

ATHARVA
GROUP OF INSTITUTES

Presents

THE ATHARVA TIMES

EDITION 9



INSIDE THE MIND

SHRI. SUNIL RANE
EXECUTIVE PRESIDENT,
ATHARVA GROUP OF INSTITUTES



To begin, I wish each and every one of you a happy and successful academic year. As the Atharva Group of Institutes celebrates its 25th anniversary, we reflect on the remarkable milestones we've achieved in education. Thanks

to the unwavering dedication of everyone here, we've built a legacy of fostering innovation, critical thinking, personal growth, and laying a foundation for a sustainable future – a testament to the exceptional community we've created together.

As we look ahead to your academic journey, I see immense potential in the coming year. I encourage you to seize the opportunities for practical exposure, with a strong focus on sustainability. Explore renewable energy sources, responsible resource management, and innovative practices that minimize environmental impact.

But don't let your learning stop there. Cultivate a spirit of innovation for sustainable progress. Challenge the status quo, open doors to new possibilities, and use your skills and knowledge to solve problems that benefit both humanity and our planet. Think outside the box and make a positive impact to ensure a healthy planet for future generations.

Remember, you are not alone in this endeavor. The Atharva Group of Institutes is here to support you. Together, let us embark on this exciting journey, fostering a spirit of innovation for a sustainable future.

Warm regards,
Sunil Rane



EDITORIAL

Greetings to all members of the Atharva Group of Institutes (AGI).

As we celebrate 25 years of excellence, we are excited to share the achievements and experiences up to the first quarter of 2024 in the 9th edition of "The Atharva Times" e-Tabloid.

At Atharva Institute of Management Studies, students participated in the International Research Conference, engaged in an outbound activity, celebrated their cultural fest Atrangi, showcased their sporting excellence on Sports Day coinciding with National Youth Day, promoted financial literacy through Bazar Shastra, and conducted a tree plantation drive at Sanjay Gandhi National Park.

The Atharva School of Fashion & Arts captivated audiences with a fashion walk at the Borivali Art Festival 2024, conducted a fashion draping workshop, and arranged an industrial visit to the Kala Ghoda Arts Festival.

The Atharva School of Film and Television delved into cinematic artistry with an industrial visit to the Kala Ghoda Arts Festival, celebrated Makar Sankranti, visited the Creative Sound Studio, and attended a film workshop.

Atharva School of Business hosted discussions at the International Research Conference, went on a national industrial visit to Chandigarh, Manali, and Kasol, earned Dale Carnegie Certification, and participated in sessions on Empowering Innovation.

Atharva College of Engineering held the International Conference on STEM for Sustainable Development (ICSTEMSD 2024), conducted the Spoken Tutorial Examination 2023-24, and hosted TechnoFest 24.

Atharva Institute of Information Technology organized two industrial visits to Lonavala and Mahabaleshwar.

Atharva College of Hotel Management and Catering Technology offered a chocolate workshop, hosted the Internship Kraft Educational Service Seminar, explored new trends in restaurant management with the 'Upgrade' event, and conducted a bakery workshop.

As we reflect on these accomplishments, we extend our gratitude to the trustees, directors, faculty, non-teaching staff, and students for their unwavering support and commitment to excellence. Together, let us continue to inspire, innovate, and excel into a promising future.

Warm regards,
The Atharva Group of Institutes





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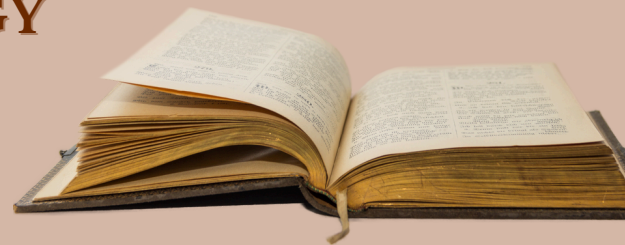
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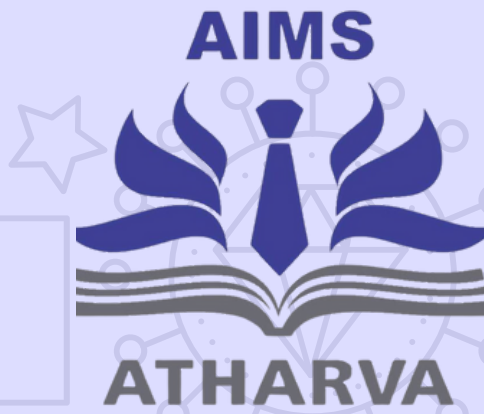
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ATHARVA INSTITUTE OF MANAGEMENT STUDIES



