ATHARVA INSTITUTE OF MANAGEMENT STUDIES

MUMBAI

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

ACADEMIC REPORT

2021-2022

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Part – I
ACADEMICS

➢ MMS:

Batch 2020-2022

Semester II	Date of Starting 14/06/2021	Date of Completion 30/09/2021
Semester III	Date of Starting 08/10/2021	Date of Completion 29/01/2022
Semester IV	Date of Starting 07/02/2022	Date of Completion 23/05/2022

Batch 2021-2023

Semester I	Date of Starting 10/01/2022	Date of Completion 18/04/2022

➢ Part Time MFM, MMM, MHRDM:

Batch 2021-2024

Semester I	Date of Starting 18/09/2021	Date of Completion 20/02/2022
Semester II	Date of Starting 05/03/2022	Date of Completion 19/06/2022

Batch 2020-2023

Semester III	Date of Starting 12/06/2021	Date of Completion 12/01/2022

Semester IV	Date of Starting	Date of Completion
	29/01/2022	18/06/2022

Part - II

Co- Curricular Activities

ATHARVA INSTITUTE OF MANAGEMENT STUDIES

Induction Programme MMS (2021-2023)

Date: FROM 3rd of January, 2021 to 7th January, 2021.

REPORT

Atharva Institute of management studies, saw the beginning of the new academic year 2021-2023 on the onset of "Mission Begin again". A Offline Induction Programme was organized for the fresh faces of batch 2021-2023. The event started on 3rd of January, 2021 and culminated on 7th January, 2021.

Day 1 - The first day of the Induction Programme was held on 3rd of January, 2021. The day was a start of a new journey for the fresher's. The session started with the welcome address by Our MMS III students namely Ms. Priyanka & Keshav. The event was inaugurated formally by lighting of the lamp & worshipping lord ganesha.

Followed by Director's speech by Dr. R.G.Ratnawat. He made it evident that Atharva Institute of Management Studies guarantees endless opportunities and that knowledge is the most powerful weapon. This was followed by address by our trustee of Atharva Educational Trust, Ms.Pallavi Rane. She shared her experience and Strategic plans of the Institute to develop the students in to Professionals which boosted the student's confidence.

Next, Director Dr. Harshita Kumar addressed and Motivated Students with her kind words that enlightened the students filling them with new hopes followed by speech by Prof. Reena Poojara MMS in charge that filled enthusiasm within the new folk.

Followed by Faculty introduction & Departmental introduction, Students also got the opportunity to hear from their very own Alumni. After which the new batch of students introduced themselves.

Next MMS III students proposed vote of thanks followed by National Anthem & called it a day with the hope of joining again next day to get Introduction to Management Education.

Day 2

OVERVIEW OF MANAGEMENT EDUCATION	Prof. Reena Poojara
MANAGERIAL ETIQUETTES AN PERSONALITY DEVELOPMENT	Mr. Shariar Karim
FUNDAMENTALS OF MACRO AND MICRO ECONOMICS	Dr. Ansha Gupta Prof. Trupti Jani
CASE STUDY ANALYSIS DIRECTOR STUDENT INTERACTION	DR. R. G. Ratnawat

Onwards a series of various topics were introduced by external experts and internal faculty members

IT TALKS

Atharva Institute of Management Studies

Activity / Event report

Name of event	: **IT TALKS Episode 14**
Link of the page	: http://www.facebook.com/ITTalksForAll
Date(s) of conduction	: 10 July 2021
Class / Sem	: MMS/PGDM (Batch 2020-2022)
Faculty coordinator	: Dr. Shubhi Lall Agarwal, Coordinator, IQAC
Student coordinator/ committee	: Shivang Sharma (MMS)
Sneha Kamalpuria (MMS)	
Resource person	: Dr. Shrikant Kallulkar
Organization	: Atharva College of Engineering
Designation	: Principal
Contact No.	: 9970184557
Email ID	: principa@atharvacoe.ac.in

DESCRIPTION

Objectives:

- To learn and spread awareness about importance of role of information technology in carrier management.

Key Takeaways:

- Understanding the importance of IT in a student's life.
- Importance of It in career development.
- Understanding the importance of critical thinking skills in career development.
- Overview of the first step of career development.
- Overview of the new opportunities in the IT sector.
- Importance of self-assessment in career development. Best technique of self-assessment.
- The process of development of skills in IT.
- Importance of coding in the IT sector for the students.
- What is the future of programming language?
- The importance of learning about IT and have a technological know-how for an entrepreneur.
- Career scope in Artificial Intelligence in the next 10 years.
- Basic differentiation between Data science and data intelligence.
- Learning about career options in IT besides coding job.
- Scope in software development.
- A brief review about the top IT companies.
- The importance of data analytics in career development.
- Positive, negative and neutral effects of the pandemic in the IT sector.
- The importance of learning cyber security for students.
- Conclusion with a vote of thanks.

EVENT REPORT PREPARED BY: SNEHA KAMALPURIA, STUDENT, MMS DIVISION B.

Verified by: Dr. Shubhi Lall Agarwal, Director, IQAC, AIMS.

Submitted to: Dr. R.G. Ratnawat, Director, Atharva Institute of Management Studies.

This video was recorded on the official page of IT Talks.

Live session was initiated by Sneha Kamalpuria

Hosting was done by Shivang Sharma and Sneha Kamalpuria.

This event was conducted under the guidance of IQAC, AIMS.

Activity / Event report

Name of event	: **IT TALKS Episode 15**
Link of video/session	:https://m.facebook.com/story.php?story_fbid=2640589492910923&id=102051438550790
Page link	: http://www.facebook.com/ITTalksForAll
Date(s) of conduction	: 24 July 2021
Class / Sem	: MMS/PGDM (Batch 2020-2022)
Faculty coordinator	: Dr. Shubhi Lall Agarwal, Coordinator, IQAC
Student coordinator/ committee	:Shivang Sharma (MMS), Sneha Kamalpuria (MMS) Ritu Varma (MMS)
Resource person	: Dr. Suvarna Pansambal
Organization	: Atharva College of Engineering, Mumbai
Designation	:Principal
Contact no.	: 8850387852
Email ID	: suvarnashirke@atharvacoe.ac.in

DESCRIPTION

Objectives:

- To learn and spread awareness about the importance of cybersecurity, threats and precautions.

Key Takeaways:

- Beware of Phishing attacks.
- Avoid suspicious links.
- Don't respond to attractive money lending messages.
- Banks do not ask for pin numbers.
- Do not download software from untrusted sources.
- Avoid anonymous Calls and Lottery messages.
- Avoid fake applications.
- Watch download count. If less, avoid.
- Check reviews of applications and report that application.
- Secure wireless network with antispyware.
- Keep a clean desk policy.
- Implement some social media policies.
- Take screenshots and inform your friend circle, report to cybercrime.
- Report to www.umang.gov.in.
- Keep a plan for a cybercrime in advance.
- Plan a disaster recovery system.
- Data is secured in the cloud.
- Types of Cybercrimes.
- Phishing is the biggest cybercrime.
- File comes with viruses & Malwares are prevailing.
- Cryptocurrency is illegal in India.
- Social engineering is dangerous.
- Inviting the vacation robbers after posting locations on Social Media.
- Plan a disaster recovery system.
- Identify thefts.
- Cyber Insurance.
- Insurance is covering data breaches.
- Challenges faced by cyber security.
- Biggest challenge faced by cyber security is outdated hardware.
- Prioritizing cyber security in an organization.

- Spreading awareness about cyber security among students.

GLIMPSES

EVENT REPORT PREPARED BY: SNEHA KAMALPURIA, STUDENT, MMS DIVISION B.

Verified by: Dr. Shubhi Lall Agarwal, Director, IQAC, AIMS.

Submitted to: Dr. R.G. Ratnawat, Director, Atharva Institute of Management Studies.

This video was recorded on the official page of IT Talks.

Live session was initiated by Ritu Varma.

Hosting was done by Shivang Sharma and Ritu Varma.

This event was conducted under the guidance of IQAC, AIMS.

Activity / Event report

Name of event	: **IT Talks Episode 16**
Link of the page	: http://www.facebook.com/ITTalksForAll
Date(s) of conduction	: 7 August 2021
Class / Sem	: MMS/PGDM (Batch 2020-2022)
Faculty coordinator	: Dr. Shubhi Lall Agarwal, Director, IQAC
Student coordinator/ committee	: Shivang Sharma (MMS)
Dhanlaxmi Gainer (MMS)	
Resource person	: Mr. Vinay Mistry
Organization	: Co-Equal Associates
Designation	: Founder & Technology Advisor
Contact no. :	
Email ID	:

DESCRIPTION

Objectives:

- To learn and spread awareness about importance of Strategic Technology planning for Small and Medium businesses.

Key Takeaways:

- What is strategic planning?
- Steps of strategic planning.
- Understanding how much planning is beneficial for big businesses.
- Understanding the role of technology in business.
- Determining whether there is a chance of survival of the businesses who are trying to go through the old and traditional ways of doing business and keeping themselves away from the technology.
- Educating someone who tries to inculcate or take help of technology for the betterment of their business about the tools and technology they should be using for getting best productivity in their business.
- Importance of planning the implementation and inculcation of technology.
- Learning how the business will grow through the strategic planning of technology.
- Understanding the different steps of the strategic planning of technology.
- Learning whether adapting to these technologies easy or hard for a layman.

- Discussing whether introduction of technology will become a threat to those employees who are not able to cope up with technologies.
- Naming the challenges which are to be faced during the implementation of these technologies.
- Knowing if the privacy and confidential data is at stake when any technology is being used either of customer or business.
- Discussing the steps for training the employees for the same.
- Similarly, how the students of graduations and post-graduation can be taught this?
- Looking at the plan of action for Strategic Technology planning for Small and Medium businesses and how they can be implemented effectively.
- Talking about technology bringing innovation to small and medium businesses.
- Difference between strategy and action plan.
- Technology being used in suitable growth of a business.
- What is Competitive Advantage of strategic technology?
- Measuring the effectiveness of strategic planning.
- Importance of planning and execution.
- Looking at the new tools of social media marketing that can be used in strategic planning.

AIMS ATHARVA

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IT TALKs

IT AWARENESS PROGRAMME

Shivang Sharma
Student, MMS, AIMS
Techno-Ed Enthusiast
(Batch 2020-2022)
(HOST)

LIVE

Episode 16

Mr Vinay Mistry
Founder & Technology Advisor
CoEqual Associates

Dhanlaxmi Gainer
Student, MMS, AIMS
Techno-Ed Enthusiast
(Batch 2020-2022)
(HOST)

Strategic Technology planning for Small and Medium businesses

7th August, 2021
9:30 AM- 10:30 AM

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GLIMPSES

EVENT REPORT PREPARED BY: SNEHA KAMALPURIA, STUDENT, MMS DIVISION B.

Verified by: Dr. Shubhi Lall Agarwal, Director, IQAC, AIMS.

Submitted to: Dr. R.G. Ratnawat, Director, Atharva Institute of Management Studies.

This video was recorded on the official page of IT Talks.

Live session was initiated by Shivang Sharma.

Hosting was done by Shivang Sharma and Dhanlaxmi Gainer.

This event was conducted under the guidance of IQAC, AIMS.

Activity / Event Report

Name of event	: **IT TALKS Episode 17**
Link of the page	: http://www.facebook.com/ITTalksForAll
Date(s) of conduction	: 21 August 2021
Class / Sem	: MMS/PGDM BATCH 2020-2022
Faculty coordinator	: Dr. Shubhi Lall Agarwal (IQAC)
Ms. Renu Jaiswal (CMC)	
Student coordinator/ committee	: Shivang Sharma (MMS)
Dhanlaxmi Gainer (MMS)	
Resource person	: **Mr. Bhavin Shah**
Organization	: Atharva College of Engineering
Designation	: HOD of Department of Electronics Engineering
Contact no.	: 9819991312
Email ID	: hod_electronics@atharvacoe.ac.in

DESCRIPTION

Objectives:

- Robotics - How is it revolutionizing the Industry/Manufacturing sector.

Key Takeaways:

- Introduction to the speaker.
- Understanding why do we use robots in the industry.
- Why do we implement AI in the robots?
- Is use of robotics really beneficial for the industry?
- Speaker's views on using humanoid robots in the today's world.
- If anyone wants to pursue robotics as a career, what can be possible degree or certifications he/she should do?
- Understanding how use of robots affects the rate of employment.
- Tasks or work generally done by robots in the manufacturing industry.
- Need of robotics in the industry.
- Overview on how can one employ the use of robots in the start-up.
- Overview on how can one distribute and differentiate the work tasks in human labor and robotics.
- Major advantages of use of robots in industrial sector.

- Understanding how can robots be used in our IT Sector.
- Disadvantages of using robotics.
- Considering the real-life scenario, are people really comfortable with robots or automated machines around in the work place, especially in India? If not, how to overcome it.
- We know robots can save a lot of time and efforts of human labor force employed, but is this always applicable?
- Vote of thanks by Ms. Sneha Kamalpuria.

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IT TALKs

IT AWARENESS PROGRAMME

Shivang Sharma
Student, MMS, AIMS
Techno-Ed Enthusiast
(Batch 2020-2022)
(HOST)

LIVE

Episode 17

Mr Bhavin Shah
HOD, Dept of Electronics Engineering,
Atharva College of Engineering, Mumbai

Dhanlaxmi Gainer
Student, MMS, AIMS
Techno-Ed Enthusiast
(Batch 2020-2022)
(HOST)

Robotics - How is it revolutionizing the Industry/Manufacturing Sector?

21st August, 2021
9:30 AM- 10:30 AM

Powered by IQAC

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EVENT REPORT PREPARED BY: SNEHA KAMALPURIA, STUDENT, MMS DIVISION B.

Verified by: Dr. Shubhi Lall Agarwal, Director, IQAC, AIMS.

Submitted to: Dr. R.G. Ratnawat, Director, Atharva Institute of Management Studies.

This video was recorded on the official page of IT Talks for all.

Live session was initiated by Mr. Shivang Sharma.

Hosting was done by: Mr. Shivang Sharma & Ms. Dhanlaxmi Gainer.

This event was conducted under the guidance of IQAC and CMC, AIMS.

Activity / Event report

Name of event	: IT TALKS Episode 18
Link of the page	: http://www.facebook.com/ITTalksForAll
Date(s) of conduction	: 3 September 2021
Class / Sem	: MMS/PGDM BATCH 2020-2022
Faculty coordinator	: Dr. Shubhi Lall Agarwal.
Student coordinator/ committee	: Shivang Sharma (MMS)
Sneha Kamalpuria (MMS)	
Resource person	: Dr. R.G. Ratnawat.
Organization	: Atharva Institute of Management Studies.
Designation	: Director, AIMS.
Contact no.	: 9975580320
Email ID	: rratnawat@atharvaims.edu.in

DESCRIPTION

Objectives:

- E-governance

Key Takeaways:

- Introduction to Speaker.
- What is E-Governance.
- Governance – Manage, Regulate, and Control.
- How information exchange takes place.
- Benefits of E Governance:
  - Increase efficiency of offices.
  - Increase effectiveness of offices.
  - Increase responsiveness of offices.
  - Elimination of excuses.
  - Speedy and timely delivery of government services.
  - Reduces Corruption.
  - Time Efficient.
  - Convenient for stake holders.
  - Trust amongst the people for government has gone up.
- E-Governance started in 1970.

- History and background of E-Governance.
- Various programs of E-Governance.
  - Bhoomi Project – Kerela.
  - Khajana – Karnataka.
  - E- Seva – Andhra Pradesh.
  - Digital India – Central Government.
    - Digi Locker
    - E – Locker.
    - My GOV.
- E – Government: Implementation of ICT.
- How E – Government started in India.
- E – Government is all about Information Management:
  - Database Management.
  - Knowledge management.
  - Metric and Indication Management.
- Major Objective of E- Government.
- Scope of E-Government:
  - Government to Government. (G to G)
  - Government to Business. (G to B)
  - Government to Employees. (G to E)
  - Government to Citizens. (G to C)
- Pillars of E-Government:
  - People.
  - Structure of Process.
  - Technology.
  - Required Resources.
- Data protection and security in E-Governance.
- Most recent development in E-Governance:
  - Government web portals.
  - Open-source software.
  - Digital Payments.
  - Mobile Governance.
  - Digital India.
- Technical illiteracy is a major challenge faced in order to implement E-Governance as India majorly consists of rural villages as it is one pf the fastest developing nations in the world.
- How E-Governance can be beneficial for the educational institutes and the students.

- Penetration of technology is only possible in rural areas after the awareness regarding the same.
- Major Challenges faced by E-Governance:
  - Language Barrier.
  - Infrastructure.
  - Technology Awareness.
  - Lack of co-ordination in various departments.
  - Lack of integration.
  - Investment.
- Learning how to overcome the challenges faced by the government to implement E-Governance.
- Benefits of E-Governance:
  - Transparency.
  - Speedy Delivery of services.
  - Reducing the corruption.
- Vote of thanks by Ms. Sneha Kamalpuria.

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IT TALKS

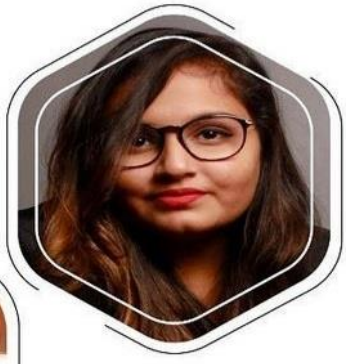
IT AWARENESS PROGRAMME

Shivang Sharma
Student, MMS, AIMS
Techno-Ed Enthusiast
(Batch 2020-2022)
(HOST)

LIVE

Episode 18

Dr R. G. Ratnawat
Director, Atharva Institute of Management Studies, Mumbai



Sneha Kamalpuria
Student, MMS, AIMS
Techno-Ed Enthusiast
(Batch 2020-2022)
(HOST)

E-Governance

4th September, 2021
9:30 AM- 10:30 AM

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GLIMPSES

EVENT REPORT PREPARED BY: SNEHA KAMALPURIA, STUDENT, MMS DIVISION B.

Verified by: Dr. Shubhi Lall Agarwal, Director, IQAC, AIMS.

Submitted to: Dr. R.G. Ratnawat, Director, Atharva Institute of Management Studies.

This video was recorded on the official page of IT Talks for all.

Live session was initiated by Sneha Kamalpuria.

Hosting was done by: Mr. Shivang Sharma & Ms. Sneha Kamalpuria.

This event was conducted under the guidance of IQAC, AIMS.

Activity / Event report

Name of event	: **IT TALKS Episode 19**
Link of the page	: http://www.facebook.com/ITTalksForAll
Date(s) of conduction	: 21 August 2021
Class / Sem	: MMS/PGDM BATCH 2020-2022
Faculty coordinator	: Dr. Shubhi Lall Agarwal
Student coordinator/ committee	: Shivang Sharma (MMS)
Sneha Kamalpuria (MMS)	
Resource person	: Dr. Vaibhav Bhatnagar
Organization	: Manipal University
Designation	: Asst. Professor in Dpt. of Computer Applications
Contact no.	: 9785988729
Email ID	: vaibhav.bhatnagar15@gmail.com

DESCRIPTION

Objectives:

- Machine Learning with Orange.

Key Takeaways:

- Introduction to Speaker.
- What is basically Machine Learning?
- What is Oranges?
- What do you mean by open-source tools?
- How AI and ML are different? Which one is dependent on the other?
- How is orange better than other open-source software?
- Which major language is being used by orange to work?
- Different types of Machine learning.
- What was the objective of the orange software?
- What are the features of the orange software?
- How can machine learning and other open-source tools along with oranges can be used for the commercial purpose?
- Example of machine learning program developed using oranges.

- Which, according to the speaker, is the best language to command the system?
- Which is the most effective type of machine learning?
- Impact of machine learning on employment.
- Challenges with machine learning using oranges.
- Vote of thanks by Ms. Sneha Kamalpuria.

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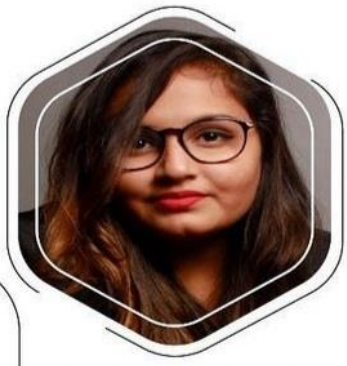
IT TALK

IT AWARENESS PROGRAMME

Shivang Sharma
Student, MMS, AIMS
Techno-Ed Enthusiast
(Batch 2020-2022)
(HOST)

LIVE

Episode 19



Sneha Kamalpuria
Student, MMS, AIMS
Techno-Ed Enthusiast
(Batch 2020-2022)
(HOST)

Dr Vaibhav Bhatnagar
Asst. Professor, Department of
Computer Applications, Manipal University

Machine Learning with Orange

18th September, 2021
9:30 AM- 10:30 AM

Powered by IQAC

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Watch Live at https://www.facebook.com/ittalksforall

GLIMPSES

EVENT REPORT PREPARED BY: SNEHA KAMALPURIA, STUDENT, MMS DIVISION B.

Verified by: Dr. Shubhi Lall Agarwal, Director, IQAC, AIMS.

Submitted to: Dr. R.G. Ratnawat, Director, Atharva Institute of Management Studies.

This video was recorded on the official page of IT Talks for all.

Live session was initiated by Sneha Kamalpuria.

Hosting was done by: Mr. Shivang Sharma & Ms. Sneha Kamalpuria.

This event was conducted under the guidance of IQAC, AIMS.

Activity / Event report

Name of event	: IT TALKS Episode 20
Link of the page	: http://www.facebook.com/ITTalksForAll
Date(s) of conduction	: 2 October 2021
Class / Sem	: MMS/PGDM BATCH 2020-2022
Faculty coordinator	: Dr. Shubhi Lall Agarwal
Student coordinator/ committee	: Shivang Sharma (MMS)
Sneha Kamalpuria (MMS)	
Resource person	: Dr. Deepak Waikar
Organization	: IEEE Education Society, Singapore
Designation	: Hon. Chair For IEEE Education Society, Singapore
Contact no.	: +65 98166847
Email ID	: dlwaikar@gmail.com

DESCRIPTION

Objectives:

- Smart, Clean, & Green Energy.

Key Takeaways:

- Introduction to Speaker.
- Whose Lungs are weak?

  Why our lungs are weak?

  - Clean air

  - Masks
- Clean green Future.
- Net Zero Pollution.
- Net Zero Waste.
- Net Zero Energy.
- Keep our surroundings clean and green.
- Make in INDIA.
- Digital India.

- Smart City.
- Self-Reliant (Aatma-nirbhar).
- Edu-Energy Singapore.
- Sustainable energy.
- Role of citizens of the country.
- Vote of thanks by Ms. Sneha Kamalpuria.

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NAAC Accredited

IT TALK

IT AWARENESS PROGRAMME

Shivang Sharma
Student, MMS, AIMS
Techno-Ed Enthusiast
(Batch 2020-2022)
(HOST)

LIVE

Episode 20

Sneha Kamalpuria
Student, MMS, AIMS
Techno-Ed Enthusiast
(Batch 2020-2022)
(HOST)

Dr Deepak Waikar
Managing Partner, EduEnergy, Singapore,
& Hon. Chair for IEEE Education Society, Singapore Chapter

Smart, Clean, and Green Energy Future

2nd October, 2021
9:30 AM- 10:30 AM

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Every Alternate Saturday

Watch Live at https://www.facebook.com/ittalksforall

GLIMPSES

EVENT REPORT PREPARED BY: SNEHA KAMALPURIA, STUDENT, MMS DIVISION B.

Verified by: Dr. Shubhi Lall Agarwal, Director, IQAC, AIMS.

Submitted to: Dr. R.G. Ratnawat, Director, Atharva Institute of Management Studies.

This video was recorded on the official page of IT Talks for all.

Live session was initiated by Sneha Kamalpuria.

Hosting was done by: Mr. Shivang Sharma & Ms. Sneha Kamalpuria.

This event was conducted under the guidance of IQAC, AIMS.

Activity / Event report

Name of event	: **IT TALKS Episode 21**
Link of the page	: http://www.facebook.com/ITTalksForAll
Date(s) of conduction	: 16 October 2021
Class / Sem	: MMS/PGDM BATCH 2020-2022
Faculty coordinator	: Dr. Shubhi Lall Agarwal
Student coordinator/ committee	: Shivang Sharma (MMS)
	Sneha Kamalpuria (MMS)
Resource person	: **Dr. Vasudha Sharma**
Organization	: Voice of Planet
Designation	: Founder
Contact no.	: +1 (310) 986-4280
Email ID	: veepee26@hotmail.com

DESCRIPTION

Objectives:

- Penetration of IT in Health care sector.

Key Takeaways:

- Introduction to Speaker.
- Main role of IT in health care in US.
- What are the different levels in health care?
- In which field, amongst the one the speaker mentioned is she specialized in?
- How much easy it is for the speaker to manage the cases and help people claim their insurance?
- Different levels of care cases.
- Which software is used to maintain data in the health care sector in US?
- Purpose of data collection.
- Different levels of care.
- Basic skeleton on any program which is used.
- How it effects reimbursement?
- How is it identified who needs to be reimbursed how much?
- ICD code.
- Difference between Indian and US health sector.
- Case studies and examples.

- Vote of thanks by Ms. Sneha Kamalpuria.

GLIMPSES

EVENT REPORT PREPARED BY: SNEHA KAMALPURIA, STUDENT, MMS DIVISION B.

Verified by: Dr. Shubhi Lall Agarwal, Director, IQAC, AIMS.

Submitted to: Dr. R.G. Ratnawat, Director, Atharva Institute of Management Studies.

This video was recorded on the official page of IT Talks for all.

Live session was initiated by Sneha Kamalpuria.

Hosting was done by: Mr. Shivang Sharma & Ms. Sneha Kamalpuria.

This event was conducted under the guidance of IQAC, AIMS.

Activity / Event report

Name of event : **IT TALKS Episode 22**

Link of the page : http://www.facebook.com/ITTalksForAll

Date(s) of conduction : 30 October 2021

Class / Sem : MMS/PGDM BATCH 2020-2022

Faculty coordinator : Dr. Shubhi Lall Agarwal (IQAC)

Ms. Renu Jaiswal (CMC)

Student coordinator/ committee : Shivang Sharma (MMS)

Sneha Kamalpuria (MMS)

Resource person : **Mr. Sujit Apte**

Organization : ISO.

Designation : Certified ISO Lead Assessor for 9001:2015.

Contact no. : 7021452536

Email ID : apte.sujit@gmail.com

DESCRIPTION

Objectives:

- Information Security

Key Takeaways:

- Introduction to Speaker.
- Understanding what is information security.
- Major information security issues.
- Initiatives taken by government to educate people on information security.
- Importance of information security.
- Precautions that an individual should take to be safe from the attacks on information security.
- Different types of attack on information security.
- Steps a person can take if he/she is ever attacked.
- Major benefits of information security.
- Challenges in order to implement and educate people about the information security.
- Vote of thanks by Ms. Sneha Kamalpuria.

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NAAC Accredited

IT TALKS

IT AWARENESS PROGRAMME

Shivang Sharma
Student, MMS, AIMS
Techno-Ed Enthusiast
(Batch 2020-2022)
(HOST)

LIVE

Episode 22

Mr Sujit Apte
Certified ISO Lead Assessor for 9001:2015 and 27001:2013
Working as ISO Consultant

Sneha Kamalpuria
Student, MMS, AIMS
Techno-Ed Enthusiast
(Batch 2020-2022)
(HOST)

Information Security

30th October, 2021
9:30 AM- 10:30 AM

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Saturday

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GLIMPSES

EVENT REPORT PREPARED BY: SNEHA KAMALPURIA, STUDENT, MMS DIVISION B.

Verified by: Dr. Shubhi Lall Agarwal, Director, IQAC, AIMS.

Submitted to: Dr. R.G. Ratnawat, Director, Atharva Institute of Management Studies.

This video was recorded on the official page of IT Talks for all.

Live session was initiated by Sneha Kamalpuria.

Hosting was done by: Mr. Shivang Sharma & Ms. Sneha Kamalpuria.

This event was conducted under the guidance of IQAC & CMC, AIMS.

Activity / Event report

Name of event	: **IT TALKS Episode 23**
Link of the page	: http://www.facebook.com/ITTalksForAll
Date(s) of conduction	: 13 November 2021
Class / Sem.	: MMS/PGDM BATCH 2020-2022
Faculty coordinator	: Dr. Shubhi Lall Agarwal (IQAC)
	Ms. Renu Jaiswal (CMC)
Student coordinator/ committee	: Shivang Sharma (MMS)
Sneha Kamalpuria (MMS)	
Resource person	: **Dr. Devarshi Pallavi Bhatt**
Organization	: Manipal University, Jaipur
Designation	: HOD, Department of Computer Applications
Contact no.	: 9829321553
Email ID	: devershipallavi.bhatt@jaipur.manipal.edu

DESCRIPTION

Objectives:

- Need of Cyber Security Today and Tomorrow.

Key Takeaways:

- Introduction to Speaker.
- Information Security Vs Cyber Security.
- Industry Need for Cyber Security.
- Elements of Security.
- Difference between vulnerability, threats and exploit.
- Reasons of cyber-attacks and motive of attackers.
- Some of the common cyber-attacks.
- System-based attacks.
- Internal and External threats.
- A world without cybersecurity.
- Prevention mechanism: Security policies.
- What is a Brute Force Attack? How can you prevent it?

- Scenario Examples:

a) A friend of yours sends an e-card to your mail. You have to click on the attachment to get the card. What are the risks?

b) In our computing labs, print billing is often tied to the user's login. Sometimes people call to complain about bills for printing they never did only to find out that the bills are, indeed, correct. What do you infer from this situation? Justify.

c) Two different offices on campus are working to straighten out an error in an employee's bank account due to a direct deposit mistake.
Office #1 emails the correct account and deposit information to office #2, which promptly fixes the problem.
The employee confirms with the bank that everything has, indeed, been straightened out.
What is wrong here?

d) There is this case that happened in my computer lab. A friend of mine used their yahoo account at a computer lab on campus. She ensured that her account was not left open before she left the lab. Someone came after her and used the same browser to re-access her account. and they started sending emails from it.

- What should you do?
- Security Career.
- Pandemic Impact on Cyber Attacks.
- Women in Cyber Security.
- Port Scanning.
- Active and Passive Attacks.
- Ransomware and Cryptography.
- What is black hat, white hat and grey hat hackers?
- Vote of thanks by Ms. Sneha Kamalpuria.

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IT AWARENESS PROGRAMME

LIVE

Episode 23

Shivang Sharma
Student, MMS, AIMS
Techno-Ed Enthusiast
(Batch 2020-2022)
(HOST)

Sneha Kamalpuria
Student, MMS, AIMS
Techno-Ed Enthusiast
(Batch 2020-2022)
(HOST)

Dr. Devershi Pallavi Bhatt

MCA, M. Tech (Gold Medalist), Ph.D. (Computer Science), Associate Professor & HoD, Department of Computer Applications, Manipal University Jaipur with 14 years of experience, Senior Member of IEEE, Professional member of ACM, CSI

Need of Cyber Security Today and Tomorrow

13th November, 2021
9:30 AM- 11:00 AM

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GLIMPSES

EVENT REPORT PREPARED BY: SNEHA KAMALPURIA, STUDENT, MMS DIVISION B.

Verified by: Dr. Shubhi Lall Agarwal, Director, IQAC, AIMS.

Submitted to: Dr. R.G. Ratnawat, Director, Atharva Institute of Management Studies.

This video was recorded on the official page of IT Talks for all.

Live session was initiated by Sneha Kamalpuria.

Hosting was done by: Mr. Shivang Sharma & Ms. Sneha Kamalpuria.

This event was conducted under the guidance of IQAC & CMC, AIMS.

Activity / Event report

Name of event	: **IT TALKS Episode 24**
Link of the page	: https://www.facebook.com/ITTalksForAll/videos/188370326845529
Date(s) of conduction	: 4 December 2021
Class / Sem	: MMS/PGDM BATCH 2020-2022
Faculty coordinator	: Dr. Shubhi Lall Agarwal
Student coordinator/ committee	:Shivang Sharma (MMS) Sneha Kamalpuria (MMS)
Resource person	:
Organization	:IEEE Education Society, Singapore
Designation	:Hon. Chair For IEEE Education Society, Singapore
Contact no.	:+65 98166847
Email ID:	: dlwaikar@gmail.com

DESCRIPTION

Objectives:

- Role and Importance of ISO 27001 ISMS (Data Privacy)

Key Takeaways:

- Importance of ISO (International Organization for Standardization)
- More than 9000 standards
- Major reason for introduction of ISMS
- Importance of data protection (ISO 27000)
- Creating awareness of data privacy
- Roles taken by the Government to protect the citizens from data breach (introduction of the data protection bill)
- Comparing Indian standards with European standard i.e.: GDPR (General Data Protection Regulation)
- How companies are able to take your data, without our knowledge.
- How Audits are done, the standard operating procedure of auditing.
- Types of Audits
  - First part Audit (internal Audit)
  - Second Party Audit

- Third party Audit

- Leniency given to a company while audits
- Financial Fraud details and how to be safe from such attacks
- Increase in online payments post demonetization
- How hackers use the loopholes in then UPI technology
- Creating awareness about the plastic money (debit & credit cards)
- The people who have to be safe and vigilant about the bank transactions and never share any sensitive info on call as no bank employee will ever ask for it.
- Role of citizens of the country.
- Vote of thanks by Ms. Sneha Kamalpuria.

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NAAC Accredited

IT TALKS

IT AWARENESS PROGRAMME

Shivang Sharma
Student, MMS, AIMS
Techno-Ed Enthusiast
(Batch 2020-2022)
(HOST)

LIVE

Episode 24

Sneha Kamalpuria
Student, MMS, AIMS
Techno-Ed Enthusiast
(Batch 2020-2022)
(HOST)

Lt. Arjun Choudhary

Assistant Professor at Department of Computer Science & Cyber Security in Sardar Patel University of Police, Security and Criminal Justice (SPUP) at Jodhpur

Role and importance of ISO 27001
ISMS auditing in industry

4th December, 2021
9:30 AM- 10:30 AM

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EVENT REPORT PREPARED BY: Mukul Deshmukh, STUDENT, MMS DIVISION A.

Verified by: Dr. Shubhi Lall Agarwal, Director, IQAC, AIMS.

Submitted to: Dr. R.G. Ratnawat, Director, Atharva Institute of Management Studies.

This video was recorded on the official page of IT Talks for all.

Live session was initiated by Sneha Kamalpuria.

Hosting was done by: Mr. Shivang Sharma & Ms. Sneha Kamalpuria.

This event was conducted under the guidance of IQAC, AIMS.

Activity / Event report

Name of event	: **IT TALKS Episode 25**
Link of the page	: http://www.facebook.com/ITTalksForAll
Date(s) of conduction	: 18 December 2021
Class / Sem	: MMS/PGDM BATCH 2020-2022
Faculty coordinator	: Dr. Shubhi Lall Agarwal
Student coordinator/ committee	: Shivang Sharma (MMS)
Sneha Kamalpuria (MMS)	
Resource person	: Dr. Shubhi Lall Agarwal
Organization	: Atharva Institute of Management Studies
Designation	: Director, IQAC, AIMS
Contact no.	: 9320844664
Email ID	: shubhilall@gmail.com

DESCRIPTION

Objectives:

- Digital Carbon Footprints and its Environmental Impact.

Key Takeaways:

- Introduction to Speaker.
- What is carbon footprint?
- Cloud computing and how it manages its data.
- Renewable and Non-Renewable energies.
- Green Initiative.
- Awareness of what to upload and what should be ignored.
- Paris Agreement.
- Average Global Temperature should not increase by 1.5 degrees per year.
- Other platforms that play a major role in digital carbon foot prints.
- Use of solar energy to decrease the effect of it.
- What is green server?
- What is carbon offset programme by google?
- Role of people around the globe to reduce it.
- Precautions to be taken and how it we can recover.

- Message to schools and colleges and corporate offices explaining their role about how they can reduce the digital carbon.
- Message to the students and how they can create awareness around.
- Vote of thanks by Ms. Sneha Kamalpuria.

ATHARVA INSTITUTE OF MANAGEMENT STUDIES
(Affiliated to Mumbai University)

ATHARVA SCHOOL OF BUSINESS
(Approved by AICTE)

IT AWARENESS PROGRAM

LIVE

SILVER JUBILEE EPISODE

Mr. Shivang Sharma
Student, MMS, AIMS
Techno-ed Enthusiast
(Batch 20-22)
(Host)

Ms. Sneha Kamalpuria
Student, MMS, AIMS
Techno-ed Enthusiast
(Batch 20-22)
(Host)

Prof Dr Shubhi Lall Agarwal

PhD(Computer Science), MCA, PGDCA, B.Sc., Pursuing MBA in Business Analytics

Digital Carbon Footprints and it's Environmental Impact

18th December, 2021
9:30 AM - 10:00 AM

Powered by IQAC

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Watch live at https://www.facebook.com/ittalksforall

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EVENT REPORT PREPARED BY: SNEHA KAMALPURIA, STUDENT, MMS DIVISION B.

Verified by: Dr. Shubhi Lall Agarwal, Director, IQAC, AIMS.

Submitted to: Dr. R.G. Ratnawat, Director, Atharva Institute of Management Studies.

This video was recorded on the official page of IT Talks for all.

Live session was initiated by Sneha Kamalpuria.

Hosting was done by: Mr. Shivang Sharma & Ms. Sneha Kamalpuria.

This event was conducted under the guidance of IQAC, AIMS.

Activity / Event report

Name of event	: **IT TALKS Episode 26**
Link of the page	: http://www.facebook.com/ITTalksForAll
Date(s) of conduction	: 15 January 2022
Class / Sem	: MMS/PGDM BATCH 2020-2022
Faculty coordinator	: Dr. Shubhi Lall Agarwal
Student coordinator/ committee	: Shivang Sharma (MMS) Sneha Kamalpuria (MMS)
Resource person	: **Dr. Abhijit Sarkar**
Organization	: Sharekhan Ltd.
Designation	: Sr. VP & Country Head – Administration & Procurement
Contact no.	: 9664433340
Email ID	: abhijit.sarkar@sharekhan.com

DESCRIPTION

Objective:

- IT in Travel and Hospitality Industry

Key Takeaways:

- 4 different branches in Hospitality
    1. Food and beverage
    2. Hotel and lodging
    3. Recreation and entertainment
    4. Travel and tourism
    5. Events and MICE (Meetings, Incentives, corporate, Events)
- Hospitality means giving an Awesome experience to the customer.
- Travel and tourism is divided in two parts:
    1. Corporate travel
    2. Incentives program
- This is a huge industry

- Travel and tourism accounts to almost 4% of India's GDP
- Impact of COVID on travel and tourism industry.
- Almost 36 million people lost their job during covid
- From 2014 to 2019 India generated highest number of jobs
- Travel restriction was necessary to avoid the spread of virus, so that the mutation is stopped.
- Skills required to enter the travel and tourism
    1. Empathy (Human touch / Human interaction)
    2. Versatility
    3. Ability to work in Team
    4. Multitasker
    5. Managing stress
    6. Control over emotions
    7. Problem Solver
    8. Positive attitude
    9. Good with New Technology.
- Use of IT in Hospitality Industry
    1. Use of AI has increased significantly
    2. Large number to online platforms has boosted the sale of tickets
    3. Technology has made the bookings for hotels and travel convenient

       Eg: 1. Online boarding pass,

           2. Seeing the hotel pictures before booking,

           3. preferences for seat selection in trains and planes.
- Major Factor affecting the travel and tourism industry:
    1. Environmental factor (Global warming)
    2. Historical Significance Eg: Agra (Taj Mahal) Egypt (pyramids)
    3. Religious motives
    4. Technology advancements Eg: Japan

- How does poor infrastructure affect Tourism Sector?
    1. Better the infrastructure, a greater number of tourists.
    2. Experiences matter in hospitality industry, which comes with good and posh infrastructure.

