

January - May 2016
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Pearls Of Wisdom

“Fight for a meaning in life. That's the only way to make time an ally, not an enemy.”

-Paulo Coelho.

From The Executive President's Desk-

Keeping in pace with the latest global trends “ATHARVA” is marching ahead to offer the best in “Excellence In Education”. In today's challenging environment we groom you all with the team of expert professional faculty members. But there is always a

scope of improvement. We need to evolve and grow in today's globalized world and there is always a need to hone your leadership skills. With this aim this year a seminar on “National Growth Through Infrastructure Development” was held in our auditorium on 1st April 2016. Hon. Shri Nitin Gadkariji, Union Minister for roads and transport and highways was the chief guest of this program. The other dignitaries who graced this event were- Honourable Shri Dattaji Rane- Ex Higher and Technical Education Minister, Member of Parliament - Shri Gopal Shettyji, MLA- Shri Yogesh Sagarji, Municipal Councillors- Shri Ram Barotji and Shri Vinod Shelarji. The guests of honour for this program were Dr. Abhay Wagh (Director of Maharashtra State Board of Technical Education, Mumbai) and Commander Dipak Naik (President, Maharashtra Economic Developmental Council). I am sure you all found the seminar enriching and enlightening with lots of thoughts to ponder upon! Remember that there is no substitute for hard work in life. In addition to your educational qualifications you need to develop your soft skills and in general Life Skills in order to be successful and happy individuals. You need to be socially conscious good citizens and have the right attitude. It is important to keep abreast and be updated about the business environment and general knowledge. I believe that you all are responsible for building this brand “ATHARVA”. Try and always live up to the values of dedication, discipline and commitment, which you have been imbibed with to make the world a better place to live in!

One more feather in our cap, this year- Atharva College Of Engineering ranks 18th in top Pvt. Engineering institutes in India as per i3 Research of Times Of India Survey 2016. Atharva is highly recognized for its continuous research, technology and innovations. Yet, there are more miles to go!!!



Shri Sunil Rane
Executive President,
Atharva Group of Institutes
Founder Secretary, AET

Thanking You
Sunil Rane



Executive President with Hon. Nitin Gadkariji



Hon. Dattaji Rane felicitating Hon. Nitin Gadkariji

Honourable Shri Nitin Gadkariji,
Union Minister Of Road Transport And Highways And Shipping
Visits ATHARVA Campus.



Honourable Shri Nitin Gadkariji, Union Minister of Road Transport and Highway and Shipping graced the Foundation Stone laying ceremony and the **Bhoomi Pujan of Atharva IT Park** on the 1st of April 2016.

A seminar on –“**National Growth Through Infrastructure Development**” was held in the auditorium of Atharva campus on the same day i.e the 1st of April 2016. This event was presided over by Honourable Executive President of Atharva Group Of Institutes- Shri Sunilji Rane. The Chief Guest for this program was honourable Union Minister for roads and transport and highways Shri Nitin Gadkariji.

The other dignitaries who graced this event were- Honourable Shri Dattaji Rane- Ex Higher and Technical Education Minister, Member

of Parliament - Shri Gopal Shettyji, MLA- Shri Yogesh Sagarji, Municipal Councillors- Shri Ram Barotji and Shri Vinod Shelarji. The guests of honour for this program were Dr. Abhay Wagh (Director of Maharashtra State Board of Technical Education, Mumbai) and Commander Dipak Naik (President, Maharashtra Economic Developmental Council). Several corporate officials attended this seminar along with the Dean, Principals, Faculty members and students of Atharva Group Of Institutes.

Nitin Gadkariji, highlighted his speech on, National growth through infrastructure development. Some key points to note were- He emphasized on more technological innovations focusing on economic viability and reduction of costs. He expressed his keen interests in water management, waste management and solar energy projects. His ministry is working with ISRO to develop lithium-ion-battery for use in vehicles contributing to “Make In India” campaign. He narrated his Nagpur experiences and his plan to promote use of ethanol, bio-diesel and ethanol blended fuel. The focus is on rural and urban development and generating more employment opportunities through entrepreneurship. He also spoke of promoting tourism in Maharashtra and throughout the country through infrastructure development, for example construction of a road linking Manasarovar in Himalayas to Uttarakhand directly avoiding the passage through Nepal & China has already begun. He has developed Mumbai Pune Expressway in a record time of 2 years and couple of dozens of flyover bridges in Mumbai to control traffic congestion. He also enlightened the audience about the marine sector and how all the ports in India have improved on their cargo handling operations. He expressed his ambitious plans of increasing rate of road construction, modernization of ports , islands , setting up new major ports, coastal economic zones and developing fisheries

The seminar was indeed enlightening and enriching with lots of ideas and thoughts to ponder upon for the audience. It was indeed a very memorable day for all ATHARVITES!!!



Rhythm'16

Rhythm'16, the annual cultural festival of Atharva Group Of Institutes' was held in March 2016, the theme was Reminiscence- Reliving the 90's. This festival, presented the best of the past glorious decade. The festival commenced with a marathon on 6th March with the cause as 'Beti Bachao, Beti Padhao'. Over 500 people ran to support this cause. The winners from various categories like students, faculties, senior citizens were awarded with medals in the prize distribution ceremony later on. The inauguration of the festival was done on 7th March by Executive President of Atharva Group of Institutes, Shri Sunil Rane Sir. A centre model was created, depicting the theme- The 90's. The first day witnessed the Carnival-themed Film Festival, in which short films on various subjects made by students were aired. The best ones were later rewarded. The night was celebrated as Prom Night. Next day onwards, all the day events were started. There were events like treasure hunt, crystal maze, various neon events like neon badminton, neon football, and neon cricket and various LAN events like DOTA 2, FIFA 14, and NFS MW in which students from various colleges all over the city came in to participate. The night of 8th March was Vogue Vendetta, the fashion show event. The best of fashion teams came to compete and win for glory. The next day, 9th march, FOOTLOOSE, a Street Dance competition was held. The same night was Twirl N' Whirl, the dance event. Here along with the dance crews, a special performance by B.E students was witnessed by the crowd. The next day started with Local Vocal, the singing competition judged by Arohi Mhatre. In the night events, we had 'Show No Mercy', the metal event which had an amazing night of heart pumping music. 11th March kicked off with Instrumental, where music was created only through instruments. Curtain Call, the drama event, scheduled on 11th night was judged by Smita Apte and Rajeev Nigham. Famous personality, Jimmy Shergil was present for his movie promotion, Shortcut Safari. Rhythm'16 concluded with a Pro-DJ night, Juke Box, wherein DJ Ujjwal made the crowd go crazy with their music. Overall, with a footfall of about 5000, 6 days of merriment and fun, Rhythm'16 was definitely a memorable experience.



IEEE OMEGA 2016

Date 17th March 2016

Place Atharva College Of Engineering, Mumbai

The IEEE Atharva Student Chapter successfully conducted the annual technical festival, IEEE Omega 2016, on the 16th and 17th of March. The festival depicted the unique theme, "Smart City".

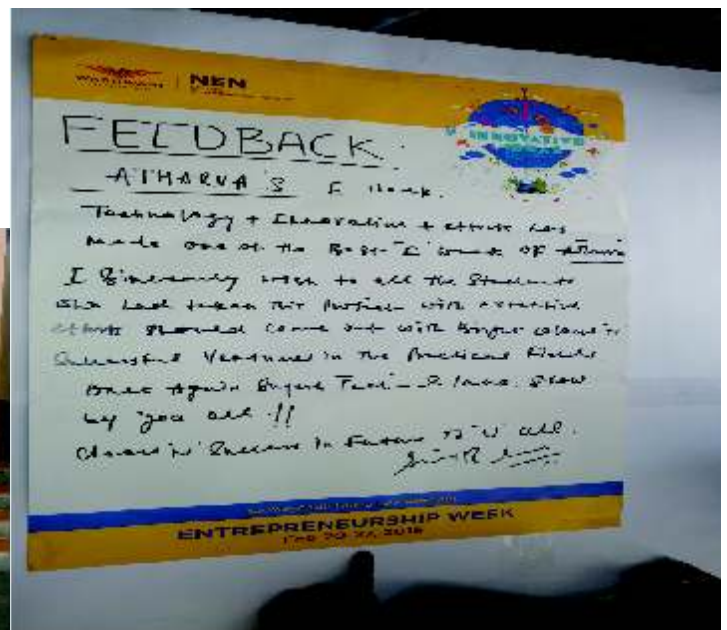
The inaugural session was presided over by eminent personalities from the field of technology related to smart cities. Mr. Kedarnath Ghorpade, former chief planner at MMRDA, was the chief guest, and presided over the keynote session. Mr Harsh Sharma, CEO of Empire-E Tech solutions pvt Ltd, and Cyber crime investigator, was the guest of honor. The keynote session commenced with expert discussions regarding the advancement of the "Smart City" theme, as the dignitaries enlightened the audience with their knowledge and innovative ideas.

