



THE ATHARVA TIMES

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Pearls Of Wisdom

“ Do not go where the path may lead, go instead where there is no path and leave a trail”. -
- Ralph Waldo Emerson.

From The Executive President's Desk-

Dear Students,

Greetings and Good Wishes for 2015! I wish you all a wonderful year ahead. We have always believed in the holistic development of our students, for which it has been our constant endeavor to develop world class educational environment in order to develop the professional abilities and foster a sense of responsibility and ethics amongst our students. This year Indian Princess World Grand Finale took place in Bangkok, Thailand. A unique beauty pageant for the young girls to showcase their talent and give them immense opportunity in the global fashion world. Today in the VUCA world that we live in (where volatility, uncertainty, complexity and ambiguity is constant) it is important to have a global outlook. Every professional should be comfortable with diversity-(diverse processes, diverse people, diverse cultures etc)



Shri Sunil Rane
Founder Secretary &
Executive President, AET

We have grown in leaps and bounds during the last decade. Atharva College Of Engineering is the second centre in India and first in Maharashtra to offer technical education in robotics. Our state of art iMac laboratory consists of iMacs, an iPad and an Apple TV device which aims to equip young graduates in various domains to drive the innovative digital world including mobile computing, multimedia, cloud computing etc. Atharva Institute is in collaboration with NASA and ISRO to provide satellite tracking support from India. We also have advanced ground and tracking system for satellites. Atharva College of Hotel Management & Catering technology has been ranked as the second best in training in hospitality in Maharashtra & ranked fifth best in the Western region.

We have also achieved milestones in Management, Fashion, IT, School of Drama & Performing Arts, Film & Television. Let us continue this journey with dedication and commitment and make “ATHARVA” a gateway to education in India.

Thanking You
Sunil Rane



Indian Princess - 2015 A Unique Beauty Pageant



INDIAN PRINCESS 2015, A unique Beauty Pageant for young girls to showcase their talent and give them enormous opportunity in the fashion world.

Graceful n charming contestants from Mumbai, Delhi, Chandigarh, Himachal Pradesh, Kolkata and NRI Participants from across the globe such as South Africa, Netherlands, Germany, New Zealand participated in this Unique Beauty Pageant. Auditions were conducted in their individual countries and in major cities of India.

Training and Grooming at Blue Ocean Resort and Spa Finalists after auditions from the different regions were trained and groomed in the areas of communication, diction, fitness ,manners etiquette, ramp walk, make up, styling etc. by eminent experts from all over the world at the Five Star Blue Ocean Resort and Spa, Ganpati Pule, Maharashtra, Hospitality Division of Atharva Group.

Grand Finale

Indian Princess World Grand Finale took place in Bangkok, Thailand. It was the most highly anticipated event & was held on 24 May 2015 in Rangsit University. The event featured top, Fashion Fraternity, Executives, Corporate and, Entertainers from Thailand, India and overseas.

As promised, the evening was full of sophistication and elegance and with a high profile attendance. Celebrities like Gauhar Khan, Surveen Chawla and Minisha Lamba performed in the Finale along with International artists.

Winner of this pageant – 2015 was Sneha Priya Roy,
The 1st Runnerup –Shahista Thakoer Singh & the 2nd runnerup was Sukanya Bhattacharya.

Also gracing the evening were special guests from Thai Wedding Destination, a New initiative to Promote Destination wedding in Thailand. 27 Contestants from India, South Africa, Australia, Netherlands, New Zealand, Suriname participated to make it world class.

A valuable exposure to both National as well as International audience through the Support of Thailand Associates had successful results.

This event was broadcasted on Zee TV and Zing across the globe.

Wedding Destination Thailand:-

Indian Princess was supported by an organization to promote Destination Weddings in Thailand. With Beautiful Beaches, Green Lands & White Sand it is a most extravagant place to be there. A magnificent performance was seen on the Finale with Live bands and artist making the event worth Lifetime. Tourism and Sport Minister of Thailand Kobkarn Wattanavrangkul, was the guest of Honor.



