



THE ATHARVA TIMES

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Pearls Of Wisdom

“Education is the ability to listen to almost anything without losing your temper or your self-confidence”

- Robert Frost

From The Executive President's Desk-

Dear Students,

In a short span of time Atharva Group Of Institutes have pioneered, number of initiatives in the sphere of education, setting up new standards and benchmarks of performance. We have a world class infrastructure and a culture of excellence, providing a most conducive learning environment shaping global citizens.

We believe in holistic education , which creates human beings who are integrated. Our alumni are well- placed and are successful professionals in different walks of life. At Atharva we have always placed a great importance for students to not just develop their competencies but to discover lasting values , which brings enduring peace. Education must create an awareness in us to create harmony and not just be selfish and aggressive individuals.

This year we have encouraged and supported initiatives in exploration, research, technology and innovation. Atharva College Of Engineering ground station, is one of the first functional station capable of receiving and processing data sent by “Pratham”, an IIT Bombay satellite, successfully launched by ISRO.

Last year our PGDM students visited South Korea, this year they have visited China. Today we live in the VUCA world(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).Atharva's B-school has been ranked among top 100 in IIMS B-school survey 2015 by Higher education Business Today. We have also achieved milestones in Hotel management, Fashion, Information Technology, School Of Drama And Performing Arts, Film & Television.

Our Indian Princess 2016, is a Unique Beauty Pageant for young girls to showcase their talent and give them enormous opportunity in the fashion world.

This year ,Indian Princess World Grand Finale took place in Dubai. It was most anticipated event and was held on 20th October, 2016 in Le Méridien. The event featured top Fashion Fraternity, Executives, Corporate and Entertainers from Dubai, India and Overseas. There are many more miles to go in 2017. Wishing You All A Happy & Prosperous 2017.

Thanking You
Sunil Rane



Shri Sunil Rane
Founder Secretary &
Executive President, AET



Executive President at the Atharva's Ganesh Festival -2016



Students at the Atharva's Ganesh Festival -2016

Indian Princess 2016



Indian Princess 2016, A Unique Beauty Pageant for young girls to showcase their talent and give them enormous opportunity in the fashion world.

Indian Princess, A Unique Beauty Pageant is the brainchild of Shri Sunil Rane, Executive President of Atharva Group of Institutes.

Graceful and Charming contestants from Mumbai, Pune, Delhi, Chandigarh, Lucknow, Punjab, Nagpur, Mangalore, Bareilly-Uttar Pradesh, Ludhiana, Himachal Pradesh 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: Finalist 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 5* Portuguese style Resort, Blue Ocean Resort & Spa, Ganpati Pule, Maharashtra, Hospitality Division of Atharva Group.



Trainers

Fashion Stylist

Naushina Shaikh is a Fashion Stylist

Celebrity fashion photographer

Neil Almeida commonly know in the fashion industry as Neil Grake

Health & Fitness Expert

Dr Prajakta Borse, nutritionist & yoga expert & proprietor of Revival The Nutri- Spirit.

Fashion Choreographer

Mr. Benhur Dsouza is a Fashion Choreographer with the Indian Princess Team for the past 6 years

Grand Finale

Indian Princess World Grand Finale took place in Dubai. It was most anticipated event and was held on 20th October, 2016 in Le Méridien. The event featured top Fashion Fraternity, Executives, Corporate and Entertainers from Dubai, India and Overseas.

As promised, the evening was full of sophistication and elegance with a high profile attendance. Celebrities like, Mandira Bedi, Daisy Shah, Nora Fatehi and Scarlett Wilson performed in the Grand Finale.

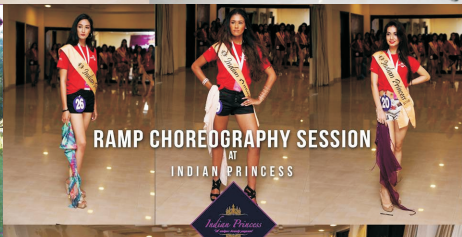
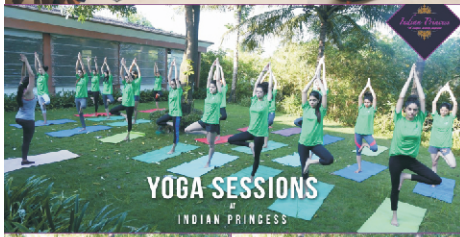
Winners

Winner of Indian Princess 2016 is Ms Divya Agarwal,

1st Runner up Ms Damanpreet Kaur Brar and the 2nd Runner up is Jasleen Kaur Anand.



Miss Jasleen Kaur Anand -
2nd Runner Up
Miss Divya Agarwal -
Winner
Miss Damanpreet Kaur Brar -
1st Runner Up





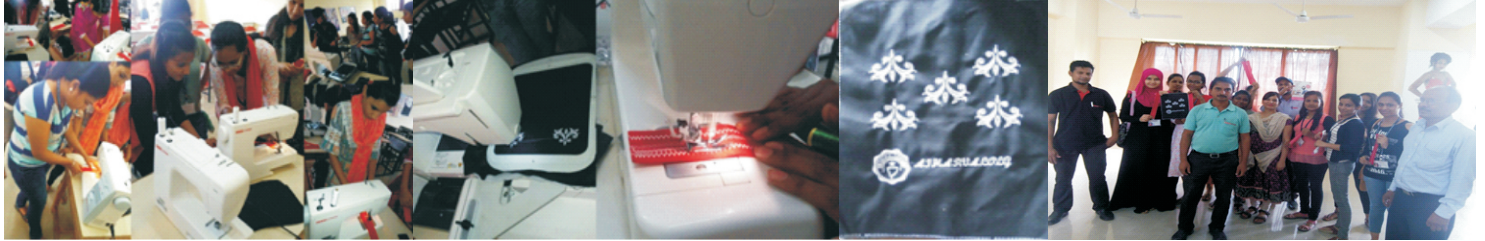
TALENT ROUND AT INDIAN PRINCESS



In the span of June to November, various activities took place at ASFA.

1. Seminar on Usha Machines

To give technical knowledge of sewing machines, ASFA organized a seminar by Usha machines like every year where we students learned about the specifications of different kinds of machines and about their newly launched machines.



2. Beauty & Hairstyle workshop by Ms. Ivy Lee



3. Diwali celebration

We students had loads of fun During diwali. We made rangoli and decorated diyas and the best was the food competition where we got food from home and presented it to everyone in classrooms. It was a fun week where everyone enjoyed to the fullest.



4. Industrial Visit to Ahmedabad

To gain some practical knowledge, we were provided an opportunity to visit many industries in Ahmedabad like Blue Buddha, Amatives, Zedex Clothing Pvt. Ltd, etc, where we got to learn how things work in the industries.





1. Presentation on different states

We students got the chance to learn about the states in different ways by applying our theoretical knowledge in practical way with the help of powerpoint presentations and we all were dressed accordingly and to have some fun we also prepared food according to the states we were presenting.



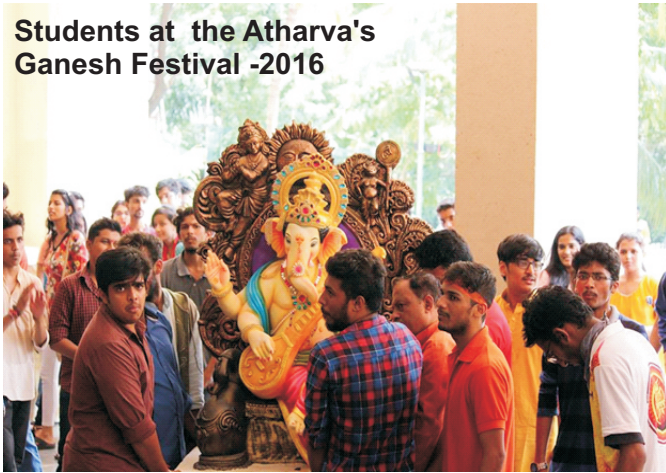
1. Visit to Textile Committee

We students went to visit Textile committee with our faculties and got the chance to enhance our knowledge. We took round of the entire organization and learned how things work in different departments in the Textile committee.



