



# Monthly Newsletter

## ACADEMIC & STUDENTS

SEPTEMBER, 2024

### September 11: Business Quiz Competition-INQUIZITIVE2.0



On September 11, 2024, the IIIM, CHARUSAT, successfully organized INQUIZITIVE 2.0, the highly anticipated annual business quiz competition. The event, aimed at nurturing business acumen, competitive spirit, and teamwork, which attracted a significant number of participants from all the BBA and MBA programs. The initial two rounds of screening witnessed enthusiastic participation, with a total of 140 teams competing to qualify for the final competition. The final competition was held among the top 4 teams that showcased exceptional business knowledge and strategic thinking. Ms. Tisha Parekh and Ms. Archi Chhag, third-semester students of the Bachelor of Business Administration (Business Analytics) program, showcased exceptional knowledge, teamwork, and quick thinking to emerge as the winners of the competition. (Faculty Coordinators: Dr. Shabana Anjum; Ms. Nikita Chhasatiya; Ms. Foram Pathak)

### September 30: Expert Talk on "City Development & Challenges" by Shri Keshav Varma, IAS (Retd.)



On September 30, 2024, IIIM & CSPIT at CHARUSAT organized an Expert Talk by Shri Keshav Varma, IAS (Retd.). His insightful address provided valuable perspectives on urban planning challenges, focusing on capacity building, inclusivity, and sustainability. The event nurtured meaningful dialogue among participants and highlighted the importance of strategic planning for urban development.

## FACULTY ACTIVITIES

### September 21: Sports Day for Faculty

IIIM organized a Monthly Sports Day for its faculty members on September 21. It is a celebration of teamwork, discipline, perseverance, and the pursuit of excellence. Sports teach us valuable life lessons such as resilience, leadership, and the importance of working together towards a common goal. (Faculty Coordinator: Mr. Mahendra Prajapati)



### September 27: Seminar on “Navigating Financial Planning: A Student's Guide to Money Management”, organized by Rotaract & Arthyantara.



Arthyantara Club at CHARUSAT successfully hosted its first-ever seminar, “Navigating Financial Planning: A Student's Guide to Money Management.”

Dr. Rajesh Sadhwani, Delivered a session on financial analysis and money management in the event which was held in September 27, 2024.

### September 28 & 29: Faculty Retreat @ RatanMahal

Our institute recently organized a rejuvenating faculty retreat at Ratan Mahal, nestled in the serene wilderness. The retreat provided an opportunity for faculty to unwind, connect, and reflect amidst the natural beauty of the sanctuary. Engaging sessions combined with peaceful surroundings fostered collaboration and relaxation. It was a refreshing break that inspired new ideas and strengthened bonds within our academic community.



## FACULTY ACHIEVEMENTS



**Mrs. S. Subhashree** won the **Best Paper Award** for the paper titled on "AI Tools for Enhancing Classroom Engagement in Commerce" in National Seminar on "Empowering Educators in Commerce in the age of Artificial Intelligence" organised by Anand Commerce College, Anand, held on 21st September, 2024.



**Dr. Bhasker Pandya** has been awarded with the **Best paper presentation** at two-day (online) international conference on Multidisciplinary Research in the Socio-Economic Environmental, Cultural & Language Impact of Tourism jointly organized by Shri Shivaji Education Society, Matashree Vimalabai Deshmukh Mahavidyalaya, Maharashtra and Social Science and Management Welfare Association on 29,30 September, 2024.

**Dr. Bhasker Pandya** has been awarded with the **Best paper presentation** at two-day (online) international conference on "Multidisciplinary Research in Emerging Trends in Literature, Language and Culture" organized by University Department of Hindi, Ranchi University and Social Science and Management Welfare Association, on 14,15 September, 2024.



**Mrs. S. Subhashree** won the **Best Paper Award** for the paper titled on "AI-Powered Market Research: Enhancing Consumer Insights through Predictive Analytics" in International Conference on "Three Pillars of Today's Age: Digitalisation, Artificial Intelligence & Automation & its Impact on Management" organised by Sardar Patel College of Adminstration and Management - MBA, Bakrol, Anand held on 28th September, 2024.



