



THE ATHARVA TIMES

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Pearls Of Wisdom

Never regret. If it's good, it's wonderful. If it's bad , it's experience
- Victoria Holt

From The Executive President's Desk-

Greetings!

Within a short span of time, Atharva Group Of Institutes have pioneered new initiatives in the sphere of education. With the state-of-art infrastructure and a culture of excellence we have set benchmarks for performance, providing the most conducive learning environment.

Atharva College Of Engineering is ranked 8th in the western zone of India and 16th among Private Engineering Institutes in India by Ranking Survey- 2017, Times Of India. We recently inaugurated "The Innovation Laboratory". The motive behind setting up of this Ilab is to provide inspirational experience and provide for, the development of the next generation creative leaders. This state –of –art infrastructure offers a learning experience through 'Gamification'.

We have also achieved several laurels in the field of Management, Hotel Management, Fashion , Information Technology, Film And Television, School Of Drama And Performing Arts etc.

I would like to welcome our new and the returning undergraduate and post-graduate students to the Atharva Group Of Institutes In today's fast-paced business world, industry is not only looking for technical competencies while hiring and promoting candidates, but also for skilled, career-savvy and confident individuals who can make a positive and long-term impact in the organizations. Hence our commitment is towards offering our students rich quality education with strong values and an experience that impacts their future. At Atharva we believe in empowering our students to chalk out their own journey. We encourage them, to develop their professional abilities to the fullest and also foster a sense of responsibility and ethics so that they become not just good professionals, but also good human beings.

Thank You for your continued support and welcome to the New Academic Year !

My Best Wishes To All !

Thanking You

Sunil Rane



Shri Sunil Rane
Founder Secretary &
Executive President, AET

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Shri Sunil Rane, Executive President, Atharva Group Of Institutes inaugurating the Ilab



International Yoga day Celebrations At Atharva



Rhythm 2017



In the span of January to June, 2017 a lot of activities took place, we would be glad to share some memorable events which were awesomely appreciated.

As a yearly Fashion Show event Modish, 2017 was held in the month of April where students of ASFA showcased their talent by designing the garments based on three different themes named “Bride Maid's, Saree Next Door & Desi Denim”. The fashion show event commenced with the Kids round in which the theme 'Hawaii' was presented. The show, beautifully ended with the presentation of the theme “Colors of Holi” by student of 3rd year. As an individual designer round 'this Men's Wear collection got lots of appreciation from the guests Ms. Gauri Sharma (Model & Actress), Ms. Deepti Bharvani (Signature Brand Owner) , Mr. Ronak (Actor) & a Haute Couture International Designer Ms. Lina Cahil from NY. The event was graced by our chief guest Mr. Kartike Dhanda, Director of Labs, Textile Committee, Mumbai. Our Beauty Pageant winner Ms. Chandini Sharma, Indian Princess, 2014 was also present at the event as part of our judge's panel.

Apart from main fashion show rounds ,there were many talents showing rounds such as beat boxing and dance performances given by ASFA students and team .

ASFA team is grateful to Ms. Bhatia, Director, ASFA for all her support.





After the hard work and all their efforts which ASFA students put to rock the fashion show event, they were taken to Socials, Todi Mill in the month of April as their reward of appreciation from Honorable Sunil Rane Sir, there they have also visited Anita Dongre's fashion outlet at palladium mall.



International Conference on Innovative and Advanced Technologies in Engineering- 2017 (ICIATE – 2017)

The International Conference on Innovative and Advanced Technologies (ICIATE - 2017) was organized during January 12 to 14, 2017 by Atharva College of Engineering. The conference was attended by more than 600 delegates from different colleges & industries from different parts of the country.



The Chief Guest, Dr. Arun Nigavekar Former Chairman, UGC & Former Vice Chancellor, University of Pune inaugurated the conference by lighting the traditional lamp. Dr. Aditya Abhyankar, Dean, Faculty of Technology, University of Pune delivered the Key Note address. Dr. P. N. Nemade, Director (ACE), Dr. S. P. Kallurkar, Principal (ACE), Prof. Karuna Nikum, Convenor, ICIATE-2017, Heads of all Departments and faculty members were present for the function. The Inauguration function concluded with vote of thanks by Prof. Karuna Nikum.

Researchers presented their papers which covered few vital domains like cloud computing, big data, virtual reality and IoT, power electronics, communication and networking, advance research in Science and Technology. Total 250 quality papers got approved by ICIATE. The presentations were conducted in the virtual room through Skype for international authors. The efforts taken by Shri Sunil Rane, Executive President, Atharva Educational Trust, Dr. P.N. Nemade, Director (ACE), Dr. S.P. Kallurkar, Principal (ACE), in the field of Science and Technology has encouraged today's youth to think innovatively.

