

December, 2015  
Vol. 11 Issue 2

For Private and Internal circulation only



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## Pearls Of Wisdom

Discipline is the bridge between the goals and accomplishment.

**-Jim Rohn**

## From The Executive President's Desk-

Dear Students,

Greetings!!! In a short span of time "ATHARVA" has pioneered a number of initiatives in the sphere of education, setting up new standards and benchmarks of performance. We have a world-class infrastructure and a culture of excellence which provides a most conducive learning environment. Our academic courses are wholesome and enriches you to enhance your professional skills. The extra curricular and co-curricular activities, help in grooming your all round personality. With the right values – of dedication, commitment and discipline, I am sure you all will make a mark in industries. We have now to reach a higher pedestal of growth by leveraging on our strengths so that you all - our budding professionals flourish further and also meet the societal goals.

The year 2015 has been a major milestone for Atharva School Of Drama & Performing Arts(ASDPA) with several activities in the area of art and theatre. This year the students of PGDM senior batch have visited South Korea as a part of their industrial visit in November 2015.

I am sure the year ahead -2016, would bring greater success. Wishing You & Your Family A Happy & Prosperous 2016.

Thanking You

Sunil Rane



**Shri Sunil Rane**  
Founder Secretary &  
Executive President, AET



**Mrs. Vaarsha Rane,**  
Director ASDPA, Trustee, Atharva Group Of  
Institutes presents the first Commercial  
Experimental Play "Yudha" at Sathye  
College Auditorium on 8<sup>th</sup> Nov.2015 by  
Atharva School Of Drama & Performing Arts  
in association with All Play Production



**Ganesh Festival - 2015**



**Executive President -  
Shri Sunil Rane with the students**

## Atharva School of Drama & Performing Arts (ASDPA)

The year 2015 has been a major milestone for Atharva school of Drama and Performing Arts (ASDPA). There have been several activities which have made a huge difference in the growth of this Institution.

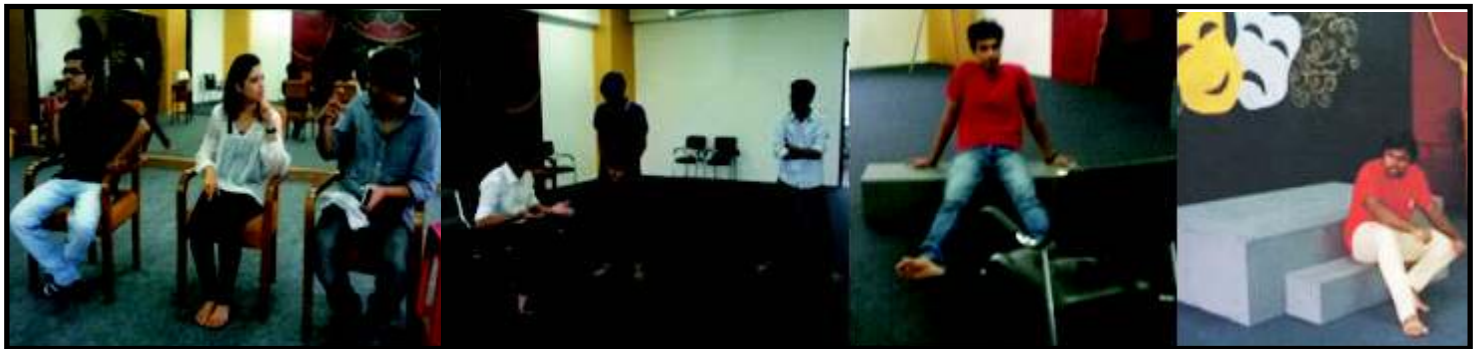
Students of ASDPA know that the most important thing you can do to prepare for an upcoming competition is to train hard every week in the many months prior to the competition. Sorry, there are no magic pills and your performance at a competition is determined by the cumulative discipline and effort of the many months prior to the event.

By competing, you are able to discover more about yourself and what you are good at, improve your knowledge and skills in familiar topics and learn more about things that you are not as good at.

To promote young and budding talent & to expand their horizons and enrich their experiences we, at ASDPA keep on inviting the experts of theatre.

Some of the highlights are .....

On July 08, 2015, ASDPA students displayed their skills in front of Pramod Shelar Sir & Some guests. Work of writing the play script is in process !! Team from Atharva School of Drama & Writer, Director is set to compete in intercollegiate competitions!!!



