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PEARLS OF WISDOM

Life is like riding a bicycle.

To keep your balance, you must keep moving.

- Albert Einstein.

FROM THE EXECUTIVE PRESIDENT'S DESK-

Dear Students,

It gives me great pleasure to bring to you this June- November issue of our "ATHARVA TIMES".

I welcome you back in the new academic semester. I am sure you have geared yourself and come with lot of aspirations and enthusiasm. We are looking forward to scaling new heights of success and progress this year. ATHARVA provides a congenial environment that promotes professional as well as personal growth of students under the guidance of faculty members in the well- designed mentoring programs. We are also developing skill development programs which will make you, not just employable but also help you add value to your work. Our future endeavour is to create centres for excellence and innovation and develop incubators for young budding entrepreneurs. There are two new jewels added to the ATHARVA crown - Atharva School Of Drama & Performing Arts and Atharva Institute Of Film & Television. Remember that along with your intellectual development, emotional and social intelligence play a vital role to make you successful in life. Develop a positive attitude. Your dedication and commitment towards everything that you do will ensure strength in your character and take you places in life!!!



Thanking You
Sunil Rane



GANPATI AT ATHARVA COLLEGE --- 2014

Do we need to elaborate something that no Atharvite would have given a miss? Everybody reading this has been there, seen the grandeur of it and urged to celebrate it this way every year with a greater flair. It's a topnotch extravaganza of overflowing art and religion. The aura around the campus is created by a culturally rich and disciplined Maharashtrian that resides inside us. Hence undoubtedly those seven days are the most positive gift to a person who stepped foot in this campus.

This is the period when we the students belong more to the third phase lobby or a greater analogy would be 'we belong more to our college than our homes' Ganesh Chaturthi is a huge affair in every household. It is needless to say, Atharva has given its students this BIG reason to rightfully call it their second home (or rather even first for us).

“Atharva Chya Raajanacha...Vijay Aso!!” Every Atharvite has this on the tip of their tongue, reason being their love for Ganpati Bappa and their sentimental inclination that is especially more towards this Raaja.

The preparations started almost a month before the Bappa was to arrive. The only feeling inside us while working was to give the best to our Bappa. Atharva's Ganeshotsav is a big BIG occasion for not just the students but for everybody right from the Professors to the watchman uncles, to the maushis to the canteen and the gardening staff. Everything used was eco-friendly and everything displayed was made by the students from the scratch. The pictures displayed here give a glimpse of what it looked and felt like to the smiling faces. We girls got the chance to gracefully adorn our granny's nine-yard silk sarees with the traditional ornaments and the gentle-Marathi-men flaunted their orange fetas (turbans).

The idol was welcomed with the grand alarming tunes of the Nashikdhol , with every student doing the “Ganpati Dance” (if you are a non dancer, you definitely are a 'Ganpati dancer') The days followed by Sthapanaare what everybody awaits the whole year. The swaying orange and yellow flags and the echoing Maha-aarti easily gives goose bumps to the spectators because of the wave it creates throughout the course of it.

This year too 'Swargandhar' was a full house event. Also “Atharva's Got talent” gave a stage to immensely talented students from all the institutes over the campus to display their skills. The students never let a single moment in the 3rd phase lobby be a quite one. Antakshari, fish pond, housie and various other playful events were organized.

The day of good-byes is the most difficult one. But the Puneridhol made sure that theAtharvites sent their Bappa with as much happiness as they welcomed Him with. These days are the best days of an Atharvite's life and as a final year student this is what I am going to miss the most.

Finally, “Bola Ganpatibappakonache? Atharvachyaporanche ho Atharvachyaporanche!!”



Nilesha N. Dalvi
(Decor Head, Student Council 2014)

HEMA MALINI INAUGURATES ATHARVA INSTITUTE OF FILM AND TELEVISION.(AIFT)



One of the greatest legend from the film industry **Hema Malini** and the Pioneer of Atharva Group Of Institutes **Shri Sunil Rane** and **Madam Varsha Rane**, inaugurated AIFT which is a new venture of the Atharva Group. The winner of Indian princess 2014 Ms.Chandani Sharma, interviewed Ms.Hema Malini , Shri Sunil Rane and Ms.Varsha Rane to know about how to grow in film making with proper guidance, which help the potential aspirants to make their career and reach to the top .