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ICIATE-2017

Technical sessions were very stimulating with over 230 research papers presented. The state of art facilities were provided to the participants for their presentation.

The valedictory function was graced by the presence of Mr. R. R. Abhyankar, Ex-Advisor, DSIR, Ministry of Science & Technology, Govt of India, and Guest of Honor Dr. Deepak Waikar (Singapore). Mr. Sachin Sadare Chief Executive Officer, Idea Nutz Consultancy delivered the Key Note address. The delegates shared their views and thoughts about the conference



This conference provided an opportunity to interact and establish professional relations with industries for future collaboration. The conference concluded with vote of thanks by Prof. Jyoti Golakia. The conference would not be successful without the continuous support and inspiration of our Honorable President Shri Sunil Rane, Dr. P. N. Nemade, Director and Dr. S. P. Kallurkar, Principal, Atharva College of Engineering. The conference was a grand success.

Workshop on Advanced Technologies

A One day Workshop on Advanced Technologies was organized in the Department of Computer Engineering under Student Development Program on March 16, 2017. Student Development Program trains students to achieve academic, personal and leadership success.

This workshop was organized into different sessions like Java Technology and Basics for App Development by Prof: Santosh Dodamani, Communication Networking and OS Fundamentals by Mr. Abhishek Singh, Software Testing by Mr. Mohan Ashtekar and HADOOP by Mr. Rajeev Gupta, Oracle/Big data Professional Seed Infotech Mumbai



Industrial Visits

Electrical Engineering Department of Atharva College of Engineering has organized Industrial visit on March 16 and 17, 2017 for third year students to Matunga, Western Railway and for Second year students to Reliance Thermal Power Station, Dahanu, Maharashtra on April 1, 2017. They learn various sections involved in construction and operation of trains like repair of carriages, large machinery huge machineries, Alternators, Compressors and Battery sections etc. Students are benefited by the visual realistic application of motors, controller and sensors in locomotives. The visit not only inculcated technical knowledge but also boosted up their confidence towards Electrical Engineering. It upgraded them with the latest trends in power sector.



Workshop on “Laboratory Experimentation with Electric: Open Source EDA System for VLSI Design”

Two day workshop was organized by EXTC Engineering Department on Laboratory Experimentation with Electric: Open Source EDA System for VLSI Design on February 17 and 25, 2017 for TE students. The invited speakers were Ganesh Gore (CTO, Eduvance), Janhavi Kulkarni (Lead Product Developer GradME, Eduvance), Hardi Desai (Product Engineer, GradME, Eduvance). The motive of organizing this workshop was to provide hands on training on the EDA systems for different experiments on VLSI design.



Guest lecture on NTAT (National Talent Acquisition Test)

Department of Information Technology organized a guest lecture on “NTAT (National Talent Acquisition Test)” for the students and faculty members on March 3, 2017.

National Talent Acquisition Test is a nationwide renowned aptitude test helping UG & PG students for internship. The NTAT (National Talent Acquisition Test) is a proprietary aptitude test which seeks to gain an understanding of a candidate's employability as an intern..

Degree Distribution Ceremony



The Third Joint Degree Distribution Ceremony of the students of Atharva College of Engineering, Atharva Institute of Management studies and Atharva College of Hotel Management and Catering Technology was held on March 18, 2017 in Auditorium, phase 3, AET Campus. Honorable Shri Dattaji Rane, Ex. Higher & Technical Education Minister (Govt. of Maharashtra) & President of Atharva Educational Trust graced the dais. Dr. P. N. Nemade, Director (ACE), Dr. S. P. Kallurkar, Principal, (ACE), Dr. Prakash P. Joshi, Director, AIMS, Mr. Joseph Furtado, Principal, ACHMCT were present for the Ceremony. The ceremony started by Ganesh Vandana and lighting of the lamp.



Honorable Shri Dattaji Rane declared the Opening of the Convocation. Prof. N. S. Rajan, Dean AIMS, delivered the welcome address. More than 250 students were conferred the Certificates. The ceremony concluded with vote of thanks and National Anthem.

International Yoga Day Celebration

International Yoga day was celebrated on June 21, 2017 at Atharva Educational Campus under the guidance of Yoga expert, Dr. Prajakta Borse. All the members of Atharva Group of Institutes attended the session.



Workshop on R Language

Department of Information Technology organized one day workshop on R language on March 22, 2017. With the zest to have industry academic alliance and to bridge the gap between academics and industry it is necessary to introduce such demanded languages. 107 students registered for the workshop.



Workshop on Amazon Web Services

Department of Information Technology organized one day workshop on Amazon Web Services (AWS) on April 5, 2017. The invited speaker from Accenture, Mithila Shashidhar, trained the students.

