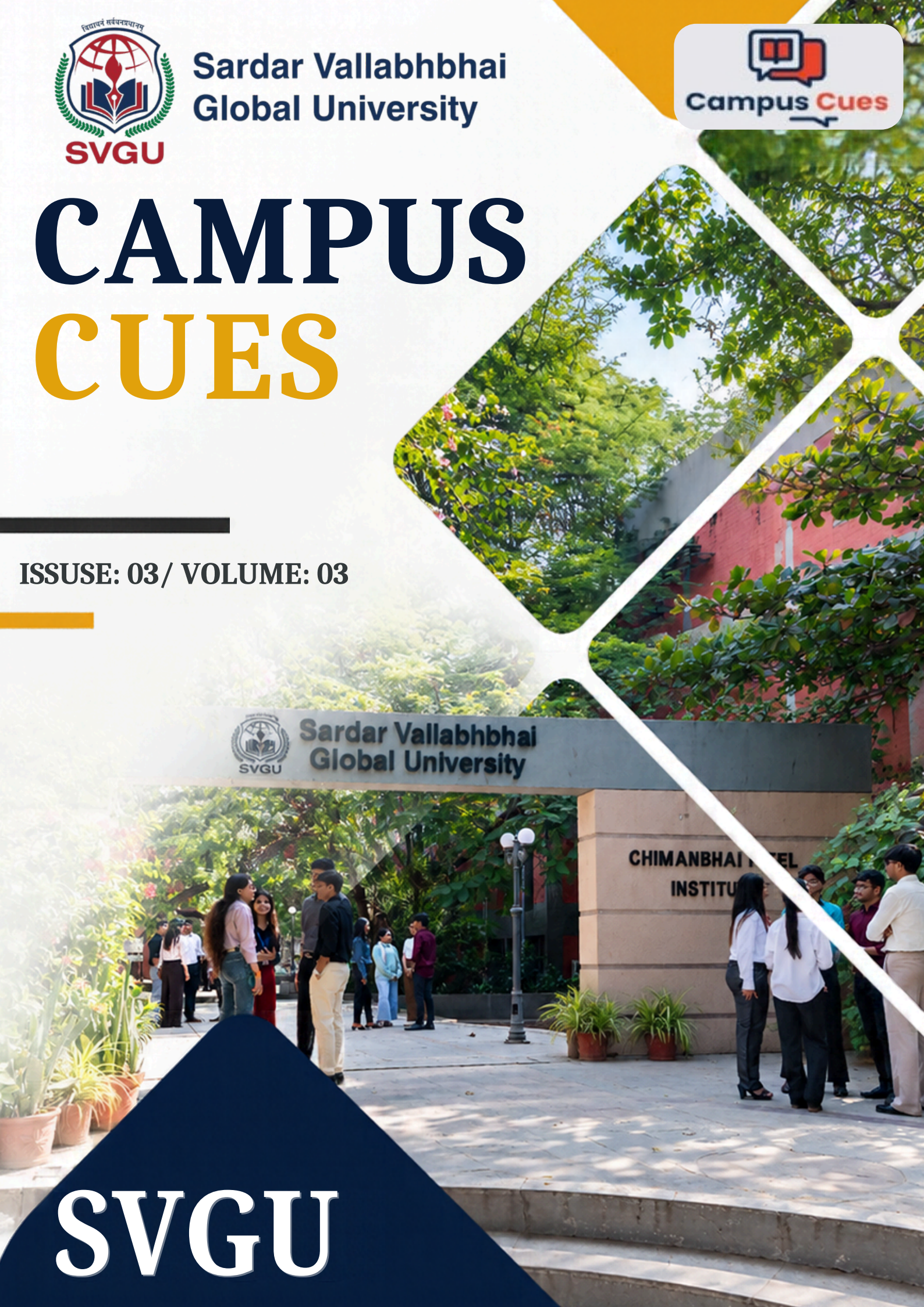
Sardar Vallabhbhai Global University

SVGU

Campus Cues

CAMPUS CUES

ISSUSE: 03/ VOLUME: 03



SVGU

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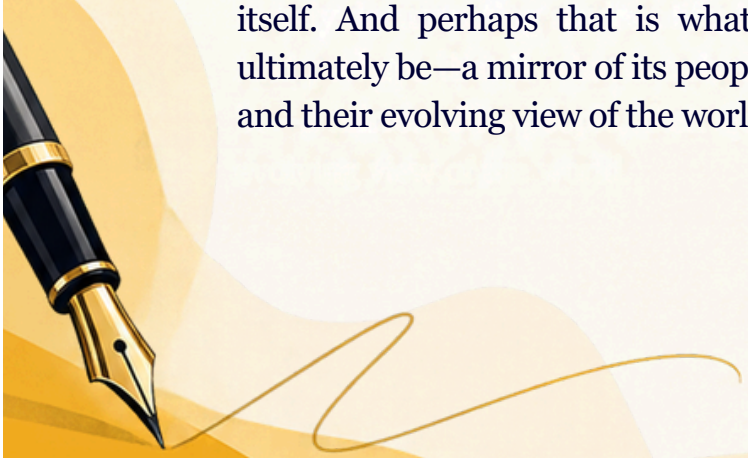
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Campus Cues

EDITOR'S NOTE

What happens when students are given not just a platform to learn, but a platform to speak? This newsletter, to me, is an answer. What I find most refreshing about this edition is its sheer diversity. In one space, we move from Gen Z protests and the questions shaping a generation to the lighter, energetic world of FIFA 2026 trivia. Elsewhere, the experiences of orientation programmes across courses remind us that every academic journey begins with a sense of belonging, curiosity and possibility. The Internship Project stories link us to the world outside the classroom, and poems and photographs serve as a reminder that students are not just defined by grades and assignments. The interviews add a further dimension – voices, experiences and perspectives that deserve to be heard. The stories on MOUs signed by SVGU offer a glimpse of the larger opportunities and collaborations taking shape around the University. But perhaps the most meaningful part of this newsletter is who made it happen. The writing, ideas, photography and design are all by students. That changes the character of the publication. It is not merely documenting student life; it is student life speaking for itself. And perhaps that is what a university newsletter should ultimately be—a mirror of its people, their questions, their creativity and their evolving view of the world.



Mr. Shakti Dodiya
Assistant Professor, MBA

