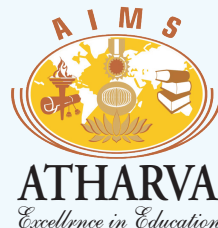




The atharva times

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Pearls of Wisdom

"Success is getting what you want, happiness is wanting what you get."
-W. P. Kinsella.

From the Executive President's Desk.

Dear Students,

At the outset, I would like to extend my heartiest wishes to you all for a wonderful academic session 2013 - 2014. I also express my best wishes to you all on the **Independence Day** of our beloved motherland and hope that our country will emerge as the global powerhouse. The role, responsibility and contribution of youth, is of vital significance in this context. At "ATHARVA", we create professionals with ignited minds that can spark brilliance and excellence. Our earnest endeavour is to provide you with the best education facilities so as to enable you to stretch for excellence.

The virtual classroom is the new feather in our cap. Another achievement is that - Atharva School Of Business is ranked in the top 20 of India's Best B- Schools , with the best industry –interface by the Business World Survey, July 2013. I expect that you should also remember that "ATHARVA" , upholds the values of dedication, discipline and change in creating Excellence . Hope you uphold these values and bring glory to your alma-mater. Wishing You all a successful life!



Shri Sunil Rane
Founder Secretary &
Executive President, AET

Thanking You

Sunil Rane.



Annual Convocation : Class of 2013- Atharva College Of Engineering (L to R) - Dr. P. N. Nemade - Director, Dr. S. P. Kallurkar - Principal, Shri Sunil Rane - Hon.Executive President, Founder Secretary AET, Dr. Anupama Deshpande - Ex-Principal seen with the students at the convocation ceremony.



Annual Convocation: Class of 2013

Executive President at the Convocation



31st July witnessed a proud occasion for the Engineers in Atharva College of Engineering; 'The Convocation Day'. All the engineers dressed up smartly with robes. The presence of Honourable Executive President, Atharva Group of Institutes, Shri Sunil Rane Sir added extra glamour to the occasion.

The other dignitaries present to grace the occasion were DR.P.N. Nemade; Director, Dr.S.P. Kallurkar; Principal, and Dr. Anupama Deshpande; Ex-Principal.

The ceremony started with blessings of Golden Saraswati; the Goddess of knowledge.

The cultural Secretary of the college and the host of the ceremony Nitish Gaikwad welcomed the fresh lot of engineers who are going to make Atharva proud in the outside world.

Kallurkar Sir and Deshpande ma'am motivated the students for facing the upcoming challenges in life and wished them good luck for their future. The top 3 rankers from each branch was felicitated by our founder secretary Shri Sunil Rane Sir.

Narendra Tangania and Meghna Hanchate of EXTC branch scored a whopping 79.67% and topped in the college.

Preeti Solanki who scored 79.53%, secured 8th Rank in University of Mumbai in INFT dept and made Atharva Proud.

After the ceremony, Rane Sir gave his words of wisdom to the new batch of engineers.

The ceremony was concluded by class photograph alongwith all the dignitaries present.

Dhaval J. Shewale, Academic Head, BE- EXTC -1



F. E. Induction

New year, new batch new students bring in a sense of freshness and energy into our Atharva campus. Every year we have an induction programme for First Year students to brief them an overview about our college.

Dr. Kallurkar Sir; Principal of our Atharva College of Engineering spoke about latest technology & innovations that would be implemented in our college. The implementation of these technology would make learning a joyful ride. Roy Mathew Sir; Director of Placements spoke about the present scenario of global market, companies we are targeting, placement statistics and about higher education.

Next on the podium was F.E HOD Poonam Deshpande Madam who kept the speech sweet and small and highlighted the fabulous results our students had achieved last year.

The G.S of our college, Adit Shetty acquainted them with various cultural and co-curricular activities that took place in our campus, such as Ganeshotsav, RHYTHM.

The Academic Head of our college, Dhaval J. Shewale briefed the freshers about the various technical activities like TECHITHON, IEEE 360, EWEEK which provide a platform for students to showcase their hidden talents.