Amazon Web Services (AWS) is a secure cloud services platform, offering computer power, database storage, content delivery and other functionality. 80 students registered for the workshop.



Workshop on “ETHICAL HACKING”

Department of Information Technology in collaboration with CSI Atharva organized a two day hands on workshop on “Ethical Hacking” for students and faculty of the college on March, 23 and 24, 2017. The speakers were Prof. Renuka Pawar and Prof. Tejas. from Sardar Patel Institute of Technology, Andheri.



The participants were taught about the basics of ethical hacking. Participants used the VMware workstation software in which Kali Linux and Windows 7 OS were installed and used to demonstrate the process of hacking. Certificates were distributed to the participants

Workshop on Chabot's and its Integrations by Code Strike

The Department of Computer Engineering, (ACE), Malad (W) Mumbai, had organized a one day workshop and seminar on Chabot's and its Integrations on March 31, 2017.



The aim of the workshop was to provide training to the students on the use and benefits of Open Source Software. This session was performed by using the API.AI website. This session was organized by the student committee members.

After successful completion of Chat Bots and its Integrations workshop the certificates were given to each participant.

Guest Lecture on Cyber Security with Mobile Technology

Department of Information Technology organized a Guest Lecture on “Cyber Security with Mobile Technology” for the students and faculty on February 1, 2017. Guests were Mr. Manish Singh and Mr. Kaifi Zaka from ATS Microsoft.

The participants were taught about the basics of Cyber security and the protection of vital information from unauthorized access.



Faculty Conclave on “Effective Integration of Technology for Outcome Based Education”

A Three days faculty conclave on Effective Integration of Technology for Outcome Based Education (OBE) was organized by Atharva College of Engineering under the banner of Indo-US Collaboration for Engineering Education (IUCEE) on March 25, April 6 and 7, 2017. The motive of organizing the workshop was to empower the faculty members with best practices in Engineering Education enhancing teaching learning process and assessment through training and allied activities.



Dr. Madhuri Mavin kurve, Associate Prof. (TCET) and Dr.Gargi Banerjee, Associate Professor (IIT Bombay) delivered sessions on the basic principles of Lesson Planning and Learning Objectives, Learning Outcomes and Blueprint design for effective OBE, CuVis tool for effective ICT Integration to attain OBE.

Prof. Poonam Deshpande and Prof. Mahendra Patil of ACE delivered sessions on planning of lectures, objectives of Education in classroom study, faculty profile creation, Video lectures creation, faculty presentation on OBE and Course Networking.



Rhythm-2017

Rhythm 2017, a cultural festival commenced during March 5 to 11, 2017. The festival depicted fine arts culture, Indian tradition, fun and enthusiasm. This year also Rhythm was started with **Marathon and theme was “Women Safety”**



Rhythm 2017 is a week full of fun and frolic, zest and zeal celebrated with different moods, different colour and a lot of vigorous.



DJ-Evening witnessed a wholesome crowd dancing and shaking their legs on the beats of the musical hits of the year till the last drop of energy.

IEEE Omega

IEEE Omega is a Technical Festival which was organised by IEEE Atharva Student Chapter during March 20 to 24, 2017. The theme for this year was Technovision in which technical projects, Innovations and ideas based on the theme were showcased.



A Seminar on "Microgrids and Distributed Generation"

A Seminar on "Microgrids and Distributed Generation" was organized by Electrical Engineering Department in collaboration with IEEE Atharva Student Chapter on March 14, 2017. The invited speakers were Prof. Mini Rajeev, Mr. Prabhakaran and Dr. Sushil Thale. The seminar was arranged for SE and TE students of Electrical Engineering department. There were three inspiring sessions/presentations covering challenges in implementing microgrids, modes of operation, advantages and limitations, interlink converters, dispatchable sources and distributed generation. All three speakers covered various aspects associated with Microgrids and Distributed Generation and shared their valuable knowledge for the betterment of the students and the faculty.



Short Term Course on "VLSI Design"

Five day Short Term Course on "VLSI Design" was conducted by NITTTR, Chandigarh in ACE as Remote Centre for faculty member of EXTC / ELEX Engineering Department from March 14 to 18, 2017 by EXTC Dept. . The motive of organizing this workshop was to provide training to faculty on VLSI design aspects using simulation software tools which will help in doing research on advanced design of VLSI.



A Seminar on "Need of Electronics in Industry for Engineers"

A Seminar on "Need of Electronics in Industry for Engineers" was organized by EXTC Engineering Department on March 3, 2017. The keynote speaker was Mr. Sanjay Chaudhari, Director, Electronics Study Centre. The seminar was arranged for SE students of EXTC/ELEC/ELEX. The motive of the seminar was to highlight upon the industry requirements and changing trends of electronics to the students.



