



## OUR VISION

To make our Institute a citadel of higher learning and create an enabling institutional environment to place this Institute at a commanding height of academic excellence in the field of management.

## OUR MISSION

- Impart knowledge and professional competence
- Nurture the spirit of teamwork and leadership
- Inculcate professional ethics and values

Dear Sir / Madam,

Season's Greetings to You !!!

I feel proud and privileged to offer you the profile of the students of MBA 2006-2008 batch of the institute. This brochure provides you brief information about institute, courses offered, student selection process, evaluation criteria, profile of the students of 2006-2008 batch as well as brief profile of the students of batch 2007-2009 for summer placement.

Our MBA programme, besides incorporating some of the best features of management education, equips the students to face the challenges of the radically unpredictable business environment. The primary focus of our MBA programme is to impart, to young minds, a well balanced mix of theories and concepts that relate well to the practicalities of the industrial worlds. The worlds of theory and practice come together seamlessly in the MBA Program at the VMPIIM.

I offer you the class 2006-2008, which shall surely, surpass your expectations. It gives us extreme pleasure to welcome you to our campus and look forward to building a successful relationship with your company, by making our students a part of your esteemed organization.

At this stage, I feel proud to share that our past students are serving prestigious organizations like Torrent Pharmaceuticals Ltd., The Arvind Mills Ltd, Bank of Baroda, Binani Cement Ltd, Claris Lifesciences Ltd, GCOMMFL (Amul), HSBC Bank, HDFC Bank, Reliance Infocomm Ltd, Vadilal Industry Ltd, HDFC Bank Ltd., Birla Sunlife Insurance Ltd., ICICI Prudential Life Insurance Company Ltd., etc.

Please call if you have any questions or need further information. We are always accessible and will respond quickly to your requests.

Looking forward to welcome you to the institute.

Mr. Vipul Patel  
(Coordinator-Training & Placement Cell)

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Today's enterprises have to contend with tremendous opportunities and innumerable challenges stemming from a rapidly developing global economy. The business environment is totally unpredictable and always in a state of flux. In the new economy enterprises have to embrace these awesome challenges with the right mindset; they also need to amass all kinds of market intelligence to craft out a bold and visionary business strategy. It is obvious that enterprises have to view the world as their marketplace now; every territory, country and region is inextricably linked, and the whole world has evolved into an interdependent economic entity.



Today, to triumph in business we need graduates who can chart one's own path, can innovated and create new business plans, embark on new strategies, dream up what no-one has ever dreamed about, or think about the unthinkable. All this calls for is radical and innovative thinking and an enlightened vision.

We at Ganpat University's V. M. Patel Institute of Management have taken up this challenging task by adopting 'Integrated Interactive Learning Approach' for developing strengths in leadership, teamwork, problem-solving and skill in dealing with people. Thus, preparing well-rounded individuals who offer a balanced perspective and are ready to apply their education in a real-life setting.

I solicit the cooperation of business organizations in terms of providing our junior students with the opportunity to gain exposure of management practices, as also providing our senior students with the opportunity to serve the company, and thereby society at large.

We are an upcoming Institute, so we would benefit immensely out of the suggestions of management practitioners. We invite the practicing managers to campus to help us to build the future India.

**Prof. P. I. Patel**  
Vice Chancellor  
Ganpat University



Collaboration is the key at VMPIM. In the MBA program, students work closely with the faculty, staff and industry and exchange ideas with diverse peers. The students in our program reflect the Triangle area, representing many functional areas and may different companies, universities and organizations. With that comes the diversity of thought that enlivens classroom discussions and enriches all of our learning.

Since 1999, VMPIM's business curriculum has given students the tools they need to succeed by providing an education based on relevant knowledge and

partnership with others. Our Master of Business Administration program accomplishes this by continually evaluating and striving to meet the needs of the industry and society it serves. A rigorous curriculum allows individuals with bachelor's degrees in any discipline to develop the skills and knowledge most appropriate to their own career paths and lifestyles.

The Institute is taking continuous measures to upgrade itself in every possible area: curriculum, faculty, industry interface, research, infrastructure facilities and organization of various student and faculty events. The soul purpose is to achieve total quality standards for education with a philosophy of continuous improvements.

We hope that this placement brochure will act as a link between the industry and the students; and would help the industry get the right man for the right job in terms of both, the final placement as also the summer placement of our students.

I take this opportunity to thank industry circles for extending us a very good co-operation, so far, in our endeavor of achieving excellence. I would like to take this opportunity to invite the executives working at various levels to share their experiences with our students. I request the executives to utilize the caliber of our MBA's and pave ways for their career advancement.

**Prof. (Dr.) Mahendra Sharma**  
Dean (FMS)  
Professor & Head (VMPIM)



## GANPAT UNIVERSITY

Ganpat University, with a status of 'Statutory University', is created through state Act No. 19 of 2005, on April, 2005 and recognized by UGC under section 2(f) of UGC Act, 1956. The University is located at lush green hi-tech campus of 'Ganpat Vidyanagar'.

Ganpat Vidyanagar is an up coming hi tech education campus near Kherva, 15 kilometers away from Mehsana and 52 kms. from Gandhinagar. Mehsana is a fast growing industrial city of North Gujarat with rapidly growing industries in the lines of Milk, Milk Products, Pharma, Industrial Tools, Natural Gas and allied manufacturing units. It has grown in to commercial, industrial and educational seat of North Gujarat.

Campus is spread over about 300 acres of land. The campus is being developed by Mehsana District Education Foundation, a highly progressive trust dedicated to the cause of imparting quality technical and professional education in North Gujarat region. Shri Anilbhai Patel, Minister of Industry, Tourism and Mining, Govt. of Gujarat, an eminent industrialist and a visionary educationalist, with his diligent group of trustees, is leading this mission.

University is offering following courses :

BBA, MBA, M.Phil., Ph.D.	D. Pharm, B.Pharm, M.Pharm, Ph.D.
MBA (Agribusiness) PGDRM, PGDBRI,	DE, BE, ME, Ph.D.
BCA, PGDCA, MCA	M.Phil and Ph.D. (Education)
M.Sc.	PTC
Agriculture Science Research Centre	Sainik School for Girls

Ganpat Vidyanagar provides the best infrastructural facilities. This includes well-furnished hostels facility for both boys and girls and greenery inside, the campus provides an excellent learning environment. At present campus has 4 hostel blocks with 250 students capacity per block. Each block has separate mess facility. Campus also provide various facilities for sports and entertainment

Regular Bus Service ensures connectivity with Ahmedabad, Gandhinagar and Mehsana. The campus management runs its own bus services apart from State Transport Bus Services.



## THE INSTITUTE

V.M Patel Institute of Management is established with a mission to provide excellent professional education in the field of management to young boys and girls anticipating the need of business in the 21st century and recognizing the imperatives of globalization. The institute offers MBA programme approved by AICTE, New Delhi and affiliated to Ganpat University, Kherva. The admission to institute is done by GCET and the in take capacity of the institute is 120 seats.

The institute has following salient features :

- ☆ Rich library with over 7988 books and 68 national and international magazines and journals, covering almost all branches of business, management, economics, computers and communication, etc.
- ☆ Well equipped computer lab having latest HCL Busybee computers, internet connection with 256 kbps leased line, and latest software like Oracle, Novell Netware, Windows, Ms-Office, Prowess (CMIE Database), etc.
- ☆ Teaching through audio visual aids is inevitable. Experienced faculty in each subject and regular visiting faculties from other leading institutions and also from industry.
- ☆ Thrust on giving exposure to students of real life business situation by calling on regular basis Guest Faculties from Industry and practising professionals like C.As, Cost Accountants, Company Secretaries, Technocrats and Consultants.
- ☆ Member - Association of Indian Management School (AIMS)
- ☆ Member Ahmedabad management Association (AMA)
- ☆ Member DELNET (e-library by AICTE)



## THE MBA PROGRAMME

### *“Integrated Interactive Learning Approach at VMPIM-MBA”*

The investment that can best ensure the all around development of the country is the Human Resource. At VMPIM-MBA we have adopted an Integrated Learning Approach to make our contribution in the direction of developing managerial resource.

Ours is a two-year full time programme duly approved by AICTE New Delhi. We are offering two elective groups: viz Marketing and Finance. However, consistent with our approach, we have equally emphasized General Management.

Our course structure provides for compulsory papers of Project management, Management Control System, Strategic Management, and such other courses in General Management area. Component of Practical training is given a higher weightage in our programme. Besides summer training, we have provided for Integrated Projects in semester III and IV.

Curricula, projects work, pedagogy and examination system are geared up to develop technical skills, human relation skills and conceptual skills through the balanced development of left and right brain. This ensures in our students the Total knowledge in term of right frame of mind to seek relevant information, ability to demonstrate the right skills and the right disposition of mind to make them successful in their career as knowledge worker. The mission of MBA programme is to breed visionaries and managers for the information age.

## COURSE STRUCTURE

### FIRST YEAR

#### SEMESTER-I

- CC101 Principles of Management
- CC102 Quantitative Techniques in Management
- CC103 Managerial Economics
- CC104 Managerial Accounting
- CC105 Organizational Behavior
- CC106 Managerial Communication
- CC107 Computer Applications in Management

#### SEMESTER-II

- CC108 Business Environment
- CC109 Cost & Management Accounting
- CC110 Marketing Management
- CC111 Financial Management
- CC112 Production & Operations Management
- CC113 Human Resource Management
- CC114 Business Research Methodology

### SECOND YEAR

#### SEMESTER-III

- CC201 Strategic Management
- CC202 Management Information System
- CC203 Management Research Project-I

#### MARKETING ELECTIVES

- MM201 International Marketing Management\*
- MM202 Sales & Distribution Management
- MM203 Consumer Behaviour
- MM204 Integrated Marketing Communication

#### FINANCE ELECTIVES

- FM201 Corporate Tax Planning\*
- FM202 Indian Financial Systems
- FM203 Security Analysis & Portfolio Management
- FM204 Commodity Exchange & Futures

#### SEMESTER-IV

- CC204 Entrepreneurship & Management of Innovations
- CC205 Management Control Systems
- CC206 Management Research Project-II

#### MARKETING ELECTIVES

- MM205 Services Marketing\*
- MM206 Strategic Marketing & Brand Management
- MM207 Retail Management

#### FINANCE ELECTIVES

- FM205 Working Capital Management\*
- FM206 International Financial Management
- FM207 Strategic Financial Management

CC : Core Courses to be taken by all students.

MM : Marketing Management

FM : Financial Management

\* indicate the subject to be undertaken as compulsory subjects in Semester-III & Semester-IV for the purpose of Dual Specialization.

## FACULTY



### **DR. D. M. PESTONJEE**

#### **Adjunct Professor**

Ex. Professor, IIMA

Honorary Professor, Dr. Albert Schweitzer International University, Geneva, Switzerland

Dr. D. M. Pestonjee served the Indian Institute of Management, Ahmedabad for over two decades (1979-2001) as professor of Organizational Behavior. In November, 2000 he was conferred the title of Honorary Professor of the Albert Schweitzer International University, Geneva (Switzerland). He was Chairman, Organizational Behavior Area for three terms and also L&T Chair Professor of Organizational Behavior (1992-1999). He is a Psychologist by training having obtained his M.A. in Psychology with First Class First, and Ph. D. in Industrial Psychology from the Aligarh Muslim University. He has been conferred the

D.Litt. (Honoris Causa) by the Banaras Hindu University in April 2003. He was awarded the Albert Schweitzer Medal/or Science and Peace in April 2004.