**July 15, 2015** - Hoardings are just the tip of the iceberg for us! We offer more—The fastest growing Drama & Performing School in Mumbai—ASDPA is proud to announce another land mark for theatre enthusiast. ASDPA is launching a comprehensive one year **CERTIFICATE COURSE** that is sure to make another impact. The one year course will also include production of experimental play which students being prepared for top level competitions such as Maharashtra Times Sanman, Zee Goirav, Navrang & many others.

Join the ASDPA theatre movement, fly high in the Skies !!!



**Atharva School of Drama & Performing Arts**

- One Year Certificate Course
- 3 Month Workshops

**Admissions Open**

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At Vile Parle



At Kandivali S. V. Road



At Borivali



Atharva School of Drama & Performing Arts promotes talent . Our second batch student –Mr. Chaitanya Haldankar has been chosen for modeling in the ASDPA AD Campaign.

Introduction of ASDPA trained students to Veteran Director Pramod Shelar and Kunal Pawar on **August 08, 2015**. An exciting time for aspiring performers looking to make their mark in the next great intercollegiate competition. “The time is now to be a best drama performer --- to make good cheer and be merry!! ”



The third batch of the ASDPA put up a fabulous presentation - Ashadh Ka Ek Din at the world class Atharva auditorium on September 15, 2015. The mature art play was by Mohan Rakesh. A master piece of writing showing human behaviour in its true form, it relates to the life of Kalidas. the renowned Sanskrit poet and dramatist. The play is divided into three parts. The first part describes life of Kalidas in a village where he is romantically involved with Mallika. He gets the opportunity to appear in the court of King in Ujjayini. In the second part, Kalidas is seen married to Priyangumanjari and in the third part, Kalidas returns to village to seek Mallika, but she has already married and has a son.

The brilliance of this play was it brought out a sense of disturbance, despair and anguish inside the audience as is felt by his characters. The students of ASDPA performed really well and the audience enjoyed it too ,giving them a standing ovation. Addressing the gathering ,on the occasion Mrs. Vaarshaa Rane spoke of the journey taken by Atharva and the success of ASDPA. 'Drama means following your passion for expression'-she said. The play was directed by Prof. Milind Inamdar, NSD Alumnus. The presentation was well received by the audience for its impact.



After completing a mind blowing presentation by its third batch, ASDPA is preparing to open its doors once again for the fourth batch on **October 10, 2015** with a flurry of activities starting from popular shloka in praise of Lord Shiva..... Angikam Bhuvanam Yasya.

The inspiring speech of Mrs. Vaarshaa Rane, Director, Atharva School of Drama & Performing Arts set an optimistic tone for the students; stated that “students will be able to learn new acting skills and techniques, as well as develop confidence and finding out about who they are, and their goals and objectives in life.” To sum up, this is an exciting and unique career enhancing opportunity for all the students under the overall guidance of Prof. Milind Inamdar, NSD- Alumnus and a recognized veteran of the Mumbai Theatre.



**Muhurat** of Atharva's First Experimental Play “**YUDHHA**” on October 22, 2015-Dussehra Day. Without God's grace and blessings, one cannot achieve anything in life hence the auspicious moment started with Saraswati Vandana and Shiv Stuti-. All ASDPA trained students were present there.

**Yudhha** is an experimental play based on a short story by well known writer **Shree Rajan Khan**. The play, dramatized and directed by **NSD alumnus Prof. Milind Inamdar** recounts human relationships in tragic circumstances, choreographed by Ms. Deepali Vichare.

**Mrs. Vaarshaa Rane, Director-Atharva School of Drama and Performing Arts** the visionary behind Atharva School of Drama & Performing Arts has produced this Land Mark Play which is sure to be a milestone in the history of Atharva Group.

**Mrs. Varrshaa Rane**, in her speech appreciated Prof. Milind Inamdar's earlier drama 'Vanarayan' and wished all the success for his new drama - **Yudhha**. The first show of this drama will be staged on November 8, 2015, at 7 P.M., at Sathaye College Auditorium, Vile Parle (East). The other presentations of the play will be at 4.30 P.M. on 9th November at Atharva Auditorium, Malad (west) & at 4.30 P. M. ,on 24th December at Prabodhankar Thackeray Natyamandir ,Borivali (West), Mumbai. This play will also be participating in different competitions like Zee Awards and Maharashtra Times Sanman.