## HAPPENINGS @ IIIM

### August 29: National Sports Day Celebration for CHARUSAT Family



CHARUSAT University celebrated National Sports Day on August 29, 2024, by organizing the Major Dhyan Chand Cup, a faculty sports and games series. Honoring the legendary hockey player Major Dhyan Chand, the event featured lively competitions in Box Cricket, Table Tennis, Chess, Carrom, and Sudoku, with 222 faculty members participating. Winners included Manna Debnath (BDIPS) in Table Tennis, Shahnawaj Pathan (Admin) in Carrom, Kaushik Trivedi (IIIM) in Chess, Binit Patel & Team (IIIM) in Box Cricket, and Pinki Ruparel (CMPICA) in Sudoku. The event fostered a spirit of community, teamwork, and healthy competition.

### September 5: Teacher's Day Celebration



On the occasion of birth anniversary of Dr. Sarvepalli Radhakrishnan, the nation celebrates Teacher's Day to express gratitude and appreciation for teachers' dedication, hard work, and significant impact on our lives. At IIIM, this day was marked by giving students the unique opportunity to step into the role of teachers during the first half of the day. Later, in the second half, principal, dean, faculty members, research scholars, and non-teaching staff were recognized and felicitated with tokens of appreciation. (Faculty Coordinators: Ms. Khushboo Bhatt; Ms. Dharti Patel)

## HAPPENINGS @ IIIM

### September 06: Prayaas

On the Occasion of the **96th Birth anniversary of the chief patron** of the institute, **Late Shri Indukaka Ipcowala**, in his remembrance organised PRAYAAS – An event of effort for humanity on September 06, 2024, as part of yearly practices, the institute organised four different charity activities including Donation of Stationery Kits to Anganwadi kids in the village community covered 280 students beneficiaries from 10 Aganwadies of Valetva, Padgol, Mehlav. Donated 64 Hygiene kits to children of various age groups at Maitry Sansthan (NGO) Nadiad. For the environmental conservation and awareness donated 250 tree plants to the community people of Nadiad city. With the purpose of old age welfare, organised Lunch and Refreshment activities with Old-age people at Ananddham Vrudhashram, Lambhvel, Anand. (Faculty Coordinators: Mr. Brijesh Patel; Dr. Poonam Amrutia; Dr. Jaimin Trivedi)



### September 12: Elocution Competition

On September 12, 2024, Indukaka Ipcowala Institute of Management, CHARUSAT, successfully organized an elocution competition on the topic "Life in the Digital Age." This event aimed to give students the opportunity to express their views on the impact of digitalization on various aspects of life. Tisha Parekh was the winner of the competition. Jinal Patel and Diya Shah was first and second runner up respectively. The elocution competition provided a platform for students to share their insights on how digital technology has transformed daily life, communication, and work. (Faculty Coordinators: Dr. Shabana Anjum ; Ms. Pranjali Bhatt)



### September 13: Debate Competition



On September 13, 2024, IIIM, CHARUSAT, successfully conducted a debate competition on the topic "Pressure to Excel Academically is Harmful to Student's Mental Health." The event aimed to shed light on the growing issue of academic stress and its impact on students' mental health. A total of 27 students were screened to select 10 students to participate in the final debate competition. The students engaged in a lively discussion, presenting well-researched arguments both for and against the motion. Krisha Bhanushali was the winner of the competition. Aalap Parmar was the first runner up and Harry Patel was the second runner up. The debate highlighted diverse perspectives on academic pressure and its mental health impact. Participants displayed excellent critical thinking and debating skills. (Faculty Coordinators: Dr. Shabana Anjum; Ms. Khushali Pathak)

## HAPPENINGS @ IIIM

### September 19 - 21: Phase-1 of RBI quiz

Phase-1 of RBI quiz completion was organized at Indukaka Ipacowala Institute of Management from 19-21 September 2024, as part of RBI@90 celebration. The main objective of the event was to generate engagement with the student community as part of RBI@90 celebrations. The quiz covered General knowledge (history, economy, current affairs etc.) along with some questions related to RBI. 22 students from BBA programme reportedly participated in the quiz. (Faculty Coordinators: Dr. Rajesh Sadhwani; Mr. Surpalsinh Rathod)



### September 21: Swachhata Hi Seva



To celebrate Gandhi Jayanti, the NSS Unit of IIIM has organized an event "Swachhata Seva" at Sanjaya village on September 21, 2024. The event objectives were to spread the message of cleanliness and sanitation, community participation and supporting the national mission among the residents of Sanjaya village. 15 volunteers along with staff members have successfully participated in the event.

