



Atharva Group Of Institutes Presents

ATHARVA TIMES



INSIDE THE MIND



It gives me great joy to welcome you to a new and exciting academic year at Atharva Group of Institutes. As you begin this journey, I encourage you to move forward with energy, curiosity, and a strong will to do your best. Whether you are new here or returning to continue your learning, remember— you are a valuable part of our growing tradition of innovation and achievement.

At Atharva, success is not measured just by grades or titles, but by the values you uphold, the character you build, and the resilience you show in the face of challenges. We encourage you to embrace every opportunity – academic, cultural, and professional –with an open heart and a determined spirit. Push your boundaries, ask questions, seek experiences, and never be afraid of failure. Every step you take will shape your journey.

I have full faith that you will carry forward the spirit of Atharva and make your mark on the world. Wishing you a year filled with learning, growth, and wonderful achievements.

Welcome once again to Atharva – where dreams take flight!

Warm regards,

Sunil Rane.

EDITORIAL

As the first quarter of 2025 comes to a close, Atharva Times steps into its 12th edition with renewed purpose and growing momentum. The world outside continues to evolve rapidly—technologically, culturally, and socially—and so do we, as students, creators, and future leaders. In the face of uncertainty and change, it becomes ever more important to pause, reflect, and document the spirit of our times. This issue aims to do just that: offer a snapshot of a unique moment in our shared journey.

From AI breakthroughs to sustainability movements, and from cultural shifts to student-led innovations, this quarter has seen remarkable energy and dialogue. The campus buzzed with events, competitions, and conversations that brought out the best in collaboration and creativity. We saw ideas take flight—some through quiet persistence, others through bold experimentation. As an editorial team, we are proud to amplify these voices, showcase the stories that matter, and celebrate the community we are part of.

What makes Atharva Times more than just a publication is the way it captures the pulse of our generation. Whether it's through opinion pieces, campus spotlights, or art and literature, we strive to reflect both the diversity of thought and the unity of purpose that define our institution. As you flip through these pages, we invite you to engage, question, and perhaps find a piece of yourself within these stories.

To every contributor, reader, and supporter—thank you for being part of this evolving legacy. Here's to learning, growing, and creating together as we step into another season of possibility.

Regards,
The Atharva Group of Institutes

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ATHARVA COLLEGE OF ENGINEERING

1. ALUMNI TALK ON GOAL SETTING AND PLANNING

The Department of Computer Engineering has organized a comprehensive “Goal Setting and Planning” session on 05th January 2025 by “Mr. Nikhil Yadav”, Founder Of Interllectsia. He provided personal experiences about facing setbacks and how resilience, adaptability, and strategic thinking play key roles in achieving goals.



2. TEDxACE 2025 THEME REVEAL

The TEDxACE 2025 Theme Reveal Ceremony was on 20th February 2025 in Phrase3 lobby. Chief Guest Dr. Pragya Jain (Academic Vice Principal, ACE) and Dr. Henry Babu (Director AIMS) along with faculty coordinator Dr. Ritu Sharma and students of AGI were present. Programme was a grand success, marking the beginning of an exciting journey towards an event that promises to inspire, innovate, and ignite minds. The ceremony unveiled this year's theme, "Alchemy of Ideas," emphasizing the power of transformation through knowledge, creativity, and collaboration.



3. INTERNATIONAL CONFERENCE ON SCIENCE TECHNOLOGY ENGINEERING & MATHEMATICS FOR SUSTAINABLE DEVELOPMENT

(ICSTEMSD 2025)

The International Conference on Science, Technology, Engineering & Mathematics for Sustainable Development (ICSTEMSD 2025) was held on February 21, 2025, bringing together researchers, students, and industry professionals to explore innovations for a sustainable future. The conference was structured into six key tracks: Technology Trends in Electrical Engineering, Advancements in Electronic Telecommunication and Network, Applied Computing and Data Science, Recent Trends in Information Technology, Embedded Systems and IoT, and eLearning & Applied Sciences. The inauguration and conference proceedings were led by eminent guests including Dr. Pratapsingh Kakasaheb Desai (ISTE President), Dr. Suresh A. Shan (CSI Chairman), Dr. Nayan Bheda (Founder, Hashtech Ventures), alongside institutional leaders Dr. P. N. Nemade, Dr. Ramesh Kulkarni, and Dr. Kavita Bani.

A poster competition was also held, featuring 20 posters presented by 90 students, judged by Dr. Sujata Kulkarni from SPIT, Andheri and Ms. Mahalaxmi Palinje from ACE. ICSTEMSD 2025 served as a vital platform for exchanging ideas, showcasing academic research, and fostering interdisciplinary collaboration aimed at sustainable development.



