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# THE ATHARVA TIMES



# INSIDE THE MIND

**Shri Sunil Rane**  
**Executive President,**  
**Atharva Group of Institutes**



As the Atharva Group of Institutes embarks on a new academic year, I extend a warm welcome to our students, both new and returning. This year, we continue our journey of learning and discovery, especially as we mark the 25th year of our institution. It's a moment to celebrate our achievements and set ambitious goals for the future. Our legacy stands on the pillars of innovation, resilience, and a commitment to shaping leaders who will make a difference.

To our new students, welcome to the Atharva family. You are joining a community where we believe in pushing boundaries and exploring new horizons. Embrace this journey, immerse yourself in the diverse opportunities here, and cultivate a spirit of curiosity and growth. For our returning students, you are the torchbearers of our values. Let this year be one of deeper learning, meaningful experiences, and a continued commitment to excellence.

As you embark on this academic journey, I encourage you to adopt sustainability and social responsibility as guiding principles. Our world needs leaders who are mindful of the impact they create. Seek ways to make a positive difference through innovative practices, be it in energy conservation, sustainable development, or resource management.

The future lies in our hands, and together we can create a better, more sustainable world. Let's move forward with determination, a thirst for knowledge, and a commitment to making an impact.

Warm regards,  
Sunil Rane

# EDITORIAL

Greetings to the Atharva Group of Institutes community!

As we embark on a new academic year, we are thrilled to welcome new students and celebrate the return of familiar faces. This year is especially significant as we continue the celebrations of our institution's 25th anniversary. The 10th edition of "The Atharva Times" e-Tabloid encapsulates the vibrant atmosphere, achievements, and aspirations that define our community from April to September 2024.

At Atharva, we believe in nurturing not just academic excellence but also creativity, innovation, and a sense of social responsibility. Over the past few months, students from various disciplines have engaged in enriching academic and extracurricular activities. From inspiring seminars and industrial visits to cultural and community initiatives, our students have shown remarkable dedication and passion. These experiences have fostered personal growth and strengthened the skills needed to thrive in today's dynamic world.

Our faculty and staff remain committed to providing guidance and support, creating an environment where students are encouraged to push boundaries and think critically. We've introduced new initiatives this year to emphasize sustainability and social impact, empowering students to make meaningful contributions to society.

To our new students, welcome to an institution that values growth, inclusivity, and excellence. For those returning, we look forward to seeing you build on the foundation you've already created, making this year even more memorable.

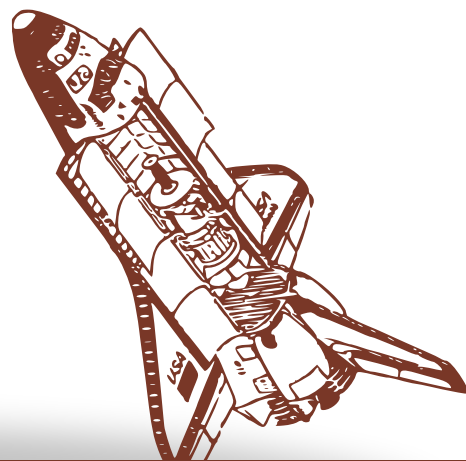
As always, we extend our deepest gratitude to everyone in the Atharva community for their unwavering support and commitment. Together, let us continue to inspire, innovate, and excel as we move forward into an exciting future.