OCT - NOV'14 ACTIVITIES

The Godfather - Film shown by Mr.Anshuman Choudhary

Children of Heaven - Film Shown by Mr.Anshuman Choudhary

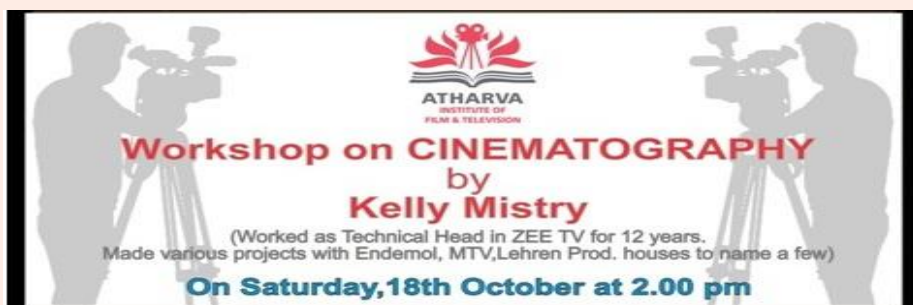
Run Lola Run - Film Shown by Mr.Krishnendu Sarkar
(Editing FTII graduate)

Gandhi – Film shown by Mr. Uday Shankar Paani
(The Assistant director of the Film Gandhi)



WORKSHOP

Workshop on Cinematography by **Kelly Mistry** (worked as Technical head in **ZEE TV** for 12 years, Made projects for **Lehren, Endemol, MTV....and many more**)



CINEASTE

An Initiative by Atharva Institute of Film & Television

Mr. Anshuman Choudhary took 2 hrs workshop for the BMM and BMS student of Rizvi college, where he shared his ideas about how to be a creative AD Film Maker and gave them some tips about the camera techniques .

ATHARVA
INSTITUTE OF
FILM & TELEVISION

Your Career Path to Stardom & Television
Learn the Art and Craft of Filmmaking from the professionals!!!

PG DIPLOMA & CERTIFICATE COURSES

Acting • Direction • Script Writing
Cinematography • Editing
Sound Engineering & Recording
Production Management for Film & TV
Animation & Visual Effects (VFX)
Ad Film Making

For course details: ☎ 022 40294949 / 49259500
ATHARVA INSTITUTE OF FILM & TELEVISION (AIFT)

THE ATHARVA SCHOOL OF DRAMA AND PERFORMING ARTS

The Atharva School of Drama and Performing Arts (ASDPA) was inaugurated on 04/10/2014 by Mrs Varsha Rane, Managing Trustee of Atharva Educational Trust. The school has made a big mark in drama and performing circuit in Mumbai with its world class infrastructure and state - of - the - art facilities. The school has started a new chapter in the field of art. Talented and aspiring students are trained by eminent personalities in arts & theatre like Prof. Milind Inamdar (NSD –Alumnus) who has made several contributions to India's theatre . Mrs. Varsha Rane ,an accomplished theatre person herself ,has been playing a remarkable role in inspiring a new generation of theatre and drama professionals at Atharva. The course program of the school is going in a full swing .The final presentation would be held on **5th January, 2015 at 3PM** in Atharva's auditorium . The **ASDPA** is the new jewel in Atharva crown and poised to take even greater strides in the future.



Activities Conducted by Students of ASFA

Atharva School of Fashion & Arts, The division of Atharva group of Institutions believes in a tag line “Students make the institute renowned “with their hard work, sincerity and dedication. We take it as our duty to prepare our students to become strong branch of our successful and flourished tree of ASFA.

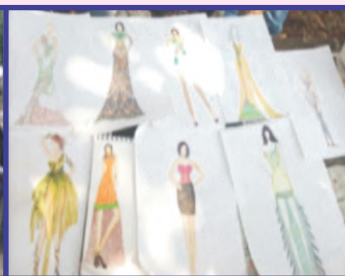
There are various activities conducted in the span of 6 months at ASFA for our students where students themselves participated actively and learnt ample of things.

Fashion Show on the orientation day

In-house Fashion show was conducted on the orientation day of our new students based on theme **“By the students, for the students”**.... New arrivals with the Fresh energy, enthusiasm.. and hope to do something extraordinary took this fashion show to a high level... It was a practical experience for them before getting into fashion world where students got chance to design their own garments with limitless creativity and they got hands-on experience of back stage work and production of end product as well. It was an opportunity to commence the academic year recollecting and rejuvenating their imagination and hidden creativity....!! And what can be more exciting than if children get the chance to showcase their work to their parents and give predictive idea what their children are going to do in future at ASFA...!!



FUN LEARNING IN THE OPEN AIR



Fresh mind works best....!! It's not just a saying.. And our students proved that...with the fresh wind, scenic views, In the lap of God's most precious creation... Students of ASFA during their picnic cum fun learning activity in open air at National park, Borivali made their master pieces based on theme **“NATURE MANIAC FASHION”**. It's so true that Nature is open to all to get inspired from then why not fashion students ...!!!

MUMBAI'S ANCIENT MARKET VISITS

Market Survey is a practical knowledge, where the students get to understand the fabrics, embroidered laces and other raw materials as well as end products which are ongoing at present and in trend.... It's said if you want to learn about something, be there... so instead of studying in closed classroom and getting things know remotely, we take students out to the markets which are famous and ancient and where one can find all the stuffs related to ongoing fashion in reasonable rates. Each student has to prepare a project report in which they describe their experience and include data about quality and price ranges, available products, newly introduced material and all the information which they have gained during their visit... In this running academic year students visited MANGALDAS MARKET, FASHION STREET, BHULESHWAR MARKET and COLABA CAUSEWAY MARKET.. Many more to visit ...