ATHARVA Ganeshotsav 2016

Students at the Atharva's Ganesh Festival -2016



The students of Atharva institute celebrated Ganesh Chaturthi with full enthusiasm and zest for the 16th year by welcoming our King, Atharvacha Raja in a grand manner. It was a moment of delight when all the seniors who were a part of Atharva came back and bowed down to the deity to seek his blessings. We had the Shiv Bhramand Dhol Tasha Pathak at the drums to reverberate and thump up the excitement during the 'Aagman 'and ' Visarjan 'of our Atharvacha Raja. The major event held was Atharva's Got Talent which was a great platform for the students to manifest their talent and also to compete with each other. We also had a traditional Marathi musical event,

Swargandhar adding to the festivity. Various days like, 'Saree & Tie day', 'Traditional day', etc were celebrated in the campus giving college a vibrant vibe during the week. Fun games like musical chairs, Antakshari, housie were also a part of the celebrations. A live feed of the Visarajan process was updated on our Facebook page shot by the drone. This marked a new technological advancement from the college side.

-Arnav Shetty

Report on First Year and Second Year Direct Entry Diploma Induction Seminar

The induction ceremony was conducted for the First Year and direct second year entry diploma students on the 8th of August and 16th of September respectively, wherein they were given a gist of the activities that take place in our college, information about the various committees, different workshops and seminars and placement statistics of our college. This was done to ensure there is no hindrance in understanding the working of college and also to create a friendly atmosphere. The first year students of engineering were welcomed in the institution in a grand manner by a DJ night which was organized in their honor on 26 August. It was one of the fun events wherein we had various personality development based games and also hunt for Mr and Ms Fresher for the year. We also saw our senior Atharvites coming back to the campus which was a moment of pure delight for us. The night served as a refresher for students who were working hard for then upcoming festivals Techithon'16 and Ganpati decorations.



Accenture Meet on Career Day Report

The Accenture Meet was held on career day i.e on the 20th of July, 2016 where we had a unique opportunity to interact with leaders inside Accenture Company and to know about how they harness emerging technologies to power the world's leading businesses and governments. We also had various fun events conducted by them. The winners of the events were awarded exciting goodies like T shirts, pen drives and even speakers. The final year students were given a brief overview of the company and placement process allowing them to take an informed decision about their careers. The students departed happily after clicking at Accenture photo booth outside the auditorium.



Report on Bridging the Skill Gap between Industry and Academics

On the 20th of September, a seminar on 'Bridging the skill gap between industry and academics' was organised by ATHARVA College of Engineering wherein we had speakers from British Telecom Global Services, Idea Nutz consultancy and Hind Rectifier to guide and enlighten the students about how to cope with the industrial requirements. This was attended by the third year and final year students who would be preparing for campus placements. It certainly helped the students to understand the working of industry and the corporate world in a better way.



'Know Your CMC' Session – well appreciated by students & parents

In continuation with the "Expert Talk Series" for new batch of PGDM (2016-18), Atharva Institute of Management studies organized a session "Know your CMC" on Friday 3rd June, 2016. Campus Placement being one of the most sought after area of any MBA aspirant, the session was organized by our Dean, Prof. N.S. Rajan so that students get a chance to interact with CMC team. He initiated the session with a brief introduction of CMC and its members.



CMC member Ms. Nikita Nimkar encouraged students to participate in various intercollegiate events that are held throughout the year on AIMS campus which will help them develop all round personality. Prof. Prabhat Verma, Prof. Dr. Sreeram Gopalkrishnan and Prof. Dr. Joshi spoke about how important it is to have short term goals along with long term goals as a MBA student. Also students should develop holistic approach towards management education rather than operating in specialization silos.

Indeed, an 'Excellent Training Session for the PGDM Joiners at AIMS!

Knowing the need of today's corporate world, our Dean Mr. N S Rajan came up with an innovative idea of extending training to the PGDM students of 2016-18 batch on 10 th June, 2016 on MS excel sheet (basic functions), before the academic year actually starts. Prof. Sandeep Rasal took a lead role in training the students with valued support from team members Prof. Rateesh Nair and Prof. Radhika Rai.

The students were explained the features of MS Excel with suitable examples and various basic functions were covered. This was followed by an assignment. The students were very much pleased to have learnt the basic functions from where they can now look forward in developing their skills in MS Excel by exploring advanced features.



Rise for Good! New PGDM Joiners Visit Mahindra & Mahindra Ltd.

As a part of LEAP (Leadership Enhancement Action Plan), Atharva Institute of Management Studies arranged a plant visit to Mahindra & Mahindra's Farm Equipment Division for the new PGDM joiners (batch 2016-18) even before the commencement of their classroom session.

Our Dean Prof. N S Rajan, Prof. Sandeep Rasal, Prof. Ratheesh Nair, CMC Head Ms Piyusha Amre and Ms Nikita Nimkar along with the new PGDM joiners visited Mahindra & Mahindra Ltd., Kandivali on 17th June, 16. The session started with an introductory note by Mr. Sandeep Deshpande, Sr. Manager Employee Relations on the operations of

Mahindra & Mahindra Group. He briefed the students on the farm division of the company and also the Employee Engagement Practices. This was followed by plant visit in their PU (performance unit) transmission and Engine section.

It was a good learning experience for the students which will help them in relating the practical knowledge gained during the industrial visit with the classroom sessions.

Students take on the Mahindra & Mahindra industrial visit -

"I'm very thankful to AIMS and our faculties specially Rajan Sir for organizing such an informative industrial visit for us even before our curriculum start. The on floor visit to their Engine performance unit and transmission unit was very informative." - Daksha Gohil

"Our PGDM batch was lucky to get an opportunity to visit the plant to gain practical knowledge even before the beginning of our MBA sessions. I look forward to the Career Management Centre (CMC) for organising more of such visits for us" - Smith Mehta

"I came to know about the practical industrial layout, the equipments they use for handling materials and much more. Overall it was very good experience." - Bhavesh Chauhan



Rejoicing the International Yoga Day 2016 at AIMS

Atharva Institute of Management Studies initiated the Joy of Yoga session which was attended by faculty members from Atharva College of Engineering and Atharva Institute of Management Studies, along with the new batch of PGDM (2016-18). It was an enjoyable and insightful activity, contributing towards the celebration of World Yoga Day on 21st June as declared by UN and originally proposed by PM Narendra Modi in 2014.



PGDM joiners enjoy Learning with Fun at AIMS

Interactive sessions on 'The Impact of Attitude in Business' and 'Accent Neutralization' was taken by Prof. Kiran Nigam on 21st and 23rd June respectively at the Atharva Institute of Management Studies for the PGDM joiners.

The interactive session on 'The Impact of Attitude in Business' started with PGDM students forming their own teams and each team had to know every basic detail of their team members. These teams had to complete a task of making a house with a pack of cards. Prof. Kiran Nigam explained the students about the importance of having a positive attitude, how it affects us, how one should maintain positive attitude and how we should change our negative attitude to a positive attitude. The session on 'Accent Neutralization' focused on the importance of communication and how accent and pronunciation play an important role in the corporate world. The students were asked to communicate with each other in order to understand and learn communication skills and soft skills.

