



Gyanmanjari[®]
Innovative University

MBA

PLACEMENT BROUCHER

Batch 2023-25



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OUR MOTTO

दिव्यम् ददामि ते चक्षुः

(But you cannot see my cosmic form with these physical eyes of yours. Therefore, I grant you divine vision. Behold my majestic opulence !)



Vision of University

Gyanmanjari Innovative University is dedicated to producing world-class professionals capable of converting global challenges into opportunities through "Value Embedded Education." It achieves this by providing a comprehensive range of academic programs, services, facilities, and technologies aligned with the university's curricula, offering diverse learning opportunities. The goal is to prepare professionals who are not only employable but also capable of becoming employers themselves. Additionally, the university focuses on cultivating critical thinking, effective communication, and learning skills in students while promoting the values of ethical behavior, responsibility, and commitment.



Mission of University

At Gyanmanjari Innovative University, our commitment lies in the relentless pursuit of academic excellence and research in science, engineering, and technology. We achieve this through a dedicated approach to our responsibilities, innovative teaching methods, and a firm belief in human values. Our overarching goal is to foster the development of our students into exceptional professionals with high ethical standards, preparing them to confront the challenges of the next millennium. By instilling a sense of social responsibility, we aim to fulfill the expectations of our society, ensuring that our graduates emerge as resourceful citizens poised to contribute significantly to making the world a better place.



Vision of GIMS

The Vision of Gyanmanjari Institute of Management Studies (GIMS) at Gyanmanjari Innovative University (GMIU) is to equip Management students with the skills and knowledge needed to effectively lead and oversee organizations. They cover areas such as leadership, strategic planning, decision-making, and teamwork, fostering well-rounded professionals who can drive success in diverse industries. These courses prepare students for dynamic and challenging roles in today's business world.



Mission of GIMS

The Mission of the Gyanmanjari Institute of Management Studies (GIMS) at Gyanmanjari Innovative University (GMIU) aims to empower management students with skills for effective leadership and resource management. The mission is to nurture competent and ethical leaders capable of strategic thinking and informed decision-making. Courses focus on instilling adaptability and communication skills, preparing students for diverse industry roles. The ultimate goal is to empower individuals to drive innovation, enhance productivity, and contribute responsibly to organizational success.

Message

At Gyanmanjari Innovative University, Bhavnagar, we nurture leaders who are ready to excel in the dynamic global business environment. Our MBA graduates embody innovation, strategic thinking, and professional excellence. We are proud to present a talented pool of individuals prepared to drive growth and transformation. We invite esteemed organizations to explore the potential our students bring to the table. Together, let's build a future of success and impactful leadership.

- Dr. H. M. Nimbark

Provost & CEO
GMIU

At Gyanmanjari Innovative University, Bhavnagar, We shape future leaders equipped with strong skills, insights, and ethics. Our MBA students are prepared to excel with innovation, ambition, and industry-readiness. We emphasize comprehensive development through practical learning, industry interactions, and expert guidance. We welcome recruiters to discover the exceptional talent nurtured by our institution. Let's collaborate to create a future filled with success and possibilities.

-Prof. Anish Vora

Director
Training & Placement

At Gyanmanjari Institute of Management Studies, we prepare students to be skilled, confident, and ready for the future. They are hardworking, eager to learn, and excited to make a difference. With strong knowledge and practical skills, they are ready for real-world challenges. We are proud of their journey and invite you to explore their potential.

-Dr. Mandeep Majmudar

Head of the Department
Management



Pre-Placement Requirement :

- Management students must meet pre-placement requirements, including maintaining a specified GPA, engaging in relevant extracurricular activities, and developing strong communication and teamwork skills.
- Professional development through resume preparation, career counseling, mock interviews, and networking events is crucial for enhancing job readiness.
- The combination of academic qualifications and interpersonal skills ensures competitiveness in the job market for management graduates.
- Participation in career-related activities such as mock interviews and networking events is essential to meet pre-placement prerequisites.
- A well-crafted resume and active engagement in career development activities contribute to the overall preparation of management students for successful job placement.

Campus Drive @ GMIU:

The campus drive at GMIU is a dynamic event that serves as a bridge between academia and industry. It typically involves companies visiting the university to recruit students for internships and full-time positions. These drives provide students valuable exposure to real world career opportunities and help them network with potential employers. Simultaneously, companies benefit by identifying and hiring promising talent. Campus drives are a crucial component of a university and the students.