SVGU ORIENTATION

SVGU Orientation Programme 2026: Inspiring New Beginnings

The programme marked the beginning of an exciting academic journey, bringing together students from diverse disciplines and introducing them to the University's academic environment, values, and learning opportunities. Sardar Vallabhbhai Global University (SVGU) warmly welcomed the newly admitted students of its Computing, Engineering & Technology, Management, and Commerce programmes through the Orientation Programme 2026.

Programmes Welcomed During Orientation



The programme commenced with the traditional lamp-lighting ceremony, followed by inspiring addresses from the University leadership, who encouraged students to pursue academic excellence with curiosity and integrity. Students were introduced to SVGU's outcome-based curriculum, industry-oriented learning approach, research initiatives, student support services, and vibrant campus culture. Faculty members interacted with students, providing an overview of their respective programmes, curriculum, learning resources, skill development initiatives, internship opportunities, industry collaborations, and career pathways. The sessions offered students valuable insights into the academic and professional oppotunities available at the University.

The orientation also featured engaging presentations, interactive discussions, and fun-filled icebreaker activities that encouraged students to connect with faculty members and peers. These sessions fostered teamwork, confidence, and a sense of belonging, creating a positive start to university life.

The Orientation Programme 2026 concluded on an inspiring note, leaving students motivated and ready to embark on their academic journey at SVGU.