The unique center model displayed various projects that revolved around the theme of the festival. The flagship events at the festival, Technical Paper Presentation and Technical Project Exhibition, along with Poster presentation witnessed an overwhelming response from students coming from all around the city. Through Tech Debate and Tech Quiz, the participants were given a chance to show case their debating and quizzing skills. The Fun events included Robomaze, Dark Voyager, Laser Tag, Deep Blue Sea, and LAN gaming events. The other fun events, and technical events also saw a huge response by the crowd. The workshops on Internet Of Things and Game Development made students gain additional technical expertise, the seminar on Search Engine Optimization (SEO) was a huge hit among the students as they attended the seminar in huge numbers.

The two day festival ended on a high note, with Executive President Hon. Shri Sunil Rane, Atharva Group of institutes, appreciating the projects and the innovations. The projects were based on the theme "Smart City" that included Smart Security, Smart Street L fights, Internet Of Things, Quadcopter Air Purifier and many such innovative ideas that can be included to make a city smarter and a better place to live in.

The festival was made possible by the support of IEEE Bombay Section and Student Activities Chair, Prof. Kiran Talele, the guidance of our Director, Dr. P. N. Nemade, our Principal Dr. S. P. Kallurkar and IEEE Branch Counselor Prof Jyoti Kolap. The efforts put in by each council member and volunteer was noteworthy and highly appreciated by everyone visiting the festival. We thank all the participants and the people involved making the festival a success in every possible manner.

Karan Kantharia
Chairperson,
IEEE Atharva Student Chapter



Atharva Institute of Film and Television

**Atharva Talkies – 28th Nov'15
by Abhijit Mazumdar**


ATHARVA Talkies
FILM + ALTERNATIVES

Presents
Vanishing Point
By
Mr. Abhijit Mazumdar

Vanishing Point has its International Premiere at Glasgow Short Film Festival (GSFF). The film was an official selection in the Indian Panorama Section of International Film Festival of India, and in the Focus Section of International Documentary & Short Film Festival of Kerala. Apart from this, there have been a few other public screenings.

Date: 28th Nov'15 Time: 3 PM

Venue: Atharva Institute of Film & Television (AIFT)
ATHARVA Educational Complex,
Malad-Marve Road, Charkop Naka, Malad (West)
Mumbai - 400095
Call to Register: +91 9833160387




**Talking Films – on 17th Nov'15 by
Qaeed Kuwajerwala (PFA for the Pics)**

QAEED KUWAJERWALA IN TALKING FILMS
Wonders on How to ACCESSORISE MET CAREER CHALLENGES AND CAREER VENTURES

Qaeed Kuwajerwala, the award winning Bollywood director comes with 20 years of varied experience in directing TV commercials, corporate videos and audio-visuals. He has independently setup and directed over 900 episodes of drama series for Sony, Star Zee and Imagine TV. He has directed more than 12 serials like "LADIES SPECIAL" on Sony (2009), "KASAUTI ZINDAGI KI" for STAR PLUS (2001 - 2002), "KOI APNA SA" and "KABHI KOUTE KAHNI SAMELI", a daily series for ZEE TV, "SAARA SAKASHI" an action drama series on the Indian Air Force on Star Plus, "SAARTHI" on STAR PLUS, "FAMILY BUSINESS" for STAR ONE, "JEETE HAIN JISSE LIYE" (2007), "EK NAHAL HO SAPNO KA" (2008) and "NAZDEEKIYAAN" for Sony (2006) and "SWABHIMAN" for 300 episodes right from its inception in a career spanning 20 years.

17th Nov, 2015 Tuesday at 11 AM - 3 PM

Venue: Atharva Institute of Film & Television (AIFT)
ATHARVA Educational Complex,
Malad-Marve Road, Charkop Naka, Malad (West)
Mumbai - 400095
Call to Register: 9833160387



**Atharva Talkies
by Avijit Mukul Kishore on 18th Dec'15**


ATHARVA Talkies
Film + Alternatives

SCREENING OF VERTICAL CITY AND SNAPSHOTS FROM A FAMILY ALBUM
By
Avijit Mukul Kishore

Avijit Mukul Kishore is a film-maker and cinematographer based in Mumbai, India. His areas of specialisation are documentary films and collaborations with visual artists on film and video based installation projects. He is actively involved in cinema pedagogy and is co-curator of The FD Zone Mumbai programme. His films as director are To Let the World In, Vertical City, Certified Universal and Snapshots from a Family Album.

Venue: Atharva Institute of Film & Television (AIFT)
ATHARVA Educational Complex Phase 3 Auditorium,
Malad-Marve Road, Charkop Naka, Malad (West)
Mumbai - 400095

DATE: FRIDAY, 18TH DECEMBER 2015 TIME: 3 PM CALL TO REGISTER: 9833160387




**Atharva Talkies of "Gutroon Gutergun"
By Mr. Pratik Sharma**

ATHARVA Talkies
Film + Alternatives

Presents
The Screening of
Gutroon Gutergun
By Pratik Sharma

Date: Saturday, 9th January 2016
Time: 3 PM

Venue: Atharva Institute of Film & Television (AIFT)
ATHARVA Educational Complex, Phase 3 Auditorium,
Malad-Marve Road, Charkop Naka, Malad (West) Mumbai - 400095.



**Studio visit at Aradhana sound service
on 25/1/2016 (PFA for the pics)**



**Set visit Star plus "Mohi" T.V serial
on 30/1/2016 (PFA for the pics)**



Atharva Short and Documentary Film Festival Promotion on Face book



ATHARVA
INSTITUTE OF
FILM & TELEVISION

Live your dream
once in a Lifetime opportunity for Filmmakers in India
Submit your entries now

Atharva
SHORT & DOCUMENTARY
FILM FESTIVAL

Final Deadline: 29th February

Venue : Atharva Institute of Film & Television (AIFT) Atharva Educational
Complex Malad-Marve Road, Charkop Naka, Malad (West)
Mumbai - 400095. Call for more info. 9833160387



ATHARVA
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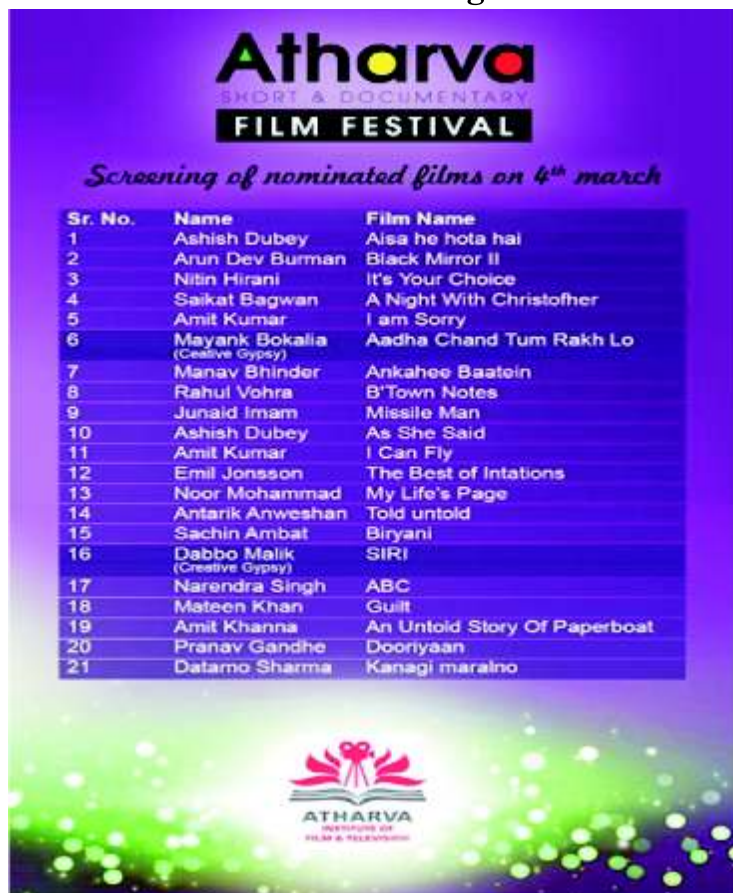
Atharva
SHORT & DOCUMENTARY
FILM FESTIVAL