International Research Conference (IRCDTB 2023)

The IRCDTB 2023, organized by the R&D Cell at AIMS, Mumbai, aimed to explore the impact of digital transformation on business models and industries. Held from November 24th to 26th, 2023, the conference featured presentations by core committee members, including discussions on behavioral biases, financial planning, and customer perspectives on green infrastructure.

Keynote speeches by Mr. Rajiv Saraf and Dr. Vipin Gupta highlighted the event's significance. Plenary sessions, judged by esteemed professionals, delved into topics such as digital marketing, e-commerce evolution, flexible working, and technology's role in transforming small businesses.

The conference facilitated valuable discussions, knowledge sharing, and networking opportunities among professionals, researchers, and students, contributing significantly to the discourse on digital business technologies.



Sports day

Atharva Institute of Management Studies celebrated Sports Day on January 12, 2024, in honor of National Youth Day. The event aimed to promote unity, sportsmanship, and physical well-being among students and faculty. Over 130 students from the MMS program participated in various games and activities, including Chess, Carrom, Tug of War, and Arm Wrestling. The day began with a tribute to Khashaba Jadhav, an Olympic bronze medalist, and included vibrant dance performances and martial arts displays. Faculty members also took part in several games, adding to the event's enthusiasm. The collective efforts of students, faculty, and volunteers made the Sports Day a memorable and successful event, fostering a spirit of healthy competition and camaraderie.



Outbound Activity

On February 15, 2024, the Atharva Institute of Management Studies organized an outbound activity for the MMS Batch 2023-2025 at Pali Beach Resort. The event aimed to prepare students for corporate challenges by engaging them in various team-building activities. A total of 110 students participated, divided into six teams to compete in management games such as Tree Top, Sumo Wrestling, Shooting, and Reverse Bungee Jumping. These activities not only fostered teamwork and coordination but also enhanced individual skills and time management. The students left the event with strengthened bonds and a clearer understanding of teamwork's importance in achieving objectives.



Atrangi – The Cultural Fest

From March 14 to 16, 2024, Atharva Institute of Management Studies hosted "Atrangi – The Cultural Fest," a three-day celebration of cultural traditions and student creativity. The event featured a variety of performances, including dance, singing, and acting, which showcased the students' talents. The first day, "Jodi No.1," saw students dress as twins and participate in coordination activities. The second day was "Traditional Day," with students and faculty in traditional attire participating in ramp walks and brainstorming sessions. The final day, "Bollywood Hungama," was filled with laughter and creativity as students dressed as Bollywood characters and participated in "Atharva's Got Talent." The festival encouraged creativity, confidence, and cultural connection among students, providing a platform for self-expression and learning.



Bazaar Shastra

On February 9, 2024, the Atharva Institute of Management Studies organized "Bazaar Shastra," an event dedicated to promoting financial literacy among MMS Batch 2023-2025 students. Coordinated by Prof. Ketan Sutaria and Dr. Monika Shrimali, with guidance from Dr. D. Henry Babu, the event saw the participation of 76 students. It began with an informative session on financial literacy, where students learned about budgeting, saving, investing, and tax basics. This was followed by an interactive online stock market game, providing practical insights into financial market operations. The event concluded with a prize distribution ceremony, recognizing the top three participants. "Bazaar Shastra" emphasized the importance of early financial education, interactive learning, and long-term financial planning, equipping students with essential skills for their future financial decisions.

