



# ATHARVA INSTITUTE OF MANAGEMENT STUDIES

( Approved by AICTE, DTE & Affiliated to University of Mumbai )

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## Activity/Event Report

Name of Event	:	<b>Inauguration &amp; Induction MMS 2022-2024</b>
Date of Conduction	:	24 <sup>th</sup> November 2022
Class/Semester	:	MMS Batch 2022-2024
No. of Students & Faculty	:	80
Faculty Coordinator	:	Dr. Reena Poojara
Chief guest	:	Mr. Deepen Shah
Designation	:	Director, Keysquare Capital Pvt. Ltd.

### **Objective:**

To welcome the students by instilling enthusiasm within them, introducing them to the institute's culture, and familiarizing them with it.

### **Description:**

Atharva Institute of Management Studies saw the beginning of the new academic year 2022-2024 on 24th November 2022. The Induction Programme was organized for the fresh faces of batch 2022-2024 as they began their journey towards excellence. The event started with a warm welcome by our hosts Ms. Cimrel D'souza and Mr. Navin Kadam, students of SYMMS. This was followed by seeking the blessings of Goddess Saraswati by lighting the lamp and playing the Saraswati Vandana.

The hosts then briefly introduced the Atharva Group of Institutes to the students through the AGI (Atharva Group of Institutes) video which showed the students' future journeys as well as the opportunities and resources the institute offers. After that, the One for All, All for One film, a CSR initiative by Honorable Shri Sunil Rane Sir, propelled the event forward. The Atharva Foundation's contributions to the revered soldiers, who are our true heroes, were shown in the video, which completely overwhelmed the students.

The event then continued with the introduction of the respected Dignitaries and the Chief Guest, Mr. Deepen Shah (Director, KEYSQUARE CAPITAL PVT LTD) followed by their address.

The Atharva Institute of Management Studies' Director, Dr. Harish Kumar S. Purohit, began his speech by reminding the students that the institute guarantees not only a degree but also countless opportunities, knowledge, and skills as well as their development through all of these endeavors, which would be the most potent tool that could help them stand out from the crowd. Dr. Harish Kumar S. Purohit Sir emphasized the value of dreams, enthusiasm, and passion as well as the need for hard work to ensure that they are realized.

Next, Dr. Harshita Kumar (Director, Atharva School of Business) addressed and motivated students with her kind words that enlightened them to be themselves, open to learning, and constructive criticism. She imbibed within the students the attitude of accepting feedback positively and growing accordingly.

Mr. Deepen Shah, (Director, KEYSQAURE CAPITAL PVT LTD) the Chief Guest of the Inauguration event, began addressing the students by asserting that everyone has their strengths and weaknesses and by concentrating on maximizing our strengths, we can gradually lessen our weaknesses. He continued by telling the students that by opting for an MBA, they had already advanced in their careers and should now begin to dream, determine their path, map out their routes, and arrive at their destination. He concluded his speech with the inspirational quote "Believe you can and you are already halfway there".

The MMS Program Faculty Coordinator, Dr. Reena Poojara, then sparked the interest of the newcomers by highlighting the value of teamwork through an engaging story that effectively conveyed the message which budding managers need to hear.

Furthermore, students also got the opportunity to know about faculty members as well as various departments like the Examination Department, Career Management Cell, Administration Department, IT Department, Library, etc. After this, a quick introductory session of the fresh faces was held.

The event concluded with the Vote of Thanks given by Ms. Nirali Kansara, student of SYMMS towards the Chief Guest, Mr. Deepen Shah (Director, KEYSQUARE CAPITAL PVT LTD), Mr. Sunil Rane Sir (Executive President, Atharva Group of Institutes), Ms. Pallavi Rane Ma'am (Trustee, Atharva Group of Institutes), Dr. Harish Kumar S. Purohit (Director of Atharva Institute of Management Studies), Dr. Harshita Kumar Ma'am (Director of Atharva School of Business), Dr. Reena Poojara Ma'am (MMS Program Faculty Coordinator) and all the other dear faculty members and students with the efforts of whom, this event was a success. The event ended with a national song.



Keeping in view that the students of FYMMS – I are from diverse educational background & to bring them at par varieties of activities & special sessions were conducted in 5 days Induction program which facilitates learning by doing method.

**The first session of the day was conducted by Mr. Shariar Karim**

Mr. Shariar Karim is an international Trainer and a motivational speaker. He ignited the spark within the new students by sharing his knowledge and conducting a session on grooming Managerial Perspective. By offering an exclusive package to motivate them to gear up for the crucial two years ahead with a special emphasis on Soft Skills.

All the students really enjoyed and participated in the session.



**Day -2 – 25<sup>th</sup> November, 2022.**

Ms. Amrita mathew conducted a Special session on **Financial Literacy**

In order to make learning easy and enjoyable, the students were introduced to financial literacy by making them play a game called Bingo. Bingo cards had 5 rows and 5 columns, each block had a financial term written on it 12 such cards with total 300 Financial terms were written on it. The students were supposed to opt for row and column and corners for which they were supposed to come on stage and share the correct explanation of the terms in a row or column or corner with the class. Every time a team was ready with the answers, they would shout Bingo and get a chance to come forward and explain. This was a Financial literacy program which introduced 300 terms to them.

Prof. Gaanyesh Kulkarni Conducted a Special session on **Management-Bird's Eye View**

To give an overview of what Management is all about the topic was divided in three parts, viz.- learnings during the students' UG (under-graduation) at various streams; learnings anticipated during the PG (current MMS degree course); and the mandatory hard & soft skills, the students are expected to exhibit upon the commencement of their careers. The topic was duly supported with a crisp PowerPoint presentation (PPT), entailing the inspirational & educative quotes from the noted personalities worldwide. The session categorically ensured a dialogue (i.e. an interaction) than a monologue, wherein, the students voluntarily participated in brief discussion, and answering the questions asked; thereby ensuring class participation.



Dr. Ansha Gupta conducted a special session on "An Overview on Research"

The main goal of the session was to help students understand the set of skills and abilities required to conduct effective research in management disciplines. The session was intended to give a brief understanding of the research process and the steps to be undertaken while pursuing research. In continuation of that classroom-based activity was carried out for the students to understand each step practically.



### **Day 3 & 4 – 26<sup>th</sup> November & 27<sup>th</sup> November, 2022**

All the students got an opportunity to attend International Conference on "Sustainability in vuca world: Innovation, Research & Practices 2022" Students were able to get insights on various aspects of research and got an exposure to hear from various eminent personalities from corporate sector.

### **Day 5 – 29<sup>th</sup> November, 2022.**

#### **Ms. Neha Kukreja took a session on Communicate your success**

The session covered pointers related to good communication skills as a requirement for professional success. A short presentation was shared with students in which abilities like good listening, confidence, public speaking, content writing, nonverbal communication, clarity and concise in verbal speech were discussed at length. To demonstrate live example, a few students were called on the dais and asked to speak on everyday situations that they would possibly encounter in their classroom and future place of work. Post the session there was a question-and-answer session with the faculty, wherein students asked questions pertaining to their doubts about effective communication skills. Having this session at the start of their semester was helpful as it would aid their preparation for making effective presentations and speaking well in front of the class or even with working in groups for various projects.

#### **Ms. Pallavi Rane took a session on Personal Branding**

How to use your personal branding to differentiate self from other people? Done well, you can tie your personal branding in with your business in ways no corporate branding can possibly succeed. personal brand can be vital to you professionally. It is how you present yourself to current and potential clients. It gives you the opportunity to ensure that people see you in the way you want them to, instead of in some arbitrary, possibly detrimental, way.



**A Session on Alumni Connect was conducted by: Mr. Akash & Ms. Prachi from 2005 batch.**

There's no better way to learn about an institute, than to connect with its alumni. Both the Alumni shared their experience share their wealth of experience and skills with current students via talks and newsletters. Further, they can help support students in work placements and in launching careers.



**Day 5 – 29<sup>th</sup> November, 2022.**

**Prof.Neha Kukreja, Prof. Himanshu Vaidya & Prof. Truti Jani conducted management games and activities.**

A wonderful session was organized in which students got an opportunity to learn in a play way method & polish various management skill through various management games and activities



Report Prepared by : Dr. Reena Poojara MMS Programme faculty coordinator



# ALUMNI SPEAKS



## **Atharva School of Business**

### Activity / Event report

Name of event	: <b>ALUMNI SPEAKS, Episode-1</b>
Date(s) of conduction	: 27 <sup>th</sup> August 2022
Class / SEM	: PGDM Batch 2022-2024, SEM I
No. of students participated	: 55
Faculty Coordinator	: Ms. Renu Jaisawal (CMC)
Student coordinator/ committee	: Mr. Akshat Thakkar Ms Sanjukta Gavali
Resource Person 1	: Ms. Ayushi Shah
Organization	: Morgan Stanley
Designation	: Financial Analyst
Resource Person 1	: Prof. Dipesh Kadam
Organization	: Narsee Monjee College of Commerce and Economics
Designation	: Trainer, Faculty
Contact no.	:

## **DESCRIPTION**

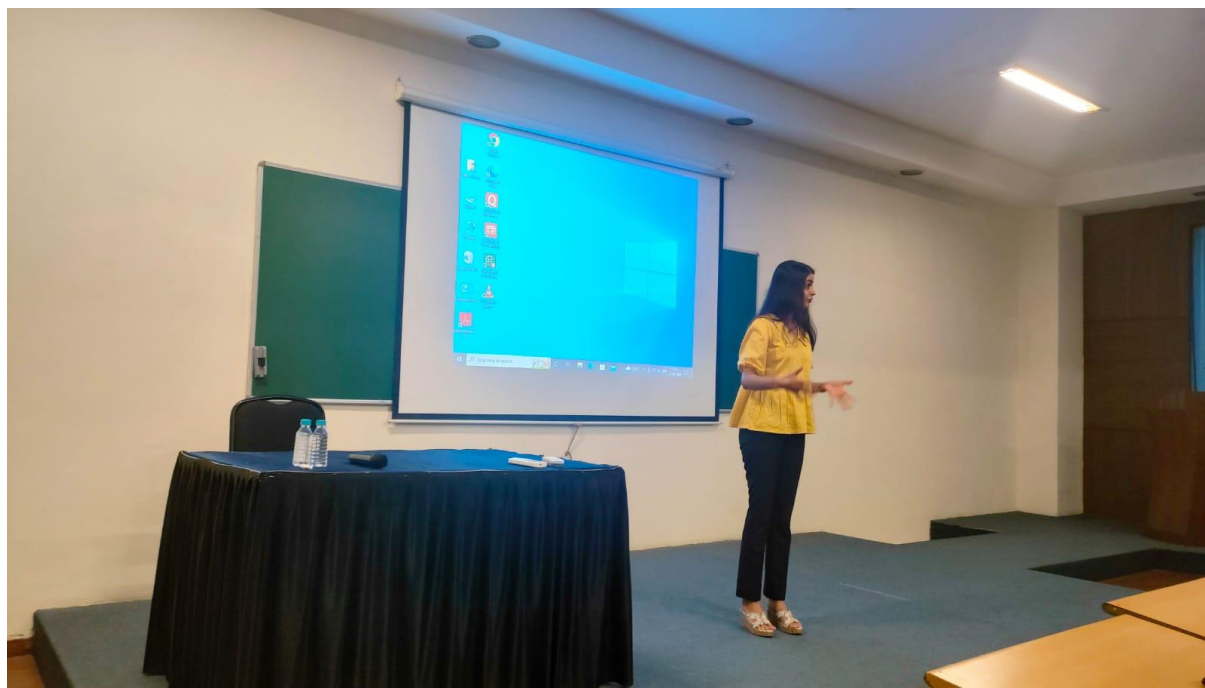
### **Objective**

- To introduce students to the corporate world and its challenges.

### **Key Takeaways**

- Discussion with, Ms. Ayushi Shah and Prof. Dipesh Kadam, knowing about their past work experiences.
- Technical questions are asked during the alumni talk.
- Discussion about various projects Ms. Ayushi Shah and Prof. Dipesh Kadam had worked for.
- Important skills required in the industry.
- Work culture within in different companies they worked in.
- Work culture in India and outside India.
- Leadership and Team management skills.
- How you take yourself forward is the most important thing in life.
- Your 'ATTITUDE' matters.
- Importance of soft skills and how to improve same
- Importance of self-motivation at workplace
- Importance and process of building connections and how to take leverage (in a positive sense) from the connections.
- Always say 'WE', never say 'I'. Being a team player is very important.
- Have respect and show gratitude towards your colleagues and team mates.
- Insights about Job Sustainability and survival.
- Importance of being honest at your job and loyal towards the organisation.
- QUESTIONS AND ANSWERS BY THE STUDENTS.

## **GLIMPSES**



**Event report prepared by:**

Akshat Thakkar & Sanjukta Gavali

**Verified by:**

Prof. Monika Shrimali

**Submitted to:**

Dr. Reena Poojara, Prof. Monika shrimali

**Hosting was done by:**

Parag Sharma, Akshat Thakkar and Sanjukta Gavali

**This event was conducted under the guidance of CMC and Alumni Committee.**

# ALUMNI SPEAKS



## **Atharva School of Business**

### Activity / Event report

Name of event	: <b>ALUMNI SPEAKS, Episode-2</b>
Date(s) of conduction	: 8 <sup>th</sup> October 2022
Class / Sem	: PGDM Batch 2022-2024, Sem I
No. of students participated	: 62
Faculty Coordinator	: Dr. Ansha Gupta, Ms. Renu Jaisawal (CMC)
Student coordinator/ committee	: Mr. Akshat Thakkar, Ms Sanjukta Gavali
Resource person	: Mrs Nandita Mehta
Organization	: Morgan Stanley
Designation	: Director
Contact no.	:
Email ID	: <a href="mailto:quentindmello48@gmail.com">quentindmello48@gmail.com</a>

## **DESCRIPTION**

### **Objective**

- To introduce students to the corporate world and its challenges.

### **Key Takeaways**

- Discussion with Mrs. Nandita Meta, knowing about her past work experiences.
- Technical questions are asked during the alumini talk.
- Discussion about various projects Nandita maam had worked for.
- Important skills required in the industry.
- Work culture within in different companies she worked in.
- Work culture in India and outside India.
- Leadership and Team management skills.
- How you take yourself forward is the most important thing in life.
- Your 'ATTITUDE' matters.
- Always say 'WE', never say 'I'. Being a team player is very important.
- Have respect and show gratitude towards your colleagues and team mates.
- Show in your first job do not keep switching jobs in 1-2 years.
- When you switch your specialisation from marketing to finance you are considered a fresher in finance field.
- QUESTIONS AND ANSWERS BY THE STUDENTS.