Inauguration of ILab

The Innovation Laboratory (ILab) was inaugurated by the hands of Shri Sunil Rane, Executive President, Atharva Education Trust. Dr. P. N. Nemade, Director, Dr. S. P. Kallurkar, Principal, Atharva College of Engineering, Mr. Joseph Furtado, Vice Principal, ACHMCT and Head of Departments were present for the inaugural function. The motive behind setting up of the ILab is to provide immersive and inspirational experience for developing next generation of creative leaders. The state-of-the-art Imagination lab offers a learning experience through 'Gamification of Ideation' introduced for the first time in the world



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Workshop on Scientific Python by FOSSEE, IIT, Bombay

The Department of Computer Engineering, Atharva college of engineering, Malad (W) Mumbai, organized a one day workshop on Scientific Python by FOSSEE IIT Bombay on March 15, 2017.



Python is an open source, high-level and powerful programming language that is well suited for scientific computing. The aim of the workshop was to provide training to the students on the use and benefits of Open Source Software

As a part of this, the department conducted online Quiz for all enrolled candidate on March 15, 2017 under the workshop scientific python by FOSSEE, IIT-B.



After successful completion of workshop the certificates were distributed to the candidates by FOSSEE IIT, Bombay.

Workshop on Training on "Advanced Micro-Controller & its Applications"

Three day Workshop/Hands on Training on "Advanced Micro-Controller and its Applications" was organized by Electrical Engineering Department in collaboration with Atharva IEEE Student Chapter on 21st, 22nd and 23rd March 2017 for SE and TE students of Electrical Engineering Department, Atharva College of Engineering. The motive of organizing this workshop was to provide hands on training to students which will help them in establishing kits in labs, doing research on advanced micro-controllers and in their BE projects.



E-Week

The Technical Festival, E-Week-2017 was conducted during February 13 to 19, 2017. It is the platform to exhibit students technical talent through project work. Various technical events were organized with an aim to enhance the skills, innovative ideas and problem-solving attitude in the mind of students.

Congratulations

Congratulations to the team of four students from Atharva College of Engineering, Amrata Joshi (TE-INFT), Susmit Wadikar (TE-CMPN), Romil Dodhiwala (BE-INFT) and H. Sneha Rao (BE-INFT) for presenting their software in front of Aparajita Sarangi, Joint Secretary, MGNREGA and her team of Ministry of Rural Development at Krishi Bhawan, Delhi on March 31, 2017



SS&C Globe Op – CAII Certificate Ceremony

SS&C Globe Op Financial Services, who is a regular recruiter at Atharva, had conducted CAII Program for MBA finance students of the third semester. Globe Op Financial Services is of the opinion that students need some basic classroom training regarding the company and the company operations before going into the battlefield. For this reason, the company was kind enough to come to our campus and train the students in a variety of areas like Fund Accounting, Operations, OTC Derivatives, Valuations, etc. They gave the students in depth practical training on the subjects pertaining to their job responsibilities. Students had a wonderful experience and they now have an edge over the competitor students as they already have in depth knowledge on a lot of topics. After the sessions, the company had evaluated students by conducting a test and 25 students of 32 students could successfully clear the test and it was followed by a certificate distribution ceremony. The ceremony was held on 11th January 2017. Globe Op representatives Mr. Sunil Nair – Director HR, Mr Willis D'Cunha – HR Representative and Mr. Sasmit Ghodke – HR Representative were present to give away the certificates along with Our Dean Prof. N. S. Rajan.



“The Brave New World: How Analytics is Transforming Business”

Analysis is used in marketing, consumer behavior, finance and risk, HR, business operations and logistics. An Analytical mindset is of more importance than tools, systems and programming used in the organization. Analytical mindset is the need of the hour by the management.

To understand this better, the Atharva Institute of Management Studies had organised a guest lecture for the MMS and PGDM students on 17th January 2017. The guest of honour, Mr. Santosh Mishra, Principal Advisor-Human Capital Foundation and a seasoned professional with 14 years of experience across top MNC's and start-ups had an interactive session with the students of AIMS. Mr. Mishra shared his inputs on how an analytics study helps in predicting public policies, crops and bank loans, etc.

