

THE ATHARVA TIMES

A Quarterly E-tabloid

October - December 2023

8th EDITION
ISSUE III VOLUME 1



Mumbai, Maharashtra, India
Mechanical Engineering Department, Sardar Patel College of Engineering, Bhartiya Vidya Bhavans campus, Munshi Road, Old D N Nagar, Munshi Nagar, Andheri West, Mumbai, Maharashtra 400068, India



INSIDE THE MIND

SHRI. SUNIL RANE
(EXECUTIVE PRESIDENT, ATHARVA GROUP OF
INSTITUTES)



Dear students, I extend my heartfelt gratitude and best wishes to each of you for the Academic Year 2023-2024. The Atharva Group of Institutes has achieved remarkable milestones in education, thanks to the unwavering dedication of everyone involved. As we embark on this academic journey, I urge you to consider the importance of practical exposure in enhancing your learning experience.

Understanding core concepts, identifying learning goals, and developing technical and soft skills along with innovative thinking are essential steps in maximizing the opportunities available to you. Innovation is the spark that ignites progress. It propels us forward, challenges the status quo, and opens doors to endless possibilities. I encourage each one of you to cultivate a mindset of innovation, to think outside the box, and to use your skills to make a positive impact on the lives of other people. Together, let us strive to build a brighter, more inclusive, and more compassionate world for all.

Sincerely yours,
Sunil Rane

EDITORIAL

Greetings to all members of the Atharva Group of Institutes (AGI). We're excited to launch the eighth edition of "The Atharva Times" e-Tabloid, which is exclusively for our patrons and stakeholders. This announcement brings us great pleasure and excitement. As we enter the last quarter of 2023, we are excited to pursue personal improvement and take on new challenges.

We remain committed to keeping you updated about the latest developments and news from our Institutes. The Department of Electrical Engineering organized a two-day Fest on October 12th and 13th, 2023, on the theme 'BIONICS.' Students from Atharva Institute of Film and Television participated in a one-day guided tour to Film City to gain practical insights into the world of filmmaking.

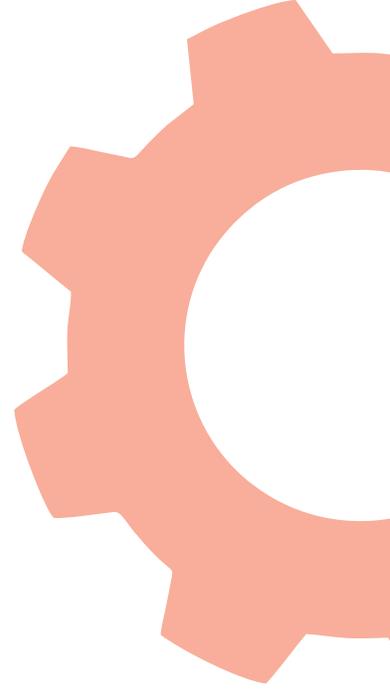
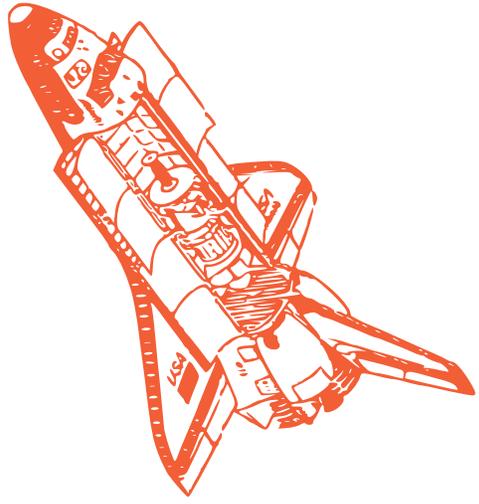
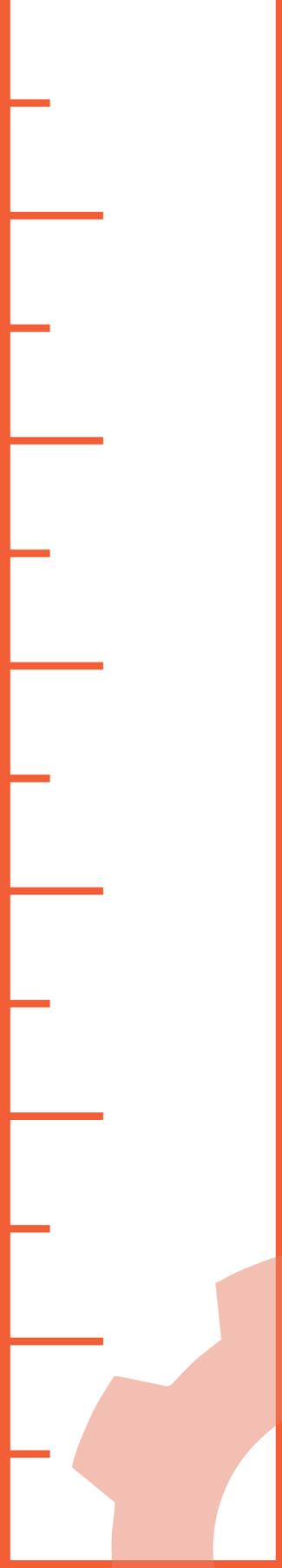
An industrial visit to Lonavala-Karjat was organized by Atharva Institute of Information Technology for first year students of BCA. Notably, Atharva Institute of Management Studies organized the vibrant "One Day Entrepreneur" event which provided a platform for students to display their innovative ideas. The Finance Club of Atharva School of Business organized a corporate talk on "Global Macro Economic Perspective.

A special Diwali celebration was hosted by Atharva School of Fashion and Arts that transcended religious traditions, becoming a dynamic celebration of creativity and cultural diversity. Meanwhile, Atharva College of Hotel Management & Catering Technology hosted the "Napkin Folding" competition, which combined fun and skill enhancement. This edition of The Atharva Times (TAT) e-Tabloid provides a glimpse of the noteworthy activities occurring from October to December across all AGI-affiliated institutions. We are extremely grateful for the support that we've received from our esteemed trustees, distinguished directors, HODs, faculty members, non-teaching staff, and, most importantly, the entire AGI student community. Stay safe, happy and prosperous!