# Flyer



**ATHARVA SCHOOL OF BUSINESS**

(Approved by AICTE, DTE & Govt. of Maharashtra)

powered by



**ALUMNI  
SPEAKS**



**NANDITA  
MEHTA**

**DIRECTOR - MNC**



OCTOBER 08TH, 2022  
2:30 PM - 4:00 PM



**CAMPUS TO  
CORPORATE**

**PGDM (2009-11)**

Atharva Education Complex, Malad-Marve Rd, Charkop Naka, Malad West, Mumbai - 400095  
Website : [www.atharvaims.edu.in](http://www.atharvaims.edu.in)

## **GLIMPSES**



**Event report prepared by:**

Akshat Thakkar & Sanjukta Gavali

**Verified by:**

Prof. Monika Shrimali

**Submitted to:**

Dr. Reena Poojara, Prof. Monika shrimali

**Hosting was done by:**

Parag Sharma and Arya Solanki

**This event was conducted under the guidance of CMC and Alumni Committee.**



**ATHARVA INSTITUTE OF MANAGEMENT STUDIES**  
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Maharashtra), NAAC Accredited Institute

**Activity / Event report**

Name of event	: ALUMNI SPEAKS
Date(s) of conduction	: 05 <sup>th</sup> November, 2022
Class / SEM	: MMS Batch 2021-23, SEM III
No. of students participated	: 55
Faculty Coordinator	: Dr. Reena Poojara, Prof. Monika Shrimali, Ms. Renu Jaiswal (CMC)
Student coordinator/ committee	: Mr. Jay Darji and Ms Ekta Garani
Resource Person	: Ms. Riya Mohan
Organization	: Mswipe Technologies Pvt. Ltd.
Designation	: Senior Executive HR

**DESCRIPTION**

**Objective**

- To introduce students to the corporate world and its challenges.

**Key Takeaways**

- Discussion with Ms. Riya Mohan about her past and current work experiences.
- Difference between HR Business Partner and HR Generalist was explained by her by giving few examples.
- Skills that matter the most in the industry.
- Briefed on various careers options in HR Domain.
- Focus more on applying theoretical concepts practically by doing multiple internships.
- Reading news articles and being updated with the economy is very important in corporate life.
- Leadership and Team management skills.
- How you begin your journey and take yourself forward is the most important thing in life.
- Discussion on how to go about the summer internship projects
- Your 'ATTITUDE' matters.
- Importance of soft skills and how to improve same
- Have respect and show gratitude towards your colleagues and team mates.
- Insights about Job Sustainability and survival.
- Importance of being honest at your job and loyal towards the organisation



# GLIMPSES



**Event report prepared by:**

Ms. Ekta Garani

**Verified by:**

Prof. Monika Shrimali

**Submitted to:**

Dr. Reena Poojara, Prof. Monika Shrimali

**Hosting was done by:**

Mr. Jay Darji and Ms. Ekta Garani

**This event was conducted under the guidance of CMC and Alumni Committee.**



**ATHARVA INSTITUTE OF MANAGEMENT STUDIES**  
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Maharashtra), NAAC Accredited Institute

**Activity / Event report**

Name of event	: ALUMNI SPEAKS
Date(s) of conduction	: 29 <sup>th</sup> November 2022
Class / SEM	: MMS Batch 2022-24, SEM I
No. of students participated	110
Faculty Coordinator	: Dr. Reena Poojara, Dr. Monika Shrimali, Ms. Renu Jaiswal (CMC)
Student coordinator/ committee	: Mr. Palak Shah and Ms. Saumya Kushwaha
Resource Person	: Ms. Prachi Malapur
Organization	: ICICI Foundation
Designation	: DY Manager HR

**DESCRIPTION**

**Objective**

- To introduce students to the corporate world and its challenges.

**Key Takeaways**

- Discussion with Ms. Prachi Malapur about her past and current work experiences.
- Difference between HR Business Partner and HR Generalist was explained by her by giving few examples.
- Skills that matter the most in the industry.
- Briefed on various careers options in HR Domain.
- Focus more on applying theoretical concepts practically by doing multiple internships.
- Reading news articles and being updated with the economy is very important in corporate life.
- Leadership and Team management skills.
- How you begin your journey and take yourself forward is the most important thing in life.
- Discussion on how to go about the summer internship projects
- Your 'ATTITUDE' matters.
- Importance of soft skills and how to improve same
- Have respect and show gratitude towards your colleagues and team mates.
- Insights about Job Sustainability and survival.
- Importance of being honest at your job and loyal towards the organization

## **GLIMPSES**



**Event report prepared by:**

Dr. Monika Shrimali

**Verified by:**

Dr. Reena Poojara

**Submitted to:**

Dr. Reena Poojara, Ms. Renu Jaiswal

**Hosting was done by:**

Mr. Palak Shah and Ms. Saumya

Kushwaha

**This event was conducted under the guidance of CMC and Alumni Committee.**

## 10. ECell Event: #14

**Resource Person: Mr. Shreyansh Nathwani, COO – Darsh Infotech Pvt. Ltd.**

**Held on 11.06.2022 (Offline mode – On-campus @ Seminar Hall)**

### **Activity / Event report:**

Name of event : E- Cell (IEIC)  
Date(s) of conduction : 27<sup>th</sup> AUGUST 2022  
Class/Semester : MMS/PGDM BATCH 2021-2023  
No. of students participated :  
Faculty coordinator : Prof. Gaanyesh Kulkarni  
Student coordinator/committee : Sonali Tiwari (MMS)  
Resource person : Mr. Shreyansh Nathwani  
Organization : Darsh Infotech Pvt. Ltd. Mumbai  
Designation : Director

### **DESCRIPTION**

Objective: Discussion over empathy and ideation

### **Key takeaways:**

Our hosts, Ms. Anu Prajapati and Ms. Preeti Gowda, got the event off to a good start. Dr. Harshita Kumar ma'am greeted and honored our guest, Mr. Shreyansh Nathwani.

It was elaborated on how networking works in a professional career. The significance of pursuing an MBA was examined. Customer satisfaction and the people in charge of this activity were discussed. The role of a manager and why one should become one were discussed. How important research is and how one should conduct extensive research before applying or making a decision, or it may not be the best decision. It was discussed what an entrepreneur is and why one should be one. The distinction between a businessman and an entrepreneur was discussed.

Mr. Shreyansh stated that because things are not easy, one must make things easier for themselves. To learn empathy, one should put themselves in the shoes of others. The speaker discussed two types of empathy: empathy for customers and empathy for employees. It was also explained how and what empathy is.

Pallavi Rane ma'am gave a memento at the end of the session, which was followed by a thank you note from our host, Ms. Sonali Tiwari.

## Event Flier

 **ATHARVA INSTITUTE OF MANAGEMENT STUDIES**  
(Approved by AICTE, DTE & Affiliated to Mumbai University)

### INNOVATION, ENTREPRENEURSHIP & INCUBATION CENTER (IEIC)



**Mr. Shreyansh Nathwani**  
Director, Darsh Infotech Pvt. Ltd

Guest Speaker

#### About

- I enjoy and thrive at leading both Darsh Infotech Pvt Ltd & Millennia Digital Ventures LLP and live moment by moment challenges that are thrown up by this exacting role, Key contributions in developing new business and revenue streams, customer-value maximization.
- I am always on the lookout for new challenges that take me to the next level professionally and personally.

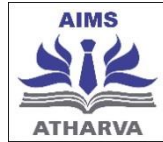
*Empathy & Ideation*

AUGUST 27th, 2022 | SATURDAY | 10:30 AM - 12:00 NOON

**Event report prepared by: Nishita Shetty (PGDM)**

Hosting was done by Ms. Anu Prajapati, Ms. Preeti Gowda, and Ms. Sonali Tiwari.

**This event was conducted under the guidance of Prof. Gaanyesh Kulkarni, HOD, Marketing.**



## **Atharva Institute of Management Studies**

### **Activity / Event report**

Name of event : Leadership talks

Speaker: Mr. Archis Joshi, AVP, Dr Reddy's Pvt. Ltd.

Year of conduction: 2022-2023( 25<sup>th</sup> February 2023)

No. of participants : 40

### **DESCRIPTION**

#### **Objectives:**

- To felicitate women's of Borivali
- To motivate the women in the files of arts, science, leadership and sports
- Mrs. Varsha Rane , Trustee, AGI was invited as a chief guest

# GLIMPSES















**EVENT REPORT PREPARED & Verified by:** Dr. Shubhi Lall Agarwal,  
Coordinator, IQAC, AIMS.



**ATHARVA INSTITUTE OF MANAGEMENT STUDIES**

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# **Staff Development Programme**

**On**

**“Building Professional Skills”**

**Powered by IQAC**

**From 20/06/2023 to 23/06/2023**

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## **About AIMS**

At Atharva, we believe in creating value through continuous effort to build up future managers. AIMS started with merely 25 students in 2003, which is now ranging to a strength of 300 students per year under our flagship programs affiliated to University of Mumbai viz. Masters in Management Studies(MMS) and three years MMS Program for working executives in Finance, Marketing & HR. AIMS has set quite a few benchmarks in the industry and across the nation by introducing the corporate concept of Mentor-Mentee Program, Stock Market Simulation Program, IT Awareness Programme 'IT Talks', E-Cell, Leadership Talks, Alumni Speaks, Expert Talks, International Research Conferences and Live Projects with reputed brands.

## **About SDP**

The teaching staff members focus on delivering educational content and instruction; non-teaching staff members provide essential support services that are vital for the overall operation and effectiveness of the organization. The staff development program is conducted to foster the growth, learning, and professional development of employees within the organization. It plays a crucial role in enhancing individual skills, improving job performance, and supporting the overall success of the organization. Following are the key objectives of the present staff development program.

## **Objectives**

- To enhance the skills and knowledge of employees in specific job-related skills, such as communication, leadership and technical expertise.
- To Increase employee productivity and performance by providing them with the necessary tools, resources, and knowledge to excel in their roles.

- To Nurture a learning culture by promoting continuous learning and professional development, and create an environment where employees are encouraged to acquire latest know-how and skills, share insights and best practices, and collaborate with their colleagues.
- To bring adoptability to changing educational sector trends that can help institute stay competitive by ensuring that staff is equipped with the latest knowledge and skills. This objective involves keeping employees updated on emerging trends, technologies, and best practices relevant to their roles.



## ***Session 1 & 2: Unlocking Effective Professional Communication***

Effective communication skills and email etiquette play a crucial role in today's professional landscape. Whether it's collaborating with colleagues, interacting with clients, or conveying information, clear and concise communication is essential. This staff development session aims to provide valuable insights and practical strategies for enhancing communication skills and mastering email etiquette. By cultivating these vital competencies, participants will be better equipped to foster positive relationships, minimize misunderstandings, and promote professional growth.

### **About Prof. Amrita Mathews**



Professor Amrita Mathews comes with a rich experience of 17 years with the corporate world. Have worked for various banks like Citibank, Yes bank. CitiFinancial, American express. She has an Excellent experience in startup of business units and sales of financial products and services. She was a trained trainer with Citibank, and has been a corporate freelance trainer and an entrepreneur for the last 8 years. She is widely known as an asset for the organization she had worked for. A true leader, and a great mentor for the teams she handled in her entire career.

### ***Session 3: MS Excel for Daily Use***

Microsoft Excel is a part and parcel of daily work on computer. The session will give hands on experience on formulas, functions, sort, filters, conditional formatting and building charts for data visualization. By acquiring such data handling skills, the staff will be able to easily access data, clean data and Analyse data for crucial decision making process by the top management. This will also give them a systematic approach towards data storage, processing and dissemination of information amongst various stakeholders.

#### **About Dr. Shubhi Lal Agarwal**



Dr. Shubhi Lal Agarwal is an author of 13 books and 15 research papers, a recipient of Dr APJ Abdul Kalam Lifetime Achievement National toward for teaching, research, publications, social work towards nation building and her novel #Why Outside Why Not India? She has 24 years of teaching experience and in 2022 she received a nation's choice award and was listed in top 100-women leaders from Glantor X, Bengaluru. She completed her research on Neural Network and Wind Turbines from Banasthali Vidyapith, Rajasthan in 2016 which is also listed in National Digital Library of India.

#### ***Session 4: Role of Non-Teaching Staff in Accreditation***

Non-teaching staff has a significant role to play in smooth functioning of the institution. No activity in the institute can be viewed in isolation, though each category of the staff may be engaged in different sets of activities. Accreditation also such a comprehensive activity which demands dedicated team work of both teaching and non-teaching staff members. The session covers overview of entire accreditation process that includes framework, criteria, documentation, presentation, overall preparation and planning for the accreditation of NBA first cycle (National Board of Accreditation), and second cycle of NAAC (National Assessment and Accreditation Council).

#### **About Dr. Henry D. Babu**



Dr. D. Henry is presently working as Director in AtharvaInstitute of Management. He graduated in Mechanical Engineering, completed post-graduation in Master of Business Administration, and awarded Ph.D. in Management from Bharatiya Vidyapeeth University, Pune. He also cleared National Eligibility Test (NET) in 1995. He has 30 years of Industry and academic experience. He is a PhD Guide, nine scholars got awarded. He is an external PhD examiner for many universities like Pacific University, DY Patil University, and Bharti Vidyapeeth University to name a few.

## Schedule of SDP

MODE: OFFLINE

DAY	DATE	SESSION	TOPIC	VENUE	TIME	RESOURCE PERSON
1	20/06/2023	Sessions 1	Unlocking Effective Professional Communication - I	Room no 1, Gr floor	10.00 AM – 1.00 PM	Prof. Amrita Mathew
2	21/06/2023	Sessions 2	Unlocking Effective Professional Communication - II	Room no 1, Gr floor	10.00 AM – 1.00 PM	Prof. Amrita Mathew
3	22/06/2023	Sessions 1	MS Excel for Daily Use	Computer Laboratory, 3 <sup>rd</sup> Floor	10.00 AM – 1.00 PM	Dr. Shubhi Lall Agarwal
4	23/06/2023	Sessions 1	Role of Non-Teaching Staff in Accreditation	Meeting Room, 4 <sup>th</sup> Floor	10.00 AM – 1.00 PM	Dr. D. Henry

**Picture Gallery**



Shot on OnePlus  
Powered by Triple Camera 2023.06.22 12:44

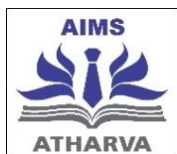
Dr Shubhi lall Agarwal teaching MS Excel to the non-teaching



staff



Staff members of Admin Department, Library and IT lab assistants attended this SDP



**ATHARVA INSTITUTE OF MANAGEMENT STUDIES**  
(Affiliated to University of Mumbai, Approved by AICTE, DTE & Govt. of Maharashtra)  
**NAAC Accredited Institute**

## Staff Development Program Report

Date	21 <sup>st</sup> September 2022
Venue	2 <sup>nd</sup> floor ,Crystal banquet hall, Atharva HMCT campus
Name of the Trainer	<b>Prof Narendra Bhatia (Harry) Professor –Learning &amp; Development / Director of Operations Atharva Group of Institutions/ Blue Ocean Resort &amp; Spa.</b>
Title of the Session	"Train the Trainer with Growth Mindset"

### MEMBERS PRESENT

Teaching staff	Non Teaching staff
1. Dr Harish Kumar S. Purohit	1. Mr. Prakash Bhatkar
2. Dr Harshita Kumar	2. Mr. Prathmesh Thakur
3. Dr. Shubhi Lall Agrawal	
4. Dr Reena Poojara	
5. Dr. Vaibhav Patil	
6. Prof Gaanyesh Kulkarni	
7. Prof Sandeep Rasal	
8. Dr. Sudhir Purohit	
9. Dr. Komal Ahuja	
10. Prof Leena Jagawat	
11. Dr. Ansha Gupta	
12. Prof Neha Kukreja	
13. Prof Himanshu Vaidya	
14. Ms. Renu Jaiswal (CMC)	
15. Ms. Jinal Shah (CMC)	

The SDP started at 10 am and it was carried on till 1.30 pm. Prof Harry invited the participants to introduce themselves. All the participants introduced themselves and their achievements and hobbies. They disclosed their hidden talents also.