He has over four decades of teaching experience and has successfully supervised eighteen Ph. D. Candidates. He is author/co-author often books and over 100 research articles. Among his better known works are: 'Organization Structure and Job Attitudes (1973)', 'Behavioral Processes in Organization (1981)', 'Second Handbook of Psychological and Social Instruments (1988)', 'Third Handbook of Psychological and Social Instruments (1997)', 'Studies in Organizational Role Stress and Coping (1997)', and 'Studies in Stress and Its Management (Forthcoming)', and the celebrated 'Stress and Coping-The Indian Experience(1991 & 1999)'.

Professor Pestonjee has been active as a trainer and consultant in non-business sectors like education and health. He has been Temporary Advisor to International Organizations like WHO, USAID, OXFAM. He was also an Individual Category Elected Member of the International Social Science Council of the UNESCO to represent Management Sciences for three terms, 1980-83; 1983-86; 1986-89. He was also a Member of Executive of the International Sociology Association (1986-90). He served as a Regional Representative of the International Association of Applied Psychology.

He has served on several national bodies like the Indian Council of Social Science Research (ICSSR), the All India Council of Technical Education (AICTE), and the Indian Council of Medical Research (ICMR) and the University Grants Commission (UGC).

He has conducted a large number of management development programmes for executives on the theme of 'executive stress and coping'; also helped organizations with 'stress audit' to analyze and understand their role stresses with a view to incorporate relevant development inputs. He has been associated with public and private sector organizations, NGOs, MNCs, and joint sector organizations.

His current areas of interest are executive stress, coping and issues related to executive health, job satisfaction and morale. He is presently Chairman, Doctoral Programme Committee of the CEPT University, Ahmedabad.

## FACULTY



### **DR. MAHENDRA SHARMA**

#### **Professor & Head, Dean-FMS**

Ph.D., MBA (Marketing)

E-mail : mahen\_sharma@yahoo.com

Dr. Sharma is working as Professor & Head of the Institute and is an expert in the area of Marketing and Strategic Management.

He joined VMPIM as a Faculty on 1st August 2000 after working with leading FMCG & Garment MNCs for couple of years in various capacities in sales. Subsequently, he was promoted to the post of Professor & Head w.e.f. June 22, 2007. Dr. Sharma possesses rich experience in the area of Rural Marketing, Sales & Distribution Management, Retail Management and Consumer Behaviour. He has published 29 papers in National and International level

Seminars & Conferences. He was invited by Govt. of Manipur at Imphal to present a paper on "E Governance" published at International Conference at Chandigarh, organized by British Council. He also has four Case Study and a chapter in e-book to his credit.

Dr. Sharma has attended Quality Improvement Programmes (QIPs) on Marketing (2-AICTE Sponsored at NMIMS, Mumbai), Research Methodology (1- ICSSR at GIM, Goa), Communication Skills (1- AMA, Ahmedabad), Case - Writing (2- PIM, Gwalior and 2-VMPIM-Kherva) and Teacher's Training Programmes in Strategic Management (2-IIM (Lucknow) sponsored by SMFI).

Dr. Sharma has provided sound leadership in the overall development of the institute. He has initiated student events, faculty events, industrial activities and other academic activities for upliftment of education standards at the institute. He was also coordinator of AIMS Western region Conference on "Building Competitiveness in an Inter-connected world" organized at VMPIM during April 2005. He is Chairman of two annual events of the Institute i.e., VM's Pratibha and Kasab. Dr. Sharma was Convener of the two National Level Case Writing Workshop for Teachers in Management organized by the Institute during January 2006 and March 2007.

Dr. Sharma is currently Dean- Faculty of Management Studies, Member-Board of Governors and Academic Council of Ganpat University. He is also Chairperson of newly formed Centre for Management Studies (GNU-CMS), which offers Post Graduate Diploma courses and MBA (Agribusiness). Dr. Sharma is also assisting Hem. North Gujarat University, Patan as Member on its Board of Studies for Management Programmes. He is also a paper-setter and examiner of several examinations under university & other boards. Dr. Sharma is developing Doctoral and M.Phil Programme as a Chairman. He has served as an expert on selection committee for recruitment at MBA, BBA colleges & Several organizations. He is on advisory board of several institutions also. Apart from academic responsibilities he is actively involved in e-governance & HR initiatives of the university.

Dr. Sharma has two Awards to his credit:

1. Best Research Paper Award at AIMS Western Region Conference in April 2005.
2. Jewel of India Award, Conferred by IIE, New Delhi during April 2005.

## FACULTY

### **Dr. AKASH B. PATEL**

Assistant Professor

Ph.D., M.Com.(Accounting and Finance), B.Com.(Gold Medallist) DTP.

E-mail : skypatel@yahoo.com

Mr. Patel is a Commerce Graduate with gold medal from Gujarat University. He did his post graduation in Accounting and Financial Management from The M.S.University of Baroda with distinction and holds a Diploma in Taxation Laws and Practice. He has an excellent academic record.

Mr. Patel's areas of interest are Tax planning, Managerial Accounting, Cost Management and Environmental Management. He is also a life member of professional bodies in Accountancy. He has more than eight years academic experience. At present, he is teaching Finance, Corporate Tax Planning, Accounts and related subjects. Till date Mr. Akash B. Patel has published 13 papers at National Level Seminars and developed a Case.



### **Dr. PRIYANKA PATHAK**

Assistant Professor

Ph.D., MBA (Finance), BBA

E-mail : priyanka\_at@yahoo.com



Dr. Pathak is a Management Graduate from SKSBM, Hemchandracharya North Gujarat University and BBA from Som Lalit Institute of Management Studies, Gujarat University, Ahmedabad with excellent academic record.

Her areas of interest include financial Markets, financial Innovations and Strategic Management, International Financial Management, Corporate Restructuring, Working Capital Management, and Security Analysis and Portfolio Management. Till date Dr. Pathak has published 20 papers at National and International level seminars. She has

participated in management teacher's program at IIM Bangalore and IIM Lucknow under Strategic Management Forum. As a visiting Faculty she is teaching the subjects like, Financial Accounting, Management Control System, Financial Management and Strategic Financial Management at PGDABM course of Centre for Management Studies, Ganpat University and the subject like Strategic Management at S. K. School of Business Management, Hemchandracharya North Gujarat University, Patan. She has written a book titled "Global India and World Trade Organization; Effects and Issues on Indian Agribusiness Industry", which is recently published in April 2007.

## FACULTY

### **Dr. ROHIT TRIVEDI**

Assistant Professor

Ph.D., M.B.A. (Finance), M.Com.(B.M.), UGC-NET (Mgt.)

E-mail : trivedirohit@rediffmail.com



Mr. Trivedi has completed M.Com. (B.M.) from Saurashtra University and M.B.A. (Finance) from IGNOU. He has also passed UGC-NET with Management. He has got research fellowship from Entrepreneurship Development Institute of India, Gandhinagar.

Mr. Trivedi has more than 5 years of teaching experience. He has attended and presented papers in 13 seminars and conferences. He has published 8 papers in various magazines and journals. He has also attended FDP, training programmes and case writing workshop.

His current teaching and research interest are Entrepreneurship, Marketing Management and Business Research Methodology.

### **Mr. HIREN J. PATEL**

Lecturer

Ph.D.(Pursuing), MBA (Marketing), B.E. (Production),

E-mail : hirenyogi@yahoo.co.in

Mr. Hiren Patel has completed his graduation in Production Engineering from BVM Engineering College, S. P. University, Vallabh Vidyanagar. He did his post graduation in MBA with specialization in Marketing from S. K. School of Business Management, Hemchandracharya North Gujarat University, Patan. His areas of interest are Quantitative Techniques for Management, Research Methodology, Production & Operations Management. At present he is teaching QTM, BRM, POM, APM and MIS. Till date he has presented eleven research papers.



## FACULTY

### **Mr. VIPUL V. PATEL**

Lecturer

Ph.D. (Pursuing), MBA (Marketing), BE (Civil)

E-mail : vipulpat@gmail.com

Mr. Vipul Patel is a Management Graduate from V. M. Patel Institute of Management, Ganpat Vidyanagar. He has completed his graduation in Civil Engineering from S.S.Engineering College, Bhavnagar University, Bhavnagar. He is pursuing Ph. D in the area of Retail Management. His areas of interest are Retail Management, Consumer Behavior, Service Marketing and Marketing Management. Till date he has presented seven papers in national and international conferences and published one case in the journal.

Mr. Patel has been coordinating the placement activities of the Institute.



### **Mr. AMIT A. PATEL**

Lecturer

Ph. D. (Pursuing), M.B.A. (Marketing), B.E. (Electrical)

E-mail : engineers\_mba@yahoo.co.in

Mr. Amit Patel is a Management Graduate from V. M. Patel Institute of Management, Ganpat Vidyanagar, HNGU, Patan. He has completed his graduation in Electrical Engineering. He has worked as a Production Planning Engineer in Transformer Manufacturing firm for one year. He is pursuing Ph. D in the area of Supply Chain Management. Till date he has published 4 research papers / cases in reviewed journals/book. He has presented more than 10 research paper in International as well as National Conferences. His areas of interest are, Supply Chain Management, Production and Operation Management, Quantitative Techniques in Management, Management Information System and International Marketing Management.



### **Mrs. RACHITA M. JAYSWAL**

Lecturer

M.B.A. (Mktg), B.Com.

E-mail : rachita1112@yahoo.com

Mrs. Jayswal is a lady with exceptionally brilliant academic career. During her study, she was in list of Rankers in her institute. After a short tenure of working with Kotak Bank, she was associated with BBA programme, Ganpat University and presently she is associated with V.M. Patel Institute of Management. She has presented several Research Papers, Articles and Case Studies. Her areas of interest are Sales & Distribution Management, Communication, Advertising and Project Management.

### **Ms. MANISHA TRIVEDI**

Lecturer

MBA(Finance), M.Sc.(Physics), DCS

E-mail: manishatrivedi123@yahoo.com

Ms. Manisha Trivedi has completed her Masters in Science from Department of Physics, Saurashtra University. She did her MBA with specialization in finance from V. M. Patel institute of Management, Hemchandracharya, North Gujarat University. Prior to joining VMPIM, she has worked as a lecturer in College of Computer and Management Studies, Vadu. Her areas of interest are Security Analysis and Portfolio Management, International Financial System and Management of Financial Services.



## FACULTY

### Ms. MITALI BARUAH

Lecturer  
M.Com, B.Com  
E-mail : mitali\_baruah@rediffmail.com

Ms Mitali Baruah has completed her graduation in commerce (Cost and works accounting) from B.M.C College, Pune, Maharashtra. She did her post graduation (Accountancy) from Dibrugarh University, Assam. Her areas of interest are Accountancy and General Management. Before joining VMPIM. She was working as a PG Teacher in Kendriya Vidyalaya ONGC, Mehsana.



## FACULTY

### MR. NIRMIT OZA

Programmer Cum Lecturer  
MCA, B.Com  
E-mail : nirmitoza@yahoo.com

Mr. Nirmmit Oza is a computer programmer cum Lecturer at the institute. He has completed his MCA from Hemchandracharya North Gujarat University in the year 2005. His area of expertise includes web programming, .Net technology, application programming and networking technologies. Till date, he has worked over three projects during his MCA education.