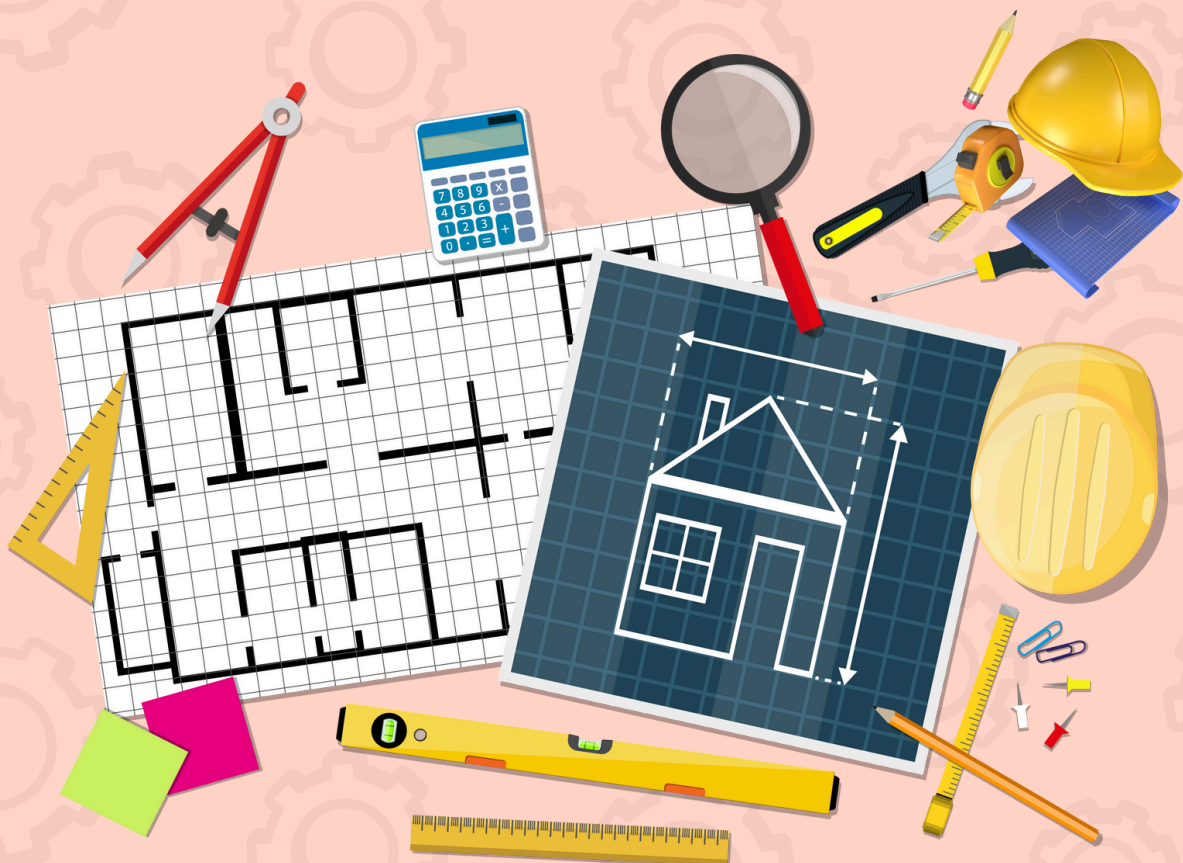
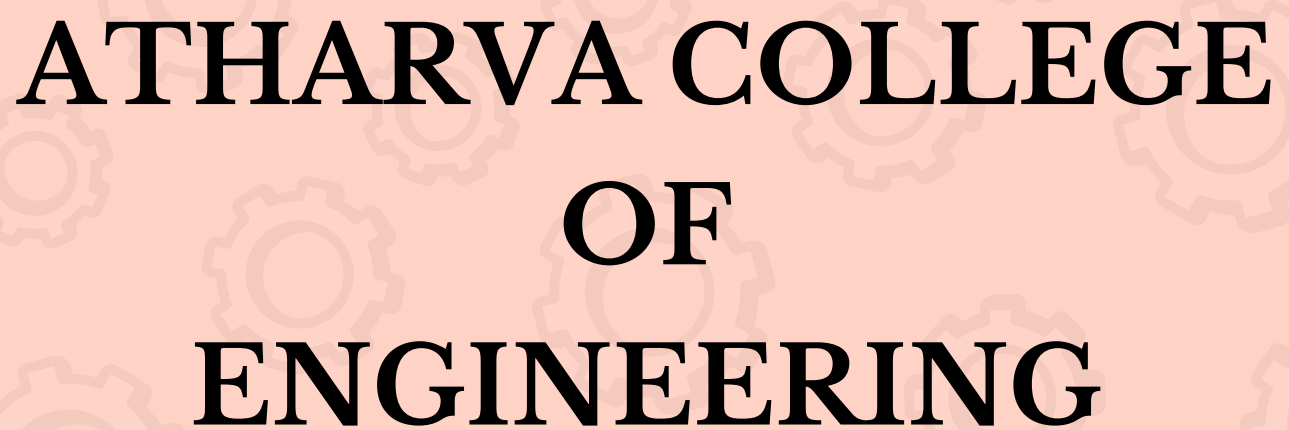