Computing: BCA, B.Sc. (IT), M.Sc. (IT), MCA



B.Sc. (IT)
A New Beginning

B.Sc. (IT) students beginning their journey of learning, growth, and new opportunities.

MCA
A New Beginning

MCA students marking the beginning of their academic journey at SVGU.

Engineering & Technology:

- **B.Tech. (Computer Science & Engineering)**
- **B.Tech. (Computer Engineering)**
- **B.Tech. (Computer Science & Technology)**
- **B.Tech. (Artificial Intelligence & Machine Learning)**

Commerce: B.Com. (Investment and Wealth Management)



B.Com. (Honours) in Investment and Wealth Management is a specialised degree program that combines basic skills in the field of commerce with professional skills in the evergreen fields of investment and portfolio management, financial planning, and wealth management. It prepares students for a career in the fastest growing service sector called BFSI (Banking, Financial Services and Insurance) space. The Program is designed to prepare students for the global qualification of CWM®(Chartered Wealth Manager) in the first and the second year. With the strong foundation of CWM®, the students will be better equipped to take up CFA® (Chartered Financial Analyst) studies in the second, the third and the fourth year of the Honours Program.

Management: BBA

BBA (Media and Corporate Communication)

BBA/BBA (Hons.) in Media & Corporate Communication at SVGU is Gujarat's first undergraduate degree program uniquely designed based on industry needs which integrate business management with strategic media and corporate communication. This pioneering course prepares students to enhance their managerial ability and media skills with expertise in Public Relations, Digital Marketing, Customer Relations, Brand Management, Corporate Filmmaking, Strategic Communication. The program's unique integration of academic and industry interface equips students to craft impactful corporate narratives, manage public perception and drive brand growth in a competitive and digitally driven economy.



BBA (Real Estate Management)

The BBA in Real Estate Management at SVGU integrates core business management with focused knowledge of the real estate and infrastructure sector. Despite being one of the largest employment-generating industries in India, real estate has very few degree programmes offering specialised education in this field. Through collaboration with CREDAI Gujarat, students gain strong industry exposure through site visits, internships, live projects, and expert interactions. The program equips students with practical, managerial and financial insights into real estate, making them industry-ready professionals for a dynamic market.



BBA (Healthcare and Hospital Management)

Get ready to make an impact in one of the world's fastest-growing industries. Gujarat's first-ever program of BBA in Healthcare and Hospital management is a three-year undergraduate program—a unique UG program at Sardar Vallabhbhai Global University with unparalleled industry exposure, designed to equip you with business acumen, leadership skills and healthcare-specific knowledge needed to thrive in the dynamic healthcare sector.



SVGU EVENTS

SVGU CONVOCATION 2025



SVGU YOGA DAY









SVGU TREE PLANTATION DAY







Sardar Vallabhbhbhai Global University (SVGU) celebrated Tree Plantation Day to spread awareness about the importance of trees and a clean environment. Students, faculty members and university representatives came together to plant trees and take a step towards making the campus green.

The programme showed that even small efforts can make a difference. By planting and taking care of trees, the SVGU community contributed towards a healthier and greener campus and encouraged everyone to be more responsible towards nature.

SVGU ORIENTATION 2026

Sardar Vallabhbhbhai Global University (SVGU) welcomed its new students through Orientation Day, marking the beginning of an exciting new journey. The programme introduced students to the university, its campus, academic environment, faculty members and various opportunities available to them.
The event also gave students a chance to meet their classmates, interact with faculty and get familiar with college life. It created a positive and welcoming atmosphere.



An Auspicious Start
University dignitaries inaugurate the Orientation Programme with the traditional lamp-lighting ceremony.



Connecting with Faculty
Students interact with faculty and take their first steps into their new academic environment.



Guidance for the Journey Ahead
Prof.(Dr.) Subhash Brahmbhatt, Provost, shares insights with the new batch.



First Connections
Students interact with faculty and begin getting comfortable in their new academic surroundings.

