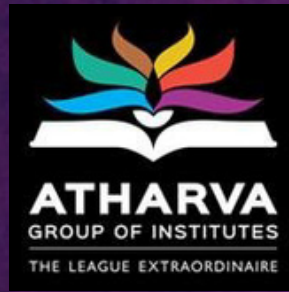


The Atharva Times

a quarterly e-Tabloid

Jan 03, 2023- (July - September, 2022)

Issue IV- volume I



Inside the mind

Shri. Sunil Rane

(Executive President, Atharva Group Of Institutes)



Dear students,

At the outset, I would like to extend my heartiest wishes to all of you for a wonderful academic year 2022 - 2023.

Within a very short period, the Atharva Group of Institutes has pioneered several initiatives in the sphere of education, establishing new standards and benchmarks of excellence.

Reading is the primary way that students like you, learn new things and raise the bar for themselves. President Harry S. Truman stated it well: "Not all readers are leaders, but all leaders are readers." I couldn't agree more.

Today's new age leaders place high importance on reading as well. Elon Musk taught himself how to construct rockets through reading, and who better than you, the youth of today could relate to it the best?

Someone once asked Warren Buffet about the keys to success, and he said "Read 500 pages every day. That's how knowledge works. It builds up, like compound interest. All of you can do it, but I guarantee not many of you will do it."

Reading magazines, books, and personalized material is a better approach to learning new things. What else could be a better starting point than The Atharva Times? The Atharva Times has always aimed to instill a love of reading in our students, whether as a college magazine or an e-tabloid.

As true representatives of the Atharva Group of Institutes, I hope to see you all leading with excellence. Committing to excellence is what spurs ordinary people to create extraordinary success for themselves. Wishing you all grand success in all walks of your life.

Sincerely yours,

Sunil Rane

Editorial

Warm Greetings to all our stakeholders at the AGI (Atharva Group of Institutes). With absolute ecstasy and pristine pride, we roll out the Third Issue Of 'The Atharva Times' e-Tabloid for all our patrons.

The commencement of the third quarter was indeed full of gratitude and gratefulness, as it marked the heartfelt tribute of our brave Kargil martyrs by Honourable Shri Sunil Rane Sir. "Kargil Vijay Diwas", as we rightly call it.

On 26th July, 2022 NSS Atharva B-57 Unit, along with the college students participated in the live interview of two brave retired Army Officers namely Commando Madhusudhan Surve and Commando Pandurang Ambre who were the part of Kargil War. The interview recapitulated the stories of the rare feat of courage and sacrifice and once again filled our eyes with tears and lifted our shoulders with courage. The media coverage was phenomenal and the Interview was broadcasted on Door Darshan.

In the midst of the quarter with victorious Spirit, 'The 75th Independence Day' was celebrated in the College premises on August 15, 2022. Mrs. Varsha Rane, the Vice Chairman of Atharva Foundation and Trustee of Atharva Educational Trust graced the occasion. The flag hoisting witnessed great energy and enthusiasm of the students and Staff.

The third quarter was concluded with Atharva Group of Institute's very own Atharva-Cha-Raja Lord Ganesha. Atharva-Cha-Raja was welcomed at the campus on 30th August 2022 with grandeur, pomp, and reverence that befits a king! Ms. Pallavi Rane, Trustee, of Atharva Group of Institutes performed the Pran Pratistha Puja. All the students and staff members also welcomed Bappa to the campus. On the occasion of Ganeshotsav, Shri. Sunil Rane, Executive President of Atharva Group of Institutes, visited the campus to seek the blessings of Atharva-Cha-Raja. All the students and staff members were present for the aarti .To make it even more special there were some exciting and auspicious days scheduled like the Sthapna, Cross Culture Day, Traditional Day, Tie and Saree Day, Group Look alike Day and the Visarjan. Everyone was cordially invited to enjoy the festival of Ganesh Utsav at Atharva. The aarti was also streamed live on the Student Council's Instagram page. On 8th September 2022 with all the students, teaching, and non-teaching staff, the Atharva Group of Institutes celebrated the Ganpati Visarjan of its Atharva-Cha-Raja brightly and memorably. Atharva Group of Institutes gave a tearful see-off to dear Ganpati Bappa, hoping and waiting for his soon return next year.

In this quarterly issue of, 'The Atharva Times'(TAT) e-tabloid, we have compiled a summary of all major events, at all of the AGI's associated institutions from July to September 2022. We are confident that our honourable trustees, distinguished directors, HODs, faculty colleagues, , non-teaching staff from all the institutions, and most importantly the entire AGI's students' Fraternity will continue to support 'The Atharva Times'(TAT) e-tabloid with their innovative contributions, as they have and they always will.

Best wishes

Prof Shiivaangi Heimdev

Atharva School Of Business.

Note: We are keen to hear from you, so don't hesitate to drop your valid suggestions at atharvatimes@atharvaims.edu.in

Index

- 1. SINE Blog 1-2**
- 2. Atharva College of Engineering 3-5**
- 3. Atharva College of Hotel Management and Catering Technology 6-10**
- 4. Atharva Institute of Films and Television 11-14**
- 5. Atharva Institute of Information Technology 15-18**
- 6. Atharva Institute of Management Studies 19-22**
- 7. Atharva School of Business 23- 27**
- 8. AIMS+ASB Special “Together We Stand” 28 -31**
- 9. Atharva School of Fashion and Arts 32 -34**
- 10. Students Corner 35- 36**

Why should corporates engage with Technology Business Incubators (TBIs) for Corporate Social

Posted on August 2, 2022 by SINE

Countries today, are focused on establishing a strong economic, social, and environmental foundation to ensure holistic development of their economies, aligning with the Sustainable Development Goals advocated by the United Nations. Besides the policy makers, the collective responsibility percolates across every stakeholder of the community. One such key stakeholder remains the businesses/corporate entities. Their contribution as job creators in fortifying the economy is indispensable. They are also obligated by law to contribute a percentage of their profits towards honouring their commitment towards societal and environmental enrichment. To formalize this commitment of the entities, otherwise aiming at profit maximization, the Ministry of Corporate Affairs, Government of India, incorporated the Corporate Social Responsibility Policy under Section 135 of the Companies Act 2013.

The introduction of the “Companies (Corporate Social Responsibility Policy) Amendment Rules 2021” detailed a structure to the existing act requiring the corporates to identify objectives and implementation plans towards compliance with CSR obligations. The Policy further reinforces accountability of the Board members in approving the CSR plans including execution of the plans at the ground-level. Along with operational guidelines of implementation, Schedule VII of the CSR Act enlists the activities that would validly qualify as contribution under the Act. Every corporate falling under the ambit of the CSR Act is required to formulate a policy defining the objectives of supporting such initiatives, followed by an implementation plan duly approved by the Board. The CSR Act recommends various alternatives of fulfilling the CSR obligation. This allows corporates to identify a suitable model encompassed under the Act by considering facets like the nature of their core businesses, sector, and geographical location.