Skill Development Programs :

Skill development programs at GMIU for management students play a pivotal role in shaping future business leaders. These programs encompass a diverse range of competencies, from leadership and communication to data analysis and strategic thinking. Through workshops, simulations, and real-world projects, students acquire practical skills that enhance their employability. These programs bridge the gap between theory and practice, preparing students to contribute effectively to Businesses success.





Name	Ekta Panot	
SIP	Internship at Gyanmanjari Vidyapith as HR Executive	
CP	A Study on the perception of personal investors investing in different patterns of investment in urban and rural areas with reference of Bhavnagar City	
Specialization	Finance	
Email ID	panotekta1@gmail.com	Mobile No. : 9313147128
LinkedIn	https://www.linkedin.com/in/ekta-panot-70a1b3288	



Name	Hiteksha Pandya	
SIP	Internship in HR Executive at Gyanmanjari Vidyapith	
CP	"A Study on financial planning for salaried employee with reference in Bhavnagar city"	
Specialization	Finance	
Email ID	hcpandya4040@gmail.com	Mobile No. : 9510781172
LinkedIn	https://www.linkedin.com/in/hiteksha-pandya-1023552a7	



Name	Drashti Shah	
SIP	Summer internships report on shree Bhavnagar nagrik sahakari bank ltd.	
CP	A research study on the perception of investors towards the mutual funds in context of Bhavnagar city.	
Specialization	Finance	
Email ID	drashti161102@gmail.com	Mobile No. : 9662099122
LinkedIn	https://www.linkedin.com/in/drashti-shah-771574288	



Name	Labdhi Mehta	
SIP	Shree Bhavnagar Nagrik Sahkari bank Ltd.	
CP	A comparative study on investors perception towards investment in public mutual fund and private mutual fund with reference to bhavnagar city	
Specialization	Finance	
Email ID	Mehtalabdhi722@gmail.com	Mobile No. : 9106808797
LinkedIn	https://www.linkedin.com/in/labdhi-mehta-178545302	



Name	Purvi Pathar	
SIP	Summer Internship Report On Shree Bhavnagar Nagrik Sahakari Bank Limited	
CP	A Study On Comparative Analysis Of Mutual Fund Investor And Fix Deposit Investor With Reference of Bhavnagar City	
Specialization	Finance	
Email ID	patharpurvi@gmail.com	Mobile No. : 8487943411
LinkedIn	https://www.linkedin.com/in/purvi-pathar-389832287	



Name	Parthiv Pandya
SIP	SUMMER INTERNSHIP REPORT 2024 On India Post Payments Bank Bhavnagar.
CP	A Research Study On The Impact Of Covid-19 On Indian Banking Sector
Specialization	Finance
Email ID	parthiv.pandya96@gmail.com Mobile No. : 7600056116
LinkedIn	https://www.linkedin.com/in/parthiv-pandya-897036291



Name	Maitri Dave
SIP	Financial Performance of Bank at Shree Bhavnagar Nagrik Sahkari Bank Ltd.
CP	Study on Saving and Investment Patterns of Salaried Person in Bhavnagar City
Specialization	Finance
Email ID	maitridave57@gmail.com Mobile No. : 9157655960
LinkedIn	https://www.linkedin.com/in/maitri-dave-425072298



Name	Mihir Padaya
SIP	Summer internship project at MAX FASHION STORE
CP	A study on investors perception regarding the impact of behavioural finance on investment decision- making with special reference to private banks in bhavnagar city.
Specialization	Finance
Email ID	mihirhpada4@gmail.com Mobile No. : 9429256112
LinkedIn	https://www.linkedin.com/in/mihir-padaya-588146288



Name	Vejanti kar
SIP	A Summer Internship Project Report On Fundamental Analysis Of Stock And Mutual Fund At Sharekhan Private Limited
CP	A Research Study On Analysis Of Factors Influencing Investment In Mutual Funds Context To Bhavnagar City
Specialization	Finance
Email ID	vejantikar@gmail.com Mobile No. : 8866598550
LinkedIn	https://www.linkedin.com/in/vejanti-kar-53872834b



Name	Hinal Vaghani
SIP	Study On Nagrik Sahakari Bank
CP	A Study On Behaviour Finance: How to Affect Investment Decision with Reference to Bhavnagar city
Specialization	Finance
Email ID	vaghanihinal@gmail.com Mobile No. : 8160523137
LinkedIn	https://www.linkedin.com/in/hinal-vaghani-7a9124289