Atharva School of Drama & Performing Arts (ASDPA)

Celebrating a year of Outstanding Performances

The Atharva School of Drama & Performing Arts has had some outstanding milestones during the past year . Mrs Varsha Rane, Managing Trustee, Atharva Educational Trust ,gave a touching and motivating speech at the first presentation ,urging the students to follow their hearts for true happiness. She stressed the importance of focusing careers around the passion for excellence . She acknowledged the contribution made by the entire ASDPA team in ensuring the grand success of the event .

The presentation on 5th January 2015 of the first batch students opened with the Ganesh Vandana- 'ek dantaya vakra tundaya' .The entire programme was held together by a series of humorous skits that had the audience in splits The performances centered around the stories of Panchtantra before culminating in to the finale performance' Andhayug-Ashwattama-Gandhari', a scene from the Mahabharata,after the 18 day war.

The students of ASDPA showed great potential and talent in their performances and were trained by renowned theatre exponent Prof. Milind Inamdar and Mrs Varsha Rane. Commendation certificates were also presented to students who successfully completed the 3 months acting workshop.



Atharva's auditorium roared out on 12th March 2015 with applause, as it witnessed an overwhelming victory with @Atharva Institute of technology grabbing the podium by 1st prize followed by @Atharva School of Drama & Performing Arts bagging the second prize at the inter collegiate level for theatre Competition. The night witnessed theatre honoraries like Renowned Ad and theatre Director Mr. Sambhaji Sawant, time less theatre personality Mr. Girish Mohite, budding and talented director Miss Priyanka Kashikar who assisted Badalapur, British model Sued Zued Zulfikar and Indian Princess International Ms. Nadine Makhlanlal.



On 2nd May 2015 with a second cluster of talent at Atharva School of Drama & Performing Arts, passing out, there a Glimpse of wonderful presentations put up by 2nd Batch Students.

With Honorable, super known theater and film personality, also a National award winning Persona □Puroshottam Berde Sir, who has written and directed well known Marathi Blockbusters ,our Beloved Inamdar Sir, who reigns the acting department of ASDPA, our amicable choreographer Anil Sutar Sir and or very own Lovely Mrs. Varsha Rane mam, warming up the seats of dignitaries, Atharva's world class Auditorium filled in the void of passion for theater.

Focusing on the tragic love story between the famous British explorer and army officer Robert Gill and the tribal beauty Paro, the presentation was riveting & celebrated the timeless emotions of a different era, and Certificates were also presented to students.



Atharva School of Drama & Performing Arts Students rigorously prepared for upcoming Youth festival & several other Key competitions. Renowned , Director Prof. Pramod Shelar inaugurated a 10 days workshop where he will direct ASDPA 1st & 2nd batch-trained students for Youth festival (Mumbai University) Indian National Theatre (INT) & several other competitions. They had a presentation in our world class auditorium as on 25th June 2015---- Mime act –a short play of “Jhade Lava, Jhade Jagva”-using movements of your hands and body, and expressions on your face, without dialogues, to communicate emotions and actions or to tell a story. Students demonstrated good understanding. Skill of Improvisation - is a kind of activity done without preparation. They created a scene, spoke, acted, reacted and moved without preparing. The audience applauded them.



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Activities Conducted by Students of ASFA



In the span of 6 months from December, 2014 to May, 2015 various activities took place at Atharva's Fashion department. Students of ASFA explored knowledge and creativity as well starting from making Rangoli for Christmas and Lazim dance on Republic day in College campus.



To give technical knowledge of sewing machines, ASFA organised a seminar given by the team of USHA machines company, where students enjoyed & gained knowledge about different kind of machines.

For educational purpose they went for industrial visit to many industries in Hyderabad, Bhivandi & Surat where they had glimpse of the processes that happen in different phase of garment supply chain i.e., yarn



Industrial trip to Bhivandi, May 2015



ASFA students performance in Atharvas annual event "Rhythm, 2015" was breath taking & they all set the stage on fire with their impressive costumes made under the theme of "Best out of waste".

IEEE OMEGA --2015

IEEE OMEGA is a technical festival which was organized by IEEE Atharva, the IEEE student chapter of Atharva College of Engineering. It was conducted on the 16th and 17th of March '15. The theme for this year was 'Shastra' in which we had showcased the technologies which could be implemented and used in the Indian Defence Services. We had conducted technical events like Technical Project Exhibition, Technical Paper Presentation, Tech Debate and many more which will further expand technical knowledge. We also had seminars and workshops like Ruby on Rails and Ethical Hacking for the students.