ATHARVA INSTITUTE OF MANAGEMENT STUDIES
(Affiliated to Mumbai University)

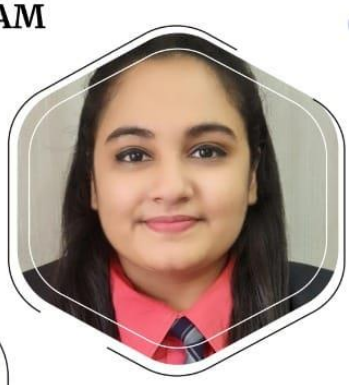
ATHARVA SCHOOL OF BUSINESS
(Approved by AICTE)

IT AWARENESS PROGRAM

LIVE

Episode No. 26

Mr. Shivang Sharma
Student, MMS, AIMS
Techno-ed Enthusiast
(Batch 20-22)
(Host)



Ms. Sneha Kamalpuria
Student, MMS, AIMS
Techno-ed Enthusiast
(Batch 20-22)
(Host)

Dr Abhijit Sarkar

Sr. Vice President & Country Head - Administration & Procurement
(Sharekhan Ltd), MBA (HR), BCom, Phd (Management Studies)

IT in Travel and Hospitality Industry

15th January, 2022
9:30 AM - 10:30 AM

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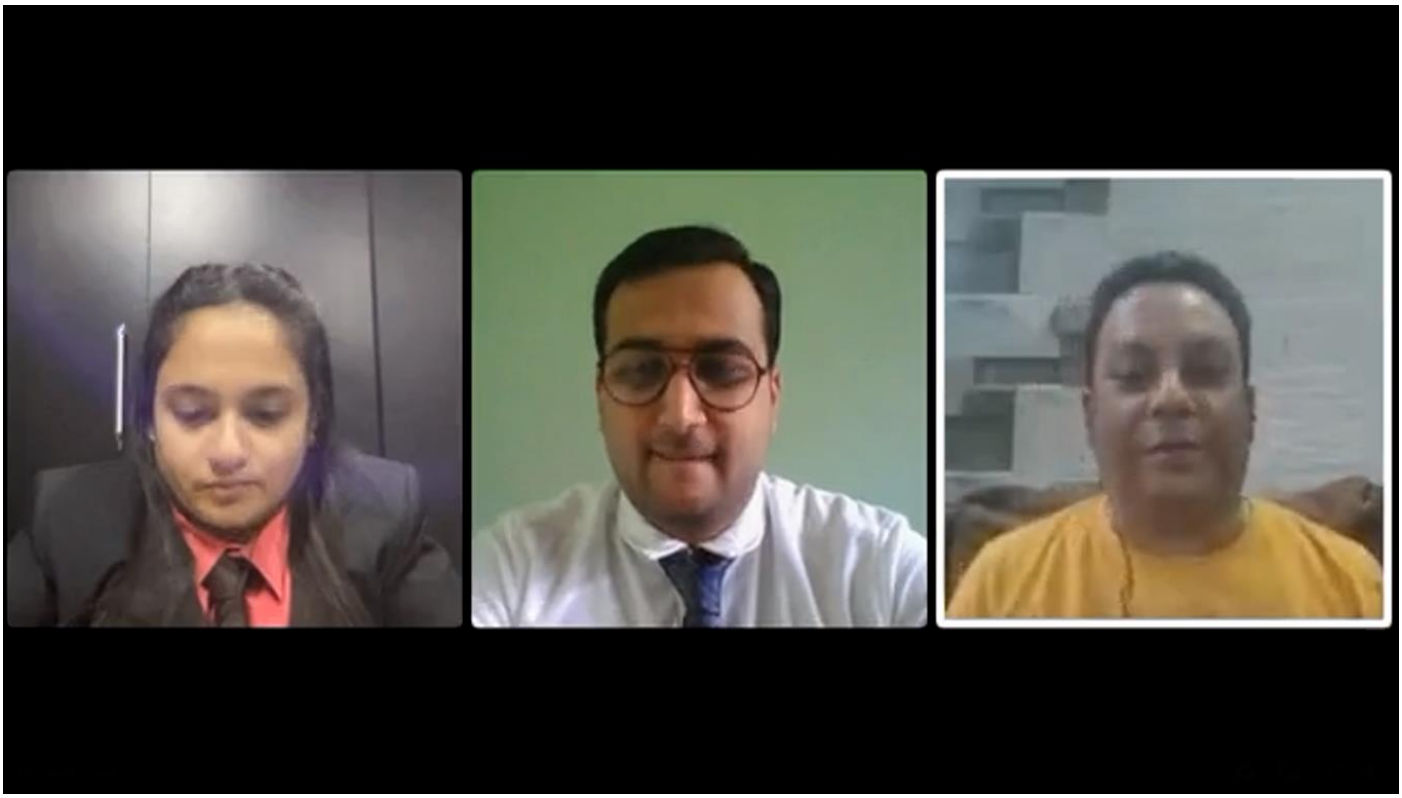

EVENT REPORT PREPARED BY: Mukul Deshmukh, Student, MMS DIVISION A.

Verified by: Dr. Shubhi Lall Agarwal, Director, IQAC, AIMS.

Submitted to: Dr. R.G. Ratnawat, Director, Atharva Institute of Management Studies.

This video was recorded on the official page of IT Talks.

Live session was initiated by Sneha Kamalpuria

Hosting was done by Shivang Sharma and Sneha Kamalpuria.

This event was conducted under the guidance of IQAC, AIMS.

EXPERT TALKS

Atharva Institute of Management Studies

Activity / Event report

Name of event : EXPERT TALKS - OPERATION MANAGEMENT

Episode - 1

Date(s) of conduction : 3 July 2021

Class / Sem : MMS/PGDM BATCH 2020-2022

No. of students participated : 23

Faculty coordinator : Prof. Sandeep Rasal

Student coordinator/ committee : Sneha Kamalpuria, Akshar Deshlahra, Nidhi Joshi

Resource person : **Mr. Ravi Kiran** [B.Tech, MBA (SCM), GDMM]

Organization : United Breweries Limited

Designation :Heading Procurement & Logistics

Contact no. : 9704369992

Email ID : kiran.dravi@gmail.com

DESCRIPTION

Objective:

To learn and understand about the challenges in Supply Chain Management.

Key Takeaways:

- Introduction to the speaker.
- Introduction to the topic by our speaker.
- What exactly is Supply Chain Management?
- The starting point of the process – NEED.
- Understanding various types of needs.
- SCM in early ages v/s in modern time.
- Understanding the difference between purchasing and procurement.
- Briefly learning about Supplier Relationship Management (SRM) and how it can be implemented.
- Analysing the challenges in Supply Chain Management and learning how to overcome them.
- Decision making in SCM.
- Learning about Customer Relationship Management (CRM).
- How to apply CRM to our SCM?
- Watching a video on "What actually happens in a beer factory and its process."
- Relation between SCM and Environment.
- Learning about SCM with various real life industry examples.
- Our speaker shares his own experience in the industry regarding supply chain management.
- Understanding the difference between Inbound logistics, Outbound logistics and Reverse logistics.
- A company should always have a policy and scope for reverse logistics.
- Learning in brief about what Digital Logistics is and its processes.
- Understanding what to do for damage management in case the product gets damaged in transit and what all precautions to be taken to avoid it.
- There is strict surveillance of the Excise Department on the premises of beer manufacturing companies.

- Understanding Heineken's Unified Problem-Solving Approach.
- Effects of Import and Export on a country's GDP.
- Learning how to maintain good relations with vendors in all circumstances.
- QUESTIONS AND ANSWERS.
- Few words from Prof. Sandeep Rasal.

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EXPERT TALKS

SPEAKER
RAVI KIRAN
B.TECH, MBA(SCM), GDMM

TOPIC
OVERCOMING CHALLENGES IN SUPPLY CHAIN MANAGEMENT

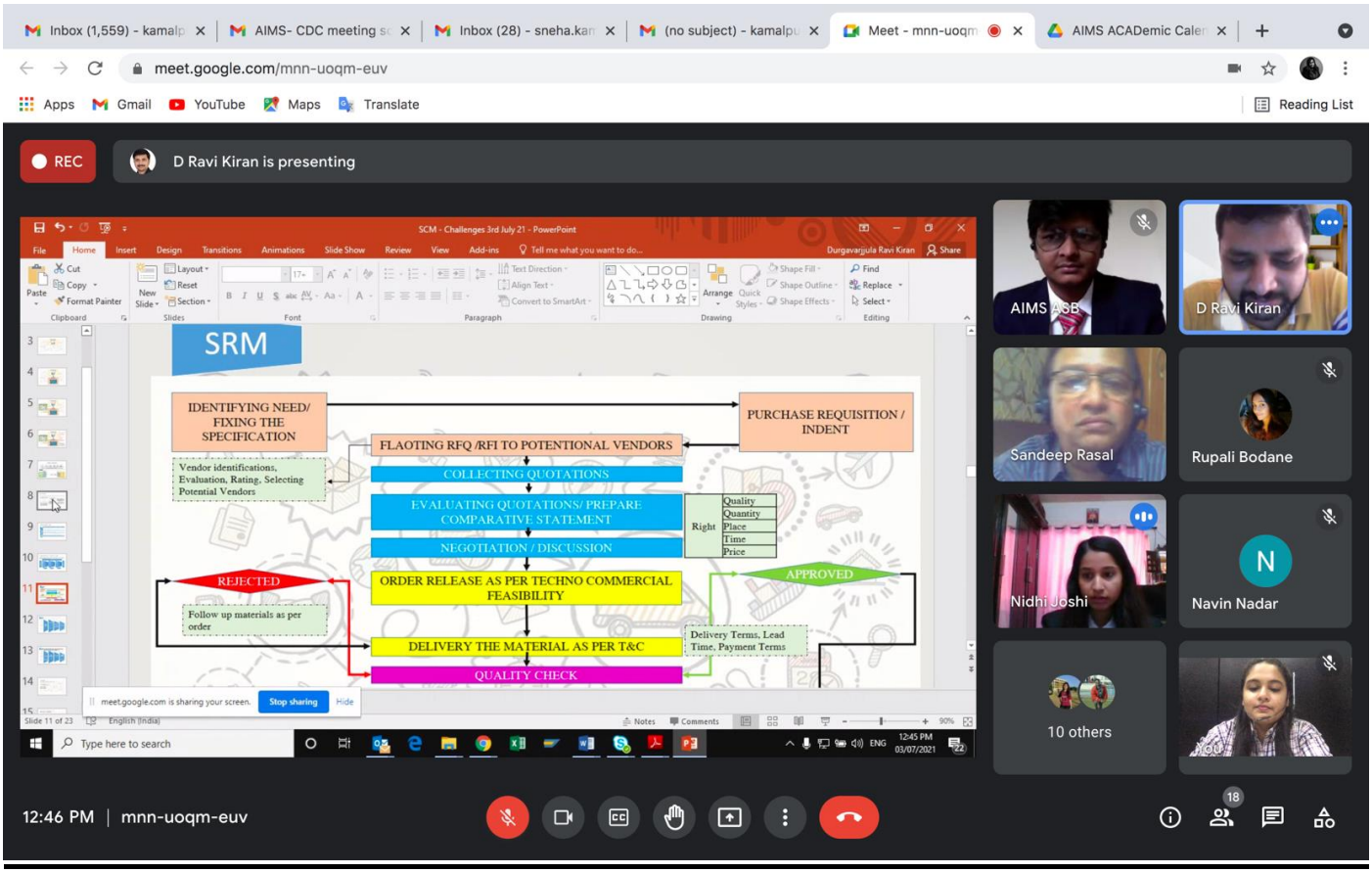
SAT, JULY 03, 2021

11:30 AM - 12 :30 PM (IST)

01
#experttalks

www.atharvaims.edu.in

GLIMPSES



EVENT REPORT PREPARED BY: SNEHA KAMALPURIA, STUDENT, MMS DIVISION B.

Verified by: Dr. Shubhi Lall Agarwal, Director, IQAC, AIMS.

Submitted to: Dr. R.G. Ratnawat, Director, Atharva Institute of Management Studies.

This video was recorded on the Email ID researchconference@atharvacoe.ac.in

Live session was initiated by Akshar Deshlahra.

Hosting was done by Akshar Deshlahra and Nidhi Joshi.

This event was conducted under the guidance of Operations Department, AIMS.

Activity / Event report

Name of event	: **EXPERT TALKS – HR – Episode 2**
Date(s) of conduction	: 17th July 2021
Class / Sem	: MMS/PGDM BATCH 2020-2022
No. of students participated	: 90
Faculty coordinator	: Prof. Sharon D'Souza
Student coordinator/ committee	: Sneha Kamalpuria (MMS)
Akshar Deshlahra (PGDM)	
Naveen Nadar (PGDM)	
Jidnyasa Parulekar (PGDM)	
Resource person	: **Mr. Jason D'Souza**
Organization	: Franco Indian Pharmaceuticals Pvt. Ltd.
Designation	: Heading the HR Department

DESCRIPTION

OBJECTIVE:

To understand new trends and best practices in the new era of HR.

KEY TAKEAWAYS:

- Introduction to the event – Expert Talks Episode 2.
- Introduction about our speaker, Mr. Jason D'Souza.
- Overview on the topic: Reinventing HR: Emerging Trends and Best Practices.
- Sub-topics to be explained by the speaker:
  - The New Age Line Leader
  - Technology Drivers
  - The Health-Conscious Employee
  - The Virtual HR World
  - A New Era – The Hybrid Workforce
- Empathizing with the employee is the most important.
- It is important to be flexible enough to balance and adjust between personal and professional life.
- Every employee needs to adopt a change driving mechanism.
- Emphasis on the concept of 'Work-from-home'.
- Importance of updating the skill sets of a person with time.

- Learning what is Artificial Intelligence (AI) in HR.
- Importance of Cloud-based HCM as a technological driver in an organization.
- Data Science/Analytics/WFM are detailed versions and parts of Management Information System (MIS).
- Toughest job in HR – Relocating and Redeploying people.
- Ensuring employee safety is very important.
- Importance of health counselling sessions in an organization.
- Understanding the hybrid model of workforce.
- Role of HR as a counsellor.
- Importance of self-training.
- QUESTIONS AND ANSWERS.
- Flat organizational structure recommended for learning and development units.
- Employee accessible library in the organization is a step in knowledge development of employees.
- Best practice session once a month is a good initiative towards improvement in an organization.
- Overview of major HR Activities:
  - Onboarding
  - Background check notification
  - Payroll
  - International HR
  - International payroll system
  - Training and Development
  - HR Quality
  - HR Offboarding
  - HR Business partner
  - Quality management
- Business management + Industrial Psychology + Legal knowledge (Law) = Best combination for a HR.
- Few words from the speaker.
- Few words from the faculty coordinator of the session – Prof. Sharon D'Souza.
- Closure of the session with a few words from Pallavi Rane Ma'am.

ATHARVA
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EXPERT TALKS

SPEAKER

JASON DSOUZA

HR HEAD, FRANCO INDIAN PHARMACEUTICALS PVT LTD

TOPIC

REINVENTING HR : EMERGING TRENDS & BEST PRACTICES

SAT, JULY 17, 2021

11:00 AM - 12 :30 PM (IST)

02

#experttalks

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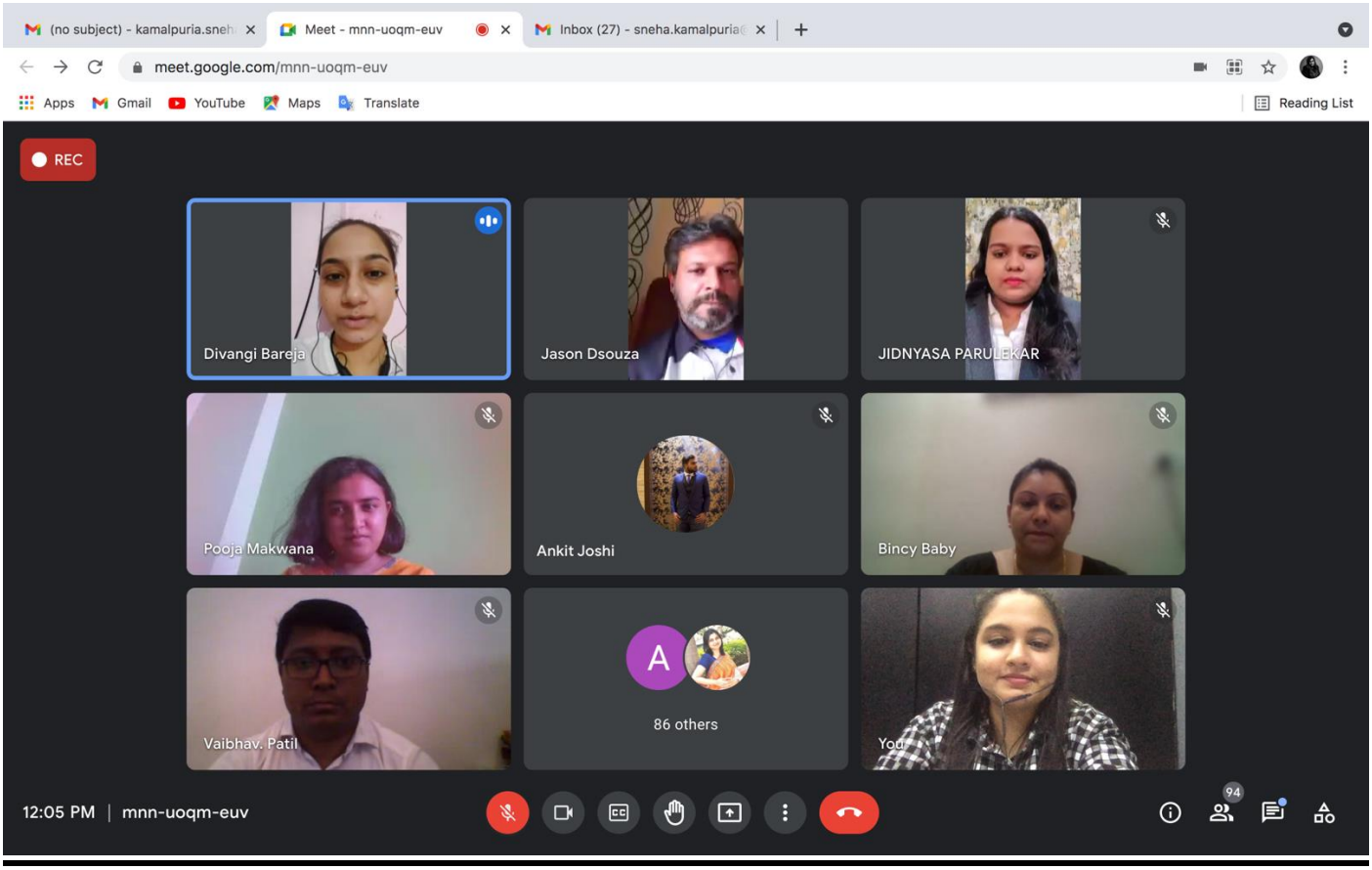
GLIMPSES



EVENT REPORT PREPARED BY: SNEHA KAMALPURIA, STUDENT, MMS DIVISION B.

Verified by: Dr. Shubhi Lall Agarwal, Director, IQAC, AIMS.

Submitted to: Dr. R.G. Ratnawat, Director, Atharva Institute of Management Studies.

This video was recorded on the Email ID researchconference@atharvacoe.ac.in

Live session was initiated by Abhilash Maniyani.

Hosting was done by Naveen Nadar and Jidnyasa Parulekar.

This event was conducted under the guidance of the Human Resource Department, AIMS.

Activity / Event report

Name of event	: **EXPERT TALKS Episode 3**
Date(s) of conduction	: 31 July 2021
Class / Sem	: MMS/PGDM (Batch 2020-2022)
No. of students participated	: 58
Faculty coordinator	: Prof. Vaibhav Patil, Assistant Professor, Finance
Student coordinator/ committee	: Sneha Kamalpuria (MMS)
Akshar Deshlahra (PGDM)	
Resource person	: **Mr. Kaivalya Joshi**
Organization	: LARSEN & TOUBRO INFOTECH (LTI)
Designation	: Marketing Professional
B.E., MBA, Reiki Practitioner, Dowser	
Contact no.	: 8082023105
Email ID	: kaivalyaj@gmail.com

DESCRIPTION

Objectives:

To learn how to survive in the corporate universe.

Key Takeaways:

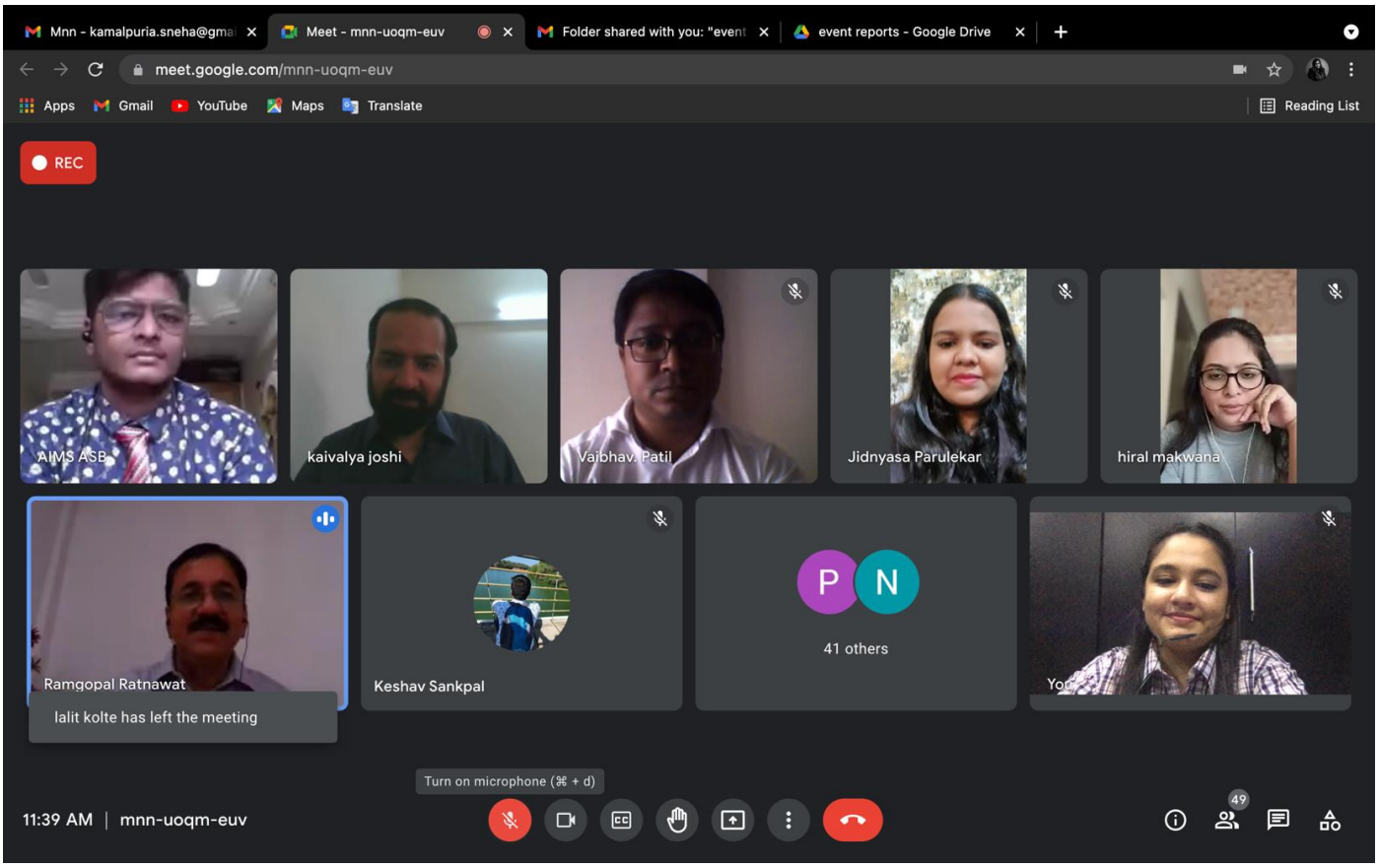
- Introduction to the session.
- Introduction to the speaker.
- Understanding how to choose a specialization (HR, Operations, Marketing, Finance, IT).
- Speaker shares the real life lessons he learnt.
- Understanding the importance of self-learning.
- Understanding the importance of learning email-drafting etiquettes.
- Understanding the importance of being adaptive.
- Importance of respecting time.
- Overview of CSR (Corporate Social Responsibility) and its importance.
- Quick Tips:
  - Get your basics right.
  - Microsoft Office = O2.

- Participate in Events.
- Communicate.
- Build your brand.
- Network! Network! Network!
- Stay Focused.
- Exercise, Pray, Meditate.
- Seek Blessings.

- Sectors who digitally adjusted during covid survived in the market.
- Travel Industry was the worst affected by the pandemic.
- Understanding why do people leave an organization.
- Learning how to deal with organizational politics.
- QUESTIONS AND ANSWERS.
- Few words from our Director, Dr. R.G. Ratnawat.
- Conclusion of the session.

AIMS
ATHARVA
03
#experttalks
EXPERT
TALKS
SPEAKER
KAIVALYA JOSHI
ANALYST RELATIONSHIP MANAGER
AT LARSEN & TOUBRO INFOTECH(LTI)
TOPIC
PASSCODE TO THE
CORPORATE UNIVERSE
SATURDAY, JULY 31st 2021
10:30 AM - 12:00 NOON

GLIMPSES



EVENT REPORT PREPARED BY: SNEHA KAMALPURIA, STUDENT, MMS DIVISION B.

Verified by: Dr. Shubhi Lall Agarwal, Director, IQAC, AIMS.

Submitted to: Dr. R.G. Ratnawat, Director, Atharva Institute of Management Studies.

This video was recorded on the Email ID researchconference@atharvacoe.ac.in

Live session was initiated by Akshar Deshlahra.

Hosting was done by Akshar Deshlahra and Jidnyasa Parulekar.

This event was conducted under the guidance of Finance Department, AIMS.

Activity/Eventreport

Nameof event	:**EXPERTTALKS Episode 4**
Linkof thepage	:
Date(s)ofconduction	:1stAugust2021
Class/ Sem.	: MMS/PGDM BATCH 2020-2022MMS/PGDMBATCH2021-2023
Faculty coordinator	:Prof.SandeepRasal
Studentcoordinator/committee	:AksharDeshlehra
/NiddhiResourceperson	:Mr.SwapnilRathore
Organization	: Suryoday Small Finance Bank (Ex-employee ofMahindraHomeFinance
Designation	:Sr. Manager
Contactno.	:7977156734/9321993003/9930366011
EmailID	:

DESCRIPTION

Objectives:

- To highlight the importance on Business Process Excellence intoday'scompetitiveworld.

KeyTakeaways:

- IntroductiontoSpeakerandfurtherenlightingstudentsonfollowingquestions:
- WhichspecializationstudentscanjoinQualityorBusinessExcellenceverticals?
- Howtogetintoqualitydepartment?
- Whataretheskillsrequired tobecomeaqualityauditor?
- Whichsubjectsaremandatorytohavestudiedduringgraduationtogetintoqualityfunction?
- WhatisSixSigma?WhocandoSixSigmaGreenbeltorBlackbeltcertification?
- WhatisBusinessProcessEngineering?Whyhas itgainedimportanceintoday'sscenario?

ATHARVA INSTITUTE OF MANAGEMENT STUDIES
(Affiliated to Mumbai University)
ATHARVA SCHOOL OF BUSINESS
(Approved by AICTE)
EXPERT
TALKS
GUEST SPEAKER
Mr. Swapnil Rathore
Sr. Manager, Suryoday Small Finance Bank,
Ex-employee of Mahindra Home Finance
TOPIC
Business Process Excellence
• LIVE
#ExpertTalks
22
JANUARY
@ SATURDAY
9:30 AM - 11:00 AM

GLIMPSES

EVENTREPORTPREPAREDBY:AKSHARDESHLEHRA(PGDM2020-22BATCH).

Verifiedby: Prof.SandeepRasal

Submitted to: Dr.R.G. Ratnawat,Director,Atharva Institute of ManagementStudies.

Activity / Event report

Name of event	: **EXPERT TALKS – IT, Episode 5**
Date(s) of conduction	: 14 August 2021
Class / Sem	: MMS/PGDM BATCH 2020-2022
No. of students participated	: 54
Faculty coordinator	: Prof. Priyanka Kumari- In charge (Exam)
Student coordinator/ committee	: Sneha Kamalpuria (MMS)
Akshar Deshlahra (PGDM)	
Resource person	: **Mr. Gaurav Wadhwa**
Organization	:Adidas | CISSP | CCSP | CCSK
Designation	:Senior Manager, Information Security

DESCRIPTION

Objectives:

- To share details of Information Security Shaping Modern Management.

Key Takeaways:

- Introduction to Expert talks.
- Introduction to the speaker.
- Understanding what is informationsecurity.
- Understanding if the information collected from people is protected or not.
- Three pillars of security:
  - Confidentiality
  - Integrity
  - Availability
- Overview of the most dangerous information security breaches in the history.
- Video on a real-life story on a person's phone hacked in two minutes.
- DefconCo. – A company where ethical hackers share information on preventing hacking.
- Learning what is vishing.
- Learning about the consequences of security breaches
  - Damage to reputation

- Loss of market customer confidences
- Disruption in business
- Direct and indirect financial loss via penalties, etc.
- Competitive edge in the industry jeopardized

- Who are the potential intruders?
  - Competitors
  - Disgruntled staff/ex – employees/partners, etc.
  - Special motive groups
  - Hackers/social engineers who find loopholes in the system

- Understanding what are the common threat vectors:
  - Compromised credential
  - Weak and stolen passwords
  - Malicious insiders
  - Missing or poor encryption
  - Misconfigurations
  - Ransomware
  - Phishing
  - Zero-day vulnerabilities
  - Brute force attack
  - DDOS
- Learning what is a phishing attack.
- Learning what is a brute force attack.
- Learning defense in depth (which protection to be used).
- Layers of protection to be implemented:
  - Perimeter security (First layer)
  - Network security (Second layer)
  - End point security (Third layer)
  - Application security (Fourth layer)
  - Data security (Fifth layer)
  - Mission critical assets (Sixth layer)

- Overview of high – level secure architecture.
- Understanding how does the organization structure looks like if information security is included.

- CIOS – Chief Information Security Officer.
    - Governance risk & compliance: Engineers
    - Security architecture/infra security: Engineers
    - Application security: Engineers
    - Security engineers: Engineers
    - Data privacy and security: Engineers
    - Security incident management & forensics: Engineers
    - Network and perimeter security: Engineers

- Advantages of cloud-based computing.
- Learning how to monitor if employees are working ethically.
- QUESTIONS AND ANSWERS
- Few words from Dr. R.G. Ratnawat, Director, AIMS.
- Conclusion with vote of thanks.

AIMS ATHARVA

EXPERT TALKS

SPEAKER

GAURAV WADHWA

SENIOR MANAGER, INFORMATION SECURITY @ ADIDAS | CISSP | CCSP | CCSK

TOPIC

INFORMATION SECURITY SHAPING MODERN MANAGEMENT

SATURDAY, AUGUST 14th 2021

11:00 AM - 12:00 PM

04

#experttalks

GLIMPSES

.

EVENT REPORT PREPARED BY: SNEHA KAMALPURIA, STUDENT, MMS DIVISION B.

Verified by: Dr. Shubhi Lall Agarwal, Director, IQAC, AIMS.

Submitted to: Dr. R.G. Ratnawat, Director, Atharva Institute of Management Studies.

This video was recorded on the Email ID researchconference@atharvacoe.ac.in

Live session was initiated by Akshar Deshlahra.

Hosting was done by Pooja Jaiswal (PGDM) and Harshali Mhatre (MMS).

This event was conducted under the guidance of IT Department, AIMS.

Activity / Event report

Name of event	: **EXPERT TALKS Episode 6**
Date(s) of conduction	: 28 August 2021
Class / Sem.	: MMS/PGDM BATCH 2020-2022
No. of students participated	: 35
Faculty coordinator	: Prof. Deepak Asarpota
Student coordinator/ committee	: Sneha Kamalpuria (MMS) Akshar Deshlahra (PGDM)
Resource person	: **Mr. Pratik Birla**
Organization	: Upgrad
Designation	:Assistant Manager Team Leader
Contact no.	:7666939761
Email ID	:pratikbirla95@gmail.com

DESCRIPTION

Objectives:

- To brief students about fundamentals of marketing.

Key Takeaways:

- Introduction to Expert Talks.
- Introduction to the speaker.
- What is marketing?
- What are sales?
- Marketing is understanding what is customer behavior.
- Case study on 'Pulse Polio Abhiyan'.
- Consumer behavior:
  - Psychographic
  - Demographic
  - Ethnographic
- Buying Roles:
  - Initiation

- Influences
- Decision maker
- Buyer
- Consumer

- Overview of Polio Ad.
- Understanding the concept of sales.

- Problem Solving Formula (PSP).
  - People don't like to be sold.
  - We need to dig enough because people don't like when the sales man doesn't dig deep.
  - Identify your Key Decision Maker (KDM).
  - Unclear About Budget Bracket.
- Prime target should not be the customer but the key decision maker.
- Case study of 'iPhone'.
- Never think that customer doesn't has money or the customer is not interested.
- Overview of 'Kalyan Jeweler's' marketing strategy.
- Marketing of niche products.
- Influential marketers.
- How to survive the competition against the giants?
- Case study of 'Byju's'.
- Case study of 'Maruti Alto'.
- Need analysis is utmost important.
- How Upgrad is focusing on consumer behavior.
- Real life customer experience.
- QUESTIONS AND ANSWERS.
- Conclusion with a vote of thanks.

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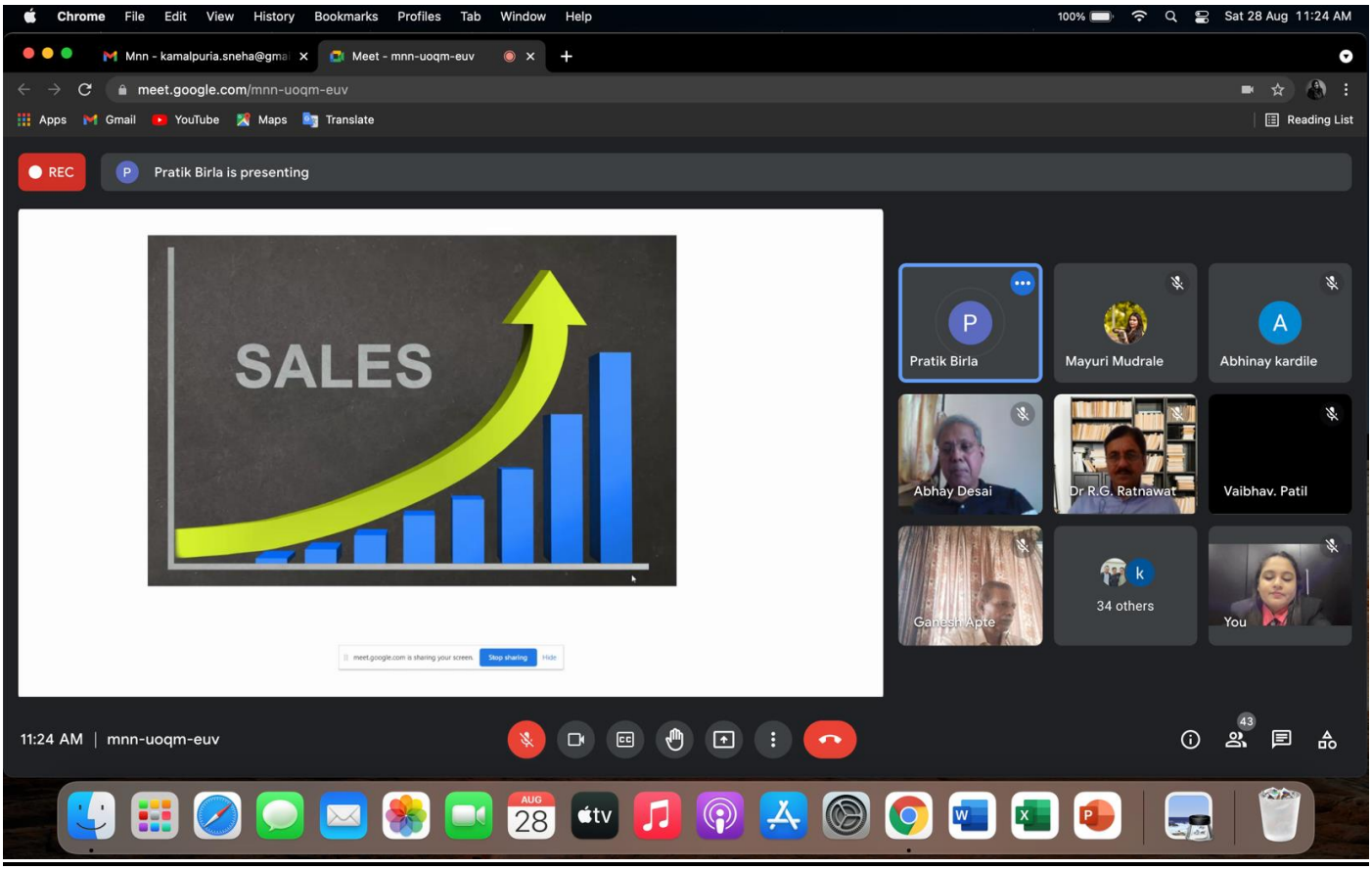
EXPERT
TALKS
SPEAKER
PRATIK BIRLA
MBA, MARKETING
TOPIC
FUNDAMENTALS OF
MARKETING
SATURDAY, AUGUST 28th 2021
11:00 AM - 12:30 PM
05
#experttalks

GLIMPSES



EVENT REPORT PREPARED BY: SNEHA KAMALPURIA, STUDENT, MMS DIVISION B.

Verified by: Dr. Shubhi Lall Agarwal, Director, IQAC, AIMS.

Submitted to: Dr. R.G. Ratnawat, Director, Atharva Institute of Management Studies.

This video was recorded on the Email ID researchconference@atharvacoe.ac.in

Live session was initiated by Akshar Deshlahra.

Hosting was done by Mayuri Mudrale (PGDM) and Pooja Jaiswal (PGDM).

This event was conducted under the guidance of Marketing Department, AIMS.

Activity / Event report

Name of event : **Expert TalksEpisode 7** (Corporate Interface Program)
Date(s) of conduction : 25th June 2022
Class / Sem :MMS 2021-2023/PGDM 2021-2023/
Part-Time Batch 2020-23, 2021-24
No. of students participated : 93
Faculty coordinator : Prof.Monika Shrimali /Dr.Vaibhav Patil/Dr.Ansha Gupta
Student coordinator/ committee : Viraj Mhatre and Khushi Saxena
Resource person **:** Mr. Aman Chawla
Organization : ACBM Global Mentor Academy
Designation : Founder

DESCRIPTION

Objectives:

- To understand Finance as a career
- To understand Job profiles available in Finance
- The ability to identify, evaluate and select courses of action for career development in finance domain

Event Flow:

The event started by seeking blessing from lord Ganesha and lighting of the lamp followed by our anchor Mr. Jay Darji welcoming everyone to the event. Then the event moved forward and introduced guest of honour Mr. Aman Chawla, Founder ACBM Global Mentor Academy who is Finance Enthusiast, Enterpreneur. Mr. Aman discussed on various job profiles available in finance stream and also given an idea about the roles and responsibilities associated with those job profile. The session's key takeaways are as follows:

Key Takeaways:

- Understanding various career options available in finance e.g. Investment banking, Wealth management, Portfolio management, Asset management etc.
- Understanding difference between front office, mid office and back office jobs.
- Understanding about various skills required to carry out jobs in different fields.

- Gaining awareness about various Certification courses to update our domain knowledge in finance.
- Received a very valuable tip to not focus on dream packages initially but to focus on learning and building skills and making it a priority.
- Questions and Answer round helped to clear various doubts related to Finance profile.

The event came to an end by vote of thanks given by Ms. Priyanka Gaikwad towards the whole organizing team, the guest, directors, trustee, faculty members, IT team, MARCOM team, non-teaching staff as well as students.

THE FINANCE CLUB

Finnix
Inspire | Ignite | Innovate

ORGANISED

WEBINAR

TOPIC:

CORPORATE INTERFACE PROGRAM FOR FINANCE

Speaker :

Aman Chawla

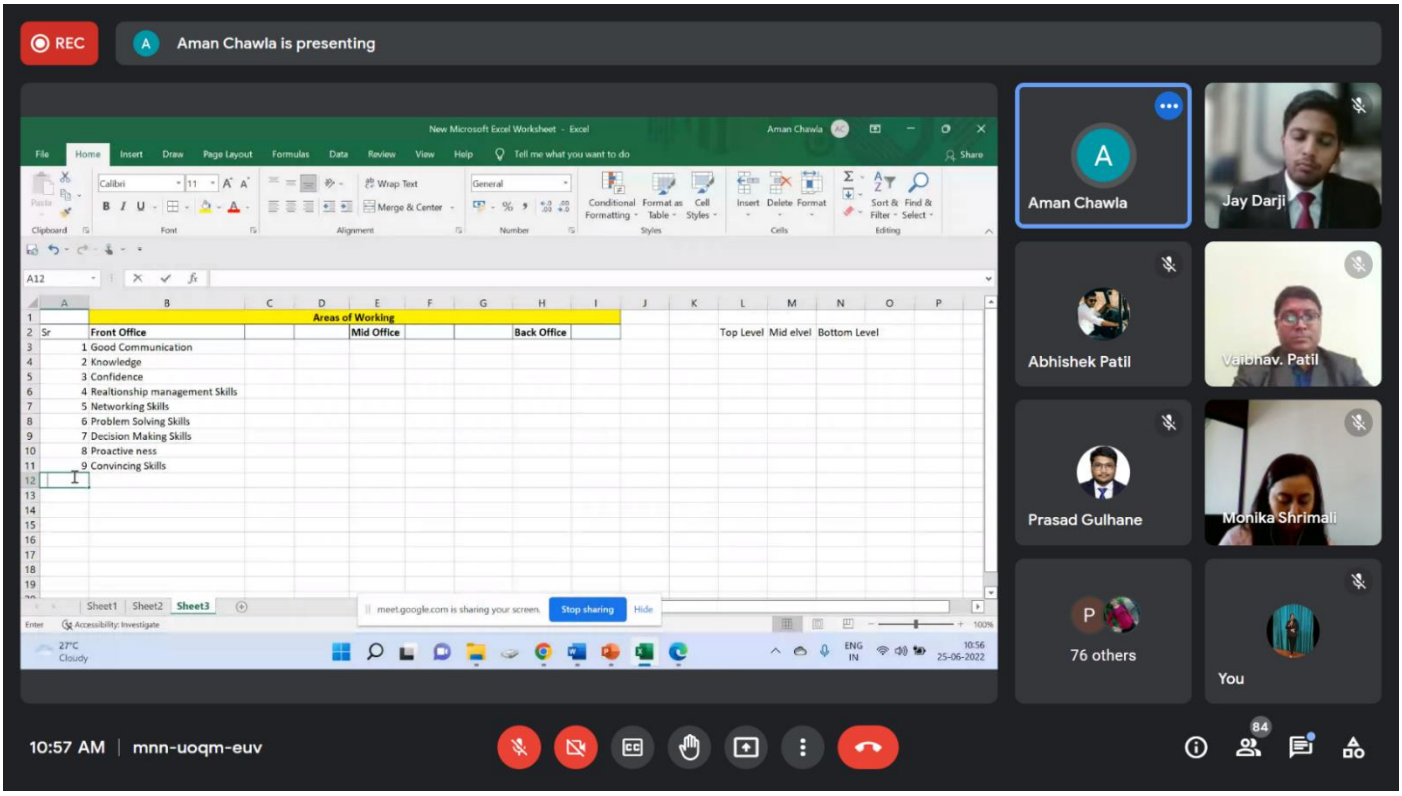
Founder
ACBM Global
Mentor Academy

SATURDAY
25th June 2022
10.30am - 12.00pm

MEET

mnn-uoqm-euv

GLIMPSES



EVENT REPORT PREPARED BY:KHUSHI SAXENA, STUDENT, MMS DIVISION B.