ORIENTATION DAY

DATE : 16TH August 2013

All the new students were welcomed by all the Staff of ASFA on Orientation Day.

All the Students were told about Atharva Educational Trust and Atharva School of Fashion and Arts and also about the great vision of our Sir Shri. Sunil Rane (Founder Secretary & Executive President)

This was followed by the speech of our Director Mrs. Bhatia Madam. After which, our Principal – Mrs. Pramila Madam gave a short motivational speech to all the new students and also told about the rules and regulations which all the students have to abide with. All the Staff members and faculties were also introduced to them and were again briefed about the Syllabus and courses offered at ASFA. They were also told about our events like Indian Princess and Indian Princess International, Rhythm, Sports, Annual Functions etc and they were very happy and excited about it!!!

After this we had Tea- Snacks. Post break all Intellectual Fashion related games were played with the students, along with other fun activities and prizes were given to them.

On the High note the function was concluded by H.O.D Miss Mansi Madam. The day was organized and hosted by Aayushi madam, Archana Madam, Ashwini Madam, Poonam Madam and Sudip Sir.

- H.O.D - Mansi Irnale

Mannequin Draping – Best out of Waste

All 1st year Students of Allagappa University - ASFA participated in the competition based on the theme Best out of Waste.



EUROPEAN CUISINE MASTERCLASS

European quality food: Eating with your five senses was organized by the ATHARVA COLLEGE OF HOTEL MANAGEMENT AND CATERING TECHNOLOGY.

You never know which sense excites you first when getting ready for a meal. Sometimes the coldness of the fork and knife on a perfectly laid out table is premonitory of a great banquet. Yet another time, as the pleasant sound of a toast reverberating in the air, or the aroma of a busy kitchen floating around the house, we know that the joy of eating together will happen again. For Europeans, eating is the basic premise of a memorable social gathering, all adding up to the pleasures of the body and the soul.

Master class and Workshop offers you a binding selection of popular dishes, fusion recipes and desserts to bring the European culinary experience to the Indian kitchens and homes. We invited one of the best contemporary Chefs to create delicacies and to impart the best knowledge and art of cooking practically with the students, which remain rooted in our institute and adapted to the Indian palate. The innovation of the Chef and the interaction of the students was unique and memorable.

We Atharvites didn't miss the opportunity of European quality foods eating with five senses with European Chef Nicolas Roman Vanden Berghe held on 26th July at 10:00am.

Chocolate with Churros

THE FOLLOWING RECIPES WERE MADE BY THE STUDENTS:

- 1) Broad Beans, Mint and Ham Salad
- 2) Lettuce Omlette
- 3) Green Gazpachito with Tuna
- 4) Fideau with Olives
- 5) Chocolate with Churros

CHOCOLATE with Churros

Ingredients

For the churros

- 1) 1ltr water (According to flour type)
- 2) 10gm salt
- 3) 150gm oil
- 4) 1kg flour

Method

Put water, salt and oil inside a pot over high flame and when it boils, add the flour kneading as to be get profitroles. The dough must have a medium consistency, nor hard neither soft. Place the dough inside the Churrera or a piping bag with a wavy nozzle. Place in spiral directly over a pan with hot oil. Fry.

Cut and coat in sugar. Avoid the dough to make thin crusts before frying. You can replace some or all the water for milk

For the hot Chocolate

- 1) 1ltr milk
- 2) 100gr sugar
- 3) 50gm butter
- 4) 200gm couverture chocolate
- 5) 40gm corn flour

Place the milk, sugar and butter in a pot over a high flame, stir from time to time. When it boils, move away from the fire and add the Chocolate

Stir to dilute and put it back to high flame. When it boils add corn flour diluted in a small amount of milk. Continue stirring until you get the suitable chocolate consistency.

The main target was :

- 1) ACHMCT students were introduced to European gastronomy and the use of its ingredients.
- 2) To create interest in European foods through presentation.
- 3) All the students participated in the European cuisine masterclass and workshop.
- 4) Good learning experience of European cuisine for students and interaction with European Chefs.