4. TEDxACE 2025: ALCHEMY OF IDEAS

The sixth edition of TEDxACE, themed "Alchemy of Ideas," was held on March 21, 2025, at Phase 3 of Atharva College of Engineering, attracting an enthusiastic audience of 162 students. The event kicked off with an engaging introduction to the TEDx platform, highlighting its global impact and purpose.

The day featured a compelling mix of six inspiring speakers and artistic performances, all centered around innovation, transformation, and personal growth:

- Mr. Aaron Colaco discussed "Life Syncing Habits," emphasizing the impact of small, consistent changes.
- Ms. Tarannum Sheikh spoke on "The Power of Being Clueless," encouraging openness to uncertainty as a path to growth.
- Ms. Mansi Chaudhary, a nutrition expert, shared insights on "Transforming Health Through Food" and mindful eating.
- Ms. Deepti Agarwal explored resilience in "Riding the Storm of Failure."
- Mr. Pravin Tulpule, known as Happy the Clown, delivered "The Art of Happiness," promoting joy and laughter as tools for healing.
- Mr. Harish Solanki, a road safety advocate, emphasized safe riding and the importance of protective gear.

TEDxACE 2025 successfully celebrated the transformative power of ideas, leaving a memorable impact on its audience.

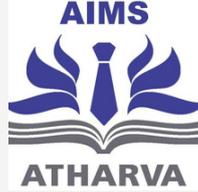


5. HOLI AT ADVITYA – 13TH MARCH 2025

The NSS Atharva B-57 Unit organized a special event with 'Advitya to celebrate Holi with specially blessed children'. We have been organizing this event for many years. The event commenced with warm introductions, setting a joyful tone for what was to come. As the event unfolded, laughter filled the air as they enthusiastically participated in engaging activities, including games, singing, and dancing. The atmosphere brimmed with excitement as volunteers and children bonded over shared moments of joy.

After the activities, we celebrated Holi with them, each volunteer experiencing the occasion uniquely. It was a heartwarming and unforgettable experience, evident that the event achieved its goal of spreading happiness and fostering a sense of belonging among all participants. Overall, the event was a resounding success.