7th March 2016

LOG ON TO: www.atharvafilmfestival.com
Last Date for Submissions: 29th Feb

Venue : Atharva Institute of Film & Television (AIFT) Atharva Educational
Complex Malad-Marve Road, Charkop Naka, Malad (West)
Mumbai - 400095. Call for more info. 9833160387

Screening of Nominated Films on 5th, 6th, 7th March '16

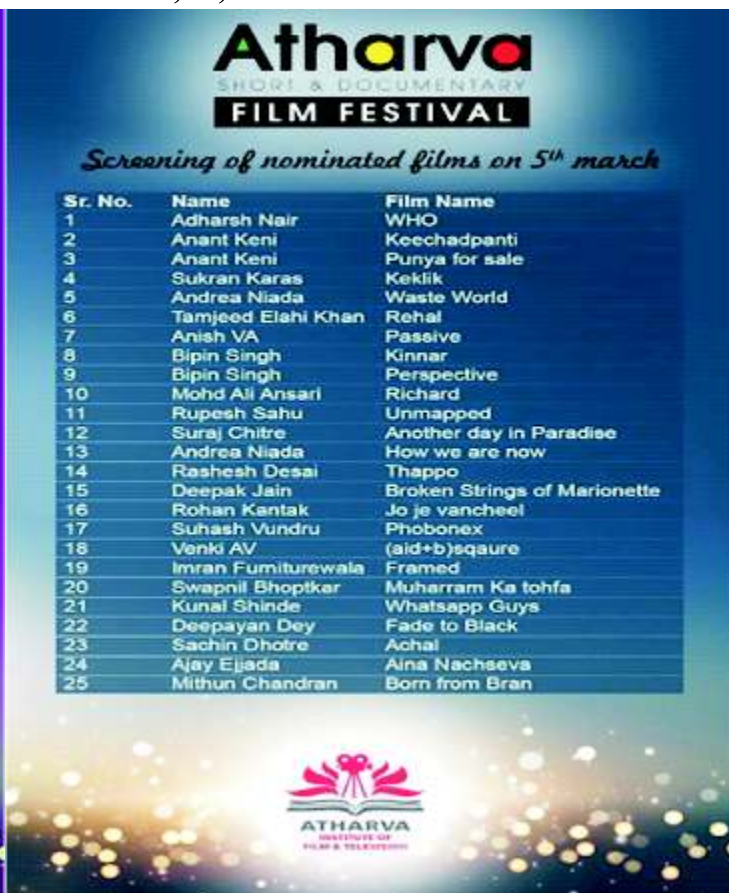


Atharva
SHORT & DOCUMENTARY
FILM FESTIVAL

Screening of nominated films on 4th march

| Sr. No. | Name | Film Name |
|---------|------------------------------------|------------------------------|
| 1 | Ashish Dubey | Aisa he hota hai |
| 2 | Arun Dev Burman | Black Mirror II |
| 3 | Nitin Hirani | It's Your Choice |
| 4 | Saikat Bagwan | A Night With Christopher |
| 5 | Amit Kumar | I am Sorry |
| 6 | Mayank Bokalia (Creative Gypsy) | Aadha Chand Tum Rakh Lo |
| 7 | Manav Bhinder | Ankahee Baastein |
| 8 | Rahul Vohra | B'Town Notes |
| 9 | Junaid Imam | Missile Man |
| 10 | Ashish Dubey | As She Said |
| 11 | Amit Kumar | I Can Fly |
| 12 | Emil Jonsson | The Best of Intations |
| 13 | Noor Mohammad | My Life's Page |
| 14 | Antarik Anweshan | Told untold |
| 15 | Sachin Ambat | Biryani |
| 16 | Dabbo Malik (Creative Gypsy) | SIRI |
| 17 | Narendra Singh | ABC |
| 18 | Mateen Khan | Guilt |
| 19 | Amit Khanna | An Untold Story Of Paperboat |
| 20 | Pranav Gandhe | Dooriyaan |
| 21 | Datarno Sharma | Kanagi maralno |

ATHARVA
INSTITUTE OF
FILM & TELEVISION



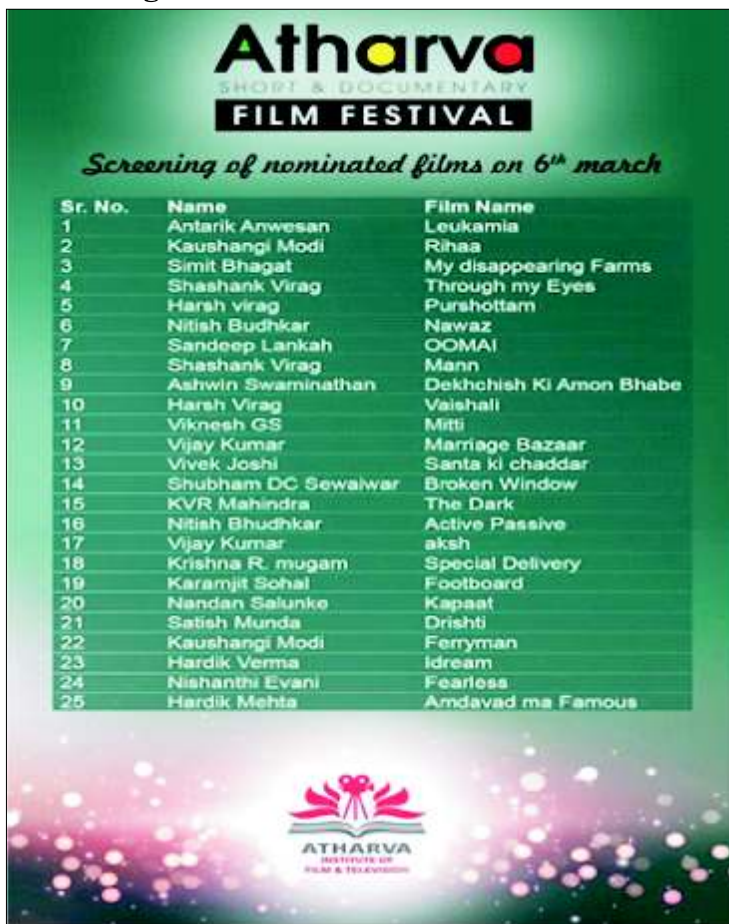
Atharva
SHORT & DOCUMENTARY
FILM FESTIVAL

Screening of nominated films on 5th march

| Sr. No. | Name | Film Name |
|---------|--------------------|------------------------------|
| 1 | Adharsh Nair | WHO |
| 2 | Anant Keni | Keechadpanti |
| 3 | Anant Keni | Punya for sale |
| 4 | Sukran Karas | Keklik |
| 5 | Andrea Niada | Waste World |
| 6 | Tamjeed Elahi Khan | Rehal |
| 7 | Anish VA | Passive |
| 8 | Bipin Singh | Kinnar |
| 9 | Bipin Singh | Perspective |
| 10 | Mohd Ali Ansari | Richard |
| 11 | Rupesh Sahu | Unmapped |
| 12 | Suraj Chitre | Another day in Paradise |
| 13 | Andrea Niada | How we are now |
| 14 | Rashesh Desai | Thappo |
| 15 | Deepak Jain | Broken Strings of Marionette |
| 16 | Rohan Kantak | Jo je vancheel |
| 17 | Sunash Vundru | Phobonex |
| 18 | Venki AV | (aid+b)jsqaure |
| 19 | Imran Fumiturewala | Framed |
| 20 | Swapnil Bhoptker | Muharram Ka tohfa |
| 21 | Kunal Shinde | Whatsapp Guys |
| 22 | Deepayan Dey | Fade to Black |
| 23 | Sachin Dhotre | Achal |
| 24 | Ajay Ejada | Aina Nachseva |
| 25 | Mithun Chandran | Born from Bran |