This workshop and masterclass could only happen with the guidance and perseverance of our Founder Secretary and Executive President Shri Sunil Rane Sir and our trustee Mrs. Varsha Rane Ma'am though we missed their presence.

Lastly but not the least we wish to thank all our students and faculty for supporting and working hard to see that the workshop and masterclass was successful and educative.

VIJAY .R. CHALLA Faculty – Food Production (ACHMCT)



Students at the European cuisine workshop



Chef Nicholas and his team



Students participating in European cuisine workshop

"Career Opportunities in IT after Graduation"

AIIT Seminar

The first of our careers talks' took place on 6th August 2013. Mr. Naveen Reddy a renowned lecturer from the IT field spoke about "What after BCA graduation?" He threw light on the different career options and Post Graduation courses available to the students. The talk made each and every student so enthusiastic about their future. The conversation was frank, effective and mentally audible to each of the student present.



Mr. Naveen tried to clear each and every doubt in the students' minds related to IT. The seminar helped the students to think beyond the classroom and reassess their concepts.

We are grateful to our college management for arranging this seminar.

By Rakshit Savla (BCA First Year)

AIIT Induction 2013 !!!

AIIT organized an Induction Program for all us BCA First year students and our Parents on 1st August 2013. The parents and students came in great numbers.

All students were enlightened by the motivational and inspirational words of our Director Mrs. Lata Bhatia.

In her speech Mrs. Lata Bhatia threw light on what "Atharva" Brand is and its aim to provide excellence in the education field. Moving ahead, she emphasized on the rules of the college and maintenance of discipline.

She took the parent's feedback on the reason why they have chosen Atharva and ensured that their trust in the Brand will not be disappointed.

The HOD Mrs. Shilpa Mistry explained the teaching pattern for the BCA degree programme, the examination pattern and schedule, the Seminars / Workshops / Industrial Visits and other curricular activities carried out during an Academic Year.

All the faculties and front office introduced themselves.

There was an interactive session between the staff and the parents.

High Tea was served to the parents and students.

by Shantanu Dolui
(BCA First Year)

FEW GLIMPSES



Induction Program

HR TRENDS 2013:

TALENT ACQUISITION, TALENT DEVELOPMENT AND TALENT RETENTION

Vineata Srivastava - Sem. 3 MMS (HR)



Dean Prof. N. Rajan, Mr. Surajit Basu - VP -HR- Watson Pharma - releasing - HR Voices

The topic for the panel discussion set by SYNERGY, the HR Club was “**HR TRENDS 2013: Talent Acquisition, Talent Development And Talent Retention**”. The eminent speakers that provided justice to the topic were:

1. Mr. Surajit Basu : Vice President- Watson Pharma
 2. Mr. A. Sundara Rajan: Founder/Director- Thomas Assessment Centre
 3. Mr. Ajnav Deka: Chief HR Manager- Tata Power Co. Pvt. Ltd
 4. Ms. Vinaya Shetty: Founder/ Director- VIN Consultants
 5. Ms. Anupriya Nayyar: External Consultant- Deloitte
 6. Ms. Poonam Kakodkar (Moderator): HR Business Partner- Pfizer
- The session began with the introduction of the theme by, Prof. N. S. Rajan, Dean, Atharva Institute Of Mgmt. Studies & Atharva School Of Business on an excellent note . The chief moderator for the day Ms. Poonam Kakodkar posed questions to the panelists regarding the definition of talent, the challenges involved in developing the individuals in the organizations and the challenges faced by the organizations in retaining such employees.



The chief dignitaries opined their views with respect to the above questions as follows: Comparing the performance levels of the employees to that of the horses in a derby race, Mr. Basu opined that extensive training is required for those few employees who befall in the High Potential and High Performance matrix cell. With reference to the practices followed at Watson, he expressed the need to develop the concept of LEAP, which involves Learning, Engaging, Applying and Performing by the high potential employees. In contrast to this, Mr. Rajan lent an entrepreneur's perspective where he stated that Talent Acquisition Development and Retention depended on 3 aspects; Ambition, Cognitive Ability, and Emotional Quotient. According to him there should be a balance within the individuals with respect to the above stated points.