Warm regards,  
The Atharva Group of Institutes

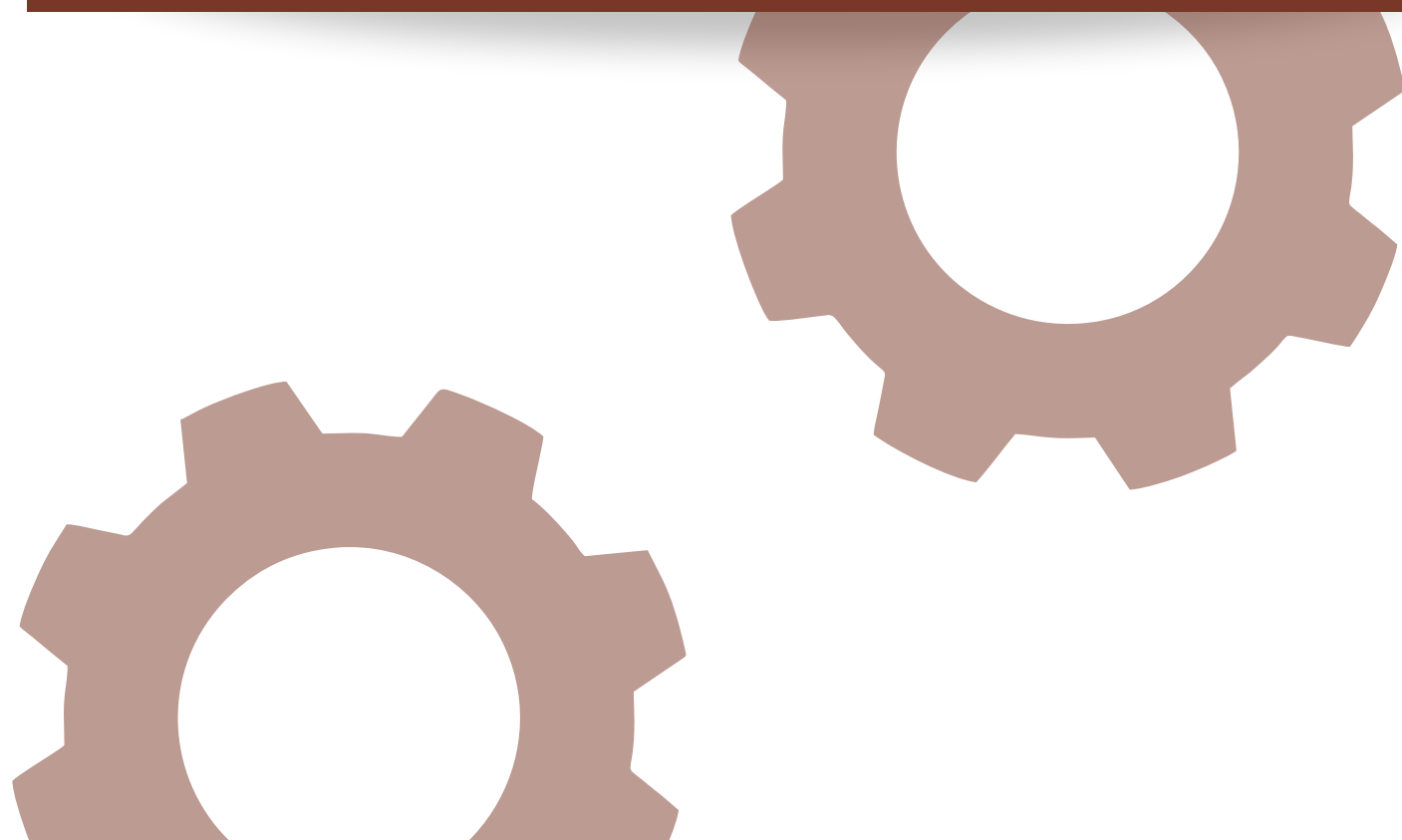
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# ATHARVA COLLEGE OF ENGINEERING



# IEEE Techithon 2024

Atharva College of Engineering's annual technical flagship fest, IEEE TECHITHON 2024, was a resounding success, held from September 25th to 27th, and centered around the theme "INGENIA - INNOVATION UNLEASHED". "Ingenia" embodies the spirit of innovation, and imagination. Ingenia is not merely a theme; it's an invitation to explore new horizons, to challenge conventional thinking and to create an environment where brilliant ideas can flourish. "Ingenia" is the spark that drives us to explore, innovate and achieve greatness. The fest received an overwhelming response from students, faculty, and dignitaries, emphasizing its significant impact. This year's event was remarkable in many aspects, as it seamlessly blended both technical and cultural activities along with a spectrum of sports events. The heart of the fest was undoubtedly the technical project exhibition, which provided students with a platform to engage in various IEEE activities, collaborate on projects, and stay updated with the latest advancements in technology.

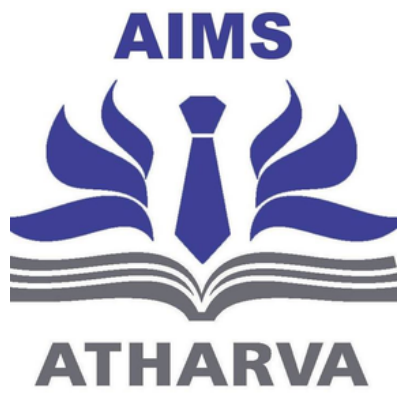


# Smart India Hackathon

The Atharva Smart India Hackathon (Internal Hackathon) 2024 was held on August 31st, 2024, at the campus of Atharva College of Engineering. The event was a day of innovation, creativity, and excitement. The event was open to all students of all the colleges of Atharva Group of Institutes, and a total of 46 teams participated; each with six members consisting of at least one female member.