### September 24: Workshop for RRU Students



On September 24, 2024, 13 students and 2 faculty members from Rashtriya Raksha University (RRU) Visited CHARUSAT for the Workshop on "Emotional Intelligence, Resilience and Personality Traits" (Conducted by Dr. Reshma Sable, Ms. Dharti Patel & Ms. Khushboo Bhatt) and a Workshop on "La Principe De Legalite and Dynamics of Decision Making" (Conducted by Dr. Jaimin Trivedi). Both the sessions provided some insightful life lessons and learnings in regards of being emotionally stable, developing personality trait and decision making. (Faculty Coordinator: Dr. Gaurav Rajput)

## STUDENTS' CORNER

### THE SILENT STRUGGLE- HOW CAN PARENTS UNDERSTAND AND SUPPORT THEIR CHILDREN'S INNER WORLD?



**Ms. Zeel Modi**

Student | MBA | Semester 4,  
IIIM | CHARUSAT

As students, we are constantly growing, learning, and facing challenges that shape our world. These issues are often ignored or left unspoken because we have difficulty finding the words and sometimes lack the courage to express them. The truth is that obstacles that seem insignificant to most adults can feel like mountains to us. Whether it's the pressure to meet academic demands, make friends, or maintain relationships, life can be overwhelming. Yet many of us face these issues in silence, not knowing how to communicate with the people we love the most: Among them, our parents come first. Understanding. As students, we want to start a conversation with our parents. We want them to see not only what is happening on the field, but also to understand the challenges we experience in our hearts and minds every day. We know that parents face their own problems, but communication, and understanding of each other will help parents and students to solve these problems better together.

#### Why We Live in Fear:

Understanding Student Perspectives One question parents often ask is, Why didn't you tell me what happened? The answer is often more complex than it seems. Many students find that sharing their problems can be discouraging. There is a reluctance to meet certain expectations (in academics, social leadership, or achievement in further education). We worry that sharing our problems can be seen as an excuse for poor performance, or even as a burden to parents who are already dealing with their own concerns. On the other hand, some students may not understand themselves what they are thinking. We know something is wrong, but we can't put it into words. The growth and development of young people is accompanied by rapid changes in personality, self-worth, and belongingness, leaving many of us feeling confused about what is going on within ourselves. At this point, it is easier to step back and remain calm rather than risk appearing confused or misunderstood.

#### What Students Wish Their Parents should know:

We want to understand. We crave for empathy more than just instructions. While it's natural for parents to offer solutions, what most of us need first is validation. We want our feelings to be validated before we are told how to fix them. Just knowing that someone understands our pain or our frustration makes a world of difference.

Sometimes the challenges we face isn't about test, friendship. It is a sheer force to balance multiple needs. Education, relationships, future career challenges, social media, and our own insecurities create a space for cooking. We know our parents had a tough time when they were young, but the world has changed since then. The problems we face are magnified by factors that never existed before, like constant comparisons on social media or the pressure to compete in today's social world. We want our parents to know how to tell the difference. When we seem distant, anxious, or irritable, it's not necessarily because we're trying to be difficult or rebellious. It's often because we're trying to process everything that's happening around us and within us. In those moments, we need patience and acceptance, not harsh teachings or opinions about our behavior.

## STUDENTS' CORNER

### How can parents communicate better?

The key to helping students open up is building trust that it's safe to express ourselves without fear of judgment or disappointment. Parents can bridge this gap in a number of ways:

#### A. Be a good listener:

Sometimes we just need to vent, sometimes we just need advice, but both need our parents to listen well. Create impact, make eye contact, and share the truth of what we're saying. Let's finish our thoughts before we start discussing solutions.

#### B. Ask open-ended questions:

Instead of asking, "How was your day?" For questions that usually get answers, try asking more open-ended questions that require thought. For example, "What's something you're proud of today?" or "What's been on your mind lately?"

#### C. We're happy with our thoughts:

Our challenges may seem small compared to the challenges of adults, but they're true for us. Acknowledge our behavior by saying something like, "I know this is hard for you" or "That sounds really hard." Do you want to talk more?

#### D. Show understanding before solving the problem:

Resist the urge to jump right into solving the problem. Often times we just want to be heard and understood. Expressing understanding first, like "This must be stressful," can help us feel safe enough to open up. Once we understand, we'll be more open to suggestions.