Verified by: Dr. R.G. Ratnawat, Director, Atharva Institute of Management Studies.

Submitted to: Dr. R.G. Ratnawat, Director, Atharva Institute of Management Studies.

This video was recorded on the Email ID researchconference@atharvacoe.ac.in

Live session was initiated by Prashant. S & Sachin Gharat

This event was conducted under the guidance of Finance department, AIMS.

ALUMNI SPEAKS

Atharva Institute of Management Studies

Activity / Event report

Name of event	: **ALUMNI SPEAKS, Episode-1**
Date(s) of conduction	: 19th June 2021
Class / Sem	: MMS/PGDM Batch 2020-2022
No. of students participated	: 47
Faculty coordinator	: Dr. Shubhi Lall Agarwal (Coordinator, IQAC,AIMS)
Ms. Renu Jaisawal (CMC)	
Student coordinator/ committee	: Mr. Shivang Sharma (MMS)
Ms. Sneha Kamalpuria (MMS)	
Resource person	: Mr. Quentin Dmello
Organization	: Accenture
Designation : Associate Web Developer	
Contact no.	: 9730208681
Email ID	: quentindmello48@gmail.com

DESCRIPTION

Objective

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

Key Takeaways

- About the speaker, introduction and background.
- Discussion with Quentin Dmello, knowing his first interview questions.
- Technical questions are asked during the interview.
- Graduation marks are important.
- Biggest challenge in Quentin's life – failed in many projects.
- Important to learn from failure and cope up.
- IT is a very vast subject. Coding is not necessary in IT. For those who are not interested in coding can go for Python, Data science and Data analysis.
- Data Science and machine learning are the future of IT.
- Automation will degrade the current technologies. It's always changing.
- 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.
- If you want to become an entrepreneur or open a start-up, the basic knowledge of every stream is very important. Acknowledge every subject and work hard.
- Always keep learning, doing diploma courses while at home from various websites like Udemy and Coursera will always help in increasing knowledge and is very useful in the interview.
- WEBSITE DESIGNING: WordPress is the best place to build a website but it requires professional help. WIX is a freely operational platform for building a website.
- QUESTIONS AND ANSWERS BY THE STUDENTS.

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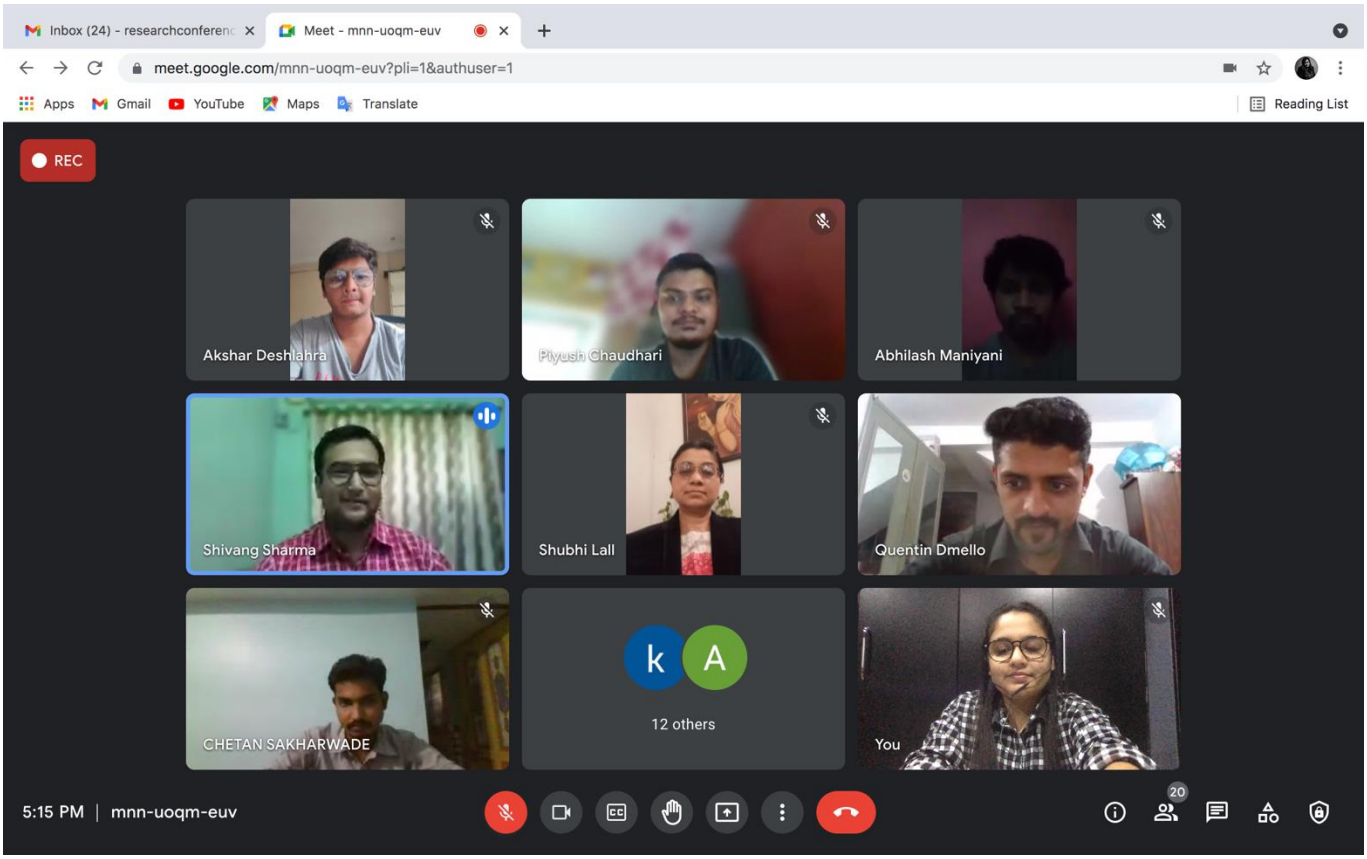
ALUMNI SPEAKS
MR. QUENTIN DMELLO
•LIVE
19TH JUNE, 2021
SATURDAY
4:00 PM - 5:00 PM
COLLEGE TO CORPORATE
(PGDM 2018-2020)
meet.google.com/mnn-uoqm-euv
Atharva Education Complex, Malad-Marve Rd, Charkop Naka, Malad West, Mumbai - 400095
Website : www.atharvaims.edu.in

GLIMPSES



EVENT REPORT PREPARED BY: SNEHA KAMALPURIA, STUDENT, MMS DIVISION B.

Verified by: Dr. Shubhi Lall Agarwal, Director, IQAC, AIMS.

Submitted to: Dr. R.G. Ratnawat, Director, Atharva Institute of Management Studies.

This video was recorded on the Email ID researchconference@atharvacoe.ac.in

Live session was initiated by Sneha Kamalpuria.

Hosting was done by Shivang Sharma and Sneha Kamalpuria.

This event was conducted under the guidance of CMC and Internal Quality Assurance Cell (IQAC).

Activity / Event report

Name of event	: **ALUMNI SPEAKS – Episode 2**
Date(s) of conduction	: 17 July 2021
Class / Sem	: MMS/PGDM (Batch 2020-2022)
No. of students participated	: 22
Faculty coordinator	: Dr. Shubhi Lall Agarwal (IQAC)
Ms. Renu Jaiswal (CMC)	
Student coordinator/ committee	: Ms. Sneha Kamalpuria (MMS)
	Mr. Akshar Deshlahra (PGDM)
Resource person	: **Mr. Pinanshu Champaneri**
(PGDM 2016-2018)	
Organization	: Datamatics Global Services Ltd.
Designation	: Senior Executive HR Business Partner
Contact no.	: 9870024373
Email ID	: pinanshuchampaneri@gmail.com

DESCRIPTION

OBJECTIVE:

To learn from the experiences of our speaker and get an idea of corporate life.

KEY TAKEAWAYS:

- Introduction to the speaker.
- Speaker shares his life experiences.
- Importance of balance between career and passion.
- Analyzing your weakest point and working on it.
- Achieving something is only possible when you come out of your comfort zone.
- Overcoming your fear is the first step.
- Taking initiative is very important to succeed.
- Importance of reading news (Inshort App – news in 60 words).

- In every specialization, sales is a must.
- First year allows you to learn about every specialization.
- Accept criticism as a pointer to improve yourself.
- Start valuing yourself.
- 90% of people become successful because their targets are small. Think Big.
- Small targets are progress, not success.
- Resume building helps in branding yourself.
- Take maximum utilization from professors and mentors.
- Your attitude should be like water, adjust according to surroundings.
- You should be able to adapt to the situation.
- Start being creative.
- Discussion of the motivational original story of Tom & Jerry and Mickey Mouse.
- Learning how to deal with negativity.
- Start listening to motivational talks.
- 'Quantity will fill, quality will fulfil.'
- Three most important things: Be creative, focus on quality, and come out of your comfort zone.
- Challenges are part of life, just tackle them.
- Root cause of sadness and depression – money.
- Few words from Dr. Shubhi Lall Agarwal.

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ALUMNI SPEAKS

MR. PINANSHU CHAMPANERI

•LIVE

17TH JULY, 2021
SATURDAY

4:00 PM - 5:00 PM

COLLEGE TO CORPORATE
(PGDM 2016-2018)

meet.google.com/mnn-uoqm-euv

Atharva Education Complex, Malad-Marve Rd, Charkop Naka, Malad West, Mumbai - 400095
Website : www.atharvaims.edu.in

GLIMPSES

EVENT REPORT PREPARED BY: SNEHA KAMALPURIA, STUDENT, MMS DIVISION B.

Verified by: Dr. Shubhi Lall Agarwal, Director, IQAC, AIMS.

Submitted to: Dr. R.G. Ratnawat, Director, Atharva Institute of Management Studies.

This video was recorded on the Email ID researchconference@atharvacoe.ac.in

Live session was initiated by Akshar Deshlahra.

Hosting was done by Ritu Varma and Akshar Deshlahra.

This event was conducted under the guidance of CMC and Internal Quality Assurance Cell (IQAC).

Activity / Event report

Name of event	: **ALUMNI SPEAKS Episode 3**
Date(s) of conduction	: 31 July 2021
Class / Sem	: MMS/PGDM (Batch 2020-2021)
No. of students participated	: 25
Faculty coordinator	: Dr. Shubhi Lall Agarwal (Director, IQAC)
Ms. Renu Jaisawal (CMC)	
Student coordinator/ committee	: Ms. Sneha Kamalpuria (MMS)
Mr. Akshar Deshlahra (PGDM)	
Resource person	: **Mr. Lalit Kolte,PGDM (Batch 2018-2020)**
Organization	: CITCO
Designation	: Operation Analyst
Contact no.	: 9920233387
Email ID	: lalitkolte1999@gmail.com

DESCRIPTION

Objectives:

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

Key Takeaways:

- Introduction to the event.
- Introduction to the speaker.
- Brief overview on the personal corporate experience of the speaker.
- Speaker's views on online learning.
- Always be neutral and flexible in nature.
- Concentrate on your career, don't get distracted.
- Always give your best into your studies.
- Sacrifice may hurt but they turn out to be very fruitful in the future.
- Accept the job and grow yourself after that in the company.

- Habit is always a power.
- If you face extreme negativity, be assured that you are on the right track.
- Spend time with your family as they are your biggest motivators and supporters.
- Good YouTube channel for courses – 'Tricky man'.
- Always make and keep a cover letter ready (short gist of your life).
- QUESTIONS AND ANSWERS.
- Few words from Dr. Shubhi Lall Agarwal, Director, IQAC, AIMS.
- Conclusion of the session with vote of thanks.

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ALUMNI SPEAKS

MR. LALIT KOLTE

OPERATION ANALYST, CITCO

•LIVE

31ST JULY, 2021
SATURDAY

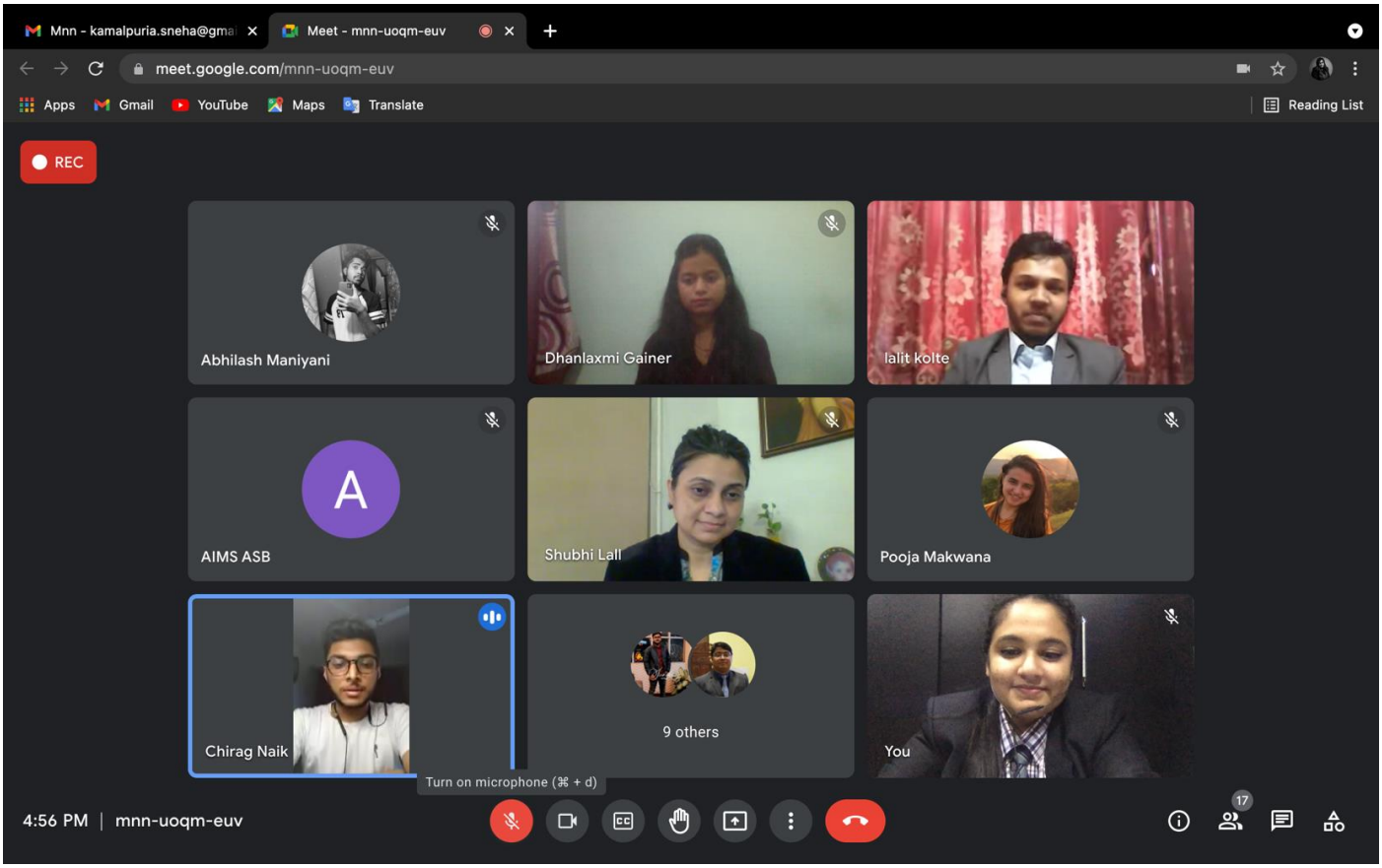
4:00 PM - 5:00 PM

COLLEGE TO CORPORATE
(PGDM 2019-2021)

meet.google.com/mnn-uoqm-euv

Atharva Education Complex, Malad-Marve Rd, Charkop Naka, Malad West, Mumbai - 400095
Website : www.atharvaims.edu.in

GLIMPSES



EVENT REPORT PREPARED BY: SNEHA KAMALPURIA, STUDENT, MMS DIVISION B.

Verified by: Dr. Shubhi Lall Agarwal, Director, IQAC, AIMS.

Submitted to: Dr. R.G. Ratnawat, Director, Atharva Institute of Management Studies.

This video was recorded on the Email ID researchconference@atharvacoe.ac.in

Live session was initiated by Akshar Deshlahra.

Hosting was done by Sneha Kamalpuria, Akshar Deshlahra, Dhanlaxmi Gainer.

This event was conducted under the guidance of IQAC and CMC, AIMS.

Activity / Event report

Name of event	: **ALUMNI SPEAKS Episode 4**
Date(s) of conduction	: 14 August 2021
Class / Sem	: MMS/PGDM BATCH 2020-2022
No. of students participated	: 45
Faculty coordinator	: Dr. Shubhi Lall Agarwal (IQAC)
Ms. Renu Jaiswal (CMC)	
Student coordinator/ committee	: Sneha Kamalpuria (MMS)
Akshar Deshlahra (PGDM)	
Resource person	: **Ms. Dhanvi Shah**
Organization	: Viacom 18
Designation	: Marketing lead – Consumer Products
Contact No.	: 9930324509
Email ID	: dhanvi77@gmail.com

DESCRIPTION

Objectives:

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

Key Takeaways:

- Introduction to the speaker.
- Details of her internship.
- Importance of 'black book'.
- Digital marketing details.
- Importance of connecting with the right people.
- Leadership quality is to be built (very important).
- Product development.
- How she developed her own product.
- Challenges faced while transition from college to corporate.
- Get a practical understanding, explore the company you work in.

- Have patience, you are going to get it even if in 5 years.
- Importance of research.
- Backend research is important.
- Believe in yourself, always.
- Work profile study before taking a job.
- Experience which the job will provide is the most important.
- Make a mentor everywhere you work.
- Take down little things and keep practicing on them.
- Very good book: 'God of small things' by Arundhati Roy.
- Understand the demand of the market.
- Define: Who are you?
- Importance of networking.
- Be onto your toes, corporate world is ruthless.
- Nothing is a waste; everything turns out to be fruitful in the future in some or the other time.
- Managing events gives you a lot of skills.
- Communication skills are very important.
- QUESTIONS AND ANSWERS.
- Few words from the Director, Dr. R.G. Ratnawat.
- Few words from Dr. Shubhi Lall Agarwal, Director, IQAC.

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ALUMNI SPEAKS

MISS. DHANVI SHAH

MARKETING LEAD,
VIACOM 18 - CONSUMER PRODUCTS

•LIVE

AUGUST 14TH, 2021
4:00 PM - 5:00 PM

COLLEGE TO CORPORATE (PGDM 2018-20)

meet.google.com/mnn-uoqm-euv

Atharva Education Complex, Malad-Marve Rd, Charkop Naka, Malad West, Mumbai - 400095
Website : www.atharvaims.edu.in

GLIMPSES

EVENT REPORT PREPARED BY: SNEHA KAMALPURIA, STUDENT, MMS DIVISION B.

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Submitted to: Dr. R.G. Ratnawat, Director, Atharva Institute of Management Studies.

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Live session was initiated by Akshar Deshlahra.

Hosting was done by Sneha Kamalpuria (MMS) and Akshar Deshlahra (PGDM).

This event was conducted under IQAC and CMC, AIMS.

Activity / Event report

Name of event	: **ALUMNI SPEAKS Episode 5**
Date(s) of conduction	: 28 August 2021
Class / Sem	: MMS/PGDM BATCH 2020-2022
No. of students participated	: 36
Faculty coordinator	: Dr. Shubhi Lall Agarwal (IQAC)
Ms. Renu Jaiswal (CMC)	
Student coordinator/ committee	: Sneha Kamalpuria (MMS)
	Akshar Deshlahra (PGDM)
Resource person	: Ms. Vaishnavi Patil
Organization	: Micro-world technologies ltd.
Designation	: Business Development Executive
Contact No.	: 7045617740
Email ID	: vaishnavi.patil1616@gmail.com

DESCRIPTION

Objectives:

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

Key Takeaways:

- Introduction to Alumni Speaks.
- Introduction to the speaker.
- Learn from the experience of your supervisors.
- You have to search for the opportunities.
- You cannot argue, be clear on what you say.
- Big challenge- experience difference between you and other employees/seniors.
- Know the company in depth before joining.
- Courses to do:
  - Advance Excel.
  - Digital Marketing.
  - AI in Marketing.
  - Video Marketing.

    - Data Analytics.
    - Business Analytics.
- Adapt to your company's corporate culture.
- Recruiters also see soft skills now.
- Basic knowledge in everything important.
- Be optimistic, that helps in interviews.
- Besides coding, IT people can do jobs in:
    - Data Analytics.
    - Business Analytics.
- People will discourage you in corporate, but you have to move on.
- Don't wait for the perfect moment, create your moment.
- Most important- time management.
- Be flexible on working in different fields.
- IT was very important pre-covid and post-covid.
- Few words from Director sir, Dr. R.G. Ratnawat.
- Few words from Ms. Renu Jaiswal, CMC.
- Few words from Dr. Shubhi Lall Agarwal, Director, IQAC.
- Conclusion of the session with vote of thanks.

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ALUMNI SPEAKS

MISS. VAISHNAVI PATIL

BUSINESS DEVELOPMENT EXECUTIVE
MICRO-WORLD TECHNOLOGIES INC

•LIVE

AUGUST 28TH, 2021
4:00 PM - 5:00 PM

COLLEGE TO CORPORATE (PGDM 2018-20)

meet.google.com/mnn-uoqm-euv

Atharva Education Complex, Malad-Marve Rd, Charkop Naka, Malad West, Mumbai - 400095
Website : www.atharvaims.edu.in

GLIMPSES

EVENT REPORT PREPARED BY: SNEHA KAMALPURIA, STUDENT, MMS DIVISION B.

Verified by: Dr. Shubhi Lall Agarwal, Director, IQAC, AIMS.

Submitted to: Dr. R.G. Ratnawat, Director, Atharva Institute of Management Studies.

This video was recorded on the Email ID researchconference@atharvacoe.ac.in

Live session was initiated by Akshar Deshlahra.

Hosting was done by Pooja Makwana (MMS) and Dharna Kasliwal (MMS)

This event was conducted under IQAC and CMC, AIMS.

Activity / Event report

Name of event	: **ALUMNI SPEAKS Episode 6**
Date(s) of conduction	: 18 September 2021
Class / Sem	: MMS/PGDM BATCH 2020-2022
No. of students participated	: 30
Faculty coordinator	: Dr. Shubhi Lall Agarwal (IQAC)
	Ms. Renu Jaiswal (CMC)
Student coordinator/ committee	: Sneha Kamalpuria (MMS)
	Akshar Deshlahra (PGDM)
Resource person	: **Mr. Keyur Shah**
Organization	: WQ India
Designation	: Product & Brand Manager, Lead Tenderer
Contact no.	: 7588403479
Email ID	: keyurshah_entc@outlook.com

DESCRIPTION

Objectives:

- To learn from the experiences of our speaker and get an idea of corporate life.

Key Takeaways:

- Introduction of the session.
- Introduction to guest speaker.
- Read and analyze your vocabulary.
- Improve your communication.
- Be confident (Most Important Attribute)
- IT is really transforming and the future of IT.
- Data centres are expanding into regions.
- Work culture defines your performance.
- Tech skills are important.
- Do sales at least for 1-year, great experience.
- Sales help in getting practical knowledge about how people behave.
- Interviewers see confidence & ready to learn.
- Fight for what you want.
- Cost analysis knowledge.

- Don’t see what the company is doing for years, see what you can do for the company.
- Don’t be afraid of interviews.
- Be precise, to the point and valid in your interview.
- Step outside the college, its rough world.
- Evaluate where you lag behind.
- don’t lose your hobby.
- Take guidance and make your own hobbies.
- Ask a lot of questions and always clear your doubts.
- Conclusion and Vote of thanks.

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ALUMNI SPEAKS

MR. KEYUR SHAH

PRODUCT & BRAND MANAGER
& LEAD TENDERER, WQ INDIA

•LIVE

SEPTEMBER 18TH, 2021
4:00 PM - 5:00 PM

COLLEGE TO CORPORATE (MMS 2017-19)

meet.google.com/mnn-uoqm-euv

Atharva Education Complex, Malad-Marve Rd, Charkop Naka, Malad West, Mumbai - 400095
Website : www.atharvaims.edu.in

GLIMPSES

EVENT REPORT PREPARED BY: SNEHA KAMALPURIA, STUDENT, MMS DIVISION B.

Verified by: Dr. Shubhi Lall Agarwal, Director, IQAC, AIMS.

Submitted to: Dr. R.G. Ratnawat, Director, Atharva Institute of Management Studies.

This video was recorded on the Email ID researchconference@atharvacoe.ac.in

Live session was initiated by Akshar Deshlahra.

Hosting was done by Ms. Sneha Kamalpuria and Mr. Akshar Deshlahra.

This event was conducted under the guidance of IQAC and CMC, AIMS.

Activity / Event report

Name of event	**: Alumni Speaks Episode 7**
Date(s) of conduction	: 8 January 2022
Class / Sem	: MMS/PGDM Batch 2020-2022/2021-2023
No. of students participated	: 101
Faculty coordinator	: Dr. Shubhi Lall Agrawal (IQAC)
Ms. Renu Jaiswal (CMC)	
Student coordinator/ committee	: Akshar Deshlahra (PGDM)
Resource person	:**Mr. Santosh Ray**
Organization	: Hiranandani Group
Designation	: Executive – Channel Sales
Contact no.	: 9821267214/9769008533
Email ID	:

DESCRIPTION

Objectives:

- To learn from the experiences of our speaker and get an idea of corporate life.

Key Takeaways:

- Introduction of the session.
- Introduction to guest speaker.
- Why did he join Atharva?
- Why did he enter the real estate industry?
- Choose your sector wisely.
- Gain domain knowledge.
- Read and analyse your vocabulary.
- Build your network and sources.
- Improve your communication.
- Be confident.
- Practical as well as theoretical knowledge is equally important.

- Work culture defines your performance.
- Sales help in getting practical knowledge about how people behave.
- Become self-dependent.
- Interviewers see confidence & ready to learn.
- Add quality stuff to your experience.
- Fight for what you want.
- Reach to your faculty members as they are the best guides and mentors you can get.

ATHARVA INSTITUTE OF MANAGEMENT STUDIES
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ATHARVA SCHOOL OF BUSINESS
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ALUMNI SPEAKS

SANTOSH RAY

EXECUTIVE - CHANNEL SALES AT HIRANANDANI GROUP

•LIVE

JANUARY 8TH, 2022
11:30 AM - 12:30 PM

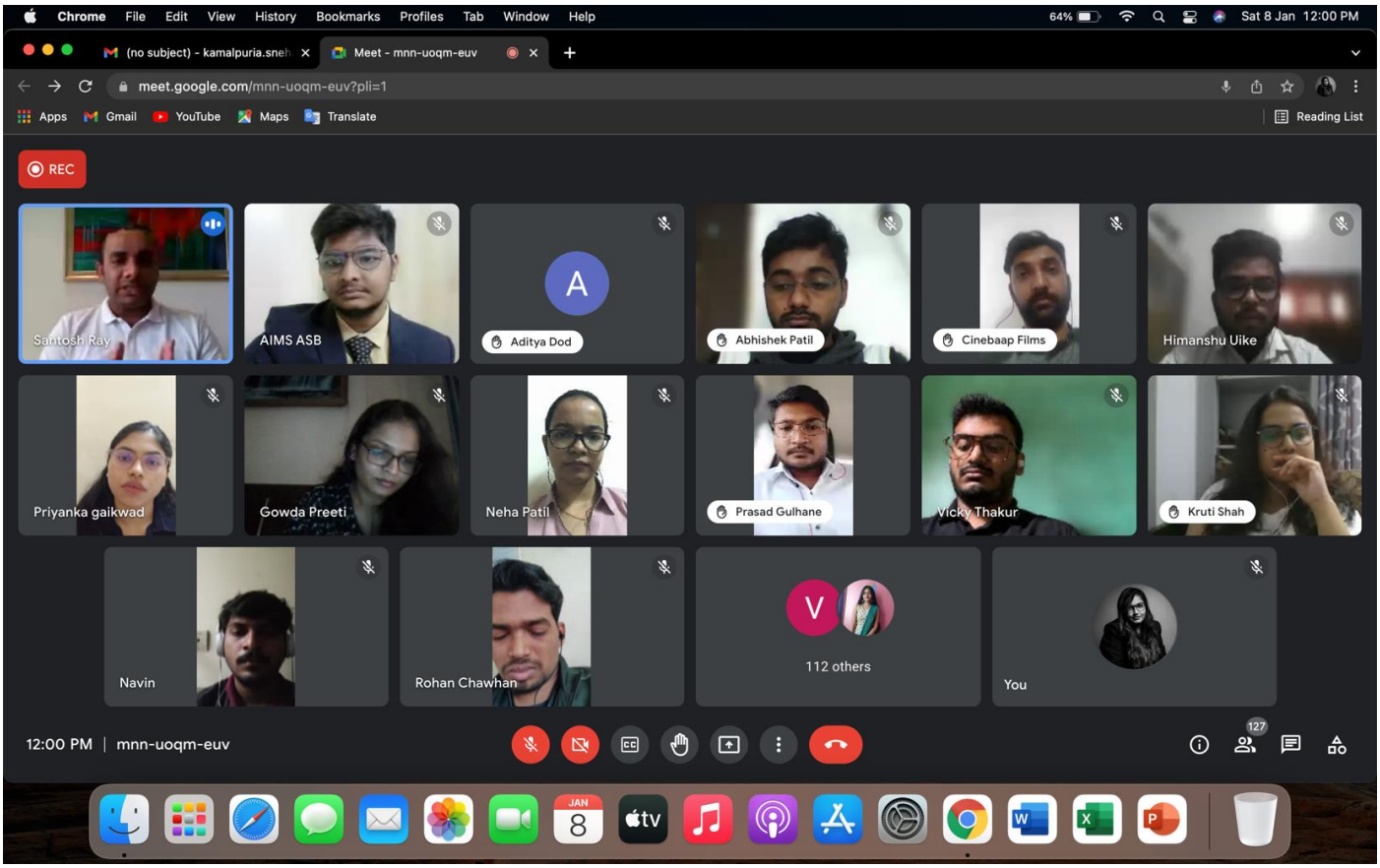
CAMPUS TO CORPORATE

PGDM (2018-20)

meet.google.com/mnn-uoqm-euv

Atharva Education Complex, Malad-Marve Rd, Charkop Naka, Malad West, Mumbai - 400095
Website : www.atharvaims.edu.in

GLIMPSES



EVENT REPORT PREPARED BY: SNEHA KAMALPURIA, STUDENT, MMS DIVISION B.

Verified by: Dr. Shubhi Lall Agarwal, Director, IQAC, AIMS.

Submitted to: Dr. R.G. Ratnawat, Director, Atharva Institute of Management Studies.

This video was recorded on the Email ID researchconference@atharvacoe.ac.in

Live session was initiated by Akshar Deshlahra.

Hosting was done by Divya Patil.

This event was conducted under the guidance of IQAC & CMC, AIMS.

E-CELL

Atharva Institute of Management Studies

Activity/EventReport

Name of event	:**InnovationEntrepreneurship&IncubationCenter (IEIC) and Center of Incubation and Entrepreneurship (CIE)**
Date(s)ofconduction	:22nd January2022
Class/Sem	:PGDM/MMSBatch2021-2023
No.ofstudents&faculty	118
Faculty Coordinator	: Prof. Gaanyesh Kulkarni Student
Coordinator / committee	:ShivangSharma,MansiMhatre
Resource Person	: Mr. Girish Batra
Organization	:SarthyVentureInvestmentPartners& JumpStrat Business Consulting
Designation	:Strategylead&Co-founder
Contactno.	: +91 9341138383
Emailid	: Girish@sarthy.vip

Objective:

Tohelpstudentslearnandunderstandtheconceptsonhowtobecomesuccessful entrepreneurs.

Description

The session started with our host; Sairaj Nagvekar (MMS-III-Mktg) introducing himself and greetingeveryone.Afterthegreetings,thevirtuallightingofthelampandGaneshVanadanatook place.Thehostthengavebriefintroductionoftheguestspeaker;Mr.GirishBatrawhoisaStrategy Lead at Sarthy Venture Investment Partners and Co-founder of JumpStrat Business Consulting.

Mr. Girish Batra opened his talk session by asking the students to narrate the difference between Entrepreneurship and Ideapreneurship.

- Entrepreneurs:Trader,factoryowners,serviceproviderand business.
- Ideapreneurs:Inventor,innovator,disruptorandstart-up.
- Hefurthermadeitmoreinteractivebymakingthestudentsguesssomefamousandinspiring Ideapreneurs by telling their stories.
- HowSteveJobsbecamea Ideapreneur.
- HowVijayShekharSharmabecameaIdeapreneur.
- HowShashankNDbecameaIdeapreneur.
- Mr.GirishBatraexplainedtheessentialstagesoneshouldknow,whenitcomestostartinga company.

StagesofStart-up.

- Problem/Pain Point.
- Idea.
- Proofofconcept/minimumviableproduct(MVP).
- Founder(s)andSkeletalteam.
- Angel Fund.
- VentureCapital(VC)fund.

Thejourneywhilebuildingthebusinessisnoteasyandthesefollowingstepsarewhatan entrepreneur goes through before the business is in terms called as “successful”.

- Unicorn Journey.
- To survive.
- To strive.
- To thrive.

Ourguestspeakerfurtheralsoexplainedthesuccessfactorsandtherightthingsrequiredthatare needed to be taken into action to achieve the said goal.

SuccessFactor.

- Timing.
- Team/Execution.
- Idea.
- BusinessModel.
- Hethenstatedsomeveryessentialpointsthatwillhelpouraspiring entrepreneurs greatly.

Thenine thingsto knowwhilebecomingan entrepreneur.

- Taking risk.
- Patienceisavaluable asset.
- Canworkunsupervised.
- Alwayshaveabigpicturein mind.
- Teamworkiscritical.
- AlwayshaveaplanB.
- Havefaithinyourself.
- Accept/Expectalowresourcework environment.
- Bigjoysinsmallthings.
- Mr.GirishBatrathenfurtherexplainedthepositivefactorsthatasacollegestudentwillbe beneficial for the debut as a entrepreneur.
- Confidence.
- High expectations.
- Intuitiveunderstandingofnewertechnology.
- Bettersuitedtoexploitsocial media.
- Canbecategorycreators (CC).
- TomotivatethestudentsfurtherhegaveexampleswhocanactasarolemodellikeElon Musk, Bill Gates, Nitin Kamath etc. After explaining the students, the strategy and the road map they have to make and follow, some important questions stated below were asked from his side and were answered by him.

Whattoexpectfivetotenyearsfrom now?

Whichisagoodidea?

Key Takeaways:

- Ourspeakerexplainedtothestudentstheveryessentialprocessthatwillhelpthembecomethe ideal

Ideapreneur / Entrepreneur they aspire to become.

DesignThinking:Afivestageprocess.

- Empathise
- Define
- Ideate
- Prototype
- Test

Asthesessioncametowardsitsend,Mr.GirishBatraheldaquizsessionthathelpedthestudents haveaclearunderstandingabouttheconceptsandthecriticaltermsthatwereexplained.Following it, there was a question-and-answer session that took place between our guest speaker and the students as well as our faculty.

Thesessionwasconcludedbygivingthevoteofthanksfromourhost SayushYadav,towardsour DirectorofAtharvaInstituteofManagementStudies,Dr.R.G.RatnawatandDirectorofAtharva SchoolofBusiness,Dr.HarshitaKumar,ourhumblefacultyandstudentsduetowhomthissession was a success.

AIMS ATHARVA

ATHARVA INSTITUTE OF MANAGEMENT STUDIES

(Affiliated to Mumbai University)

INNOVATION, ENTREPRENEURSHIP & INCUBATION CENTER (IEIC)

Mr. Girish Batra

Strategy lead at Sarthy Venture Investment Partners & Co-founder at JumpStrat Business Consulting

Guest Speaker

About

- Girish Batra is a Co-founder of JumpStrat Business Consulting.
- In addition, he is also the strategy lead at Sarthy Venture Investment Partners.
- As a Business Coach, he is also affiliated with Development Dimensions International.
- Among his other accomplishments, Mr Girish Batra is also founder of Glocal projects and co-founder of the Ipreneur Startup Accelerator and Milgaya Global Property Services.
- He was also the Global CEO of Threads (India) Limited.
- Furthermore, he was a visiting faculty member at Mumbai's Narsee Monjee Institute of Management Studies.

JAN 22nd, 2022 | SATURDAY | 11:30 AM - 1:00 PM

in association with

OUR ENTREPRENEURSHIP MENTORS

GLIMPSES

Eventreportpreparedby: AnushkaBondre,Student,PGDM

Verifiedby: Prof.GaanyeshKulkarni,HOD,Marketing.

Submittedto: Dr.R.G.Ratnawat,Director,AtharvaInstituteofManagementStudiesandDr. Harshita Kumar, Director, Atharva School of Business.

ThisvideowasrecordedontheEmailIDresearchconference@atharvacoe.ac.in

LivesessionwasinitiatedbyShivangSharma.

HostingwasdonebySairajNagvekarandSayushYadav.

ThiseventwasconductedundertheguidanceofProf.GaanyeshKulkarni.

Activity/Event Report

Name of Event	:	**Innovation Entrepreneurship & Incubation Center (IEIC) and Center of Incubation and Entrepreneurship (CIE)**
Date of Conduction	:	12th February 2022
Class/Semester	:	PGDM/MMS Batch 2021-2023
No. of Students & Faculty	:	103
Faculty Coordinator	:	Prof. Gaanyesh Kulkarni
Student Coordinator/Committee	:	Sonali Tiwari
Resource Person	:	Mr. Sumit Srivastawa
Organization	:	Startup Chaupal - Incubator & Angel Network
Designation	:	Founder & CEO
Contact no.	:	9549249490
Email address	:	sumit@startupchaupal.com

Description

Objective:

- To help students understand the holistic process of establishing a startup that survives and succeeds.
- The session began with a brief introduction of our hosts Ms. Sonali Tiwari, Ms. Anushka Bondre and the entire E-Cell Team. This was followed by seeking the blessings of Lord Ganesha by lighting of the lamp and playing Ganesh Vandana.
- ThehoststhenbrieflyintroducedourGuestSpeaker,Mr.SumitSrivastawawhoistheFounder & CEO of Startup Chaupal and a Charter Member of TiEBangalore.
- Mr. Sumit Srivastawa began with speaking about the fundamentals of startups and how everyone must have the mindset of an entrepreneur. He said that whether doing a full-time job or creating a startup, an entrepreneurial mindset is what makes you thrive; because entrepreneurship is not a job, it is a lifestyle.
- He further proceeded to explain how we should always be conscious about our time. Being an

entrepreneur means we should always be looking for ROTI – Return On Time Invested. So no matter where you dedicate your time, make sure you get some returns out of it. He also added how students can gain great ROTI by implementing the learning from his session.

- Mr. Sumit then spoke about how every startup will always make mistakes. However, these mistakes can be minimized by following a diligent process. He elaborated the process in 7 simple phases as follows:

- Phase 1 –Ideate
  - Ideas alone don't get funding, so work on your idea by doing research and plan a unique execution for it. Find your value proposition and what makes your idea different from the competitor's.

- Phase 2 –Create
  - Creating an MVP (Minimum Viable Product) is essential. But just as the name suggests, it should be lean and made by using minimal money and time.

- Phase 3 –Test
  - Test your product in the market by taking a sample size. Always be ready for negative feedback and look at it positively because it helps you enhance your product and make it market fit.

- Phase 4 –Morph
  - "You cannot sell what you want to sell; you can only sell what people want to buy!" It is vital
  - to create a product according to the customer preference.

- Phase 5 –Model
  - PrepareaStandardOperatingProcedure(SOP).StartupsthatdonotcreateanSOPareunable to scale theirbusiness.

- Phase 6 –Scale
  - When you scale your startup, always ensure to not dilute more than 10% in one round. All of the above processes are used by a startup throughout the span of the business.

- Phase 7 –Harvest
  - Once you have implemented everything and are generating good revenue, it's time to harvest. You can register for IPO and gain funding.
  - Mr. Sumit then motivated students to work on startups while they are still in college as

liabilities and responsibilities are less. Furthermore, once students get the experience of establishing a business, they tend to work better in organizations if at all the startup doesn't succeed.

- He also suggested the students to prepare a Business Model Canvas, because only when the plan is created on paper will it gain a solid real structure while implementing it in reality.

Key Takeaways:

- Create a less capital intensivestartup
- Focus on retainingcustomers
- Try to be a potential startup that offers meaningfulsolutions
- Work on generating betterROI
- Mr. Sumit Srivastawa concluded his session by addressing that competition will always exist in the market; it is all about the unique thought process and execution that makes a startup stand out.
- The session was concluded with the Vote of Thanks from our hosts Sonali and Anushka towards the Trustee of Atharva Group – Ms. Pallavi Rane Mam; Director of Atharva Institute of Management Studies - Dr. R. G. Ratnawat Sir and Director of Atharva School of Business - Dr.HarshitaKumarMam, andourhumblefacultyandstudentswiththeeffortsofwhomthis session was asuccess.

AIMS ATHARVA

ATHARVA INSTITUTE OF MANAGEMENT STUDIES

(Affiliated to Mumbai University)

INNOVATION, ENTREPRENEURSHIP & INCUBATION CENTER (IEIC)

Mr. Sumit Srivastawa

Founder & CEO,
Startup Chaupal

Guest Speaker

About

- Sumit Srivastawa is a Founder & CEO of Startup Chaupal.
- He is the Founder & CEO of Startup Chaupal (Incubator & Angel Network) which has a strong network of Mentors and Investors from different parts of the globe to train entrepreneurial mindset at the grassroots level and handhold them from Ideation to Execution to Funding.
- Multiple startups are incubated and working from across India with him under his supervision and guidance where he is nurturing them through his initiative.
- He has joined hands with Multiple Ventures from the ecosystem and has invested in a few startups.