The hackathon was a great success. The students were enthusiastic and creative, and they came up with some innovative solutions to the problem statements. The judges were impressed with the quality of the solutions, and they were confident that the students would be successful in the national-level hackathon.





# ATHARVA INSTITUTE OF MANAGEMENT STUDIES



# Ideation and Idea Validation

The Ideation and Idea Validation (2nd episode of Season-2) was an E-Cell, AIMS organized event which was conducted on 13th April, 2024 in the Seminar Hall of AIMS. At the start of the event, our host Mr. Niraj Gawade graciously welcomed our esteemed Guest Dr. Rupali Taru (Faculty of Information Technology Systems at Bharati Vidyapeeth and a Startup India Mentor as well as our enthusiastic students, establishing a pleasant and inclusive atmosphere for the event. Mr. Niraj delivered a speaker introduction in which she gave a brief background, experience, and accomplishments of guest speaker. After concluding the speaker introduction, Dr. Shubhilal Agrawal honored Dr. Rupali Taru with a gift.

Dr. Rupali Taru started the event with some important steps as an introduction and she emphasized the importance of starting early in the journey of entrepreneurship, citing that experiential learning is pivotal in this process. She highlighted key terms like idea, ideate, ideation and the connection of these concepts with entrepreneurship. She illustrated this with a short story. The event also shed light on the paramount importance validation of idea before implementing it.



# Rhythm Activity – Innoventure

Operations Club- OPEX organized Innoventure- New Product Challenge event on 16th April 2024. 7 Teams of MMS and 1 Team of ASB participated in the event. Team No 4 who made Solar Bag was won 1st prize and Runner up was Team No 2 who made Bird Feeder. Total 40 students participated in the event.



# Demystifying Budget

- To explain the structure and components of the Union Budget.
- To highlight the importance of the budget in economic planning and development.
- To discuss the major announcements, allocations, and policy changes in the Union Budget 2024.
- To analyze the potential impact of the budget on different sectors of the economy.
- To address queries and provide clarifications to students on various aspects of the budget.



# Know Your Specialization

- To provide an overview of the different specializations available within the MBA/MMS program, such as Finance, Marketing, Human Resources, Operations, and others.
- To help students explore the career prospects, job roles, and industries associated with each specialization.
- To guide students in identifying their personal interests, skills, and strengths and how these align with the specializations offered.
- To present current industry trends, demands, and the future scope of various specializations, helping students understand the potential growth in each field.
- To equip students with strategies and frameworks for making informed decisions when choosing a specialization.
- To assist students in evaluating how each specialization can contribute to their long-term professional aspirations and career development.



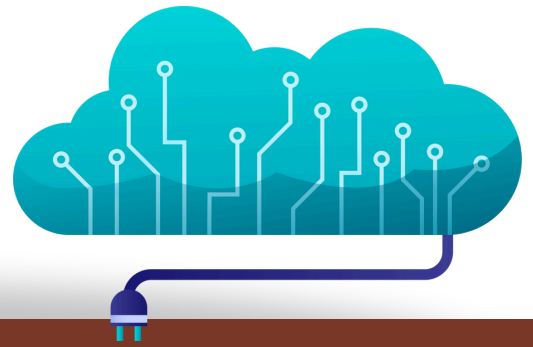
# Overview of derivatives and commodities market

The general objective of Mr. Gurudatta Ajgaonkar session i.e “Overview of commodities & derivatives market” was to typically about provide an in-depth understanding of the dynamics of the commodities and derivatives markets and their critical role in the broader financial ecosystem. By examining key elements such as the structure of the derivatives market, risk management strategies, and the cyclical relationship between commodity prices and inflation.