Ms. Vinaya Shetty focused on the need for the organization to develop a vertical as well as a horizontal mobility. Citing various examples she brilliantly stated that employees join organizations but leave bosses. She also stated that it is an important function of the HR to influence the organization & increase its credibility. Ms. Anupriya Nayyar directed attention towards giving importance to not just the high potential individuals but also the mediocre performing employees. In her opinion, we can develop these employees and reduce the attrition level to a great extent & also increase the talent pool. Finally Mr. Ajnav Deka stressed on the importance of value alignment in organizations. He educated the audience on the concepts of High Pot Individuals, Shadowing and Succession Planning.

Thus, the panel discussion led to new insights and learnings for the students through the diverse experiences and the vast knowledge of the panelists.



HR - Panel Discussion

Faculty News

Heartiest Congratulations to Prof. N. S. Rajan Sir, Dean, AIMS and ASB who was invited as the chairman of Jury, by the All India Management Association (AIMA) at its 39th National Competition for Young Managers on July- 26-27, 2013 at Mumbai educational Trust (MET), Bandra. The theme for the same was –“Inspired Leadership for Turbulent Times and the Power of Youth”.

CONGRATULATIONS

Heartiest Congratulations to **Ms. Ruth Serrao** , MMS, HR specialization student for being awarded as “THE BEST STUDENT OF MANAGEMENT - 2012-13” by Bombay Management Association at the Y.B. Chavan Center, Mumbai on June 14th 2013.



IMPORTANT EVENTS + HAPPENINGS

12th August 2013:- Guest lecture on 'Alternative Investments- Rare Currency Coins & Notes' by Mr. Vivek Shah, CEO of Finrise.

15th August 2013:- 66th Independence Day was celebrated with splendor. The dignitaries from the Malvani police station were present for the flag hosting.

17th August 2013:- The seminar organized by Marketing Club 'M-organs' at 4th Floor Seminar Hall. The topic was 'Digital Marketing'. The renowned speakers were Mr. Amol Kadam (CEO, Mumbai calling .com), Mr. Gregory Fernandez (Manager-training, social wavelength), Mr. Abhishek Singh Rajpurohit (co-founder. beeing social). This event received a wide media coverage with its reports appearing in the newspapers like Lokmat on 18/08/13.

17th August 2013:- The Induction programme for MFM/ MMM/ MHRDM/ Sem I batch 2013-2016 was held. The programme began with the welcome address by our HR Executive Mrs. Ritika Gupte, followed by the Atharva video. This was followed by the self-introduction by the new students, Remarks by the Directors- Dr. P.P. Joshi Sir, Dr. S.K. Bhattacharyya Sir and concluding remarks by our Dean Prof. N.S. Rajan Sir. The Vote Of Thanks was delivered by Prof. Dr. Sujata Pandey Madam.

21st August 2013:- Guest lecture conducted on 'Business Ethics' by Dr. Sharayu Bhakare, Assistant Professor, Symbiosis college of Arts and commerce Pune & Co-founder of Business Ethics Foundation and Prof. Dipti Tulpule, Assistant Professor, MITCON Pune & Ex- Secretary of Business Ethics Foundation.

24th August 2013:- Guest Lecture on 'Branding – Brand Equity, Brand Architecture' by Mr. Ramkrishna Iyer, Working as a Marketing Consultant & Ex- V.P Marketing & sales- Carter Wallace.