Name	Shreya Gupta	
SIP	Summer internship report on Shree Bhavnagar Nagrik Sahakari Bank Ltd	
CP	A study on social media impact on investment decision with reference to Bhavnagar city	
Specialization	Finance	
Email ID	guptashreya2002a@gmail.com	Mobile No. : 8264359094
LinkedIn	https://www.linkedin.com/in/shreya-gupta-80421b288	



Name	Ronak Malkani	
SIP	A study on shree nagrik sahakari Bank	
CP	study on Investors perception on tax saving option	
Specialization	Finance	
Email ID	ronakmalkani@gmail.com	Mobile No. : 7071727863
LinkedIn	https://www.linkedin.com/in/ronak-malkani-266831287	



Name	Varsha Rathod	
SIP	"ACCOUNTS & FINANCE"	
CP	"A Study on Detailed analysis of different types of bank accounts of customers in different bank in the context of Bhavnagar city."	
Specialization	Finance	
Email ID	varsharathod1401@gmail.com	Mobile No. : 7990788784
LinkedIn	https://www.linkedin.com/in/varsha-rathod-aa5262288	



Name	Dhruvi Sutariya
SIP	A STUDY ON WEALTH MANAGEMENT AT HP FINCORP
CP	"Analysis of consumer Perspective on digital payments: From local retail stores to e-commerce"
Specialization	Fintech
Email ID	dhruvisutariya001@gmail.com Mobile No. : 8401450414
LinkedIn	https://linkedin.com/in/dhruvisutariya



Name	Tushar Chauhan
SIP	SUMMER INTERNSHIP REPORT On India Post Payments Bank Bhavnagar.
CP	A study on UPI impact on financial inclusion
Specialization	Fintech
Email ID	chauhantushar891@gmail.com Mobile No. : 8980900190
LinkedIn	https://www.linkedin.com/in/chauhan-tushar-446683287



Name	Dhruvi Viradiya
SIP	"A Study On Business Analysis At Across Infotech"
CP	"Impact of Artificial Intelligence on Education"
Specialization	Fintech
Email ID	viridiyadhruvi@gmail.com Mobile No. : 9499835701
LinkedIn	https://www.linkedin.com/in/dhruvi-viradiya-29b830287



Name	Shubham Kikani
SIP	A STUDY OF SBI MUTUAL FUND IN INDIA
CP	A STUDY OF UPI PAYMENT SYSTEM
Specialization	Fintech
Email ID	kikanishubham4250@gmail.com Mobile No. : 9033303032
LinkedIn	https://www.linkedin.com/in/shubham-kikani-942130288



Name	Darshita Italiya
SIP	A SUMMER INTERNSHIP REPORT ON A STUDY ON SBI MUTUAL FUND IN INDIA
CP	"a Study Of Project Report On Analysis Of Students Perceptions Toward Using Ai Application"
Specialization	Fintech
Email ID	italiyadarshita@gmail.com Mobile No. : 9313838096
LinkedIn	linkedin.com/in/darshita-italiya



Name	Yagnesh Barad	
SIP	HR AND GENERAL MANAGEMENT	
CP	Impact of Fin-Tech On Banking	
Specialization	Fintech	
Email ID	yagnesh9993h@gmail.com	Mobile No. : 8000477070
LinkedIn	https://www.linkedin.com/in/yagnesh-barad-91bbb8342	



Name	Shraddha Gadhiya	
SIP	Business Analysis	
CP	Study on AI in Modern Healthcare	
Specialization	Fintech	
Email ID	shraddhagadhiya@gmail.com	Mobile No. : 6351535670
LinkedIn	https://www.linkedin.com/in/shraddha-gadhiya-66a132288	



Name	Shruti Sutariya	
SIP	A study on Business Analysis at Across Infotech	
CP	Study of consumer Perception on Digital Payment	
Specialization	Fintech	
Email ID	shrutisutariya10@gmail.com	Mobile No. : 9023425610
LinkedIn	https://www.linkedin.com/in/shruti-sutariya-839132288	



Name	Arkesh Jasoliya	
SIP	SUMMER INTERNSHIP REPORT 2024 On India Post Payments Bank Bhavnagar.	
CP	ANALYSIS OF FINTECH IN BANKS: OPPORTUNITIES AND CHALLENGES	
Specialization	Fintech	
Email ID	arkeshpatel2107@gmail.com	Mobile No. : 8320143474
LinkedIn	https://www.linkedin.com/in/arkesh-jasoliya-ba529224b	