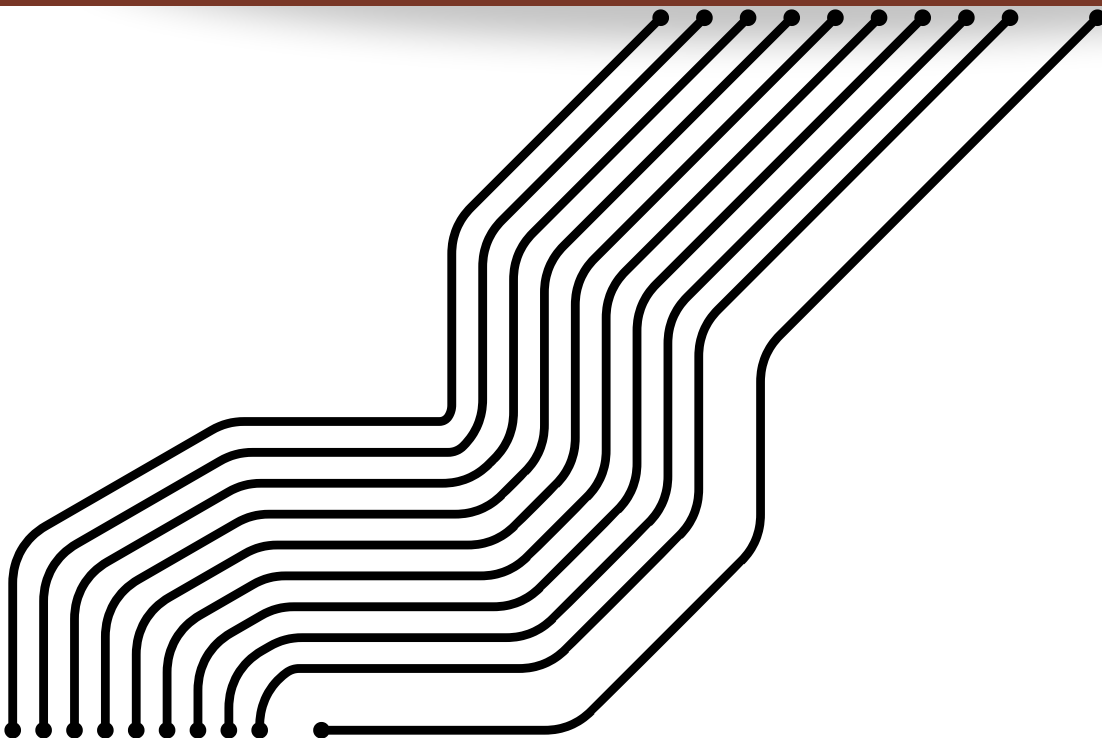
Offer insights into how various financial instruments—ranging from capital to debt markets—are interlinked. Special emphasis will be placed on understanding how underlying assets, options trading, and settlement mechanisms function within this domain.

Highlight the importance of robust risk management practices such as hedging, diversification, and stress testing, which are vital for maintaining stability and safeguarding against market uncertainties in volatile trading environments.





# ATHARVA INSTITUTE OF INFORMATION TECHNOLOGY



# IEEE TECHITHON

The IEEE Techithon 2024 event which lasted for three days to showcase the students' innovation and creativity. Students participated in Technical Project exhibition to show real world research based projects based on Machine Learning , IoT and Artificial Intelligence where students created projects like Humonoid Robot, Drone, AI car, ML Prediction Model , Ink from Pollution also Participated in Dancing and singing competition. This helped students in understanding teamwork, to flaunt their talent and research for working innovative projects with new technology and innovation.





# ATHARVA SCHOOL OF BUSINESS



# Death by PowerPoint

As the new academic year commenced for PGDM students at Atharva School of Business, the Intellectual Exchange Forum hosted a corporate talk titled “Death by PowerPoint – The Art of Data Visualisation and Storytelling,” led by Mr. Sarthak Chandra, a seasoned corporate trainer and IIM Ahmedabad alumnus. Mr. Chandra, currently a Director at KPMG, brought over 23 years of global experience in corporate communication to the session. He highlighted the common pitfalls of PowerPoint misuse, emphasizing clear and engaging communication. The interactive session offered practical tips on impactful presentations, focusing on storytelling and simplicity. The event was well-received, leaving students with valuable insights for their corporate communication strategies.



# AI in BFSI

Atharva School of Business hosted a highly anticipated session on “AI in BFSI” as part of its Intellectual Exchange Forum. The event featured Mr. Kunal Dhingra, CTO of RBL Bank and esteemed IIMA alumnus, who captivated the audience with his deep insights into the transformative power of AI in the Banking, Financial Services, and Insurance sector. Mr. Dhingra explored AI’s game-changing impact on customer experience, decision-making, risk management, and operational efficiency, while addressing the challenges and ethical implications of its adoption.

