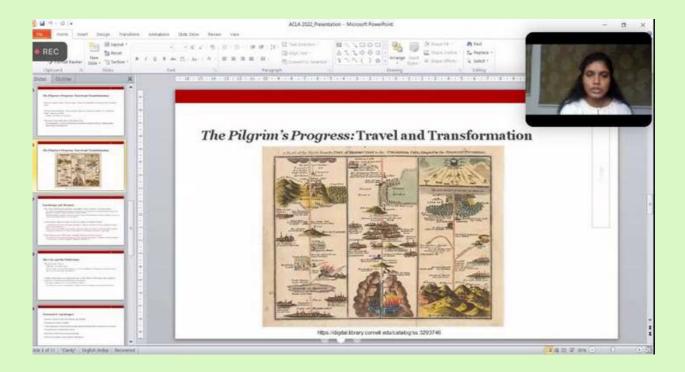






#### DR. ANNIE RACHEL ROYSON

Dr. Annie Rachel Royson presented her research paper "Travel, Translation, and Landscapes in Yatrekaruche Pravasavarnan" at the Annual Meeting of the American Comparative Literature Association on 17th June 2022. The presentation explored the complexities of landscapes, geopolitics, and translation in South Asian texts.



#### DR. SHANTI CHAUDHARY

Shanti Chaudhary along with others published a research paper titled 'Global research trends of interleukin-6 in SARS-CoV-2 infection' in the journal *Indian Journal of Biochemistry and Biophysics (IJBB)* under the publisher: CSIR - National Institute of Science Communication and Policy Research.

The journal is listed under WoS & Scopus with Impact Factor 1.476 - JCR 2021

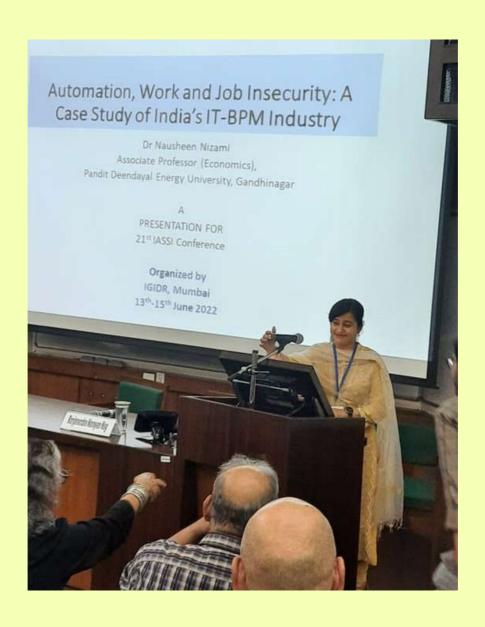
Url: http://nopr.niscpr.res.in/handle/123456789/59772





#### DR NAUSHEEN NIZAMI

Dr. Nausheen Nizami presented a research paper entitled 'Automation, Work and Job-Insecurity: A Case Study of India's IT-BPM Industry' at the 21st Annual Conference of the Indian Association of Social Science Institutions (IASSI) held during June 13-15, 2022 at the Indian Gandhi Institute of Development Research (IGIDR), Mumbai, India









#### **AARJYAADITYA MOHANTY**

#### 20BABBA066

Aarjyaaditya Mohanty did his internship from DP World Mundra commonly known as MICT (Mundra International Container Terminal) which is a subsidiary of DP World, a leading organization in Global Ports and Logistics sector from 16th June 2022 to 20th July 2022.

He was a commercial intern under the mentorship of Mr. Venugopal Nair, Head of Commercial at DP World Mundra. Aarjyaaditya was trained in different CFS operations, services and terminal related activities. He believes this internship gave me a gist of how the industries depend upon EXIM activities in order to generate their revenues.

gpwon---



To whom - so - ever it may concern

This is to certify that Mr. Aarjya Aditya Mohanty has successfully completed internship training on Commercial and CFS operations at Mundra International Container Terminal, Pvt. Ltd, on date 20-July-2022.

We wish him all the best for his future endeavours.

For Mundra International Container Terminal Pvt. Ltd.