Through this festival, IEEE Atharva intended to promote innovations in technologies for the betterment of our country as well as to the whole world, which is also the mission and vision of IEEE (Institute of Electrical and Electronics Engineers) worldwide and we are very proud to have successfully accomplished it.

--Ankit Rathod



RHYTHM' 15



RHYTHM is Atharva's annual cultural festival. Every year the students give it a new name, in accordance to that year's theme. This year the theme was "Global Fiesta". From the 8th to the 14th of March 2015, the college was transformed into a global village, with the fabulous centre model depicting realistic miniatures of exotic landmarks from all around the world!

The night events included our unique flagship event, "Show No Mercy", an unplugged concert, and the annual Dance, Drama and Fashion events. Exotic festivals from all around the world were celebrated during the night events. The festival commenced with a marathon supporting the noble cause "Breast Cancer Awareness". Orphans from a nearby orphanage visited the festival, and experienced RHYTHM'15 in all its glory. Their precious smiles were a priceless appreciation of all the sleepless nights and tiring days of efforts put in by every Atharvite of the working committee to make RHYTHM'15 a success!



12th Annual Conclave Ashwamedh 'Putting India back on A High Growth Trajectory'

Date - 17th January

Topic - Putting India Back On A High Growth Trajectory

Speakers-

Mr. Shailesh Haribhakti (Chairman, DH Consultants Pvt Ltd)
Dr.Dhanraj Uchil (Sr. Director, Yes Bank)
Mr Ramkrishna Iyer (Ex-Vice president Carter Wallace)
Mr Prabir Chetai (Association Vice President Aranca)
Mr.Saidutta Nanda (Vice president –HR Macleod's Pharmaceuticals Ltd)
Prof N.S Rajan (Dean & Ex-Director, HR Air India)
Dr .Sujata Pandey (Professor)

The Annual Conclave of Atharva Institute of Management Studies started on a very good note with Mr. Shailesh Haribhakti as a Chief Guest. His talk on Indian economy was mesmerizing and an eye opener. He talked about the current status of Indian Economy and the future expectations in terms of GDP Growth and economic growth. Other speakers too highlighted the fact that India is going to be on a growth trajectory but there is a need of basic reforms required.

Overall, it was a very impressive session with so much of information and knowledge sharing



Annual Cultural Festival – Rhythm 2015

Rhythm always starts with a marathon followed by various management events like:-

- 1) Business Mela
- 2) Entrepreneurship
- 3) Ad Mad
- 4) Situational Act
- 5) Mock Stock
- 6) Treasure Hunt
- 7) Case Study
- 8) Spinning the yarn
- 9) Auction



Rhythm is a common platform where all the institutes under the umbrella of Atharva Educational Trust come together and have their own set of events. This time, the management fest saw lot of variety of events. Students got a chance to showcase their talent through various management games and cultural events.

HR Panel Discussion - “HR in Turbulent Times 2015”

HR Panel Discussion was held at 23rd Jan, 2015 Friday.

Speakers:

Mr. Ajnav Deka (Chief Manager HR-TATA Power)

Dr. Neil Sequeira (Vice President – HR & Admin, Kokilaben Dhirubhai Ambani Hospital)

Mr. Rudolf D'Souza (Founder & CEO of In Kno – WinConsultancy)

Mr. Dharmendra Rai (Mumbai 1st Mind Map Trainer)

Moderator: - Isha Prabhudesai (MMS Sem II student)



Finance Panel Discussion - “Emerging Trends in Financial Management & Markets”

Date:-27th February 2015

Speakers:-Mr Anil Gaikward(Director ,Lotus Unique Kansultants Pvt Ltd)

Mr Pushkar Chugh(Vice,President ,Knowledge Management &Operations,FPSB India)

Mr Debabrata Mazumdar(Head of Distribution-Wealth Management ,Dani Securities)

Moderator:-Tejas Suvarna(MMS Sem II student)