## SUPPORT STAFF

- MR. VIPUL PATEL (PGDCA)  
Computer Operator
- MR. VEJIBHAI RABARI (B.Com)  
Administrative Assistant
- MR. DEEPAK PATEL (M. Lib.)  
Asst. Librarian
- MR. BHAILALBHAI PATEL (MA)  
Academic Support Staff



### MR. ABHISHEK K. PARIKH

Lecturer  
M.B.A. (Finance), B.E. (Mech.)  
E-mail : shaky\_1982@yahoo.co.in

Mr. Abhishek Parikh is a management graduate from National Institute for Cooperative Management, Gujarat University, Gandhinagar. He has completed his graduation in Mechanical Engineering from B.V.M., S.P. University, V.V. Nagar. He has work experience of 6 month in Anup Engineering Ltd. as Quality Control Engineer. And has experience of 1.25 year in SNL Financial Ltd. as Senior Financial Analyst. His areas of interest are Financial Markets, Quantitative Techniques in Management, Security Analysis & Portfolio Management, Production & Operation Management and Working Capital Management.

Mr. Abhishek Parikh has been coordinating the Placement & Industry visit related activities of institute.



## GUEST & DISTINGUISHED SPEAKERS...

### DISTINGUISHED SPEAKERS...

**SHRI SAURABH DALAL**

Hon'ble Minister- Energy And Petrochemicals,  
Govt. Of Gujarat, Gandhinagar

**SHRI HASMUKH ADHIYA**

Principal Secretary, Govt. Of Gujarat, Gandhinagar

**SHRI PRADIP KHANNA**

Additional Principal,  
Chief Conservator of Forests (Wild Life), Gandhinagar

**SHRI CHHAVI PANDEY**

Director, GEER Foundation, Gandhinagar

**PROF. N.R. DAVE**

Former Vice- Chancellor, Hem. North Gujarat University,  
Patan And Former Chairman-AICTE Western Region

**DR. M.M.PATEL**

Former Vice-Chancellor,  
Hem. North Gujarat University, Patan

**SHRI HARSH BHARAMBHATT**

Dy. Secretary, GOG

**SHRI JAYENDRA MODI**

Jt. Secretary, Biotechnology, GOG

**PROF. P. I. PATEL**

Vice Chancellor, Ganpat University

### INDUSTRY EXECUTIVES....

**SHRI K. SETURAMAN**

Senior Manger- Projects,  
Covansys (India) Ltd., Mumbai

**SHRI SURYANARAYAN IYER**

People soft India Pvt. Ltd., Mumbai

**SHRI UDAY MAHURKAR**

Assoc. Editor, India Today

**MR. S. O. GANDHI** (B.Com., FCA)

Practicing Chartered Accountant, Mehsana

**LT. COL. V. K. PATEL**, M.Sc.

Director, Gujarat Multigas Pvt. Ltd.

**MR. VIVEK MEHROTRA** AGM (HRM)

Torrent Pharmaceutical Ltd., Ahmedabad

**MR. VIREN MEHTA**

CMIE, Ahmedabad

**MR. SOMABHAI PRAJAPATI**

Manager,  
Mehsana District Co-Operative Bank Ltd.,  
Mehsana

**MR. KETAN NAYAK**,

M. Pham., M.B.A.  
CEO, Astra Pharma, Vadodara

**MR. DHARMESH MASHRU**,

COO, Johnson Screens (I) Ltd.,

**MR. SUNIL SHAH**

CMD, Motivation Engineers,  
Ahmedabad.

**MR. JAYESH JOSHI**

Head, Corporate Finance,  
Clarislifesciences Ltd.

**MR. SURYANARAYAN RAO**

Sr. manager, Producton,  
Indogerman Tool Room

**MR. T. K. GOPALAKRISHNAN**

Vice President & Branch Head,  
Axis Bank, Mehsana.

**MS. JYOTSNA BHATNAGAR**

Editor, The Financial Express

**MR. PRASHANT RAMAN**

The Indian Express

### ACADEMICIANS...

**PROF. J. PHILIP**

Director, XIME, Bangalore, Former Director-IIMB  
Founder President-AIMS

**PROF. SUBHASH SHARMA**

Director, IIPM, Bangalore

**DR. SHAILESH GANDHI**

Associate Professor, IIMA

**PROF. S. SRINIVASAN**

Associate Professor, IIML

**PROF. UPINDER DHAR**

Director, Institute of Management  
Nirma University, Ahmedabad.

**PROF. RAKESH SINGH**

Former Director, EMBA, Great Lakes Institute of  
Management, Chennai

**DR. B. A. PRAJAPATI**

I/C Vice Chancellor, HNGU, Patan

**PROF. PRAMOD VERMA**

Ex. Professor, IIMA

**PROF. PARIMAL VYAS**

Professor & Head., Dept. of Commerce,  
The M. S. University of Baroda.

**PROF. PRAKASH AKALKOTKAR**

CEPT University, Ahmedabad.

**DR. M. MALLIKARJUN**

Institute of Management  
Nirma University, Ahmedabad.

**DR. J. S. PANWAR (PH.D)**

Professor, S. P. University, V. V. Nagar

**PROF. H. J. JANI**

Professor, S. P. University, V. V. Nagar

**DR. P. K. PRIYAN**

Professor, S. P. University, V. V. Nagar

**DR. P. K. GUPTA**

Professor, IMS-DAVV, Indore

**DR. BHARTHI PATHAK**

Reader, School of Commerce,  
Guj. University, Ahmedabad

**DR. A. A. SHEIKH**

Nav Gujarat College, Ahmedabad

**DR. RASANNANDA PANDA**

Asst. Professor, MICA

**PROF. NISHITH BHATT**

Reader, SKSBM, Patan



## LIBRARY

The Institute keeping in view its vision of becoming Citadel of Higher Learning recognized the importance of developing and nurturing a Library as "Knowledge Center". The Library of the Institute has a rich collection of books, periodicals and study material in the areas of Management, Economics, Business, Commerce, Computers, Communications etc., with over 7988 books and 68 regular National and International Journals and Magazines. The Library also has a vast collection of Electronic Data (62 VCDs, 75 Audio-Video Cassettes etc) and Statistical Data on various Industries and Houses reports of reputed agencies in the public and private sector. Today, our Library has slowly grown in to a place where one can find latest books on Management and related fields. In view constant commitment to the said purpose, the Institute became member of e-Library 'DELNET', an AICTE, New Delhi initiative.

## COMPUTER CENTRE

The growth of the Internet, the globalization of trade, and the rise of information economies have recast the role of information systems (IS) in business and management. To provide future manager skills to manage digital firms, we have build state-of the art networked computer center. Computing Facilities for the students include two labs equipped with 101 computers. The Ganpat Vidyanagar has 256 kbps VSAT internet connectivity. The institute is committed to develop digital environment on the campus

## CELLS OF THE INSTITUTE

Keeping in mind the concept of Total Quality Education, we have established Training and Placement Cell and Industry-Institute-Interface Cell to reach out to our final customers i.e. Industry and Society.

The MOTO of the cells

**V 2 U**

'V' symbolises the Students, Faculty and the Management of the Institute.

'U' symbolises our esteemed customers, i.e. Industry and Society.



With the cause of our existence in mind i.e. deliver to Society and Industry, the much needed competent, skillful, creative human resources in the form of MBAs, the institute established **Training and Placement Cell** and **Industry-Institute-Interface Cell**.

## TRAINING & PLACEMENT (T & P)CELL

Since its inception, T&P Cells has taken up the arduous task of reaching out to top recruiters through personal contacts, continuous mail, publications like placement Brochure, Institute Handouts, and Pamphlets etc., finding their requirements, finding avenues for strengthening ties with them; counseling students (both present and past) about career and career related aspects; informing the faculties and curriculum developers about the changing needs of the industry.... All this and much more to meet the needs of final customers as also seeing to it that students get right placement.

After 8 years of dedicated hard work, i.e. 8 Placement Brochures, numerous Handouts and tremendous response from industry heavyweights (the list of recruiters is attached), T&P Cell is well established and is able to get a place for the institute in the industry.

## INDUSTRY-INSTITUTE-INTERFACE CELL

We believe that future managers should be acquainted with the complex business solutions that require continuous interaction with the industry. With this purpose, III cell was established at the Institute. Aims of the cell are to organize lectures of guest speakers from industry and to arrange industrial visit.



**VM's Pratibha 2007**

(National Level Summer Project Contest)

Every year, the institute organizes the VM's Pratibha-A Summer Project Contest for MBA Students. The event is living to its name Pratibha as it truly brings out the talent of the student in terms of his personality, presentation skills, communication skills and his clarity of concepts.

The event was an attempt to expose students to competitive situations and also provides a platform for interaction with students of other Institutions. Thus, inducing healthy competition between Institutes opens new platform of cooperation among Institutes. One best participant from each MBA Institute in India was invited to present their six to eight weeks Summer Project Work. The final result was selection of four best summer project work by the expert panel of Judges comprising of Academicians from leading business school and Industrialists.

This year this event has crossed the borders of Gujarat and organized for B-Schools across India and became national level summer project contest. Twenty three B-Schools across India participated in this event during October 6-7, 2007.

Clarislifescience Ltd. has sponsored 1st prize and Axis Bank has sponsored other three prizes. The following are the winners in the VM's Pratibha 2007.

**Claris First Prize :**

Mr. Abhinav Jain and Ms. Komal Buddhadev  
Somlalit Institute of Business Management, Ahmedabad.

**Axis Bank Second Prize :**

Mr. Mahesh Panara  
T. N. Rao College of Business Studies, Rajkot.

**Axis Bank Third Prize :**

Ms. Payal Patel  
V. M. Patel Institute of Management, Ganpat University, Kherva.

**Axis Bank Best Communication Skill Award :**

Mr. Abhinav Jain and Ms. Komal Buddhadev  
Somlalit Institute of Business Management, Ahmedabad.

VM's Pratibha got vast exposure through media in which the Newspapers like Gujarat Samachar, Sandesh, Divya Bhaskar etc. and Doordarshan and E-TV are included.

ALUMNI ASSOCIATION VMPIM - GEMS



Strengthening Bonds.....Building Relationships

In line with Indian tradition and culture of nourishing growing and protecting the planted, the Institute always has a heart felt desire of finding avenues to reach the ex-students and establishing a mutually beneficial relationship with them. With Parent-Children and Guru-Shishya Philosophy, the Institute motivated ex-students to join hands to form VMPIM-GEMS.

With this objective of bringing VMPIM Alumni and the Alma Maller together, VMPIM-GEMS was established in 2003 with its first AGM held on 18th October 2003. On the same day, the students Steering Committee along with Executive Council of the Association were formulated. Seeds of fruitful trees were planted on the same day with a pledge to undertake directly and/or arrange by subsidizing to print, publish and circulate any research work, news-letters, journals, bulletins, pamphlets that increase knowledge among the past students. The association also declared to grant monetary assistance in the form of scholarships, loans, prizes or awards to VMPIM studetns. The Association also decided to extend the facility of Career Counseling available to present students through Training and Placement Cell of the Institute to its members

## ACTIVITIES

### Import-Export Workshop

Two days workshop on import-export was organized for MBA students during October 16,17, 2007. Mr. S. V. Modi, Ahmedabad based Import-Export Consultant, conducted the workshop.

### Case Writing Workshop for Teachers

The institute has organized National Level Case Writing Workshop during March-15,16 & 17 2007 under the expert guidance of Dr. D. M. Pestonjee and Dr. Mahendra Sharma, VMPIM, Kherva, Mehsana. The Workshop aimed at developing of cases based on Indian Business Environment to propagate the use of case studies as an integral part of pedagogy in imparting management education. Twenty One Faculty Members of various management institutes has participated in the workshop and developed five cases.