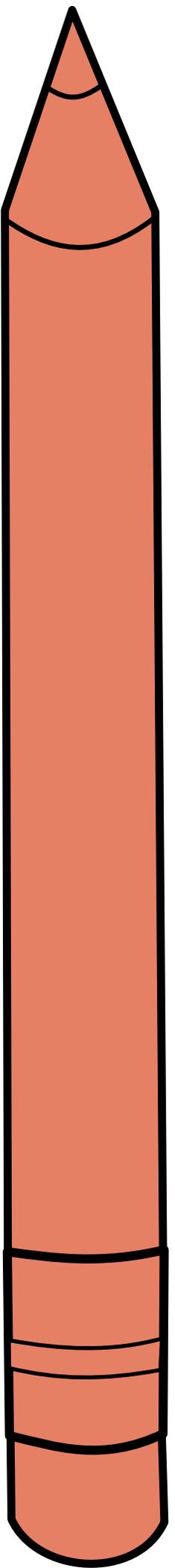
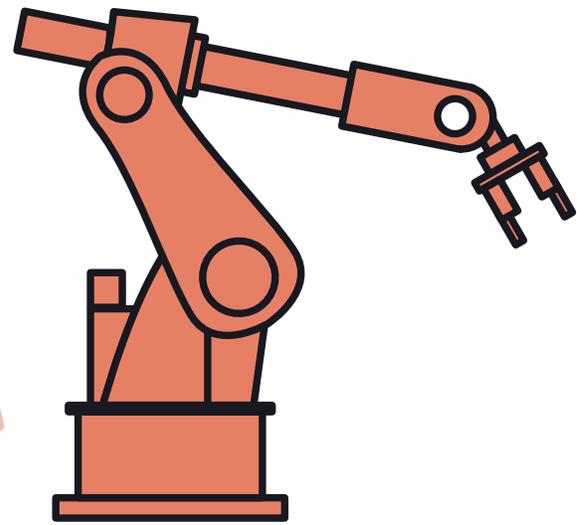
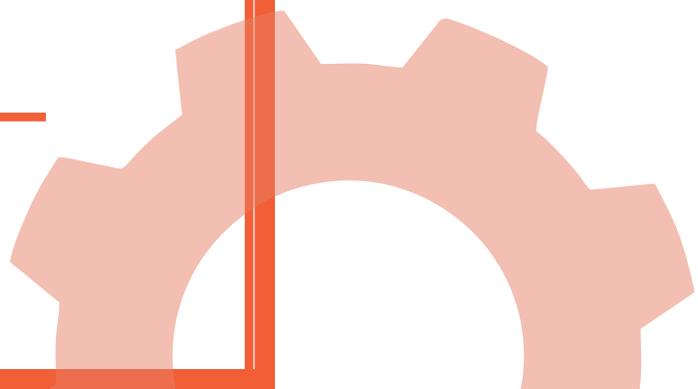
CONTENTS

- 01 **ATHARVA COLLEGE OF ENGINEERING**
- 02 **ATHARVA INSTITUTE OF MANAGEMENT STUDIES**
- 03 **ATHARVA INSTITUTE OF INFORMATION TECHNOLOGY**
- 04 **ATHARVA SCHOOL OF BUSINESS**
- 05 **ATHARVA INSTITUTE OF FASHION & ARTS**
- 06 **ATHARVA INSTITUTE OF FILMS & TELEVISION**
- 07 **ATHARVA COLLEGE OF HOTEL MANAGEMENT AND CATERING TECHNOLOGY**





ATHARVA COLLEGE OF ENGINEERING



ELECTRICAL ENGINEERING STUDENT ASSOCIATION (EESA)

The Electrical Engineering Student Association of Electrical Engineering Department organized a two-day Fest during 12th and 13th of October 2023, based on the theme 'BIONICS.' The event was inaugurated by Principal Dr. Ramesh Kulkarni and Mr. Shoeb Shaikh, Associate Senior Engineer in Burns and McDonnell Engineering, India. The fest had various events like project exhibitions, treasure hunts, fun events, workshops, and seminars. The event was a huge success, and participants gained insights into the application of bionics in different fields of engineering.



Mumbai, Maharashtra, India

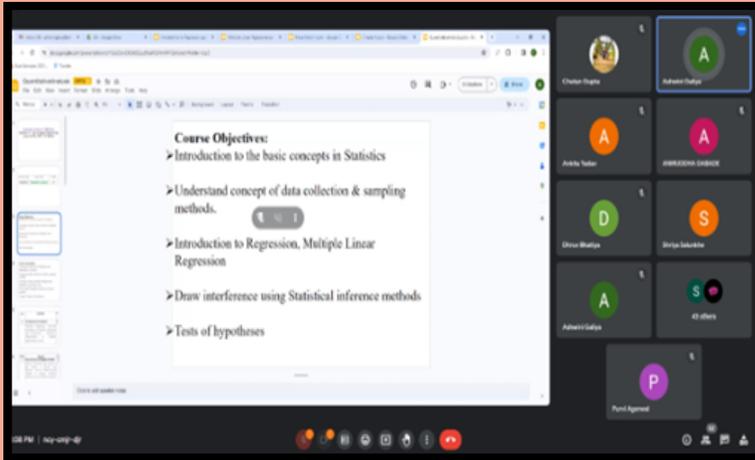
Mechanical Engineering Department, Sardar Patel College of Engineering, Bhartiya Vidya Bhavans campus, Munshi Road, Old D N Nagar, Munshi Nagar, Andheri West, Mumbai, Maharashtra 400058, India

INDUSTRIAL VISIT TO FESTO INDIA PVT LTD

The Department of Electronics and Telecommunication Engineering organized an industrial visit to Festo India PVT LTD for SE students on October 20, 2023. Twenty-five students participated in the visit, which included a session conducted by Mr. Chandrashekhar. The session covered a range of topics, including demonstrations of different servo-pneumatic positioning systems, electromechanical drives, motors and controllers, grippers, handling systems, vacuum technology, valves, valve terminals, motion terminals, sensors, image processing systems, compressed air preparation, pneumatic fittings systems, and electrical connector technology, and control technology.