Entrepreneurship



Name	Vatsal Vaghela	
SIP	Summer internship report on Investment in mutual fund and stock market	
CP	A study on social media marketing integrated with digital media strategies: How it drives startup growth and customer acquisition	
Specialization	Entrepreneurship	
Email ID	vatsalvaghela850@gmail.com	Mobile No. : 8200774766
LinkedIn	www.linkedin.com/in/vatsalvaghela02	



Name	Devanshi Markan	
SIP	HR Data Management And Administration Internship	
CP	Impact Of Trend Challenges On Waste Management Study On - Fashion Industry At Bhavnagar City	
Specialization	Entrepreneurship	
Email ID	devanshimarkan93@gmail.com	Mobile No. : 8128822603
LinkedIn	https://www.linkedin.com/in/devanshimarkan	



Name	Soham Shah	
SIP	Summer internship report on Investment in mutual fund and stock market	
CP	A study on challenges faced by retail sector in Bhavnagar city	
Specialization	Entrepreneurship	
Email ID	shah.soham.work@gmail.com	Mobile No. : 91375 11511
LinkedIn	https://www.linkedin.com/in/sohamshah17	



Name	Keval Shah	
SIP	Summer Internship Report On "DIGITAL MARKETING"at Brand Your Story	
CP	Strategic Launch Planning For A New Startup: A Study Of Best Practices And Performance Metrics	
Specialization	Entrepreneurship	
Email ID	Keval.9.shah.9@gmail.com	Mobile No. : 94273 49034
LinkedIn	www.linkedin.com/in/kevalshah11	



Name	Sohil Agvan	
SIP	Summer internship at Nutan refrigeration in HR and management	
CP	“Factor influencing to the level of employees satisfaction: - A study on higher educational sectors in Bhavnagar city.”	
Specialization	HRM	
Email ID	sohilagvan1920@gmail.com	Mobile No. : 8780852021
LinkedIn	https://www.linkedin.com/in/sohil-agvan-19769a308	



Name	Dhaval Makwana	
SIP	SUMMER INTERNSHIP REPORT 2024 At OM MINERALS AND GRANUALS	
CP	“A study on Impact of managing Work-Life balance on work productivity of employees in retail sector in Bhavnagar city.”	
Specialization	HRM	
Email ID	mdhaval4554@gmail.com	Mobile No. : 9409173890
LinkedIn	https://www.linkedin.com/in/dhaval-makwana-92b544202	



Name	Heli Bhadiyadra	
SIP	HR executive & recruitment at ProSec india	
CP	“effects Of Hr Practices On Employee Engagement & Motivation In Hospitality Industry”	
Specialization	HRM	
Email ID	bhadiyadrahelly26@gmail.com	Mobile No. : 9909141345
LinkedIn	https://www.linkedin.com/in/helly-bhadiyadra-64a831287	



Name	Pooja Baraiya	
SIP	The recruitment and selection at suncell solar	
CP	The study on Stress Management of Employees working in IT Companies with reference to gujarat state”	
Specialization	HRM	
Email ID	poojabaraiya99@gmail.com	Mobile No. : 9904561309
LinkedIn	https://www.linkedin.com/in/pooja-baraiya-ba3906217	



Name	Jaydeep Chauhan	
SIP	Summer internship at smile please digital lab Pvt. Ltd. in HR and Management.	
CP	“Impact of Monetary & Non-Monetary Compensation on Employee Satisfaction : - Study on Banking Sector in Bhavnagar City”	
Specialization	HRM	
Email ID	chauhanjaydeep728@gmail.com	Mobile No. : 9512521736
LinkedIn	https://www.linkedin.com/in/jaydeep-chauhan-3756072b9	



Name	Parth Parmar
SIP	An Internship Report on Human Resource Management & Administration At Sumitomo Chemical India limited.
CP	“a Study On Stress Management By Female Nurses In Hospitals With The Refrence of Bhavnagar City.”
Specialization	HRM
Email ID	parthparmar02080@gmail.com Mobile No. : 9904164126
LinkedIn	https://www.linkedin.com/in/parth-parmar-77571a288



Name	Urvashiba Gohil
SIP	“A Study on Employee happiness index and its impact on employee performance in gyanmanjari vidyapeeth with reference to Bhavnagar City.”
CP	Internship at Gyanmanjari Vidyapith as HR Executive
Specialization	HRM
Email ID	uravshibagohil145@gmail.com Mobile No. : 9316797901
LinkedIn	https://www.linkedin.com/in/urashiba-gohil-473b1b2b8