ATHARVA
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FILM & TELEVISION

Screening of Nominated Films on 6th March '16



Atharva
SHORT & DOCUMENTARY
FILM FESTIVAL

Screening of nominated films on 6th march

| Sr. No. | Name | Film Name |
|---------|---------------------|--------------------------|
| 1 | Antarik Anwesan | Leukamia |
| 2 | Kaushangi Modi | Rihaa |
| 3 | Simit Bhagat | My disappearing Fams |
| 4 | Shashank Virag | Through my Eyes |
| 5 | Harsh virag | Purshottam |
| 6 | Nitish Budhkar | Nawaz |
| 7 | Sandeep Lankah | OOMAI |
| 8 | Shashank Virag | Mann |
| 9 | Ashwin Swaminathan | Dekhchish Ki Amon Bhabhe |
| 10 | Harsh Virag | Vaishali |
| 11 | Viknesh GS | Mitti |
| 12 | Vijay Kumar | Marriage Bazaar |
| 13 | Vivek Joshi | Santa Ki chaddar |
| 14 | Shubham DC Sewahwar | Broken Window |
| 15 | KVR Mahindra | The Dark |
| 16 | Nitish Bhudkar | Active Passive |
| 17 | Vijay Kumar | aksh |
| 18 | Krishna R. mugam | Special Delivery |
| 19 | Karamjit Sohal | Footboard |
| 20 | Nandan Salunke | Kapaat |
| 21 | Satish Munda | Drishti |
| 22 | Kaushangi Modi | Ferryman |
| 23 | Hardik Verma | Idream |
| 24 | Nishanthi Evani | Fearless |
| 25 | Hardik Mehta | Amdavad ma Famous |

ATHARVA
INSTITUTE OF
FILM & TELEVISION

7th March Atharva Short and Documentary Film Festival



Atharva
SHORT & DOCUMENTARY
FILM FESTIVAL

Glad to receive humongous entries!

LOL
(film of happiness)

ABC

Malwanicha Raja

IT COULD BE YOU

ATHARVA
INSTITUTE OF
FILM & TELEVISION

7th March '16 Atharva Short and Documentary Film Festival : Award Ceremony (PFA of the pics)



Executive President at the Atharva Short & Documentary Film Festival



Winners of Atharva Short and Documentary Film Festival



Winners-2016

BEST FILM: Aadha Chand Tum Rakh Lo - Mayank Bokolia
BEST DOCUMENTARY: Amdavad Ma Famous - Hardik Mehta
STUDENT CHOICE AWARD: Biryani - Sachin Ambat
BEST DOCUMENTARY DIRECTOR: Told Untold - Antarik Anwesha
BEST SHORT FICTION DIRECTOR: Framed - Ashish Shukla
BEST ACTOR (MALE): Rihaa - Mustaqeem Khan
BEST ACTOR (FEMALE): Framed - Divya Ruturaj Chavan
BEST CINEMATOGRAPHER: Born from Barn - Bahul Ramesh
BEST EDITOR: Oomai-the beginning of a journey - Sandeep Lankah
BEST TITLE SEQUENCE: Told Untold - Antarik Anwesha
BEST SOUND DESIGN: Rihaa - Dhaivat Jani
BEST BACKGROUND MUSIC: (aids+b)² - Sooraj Bishnoi

Atharva Short and Documentary
Film Festival : Newspaper Ads



Atharva
SHORT & DOCUMENTARY
FILM FESTIVAL



SUCCESS STORIES!



EVENTS CORNER

Rhythm 2016



The on-going Culture College Fest Rhythm 2016 at Atharva Institute of Film & Television (AIFT) witnessed a mega film festival for movie aficionados. This film festival was held to celebrate the world of cinema in the presence of Judge Saandesh Nayak, Chandni Dutt Shukla, Vijay Swami, Uday Shankar Puri, Bobby Khan, Abhishek Javkar. The entire team of Hindi movie 'Murari The Mad Gentleman' made an appearance at the festival to promote their film. National & International entries of over 250 films were screened in Short Films & Documentaries. Sunit Rane (Executive President, Atharva Group of Institutions), Sukanya Bhattacharya, Snehapriya Roy along with Sanjay Singh, Kiran Sharda, Rajumedia Singh, Kishore N Patel & Sunit Patel of the movie Murari The Mad Gentleman were in attendance.



Of promotions and events



The ongoing culture college fest Rhythm 2016 at Atharva Institute of Film and Television (AIFT) was a film festival for movie aficionados. It was attended by judge Saandesh Nayak, Chandni Dutt Shukla, Vijay Swami, Uday Shankar Puri, Bobby Khan, Abhishek Javkar. The team of Hindi movie Murari The Mad Gentleman was also present to promote their film. Entries of over 250 films were screened in the short films and documentaries categories.



अखंड शॉर्ट एंड डॉक्यूमेंट्री फिल्म फेस्टिवल आयोजित



राजधानी
इलाहाबाद

अखंड शॉर्ट एंड डॉक्यूमेंट्री फिल्म फेस्टिवल आयोजित

इलाहाबाद में आयोजित फिल्म फेस्टिवल में अथर्व ग्रुप ऑफ इंस्टीट्यूट्स (AIFT) के छात्रों ने भाग लिया। इस अवसर पर अथर्व ग्रुप ऑफ इंस्टीट्यूट्स के अध्यक्ष सुनील राने, सुकanya भट्टाचार्य, स्नेहाप्रिया रॉय, सजय सिंह, किरण शर्मा, राजमिडिया सिंह, किशोर न पटेल और सुनील पटेल फिल्म 'मुरारी द मॅड गेंटलमैन' को प्रदर्शित करने के लिए उपस्थित थे।



अखंड फिल्म फेस्टिवल में पटुंगे 'मुरारी दी मैड जेंटलमैन' के स्टारस



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11th PGDM Convocation of Batch 2013-2015

Atharva Institute of Management Studies and Atharva School of Business conducted 11th PGDM Convocation Ceremony of the PGDM Batch 2013-2015 which is affiliated by AICTE. Also the students of Executive MBA and Diploma in Event Management also got graduated under the umbrella of Atharva School of Business.

The event witnessed a wonderful presence of the graduates with robes and hats all excited to get their convocation and live their moments again in the institute. The Guest of Honour of the event was Hon'ble Shri Dattaji Rane, Ex. Higher & Technical Education Minister (Govt. of Maharashtra) & President - Atharva Educational Trust. Shri Dattaji Rane Sir declared the convocation open. The Chief Guest of the event was Mr. Rajesh Gupta - Associate Vice President- HR (Future Generali India Life Insurance Company Ltd) who gave the convocation address to the students about the challenges they will be facing in life ahead and how to overcome them. Finally the students were given the certificates and mementos with wonderful memories to be carried along with them.

Prof. N. S. Rajan in his remarks stressed on the students the importance of performance in the business environment which they have entered. Dr. Subir Bhattacharyya also emphasized how Atharva has groomed them to be a success in the corporate field. Dr. Prakash Joshi gave his report for the financial year. The convocation ended with a dinner for the recipients and their family.



MTHR Global Conference (19th December 2015)

We are pleased to share with you the details MTHR Global Seminar which took place on 19th Dec '15 on the below shared location. This Conference had a high amount of practical take away for you to implement in your organization

Nurturing Geniuses: Fostering Organizational Effectiveness through HR An MTHR Global Event In Partnership with: Atharva Institute of Management Studies at
Atharva Educational Complex, Malad Marve Road, Malad West, Mumbai

Speakers:

Keynote Address By: Mr Amit Paithankar – Vice President and Managing Director, Emerson Process Management India

Mr. Dhananjay Bansod – President A&A Consulting & Former CPO – Deloitte India

Mr. Aniruddha Khekale - Group Director HR, Emerson Process Management India

Mr. Santosh Panicker – CPO – Sears India

Mr. Vishal Gondal – Founder & CEO of GOQii (Earlier Founder of Indiagames)

Mr Pramod Sadarjoshi – Snr Director HCM Strategy & Transformation – APAC – Oracle India



Team AFT wins the First Business Games Presentation at AIMS

The First Business Games Presentation at AIMS for MMS students was conducted over a three day period from January 18th 2016 and saw hectic competition among the seven short listed teams.

In a series of indepth presentations the students of AIMS displayed a combination of creativity and strategy and the Winner was Team AFT. The team launched a new multipurpose footwear brand which simply caught the imagination of the jury and the audience. The first runner up was Team Solstar of a new digital pen capable of cloud storage interface.