Marketing Panel Discussion - “Guftagoo 2015 - E Retailing”

Date:-Saturday 7th February 2015

Speakers:-

Mr. Vivek Mendonsa, Marketing Director,
Lawrence & Mayo Opticals

Mr Pradeep: - Chechani, Retail Expert

Mr.Ravi Vyas:-AM West, B2B SalesHead,
Flipkart.com

Moderator:-Nikita Pawar



Leadership Cell

Events of Leadership Cell

- **Mr Raghunath Medge**, President of 'Dabbawala Association' having reputation of holding “Six Sigma” certification,
- **Mr Sanddep Bachare** an Auto Rikshaw Driver who is recipient of CNN Award for serving customers with innovative ideas
- **Mr Ashok Rathod**, founder of NGO - OSCAR who is recipient of “Hero of the year” award from Reliance Foundation for up liftment of slum kids through medium of sports.
- **All the above** visited our campus. They inspired the students by sharing their real life experience and bringing out important leadership lessons.



Industrial Visits

➤ Industrial Visit to Volkswagen

On 6th February 2015, students of MMS course of 2014-2016 batch had the opportunity to visit Volkswagen plant in Chakan area near Pune. The industrial visit was divided into 3 sections- Presentation, Plant Visit and Q&A sessions. After the completion of security formalities students were allowed to sit in the presentation room, where the plant tour guide, Mr. Chaitanya Halbe gave a presentation about this automobile manufacturer company and its process of manufacturing. Post the presentation he distributed headphones to all the students which would enable them to hear properly whilst on the tour amidst the working of the machines. Then, the guide explained to us the entire process of car engine manufacturing and assembling. Also, he explained all the safety procedures taken for the employees during the visit.



➤ Industrial Visit Pepsico

On 6th February 2015, students of MMS course of 2014-2016 batch had the opportunity to visit Pepsico plant in Mahul area near Chembur. The industrial visit was divided into 3 sections- Presentation, Plant Visit and Q&A sessions. After the completion of security formalities where students were compulsory made to wear close shoes regarding the safety measures. Students were allowed to sit in the presentation room, where Human Resource Head Mr Deepak Parmar and Manager Mrs. Neha gave us the detail information about the plant like its manufacturing, distribution channel, production, branding and loyalty towards company. After that students were given tour were in detail information was given about the functioning of each equipments from manufacturing to export of bottles all over India. Lastly students were allowed to ask questions and clear their doubt if incase any.

➤ Industrial Visit to ABB Plant & Sula Wines

On 6th Feb 2015, Students of PGDM course of 2014-2016 batch had the opportunity to visit ABB plant and sula wines in Nasik. The first Industrial visit was at ABB Plant Nasik MIDC were students were shown the manufacturing units of the switchgear production and the process was explained in detail .They also highlighted one of the major areas of concern that is safety measures .They briefed about how care is taken for the workers safety at the manufacturing plant. The second visit was at Sula wines students were explained about wine making process starting with fermentation till bottling .The whole process was practically shown to them



➤ **Industrial Visit to Chandigarh**

This IV was organized from 9th February 2015 To 14th February 2015 for the students of PDM course 2014-2016 batch. In Chandigarh we visited 2 industries, Indo Farm Equipments Ltd. and Vardhaman Textiles. In both the industries first, the guides gave a small introduction about the companies verbally. Then they took us for the plant tour.

In Vardhaman Textiles, the students were able to see the entire process of cloth manufacturing. The guide was professional enough to explain all the details that help us understand the cloth manufacturing process and quality checking process. At Indo Farms, the guide explained in detail what goes into manufacturing every major spare part of a tractor. Also, it was very interesting to see the alpha testing of the product. They had created a separate testing way with hurdles for every tractor.



➤ **Industrial Visit to Silvassa**

The Industrial visit was organized to Silvassa on 20/21/22 Feb. 2015 for 2Nights and 3 days. Industries covered under the visit were 1)Alok Industries 2)Bombay Dyeing. The students were introduced to the manufacturing processes along with the final product which was explained to them by a tour guide provided by the companies. They were also encouraged to interact with the HR head in order to get more information about the company.