FEB 12TH, 2022 | SATURDAY | 10:30 AM - 12:00 PM

GLIMPSES

Event Report prepared by: Ms. Romana Shaikh, Student, MMS Verified by: Prof. Gaanyesh Kulkarni, HOD, Marketing.

Submitted to: Dr. R.G. Ratnawat, Director, Atharva Institute of Management Studies and Dr. Harshita Kumar, Director, Atharva School of Business.

This video was recorded on the Email ID: researchconference@atharvacoe.ac.in

Live session was initiated by Sonali Tiwari.

Hosting was done by Sonali Tiwari and Anushka Bondre.

This event was conducted under the guidance of Prof. Gaanyesh Kulkarni.

Activity/Event Report

Name of Event	:	**Innovation Entrepreneurship & Incubation Center (IEIC) and Center of Incubation and Entrepreneurship (CIE)**
Date of Conduction	:	12th March 2022
Class/Semester	:	PGDM/MMS Batch 2021-2023
No. of Students & Faculty	:	88
Faculty Coordinator	:	Prof. Gaanyesh Kulkarni
Student Coordinator/Committee	:	Sonali Tiwari
Resource Person	:	Mr. Sumit Srivastawa
Organization	:	THEBABYBO-MstoryVenturesPvt.Ltd.
Designation	:	Co-Founder & CEO
Contact no.	:	9549249490 Email ID : sumit@startupchaupal.com

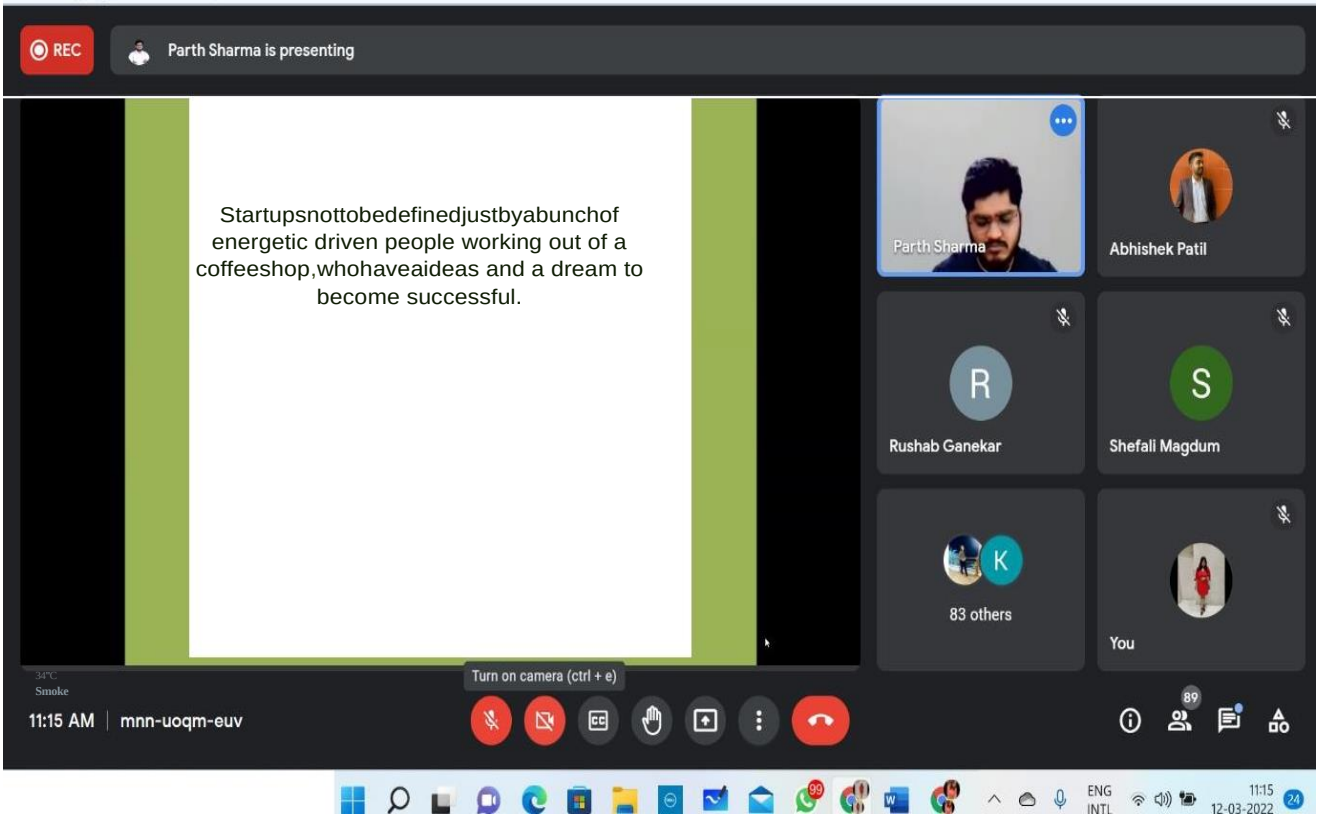
Description:

- Ourtoday'sevent started by seeking blessing from lord Ganesha and lighting ofthelampfollowedbyouranchorsMs.ShefaliandMr.Kunalwelcomingeveryonetothe 12thepisode ofthe E-Cell.Then we moved forward and introduced our guest speaker Mr. Parth Sharma handing over the space to him.
- Sir began his session by giving us insight about his first start up experience at the age of 18 whereheworkedforMr. PrabhasDey.Hecontinuedwithgivinganexampleabout IPodby Applewhichcameinas anewinnovationintheeraofWalkman.Hesharedaveryvaluable tip with everyone that "Everyone in college life must have tasted start up culture."
- ThenhesharedhispersonalexperiencethatwhilehewasworkingonBabyBoohehadvisit 1000's of hospitals in order to get a better understanding about the requirements of a new born.
- He further added that there are 3 major segments which needs to be taken care of while developing a startup which are team, idea and research and development. After fulfilling theserequirements,wecanmoveontootheraspectslikeMVP,websitedesigning, organic marketing,

feedback generation etc.

- Byhelpofapowerpointpresentationheexplaineddesigningofaproduct,followingaproper system, and scalability of the business. He quoted a very important line that is “Start-up not to be defined just by a bunch of energetic people working out of a coffee shop who have a
- ideaand adreamto besuccessful.”
- Succeeding this was our Question & Answer round wherethe students asked him various questionsabouthisjourney,challengesfacedbyhimwhichwerebeautifullyansweredby him.
- Concludingthesession,hesaidthat,competitionwillalwaysprevailinmarket.Workingina startup will enhance our knowledge and make us a better matured version of ourselves.
- Consequently,ouranchorsgavethevoteof thankstherebyending the session.

Glimpses from the Event



Event Report prepared by: Ms. Romana Shaikh, Student, MMS Verified by: Prof. Gaanyesh Kulkarni, HOD, Marketing.

Submitted to: Dr. R.G. Ratnawat, Director, Atharva Institute of Management Studies and Dr. Harshita Kumar, Director, Atharva School of Business.

This video was recorded on the Email ID: researchconference@atharvacoe.ac.in

Live session was initiated by Sonali Tiwari.

Hosting was done by Sonali Tiwari and Anushka Bondre.

This event was conducted under the guidance of Prof. Gaanyesh Kulkarni.

Activity/Event Report

Name of event	:	**Innovation Entrepreneurship & Incubation Center (IEIC) and Center of Incubation and Entrepreneurship (CIE)**
Date(s) of conduct:		11TH JUNE 2022
Class / Sem	:	MMS/PGDM (Batch 2020-2022)
Faculty coordinator	:	Prof. Gaanyesh Kulkarni
Student coordinator/ committee	:	Sonali Tiwari
Resource person	:	Dr. CA Chaitanya Shah
Organization	:	Chaitanya Shah & Co.
Designation	:	CEO
Contact No.	: 9322232039	
Email ID	: csshahol@yahoo.co.in	

DESCRIPTION

OBJECTIVE:

- To understand the company formation for startup/aspiring entrepreneurs and entrepreneurial potential.

KEY TAKEAWAYS:

- Introduction about our speaker, Dr. CA Chaitanya Shah
- Overview on the topics:
  - Entrepreneurial Journey
  - Legal entities and its types
  - Major Pros & Cons of Different Legal Entities
  - Criteria's of Choosing Legal Entity
  - Process of Pvt. Ltd. Company Formation

- EntrepreneurialJourney(MSME)Act2006consistsofstepssuchas:
  - Idea
  - Start-up

- Micro
- Small
- Medium

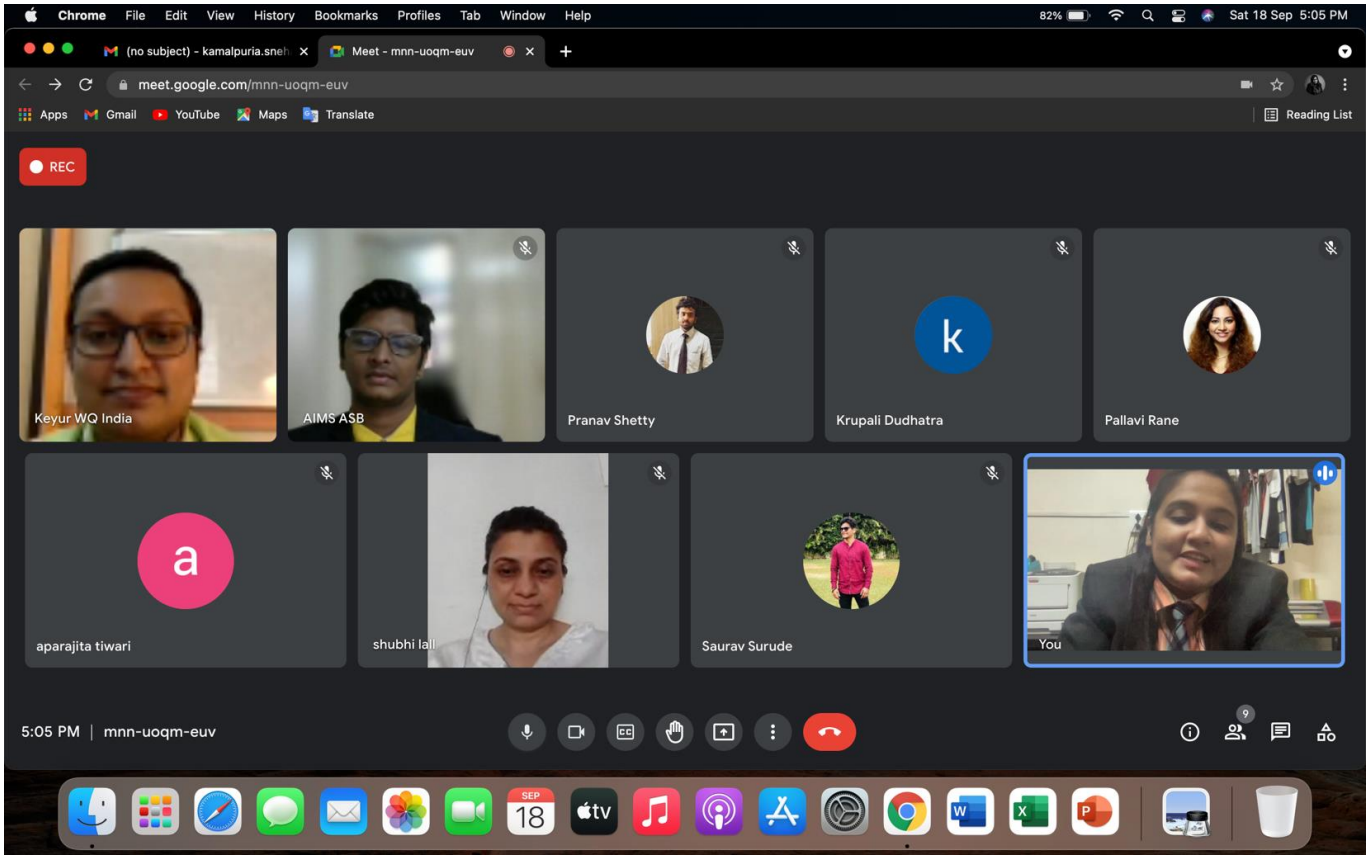
- Understanding legal entity and its types:
  - Legal entity means legal rights and responsibilities.
  - Different types of legal entities such as:
    1. SoleProprietorship
    2. Partnership
    3. LimitedLiabilityPartnership(LLP)
    4. PrivateLimitedCompany.
    5. PublicCompany.
    6. OnePersonCompany.
- Advantages and disadvantages of the types of legal entities were discussed:
  - AdvantagesofSoleProprietorship
    1. Areeasytoestablishandhaveminimumlegalcompliances.
    2. Ownergetsthecompleteownershipandisoften consideredas stepping stone to future growth.
  - Disadvantages ofSoleProprietorship
    1. It is a personal liability and it is difficult is raising money.
    2. Third party confidence is minimum (Eg. of small scale for export and import)
  - AdvantagesofPartnership
    1. Many numbers of people are better than one.
    2. Easy to establish and start-up costs are low.
    3. More capital is available and borrowing capacity is greater.
    4. Employees with high caliber can be partnered together. It is governed by the partnership act, 1932
  - Disadvantages of Partnership
    1. There'sadifficultytotransfertheownership andlackof regulations.
    2. Taxationsubjecttoindividual'staxrate.
    3. Limitedlife.
    4. Unlimitedliability.
    5. Disagreementbetweenthepartners.
    6. Limitedabilitytoraisecapital.

- AdvantagesLimitedLiabilityPartnership:
    1. Itisconvenientandnominimumcapitalisrequired.
    2. There'snolimitsonnumbersofpartners
    3. NoRegistration&LowComplianceCost
    4. TaxationofLLP

- Disadvantages
    1. PublicDisclosureofFinancials.
    2. MoreCompliance.
    3. NooptionforEquityInvestment.
    4. HigherIncomeTaxrates.
    5. MinimumTwomembersarenecessary.
    6. TransferofOwnershipisdifficult.

- Question and answer sessions held.
- FewwordsfromthespeakerDr.CAChaitanyaShah
- Fewwordsfromthefacultycoordinatorofthesession –Prof.Ganesh Apte
- ClosureofthesessionwithavoteofthanksbyourhostsMissSonali Tiwari and Mr. Parth Thakkar.

GLIMPSES



Eventreportpreparedby:Ms.NishitaShetty(PGDM)

ThisvideowasrecordedontheEmailID researchconference@atharvacoe.ac.in

LivesessionwasinitiatedbyProfGaneshApte

Hosting was done by Miss Sonali Tiwari and Master Parth Thakkar.

ThiseventconductedundertheguidanceofE-CellDepartment,AIMS.

INDUSTRIAL VISIT

2020-2022 batch of MMS - Industrial visit to Nashik & Igatpuri

25TH APRIL TO 27TH APRIL 2022

On 25th April 2022, batch of MMS 2020-2022 students with Prof. Reena Poojara and Prof. Ganesh Apte visited Igatpuri and Nashik with an aim to visit 2 factories and Vipassana Research Institute at Igatpuri.

All the students with great enthusiasm gathered at Atharva Institute of Management Studies and started the journey at 6:30 am and reached the destination at 11:00 am.at Mystic Valley Spa & Resort which is beautifully landscaped with all high-class amenities

On 26th April Students along with Faculty in charge headed towards visiting Industries at Nashik.

AMBAR AUTO ENGINEERS PVT LTD.

Ambar Auto Engineers Pvt Ltd founded in 2006, is an ISO/TS 16949:2009 BIS certified firm based in Nasik. They are professionals in hot up setter forging of ferrous and nonferrous materials. We offer a complete facility with all types of facilities under one roof, including a Tool Room, Heat Treatment, Metallurgical Laboratory, and World Class Machining. We indirectly export 70% of our forging, which has a product range of 1 KG to 50 KGs and a monthly capacity of 1200 tonnes. The process of cutting rods to the customer's specifications, hitting process, nitrating process, Milling, Turning Machine process were shown. Different grades of metals were shown. The temperature of rod goes to 1200 degree centigrade

AMBAR AUTO
ENGINEERS PVT. LTD.

SULA VINEYARDS

In 1998, Mr Rajeev Samant established Sula Vineyard in Nashik.He experimented with crops like as mangoes, roses, teakwood, and table grapes before realizing that Nashik's climate and temperature were ideal for growing wine grapes. In collaboration with Kerry Damskey, a Californian winemaker, Samant created the first winery in the Nashik region of India. The Grape Stomping activity takes place throughout the harvest and crush season, which spans from January to March. Sula is listed with Marks & Spencers, a multinational UK-based retail brand, and exports to 26 countries. Sula has been

India's biggest wine producer over the years. With a presence in 32 states across India, the firm is currently India's largest wine producer, with a market share of over 65 percent. The process of grape juice is determined on the type of wine you're making (red, white, or rosé). Only juice will be collected in the tank for white wine, i.e. grapes will be crushed in a pneumatic balloon press where the grape skin and seeds will be removed. After that, the juice is fermented to form white wine.

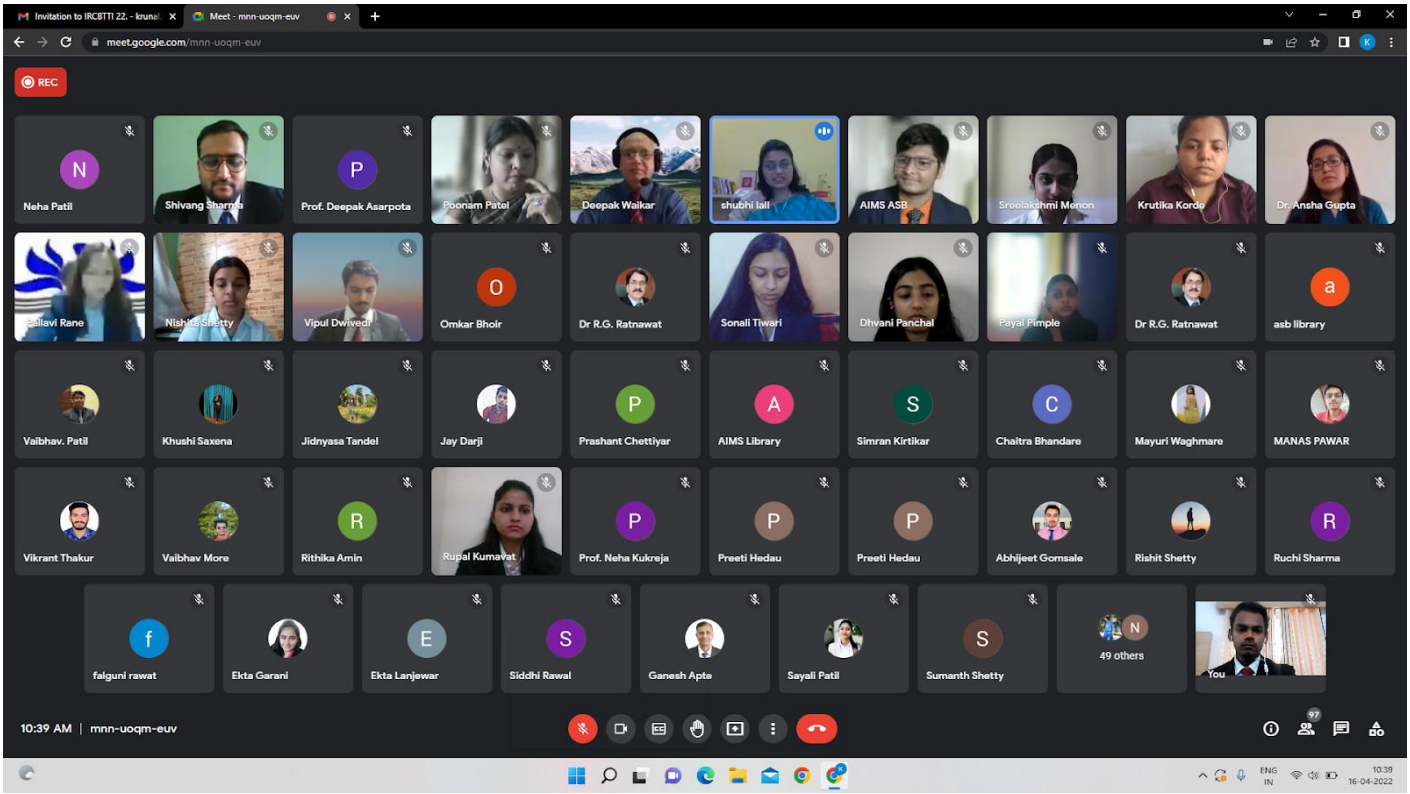
Red wine, on the other hand, gets its flavour, colour, and tannin from the grape skins. In order to make red wine, the entire grape is used, including the skin and seeds. The process of vine is as under:

SULA
VINEYARDS

INTERNATIONAL CONFERENCE

ATHARVA INSTITUTE OF MANAGEMENT STUDIES
(Affiliated to Mumbai University)
&
ATHARVA SCHOOL OF BUSINESS
(Approved by AICTE)
presents
INTERNATIONAL RESEARCH CONFERENCE ON BUSINESS TRANSFORMATION AND TECHNOLOGICAL INNOVATIONS
(IRCBTTI - 2022)
APRIL 16, 2022 (SATURDAY)
APRIL 17, 2022 (SUNDAY)

About International Research conference on Business Transformation and Technological Innovations (IRCBTTI – 2022)



IRCBTTI 2022 was organised by Atharva Institute of Management studies and Atharva School of Business. IRCBTTI 2022 focused on the innovative ideas in the field of management, technology, economics and how it applies to the real-world challenges. This conference brought together the students, researchers, Business people, industry professionals and practitioners from diverse field with the purpose of exploring the fundamental roles, Interactions as well as practical impact of the innovations.

This conference included online paper presentations along with the prominent keynote speakers and a panel discussion. Two days' conference was held in Online mode. Many management students, keynote speakers, tutorial participants have benefited in many ways from this conference. More than 30 research papers were presented by students, professors and researchers. 2 Keynote speakers, 4 Panellists, 1 moderator, 4 judges addressed the audience and shared knowledge and rich experience of innovation and business transformation in their companies and countries.

Metamorphosis, a journal of Management Research is a publication partner for IRCBTTI 2022. This Bi-annual UGC listed journal is dedicated to promoting the understanding of management among academic and practitioners through emphatical investigation, theoretical analysis, and exchange of thoughts by rigor and relevance.

The research paper was first reviewed at AIMS, Mumbai by a team of experts. After presenting in ITCBTTI 2022, the authors were requested to submit their improved papers as per the journal guideline and policies on the online portal of Metamorphosis.

Conference Scope

IRCBTTI 2022 topics include, but are not limited to, the following research and development fields like Systems, Human Resource and Finance.

Systems

- Artificial Intelligence
- Data Analytics
- Data Mining
- Cloud Computing
- Robotics
- Machine Learning
- Big Data and Data Processing Techniques
- Exploring Data Analytics
- Management Information Systems
- Enterprise Resource Planning
- E- Governance

Human Resource

- Changing Dynamics of HR
- Emotional Intelligence
- Digitization of HR
- HR as Business Partner

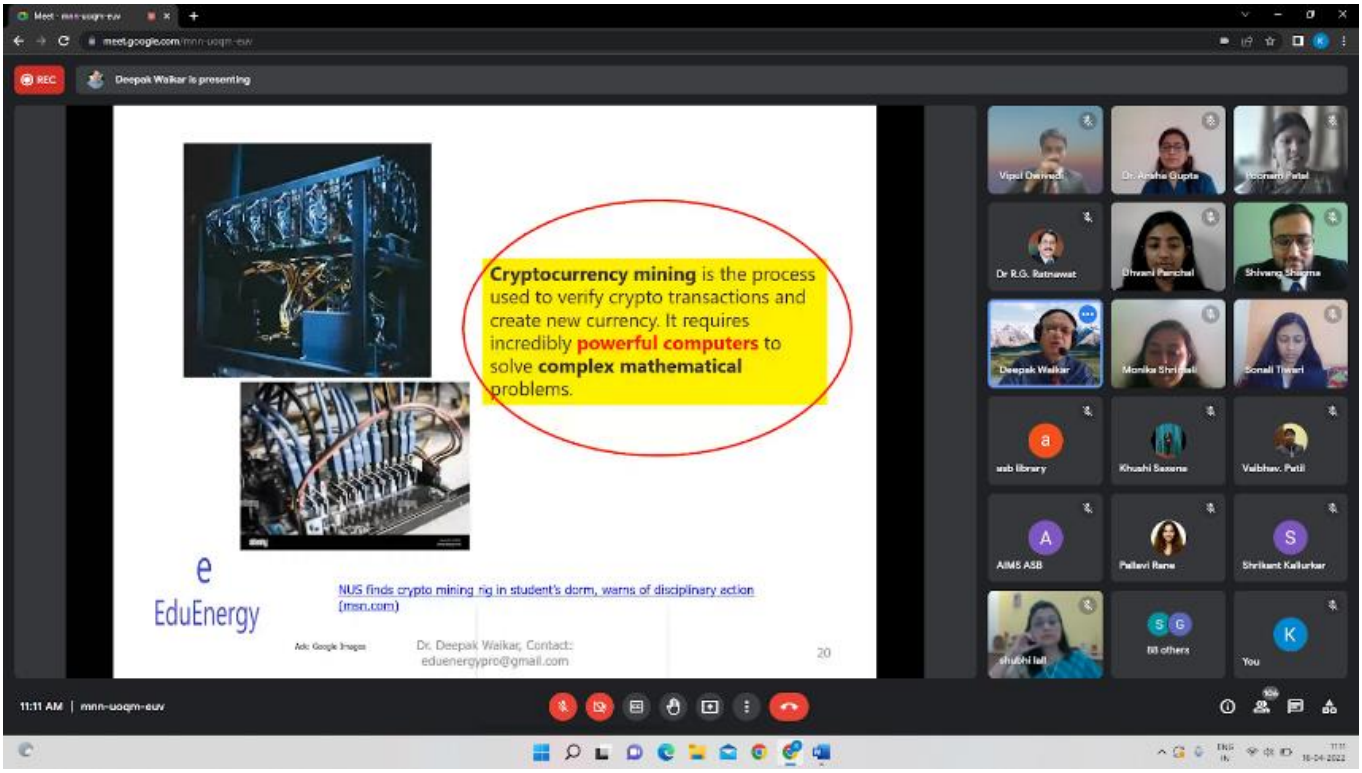
Finance

- Advances in Finance & Accounts
- Behavioural Finance
- Investment Management
- Financial Crisis, Systemic Risk & Macro Finance
- Crowd Funding & Financial Inclusion
- Quality of Financial Reporting
- Digital Transformation
- FDI and Economic Growth
- Crypto Currencies: Issues & Perspective
- Digital Payment & Private Credit Data
- Green Finance
- Blockchain in Financial Institutions & Markets

Welcoming guests and Opening Ceremony (Day ceremony (Day 1

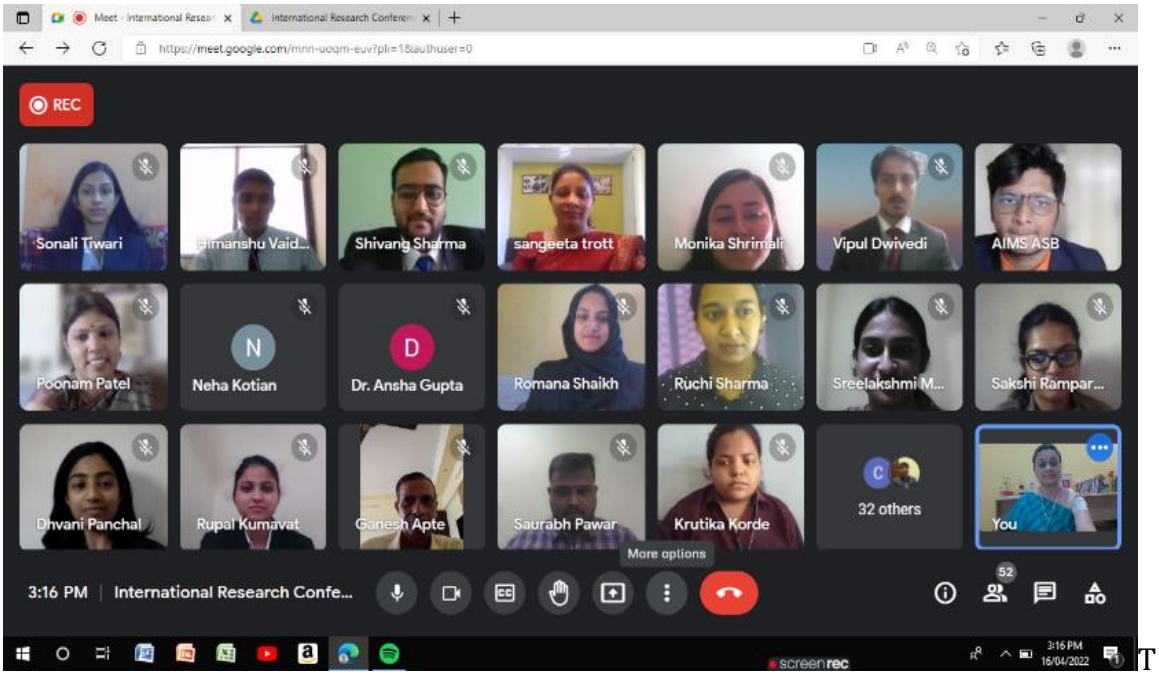
The First day of conference started with the Ganesh Vandana and Saraswathi Vandana followed by AET Trustee Ms. Pallavi Rane's introduction and speech. Dr. R. G. Ratnawat , Director at AIMS addressed the audience.

Keynote Speaker



Dr. Deepak Waikar, Ex- Chair, IEEE Power & Energy Society Chapter, Singapore Chair, IEEE Education Society Chapter, Singapore, addressed the audience on Technological innovations in Energy, Economy and education for sustainable Transformation. The keynote speech was dedicated to the current scenarios on Innovation in energy, economy and education. He covered the challenges and opportunities that are faced and future possibilities that can incur. The focus of speech was on copyrights, Cryptocurrency Mining, Energy conservation, Energy management system, Sustainability and unsustainability, technological innovations, E learning, PM E- Vidya programme, Digital University and Digital India

Plenary Session for Research Paper Presentations

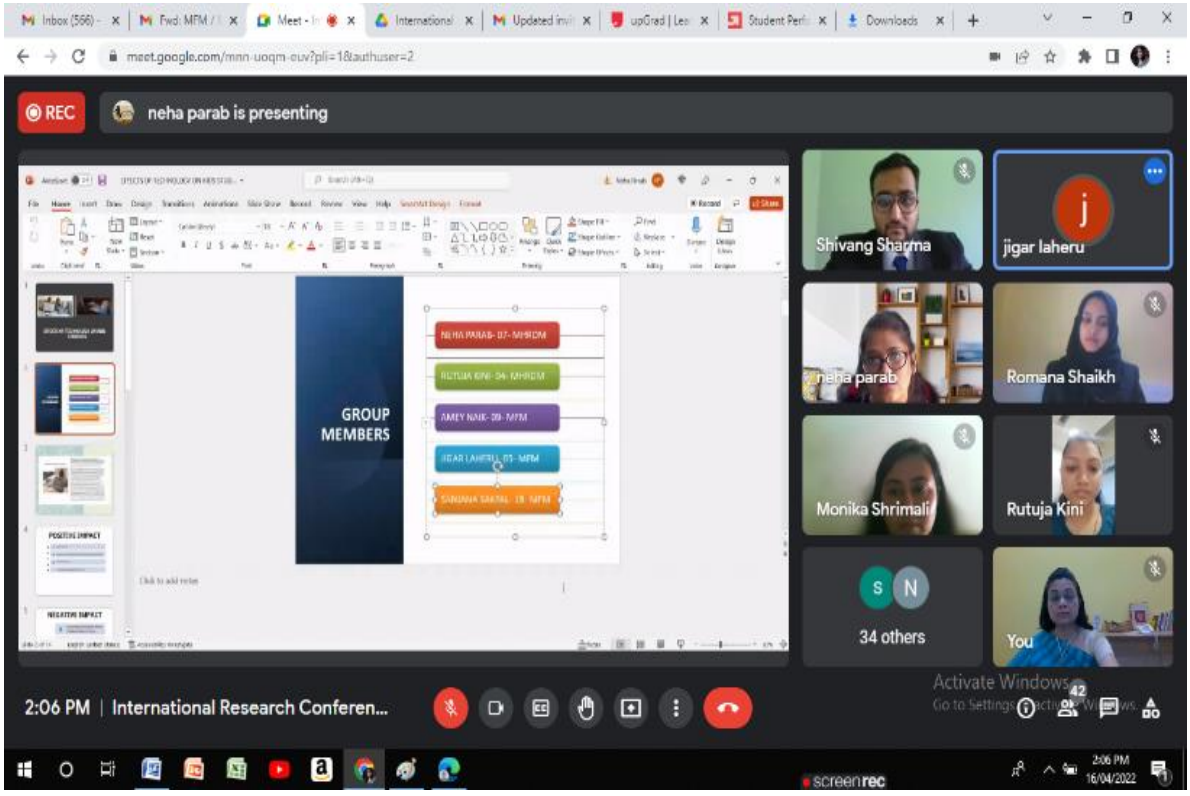


The Conference was continued with introduction of the judges for research paper presentations. The paper presentations were judged by **Dr. Sangeeta Trott, HOD (Decision Sciences) ITM Business School, Navi Mumbai** and **Dr. Sheshanwita Das, Associate Professor, Amity College of Commerce & Finance, Amity University, Noida.**

Following are the think tanks who presented their papers on day one

1. **Prof. Himanshu Sunil Vaidya** – Adoption of over-the-top entertainment services- A literature review

2. **Ms. Romana Mohammed GuasShaikh** – Connectivity and collaboration – The challenges of online Education
3. **Mr. Swapnil Suryakant More** – Online Advertising and It's popularity



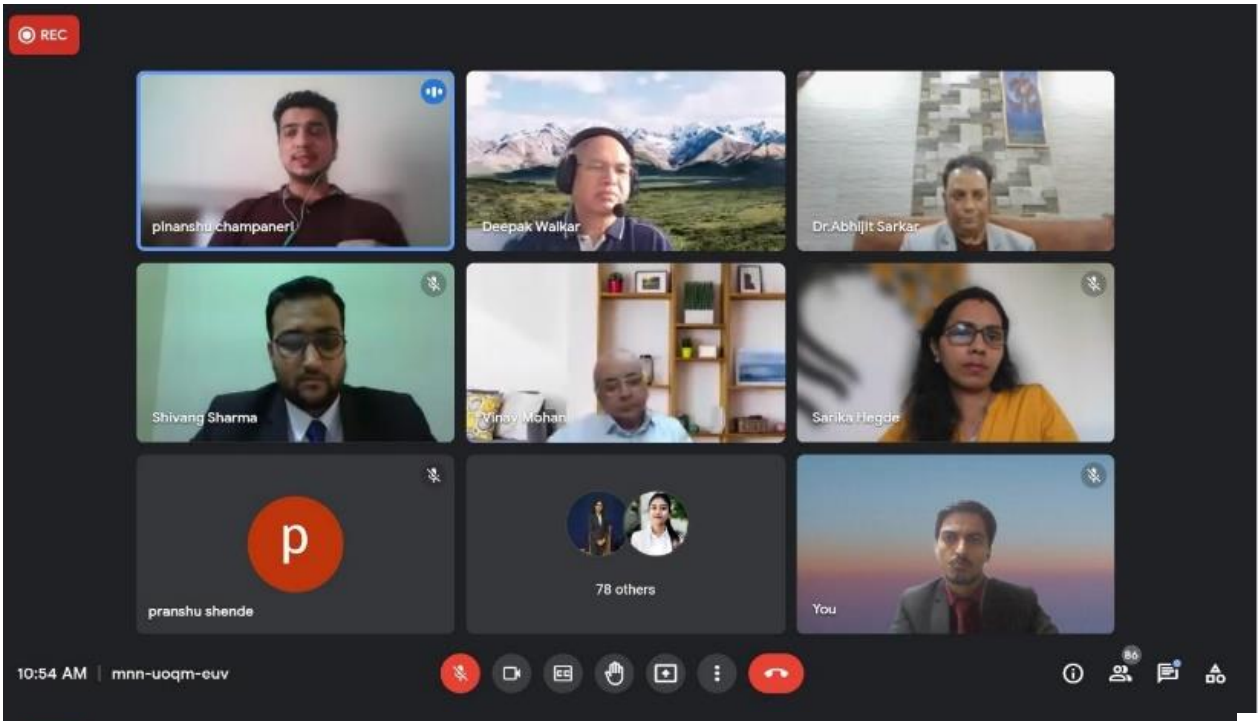
4. **Mr. Saurabh Sanjiv Pawar** – Online Advertising and it's popularity
5. **Mr. Kalpesh Vasant Bhanushali** - Online Advertising and it's popularity
6. **Ms. Venessa Noronha** - Online Advertising and its popularity
7. **Ms. Neha Vilas Parab** – Effects of More technology on Children

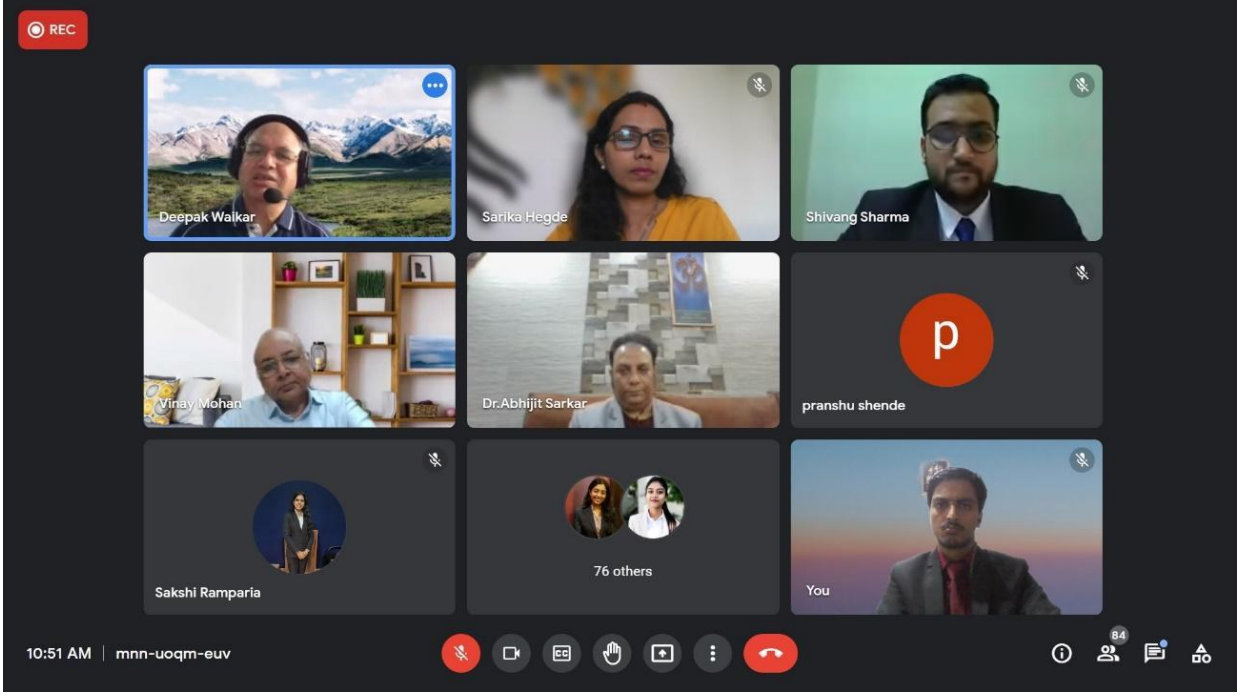
8. **Mr. Amar Chanagouda Patil** – Impact of Digital War on International Trades Using Quantum Computing
9. **Mr. Shreyas Sudheer Rashinkar** - Impact of Digital War on International Trades Using Quantum Computing
10. **Ms. Ninoshika Raghu Poojary** - Impact of Digital War on International Trades Using Quantum Computing

Welcoming and Opening Ceremony (Day 2)

The second day of IRCBTTI Started with the welcome speech, Ganesh Vandana and Saraswathi Vandana. The director of Atharva Institute of Management studies, Dr. R. G. Ratnawat Addressed the audience followed by the speech of Dr. Harshita Kumar, Director, Atharva School of Business.