All the other participating teams also came up with several innovative products. The presentations were laced with humour, product insight, research and even included advertising commercial that were produced exclusively by the student members.

The judges for the event, Dr Bhattacharya, Col Raje, Dr Sujata Pandey and Prof Priyanka Oza asked indepth questions at the presentation and grilled the members of the team on various functional, operational and financial issues. Prof S.Gopalkrishnan mentored all the teams and was the coordinator of the First Business Games in AIMS.

The Atharva Student Companies that made the presentations are,

- a) Icarus, CEO Sofia Gori & Team
- b) Oculus, CEO Mihir Shah & Team
- c) VS Power, CEO, Shashi Kumar & Team
- d) Solstar, CEO, Amit & Team
- e) AFT, CEO, Nikhil & Team
- f) Dwatch, CEO, Akshay Pai & Team
- g) IPO website, CEO, Rebekka & Team



ANNUAL CONCLAVE “TRANSFORMING INDIA”

13th Annual Conclave -2016 “**Transforming India**” had three panel discussions. First panel discussion was on topic “**Start Up India, Stand Up India**”, the panelist were Mr. Shishir Jain, Managing Director, CX Consultancy, Mr. Ankesh Kumar, Director, Product Management & Marketing, Emmerson Network Power Ms. Anupriya Nayyar, Creative Writer & Coach & the Moderator was Mr. Jacob Shetty, Director, International Centre for Culture & Education .

Second Panel Discussion was on topic “**Transformation through Ecommerce & Digitalization**” the panelist were Mr. Vijayendran Venugopal, President, Alkem, Mr. Nishad Ramachandran, Sr. VP Digital Experience, Hansa C Equity, Mr. Arbind Kumar, Investment & Risk Management, Mr. Teji Singh, Director, Cadenza Films & the Moderator was Mr. Raj Shekhar Parcha, Director & Founder GoAptive.

Third Panel Discussion was on Topic “**Employee Retention : Changing Approach**”, the speakers were Mr. JKP John, Head Talent Management, Aiana Hotels & Resorts, Mr. Debabrata Majumdar , Head Distribution, Dani Investment Securities, Mr. Parag Gadhia, Speaker, Coach, Entrepreneur & Facilitator & the Moderator for the panel Discussion was Mr. Sajid Patel, AVP Head Employee Relation and L&D, Datamatics.



HR Panel Discussion -Innovative HR Practices

HR Panel Discussion by the HR club of Atharva Institute Of Management Studies was held on 5th February, 2016. The topic for discussion was “Innovative HR Practices”.

The panelists included:

Mr. M.S Venkatesh-Sr. Director HR, Hinduja Hospital
Dr.AneetaMadhok- Managing Director Open Spaces Consulting (P) Ltd
Mr.MilindRane- Sr. Manager HR, Transasia Bio-medical Ltd
Mr.NitinShekhar- - Sr. Manager HR, All Cargo Logistics Ltd- The Avvashya Group
Ms. Amrita Shetty- Group Head HR, Triton Communications

Prof. N. S. Rajan, Dean introduced the theme and shared his Air –India experiences along with certain cases of innovative HR practices in academia- industry interface. Dr.Aneeta Madhok stressed the need to create an innovative HR model to deliver organisational excellence. Mr. M.S. Venkatesh focussed on the challenges faced in acquiring, engaging, influencing & retaining employees to provide best customer service in the hospitals. Mr. Milind Rane shared his unique experiences in Industrial Relations and the upcoming trends in HR like use of robots for interviewing candidates!! Mr.Nitin Shekhar discussed about several best practices used, emphasizing the importance of employee engagement programmes and implementation of “innovation meetings” which boosts the creativity of employees in organisations. Ms. Amrita Shetty played a great role in moderating the entire event and engaged the audience with her candid remarks and observations. She electrified the panel discussion with several interesting questions.

The panel discussion was followed by questions answer round and “HR Voices” (magazine) launch by the guest speakers. This magazine contains several interesting articles written by the students of HR specialisation both from MMS & PGDM (Batch-2015-17). The panel discussion concluded leaving the audience enriched with several more thoughts to ponder upon and research !!!



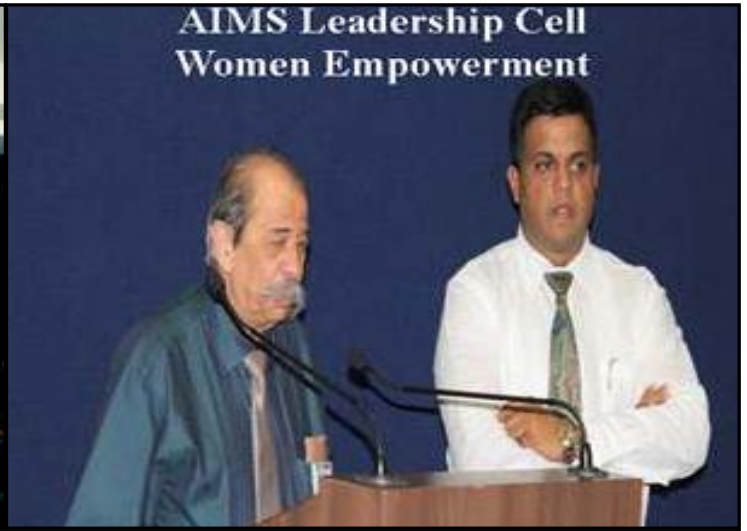
ATHARVA LEADERSHIP CELL

The leadership cell of Atharva Institute Of Mgmt. Studies conducted an event on 18th of February 2016 in the 3rd phase seminar hall, in its campus. The theme for discussion was “Women Empowerment In India” The guest speakers for the day were Marita Koolipurackal (CEO & Founder-Bootcamp Learning) and Ravi Verma (CEO & Co-founder Boot Camp Learning)

Marita Koolipurackal, is a woman who believes in leading by examples, she pursued her passion for training and has emerged as one of the finest trainers. Having worked with various organizations in the area of learning and development, Marita started her own corporate training services company, BootCamp Learning, a training firm focusing on result oriented corporate training solutions.

Ravi Verma is a marketing professional with over a decade of experience in managing some of the biggest and most exciting brands of the country including Tata Safari and Park Avenue. He is the Founder & CEO of Jermyn Brands, a fashion & lifestyle company and Co-Founder of BootCamp Learning.

The discussion was lively and interactive. The speakers highlighted their radical views on women empowerment, certain challenges faced by women leaders and the ways of overcoming them. Indian society has contributed to women leadership and women do add value to the organizations.



ATHARVA PARTICIPATES IN MAKE IN INDIA

The 'Make in India' Week started off on 13th February, 2016 Saturday with Prime Minister Narendra Modi first inaugurating the event at MMRDA Grounds, Bandra-Kurla Complex. It was followed by a formal launch of the event at NSCI in Worli. The event showcased India's potential in the manufacturing sector and woos foreign investors.

The event offered foreign investors unprecedented access and opportunities to connect and collaborate with young Indian entrepreneurs, industry leaders, academicians and government officials.

The week-long event had over 2,500 international firms and 8,000 domestic companies that participated. The event was attended by foreign government delegations from 68 countries and business teams from 72 nations. The Prime Ministers of Sweden, Finland and Lithuania, and the Deputy Premier of Poland and foreign delegates from a number of countries who attended the event.

As many as 30 government and business leaders from Australia participated in the 'Make in India Week'.

Indian industry leaders like Tata Group Chairman Emeritus Ratan Tata, Tata Group Chairman Cyrus Mistry, Reliance Industries' Mukesh Ambani, Piramal Group's Ajay Piramal, Birla Group's Kumar Mangalam Birla, Mahindra & Mahindra's Anand Mahindra and Adani Group's Gautam Adani were the part of the event.

As many as 17 states, mostly BJP-ruled ones, had participated and there were around 52 seminars that were attended by top executives of leading firms, both domestic and global.