#### E. Share your own experiences:

Sometimes it can be comforting to hear that our parents struggled with similar feelings. Sharing stories from your own youth, but telling them in a way that evokes the emotions you're feeling, isn't the only thing that happened, can help us feel less alone.

### The Power of Understanding:

Ultimately, what we want our parents to know is how they see us; not the grades we bring home, awards we win, or mistakes we make, but the people we become. We should think of them not as police officers waiting for us to make mistakes, but as friends who will help us navigate a world where there is so much going on.

Parents can not only relieve the stress we face by communicating and adapting better, but also strengthen the relationship by providing pressure and trust. We don't expect our parents to solve our problems; sometimes we want them to be there for us as we try to solve them. After all, life is a journey, and everything will be easier when we know we have their support every step of the way.

**Ms.Krishna Bhanushali**

Student | BBA Business Analytics | Semester 1,  
IIIM | CHARUSAT



What's the reason I fear?

Is it the fear of losing someone ?? Or the fear of losing oneself..

Is it the fear of death ?? Or the fear of falling down in life..

Is it the fear of depth of ocean ?? Or the shadow of oneself in ocean..

Is it the fear of people's opinion ?? Or fear of being alone in group of majority..

Is it the fear of heights ?? Or the fear of not being at the highest rank ..

Is it the fear of being alone at night ?? Or the fear of being in the dark side of the World...

Is it the fear that won't let me sleep at night ?? Or the fear that would make me work overnight ..

It's not the fear that will help us to overcome something. It's the courage which makes us fight the fear upcoming...

## PROFESSORS' CORNER

### CRITICAL OVERVIEW OF TRANSFERRING INDIAN EDUCATION TO GENERATIVE AI

**Ms. Nikita Chhasatiya**

Teaching Assistant,  
IIIM | CHARUSAT



In Continuation with the previous article (**Newsletter, August - 2024: Transforming Indian Education and Generative AI**), here is an overview of the **successful adoption of Generative AI**

Despite the wide range of potential applications, generative AI, it is still only being used sparingly and in experimental settings in the educational sector. To integrate it into our academic programs more effectively, the following considerations must be made:

#### *Selecting the appropriate issue*

It's critical to make sure that, despite the plethora of possible uses for generative AI, our attention is being focused on the right problems. For instance, it's critical to pinpoint the actual issues that teachers deal with when running or instructing a class. Exist any more beneficial ways to go about this? How can a teacher accomplish this in the most practical way without sacrificing their own agency? Are the recommendations appropriate and pertinent for the instructor to put into practice?

#### *Constructing the ecosystem*

The majority of organizations in the education sector lack the necessary tools to develop or use generative AI. In addition to subject specialists, an organization would require a varied group of professionals from the technology ecosystem to develop a storytelling application that tells stories to kids in the local dialect. This necessitates more collaboration between the IT and education sectors as well as the creation of an environment that is supportive of both. Nevertheless, funding, resources, access, and authorization are needed to support these kinds of partnerships. Thus, this synergy would not be achievable without the backing of funders, legislators, and a wider ecosystem.

#### *Determining who bears accountability*

The question of accountability and ownership gets quite tricky when a company hires computer specialists to create apps for them. For example, when a company works with a state government and a technology specialist to deploy a new application, the following queries come up:

Who is in charge of overseeing and maintaining the application? Who has the responsibility for data governance and who has the authority to claim ownership of the technology? Who takes responsibility for any failures? To protect stakeholder interests, this calls for the meticulous creation of governance frameworks, policy guardrails and standards, and clear roles and duties for all parties involved. A clear guideline about the data's entry, including whether it is anonymized, and the intended use of this data

.Examining for prejudice Biases pose a serious challenge to generative AI as it depends so strongly on the data it is fed. These prejudices may harm a child's education or cause them to be excluded. While building models, it is crucial to ensure that no inherent bias is getting introduced to measure and that the impact of the tool on the kid has been analyzed. Other participants in the area, such as parents, teachers, and the community, should also bear some of the responsibilities for the same reason. Before implementing models widely, they should be extensively tested with smaller cohorts to find and fix any biases.

So far, opinions on generative AI have been divided; it is either being praised as the greatest technical advance of the century or receiving harsh criticism. But in order for it to be widely adopted, its potential advantages must be acknowledged along with the difficulties it poses.

