

MKSSS'S SMT. HIRABEN NANAVATI INSTITUTE OF MANAGEMENT & RESEARCH FOR WOMEN

Orientation on “How to Use BSmart App” – 18th September 2025.

As a part of Induction Program September 2025 - Orientation on BSmart App was conducted on 18th September 2025 for First Year MBA students. Mr. Sumedh Gupte, Chief Manager, Market Development, Business Standard Pvt. Ltd., was the resource person for the session.

The purpose of the session was to orient and to demonstrate the key features of the App to the newly admitted MBA first year students. Sumedh Gupte, resource person for the session highlighted the importance of using BSmart App for MBA students. Gupte Sir covered the following key features of Business Standard BSmart Learning App

- Daily Business News relevance
- Comprehensive case studies every week
- Interactive Digital MCQ Quizzes
- Business Jargons and Insights
- Interview Tips
- Engaging Polls and Discussions

Sir highlighted how students can develop their decision making, problem solving, creative/critical thinking abilities by using the App resources regularly. It was a very informative and useful session for the students as the resource person motivated them that being a management student how they can be updated with current happenings in the world of business, current affairs relevant to business, world economy and Indian economy and its impact on business.

Overall session was coordinated by Librarian Mrs. Manjushree Nawale with the help of Library staff Mrs. Minal Kotwal under the guidance of Director Dr. Priyanka Singh

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Mr. Sumedh Gupte, Chief Manager, Market Development, Business Standard Pvt. Ltd., conducting session on Bsmart App

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