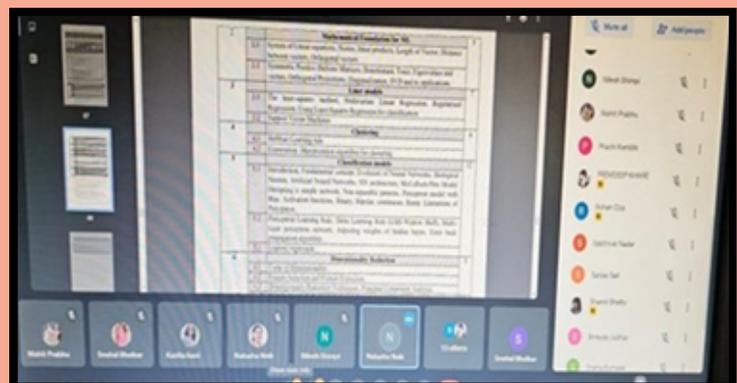


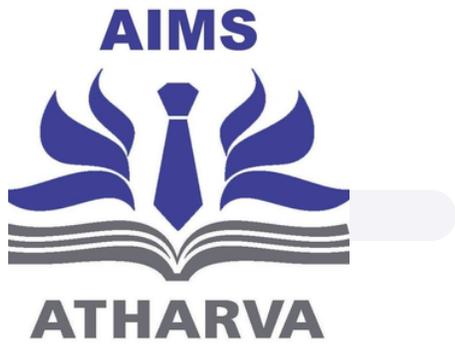
ORIENTATION OF TE STUDENTS



Computer Engineering Department conducted an online subject orientation for third year students on December 14, 2023. The purpose of the orientation was to brief the students about the course objectives and outcomes. They were guided by the faculties about the assessment scheme and a brief of the subjects offered.

The Department of Electronics and Computer Science conducted online orientation of TE Elective subjects on November 13, 2023. Detailed information of all elective subjects (DLO) of TE was covered. All the speakers provided in-depth knowledge of subjects along with the syllabus, module wise weightage, experimentation tools. Speakers guided the students with the future scope of subjects which they can opt and will be helpful in their career further.





ATHARVA INSTITUTE OF MANAGEMENT STUDIES



ONE DAY ENTREPRENEUR

The "One Day Entrepreneur" (ODE) event, hosted on October 18, 2023, at Atharva Institute of Management Studies, was a remarkable success, spearheaded by Director Dr. D. Henry Babu. Aimed at providing MMS-II students with hands-on business experience, the event saw 18 teams showcasing diverse products and services, supported by Prof. Gaanyesh Kulkarni. Preceded by effective promotional efforts, including teaser videos and coupon sales, the event fostered networking opportunities among students, faculty, and staff. On the day, teams were evaluated based on marketing principles and communication skills, with ODD Monks, Team Vidarbha Express, and The Cash Cow Team emerging as winners. Jury members lauded the teams for their market understanding, communication prowess, and financial management, emphasizing the entrepreneurial spirit and potential of the students at Atharva Institute. Overall, ODE served as a platform for practical learning and laid the groundwork for future entrepreneurial ventures.



CREATING AN ENTREPRENEURIAL MINDSET

On November 18, 2023, Atharva Institute of Management Studies hosted the first episode of Season 2 of the "Creating an Entrepreneurial Mindset" series, organized by E-Cell, AIMS. The keynote speaker, Dr. Bhavin Shah, emphasized early experiential learning in entrepreneurship, stressing hypothesis testing and market surveys. He compared entrepreneurship to a roller-coaster ride and used examples like Snapdeal and Amazon to illustrate innovation and customer needs adaptation.

Key points included the importance of design, continuous innovation, evaluating market fit, and avoiding common startup mistakes such as poor hiring and lack of focus. The event concluded with a Q&A session and a vote of thanks from Ms. Kshitija Sawant, acknowledging the contributions of Dr. Shah, Shri Sunil Rane, Dr. D. Henry Babu, and various departments for their support in making the event a success.



ETHNO FEST 2023

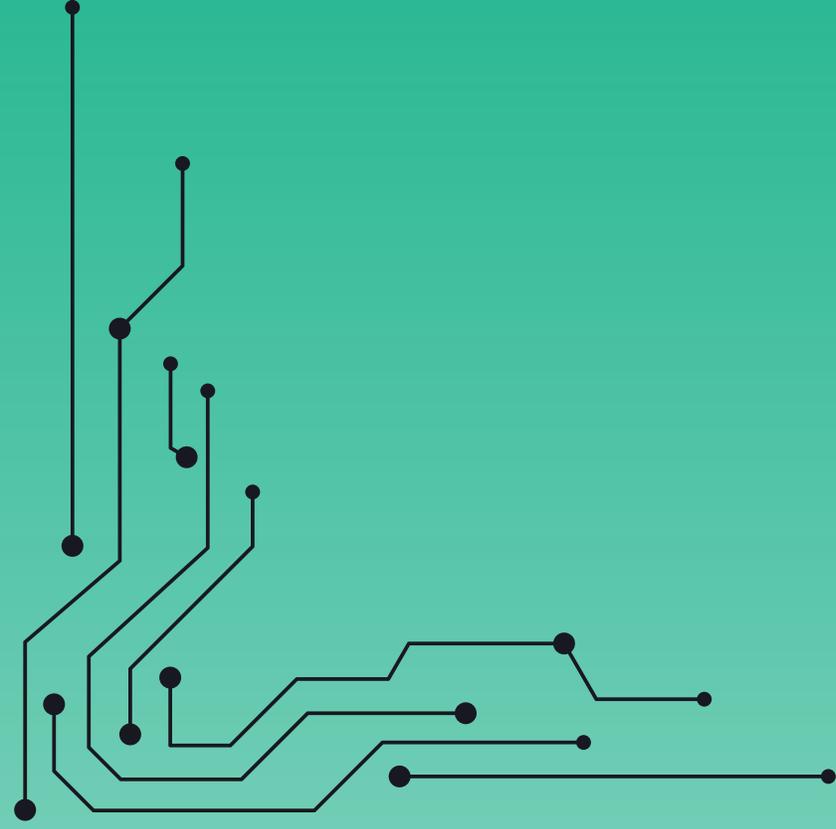
The "Ethno Fest," held at Atharva Institute of Management Studies on October 21st, 2023, celebrated Cultural Day with enthusiasm and camaraderie. Organized by the Goonj cultural committee, the event commenced with a traditional lamp lighting ceremony invoking blessings from Mata Saraswati. Divided into three engaging rounds - Ramp Walk, Questions & Answers, and Performances - students showcased the cultural richness of various Indian states with vibrant attire, insightful responses, and spirited performances. The event not only tested participants' knowledge but also fostered appreciation for India's diverse heritage. Faculty members joined in with a surprise ramp walk, adding to the festive atmosphere. The event concluded with accolades for the Best State performers and a vote of thanks, acknowledging the support of institution authorities, coordinators, participants, and the organizing committee for the event's success.