Tree Plantation Drive

An event was organized at Sanjay Gandhi National Park, Borivali, for tree plantation to create a green and clean environment. Participants, including faculties from Atharva Foundation, students from Atharva Institute of Management Studies and Atharva Institute of Hotel Management, and Mr. Sunil Rane and his family, arrived at 8 AM. Mr. Rane gave an inspiring speech on the importance and impact of tree planting.

The activities began with cleaning the designated area, followed by watering the soil. This event occurred on four consecutive Saturdays: 17th February, 24th February, 2nd March, and 9th March 2024, with AIMS students actively participating each week. Mr. Rane personally met the dedicated students, dubbing them the "special 21." Faculties and Mr. Rane then planted the trees, making the event both fun and fulfilling.





International Conference on Science Technology Engineering & Mathematics for Sustainable Development (ICSTEMSD 2024)

Held on February 15-16, 2024, this conference focused on a variety of topics across six distinct tracks, including technology trends, telecommunications advancements, applied computing, and sustainable development. Keynote speakers such as Dr. Y. Rama Mohan Rao, Mr. Prashant Prakash Angarakh from ISRO, and Rajesh Vasta from BARC emphasized the significance of sustainability and the role of STEM in development. The conference featured 230 technical paper presentations and 27 student posters from 106 students, showcasing a broad spectrum of research and innovations.



ACE Hacks 1.0

This 24-hour hackathon took place on March 16-17, 2024. It attracted 217 group registrations, from which 53 groups were selected to participate. The event provided an intense and competitive environment for participants to innovate and develop solutions. After thorough evaluations by esteemed judges, the top three groups were announced as winners, recognizing their exceptional work and creativity.



Spoken Tutorial Examination

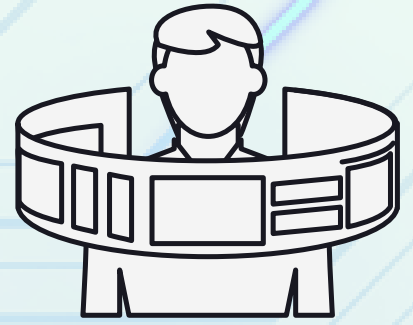
From February 19-23, 2024, Atharva College of Engineering conducted the Spoken Tutorial Examination as part of a project by IIT Bombay, funded by the Ministry of Education. This initiative aimed to enhance students' coding skills in C and CPP modules. A total of 1,330 students from various departments successfully completed the certification, thereby improving their programming proficiency beyond the standard curriculum.