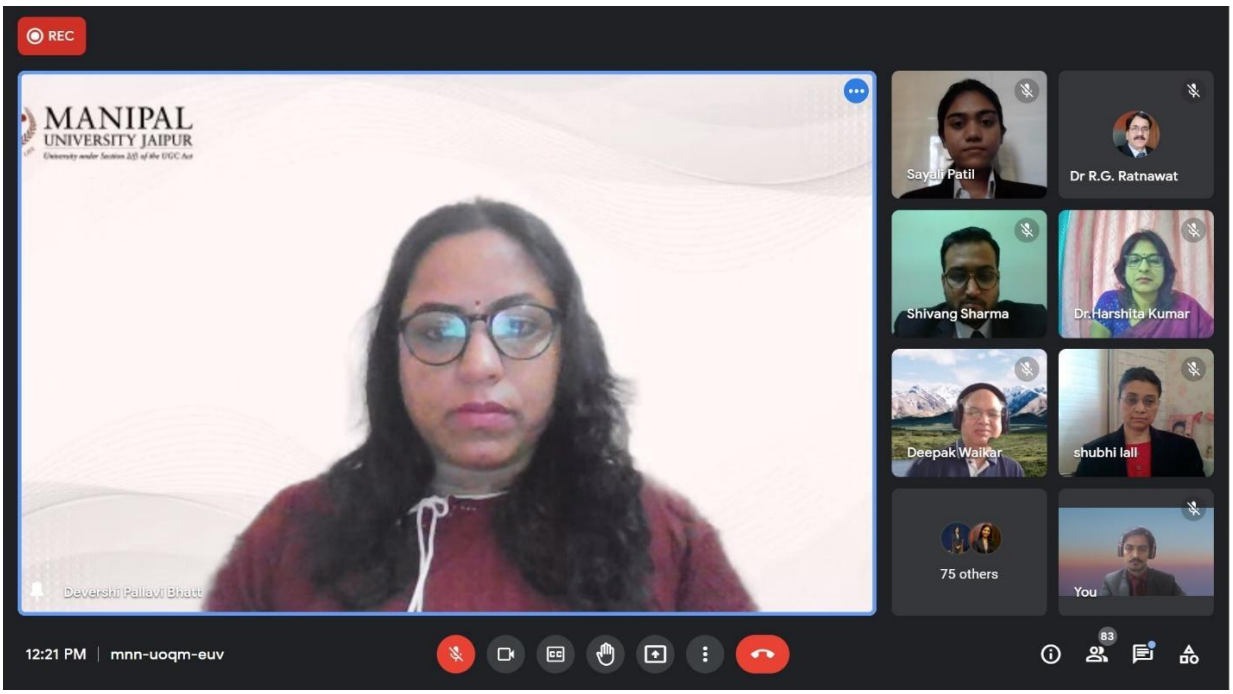
PanPanel Discussion el Discussion



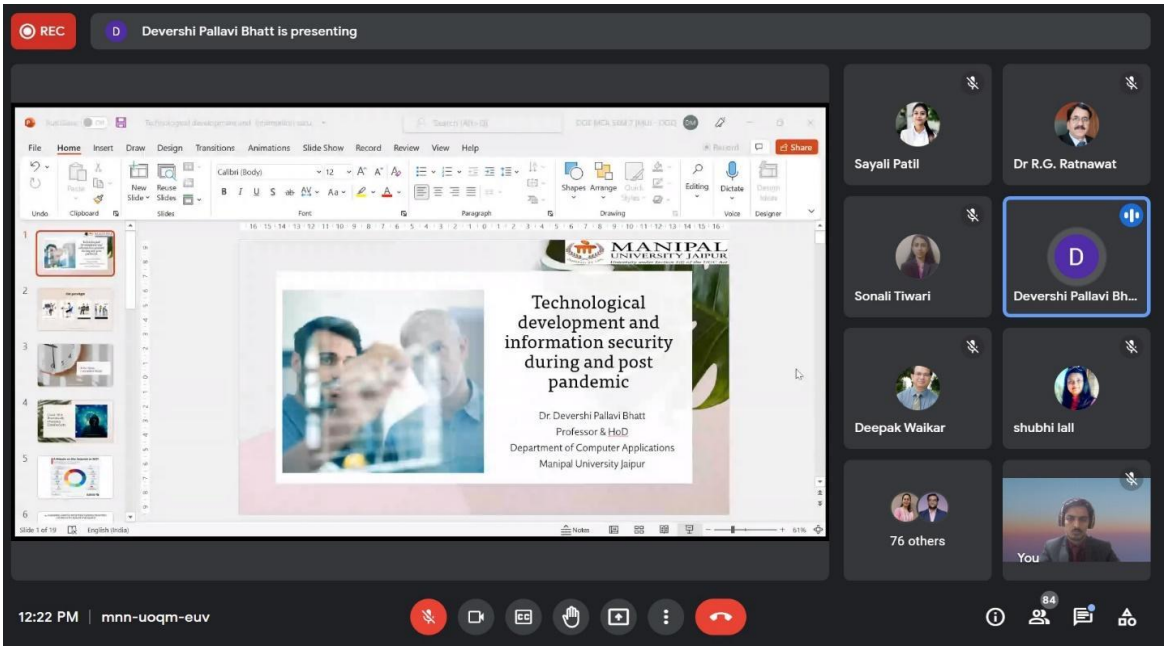


Exclusive panel discussion on Technological Innovations and Business Transformation: A 360 Degree view was then Moderated by Mr. Pinanshu Chimpaneri. The Panellists for the discussion were Dr. Vinay Mohan, Mr. Pranshu Shende, Dr. Abhijit Sarkar, Ms. Sarika Hegde. To be inclined with the technology and innovations, the focus should be on preparing the next generation of professional for careers in virtualized environments. All agreed on the fact that Digital transformation starts with the change in mindset. The panellists mentioned that we all are at early stage, People are driving technology, tools have been developed, according to the need and culture of specific organisation. To make it more sustainable we have to keep the external and internal transformation in mind. Digital transformation has definitely helped us connect but we have a long way to go.

Keynote speaker



Dr. Devershi Pallavi Bhatt, IEEE, professor and HOD of Department of Computer Applications in Manipal University, Jaipur, focused on the technological development and information security before pandemic, during pandemic and after pandemic. According to Dr. Pallavi Bhatt, it is important to see in which direction we are going when it comes to internet and transformation. There is a need to plan cyber security business strategy to avoid the future breaches. And to achieve the goal, people and specifically businesses need continuous learning and research. The keynote speech was dedicated to the Covid-19 and cyber security threat, Cyber-attacks, Phishing cyber security, Cyber security business strategy, key steps to be taken, new era for the cyber security.



Plenary Session for Research Paper Presentations

The Conference was then continued with introduction of the judges for research paper presentations. The paper presentations were judged by **Dr. Indrajeet Sodhi, Dean Research, Rajiv Gandhi National Institute of Youth Development, Tamil Nadu** and **Dr. Sharmishta Sarma, Professor, Institute of Innovation in technology and Management Guru Gobind Singh Indraprastha University, New Delhi**

Following are the think tanks who presented their papers on day one

1. **Mr. Darshan Deepak Sawant** – A study on how customer Loyalty is affected by Brand image
2. **Mr. Amit Ramesh Kadam** - A study on how customer Loyalty is affected by Brand image
3. **Mr. Zuhayr D Khan** - A study on how customer Loyalty is affected by Brand image
4. **Mr. Pratik Sanjay Gaikwad** - A study on how customer Loyalty is affected by Brand image
5. **Ms. Snehal Prakash Bele** – Impact of Lockdown on employed in India
6. **Ms. Sonali Swapnesh Patil** - Impact of Lockdown on employed in India
7.

Mr. Srinivas Prakash Somana - Impact of Lockdown on employed in India: Analysis of work from HOME & Un- Employment issues
8. **Ms. Anuja Viju** – Instagram Reels on Current Market Reach
9. **Ms. Garima Bansal**
10. **Dr. Shubhi Lall Agarwal** – Impact of Cloud Computing on Environment
11. **Mr. Hemant Gopal Shah** – Digital Carbon Footprint Recognition
12. **Ms. Smita Vitthal Ranksetre** – Employment Benefits and its effect on employee productivity

Valedictory Ceremony

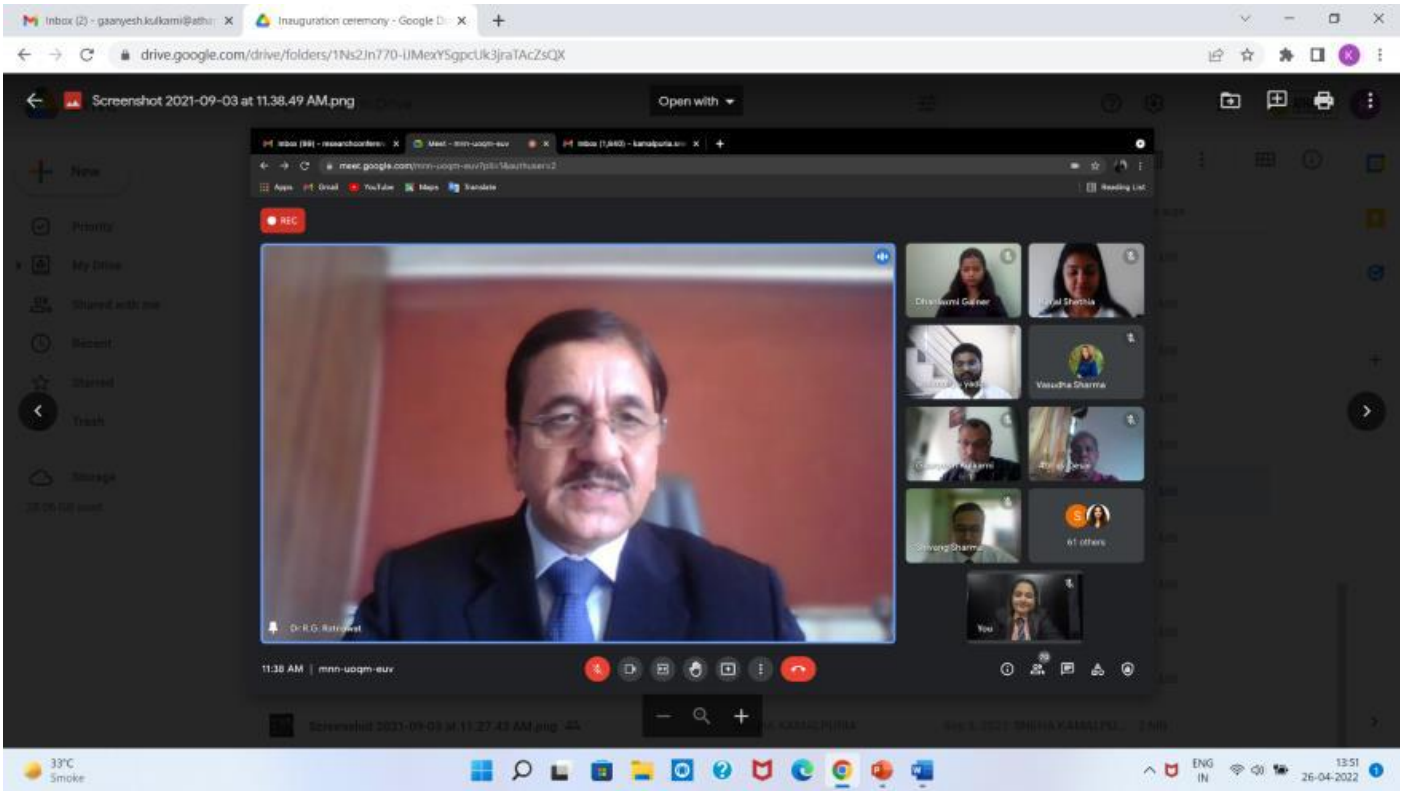
Dr. R. G. Ratnawat, Director, Atharva Institute of Management Studies expressed deep gratitude on behalf of the Institute. Special thanks were extended to the Keynote speakers, Panellists, judges and moderator for dedicating their time and making a difference. Also appreciated the papers of presenters who did impressive and dedicated work on research. Tender thanks were expressed to the Co-convener/professors and students at AIMS for organising and working hard all together to prepare for an outstanding conference.

SYMPOSIA

1. Launch of "INNOVATION, ENTREPRENEURSHIP& INCUBATION CENTRE (IEIC)" on 03.09.2021:

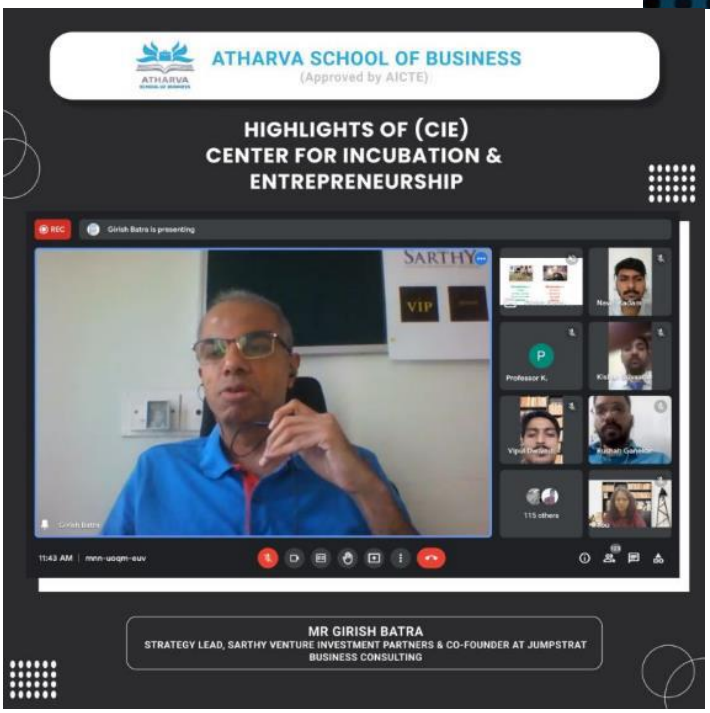
The Inauguration of the IEIC (INNOVATION, ENTREPRENEURSHIP & INCUBATION CENTER) now known as E-Cell was held on 3rd Sept 2021 for the students of AIMS & ASB to familiarize them with the concept of Entrepreneurship. The objective of E-Cell is to make the students understand the concept of Entrepreneurship and to motivate them to become entrepreneurs. A total of 80 students participated in the inauguration along with other faculty members of the institute. The program commenced with the introduction to the IEIC and a welcome speech, followed by an address from the director, Dr. R. G. Ratnawat. Our Chief Guest, Mr. Abhimanyu Yadav, addressed the crowd and inspired them by sharing his journey at Park Adda. He told the students the ups and downs of being an entrepreneur and about the most important part of the journey which is to never give up. The event was concluded by an address from the trustee, Pallavi Rane-Vagal, and a vote of thanks. Since the inauguration, the E-cell has conducted 9 events until December 2021 along with a visit to IITB SINE.

On



On January 22, 2022, Mr. Girish Batra, Strategy Lead, Sarthy Venture Investment Partners & Co-founder at Jumpstart Business Consulting guided the students on the topic of "Investment Planning & Strategy." The next talk was followed by the topic "Incubation" which was given by Mr. Sumit Srivastawa, Founder & CEO, Startup Chaupal® - Incubator & Angel Network on February 12, 2022.

The next month, on March 12, 2022, Mr. Parth Sharma, Co-Founder & CEO, of THEBABYBO shared his valuable insights in our Centre for Incubation & Entrepreneurship (CIE).

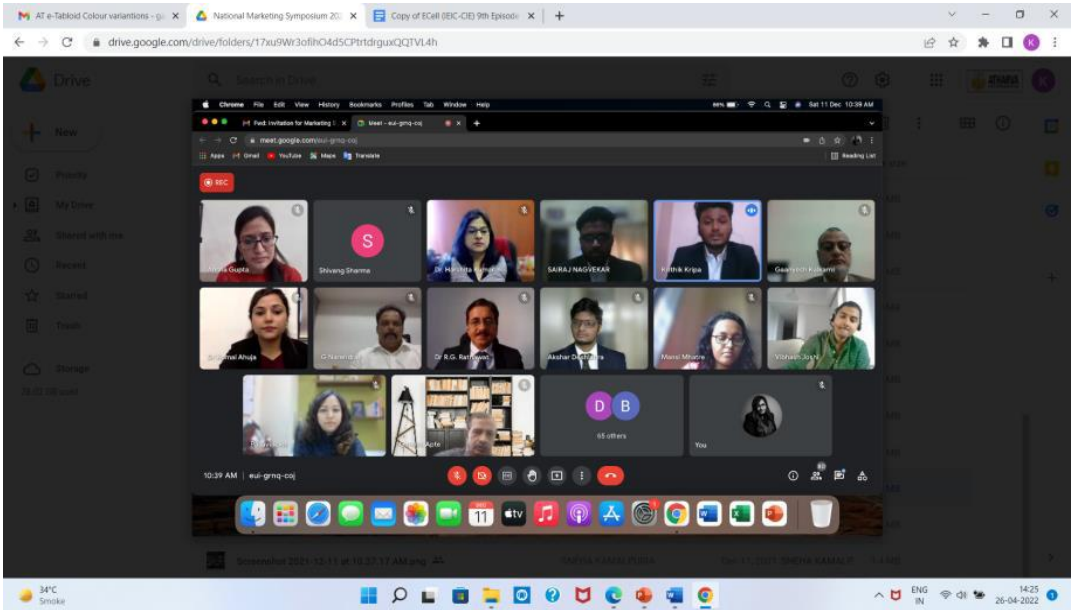


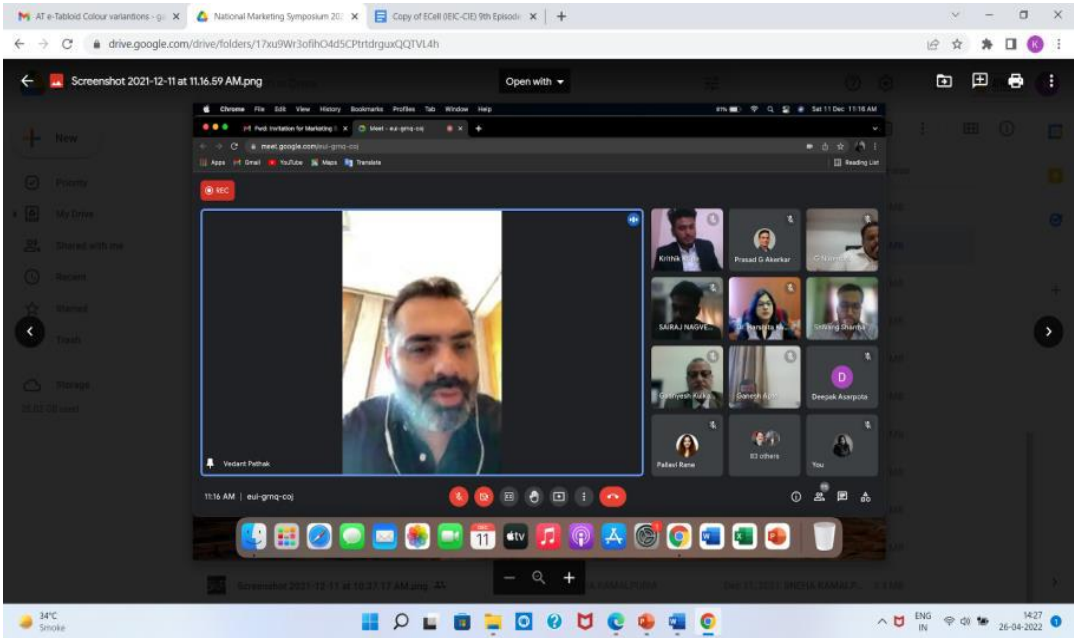
Total 12 events of ECell have been conducted successfully from September 2021 to March 2022.

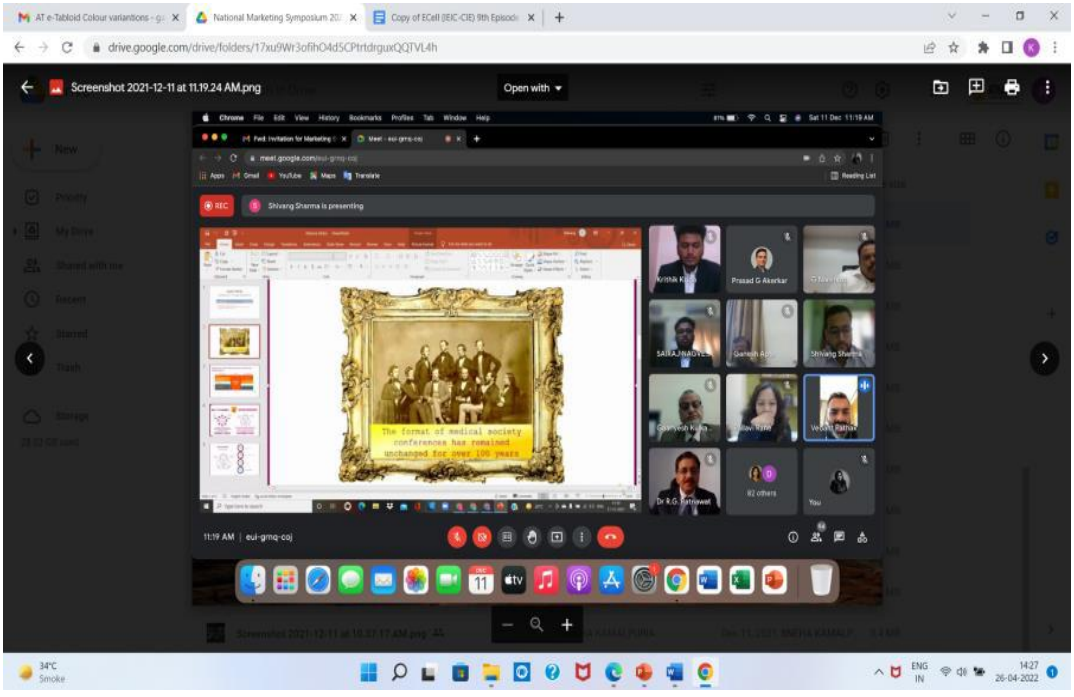
2. Marketing Symposium 2021 (December 11, 2021):

2021's Annual Marketing Symposium was "**Straight from the Industry**", that was, a 'Practitioner-Oriented' Symposium focused on the echoes of how VUCA (volatility uncertainty-complexity-ambiguity) has changed the marketing world, and where & how do we see it moving in the years ahead. We had to dive deeper into how marketers and brands are targeting, attracting, and retaining new consumers across different verticals, viz pharma industry, healthcare industry, and the

Information & Technology industry. The agenda featured prominent speakers from the industry who had shared their valuable insights during the Panel Discussion moderated by Prof. Gaanyesh Kulkarni on the topic “Online and Offline Marketing in the VUCA World”. The goal of this Marketing Symposium was to educate the students of AIMS-ASB and to also share insights on the length & breadth of career opportunities in Marketing. The Panel also discussed the Key Principles, tools & techniques applied in marketing for effective customer engagement in the current state of VUCA.






The format of medical society conferences has remained unchanged for over 100 years

3. The International Business Plan Competition (IBPC) 'Chakravyuh 1.0' (The Labyrinth) 2022:

The International Business Plan Competition (IBPC) 'Chakravyuh 1.0' (The Labyrinth) 2022 was a 2 Day event that was conducted on the 25th and 26th February 2022 for the PGDM/MMS students of batch 2021-2023. The program was convened by Prof. Gaanyesh Kulkarni. Dr. Ansha Gupta & Dr. Shubhi Lall Agarwal were the jury members for Day-1; whereas Dr. (Prof.) Rajesh Jaware, Mr. Sumit Srivastawa & Mr. Bhaskar Dewal were the jury members for Day 2 of the competition. The winners were announced by Mr. Bhaskar Deval where the 2nd runner up wasteam Sankalp led by Shivam Sharma, Ritika Rathaur, & Garima Mangla from Symbiosis Law school, 1st runner up was team Laundry on Wheels led by Jay Darji & Mukul Deshmukh from Atharva Institute of Management Studies and the winner was team Oggy lead by Samarth Gupta from JECRC University.

ROUNDTABLE

EVENT REPORT PREPARED BY: Mukul Deshmukh, STUDENT, MMS DIVISION A.

Verified by: Dr. Shubhi Lall Agarwal, Director, IQAC, AIMS.

Submitted to: Dr. R.G. Ratnawat, Director, Atharva Institute of Management Studies

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FDP PROGRAM

Report on Faculty Development Program on "How to Use Google Classroom?"

Objective: This FDP on "How to use Google Classroom" was aimed at orienting the faculties towards the application of google class and how it can be used effectively.

Introduction

In current pandemic situation as all us are working on virtual platform we really need to upgrade ourselves with new methods, tools and techniques that are available to make the process of teaching and learning more easy, exciting and interactive.

Google has in its ambit numerous products that brings the virtual platform very close to physical platform. Conducting sessions online, sharing assignments, notes with the students, making the sessions more interactive to make sure students are concentrating in the class is really very challenging.

Google meet, Google forms, drives, mail, chats etc. are already being very widely used by not only the academicians but by anyone. Academicians are facing a tough time in sending assignments and receiving them back after completion through emails, as it is very tough to keep track of assignments of many students.

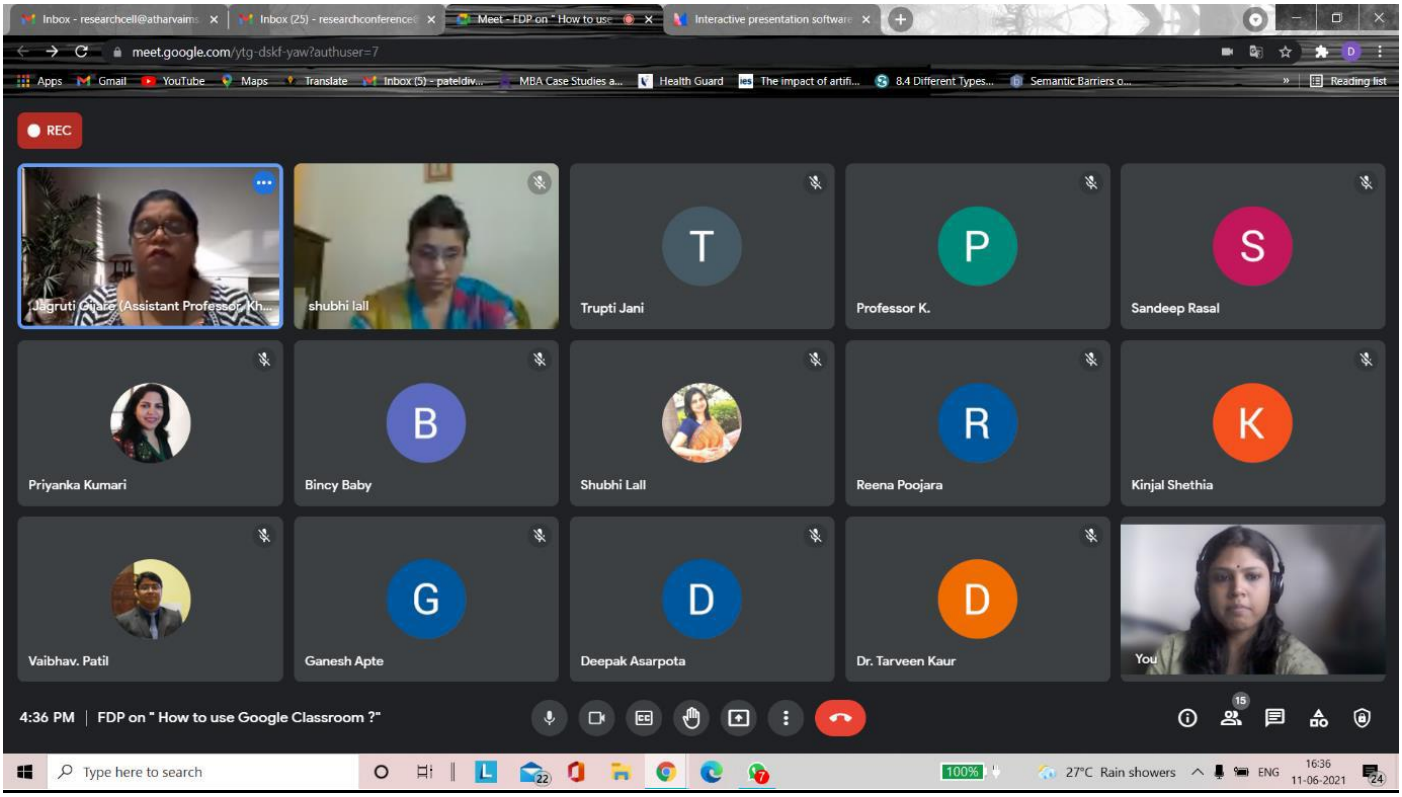
Google classroom is the concept that can be used to send and receive assignments, share notes/material with students, conduct exams, quizzes etc. and it is very user friendly. Using the various features of the google classroom makes the life of the educators bit easy.

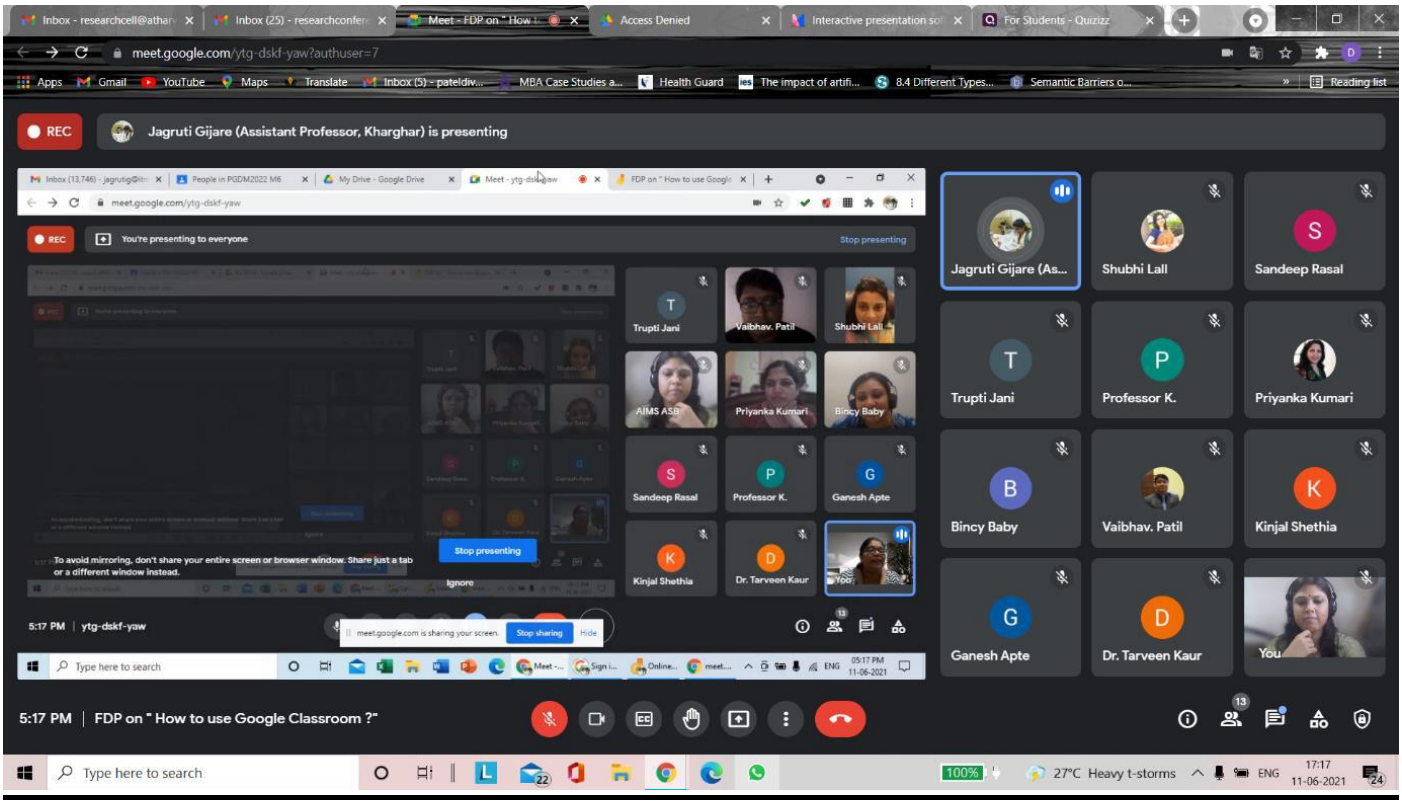
Program Details

FDP on "How to use Google Classroom?" was conducted on ***11th June, 2021 Friday from 4.00 PM to 5.30 PM. Prof. Jagruti Gijare*** from ITM business school, conducted this session.

The session was highly informative and interactive. Prof. Gijare oriented the faculties towards the use of Jam boards, Mentee-Meter and quizzes.com. Discussed how these can be used to make the session more engaging, lively and highly interactive. She also briefed on how to create a class on google classroom add students and create and share assignments, materials etc.

The questions raised by the faculties were well received and answered to their complete satisfaction.





Conclusion:

As we know that upgrading ourselves has become of utmost importance in the current situation that the whole world has been put into by COVID 19. Conduct of this FDP was a very good initiative by the Research Cell in order to develop its faculty members and raise their bar of knowledge and understanding. The FDP really served its purpose and prof. Gijare ensured that all participants present were able to understand everything that was discussed in the session

Report on Faculty Development Program on "Case Based Teaching"

Objectives:

- To Orient the faculty members two how to conduct case studies in the classroom on online as well as offline mode.
- To understand how and what preparation to do before taking a case in the class.
- To understand how to select a case for the class.

Introduction

Case-based teaching is a pedagogical approach that engages students in the process of making real-world decisions. You create cases that represent authentic workplace situations to encourage students to apply knowledge gained from the classroom or through additional research in order to solve the case.

This faculty development program organized for the faculty members keeping this need in mind. Case study method is a very integral part of management education and this approach helps the students to get a feel of the real-life problems and situations at the workplace and also how to deal with it.

Program Details

Date: 12th July, 2021

Time: 1.30 PM to 5.00 PM

Resource Person: Dr. Samant Shant Priya

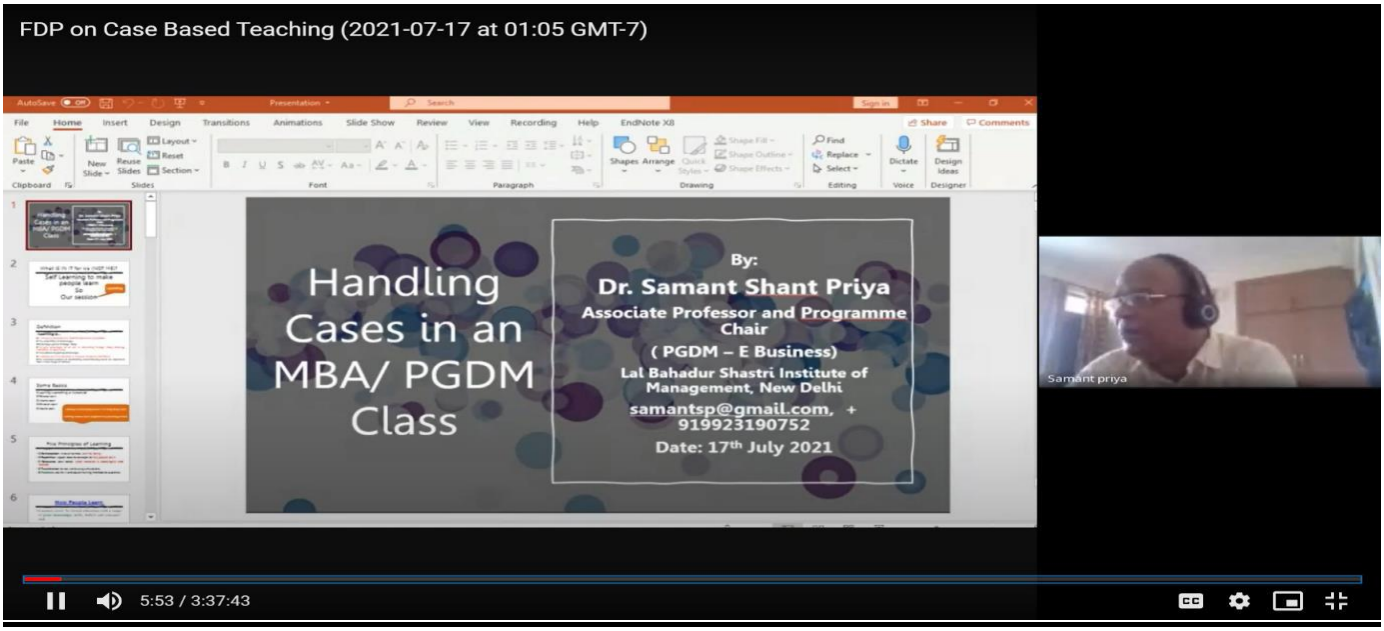
MBA and PhD in Marketing, Associated with Lal Bahadur Shastri Institute of Management (LBSIM) as Associate Professor (Marketing)

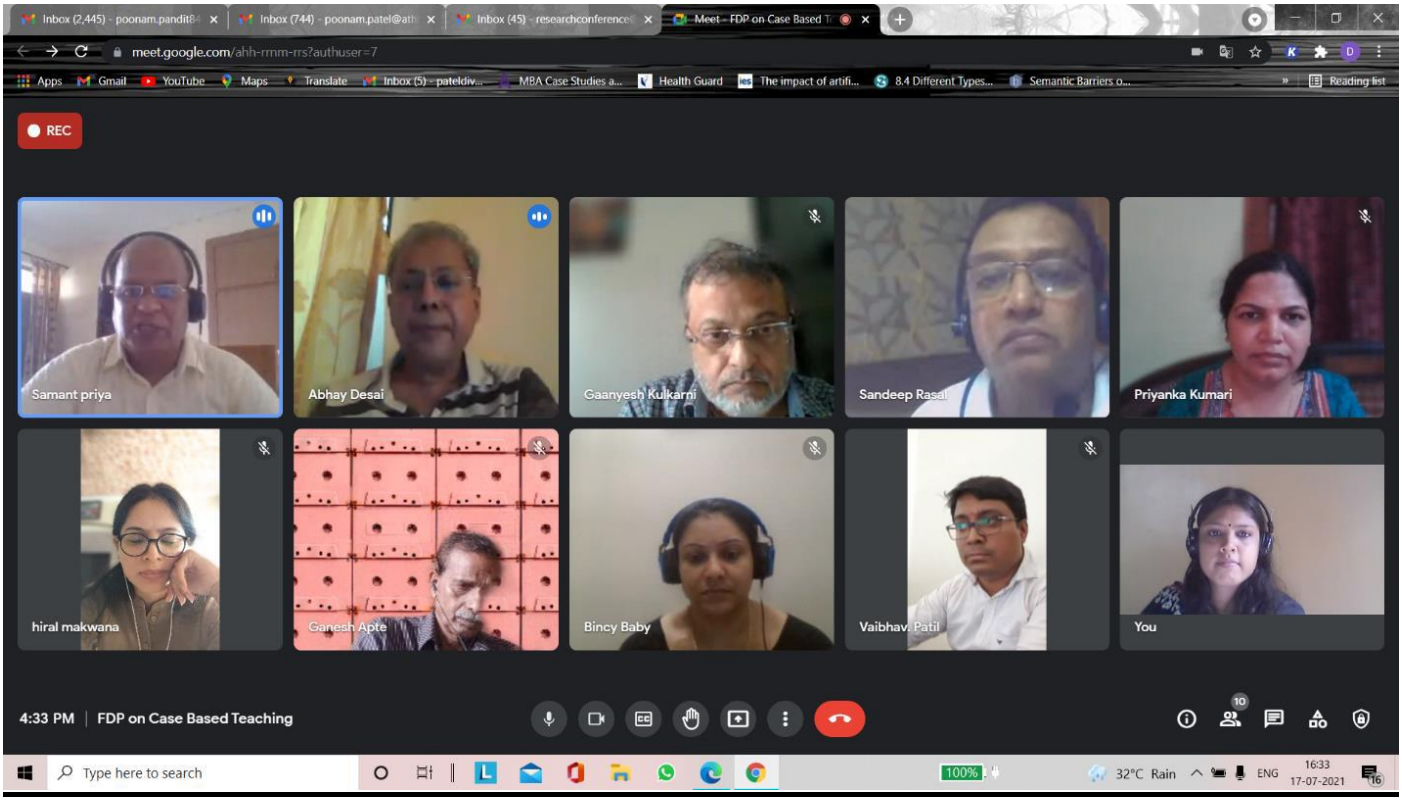
Program started with an icebreaking session in which Dr. Samant started by making all the participants interact and give their inputs on the questions raised by him. Then the program progress towards how to learn to learn and ways of learning. The program then included discussion on what steps should be taken to make case session more interactive and how should the faculty prepare for discussing a case in the class. Use of breakout rooms on online platform and making physical groups on offline platform was suggested by the resource person.

Dr. Samant also laid stress on preparation of questions for conducting quiz in the class to understand the preparedness of the students and whether they have read the case before coming to the class or not.

Learning strategies for case handling, infrastructure required for case teaching, alignment of case teaching with course objectives, 4 Ps of case analysis in class, role of the instructors etc. were the topics that were discussed in the session in detail.

The session started at 1:30 PM with the introduction of the resource person Dr. Samant Shantpriya followed by a break off 15 minutes from 3:15 to 3:30 and it concluded at 5:00 PM with the feedback from the participants and vote of thanks.





Conclusion:

The program helped the members to have a fair idea of what kind of preparation is required by the faculties to conduct a case in the class and also gave a different approach as to how to look at the case methodology. It was a very insightful session and all the knowledge that was shared by Dr. Samant and during the session was really very well taken by the participants.