SVGU STAFF TRAINING







Sardar Vallabhbhai Global University (SVGU) organised a Staff Training Programme to support the professional development of its staff members. The programme provided an opportunity for staff to learn, share ideas and improve their skills in a supportive environment. Through discussions, activities and learning sessions, the programme focused on personal and professional growth. It also encouraged teamwork, better communication and continuous learning, helping staff members contribute more effectively to the university community.

SVGU R&D ADVISORY COMMITTEE RESEARCH 2026



Sardar Vallabhbhai Global University (SVGU) conducted the second edition of its Research Guidance Session, reaffirming its commitment to fostering a vibrant research culture and enhancing the quality of scholarly work. The session witnessed enthusiastic participation from 75 faculty members and research scholars.

SVGU INDEPENDENCE DAY CELEBRATION 2026





INTERNSHIP EXPERIENCE

“Old-School in the Morning, GenZ by Afternoon”

“Brand consistency isn’t a checklist, it’s a discipline practiced in every piece of content.”



As a Digital Marketing Intern at JadeBlue Lifestyle India Ltd., I had the opportunity to work simultaneously across two brands under one roof: JadeBlue, a heritage menswear label built on legacy and craftsmanship, and Greenfibre, its younger, more contemporary sub-brand. Often within the same day, I found myself moving between the two, one of the sharpest lessons of the internship: the same brand philosophy has to be communicated in entirely different voices depending on who it’s speaking to.

That contrast, one brand steeped in legacy, the other built for a scrolling generation, is exactly what the headline is getting at.

On the hard-skills side, I built content strategies, campaign frameworks, and brand positioning ideas from the ground up, learning what it actually takes to move an idea from a brief to something a brand can stand behind. On the soft-skills side, I learned to show up consistently, communicate clearly when plans needed impromptu changes, and take feedback in stride, the kind of learning no classroom can fully prepare you for, but that this internship gave me the space to build in real time.

What stayed with me most, though, was the culture: a workplace where brand consistency was not a checklist but a discipline practiced in every piece of content, and where I was trusted to think independently rather than simply execute instructions.

I am leaving this internship with more than a portfolio of work. I am leaving with a sharper eye for how brands actually think, a better sense of my own working style, and a story that will remain a highlight of my college journey.

By- Dhanashvi Jigneshbhai Nimbark, MBA Sem-III

INTERVIEWS

Beyond the Name: ABHISHEK JAIN



Sardar Vallabbhai Global University (SVGU) hosted an insightful interaction with Mr. Abhishek Jain, National Award-winning filmmaker, whose Gujarati film Maaran won the Best Gujarati Film award at the 72nd National Film Awards. The event also marked SVGU's collaboration with Cineman Productions Ltd. through the signing of an MoU to create opportunities and industry exposure for aspiring media professionals.

Q1. How do you bring emotions to the screen in a way that evokes emotions in the audience?

Abhishek Shah:

"Empathy plays a very important role. People are empathetic towards one another and this empathy develops through our experiences as we grow and strive to become better human beings. It is the sense of empathy that connects us with the characters and situations we see on screen when film makers are able to create something rooted in genuine human emotions, audience are able to relate to it and experience those emotions themselves."



Q2. You have been working in the film industry for sometime now. Have you ever experienced a creative block or questioned your self-worth and capabilities during your career?

Abhishek Shah:

"That's a great question. Between 2021 and 2025, I went through a very low phase. Interestingly, during that period, I had given three successful films to the industry had also won a National Award. Yet, despite this achievements, I found myself questioning my abilities and self-worth."

Q3. How has your journey as a filmmaker been?

Abhishek Shah:

"My journey in the industry has been quite eventful. Interestingly, filmmaking was never something I initially planned as a career. I entered the industry almost by accident. My family always wanted me to pursue business and do an MBA. However, there was always a creative spark within me, and that eventually brought me into filmmaking. Today, I am here, having won my second National Award. Looking back, it has been an unexpected but incredibly rewarding journey."