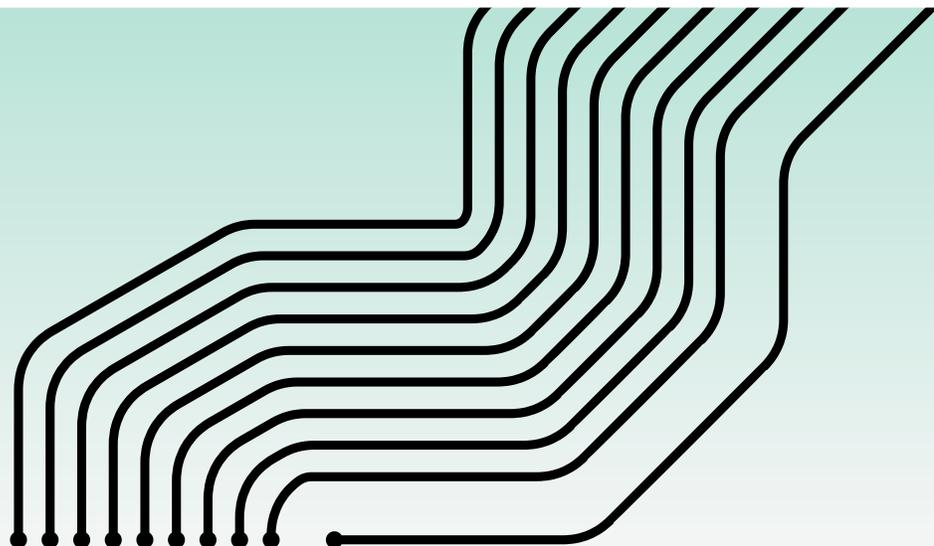
QUIZTASTIC

Quiztastic, held at the Seminar Hall of Atharva Institute of Management Studies on October 17th, 2023, was a resounding success, fostering learning, problem-solving, and camaraderie among participants. The event commenced with a warm welcome speech, followed by the ceremonial lighting of the lamp by faculty members. Three engaging rounds, anchored by enthusiastic hosts, challenged participants with quizzes and games, leading to intense competition and elimination rounds. Dr. Swati Aggarwal expertly judged the final round, adding to the event's credibility. Director Dr. D Henry awarded books and certificates to the winners and runners-up, signifying their achievement. Quiztastic's triumph left attendees eagerly anticipating future editions, celebrating the joy of learning in a competitive yet enjoyable setting.





ATHARVA INSTITUTE OF INFORMATION TECHNOLOGY



WORKSHOP ON "R LANGUAGE"

AET's Atharva Institute Of Information Technology organized a seminar on "R Programming" on February 2, 2024, conducted by the HOD, Mrs. Shilpa Mistry. The main aim of this seminar was to provide knowledge of R Programming and its use in Data Science, an upcoming field in Computer and IT-Technology.

With the evolution of technology and the expansion of businesses globally, data science is a more relevant field than ever. Companies rely on data scientists' information to make informed decisions about how to operate their companies. Various features of R Programming were emphasized.