SEMINAR ON PORTFOLIO MAKING

Extra is always better....!! Keeping this idea in mind, we keep organizing some lectures by industry personals, experienced faculties from other university and other professionals from various creative fields. For instance a senior faculty from University of arts, London conducted a seminar on the subject **“Portfolio making”**.



INTER-COLLEGIATE EVENT PARTICIPATION



As a part of some extra curriculum activities, ASFA students participated in an inter-college competition under the show named CHAKRAVYU 2014 organized by Lala Lajpatrai Institute of Management. ASFA Students worked on theme, designed, learnt cat walking to showcase their own designs on ramp. The team spirit was on full swing and it was appreciated and awarded with a trophy.. May the winning spirit stay alive and our students continue with their hard work and use their talent to stand out on all the platforms given to them....!!

**NOBODY SAID COLLEGE LIFE WOULD BE EASY.....
THEY JUST PROMISED IT WOULD BE WORTH IT !!!**

Important Events & Happenings

And we fulfilled our promise from day one of our first year students. It was the evening of the freshers party where all the students were dressed up in their best and with a 40 kg cake made by the senior students.

FRESHER PARTY JULY 2014



Debate Competition August 2014



Debate competition that happened between the second year students and third year students. Current affair topics and educational topics were spoken on. Our visiting faculty Ms Shrijita Chenoth was marking on the speaking skills of the students.



ABC Cheese Factory, Pune (October 2014)

Our students not only get knowledge in the classrooms but more fascinating are the outdoor excursions that happen.

Our first outdoor trip was to the ABC cheese farm in Pune. It was a cheese factory where the cheese making process was demonstrated. There were around 12 to 15 types of different cheese to taste.



THEME BREAKFAST OCTOBER 2014

The theme breakfast was the most amazing event that was conducted by the third year students of Mumbai University. The students enthusiastically prepared a variety of breakfast items displayed on the “Island Theme” set upon the counter in the Mirage. It was a sheer portrayal of talent that was showcased. We had eminent personalities from other colleges and our chief guest/external examiner was Mr Manoj Barbhai, a professor at Anjuman I- Islam.



Flaming trio Work shop November 2014

A live bar workshop that happened with flaring and juggling.



Sula Vineyard, Nasik (November 2014)

A trip to Nasik Sula Vineyard, wine making factory.



With these trips and events held for the students, it has raised the motivation level in them. We look forward to add more fun along with work so as to imbibe new skills and knowledge in them.

It would not have been a great success without the encouragement and vision of our Honorable Sri Sunil Rane Sir and Varsha Rane Madam that they always focus on practical skills and studies equally. We always look forward to have your valuable advices.

"A New Beginning and Teacher's Day Celebration at AIIT"

...** Gurur Brahma Gurur Vishnu..
Gurur Devo Maheshwara..
Gurur Sakshat Parabrahma..
Tasmayshi Guruve Namaha **...

Everyone knows the importance of Teachers in our life and growth. To show our love and appreciation for our teachers, all the students of AIIT arranged a grand celebration on Teacher's Day.

In fact it was double celebration as our AIIT department has recently moved to Phase III, 7th Floor which has great Infrastructure to facilitate the education process, and enhance the learning ability of the students. The newly constructed floor has modern well equipped air-conditioned **computer laboratories**, classrooms, well planned corridors and elevators. The well-equipped **computer lab** enhances the learning process and enables the proper conduct of the University prescribed courses. All the computers in the Lab and the Office have a dedicated lease line for Internet connectivity, which can be used by students and staff.

We are very grateful to our **Honourable Executive President Shri Sunil Rane Sir** for the excellent facilities he has provided for us.

So on 5th September enthusiasm was everywhere. It started with some funny moments with the teachers, where my talented friends mimicked the mannerisms of our teachers, the teachers took it sportingly and laughed at our tactics, it was followed by singing performances. We also had a mind boggling questionnaire for them. All the students and teachers together cut a cake.

At the end we all enjoyed snacks in our excellent Atharva canteen.

Teachers were overwhelmed by the efforts we took to celebrate this day. Both the students and teachers went home with sweet memories...