31st August 2013:- Panel Discussion arranged by the HR Club 'Synergy' at 4th Floor Seminar Hall. The theme for the discussion was 'HR Trends in 2013 – Talent Acquisition, Talent Retention & Talent Development'. The renowned speakers were Mr. SURAJIT BASU: Vice President Human Resources- Watson Pharma, Mr. A. SUNDARA RAJAN: ENTREPRENEUR/DIRECTOR- Thomas Assessments India, Mr. AJNAV DEKA: Chief HR Manager- Tata Power Co. Ltd., Dr. VINAYA SHETTY: Founder and CEO- VIN Management Consultants Pvt. Ltd, Ms. ANUPRIYA NAYYAR: Management Consultant-Deloitte, Ms. POONAM KAKODKAR: HR Business Partner – Pfizer, Inc. [Moderator], Prof N.S Rajan – Dean Atharva Institute of Management studies & Atharva School of Business.

DIGITAL MARKETING

As digital is evolution and the world is moving on the digital platform, team “M-organs” of the marketing club kicked off their first seminar of the academic year. The theme was Digital marketing – “the smartest way to connect”.

There were 3 guest speakers from the industry who spoke on different topics like:

Mr. Amol Kadam (CEO, Mumbai calling .com) briefed on the topic like digital marketing: its components. Current & future trends. Digital marketing is an upcoming trend and it has an exponential growth. Digital media can be used because it is viral, has great exposure, results are measurable & it can strongly communicate the brand. Traditional medium was just awareness but digital media is lot of brand engagement. Components of digital media like paid media. Owned media and earned media also play a vital role when communicating with your customers. Ad campaigns use medium like offline & online advertisements for brand awareness and promotions.

Mr. Gregory Fernandez (Manager-training, social wavelength) he spoke on the topic social media marketing. He provided us with insights like social media is two way communication. The generation changed from web1.0 to 2.0 (social media) and now 3.0 (application programming interface). Main focus of social media marketing is generating leads from the website. Social media is now a day's an upcoming platform used to promote your campaigns, ie what the brand wants to communicate. Most important objective of social media engagement is community building & advocates. Sites like facebook, twitter & linked in can be used for marketing which has a great exposure to the client base. So we can say brand image is build by consumer circle, which creates a buzz for the brand.

Mr. Abhishek Singh Rajpurohit (co-founder. beeing social). spoke about the topic Viral marketing. Getting aggressive and viral in the market article & BlogSpot post, interactive content, video audio & info graphics a creative way to provide information about you product of services. Emotional campaigns awareness, technological information also top 10 viral videos were shared with the video topping the list was gangam style. Case study build up showed hoe kolavari song which fetched attention of the public with 41 million views & 2 million total caller ring tone. Going viral in the market can grab eye balls and the reach is fast.

So I conclude by saying, this seminar on digital marketing gave us a bird's view on digital marketing..

Pratik Pawar

Sem 3/MMS (Marketing)

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The Sports Secretary, Siddhesh Sawant spoke about the various sports activities that are promoted in our campus.

The Academic Head of our college, Tejashri Chavan guided the first year students about the academics.

Our alumni Kanad Desai and Aishwarya Joshi shared their experience of 4 years in Atharva College of Engineering.

Every year a new batch comes in and each batch has been setting up its own benchmark and now this batch of legacy has been passed to these students.

We wish them goodluck for their journey and hope that they take Atharva to new heights of which we can be proud of.

Adit Shetty, General Secretary, BE – EXTC - 2

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ATHARVA COLLEGE OF HOTEL MANAGEMENT AND CATERING TECHNOLOGY

Executive President
at the Orientation

IMPORTANT EVENTS + HAPPENINGS



- MONSOON FOOD FIESTA WAS ORGANISED BY 2ND & 3RD YEAR STUDENTS ON 22ND JUNE 2013
- ORIENTATION FOR 1ST YEAR WAS HELD ON 15TH JULY 2013
- FRESHER'S PARTY WAS ORGANISED BY 2ND & 3RD YEAR STUDENTS ON 2ND AUGUST 2013
- EUROPEAN CUISINE WORKSHOP WAS HELD ON 26TH JULY 2013



Orientation for 1st year students 2013

Fresher's party 2013

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Digital Marketing - Seminar



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