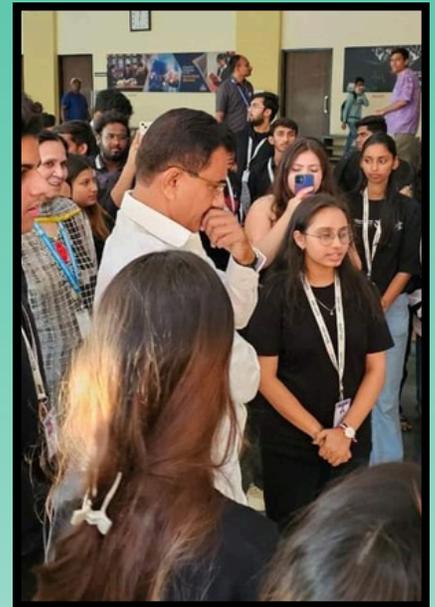
WORKSHOP ON ADVANCE EXCEL AND TABLEAU

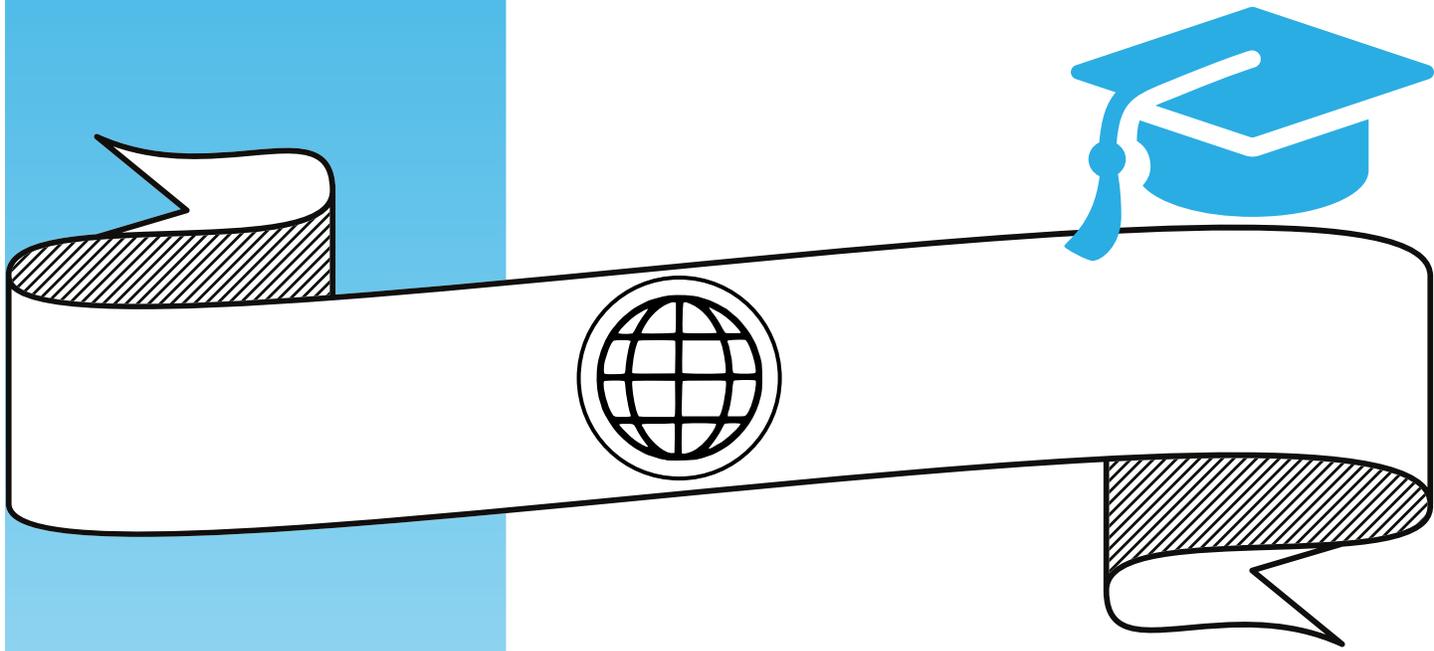
The seminar was conducted on February 16, 2024, by Prof. Minal Shete. Advanced Excel skills include graphs, tables, and performing calculations and automation to process large volumes of data. With the rise of big data and data analytics, advanced Excel skills are a real asset both during the job hunt and everyday work tasks. We understood the importance of Excel as a tool not just for data analysts, but for professionals across various sectors seeking to make informed decisions based on data. The seminar provided an overview of Tableau's interface, fundamental concepts, and the significance of data visualization in making informed business decisions. This session laid the groundwork for understanding how Tableau stands out as a tool for transforming raw data into visually appealing and interactive dashboards.



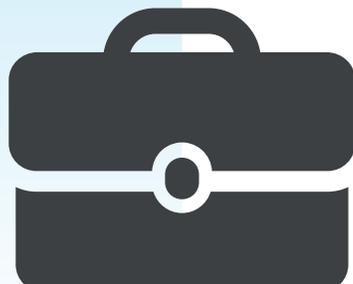
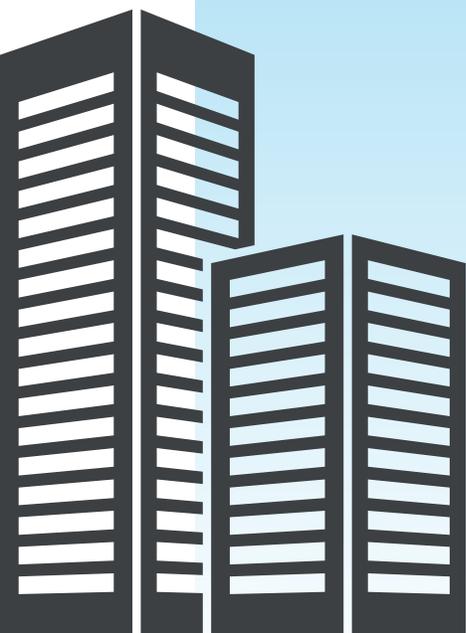
IQUEST 2024

The iQuest-Odyssey 2024, a two-day technical fest held on March 6th and 7th by the BCA Department, offered a dynamic mix of academic, cultural, and recreational activities. From intense competitions to vibrant performances, the fest celebrated talent and collaboration, fostering a spirit of learning and harmony. Day 1 featured games like chess, BGMI, carrom, and FIFA, along with intellectually stimulating challenges such as BLIND CODING and TYPE MASTER. Day 2 included physically demanding contests like "Hold Until It Folds" and "Tug of War," alongside activities like squats, pushups, and arm wrestling. Participants showcased their talents in singing, dancing, stand-up comedy, and poetry recitation. Additionally, thought-provoking seminars on emerging trends and innovative technologies provided valuable insights for all participants.





ATHARVA SCHOOL OF BUSINESS



INTEGRATING GLOBAL RISK MANAGEMENT AND GOVERNANCE

The Intellectual Exchange Forum of Atharva School of Business recently hosted an insightful International Corporate Talk featuring renowned speaker CS Geeta Trivedi, ICSA UK, CS AIR 12TH RANK, MCOM GOLD MEDALIST, from Saudi Arabia. The event focused on critical aspects of Governance, Risk, and Compliance (GRC) on a global scale. CS Geeta Trivedi provided a comprehensive overview of the GRC landscape, emphasizing effective governance, risk management, and compliance. Special attention was given to unique challenges and strategies in Saudi Arabia. The event included an interactive Q&A session, allowing participants to engage with the speaker and gain further insights. Overall, the event offered valuable knowledge exchange and practical insights for businesses and professionals in the field of corporate governance.



GLOBAL MACRO ECONOMIC PERSPECTIVE TREASURY MARKETS

The Corporate Talk on "Global Macro Economic Perspective and Treasury Markets," organized by "Finnix – The Finance Club" at Atharva School of Business, was skillfully anchored by students of the Finnix Club, aiming to provide exposure to global economic situations and their impact on Indian financial markets and the banking sector. Mr. Brijesh Chalill, Executive Vice President - Head Treasury Market Sales at Axis Bank, served as the guest of honor, offering profound insights into the global financial perspective during the COVID-19 pandemic. He discussed the impact of various events, including the Russia-Ukraine war and the Israel-Hamas conflict, on the Indian financial market, and elaborated on historical financial crises. The talk covered a wide range of banking products and processes, encouraging audience participation through a question-and-answer session. This interactive session provided valuable insights, making the event enlightening and enriching for all attendees. It emphasized the importance of staying informed and continuously learning in the fields discussed.