AI Unfiltered & Unscripted



Sardar Vallabhbhai Global University (SVGU) hosted "AI Unfiltered & Unscripted," an interactive session focused on the growing role of Artificial Intelligence in organisations and professional life. The session featured Rahul Nawab, President – Data & AI at Prowess Consulting, and Pratik Shah, Co-founder and Director of Knowcraft Analytics. The discussion covered practical AI adoption, the changing nature of jobs, the use of AI tools and the importance of responsible data management.

Q1. (Rahul Nawab, President, Data & AI Prowess Consulting): How critical is AI for us today, and what tools should growing organisations look at?

Pratik Shah (Co-founder and Director, Knowcraft Analytics)**:**

AI is very important for all of us. Tools like ChatGPT and Claude offer secured enterprise versions, while Perplexity is great for research purposes. There isn't really a right or wrong tool — learning across the board is what truly matters.

Q2. (Rahul Nawab): Should professionals be worried about AI replacing their jobs as it scales?

Pratik Shah:

Don't think that AI will take away your jobs, instead, think of it as your associate and as your friend.

Q3. (Rahul Nawab): What is your main practical advice for growing organisations aiming to adopt "AI One Step at a Time"?

Pratik Shah:

Don't just adopt it for the sake of it. Know what you're best at, execute that process end-to-end from step 1 to step 10, and evaluate how many hours you are giving versus the improved quality you're building through it.

Q4. (Rahul Nawab): What key considerations should leaders keep in mind regarding data and structured implementation?

Pratik Shah:

You need to ask where and how the data is being stored, as cautiousness is crucial from a service perspective. When starting out, adoption should be deliberate — for example, bringing senior leadership on board and taking 6 to 8 months to discuss and adopt AI in a structured way to solve actual problems.

STUDENTS' CORNER

Maybe I've been in love all along?

I'm 18.

It's funny how that number suddenly comes with expectations.
"Do you have a boyfriend?"
"Have you ever been in love?"
"So... who's your person?"
Everyone asks about your first relationship.
Nobody asks about the first sunset that made you stop scrolling. The first friend who felt like home. The song you replayed so many times that it started feeling like a memory. The city you desperately wanted to visit. The dream that kept you awake at night because you couldn't wait for it to become real.

I'm 18.

I've never had someone call me theirs. I've never celebrated an anniversary or had a movie-worthy love story. For a long time, I thought that meant I was behind. Social media definitely didn't help. Every other reel seemed to be about soulmates, surprise flowers, handwritten letters, and finding "the one." It almost made me wonder if I had somehow missed a chapter everyone else had already read. But lately, I've been thinking...

Maybe I've been looking for love in the wrong place.
Because who's to say love only exists between two people?
Maybe I've been in love all along.

I've fallen in love with late-night drives where the playlist somehow says everything I can't. With sunsets that never look as beautiful in pictures as they do in real life. With stories that stay in my mind long after I've finished reading them. With telling stories of my own and hoping they make someone feel seen. With the excitement of boarding a plane, knowing an adventure is waiting on the other side. I've fallen in love with friendships that make my stomach hurt from laughing. With taking photos just because I want to remember a moment, not because I want to post it. With the smell of a brand-new book. With quiet evenings that somehow make everything feel okay. Even with the little routines that remind me to take care of myself.

Maybe that's love too.

Maybe being 18 isn't about rushing to find "the one." Maybe it's about discovering the hundreds of little things that make your heart feel full before handing it to someone else. Maybe it's about becoming someone your younger self would look at and think, "We're actually doing it."
I'm not saying I don't want to fall in love someday.
I do.
I hope I meet someone who feels like home. Someone who makes ordinary days feel a little softer and life a little brighter.

But if that doesn't happen tomorrow—or even five years from now—I think that's okay.
Because maybe love isn't measured by how many times someone chooses you. Maybe it's measured by how many things in this world make your heart feel alive.