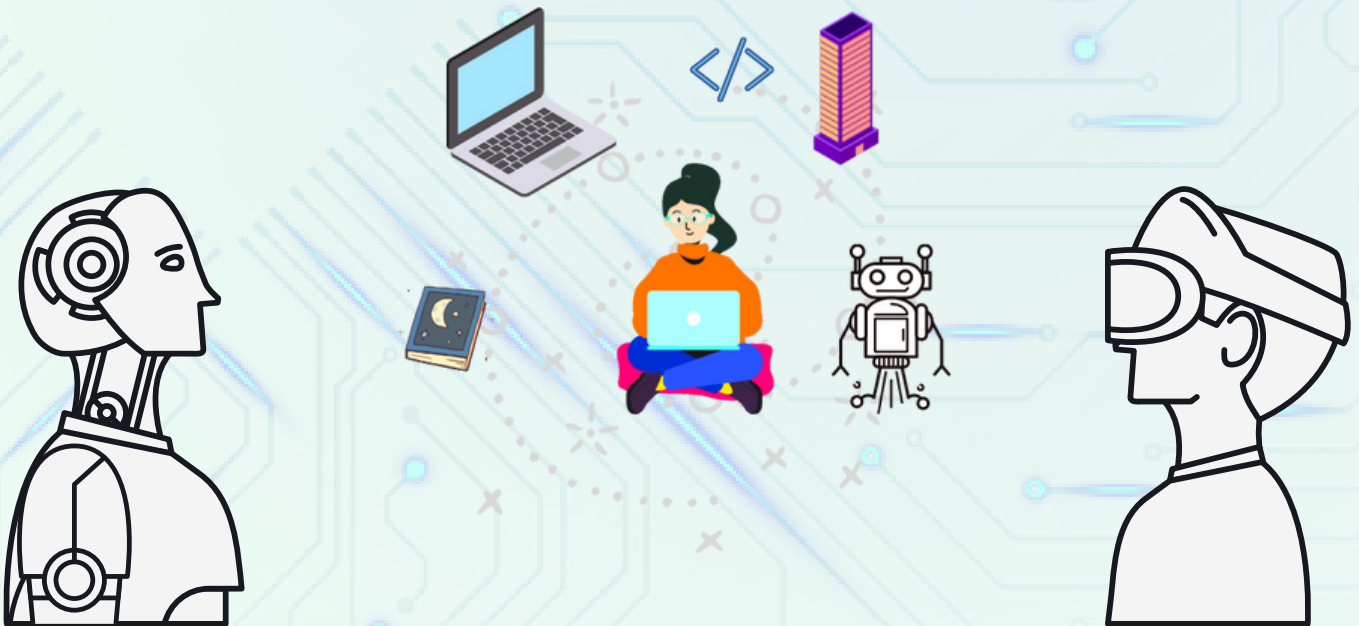
TECHNOFEST' 24

On March 27, 2024, the college hosted TECHNOFEST 24, an annual inter-collegiate technical festival themed "PRAUDYOGIKI," which integrated cultural and technological elements. The event featured a diverse array of technical, non-technical, and fun activities designed to engage and entertain students. A theme reveal ceremony was held on March 11, 2024, setting the stage for the vibrant and multifaceted festival that followed.





ATHARVA INSTITUTE OF INFORMATION TECHNOLOGY



Industrial Visit to Lonavala-Karjat (Khopoli)

In October 2023, the ATHARVA INSTITUTE OF INFORMATION TECHNOLOGY (AIIT) organized an industrial visit for the first-year BCA students to Lonavala-Karjat (Khopoli) for a two-night, three-day stay. The trip began early in the morning, with students excitedly departing from the college campus. After a breakfast stop at a restaurant, the group visited Karla Caves, Ekvira Aai Temple, and Mapro Garden, where they learned about natural products and enjoyed the scenic surroundings. The second day featured a visit to the Parle Industry, where students gained insights into the manufacturing processes of Parle products and the business operations of the company. Following lunch, the group explored the historical site of Umberkhind and Ballaleshwar Temple in Pali before returning to Mumbai by evening. This memorable trip not only provided enjoyment and camaraderie but also bridged the gap between academic learning and industry practice. The visit was highly appreciated by the students, and special thanks were extended to the management and Mrs. Bhatia for organizing the event.



Industrial Visit: Exploring Mahabaleshwar

From October 30 to November 2, 2023, AIIT organized an industrial visit to Mahabaleshwar for the BCA students. The visit began at the Apiculture Center, where students learned about beekeeping and honey production, understanding the vital role of bees in agriculture. They also explored Old Mahabaleshwar's colonial architecture and historical sites, including the Lord Shiva Temple, and enjoyed panoramic views from Window Point, Tiger Spring, and Echo Point. The itinerary included agro-tourism and leisure activities, with visits to Mapro Garden to explore strawberry fields and fruit-based products, a Cheese Factory to learn about cheese-making, and On Wheelz Amusement Park for some fun. A DJ Night capped off the day, fostering relaxation and camaraderie. The final day featured serene boating on Veena Lake, providing a tranquil end to the trip. The visit was a blend of educational insights and enjoyable activities, leaving students inspired and grateful to the organizers for an unforgettable experience.