### Industrial Visit

MBA Sem-III students visited Hindustan Zink Ltd., Udaipur and Binani Cement Ltd., Pindwara, during September 14, 15 & 16, 2006. Students got a chance to go around the whole plant and to understand various aspects of management practices. Moreover, students interacted with senior executives of the company, which gave them an overall experience and learning of practical operation.

### V-Eureka

It is a fortnightly management wall magazine of the students, which gives them the platform to write, publish and speak out their thoughts and views on various issues of management, politics, economy, sports, fun etc. Student's editorial board under the guidance of faculty manages it.

### Waves & Dikshant

Every year senior students of the institute welcome the juniors by a cultural event called WAVES. Same way junior students wish farewell to their seniors by an event called DIKSHANT.

### AIMS Western Region Conference 2005

The Institute has hosted the AIMS Western Region Conference "Building Competitiveness in an Inter-connected World: Opportunities and Challenges" on April 16-17, 2005 in its campus at 'Ganpat Vidyanagar'. This conference was a joint collaborative effort between Association of Indian Management Schools (AIMS) and two western region (Gujarat) member institute i.e., V. M Patel Institute of Management, Mehsana and S.K. School of Business Management, Patan. In this conference four-competition events like Best Student Research Paper Award, Best Faculty Research Paper Award, Best Ph. D. Thesis Award and Best Case Writing Award were also organized which made the conference very interesting.



# Students' Profile

## Batch-2006-2008



### AHIR PRAVIN L

B. A.  
23 Years

**SUMMER PROJECT**  
"A Study of New Product  
Concept at Maan  
Pharmaceutical.

**MRP**  
"A Comprehensive Study Of  
INDIAN EDIBLE OIL INDUSTRY"

**WORK EXPERIENCE**  
1 Year

**ADDRESS**  
A-3, Payal Park Society,  
University Road, Deesa Cross  
Road, Patan-384 265 (N. Guj.)  
Ph. : (R) 02766-234305  
(M) 9913127515  
pravinahir\_0071@yahoo.co.in



### BATH PARAMJEET S

B. Sc. (Chemistry)  
22 Years

**SUMMER PROJECT**  
"Top of the mind recall of  
Cement Brand" for Saurashtra  
Cement Ltd.

**MRP**  
A Comprehensive study of Indian  
Auto Ancillary Industry.

**ADDRESS**  
N/4 Sector:8-A,  
Nirnay Nagar, Nava Vadaj,  
Ahmedabad.  
Ph. : (R) 9824347625  
(M) 9428111040  
pjsbath@gmail.com

## MARKETING SPECIALIZATION



### CHAUDHARY CHETAN P

B.Sc. (Chemistry)  
25 Years

**SUMMER PROJECT**  
A retailer survey on sales and  
distribution system of Lincoln  
Pharmaceutical Limited,  
Ahmedabad.

**MRP**  
A Comprehensive study of Indian  
Retail Industry with special focus  
on apparel sector

**ADDRESS**  
Panchavati Park,  
Plot No. 666/1, Sector 23,  
Gandhinagar-382023  
Ph. : (R) 079 - 23235264  
(M) 9924327942  
chetan\_045@yahoo.co.in



**CHAUDHARI JITENDRA K**  
B. E. (Electrical Engg.)  
22 Years

**SUMMER PROJECT**  
"Study of Consumer Behavior Towards Life Insurance and Analysis of Life Insurance Products"

**MRP**  
"A Comprehensive Study on Passanger Car four wheeler industry"

**ADDRESS**  
At & Po. : Indrapura, Ta. Mansa,  
Dist. : Gandhinagar-382845  
Ph. : (R) 02763-273317  
(M) 9924345569  
jitu\_ee05@rediffmail.com



**CHAUDHARI NILESH A**  
B.Com.  
21 YEARS

**SUMMER PROJECT**  
"To understand trade response of newly launched banas madhuram milk shake mix" At banas Dairy, Palanpur.

**MRP**  
A comprehensive study of steel industry.

**ADDRESS**  
63, Nandigram Society,  
Opp. I.T.I, Dairy Road,  
Palanpur  
Ph.: ( R) 02742-253511  
(M) +91 9909430971  
chaudhari999@gmail.com



**DABHI KAMLESHSINGH K**  
B.Sc. (Chemistry)  
21 Years

**SUMMER PROJECT**  
"A Study on credit appraisal system of banaskantha mercantele co-operative bank Ltd."

**MRP**  
A Comprehensive study of Tea industry.

**ADDRESS**  
At Post : Dabhela,  
Ta. Amirgadh  
Dist. : Banaskantha  
Ph : (R) (02742)-232141  
(M) +91 9979565235  
kk\_dabhi4@yahoo.co.in



**DAVE PRERAK N**  
B.E. (Power Electronics)  
23 Years

**SUMMER PROJECT**  
"Analysis of Channel Business for UPS in Gujarat, Hi-Rel Electronics Pvt. Ltd., Gandhinagar."

**MRP**  
Comprehensive Study of India Confectionery Industry

**ADDRESS**  
A-1, Gunatit Apartment,  
Plot No: 437, Sector-23,  
Gandhinagar, Gujarat.  
Ph : (R) 079-23232043  
(M) 9825212584  
daveprerak@gmail.com



**GAJJAR DHAVAL R.**  
B.Com  
22 Years

**SUMMER PROJECT**  
"Marketing of textile machinery- an industrial product" for TRUMAC engineering ltd."

**MRP**  
A Comprehensive study of Indian Auto Ancillary Industry.

**ADDRESS**  
O-101, Abhishek Apartments,  
Opp. R.H. Patel College,  
Nava Vadaj,  
Ahmedabad-380013.  
Ph. : (079) 65225599  
(M) : 9825112908  
dhaval\_mgmt@yahoo.co.in



**KUNJUMON THARAM S**  
B.A. / M.A. [Economics]  
22 Years

**SUMMER PROJECT**  
Awareness of Black Berry and Data Card among the coporate customers of AES. Airtel Enterprise Service, Ahmedabad.

**MRP**  
A Comprehensive study of Tourism Industry of India.

**ADDRESS**  
G-1, Vimal Appeartmnt,  
Opp. Dr. House, Kalol.  
Ph : (R) 02764 221843  
(M) 9879081208  
tharam\_19@yahoo.com



**MEVADA KIRANKUMAR M**

B.B.A.  
21 Years

**SUMMER PROJECT**  
"A Consumer Survey on Sales Promotion of Choice Laboratories, Unjha."

**MRP**  
"A Comprehensive Study of Indian Retail Industry With Special Focus on Apparel Segment"

**ADDRESS**  
5/B, Aradhna Society,  
B/h, Dharoi Colony,  
B/h. Karmbhoomi, Visnagar  
Ph. : (R) 02765-224650  
(M) 94283 85658  
kiran\_mvd@yahoo.co.in



**PADHERIYA VIRBHADRA H**

B.E. (E.C.)  
23 Years

**SUMMER PROJECT**  
"Present Telecom Scenario & Challenges For Reliance Communications In Rural Market" At Reliance House, Ahmedabad.

**MRP**  
"A Comprehensive Study of Indian Real Estate Industry"

**ADDRESS**  
B-96, Falgun Tenament,  
Opp. Subhada Colony, Jodhpur  
Village Road, Satellite, Ahmedabad.  
Ph. : (R) 079-26920098  
(M) 9428502296  
vir\_padheriya@yahoo.co.in



**PANDIT RICHA D**

B.Sc. (Bio-Chem., Voc. Bio-Tech)  
21 Years

**SUMMER PROJECT**  
"Marketing of Branded Mineral Water- Retailers Perspective, Ice-berg Foods Ltd, Ahmedabad."

**MRP**  
A Comprehensive Study of Media Industry- Print Media

**ADDRESS**  
B/2 Abhimanyu Appartment,  
Opp. Shradhadeep Complex,  
Shashtrinagar, Ahmedabad- 13  
Ph.: (R) 079-27479682  
(M) 9825664997  
panditricha@gmail.com



**PANDYA NIXIT S**

B.Com.  
23 Years

**SUMMER PROJECT**  
"Dealers perception towards bath fixtures at CERA SANITARYWARE LIMITED."

**MRP**  
"A Comprehensive Study of Indian Tea Industry"

**ADDRESS**  
Ghada no madha, Luhar kui,  
Kadi, Dist:-Mehsana, N.G.  
Ph. : (R) 02764-264323  
(M) 98791-89462  
nixit3@gmail.com



**PATEL CHINTAN K.**

B.E (E.C.)  
24 Years

**SUMMER PROJECT**  
Consumer brand awarness and perception about "VADILAL FROZEN VEGETABLES" Ahmedabad.

**MRP**  
Comprehensive Analysis of Beverages industry with special focus on "SOFT DRINKS"

**ADDRESS**  
3, Mahalaxmi Society, Opp.  
T.B. Hosp., Visnagar Road,  
Sardar Nagar, Ta. Vijapur,  
Mehsana.  
Ph. : (R) 02763-220641  
(M) 99094 30979  
chintu\_mba@yahoo.co.in



**PATEL HARSHAD R**

B.B.A.  
26 Years

**SUMMER PROJECT**  
"A Sales & Distribution System Study on Choice Laboratory, Unjha "

**MRP**  
"A Comprehensive Study of Indian Tea Industry"

**WORK EXPERIENCE**  
2 Years  
**ADDRESS**  
3, Narayan Park Society,  
B/h.\_Rajkamal Petrol pump,  
Mehsana-384 002  
Ph. : (R) 02762-256564  
(M) 98257-51301  
metopatel1982@yahoo.com



**PATEL KETAN H**

B.Sc (Mathematics)  
23 Years

**SUMMER PROJECT**  
"General Marketing and New Product Development" Provided by "THE ARVIND MILLS" Ahmedabad.

**MRP**  
A Comprehensive Study of Beverages Industry with Special Focus on "SOFT DRINKS"

**ADDRESS**  
32, Vishala Park, Hariom Nagar, Nr. Cadila Bridge, Ghodasar, Ahmedabad.  
Ph. : (R) 079-25831311  
(M) 94284 04163  
ketan\_0711@rediffmail.com



**PATEL MEHUL R**

B.B.A. (Marketing)  
22 Years

**SUMMER PROJECT**  
"A Study on after sales services satisfaction of Hero Honda Motorcycle at Dhru Automobiles, Surat.

**MRP**  
"A Comprehensive Study of Steel Industry"

**ADDRESS**  
67, Ratnadeep Society, New Bhatar, Surat  
Ph. : (R) 0261-6547265  
(M) +91 9909430935  
mehul852007@gmail.com



**PATEL NIRAV P**

B.E (Mechanical)  
22 Years

**SUMMER PROJECT**  
"Consumer Perception Towards the Service Provided by THE GRAND BHAGWATI, "BHAGWATI BANQUETS AND HOTELS LTD", Ahmedabad.

**MRP**  
Comprehensive study of Beverages Industry with Special Focus on "SOFT DRINKS"

**ADDRESS**  
B/23, Shayam Sattadhar Soci., Opp. Sur Sagar Flats, Sola Road Ghatlodiya, Ahmedabad.  
Ph. : (R) 079-27438706  
(M) +919924626766  
niravpravinpatel@gmail.com



**PATEL PAYAL M**

B.Com  
21 Years

**SUMMER PROJECT**  
"Profiling The Bottled Mineral Water Consumers- Lifestyle Segmentation Approach, Iceberg foods ltd, Ahmedabad

**MRP**  
A Comprehensive Study of MEDIA INDUSTRY - PRINT MEDIA.

**ADDRESS**  
37, Rajdeep Society, Nr. Gayatri Temple, Ranip, Ahmedabad.  
Ph. : (R) 079-27522328  
(M) 99794 28841  
payalmp@gmail.com



**PATEL PRATIK B**

B.Com  
22 Years

**SUMMER PROJECT**  
"A Study of Consumer Taste & Preferences of Choice Toothpaste Choice Laboratory, Unjha"

**MRP**  
"A Comprehensive Study of Indian Tea Industry"

**WORK EXPERIENCE**  
3 Years

**ADDRESS**  
B/19 Tirupati Township, B/h. Rajpath Hotel, Highway Nagalpur, Mehsana-384002  
Ph. : (R) 02762-248263  
(M) 99244 30185  
pratikmba86@gmail.com



**PATEL SURESH B**

B.E. (Mechanical)  
26 Years

**SUMMER PROJECT**  
Identify "opportunity and strength & weakness for KARNAVATI ENGINEERING LTD. in Ahmedabad and North Gujarat region".