By Management Students-

Sushant Bagwe

Jagruti Pathak

Saipooja Peyyeti

Nimisha Burde

Lily Save



INDUSTRIAL VISIT BANGALORE

Atharva Institute of Management Studies conducted Industrial Visit for the MMS Semester IV students to Bangalore. The main objective of the Industrial visit is to make students understand the practical aspects of the business. The companies visited in the visit were Hindustan Coca-Cola Beverages Pvt Ltd. They produce 6 brands of soft drinks namely Coca Cola, Sprite, Kinley (water and soda), Soda, Fanta, Thumbs up, Maaza of 200ml and 300ml and Kinley water bottles of 1 litre. They have 2 separate lines. One line is for manufacturing soft drinks and another line is Plastic water bottles. Company has PET i.e. Poly-ethylene tetra phthalate plant. Plant runs on total automated system. Every operation is carried out by machines. Company maintains hygiene and takes care of employees. Quality philosophy of the company is: "It's our heritage. It's our promise to consumers. It adds value to our system. It makes us different, better and special."

The other company visited was Metcraft Engineering is a Infra Engineering organization engaged in Manufacturing various types of Hot Dipped Galvanized Steel Structures which are used in Power Transmission And Distribution , Railway Electrification, Winds Energy, Solar Energy, Industrial Building Structures, Road Safety, etc.

Students also visited Nandini Dairy. Karnataka Milk Federation (KMF) is the largest Cooperative Dairy Federation in South India, owned and managed by milk producers of Karnataka State. KMF has over 2.32 million milk producers in over 13157 Dairy Cooperative Societies at village level, functioning under 14 District Cooperative Milk Unions in Karnataka State.



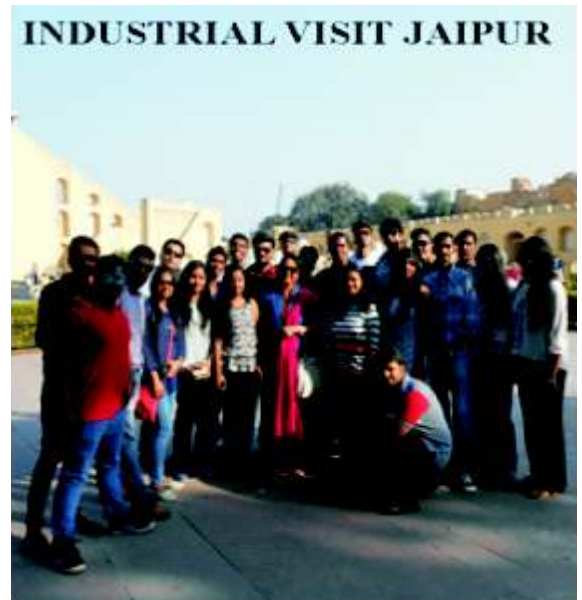
INDUSTRIAL VISIT JAIPUR

An industrial visit was organized for students of MMS (4th Semester Div. B) to Jaipur from 27th February to 2nd March 2016. This team was led by Dr. Rekha Shenoy & Prof. Ratheesh Nair. Students were given an opportunity to visit select companies, observe their processes and understand their business environment.

At Bisleri International Pvt. Ltd. the team was exposed to the entire process of bottling and packaging. They also got a chance to interact with the plant head Mr. Devendra Singh Shekhawat, who provided them insights about the operations and marketing. They were also provided with samples of the new products being launched in the market, for a live feedback.

During the visit to Dynamic Cables Pvt. Ltd., the Manager - Electrical Maintenance of the plant Mr. S. P. Nair, showed students how the company manages multiple assembly lines with ease and also their efforts in terms of quality assurance for the product.

This visit provided students with an opportunity to experience the practical applications of business principles and theories that they have learned in classrooms.



RHYTHM 2016 – Annual Management Week

Sunday, 6th March, 2016, witnessed a unique Marathon promoting the theme of “Beti Bachao Beti Padhao” (BBBP) campaign (save daughter, educate daughter) to save and empower the girl child.

Demonstrating that leadership is always “Leading from the front”, Prof. NS. Rajan, the Dean of Atharva Institute of Management Studies (AIMS) ran the entire Marathon to come in first in the Senior Citizen Category. Amongst the other winners, AIMS PGDM Student, Ms. Jagruti Ravindra Pathak, stood 2nd Position in the Female Student Category.

The management week Rhythm 2016 started on a very high note with the first event being D Street ka Don, popularly known as Mock Stock. Here, students had to face the nitty-gritty of the stock market but in a virtual way. The students of AIMS initiated the event "Crack Me" with the objective of judging and enhancing the knowledge and intellect of participants. The event was held on 10th March 2016. The marketing students of AIMS organized the “Marketing Premier League” as a part of the Rhythm 2016 – Management Games. The event was held with an objective to inculcate specific marketing skill sets in students. The students were tested on their knowledge of brands, their quick thinking and decision making abilities and their creativity. *"The event initiated by the HR students Club with an objective to assess the presence of mind & creative thinking among the students. The competition consisted several rounds based upon the intensity & criticality of each stage. The event initiated by the HR students Club with an objective to enhance & unveil the management acumen among the students. The competition was specifically designed to assess the team's leadership skills, team work, coordination, optimum utilization of resources, decision making skills, time management to mention a few."*



**One day Industrial Visit
of PGDM II students to
Ms Bunty Foods & Ms Balaji Foods,
Ambernath (Contract manufacturer of Ms Parle
Products Ltd.)
on 23rd April, 2016.**

Ms Bunty Foods is one of the oldest contract manufacturer of Ms Parle Products Ltd. , manufacturing Parle-G for domestic and export purpose.

This visit helped the students in practically understanding the subject of operations management and production management. The students were also briefed on Quality norms viz. ISO 9000 and ISO 22000 by the personnel of Parle Products Ltd. The interaction of students with the employees, helped them in understanding the HR perspective and IR issues.

Overall the visit was very much productive and a good learning experience for the students.



**FACULTY ACHIEVEMENTS
Heartiest Congratulations**

❖ **Prof Divya Jain won the best Research Paper Award at the 11th Annual International Research & Thesis Conference on 5th Feb. 2016.**

Theme - India, The fastest Global Growth Engine - Possibilities & Challenges

Research Paper presented - A Study on Job Satisfaction & Employee Effectiveness with special reference to Hospitality Industry

Venue - St. Francis Institute of Management & Research, Borivali

❖ **Prof. Dr. Sreeram Gopalakrishnan was awarded the Best Faculty Award**

"On 21st April 2016, **Prof. Dr. Sreeram Gopalakrishnan of Atharva Institute Of Management Studies** was awarded the Best Faculty Award, amongst all faculties from the Management Institutes across Mumbai for the year 2014-15. The award was handed over by **Mr. Keki Mistry, Vice Chairman & CEO of HDFC**, in a grand event organized by the **Bombay Management Association**. The chief guest gracing the occasion was the **Honorable Minister of Railways, Mr. Suresh Prabhu**. The event also had 20 students from AIMS helping the BMA core team to make this grand event a success."



This is the fourth time AIMS has been awarded by the BMA. In 2014 Prof. Dr. Sujata Pandey received the best faculty award. Ruth Serrao received the best student award in 2013. AIMS also won the Dandekar Trophy in 2013.

**Guest lecture on " Being A Successful Entrepreneur in Young India"
by Mr. Vineet Rastogi, Co-Founder, Director, CEO BIZpaye, India
(Organized by Entrepreneurship cell, Dated 22nd April, 2016)**

The Event started with Sarswati Vandana and lighting of lamp by the guest Mr. Vineet Rastogi & Prof. NS Rajan, Dean AIMS.

The Guest lecture by Mr. Vineet Rastogi, highlighted that planning every aspect of your business is not only a must, but also builds habits that every business owner should develop, implement, and maintain. The act of business planning is so important because it requires you to analyze each business situation, research and compile data, and make conclusions based mainly on the facts as revealed through the research. A business plan also serves a second function, which is setting your goals and also achieving them.

The lifeblood of any business enterprise is cash flow. All business owners must become wise money managers to ensure that the cash keeps flowing and the bills get paid.

Business is all about your customers. Customers are the people that will ultimately decide whether your business will boom. Everything you do in business must be customer focused, including your policies, warranties, payment options, operating hours, presentations, advertising and promotional campaigns and website. In addition, you must know who your customers are inside out and upside down.

Business must have a clearly defined unique selling proposition. In other words, one aspect or combination of aspects is going to be your competitive advantage .

The students of PGDM &MMS (Sem-II) were present in good strength, and asked queries to the guest in the context. They had learning of various aspects of entrepreneurship. The event concluded with the National Anthem



Movies can sometime teach you the biggest lessons of life!