by

Ms. Bhairavi Bhavsar

BCA I year



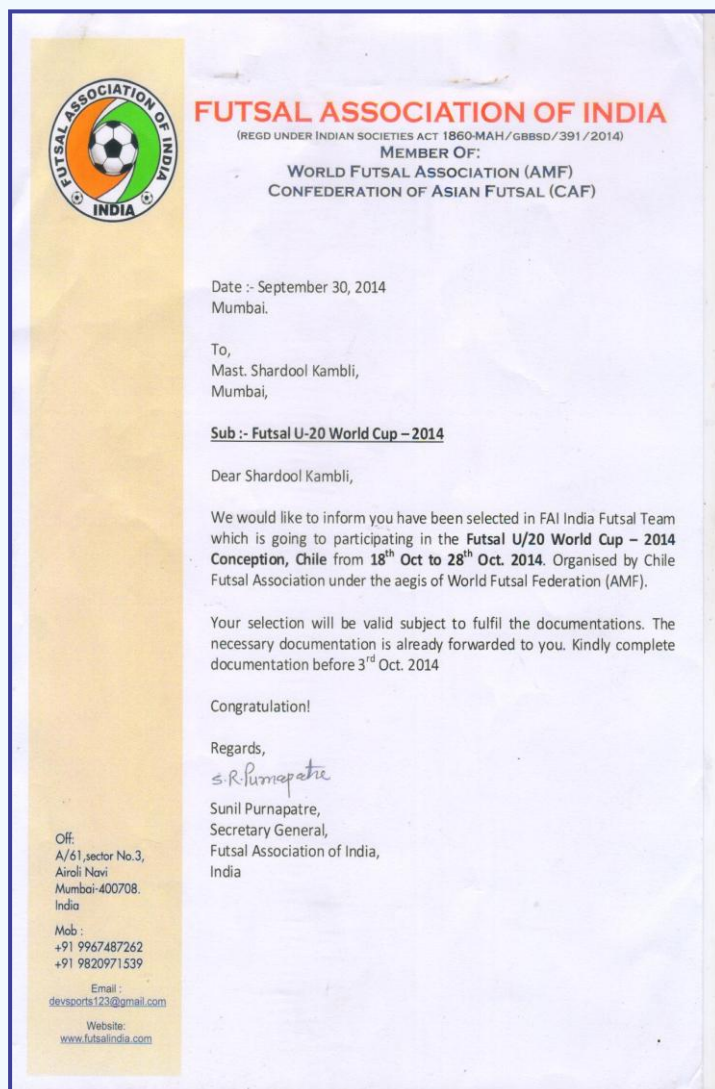
Proud To play for Team India at Futsal U/20 World Cup -2014 Chile!!

India got qualified in the Asian qualifiers for Futsal World Cup. The selections for the under 20 Futsal World Cup took place at Andheri Sports Club. There were around 150 to 200 candidates for the Team India selections, from which only 30 players were short-listed from Mumbai and from which 12 players got selected for the Indian squad and **I was one of them.**

The matches were held in Chile from 18th October 2014 to 28th October 2014; around 12 countries had participated namely: Italy, Rep China, Argentina, Columbia, Curacao, Cataluña, Brazil, Australia, Paraguay, Uruguay and India.

After all the practice sessions and preparations we took off for the Futsal World Cup 2014 which took place in Concepcion Chile. The experience was pretty amazing. The consistent encouragement of Team India's Coach Aniket Sarkar inspired us to give our best. The opponents, the crowd, the Chile's mango people were very helpful, humble and sporting. We gave a tough fight to the teams of different countries. Even though we didn't make it to the knock-out stages it was a joyful experience representing Team India for the Under 20 Futsal World Cup....

by
Shardool Kambli
BCA, II year



AIMA 2014



There is a moment when one participates in a competition where you begin to question everything. Your hard work, the reason for participation and just a ray of hope that “*can the trophy be mine?*”. This moment turned into reality on the 18th of September 2014 when Lekha and I won the first prize at the final round in the Western Zone of the All India Management Association's 11th National Competition for Young India 2014.

We were just beginners in this prestigious educational institute of Atharva Institute of Management Studies with the aim of fulfilling our dreams with a degree of Masters in Management Studies. But this institute gave us a platform and a chance to believe in ourselves and be a part of this competition. Who knew that it would change and broaden our perspective with one audition. We feel blessed that our teachers saw something in us and believed that we can make it and it goes without saying that if we hadn't received the immense support of our teachers and our colleagues, it would have been impossible to bag the trophy.

The best part of winning is not when you receive the trophy in your hand; it is when you realize that every second, every minute, every hour spent on it feels worthwhile and priceless.

This competition is not just for the subject matter for what it specifies. It has taught us what is co-operation and co-ordination. It teaches you how to work in sync, match up with different ideas and opinions and agree on a mutual decision. The most important learning is unity and what it means to be in a team. You become dependent on your partner and feel helpless without your partner.

The perks of winning in the western zone were that we got a chance to go to Delhi for the final round. The journey to Delhi had its moments which will be treasured. We did not win but the sheer joy to present on such a huge platform is a blessing which very few people receive and this is another thing that we are thankful for what AIMA has given us. We did not bag the trophy, but to be around eminent speakers and to gain insight on different views and the methods of presenting was in itself a trophy.

To conclude we thank all the faculty members and everyone who believed in us. This wasn't just a competition for the both of us. It was a journey with a million milestones and with the passing of each it made us stronger and better individuals with a lesson that to believe in one self is just the beginning. Once that is achieved success will automatically follow.

Thank you,

Lekha Jambaulikar
Sujona Chatterjee

FACULTY NEWS

Hearty Congrats to Dr. Aditi Mahajan for being selected as an Editorial Board Member in “International Science And Research Journal”

**Atharva International Research Conference on
“Emerging Patterns of Innovation in Businesses: Challenges & Strategies”**
was held on 19th July, 2014 at Seminar Hall (fourth floor).