Convocation FOR Atharva Institute of Management Studies (For bestowing Post-Graduation Degree Of Mumbai University)

On February 2, 2015 evening, AIMS organised the Annual Convocation for the outgoing Batch of MMS - Sem IV and the Part- Time Academic Batch for 2011 - 14 of MFM / MMM / & MHRDM.

The Event was held at the Atharva Auditorium and the Distinguished Guests who had been invited to do the honours were:-

- Prof K. Narsihan (Prof IIT Bombay)
- Mr Milind Godbole (Managing Director GebbsHealtyCare Solutions Pvt Ltd)
- Mr.Ashu Dutt (President Asian Institute of Finance)
- Ms Prajnya Shetty HR Manager (Oberoi Mumbai)



Alumni Meet – Milap 2015 celebrated

The Alumni Meet at Atharva Institute of Management Studies was a celebration of our past and present with a blend of several alumni interacting with the present. During his interaction, Prof N.S. Rajan traced the growth of AIMS from its humble origins. He acknowledged the role played by the Alumni in building the Atharva brand. The present students of AIMS put up a stellar cultural programme for the seniors. The Alumni meet witnesses a spontaneous outpouring of affection and emotions by the former students of AIMS. All the students, right from one of the earliest batches to the latter ones thanked the faculty of AIMS for making their stay a memorable and fruitful one. Many of them came on to the dais to express their gratitude and share experiences from the past. Shubhangi Srinivasan was selected as the AIMS Best Alumni while Nikhil Agwane won the Runners Up award for the best Alumni.



Alumni Re-Union of Batch 2003-2005

The Alumni Re-union of batch 2003-2005 was held on 16th May 2015 from 6pm onwards at Atharva Campus Phase III. This is the first event of the Alumni Re-Union Batch wise Series planned by AIMS. Prof. Rajan began the event by stating the importance of Alumni in any institute. He stated that interaction with alumni vital for the current students. Prof. Rajan talked about the challenges faced during the first batch of 2003-2005 and the changes that have happened till date. Mr. Mayur Joshi, our Alumni very aptly initiated the conversation by sharing with us the overall status of the PGDM 2003-2005 batch. He shared some of the success stories of his batchmates which were extremely interesting and memorable. Mr. Jigar Shah highlighted his experience over the decade in various companies and his current assignment as Regional Manager at AutoDesk Pvt Ltd. Mr. Dhiren Mehta shared his experiences in the past decade after passing out from Atharva. All the above three appreciated the initiative of Atharva. They also mentioned that from a humble beginning it has grown to be a leading institution in Mumbai.



Faculty News

→ Our Dean, Prof. N. S. Rajan attended the event “107th Annual General Meeting of the Chamber” organized by Indian Merchants Chamber on June 18th 2015.

→ **Heartiest Congratulations :-**

Director ,Dr. Prakash Joshi, has been awarded “BHARAT VIBHUSHAN SAMMAN PURUSKAR” by Global Achiever's Foundation, New Delhi, on 30th May 2015. The said foundation is a platform of International Solidarity Council, India Chapter.

Prior to this, Dr. Joshi was awarded Glory of Education Excellence Award by International Institute of Education and Management, Best Teacher Award by Govt. of Maharashtra, Best Short Story Award by Nagpur University Teachers Association, International Eminent Poet Award by International Academy of Letters, and many other awards and honour.

→ Dy. Director, Dr. Rekha Shenoy was invited as resource person & she delivered 2 sessions in the UGC sponsored 31st orientation programme held between 02nd feb-28th feb.2015 at UGC Academic Staff college, Sant Gadge Baba, Amravati University, Amravati.

She was also invited as resource person & she delivered 2 sessions on 6th feb.2015 in the UGC sponsored short term course in communication skills (for all Subjects) (ID) organized by UGC Academic Staff college, Sant Gadge Baba, Amravati University, Amravati.

→ Prof. Sreeram Gopalkrishnan, Prof. Paul Rosario, Prof. Vikas Singh and Prof. Tarkeshwar Sharma attended “Master Class program on International Business Development” organized by the IMC's Private Equity and International Business Committee along with International Business Development Academy (IBDA) on June 8th 2015.