ATHARVA INSTITUTE OF MANAGEMENT STUDIES

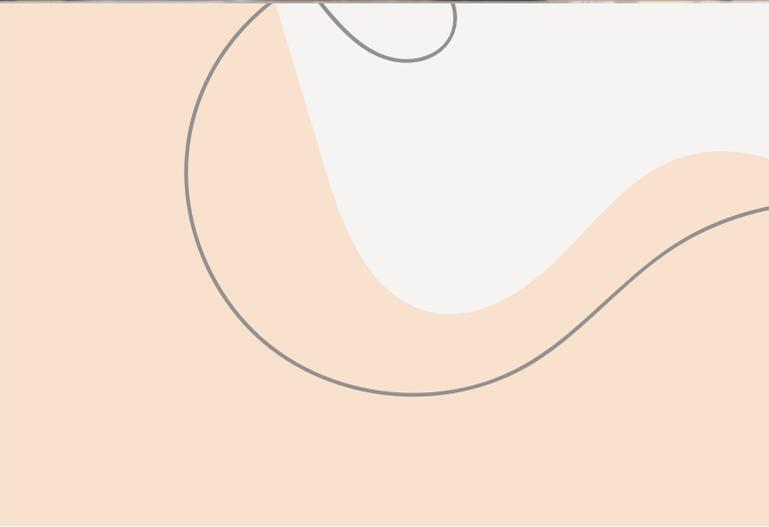
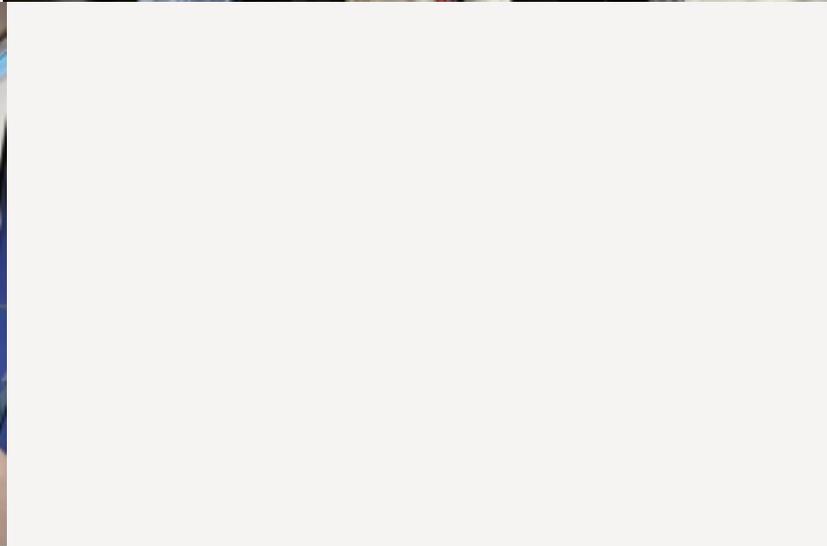
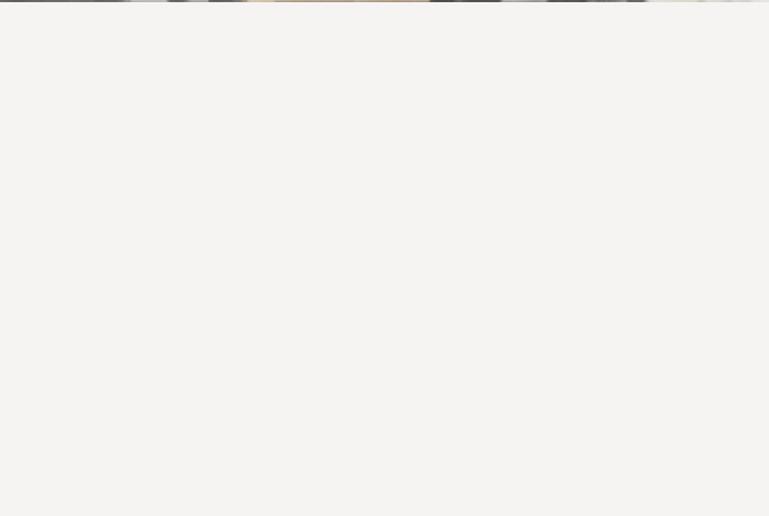
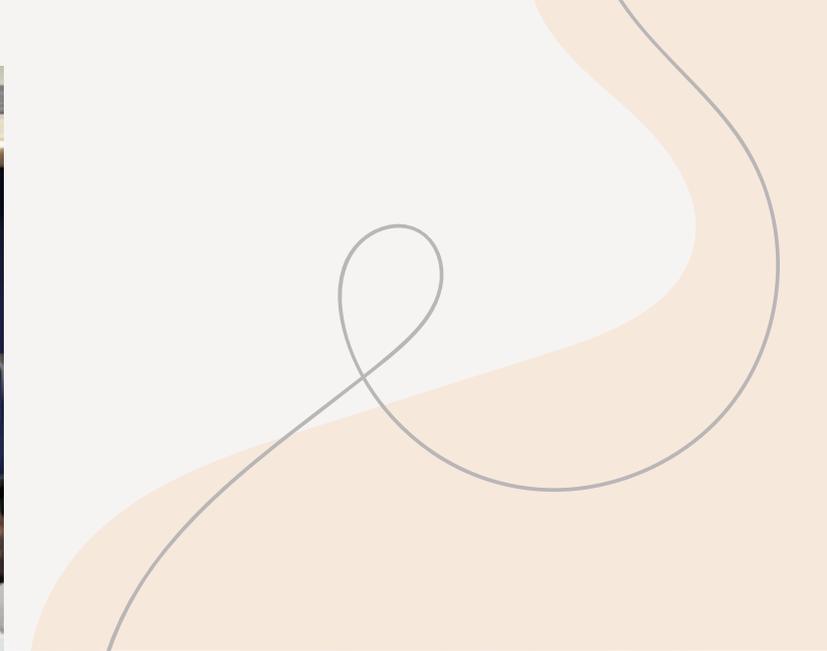
1.INTERNATIONAL RESEARCH CONFERENCE (IRC) 21st & 22nd FEBRUARY 2025

IRC DAY 1

The theme of the event was "Digital Transformation in Business 2.0," highlighting how evolving technologies are creating unprecedented opportunities in the business world. The event began with inspiring addresses from the Director and Assistant Director, emphasizing the integral relationship between technology and business growth. Faculty members also shared their perspectives on digital technology as a key driver of industrial development.

The first keynote speaker, Mr. Seemit Sheth, joined virtually and discussed the evolution of technology, stressing the importance of keeping humans at the center of digital advancement. He also engaged with students by answering their questions with insightful examples. The second keynote speaker, Ms. Harini Sreenivasan, presented a roadmap for transitioning from traditional to digital systems. She emphasized the importance of fostering a "people over platform" culture, placing human capital at the heart of digital transformation.

The event concluded with students from Atharva Institute and other colleges presenting their research papers to an audience of academic and industry experts, contributing valuable insights to the dialogue on digital innovation.



IRC DAY 2

Day Two of the event commenced with the introduction of the moderator and panelists—each an expert in their respective industries. The panel discussion, moderated by Mr. Sandeep Jain, centered on the evolution of Digital Transformation over the years.