The way generative AI can aid in addressing India's educational problems is to be the part of an ecosystem which nurtures innovation, grows with the system, takes ownership of mistakes, and engages in review. This ecosystem should include members of the community; organizations from the social, commercial, and public domains; specialists; thought leaders; and financiers. It also requires an active involvement of all these stakeholders.

## SENSORY MARKETING & BRANDING: UNLOCKING CONSUMER ENGAGEMENT THROUGH THE POWER OF THE SENSES, WITH A FOCUS ON SCENT MARKETING



**Ms. Riddhi Soneji**

Teaching Assistant,  
IIIM | CHARUSAT

Today's marketplace has changed significantly. Instead of just selling the products or services, businesses are focusing on creating experiences to attract more customers. Having multiple options consumers are spending more time to make purchase-decision. Human senses continuously influences consumer behaviour which also includes emotions and purchasing decisions.

Sensory marketing involves 5 senses – Smell | Sight / Touch / Taste / Hearing – to connect emotionally with the products. The perception for the store / product / service is shaped by experiences and expectations individually, advertisements and store environment. Other than this, elements like color, lights and arrangements play a very crucial role in shaping sight, which accounts sensory information consumers receive.

Role of scent in Scent Marketing? It is also known as Aroma Marketing, one of the powerful tool which can control customer's behaviour as well as mood. How fascinating!! It is also told that ambient (ambience of the place) scents can affect the perception, leading to increased feelings of power for the premium category products. It is a way of using different smells in stores and malls to make shopping more enjoyable and improve the brand recognition. The fragrance of pleasant scents can improve customer satisfaction and also encourages to stay longer at that place.

There is a connection between scent and memory in marketing where human sense of smell is closely linked to memory, specified scent fragrance can trigger strong emotional responses and recollections.

For instance, in Malls Scent Marketing involves using specific fragrance to evoke the memories and enhance the customer experiences. A human brain is more likely to remember fragrances rather than something they see, hear or touch. It helps

customers associate that fragrance with their brand, create a stronger emotional connection with customers. It also helps to improve brand recognition.

For instance, in Hyatt Place has the power of scent branding for many years. You must be thinking how? So the hotel chain introduced a distinctive fragrance named seamless, which is mixture of blueberry and floral elements resting on foundation of vanilla and musk. This crafted aroma is consistently implemented across its Hyatt Place locations.

Similarly, when you enter into a movie theater – first thing that hits your senses is the smell of popcorn. This is not just a coincidence; it is a smart marketing strategy. Most of the theatres are in profit because of the snacks they sell, not the actual movie tickets. They serve full meals but also makes sure to have popcorn popping as soon as you step inside, this smell creates a cozy, familiar vibe. It is a strongest way to trigger memories memories of enjoying snacks, encouraging to treat yourself again while watching your favourite movies.

Although sensory marketing traditionally mainly focuses on physical environment, currently the concept is evolving in digital spaces. Brands can create online experiences that feel like being in a real store by using pictures and stories that evoke specific scents and emotions.

Different Aromas have distinct effects, like lavender, basil, cinnamon and citrus help you in relaxing while peppermint, thyme and rosemary gives energy. On the other hands rose evokes feelings of positivity and happiness.

Scent Marketing allows brands to connect with customers in special way, by improving their shopping experience and building loyalty as well. By tapping into our sense of smell, brands can create unforgettable experiences that engage customers and increase sales.

## LEGAL PERSPECTIVE: “WE HAVE WHAT IT TAKES, TO TAKE WHAT YOU HAVE”

**Ms. Ojisha Bharadwaj**

Assistant Professor,  
IIIM | CHARUSAT



*Hum se Tum Dosti Kar lo...!!*

It is often seen as rights and words of chocolates for students saying, “we have right to education”, “teacher have no right to punish us” and lastly the lollipop of “we are paying fees!”

Article 21-A was amended in Indian Constitution after the landmark case of Mohini Jain and Unnikrishnan in 1992. Right to education says children from age 6 to 14 years are to be provided free and compulsory education as their right to access them.

Latest Bombay High Court Justice Bharat ruled out that, “” It is no crime if teacher disciplines child sans mala fide intent and teacher cannot be in fear of allegations”.