- Dean, Prof. N. S. Rajan accompanied by Prof. Ms Taruna Sharma of CMC had met Mr Premchand Godha Chairman & MD IPCA at his office in the month of April 2015 with a purpose of establishing a better interface with industries.
- Dean, Prof. N. S. Rajan accompanied by Prof. Taruna Sharma of CMC had met Mr Arvind Pradhan Director General Indian Merchant Chambers to explore opportunities for our students to participate in various events organized by IMC, also in matters relating to projects which could be done by our students.

Students Achievements- Heartiest Congratulations

Aditya Jaiswal , Rajratna Lokhande of MMS-II & Swara Parab of PGDM-II Secured the position of Second Runner Up at Bombay Management Association's Dandekar Trophy Presentation held at NMIMS Vile Parle on 17th February 2015.



Aditya Jaiswal & Rajatna Lokhande Secured 1st Runner Up at the Bombay Management Association's competition for Young Managers 17th Jan 2015

Continuation from Page 5

The Third batch of Atharva School Drama and Performing Arts began on 27th June 2015 with a flurry of activities starting from a traditional Saraswati Vandana. Setting the tone for the next set of students was Mrs.Varsha Rane Director ASDPA who said, "after highly successful presentation which was widely appreciated it is the responsibility of the current batch to keep Atharva School Drama and Performing Arts Flag flying high." In this batch students would master Bollywood dance movements under the guidance of dance trainer Sanjeev Sir .Guiding the students through their initial steps was Prof. Milind Inamdar veteran of the Mumbai theatre circuit and NSD Alumnus.



‘Atharva College of Hotel Management and Catering Technology’

ATHITHI 2

The New Year saw our much awaited Seminar 'ATITHI 2015' 2nd Annual Hotel Management Convention. Held on 16th January 2015. We had varied speakers from the hotel industry who spoke on the topic 'Revenue Management'. Following is the list of the speakers who were part of the seminar.

Mr. Khajaram Bahaduri – Training manager. J.W. Marriott Juhu Mumbai.

Mr. Hansoh Udwadia – Senior Sales and Marketing Head. Mars Hospitality Private Limited.

Mr. Shankey Sehgal – Revenue Manager. The Leela Mumbai.

Ms. Pooja Thakur – Human Resources Manager. ITC Grand Maratha Sheraton Mumbai.

Mr. Manas Zend – Associate Director of Revenue. The Westin Mumbai Garden City.

Ms. Chetna Singh – Water Stone Hotel. Mars Hospitality Private Limited.

Atithi 2015. Our Distinguished Panel Of Speakers For The Seminar.



From left to right - Mr. David Naidu, Ms. Pooja Thakur, Ms. Chetna Singh, Mr. Joseph Furtado, Mr. Hanosh Udwadia, Mr. Manas Zend, Mr. Shankey Sehgal, Mr. Khajaram Bahaduri.

Atithi 2015. Many Visiting College Students



The Moderator of the Seminar

Mr. David Naidu – Director Human Resources. The Westin Mumbai Garden City.

The Seminar was a great success and very informative for our faculty and students and visiting students from different hotel management colleges. They left after the seminar with much more knowledge about Revenue Management. Lunch was also provided for all.

The New year 2015 also brought fun and competitions for our Hotel Management students in the form of KIMI and RHYTHYM.

KIMI 2015

On 31st of January 2015 twenty five of our talented students participated in various competitions organized by 'Kohinoor International Management Institute' Khandala. Known as KIMI in short.

Our students participated and won prizes in the following categories....

1st Prize in Chef's Competition 'Food Fraternity'
1st Prize in Cake Decoration 'Sponged Bob'
1st Prize in Dance Competition 'Rock till you Drop'
1st Prize in Face Painting 'In your face'
Runner up in Mocktail Competition 'Potion Pundit'
They participated in Total of 6 events.

This experience was a real motivator for our students and a great opportunity for them to showcase their individual and group talent.

RHYTHM 2015

Rhythm 2015 the next event is something all the ATHARVITES excitedly wait for each and every year. This year again Rhythm saw various competitions being arranged for our students which are more and more innovative with the passing years.