Key insights from the panelists included:

- Mr. Swapnil Dubey discussed how Fintech companies are bridging the gap between businesses and banking systems, facilitating smoother financial operations.
- Mr. Mohit Agrawal clarified the distinctions between digitization, digitalization, and digital transformation, using the healthcare sector as an example of technological revolution.
- Mr. Sanjeev Sharma explained how digital tools empower consumers to become creators, emphasizing user-driven innovation.
- Mr. Suresh Shan highlighted the potential of students to devise digital solutions for rural challenges, aligning with the Viksit Bharat Programme.
- Mr. Neil Sequeira provided a balanced view of digital transformation, noting benefits like predictive analytics as well as drawbacks such as the rise of a sedentary lifestyle affecting health. He also stressed the danger of unauthentic information and the growing importance of Techno-Functional expertise.

The panel discussion offered a holistic perspective on the opportunities and challenges of digital transformation in modern business and society.

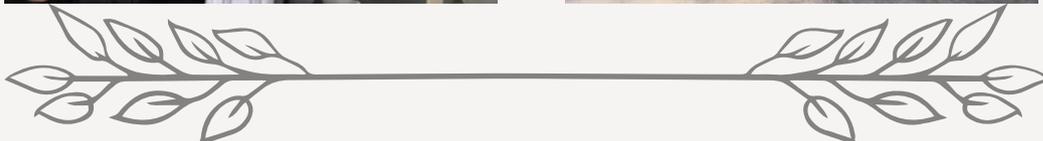


ONLINE PAPER PRESENTATION



2. SPORTIFY (BACK TO ROOTS)

The event began with the speech of honorable Director and followed by an energetic dance performance. Various indoor sports such as carrom and chess and outdoor games such as Balveer Yodha (IronMan), Kadam Kadam Badhae Ja(Snake and Ladder), Rassikheech(Tug of War), Maar Jhapata (Dog and the bone) and Chupa Khajana(Treasure Hunt) were played on the sports day. Through various games and sports students learned to communicate, strategize, and support each other during games. This fostered trust and understanding. Students involved in planning and executing the event gain hands-on experience in delegation, logistics, and problem-solving. Through various challenges, captains and team leaders made quick and strategic decisions during matches, enhancing their ability to think under pressure. All the students showed great enthusiasm and sportsmanship throughout the event with their participation.



3. ONE DAY ENTREPRENEUR 2.0 (ODE 2.0) 27TH & 28TH MARCH 2025

ODE 2.0 DAY 1

The "One Day Entrepreneur" competition at Atharva Institute of Management Studies, held on March 27, 2025, was a successful event that brought together aspiring young entrepreneurs. It emphasized the role of educational institutions in fostering entrepreneurial talent. Participants showcased innovative business ideas, such as fusion food, sweets, and gifting products, and received valuable feedback from judges. The event also provided networking opportunities and helped students enhance their marketing, communication, and promotional skills. Overall, it contributed positively to the entrepreneurial ecosystem and inspired future business leaders.



ODE 2.0 DAY 2

All the 15 teams were given the customized PPT template well in advance and were asked to prepare their respective presentations for Day-2, i.e. 28th March 2025; where, the presentations were held at the Seminar Hall from 10.00 AM through 6.15 PM. The second day Jury panel comprised of Prof. Deepali Maste; Dr. Suresh Shan (Mahindra), and Ms. Radhika Ahuja (CSO, Executive Shiksha).

Each team in the "One Day Entrepreneur" competition was evaluated by a panel of esteemed judges based on several key criteria. The primary focus was on the business product, requiring teams to clearly explain their idea, its target market, value proposition, and potential profitability. The judges also assessed the marketing mix using the four P's: Product (uniqueness and feasibility), Price (market-aligned pricing strategy), Place (distribution and market reach), and Promotion (marketing effectiveness). Additionally, financial viability played a crucial role, with an emphasis on sales potential, cost control, profit margins, and revenue projections.

Finally, the teams' ability to confidently and effectively respond to questions during the Q&A session was taken into account, with an emphasis on their communication skills and the strength of their ideas. The Award Ceremony: Following were the winners of the ODE 2.0 event:

-First Place: The Chatori Kart

-Runner-up One: 8 Ajoobe Iss Duniya Ke

-Runner-up Two: Flavour Fusion



4. DEFENCE DOJO

To celebrate International Women's Day and empower women through awareness and self-defense training. To launch the self-defense program "Defense Dojo" aimed at equipping students with essential self-defense techniques. To highlight the importance of mental health and provide techniques to manage stress and anxiety. To appreciate and honor the women faculty members of AIMS for their contributions. To encourage students to participate in activities that promote physical and mental well-being. Students gained basic knowledge of self-defense techniques and their importance in daily life. Awareness of mental health issues and strategies to manage them effectively. Understanding the significance of celebrating Women's Day and empowering women. Motivation to participate in the "Defense Dojo"





ATHARVA INSTITUTE OF INFORMATION TECHNOLOGY

1. TECHNICAL EVENT SMART - O- THON 2025

The "SMART-O-THON 2025" event, held on January 13, 2025, was a dynamic celebration of coding and gaming. The event was designed to engage participants in a series of coding challenges and e-sports competitions. With an exciting schedule filled with Blind Screen Coding, Bug Bounty, and Prompt Engineering coding events, as well as Valorant, BGMI, and COD gaming competitions, the event successfully attracted a diverse group of tech enthusiasts. The event provided a platform for students to showcase their coding skills and gaming strategies while networking with peers and experts.