Chief Guest for the Event was
Mr. Chandrashekhar Prabhu,
Director General & Chief Advisor MEDC, Ex-MLA, Former President MHADA

- Speakers for the Event are:**
1. Dr. Tungare Director, Maharashtra Institute of Labour Studies
 2. Mr. Vivek Sonawane, Assistant Director, World Trade Centre
 3. Dr. Cheema, CEO Excelssior Education Society

Conference Convener: Dr. Rekha Shenoy, **Co-Conveners:** Dr. Aditi Mahajan, Prof. Neeta Bhatt

There were international & National presenters & Participants for the event



PREPOSITIONING THE OPPOSITION - TARK VITARK 2014

“Winning isn't the norm to be set up, while you travel down your career lane, but let your experience count!”, thus winding up her announcement for the forthcoming event, TARK-VITARK, the annual debate competition for academic year 2014-15, to be held for first semester management aspirants, she left our classroom. That was Prof. Taruna Sharma madam, along with her fellow team faculties Prof. Nidhi Gihariya and Prof. Kavita Marathe. Her words came resonating back to me, every time I thought of withdrawing my name from the competition. As my name was already been put up in the list of participants, credits, to my ever encouraging classmates and also my supposed team-mates Pankaj Kshirsagar and Mehran Mirza. Ensuring major participation throughout from the existing management students, the managing faculty team backed all the students with brim filled enthusiasm and right motivation. All the teams set themselves on the preparatory mode for the termination rounds to be held up on.

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... Continuation from Page 11 - TARK VITARK 2014

Both the divisions of MMS, along with PGDM marked their participation, enrolling ten teams each respectively. With intellectually challenging faculty panelists judging TARK-VITARK, all the teams undoubtedly, had to put up the best show on the dais. Interest arousing topics varying distinctively, reflecting reality through concurrent events right from 'Make In India' to 'Global warming', occupied audience's minds and let the participants brainstorm through the entire debate session. Prof . Dr. Bhattacharya ,Prof.D.G.Chaudhary and Prof.Gopalkrishnan , did the honors of fair display of evaluating the participants on the basis of numerous parameters which secretly form major component in making of greatest beings ever,in the history of mankind. After lot of action in AIMS'S seminar room at ground floor, bearing our racing hearts on sleeve, we along with other teams eagerly waited for termination round's results to be out. Much to our relief, my team, accompanied by five other teams were selected to compete for the semi-finals, which were to be held after two days.

All the six shortlisted teams bucked up for the final day show, to be held on 21st of Nov 2014 . To add to set out the competitive spirit, in the air, all the students from organizing team too filled in air with their rehearsals for anchoring, welcome song, technical mock-ups and so on. Much to everybody's delight, the judges for the finals, were called up from outside, all four of them being Ex-Atharvites, was a cherry to top their youth and just zest for judging. As being pre-briefed, by the managing faculty team, already, all the teams maintained a proper corporate dress code with decent code of conduct. Applause filled in the atmosphere of seminar hall, a big thank you to the loyal audience present, at the very moment to cheer up their respective teams. The final session quickly gained its momentum, with interesting for and against statements flying across the opposable podiums on the dais. All the Respective faculty and students in audience had an awesome audio visual summary of topics bearing high

intelligence quotient. The judges, scrutinized, analyzed the finals, upto the mark, with my team landing on 2nd position. Nehal Bhawe, Aditya Jaiswal and Rajratna Lokhande,were rightfully declared as winners, for their clear, calm, witty yet composed poise, they carried throughout the event. The PGDM team consisting Anjum Saifi, Swara Parab and Gaurav Nagvekar landed up on 3rd postion. Frankly we did slightly feel bad, for not finishing 1st, after all we are humans. Nonetheless, we were more than happy for winning numerous hearts in audience and our winning, undoubtedly goes out to our classmates for their outstanding support, their cheering hoots and gestures visible from the podium still plays in my mind. It is something that we will carry with us along with the cash prize and certificates.

The event ended up with Dr. Nidhi madam's eloquent vote of thanks, to one and all present for the event, extending to Respected Varsha Rane madam's breezy presence and not to forget our beloved Prof. Rajan's amicable support for the event. With sharp flashes of DSLR, brightening up everybody's faces, all of us left the hall with bag full of memories. Ultimately, its the 'Experience that counts, and not the winning', the sentence echoed up again and will probably continue flashing back for the rest of my life, as I set out my last foot out of the seminar hall.



MANASI MAHENDRA VATKARE,
MMS-I.

A visit to “BLUE OCEAN RESORT”

Ratnagiri – Ganpati Pule

Scheduled on 22nd August 2014 to 25th August 2014

This visit of two nights, three days to Ganpati Pule was organized for all MMS students of first year batch, which turned out to be a small industrial visit and indeed a great learning for we students.