ATHARVA
SCHOOL OF BUSINESS

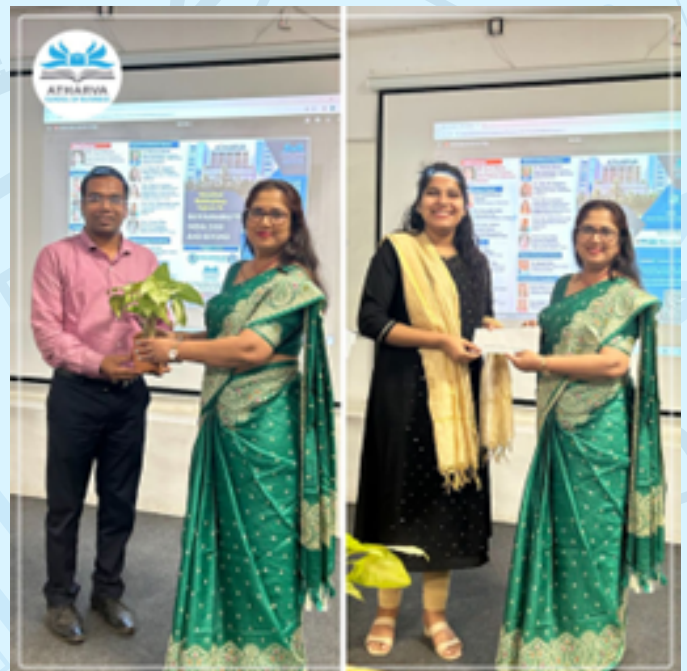
ATHARVA SCHOOL OF BUSINESS



International Research Conference

Sustainability- India 2050 and Beyond The International Conference on "Sustainability-India 2050 and Beyond," held on January 30, 2024, at the Atharva School of Business in collaboration with the Research

Foundation of India was a resounding success. Distinguished keynote speakers, including both national and international experts, shared valuable insights on sustainability and its significance for India's future. Following the keynote sessions, an online research paper presentation session took place, with over 30 paper presentations adjudicated. The conference saw the submission of more than 100 research papers for publication, including contributions from international scholars. The event concluded with the presentation of the Conference Report and a vote of thanks, highlighting the importance of collaborative efforts in addressing sustainability challenges for India's future beyond 2050.



Empowering Innovation: Building Future and Sustaining Legacies

The "Celebrating Innovation" ceremony marked the end of the "Family Business and Entrepreneurship Management" certification program at Atharva School of Business' Entrepreneurship Cell. It honored industry leaders like Mr. Harshvardhan Mishra and Mr. Nihar Ajmera, who shared insights on navigating business challenges. Presentations covered quality improvement techniques, and guests offered practical solutions. The event concluded with certificate distribution, recognizing outstanding presentations. Overall, it was a transformative experience for students, providing valuable learning, networking, and professional development opportunities to prepare them as future leaders in the global business landscape.



Dale Carnegie Certification

A 3-day Dale Carnegie Certification Program titled "Embracing the Future: Self-Sufficiency through Employment." was organised for the PGDM students of Atharva School of Business. This certification equipped the students with the skills employers seek in today's competitive job market. The program covered crucial topics like resume building, interview training, group discussions, phone interviews, business communication, and navigating corporate conflicts. Dale Carnegie is renowned worldwide for its unparalleled contribution to personal and professional development. With a legacy spanning over a century, Dale Carnegie's methodologies have empowered millions of individuals globally to excel in their careers and personal lives. The certification our students received carries substantial weight in the corporate realm, with its comprehensive curriculum tailored to meet the evolving demands of the modern workplace.



National Industrial Visit to Chandigarh, Manali and Kasol

An industrial visit spanning Chandigarh, Kasol, and Manali provided PGDM students of Atharva School of Business with a comprehensive learning experience from 28th February to 7th March 2024. Led by faculty Prof. Sandeep Rasal and staff Ms. Neeta Deshpande, the journey encompassed factory visits, cultural exploration, and adventure activities. From delving into tractor manufacturing processes at Indo Farma Equipments Ltd. in Baddi to embracing the spiritual aura of Manikaran Sahib and the adventurous spirit of river rafting in Manali, students absorbed practical insights while enjoying scenic beauty and recreational moments. The trip culminated with a visit to the Rock Garden in Chandigarh before returning to Mumbai, leaving students enriched with diverse experiences and newfound knowledge crucial for their future professional endeavors.