Varun Sharma HRBP

egistered Office Lundra International Container Terminal Private Limited en Mundra Pert, Naviral, Mundra, urch: 370 421, Guarat, India N: -U351902,0000F1C039015 :912838 288 274, E. contact, scoil/doworld.com





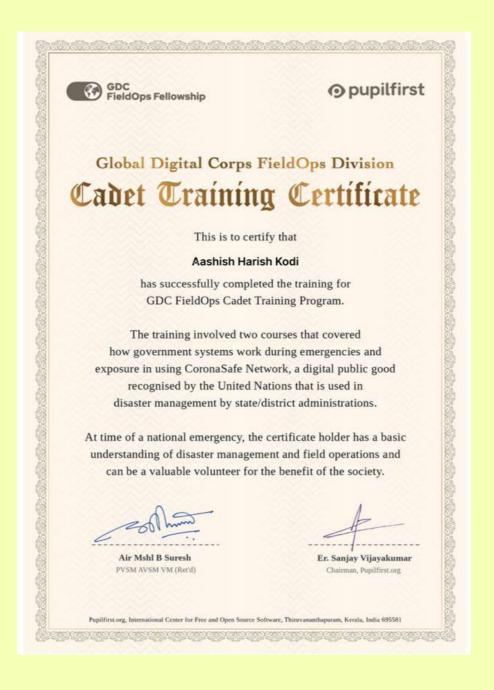
#### **AASHISH HARISH KODI**

#### 21BCO055

Ashish Harish Kodi, completed Global Digital Corps FieldOps Fellowship Program.

As part of the program, he was onboarded to two courses namely:

- Community Response Network 101 (CRN 101) The objective of CRN 101 course gives a brief introduction to various government systems and how these systems coordinate together to save the public at times of disasters.
- CARE System 101 (CARE 101) CARE is an open-source tool for pandemic management built by CoronaSafe network that has been recognised as the 50th Digital Public Good by the United Nations.
   CARE System 101 course can train one on how to use CARE platform for patient management at times of emergency.







# AASTHA PATEL 19BABBA187

Aastha Patel did a full-time internship in the human resource department at Haystack Analytics, an IIT Bombay incubated start-up for three months where she was working in the HR department.

She was also involved in the recruitment process of the company. She was responsible for sourcing, screening, drafting job descriptions, scheduling interviews and the likes.

HaystackAnalytics Pvt. Ltd. SINE, IIT Bombay haystack.genomics@gmail.com



Date: August 1, 2022

#### TO WHOMSOEVER IT MAY CONCERN

This is to certify that Ms. Aastha Patel has worked as Human Resource Intern with HaystackAnalytics Pvt Ltd from April 28, 2022, to July 30, 2022.

During the above period Ms. Aastha Patel participated in performing the work with determination & sincerity. As we observed she was an active and very qualified individual, and she could perform all her assigned tasks effectively.

She was a motivated, professional, hardworking, and innovative person. She contributed much to our organizational goals and targets. And her performance proved to be most effective in our organization.

We wish her all the best in his/her future projects.

With Regards,

Arva Clast of Dr. Anirvan Chatterjee

CEO and Co-founder HaystackAnalytics Pvt. Ltd.

> HAYSTACKANALYTICS PRIVATE LIMITED [CIN: U72900MH2018PTC313413] (Incorporated under the Companies Act, 2013)

(incorporated under the Companies Act, 2013)

Regd. Office: CM 03, Society for Innovation & Entrepreneurship (SINE), 4th Floor, KReSIT Bidg, IIT Bombay, Powai, Mumbai-400076

Page 1 of 1





#### AYUSHI GUPTA 20BABBA207

Ayushi Gupta cleared CA Foundation by the Institute of Chartered Accountants of India with distinction marks.







#### ABDOUL KADER HASSANE 20BABBA393

Abdoul Kader Hassane participated in the training program on 'Fundamentals of Digital Marketing and Digital Communication'. The certificate is recognized by Interactive Advertising Bureau, Europe.

The Google Digital Workshops program aims to help young people and job seekers to increase their professional opportunities by enriching their CV with the key skills necessary in a society that is going digital at all levels.

Abdul also did a certification course on LinkedIn Learning on 'Develop your Marketing Skills'.





### Google Ateliers Numériques

a obtenu ce certificat attestant de sa réussite à l'examen Fondamentaux du marketing numérique le 11/07/2022

Matt Britis Président de Google, EMEA





Townsend Pamels Feehan PDG de l'IAB Europe

Identifiant du certificat : BWF AKC 4MG

Vérifiez l'authenticité du certificat à l'adresse : https://learndigital.withgoogle.com/link/1qh2girod8g



#### ANOUSHKA RUNGTA 19BABBA141



Anouska Rungta did her internship with the ACE ADVERTISING during May-June, 2022. She used to write copies for creatives and she learned more about the difference between a content creator and a copy writer.

Through this internship, she got to know how to write captions and headlines for social media posts and advertisements. She learnt how to think out of the box when writing content for different clients from different backgrounds.

He learned how to effectively use these various social media tools and got to know how a company can schedule posts and stories for multiple social media platforms.

During this stint, she learnt the entire process of making a social media creative or an advertisement in action.