Apart from adding impetus to the sustainable development movement, the CSR policy has enabled the corporates to explore avenues that facilitate creation of a stronger business impact by encouraging innovations at grass root levels. One such avenue being partnering with Technology Business Incubators (TBIs) (as also

covered in the CSR Act). The growth of the startup ecosystem in India, over the past few years, has introduced a new dimension to the landscape of CSR. Traditionally, -most corporates routed their corpus dedicated towards CSR funding via NGOs and such other implementing agencies. However, the startup ecosystem opened a fresh window of opportunity for the corporates. The pandemic presented startups with another opportunity to commercialize breakthrough innovations to solve real life problems. The innovations and solutions of these startups have helped create a widespread societal impact, particularly in the domains of health, hygiene, education, environment etc. By collaborating with TBIs, the corporates directly bolster the startup ecosystem and reinforce societal and environmental betterment at large.

Startups, today, are bereft of – surplus funds, adequate market-access, supply chain logistics and a vision to identify and well-utilize the opportunities to commercialize their innovations. The deep pocketed, well-established, and experience-enriched corporates can play a vital role in bridging this gap.

The Technology Business Incubators (TBIs) supported by DST, BIRAC, MeitY and state government agencies like MSInS , offer various incubation services to innovators developing products and solutions in technology, life sciences and such other domains. These TBIs have created a robust ecosystem to support the innovators in their transition from lab to markets. In this journey, the TBIs act as a catalyst and facilitate the founders with requisite knowledge, skills & attitude, assisting them to be better placed to identify and meet the market demands.

The corporates are playing a pivotal role in this transformation journey, wherein they engage with the startups at strategic level by way of investment, collaboration or customer or service provider. Today most of the large corporates have drafted internal charters and policies focusing on startup engagement. There have been many successfully executed engagements in the ecosystem.

Such engagements have given the corporates confidence to pursue fulfillment of CSR obligations by partnering with TBIs as the implementing agencies hence refining their incubation and entrepreneurship centric activities thereby creating impact. Some of the varied activities covered include – investing in startups by providing monetary support for infrastructure & labs for TBIs, funding other incubation related activities where in the startups remain the end beneficiaries.

The CSR engagement opportunities with TBIs allow the corporates to:

1. explore synergies which contribute to the innovation culture and R&D efforts through the startups
2. access future innovations germinating in labs support the founders with their infrastructure, resources & network capital
3. contribute to the social impact much early on, thereby enhancing the success rates of disruptive innovations at the lab stage.
4. strengthen brand perception in the ecosystem
5. partner with the growth journey of the startup

As already established, the corporates do benefit from engaging with TBI's;

In addition, the TBIs also gain immensely from such engagements. While the eco-system significantly gains strength with corporate engagement, the funding opportunities for startups, infrastructure, labs or any other incubator activities gives a boost to the TBIs performance and sustainability. The TBIs impact is largely measured in terms of the number of startups supported and scaled, technologies commercialized, patents generated, jobs created etc. The synergies of corporates & TBIs are a win-win situation for both the eco-systems. However, efforts would need to be made by both the parties, to align policy, processes and mindset by creating champions to ensure the engagements work in a successful manner in the long run.

ATHARVA COLLEGE OF ENGINEERING



Events

Kargil Vijay Diwas – 26th July, 2022

NSS Atharva B-57 Unit, along with the college students participated in the live broadcast of the interview of two brave retired Army Officers namely Commando Madhusudhan Surve and Commando Pandurang Ambre who were the part of Kargil War, conducted by Honorable Shri Sunil Rane Sir on Doordarshan on July 26, 2022. The interview was taken to recount the stories of the rare feat of courage and sacrifice.



Electronics and Telecommunication Engineering Department Activities

The Department of Electronics and Telecommunication Engineering organized a workshop on “Introduction to Open Source Tools for circuit simulation” on 1st August and 5th August 2022 under the guidance of Prof. Mahalaxmi Palinje, Head, EXTC Department. Students got exposure to different open-source tools for circuit simulation like LTSPICE, TinkerCAD, and NGSPICE.



Events

Independence Day Celebration

The flag Hoisting ceremony was conducted on the occasion of 75th Independence Day in the college premises on August 15th, 2022. Mrs. Varsha Rane, the Vice President of the Atharva Group of Institutes graced the occasion. Mr. Vithal Balawade, Senior Inspector of Malvani Police Station, Dr. P.N. Nemade, Director ACE, and Dr. S. P. Kallurkar, Principal, ACE gave a patriotic and motivational speech.



Industrial Visits

The Department of Electrical Engineering organized an Industrial Visit to HVDC Terminal Station, Padgha for BE students on 14th October 2022. The visit helped students understand the working of the AC & DC Switchyard and its safety concerns.





**ATHARVA INSTITUTE
OF HOTEL
MANAGEMENT AND
CATERING
TECHNOLOGY**



Events

Orientation Ceremony

The Orientation Ceremony for the 2022-23 Batch successfully took place. Ms. Cindrella Gomes , Ms. Titasa Trivedi from Grand Hyatt and Mr. Supreet Ghai from IBIS were the Chief Guests. The guest guided the students for their career growth in various sectors of the industry and opportunities for the hotel management students. With the love and affection of foodies it was, a great success and HUNGRY HEAD participated in SHARK TANK INDIA Season One in 2021. I am grateful to the Faculty and Management of Atharva College of Hotel Management for building entrepreneurship skillsets. Special mentions for Furtado Sir & Chef Gaurav Ekal.



Events

Restaurant Operation Management

Atharva College of Hotel Management and Catering Technology organized a session on 27th August 2022 with Mr Bachhan Rawat. He shared his valuable insights on the topic "Restaurant Operation Management". We are looking forward to more insightful sessions in future.



Faculty Development Program

As the guest speaker for our Faculty Development Program, Prof. (Dr.) Sagar H. Mohite, Principal at Atharva College of Hotel Management & Catering Technology, was the guest speaker. The session was a great insight for faculty and the teaching staff was encouraged to write various research papers. This session helped the faculty excitingly polish their skills. The outcome of the activity:

1. To enable faculties to undertake meaningful research activities.
2. To enhance the overall teaching and research



Events

Beach Clean Drive

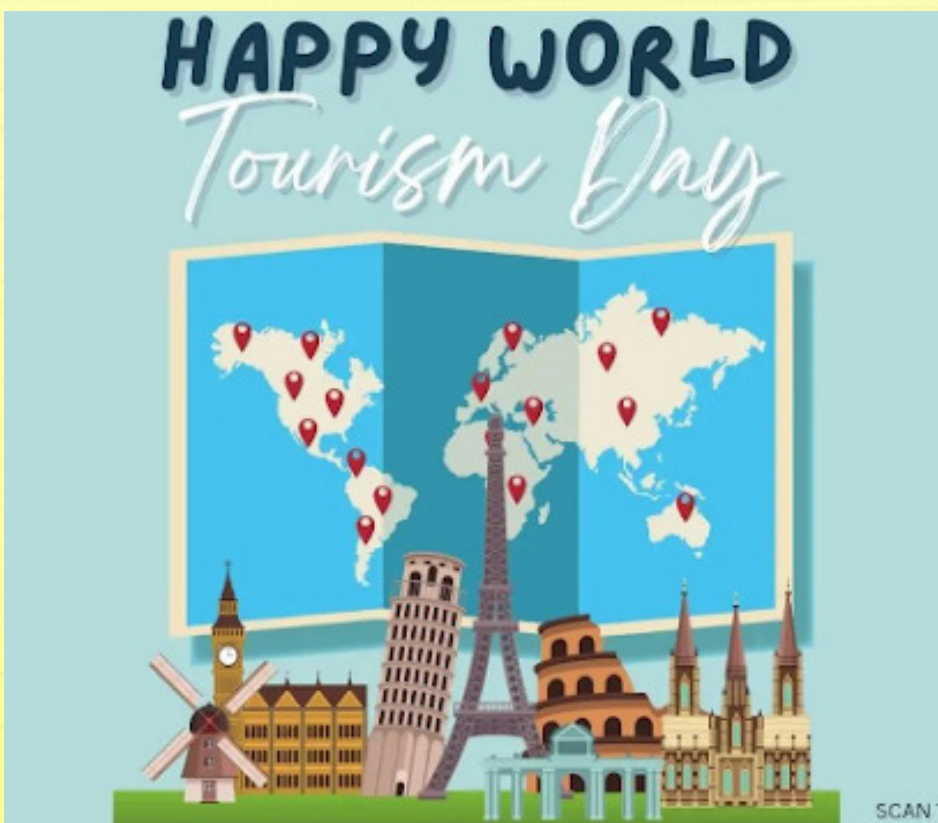
NSS unit of Atharva College of Hotel Management participated in a beach cleanup drive, on the occasion of our Honorable Prime Minister's Shri Narendra Modiji's birthday along with My Green Society. 51 NSS volunteers participated from Atharva College of Hotel Management & Catering Technology along with the NSS Program Officer. Volunteers took the initiative to clean the coast and keep the area clean. The volunteers cleaned silver beach (Marve, Mumbai) from 6:30 am-9:30 am on the 17th of September 2022. All of the volunteers had a good spirit of cleaning the beaches under the guidelines of Mumbai University Volunteers were provided with refreshments also the volunteers were given an e-certificate by the My Green Society for every individual



Events

World Tourism Day

World Tourism Day was celebrated at the Atharva College of Hotel Management and Catering Technology with the theme "Rethinking Tourism. " An elocution competition was held, and students enthusiastically supported the concept of sustainable tourism in their presentations. The team of Prof. Nisha, Prof. Welsley, Prof. Pratik, Prof. Dimple, and Prof. Bachaan organized the competition mentioned above. Prof. Dr. Sagar Mohite, the principal, and Prof. Harry Bhatia evaluated it. The "Quiz CBachmani organized by garnered a resoundingly positive response from students. It was an amazing day



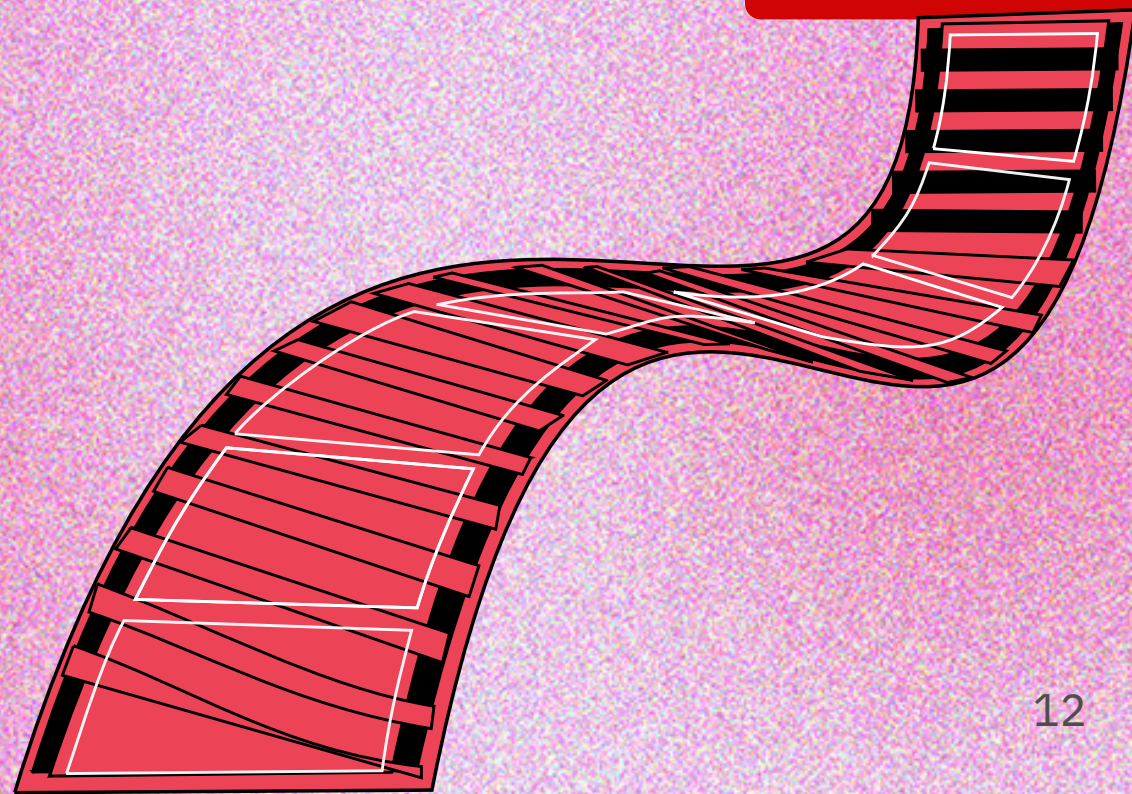
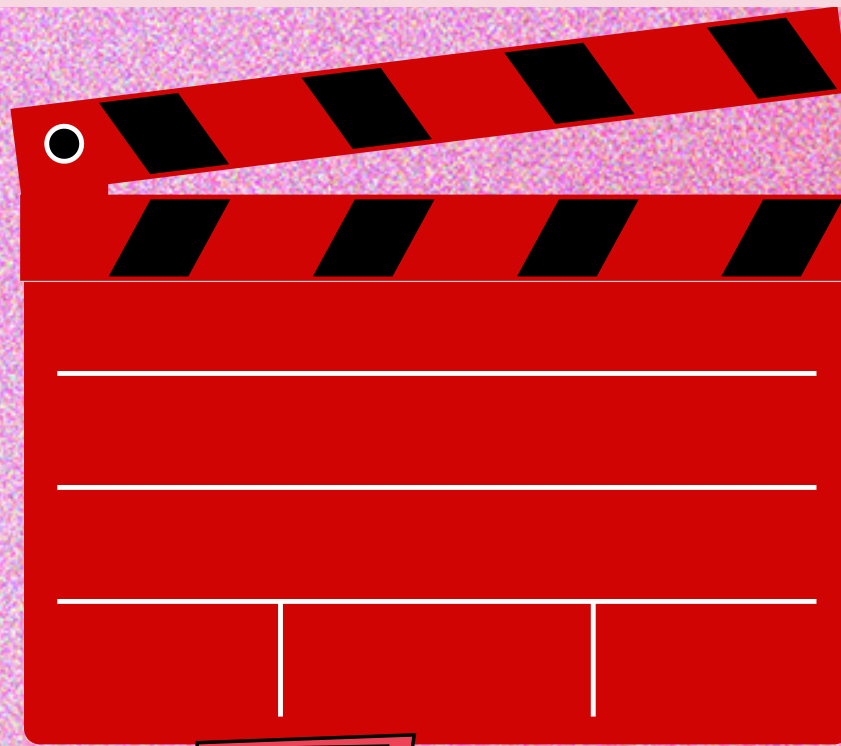
ATHARVA INSTITUTE OF FILMS & TELEVISION