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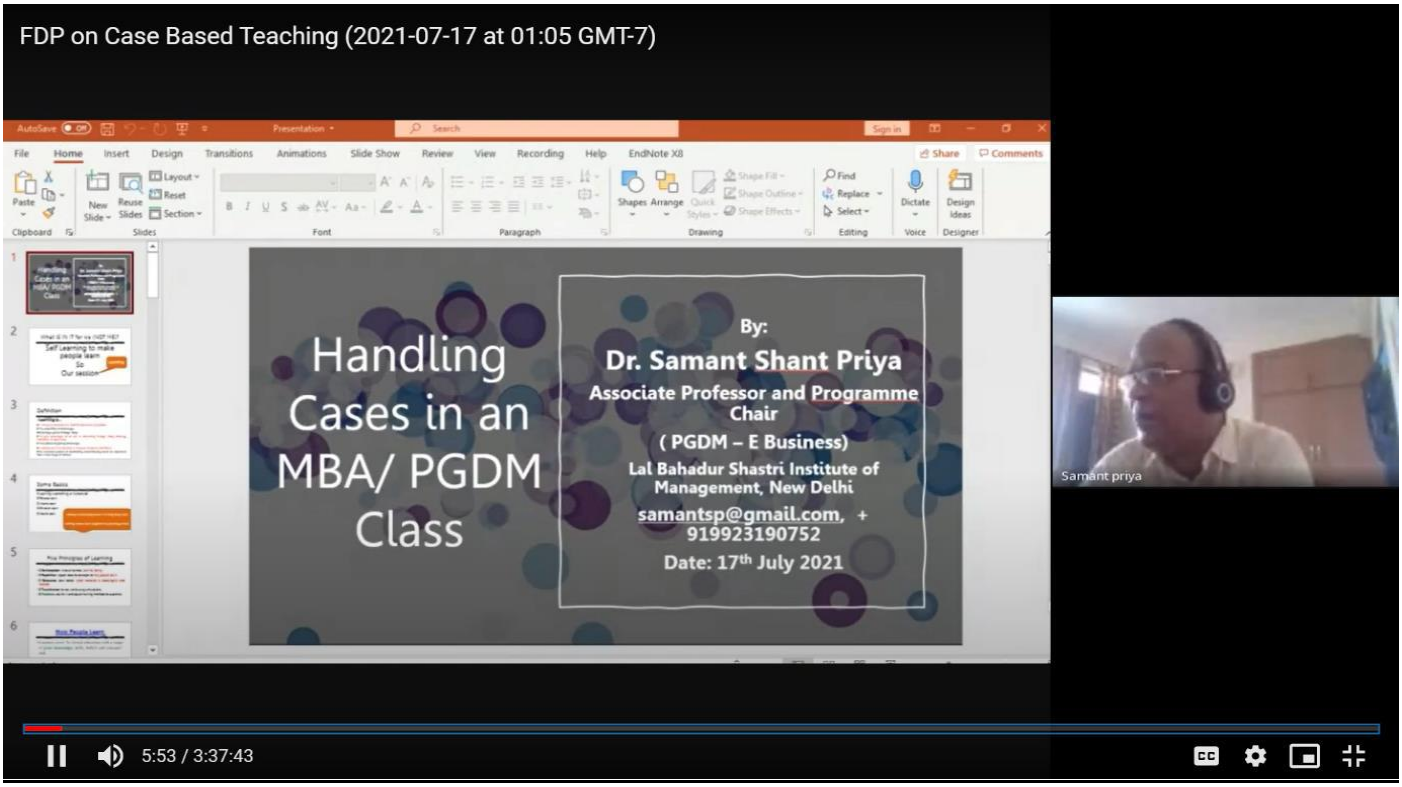

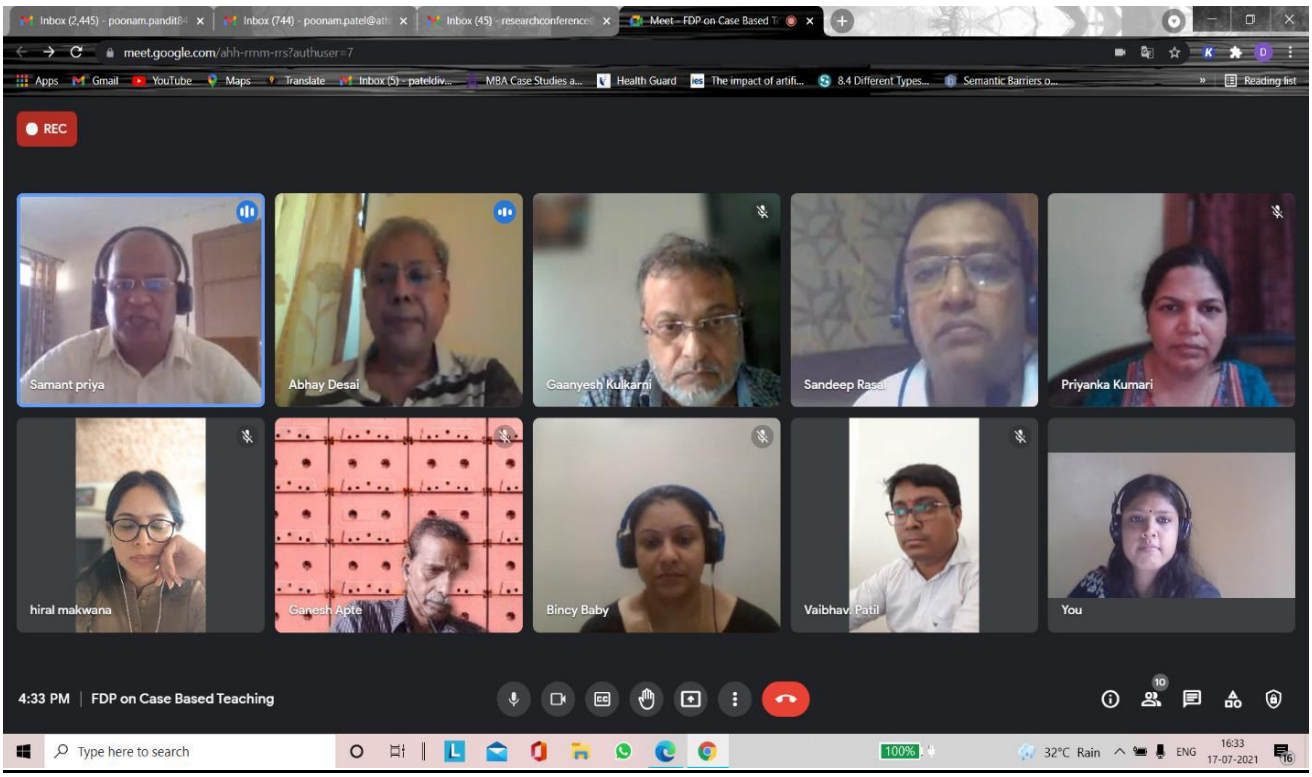

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Report on Faculty Development Program on "Intellectual property Rights"
Objective:

- To bring focus about the significance of IPR
- To enhance competencies of Atharva Institute of Management Studies & Atharva School of Business faculty for engaging in significant research
- To inspire faculties to record IP for their research, Inventions and Innovative project.

Introduction

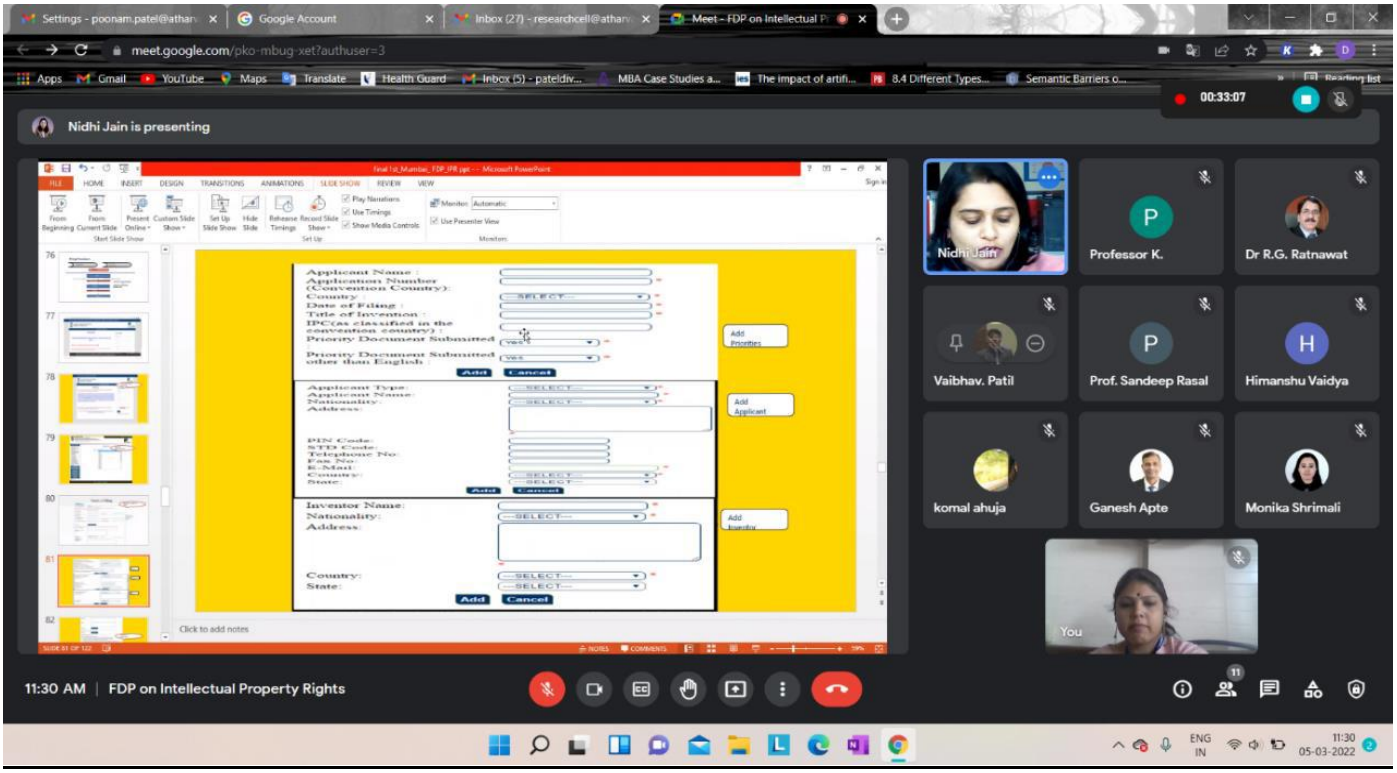
Intellectual Property Rights (IPRs) are legal rights that defend creations and/or innovations attributable to highbrow interest withinside the industrial, scientific, literary, or inventive fields. The most common IPRs include patents, copyrights, marks, and trade secrets. The main social purpose of protection of copyright and related rights is to encourage and reward creative work.

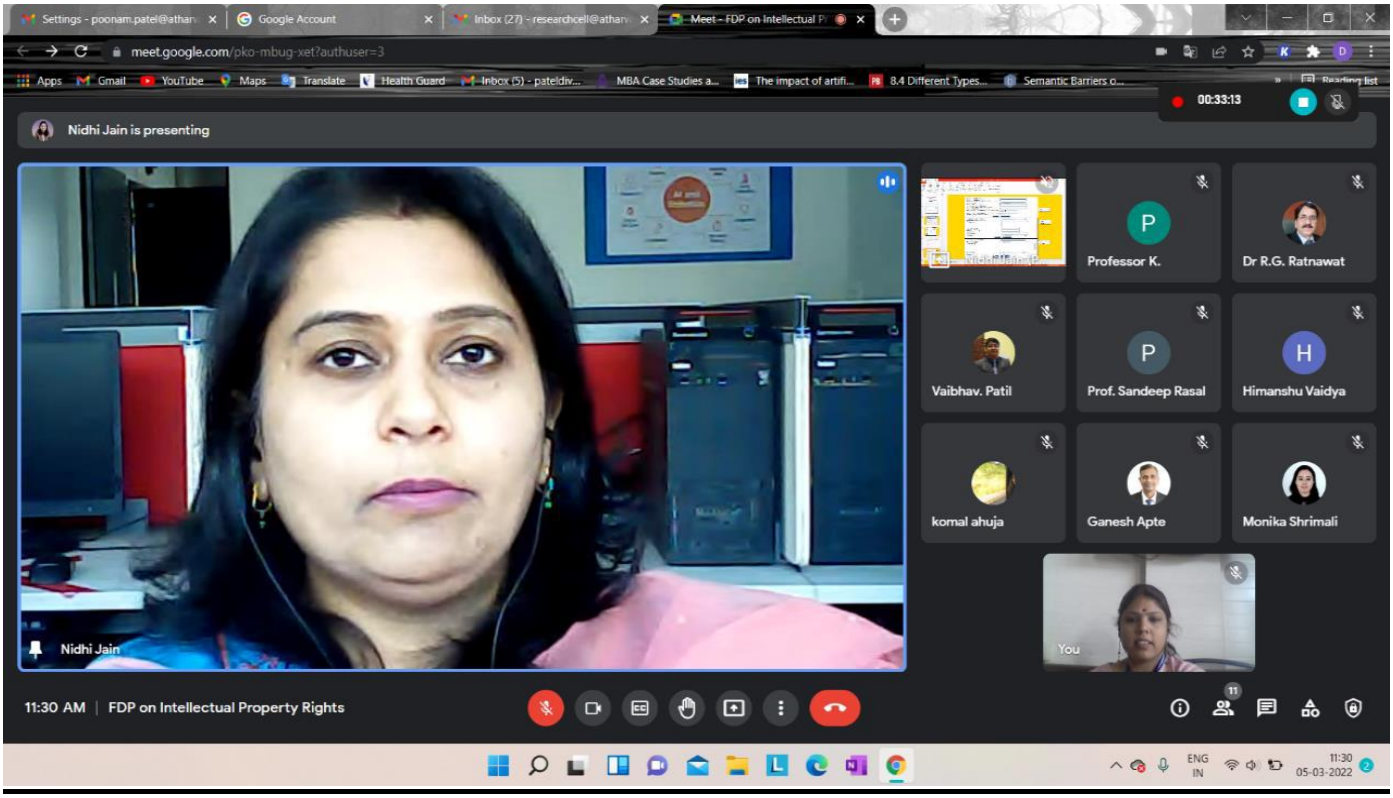
Topics to be covered:

- Overview on Intellectual Property Rights.
- How to convert the research and project works into IPR.
- Overview of patent filing and documentation procedures
- Copyrights and Trademarks.
- Patent search & Analytics.
- Industry institute collaboration for commercialization of technology.

Program Details

Research and Development Cell organized a Faculty Development Program on "Intellectual Property Rights" on 05.03.2022, Saturday from 9.30-12.30. This Program was conducted by Dr. Nidhi Jain, Assistant Professor in Engineering Science Department oh Bharati Vidyapeeth's College of Engineering, Lavale, Pune. She introduced the basic types of Intellectual property rights and discussed as to which one is most applicable to the academicians in the field of management. She also explained the procedure to file for patents and copy wrights in detail. This session was attended by eight faculty members





Conclusion: The program was very effectively conducted by the resource person and the participants got a good idea about the various intellectual property rights and the procedure to file for them.

Report on Faculty Development Program on "Personal Branding"

Objective:

To create awareness about the concept of personal branding and its benefits

To help participants understand the importance of personal branding in academia in current times.

To share knowledge with the participants on how to do personal branding.

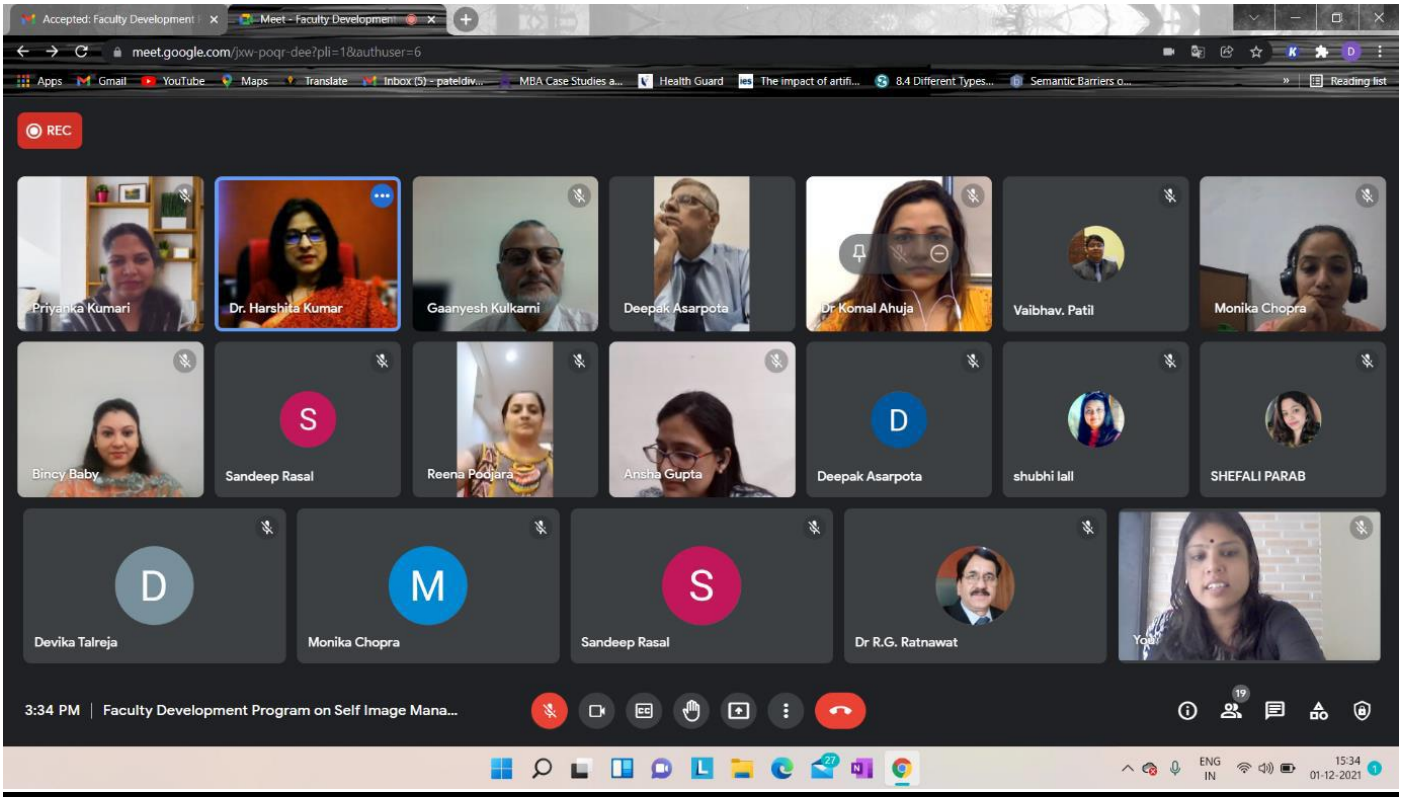
Introduction

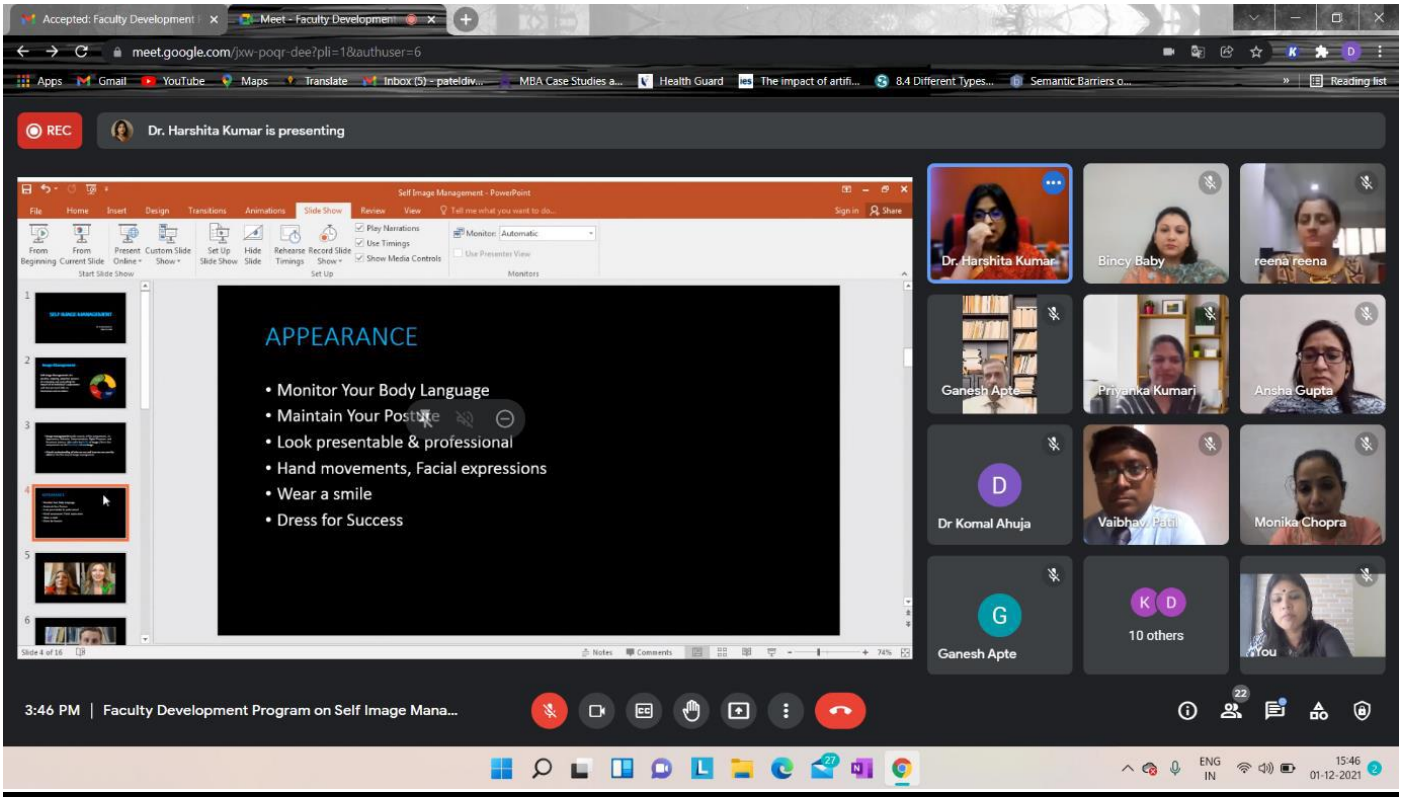
People frequently express a desire to develop their personal brand. In this digital age, where everything, good and bad, lives forever on the internet, personal branding is more vital than ever. The way you promote yourself is through your personal brand. You want the world to see you as a unique combination of skills, experience, and personality. It's how you tell your story and how it reflects your actions, words, and attitudes, both stated and unsaid. You use your personal branding to set yourself out from others. If done correctly, you can bind your personal branding to your firm in ways that no corporate branding can. Your personal brand is the image that others have of you professionally. It might be a combination of how they see you in person, how the media depicts you, and the impression people make based on online information about you.

Program Details

Faculty Development Program on "Self-Image Management" was organised by the research and development cell of Atharva Institute on 1.12.2022 from 3.30 PM to 5.00 PM by Dr. Harshita Kumar, Director Atharva Business School.

Self-Image Management concept is built on the notion that you never get a second chance to make a first impression-make it one that will set you apart, build trust and reflect who you are Dr. Kumar very well explained the importance of managing self-image in today's world and also gave ideas and shared Techniques to do the same. The FDP was attended by 19 participants from Atharva Institute of Management Studies and Atharva School of Business.





Conclusion: The session enriched the participants with the detail understanding and knowledge of what is meant by personal branding, how much is it important for the academicians as well to brand themselves in the industry and also with all the techniques how can branding be done very effectively.

Knowledge Sharing Sessions
(Faculty Speaks)

Introduction:

Knowledge might be power, but it's much more powerful when it's shared! If only one person knows how to do something, that prevents others from developing and can hinder the institute's progress.Knowledge sharing improves communication among employees, both intradepartmental and interdepartmental. The faculty members of an institution can improve their relationship significantly by sharing and managing knowledge properly, no matter if they work in the same or different departments.

Objectives:

1. To Encourage & foster a knowledge sharing culture.
2. To connect, perform better, and become stronger as professionals.
3. To build learning organizations and stimulate innovation.

Event Details:

Atharva Institute of Management Studies				
Atharva Knowledge Sharing Series of Sessions				
	Series 1			
Sr. No.	**Date**	**Timing**	**Name of Faculty**	**Topic**
1	14-7-21	10-11am	Prof. Bincy Baby	IFRS (scheduled)
2	28-7-21	10-11am	Prof Abhay Desai	Who is a professional ?
3	4-8-21	10-11am	Priyanka Kumari	Mendeley for Research
4	11-8-21	10-11am	Prof. Hiral Makwana	Financial Planning
5	18-8-21	10-11am	Dr Shubhi Lall Agarwal	Cloud Computing, Big data and its impact on environment
6	25-8-21	10-11am	Gyanesh Kulkarni	In search of happiness
7	1-9-21	10-11am	Poonam Patel	Emotional Intelligence
8	22.9.21	10-11am	Deepak Asarpota	Vocational education vs Academic
9	06.10.21	10-11am	Prof.Vaibhav Patil	Live Equity Trading
10	13.10.21	10-11am	Dr. Tarveen Kaur	Creativity in Advertising
11	20-10-21	10-11am	Prof .Reena Poojara	Recent Trend in Human Resource Management
12	30.10.21	10-11am	Sandeep Rasal	Packaging development (Session I)
13	10.11.21	10-11am	Prof. Ganesh Apte	Bramhvidya- A key to health, Happiness and

				Success
14	17.11.21	10-11am	Prof. Sandeep Jain	Indian IT Industry- The Money Factory
15	24.11.21	10-11am	Dr. Ansha Gupta	Mediation analysis
16	01.12.2021	10-11am	Monika Chopra	Work life balance
17	08.12.2021	10-11am	Neha Kukreja	Visual Merchandising
18	15.12.2021	10-11am	Dr. Komal Ahuja	Corporate Social Responsibility
	Series 2			
Sr. No.	**Date**	**Timing**	**Name of Faculty**	**Topic**
1	09.03.2022	10-11am	Poonam Patel	Creativity and Creative Thinking- Edward De Bono, 6 Thinking Hats
2	23.03.2022	10-11am	Deepak Asarpota	A to Z of Marketing
3	30.03.2022	10-11am	Sandeep Rasal	Generic Product Development
4	06.04.2022	10-11am	Monika Shrimali	Financial Inclusion
5	13.04.2022	10-11am	Dr. Shubhi Agarwal	NAAC sensitization
6	20.04.2022	10-11am	Prof. Sumit Pareek	Save Your Tax
7	27.04.2022	10-11am	All Faculty Members	Brain Storming Session

SPECIALIZATION - CLUB ACTIVITIES

ACTIVITY/ EVENT REPORT: LAUNCH OF FINNIX - THE FINANCE CLUB

Finnix
Inspire | Ignite | Innovate

Name of Event	: Launch of The Finance Club
Date of Conduction	**:** 25th March 2022
Class/Semester	: PGDM/MMS Batch 2021-2023
No. of Students & Faculty	: 120 students
Faculty In charge	: Prof. Vaibhav Patil &Dr.Ansha Gupta
Student Coordinato	: Abhijeet Gomsale
Resource Person	: Mr. Aishwarya Bhandari
Organization	: MNC
Designation	: Finance Enthusiast

THE FINANCE CLUB

The event started by seeking blessing from lord Ganesha and lighting of the lamp followed by our anchors Ms. Sakshi Ramparia and Mr. Viraj Mhatre welcoming everyone to the launch of The Finance Club. Furthermore, speeches were given by Trustee of Atharva Educational Trust Ms. Pallavi Rane Ma'am, Director of Atharva Institute of Management Studies, Dr. R. G. Ratnawat Sir where Ms. Pallavi Rane ma'am encouraged students to be participative whereas Dr. R. G. Ratnawat sir explained the importance of finance in various sectors and also suggested all the students to read the books in order to gain domain knowledge.

Then the event moved forward and introduced guest of honour Mr. Aishwarya Bhandari who is Finance Enthusiast working with MNC and requested him to launch the club. Finally, the finance club name "FINNIX" unveiled by the guest.

Objectives:

1.Staying connected with current financial trends by getting inputs from industry experts and fostering an environment to discussrecent technological developments in the field of finance.

Finnix
Inspire | Ignite | Innovate

2.Getting real world experience of managing finance by putting academic theories into practice.

3. Building knowledge and skills to channelize students with exposure to the financial world.

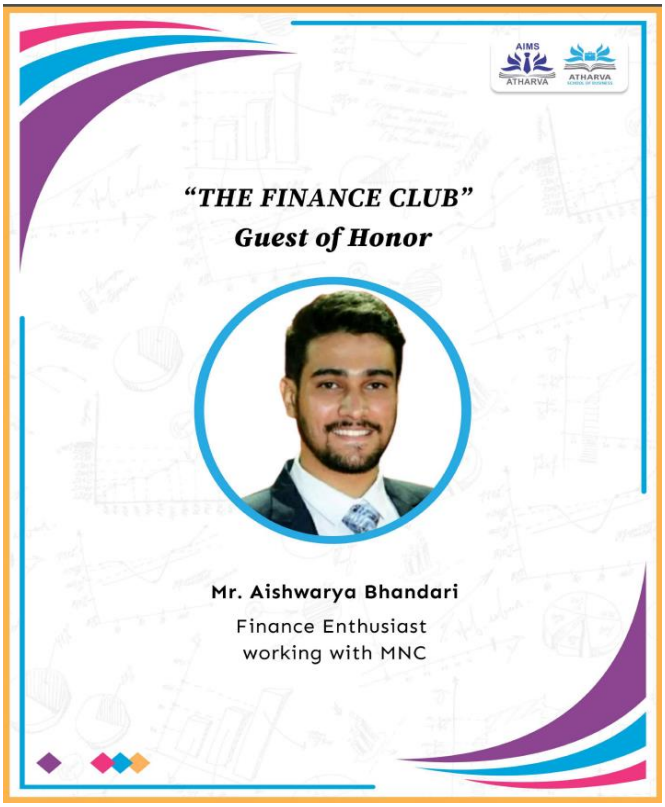
The guest Mr. Aishwarya Bhandari further continued the event by sharing basic knowledge about finance and gave intermediate knowledge and glimpse of how technology is needed and important for students. He further spoke about technical tools of finance. He also spoke about networking as well as motivated the students in taking the initiatives in various events and activities. Hereby sir concluded his speech by saying that finance is a broad sector and all have learnt a lot in finance. He emphasized to identify individual's interests and accordingly to pursue the careers in finance.

Activities

- A quiz was held wherein certain questions based on finance and current affairs were asked to students and they actively participated.
- Furthermore, a skit was performed by members of the committee on the topic 'creating financial awareness'.

Director of Atharva School of Business, Dr. Harshita Kumar ma'am later was requested to grace the stage by her words. She congratulated the whole finance club members and motivated students to organise and participate in various finance events in future.

The event came to an end by felicitating Mr. Aishwarya Bhandari, proceeding to vote of thanks towards the whole organising team, the guest, directors, trustee, faculty membersas well as students and ended up with National Anthem.



GLIMPSES

CORE COMMITTEE

- Mr. Abhijeet Gomsale - MMS
- Mr. Sachin Gharat -MMS
- Ms. Priyanka Gaikwad - MMS
- Ms. Ekta Garani -MMS
- Ms. Divya Patil -PGDM
- Mr. Viraj Mhatre -MMS
- Mr. Abhijeet Deshmukh- MMS

- Mr. Prashant Chettiyar - PGDM
- Ms. Santoshi Atkare – MMS

Event Report prepared by : Ekta Garani, MMS Student

Verified by : Prof. Vaibhav Patil, HOD- Finance

"THE MARKETING CLUB"

Guest of Honor

Mr. Winay Bari

AVP - Digital Marketing with India's one of the Leading Banks

MarkOmania (Marketing Club launch (March 29, 2022):

The session began with welcoming the audience and dignitaries by the hosts Ms. Aastha Prabhu and Ms. Kruti Shah. It was followed by seeking the blessings of Lord Ganesha by lighting of the lamp and playing Ganesh Vandana.

Our hosts then gave a brief introduction of marketing and how The Marketing Club of AIMS and ASB aims at helping students learn the concepts of marketing and gaining a competitive edge by conducting various events in the institute. The hosts shared relatable examples of simple things like shopping for an AC, Laptop or even a Pencil, so the audience could get a better understanding of marketing.

Moving forward, the hosts introduced the Guest of Honor - Mr. Winay Bari Sir, an Avid Digital Marketing Enthusiast who is currently working with a Leading Indian Bank as the Assistant Vice President - Digital Marketing.

The event then proceeded with the much awaited moment, the Name, Logo and Tagline Reveal of the Marketing Club by Mr. Winay Bari Sir. He went forward to the screen and completed the unveiling by clicking a button that revealed the Marketing Club – **Mark-O-Mania** in a very exciting way. The tagline of the club is “Passion beyond Imagination”.

"THE HUMAN RESOURCE CLUB"

Guest of Honor

Ms. Minu Joshi

Founder Director

"Titiksha- the fortitude"

"THE HUMAN RESOURCE CLUB"

Alumni Guest

Mr. Mihir More

Assistant Vice President HR at
A.K. Capital Services Ltd.

Activity / Event report

Name of event : **Human resources club Inauguration**

Date & Time : 1st April 2022, 4:30 PM to 6:00 PM

Class / Semester: MMS/PGDM BATCH 2021-2023

Faculty coordinator : Prof. Reena Poojara

Resource person :**Ms. Minu Joshi And**

Founder & Director of Titiksha

Mr. Mihir More

Asst. Vice President of A.K Capital services Ltd

The Inauguration of the HR Club began with welcoming our guests and the audience by our hosts, Ms Prapthi Rathod and Ms Cimrel D'souza. This was followed by seeking the blessings of Lord Ganesha by lighting the lamp by our Honourable Chief Guest Ms Minu Joshi and our alumini Mr Mihir More, Ms Pallavi Rane ma'am, Ms Harshita Kumar ma'am and Dr. R G Ratnawat sir later followed by Ganesh Vandana.

The importance of HR club was highlighted along with a welcoming speech and brief introduction of our guests, Ms Minu Joshi and Mr Mihir More.

The hosts then asked our guests to reveal the name, logo and the tagline of the human resource club by showing the inauguration video to the audience. And then HR club Name Pinnacle …Beyond horizon was explained by the host.

Dr R. G. Ratnawat Sir, (Director of Atharva Institute of Management Studies)and Ms. Pallavi Rane Ma'am (Trustee of Atharva EducationTrust), addressed the audience by sharing their wisdom about the Human Resources Club

Followed by our Guests Ms. Minu Joshi who boosted the morale of students by by sharing her magic mantra for success which is to be fearless and accept challenges in life and Mr. Mihir More who enlightened the audience with his experience and tips to fill the gap between college to corporate.

To understand the core of Human Resources, two activities were introduced during the event, first one being "Sunn Saiba Sunn" lead by Ms. Shawal Deshmukh and Mr. Rohan Chawhan. In the activity, three participants were asked to put their Props in the respective goalpost but by being blindfolded and being guided by their team member who was not blindfolded. The objective behind the activity was it shows the importance of time management and strategy building and how well the HR was able to communicate and coordinate with their team members in the given time and how the HR could

always bridge the gap in our career path and guides everyone to overcome the obstacles to reach at the desired company goals and make the company successful.

The second activity was lead by Ms. Ruchika Patil and Mr. Mukul Deshmukh. The participants were showed four actions and were asked to pass on the message to the next person in the line. The first person who passed on the actions and the last one to receive them had to reveal the actions told to them. The motive behind this activity was to understand the communication gap created, which could be filled with a proper supervision and guidance from the HR, as HR's have a proper and a detailed idea about the organizations policy and they are the only ones who will always give you the right advice and will help you to get the answers to all your questions.

Selfie Point was introduced by Ms. Nishita Shetty and Ms. Rita Mishra by putting out the importance of management lessons through selfie point themed Pushpa.

After the performance by the human resources club, Ms. Harshita Kumar ma'am and Ms. Pallavi Rane ma'am addressed the audience the motivating them. Vote of thanks by Ms. Sonali Tiwari was given followed by the National song.

EXTRA CO-CURRICULAR ACTIVITIES

Atharva Institute of Management Studies

Activity / Event report

Name of event	: **YOGA DAY**
Date(s) of conduction	: 21st June 2021
Class / Sem	: MMS/PGDM Batch 2020-2022
No. of students participated	: 34
Faculty coordinator	: Dr. Shubhi Lall Agarwal (Director, IQAC)
Student coordinator/ committee	: Sneha Kamalpuria (MMS)
Akshar Deshlahra (PGDM)	
Resource person	: **Prof. (Dr.) Sangeeta Trott**
Organization	: ITM Business School
Designation	: H.O.D. Decision Sciences
Contact no.	: 9833981004

DESCRIPTION

Objective

- *To introduce students to the importance and benefits of Yoga.*

Key Takeaways

- Introduction to Yoga.
- Introduction to our speaker.
- Discussing the good things happened due to COVID-19, enhancing the positive side of things.
- Personal health is the most important thing in life.
- Learning how much it is important to have a synchronization between our mind and body.
- The word 'YOGA' means 'United', hereby learning how yoga is an exercise which unites every part of our body and unites people.
- Basic pillars of yoga: Karma (Action), Kriya (Activity), Bhakti (Devotion) and Gnana (Knowledge).
- Doing some exercises with explanations of proper yogic postures.
    - **Breathing Exercise(Part of Pranayama):** Concentration on our breathing creates peace, calmness and relaxes our mind.
    - **Humming Exercise:** It activates our brain cells, generating positive energy and improving concentration.
    - **Clapping Exercise:** It helps in activating our acupressure points.
    - **Laughing Exercise:** It helps in releasing stress.
- 'OM" is a very strong and powerful word which helps emotionally, spiritually and physically.
- QUESTIONS AND ANSWERS.
- Feedback from students.
- Few words from our Director sir about his experience.

ATHARVA INSTITUTE OF MANAGEMENT STUDIES

(APPROVED BY AICTE, DTE, GOVERNMENT OF MAHARASHTRA & AFFILIATED TO UNIVERSITY OF MUMBAI)

NAAC ACCREDITED

invites

PROF (DR) SANGEETA TROTT

Head of the Department
Decision Sciences
ITM Business School

for

YOGA DAY

10-11 AM

21st, June 2021

"Yoga is that Light, which, if you can lit once; will Never get Dimmed, the more you Practice, the Brighter the Flame will be.