An interactive session on 'Management Lessons from Movies' was organized by Prof. Sonam Gawde, Marketing faculty of Atharva Institute of Management Studies for the new PGDM students on 13th May 2016. She spoke on how movies could be taken up as case studies to learn the various aspects of management. Following are the key management lessons shared by Prof. Sonam Gawde from the movies – 3 Idiots, Band Baaja Baaraat and Chak De India

3 Idiots

- Don't run behind success, achieve excellence first and success will follow
- Be creative in your answers and work
- Learning isn't just about being inside a class room; it's present everywhere
- Be passionate about your work
- What matters most is how you see yourself
- Challenge yourself and take a risk

Band Baaja Baaraat

- You do not need a degree to be an entrepreneur
- There is always a first time when you start
- For a manager, emotional intelligence along with soft skills is crucial
- Be innovative; be customer-focused but don't imitate competition
- Start small but dream Big
- Treat your vendors as partners

Chak De India

- Leadership and it's important
- Common goal for all the functions
- It is very important to posses Right Attitude
- 'Synergy' – Working together as a TEAM
- Know your competition well and strategize your moves accordingly
- Communication is a must

Comments by the PGDM students on the session –

“Nice creative session, changed my view of watching movies” – Mayuri Janwalkar

“Understanding management lessons with the example of movies made it more interesting” – Akanksha Patel

“Good presentation with exciting activities and specific slide contents; videos were very motivational” – Rahul Poojan



**Expert Talk Series –
Meet Your Faculty gets overwhelming response from the new batch of
PGDM batch 2016-2018**

In continuation with the "Expert Talk Series" for new batch of PGDM (2016-18), Atharva Institute of Management studies organized a session “Meet Your Faculty” on Friday 27th May, 2016. As a part of Expert Talk Series, Atharva Institute of Management Studies had organized special sessions with Mr. Shariar Karim and Dr. Hariharan last week which received a tremendous response. This phenomenal response continued in this particular “Meet your Faculty” series also whereby the new batch of PGDM students got a chance to interact with the faculty members prior to the commencement of their course. This idea which was stimulated by our Dean, Prof. N. S. Rajan was found to be creative and innovative by the students.

The students talked about their wonderful experience in Atharva which they received till now. Then the faculty members talked about their experience in academics as well the industry. The faculty members focused on the area of specialization and the careers in that particular field. They also gave information on the skills and attitude required for industry after two years when the students would be facing the corporate world. Post that, the session was open for questions. Students got a chance to ask queries and clear their apprehensions and doubts. Finally the students gave feedback on how the session helped them. Students could get clarity on a lot of topics related to the course.



Cont. on Page 32

Activities conducted at ASFA

Annual Fashion Show

Atharva School of Fashion & Arts organized the Annual Fashion Show on 16th January, 2016 where the students showcased their creativity using 3 themes Fauna, Paint it Folk & Freaking Fusion. All the costumes were designed and made by the students. The Show was graced by Shri. Kartika Bhandha, Director Laboratories, Textile committee, Ministry of Textiles And Mrs. Lata Bhatia, Director ASFA. Their presence inspired & motivated the students.



Industrial Visit

To let the students get the practical exposure they went to Bhiwandi where they visited many manufacturing units and gained knowledge of how these units operate.

During their visit to Bhivandi they also went to Chowkidhani where they had fun and enjoyed.



Seminar -Time Management.

Students being busy whole day with their classes & assignment, we thought of providing them a seminar on time management, so that they can manage their work well. The seminar was given by Mr. Satish Bendre.



Rhythm 2016

In Atharva's Annual Fest, ASFA students have participated on theme the 90's and performed on all hit songs of cine star Madhuri Dixit.



**HIGH TEA FUNCTION AT HM. MR. JOSEPH FURTADO
AND THE FOOD AND BEVERAGE TEAM.****BEAUTIFUL RANGOLI DEPICTING THE HIGH TEA
AND WHAT IT STANDS FOR...****SCRUMPTIOUS AND MOUTH WATERING DELICACIES FOR ALL AT THE HIGH TEA
DIL MAANGE MORE!!!**

CHEESE ALL THE WAY INDUSTRIAL VISIT TO GOVARDHAN CHEESE FARM

Cheese is definitely popular and preferred by most people young and old.

So, would You want to understand how one of the biggest Cheese Factory produces this famous product Cheese? The answer being YES!

All the streams of Atharva College of Hotel Management, students visited the " Govardhan Cheese Factory" in the Manchar District of Pune over the spread of three days.

Industrial visit to the Govardhan Cheese Farm took place on 02/12/2015, 03/12/2015 and 04/12/2015.

Hotel Management Students accompanied by Faculties, left for Pune in the wee hours of the morning to see first hand the operations of the Cheese Factory.

Before we read about how was their day and what did they do, let us understand a little bit more about "Cheese"..

HISTORY OF CHEESE

It is believed that Cheese originated simply by accident.

Milk was transported in the bladders made of Ruminants.

(Ruminants - what are they? Ruminants are Mammals that are able to acquire nutrients fro plant based foods by fermenting it in their stomachs prior to digestion. Ruminant animals are - for example, cattle, goats, sheep, giraffe, yaks, deer, antelopes, to name a few)

The stomachs of these animals had "Rennet" in them that transforms Milk into Cheese.
And hence Cheese was discovered, all by accident.

Animal skins and inflated internal organs were used, in the ancient times, as storage vessels for a wide range of food stuffs. Hence since the milk was stored in the bladders of the ruminants, fortunately for us Cheese was thus discovered.

We spoke about the word " Rennet ", so, what is it?

RENNET is complex enzymes produced in the stomachs of ruminant animals. Chymosin is the key component which is an enzyme that curdles the milk.

The Govardhan Cheese Factory at Manchar Pune, with a production capacity of 40 MT (metric tonnes), is one of the only two facilities in Asia UHT (ultra heat treatment) Technology. The equipment, imported from Stephan Machinery Germany, pioneers in cheese processing equipment, allows the UHT treated cheese to be stored in an ambient condition without refrigeration up to a period of six months in tropical countries like India.

The itenary of the Industrial Visit as planned included, departing from Mumbai and arriving at Factory/Plant by 11.00am. On arrival everyone proceeded for the Video Presentation and Introduction of the Product.

AT 12.00 noon, buffet lunch was served at a Pure Vegetarian Restaurant.

After lunch they visited the Bhagyalaxmi Cow Farm - the Cow's farm where one can experience the unique Cow Milking Process which is India's first Rotary Milk process and Automatic milking of more than 3000 cow's at a time with an amazing discipline.

After the cow's farm visit the Asia's biggest Cheese plant our students enjoyed live experience in the making of milk products.

The students also enjoyed Tea and snacks being part of the tour.

All, the Faculties and Hotel Management students departed back for Mumbai with memorable Experience of the Govardhan Cheese Factory Industrial Visit....

TEA ANYONE ???

Anyone interested in Tea?

If YES! then the " HIGH TEA " function held at the MIRAGE on the 12th of February 2016 (3rd floor restaurant of Hotel Management building) was the right place to be at...

The final year Hotel Management students definitely defined the purpose of High Tea completely and professionally.

Since the 3rd year BSC students have chosen their specialized departments in the final semester (06), High Tea is part of their to do event task and thus carry marks as well.

The 3rd year students began their planning way back from the month of December 2015.

Sponsor's were arranged for by the students and the entire batch got down to planning of the event under the protective wings of Mr. Joseph Furtado and faculties of the different departments.

The Front Office team, were responsible to bring in sponsor's, and they were very much successful in acquiring them. Hoteliers and other institutions were also invited for the HIGH TEA.

On the day of the event we saw all the students charged up and ready to go, to make the event a huge success. The specialized Food and Beverage team along with the specialized Food Production and Patisserie team made sure that the service and the food was at it's Best.

The menu being quite and elaborate spread definitely made all who were part of it, remember the event for some time.

KHANDALA HERE WE COME AGAIN !

Kohinoor International Management Institute, popularly known as KIMI hosted its Annual ADVITIYA 2016. An intercollegiate competition on 06th February 2016.

Atharva College of Hotel Management had 18 students participating in the events held at the Institute out of which our students won in three categories...

1st prize in Face painting - Ms. Riya Waghela

Runner up in Face painting - M. Mamta Valkely

1st prize in Cake Decor - Mr. Mayur Naidu

Advitiya 2016 had more than 7 colleges participating and our Atharva Hotel Management students experienced and learnt the most important lesson of all --- TEAM WORK and TEAM SPIRIT.