The sessions taken up by Prof. Kiran Nigam were certainly full of learning and fun.

Let's see what the students have to say –



"Prof. Kiran has changed our entire view towards Attitude and Goal." -Rahul Poojari

"We got an opportunity to understand and learn the importance of accent and pronunciation of words while communicating with others. I would like to thank our Dean Prof. Rajan and Kiran Ma'am for organising this session." – Daksha Gohil

"It was a great session held by Prof. Kiran Nigam; she changed my entire concept about communication and vocabulary." – Priyanka Sakpal

"Overview of Financial Sector - A Management Perspective"

Financial Service Industry contributes to various management profiles as it creates job opportunities in all fields of management. An insight to the working of this industry is essential to emerge in one's career. Keeping in mind the diverse background of the students, our Dean Mr. N S Rajan, initiated a session conducted by Prof. Radhika Rai, for the development and understanding of the new PGDM joiners on 24th June, 2016 at the Atharva Institute of Management Studies.

It was an interactive session where students were given the opportunity to display their knowledge and ability to present in front of a crowd. Largely, the session was taught through the mode of presentation; bringing forth factual information about the concerned industry. It benefitted the students to get a tangible representation on overview of the financial sector.



Young Eagles get introduced to Legal Business at AIMS

An interactive session was organized on 24th June, 2016 at the Atharva Institute of Management Studies for the new PGDM joiners to give a basic understanding of legal studies and its impact on business. The session was initiated by Dean, Mr. N. S. Rajan and Advocate Pooja Patil.

The session began with a concise history of Judiciary and legal system in India. History of courts was explained giving focus on Rule of Law and Separation of power. Going ahead "moot court" was used as a medium for explaining case laws and legal concepts. It was held to make the students aware about the court proceedings and different case laws. Students were divided into groups of 4-5 and 4 case laws covering topics like Trademarks, Offer and Acceptance, Employee Provident Fund, Company Law, Auction Sale, were given to them. They were made to stand for Petitioners and defendants. Also, an attention-grabbing game named "Taboo" was played to explain legal jargons. All the students were divided in 2 groups and each student participated in this game making it very competitive and fun learning.



Guest Lecture: Mr. Stephen Sequeria

Mr. Stephen Sequira gave his valuable time to the students of AIMS. The session held by him was not just another seminar but it was very interactive and knowledge gaining where he shared his past 20 years experiences and also gave his insights about the careers and job opportunities in the field of marketing for management students. He was very humble and elaborate in answering the queries asked by students. And it was not only about marketing but a whole gist of the corporate world.



PGDM Induction Programme for Batch 2016-2018

Atharva Institute of Management Studies organized Induction Programme for the new joiners of PGDM Batch 2016-2018 on 1st July 2016. The new batch of students had excitement, apprehensions on their faces before commencing this new journey of their life. The programme commenced with Ms. Nikita Nimkar welcoming the students followed by the Atharva Journey through a video. Post that, Ms. Priyanka Patel and Ms. Sonam Gawde elucidated the Atharva website in detail.

Prof. Rajan took over and invited a few students of the senior batch PGDM 2015-2017 to share their experience at Atharva. The students Ms. Jagruti Pathak, Ms. Saipooja Peyyeti, Ms. Dhvani Gajjar, Mr. Zuber Khan, Mr. Kunal Lokhande, and Mr. Fahad Happani conveyed their feelings and experiences of Atharva in the last one year. To give our freshmen an insight on what they can expect from the institute, the students from the current batch shared their

experiences and expressed with pride their achievements and how they have been nurtured and trained to face this challenging world in the near future.

Post that, Prof. Rajan gave the newcomers a chance to come up on the dais and introduce themselves. The students displayed a lot of excitement and were thankful to Prof. Rajan for giving them the opportunity to speak in front of the whole audience. After the students the faculty members gave their introduction and shared their experiences.



I LEAD I WIN mesmerize students of PGDM Batch 2016-2018

Atharva Institute of Management Studies organized session on Leading yourself and Motivation on 8th July 2016. It was yet another brilliant session arranged by the Dean Prof. Rajan Sir. The session was conducted by Mr. Vivek Slaria, Co-Founder, Greenlatte and Ms. Anupriya Nayyar, Creative writer and Coach at Greenlatte. It was a very unique programme since it involved a scientific method for goal setting and habits. What was really interesting and new was the structural breakdown of setting habits and goals. Another key point that they highlighted through a video was the difference between a manager and leader. Its rightly said that small change brings about a big difference. And the students were taken by surprise when they were asked to sketch their present and the future that they wish to see for themselves. The whole session was full of fun and a lot of learning which students will be able to definitely incorporate in their life life. Also the way in which the seminar was conducted was in sync with their aim to create self inspired, collaborative and creative leaders. To sum up it would be apt to say that students were **HAPPY TO BE THERE**.

Compiled by: Smit Mehta, Priyanka Sakpal, Mayuri Janwalkar



Digital Marketing Seminar

Students of marketing specialization from Atharva Institute of Management Studies – Rohit Khade, Omkar Bane, Akshay Pai and Anagha Mestry along with Dean Mr. N.S. Rajan and Prof. Vikas Singh were invited to attend the conference at Nehru center, Worli on the topic “How to be a marketer in the digital age?”

We got an opportunity to interact with speakers :

- Mr. Ronnie Screwvala (Co founder, UpGrad& founder & Ex-CEO of UTV)
- Mr. Ashok Lalla (Former head of digital at Infosys, Taj, Mindshare, Havas)
- Ms. Kavita Jhunjhunwala (Founder, Web spiders & Content Curator, Click Asia Summit)
- Mr. Mayank Kumar (Co - founder & MD, UpGrad)
- Mr. Pankaj Parihar(Head of digital Marketing, Godrej)
- Mr. Kunal Jeswani (CEO, Ogilvy India)
- Ms. Bidisha Banerjee (Head, learning & development, Future Group)
- Mr. Arunabh Kumar (Founder & Group CEO, TVF)



NHRDN HOLDS PANEL DISCUSSION, UDAAN-A NEW INITIATIVE

NHRDN's new initiative, Udaan organised a panel discussion at Mahindra and Mahindra Ltd, Kandivali on 15th July, 2016. The topic for the panel discussion was “Talent Management and Social Media”. Students of Atharva Institute of Management Studies with HR specialization got an opportunity to attend the discussion.

The discussion was headed by influencers and professionals from the field of HR. The panellist included:

- Rakshita Dwivedi- Plug HR
- Shweta Pathak- TMP Worldwide
- Ruchee Anand- LinkedIn
- Swapnakant Samal- Reliance Industries Ltd
- Dhanajay Bansod (Moderator) - NHRDN



Visit to the RBI Monetary Museum - A Knowledge Rich Experience

Money is an inseparable part of finance and its evolution from an era of 'barter system' to 'plastic money' has taken few millenniums. To understand this better, The Atharva Institute of Management Studies organised a visit for the first year PGDM batch to the 'RBI Monetary Museum' on 15th of July 2016. The students were accompanied by the Dean Mr. N.S. Rajan, Prof. Prabhat Varma and Prof. Radhika Rai Gupta.



The museum has a rich collection of coins and information about everything to do with money, coins, notes, currency and the RBI. The Museum brings out the great numismatic history associated with India through a time line of all dynasties, foreign rulers and princely states.