ATHARVA INSTITUTE OF FASHION & ARTS



Draping Workshop (February 3, 2024)

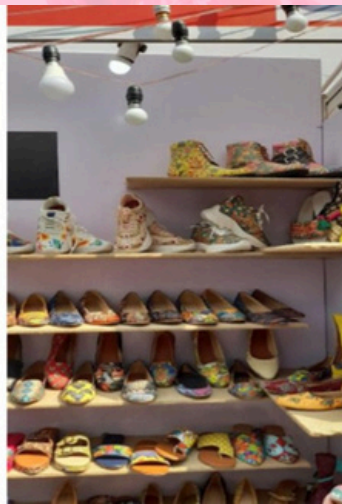


The Draping Workshop at Atharva School of Fashion & Arts, led by Ms. Esha Jadhav, provided first-year BAFD students with hands-on experience in garment creation using draping techniques. The two-hour session included a design project where students crafted an asymmetric dress inspired by a historical period, incorporating elements like a fitted bodice, one-shoulder sleeve, gathered skirt, and a waist belt with a fabric flower. The workshop emphasized practical skills in fabric manipulation, enhancing students' understanding of garment construction and three-dimensional design visualized



Industrial Visit at Kala Ghoda Arts Festival (January 20, 2024)

First-year BAFD students attended the Kala Ghoda Arts Festival in Mumbai, guided by Ms. Esha Jadhav. This visit exposed students to a wide range of traditional and modern art forms, fostering a deeper appreciation for visual arts through exhibitions and workshops. The festival's theme, "Udaan" (flight), featured heritage walks, street art, and installations, providing a rich cultural experience. The visit emphasized the importance of experiential learning, creativity, and cultural awareness, encouraging students to integrate these insights into their academic pursuits.



Fashion Show at Borivali Arts Festival (February 24, 2024)

The Borivali Arts Festival featured a fashion show by first-year BAFD students from Atharva School of Fashion & Arts, with guidance from Ms. Falgni Makwana, Ms. Varsha Surendran, and Ms. Esha Jadhav. The event, facilitated by Mr. Sunil Rane, showcased garments inspired by abstract art, blending creativity with fashion design principles. Students created 11 garments, including a showstopper piece, demonstrating their ability to translate artistic concepts into wearable fashion. This experience offered insights into fashion show preparation, teamwork, and industry exposure, significantly contributing to their professional development.





ATHARVA
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FILM & TELEVISION

ATHARVA INSTITUTE OF FILMS & TELEVISION



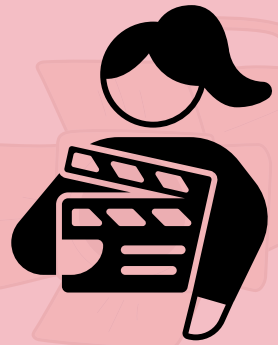
Makar Sankrant celebrations

Makar Sankrant was celebrated with great enthusiasm and gusto. From kite making to decorations, students explored their creative side to create colourful kites with important messages for the good of humanity.



Visit to Kala Ghoda

A visit to Kala Ghoda the famous art festival of Mumbai left students of Film and Television, Journalism and Data Science spell bound. From gaining knowledge about the Maximum city and its past to focusing on conservation of Nature and being inspired by the giant art installations that highlight the urban population crisis – students enjoyed the vibrancy, enthusiasm and creativity.





Visit to Creative Sound studio of Mr Kunal Mehta

A visit to Creative Sound studio owned by famous Sound engineer, Kunal Mehta at Andheri East enabled students to gain knowledge about the importance of sound in a film. From dubbing to voice over and more, the recording studio and its latest equipments were a great source of learning for the majority. Mr Mehta explained the various aspects of sound recording, mixing, audio editing and more to an enthusiastic bunch of AIFT students. In a first of its kind initiative from Atharva Institute of Film and Television, students of various streams came together to watch 'Elephant Whisperers', an Indian Oscar winning movie, as part of Filmy Friday on 5th January 2024.





ATHARVA COLLEGE OF HOTEL MANAGEMENT AND CATERING TECHNOLOGY



Chocolate Workshop

Atharva College of Hotel Management and Catering Technology hosted a chocolate workshop, where Chef Christian Schiering shared his expertise, inspiring students with the art of chocolate craftsmanship. The event celebrated the success and joy of learning in the culinary field, highlighting the college's dedication to culinary excellence and the sweet journey of mastering chocolate techniques



Makar Sankranti Celebration

The college celebrated Makar Sankranti with vibrant festivities and competitions that filled the campus with colors, creativity, and the warmth of shared traditions. The event was a joyous occasion that brought the community together, emphasizing the spirit of togetherness and cultural celebration at Atharva College of Hotel Management.