Lastly lollipop of paying fees, Supreme Court has ruled out that in case of non-payment of fees School Management can take appropriate legal steps.

So Instead, Be Friend of Institution and Enjoy the Burgeoning...!!!!

Tip of the Month:- If in Business or in any dealing, a contract is sent to you on WhatsApp, and you show Thumbs up Emoji to it, then

it is legally taken that you have agreed to that Contract/Deal. (Indian Contract Act)

Equip Yourself...To Enjoy.!

## INNOVATING FOR A BETTER WORLD: HOW ENTREPRENEURS ADDRESS SOCIAL AND ENVIRONMENTAL CHALLENGES

**Dr. Ruma Pal**

Assistant Professor,  
IIIM | CHARUSAT



*“The greatest threat to our planet is the belief that someone else will save it.”*

— Robert Swan, Polar Explorer and Environmentalist

In today's world, entrepreneurs have become the main drivers of change, especially when it comes to solving social and environmental problems. By encouraging innovation, entrepreneurs create solutions that not only solve these problems but also support economic growth and social well-being. In India, where problems such as pollution, poverty and inequality are predominant, entrepreneurial efforts aligned with the Sustainable Development Goals (SDGs) hold great promise for transformative impact.

### **The Role of Entrepreneurs in Tackling Social and Environmental Challenges:**

Entrepreneurs, especially those focused on social and environmental initiatives, are good at identifying unmet needs and finding the resources to meet them. Their ideas and innovations are enabling them to solve complex problems like climate change, water scarcity, poverty, and the lack of clean energy. By balancing profits with social and environmental benefits, these entrepreneurs can build strong businesses and support the future.

The Sustainable Development Goals, adopted by all United Nations member states in 2015, provide a framework for solving these problems. They cover an extensive range of topics, from eradicating poverty (SDG 1) and clean water (SDG 6) to clean energy (SDG 7) and climate action (SDG 13). Entrepreneurs play a key role in achieving these goals with green technologies, sustainable business models and innovative approaches. Globally, entrepreneurs are making substantial strides in addressing social and environmental challenges. For instance, Tesla, led by Elon Musk, is transforming the transportation and energy sectors with electric vehicles and clean energy solutions, contributing to SDG 7 (clean energy) and SDG 13 (climate action). Likewise, Too Good To Go, a Danish startup, diminishes food waste by connecting consumers with surplus food from restaurants and grocery stores, supporting SDG 12 (responsible consumption and production). Beyond Meat is also making waves by offering plant-based alternatives to meat, addressing both SDG 2 (zero hunger) and SDG 12 by endorsing environmentally sustainable food production. In India, innovative ventures are making impactful contributions as well.

SELCO India, founded by Harish Hande, provides reasonable solar energy solutions to underserved communities, promoting SDG 7 (affordable and clean energy). AgroStar, an agritech startup, boosts agricultural productivity through mobilebased solutions, supporting SDG 2 (zero hunger) and SDG 8 (decent work and economic growth). Embrace Innovations takes care of neonatal health by developing low-cost infant warmers for premature babies, advancing SDG 3 (good health and well-being). These examples clearly explain how entrepreneurs across the globe are adopting innovation to confront urgent social and environmental challenges in order to support the Sustainable Development Goals.

### **How Entrepreneurs Can Leverage Green Marketing and Innovation**

As entrepreneurs move forward in solving social and environmental issues, many have realized the importance of effective communication strategies such as green marketing to expand their impact. Entrepreneurs in India use green marketing, which involves

promoting products and services to customers concerned about sustainability. Businesses around the globe follow these practices to save environment. For example, Patagonia is known for its environmental awareness. Its famous "Don't Buy T-Shirts" campaign challenged consumerism and told people to buy only what they want and fix what they already have. The initiative supports Sustainable Development Goal 12 (responsible consumption and production) by encouraging reduction and recycling. Patagonia also uses sustainable agriculture and positions itself as a leader in the green and sustainable industry by using recycled materials in its products. EcoRight is a venture that emphases on nurturing environmentally friendly and reusable products such as tote bags and pouches made from sustainable materials like organic cotton and recycled plastic. Their mission is to replace single-use plastic items, aligning with Sustainable Development Goal 12 (responsible consumption and production) by reducing waste and promoting sustainable alternatives. Indian entrepreneurs who focus on eco-friendly products, sustainable products and reducing carbon footprint use green marketing to attract consumers. This strategy is not only based on economic growth but also supports SDGs, especially SDG 12 (responsible consumption and production) and SDG 13 (climate action).