12th PGDM Convocation of Batch 2014-2016

The 12th PGDM Convocation Ceremony was a memorable event of Atharva Institute of Management Studies, held on 23rd July 2016 in Atharva campus. It was a wonderful farewell to the students of PGDM course which is affiliated by AICTE.

Gracing the occasion with their presence were Honorable Shri Dattaji Rane Sir Ex. Higher & Technical Education Minister (Govt. of Maharashtra) & President - Atharva Educational Trust. Shri Dattaji Rane Sir declared the convocation open. It was followed by enlightening Convocation Address by the Chief Guest of the evening Mr. K. A. Narayan, President HR, Raymond Ltd. He spoke about how life outside the campus would be for the students. He gave some tips for maintaining healthy work life balance and expressed that mistakes can be stepping stone to success. Dr. S. K. Bhattacharyya, Director Atharva School of Business delivered the welcome address followed by Director, Atharva Inst.OfMgmt.Studies Dr. P. P. Joshi presenting the annual report of the institute.

Prof. N. S. Rajan, Dean Atharva Institute of Management Studies conveyed his thoughts and life lessons to the graduating students. Mrs. Narayan & Prof.Dr. Sujata Pandey also graced the occasion.



Chanakya Nitis & Lessons for Human Resources

The NHRDN event commenced with the Dean Dr. N.S. Rajan welcoming the esteemed guests. This was followed by Mr. Neeraj Agarwal briefing about UDAAN event of Gladiators. Then the esteemed guest speaker Dr. Radha Krishnan Pillai gave his valuable inputs on the essence of Chanakya Niti & its learnings for HR fraternity.

Chanakya Niti and its practical application in today's world - HR industry covering a host of areas including recruiting and selection of employees, employee management, compensation and mentorship. The brief discourse given by Dr. Radhakrishnan Pillai in clear, lucid style revealed Chanakya's teachings having relevance in today's competitive recruitment industry.

To cite, "Once you start working on something, don't be afraid of the failure and don't abandon it."

The guests were overwhelmed by the hospitality extended by the AIMS family.



Guest lecture on 'Opportunities in Financial Sector' & 'How to prepare for an Interview'

A Guest lecture on 'Opportunities in Financial Sector' & 'How to prepare for an Interview' by Mr. Subramanyam Pisupati - Managing Partner of 'M/s The Capital Syndicate', an equity / derivatives research firm was organised by the Atharva Institute of Management Studies on Friday, 12th August.

The Guest Speaker highlighted the enormous opportunities available in financial sector and explained about the various participants like Banks, NBFC's, Broking and PMS Companies, Investment / Merchant Bankers, Mutual Funds, Insurance Companies, Primary Dealers and Loan Syndication Companies.

He detailed about the nature of jobs available with in each participants of 'Finance Sector' and the preparation required by students to make career. He explained the art of writing the 'Resume' and specifically mentioned the "Dos & Don'ts" to be taken care. He also explained 'How to prepare for Interview' and informed many important points about the psychology of interviewer. Finally, he gave a very clear message to students that they never get second chance to create first impression. He also emphasized that Campus selection is life time opportunity and missing it means an uphill struggle.



Higher Education Summit 2016 Accelerating Development through Higher Education

Higher education and development of a nation are inextricably linked. The interrelationship has been recognized for long. The Higher Education Summit 2016 was organized by Confederation of Indian Industry (CII) on 11th Aug, 2016 at Vivanta, Taj-President, Mumbai. The objective of the summit was building of robust education system in India. Today we need new structures that better reflect the diverse learning requirements of our students, we need to develop world-class capability in high-value niche areas, and we need structural changes in the higher education system to ensure greater effectiveness and efficiency.



In this session, leaders from Institutions & Industry set the ball rolling for deeper deliberation in following 4 key areas that needs to be immediately addressed: Collaboration: International, Industry & Institute (Speaker – Mr. Prince Augustin, EVP-Mahindra & Mahindra) Innovation in Education: Delivery & Experience (Speaker – Lord Meghnad Desai, Emeritus Professor of Economics, London School of Economics and Mr. Abizer Merchant, Regional Director, Macquarie University) Producing Employable Graduates: 21st Century Skills, enterprise, research and innovation (Speaker - Mr. Sunil Kashikar, Zensar Technologies) Autonomy & Responsibility: Regulatory reforms and governmental engagement (Speaker – Mr. V V Khole, Vice Chancellor, Amity University Mumbai)

Shri Vinod Tawde, Hon'ble Minister for Higher & Technical Education and Mr. Sunil Khanna, Chairman, CII Maharashtra State Council graced the occasion through their special address. Our Dean Mr. N S Rajan, Director Mr. S Bhattacharya and Prof. Sandeep Rasal were fortunate to witness such a great inaugural session.

Event Report- Marketing Boot camp

The marketing club of Atharva Institute of Management Studies, held a Marketing Bootcamp to prepare the future marketers with all the necessary skill sets that a current day marketer is expected to possess to face the battle in the corporate world.

The Marketing Boot camp on “Careers & job Roles in Marketing after Post Graduate studies in Management” was held on 27th august, 2016 at Atharva Institute of Management studies, phase 3, seminar hall. The in-house promotion activities included releasing teasers on social media, which included details of the event, desktop background across all the systems were changed with the teasers, video of the logo was played in all classes of Semester 1&3 PGDM, MMS.

The Dignitaries from various industries who graced the event were Mr. Unmesh Nayak (Sr. Vice president, Reliance industries ltd), Mr. Jayesh Muzumdar (Commercial Head Corporate, Viacom 18 motion pictures) , Mr. Dilip Jayaram (Associate Vice president ,research and consulting, Dale Carnegie Training India).



TARK VITARK 2016 - ANNUAL DEBATE COMPETITION

Atharva Institute of Management Studies organized their Annual Intra Collegiate Debate Competition, Tark Vitark 2016 on 3rd September 2016. The students were already shortlisted through the preliminary rounds conducted prior to the quarter finals. Hence the students were charged up for the competition. The judges for the event were our own Alumni including Mr. Parag Rane (PGDM 2011-2013), Ms. Nikita Pawar (MMS 2014-2016), Mr. Sudeep Roy (MMS 2011-2013), Ms. Isha Prabhudesai (MMS 2014-2016), Mr. Mihir More (MMS 2011-2013) and Ms. Aasmah Shaikh (MMS 2014-2016).

Post the quarter finals and the Semi finals, the finale debate was power packed and the winning team was MMS Semester I followed by the runners up from the PGDM Semester I. The Best Speaker award was given to Tils Thankachan from MMS Semester I. The event ended with view points by the judges and our Dean Prof. N. S. Rajan Sir.



Social Media Security in the Digital Age

We live in a digital era where we interact and engage with our friends and family online. Social media has, without a shadow of a doubt, become central to our way of life. With this, online privacy and information security are also at greater risk.

To cover these issues and challenges, an event on Social Media Security was organized in AIMS on 30th August, 2016. The honorable guest speakers were Mr. Tohid Shaikh and Mr. Ronit Yadav, Certified Ethical Hackers, who have done certification on Ethical Hacking Tech Security and Computer hacking and Forensic Investigation. The lecture was very interactive and kept the students engaged.

Overall, it was a learning experience and an insightful session.



Guest lecture on "Emerging Role of HR in Today's Organization"

A Guest lecture on “Emerging Role of HR in Today's Organization” by Mr. Avadhoot Gaitonde - Ex Vice President Group HR and Admin of UFO Moviez India Limited was organised by students of HR Specialization at the Atharva Institute of Management Studies on Saturday, 17th September 2016.