He further elucidated this through an informative presentation that focused on the following –

- We make data of what we see and it has equal pros and cons at the same time. Analytical study gives us different sets of view points to take right decisions.
- Analytical study is not about data but actually it is the raw material that makes the data. vvvvvvThere are various problems in organizational life like leadership, fluctuations in stock prices, market share and labour turnover; for which proper remark and tools is the solution.
- Analytical study is the combination of art and science. Better programming results in better performance.
- In the coming years, IoT (Internet of Things) is going to be implemented and it is estimated that it will generate a business of \$ 34 billion.
- Relevance of data matters a lot. It is very important to identify, apply, design solutions accordingly. For example: Amazon that has a well planned logistics.
- CEO resiliency, attrition, retention value, hiring patterns should be the prime focus of the organization.
- Automation will come where the labor is scarce.

- Sentiment analysis has been newly included in the organization, in which the sentiments of the employees are identified.
- Strategic analysis, machine learning, combination of business knowledge and data query techniques are some solutions that can be used by the organizations.



AIMS students outshine with their outstanding performance at Inter-Collegiate Event

Atharva Institute of Management Studies actively participated at the Inter-Collegiate event held at Thakur Institute of Management Studies. The event had participants from various institutes across Mumbai and AIMS students participated and won awards in many of the events. Out of the many events a team of students participated in 'WAR CRAFT' event and emerged as a winner. Participants were given different topics of crisis. Based on topic participants had to think about an idea for startup of product/service and design a logo for it. Also they had to decide target market, selling price & promotional strategies too. The judges appreciated their idea of “Warm Helping Hand” and they secured the first place.

They also participated in 'BE THE NEXT CHANAKYA' HR event and won the 1st runner up prize. There were students from MET, Xavier's, Chetna's, Dalmiya, Thakur etc. There were 4 rounds. The students of AIMS performed well and got appreciation for their performance in all rounds. All in all it was a wonderful experience for the students. It helped them in improvement in confidence level, their analytical skills and communication skills. Kudos to the AIMS students!!



AIMS Students attend the 38th BMA Annual Awards

The 38th BMA Annual awards were held on 30th January, 2017 in Y. B. Chauhan auditorium at Churchgate. The event was chaired by Mr. R. Ramakrishnan (Chairman BMA) and Ms. Nirmala Mehendale (President BMA). Apart from these, the other dignitaries were Mr. G. N. Bajpai (Ex-Chairman SEBI), Mr. Sanjiv Bajaj (MD-Bajaj Finserv) and Mr.

S Haribhakti (Ex-BMA President).

The event was a platform where all the reputed management professionals had come together to enlighten about different management concepts. This event gave an opportunity to the students of AIMS not only to develop their network with the corporate world but also contributed towards the success of the event. The students of AIMS viz, Mayur Patel, Nimesh Kundnani, Tils Thankachan, Darshana Kadam, Aishwarya Kamble, Gandhali Dalvi, Akshata Shetty, Joshita Shetty and Sabi Singh were awarded certificates by Mr V. Sarangapani (Executive Director-BMA) for successfully conducting the event.



15th Annual Conference – “Building World-Class Indian Companies and Competence: Strategizing for the Future”

The 15th Annual Conference on 'Building World-Class Indian Companies and Competence: Strategizing for the Future' was held at Atharva Auditorium on February 4, 2017. The event began with ceremonious lighting of the lamp by our esteemed dignitaries, followed by the Ganesh Vandana. The Dean of our College, Prof. N.S.Rajan delivered the inaugural speech and welcomed all the Session Speakers. He emphasized on how the future of world class organizations lies in innovation and adapting to the changing environment.

Mr. Shailesh Haribhakti, Founder & Chief Mentor of Bakers Tilly DHC Pvt. Ltd., in his speech, emphasized on “Abundance of everything in today's world” and other aspects like Exponential Forces, Do It Yourself innovators, Technophilantropist and Rising Billion.

Prof. Dr. Dewanand Mahadew, Managing Director – CIBDE & Professor of UBIS University, Switzerland, gave a session on Global and Indian Economic scenario. He emphasized the need to create a local economy by understanding mega trends, smart cities solution, safety mobility and environment. According to him strategy is about making things happen with the available resources.

Dr. Sumit Ghoshal, Contributing Editor-Business India emphasized on creating the global mindset by thinking beyond national boundaries. He elucidated on the needs of changing habits and keep oneself open to learning. Mr. Nitin Bhagwat's, Vice Chairman - FCB Ulka Interface, talked about the importance of Indian brands to earn international presence. Indian brands can become global by adapting right branding strategies such as creating a Country specific Competency, leveraging the Indian Diaspora, building Digital Competency and developing Ethical Brand with understanding for a universal truth and localizing the needs.

The conference was well appreciated by audience, comprising of both students and corporates. It generated a lot of ideas about how to continue to expand your skills. It was extremely informative and thought out. It was a great learning experience and a very insightful session.