### Key outcomes:-

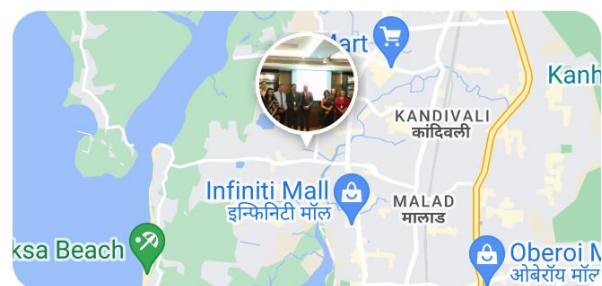


1. It was a rich experience and learning process for all the participants.
2. The session was carried out with short videos on success mantras.
3. Pictures interpreting different personalities and one's perspective towards life and problems were tested through different management exercises to test the growth mind-set of the participants.
4. Interpretation of the following keywords were discussed :-
  - a. Intelligence
  - b. Learn
  - c. Learning
  - d. Mind-set
  - e. Mistake
  - f. Obstacle
  - g. Opportunity
  - h. Optimistic
  - i. Perseverance
  - j. Possible
  - k. Potential
  - l. Succeed
  - m. Success

### **Outcomes and Take away of the Session :**

It was promised by all the participants that they will take away at least three words out of key words interpreted above.

The Session ended with a Group photograph and Dr. Harish Kumar S. Purohit gave vote of thanks to Mr. Harry for such a wonderful session.





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**Faculty Development Program Report**

**DAY 1**

<b>Date</b>	12 <sup>th</sup> May, 2023
<b>Venue</b>	Classroom No 6, 3 <sup>rd</sup> Floor , Phase 3, Atharva Institute of Management Studies
<b>Name of the Trainer</b>	Dr. R. K. Sharma Controller of Examination, Guru Ghasidas Vishwavidyalaya, Bilaspur
<b>Title of the Session</b>	Methodology of Research and Statistical Techniques
<b>Mode of Instruction</b>	Online mode

**FACULTY MEMBERS PRESENT**

Sno.	Name of The Faculty
1	Dr. D. Henry (Director)
2	Dr. Shubhi Agarwal
3	Dr.Reena Poojara
4	Dr. Sudhir Purohit (Convenor)
5	Dr.Vaibhav Patil
6	Prof.Ganesh Apte
7	Prof. Gaanyesh Kulkarni
8	Dr. Monika Shrimali
9	Dr. Swati Agrawal
10	Dr. Bharti Savla
11	Prof. Ketan Sutaria

The program started at 9.30 am with an inaugural ceremony by lightening the lamp by Dr. D. Henry, Director of Atharva Institute of Management Studies followed by *Sarvasvati Vandana*

The online session by Dr. R. K Sharma, started at 10.00 am with an introduction to what do we mean by Research with an interactive session with the present faculty members and aspirant Ph. D. Scholars and with simple and easy explanation , sir made the concept of Research very easy. With the help of White Board online and live PPT presentation, it became very easy to understand the basic concept of research, scope of research and how to choose the title of a research. What are the Do's and Don'ts while framing the research title was also explained by Dr. Sharma.

Dr. R. K. Sharma being research guide, enlightened the class of faculty members with concepts such as how to avoid incomplete title of research, Identify the Research Gap, Literature Review, Objective of research, how to frame Hypothesis ,Theoretical framework,

The First day of the Faculty Development Program completed successfully with lot of knowledge and enthusiasm.

## **Faculty Development Program Report**

### **DAY 2**

<b>Date</b>	13 <sup>th</sup> May, 2023
<b>Venue</b>	Classroom No 6, 3 <sup>rd</sup> Floor , Phase 3, Atharva Institute of Management Studies
<b>Name of the Trainer</b>	Dr. R. K. Sharma Controller of Examination, Guru Ghasidas Vishwavidyalaya, Bilaspur
<b>Title of the Session</b>	Methodology of Research and Statistical Techniques
<b>Mode of Instruction</b>	Online mode

#### **FACULTY MEMBERS PRESENT**

Sno.	Name of The Faculty
1	Dr. D. Henry (Director)
2	Dr. Shubhi Agarwal
3	Dr.Reena Poojara
4	Dr. Sudhir M. Purohit (Convenor)

5	Dr. Vaibhav Patil
6	Prof. Ganesh Apte
7	Prof. Gaanyesh Kulkarni
8	Dr. Monika Shrimali
9	Dr. Swati Agrawal
10	Dr. Bharti Savla
11	Prof. Ketan Sutaria

On the Second Day Dr. R. K. Sharma Stated his session with practical question answer session where a Questionnaire was prepared with multiple answers and the participants were supposed to answer with a logical reasoning .It was a very interactive session and Dr. Sharma also appreciated the involvement and participation of all the faculty members. With the help of White Board Technology, Dr. R. K. Sharma showed the degree of acceptance and rejection . also how to frame .Questionnaire, Sampling Method – Probability ,and Non-Probability sampling, Data analysis and Refine (Parametric and Non Parametric), Creating the Research topic, & Literature review related to selected topic were discussed and explained by Dr. R. K.Sharma.

Theoretical framework , How to frame Questionnaire, Sampling Methods – Probability and Non – Probability sampling, Data Analysis and Refine Parametric and Non Parametric were also explained by Dr. R. K. Sharma.

The Day 2 of the Faculty Development Program completed with a Vote of Thanks by Convener Dr. Sudhir M. Purohit .

## Faculty Development Program Report

### DAY 3

<b>Date</b>	15 <sup>th</sup> May, 2023
<b>Venue</b>	I T lab , 3 <sup>rd</sup> Floor , Phase 3, Atharva Institute of Management Studies
<b>Name of the Trainer</b>	Dr. Madhukar Dalvi

	Nagindas Khandwala College ( Autonomous ) Malad West Mumbai Advisoty , Editorial Board Member, Research Consultant and Resource Person
<b>Title of the Session</b>	How to perform and report an Impactful Analysis using various data analysis tools
<b>Mode of Instruction</b>	Offline mode

### **FACULTY MEMBERS PRESENT**

S.no.	Name of The Faculty
1	Dr. D. Henry (Director)
2	Dr. Shubhi Agarwal
3	Dr.Reena Poojara
4	Dr. Sudhir Purohit (Convenor)
5	Dr.Vaibhav Patil
6	Prof.Ganesh Apte
7	Prof. Gaanyesh Kulkarni
8	Dr. Monika Shrimali
9	Dr. Swati Agrawal
10	Dr. Bharti Savla
11	Prof. Ketan Sutaria

The Session of Day 3 Started with the introduction of Dr. Madhukar Dalvi Sir . The necessary software installation were duly done before hand in the IT lab for all the faculty members of the FDP. It was a remarkable gesture by Dr. Dalvi sir , as he came before his scheduled time and took a overviewed personally for installation of SPSS software and Jamovi software before ,the hands on training to be started in the IT lab.

Dr. Madhukar Dalvi Sir, started his session with a pre installation of all the necessary folders, software, work sheets in all the participants machines. Dr. Dalvi explained with a help of PPT presentation explaining the basics of Research. This was a surprise gift for all the participants as it resulted in the revision of last Two days session . This time the participants experienced hands on training of the SPSS software simultaneously with the trainer. Since it was first time

experience of many participants, it was new but very much exiting.. Dr. Dalvi Explained Data analysis, and hands on training on the SPSS software. Data collection, coding, Regression analysis with hands on training, Reliability test and validity test were also explained by Dr. Dalvi

## Faculty Development Program Report

### DAY 4

<b>Date</b>	16 <sup>th</sup> May, 2023
<b>Venue</b>	I T lab , 3 <sup>rd</sup> Floor , Phase 3, Atharva Institute of Management Studies
<b>Name of the Trainer</b>	Dr. Madhukar Dalvi Nagindas Khandwala College ( Autonomous ) Malad West Mumbai Advisoty , Editorial Board Member, Research Consultant and Resource Person
<b>Title of the Session</b>	How to perform and report an Impactful Analysis using various data analysis tools
<b>Mode of Instruction</b>	Offline mode

### FACULTY MEMBERS PRESENT

S.no.	Name of The Faculty
1	Dr. D. Henry (Director)
2	Dr. Shubhi Agarwal
3	Dr.Reena Poojara
4	Dr. Sudhir M. Purohit (Convenor)
5	Dr.Vaibhav Patil
6	Prof.Ganesh Apte
7	Prof. Gaanyesh Kulkarni
8	Dr. Monika Shrimali
9	Dr. Swati Agrawal
10	Dr. Bharti Savla
11	Prof. Ketan Sutaria

The Day 4 session started with the hands on training on the JAMOVI software , wer Dr. Dalvi. Explained the comparative easy and lucid approach to the software as compare to SPSS software. Dr. Madhukar Dalvi Sir , practically soved the complex calculation of data interpretation in an easy way through JAMOVI software which is freely available. Data interpretation, framing of Hypothesis, testing of Hypothesis, Generating Descriptive Statistics, Correlation Analysis, ,Chi Square test, Analysis of Variance were also explained by Dr. Dalvi. The hands on training on JAMOVI software was very nicely done by Dr. Dalvi with all the participants by resolving their individual quarries and it was very informative and successful session at the end of the 4<sup>th</sup> Day. The Session ended up with vote of thanks by Director , Dr. D. Henry Sir and a round of applause with standing ovation by all the participants.

### **Faculty Development Program Report**

#### **DAY 5**

<b>Date</b>	17 <sup>th</sup> May, 2023
<b>Venue</b>	I T lab , 3 <sup>rd</sup> Floor , Phase 3, Atharva Institute of Management Studies
<b>Name of the Trainer</b>	Dr.Shubhi lall Agrawal Atharva Institute of Management Studies Head IQAC
<b>Title of the Session</b>	Advance Excel Training and Plagiarism and Citation
<b>Mode of Instruction</b>	Offline mode

#### **FACULTY MEMBERS PRESENT**

S.no.	Name of The Faculty
1	Dr. D. Henry (Director)
2	Dr. Shubhi Agarwal
3	Dr.Reena Poojara
4	Dr. Sudhir M. `Purohit (Convenor)
5	Dr.Vaibhav Patil
6	Prof.Ganesh Apte
7	Prof. Gaanyesh Kulkarni

8	Dr. Monika Shrimali
9	Dr. Swati Agrawal
10	Dr. Bharti Savla
11	Prof. Ketan Sutaria

On Day 5 of the Faculty development program , Dr. Shubhi lall Agrawal being resource person for the session , started hands on training by explaining the basics of Excel and the different formulas and applying tools for data analysis and interpretation from the point of view of Research. The training was totally based on practical applicability of formulas and data calculation using advance Excel tools and techniques. Dr. Shubhi , covered the aspects like. Sum, Max, Min , What if , greater than , less than, finding any data which will satisfy a condition on the another sheet but result to be displayed on another sheet.

Dr. Shubhi also discussed about Plagiarism and Citation . The concept of plagiarism , how we can avoid our selves from Plagiarism while writing a paper. What are the different ways our work can be Cited to others such as Opening a Google Scholar account, referring *Shodhganga* for research papers and Theses.

The session was a very unique and useful to all the participants who were encouraged to write research paper.

The 5<sup>th</sup> Day of the faculty development program ended successfully with great enthusiasm.

### **Faculty Development Program Report**

#### **DAY 6**

<b>Date</b>	18 <sup>th</sup> May, 2023
<b>Venue</b>	I T lab , 3 <sup>rd</sup> Floor , Phase 3, Atharva Institute of Management Studies
<b>Name of the Trainer</b>	Dr.D. Henry Director Atharva Institute of Management Studies
<b>Title of the Session</b>	Outcome Based Education and Course outcome and Program Outcome mapping
<b>Mode of Instruction</b>	Offline mode



## FACULTY MEMBERS PRESENT

S.no.	Name of The Faculty
1	Dr. D. Henry (Director)
2	Dr. Shubhi Agarwal
3	Dr.Reena Poojara
4	Dr. Sudhir M. Purohit (Convenor)
5	Dr.Vaibhav Patil
6	Prof.Ganesh Apte
7	Prof. Gaanyesh Kulkarni
8	Dr. Monika Shrimali
9	Dr. Swati Agrawal
10	Dr. Bharti Savla
11	Prof. Ketan Sutaria

The Day 6 of the Faculty development Program started with the Session of Dr. D. Henry sir . Dr. Henry discussed about the concept of Outcome Based Education ( OBE ) by explaining the significance of OBE for NAAC and NBA for the accreditation purpose. Different Criteria of NAAC and NBA were discussed by Dr. Henry and also the framework of OBE was also explained. The Concept of Programme Educational Objectives were also explained by Dr. Henry Sir. Dr. Henry discussed the Program Outcome concept and how all these concepts are different from each other and their significance and also the 10 different criterion of NBA along with 7 different criterion of NAAC and how they are interconnected and on what areas they are different.

### Faculty Development Program Report

#### DAY 7

<b>Date</b>	19 <sup>th</sup> May, 2023
<b>Venue</b>	I T lab , 3 <sup>rd</sup> Floor , Phase 3, Atharva Institute of Management Studies
<b>Name of the Trainer</b>	Dr.D. Henry Director Atharva Institute of Management Studies

<b>Title of the Session</b>	Outcome Based Education and Course outcome and Program Outcome mapping
<b>Mode of Instruction</b>	Offline mode

### **FACULTY MEMBERS PRESENT**

S.no.	Name of The Faculty
1	Dr. D. Henry (Director)
2	Dr. Shubhi Agarwal
3	Dr.Reena Poojara
4	Dr. Sudhir M. Purohit (Convenor)
5	Dr. Vaibhav Patil
6	Prof.Ganesh Apte
7	Prof. Gaanyesh Kulkarni
8	Dr. Monika Shrimali
9	Dr. Swati Agrawal
10	Dr. Bharti Savla
11	Prof. Ketan Sutaria

The Session of Day 7 of the Faculty development Program started with the discussion on criterion of Blooms Taxonomy of K1, K2 K3, K4, K5, K6 of Remember, Understand, Apply, Analyse, Evaluate and Create.