Marketing



Name	Preksha Pandya	
SIP	Summer Internship : SUMITOMO CHEMICAL IND.LTD	
CP	Comparative Examination Of Myntra And Ajio Clients Satisfaction With Reference To Gujarat State	
Specialization	Marketing	
Email ID	Pandyapreksha135@gmail.com	Mobile No. : 6353622778
LinkedIn	https://www.linkedin.com/in/preksha-pandya-b027a4288	



Name	Kenee Shah	
SIP	A Summer Internship Report On "TAMBOLI CASTINGS LTD"	
CP	"Analyzing Coca-Cola's Integrated Marketing Communication: A Multi -Channel Approach With Reference To Gujarat State"	
Specialization	Marketing	
Email ID	keneeshah75@gmail.com	Mobile No. : 8690549494
LinkedIn	https://www.linkedin.com/in/kenee-shah-589505288	



Name	Shivam Aghada	
SIP	" A Study Of Product Management Internship Analysis in Internshala"	
CP	" A comparison of the quality of services offered by Verizon and Jio"	
Specialization	Marketing	
Email ID	gajjarboy777@gmail.com	Mobile No. : 9426068105
LinkedIn	https://www.linkedin.com/in/shivam-aghada-64636228a	



Name	Yash Renuka	
SIP	Summer Internship Program In Marketing Management At Yatraddham Eservice Private Ltd.	
CP	The Role Of Personalization In Online Travel Booking: A Case Study Of "Make My Trip"	
Specialization	Marketing	
Email ID	yashrenuka1110@gmail.com	Mobile No. : 8866777310
LinkedIn	https://www.linkedin.com/in/yash-renuka-53491a260	

Digital Marketing



Name	Darshit Makwana	
SIP	Marketing insights: An internship from Vera synthetic limited	
CP	The impact of artificial intelligence on digital marketing	
Specialization	Digital Marketing	
Email ID	darshitmakwana6303@gmail.com	Mobile No. : 9725556303
LinkedIn	https://www.linkedin.com/in/darshit-makwana-799b92242	

Digital Marketing



Name	Meet Donda	
SIP	A Study On Digital Marketing Strategies Implemented At Gmiu	
CP	The Study on the Role of SEO in Driving Website Traffic and Visibility	
Specialization	Digital Marketing	
Email ID	meetdonda.me@gmail.com	Mobile No. : 9054685594
LinkedIn	https://www.linkedin.com/in/meet-donda-seo-strategist-freelancer/	



Name	Nikita Ravajaka	
SIP	Summer internship at parv metal processing co. In digital marketing and management	
CP	A study on the role of Mobile Marketing in reaching target audience in education industry”	
Specialization	Digital Marketing	
Email ID	nikitaravajka@gmail.com	Mobile No. : 8320120086
LinkedIn	https://www.linkedin.com/in/nikita-ravajka-51410b289	



Name	Smit Koshiya	
SIP	Study on The SEO Strategy For Organic Website Traffic Increase at Yatradham.org	
CP	Evaluating the Impact of Digital Marketing on Social Media Addiction: A Study of Indian Young Adults	
Specialization	Digital Marketing	
Email ID	smitkoshiya.in@gmail.com	Mobile No. : 8347906345
LinkedIn	https://www.linkedin.com/in/smit-koshiya	



Name	Priyanka Balchandani	
SIP	“Digital Strategies: Internship Insights From Possible Business Solutions”	
CP	“A Study On Effective Use Of Digitalization To Boost Sales In Amazon”	
Specialization	Digital Marketing	
Email ID	priyankabalchandani614@gmail.com	Mobile No. : 6353305603
LinkedIn	https://www.linkedin.com/in/priyanka-balchandani-a90776289	



Name	Niyati Balchandani	
SIP	A digital marketing internship at studynash consultancy	
CP	"Effectiveness of Influencer Marketing Across Different Social Media."	
Specialization	Digital Marketing	
Email ID	niyatibalchandani@gmail.com	Mobile No. : 8866361926
LinkedIn	https://www.linkedin.com/in/niyati-balchandani-4912aa27	

CULTURAL ACTIVITY @GMIU

Raasmanjari



"Raasmanajri" is an annual event of GMIU. As we know Navratri is the one of the favorite festival of Gujarati. So every year During the navratri one day we GMIU family celebrate this holy festival together. Our trustees and Management are also being part of this celebration. We do Aarti and prayer of "Ma Amba" together. The thali decoration was also the part of the celebration.