Shaping Young Minds Programme 1st March, 2017

The All India Management Association (AIMA) in association with Bombay Management Association (BMA) conducted a one day seminar on “SHAPING YOUNG MINDS” on 1st march 2017 at IES College. Atharva students being the 1st and 2nd runners up in the prestigious Dandekar Trophy of BMA were invited to be on the student discussion panel for different speakers.

The distinguished speakers for the seminar were as follows:

- Mr.VineetNayar, Founder of Sampark Foundation & Former CEO, HCL Technologies
- Dr.Shikha Sharma, Renowned Nutritionist
- Mr.RakeyshOmprakashMehra, Renowned film maker
- Mr. Sunil Alagh, Chairman, SKA Advisors & Past President, AIMA & Former MD & CEO, Britannia Industries
- Mr.AlokKejriwal, CEO & Co Founder, Games2Win
-

The students who interacted with the speakers are as follows:

- Shelly Verma interacted with Mr.VineetNayyar on the subject of active philanthropy.
- Karishma Bhandari interacted with Dr.Shikha Sharma on how the young generation can should learn to sell according to the needs of the customer and keep the focus on customer satisfaction.
- Smith Mehta and Maitrayee Dave interacted with Mr. Sunil Alagh on how to overcome competition and have an educated advantage in FMCG market. Also they discussed the lack of research and innovation in today's market and how to overcome it.
- Mayur Patel and Amit Redkar interacted with Mr.AlokKejriwal. While Amit asked Mr.Alok what made him take the plunge into the entrepreneurial world from a set family business, Mayur discussed with him the lack of proper

ecosystem in India to support the young entrepreneurs.

• Apart from these students 25 atharvites attended the seminar and interacted with the distinguished speakers.

In the end the 6 winners of the Dandekar trophy were awarded with the certificates by the President of BMA Ms.Nirmala Mehendale.



Alumni Meet – Milaap 2017

It was the time again for nostalgia as around 100 plus students from different batches of Atharva Institute of Management Studies gathered to relive the old memories. The Alumni Meet – Milaap 2017 was held at the Poolside at Atharva Campus on March 4, 2017.

The day's programme had a lot of exciting events lined up to raise the nostalgia one notch up. It started with a melodious performance by the current batch of MMS and PGDM for their Seniors. The students made sure that the Alumni get a lovely walk down the memory lane by their soulful rendition of songs as well the beautiful video capturing moments at Atharva Campus. It was the highlight of the evening. Post which, some of the Alumni were invited on stage to talk about their experience in Atharva and how their lives have changed for good after passing out from Atharva. Mr. Mayur Joshi, Ms. Yojita Patel, Ms. Amrita Shetty, Mr. Ramnath Sengupta, Ms. Vineata Srivastava were gracious enough to come up on stage and talk about their association with AIMS and how it has increased over the years.

And the last part of the programme, our Dean Prof. N. S. Rajan made sure that the event was taken one notch higher as he went among the students and addressed them rather than the usual route of talking on the dais. He made sure he addressed each and every student who had made time and were present. He individually welcomed everyone and made sure that every Alumnus is well attended as they represent our brand and are our intellectual capital. The event ended with a lovely cake cutting and sumptuous dinner.





**Atharva Management Festival – Rhythm 2017
March 7th to March 10th, 2017**

Atharva Institute of Management Studies organized its Annual Management Festival Rhythm 2017 from March 7th to March 10th, 2017. The management festival attracts a lot of young enthusiastic students from various institutes across Mumbai to participate in the exiting line up of events. This year too the students had arranged a wide variety of events starting from Rajneeti, Finance Quiz, Blooming Invention, War of Words and ranging up to regular events like Mock Stock, Mad Ads, Kit-Krack and Kahani Banao Kahani Sunao. The events were structured in a way that students apply their classroom learning and bring out solutions to real life problems or come up with some creative ideas. Rhythm is a platform for these dynamic management graduates to develop abilities, apply managerial instincts and showcase their talent to a larger base of audience. Of course, the exiting prizes for the events add up to their motivation. The event was successfully conducted and was well received by all the participants.



Moving out from Four Walls to Four Plants An Industrial Visit to Silvassa on April 3rd, 2017

Theoretical knowledge should be strongly backed with practical knowledge. With an objective of providing insight on operations of the manufacturing company, the Atharva Institute of Management Studies had arranged an industrial visit to Silvassa from 3rd April to 5th April 2017. The students were accompanied by Dr. Rekha Shenoy, Prof. Sandeep Rasal and Prof. Ashish Pradhan who guided these MMS first year students on various aspects during the visit.

The MMS students got an opportunity to visit companies viz. Voltas Ltd., Bombay Rayon Ltd., Alok Garments and Nipra Packaging. It was a real good experience where the students could relate the theoretical knowledge with practical application in industry. The students could learn about the processes, plant layouts, material handling equipment, employee involvement, link activity based costing, application of CAD in manufacturing (CIM), packaging material, role of QC dept, etc. The knowledge gained would help students of all specializations further during their academics and also summer internship.