Events

Introduction to Cinematography

An online session on 'Introduction to Cinematography' was organized on 3 June 2022 from 4 to 5 pm to enable students to gain insights into the world of films and learn about the role of a cinematographer. Acclaimed cinematographer, Mr. Jitendra Haldavenekar, Vice President of the Western India Cinematographers Association was invited to address the students and speak about his journey spanning over two decades in the film industry. Mr. Jitendra spoke about the various techniques used, camera work, composition, and lighting among others, how technological advancement has come as a boon and offered advice on ways to enhance skills.



Events

Session on Anchoring

Journalism as well as Films and Television students learned about hosting shows, and how to banish stage fear and engage the audience well, in a session on Anchoring held on 5th Aug 2022. Conducted by ace Bollywood anchor, scriptwriter, and singer, Mr. Manoranjan Jha, the session offered deep insight into the world of anchoring. Students learned about the importance of knowing the target audience, preparation before the event, voice modulation, body language, and maintaining eye contact among others. The session was a roaring success with many students coming forward and trying out unique opening lines to entertain the class.



Events

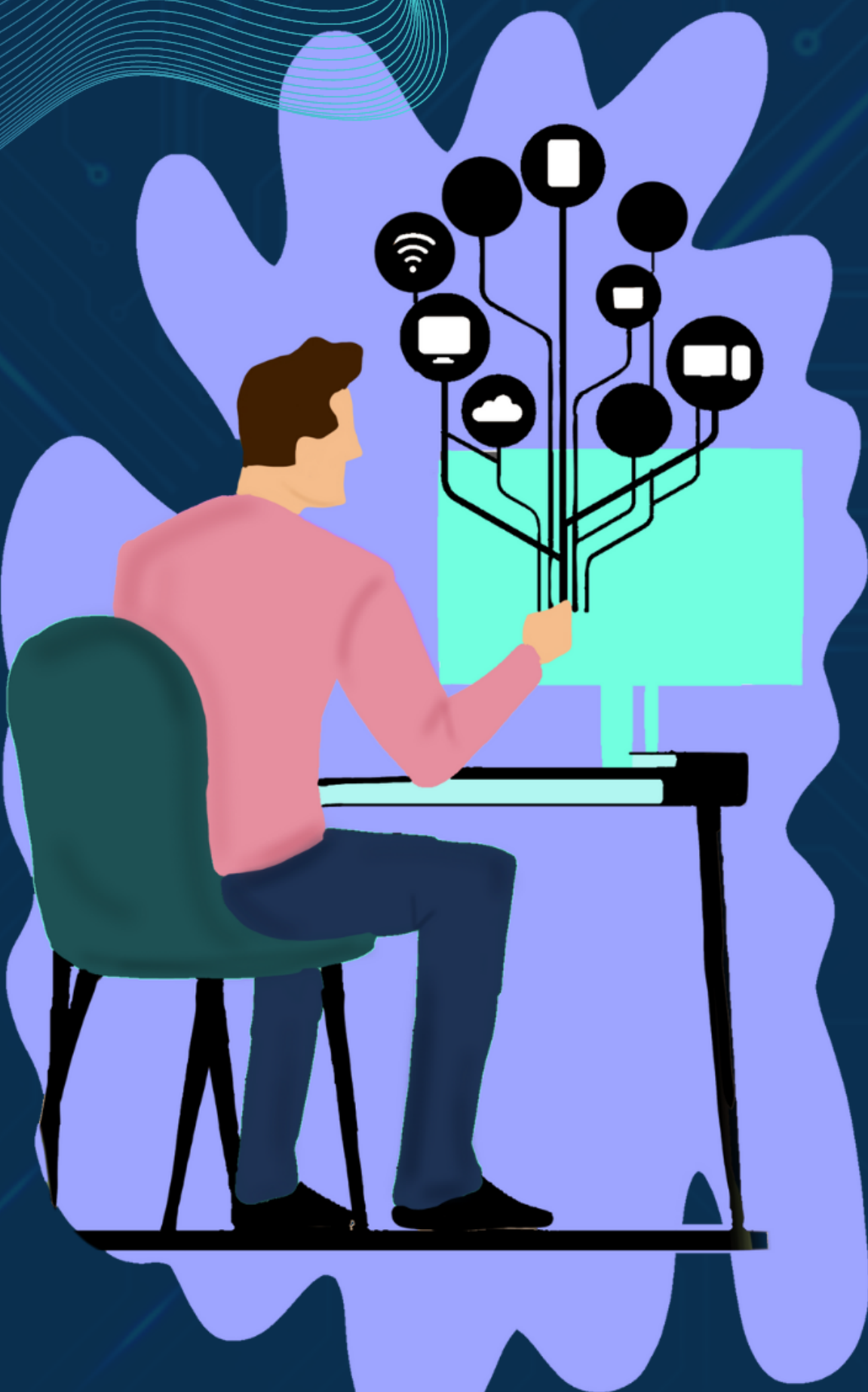
Session on Introduction to Scriptwriting

Scriptwriting plays a major role in filmmaking. And with the OTT boom, it has turned out to be an even bigger career option. A session on Introduction to Scriptwriting was organized on 26 Aug 2022 to enable students to gain insight into creative writing for the audio-visual medium.

Famous Director, Writer, Actor, and Scriptwriter, Manesh Salve addressed the students on the subject emphasizing much on the importance of reading, storytelling, and how to write emotionally compelling scripts. His focus on determining themes, character development, writing a synopsis, and dialogues among others enhanced learning substantially for students.