INDUSTRIAL VISIT TO SINGAPORE AND MALAYSIA

On November 26th, 2023, the PGDM Batch 2022-2024 of Atharva School of Business embarked on an industrial tour to Singapore and Malaysia. The enthusiastic students eagerly anticipated this experiential journey aimed at learning from and experiencing international industries, preparing them for future endeavors while providing a brief respite from their fast-paced academic life. The tour exposed students to the highly developed states of Singapore and Malaysia, leaving them in awe of the progress of industries in these countries. Visits to renowned sites such as the NEWater Plant, Maritime Port, and sessions at the Management Development Institute of Singapore (MDIS) offered valuable insights. Additionally, leisure activities including visits to Universal Studios and Genting Highland's Skytropolis Indoor Theme Park created lasting memories for the students, making this industrial visit an unforgettable experience.





ATHARVA INSTITUTE OF FASHION & ARTS



RANGRATRI 2.0 BY KINJAL DAVE

Popular Gujarati singer Kinjal Dave enthralled audiences throughout the nine-day Rangratri 2.0 with her captivating Garba performances, serving as the festival's musical core. Coinciding with the Hindu festival of Navratri from October 15th to October 24th, 2023, Rangratri 2.0 celebrated the cultural and religious significance of Navratri in a lively community atmosphere at the premium Kutchi Ground in Borivali West, Mumbai. The event, conceptualized by respected Shri. Sunil Rane, MLA of Borivali, featured distinguished guests, including Shri. Sunil Rane, Smt. Varsha Rane, and Deputy Chief Minister of Maharashtra, Shri Devendra Fadnavis. First-year Fashion Designing students from Atharva School of Fashion and Arts gained practical experience by managing the Tangerine by ASFA Fashion stall, interacting with customers and gaining insights into consumer behavior.

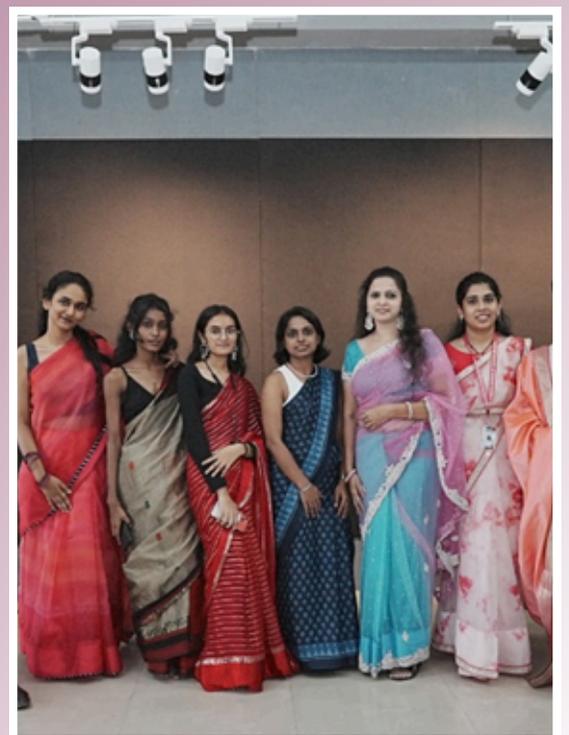
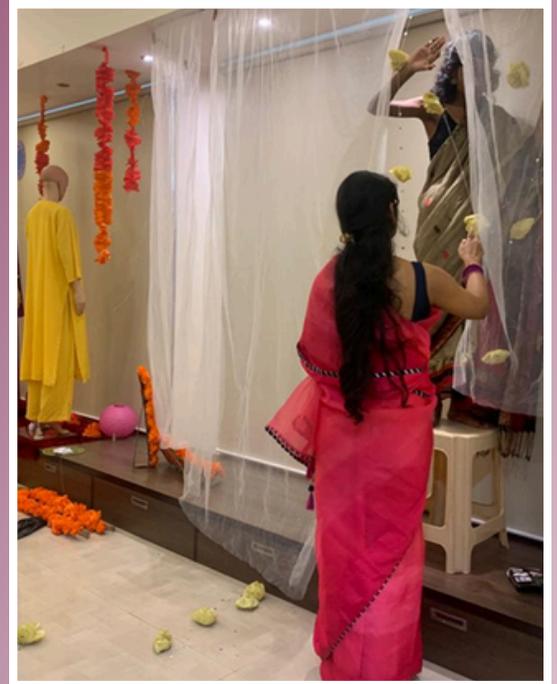


DIWALI CELEBRATION AT ATHARVA SCHOOL OF FASHION & ARTS

The Atharva School of Fashion and Arts celebrated Diwali on November 11, 2023, with a special event for FYBA Fashion Design students. From 10:00 AM to 2:00 PM, the campus buzzed with creative energy.

The Window Display for TANGERINE showcased students' creativity in traditional themes. The festivities began with a Rangoli-making competition, followed by a Diya decoration contest. Parina Thakkar won for her stunning Diya decoration.

A traditional costume competition added glamour, with Sandeep Yadav winning for an exceptional outfit. The event fostered community and allowed students to express their creativity and cultural heritage.



INDUSTRIAL VISIT TO FABRIC MARKETS AND SHOPS

We recently explored Mangaldas Market, Mulji Jetha Market, and Chippi Chawl in Mumbai, focusing on fabrics and accessories. Our objective was to understand various organic fabrics like pure silks, cottons, and linens, as well as synthetic fabrics like polyester and nylon. We also examined blends to appreciate their unique properties.