Talking more about this visit, travelling and conveyance was done through a Volvo bus “Neeta Volvo” which was very much comfortable for a long 9hours journey with various stops for refreshments and eatery. Moreover we students were accompanied by two of our professors namely, Prof.Dr .Rekha Shenoy Mam and Prof.Abhay Desai Sir who were really fun to be with. To add on we were really grateful to have a stay and accommodation into a resort belonging to the executive president of our very own college Atharva Institute of Management Studies, Shri Sunil Rane Sir. He gave us an opportunity to explore Blue Ocean Resort to its fullest and live into luxurious villa's out there. We find our batch lucky enough that we students happened to receive such a huge opportunity and we are really thankful to him for the same.

Our journey started off on 22nd August early morning and we happened to reach the resort before lunch. We were then provided with a buffet lunch having an option of various meals to quench our thirst and hunger from the long journey that we had been through. After which we took the needed rest and we were asked by our professors to gather in the hall that was been allocated for the students known as activity area. Under the guidance of our professors we were made to play various management games which made the students take active part into various activities and proactively participate in the same. There were two representatives appointed among the students itself if there were any teams made up during the management games. This helped the students to interact and gel up well with each other. The various management games were decided anonymously. The students who won the management games were rewarded with small management prizes, these achievement of prizes made the students put in all their efforts and was totally based on performance linked benefits.

The very next morning at Ganpati pule (Ratnagiri) started, by heading towards the main temple which was bound by idyllic gateway that attracts peace – seekers, beach lovers and pilgrims alike. The temple was near about 10min to 15min away from the resort. We spent a good time there seeking the blessings of Lord Ganesha and enjoying the clean beach and clean water. It seemed very soothing in all aspects. We could know the originality of this very famous and renowned temple at Ganpati Pule and its history. This place is rich in flora, mangroves and coconut palms. We were then brought back to our resort where we were given an opportunity to use the swimming pool, enjoying the greenery and the soothing, pleasant climate of the beach which was very much adjacent to the resort.

Post which, we had a one hour session with our professors where they made every individual student come up and speak about their strength or weaknesses or on any random topic for about 10min, for which they would rate each student on the basis of certain criteria and parameters. After which the professors disclosed their marks or rating given to each student in front of all and made the students know where they are lacking and on which aspect they need improvement and should work on. They judged the students on a general basis and nothing that was inclined towards studies or academics. This was related to the various traits, behavior, attitudes, competencies and many other aspects. The 3rd day after having our breakfast, we were asked by our professors to share and jot down our experience spent in Blue Ocean Resort, and anything in terms of suggestions or comments for improvement to do on the part of the resort and the management if any, which would help them here after. Post which we left for Mumbai carrying with us loads of memories and learnings and a complete break and refreshed mind.

Key Learning's and benefits:

- We were given an opportunity to explore a new and a well known place at Ratnagiri (Ganpati pule), having all the required comfort and luxury.
- Under the guidance and help of the professors we students could get engaged into various management games conducted, which indirectly helped the students to interact, participate and be proactive. These games included various aspects indulged into skills, mind, thought process etc which turned out to be very

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beneficial. The various adjectives, terms studied in books were practically applied while playing management games.

- The sessions taken by the professors made each student know about his or her drawback and the professors also provided and helped with various paths of overcoming these drawbacks. This helped each one of us know where we stand and what has to be done to reach our goals/objectives.
- Visit to the temple allowed us to put forth our gratitude for Lord Ganesha and seek his blessings.
- A journey filled with fun, experience, memories will always be cherished and remembered by all the students.

Reem Rajendran (MMS-3) Roll No : 82

REPORT ON TRIP TO SHANGHAI

The Trip to Shanghai, the Financial Capital of China, was arranged for the PGDM Students of Semester III of Atharva Institute of Management Studies for an 'Educational & Industrial Exposure'. There were 10 Male & 3 Female students, escorted by a Faculty(the undersigned) and Administrative Officer.



The trip was between 6th to 12th August, 2014 which covered the following sites / Destinations:-

YAKULT – Energy Drink- Factory Visit	Nanjing Road – Commercial Shopping Complex	COCA COLA - Factory Visit
Shanghai Jiao Tong Univ.(SJTU) – Campus Tour	Jewellery Exhibition Centre – Pearl culture	Boat Cruise on Huang Po River
FUDAN University – School of Management (SJTU)	Silk Museum – the making of Silk	Shopping at 'FAKE MARKET'
Visiting the 94 th Floor of Shanghai World Financial Centre- Bird's eye view of Shanghai.	Visiting 'IKEA' Showroom	Magnetic Bullet Train Ride- @ 301 KMPH.
Volkswagen Automobile – Factory Visit	X	X

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Lessons from the three Factory Visits:

The three Factories had one characteristic in common – absolute cleanliness and strict discipline, right from the entry at the gate, during the conducting of the tour till our departure. The Delegation to the staff to take us around, the video clippings and the methodical functioning in the Depts. was astonishingly wonderful. Robots contributed the maximum to the output and human intervention was minimal and where it was absolutely necessary. The discipline of the staff working and the office layout was really praiseworthy. Unionism is banned in China.