Dr. Henry discussed the Bloom Taxonomy for the course outcome which all the participants were supposed to prepare and present based on the current course which they are teaching.

The session became more interesting when the concept of CO PO and PSO were understood because of the awesome , smooth, slow and steady explanation by Dr. D. Henry Sir.

Dr. Henry made the participants hands on training by making them prepare the Course Outcome and how they can connect with the programme outcome and also each participant came up with their own subject related course outcomes and presented in front of every one and got active participation and involvement.

The session ended up with Vote of Thanks from Dr. Shubhi lall Agrawal and also sharing of opinion from each participants their expression of satisfaction and vote of thanks to the resource person for the day, Dr. D. Henry sir. The 7 days Session of the Faculty development Program came to end with a Group photograph and happy memories for the next coming sessions.

Report prepared by

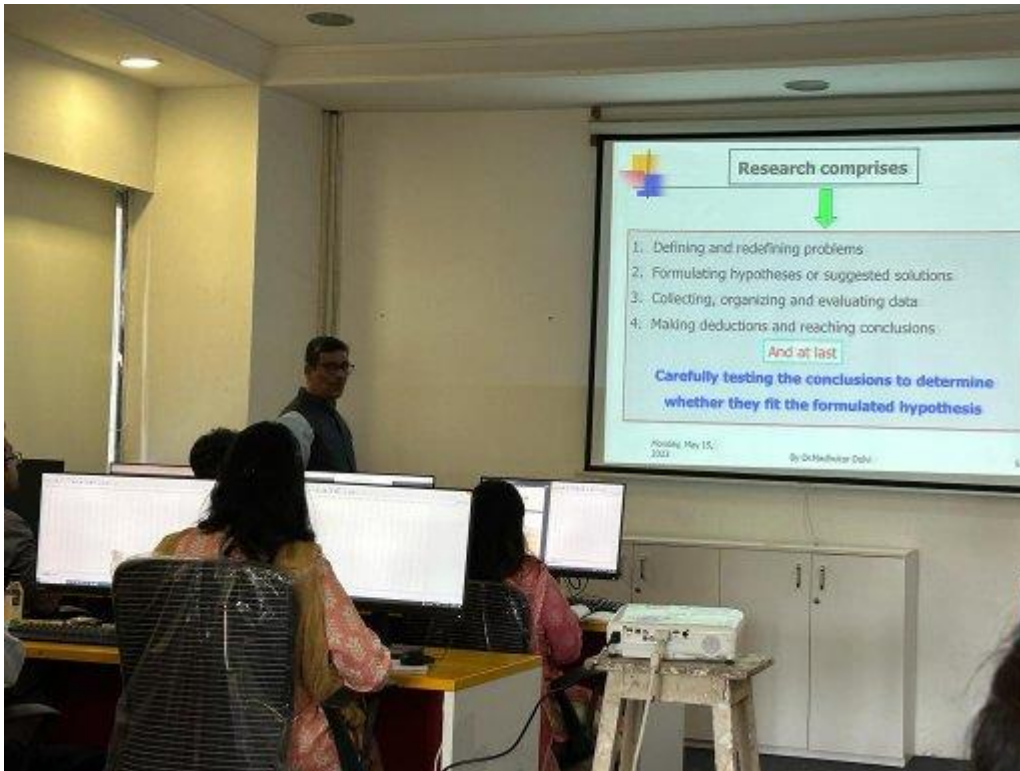
Dr. Sudhir M. Purohit

In-Charge Head Faculty Development Program

Assistant Professor

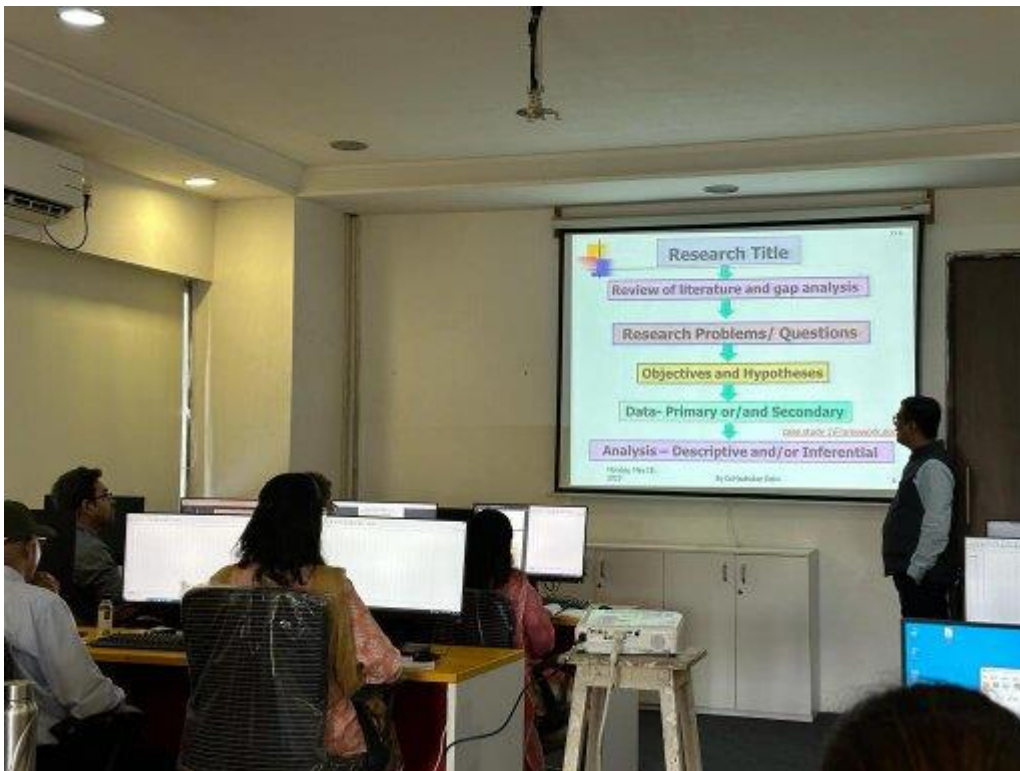
Department of Finance

Atharva Institute of Management Studies





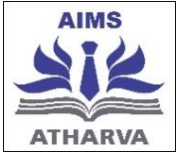












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## **Student Development Programme**

**Innovative Teaching and Learning Method**

Conducted on by 06/02/2023

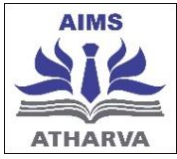
*Dr Sudhir Purohit*

*Assistant Professor, Finance Department*









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**Student Development Programme**  
**Domain Knowledge Session for Placement**  
Conducted on **05/01/2023**

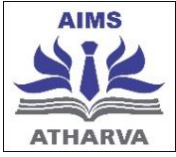
by

*Dr Sudhir Purohit*

*Assistant Professor, Finance Department*







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**Student Development Programme**

**Annual Budget 2023**

**Live Budget Session conducted on 02/01/2023**

by

*Dr Sudhir Purohit*

*Assistant Professor, Finance Department*

**About the Session**

The Live budget session was conducted for the benefit of the students. The students noted down important point and discussed. It was very innovative and informative session as the seating arrangement was also like a parliament.



*Live telecast viewed by the students of MMS under the Guidance of Dr Sudhir Purohit, Assistant Professor, Finance Department*

## Picture Gallery of the Student Development Programme



Students of MMS enjoying the session





Students of MMS watching the live budget





Dr Sudhir Purohit clearing the doubts of students during the discussion



Students reading the newspaper and understanding the basics of budget.





GPS Map Camera



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Malad West, Mumbai, 400095, MH, India  
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Note : Captured by GPS Map Camera



GPS Map Camera



**Mumbai, MH, India**  
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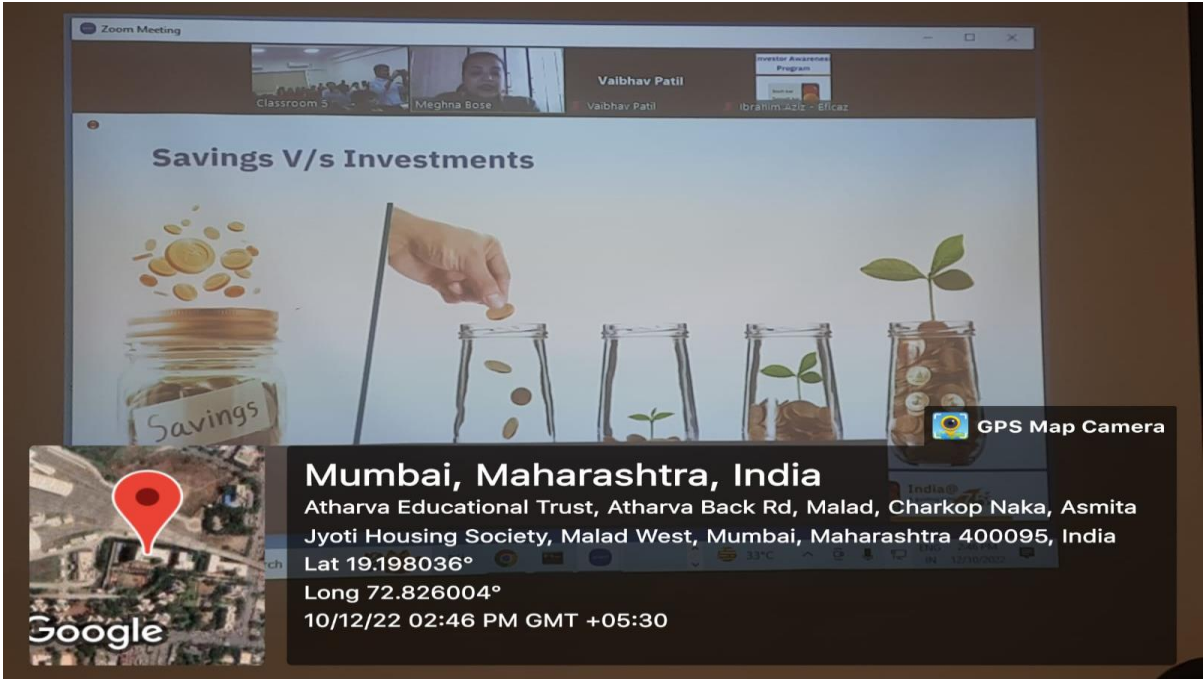
**Student Development Programme**

**NSE Session for MMS Sem 1**

Conducted on by 10/12/2022

Organised by:- Dr.Vaibhav Patil

Dr. Sudhir Purohit





GPS Map Camera



### Mumbai, Maharashtra, India

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Jyoti Housing Society, Malad West, Mumbai, Maharashtra 400095, India  
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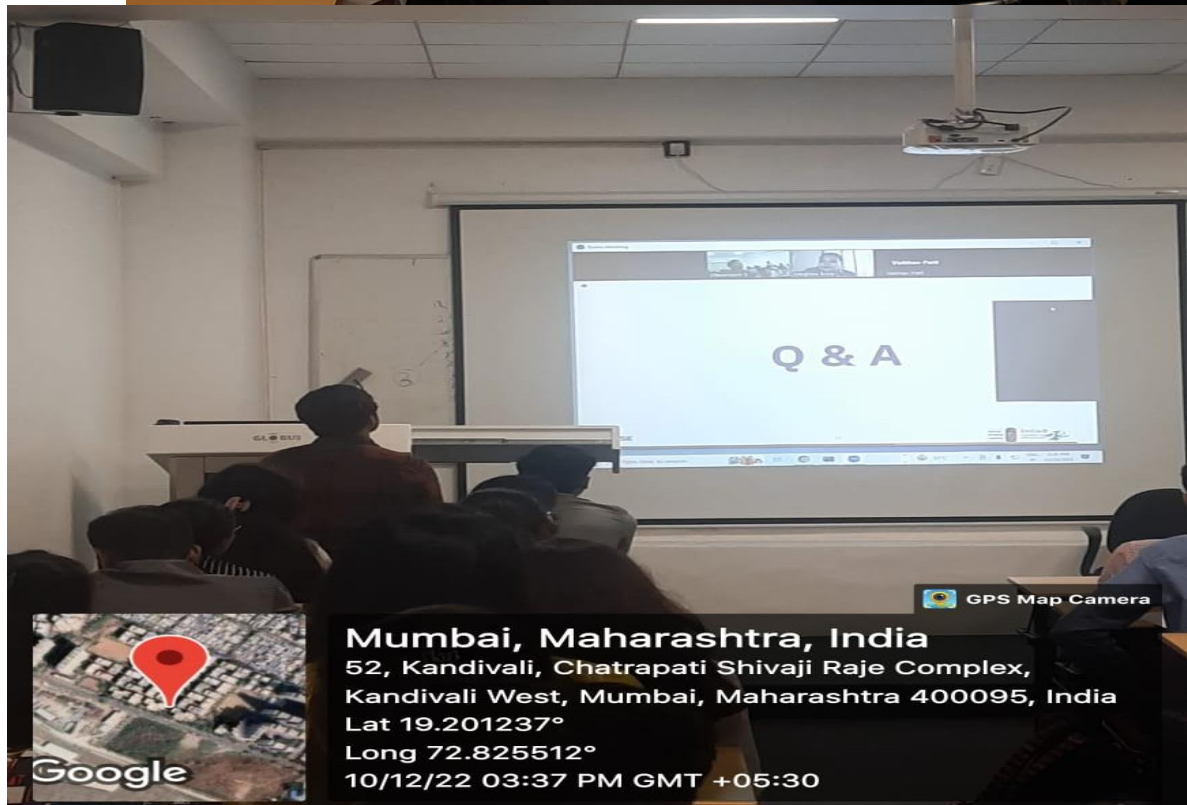
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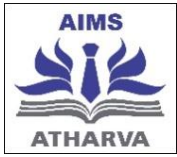