The Guest speaker briefed upon the enormous opportunities available in the field of HR. He said that an HR professional need to converse with people in different arenas. He also stressed that HR acts as the base of any business. So it is important to be well-versed with the policies and procedures in any organisation you are working.

He gave details on various certification courses available for HR specialization and the preparation required by students to make career. He gave some crucial tips to students which includes reading some good literature, learning continuously and re-inventing yourself.



Industrial Visit to M/S Hutamaki PPL-A Complete Package!

The packaging function assumes a crucial role in all activities along the supply chain e.g. in purchase, production and transportation. Keeping above in mind, the students of PGDM/MMS-III (Operations) under the guidance of Prof. Sandeep Rasal were taken for one day industrial visit to M/S Hutamaki PPL, Silvasa on 16th September, 2016. M/S Hutamaki PPL has a rich history of global recognition in the field of flexible packaging and many other forms of packaging products.

The visit proved to be very much productive where students could gain knowledge about the various types of flexible packaging and its application in industry. They could learn the development process, the substrates being used, its barrier properties, the blowing, printing & slitting function, the QMS being followed in industry, etc. Overall, the students were very much pleased with the knowledge gained during the visit and this visit has certainly taken them one step ahead in business world.



Model United Nations (MUN)

The Atharva Institute of Management Studies (HR Team) conducted its 1st ever Model United Nations on 25th September 2016, organized by Prof. Pooja Patil. More than 80 students participated who were assigned various member countries of United Nation. Organising committee headed by our SEM III HR student Arshi and Tejal did a commendable work in organising this event.

Committees in function:

Economic and Financial Affair Committee chaired by Prof. Radhika Rai on the agenda BREXIT- effect on world economy.

Human Rights Commission chaired by Prof. Reena Poojara on the agenda Child labour- an understated phenomenon.

Both the committees were vice chaired by Miss. Arshi Hussain (MMS HR SEM III student).

The delegate of Georgia and Ukraine seemed quite excited with all the favours of great research and good speech.

Winners of the event:

Best Speaker : Miss Neha Dubey (MMS SEM I)

Best Solution: Sandeep and Bhavesh (PGDM SEM I)

Best Research : Mayur and Durgesh (MMS SEM I)

**Marketing Convention on Entrepreneurship Building an Entrepreneurial Ecosystem**

It's a proud privilege to share that the first Convention was organised at the Atharva Institute of Management Studies on Tuesday, September 27th by the Marketing Department under the guidance, direction and support of our Dean Shri N.S.Rajan. The Marketing Convention discussed about how the ecosystem of business nurtures creative ideas for starting enterprises and the impact that it has on marketing products and services innovatively.

The guests of honour were Mr. Nazim Sawant – Co-founder, India Entrepreneurs Club, Mr. Joe Pan – CEO, Pansworld Television, Mr. Deepkumar Janardhanan – CEO/CTO, AGIL and Mr. Uday Wankawala – Advisor with Entrepreneurship School & Academic Incubators. The speakers made a significant contribution to the thought process of students and their doubts removing their worries and giving huge motivations to start their own business.

The experiences shared by the speakers enlightened the students and also inculcated the spirit of entrepreneurship in them. The Marketing Convention summit ended with a huge uproar in students to start their own business.

**Insights on Skill Development for Future Manager**

Development of Skills is a necessity for the young managers of today. To elucidate on this topic, the HR Club of AIMS arranged a guest lecture on 'Insights on Skills required by future Managers' on 1st October 2016.



The speaker for the lecture was Mr. Manoj Sharma, Ex- Senior Manager HR (Tata Consultancy Engineers). Mr. Manoj Sharma provided imminent views on how to develop skills and emerge as a successful manager. He elaborated on how a person should have “Never say Die” attitude and should always be keen to learn newer things. He further added that it is always attitude that takes someone to the new heights of success.

The overall Session was interactive wherein the students got an opportunity to clarify their doubt on the ways to prepare them for their career.

Guest Lecture on "Skills to Succeed in VUCA World"

HR Club of Atharva Institute of Management studies organised a guest lecture on "Skills to Succeed in VUCA World" by Guest of Honour Mr. Charles Carvalho on 8th October, 2016 under the guidance, direction and support of our Dean Shri N.S.Rajan.



Mr. Charles Carvalho not just cleared what the VUCA (Volatility, Uncertainty, Complexity, Ambiguity) world is all about but also gave insights on how to sustain

with the KSA's i.e. Knowledge, Skills and Attitude one possesses.

He stressed on some of the essentials Meta skills like communication, accounting, psychology, design (the basics), technology, happiness, health, emotional intelligence, etc. which is required by every future manager in order to survive and succeed in the VUCA world. Also he stated that it is very essential to constantly upgrade yourself, keep learning, accept challenging projects, and use social media intelligently. He briefed upon some of the useful websites and mobile applications for developing these skill sets.

Executive Director of India China Chamber of Commerce and Industry visits AIMS

The Atharva Institute of Management Studies has organized 'Global immersion to China', an international industrial visit for the PGDM students of batch 2015-2017. In regards to this, AIMS arranged a special session for students with the purpose of better learning and to get well versed with their upcoming visit.

The Executive Director of India China Chamber of Commerce and Industry (ICCCI), Col. Rawat along with Ms. Snehal Kulkarni who is a Chinese instructor, visited the institute on Tuesday, 9th November, 2016. The session started off with students giving presentations on how they will carry Atharva brand, what will be the learning outcomes from various company visits, what they will share with their fellow mates and what research they will be doing.

Also Ms. Snehal Rawat, being a Chinese instructor taught students few words of Mandarin ni hao(hello) and xie xie(thank you) that will help them while travelling.

Lastly, Col Rawat wished students a bright future. He further mentioned that Atharva has a lot of potential and is one of the best institutes in terms of infrastructure, amenities, etc. The Atharva Institute of Management Studies thanks the dignitaries for sharing their expertise.



AIMS shows the way to students to Think & Act Global - Goes to China

The PGDM Batch 2015-17 of Atharva Institute of Management Studies visited the most happening city in the world – Shanghai, China from 15th to 21st November 2016. During the visit, the students visited various international companies like Coca-Cola, Bao Steel, SWFC, Yakult, and Volkswagen, Shanghai International Port and also the premier University of Jiao Tong and largest Silk factory. The students got an opportunity to explore the areas of infrastructure, industrialization, transportation, logistics, shipping, Manufacturing and how they discipline themselves to be the one of the leading county of the world.



Mr. Sunil Rane, Executive President a man with a vision and foresight showed the way to students by giving them an opportunity to explore and understand the various manufacturing units, logistic companies and universities in Shanghai. Mr. Sunil Rane has been in the forefront in promoting such international visits. Our students due to his dynamic approach had visited China in 2007, 2014 and now again 2016. In 2015 our students had visited Seoul South Korea. His approach is to facilitate students to explore management areas and build a better Future in the companies they work, and also be a better human being. He wants the students to learn how the citizens of other countries discipline themselves by following civic rules as laid down in their country.



INDUSTRIAL VISIT TO JAIPUR – MMS Sem III

On 29th November 2016, students of Atharva Institute of Management Studies (MMS-SEM- III) departed to Jaipur for Industrial Visit accompanied by Dr. Rekha Shenoy and Prof. Sandeep Rasal. Along with professional tour manager all were greeted at hotel Vesta Maurya Palace which provided all facilities, good food and services.

There were three industrial visits- at Bisleri, Khetan Tiles Pvt ltd and Poddar Shoes. All three of these companies have giant manufacturing plants and they export their products.