Way to go.. Waiting for another year of KIMI...

Congratulations Abhishek for winning Shaolin Martial Art Star Championship!!

Abhishek Pisat BCA FY student is Kung Fu and Martial Art champion. He has won many National level as well as State Level Championships. He also teaches Kung Fu since 10 years.

He has won gold medal in National Kung Fu championship for 3 consecutive years.

Congratulations! May you win many more and make us proud.

Certificates and Medals :



'Atharva Institute of Information Technology participates in POL Drama Session'

POL i.e. Paradigm Of Life an initiative by Engineering students is a family, a group which carry out various sessions in all the Institutes under Atharva Group. POL formerly for the first time included AIIT in its sessions. POL held many sessions for students on personality enhancement, boosting their confidence and make them a well-established persona.

We BCA students attended each session and enjoyed it, but the best session of the programme was "Drama". In this we had to perform a small skit on 'Rajneeti' i.e. explaining Rajneeti through the act. Here, we had 2 teams from BCA and 2 teams from Engineering. We were provided with 2 mentors for each team. Everyone came well prepared with their skits, props, dialogues and were eagerly waiting to perform. The session started at 5 in the evening and each team performed to their level best. Our faculties were invited as guests in order to support as well as know our extra talents.

After each performance the judges gave their feedback and ideas for enhancing and how to take the act to the next level. Feedback was given to each individual performer viz where they lacked in confidence and what was the scope of improvement. The inputs both positive and negative were taken in by the participants. We all felt cherished as BCA 1st year team won the session.

Congratulations to the winners. This session made us feel confident, made us enjoy every moment of life without fear and keep spreading happiness. POL sessions made us think 'Out Of The Box'. As a result, now we feel more enthusiasm and curiosity to enjoy and take part in the next batch sessions. Hail Paradigm!!

by

Ms. Bhairavi Bhavsar
BCA SY(AIIT)

Learning is Fun!!



Judgment Day..p

Winning Team!!



Project - 'e-SewaSuvidha' a Website created in ASP.NET - MVC

As part of my final year curriculum my team mates and I have created a Website 'e-SewaSuvidha'.

e-SewaSuvidha offers the convenience of online accesses to all citizens effectively ending the digital divide. You can use our innovative process and extensive infrastructure and obtain these services close to home. This website is created in MVC.

What is MVC?

MVC is one of three ASP.NET programming models.

MVC is a framework for building web applications using a MVC (Model View Controller) design:

- The Model represents the application core (for instance a list of database records).
- The View displays the data (the database records).
- The Controller handles the input (to the database records).

The MVC model also provides full control over HTML, CSS, and JavaScript.



The MVC model defines web applications with 3 logic layers:
The business layer (Model logic)
The display layer (View logic)
The input control (Controller logic)

The Model is the part of the application that handles the logic for the application data. Often model objects retrieve data (and store data) from a database.

The View is the parts of the application that handles the display of the data. Most often the views are created from the model data.

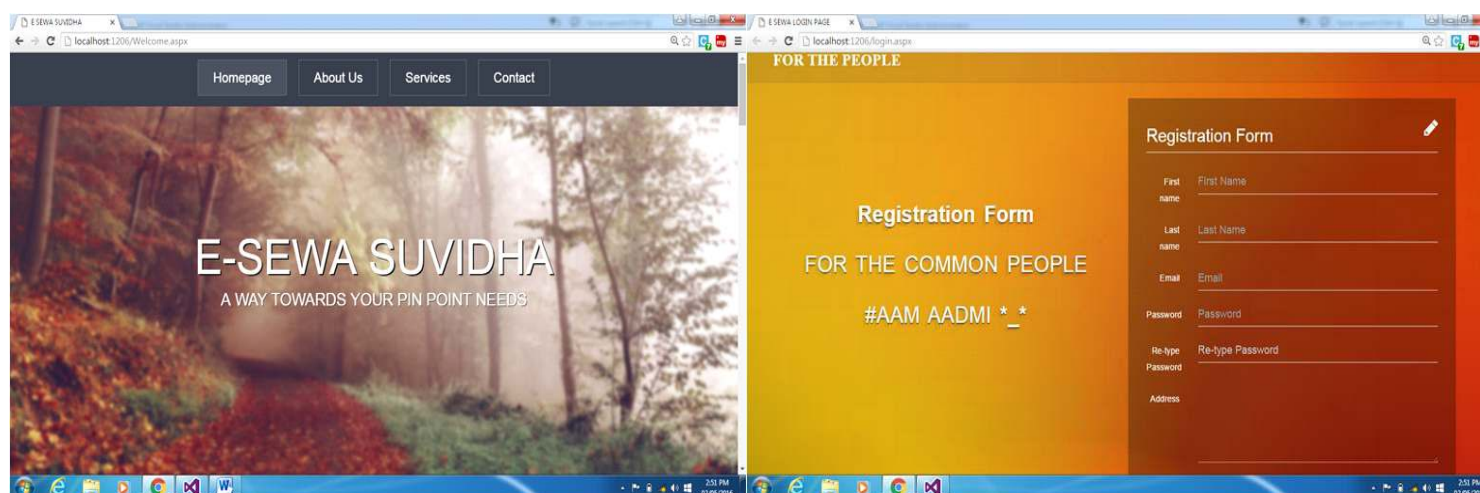
The Controller is the part of the application that handles user interaction. Typically controllers read data from a view, control user input, and send input data to the model. The MVC separation helps you manage complex applications, because you can focus on one aspect a time. For example, you can focus on the view without depending on the business logic. It also makes it easier to test an application.

The MVC separation also simplifies group development. Different developers can work on the view, the controller logic, and the business logic in parallel.

Web Forms vs MVC

The MVC programming model is a lighter alternative to traditional ASP.NET (Web Forms). It is a lightweight, highly testable framework, integrated with all existing ASP.NET features, such as Master Pages, Security, and Authentication.

Screen shots of the website



by
SHANTANU DOLUI & JATIN BELWALKAR
BCA TY (AIIT)

Sports Week Celebration !!

There is a great importance of games and sports for the students. The sports teach discipline, develop the spirit of the sportsmanship and also inculcate the quality of team work. The students learn the qualities of leadership and working united. We at Atharva also celebrate our Annual Sports Day every year in the month of March. It is a 3 day event held at Poisur Gymkhana ground. This year it was special as our BCA students took part in all the events with great enthusiasm and won the Runner Up's trophy. Cricket, Volleyball, Football names it and our students made their mark. There was a tough competition from students of various institutes of Atharva Group.

The winning team members were Chandan, Rahul, Nayan, Soham, Ninaad, Aadesh, Naman and Suraj. All of these boys were awarded with a trophy and medals.

We would thank our faculties, HOD Mam and Director Mam for their best wishes and blessings. This win would finally be credited to the team's hard work and confidence, support by the classmates and faculties. All cheers to the marvelous team!! Hope we make much more wins and create a benchmark for the further AIIT students!!

by

Ms. Bhairavi Bhavsar

BCA SY (AIIT)

Winner Takes it All!



Champions!!



Continuation from Page 22

An Inspiring session with Dr. Narayan Hariharan, Sr. VP Jet Airways Ltd

The joiners of the PGDM Batch 2016-18 at Atharva Institute of Management Studies were pleased to have Dr. Narayan Hariharan Sr. VP Jet Airways Ltd in a one to one interactive session on 20th May, 2016. He provided an engaging, energetic and enthusiastic presentation to the students about Employability in Industries. Dr. Hariharan's session was not only informative but also very inspirational. The 20 aspects highlighted by him were as follows –

- Objectives - what you want to do
- Observe and practice
- Do not compare - Avoid comparisons among one another
- Energy should be visible
- Team - Learn one from another and learn to work in groups and together because industries work in teams
- Customer is important
- Collective learning - learn from one another by participating in the class which will bring awareness of things to do
- Awareness of situations
- Connect from what you learned inside to the outside world
- No success comes without failure hence, hard work is a must for success
- Be a good Listener
- Add value to the class and your company
- Develop soft skills
- Preparation is a must for progress
- Spend 20 minutes a day on reading, writing and speaking
- Devote time to RESEARCH
- Read newspapers everyday to be current
- Maintain data and records
- Believe in yourself 'You are Special'
- Cope up with pressure



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