### Mumbai, Maharashtra, India

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Long 72.825978°  
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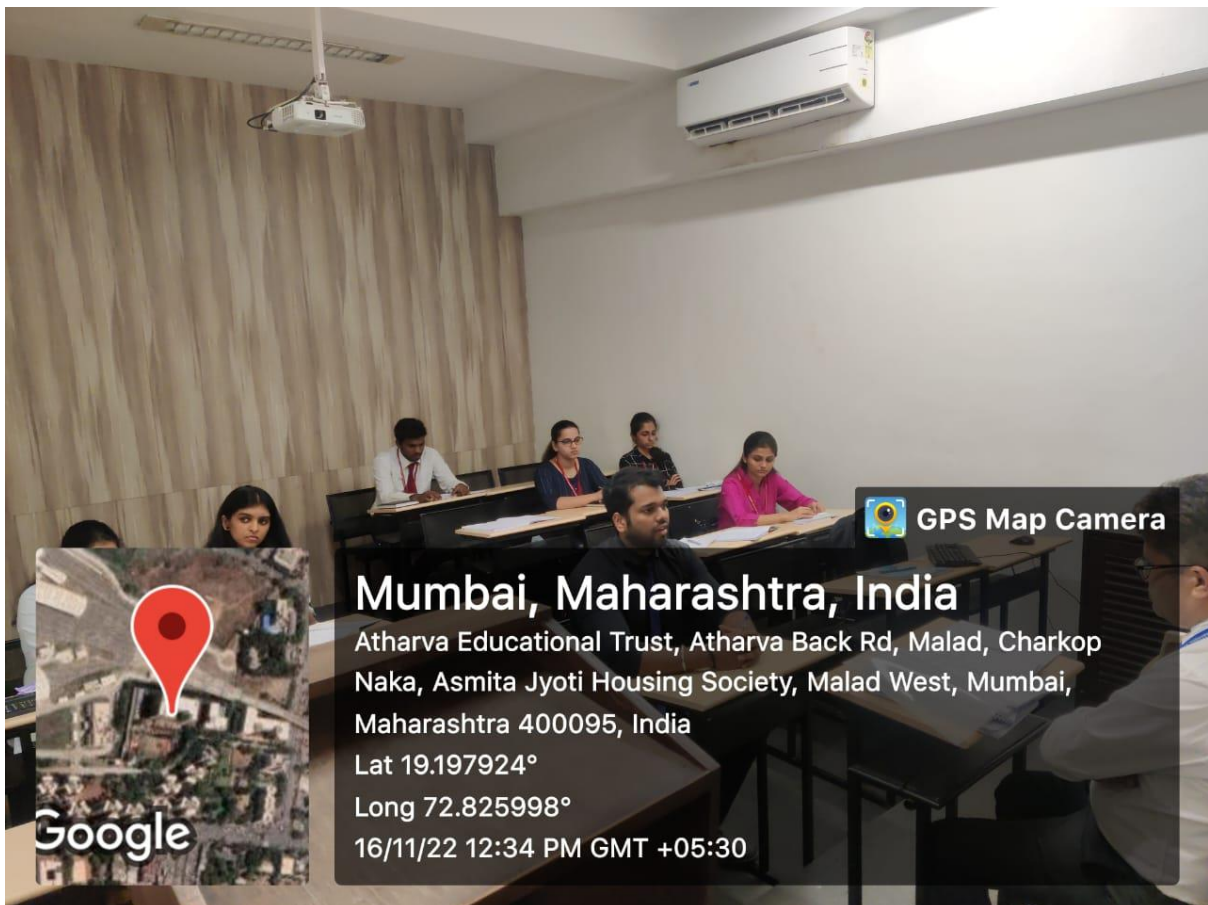
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**Student Development Programme**  
**Mentor Mentee Session and Mock Interview**  
**Conducted on 16/11/2022**


**By**

**Dr.Sudhir Purohit**

*Assistant Professor, Finance Department*





 GPS Map Camera

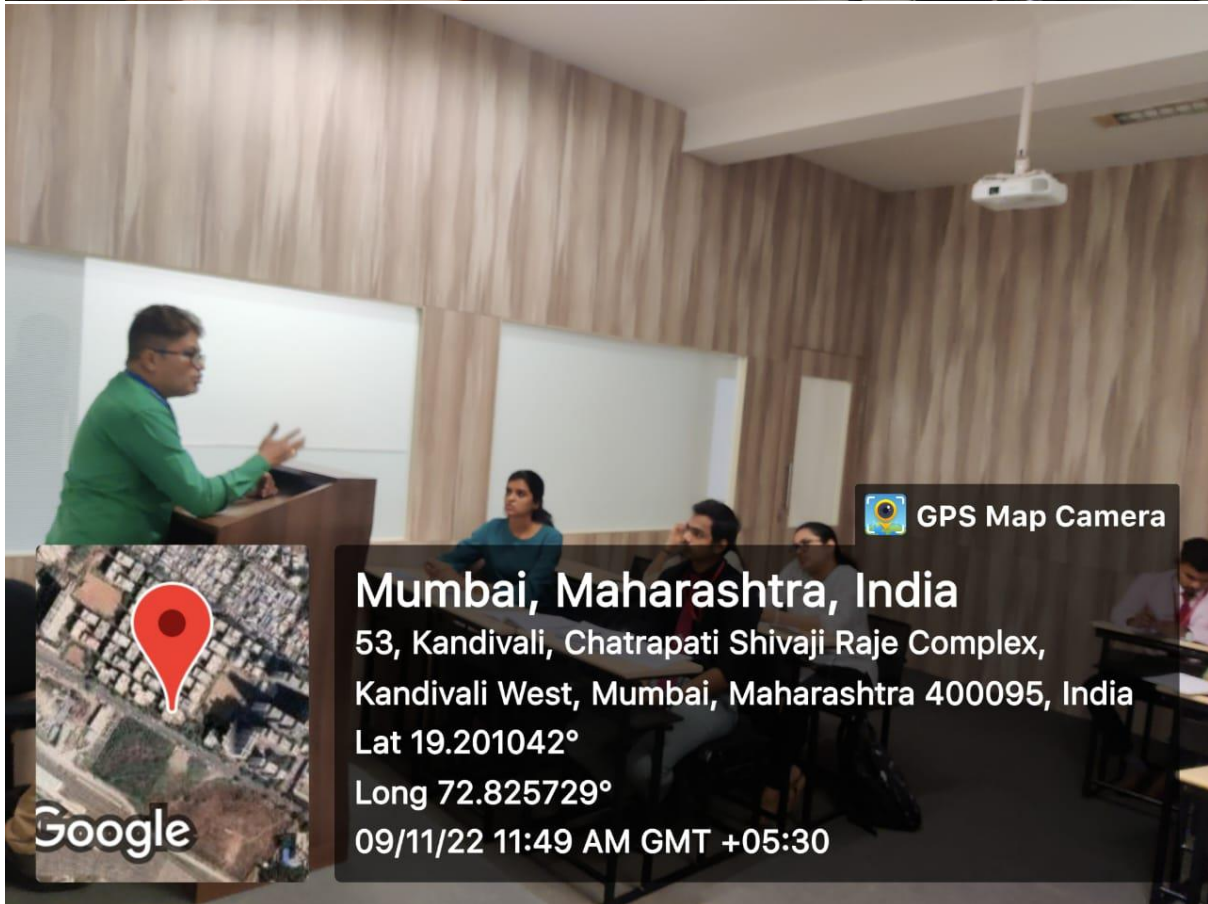
## Mumbai, Maharashtra, India


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Naka, Asmita Jyoti Housing Society, Malad West, Mumbai,  
Maharashtra 400095, India

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Long 72.825998°

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 GPS Map Camera

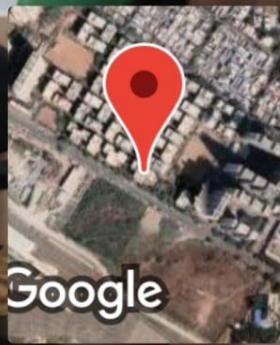
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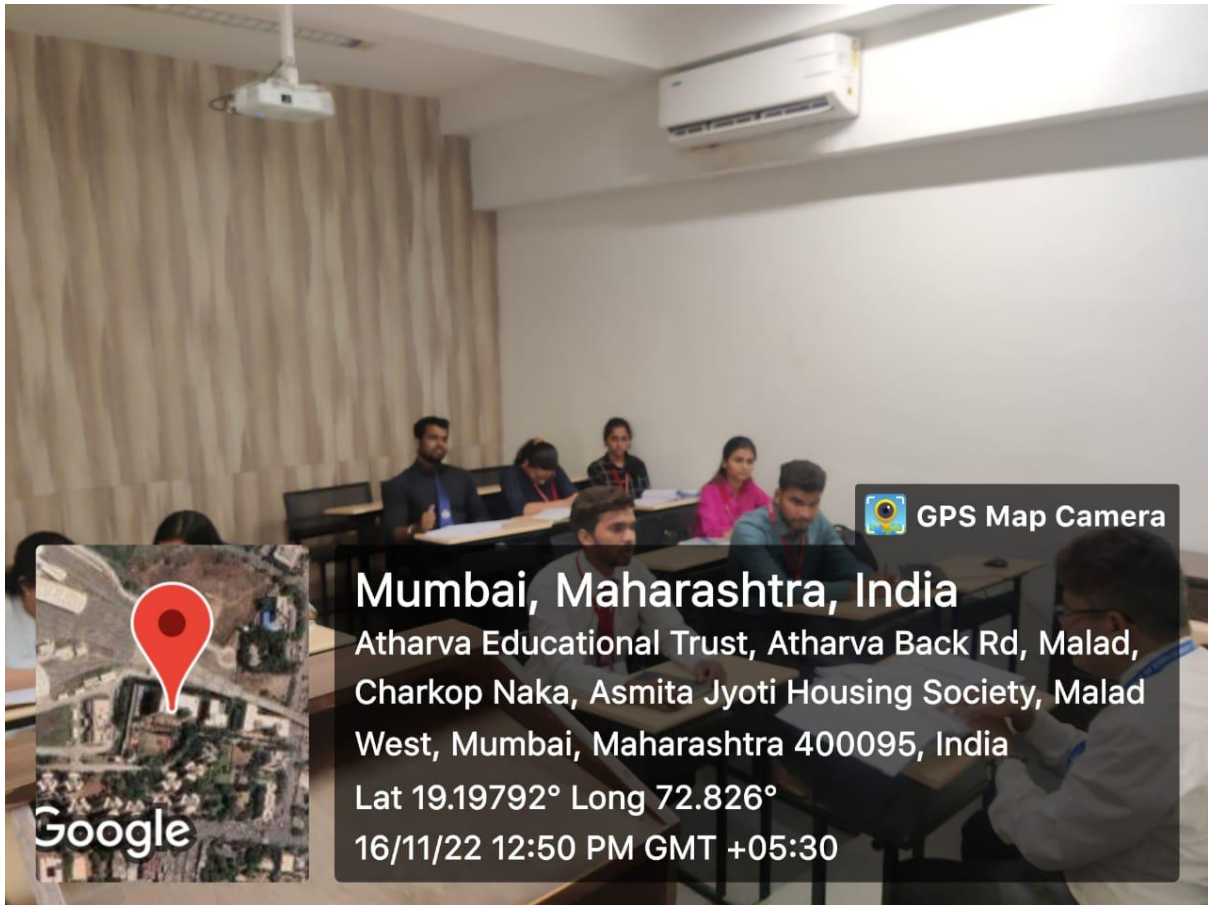
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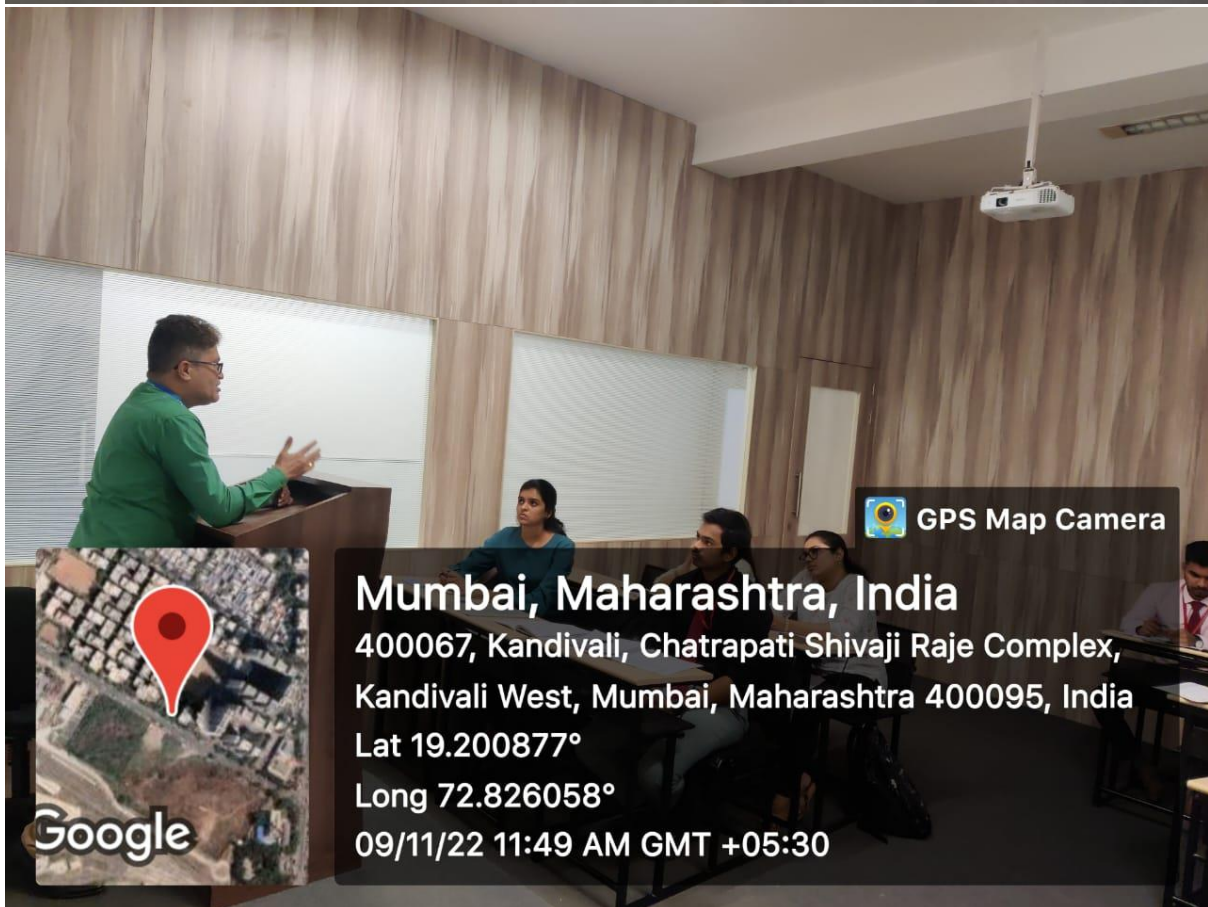
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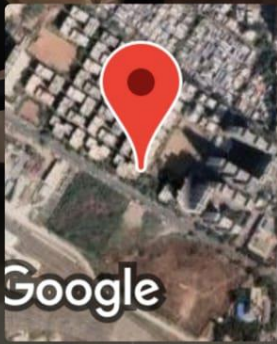
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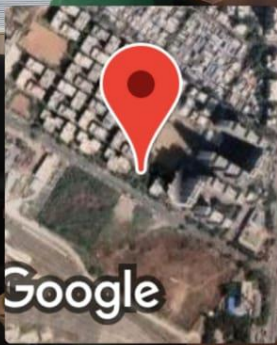
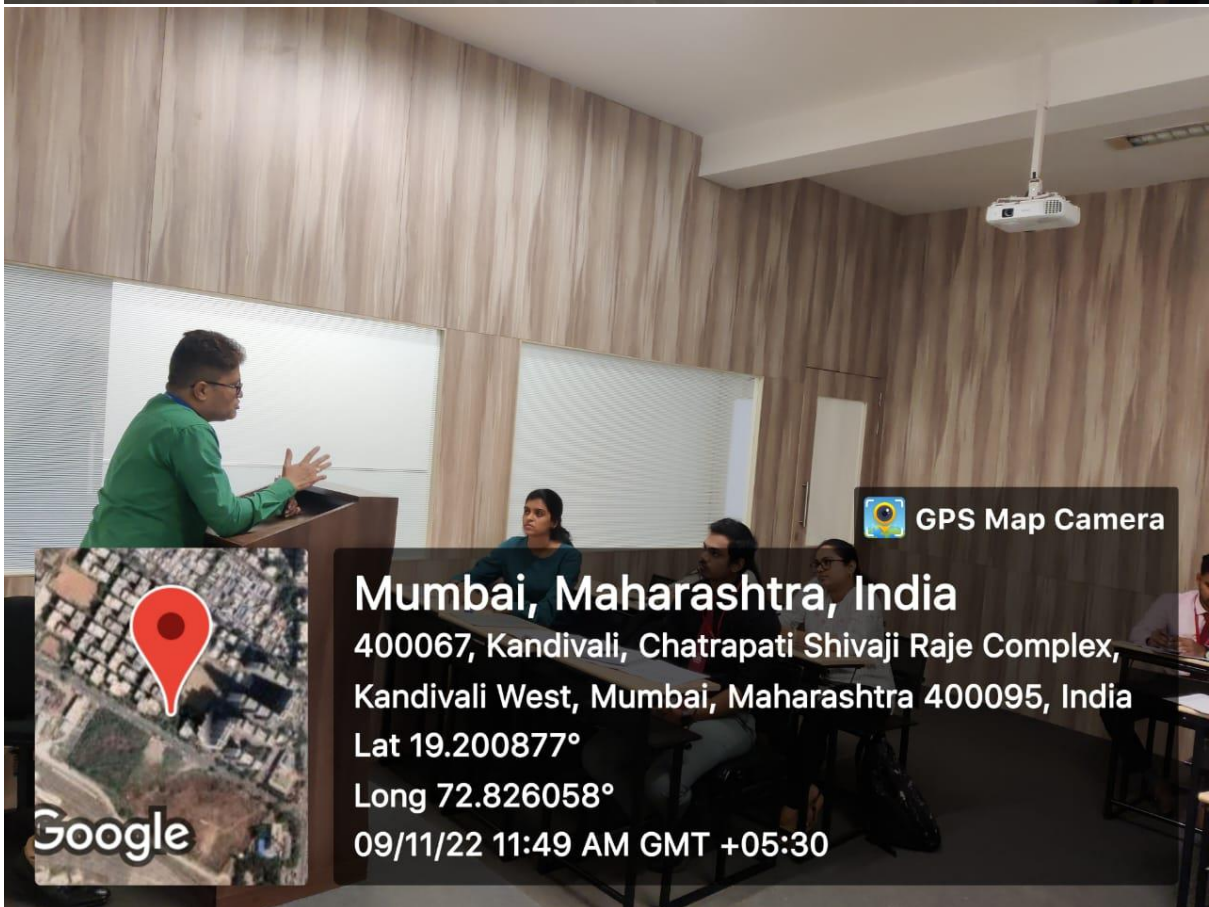