**MRP**  
Comprehensive analysis of confectionery industry.

**WORK EXPERIENCE**  
2 Years

**ADDRESS**  
At- Laxmanpura, Ta- Kadi, Dist- Mehsana.  
Ph. : (R) 02764-249869  
(M) 9898035771  
suresh\_patel\_2003@yahoo.co.in



**PATEL VISHAL B**

B.B.A  
24 Years

**SUMMER PROJECT**  
"A Study of Retailer survey at Mann Pharmaceuticals, Mehsana.

**MRP**  
"A Comprehensive Study of Indian Tea Industry"

**WORK EXPERIENCE**  
1 Year

**ADDRESS**  
30, Sankar nagar society,  
Opp. Sagar dairy, Highway  
Road, Mehsana- 384002  
Ph. : (R) 02762-251938  
(M) 98795 51938  
myselfvbp@yahoo.co.in



**PRAJAPATI KRISHNA A**

B.B.A  
22 Years

**SUMMER PROJECT**  
Export Procedure & Documentation At KISAN AGRO INDUSTRIES, Palanpur.

**MRP**  
A Comprehensive study of Indian Retail Industry With special focus on Apparels Segment

**ADDRESS**  
"Kuber Bhuvan", Opp. Anand Flats,  
Bcharpura, Palanpur- 385001  
Ph. : (R) 02742 - 256663  
(M) 9427646848  
kishan\_mba2006@yahoo.co.in



**PRAJAPATI VIMAL P**

B.Com.  
22 Years

**SUMMER PROJECT**  
"Alternative Strategy to Tap productive advisor for TIED agency channel At BAJAJ ALLIANZ LIFE INSURANCE COMPANY LTD, DEESA.

**MRP**  
A Comprehensive study of Steel Industry

**ADDRESS**  
6, Prajapati Nagar,  
B/h, Hotel Jyot, Deesa-Palanpur  
Deesa Highway, Deesa.  
Ph. : (R) (02744)-228415  
(M) +91 98981 87095  
vims\_prajapati007@yahoo.co.in



**SHAH ROHAN R**

B.E (Mech.)  
23 Years

**SUMMER PROJECT**  
Financial Annalysis of Tube products in corporate

**MRP**  
Indian Four Wheeler Industry (Passanger Car)

**ADDRESS**  
B/3 Meghadoot Appartment,  
Nr. Swaminarayan Temple,  
Modasa.  
Ph. : (R) 9377405926  
(M) 9979905074  
shahrohan.hamilton@gmail.com



**THAKKAR HARDIK L**

B.Com  
21 Years

**SUMMER PROJECT**  
Working Capital Management of GUJARAT APOLLO EQUIPMENTS LTD.

**MRP**  
A Comprehensive study of Indian Electronic Media Industry

**ADDRESS**  
29, Sagar Sarita Society,  
Nr. Dudh Sagar Dairy,  
Mehsana.  
Ph. : (R) 02762-243941  
(M) 9904147938  
hardik09@yahoo.co.in



**VAGHASIYA JIGNESH J**

B.A.(English & American literature)  
25 Years

**SUMMER PROJECT**  
To Know Consumer Behavior about Cafe in Ahmedabad.

**MRP**  
A Comprehensive study of Indian Retail Industry With special focus on Apparels Segment

**ADDRESS**  
26, Amarpali Flats, Nr. Samjuba Hospital Bapunagar, Ahmedabad.  
Ph. : (R) 079-22741503  
(M) 9824694667  
jigar\_vaghasiya@yahoo.co.in



**AGARWAL PREETI**

B.Com  
21 Years

**SUMMER PROJECT**  
Customer Perception regarding Life Insurance products at 'Kotak Life Insurance' Ahmedabad.

**MRP**  
"A Comprehensive Study on Indian Confectionary Industry"

**ADDRESS**  
A-6/64, Goyal Inter City, Opp T.V.Tower, Drive-in-Road, Ahmedabad.  
Ph. : (R) 079-26855809  
(M) 9427959243  
pree\_agarwal@yahoo.co.in



**AMBEKAR AMRUTA P**

B.E. (Chemical)  
22 Years

**SUMMER PROJECT**  
"A Study of Capex Budget and Application of Job costing and MIS" Torrent Power Ltd., Ahmedabad.

**MRP**  
A Comprehensive Study on Indian Tourism Industry

**ADDRESS**  
H/6, Deepbhoomi Residency-I, Nr. O.N.G.C. Colony Chandekheda, Ahmedabad.  
Ph. : (R) 079-23290195  
(M) 99044 97300  
amruta\_chem2005@yahoo.com



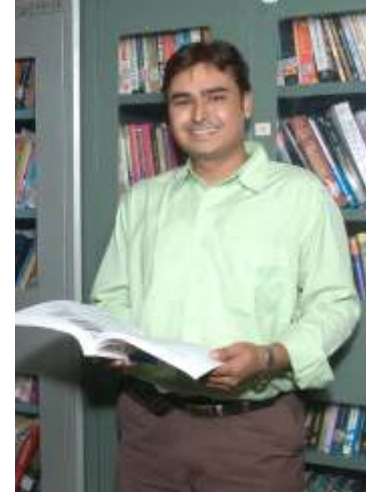
**BAROT AMRUTA S**

B.A.  
23 Years

**SUMMER PROJECT**  
"A Study on Retailer satisfaction of REDSON Pharmaceutical

**MRP**  
"A Comprehensive Study on Telecom Industry"

**ADDRESS**  
Lal Baugh Society, Near S.B.I, Radhanpur, (N.Guj.)  
Ph. : (R) 02746-277747  
(M) 99249 76639  
ami\_raos@yahoo.co.in



**BHATT MIHIR S**

M.Com  
25 Years

**SUMMER PROJECT**  
"A Report On An Investors Perception Regarding Equity Market." At Arcadia Shares & Stocks Pvt. Ltd. At Ahmedabad.

**MRP**  
"A Comprehensive Study on Health Insurance Industry."

**ADDRESS**  
21, Indra Govt. Society, Nr. Income-tax Society, Gurukul Road, Memnagar. Ahmedabad.  
Ph. : (R) 079-27475750  
(M) 9824539438  
mihir\_bhatt\_123@yahoo.co.in



**CHAVDA RITA N**

B.B.A  
22 Years

**SUMMER PROJECT**  
Financial Analysis of Indian Farmers Fertilizers Co-op. Soc. Kalol

**MRP**  
"A Comprehensive Study of Indian Tourism Industry"

**ADDRESS**  
27, Supath Row House, Kalol high-way, Chandkheda, Gandhinagar-382424  
Ph. : (R) 079-23291652  
(M) 9909423259  
ritu\_chavda15@yahoo.co.in



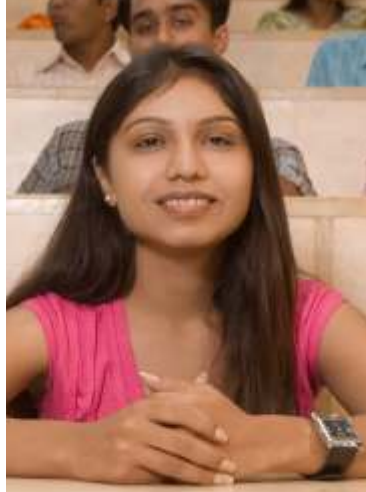
**DALWADI PARTHIV R**

B.B.A  
27 Years

**SUMMER PROJECT**  
"Analysis of Marketing Policies adopted by Super Star Amusement Private limited"

**MRP**  
"A Comprehensive Study on Indian Media Industry"

**ADDRESS**  
A-7, Gayatrikunj Society, Nr. Radhaswami Road, Ranip Ahmedabad-382480  
(M) 9924121072  
parthivnn@gmail.com



**DATTANI MITTAL P**

B.B.A  
20 Years

**SUMMER PROJECT**  
'Factors affecting perception of C.A'S about mutual fund investments at N.J.INDIA INVEST, Ahmedabad.

**MRP**  
'A comprehensive study of Indian mutual fund industry'

**ADDRESS**  
73,Shivganesh bungalows,  
Nr. Jivan Jyoti cross road,  
100 ft road, Thaltej  
Ahmedabad.  
(M) 9979765456, 9426758692  
mittald\_2005@yahoo.co.in



**GUPTA MAYANK A**

B.E. (Mechanical)  
23 Years

**SUMMER PROJECT**  
"A Project Report on Effectiveness of Working Capital Management" At KALPATARU POWER TRANSMISSION LTD, Gandhinagar.

**MRP**  
A Comprehensive Study of Indian Shipping Industry

**ADDRESS**  
A/169, Sarvottam Nager Society,  
Jawahar Chowk, Sabarmati,  
Ahmedabad-380019  
Ph. : (R) 079-23298226,  
(M) 9974146629  
mayank.guptaa@yahoo.com



**JAIN JIGISHA D**

B.B.A.  
23 Years

**SUMMER PROJECT**  
Financial Analysis of Aroma Hightech Ltd. Ahmedabad.

**MRP**  
A Comprehensive Study of Indian Tourism Industry

**ADDRESS**  
41, Dahyakakanagar Society,  
Meghaninagar, Ahmedabad-16  
Ph. (R) 079-2268 1605  
(M) 94276 23749  
jigishajain20@yahoo.co.in



**KACHHI ANKIT B**

B.Com  
25 Years

**SUMMER PROJECT**  
A project on "Working Capital Management" at Johnson Pump (I) Pvt. Ltd.

**MRP**  
A Comprehensive Study of Indian Electronic Media Industry

**ADDRESS**  
49, Darshan Twin Bungalow, Nr.  
Arvachin Soci., Opp. Panchayat  
Office, Bopal, Ahmedabad-58.  
Ph. : (R) 02717-231540  
(M) 9979 773848  
abk\_3883@yahoo.co.in



**KHAMAR MAYANK C**

B.Com  
22 Years

**SUMMER PROJECT**  
Working Capital Management Through Ratio Analysis on Lincoln Pharmaceuticals Ltd.

**MRP**  
A Comprehensive Study of Indian Electronic Media Industry

**ADDRESS**  
A/8, Parth Avenue, Nr. Nalanda  
School, Ghatlodia,  
Ahmedabad-61  
Ph. (R) 079-2766 1598  
(M) 99247 46330  
mayank\_khamar\_mba@yahoo.com



**MEHTA GAURAV S**

M. Sc., & B. Sc. in C.A. and I.T.  
25 Years

**SUMMER PROJECT**  
Logistic Solutions at Oscar Freight Pvt. Limited.

**MRP**  
A Comprehensive study of Indian Real-Estate Industry

**ADDRESS**  
D/2, Krishna Bungalows-1,  
Opp. Motera Gam, Sabarmati-  
Gandhinagar Highway,  
Ahmedabad.  
Ph. : (R) 079-27507441  
(M): 9909430920  
gaurav\_g11@yahoo.com