The students then explored the beautiful Pink City of Jaipur with experienced and knowledgeable guides. Places visited were Amer Fort, City Palace, JantarMantar, Hawa Mahal, Albert Hall Museum, Kanak Vrindavan Garden, Jal Mahal and Birla Temple. The City has a wonderful history of Kings and their beautiful forts.



Application Based MS Excel Training

The AIMS Marketing Team conducted an “Application Based MS Excel Training Program” for the first year PGDM students. The program was a part of the year-long “Marketing Student Development Program” (MSDP) which was designed by the marketing faculties to impart knowledge and specific skill sets to students ensuring their readiness for corporate world.

The training program was conducted over a period of two days 22nd & 25th of November 2016 by Prof. Ratheesh Nair, ably supported and guided by Prof. Abhay Desai & Dr. Paul Rosario. The training was majorly focused on providing students with a basic understanding of excel, usage of excel as an analytical tool for business and market analysis. Another major focus of the training was on making students use excel using only the keyboard for data input and navigation. This was done to help students become proficient and effective in the usage of MS Excel to make MIS reports and conduct faster analysis on large amount of data.

This training marked the end of the first phase of MSDP.



National Milk Day @ AIMS

Students of Atharva Institute of Management Studies celebrated the National Milk Day in commemoration of the 95th birth anniversary of Dr. Verghese Kurien, popularly known as the “Milkman of India”. The event was held on 28th of November 2016. The event was held in collaboration with Amul, the leading brand in the dairy industry in India. Students were asked to make research presentations on any one of the three topics provided by the Amul team as given below.

- Changing Scenario of Dairy Industry in India
- Milk Revolution in India
- Technological Advancements in Dairy Industry

The Amul delegates praised students for their stupendous effort and flawless research acumen and appreciated the depth of information that was incorporated into their presentations. The participants were awarded certificates and

Amul gift hampers in appreciation of their efforts. Mayur Patel (MMS-Sem 1) & Smit Mehta (PGDM-Sem 1) were the top 2 presenters of the event.

The event was successfully organized and executed by the AIMS CMC & Marketing teams.



Faculty Achievements

It's a great matter of pride for AIMS as our Dean, Prof. N. S. Rajan is selected as one of the jury members of the prestigious Qimpro Awards. In education with veterans in the field of business and education, the panel included Suresh Lulla Quality Guru, Mr. Nohria Ex Chairman Crompton Greaves, Ms. Vakil Ex Chairman Exim Bank and Roger Pereirra of Rogers Communication. The award ceremony will be held on 20th Nov 2016 at Mayfairs.



Best Faculty Award and Best Non Teaching Staff Award:

It was a proud moment for Atharva Institute of Management Studies as “Prof. Priyanka Patel” was felicitated as the “Best Faculty” and “Mr. Prakash Bhatkar” was felicitated as the “Best non-teaching staff”.



On 24th October, 2016, Phd (Doctor of Philosophy) provisional degree was conferred by JJTU to Dr. Paul S. Rosario, AIMS, for thesis submitted duly titled 'Impact of Corporate Communications on Enhancement of Professional Ethics in Organizational Culture' in the subject of "Management".



Students Achievement

State Minister launches product designed by AIMS
ECell Member

Mrs Pankaja Munde compliments new initiative by
Nikhil Deval, MMS student, AIMS

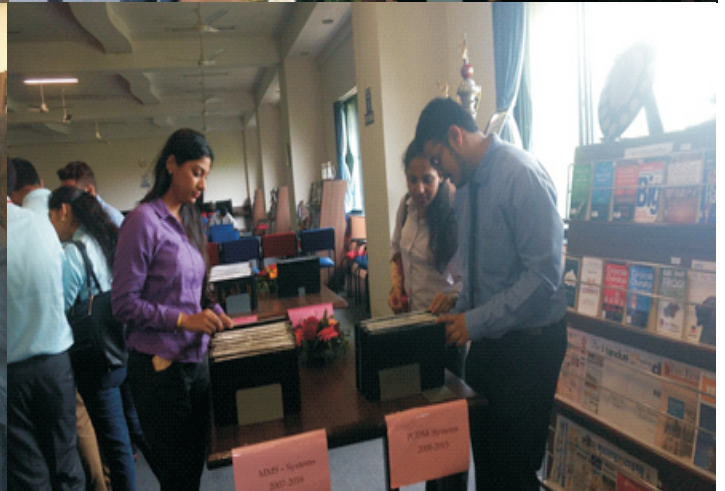
◆ Nikhil Deval, MMS 2nd year student at AIMS and a member of the AIMS Entrepreneurship Cell has chalked up several milestones in a short period of time. His pharma business is now spread across quite a few segments and his company Amviens has opened couple of outlets already. Recently, he has launched three new products - APTONVET (Appetite stimulant and tonic powder), CuWound (Wound healing cream), DYSEN-GO (Anti-Dysentery).

◆ MMS Semester III student Mr. Nishant Singh is one of the Top – 5 Finalist in IMCI-best summer Project Contest. The Best Summer Project Contest is one of the premiere events organized by Institute of Management Consultants of India (IMCI) Mumbai Chapter over the last 24 years. BSPC enjoys high brand equity and participation from the B'school fraternity, Industries and from IMCI Membership across India.



Project Exhibition

AIMS Library organized black book project Exhibition on 6 October, 2016 in order to make students aware about various research topics in different domain. The event was initiated by Prof. Rajan Sir – Dean, AIMS focuses on the significance of research in various fields like HR, Marketing, finance, systems & Operations. The exhibition was an event, giving opportunity to the management students to access the projects as per their convenience. More than 1000 research projects were displayed during the event. The event resulted in a satisfactory response from the students, thereby encouraging the execution of more such events.



“Must Read Books” Initiated by AIMS - Librarian



Campus visit by Mr. Dhananjay Samarai – Director of Human Resources & Mr. Mukul Sharma Executive Assistant Manager from The Westin Mumbai Garden City



Water Conservation – What can Housekeeping department do?

“Hotel companies have both a strong commercial and moral imperative for addressing water use. Cost is a clear factor: water accounts for 10% of utility bills in many hotels. Most hotels pay for the water they consume twice – first by purchasing fresh water and then by disposing of it as waste water.” At Water Management, we determined that the most effective way to get our training message across was to combine our weekly safety meetings with concise technical training topics.

The impression that your Housekeeping and Maintenance Staff makes on guests is invaluable, and because of this, there are many resources and opportunities to provide training that will improve guest satisfaction. Combining training sessions with safety sessions can work very well for the housekeeping and maintenance staff. These employees are in your hotel rooms and restrooms on a daily basis. Therefore, training them to be the ears and eyes of a Water Conservation Program can reap huge savings.

Water conservation for guest rooms can be planned by giving following tips to the room attendants or the houseboys. Adhere to hotel reuse linen/towel program to reduce laundry. Make sure linen/towel changing cards and other water conservation cards are in place for guests to find and easily read. Minimize water use during the room cleaning wherever possible. Turn off the tap during cleaning if not being used for cleaning purposes. Flush the toilet only when necessary during cleaning. Report leaking faucets and showerheads to maintenance immediately. Report running toilets and toilets that flush poorly or have other issues. Use a bucket to catch excess water from a running shower or sink and reuse for other purposes, such as mopping the floor or watering plants. Do not use running water to melt ice in sinks. Save opened bottles of water to water plants. Do not replace unopened bottles of water in the occupied rooms. Ensure thermostat is set as instructed by management to save energy and water.

Few of the followings tips can be given to laundry boys or the laundry supervisors. Always run the washing machine only with a full load. Minimize the rinse cycle as much as possible without reducing quality. Use the correct amount of soap to load size so extra rinsing is not required.