Hotel Management students were responsible to arrange 'Food Stalls' during all the days of the event. They managed a Snack Stall, providing a varied platter of Snacks. All those with a sweet tooth indulged in the Bakery Stall, again managed by our students offering a different variety of cakes, pastries, varieties of mousse and so much more.

Like every year Rhythm was a great success.

FAREWELL 2015

Farewell is something that our 3rd year students always look forward to that marks the end of their precious years in "ATHARVA".

Atharva Farewell of our passing out students was held on 10th April of this year. It included the Prize Distribution Ceremony in various areas, ranging from 100% attendance to the Best Student of the Year.

All the faculties and students were extremely happy and proud to have our very own **Mrs. Varsha Rane Ma'am** as our Chief Guest.

Ma'am enlightened our students with a wonderful and motivating speech and also distributed the various prizes to our passing out Hotel Management students.

We are all proud and happy to be part of so many events and look forward to many more in the new academic year.

Thank You.



iQuest - Technovate 2015

Atharva Institute of Information Technology celebrated iQuest - Technovate 2015 from 16th to 18th April. This three day event is held every year where experts from the Industry are invited to deliver lectures. The students were updated on the latest technologies in the field of IT. The students also gave presentation on "New Developments in IT". The AIIT alumni were invited to present their Final BCA projects. The students enthusiastically decorated the 7th Floor of Phase 3 with excellent charts.

Day 1: In the first session Mr. Kunal Parmar CEO of 'INTELLIHACK' gave a seminar on topics like- various Career options in the field of IT, Ethical Hacking and How to Build a Website using PHP. The second session started with IT Quiz and Blind Coding in programming languages C and C++.

Day 2: The second day began with a session on 'Understanding Organisation' by Mr. Nazeer Aga the topics covered would be were - Definition, Different types of Organisation, Manufacturing Process, Departments, Planning, Organisation Structure, Organogram and ERP soft wares.

The students also gave presentation on various topics like 'Android & Apps', 'Artificial Intelligence', 'Mobile Phone Cloning' ...The students impressed everyone with their confidence, knowledge and presentation skills

Day 3: The three day event ended with a talk by Mr. Satish Bendre (retired from Johnson & Johnson) on 'Don't limit your challenges but challenge your limits'. This session helped the students to think beyond the classroom and reassess their concepts based on current business trends, which would help them to excel in the business.

The event ended with Prize and Certificate distribution and was a stupendous success.

by **BCA Students**



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Activities from Jan'15 to June'15

Film Appreciation

Film Shown by Mr. Krishnendu Sarkar (Alumni of FTII)

- Inception
- Gangs of Wasseypur
- The Monsoon Wedding

Film Shown by Ms. Shubra Dutta (Worked for the Films like Munna Bhai MBBS, Delhi 6..)

- Pyassa, Bicycle Thief, Godfather
- Workshop
- Full day Workshop on Film Making and Convergence Media
- Full day Workshop on Foundation of Film making by Mr. Krishnendu Sarkar (FTII Alumni, worked with ESPN World cup, Finolex Switch, Iodex, Mother dairy etc..)
- Workshop on Cinematography by Ms. Shubra Dutta (Worked for the various films like Munna Bhai MBBS, Aankhon Dheki, Lukka Chuppi, Delhi 6, etc..)
- Workshop on Acting by Ms. Gulista –Alumni of NSD(Worked for the project like Bade Ghar ke Beti, Tapish, Johra Begum, Khuli Khidki etc...)

Workshop on Acting
By Ms. Gulista- Alumni of NSD (A professional actor worked for the projects like Kyun Ki Joena Iska Neam hai, Bade Ghar Ki Beti, Tapish, Johra Begum, Soorat Yaa Seerat, Khuli Khidki, etc)
On 27th June'15 @ 11:00 AM
Call to Register: 9833160387

Workshop on Cinematography
By Ms. Shubra Dutta
on 30th May 15
from 11 am to 2 pm

MS. Shubra Dutta
Worked for the various films like Munna Bhai MBBS, Lukka Chuppi, Shikar, Delhi 6, Aankhon Dheki, By Chance...and many more