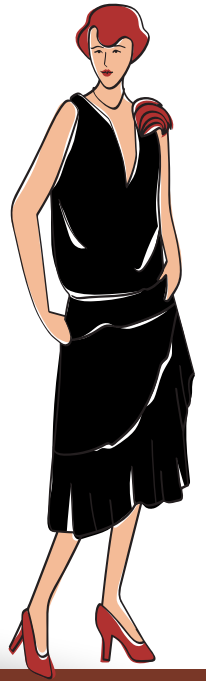


The session was met with enthusiastic participation, providing attendees with a comprehensive understanding of AI’s practical applications and its potential to revolutionize the financial services landscape. Mr. Dhingra also emphasized the critical need for professionals to stay abreast of technological advancements and adapt to the rapidly evolving industry.

# LEAP Program and Induction

The LEAP Program and Induction Schedule at Atharva School of Business were designed to foster skill development and personal growth among participants. The LEAP Program included sessions on decision-making, creativity, persuasive communication, and building a digital presence, offering a comprehensive learning journey that equipped participants with essential skills for personal and professional development. The Induction Program on the other side, emphasized foundational skills such as emotional mastery, self-awareness, budgeting, and leadership. It also focused on goal setting, effective communication, and entrepreneurship, preparing students to succeed academically and professionally. Both programs aimed to create a well-rounded foundation for participants, setting them on a path toward success in their academic and career endeavors.





# ATHARVA INSTITUTE OF FASHION & ARTS

# Tie and Dye Workshop

On August 30, 2024, a Tie and Dye Workshop was held at the Event Gallery, Phase 3, with four SYBA FD students and faculty members Ms. Biney Abraham and Himani Prajapati present. The workshop introduced students to the art and history of tie and dye, covering techniques like Japanese Shibori and Indian Bandhani. Students engaged in hands-on activities, using Kadam dyes and fixers to create unique patterns on cotton fabric. The event encouraged teamwork, creativity, and cultural appreciation, and students enjoyed experimenting with colors, deepening their appreciation for textile arts.



# Industrial Visit to Bridal Asia

On August 17, 2024, 18 SYBA FD students, along with faculty Ms. Biney Abraham and Esha Jadhav, visited Bridal Asia at BKC, Bandra. The visit provided insights into current bridal fashion trends, featuring brands like Myntra, Anushka Khanna, and Rare Heritage. Students observed diverse bridal collections and connected with industry professionals, enhancing their knowledge of design techniques and market preferences. The visit served as a valuable educational experience, offering exposure to industry dynamics, networking opportunities, and creative inspiration for aspiring designers.