Lessons from the University Visits



On our visit to the Fudan Univ. – School of Management – discussion took place with the Officer in charge of 'INTERNATIONAL EXCHANGE PROGRAM & COOPERATION – both for students and Faculty' and after exchanging our Brochures, it was agreed to correspond through Mails to take the concept forward.

The city of Shanghai has no newspapers in English, neither any English Magazines and only two Bookshops that sell only Chinese publications. Cosmopolitanism is obviously missing for which they do not have any regrets.

Learning from the City life:

The city of Shanghai is an 'Infrastructural Marvel'. The city which was a village only two decades before, how it has metamorphosed itself is an 'Eighth Wonder'. The Buildings, the roads, the Flyovers, the Traffic Discipline is worthy of emulating by our countrymen. The Police were nowhere to be seen but the drivers and the pedestrians just loved to follow the rules.

Every road had a 'Service Road' where only two wheelers, Cycles and pedestrians could use and this unique concept has avoided accidents and honking by cars to 'nil' status.

Summary:

The overall health of the Chinese population seemed to me 'short & stout' and one of the reasons could be that there were no 'sweetmeat' shops in the entire city. Sweets are strictly avoided by one and all.

This being my first exposure outside India, I sincerely thank my Seniors – Executive President Shri Sunil Rane Sir, Dean Prof. NS Rajan & Directors Dr. PP Joshi and Dr. SK Bhattacharya, for providing me this opportunity to enlarge my vision and outlook and also to make a comparative study of the two nations as to how a Nation achieves greatness.

D. G. Chaudhury, Asst. Prof. (Finance),
Atharva Institute of Management Studies

POSITIVE ATTITUDE

—a key to success

“If U don't like something, change it.

If u can't change it, change your attitude.”

---Glenn Thompson

Normally we come across three types of people.

1) Critics—They invariably find faults with others. They want their complaints to be heard & understood. They often associate with fellow “critics” because they feel comfortable in numbers. By & large, they have complaining nature. They always complain either about their boss, work, home or social life.

2) Spectators—Some people go through life watching it happen around them. They are called spectators of life. Their life experiences are limited because they “play it safe” & avoid risks. They usually hold a neutral attitude to life.

3) Players—They are smiling & happy. They eagerly await opportunities to learn something new & to grow both personally & professionally. They take risks and are not afraid of making mistakes. They have a positive attitude to life. Does that mean they have no difficulties or problems in life? Or is it just a positive attitude?

It should be noted that that people & their attitudes can be temper mental. No one can be completely positive or negative all the time. The attitude may be Situation-specific, lasting only temporarily. Eg—A positive thinker is capable of demonstrating a negative attitude towards a person or a situation. Likewise a negative thinker can also demonstrate a positive attitude from time to time.

Consequences of negative attitude-----

- 1) may lose promotion
- 2) may lose job
- 3) may fail to achieve personal goal
- 4) may lose a customer
- 5) may ruin relationship

Consequences of neutral attitude-----

- 1) may miss out on an opportunity
- 2) fail to learn new skills or gain needed knowledge
- 3) Stagnate in a career or job
- 4) fail to develop new relationships
- 5) might be excluded from a team or an activity

Benefits of positive attitude

Of late business has become more complex & competitive. Only those who have positive attitudes can deal with the complexities, problems & challenges in business situations. Of course, external circumstances & events can affect ones attitudes. A person of positive attitudes will take the ever increasing pressures in the right frame of mind and will readjust himself to cope up with the same.

This is because a person with positive attitudes is a” satisfied person” at large. A satisfied person is more productive, can work more diligently and enhances the organizations brand value. Some people have extremely difficult private lives. Work can be place where they can find positive people & can forget about some of their difficulties.

A wise person once said “ if you place more emphasis on keeping a positive attitude than on making money, you will be successful and the money will take care of itself.”

Both positive & negative attitudes travel quickly in the work place. You either add or subtract from a work environment through your attitude.

Remaining neutral at the work place is very difficult unless it is merely a clerical activity or the person is given insignificant activities.

With a consistently positive attitude, it is possible to win the game of life in all directions. Personal satisfaction, strong relationships, success on the job, meaningful career & healthy relationship with a friend, employee or spouse. Positive attitude also reduces stress & is good for health.

----- Prof. Abhay Desai.

TECHITHON '14

Atharva College of Engineering, Malad, hosted their technical festival named “Techithon '14” on 22-24 September. This intercollege fest was loaded with technical events like technical paper presentation, coding, web designing, robo wars, tech debate and fun events like box cricket, counter-strike, FIFA, NFS, DOTA, neon football, neon cricket, crystal maze and the like. It also included some new interesting events like KAMM Bowling and Be God.

About 2500 students from various engineering, diploma, and junior colleges from in and around Mumbai witnessed and participated in a plethora of activities and competitions.