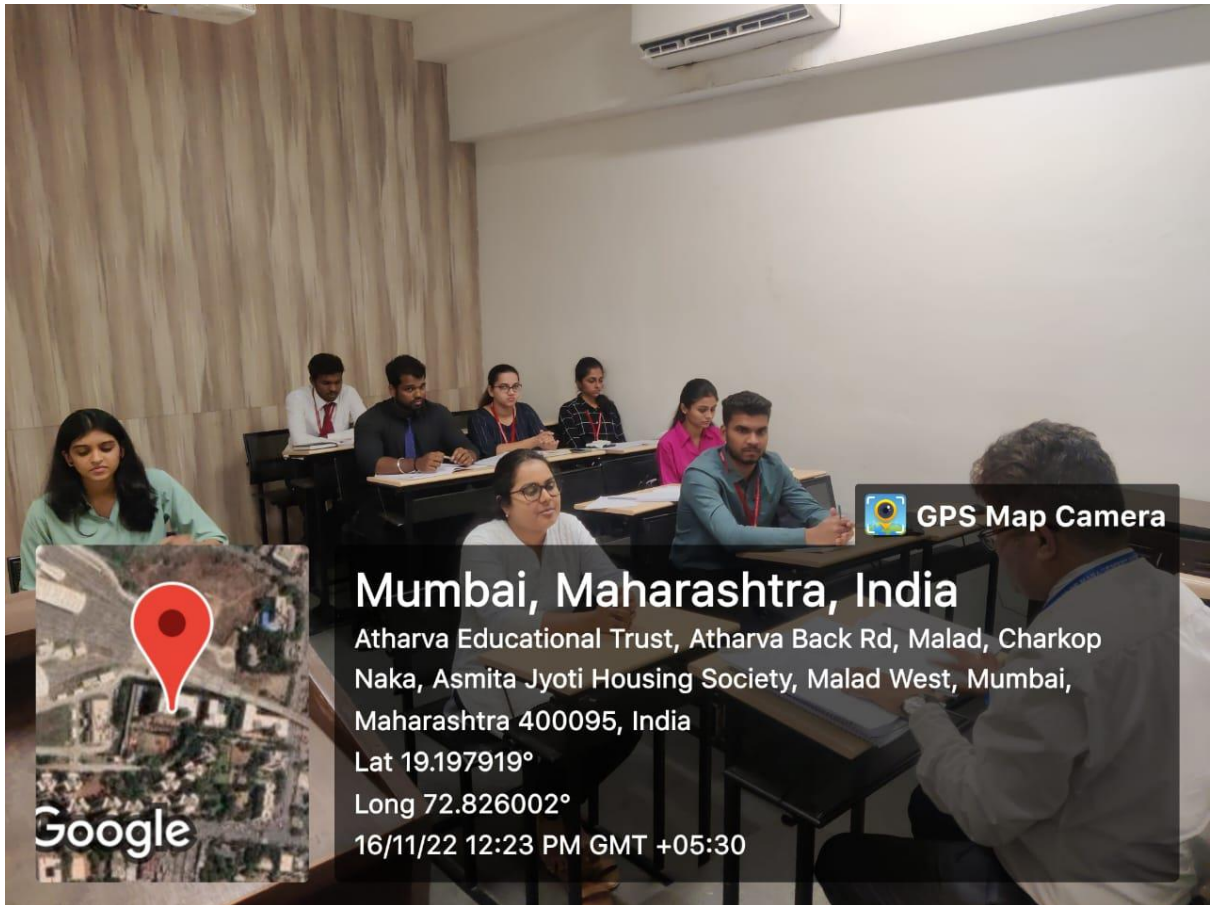
## Mumbai, Maharashtra, India


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Lat 19.200989°  
Long 72.825923°  
09/11/22 11:49 AM GMT +05:30



## Mumbai, Maharashtra, India

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Lat 19.200877°  
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09/11/22 11:49 AM GMT +05:30



 GPS Map Camera

## Mumbai, Maharashtra, India

Atharva Educational Trust, Atharva Back Rd, Malad, Charkop  
Naka, Asmita Jyoti Housing Society, Malad West, Mumbai,  
Maharashtra 400095, India

Lat 19.197919°

Long 72.826002°

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Google

## **INDUSTRIAL VISIT MMS - 2021-2023: JAISALMER & JODHPUR, (RAJASTHAN)**

The MMS 2021-2023 students went on an Industrial Visit to Jaisalmer and Jodhpur, Rajasthan, from 28th February to 5th March 2023. The purpose of the visit was to provide the students with an opportunity to gain practical exposure and learn about industrial processes and practices in different environments.

90 students were accompanied by two faculty members, one Admin staff, and the Tour guides as they began their journey at 3 pm on 28th February 2023, by boarding the train from Dadar Terminus to Bhagat ki Kothi station. The train journey was a 16-hour journey, which the students truly enjoyed. They spent their time chatting, singing, dancing, and playing games.

### **DAY 1: 01/03/2023**

On the first day of their trip, the MMS students arrived at Bhagat ki Kothi station in Jodhpur, Rajasthan. The students were eager and excited to start their academic tour, and could hardly wait to delve into the culture and history of this incredible destination. As the students stepped off the train, they were guided by their tour guide for the rest of the journey. Once everyone had gathered their luggage, they all boarded the bus that took them to Nirali Dhani Hotel in Jodhpur for breakfast. The ride took around 30 minutes, during which the students were treated to an amazing view of the city. They saw the stunning architecture and the colourful culture around them.

Upon arrival at the hotel, the students were welcomed by the staff who directed them toward the dining hall. The hotel had arranged some delicious breakfast for the students, consisting of delicious delicacies. The students were thrilled with the food and enjoyed every bite. Post breakfast students boarded the bus to leave for Jodhpur for their overnight stay at Hotel Desert Palace.

After a comfortable four-hour journey, the bus arrived at the Desert Palace, an exquisite heritage property that is now converted into a hotel. Students, Faculty members, and Tour guides were then escorted to the dining hall where a sumptuous lunch awaited them. The menu included a wide range of vegetarian dishes, along with traditional desserts.

In the evening, the students left for sightseeing at Gadisar Lake, another popular tourist spot in Jodhpur. The lake was built in the late 14th century by Maharaja Gadi Singh and was a primary source of water for the city at that time. The students were fascinated by the serene beauty of the lake and the intricate structures built around it like temples, havelis, and chhatris. The students spent a leisurely hour at Gadisar Lake, boating, clicking pictures, shopping, and enjoying the scenic beauty. They then returned to the bus and headed back to their hotel for a splendid evening which consisted of traditional Rajasthani folk music which the students thoroughly enjoyed. The day came to an end with an exquisite dinner and traditional desserts.





**GADISAR LAKE**



**HOTEL DESERT PALACE**

**DAY 2: 02/03/2023**

The second day began with a healthy breakfast at the Desert Palace Hotel. Post breakfast students, faculty members, and tour guides checked out from the Desert Palace Hotel to board the bus for the next set of destinations which was the Jaisalmer Fort, also known as Sonar Quila or Golden Fort, it is a UNESCO World Heritage Site and one of the largest forts in the world. The bus dropped Students, Faculty Members, and Tour Guides off at the entrance of the fort, and they walked through narrow alleys lined with shops selling souvenirs, handicrafts, and traditional Rajasthani clothes. They then visited the Jain Temple inside the fort, which is known for its intricate carvings and architecture. After exploring the fort and the temple, Students, Faculty members, and tour guides were served a delightful lunch at a nearby hotel which consisted of traditional and local Rajasthani dishes.



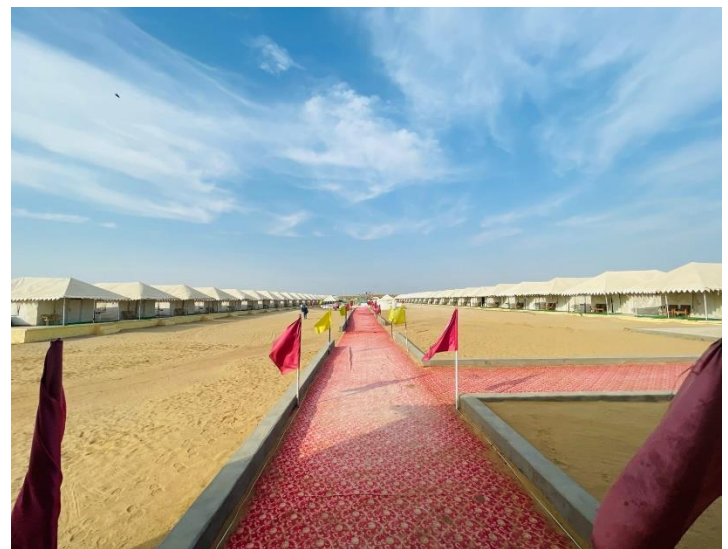
**JAISALMER FORT**

Post lunch students headed to the Kuldhara Village, Jaisalmer also known as Ghost Village / Abandoned Village where the guide at the site briefed students, faculty members, and tour guides about the history of the village. After the briefing, the group explored the abandoned village, which has become a tourist attraction. The dilapidated houses, temples, and other structures provided a glimpse into the lives of the villagers who once lived there. Overall, it was a fascinating and educational experience for the students and faculty members, giving them an insight into the history and culture of the region.



**KULDHARA VILLAGE (GHOST VILLAGE)**

The students then boarded the bus to arrive at the Mehar Adventure Camp, Jaisalmer for their overnight stay. Students enjoyed a thrilling experience in the desert through the Jeep Ride and Camel Safari at the Thar Desert, Jaisalmer which was an unforgettable experience. Riding on the back of a camel while watching the sun go down over the dunes was a unique and beautiful experience.



**MEHAR ADVENTURE CAMP**



**JEEP RIDE**



**CAMEL SAFARI**

The evening was filled with Rajasthani cultural performances, including folk songs, dance, and the DJ Night which students thoroughly enjoyed. They then enjoyed a delicious local dinner under the starry sky. As the night grew later, they retired to their tents, which were equipped with all the necessary amenities for a comfortable stay in the desert. It was a truly unforgettable day, filled with culture, adventure, and natural beauty.

### **DAY 3: 03/03/2023**

Day 3 began with a nutritious breakfast at the Mehar Adventure Camp. Post which students, faculty members, and tour guides checked out from the Campsite and boarded the bus to arrive at the Jaisalmer War Museum. The Jaisalmer War Museum located in Jaisalmer, Rajasthan, India was inaugurated on August 24, 2015, by Lieutenant General Ashok Singh, the then GOC-in-C, Southern Command. The museum showcases the bravery and sacrifices made by Indian soldiers during the various wars fought by India. The Jaisalmer War Museum is dedicated to preserving the memory of the sacrifices made by Indian soldiers and inspiring future generations to serve the country with courage and dedication.

Post the tour, Students, Faculty Members, and Tour guides boarded the bus to arrive at Nirali Dhani Hotel, Jodhpur. Traditional Rajasthani lunch was served en -route. Students, Faculty Members, and Tour guides then arrived at Nirali Dhani Hotel, Jodhpur for their overnight stay. The students, faculty members, and tour guides then spent the evening enjoying by the poolside, freshening up, and enjoying the local Rajasthani folk music and dances. Students were overwhelmed to receive a lovely surprise from Shri. Sunil Rane Sir.