Powered by IQAC

www.atharvaims.edu.in

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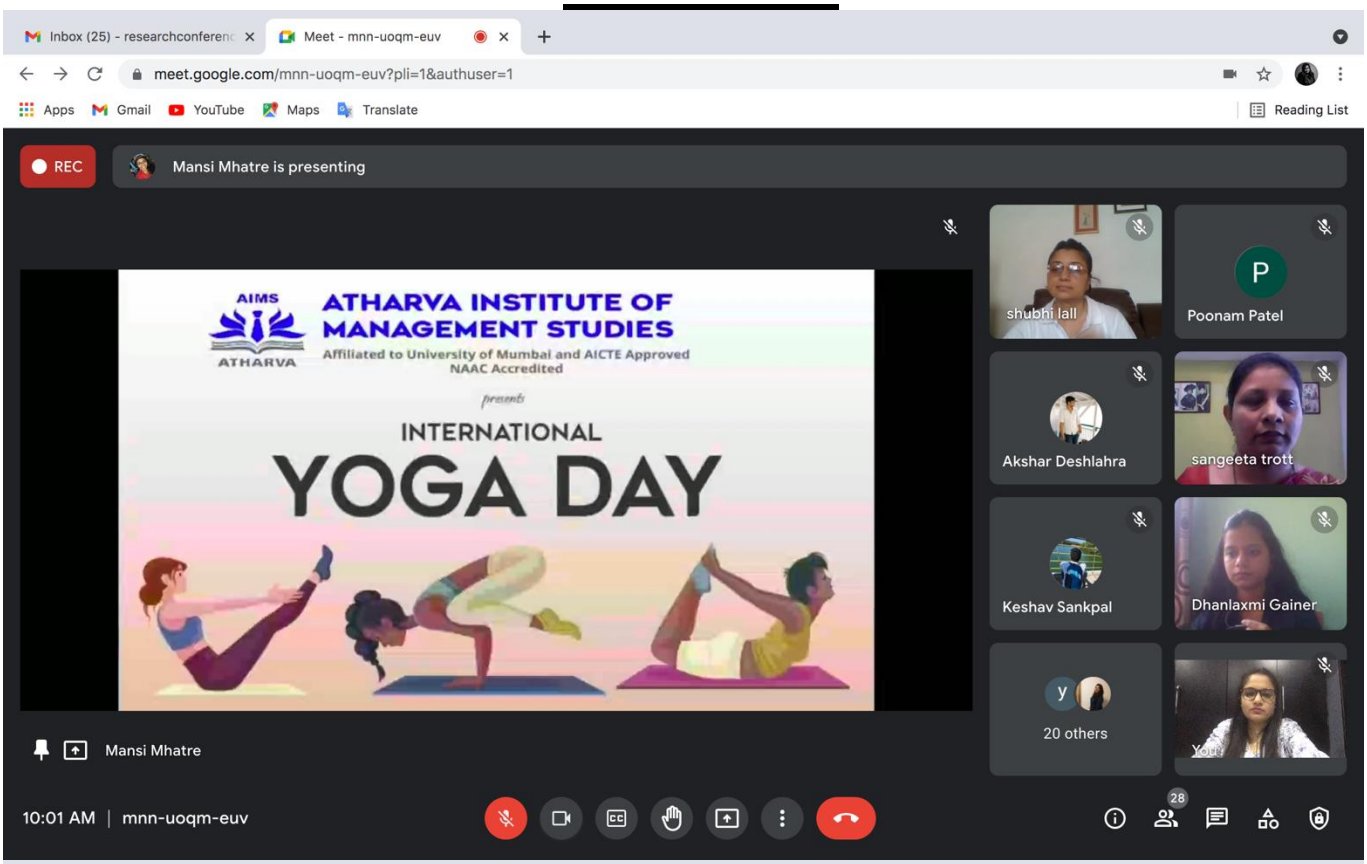
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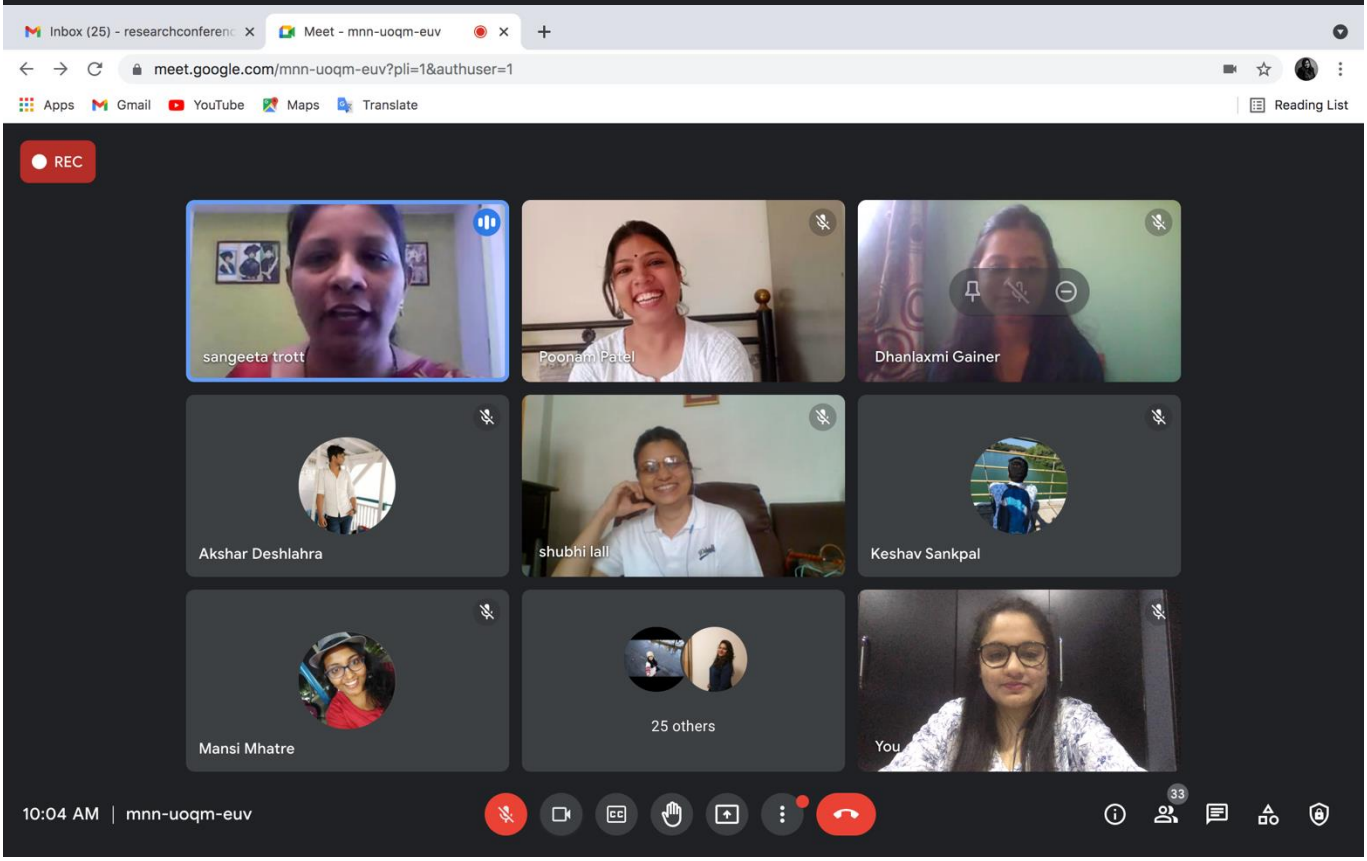
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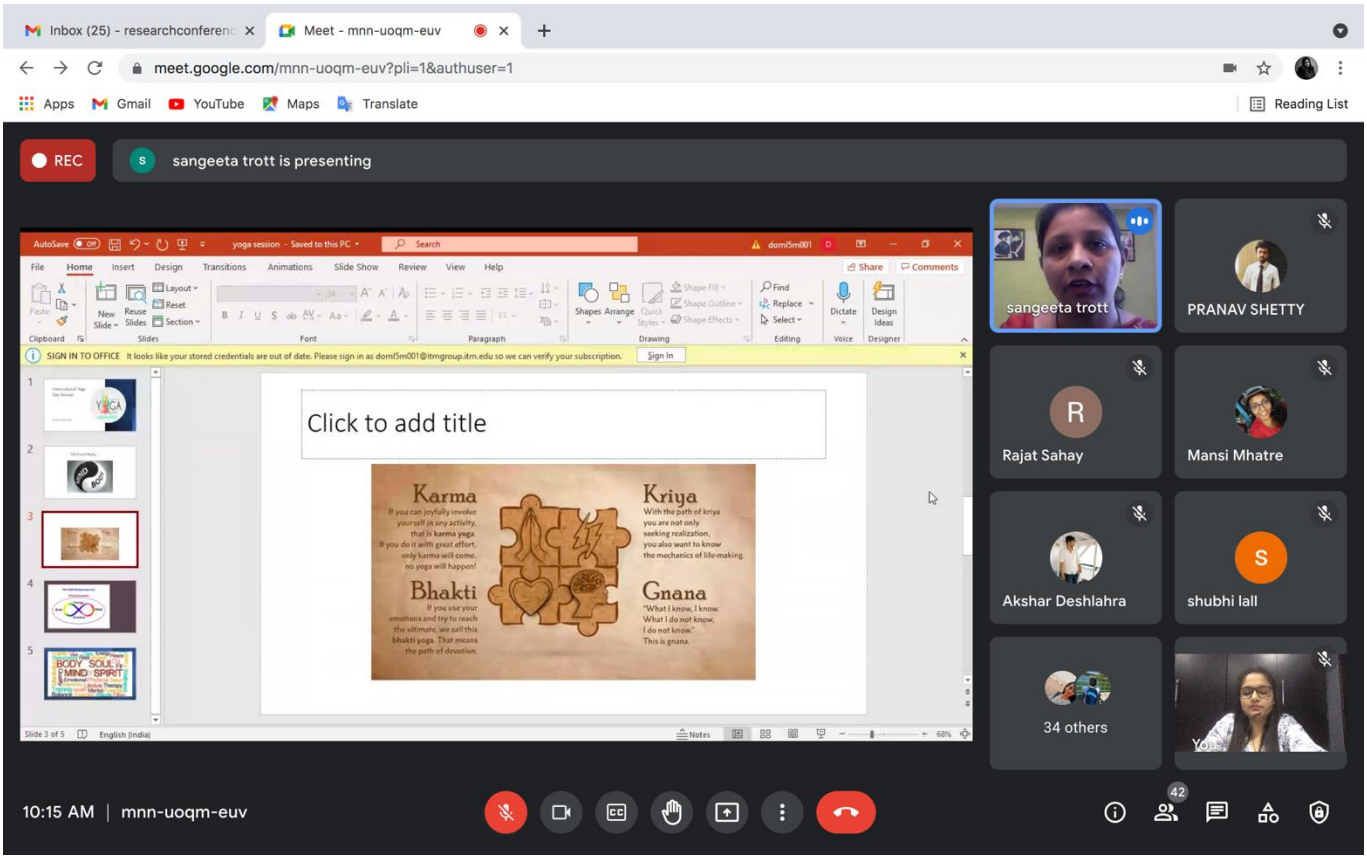
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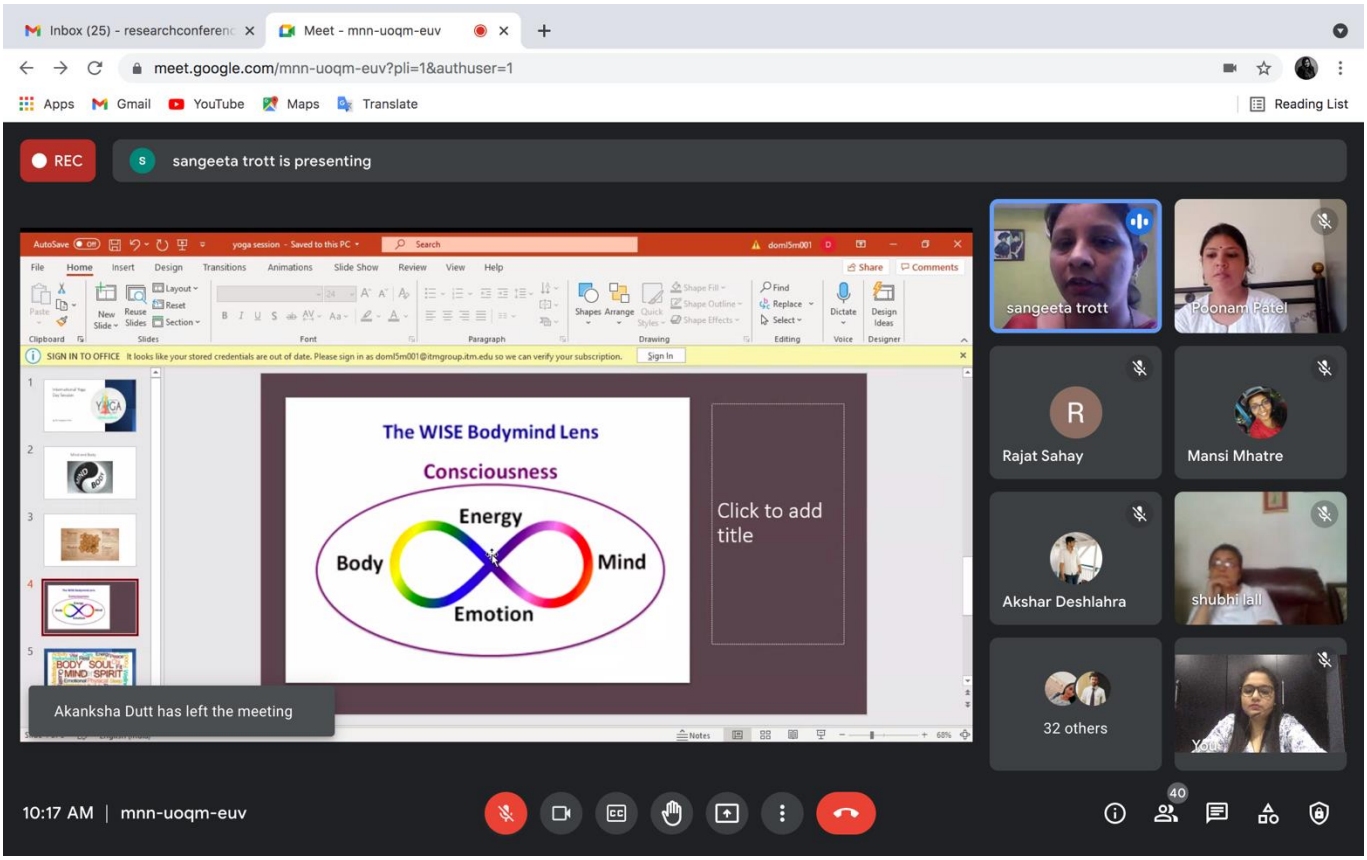
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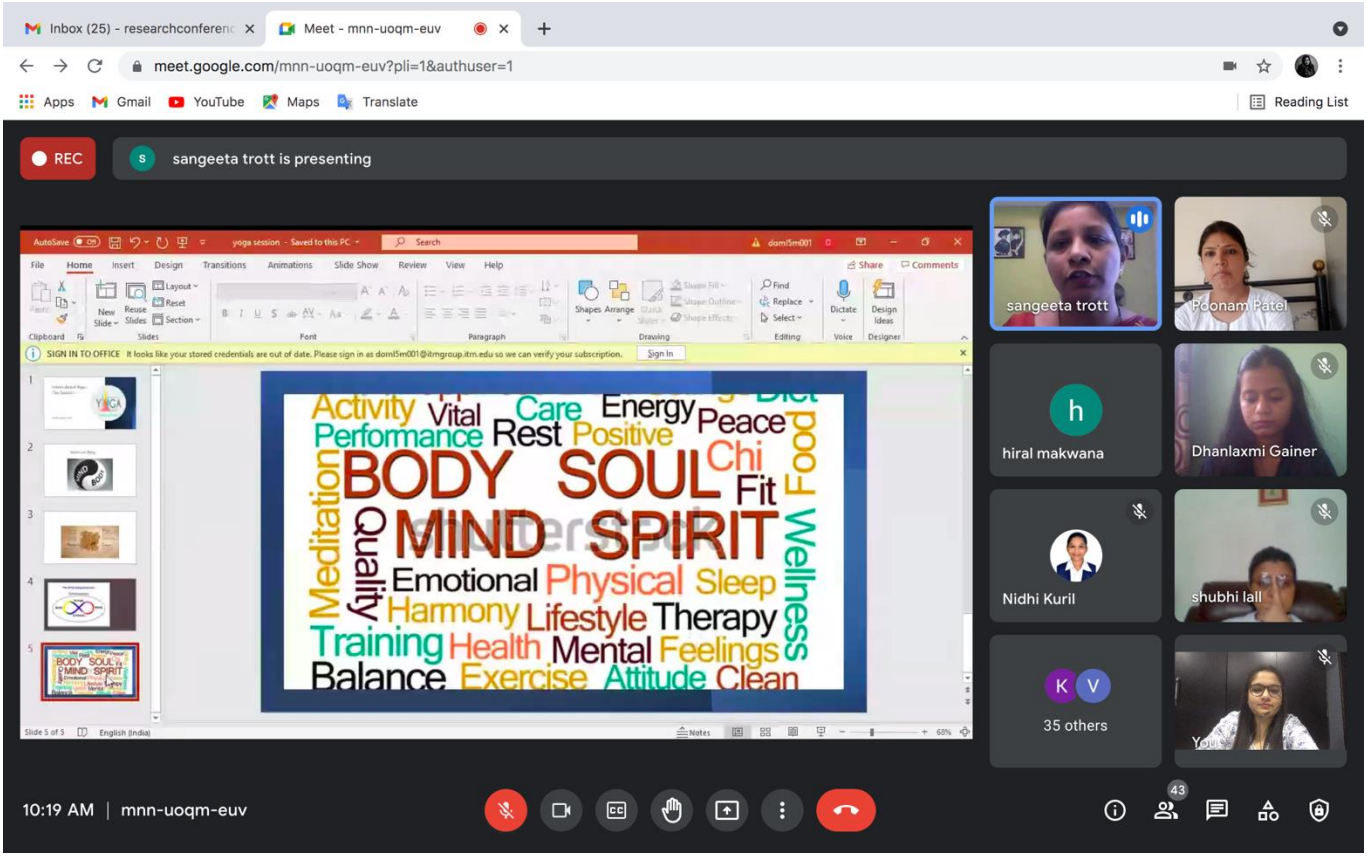
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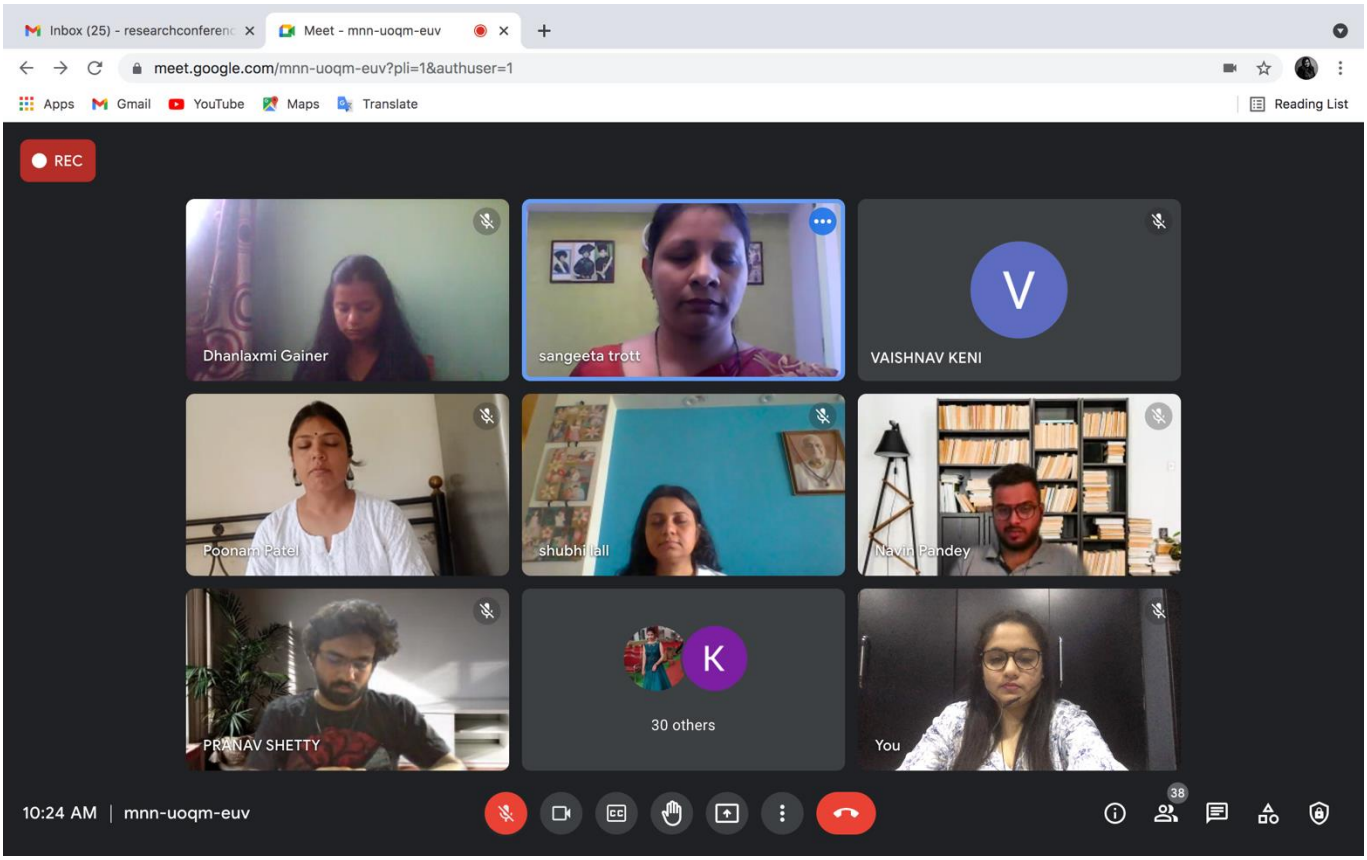
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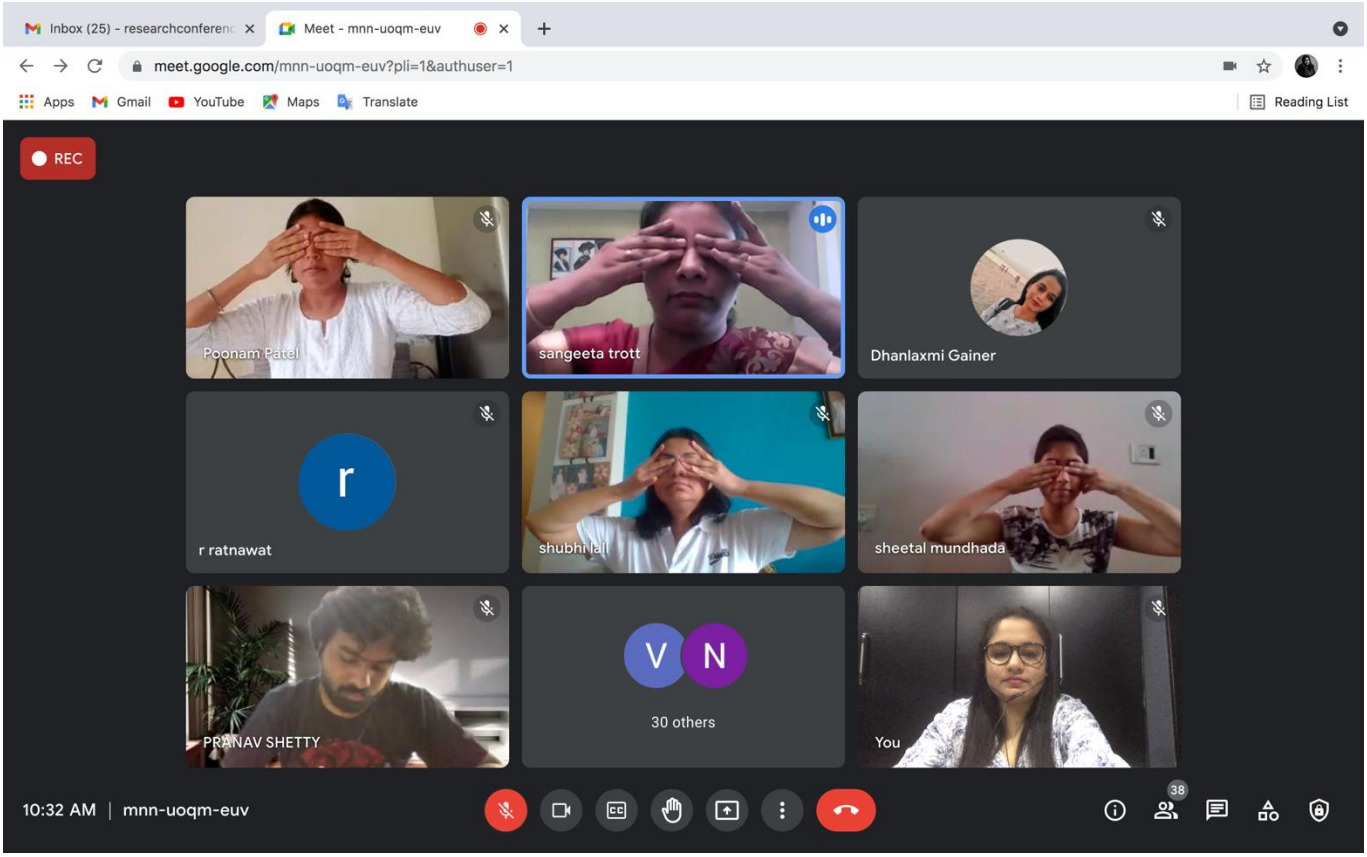
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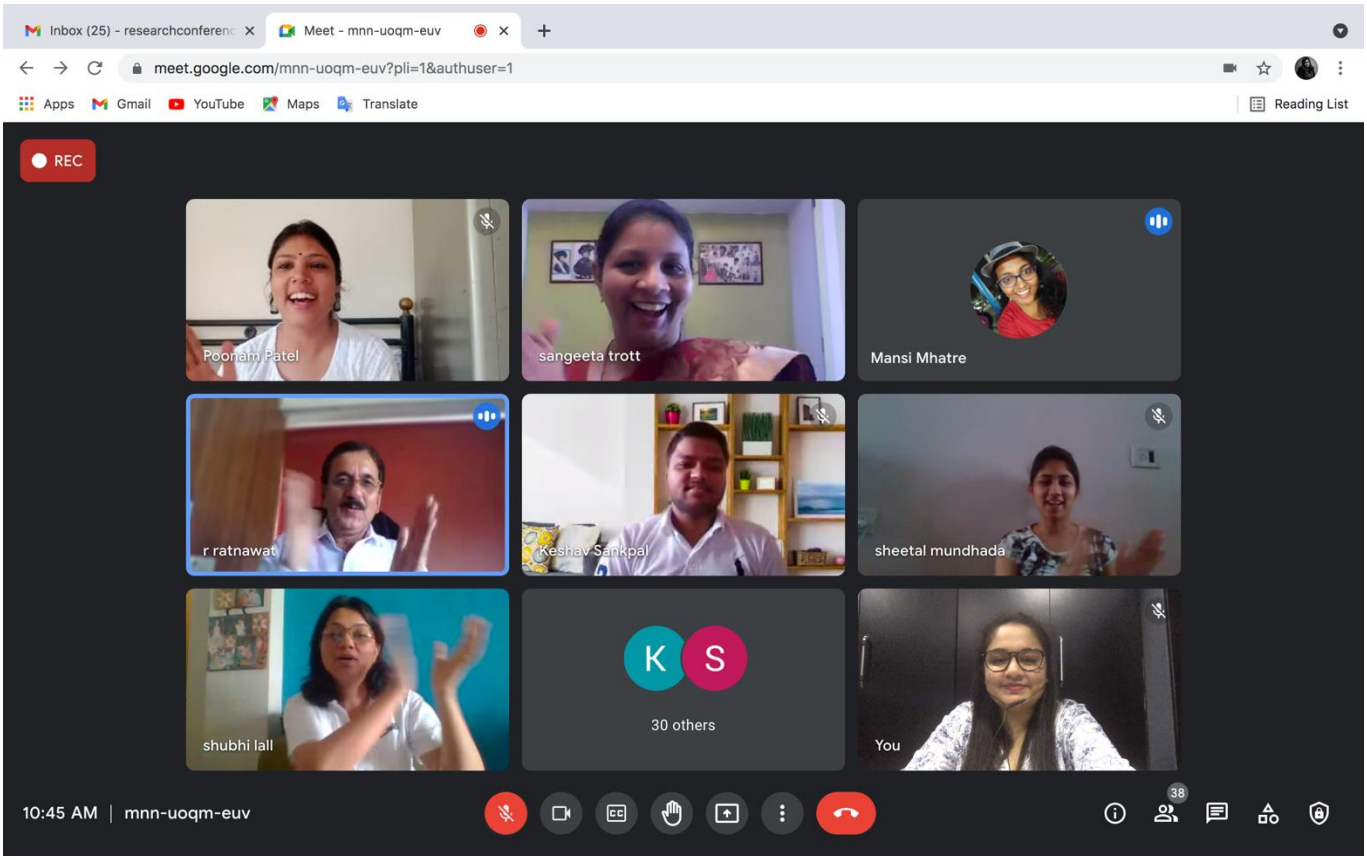
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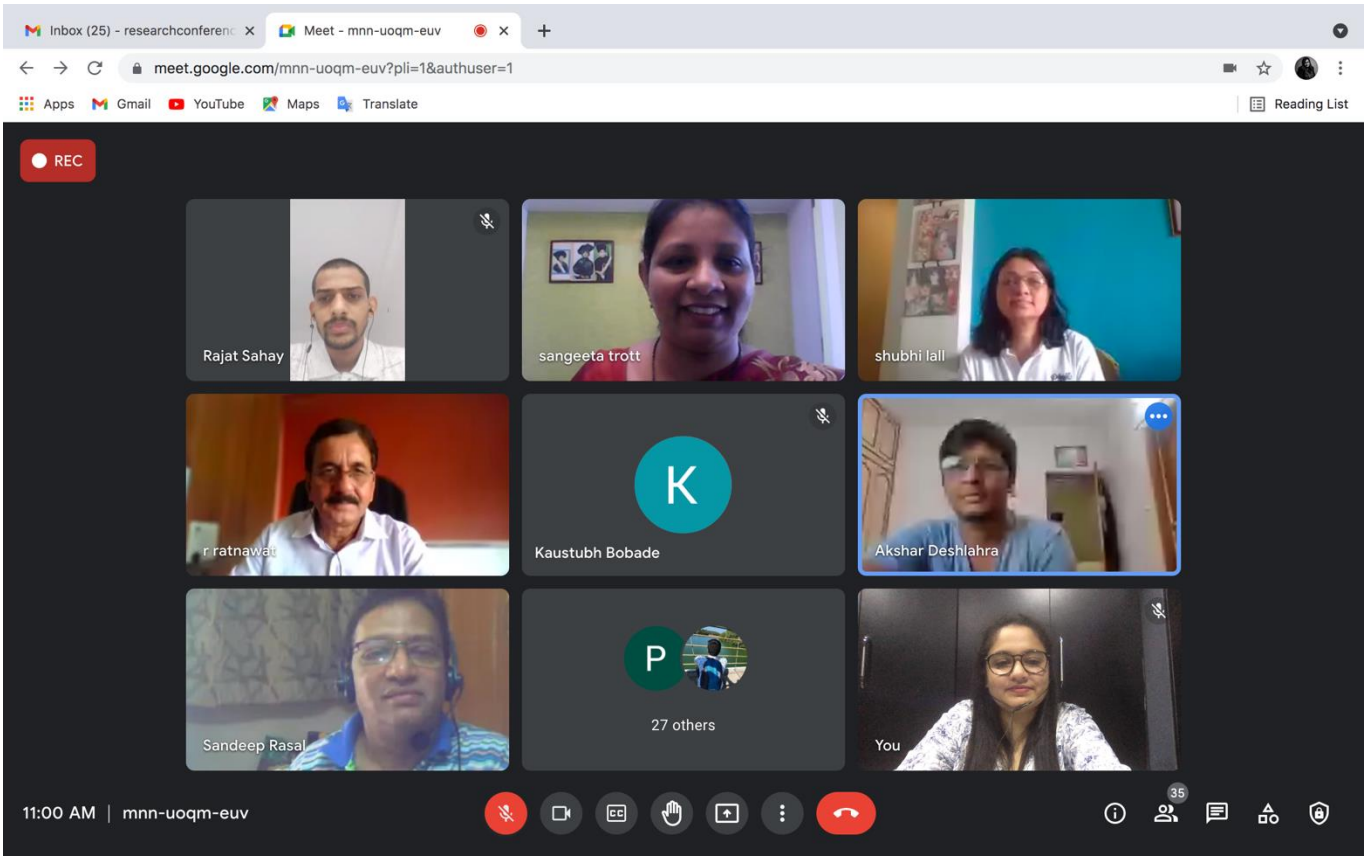


EVENT REPORT PREPARED BY: SNEHA KAMALPURIA, STUDENT, MMS DIVISION B.

Verified by: Dr. Shubhi Lall Agarwal, Director, IQAC, AIMS.

Submitted to: Dr. R.G. Ratnawat, Director, Atharva Institute of Management Studies.

This video was recorded on the Email ID researchconference@atharvacoe.ac.in

Live session was initiated by Sneha Kamalpuria.

Hosting was done by Dhanlaxmi Gainer and Jidnyasa Parulekar.

This event was conducted under the guidance of the Internal Quality Assessment Cell (IQAC).

Atharva Institute of Management Studies

Activity / Event report

Name of event	: **Women's equality day**
Date(s) of conduction	: 26 August 2021
Class / Sem	: MMS/PGDM Batch 2020-2022
No. of students participated	: 48
Faculty coordinator	: Dr. Poonam Patel
Student coordinator/ committee	: Sneha Kamalpuria (MMS)
Shivang Sharma (MMS)	
Resource person	: **Mrs. Sanam Karunakar**
Organization	: Perfect Pooch
Designation	: Founder
Contact no.	:
Email ID	:

DESCRIPTION

Objectives:

- To understand the struggle of women in entrepreneurship and spread awareness on women's equality.

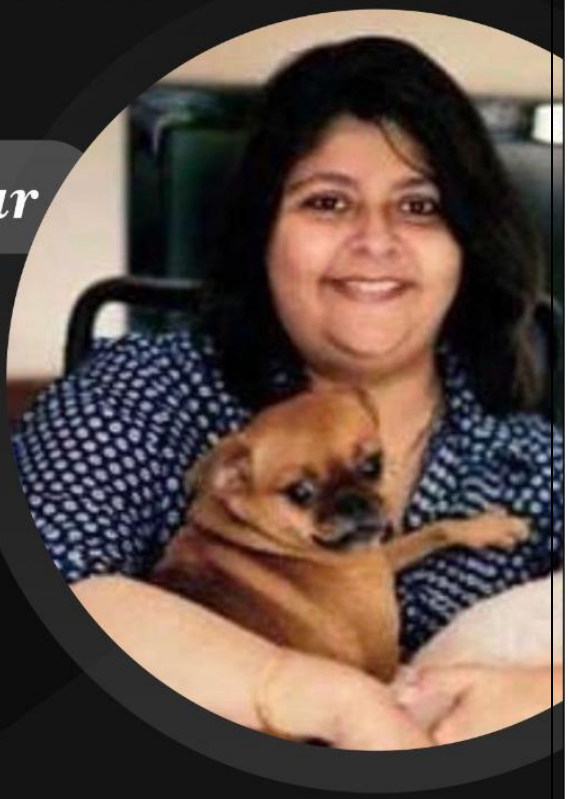
Key Takeaways:

- Introduction of the session.
- Poem by Sneha Kamalpuria.
- Brief on women entrepreneurship.
- Introduction of the speaker.
- History of women entering all fields.
- About perfect pooch.
- The accident of sanam ma'am and her struggle and motivational journey after the accident.
- How perfect pooch got started/ was founded.
- What does perfect pooch do:
    - Perfect pooch began because of their love for animals and their concern for animal's well-being.
    - To provide best and most hygienic living environment for animal bonding with us.
    - To promote the value of home based animal care services to owners.
- The opportunity of having an assistance dog.
- How does she manage perfect- pooch?
- Plan and move ahead.
- Always keep some plans (Alternative).
- Just go for what you feel like.
- Mistakes will happen, make sure you learn from them, and don't stop moving.

AIMS ATHARVA

ATHARVA SCHOOL OF BUSINESS

WOMEN'S EQUALITY DAY



Ms. Sanam Karunakar

A Talk On

WOMAN ENTREPRENEURSHIP

26 August 2021

2 :00 pm to 3 :00 pm

Virtual Google Meet

GLIMPSES

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विद्यारम्भं करिष्यामि सिद्धिर्भवतु मे सदा ॥
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Poonam Patel
Dr R.G. Ratnawat
Sanam Karunakar
Akshar Deshlahra
Shivang Sharma
Chirag Naik
Pallavi Rane
73 others
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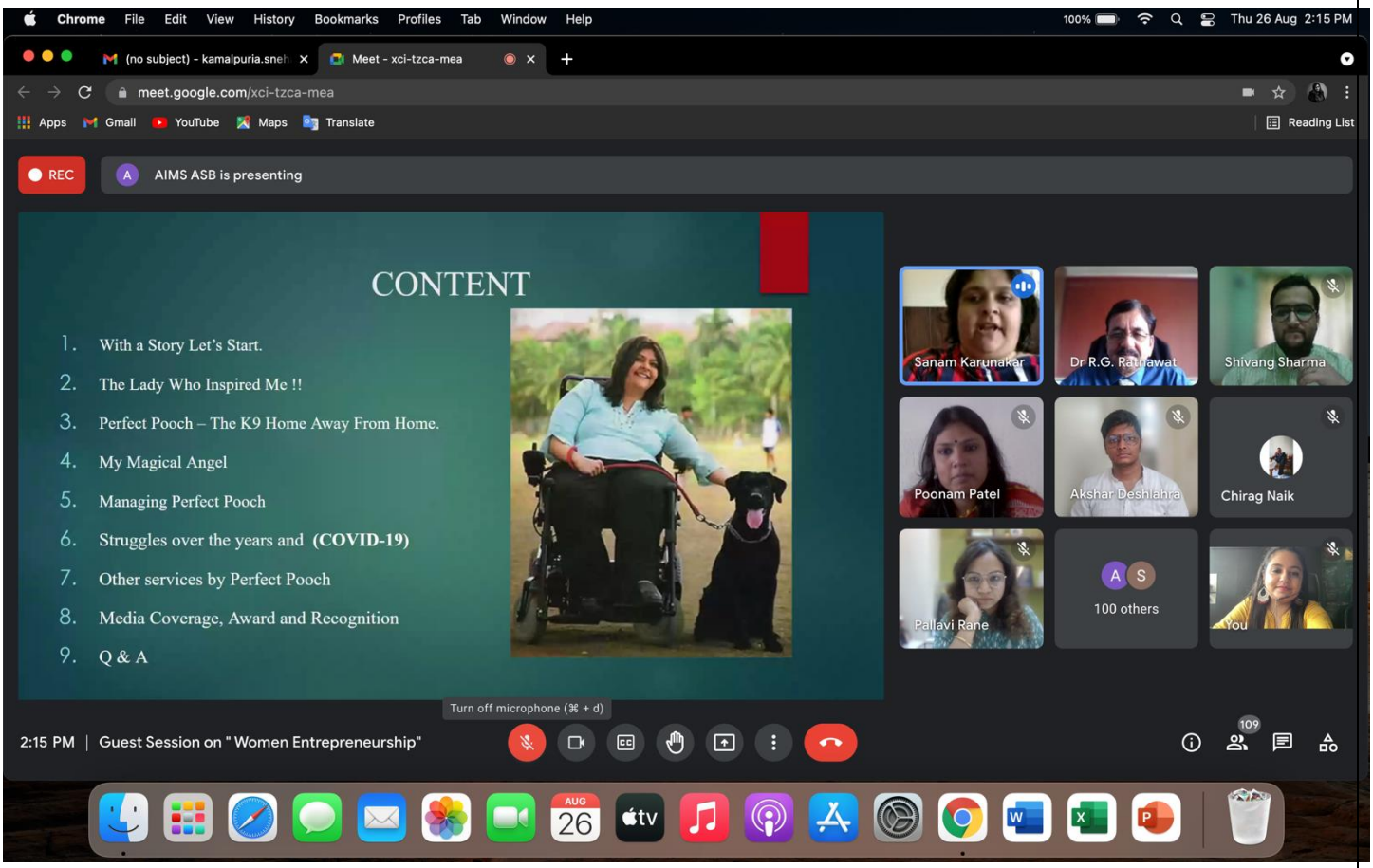
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AIMS ASB is presenting
CONTENT
1. With a Story Let's Start.
2. The Lady Who Inspired Me !!
3. Perfect Pooch – The K9 Home Away From Home.
4. My Magical Angel
5. Managing Perfect Pooch
6. Struggles over the years and (COVID-19)
7. Other services by Perfect Pooch
8. Media Coverage, Award and Recognition
9. Q & A
Sanam Karunakar
Dr R.G. Ratnawat
Shivang Sharma
Poonam Patel
Akshar Deshlahra
Chirag Naik
Pallavi Rane
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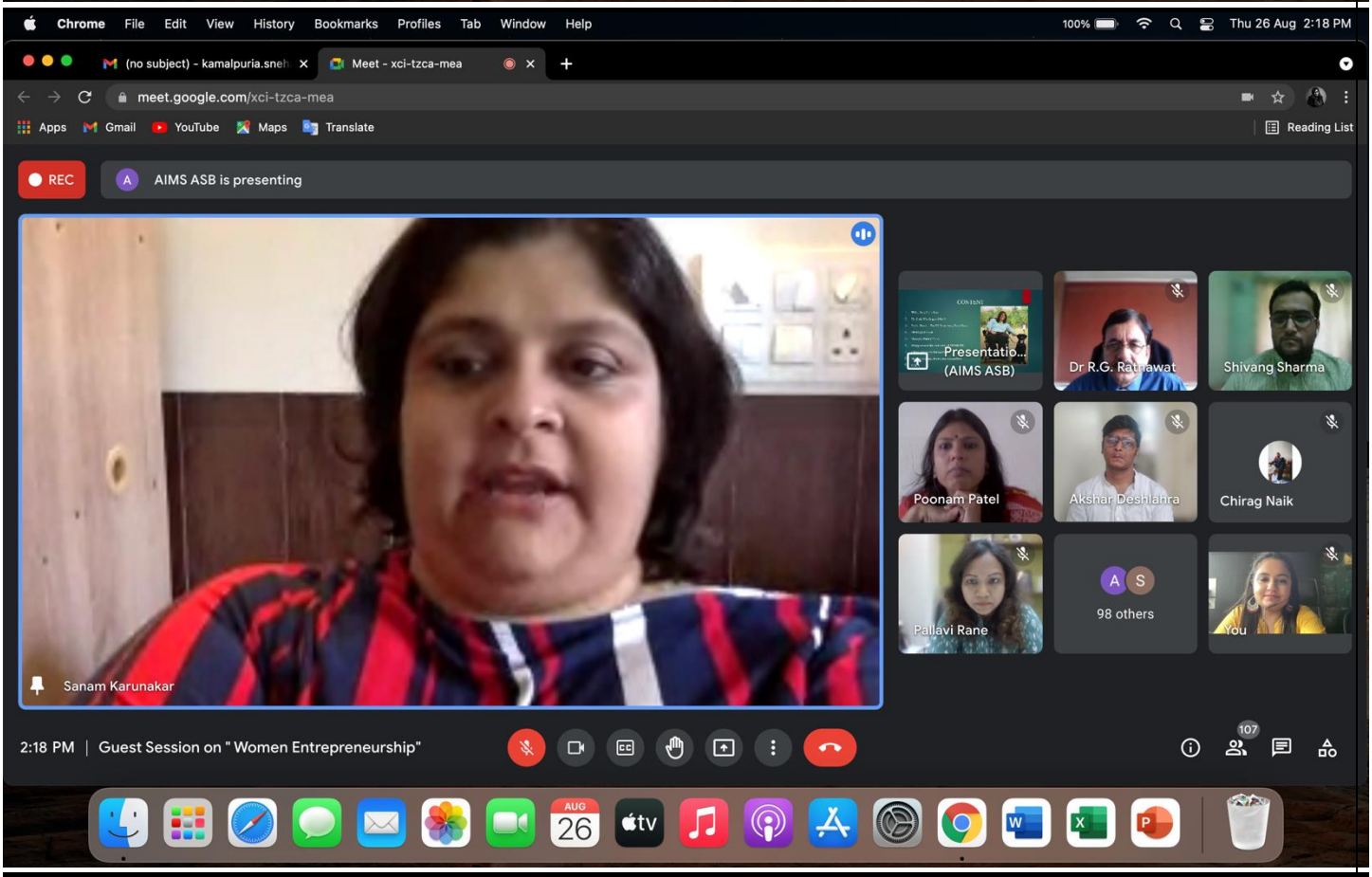
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AIMS ASB is presenting
With a Story Let's Start
Let me introduce myself, I am Sanam Rabadi (Karunakar). I was paralyzed since 1995 due to a car crash. This left me home bound most of the time. With India not being very wheelchair friendly; I had to come up with a home-based career. I also needed to do something that I absolutely loved, as I believe a person should feel fulfilled with the work they do! All my life, I have been crazy about dogs. My dreams of being a veterinarian were shattered after my accident. I love the company of my dogs!! They could be simply lying around or causing havoc in my house, no matter what, they always bring a smile on my face…
Shirin Merchant, a world-renowned animal behaviourist and trainer, and an active member of The Northern Centre for Animal Behaviour, England, and The Pet Behaviour Institute, England, taught me how to train animals.
That's when Shirin suggested me to take up pet sitting/ trainer as a career. Suraj (my husband) has stood by me over these years and has been an active part of my life. He has given me strength and helped start up Perfect Pooch – The K9 Home Away From Home in 2003.
Sanam Karunakar
Dr R.G. Ratnawat
Shivang Sharma
Poonam Patel
Akshar Deshlahra
Chirag Naik
Pallavi Rane
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AIMS ASB is presenting
The Lady Who Inspired Me !!
Shirin Merchant is a pioneer in the field of canine behavior and training in India. Since 1995, she has helped pet parents in England, India and Sri Lanka with behaviour and training problems.
Shirin Merchant was felicitated by the President of India and the Ministry of Women and Children at the First Ladies Awards– for women who have transcended barriers to achieve a milestone and are declared to be the 'first' in their respective fields.
Sanam Karunakar
Dr R.G. Ratnawat
Shivang Sharma
Poonam Patel
Akshar Deshlahra
Chirag Naik
Pallavi Rane
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AIMS ASB is presenting
Managing Perfect Pooch
Speaking to pet parents - getting info about their dogs
Doing Trial stays
Discussing diet plans and behaviour (customised)
Medication if any
Daily grooming/brushing
Filling up forms / stay agreement / medical certificate
Personalised attention
Managing regular famous and influential clients.
Keeping pet parents updated with photos/videos via Whatsapp/social media
Picking up after dogs. Maintaining cleanliness
Round the clock monitoring
Personalised pick up and drops
Vet visits
Maintaining long lasting relationships with clients
Being transparent / informing about smallest issues
Sanam Karunakar
Dr R.G. Ratnawat
Shivang Sharma
Poonam Patel
Akshar Deshlahra
Chirag Naik
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92 others
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Struggles over the years and (COVID-19)
Staff Problems/Retraining /Retaining New Staff
24x7 Job - Holidays and weekends are busy so can't travel much.
Walks During Rains / Cleaning Up Etc
No travel / business affected
Started boarding animals from COVID-19 virus affected families with strict protocol.
Pick up and drops to help dogs of COVID-19 virus affected families
Started online training of dogs.
Started side venture to pull through Pandemic.
Sanam Karunakar
Dr R.G. Ratnawat
Shivang Sharma
Poonam Patel
Akshar Deshlahra
Chirag Naik
AIMS ASB
89 others
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AIMS ASB is presenting
Media Coverage, Awards and Recognition
Timeswellness
THE SURVIVOR SERIES
"The art of life is in sensation, to feel that we exist, even in pain"
SAYS PARALYSIS SURVIVOR SANAM RABADI KARUNAKAR
Times of India
For money and love of man's best friend
Pooja Jaiswal has left the meeting
Sanam Karunakar
Dr R.G. Ratnawat
Shivang Sharma
Poonam Patel
Akshar Deshlahra
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EVENT REPORT PREPARED BY: SNEHA KAMALPURIA, STUDENT, MMS DIVISION B.