I'm only 18.

I still have books to read, places to see, stories to tell, mistakes to make, people to meet, and a life that's only just beginning.

So no...
I've never been in love.
Or maybe I have.

By Presha Surana, BAMC SEM III



“A Little Beyond Yesterday”

“The old walls know many stories,
but they never tell them all.
Time leaves a mark on everything,
yet dreams still learn to grow.

A little life stands quietly,
with a world still left to see.
The past may shape the road ahead,
but it cannot choose the journey.

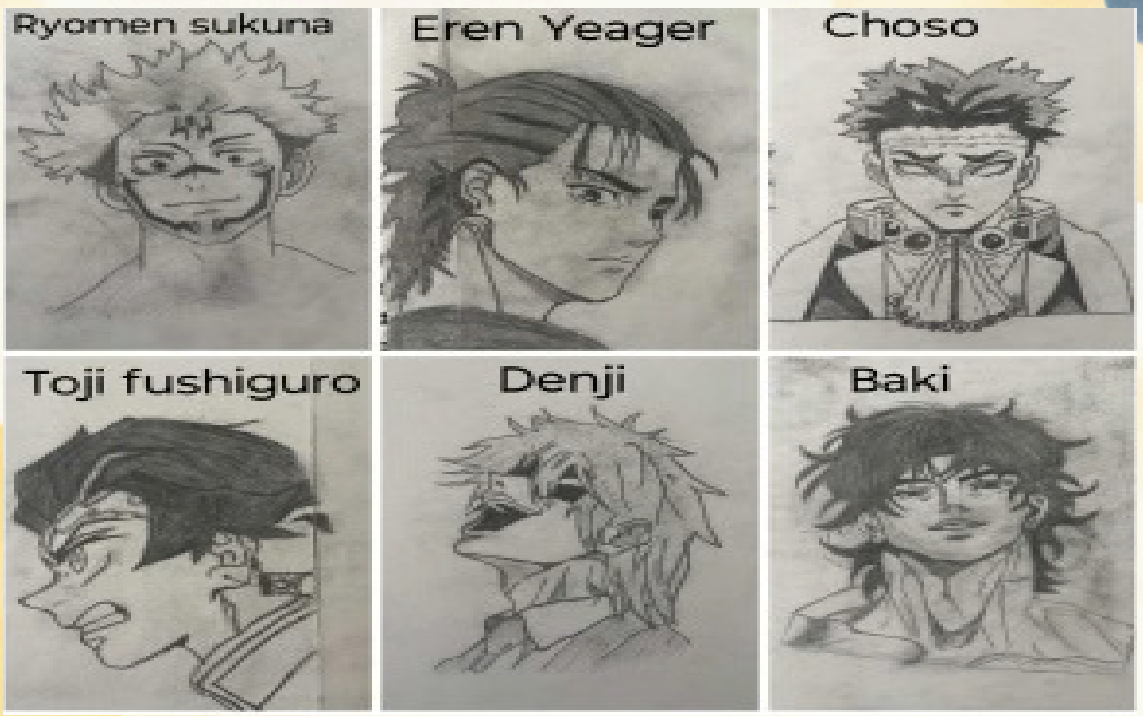
Somewhere between yesterday and tomorrow,
there is a moment called today—
small, uncertain, full of hope,
and waiting to become.

The past may stay behind,
but the future is already beginning!”



By Rudradattsinh Gohil, BAMC SEM-V

Anime Legends: A Collection of Icons.



By Jiya Pandey, BAMC SEM III

OPINION BY STUDENTS

Can Memes Change Politics?

Memes are no longer just funny pictures or jokes shared on social media. For Gen Z, they have become a simple way to express opinions about politics and current issues. A political meme can spread a message within minutes and reach thousands of people, especially young users who may not regularly watch news channels or read newspapers.