**MUNSHI DHRUMIL M**

B.B.A  
23 Years

**SUMMER PROJECT**  
Comparative Study of  
Taj Residency Ummed  
Ahmedabad With other Hotels.

**MRP**  
A Comprehensive study of  
Indian Real-Estate Industry

**ADDRESS**  
17, Hitendra Park Society,  
Nr. P. T. College, Narayan  
Nagar Road, Paldi, Ahmedabad.  
Ph. : (R): 079-26600614  
(M) : 9825625755  
dhrumil\_4u@rediffmail.com



**PANDYA SNEHA J**

B.Com  
21 Years

**SUMMER PROJECT**  
Financial Analysis of Nirma Ltd.

**MRP**  
A Comprehensive study of  
Indian Mutual fund Industry

**ADDRESS**  
A/3, Gujarat Pollution Control  
Board Staff Quarters, Sector-8,  
Gandhinagar.382007  
Ph. : (R) 079-23234178  
(M) 9426702962  
sne\_vmpim@yahoo.co.in



**PATEL BELA B**

B.Com  
21 Years

**SUMMER PROJECT**  
Study on "WORKING CAPITAL  
MGT & RATIO ANALYSIS" at  
L&T Ltd. Ahmedabad.

**MRP**  
"A Comprehensive Study on  
Telecom Industry"

**ADDRESS**  
Block No : 24/3,  
"GH" type, Sector :- 22,  
Gandhinagar.  
Ph. : (R) 079-23245915  
(M) 94288 14116  
bela\_7885@yahoo.co.in



**PATEL GOPALBHAI B**

B.Com  
22 Years

**SUMMER PROJECT**  
"BUDGETING OF 2X2 RUBIA  
(Chakori a Blouse Material  
product) at ANKUR TEXTILES  
(A DIVISION OF ARVIND  
PRODUCTS LIMITED )"

**MRP**  
"A Comprehensive Study on  
EDIBLE OIL INDUSTRY"

**ADDRESS**  
63/376, VIJAYNAGAR FLAT,  
NARANPURA, AHMEDABAD  
Ph. : (R) (079)27434189  
(M) 9924827236  
gopal299@yahoo.co.in



**PATEL KARTIK R**

M.Com  
25 Years

**SUMMER PROJECT**  
"Study of working capital  
Management Through Ratio  
Analysis" Provided by "CERA  
SANITARYWARE LTD."  
Madushudan Industries, Kadi.

**MRP**  
A Comprehensive study of  
Beverages Industry with special  
focus on "SOFT DRINKS"

**ADDRESS**  
10, Sant Bunglows, B/h, Ambica  
Nagar-2, Panchvati Area,  
Kalol (N.G.)  
Ph. : (R) 02764-292017  
(M) +91-9427507260  
kartikpatel\_2007@yahoo.co.in



**PATEL KRINA B**

B.B.A  
23 Years

**SUMMER PROJECT**  
A Comparative analysis of  
mutual fund schemes and an  
Analysis of investment behavior  
of consumers in Centurion Bank

**MRP**  
A Comprehensive study of  
Indian Insurance Industry with  
special focus on Health  
Insurance Industry

**ADDRESS**  
8/Virkunj Flat, Jayveer Nagar  
Society, Patan-384265  
(M) 9909055204  
krina\_patel27@hotmail.com



**PATEL MANOJ P**

B.B.A  
24 Years

**SUMMER PROJECT**

“A Project Report on International Business & Foreign Exchange Market”  
At GSPC LTD. Gandhinagar.

**MRP**

A Comprehensive Study Of Indian Auto-Ancillary Industry

**WORK EXPERIENCE**

1.5 Years

**ADDRESS**

897, Shiv shakti Society,  
Sector-27, Gandhinagar-382028  
Ph. : (M) 9825375602,  
9998728429  
ptl\_mnj@yahoo.co.in



**PATEL NILESH M**

B.B.A  
23 Years

**SUMMER PROJECT**

Working Capital Management of Jindal Worldwide Limited,  
Ahmedabad.

**MRP**

A Comprehensive study of Indian Health Insurance Industry

**ADDRESS**

Sajjanpura, At & Po. : Mansa,  
Dist. : Gandhinagar-382845  
Ph. : (R) 02763-271531  
(M) 9428421909  
patelnileshmm@yahoo.co.in



**PATEL NIRAV A**

B.Com  
22 Years

**SUMMER PROJECT**

consumer choice of broking firm”  
at SMC GLOBLE SECURITIES LTD.

**MRP**

A Comprehensive study of Indian Shipping Industry

**ADDRESS**

3/ Udit AppartmentNear Tulip  
Bungalows, Thaltej,  
Ahmedabad -380054  
Ph. : (R) 079-27416527  
(M): 9824694237  
nirav\_patel22@yahoo.com



**PATEL PURVI R**

B.B.A  
22 Years

**SUMMER PROJECT**

An Analysis of Investment Behavior of Consumers About Mutual Funds in Centurion Bank

**MRP**

A Comprehensive study of Indian Insurance Industry with special focus on Health Insurance Industry

**ADDRESS**

4, Pursottam Park,  
B/H, Kanya Shala,  
Unjha-384170  
Ph. : (R) 02767-252867  
(M) 9925577066  
purvipatelkp@yahoo.co.in



**PATEL SUNIL M**

B.B.A. (FINANCE)  
21 Years

**SUMMER PROJECT**

“A Study on Retailer’s Perception Regarding “MODERN BREAD” of Sanghvi Nutritions Pvt. Ltd. Jamnagar.

**MRP**

A Comprehensive Study of Steel Industry

**ADDRESS**

15, Sandip Soci. Opp. “ Dental College, Nr. Gayatri Dairy Vikas Gruh Road, Jamnagar  
Ph. : (R) 0288-2664474  
(M) 91 9979538704  
sunilpatel852002@gmail.com



**PRAJAPATI VIJAY D**

B.Com.  
22 Years

**SUMMER PROJECT**

“An Analysis of expenditure” at Bansa Dairy, Palanpur

**MRP**

A Comprehensive Study On “ INDIAN PASSENGER FOUR WHEELER CAR INDUSTRY”

**ADDRESS**

B-14, Kubernagar Soci, B/h,  
Green park Soci, Ahmedabad highway, Palanpur,  
Ph. : (R) 02739-262533,  
(M) 9428136747  
vijayprajapati85@gmail.com



**PRIYANKA PRASANAN**  
B.Com  
22 Years

**SUMMER PROJECT**  
"A Study On H.R. Practices at Echjay Industries Pvt. Ltd. Rajkot.

**MRP**  
"A Comprehensive Study of Indian Edible Oil Industry"

**ADDRESS**  
"Guru Krupa"  
G.H.B. Qtr no 52, Nr. Market Yard, Rajkot - 360003  
Ph. (R) 0281-2704551  
(M) 94280 03864  
priyanka2785@yahoo.co.in



**MACHHI RAKESH**  
B.E. (E&TC.)  
24 Years

**SUMMER PROJECT**  
Introduction to costing structure & Financial Analysis at O.N.G.C Mehsana Asset

**MRP**  
Comprehensive Study of Indian Confectionery Industry

**ADDRESS**  
D-6, Ashirwad Apartment,  
B/h Gayatri Mandir, Mehsana.  
Ph. : (R) 02762-254418  
(M) 94275 44761  
rakeshsmachhi@yahoo.com



**SANGHAVI NIKI D**  
B.Com  
21 Years

**SUMMER PROJECT**  
'Awareness of Mutual fund among financial advisors' at N.J.INDIA INVEST, Ahmedabad.

**MRP**  
'A comprehensive study of Indian mutual fund industry'

**ADDRESS**  
32, Gandhi purshottam park soc,  
Opp Sundarnagar, Naranpura  
Ahmedabad-380013  
Ph. : (R) 079-27482624  
(M) 99797 65552  
niki.sanghvi@gmail.com



**SHETH PRIYANKA J**  
B. Com., PGDBM with E-Com.  
22 Years

**SUMMER PROJECT**  
Working Capital Management in the field of Finance for Zydus Cadila Healthcare Ltd.

**MRP**  
A Comprehensive study of Indian Paper Industry

**ADDRESS**  
26 / A, Shabri Kutir Bunglows,  
Nr. Government Quaters,  
B/h. Gurukul Temple, Drive-In Road, Ahmedabad-380052  
Ph. : (R) 079-27913910  
(M) 99258 47282  
prisheth@yahoo.com



**TANNA PRIYAM P**  
B.Com  
22 Years

**SUMMER PROJECT**  
Awareness, Perception, and Participation of Retail Investors into Commodity Segment at Angel Broking Limited.

**MRP**  
A Comprehensive study of Indian Real-Estate Industry

**ADDRESS**  
A1/2/5 Ocean Park Flats,  
Nr. Nehrunagar Cross Road,  
S.M.Road, Ahmedabad-380015  
Ph. : (R) 079-26765324  
(M) 9825732123  
prem\_tana1986@yahoo.co.in



**THAKAR JIGNESH M**  
B.B.A.  
23Years

**SUMMER PROJECT**  
Financial analysis on GOKUL REFOILS & SOLVENT LTD.

**MRP**  
"A Comprehensive Study On PASSENGER FOUR WHEELER CAR INDUSTRY"

**WORK EXPERIENCE**  
1.6 Years

**ADDRESS**  
35, Laxmi Market Soc,  
Nr. Railway Station Road,  
Sidhpur, Dist. : Patan  
Ph. : (R) 02767-226613,  
(M) 9909293045  
jignesh\_thakar@rediffmail.com



**THAKUR RAJSINH P**

B.Com  
22 Years

**SUMMER PROJECT**  
“A Project Report on Logistics & Distribution Channel Analysis” At Torrent Pharmaceuticals Ltd, Ahmedabad.

**MRP**  
A Comprehensive Study Of Indian Shipping Industry

**ADDRESS**  
8, Gandhigram Society, Opp. Gandhi Ashram Post Office, Gandhi Ashram, Ahmedabad-380027  
Ph. : (R) 079-27558906  
(M) 9824552889  
rajsinh\_thakur@indiatimes.com



**THARIYANI USHA D**

B.Com  
22 Years

**SUMMER PROJECT**  
“Financial Analysis of Centurion Bank of Punjab”

**MRP**  
“A Comprehensive Study of Indian Edible Oil Industry”

**ADDRESS**  
“GURU KRUPA” Agresen Nagar, B/h. Gayatri Temple, Highway, Deesa- 385535 (N. Guj.)  
Ph. : (R) 02744-229000  
(M) 99799-18111  
usha\_thariyani@hotmail.com



**THUMAR ARATI S**

B.B.A.  
22 Years

**SUMMER PROJECT**  
Enhancing motivation in employee at CASTECH FOUNDERIES PVT LTD. Junagadh

**MRP**  
“A Comprehensive Study on Telecom Industry”

**ADDRESS**  
Saragvada road, Nr. Laxmi Petrol Pump, Rajkot highway Junagadh.  
Ph. : (R) 0285-3296592  
thumar\_arati@yahoo.co.in



**TRIVEDI POOJA R**

B.B.A.  
21 Years

**SUMMER PROJECT**  
Comparison of Unit Linked & Traditional Plans of Kotak Life Insurance

**MRP**  
“A Comprehensive Study on Paper Industries”

**ADDRESS**  
B-306, Abhinandan Comp, Opp- Inducto therm Factory, Bopal, Ahmedabad.  
Ph. : (R) 02717-231044  
(M) 9376137681  
pooja\_061985@yahoo.co.in



**TRIVEDI RICHA J**

B.Com  
22 Years

**SUMMER PROJECT**  
Import-export documentation and activities at Kalptaru Power Transmission Ltd. Gandhinagar.

**MRP**  
A comprehensive study of Indian paper industry.

**ADDRESS**  
253/4 “Keyur Flat”, Sector- 22, Gandhinagar.  
Ph. : (R) 079-2324 7150  
(M) 99246 78313  
richa6186@yahoo.com

## SUMMER PLACEMENT

If you are equipped well with various weapons before the war begins, it is sure that you will get the edge at the front. The prime focus of summer project is to equip a student with a substantial degree of analytical problem solving expertise by giving him an opportunity to apply his knowledge and skill to the real life problems.