ATHARVA INSTITUTE OF INFORMATION TECHNOLOGY



Events

Workshop on Robotics

The Workshop was conducted on 19th September 2022 by Dr. Bhavin Shah sir. McCarthy created the term “ARTIFICIAL INTELLIGENCE “. The theory and development of computer systems that are able to perform tasks normally requiring human intelligence, such as visual perception, speech recognition, decision-making, and translation between languages. Robotics is a branch of technology that deals with the design, construction, operation, and application of robots.

The three types of Artificial Intelligence are:-

Artificial Narrow Intelligence(ANI), has a narrow range of abilities. Artificial General Intelligence(AGI), is on par with human abilities. Artificial Super Intelligence(ASI), is more capable than a human. The six most common types of robots are:-

Autonomous Mobile Robots(AMRs)

Automated Guided Vehicles(AGVs)



Events

Workshop on Cloud Computing

The Cloud Computing Workshop was conducted on 30th September 2022 by Prof. Ashok Rathore. Cloud computing is the delivery of computing services including servers, storage, database, networking, software analytics, and intelligence over the internet (i.e. cloud) to offer faster innovation, flexible resources, and economies of scale. There are four main types of cloud computing: Private cloud Public cloud Hybrid cloud Multi-cloud There are three main types of cloud computing services: IaaS (Infrastructure-as-a-services) PaaS (Platform-as-a-services) SaaS (Software-as-a-service)



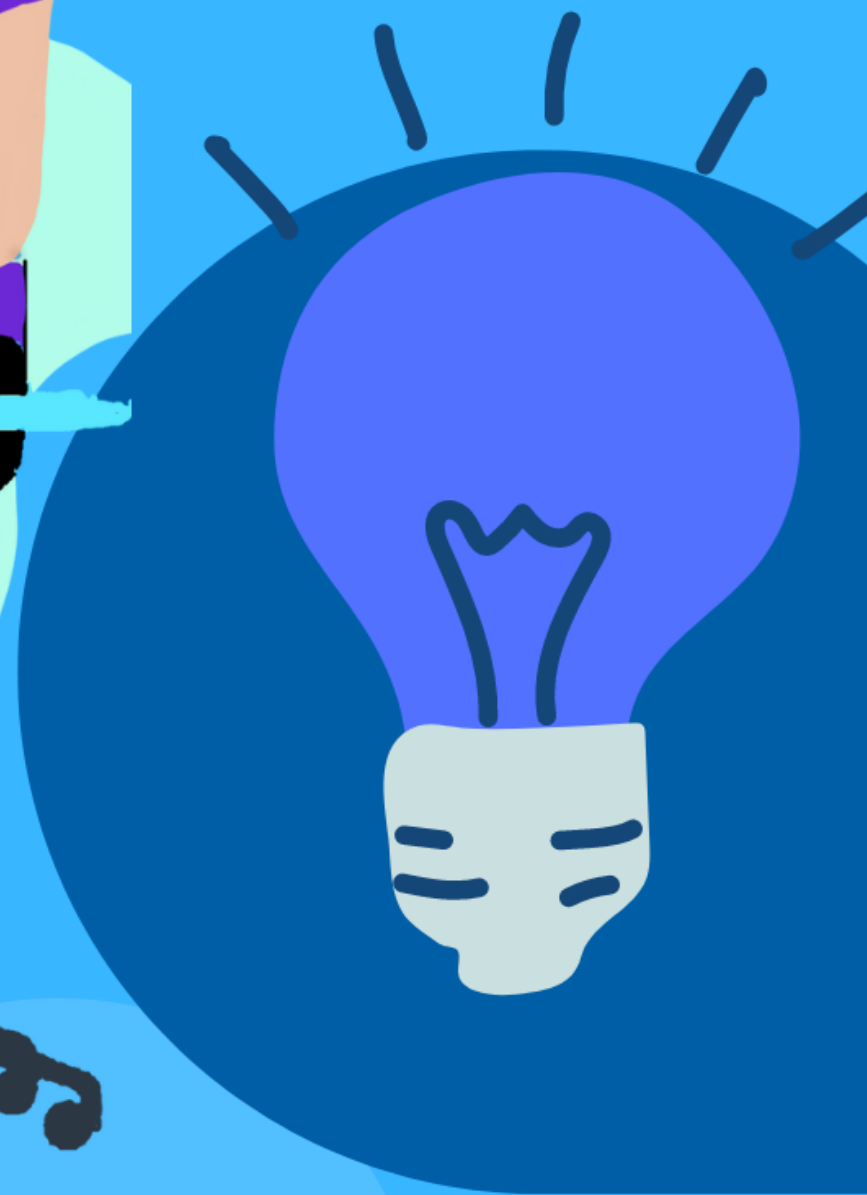
Events

Induction Program

Atharva Institute of Information Technology organized an Orientation Program on 22nd August 2022 for all BCA First year students. All students were enlightened by the inspirational words of our Director Mrs. Bhatia. She addressed students and threw light on the vision of “Atharva College” and its aim to provide the best in the field of information technology. Moving ahead, she emphasized the rules of the college and maintained discipline. The HOD explained the teaching pattern for the BCA degree program, the examination pattern and schedule, the Seminars / Workshops /Industrial Visits, and other curricular activities carried out during an Academic Year. All the faculties introduced themselves subject-wise. Later there was an interactive session between the faculty members and the students. The program ended on a positive note



ATHARVA INSTITUTE OF MANAGEMENT STUDIES



Events

Annual Convocation Ceremony

Atharva Institute of Management Studies organized an Annual Convocation Ceremony for MMS Batch on 23rd July, 2022. The chief guests were Mr. Anand Menon, VP, Darashaw & Co. Pvt Ltd and Mr. Manoj Karekar, Area HR Director, Taj Lands' End. The event started with an assembly of students, an academic procession, and group photographs followed by an Invocation and a presentation by the Atharva Group of Institutes. The declaration of convocation was opened during which certificates were conferred. Before closing the declaration of convocation, the oath-swearing ceremony took place. The Convocation Ceremony ended with a vote of thanks and the National Anthem.



Events

Financial Analysis Workshop

AIMS conducted a four-day Financial Analysis Workshop from 12th July to 15th July 2022 to provide finance students with practical knowledge of financial statement analysis using ratio analysis. The first day of the workshop gave a quick glimpse into different types of ratios, their meaning, classifications, and practical implications in the corporate world. The next two days focused on understanding the financial report of a company by interpreting various ratios. The workshop ended with students delivering group presentations by incorporating their newly obtained knowledge.



Events

TCS Talks

Atharva Institute of Management Studies organized a seminar to delve deeper and understand the career opportunities of MBA students in the IT industry on 22nd September 2022. The seminar was conducted by Mr. Amit Batra, Program Manager, Corporate Research and Advisory, TCS. He shared his valuable insights on the different job roles and opportunities that are available for management students from various backgrounds.