In my opinion, memes can influence politics, but they cannot completely change it on their own. They make serious topics easier to understand and can encourage young people to talk about issues that they might otherwise ignore. During elections or protests, memes can also shape public opinion by supporting or criticizing political leaders. However, there is also a negative side. Memes often simplify complicated issues and sometimes spread misinformation just because something is funny or gets more likes. So, I think memes are a powerful tool for political communication, but people should still check facts before believing or sharing them.

By Vardhan Shah, SY- BBA(Hons.)

Is Gen Z Entitled or Empowered?



Gen Z is often called entitled because they have different expectations from education, jobs, workplaces and society. They want flexibility, better opportunities and a healthy balance between personal and professional life. Some people see these expectations as a sign of entitlement, but I think there is another side to it.

Gen Z is also more comfortable questioning old ideas and asking why things have to be done in a particular way. They are using technology, social media and new skills to create opportunities for themselves. Many young people are also willing to talk openly about problems that previous generations may have avoided.

Of course, not every young person is hardworking or responsible, just like not every older person follows traditional values. In my opinion, Gen Z is better described as empowered rather than entitled. But being empowered also comes with responsibility. Having a voice, opportunities and freedom means we should use them wisely and be ready to accept the consequences of our choices.

By Jimit Solada, SY- BBA(Hons.)

Top-10 FIFA World Cup 2026 Stories You Shouldn't Miss!

1. Italy's Historic World Cup Failure



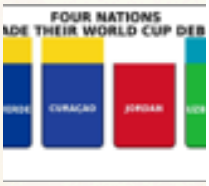
For the third consecutive time, four-time champions Italy failed to qualify for the FIFA World Cup, marking one of the biggest declines in football history. The setback has sparked major reforms in Italian football.

2. Cape Verde's Fairytale Qualification



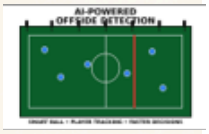
Tiny Cape Verde, with a population of just over 600,000, qualified for its first-ever World Cup, becoming one of football's greatest underdog success stories.

3. Four Nations Made Their Debut



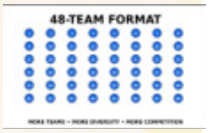
The 2026 tournament welcomed Cape Verde, Curaçao, Jordan, and Uzbekistan as first-time World Cup participants, showcasing football's growing global reach.

4. AI Revolutionized Refereeing



AI-powered offside detection, smart match balls, and advanced player tracking made the 2026 World Cup the most technologically advanced tournament in FIFA history.

5. The 48-Team Format Was a Success



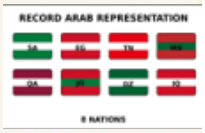
Despite early criticism, FIFA's expanded 48-team tournament delivered more competitive matches, greater diversity, and exciting football.

6. Norway Ended a 28-Year Wait



Norway returned to the World Cup for the first time since 1998, ending nearly three decades of absence with a talented new generation.

7. Record Arab Representation



A record eight Arab nations qualified for the World Cup, highlighting the rapid growth of football across the Middle East.

8. Three Nations, One Historic Tournament



The United States, Canada, and Mexico successfully co-hosted the largest FIFA World Cup ever, featuring 48 teams and 16 host cities.

9. FIFA Faced a Major Governance Crisis



Shortly after the tournament, FIFA withdrew a controversial com- mercial rights proposal following strong opposition from football federations, raising questions about the organization's leadership.

10. AI Competed Against Football Expert



Researchers used the World Cup to test AI's ability to predict match outcomes, turning the tournament into one of the world's largest live sports forecasting experiments.

By Heli Nilesh Shah, MBA SEM-III

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EDUCATION
BEYOND
BOUNDARIES

LEARN | DISCOVER | BELONG



Same
Spirit
Brighter
Tomorrows

Have a Story to Share?

Send your write-ups to svgu_newsletter@svgu.ac.in

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