For the staff working in gardens and pool area following tips can be given. Do not use hoses to wash walkways. Use a broom to brush debris away instead. Water the plants during the morning or evening instead of middle of the day.

Cont. on Page 36.....

Don't let your future go up in Smoke – Seminar on “Air Pollution”!

Environmental Studies or EVS is a compulsory subject added to BCA curriculum to make the students develop social responsibility towards environment protection. A seminar on "Air Pollution" was held at AIIT. The speaker Mr. Avnish Mistry (M.Tech Environmental Studies from NIT Durgapur) spoke about the harmful effects of Air pollution on our Environment. He explained that good outdoor air quality is fundamental to our well-being, as on average, a person inhales about 14,000 litres of air every day, and the presence of contaminants in this air can adversely affect people's health. Air pollution worldwide is a growing threat to human health and the natural environment. He spoke on the various types of Air pollutants and methods to prevent Air pollution.



Achievements AIIT

Diwali Celebration started with a bang! Mrs. Shilpa Mistry and Mrs. Mousmi Biswas were awarded Best Employee award. Our heartfelt thanks to our Honorable Executive President Shri Sunilji Rane Sir for his motivation and our Director Mrs Lata Bhatia for her kind support.



AIIT'S-"TechnoBuzz 2K16"

I-quest is an event held every year by the students of Atharva Institute of Information Technology (AIIT). This year we had named our event as TechnoBuzz 2K16 and this was conducted on the 20th of October from 9:00 am onwards. In this event experts from the IT Industry was invited to deliver lectures. The students were updated on the latest technologies in the field of IT. The students of AIIT had also had a workshop on "ROBOTICS". We also conducted debates and games for the students and lastly to bring in a flurry of entertainment we conducted some dance performances and a live concert thereafter.

Given below is the brief description of all the programs that was held on the day.

The session started with a SEMINAR

The Seminar was conducted by Mr. Navin Reddy (MScIT) who has 6 years of Industry experience. He is also a Corporate Trainer Consultant at JP Morgan, Accenture and L&T Infotech. Online Trainer for IBM vendor and founder of Telusko Learnings (a youtube channel). He enlightened the students with his knowledge on how to make one self-employable after BCA, career options and about the latest developments in the field of Information Technology.

The students then gathered for a **DEBATE** competition

It was a team event with each team consisting of 3 members. Each speaker went through a course of rounds where he/she had to speak for 5 minutes. Topics were given 5 minutes prior to the program and was based on general issues like :- Should tablets replace books? - Net Neutrality - Advantages and Disadvantages.- Whatsapp end-to-end encryption - Pros and Cons.

This event was followed by **BLIND CODING** specially for our programming experts.

This was an individual event. Each participant had to type the code in C/C++ for the problem definition keeping the monitor (screen) off. During checking of solution, each error accounted for negative marking. Maximum time limit for coding was 10 minutes. Pen, paper, pencil or any supporting devices was not allowed in the Computer Lab.

Another programming event was **CODE MENDING**.

Participants were given an expected output and a C/C++ source code. They had to debug the code in the given time limit to produce the expected output.

And a fun LAN GAMING session

We had also organised LAN games like counter strike.

Students participated in all the events with great enthusiasm and every event was enjoyed. The program was a great success. To wind up the day with good memories we also organised a DJ hour.

A wonderful event enjoyed by students, faculty and staff members.

We would like to thank Honorable Shri Sunilji Rane Sir for his kind support and our Director Mrs Lata Bhatia ma'am for her continuous motivation. We the students of BCA are all also grateful to our faculty and staff members for being with us and guiding us through every stage of this event. Last but not the least a very big thanks to all the students who helped us in making this event a grand success...

Looking forward to many more such interesting events...



Events at a Glance..



Glimpses...

Shreya Sairam
3rd year BCA , AIIT.

AIIT – Best out Of Waste WORKSHOP

A group of students from AIIT conducted a workshop on making some useful machines out of waste. They worked on it for more than a week and successfully made them. The machines made by the students were 1. Taser gun 2. Vacuum cleaner 3. Working six legs spider robot. Sharing some details how to build a few.

1. TASER GUN

Requirements : Electric racket, 5 volt battery , Nails, Screws, Connecting wires, Soldering machine

Process: Take a mosquito killing electric racket . Remove the nets of the electric racket. Disable the current. Join the electric wires to the needle and connect it to the 5 volt battery .Solder the wires using soldering machine so that the current can pass easily.

Uses – self-defense equipment for women and for police use

2. VACUUM CLEANER

Requirements :Plastic bottle, Wires, Motors – 100 rpm motor,12volt battery 2,Deo can, Thermocol, Connecting wire, Aluminum net, Pipe plastic

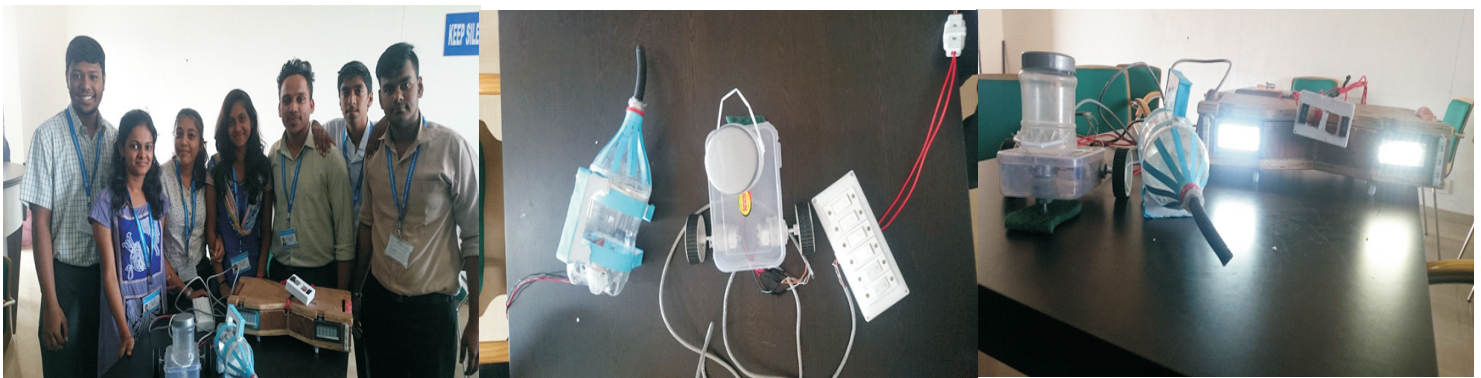
Process : Take a 2 ltr plastic bottle and cut it into 2 parts. Make holes at the end of the bottles. Separate the neck part of the bottle. Attach the pipe to the mouth of the bottle. Make an aluminum fan using a deo bottle or a tin. Fit the 200 rpm motor in the end of the bottle. Attach the aluminum fan to the motor which is connected to a 12 volt battery using wires. Make a filter using aluminum net and fit it just above the fan. Take the neck part of the bottle and stick it to the other part. Make a switch for the process of on and off.

3. SIX LEG SPIDER ROBOT

Requirements :Mount board, Plastic scale, Steel wire,100 rpm motor,9 volt battery, Connecting Wires, Gum, Hover board, Ply wood,300 rpm motors 2,12 volt 3 batteries, Maneuvering Wheels, LEDs, Remote controls, Connecting wires

Process : Take a mount board and make 6 legs. Using a steel wire make 6 holes in the legs of the spider. Take a plastic scale and stick 100 rpm motor and connect 2 steel wires at both the ends. Pass steel wire through the legs to connect them. Connect 9 volt battery and attach to the motor.