This will enable the students to look at the real world in its totality and relate it with concepts pertaining to the functional areas of management. Abraham Lincoln has rightly said that "If he was given 8 hrs. to cut a tree, he will spend 6 hrs sharpening the axe". The summer placement for MBA students provides an opportunity to sharpen their skill by relating it to the real world practices. We also look forward to summer placement as an opportunity to develop healthy relationship with the industry.

The students are required to prepare and submit a report on the project work to the relevant company in return of Training Completion Certificate. These projects are undertaken at the end of second semester during the months of May-June and are of eight weeks duration.



## LIST OF ILLUSTRATIVE SUMMER PROJECT TOPICS

### MARKETING

- Marketing strategy formulation.
- New product launches /brand development.
- Study or identification of consumers taste & preference.
- Analysis of sales and distribution network
- Analysis of consumer behavior and there influencing factors.
- Sales promotion strategies and their impact.
- Perception mapping for a product /brand in the minds of consumers / non -consumers.
- Marketing strategies through retail outlets / whole sellers.
- Brand/ product positioning study.
- Study of market potential for a product.
- Marketing strategies for rural marketing/urban marketing.
- Market feasibility study
- Market mix analysis
- Study of advertisement effectiveness.
- Study on promotional strategies.
- Study of demand supply scenario.
- Developing channel partners and new source business

### FINANCE

- Financial analysis of company vis-à-vis its competitors
- Credit Appraisal system in Banks/NBFCs.
- Assets & liability management in Banks.
- Funds management in banking organizations.
- Financing scheme of consumer durables /vehicles/ housing loan.
- Cost reduction techniques.
- Ratio Analysis
- Merchant banking
- Evaluation of lease hire purchase proposal and lease structure
- Analysis of financial position of a company.
- e-Financing.
- Study of capital structure.
- Project financing.

### OTHERS

- Logistics Management
- Employee appraisal system in organization.
- Inventory management.(FMCG)
- Stress management.
- HRM practices in organization.

Note : These are only broad suggestions, companies are free to tailor make their individual projects.