Verified by: Dr. Shubhi Lall Agarwal, Director, IQAC, AIMS.

Submitted to: Dr. R.G. Ratnawat, Director, Atharva Institute of Management Studies.

This video was recorded on the Email ID researchconference@atharvacoe.ac.in

Live session was initiated by Shivang Sharma.

Hosting was done by Sneha Kamalpuria and Shivang Sharma.

This event was conducted under the guidance of Dr. Poonam Patel, AIMS.

Rangeen Bharat

Atharva Institute of Management Studies and Atharva School of Business celebrated its Traditional Day on 24th February'2022 with great zeal and enthusiasm under The Cultural Club "Goonj- The Voice of Youth".

Objectives:

- To bring everyone together in joy and celebration.
- Encourage students to engage in cultural activities and expand their creative ability.
- Celebrate and preserve the culture of the vibrant society we live in.
- To assist students in better understanding their own interests and abilities.
- To promote and expand potential as well as positive attitudes.

Programme Details:

The Traditional day was celebrated as "Rangeen Bharat". The event was whole day long and was held in the Seminar Hall. The Dignitaries, Ms Pallavi Rane Ma'am, Dr. R.G. Ratnawat Sir and Dr. Harshita Kumar Ma'am inaugurated the ceremony by lighting the lamp. It was accompanied by a melodious Ganesh Vandana and then the grand event began. Rangeen Bharat program included Solo & group singing performances, dance performances, Ramp walk etc. There were more than 100 participants. The function revealed many aspects of the different culture before the audience. Everyone sat glued to the show. Everyone enjoyed lot, praised the entire event and dispersed with a hope that such events should be organized in future giving a chance to students to display their talents. Rangeen Bharat program enabled us to know about rich Indian culture, inculcating a feeling of pride to be an Indian.

Glimpse:

Josh

On 22nd March 2022, Atharva Institute of Management Studies and Atharva School of Business celebrated Atharva's Sports Day "JOSH", under The Sports club SPORTIFY- Let the Game Begin with great enthusiasm.

Objectives:

- The Sports Club is dedicated to instilling in students a good sports habit and healthy competition.
- It emphasizes on the importance of a healthy and active lifestyle.
- It aids in the development of teamwork and coordination among various groups, as well as instilling discipline and a value system in the individual.
- It also aids in the development of self-discipline, open-mindedness to move beyond boundaries.
- The important takeaways are the importance of time, precision, and competitiveness.

Programme Details:

The program started with Introduction about the sports event at 11 AM. The Dignitaries Ms. Pallavi Rane Ma'am, Dr. R.G. Ratnawat Sir and Dr. Harshita Kumar Ma'am inaugurated the event by lighting the lamp followed by Ganesh Vandana.

Various sports events were organized by the Sports Committee Members that include both indoor and outdoor sports like Cricket, Volleyball, Badminton, Carrom, Chess, Relay, Arm Wrestling, Skipping, etc. in which almost all the students participated as per their interests. The games were organized in the college campus and proper section is allocated to each sport. After all the games were over, all the winners and the runner –ups were felicitated with certificates as a token of appreciation by our Dignitaries. The Dignitaries also gave a motivational speech, in which they advised everyone to participate in the field of sports and also explained the benefits of sports in day-to-day activities. A joyful day thus came to an end and everyone returned with a heart full of memories.

GLIMPSE

JOSH

Photographs: (Google Drive Link)

https://drive.google.com/drive/folders/1O7PMAC91N8XXdI6O2bWoJ0Qrnhs5vGVZ

Activity/Event Report

Name of Event	:	**Vampires vs. Werewolf (Debate)**
Date of Conduction	:	4th April 2022
Class/Semester	:	MMS/PGDM Batch 2021-2023
No. of Students & Faculty	:	30
Faculty Coordinator	:	Dr. Komal Ahuja
Student Coordinator/Committee	:	MMS/PGDM
Judges	:	Dr. Shubhi Lal Agarwal and Prof. Sumit Pareek

Objective:

To encourage students to speak on important topics and express their differing views and defend against arguments with logical and rational thinking.

Description:

The debate competition 'Vampires vs. Werewolf' was part of the college fest 'CARNEVIL' conducted on the 1st day of the fest – 4th April 2022.

The competition began with welcoming the audience and the judges by the hosts Ms. Rupal Kumawat and Ms. Kruti Shah. It was followed by seeking the blessings of Lord Ganesha by lighting of the lamp and playing Ganesh Vandana.

Followed by this, a video of Atharva Group of Institutions was played, highlighting the values, morals and initiatives of AGI spread across different areas of study. The video of 'One for all, all for one' was then played.

Our hosts then gave a brief introduction of the debate competition, how it is conducted and how participants have to express their views within the given time limit.

Moving forward, the hosts introduced the dynamic judges, Dr. Shubhi Lal Agarwal and Prof. Sumit Pareek who graced the debate competition with their presence to motivate and encourage the students to do well and guide them throughout.

It was then time to begin the First Round of the competition. In this round, 5 teams of 3 members participated to speak on the topic – **Technology Makes People Smarter. Yes, or No?** The teams were divided into Pros and Cons of the topic and they had to defend their stand on the same.

After completion of the first round, the judges took their time to announce the qualified participants. 6 participants out of 15 won and were selected to enter the final round.

The Finale included a One-on-One round where participants had to speak on the topic – **Social Media brings More Bad than Good. Yes, or No?** In this round, it was a face-off between two participants who competed against one another presenting the Pros and Cons of the given topic. The energy of all 6 participants was phenomenal and they spoke with great enthusiasm.

Once all participants had spoken, the judges began evaluating to pick the winners. The judges then announced the winners:

Winner – Nishit Prabhu (ACE)

1st Runner Up – Kishan Srivastav (AIMS)

2nd Runner Up – Viraj Kotian (ACE)

The judges 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 Agarwal and Prof. Sumit Pareek – Judges for the competition, and to the core committee members with the efforts of whom Vampires vs. Werewolf was a great success.

Activity/Event Report

Name of Event	:	**Hallow Fin (Quiz)**
Date of Conduction	:	6th April 2022
Class/Semester	:	MMS/PGDM Batch 2021-2023
No. of Students & Faculty	:	30
Faculty Coordinator	:	Dr. Komal Ahuja
Student Coordinator/Committee	:	MMS/PGDM
Judges	:	Prof. Monika Shrimali and Prof. Anant Medhekar

Objective:

To give reality check to students and let them be aware of how much are they aware about the general knowledge and things around them which they come across in their day to day life.

Description:

The quiz competition 'HALLOW FIN' was part of the college fest 'CARNEVIL' conducted on the 3rd day of the fest – 6th April 2022.

The competition began with welcoming the audience and the judges by the hosts Ms. Nishita Shetty and Mr. Jay Darji. It was followed by seeking the blessings of Lord Ganesha by lighting of the lamp and playing Ganesh Vandana.

Followed by this, a video of Atharva Group of Institutions was played, highlighting the values, morals and initiatives of AGI spread across different areas of study. The video of 'One for all, all for one' was then played.

Our hosts then gave a brief introduction of the debate competition, how it is conducted and how participants have to express their views within the given time limit.

Moving forward, the hosts introduced the dynamic judges, Prof. Monika Shrimali and Prof. Anant Medhekar who graced the quiz competition with their presence to motivate and encourage the students to do well and guide them throughout.

It was then time to begin the First Round of the competition. In this round, all the participants participated to give answers of the question asked to them. In this round participants were asked question and given 4 options and they had to select the correct one. There were no negative marking in this round and every correct answer gave you +10 points.

Similarly in 2nd round we shoed them pictures and gave the participants options to select the correct answer with every wrong answer giving them -10 points and every correct giving them +10 points.
The Finale round was a mixture of round 1 and 2 with rules being same as that for round 2The energy of all participants was phenomenal and they gave answers with great enthusiasm.

The judges then announced the winners:

Winner- Abhijeet Gomsale

2nd- Vivek Patole

3rd- Krunal Patel

The judges 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. Monika Shrimali and Prof. Anant Medhekar – Judges for the competition, and to the core committee members with the efforts of whom Hallow Fin was a great success.

Activity/Event Report

Name of Event	:	**Bloody Money (Operations)**
Date of Conduction	:	5th April 2022
Class/Semester	:	MMS/PGDM Batch 2021-2023
No. of Students & Faculty	:	30
Faculty Coordinator	:	Dr. Komal Ahuja
Student Coordinator/Committee	:	MMS/PGDM
Judges	:	Prof. Ganesh Apte

Objective:

To put students in a particular situation of operational management of an organization and let them give the solution for that particular situation with logical and rational thinking.

Description:

The Operations Event 'Bloody Money' was part of the college fest 'CARNEVIL' conducted on the 2nd day of the fest – 5th April 2022.

The competition began with welcoming the audience and the judges by the hosts Ms. Prapti Rathod and Ms. Vrutiksha Shah. It was followed by seeking the blessings of Lord Ganesha by lighting of the lamp and playing Ganesh Vandana.

Followed by this, a video of Atharva Group of Institutions was played, highlighting the values, morals and initiatives of AGI spread across different areas of study. The video of 'One for all, all for one' was then played.

Our hosts then gave a brief introduction of the debate competition, how it is conducted and how participants have to express their views within the given time limit.

Moving forward, the hosts introduced the dynamic judges, Prof. Ganesh Apte who graced the debate competition with their presence to motivate and encourage the students to do well and guide them throughout.

It was then time to begin the First Round of the competition. In this round, 4 teams of 3 members participated and every team was given a particular situation of an organization and asked them what operational changes would bring put the best productivity and profitability of the organization.

After completion of the first round, the judges took their time to announce the qualified participants. 3 teams were selected to enter the final round.

The Finale included similar situation to that of round 1. The energy of all participants was phenomenal and they spoke with great enthusiasm.

Once all participants had spoken, the judge began evaluating to pick the winners. The judges then announced the winners:

Winner:

Manthan trivedi

Vivek patole

Raj patil

Runners Up:

Jay Darji

Rohan Chawhan

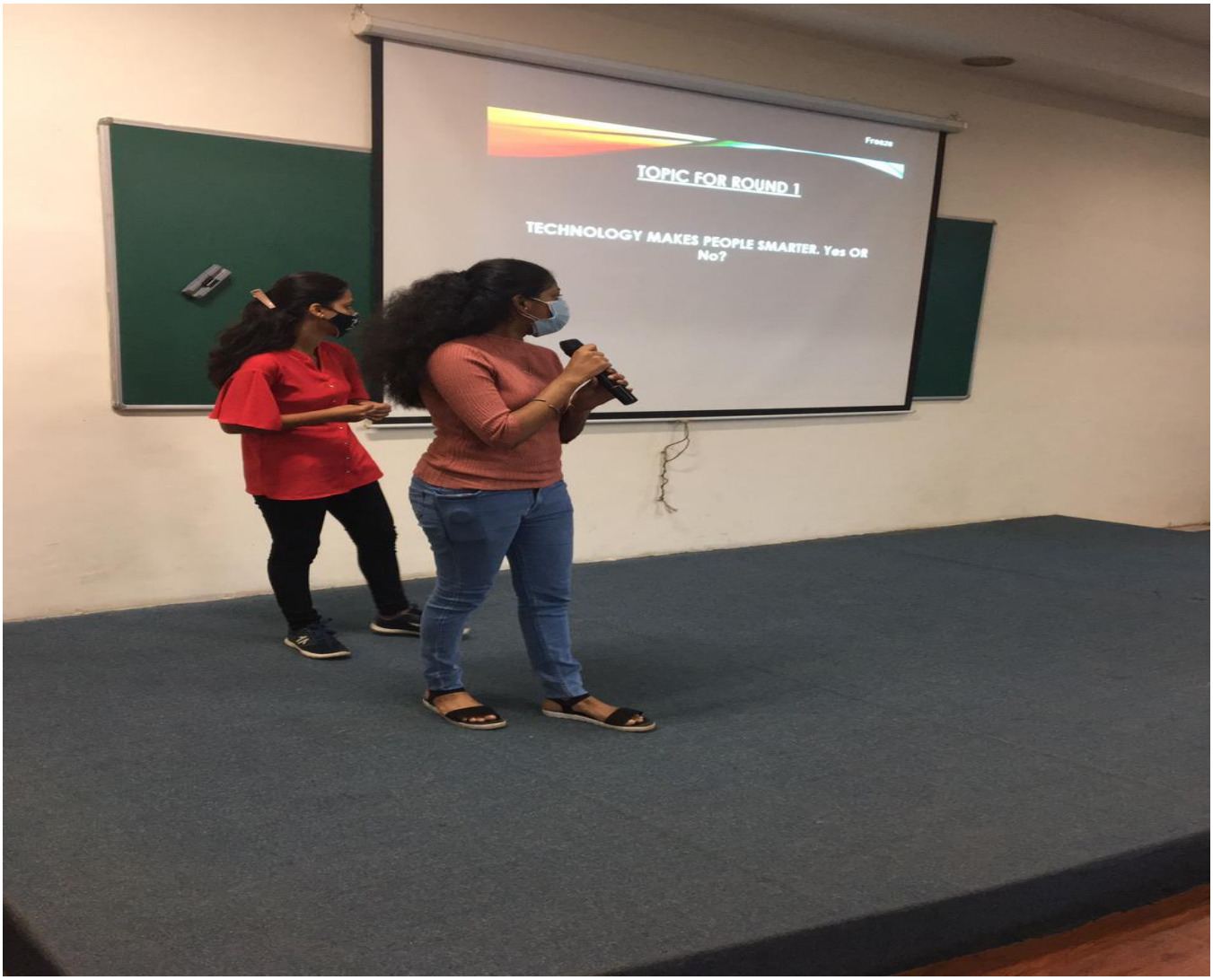
Abhijeet Gomsale

The judges 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. Ganesh Apte – Judges for the competition, and to the core committee members with the efforts of whom Bloody Money was a great success.

Note: Events Heavens Up and Head Hunters were not conducted due to very less number of participation from students.

Glimpses



WINNER
NISHIT PRABHU
1ST RUNNER UP
KISHAN SRIVASTAV
2ND RUNNER UP
VIRAJ KOTIAN

MAKES PEOPLE SMARTER. Yes OR
No?

Freeze
WINNER
NISHIT PRABHU
1ST RUNNER UP
KISHAN SRIVASTAV
2ND RUNNER U

Activity / Event report

Name of event	: **INTERNATIONAL YOGA DAY**
Date(s) of conduction	: 21st June 2022
Class / Sem.	: MMS/PGDM Batch 2020-2022
No. of students participated	: 34
Faculty coordinator	: Dr. Shubhi Lall Agarwal (Director, IQAC)
Student coordinator/ committee	: Sonali Tiwari (MMS)
Resource person	: **Ms. Ritika Agarwal**
Organization	: ITM Business School
Designation	: Certified Culinary Nutrition Expert.

Description

Objective:

- Healthy Living with Ritika & the benefits of Yoga in day-to-day life.

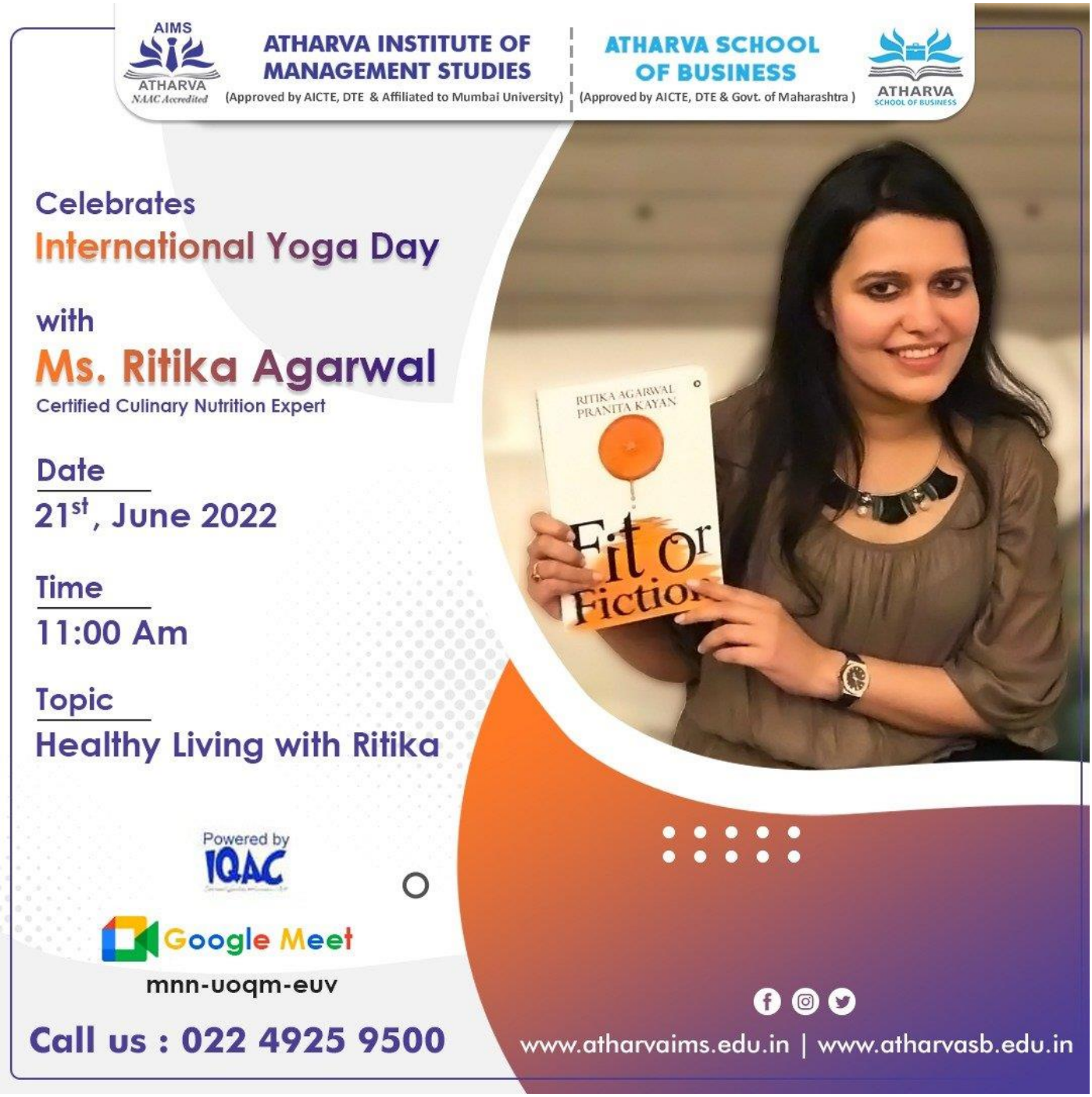
Key Takeaways:

- Introduction to the Speaker.
- Introduction to Yoga and the need for it.
- Types of Yoga
  - The 84 basic yoga poses are segregated in 4 sets of Basic Yoga poses: Standing yoga poses, sitting yoga poses, lying down on the stomach yoga poses, Lying down on the back yoga poses. Hatha (a combination of many styles) is one of the most popular styles. It is a more physical type of yoga rather than a still, meditative form. Hatha yoga focuses on pranayamas (breath-controlled exercises). These are followed by a series of asanas (yoga postures), which end with savasana (a resting period).
  - The goal during yoga practice is to challenge yourself physically, but not to feel overwhelmed. At this "edge," the focus is on your breath while your mind is accepting and calm

- Benefits of doing Yoga Daily
  1. Yoga improves strength, balance and flexibility.
  2. Yoga helps with back pain relief.
  3. Yoga can ease arthritis symptoms.

4. Yoga benefits heart health.
5. Yoga relaxes you, to help you sleep better.
6. Yoga can mean more energy and brighter moods.
7. Yoga helps you manage stress.
8. Yoga connects you with a supportive community.
9. Yoga promotes better self-care.

- Conclusion



- Thanking Note

GLIMPSES FROM THE EVENT

EVENT REPORT PREPARED BY: Mukul Deshmukh, STUDENT, MMS DIVISION A.

Verified by: Dr. Shubhi Lall Agarwal, Director, IQAC, AIMS.

Submitted to: Dr. R.G. Ratnawat, Director, Atharva Institute of Management Studies.

This video was recorded on the Email ID researchconference@atharvacoe.ac.in

Live session was initiated by Sonali Tiwari.

Hosting was done by Sonali Tiwari.

This event was conducted under the guidance of Komal Ahuja, AIMS.

Part - IV

FACULTY ACHIEVEMENTS

FACULTY ACHIEVEMENTS AND AWARDS.

- Following Faculty members has successfully attended and received a certification on Universal human values 5 days FDP program conducted by AICTE.

  - Prof Ganesh Apte
  - Prof Reena Poojara
  - Prof. Ansha Gupta
  - Prof Gyaanesh Kulkarni
  - Dr.Komal Ahuja.

- Our Faculty Dr Vaibhav Patil Successfully cleared his Phd Viva from Mumbai University.

NOTIFICATION

DEGREE OF DOCTOR OF PHILOSOPHY (Ph.D.)

Corrected Copy
No. Th./ICF/2022-23/62

- 6 MAY 2022

It is hereby notified that **PATIL VAIBHAV LAXMAN DHANVANTI** Research Student has successfully completed Ph.D. Programme of this University in accordance with UGC minimum standards and procedure for awards of M.Phil/Ph.D. degree Regulation 2009 published in the Gazette of India No.28, dated July 11- July 17, 2009 in Part III, Section 4.

The report of the referees appointed to examine and adjudicate the thesis submitted by **PATIL VAIBHAV LAXMAN DHANVANTI** is accepted and is eligible for the award of the Ph.D. degree of this University. The degree certificate will be issued in the ensuing convocation of this University on applying for the same in prescribed form at the proper time.

The details of Ph.D. Programme are given below

Name of the candidate	:	**PATIL VAIBHAV LAXMAN DHANVANTI**
No. & Date of Registration	:	09/06-10-2016
Research Guide	:	Dr. Sunil V. Kulkarni
Research Centre	:	VES Institute of Management Studies and Research
Faculty	:	Arts
Subject	:	Management Studies
Thesis Submitted on	:	10-11-2020
Open Defence / Viva Voce and Result Declared on	:	30-04-2022

(Dr. Vinod P. Patil)
Director,
Board of Examinations and Evaluation

Copy for information & necessary action :

1. **Dr. Sunil V. Kulkarni,** Vivekanand Education Society's, Institute of Management Studies and Research, 459-497, Near Municipal School, Collector's Colony, Chembur, Mumbai –400 074.
2. **The Director,** Vivekanand Education Society's, Institute of Management Studies and Research, 459-497, Near Municipal School, Collector's Colony, Chembur, Mumbai –400 074.
3. **The Assistant Registrar,** Marks & Certificates Unit, Examination Section, Mahatma Jotirao Phule Bhavan, Vidyanagari, Santacruz (E), Mumbai-400 098, for information and necessary action.

- Dr Shubhi Lall Agrawal received women's Leadership Award 2022.

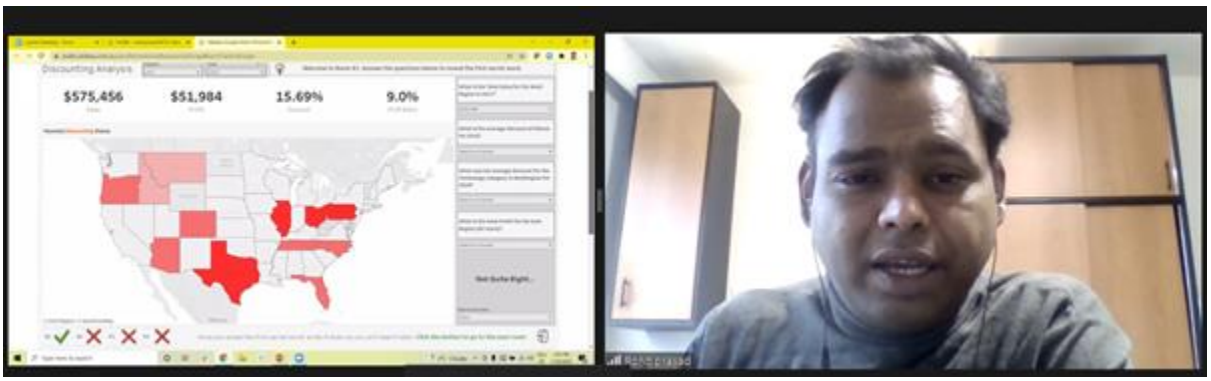
STUDENTS ACHIEVEMENTS

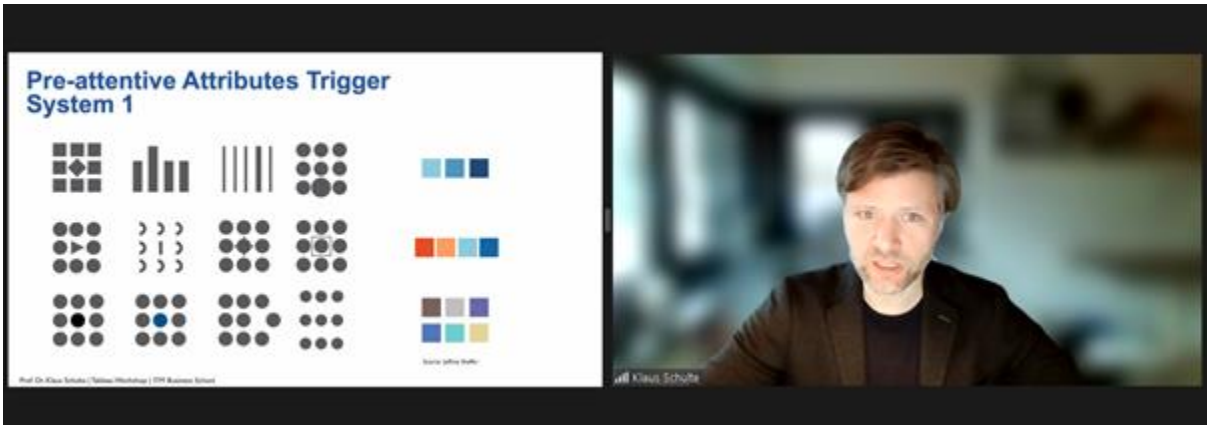
Tableau Workshop attended by Students on January 29, 2022

The students of Atharva Institute of Management Studies attended a workshop on Tableau, a data visualization tool, on January 29, 2022. The event was organised by ITM Business School. This workshop was conducted by Prof. Dr. Klaus Schulte, a renowned German Professor of International repute at Münster School of Business and Mr. Rohit Prasad, Tableau Student Ambassador.

The workshop started with a brief introduction to Data Visualization and Tableau key functionalities. The hands-on were provided on 'Rebuild of Hans Rosling's gapminder visualization' in Tableau and on data-analysis & creation of interactive dashboard.

The workshop was highly praised for its interactive nature and practical visualization learning. Around 95 students from Atharva gained deep insights and know-how of the Tableau tool.

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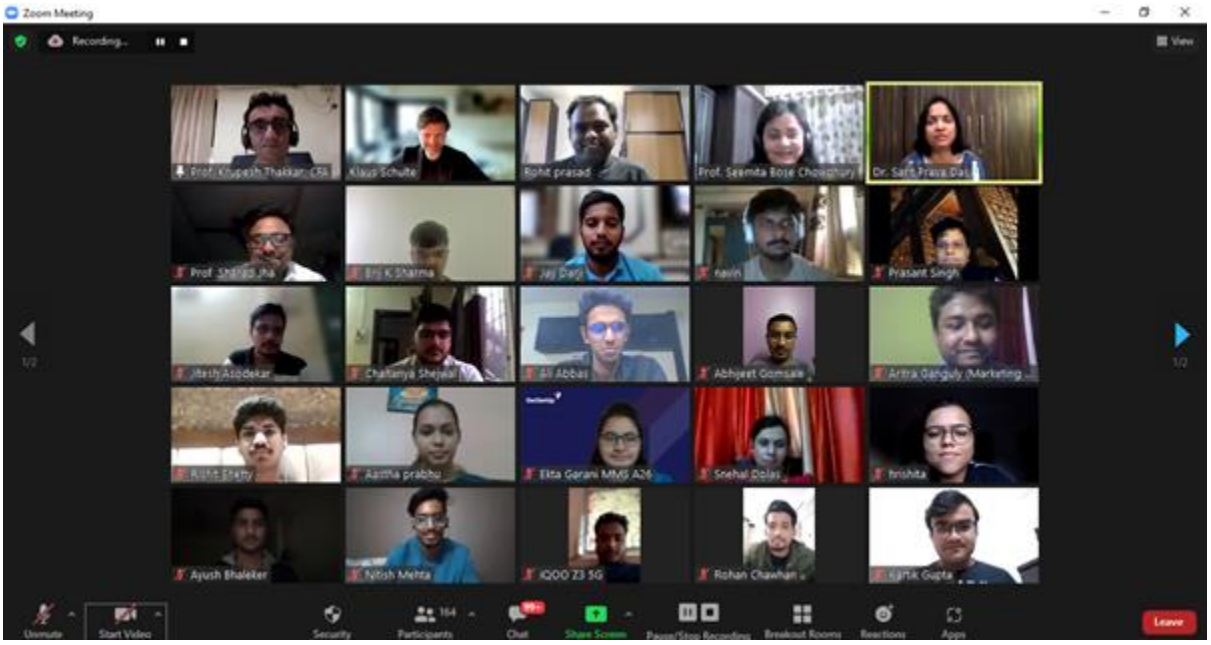
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Klaus Schulte
Rohit prasad
Prof. Seemita Bose Chowdhury
Dr. Sarit Priya Das
Prof. Shailja Jha
Brij K Sharma
Jay Dagli
Kavin
Prasant Singh
Jitesh Asodekar
Chaitanya Shejwal
Ali Abbas
Abhijeet Gomsale
Artira Ganguly (Marketing...
Rohit Shetty
Aastha prabhu
Ekta Garani MMS A26
Snehal Dolas
hrishita
Ayush Bhaleker
Nitish Mehta
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Rohan Chawhan
ajitk Gupta
Unmute
Start Video
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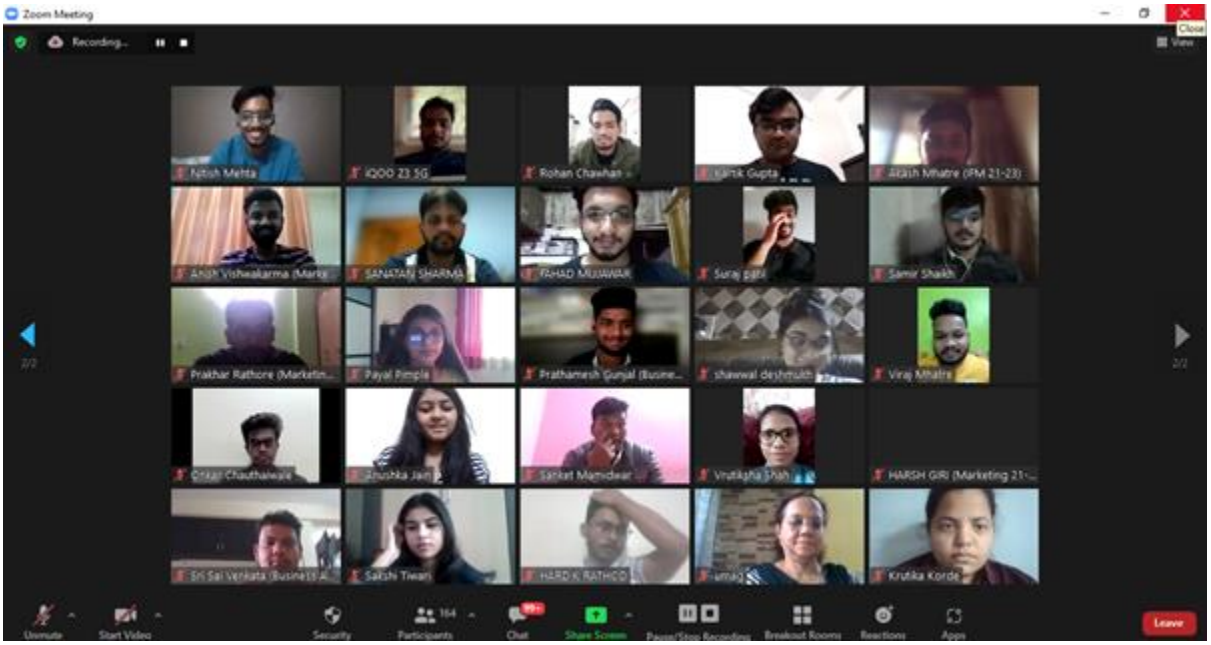
Chat
Share Screen
Pause/Stop Recording
Breakout Rooms
Reactions
Apps
Leave

Dr Lakshmi Mohan, Director, ITM
Klaus Schulte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Suraj patil
Samir Shaikh
Prakhar Rathore (Marketin...
Payal Pimple
Prathamesh Gunjal (Busine...
shawwal deshmukh
Viraj Mhatre
Onkar Chauthaiwale
Anushka Jain
Sanket Mamidwar
Vrutikshа Shah
HARSH GIRI (Marketing 21-...
Sri Sai Venkata (Business A...
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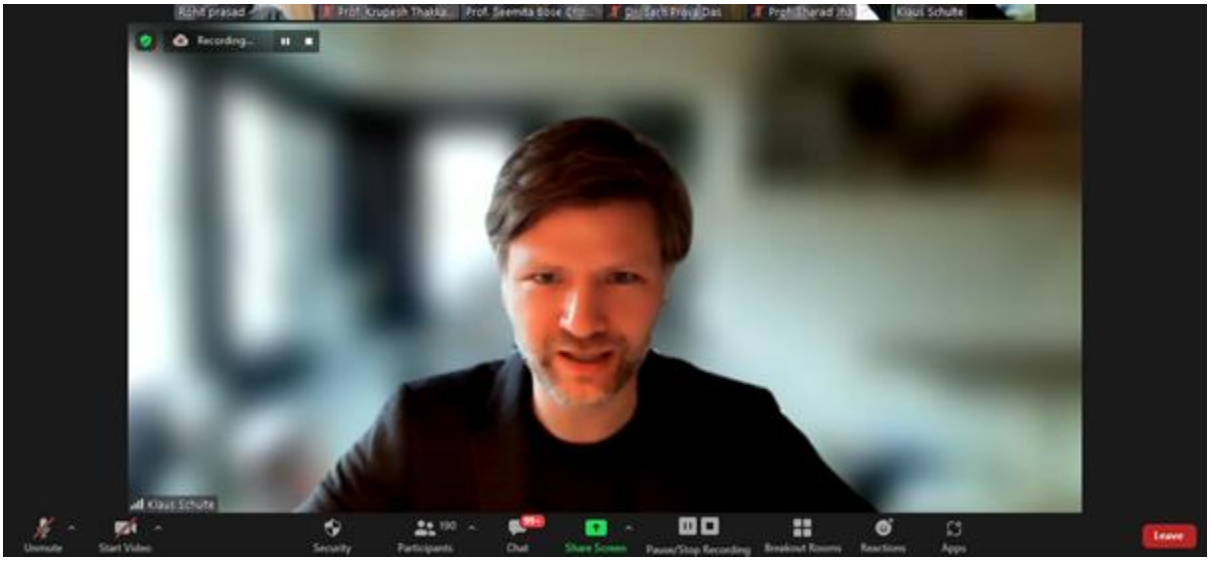
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Prof. Seemita Bose Chr...
Dr. Sach Prava Das
Prof. Sharad Jha
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Breakout Rooms
Reactions
Apps
Leave

Talking:
Klaus Schulte
Rohit prasad
Sharad Jha
Prof. Krupesh Thakkar, CRA

Part - V

PLACEMENT DETAILS

Specialization	Placed	Unplaced	Total
Finance	53	12	65
Marketing	21	02	23
HR	10	0	10
Operations	09	01	10
IT / Systems	03	01	4
Total	**96**	**16**	**112**

MMS (Batch 2020-2022)

STRATEGIC PLAN

OF

MASTERS IN MANAGEMENT STUDIES

(MMS)

AffiliatedTo

University of Mumbai

ATHARVA INSTITUTE OF MANAGEMENT STUDIES (AIMS)

MALAD-MARVE ROAD, CHARKOP NAKA,

MALAD (WEST), MUMBAI 400095

June, 2022

STRATEGIC PLAN DOCUMENT

Our goal in life is to surpass ourselves rather than others. We want to beat our own records, outperform yesterday with today, and work more than ever before.

The expectations of the stakeholders significantly changed as the University expanded in terms of the number of programmes and students. Today our stakeholders – Atharva's Faculty, Students, Society and the Industry – expectations are increasing by the day. There is a growing impatience on non-performance or failure to live to the promise. It is in this context that the Deans and Directors along with senior faculty members and administrative staff set to dream the future. As we plan for the future, it is imperative to consider the context in which the Strategic Plan 2022-23 was developed.

ENRICHMENT PROGRAMS

The sessions are customised by understanding the students profile and identifying the needs and background. This makes the sessions student oriented thus ensuring effectiveness and positive impact.

Objectives:

- Technical skills have little value if you have poor soft skills. Enrichment Programs help you develop the soft skills.
- To advance student's career and also offer personal growth.
- To empower students and create opportunities.

CAREER PLANNING PROGRAM

Programs for career planning assist students in making plans for their future jobs based on their skills and abilities in light of organisational requirements. It propels and sometimes compels an individual to explore, choose and strive in order to derive satisfaction with one's career objective.

Objectives:

- To instil confidence in students by enabling them to recognise their abilities, skills, and interests that will help them choose the greatest professional route for the future.
- To build confidence among students.

VALUE ADDITION PROGRAMS

Value-added programmes are a requirement for management students in the contemporary environment due to the shifting demands of the sectors, not only for jobs but also for the long-term growth & development of the students. Value-added programmes serve as a link that closes the knowledge gap between formal education and market demands. Through academic flexibility, the value-added programme is offered to support students' overall growth. These programmes' primary goal is to equip students with the practical & professional knowledge and credentials they need to improve their work prospects.

Objectives:

- To provide an opportunity to students to develop inter-disciplinary skills.
- To improve the employability skills of the students.
- To bridge the skill gaps and make students industry ready.

SEMESTER I

ENRICHMENT PROGRAMS

- **Speaker Forum**: To improve public speaking (1.5 hrs per week)(15 Hrs)
- **Book Reading & Presentation:** To improve vocabulary + knowledge + Thought process+ presentation skills + Group management (1.5 hrs per week) (15 Hrs)
- **Aptitude Training:** To improve aptitude , enable students to crack aptitude test (1.5 hrs per week) (15 Hrs)
- **Soft Skills & Grooming:** To improve inter personal skills , attitude & behaviour (1.5 hrs per week) (15 Hrs)
- **Student Mentoring:** 2 meetings

CAREER PLANNING PROGRAM

- Psychometric Analysis (Personality Test, EQ Test, Interest & Passion Test), Value Identification &Formation Process
- Communication Skills Test + Aptitude Test (Through Training Need Assessment)

VALUE ADDITION PROGRAMS

- Certification in Advance Excel: To improve analytical skills (20 Hrs)
- Foreign language: To provide extra capability (20 Hrs)
- Mentoring

SEMESTER II

ENRICHMENT PROGRAMS

Speaker Forum: To improve public speaking (1.5 hrs per week) (15 Hrs)

Book Reading & Presentation: To improve vocabulary + knowledge + Thought process+ presentation skills + Group Management (1.5 hrs per week) (15 Hrs)

Aptitude Training: To improve aptitude , enable students to crack aptitude test (1.5 hrs per week) (15 Hrs)

Resume Building, GD & PI: To improve interview handling ability (1.5 hrs per week) (15 Hrs)

Students Mentoring: 5 meetings

CAREER PLANNING PROGRAM

- Self-Swot Analysis
- EIC Analysis
- Mapping Of Industries With Strengths To Identify 2 / 3 Industries

- In-Depth Research To Identify 2 / 3 Dream Companies
- Identifying Job Profiles In Dream Cos. & Skill Sets Required
- Preparing As Per Job Requirements In Dream Companies

VALUE ADDITION PROGRAMS

Certification II: Need based course as per specialization (20 Hrs)

Interpersonal Skills Training:To provide extra capability (20Hrs)

SEMESTER III

ENRICHMENT PROGRAMS

- Domain Specific Corporate Readiness Module (20 Hrs / 200 questions)
- Practice Sessions: GD / PI (15 Hrs)

VALUE ADDITION PROGRAMS

- Technical training through question bank
- Students mentoring program: Continued from Semester I through Semester III

SEMESTER IV

ENRICHMENT PROGRAMS

- GD / PI Practice Sessions: 15 hrs
- Technical training through question bank: continued from Semester III