Kalamanjari



"Kalamanajri" is an annual event of GMIU. The festival celebrated the rich heritage of kala, featuring performances by local artists. Our trustees and Management are also being part of this celebration.

Achievement@gmiu



GMIU Best Engineering College
Gujarat for Industry Interface 2020



GMIU as the Winner of ICI-Ultra Tech
Outstanding Structure Award 2020 (State)



Kahan Mehta

Batch :- 2019
Branch :- COMPUTER ENGINEERING
Achievement : GOLD MEDAL IN GTU



“Institute with Best Academy and
Industry Interface” and
“Award for Quality in Education”



Rutva H. Kothari (TABLE-TENNIS)

Secure **FIRST POSITION** Win **GOLD** medal in **KHEL-MAHAKUMBH**
Secured **FIRST POSITION** (gold medal) in U-19 girls team event (STATE CHAMPION)
3rd Position Win **BRONZE MEDAL** in **THIRD OPEN GUJARAT**



Vishwas Gohil, Navdha Mehta & Viral Jani

B.Sc. Microbiology Sem 6 Students won **FIRST RANK** at **NATIONAL CONFERENCE INCLINATION AND REVOLUTION IN CHEMISTRY NCIRC 2023**.



Raj Vala (TAEKWONDO)

B. PHARM SEM 6 STUDENT SECURED 1ST RANK IN TAEKWONDO TOURNAMENT OF KHELMAHAKUMBH 2024.



Prakash Vaghela (SOFT-TENNIS)

- **KHEL MAHAKUMBH 2024 Winner**
- **KHEL MAHAKUMBH 2022 Single & Doubles event**
- **ALL INDIA INTER UNIVERSITY SOFT TENNIS TOURNAMENT AURANGABAD 2022**
- **FIRST RANK (NATIONAL GOLDMEDAL) FIRST RANK**
- **GUJARAT STATE RANKING TOURNAMENT 2022 CHAMPION FIRST RANK**

Celebrity @ GMIU

One of the special occasion that the famous Gujarati actor Mr. Malhar Thakkar came to our campus for the promotion of his upcoming Gujarati film named “Shubh Yatra”. Because of the presence of Malhar Thakkar the whole environment of the campus became more vibrant and Cheerful. as among the student and young fraternity Malhar is one of the inspiring and favorite Gujarati Film Actor. Same as another Gujarati Film actor Yash Soni has come to promote his upcoming film ”RAADO”. Recently the whole star cast of film “3 Ekka” which is going to be release on the 18th of August 2023.



International Relations Cell



Gyanmanjari[®]
Innovative University

BLOOMSBURY
INSTITUTE
LONDON



Your Passport To Global Learning—the International Relations Cell (IRC) At Gyanmanjari Innovative University (GMIU) Connects You To The World of Academic And Professional Opportunities.



**Kickstart Your Global
Career With us !**



Techmanjari 2024

A Techmanjari-2024 was organized by Gyanmanjari innovative University, Bhavnagar. Where more than 25 innovative projects were displayed in GMIU. Branch wise selection of best projects was done by the delegates invited to judge.



Joy of Giving @ GMIU

To endow with holistic education is prime motto of Gyanmanjari Group of Colleges. GMGC not only provides momentous education, an extraordinary result & industry ready engineers but also meticulous human values in students to make them responsible for society.

Being a part of this theme students collected unused cloths and stationary from various places of Bhavnagar and donated them to needy people of society. Large numbers of students have been participated for the collection and distribution of cloths and stationary. The event was popularize as a "Joy of Giving", so students can understand their responsibility towards society and nation

A spiritual meditation program was organized under the Faculty Development Program to bring calmness and peace of mind of staff members during Covid restriction. Many faculties have been working from home during this pandemic situation so to enhance their mental and physical health condition GMGC has organized spiritual mediation program with association of Bramha-Kumari meditation Center, Bhavnagar.





Gyanmanjari[®]
Innovative University



“ Shaping Mind with *Skills*
And *Innovation* ”

☎ +91 75749 49494 | +91 90999 51160

🌐 www.gmiu.edu.in

📍 Survey No. 30, Sidsar Road, Near ISCON Eleven,
Bhavnagar, Gujarat - 364002



Scan this QR code
for more information.