Placement Cell

Atharva Institute of Management Studies organized a seminar to delve deeper and understand the career opportunities of MBA students in the IT industry on 22nd September 2022. The seminar was conducted by Mr. Amit Batra, Program Manager, Corporate Research and Advisory, TCS. He shared his valuable insights on the different job roles and opportunities that are available for management students from various backgrounds.



ATHARVA SCHOOL OF BUSINESS



Events

Fresher's Party PGDM Batch 2022-2024

The fresher's party for PGDM batch 2022-24 was full of fun and exciting activities all the students were dressed snappily. The party started by welcoming the PGDM first-year students followed by some exciting games along with dance and music. The event was enlightened by the presence of Dr Harshita Kumar Ma'am (Director of Atharva School Of Business) and Dr Harish Kumar S Purohit Sir (Director of Atharva Institute of Management Studies), they both felicitated Mr and Ms Fresher for the batch 2022-24. The students were truly amazed by the kind of initiatives taken up by their seniors towards arranging this wonderful event.



Events

Induction Program Batch 2022 2024

The induction program for the PGDM batch 2022-24 was full of learning and fun activities. Here, the students were taught how to learn, unlearn and relearn things. This program emphasized more on the practical side of studies and analyzing oneself to grow in a better way. All the professors gave a gist about their commendable means and ways of teaching and an introduction to the respective subject. The sessions focused on developing confidence, personal grooming, team coordination, and the importance of learning technical and analytical skills. The students were educated on how implementation and persistence will lead them toward the path of success. All the sessions synchronized on the fact that one should keep improving and updating oneself every single day.



Events

SBI Vigilance Awareness

To mark the occasion of vigilance awareness week and admire the excellent growth & contribution towards the education sector of SBI, an event was organized at the Atharva School of Business. Students were offered insightful lessons about ATM security, well-built passwords, dealing with scams, and furthermore. They educated the students with some case studies relating to KYC fraud, social media, lottery fraud, instant loan fraud, OLX Fraud, and so forth. The SBI team upskilled the students on how to counterattack the malicious intentions of hackers. It was indeed an informative and eye-opening event for the SBI team.

Outbound Program SEM I

The outbound training program held for the PGDM 2022-2024 students was a huge success. It was held at the Pali resort at Uttan which promoted the concept of Team building. It was a fun and learning event. Later it was followed by various game activities that helped students learn important skills such as leadership, communication, and teamwork. They developed friendships and harmony among each other for future endeavors. It was a memorable event for the students.



Events

International Industrial Visit Sem 3

The Semester 3 students of Atharva School of Business recently visited Singapore and Malaysia as a part of their Industrial Visit. The very first visit was going to the SAP center to learn the importance of artificial intelligence, then going to NEWater to understand how by using advanced technology they have made purified drinking tap water available throughout the whole country and visiting the MIDS university for understanding their academic prospects as well as the mission they have towards the students of giving them quality education. Talking about Malaysia, they visited Sime Darby Plantation, where they learned from the whole process of extracting Palm Oil from Palm Trees to visiting the Royal Selangor Metal factory, whose USP was selling only handcrafted items which gave the whole lavish and royal touch to the products they sold, taking into consideration the fact that majorly there were female employees who did this amazing job! With learning, they also had lots of fun visiting the infamous tourist spots across Singapore and Malaysia. All in all, it was a Fun and Learning experience.



Together We Stand



Creating an Entrepreneurial Mindset

To rekindle entrepreneurship spirits with AIMS-ASB students, on July 30, 2022, Mr. Anuj Kuthiala, Director, Avant Finwise Pvt, Ltd gave an exciting talk on “Creating an Entrepreneurial Mindset”.

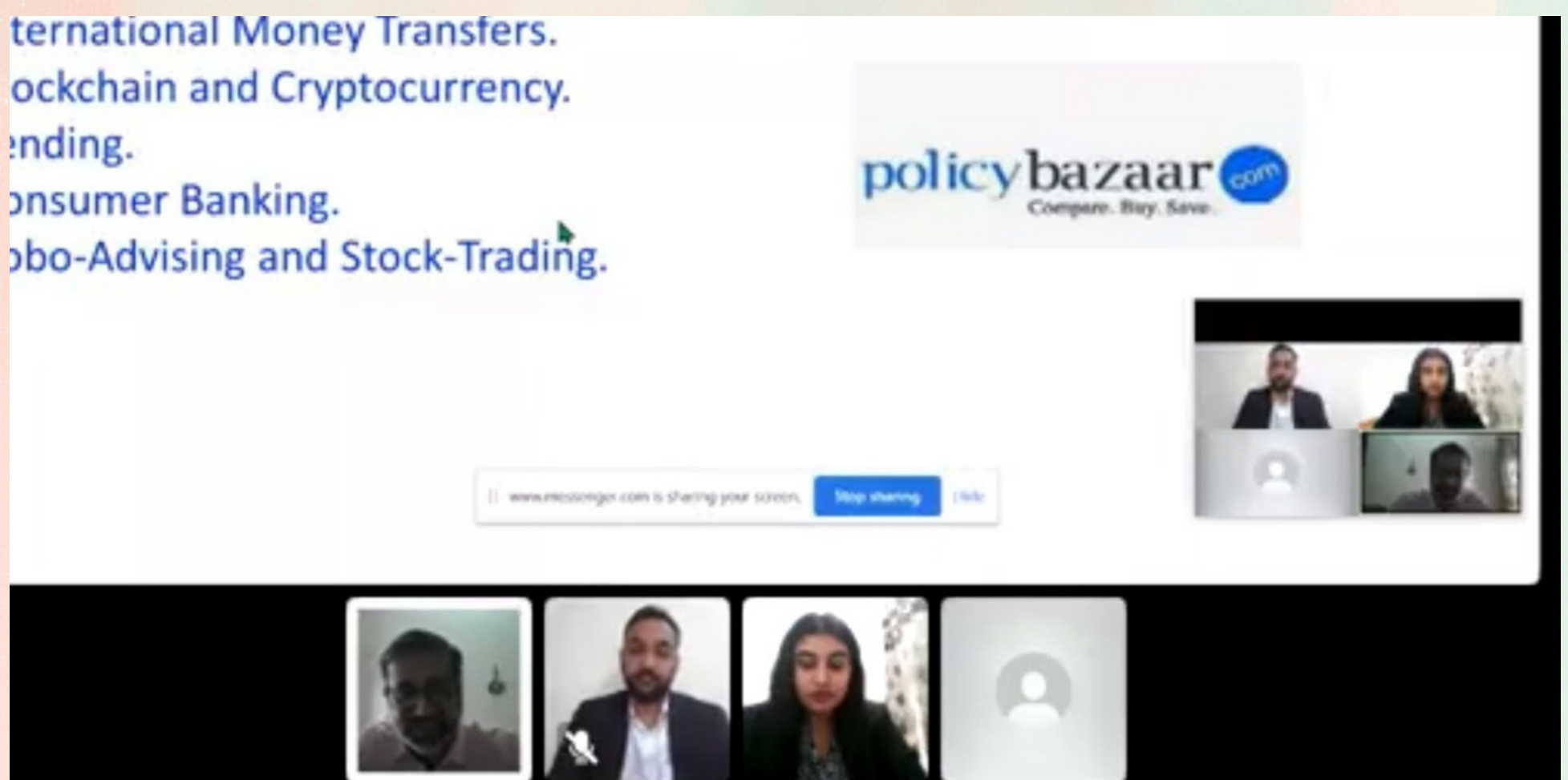
The following month, on 27th August, 2022, Mr. Shreyansh Nathwani, Director, Darsh Infotech Pvt. Ltd. guided students on how to harbor empathy and ideation while being an entrepreneur and shared his valuable insights in our Innovation, Entrepreneurship and Incubation Centre (IEIC).