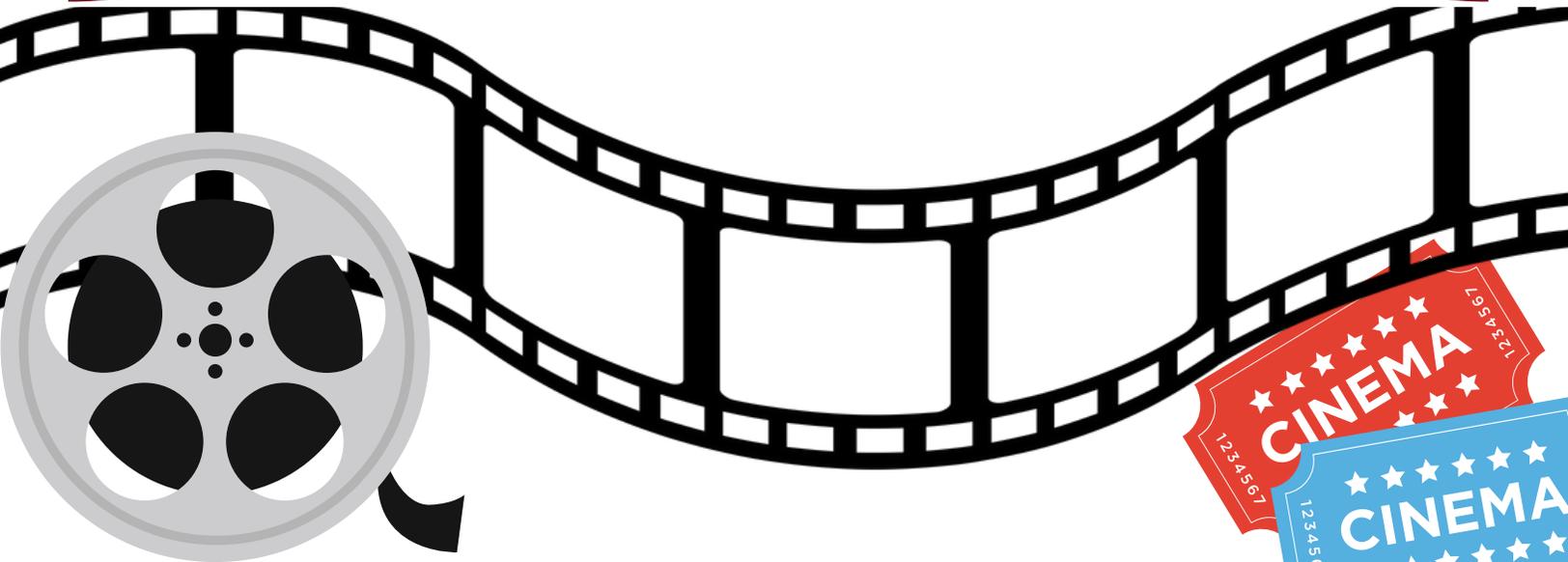
During the trip, we visited both retail and wholesale businesses, gaining insights into pricing differences and market landscapes. Interacting with vendors provided valuable educational experiences, helping us understand the nuances of the textile industry.



Additionally, the market visits served as cultural immersion experiences, teaching us about the origins of specific fabrics and traditional techniques used in their creation. Overall, it was an invaluable learning experience, enriching our understanding of fabrics and the complexities of the textile industry.



ATHARVA INSTITUTE OF FILM & TELEVISION



DIWALI CELEBRATIONS

Diwali celebrations were on full swing at Atharva Institute of Film and Television in November 2023. From Rangoli and diya making competitions to lantern making – students of BAMMC, BAFT and Data Science enjoyed the festivities thoroughly. Dressed in traditional finery handmade bright and colourful diya decorations of students stood out adding much charm and excitement to the festive fervour. First prize at Intercollegiate Fashion show event Students of AIFT and Data Science won First prize at Intercollegiate Fashion show event at Russell Square International College, Juhu on 21 December, 2023



FILM CITY VISIT ON 18 DEC, 2023

Students of Atharva Institute of Film and Television were taken on a one-day guided tour of Film

City on 18 Dec, 2023 in order to provide practical insights about the mesmerizing world of films and film making as a whole.

Located at Goregaon east, Mumbai, Film City popularly known as Dadasaheb Phalke Chitranagari

stretches to over 500 acres of greenery and has been home to several film and television shoots

over the years.

Students were thrilled about seeing Film and TV sets, shoots, iconic locations and experiencing the

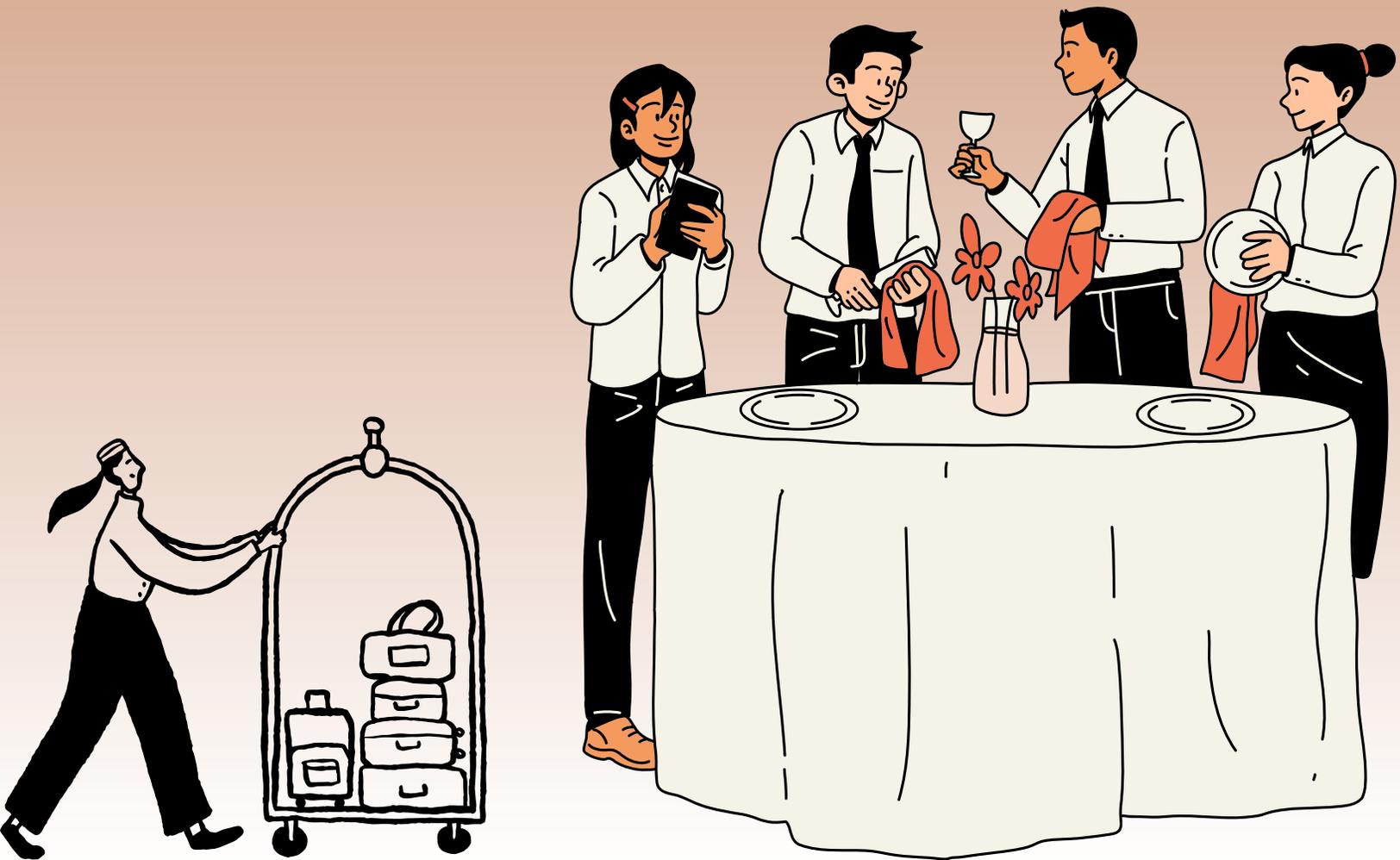
magic of cinema. From learning about sound design to gaining knowledge on how chroma is used the visit added substantially to their learning. Students saw many