Upgrade: Exploring New Trends in Restaurant Management

This event showcased cutting-edge technologies, sustainable culinary practices, and culinary fusion, providing a platform for students and participants to explore and embrace the evolving world of gastronomy. Interactive culinary stations and displays of sustainable initiatives highlighted the innovative spirit of the event, reflecting the college's commitment to staying at the forefront of restaurant management trends.



Internship Kraft Educational Service Seminar

In February, Atharva College hosted a seminar on international internship opportunities in the hospitality industry, led by Mr. Manmohan Kohli, Founder & CEO of Kraft Educational Services. This seminar provided T.Y.B.Sc and T.Y.B.A.C.A students with valuable insights and opportunities, emphasizing the transformative power of education and the global possibilities available in their field.





STUDENTS CORNER



Atharva Institute of Management Studies proudly announces the success of its students in the Alchemize Business Plan Competition hosted by VESIM, Mumbai. Ms. Sakshi Gharat, Ms. Kshitija Sawant, Ms. Vaishnavi Petkar, and Ms. Sushmita Kapure represented the institute and secured the 2nd prize. Their accomplishment reflects the institute's commitment to fostering entrepreneurial skills and innovative thinking among its students



Ms. Khushi Jain, Ms. Nishita Patel, and Ms. Nisha Pareek, students from Atharva Institute of Management Studies, have made significant strides in recent competitions. In Perspective 3.0 organized by IIM Bangalore, they secured an impressive 2nd rank, showcasing their prowess in strategic thinking and analysis. Similarly, in Campus Connect organized by IIM Rohtak, they achieved a notable 5th rank, demonstrating their ability to connect and collaborate effectively. Furthermore, their success extended to the final round of Business War 5.0 hosted by IIM Bodh Gaya, where they qualified to compete at the highest level. The team exemplifies the dedication and talent present within the institute, setting a high standard for future endeavors.



anvaya
EVOLVING NARRATIVES
QUEST FOR MULTIPOLAR WORLDS

Perspective 3.0: The Ideation Challenge

Anvaya 2024: Evolving Narratives - Quest for Multipolar Worlds

Indian Institute of Management (IIM), Bangalore

Online

#Case Study

Your Result

Status **Shortlisted**

2 AIMS
Nisha Pareek +2 Player(s)

Rank 2 Score 0

unstop

órganon
THE ANALYTICS CLUB

CAMPUS CONNECT

Sharvari (9421475440)
Pranati (9820839394)

Campus Connect

Indian Institute of Management (IIM), Rohtak

Online

#Data Analytics #Data Science #Business Plan

Your Result

5 AIMS
Nisha Pareek +2 Player(s)

Rank 5

unstop

Your Result

Status **Shortlisted**

AIMS
Nishita +2 Player(s)

Overall Result

Team Name	Name / Organization
20-Cool	Harshvardhan Jadhav Indian Institute of Management
222dutta	Akash Dutta Indian Institute of Management
Aakarshs2003	Aakarsh Singh National Forensic Science
AIMS	Nishita Atharva Institute of Management
Albinvarghesej	Albin Varghese Christ College (CCI), Ir

Unstop Learn Practice Mentorship Compete Jobs

"Ms. Nisha Pareek from Atharva Institute of Management Studies has qualified for the zonal level (semi-finals) in The Federal Bank's Speak for India - Maharashtra edition 2023-24. She also secured 4th place nationally in the Battleground Case Study competition organized by IIM Shillong."



Mr. Chaitanya Thombare and Mr. Adesh Raut, students from Atharva Institute of Management Studies, emerged victorious in the Trade Titans Tournament held at Lala Lajpat Rai Institute of Management Studies. This trading competition saw them clinch the 1st prize, showcasing their exceptional skills in trading. Their success reflects the institute's commitment to nurturing talent and excellence in finance and trading.

"Our student teams from BAMMC, Data Science, and Hotel Management have achieved success at the Inter-college competition on Paryavaran at Thakur college, winning the Best College Award, Best CL award, and several other prizes."



"Atharva Institute of Information Technology celebrates Ms. Tanisha Bhatt's remarkable achievement in standing first in BCA at YCMOU (Nashik) and receiving a gold medal. This achievement sets a benchmark for academic success and inspires her peers to aspire for excellence. Tanisha's hard work, dedication, and concentration have led to this success."

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