Together We Stand

IT Talks

IT Talks is a PAN India IT Awareness Programme powered by IQAC, AIMS-ASB. IQAC held its 28th episode on “The role of Information Technology in Research” on 16th July, 2022. The session was delivered by Mr. Keyur Bharat Shah who is the Product Sales and Bid Manager at Dhananjay Industrial Engineer Pvt. Ltd. (WQ, India) For its next episode, held on 13th August, 2022, IQAC invited Mr. Piyush Kumar, VP of a leading NBFC to talk about Fintech, Entrepreneurial set ups, new generations payment banks, etc. IQAC also invited Dr. Deepak Waikar, Trainopreneur, Researcher and Academic Adviser on 10th September, 2022 to talk about “Smart, Clean & Green Sustainability.”



International Money Transfers.
Blockchain and Cryptocurrency.
Lending.
Consumer Banking.
Robo-Advising and Stock-Trading.

policybazaar.com
Compare. Buy. Save.

www.policybazaar.com is sharing your screen. Stop sharing [link]



Energy

Term "Smart" widely used in Management Literature

Specific
Measurable
Stretchable
Transformative
Motivational

Together We Stand

Marketing Club

The Marketing Club of AIMS-ASB held a quiz and debate competition on 7th Sept, 2022 to provide students with an unique opportunity to compete against each other with the power of their knowledge and technical skills of marketing. The winners of the competition were awarded with certificates. The event ended on an empowering note that would push students to reach more heights in the field of marketing.



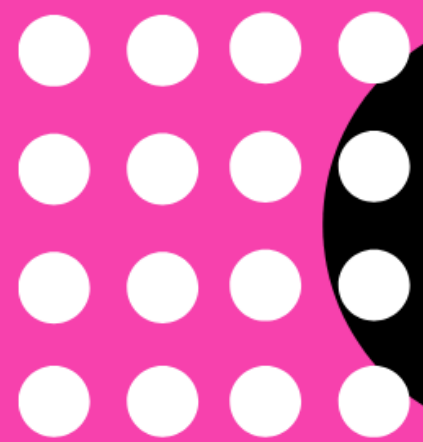
Together We Stand

Community Service Mission

The Social Welfare Club - “Sparsh” in association with Atharva Institute of Management Studies and Atharva School of Business, organized a “Community Service Mission” on 29th of July, 2022. They collaborated with Rotary & Rotary Club of Mumbai Marvels for a blood donation camp on 7th of August, 2022 in association with AIDS Combat International. Sparsh was also a part of a teaching activity with Sparkling Wings NGO to spend time and interact with kids on various topics on 14th August, 2022.



ATHARVA INSTITUTE OF FASHION & ARTS



Events

July 2022

ASFA students' batch 2021-2022 visited the NESCO exhibition filled with many exhibitors and artists on 22nd July 2022. Our students make a point to see all the exhibitions that showcase talent and authentic fashion.



August 2022

Our New Batch 2022-2023 started on 10th August 2022 right from the first day their creativity is seen through their work. We ASFA celebrated Independence Day on 15th August 2022 with the theme White Outfits.



Events

September 2022

The “Rangratri Dandiya Nights” event with Kinjal Dave was from 26th September to 5th October 2022 wherein students took care of stalls and stall management.

Team ASFA booked Exhibition stalls and Salons for the event.

Students designed creative sustainable jewelry for our Tangerine by ASFA Stall in “Rangratri” as well as stall decor.

On 15th September 2022, we were approached by Faber Castell for the workshop on color testing and exploration of their products. Students developed various Fashion artworks and one of which was awarded by their prime range product.



Students Corner

1) The LEE Concept

L – Learn

E – Explore

E – Enjoy

Explanation: If you encounter a new topic you have never seen before, first you LEARN the basics of that topic, then you EXPLORE each and every angle of that topic and then you ENJOY by applying that knowledge and providing that knowledge to others.

2) The Alpha-X Rule

D – Discipline

M – Motivation

K – Knowledge

A – Application

Explanation: Rule number one to get into the 1% is that you should be DISCIPLINED about your work and when you work with discipline you get MOTIVATED and you want to gain more and more KNOWLEDGE about the things happening around you and when you combine all three you will learn how to apply those things in detail and APPLICATION is an art and there are number of ways to apply one thing but you have to figure that one way where the resources are minimized and output is maximized.

3) 25-50-25 Conversation Rule

While having a conversation with a client:

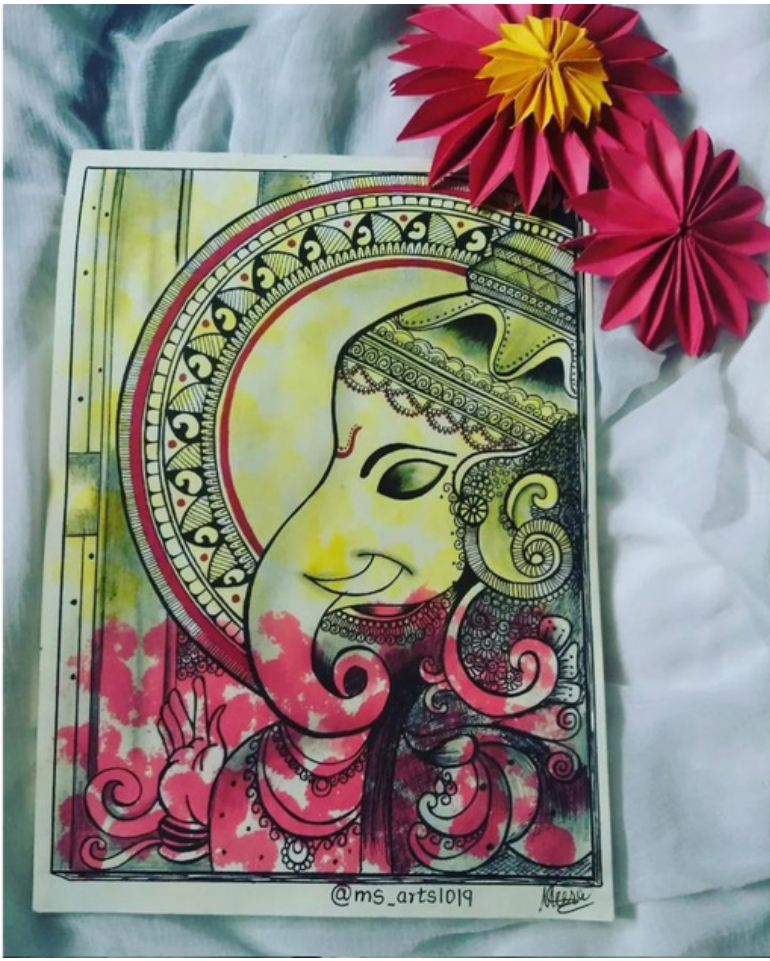
25% of your tone should be CONVINCING

50% of your tone should be CONFIDENT that you are capable of doing his/her work

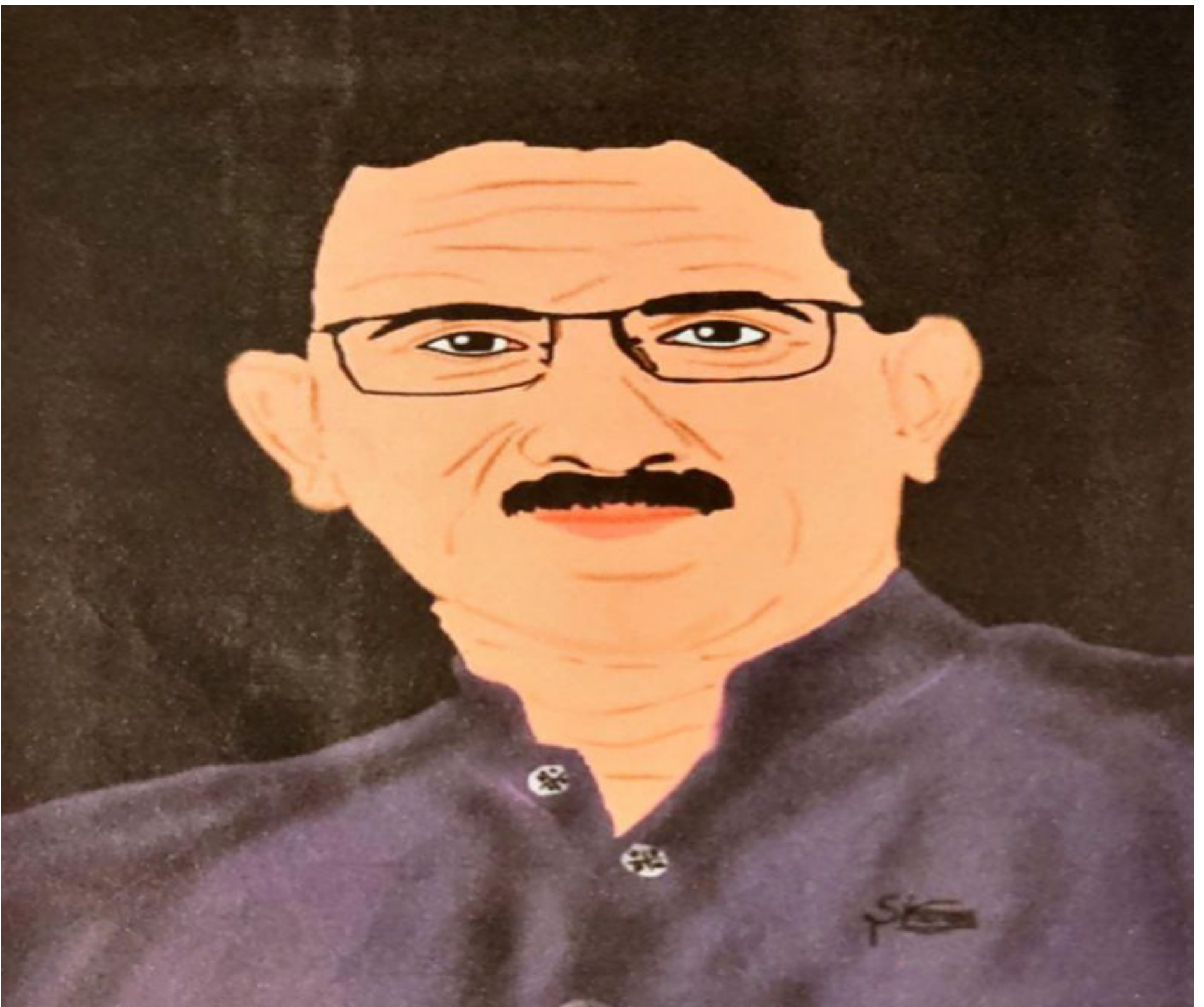
For the remaining 25%, you have to SPEAK WITH YOUR EYES that you are concerned about him/her and to some extent, you are sympathizing with his/her situation.

Jay Darji (MMS Semester III A 11)

Students Corner



Meera Sankhalpara (BCA I Year)



36 Sherin Shaibu (BCA II Year)

Editorial Team

Atharva Institute of Management Studies

Prof. Shiivaangi Heimdev

Prof. Leena Jagawat

Dr. Reena Poojara

Atharva College of Engineering

Dr. Ritu Sharma & Prof. Niranjana Samudre

Atharva College of Hotel Management & Catering Technology

Ms. Divya Shailendra Kanse

Atharva Institute of Films & Television

Prof. Geeta Nair

Atharva Institute of Information Technology

Ms. Anupama Ukhalker

Ms. Minal Shete

Atharva School of Business

Dr. Ansha Gupta

Atharva School of Fashion & Arts

Prof. Varsha Surendran

Ms. Cimrel Dsouza (AIMS - MMS - Div A)

Ms. Revati Jadhav (AIMS - MMS - Div A)

Ms. Priyanka Gaikwad (AIMS - MMS - Div A)

Ms. Khushi Saxena (AIMS - MMS - Div B)

Mr. Abhishek Patil (AIMS - MMS - Div A)

Mr. Rahul Handgar (AIMS - MMS - Div A)

Ms. Apoorva Joshi (ASB - PGDM)

Ms. Sapna Gupta (ASB - PGDM)

Ms. Pearlmeet Kaur (ASB - PGDM)

Ms. Krutarth Kadam (ASB - PGDM)

Ms. Parag Sharma (ASB - PGDM)

Ms. Laya Acharya (ASB - PGDM)

Mr. Navin Kadam (AIMS - MMS - Div A)

Student Correspondents

Design Team

CONNECT US

atharvacoe.ac.in

atharvasb.edu.in

atharvaims.edu.in

atharvafashion.com

atharvahmct.edu.in

atharvafilminstitute.com

Address :

**Atharva Educational Trust (AET) Campus. Malad
Marva Road, Charkop Naka, Malad West, Mumbai
400095**

Call us on : 022-40294949/ 49259500

8454951247