shoots take place in a live location and were able to mingle with famous television artist





ATHARVA COLLEGE OF HOTEL MANAGEMENT AND CATERING TECHNOLOGY



FRONT OFFICE GUEST LECTURE

OCTOBER 2023

Atharva College of Hotel Management & Catering Technology, Mumbai has organized a Front Office Guest lecture for the students of the TY BSC (Front Office Specialization) on 12th October, 2023 at Crystal Banquet. A session for the students where an industry expert Mr. Sandesh Khedekar and his team from Lemon Tree hotels was invited as a guest speaker for 3rd Year and 2nd Year Students. Mr. Khedekar is currently working as Front Office Manager with Lemon Tree Hotels. Being part of industry for around 11 Years Mr. Khedekar shared his experience and the journey of how he has achieved success in the industry. He spoke to students regarding their goals and asked them to keep learning new things as the trend in the industry keeps changing. He mentioned that the front office department is one of the most important of the hotel. Communication is most important within the department as well as with another departments. Grooming standards must be maintained. Question answer Session was conducted.



NAPKIN FOLDING COMPETITION (ENHANCE SKILL)

All students participated in the Napkin folding Competition from CC F&B & FYBSC class. Students have basic knowledge with Napkin folding, uses and how to table layout at the all food and beverage outlets. Students have gained knowledge, Table layout & How to use regarding Napkin folding at the Crystal Banquet. Student enhanced their types of Napkin folding style service skill and learn about napkin folding which enhance their table presentation and create a harmonious atmosphere. Overall, the Napkin folding Competition was a learning experience for all the students.



IDENTIFICATION SERVICE EQUIPMENT COMPETITION

All students participated in the Identification Service Equipment Competition from CC F&B & FYBACA and FYBSC class. Students have basic knowledge with Service equipment size, uses and how to table layout at the all food and beverage outlets. Students have gained knowledge, Table layout & How to use regarding service equipment at the Crystal Banquet. Student enhanced there types of Cutlery, Crockery and Glassware Names, Sizes and how to spell and their uses at the fine dining restaurant as well as five star hotels for style service skill and learn about service equipment's names which enhance their table presentation and create a harmonious atmosphere.



STUDENTS CORNER

In this world where everyone has opinion about everyone, at least you be confident about yourself, To get that confidence have a look at :

Unconsciously self-conscious

Do I look good?
You look gorgeous, touch wood.

Do I look too fat?
You are just like a fluffy cute cat.

Do I look too thin?
Darling, You are born to win.

Do I look too short?
Dear, people will distort.

Do I look too tall?
You dare to stand out of all.

Do I have a dark skin?
Don't pay attention this world is mean.

Do I have too many pimples and scar?
Because of others don't have self-war.

I'm stressed, Will I ever succeed?
Definitely, I bet you are born to lead.

Am I the one who says "NO" a lot?
I think that's the best quality you got.

I'm so single, will I ever have someone?
Okay but atleast you don't date for fun.

Your mind is a very bothered and anxious tool,
Only Positive thinking can help you in making it a fool.

Also just ignore what your mind and people say,
Anyways and anyhow remember you got to slay.

- Sahyogi Gaikwad (AIMS-MMS)



STUDENTS CORNER



Kudos to our student team of BAMMC, Data Science and Hotel Management who won the Best College Award, Best CL award n prizes in several other events at the Inter-college competition on Paryavaran at Thakur college today. Heartiest Congratulations students!!! You make us proud! Keep it up!



Our students of AIMS-MMS participated in Vyaparniti competition held by Bharati Vidyapeeth and won second prize for the business plan pitch, hearty congratulations to the students and we motivate everyone to be proactive and participate.



EDITORIAL TEAM

Atharva School Of Business

Prof. Malini Jain

Atharva College Of Engineering

Dr. Ritu Sharma

Prof. Niranjana Samudra

Atharva Institute of Management Studies

Dr. Reena Poojara

Dr. Leena Jagawat

Atharva Institute of Information Technology

Ms. Anupama Ukhalkar

Ms. Minal Shete

Atharva Institute of Film and Television

Prof. Geeta Nair

Atharva School of Fashion and Arts

Ms. Neelam Singh

Atharva College of Hotel Management and Catering Technology

Ms. Divya Shailendra Kanse

STUDENTS CORRESPONDANTS

Ms. Nishita Patel (AIMS - MMS)

Ms. Sakshi Jain (AIMS - MMS)

Ms. Khushi Jain (AIMS - MMS)

Ms. Nidhi Choudhary (AIMS - MMS)

Ms. Charu Yadav (AIMS - MMS)

Ms. Unnati Nakum (AIMS - MMS)

Ms. Krushi Shah (AIMS - MMS)

Ms. Nisha Pareek (AIMS - MMS)

Co - Cordinator

Ms. Nisha Pareek

Design Layout

Ms. Krushi Shah

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