**JAISALMER WAR MUSEUM**



**SURPRISE RECEIVED**

**DAY 4: 04/03/2023**

After a pleasant breakfast at Hotel Nirali Dhani, students, faculty members, and tour guides checked out from the hotel and boarded the bus to arrive at Mehrangarh Fort, Jodhpur. Mehrangarh Fort is a magnificent fortress located in Jodhpur, Rajasthan, India. The fort was built in 1459 CE by the Rajput ruler Rao Jodha, and it is situated on a rocky hilltop that overlooks the city of Jodhpur. The fort's massive walls are over 30 meters high and have seven gates built by different rulers over time. Inside the fort, there are several palaces, courtyards, and temples that reflect the architectural and cultural heritage of the region. The palaces include Moti Mahal (Pearl Palace), Sheesh Mahal (Mirror Palace), Phool Mahal (Flower Palace), and Takht Vilas (Royal Suite). Mehrangarh Fort is a popular tourist destination and attracts thousands of visitors every year from all over the world. It is considered to be one of the most magnificent forts in India and is an excellent example of the rich cultural and historical heritage of Rajasthan.



Post-visiting the fort, students along with faculty members and tour guides boarded the bus to arrive at Nirali Dhani Hotel for their lunch.

Post lunch students were all set to visit the Saras Dairy Plant and Kansara Bearing Factory. Saras Dairy Plant located in Jodhpur produces various milk products right including Curd, Cottage Cheese, Strained Yoghurt / Shrikhand, Buttermilk, Traditional yogurt / Lassi, Ice-cream, Flavoured Milk and Butter. At the dairy, students learned about the milk processing and packaging process. They also got to taste Ice- cream which was produced at the dairy. Students thoroughly enjoyed the visit to the dairy.



### **WITH THE MANAGING DIRECTORS OF SARAS DAIRY PLANT**

Students then boarded the bus to arrive at Kansara Bearing, Jodhpur. At the Kansara Bearings factory, students learned how bearings are manufactured and used in various industries. The factory tour included a demonstration of the manufacturing process from raw material to finished product. Students were also allowed to interact with the factory workers and ask questions about their work. Overall, the industrial visit provided students with practical exposure and knowledge about the manufacturing processes in the dairy and bearings industries. It was a great way for them to complement their theoretical learning and gain hands-on experience.



### **KANSARA BEARING PVT LTD**

Post visiting the dairy and factory, students along with faculty members and tour guides boarded the bus to arrive at Jodhpur Railway Station which was the final stop of their journey. Students went shopping at the local market near the railway station before boarding the train. Students, Faculty Members, and Tour guides then boarded the train from Jodhpur Railway Station to Bandra Terminus at 7:30 pm.

### **DAY 5: 05/03/2023**

After an overnight train journey, students, faculty members, and tour guides reached Bandra terminus at 11:30 am. The industrial visit to Jaisalmer and Jodhpur, Rajasthan was a great learning experience for the MMS 2021-2023 students. They gained practical exposure to various industries and learned about production processes and practices. The students also enjoyed visiting tourist spots and getting a glimpse of the rich culture and heritage of Rajasthan. The trip was a great success and will be remembered by the students for a long time.

## Event Overview

<b>EVENT NAME</b>	ICON-IC
<b>DATE AND TIME</b>	15th April,2023 (3:00 pm Onwards)
<b>VENUE</b>	Classroom 1,Ground floor,Phase 3,AGI Campus,Malad West
<b>NUMBER OF ATTENDEES</b>	40
<b>Judges Panel</b>	Prof.Gaanyesh Kulkarni Dr.Shubhi Lal Agrawal
<b>Convener</b>	Dr.Swati Agrawal
<b>Co-Convener</b>	Prof.Himanshu Vaidya
<b>Co-ordinator</b>	Prof.Gaanyesh Kulkarni

## Event Description

### Objectives

To provide students with opportunities, to execute their unique business ideas, think larger(out of the Box), and be prepared to face uncertainty.

### Key Takeaways

- This was a student driven event. It witnessed an attempt to familiarise the students with advertising their own brand

- The students in teams of 4 each participated for the competition. In all 9 teams of 4 members each participated in the competition. The total number of participants from MMS Sem 2, PGDM Sem II was 40
- Competing teams created their own brand of the duration of 2 min where they have to pitch for their brand like Perfume, laptop, Clothing, Restaurant to name a few.
- The competition was judged by a panel of 2 judges with diverse experience and expertise.
- After a long deliberation over the brilliantly performed by the participants, 3 brand viz. Restaurant (AAYUM), Laptop (AERO) and Perfume (HYG) judged to be the top performers in the above mentioned order of important.

### Flyer of the Event

**AIMS**  
**ATHARVA**  
N.A.A.C. Accredited (Approved by AICTE, DTE & Affiliated to University of Mumbai)

**ATHARVA INSTITUTE OF MANAGEMENT STUDIES**

**ATHARVA**  
SCHOOL OF BUSINESS (Approved by AICTE, DTE & Govt. of Maharashtra)

**ATHARVA SCHOOL OF BUSINESS**

Presents

**MARK MANIA**  
passion beyond imagination

**ICON - IC**

**Date**  
**15<sup>th</sup> April**

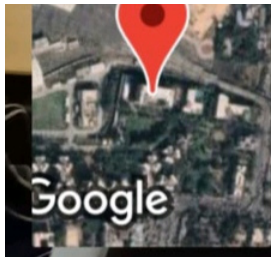
**Time**  
**3pm to 5pm**



Venue : Classroom no 1, Phase III

Glimpse of the event





Atharva Educational Trust, Atharva Back Rd, Malad, Charkop Naka, Asmita Jyoti Housing Society, Malad West, Mumbai, Maharashtra 400095, India  
Lat 19.197973°  
Long 72.825916°  
15/04/23 03:23 PM GMT +05:30





**Report Prepared By :- Sakshi Joshi**

**Report Verified By:- Prof.Himanshu Vaidya**

**:-Dr.Swati Agrawal**

# MARKOMANIA EVENT REPORT



**ATHARVA**  
INSTITUTE OF  
MANAGEMENT STUDIES

**ATHARVA INSTITUTE OF MANAGEMENT STUDIES**  
(Affiliated to University of Mumbai, Approved by DTE & AICTE)

**MARKOMANIA**  
passion beyond imagination

Present

*The*  
**MINDMINGLE**  
*Show*

**14<sup>th</sup> OCT 2023** | **01:30 PM TO 04:00 PM**

Venue : Classroom No 2, Phase 3, AGI Campus

Report Made by –ROSHNI MUNDE (MMS)  
Markomania Club AIMS

## Activity/Event Report

Name of Event: The Mindmingle Show

Date of Conduction: 14th October 2023

Class/Semester: MMS Batch 2022-2024

No. of Students & Faculty: 100+ Students and 4+ Faculty Members

Under the Guidance of: Dr. D Henry (Director)

Faculty Coordinator: Prof gaanyesh Kulkarni and Dr. Swati Agrawal

Coordinator/Committee: Markomania club AIMS

Student Coordinator/Committee: Samiksha Singh, Samiksha Patil, Sumedh Mane, Anshula Kolhe. Nisha Pareek

## Objectives

To provide a comprehensive overview of "The Mindmingle Show" an event held in Atharva Institute of Management Studies on 14th October 2023. This report aims to highlight the event's purpose, activities, and outcomes in thanking all the teachers for their valuable contributions throughout the year and creating a joyful and relaxed atmosphere for both faculties and students.

## Description

The Mindmingle show was a Markomania Club managed event which was conducted on 14th October 2023 in Classroom no 2 of AIMS.

At the start of the event, our host Ms. Nisha Pareek warmly welcomed both our respected teachers and enthusiastic students, setting a positive and inclusive tone for the gathering."

To begin with event, 19 teams were formed, each consisting of five members. Notably, these teams were composed of both first-year and second-year students.

Samiksha Singh, our host, initiated the first round of the quiz by explaining the rules to the students. In this round, 17 brand logos were projected, and each team was provided with a corresponding answer sheet. Participants were tasked with identifying and recording the correct answers on their respective sheets. It was announced that the nine teams with the lowest scores would be eliminated from the competition.

In the second round, Dr. Ashwati Nair was invited to evaluate the performance of remaining teams, a total of 10 teams were selected. to participate through a lottery system where chits were drawn to determine the sequence of team performances. each team was presented with a thought-provoking image. Their task was to collaboratively observe, discuss, and interpret the elements within the image. Subsequently, they were asked to translate their interpretation into a visual representation, diligently drawing on a whiteboard. the teams faced the exciting challenge of crafting a product or service concept inspired by the visual elements they observed. They shared their interpretation of the image and explained how it had served as a catalyst for the invention of their product, service, or logo. In the conclusion of the competition, Dr. Ashwati Nair assessed the performance of the 10 teams and selected the winners. Based on her evaluations, she determined the

first runner-up, second runner-up, and the winner of the competition.

As we concluded the memorable event, Ms. Nisha Pareek gave a vote of thanks Speech expressing our deepest gratitude towards Honorable Shri Sunil Rane Sir - Executive President of Atharva Group of Institutions, Ms. Varsha Rane Ma'am - Trustee, Atharva Institute of Management Studies, Our Director Dr. D Henry for Allowing us to have this event and, and to the Markomania club members With the efforts of whom "the mindmingle show" was a great success.

## Glimpse of the Events



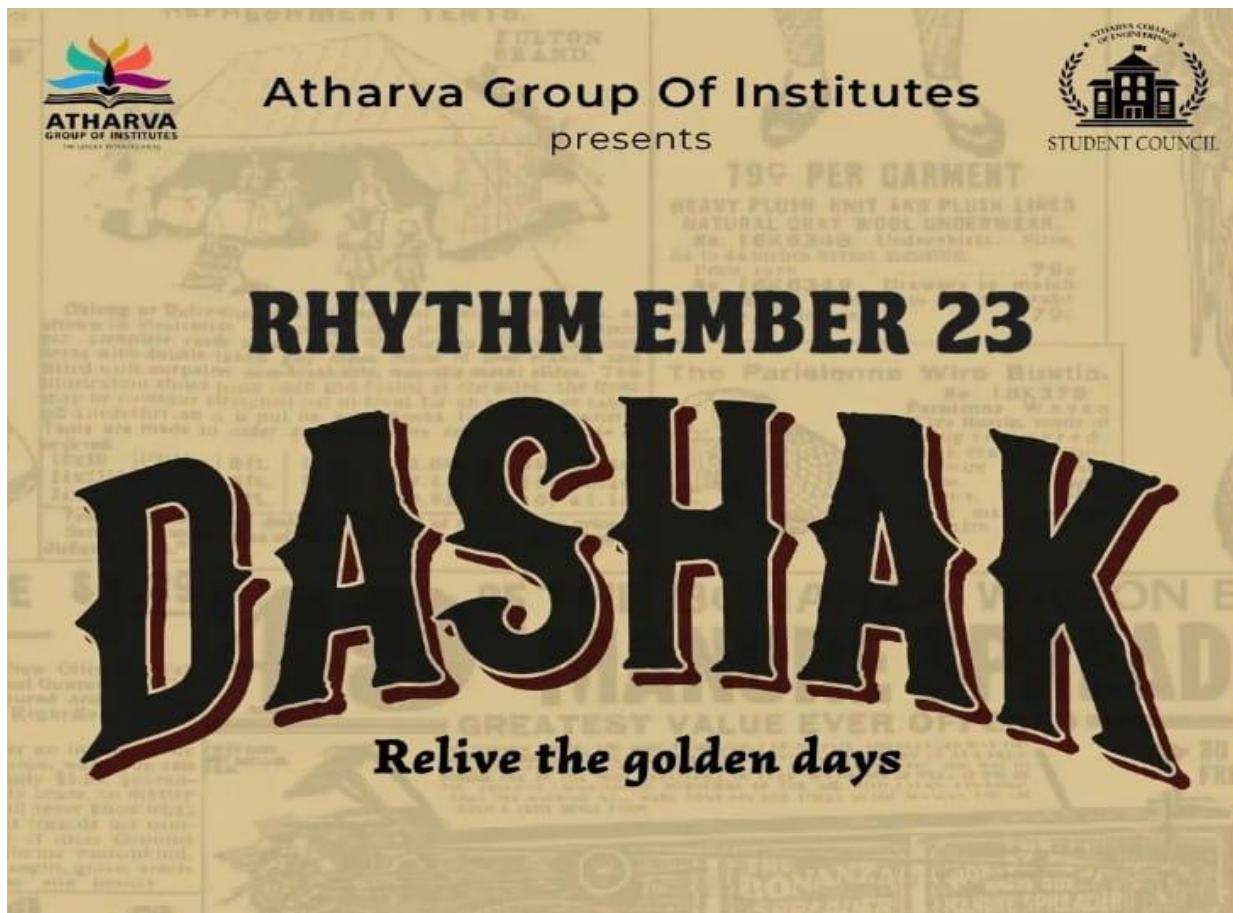








Management Events  
For  
**RHYTHM EMBER 2K23**



By the Student Committee.

## **Activity/Event Report**

Name of Event : **Bid ho to Sahi** - Bidding game on different commodities

Date of Conduction : **3rd April 2023**

Class/Semester : **MMS Batch 2022-2024**

No. of Students & Faculty : **10 Groups of 5 Students each and Audience**

Faculty Coordinator : **Dr. Swati Agrawal and Prof. Himanshu Vaidya**

Coordinator/Committee : **MMS Student Committee**

Judge : **Prof. Amrita Matthew**

Hosts: **Samiksha Singh, Samiksha Patil and Shiva Sanghvi**

## Objectives

To encourage students to compete to buy or win something by offering a price. Here everyone wants to be the one who gets to buy the item, so they offer higher and higher prices until someone wins. When the item is bought students are asked to make a product out of them.

## Description

The bidding competition to win different commodities by buying them was conducted in Rhythm Ember 2k23 which was conducted on 3rd April 2023.

The competition began with welcoming the audience and the judge by the hosts **Ms.Samiksha Singh, Ms. Samiksha Patil and Mr.Shiva Sanghvi.**

Our hosts then gave a brief introduction of the bidding competition, how it is conducted and how participants have to bid. They explained all the rules of the game.

Moving forward, the hosts introduced the judge, **Prof. Amrita Maam.** who graced the bidding competition with their presence to motivate and encourage the students to do well and guide them throughout. Final decision was made by the judge.

Teams were given a fixed budget and they needed to use the budget wisely to BID for the commodities listed in the auction. No registration fees were taken by the students. Winners received certificates and appreciation by the judge.

As the game began in the first round of the competition all the teams started bidding on the items we had for sale. The team was divided into groups of 5-6 students. Everyone started buying the items and calculating their wallet to further collect the items.