As India deals with social and environmental challenges, entrepreneurs are key to creating innovative, sustainable solutions. By aligning their efforts with the Sustainable Development Goals, they can tackle a wide range of issues, from poverty to education, climate change to renewable energy. With increasing government support, impact investment, and rising consumer demand, there has never been a better time for entrepreneurs to innovate and contribute equitably and consistently to the future. It is crucial for Management faculty members and students to engage in these discussions. As future leaders, you have the chance to drive change through entrepreneurship and innovation. Embrace the principles of sustainability and social impact in your research, studies and future careers. To foster innovation, Indian entrepreneurs should explore the juncture of technology, sustainability, and social good. By leveraging green marketing, advancing clean technologies, and addressing critical issues highlighted by the SDGs, these businesses can make a lasting impact not just in India, but on a global scale. As businesses embrace sustainability, they are not only contributing to immediate change but also committing to a larger, more enduring promise. Let us come together and take a collective pledge.

**"We pledge to innovate and lead,  
To solve the world's urgent need.  
With every venture, every start,  
We'll nurture Earth with all our heart."**

**We'll balance profit with a cause,  
Protect the planet, rewrite laws.  
For future's sake, we take this vow,  
To build with care, starting now"**

## Emotional Alchemy

**Ms. Khushboo Bhatt**

Assistant Professor,  
IIIM | CHARUSAT

In the previous article (**Newsletter, August - 2024: Letting Go of Emotional Baggage: Finding Peace with Our Emotions**), we explored the importance of letting go of emotional baggage to find peace. Building on that theme, we now delve deeper into the idea of emotional alchemy—a transformative process that enables us to take those very emotions we seek to release and transmute them into sources of strength, resilience, and self-awareness.

Emotional alchemy is a metaphorical concept that draws parallels between the ancient practice of alchemy and the process of emotional transformation. In alchemy, practitioners sought to transmute base metals into gold, symbolizing the quest for spiritual enlightenment and personal transformation. Similarly, emotional alchemy refers to the process of transmuting painful or challenging emotions into inner peace, freedom, and personal growth. It refers to the transformative process of working with emotions in a way that leads to profound personal growth and spiritual evolution. Like traditional alchemy, which sought to transform base elements into something of greater value, emotional alchemy involves working with the raw material of our emotions and transforming them into qualities such as wisdom, compassion, and resilience.

Central to the concept of emotional alchemy is the idea of transforming pain and suffering into sources of strength and insight. Instead of avoiding or suppressing difficult emotions, emotional alchemy involves embracing them

fully and using them as catalysts for growth and self-discovery. This process may involve facing past traumas, confronting deep-seated fears, and exploring the root causes of emotional suffering in order to transcend them.

The ultimate goal of emotional alchemy is liberation from the grip of negative emotions and limiting beliefs. By working through and integrating challenging emotions, individuals can experience a profound sense of inner freedom, peace, and authenticity. Emotional liberation entails releasing attachments to old patterns of thought and behavior, cultivating greater self-awareness and self-compassion, and living with a sense of openness and presence in the present moment.

Embracing emotional alchemy invites us to view our emotions as opportunities for growth rather than obstacles to avoid. As we engage with our inner struggles and work through difficult feelings, we begin to transmute them into wisdom, compassion, and resilience. Just as alchemists sought to turn base metals into gold, we too can transform our emotional challenges into a deeper understanding of ourselves and the world around us.

The next time you encounter a difficult emotion, consider it an invitation to explore its roots and potential for transformation. With practice, emotional alchemy can become a powerful tool in your journey toward greater peace, freedom, and personal fulfillment.

## HIGHLIGHT OF THE MONTH

**September 30: VRUND'24**



Charotar University of Science and Technology (CHARUSAT) celebrated the largest cultural festival of India - Vrund '24 - the annual garba mahotsav of the University on September 30, 2024. In all, more than 6k students, 650 Faculty & Staff and around 500 Invited Guests including the Office - Bearers, Trustees, Executive Members of Matrusanstha, Kelavani Mandal, and CHARUSAT Conglomerate relished the event with full zeal and enthusiasm.

**Editor**

Ms. Khushboo Bhatt