#### To Whomsoever It May Concern

This is to certify that Anoushka Rungta a student of 7<sup>th</sup> Semester, Pandit Deendayal Energy University (PDEU), Gandhinagar has undergone a 1 month internship period at Ace Advertising, Ahmedabad.

During her 30 days internship tenure, Anoushka was given the opportunity to work on Social Media projects which revolved around the Hospitality, Fashion & Education Industry. Her scope of work was to come up with creative headlines, develop relevant content matching the creatives, creating REELS to grab maximum attention. She was also an integral part of the team of graphic designers contributing towards the final creative output.

All through her internship duration, Anoushka always respected the work submission deadlines which is highly commendable.

Moreover, she had a brief interactive session with a very senior Academician giving her valuable inputs towards developing a good copy content.

We see an extremely bright future for this young, imaginative, hardworking, creative student and wish her a successful career in her chosen field.

Date: 10<sup>th</sup> June'22 Place: Ahmedabad



(Founder – ACE ADVERTISING)





#### DIYA JAYMINBHAI DESAI 21BABBA131

Diya Desai, a second-year student of BA/BBA Honoursdid her internship with an online Instagram page Investywise, as a Finance Analyst and Content Writer for 2 months with payment. She curated and analyzed content for 140+ posts including 100+ infographics and 40 carousels (long-form posts) for an Instagram community of nearly 500K followers. She gained knowledge of audience-focused content creation, basics of stock market analysis, investment portfolios and also attained an understanding of the importance and impact of data visualization.







To Whomsoever it may concern,

Subject: Letter of Endorsement for Diya Desai

Date: 18/07/2022

InvestyWise provides insights into the stock market and finance through infographics and carousels. Our company primarily operates on Instagram through the official page @investywise having nearly 500k followers & our website <a href="https://www.investywise.com">www.investywise.com</a> & a notable presence on Twitter, LinkedIn & Facebook.



With great pleasure, I endorse Diya Desai, who has interned with us for two months as a Finance Analyst and Content Writer. She has a brilliant understanding of financial concepts & excels in content writing. She understood & completed all tasks that we assigned to her with ease. I am sure she will be a good addition to any team and excel in any role.

With this, I would take this opportunity to wish her all luck with future endeavours.

Yours faithfully,

Rakshit Jain

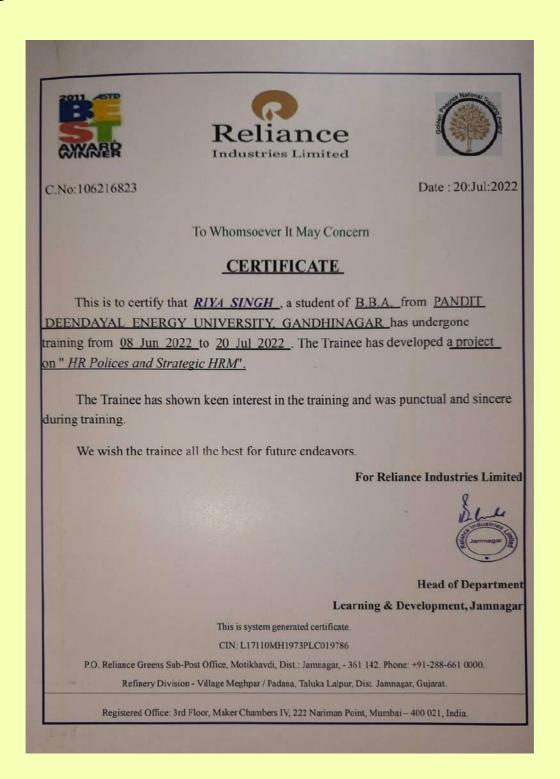
Founder, Investywise

Rabbit Jain



#### RIYA SINGH 20BABBA286

Riya Singh did an internship at Reliance Industries Limited. She also developed a project on 'HR Policies and Strategic HRM'.







### Prof. (Dr.) Nigam Dave - Patron Dr. Ritu Sharma - Advisor Dr. Amrita Chakraborty - Editor

Senior Sub Editor- Ms. Anupriya Toshniwal

**Design Editor -** Ms. Pranjali Patil **Cover Design -** Ms. Ummehani Laxmidhar

#### **Assistant Design Editors**

Mr. TS Aadhithyan

Ms. Anoushka Rungta

Ms. Ishita Kumar

Mr. Kaushal Mehta

Ms. Kosha Vasavada

Ms. Riya Chandnani

Ms. Shweta Mittal

Ms. Ummehani Laxmidhar

Ms. Vidhi Thakar

Ms Vidhi Turakhia