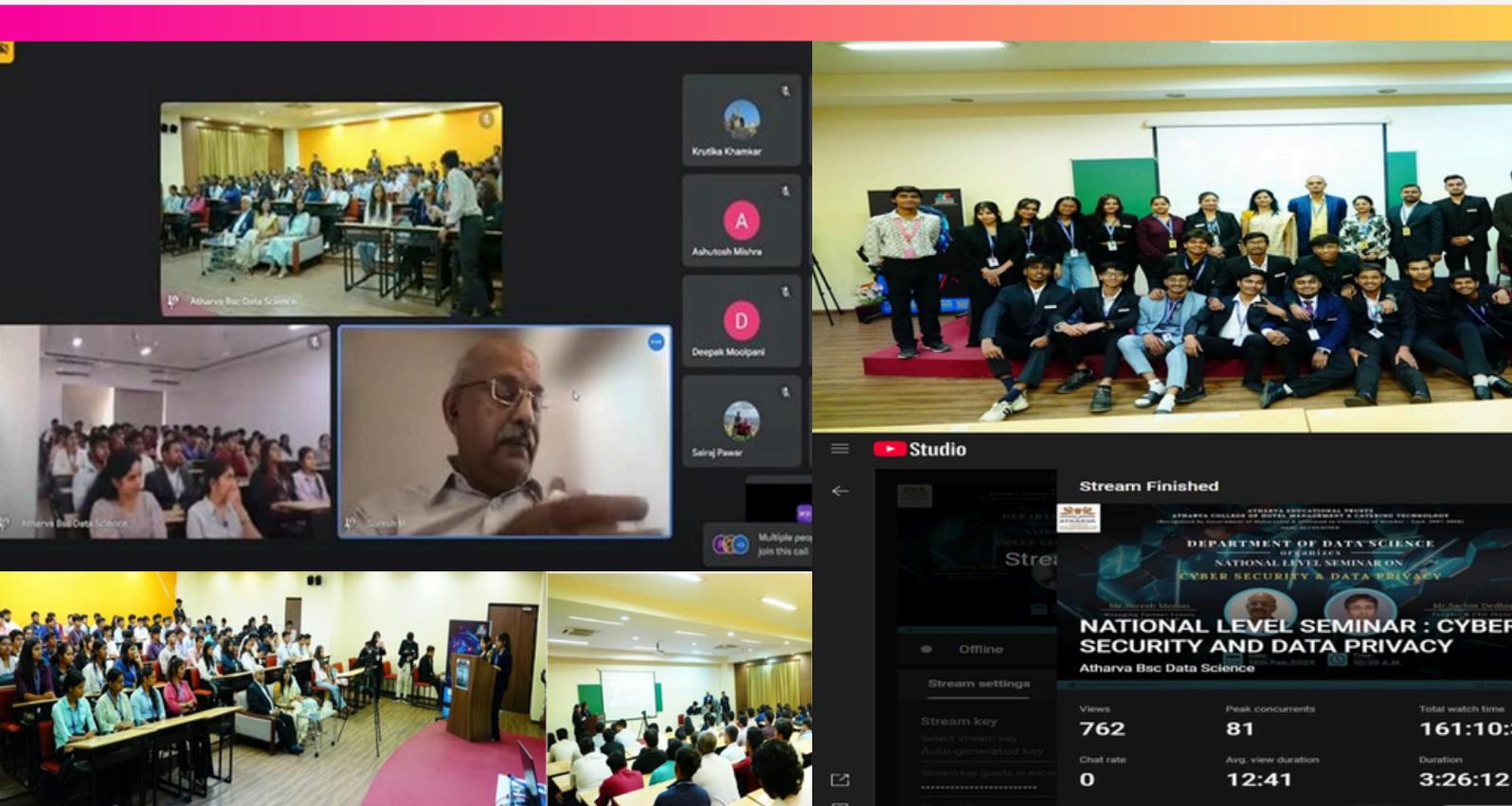
SMART-O-THON 2025 was a highly successful event, offering participants an invaluable experience in both coding and gaming. By combining technical challenges with e-sports competitions, the event promoted skill development, innovation, and collaboration among participants. The event also provided an excellent platform for networking, allowing attendees to interact with like-minded peers and experts in the field. With its exciting activities and rewarding atmosphere, SMART-O-THON 2025 has set a high standard for future tech and gaming events.