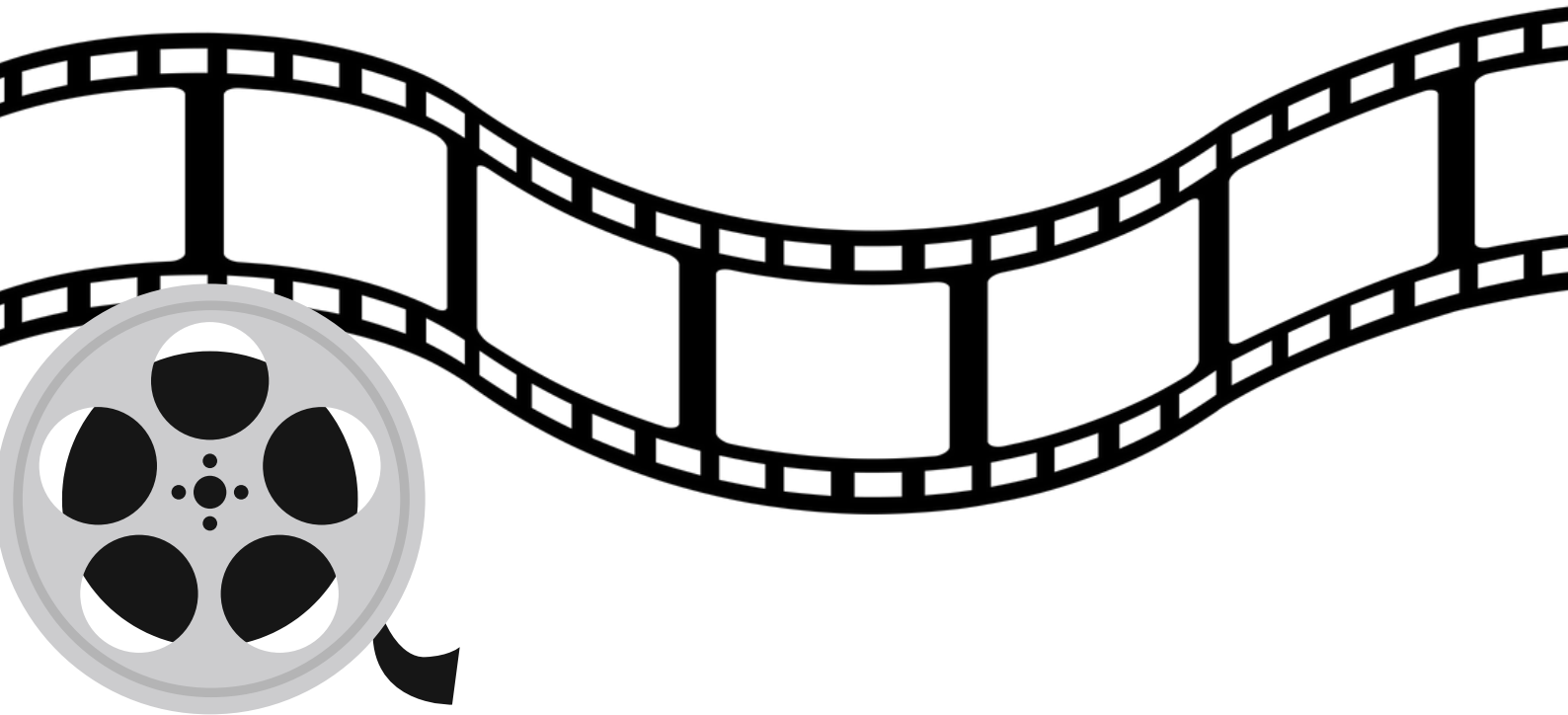
# Make a Top Using One Focal Point

On August 31, 2024, the "Make a Top with One Focal Point" competition took place at the PMGC Lab, Phase 3, for SYBA FD students under the guidance of Ms. Neelam Singh. In this seven-hour event, participants showcased creativity and design skills by creating tops with a single focal point. Using diverse materials and techniques, students designed tops that highlighted unique focal elements, impressing judges with bold colors and intricate details. The event fostered collaboration and innovation, with students demonstrating both artistic ability and personal style in their work.





# ATHARVA INSTITUTE OF FILM & TELEVISION

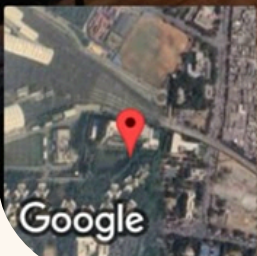


# Guest Session

A session on Voice over by Ms Neha Gargava, famous International bi-lingual voice actress, on 20 Aug, 2024 at AIFT enabled students of BAMMC & BAFTNMP to gain insights into voice modulation, pronunciation, pacing among others. Students were excited about trying out small scripts and discovering their own signature voice.



GPS Map Camera



**Mumbai, Maharashtra, India**

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Lat 19.198021°

Long 72.826248°

20/08/24 01:06 PM GMT +05:30



# ATHARVA COLLEGE OF HOTEL MANAGEMENT AND CATERING TECHNOLOGY



# Mexican Cuisine Theme Lunch

- Mastery of essential cooking techniques specific to Mexican cuisine, such as making tortillas and salsas.
- Familiarity with key ingredients, including various chiles, herbs, and spices, and how to use them effectively.
- Knowledge of the nutritional aspects of traditional Mexican foods and tips for healthier cooking alternatives.
- Experience with diverse cooking methods, enhancing versatility in the kitchen.
- Ability to create and recognize the unique flavor profiles that define Mexican cuisine.



# Vegan Super Chef Competition

- **Showcase Culinary Skills:** Provide a platform for students to demonstrate their cooking abilities and creativity in preparing Indian food.
- **Inculcate awareness about vegan food:** Highlight and preserve the significance of food, especially in the context of Regional Indian cuisines & bakery product.
- **Encourage Innovation:** Inspire participants to experiment with new ingredients and techniques, blending traditional recipes with alternatives.
- **Foster Community Engagement:** Promote student interaction and camaraderie through a shared, enjoyable activity that brings the college community together.
- **Enhance Learning Opportunities:** Offer students a practical experience in culinary arts, including recipe development, execution & presentation.



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## Atharva School of Fashion and Arts

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## Atharva College of Hotel Management and Catering Technology

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