ATHARVA INSTITUTE OF FILM & TELEVISION

Workshop on Film Making & Convergence Media

By Mr. Aditya Basu (Professional Film Maker with 18 yrs of experience Worked with Channels like Zee, Tanka, E-TV, Sahara Sanyog (Hindi)) and Mr. Anshuman Choudhary (A professional film maker worked with Apollo Bangla, Zee Network, UTV, Music A2Z)

on 18th April'15 @ 11 AM to 5 PM

To Register call : 9833160387

Get Ready to meet
Mr. Ramendra Vasishth -Writer of Mary Kom
@ Atharva Institute of Film and Television

On Saturday 20th June'15 @ 3.30 PM

PRESENTS SCREENING OF

Gangs of Wasseypur - Part 1 (stylised as *Gangs of Wasseypur*) is a 2012 Indian crime film co-written, produced and directed by Anurag Kashyap. Centered on the coal mafia of Dhanbad, Jharkhand, and the underlying power struggles, politics and vengeance between three crime families, the Part 1 features ensemble cast with Manoj Bajpai, Navvazuddin Siddiqui, Huma Qureshi, Richa Chadda, Tigmasha Dhillon in the major roles and its story spans from the early 1940s to mid-1990s.

Monsoon Wedding is a 2001 film directed by Mira Nair and written by Sabrina Dhawan, which depicts romantic entanglements during a traditional Punjabi Hindu wedding in Delhi. Writer Sabrina Dhawan wrote the first draft of the screenplay in a week while she was at Columbia University's MFA film program. Monsoon Wedding earned just above \$30 million at the box office. Although it is set entirely in New Delhi, the film was an international co-production between companies in India, the United States, Italy, France, and Germany

Workshop Foundation on Film Direction

By Mr. Krishnendu Sarkar (Film and TV Editor & FTII Alumni Worked with ESPN Worldcup, Finolex Switch, Iodex, Mother Dairy, UTV World Movies, The Making of Yuvraj, many more)

on 16th May'15 from 11 AM to 6 PM

INCEPTION is a 2010 science fiction heist thriller film written, produced, and directed by **Christopher Nolan**. The film stars Leonardo DiCaprio, Ellen Page, Joseph Gordon-Levitt, Tom Berenger, Michael Caine and others. DiCaprio plays a professional thief who commits corporate espionage by infiltrating the subconscious of his targets. He is offered a chance of redemption as payment for a task considered to be impossible: "inception", the implantation of another person's idea into a target's subconscious.

Film Appreciation by Krishnendu Sarkar
(Film & TV Editor & Alumni of FTII, Pune)
On Thursday 22nd January, 2015, at 3:00 pm
Venue: 6th Floor, Phase III at Metropolis Studio

Film Appreciation by Krishnendu Sarkar
(Film & TV Editor & Alumni of FTII, Pune)
On Friday 10th April'15 @ 3:00 pm

Film Appreciation by Krishnendu Sarkar
(Film & TV Editor & Alumni of FTII, Pune)
On Friday 24th April'15 @ 3:00 pm

Venue: Atharva Institute of Film & Television (AIFT)
ATHARVA Educational Complex,
Malad-Marve Road, Charkop Naka, Malad (West)
Mumbai - 400095.

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“Mobile Applications Development”

Atharva Institute of Information Technology introduces “Mobile Application Development” in collaboration with YCMOU and GTT.

Importance and need of the program

Desktop based IT application is present, but Mobile Applications is the future. All the applications that were made to work only on desk top are being ported to mobile. The demand for mobile based trained engineers is increasing every year to meet this requirement of Next Generation Technology. This demand is expected to grow 70 folds in the coming 4 years. Considering this scenario it is important for students to learn such niche technologies.

Career opportunities in Mobile Apps development

Mobile applications market is already huge and is growing at a steady pace. Use of 3G is rampantly growing and Android based devices are being launched frequently. This creates great demand for programmers on the Android platform and excellent opportunities await those who enter early into a growing market.

Android is regarded as the operating system of the future smartphones and hand-held devices. Students will learn how to create enterprise ready applications which can use Android mobiles as client devices. HTML5 helps in accessing numerous positions within a business organization.

Course Outline

- Android overview
- Android UI
- Application components
- Introduction to HTML5
- Forms

by
Mrs. Shilpa Mistry
HOD, AIIT



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