2. NATIONAL LEVEL SEMINAR : CYBER SECURITY & DATA PRIVACY

The National Level Seminar on "Cyber Security & Data Privacy" held on 12th February 2025 was an enriching and informative event. The seminar provided a comprehensive overview of current cybersecurity challenges, the importance of data privacy, and the latest trends and technologies in the field.

The seminar was a valuable learning opportunity for all participants, providing them with a deeper understanding of cyber threats and data privacy. The speakers' expertise and the practical insights shared during the session empowered attendees to enhance their cybersecurity awareness and adopt best practices to protect themselves in the digital world.



ATHARVA SCHOOL OF BUSINESS

1.SPORTIFY

Atharva School of Business celebrated Maharashtra Sports Day on 15th January 2025 with great enthusiasm and spirit. Students from the PGDM batches of 2023-25 and 2024-26 actively participated in the various sports competitions, showcasing their sportsmanship and competitive spirit. The following sporting events were conducted. The event fostered a sense of teamwork, discipline, and healthy competition among students. The atmosphere was filled with excitement as participants displayed their skills and determination in their respective games.



2.INTERNATIONAL IV- PARIS AND BELGIUM

Students of Atharva School of Business (PGDM Batch 2023-25) embarked on an enriching international industrial visit to Paris and Belgium, a city renowned for its rich history, luxury brands, and artistic brilliance.

This visit was not just about business learning but also an opportunity to absorb Parisian culture, witness global market trends, and understand the strategic positioning of brands in one of the world's most competitive luxury hubs. From experiential learning to networking with industry professionals, this journey has been a stepping stone toward developing a global business mindset.





ATHARVA INSTITUTE OF FASHION AND ARTS

1. GUEST SESSION ON: "UNDERSTANDING FASHION FROM A BUSINESS PERSPECTIVE"

On 7th January 2025, the fashion design department hosted an insightful guest lecture by Mr. Sanjay Tekwani, an expert in retail and merchandising, for first and second-year students. The session, titled "Understanding Fashion from a Business Perspective," aimed to bridge the gap between creative design and the commercial side of the fashion industry. Mr. Tekwani shared valuable insights on merchandising, retail strategies, supply chain management, and consumer behavior, helping students understand the importance of a business mindset in fashion. The objective of the session was to help fashion design students understand the commercial dynamics of the fashion industry, emphasizing the role of merchandising, retail strategies, supply chain management, and consumer behavior in building successful fashion brands. The lecture broadened their perspectives, encouraging them to think beyond design and equipping them with foundational knowledge for their future academic and professional pursuits.



2.BEACHWEAR PHOTOSHOOT

On 22nd February 2025, the Department of Fashion Design organized a full-day Beachwear Photoshoot from 6:00 AM to 6:30 PM, providing students with immersive, real-world exposure to the professional fashion shoot process. First and second-year BA Fashion Designing students, under the mentorship of Ms. Himani Prajapati, were actively involved in every stage—from researching beachwear trends and sketching designs to fabric selection, garment construction, and final styling. The shoot took place at a beachside location, chosen for its natural lighting and scenic backdrop that complemented the theme. Collaboration with the AIFT Department, which provided professional camera and lighting equipment, significantly elevated the quality and educational value of the shoot. Photographer Mr. Ashish Dhama captured the models in carefully styled poses throughout the day, with support from a professional makeup artist to enhance the visual appeal. The photoshoot not only allowed students to showcase their creative skills but also taught them about teamwork, planning, and the technical aspects of fashion presentation—making it a highly enriching and successful experiential learning event.



3. INDUSTRIAL VISIT TO JAIPUR

From 30th March to 3rd April 2025, the Department of Fashion Design organized an enriching industrial visit to Jaipur, involving 17 students, 2 faculty members (Ms. Himani Prajapati and one additional faculty), and a tour guide. The trip blended cultural exploration with educational experiences, starting with visits to iconic sites like the City Palace, Jantar Mantar, and the vibrant Gangaur Parade. Students engaged in a hands-on workshop in Bagru to learn traditional Bagru and Dabu printing techniques, followed by a visit to the Albert Hall Museum and local markets for cultural immersion. A visit to Ratan Textiles offered valuable insights into industrial-scale textile production, while an exploration of Amer Fort deepened their understanding of historical architecture and design. The trip effectively combined practical learning with cultural appreciation, fostering peer interaction, independent exploration, and a deeper connection to India's rich textile and design heritage.