The students are truly grateful to the management of AIMS for organizing such a visit.



PGDM Batch 2017-19: Introduction Session May 5, 2017

Atharva Institute of Management studies organized an introduction session for the new PGDM batch (2017-19) on 5th May, 2017, as a part of LEAP – Leadership Enhancement Action Programme under the guidance of our Dean, Prof. N. S. Rajan. The purpose of organising such an interactive session was to break the ice between the students and the faculty members wherein the students got a chance to interact with the faculty members prior to the commencement of their course. This idea was well appreciated by the students.

The students introduced themselves and shared their wonderful experience in Atharva. Then the faculty members not only spoke about their experience in academics as well the industry but also guided the students on the area of specialization and careers to choose, gave information on the skills and attitude required to make them industry-ready. The guiding philosophy behind this session for the students was – 'Discover Drive, Dream and Develop'. The session ended with a round of questions from the students to ask queries and clear their apprehensions and doubts.



**Workshop on “Heal your Life – Managing with Heart and Mind”
May 15 & 16, 2017**

Two days workshop on “Heal your Life – Managing with Heart and Mind” was held by Ms. Vaarshaa Rane on 15th and 16th May 2017 at AIMS Campus. Ms. Vaarshaa Rane is an internationally certified and licensed Heal Your Life Teacher, Business Trainer and Life Coach by Heart Inspired USA.

Faculties from different institutes – Atharva institute of Management Studies, Atharva College of Engineering, Atharva College of Hotel Management and Catering, Atharva Institute of Film and Television, Atharva Institute of Information Technology and Atharva School Of Fashion And Arts were part of the workshop. It provided them with an opportunity to understand their inner self, the desires and ability to recognize and overcome fears.

The workshop was divided into multiple sections. In the personal healing section, one could experience inner child work, releasing old patterns and other releasing techniques. In the next section of the workshop, affirmations and visualization techniques were used to create what one wants in their life.

Overall, it was an experiential learning and an unmatched opportunity to meet and bond with different faculties from different disciplines, having diverse skill-sets. Further, it also boosted the confidence of the lives of the faculties and helped them to look at work and life from a new perspective.



Importance of Mandarin Language

“Learning a language is a small step towards an effective communication and trade growth” – To elaborate more on this, a session on “Importance of Mandarin Language” was organized on 3rd June, 2017. China is India's largest trading partner and the trade between China and India has grown from as low as \$2.92 bn in 2000 to around \$70 bn in 2016. It is the need of the hour to learn the most spoken language of the world- Chinese (Mandarin)

Col. N.S.Rawat, our esteemed speaker, who was one of the first defense personnel to learn Chinese in India, emphasized on how learning Chinese language today, is not just a choice, but a necessity. He re-iterated that China is a potential Superpower with huge economic growth. India has a highly negative balance of trade with china, which through the right steps can be turned into an opportunity.

The next part of the session was taken by Ms. Snehal Kulkarni, who is certified in Chinese language. She talked about how Chinese (Mandarin) is different from other languages – Chinese does not have an alphabet but uses a logographic system for its written language. She illustrated that Chinese is a tonal language – the same word can have different meanings depending on the tone of speaking.

It was a highly interactive session with lot of queries raised by students, about Chinese Culture, Sino-India Relations and Chinese trade policy. All questions were answered by our esteemed guest speakers. At the end, Col. N.S. Rawat and our Dean Prof. N.S.Rajan discussed with students the importance of learning Chinese language. They mentioned that no. of Chinese Speakers in India are very less, as compared to its demand. Understanding the current economic situation, AIMS has introduced Chinese (Mandarin) language as a part of its PGDM curriculum.



PGDM Batch 2017-2019 – Build Your Own Happiness (BYOH) Workshop

Ms Anupriya Nayyar a writer, coach, and an entrepreneur conducted a exciting workshop for the PGDM joiners on Saturday June 10 2017. She has worked with Mckinsey, Deloitte and Greenlatte in the past. She is currently leading a venture titled CHIRPY CUPS that makes reusable and recyclable coffee cups.

The workshop titled as BUILD YOUR OWN HAPPINESS (BYOH) was designed to help students embrace happiness and maximise their potential in all spheres of life. The session was immersed in thought provoking exercises, games, real life case studies, proven psychology tools and teachings as to how to create a fulfilling future.

The Main takeaways from the workshop were

- understand the power of dreams and make students leverage their innate potential
- embrace practices to overcome fear, self doubt and distraction so that one can live life more fully.