## SUMMER PLACEMENT

**AGRAVAL NISHIT V.**  
B.E. (Mechanical)  
nish1mech@Yahoo.co.in

**AMIN HEET J.**  
BBA  
devils2freeze@yahoo.co.in

**ARYA AJITKUMAR R.**  
B.Sc.  
ryajit@yahoo.com

**BAGATHARIA DHAVANAN NATUBHAI**  
B.Com  
dhvanan@yahoo.com

**BANKER NISHANT MADHUKUMAR**  
B.E. (Ele.& Commu.)  
nish\_eco1@yahoo.co.in

**BANKER RAHUL MAGANBHAI**  
B.E. (Elect. & Commu.)  
rb\_hbk75@yahoo.co.in

**BAROT DILIPKUMAR R.**  
B.B.A  
dilip\_2886@yahoo.co.in

**BHATT ABHISHEK A**  
B.Com  
its4abhishekbhatt@yahoo.com

**BHATTACHARJEE ALOKUMAR**  
B.sc (Chemistry)  
alok\_s\_Bhattacharjee@yahoo.com

**BUSA ROHIT I.**  
B.Com  
rohit.patel85@yahoo.co.in

**CHACKO JEEN**  
BBA  
jeen\_chacko@rediffmail.com

**CHAUDHARY KAMRAJ R.**  
B.E. Instrumentation  
kamraj\_choudhary@yahoo.co.in

**CHAUDHARY MAMTA N.**  
B.Com  
mamta29\_choudhary@yahoo.co.in

**CHAUHAN BHAVINI K**  
B.A. (English)

**CHOKSHI DWARKESH R**  
B. Sc. (Ele)  
chokshi\_dwarkesh@yahoo.co.in

**CHONDAGAR GHANSHYAM D**  
BBA  
gchondagar@yahoo.com

**CHUNDAWAT PRAHLADSINGH J.**  
B.Com  
prahlad\_chundawat@yahoo.co.in

**DAVE SHRIKANT D**  
B.Com  
shrek\_preet23@yahoo.com

**DEORA GAURAVENDRASINH B**  
B.C.A  
gaurav\_d\_1987@yahoo.co.in

**DESAI PARESH H**  
B.E (Mech)  
paresh\_1810@yahoo.com

**GANDHI ANUJ NITINBHAI**  
B.Com  
anuj.gadhi86@yahoo.co.in

**GANDHI NIRALI PREYASKUMAR**  
B.B.A.  
gandhinirali\_87@yahoo.co.in

**GHOSH GEETANJALI PRADEEPBHAI**  
B.com  
geeta.209@gmail.com

**GODA ANKITA J.**  
B.B.A  
ankitagoda\_3@yahoo.co.in

**GOSWAMI TUSHARGIRI A.**  
B.com, Mcom, PGDIT, CTTC, CIC  
tusharg07@yahoo.co.in

**GOSWAMI VRINDA C.**  
BBA  
vrinda\_9@yahoo.com

**GUPTA YAMINI BALKRISHNA**  
B.Com  
harsh\_gupta\_ballu@yahoo.co.in

**GURJAR SANJIV B.**  
BBA  
same\_sbim@yahoo.co.in

**JADAV MITTAL JASHVANTBHAI**  
B.Com  
jadav\_mittal@yahoo.com

**JADWANI MEHUL J.**  
B.A.  
jadwani\_mehul123@yahoo.com

**JAIN PAVAN L.**  
B.Com  
pavanladulal@yahoo.com

**JASWAL NIDHI DARSHAN SIGH**  
B.sc. (Chemistry)  
nidhi85chd@yahoo.co.in

**JOSHI HEMADRI N.**  
B.Sc.  
Sweety\_hem@yahoo.com

**JOSHI KRISHNA H.**  
B.Com  
krishnajoshi@yahoo.com

**KANCHANI JATIN A.**  
B.E.(Electrical)  
jatinkanchani@yahoo.co.n

**KANCHANI PUNAM R.**  
B.B.A  
punam\_kn@yahoo.co.in

**KATARIA APURVA N.**  
B.Com  
apurva021085@yahoo.co.in

**KESARI HIMANSHUKUMAR R.**  
B.E. (Elect.&Commu.)  
hr\_k9@yahoo.co.in

**KHATRI RAVIRAJ D.**  
B.B.A, PGDFMI  
raviraj\_khatri@yahoo.co.in

**KUCHARA VANITA P.**  
B.Com  
vanita\_kp@yahoo.co.in

**MAKWAMA VIJAYA JAGDISHBHAI**  
B.Com

**MAKWANA USHA K**  
B.Com  
makwanausha@yahoo.com

**MANDORI TARIK I.**  
B.Com  
tarik\_mandori@yahoo.com

**MANSURI PARVEZ G.**  
B. Com  
p\_mansuri@yahoo.com

**MASHAR AMRITA P.**  
B.Com  
apm\_18\_fovever@yahoo.co.in

**MEHTA JANVI D.**  
B.Com  
janvi18may@yahoo.co.in

**MISTRI HETENDRABHAI A.**  
B.Com  
hiten\_2275@yahoo.co.in

**MODI BHARAT R.**  
M.Com  
bharat\_jots@yahoo.com

**MODI RAVIKUMAR J.**  
B.Com  
ravikumarmodi@yahoo.co.in

**MODI TRUPTIBEN D.**  
B.Com  
d\_modi\_trupati@yahoo.co.in

## SUMMER PLACEMENT

**NAVKAR PARIMAL J.**  
B.Sc.  
parimal\_navakar@yahoo.com

**PANCHAL JIGNESH P.**  
B.Com  
panchal1984@yahoo.co.in

**PANCHAL PRIYA K**  
B. Com, MSW, PGDRSW  
priyaj\_5@yahoo.co.in

**PANCHAL PRIYANKA SURESHBAI**  
B.Com  
vp\_2627@yahoo.co.in

**PANDYA PRIYANK D**  
B.B.A  
pandyapriyank@yahoo.co.in

**PARAMPUKARA SUNIL J.**  
B.Com  
sunil\_john1983@yahoo.co.in

**PARAMAR KALPANA I.**  
M.Sc (Maths)  
parmar\_kalpana110@yahoo.co.in

**PARMAR SANDIP M.**  
BCA, LLB,  
parmar.sandip@gmail.com

**PARMAR SANJAYKUMAR V.**  
B.A.(English)  
sanjay\_parmar85@yahoo.com

**PATEL ANKITA V.**  
B.B.A  
perk\_ankita24@yahoo.co.in

**PATEL BHARGAV B.**  
B.Com  
bhags\_1985@yahoo.co.in

**PATEL DHARMENDARA G.**  
B.B.A  
dharmendra\_patel143@yahoo.co.in

**PATEL DHWANI H.**  
B.B.A  
dhwani39@gmail.com

**PATEL GORAL B.**  
B.A  
goralpatel13@gmail.com

**PATEL HITESH L.**  
B.B.A  
why\_me1984@yahoo.com

**PATEL JANKI A.**  
B.Com  
jaan\_john26@yahoo.com

**PATEL KINJAL KUMAR G.**  
B.Com  
kinjal\_46@yahoo.co.in

**PATEL KRUTIKA S.**  
B.B.A  
krutika86@yahoo.co.in

**PATEL BINAL I.**

**PATEL KUNJAL D.**  
B.Com  
2310.kunjal@gmail.com

**PATEL MAYUR D.**  
B.E (Elect)  
mayurlat@yahoo.co.in

**PATEL MEHUL M.**  
B.Com  
mbamehul@yahoo.com

**PATEL MILANKUMAR S.**  
B.B.A, PGD (Int Trade)  
milanpatel68@yahoo.co.in

**PATEL NIYATI R.**  
B.E  
patelniyatir@yahoo.com

**PATEL RAVINDRA P.**  
B.B.A  
patel\_ravindra007@yahoo.co.in

**PATEL RUCHIKA H.**  
B.B.A  
patel\_ruchika@yahoo.co.in

**PATEL VIJAY R.**  
BE (Mech.)  
vijay\_mech15@yahoo.co.in

**PATHAK KRUTIKA J.**  
B.B.A  
kruts\_kjp@yahoo.co.in

**PRAJAPATI AMIT B.**  
B.E (Mech)  
amit\_prajapti85@rediffmail.com

**PRAJAPATI NILESH I**  
B.Com  
nilesh\_prajapati87@yahoo.co.in

**PRAJAPATI SUNITA B.**  
B.Sc  
sunita\_sonu1984@yahoo.com

**PRAJAPATI TOSHNI DHI K.**  
B.Com, DOEACC (O, A Level)  
toshnidhi@gmail.com

**PRAJAPATI VIKRAM K.**  
B.Com  
vikram\_prajapati89@yahoo.com

**RABARI SHAILESH A.**  
B.B.A  
shailesh\_rabari@yahoo.co.in

**RANA NIHARIKA B.**  
B.A.  
niha872006@yahoo.com

**RATHOD CHIRAG K.**  
B.E  
chirag2121@yahoo.com

**RAVAL BRINDA S.**  
B.B.A  
ravalbrinda@yahoo.com

**RAVAL SNEHAL K.**  
B.B.A  
skraval\_bba25@yahoo.co.in

**SAHIJWANI AMRITA P.**  
B.Com  
amrita\_sahijwani@yahoo.co.in

**SAILOR CHAITAL I.**  
B.E (Mec)  
chsailor\_14@yahoo.com

**SAINI RAVINDER K.**  
B.B.A  
janpath76@yahoo.com

**SANTOKI KALPANA R.**  
B.Com, P.T.C  
kalpana.santoki@gmail.com

**SHAH ARPIT A.**  
B.Com  
arpitslcc@yahoo.co.in

**SHAH HARDIK R.**  
B.E. (Civil)  
hardik\_becivil@yahoo.co.in

**SHAH HEMUL S.**  
B.B.A  
funnyguy\_hems@yahoo.co.in

**SHAH JIGAR J.**  
B.B.A  
shahjigar14687@yahoo.co.in

**SHAH JINESH A.**  
B.Com  
shah\_jinesh@yahoo.co.in

**SHAH KINJAL P.**  
B.Com  
kinjal\_4886@yahoo.co.in

**SHAH MUNIND T.**  
B.Sc (Electronics)  
shahmunind@yahoo.co.in

**SHAH PARAS M.**  
B.B.A  
mbaparas@gmail.com

**SHAH PURVISH.**  
B.Sc (Physics)  
purvish.shah@yahoo.co.in

**SHAH SHEFALI S.**  
B.Com  
smile\_lots132000@yahoo.com

**SHAH SUDARSHAN H.**  
B.B.A  
shah93shah@yahoo.co.in

**SHAH UJJAVAL M.**  
B.Com  
ujvista@gmail.com

**SHARMA RITIKA A.**  
B.B.A  
ritika\_sh19@yahoo.co.in.

**SHRIMALI PRADIPKUMAR P.**  
B.A  
premdehgam@yahoo.co.in

**SINGHAL MANU M.**  
B.Sc (Electronics)  
manu\_singhal\_1986@yahoo.co.in

**SOLANKI BINDIYA P.**  
B.B.A  
bindiya\_luckygirl@yahoo.com

**SONI JIGAR M.**  
B.Sc  
jigsblue\_soni@yahoo.co.in

**SUKHIA VARSHA A.**  
B.Com  
crazyplay\_sweet@yahoo.co.in

**THAKOR HITESH D.**  
B.Com, PGD in IR&PM  
hiteshtkr\_hr@yahoo.co.in

**TRIVEDI AAROHI R.**  
M.Sc  
aarohiblues@yahoo.co.in

**TRIVEDI HITARTH B.**  
B.Sc  
hitarth\_19@yahoo.co.in

**TULSIANI AMIT G.**  
B.E (Civil)  
amit100\_tulsi@yahoo.co.in

**UPADHYAY NIDHI N.**  
B.B.A  
ni\_smartlook@yahoo.co.in

**UPADHYAY HANI M.**  
B. Com  
ashpat\_2007@yahoo.co.in

**VAGHELA ANITA C.**  
B.A, PGDCA  
patan\_anita01@yahoo.com

**VAGHELA RAVI N.**  
B.E (Elect)  
vaghela\_ravi\_17@yahoo.com

**VANALIYA MANISHA J.**  
B.E  
manisha\_vanaliya@yahoo.com

**VYAS DHAVAL R.**  
B.Sc.  
drv\_09@yahoo.co.in

## WE ARE PROUD TO BE ASSOCIATED WITH....

Adani Wilmar Ltd.	Ahmedabad	Lark Laboratory Ltd.	Ahmedabad
Alembic Works Ltd.	Baroda	Lincon Pharmaceuticals Ltd.	Ahmedabad
Amtrak Hitachi Appliances Ltd.	Kadi	Mann Pharmaceuticals Ltd.	Mehsana
The Arvind Mills Ltd.	Ahmedabad	Maruti Silk Saries	Ahmedabad
ARCOGUL	Baroda & Kheda	Multimedia Institutes for Explora	
Bank of Baroda	Ahmedabad	Design Skool	Ahmedabad
Bajaj Auto Ltd.	Ahmedabad	Navbharat Seeds Pvt. Ltd.	Ahmedabad
Binani Cement Ltd.	Shirohi	Nirma Consumer Care Ltd.	Ahmedabad
Ceat Ltd.	Ahmedabad	Oil and Natural Gas Corp.	Mehsana
Claris Lifesciences Ltd.	Ahmedabad	Panchmahal District Co-operative	
Cadila Pharmaceuticals Ltd.	Ahmedabad	Milk Producers Union Ltd.	Godhara
Choice Laboratories Ltd.	Unjha	Paras Pharmaceuticals (P) Ltd.	Ahmadabad
Johnson Screens (I) Ltd.	Gandhinagar	Pepsi - Cola Manufacturing Ltd.	Ahmadabad
Gandhinagar District Co-op. Milk		Reliance Infocomm Ltd.	Surat
Producer Union Ltd.	Gandhinagar	Ramdev Food Products Ltd.	Ahmadabad
General Motors India Pvt. Ltd.	Halol	Saurashtra Cement Ltd.	Ahmadabad
Garden Silk Ltd.	Ahmedabad	Sarvodaya Commercial	
GSFC Ltd.	Vadodara	Co operative Banks Ltd.	Mehsana
GCOMM (Amul)	Anand	Schneider Electric Pvt.(India) Ltd.	Ahmedabad
GE Lightning Ltd.	Ahmedabad	Sintex Industries Ltd. (Plastic Division)	Ahmedabad
G M M Pfaudler Ltd.	Kamsad	Sunij Pharmaceuticals Ltd.	Ahmedabad
Gujarat Tea Processors and Packers Ltd.	Ahmedabad	SSI Ltd.	Patan
Goodlass Nerolac Paints Co. Ltd.	Ahmedabad	The Kaira District Central	
Gujarat Narmada Vally Fertilizer		Co-operative Banks Ltd.	Nadiad
Company Ltd.	Mehsana	The Mehsana Urban	
HSBC Bank	Ahmedabad	Co-Operative Bank Ltd.	Mehsana
Hindustan Coca Cola Beverages (P) Ltd.	Ahmedabad	Tudor India Ltd.	Gandhinagar
Ingersoll Rand (India) Ltd.	Ahmedabad	Troikka Pharmaceutical Ltd.	Ahmedabad
ICICI Capital Services	Baroda	UTI Bank Ltd.	Mehsana
ICICI Prudential Life Insurance Ltd.	Ahmedabad	Union Bank Of India	Ahmedabad
Interface Financial Services Ltd.	Ahmedabad	Vadilal Industry Ltd.	Ahmedabad
Khodiyar Tea Processors & Packers Pvt. Ltd.	Mehsana	Vesuvius India Ltd.	Ahmedabad
Kalyan Co-operative Bank Ltd.	Ahmedabad	Vikram Seeds (P) Ltd.	Mehsana
KRIBHCO	Surat	Vimal Dairy Ltd.	Mehsana
L&T(Sargent &Laundy)	Vadodara	Welable Pharmaceuticals	Mehsana

## RECRUITMENT FORM

### I. General Information

1. Name of the Organization	
2. Contact Person	
3. Designation	
4. E-mail	
5. Contact No.	

### II. Selection Procedure

#### 1. We would like to

Conduct a Pre-placement talk	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Have facilities for	<input type="checkbox"/> OHP	<input type="checkbox"/> LCD
Conduct the Interviews	<input type="checkbox"/> On-Campus	<input type="checkbox"/> At our Office

#### 2. Our selection would be based on

<input type="checkbox"/> Written Test	<input type="checkbox"/> Group Discussion
<input type="checkbox"/> Interviews	<input type="checkbox"/> Short listing on the basis of curriculum vitae
<input type="checkbox"/> Short listing through the placement brochure	

#### 3. Area of Specialization

<input type="checkbox"/> Marketing	<input type="checkbox"/> Finance	<input type="checkbox"/> General Management
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#### 4. Proposed Nos. of Students to be Recruited

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#### 5. Estimated compensation (p.a.)

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#### 6. The most convenient dates for

Pre-placement talks	
Interviews	

(Can be fixed at your convenience)

For further Information please contact :

**Mr. Vipul Patel**

Placement Co-ordinator  
vipulpat@gmail.com  
(M) 9979 358644



**GANPAT UNIVERSITY**

V. M. Patel Institute of Management

Mehsana-Gozaria Highway, Kherva-382 711

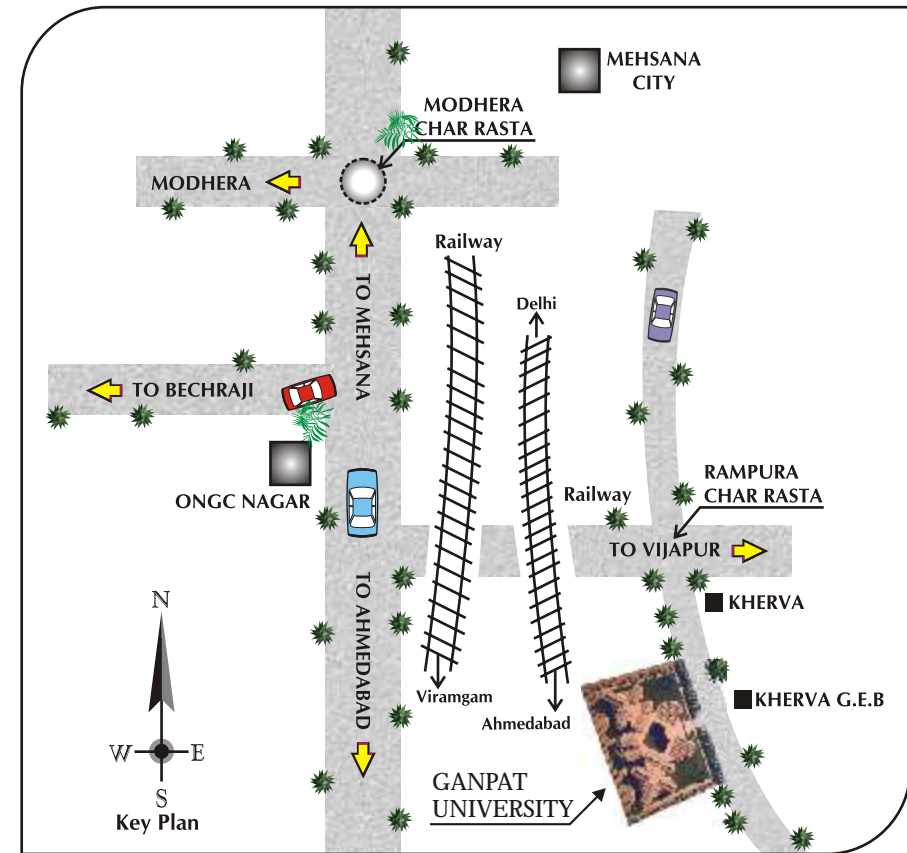
Mehsana (North Gujarat), India

Ph. : 02762-286896, 289094 Fax : 286080

E-mail : vmpim@vmpim.ac.in, Web. : www.vmpim.ac.in



Batch : 2006-2008



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E-mail : [vmpim@vmpim.ac.in](mailto:vmpim@vmpim.ac.in), Web : [www.vmpim.ac.in](http://www.vmpim.ac.in)