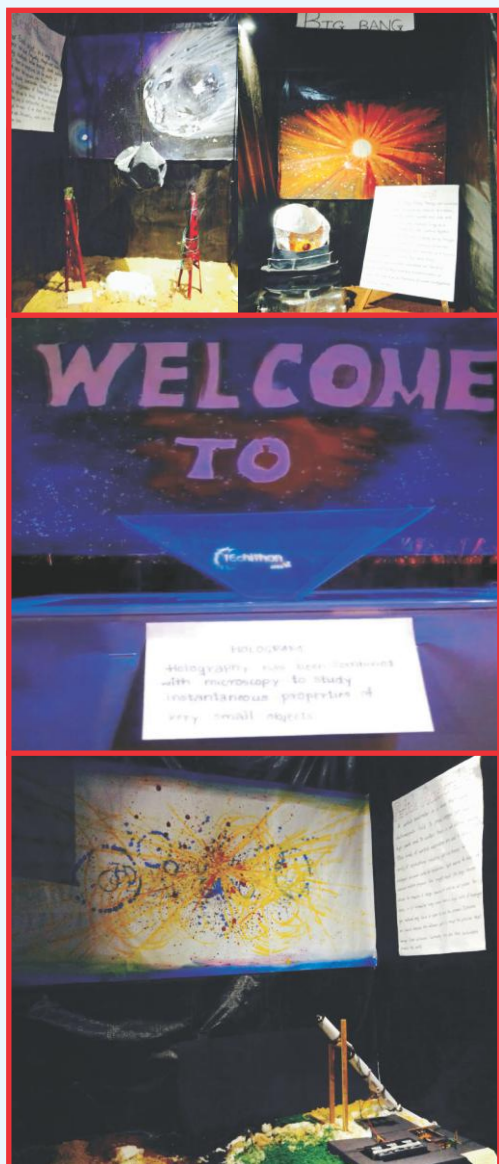
The inaugural function was presided by the principal of the college Dr. S.P.Kallurkar, who lauded the efforts of the students for being able to pull off a great event including the preparations for the inauguration and most importantly-the centre model. It was set up with working projects of POMOTION, HOLOGRAM, BIGBANG, PARTICLE ACCELERATOR, ASTEROID TRACKING. It was all interactive with visitors and attractive.

An innovative idea was used to reveal the entrance to the centre model involving a ball rolling down to complete the circuit and then the curtains' opening.

One of the highlights of this tech-fest was the workshop conducted to build quad-copters, a la Aamir Khan in 3 idiots. This workshop was conducted by Aerotrix, IIT Kanpur. It received good response from students.

The sponsors for this event were Inox, Aircel, eBay, Red Bull, D-link and PETA.

The efforts of the students were totally appreciable. Atharva still aims to have and prepare better fests throughout the year as well as in near future.



CONVOCATION CEREMONY 2014

Convocation is the day to celebrate all the four years we spent in college with all the fun, studies, festivals, hangouts, bunks etc. It's the day to celebrate our degrees and get our much awaited certificate of graduation. And this time also all the students came with that big smile on their faces to celebrate this day even though few people couldn't come due to their placements in different cities but still their hearts were here with all their memories. Everyone present got their graduation gowns and certificates..All of them were reliving the college memories. The toppers of each department were felicitated with trophies. Later on students from each department were called on stage for clicking pictures and everyone came up on stage with their positive energy and happiness. After all this the student council had arranged a DJ party and snacks..The convocation ceremony was a success, thanks to the support of the management and most importantly of Sunil Rane Sir.

-Ananth Pai

CONDOLENCE

Atharva College of Engineering, lost one of its experienced and well loved faculty-
Professor M. A. Rafik. Rafik Sir passed away on the 17th of November, 2014.
A condolence meet was held in the college for him..... R I P Rafik Sir, You will be missed.

F.E Induction Programme 2014

An Induction programme was held for the first year students, on 1st of August, 2014. Dr. Nemade Sir (Director-ACE), Dr. Kallurkar (Principal-ACE), Dr. Deshpande (Ex Principal-ACE) and Professor Shreedharan graced this occasion with their presence. This was organised by the Student Council and the faculty of Atharva College Engineering- Professors Amee Gadhiya, Jyoti Batra and Vimal along with the help of some non-teaching staff.

The purpose of the Induction programme is to help the freshers settle quickly into college life so as to achieve his/ her qualification and enjoy student life in the college community. Freshers get an opportunity to get acquainted with fellow students and staff at the college and have a chance to familiarise with the campus and faculties.

The function commenced with the introduction by the hosts, followed by speeches given by various students and faculty representing different aspects of Atharva College of Engineering, ranging from academics, sports to miscellaneous cultural and technical activities that are conducted in the college. Students were given a brief presentation about the innovations in Atharva College of Engineering like the Robotic Centre, Virtual classroom and many more. Honourable guests present on the dais addressed the crowd in turns, filling up students with inspiration and encouragement to lead a successful and satisfying student life in Atharva College of Engineering.

The Induction programme was concluded by a very uplifting as well as informative speech by our respected principal Dr. S.P. Kallurkar. The students vacated the auditorium with a sense of being fully aware and well directed to kick start their journey as engineers.



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