Ms Anupriya showed how the students can use this to improve attendance at class. She also showed some tricks and exercises to

Do what you love doing

Love what you do
Do, Do and keep love doing

Build awareness about the pillars of happiness and simple ways to unlock daily happiness.

She showed through illustrations how fear is the enemy of happiness, and how the shift in the mindset from Happiness is External to Happiness is an Inside act.

Ms Anupriya conducted the workshop in a playful and engaging manner making the MBA aspirants at AIMS open up to an inspiring journey and a world of possibilities ahead of them in the next two years and beyond.



PGDM Batch 2017-19: Management Lessons from Movies

Movies have been, and still are, a source of inspiration for many. Movies have the power to challenge our limits, push our understandings, and invoke powerful emotions. There have been a variety of movies that have been taken up as case studies through which students can study different aspects of management. Movies can sometimes teach you the biggest lessons of life. Therefore management students are suggested to watch movies to learn about administration, organization and other related issues like ethics, plan, self-indulgence, entrepreneurship, and human emotions.

To understand this better, an interactive session on 'Management Lessons from Movies' was conducted by Prof. Sonam Gawde, Marketing faculty of AIMS for the new PGDM Batch 2017-19 on 17th June, 2017. The movies taken up as case studies were – Dangal, 3 Idiots, Sultan, Band Baaja Baraat, Dear Zindagi and Chak De India. With the help of these movies, concepts like strategy, motivation, determination, ambition, time and stress management, will power, resistance and change management, goal achievement, team management, the role of seniors, focus, talent management, organisational goal versus individual goals, etc. were explained in detail.

The session was very well appreciated by the new joiners and they had few key take-away lessons from some of the movies.



ALCHEMY

IT was the 8th year of this successful food festival. There were 16 lip smacking stalls that you will never forget. This all was done by the students of A.C.H.M.C.T the event was held on the 8th & 9th of February & it was held between 10am to 5pm.

The students had the best learning experience. Students learnt about staffing, managing, arranging the raw material etc. Hotel Management colleges from all over Mumbai were invited, Industry officials were also invited.

Stalls were having interesting selling points

Eg.

Hawaa Hawaaii-selling goals.

Northern Tadka ---- Punjabi food.

Hook & cook---- selling fish

WTF (what the fusion)-- selling Mocktail with a Smokey twist.

The footfall for the 2 days of the event was more then 3500.

It was a successful event which will help the students in a long way in their career.

Thank you
ACHMCT





ACHMCT EVENTS & HAPPENINGS

Japanese cuisine workshop was arranged for
3rd year by Chef Altamash Patel
(Sous- Chef –Taj Sats Hotel –Flight Catering Services)
24th Jan 2017

Flower Arrangement session was arranged By Petals & Leaf on 20th March 2017
Industrial visit to Bangalore, Mysore & Coorg was organized for
3rd year Bsc & Ycmou students on 13th April 2017

AIIT Industrial Visit 2k17

The Industrial Visit this year was enduring and exciting. We had a visit to an IT based hardware company named “Lipi Data System Ltd” a leading company in computer peripherals and automation Solution Company in India. They explained thoroughly their processing from inventory gathering to manufacturing & testing of the finished products. How they manage E-Waste generated was also elaborated.

Industrial visit comes up with many interesting places to visit for sightseeing too. This year it was Shimla, Manali & Chandigarh in our list.

The visit was also filled with adventurous activities and loads of fun.

This is a time where we leave studies and our daily chorus aside and enjoy to the fullest. We meet new people, bond with our classmates and our faculty members in an scenario away from day to day college routine.

Industrial visit is a must during the course of education as it gives you opportunity to learn & explore and also rejuvenate yourself.

by
Ms. Bhairavi Bhavsar
TYBCA

Sports Week 2k17

Sports week has always been a part of enthusiasm and excitement for us BCA students. This year's sports week had an active participation from all the BCA students. We had 3 cricket teams, from first, second & third year. We had one boy's & one girls' volleyball team. Moreover we had girl's throw-ball team too. Also some students participated in shot-put. Two teams in boy's football were also present.

This year's sports participation made us learn sportsmanship and the greatness of participation.

We tasted victory when the shot-put event was won by our BCA 3rd year student Swapnil Patil. His practice and hard-work paid off.

We also had a student named Chandan Sahu, who played as a team member in Atharva's volleyball team. He received best player award this year in Inter-College volleyball tournament.

You win some you lose some, but Sports and games are very beneficial to us as they teach us punctuality, patient, discipline, teamwork and dedication. Playing sports help us in building and improving confidence level.

by
Ms. Bhairavi Bhavsar
TYBCA





*K. D. Satyam Filmmaking Workshop
Atharva Institute Of Film & Television*



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