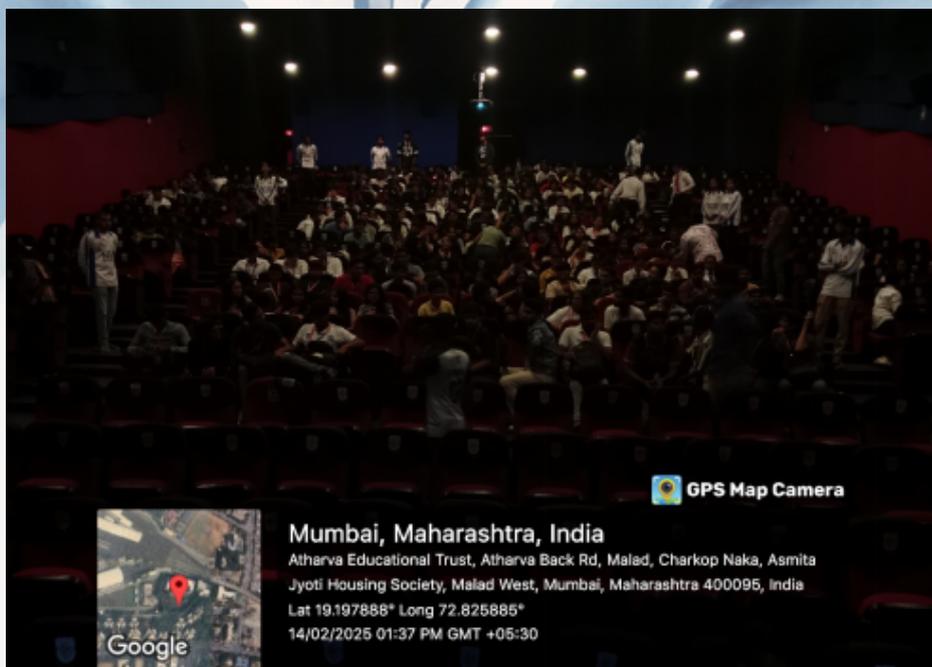




ATHARVA INSTITUTE OF FILMS AND TELEVISION

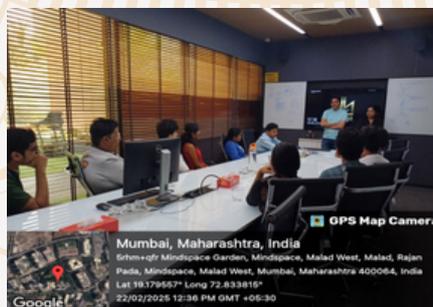
1.FILMY FRIDAY

On 14th February 2025, the Department of AIFT organized a special event titled Filmy Friday at the Phase III Auditorium from 1 PM to 4 PM, with the aim of providing students a refreshing break from their academic routine through the medium of cinema. The event brought together 243 students from various departments—including Engineering, Hotel Management, Data Science, AIFT, and Sports Fashion—to watch the critically acclaimed Bollywood film Raincoat, starring Ajay Devgan and Aishwarya Rai. Directed by Rituparno Ghosh and inspired by O. Henry's classic The Gift of the Magi, the film beautifully explored themes of love, loss, and human emotions, sparking introspection and empathy among the viewers. The auditorium was filled with enthusiastic students who enjoyed the movie in a lively, collective atmosphere. More than just a screening, Filmy Friday successfully fostered interdepartmental bonding, offered a much-needed mental break, and left students reflecting on the deeper messages conveyed through cinematic storytelling.



2. INDUSTRIAL VISIT TO AJAY DEVGN'S VFX STUDIO

On 22nd February 2025, students of Atharva Institute of Film and Television visited Ajay Devgn's renowned VFX studio, NYVFXWAALA, located at Mindspace, Malad West, Mumbai. The visit provided an in-depth understanding of the role of VFX and CGI in filmmaking, highlighting how these technologies create realistic and visually stunning effects. Mr. Yogesh C, Vice President of NYVFXWAALA, inspired students to follow their passion, while Mr. Sanjiv, Technical Head, elaborated on key aspects of the VFX industry, including budget considerations, required skill sets, and production timelines. The interactive session allowed students to ask insightful questions about the differences in VFX quality between Bollywood and other industries, as well as the time involved in post-production. The experience proved highly educational and inspiring, offering students valuable exposure to the behind-the-scenes world of visual effects in cinema.