After everyone brought the items they were given half, hour of time to create a product of the items they received and the best product will be the winner. The event was successful and it received a lovely response from the audience with maximum participation.

Once everyone presented their product and explained how they used the products they bid on. Then the judges announced the winners:

**Winner - MMS** — Anshula kolhe, Sumedh Mane, Akshata Dhuri, ,Nikita Chopde and Sunita Chaudhari

**1st Runner Up - PGDM** — Akshat Thakkar, Rohit Patil, Rakesh Chaughule, Omkar Belnekar, and Karthaeth Kadam

**2nd Runner Up -MMS** — Krantikumar Rathod, Rudresh Dabhane, Shubham Dongre, Mangesh Deshmukh and Sameer Kedia

The judge also highlighted the factors they considered while giving out the results and how each of the winners added value to the competition with their opinions.

The competition came to an end after offering the Vote of Thanks towards Honorable Shri Sunil Rane Sir - Executive President of Atharva Group of Institutions, Ms. Varsha Rane Ma'am – Trustee, Atharva Institute of Management Studies, Prof. Amrita Matthew Ma'am.– Judge for the competition, and to the core committee members with the efforts of whom Bid ho toh Sahi was a great success.

## **Activity/Event Report**

Name of Event : **Ek haat lo ek haat do** - Bartering commodities

Date of Conduction : **5th April 2023**

Class/Semester : **MMS Batch 2022-2024**

No. of Students & Faculty : **10 Groups of 5 Students each and Audience**

Faculty Coordinator : **Dr. Swati Agrawal and Prof. Himanshu Vaidya**

Coordinator/Committee : **MMS Student Committee**

Judge : **Prof. Amrita Matthew**

Hosts: **Bhumika Ingle, Damini Singh**



## Objectives

To encourage students to compete for bartering of trading goods or services without using money. It's like a trade where one person gives something they have, and in return, they get something they want from another person.

## Description

The bartering competition to barter commodities was conducted in Rhythm Ember 2k23 which was conducted on 5th April 2023.

The competition began with welcoming the audience and the judges by the hosts **Ms.Bhumika Ingle and Ms.Damini Singh.**

Our hosts then gave a brief introduction of the bartering competition, how it is conducted and how participants have to barter. They explained all the rules of the game.

Moving forward, the hosts introduced the judge, **Prof. Amrita Matthew Ma'am.** who graced the bartering competition with their presence to motivate and encourage the students to do well and guide them throughout. Final decision was made by the judge.

In order to survive, you need to barter to get all of the items you need to meet your basic needs. To barter, you offer someone one item that you don't need in exchange for another item that you do need.

As the game began in the first round of the competition all the teams started trading on the items with each other. The team was divided into groups of 5-6 students. Everyone started trading the items to further make the best collection possible.

Remember, items that are harder to get may require larger trades. If it is becoming hard for someone to win the game or no one is willing to make a trade the chance is given to the next person. This will give the game a fresh start and give players new hands to trade from.

Then the judge announced the winners:

**Winner - MMS** — Anshula Khole, Akshada Dhuri, Sunita Chaudhary and Nikita Chopade

**1st Runner Up - MMS** — Shubham Dhongre, Kranti Kurmar Rathod, Mangesh Deshmukh and Rudresh Dhahane

**2nd Runner Up -MMS** — Ashwini Khambar, Payal Kheur, Ganesh Vagal, Makrant Chavan and Manish Sahu.

The judge also highlighted the factors they considered while giving out the results and how each of the winners added value to the competition with their opinions.

The competition came to an end after offering the Vote of Thanks towards Honorable Shri Sunil Rane Sir - Executive President of Atharva Group of Institutions, Ms. Varsha Rane Ma'am – Trustee, Atharva Institute of Management Studies, Prof. Amrita Matthew Ma'am – Judge for the competition, and to the core committee members with the efforts of whom Ek haat lo ek haat do was a great success.

## **Activity/Event Report**

Name of Event : **Technobuzz** - Technology based Quiz Game

Date of Conduction : **5th April 2023**

Class/Semester : **MMS Batch 2022-2024**

No. of Students & Faculty : **3 Groups of 2 Students each and Audience**

Faculty Coordinator : **Dr. Swati Agrawal and Prof. Himanshu Vaidya**

Coordinator/Committee : **MMS Student Committee**

Judge : **Dr. Shubhi Lal Agrawal.**

Host: **Himanshu Ingale, Anshula Kolhe.**

## Objectives

To encourage students to compete against each other in tech-based quiz that tests the knowledge of participants in the field of technology. The quiz was designed to cover various aspects of technology, including hardware, software, coding, programming languages, networking, cybersecurity, artificial intelligence, and emerging technologies.

## Description

The Technobuzz quiz competition was conducted in Rhythm Ember 2k23 which was conducted on 5th April 2023.

The competition began with welcoming the audience and the judges by the hosts **Mr. Himanshu Ingale and Ms. Anshula Kolhe**.

Our hosts then gave a brief introduction of the quiz competition, how it is conducted and how participants have to answer the question. They explained all the rules of the game.

Moving forward, the hosts introduced the judges, **Dr. Shubhi Lal Agrawal**, who graced the quiz competition with their presence to motivate and encourage the students to do well and guide them throughout the event. Final decision was made by the judge.

A tech-based quiz is a fun and informative way to test the knowledge of technology enthusiasts, whether it be for personal interest or professional development. Students were tested in each field of technology and asked questions about the same.

As the game began it had four different rounds and each round contained different points and timings as well as categories. The rounds were Quick as you can– in which contestants had to answer as quickly as possible, Reality check– in which hosts asked about real life example questions, Select category– in which each team had to choose a category to answer questions from and the last round Guess the tech– where contestants had to guess a piece of tech.

After all the rounds were completed the total score of each round for each team was done and then the judge announced the winners:

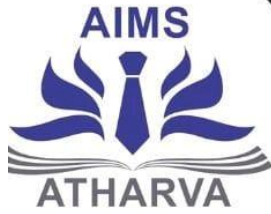
**Winner - MMS** — Nayan solanki, Bhumika Ingale

**1st Runner Up - MMS** — Sumedh Mane, Nikita Chopde

The judge also highlighted the factors they considered while giving out the results and how each of the winners added value to the competition with their opinions.

The competition came to an end after offering the Vote of Thanks towards Honorable Shri Sunil Rane Sir - Executive President of Atharva Group of Institutions, Ms. Varsha Rane Ma'am – Trustee, Atharva Institute of Management Studies, Dr. Shubhi Lal Agrawal – Judge for the competition, and to the core committee members with the efforts of whom Technobuzz was a great success.

## Glimpse of the Events













**Report prepared by – Mr. Aniket Lonkar (MMS)**

**Report Verified by – Dr. Swati Agrawal and Prof. Himanshu Vaidya**



**ATHARVA INSTITUTE OF MANAGEMENT STUDIES**  
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Maharashtra), NAAC Accredited Institute

### **Activity / Event report**

Name of Event	: The Ad-Mad Show
Date of Conduction	: 03 <sup>rd</sup> January, 2023
Class / SEM	: PGDM SEM II, Batch 2022-2024 MMS Sem III – Batch 2021-2023 MMS Sem I – Batch 2022-2024
No. of Students Participated	: 75
Faculty Coordinator	: Prof. Gaanyesh Kulkarni, Prof. Neha Kukreja, Prof. Himanshu Vaidya, Dr. Swati Agrawal
Judges for the competition	: Dr. Swati Agrawal, Dr. Sudhir Purohit, Prof. Prof. Amrita Mathew, Prof. Shelly Kuthiala
Venue	: Classroom 1, Ground floor, Phase III, AGI Campus, Malad West

### **Description**

#### **Objective**

- Stimulating the creativity within the students by providing an opportunity to create and present advertisements for popular brands allotted to them within a very short span of time.

#### **Key Takeaways**

- This was a student driven event. It witnessed an attempt to familiarise the students with the magical world of advertising.
- The students in teams of 5 each participated for the competition. In all 15 teams of 5 members each participated in the competition. The total number of participants from MMS Sem I, PGDM Sem II and MMS Sem III was 75.
- Competing teams made advertisements of the duration between 45-60 seconds long on popular brands like Ikea, Make My Trip, Amul, Raymond, Aashirwad, Nirma to name a few.
- The competition was judged by a panel of 4 judges with diverse experience and expertise.

- After a long deliberation over the brilliant advertisements performed by the participants, 3 brand advertisements viz. Nirma, Raymond and Aashirwad were adjudged to be the top performers in the above mentioned order of important.
- Dr. Harshita Kumar, Director – Atharva School of Business, awarded the certificates to the winners of the competition.

### Flyer of the Event

The flyer is a vibrant graphic with a dark blue and purple background. At the top, it features the logos of AIMS Atharva Institute of Management Studies and Atharva School of Business. Below these is the 'MARK MANIA' logo with the tagline 'passion beyond imagination'. The central focus is the title 'The ADMAD SHOW' in large, bold, white and pink letters. Below the title, three stages of the creative process are illustrated: 'idea' (a group of people in a meeting), 'script' (a person at a computer), and 'shooting' (a person being filmed on a set). At the bottom, the date '3rd JAN 2023' and time '02 PM TO 04 PM' are displayed, along with the venue 'VENUE : CLASSROOM NO 1, Phase 3, AGI Campus'.

**AIMS**  
ATHARVA  
NAAC Accredited (Approved by AICTE, DTE & Affiliated to University of Mumbai)

**ATHARVA INSTITUTE OF MANAGEMENT STUDIES**

**ATHARVA**  
SCHOOL OF BUSINESS  
(Approved by AICTE, DTE & Govt. of Maharashtra)

**MARK MANIA**  
passion beyond imagination

Present

**The ADMAD SHOW**

*idea*

*script*

*shooting*

**3<sup>rd</sup> JAN 2023** | **02** TO **04**  
PM PM

**VENUE : CLASSROOM NO 1, Phase 3, AGI Campus**

## Glimpses of the event





**Event report prepared by:**

**Prof. Himanshu Vaidya**

**Event report verified by :**

**Prof. Gaanyesh Kulkarni**



**ATHARVA INSTITUTE OF MANAGEMENT STUDIES**  
(Affiliated to University of Mumbai, Approved by AICTE, DTE & Govt. of  
Maharashtra), NAAC Accredited Institute

### **Activity / Event report**

Name of Event	: Sports Day on account of National Youth Day
Date of Conduction	: 12 <sup>th</sup> January, 2023
Class / SEM	: PGDM SEM I, Batch 2022-24 MMS Sem I, Batch 2022-2024 MMS Sem III, Batch 2021-2023
No. of Students Participated	: 100 +
Faculty Coordinator	: Prof. Himanshu Vaidya, Prof. Trupti Jani, Dr. Swati Agrawal
Venue	: Ground floor Lobby and Gymnasium, Phase III, AGI Campus, Malad West

### **Description**

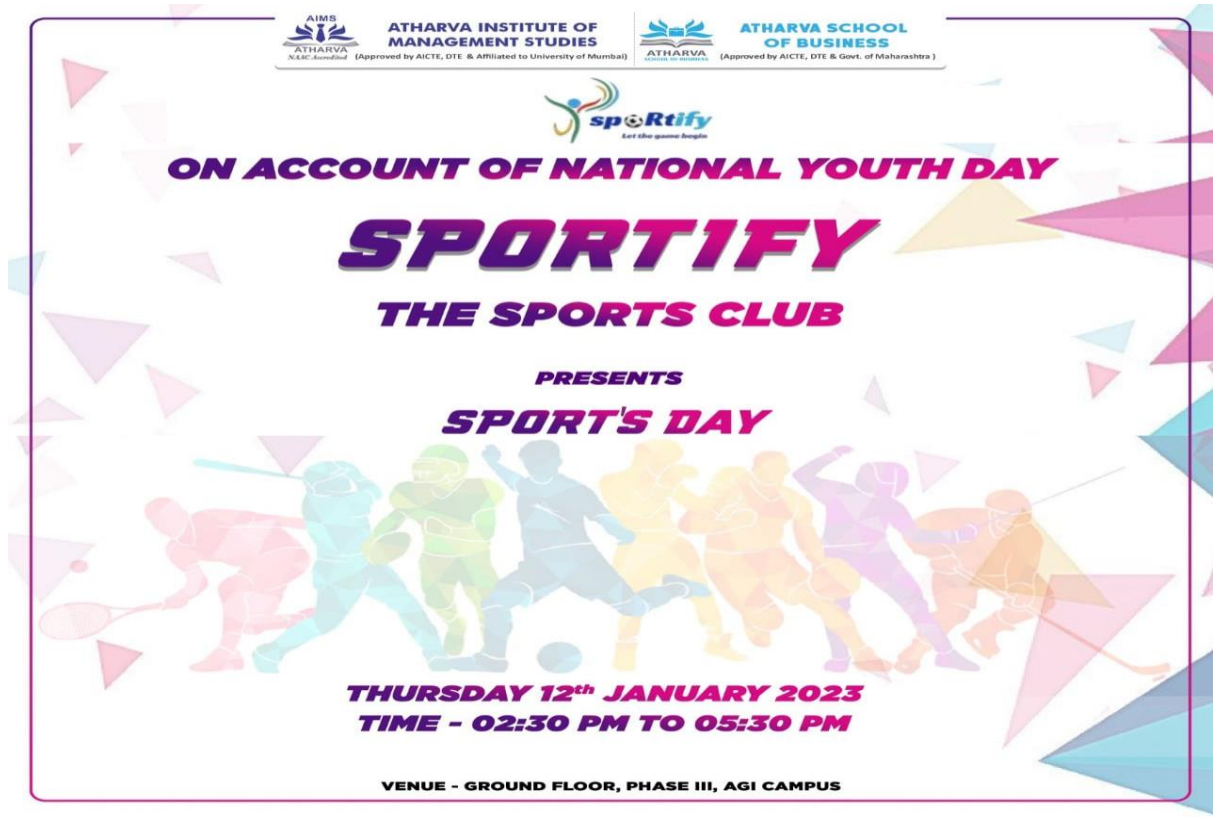
#### **Objective**

- To celebrate the National Youth Day on account of the birth anniversary of Swami Vivekanand.

#### **Key Takeaways**

- This was a student driven event. The Sportify Students Committee successfully organised the Sports Day.
- The student gathering was enlightened about the work and learnings of Swami Vivekanand.
- The event began with an energetic dance performance followed by Dr. Harshita Kumar – Director, Atharva School of Business and other faculties kicking off the event with a game of carom.
- Various indoor sports such as carom, chess, arm wrestling, skipping, weightlifting, push-ups and also relay were part of the sports day.
- All the students showed great enthusiasm and sportsmanship throughout the event with their participation.

## Flyer of the Event



## Glimpses











**Event report prepared by:**

**Prof. Himanshu Vaidya**