BCA 1st and BCA 3rd Year
Students



Activities from June'16 to Nov'16

Film Making Workshop- By Shrikant Agawane- 30/7/16
Students Participated and explored the 360 degree overview of Film making



Acting Workshop By Javed Amir Khan (FTII Alumni)- 10th September'2016
Students learned the tips of acting skills , Dancing, Drama, Action



Javed Amir Khan (FTII acting alumni) from Bangalore and has been passionate about the world of "To Do" right from an early age. In pursuit of his passion, he had the opportunity to work with eminent personalities, the likes of Mr. M. S. Satyu, and has acted in various plays, short films, episodes for Crime Patrol and a full length Hindi Feature film.

Students Practical shoots for Short Films



Students taken for Basra Studio at Kandivali west : Learning for the shoot, lights, camera & art direction



Career Guidance Seminar for Film, Television & Advertising industry on 30th September'16.

The students from various colleges participated in the event and got the opportunity to meet Mr.K.D Satyam (A renowned film professional , who made a mark in film Industry with bollywood diaries , Admissions open...) Mr.Vipul Mayank (with 22 years of great experience in T.V industry) & Mr. Dhritiman Mitra(An Advertising firm expert)



Traditional Day Celebration at Atharva Institute of Film and Television



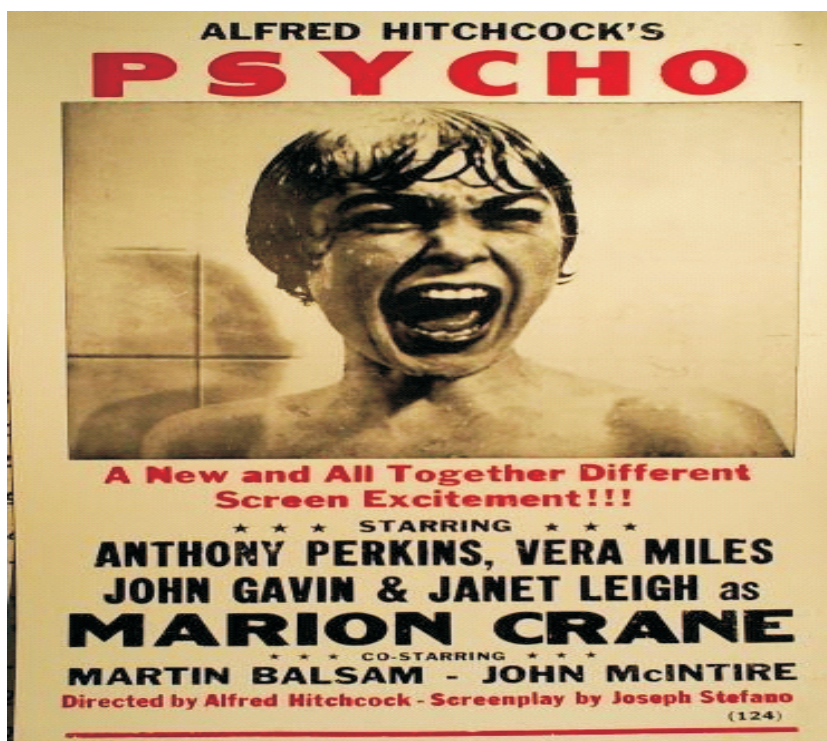
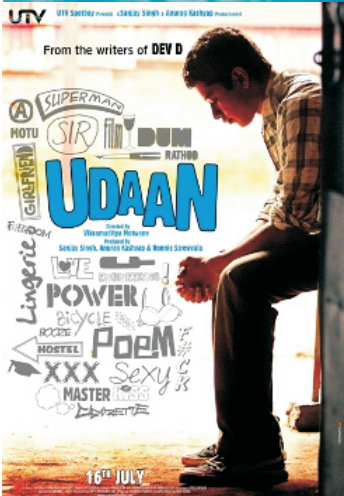
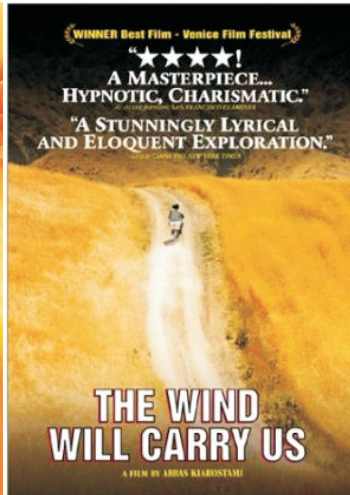
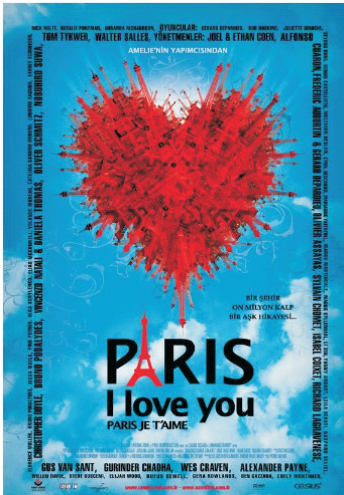
Broadcast India Show 2016 (Visit) Students got the opportunity handle high definition cameras, lights..etc



Chandivali Studio Visit on Students visited the studios and learned about the various places for the shoots



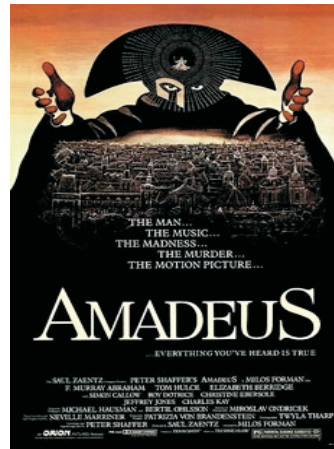
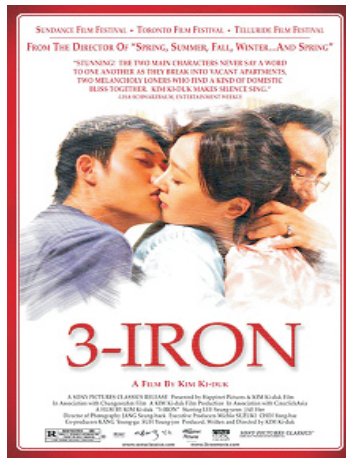
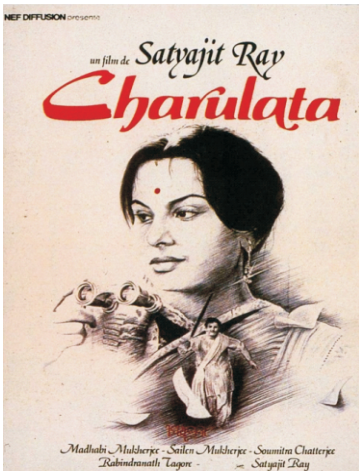
Film Appreciation for Students:



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Continuation from Page 35

Film Appreciation for Students:



Continuation from Page 28

Report broken or leaking irrigation equipment, such as hoses and sprinkler heads. Inspect pool and spa for leaks on a routine basis and make needed repairs. Clean filters manually instead of backwashing if feasible. Maintain a proper chemical balance to avoid the need to drain the pool. Maintain a lower pool temperature to reduce evaporation, particularly when not in use. Use a pool cover to prevent evaporation if practical. Plug the overflow line when the pool is in use.

In order to have employee buy-in for a water conservation program or any other initiative, employees need to feel a sense of ownership and responsibility for their actions and the results of their work. By communicating the expectations of the water conservation program, and following up with frequent feedback and encouragement, employees can see the impact of their actions.

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