ATHARVA COLLEGE OF HOTEL MANAGEMENT AND CATERING TECHNOLOGY

1.SPECIAL EQUIPMENT COMPETITION

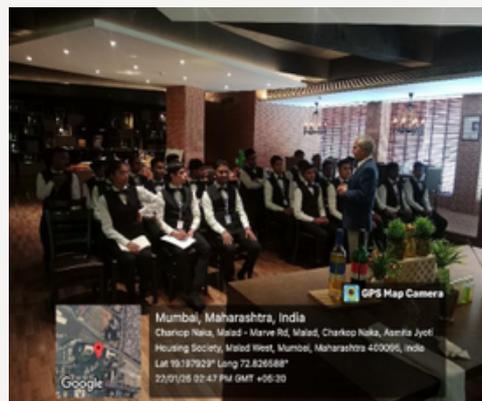
On 9th January 2025, the “Identify Special Equipment Competition” was held at the Crystal Banquet, with 44 students in attendance. The event aimed to highlight the latest advancements in specialized equipment across various industries such as F&B, healthcare, construction, and manufacturing. It provided a platform for manufacturers and suppliers to showcase new technologies while fostering knowledge exchange among industry experts, users, and students. Key objectives included emphasizing safety standards, discussing industry trends like automation and sustainability, and exploring how innovative equipment can reshape operations. Attendees, particularly from the F&B sector, gained practical insights into selecting the right tools for their needs, evaluating performance, and making informed purchasing decisions. The event proved both educational and interactive, enhancing participants’ understanding of specialized equipment and its real-world applications.



2.BARTENDING SHORT-TERM CERTIFICATION COURSE

COURSE

From 20th to 25th January 2025, a Bartending Short-Term Certification Course was conducted at Crystal Banquet for 30 students from TYBSC, TYBACA, and CC F&B, featuring expert guidance from Mr. Omkar Watwe and Mr. Savio D'Souza. The course provided hands-on training in both classic and modern cocktail preparation, use of bartending tools, and advanced techniques such as infusions, garnishing, and presentation. Students also gained essential knowledge in bar inventory management, responsible alcohol service, customer interaction, and operational efficiency during peak hours. The course emphasized both technical and interpersonal skills, preparing participants for career opportunities in the hospitality industry or enhancing their craft for personal growth. Overall, the program delivered a comprehensive foundation in professional bartending, fostering confidence, creativity, and industry readiness.



3. FAIRMONT INTERNSHIP CAMPUS INTERVIEW SESSION

On 5th February 2025, the Fairmont Internship Campus Interview Session was held at Crystal Banquet Phase II, providing a valuable real-time internship recruitment opportunity for students from FY BSc-BA, SY BA, and CC courses in Hotel Management and Culinary Arts. With the presence of esteemed guests Mr. Avinash Sirwani (HR Manager) and Mr. Lalit Rana (HOD), 50-80 students underwent multiple rounds of HR and technical interviews. The panel from Fairmont Mumbai Hotel appreciated the students' grooming, communication, and technical skills, resulting in several being shortlisted for internships across departments such as Food & Beverage, Front Office, Housekeeping, and Kitchen. The event strengthened industry-academia ties, showcased the institute's commitment to professional readiness, and set a high standard for future recruitment drives, marking a significant step toward enhanced student employability and ongoing collaboration with leading hospitality brands.



EDITORIAL TEAM

- ATHARVA COLLEGE OF ENGINEERING: DR. RITU SHARMA & PROF. NIRANJAN SAMUDRE
- ATHARVA INSTITUTE OF MANAGEMENT STUDIES: DR. REENA POOJARA & DR. LEENA JAGAWAT
- ATHARVA INSTITUTE OF INFORMATION TECHNOLOGY: MS. ANUPAMA UKHALKER & MS. MINAL SHETE
- ATHARVA SCHOOL OF BUSINESS: DR. ASHWATI NAIR
- ATHARVA SCHOOL OF FASHION AND ARTS: MS. NEELAM SINGH
- ATHARVA INSTITUTE OF FILM AND TELEVISION: PROF. GEETA NAIR
- ATHARVA COLLEGE OF HOTEL MANAGEMENT AND CATERING TECHNOLOGY: MS ANJANA SEN

STUDENTS CORRESPONDANTS

MS. SHWETA GAIKWAD (MMS)

MS. PRIYAL VISHWAKARMA (MMS)

MS. SIDDHI RATHOD (MMS)

MR. SAMWAD RAUL (MMS)

MR. JAYDEEP SABLE (MMS)

MS. SANSKRITI YADAV (MMS)

MS. TRUPTI KADAM (MMS)

MS. MAHEK JASANI (MMS)

MS. TANAYA LOKHANDE (MMS)

MS. KINJAL VYAS (MMS)

MR. ROHIT VISHWAKARMA (MMS)

MR. VAIBHAV MATKAR (MMS)

MS. PRIYANKA PAITHANKAR (MMS)

MS. VIDHI SANGHVI (MMS)

CO – COORDINATOR: MS. AISHWARYA RAGHAVAN (MMS)

DESIGN LAYOUT: MS. AISHWARYA RAGHAVAN (MMS)

CONNECT WITH US

atharvacoe.ac.in

atharvasb.edu.in

atharvaims.edu.in

atharvafashion.com

atharvahmct.edu.in

atharvafilminstitute.com

<https://atharvaiit.co.in>

Address: Atharva Educational Trust (AET) Campus

Malad Marva Road, Charkop Naka, Malad West,

Mumbai-400095

Call us on: 022-40294949/ 49259500; 8454951247