**ASDPA Experimental play - a dream come true- Mrs Vaarshaa Rane**

**ASDPA makes history with its students making a huge impact in Mumbai.**

Atharva School of Drama and Performing Arts presented an experimental play Yudhha at 7 P.M. on 08th November at Sathaye College Auditorium, Vile Parle (East), Mumbai. Yudhha is an experimental play based on a short story written by Shri Rajan Khan and has been dramatized and directed by NSD alumnus Prof. Milind Inamdar. The chief guest was Shri Rajdutt - Renowned Director of Marathi Cinema. Shri Rajan Khan -Author of 'Yudhha', Shri Ashok Purang -Theatre Director, Creative Producer of a movie - 'Filmistaan', Honourable Shri Dattaray Rane – Ex-Higher and Technical Education Minister, Maharashtra State, Mrs. Kalpana Rane, Mr. Pramod Jathar – Ex MLA, Kankavli, **Mrs. Vaarshaa Rane, Director, ASDPA** and **Shri Sunil Rane, Executive President, Atharva Group of Institutes** were also present.

A soldier dies in a war and his wife gets compensation which becomes a source of fighting within the family. Even the relatives & members of the Panchayat get involved claiming that share. The only exception is the war widow who stands tall as human relationship break down when money enters the scene.

The other presentations of the play was at 4.30 P.M. on 9th November at Atharva Auditorium, Malad (west) and on 18th & 24th December at Prabodhankar Thackeray Natyamandir, Borivali (West), Mumbai and on 16th January at Yashwant Natyamandir, Matunga West, Mumbai. We will also be participating in different competitions like Zee Awards and Maharashtra Times Sanman .









## Masterclass by Shri Sunil Rane for ASDPA Students



The students of ASDPA had a once in lifetime opportunity to interact with **Shri Sunil Rane**, Executive President of Atharva Group of Institutes, on 8th November, 2015 at Sathaye College Auditorium.

**Shri Sunil Rane** took time off his busy schedule to share his thoughts with the students. He said, “The true sense of achievement comes when you pursue your goals with passion. In the journey to your vision & goals, it is important to be disciplined, dedicated and committed. Even legendary icons like the Shahenshah of Bollywood, **Shri Amitabh Bachchan** is known for his dedication. I have seen Shri Amitabh Bachchan come to the set at exact time whether it is 5 in the morning or earlier.” The students were very excited to have had opportunity of spending time & getting motivated from Shri Sunil Rane.

**Shri Sunil Rane** has single handedly built the Atharva Brand which is known for 'Excellence in Education'



Look what graced “Loksatta” today  
-Ravivar Vrutant (29/11/2015)

## **New Year Commencement ceremony and orientation program at ASFA**

After tremendous one year's journey with piles of assignments, ample of activities and exams, year 2014 session passed giving loads of memories to cherish.

With the fresh energy and new hopes ATHARVA SCHOOL OF FASHION & ARTS commenced its new session of year 2015-16.

Program Started with “Ganesh Vandana-Vkratunda Mahakay” performed by Ms. Janhanvi with a pinch of Bharat Natyam and program continued with Presentation on ASFA given by Dr. (Mrs.) Reena Sharma, Principal In-charge of ASFA



Celebrating the moment with in-house fashion show under the theme “Folk India” which was conducted in Atharva's grand seminar hall. New entries for this year presented different saree forms adapting the drapes from various states (Bengal, Maharashtra, Gujarat, Kerala, Punjab) of our folk India and show stoppers in Rajasthan costumes lehanga & choli and Sherwani were the USP of this show.

Bollywood dance added up more spice into it and last but not the least a group dance performance with Gujarati garba and contemporary fusion made the whole ceremony abundantly enjoyable.

Program was hosted by Ms. Shrutika Palande and Ms. Heena Kauser. That all came out to be successful because of great support of Executive President of ATHARVA GROUP OF INSTITUTION Honorable Mr. Sunil Rane and director Mrs. Lata Bhatia

## **Visit to USHA HAB**

Students of ASFA visited Usha-Hab in Khar where they explored the knowledge about Usha embroidery machines and learnt that there are many designer products which they can prepare with their own creativity with the help of machines.



### **Open air learning**

Students of ASFA went to Sanjay Gandhi National Park for picnic as well as for learning in open air. In the lap of nature they designed dresses inspired by surrounding nature beings.



At ASFA campus Usha company conducted a seminar on usha sewing machines



### **Seminar on Smocking**

ASFA organized smocking seminar for students to learn extra. They prepared different smocking patterns which can be used to make designer outfits, accessories and home furnishing products as well.





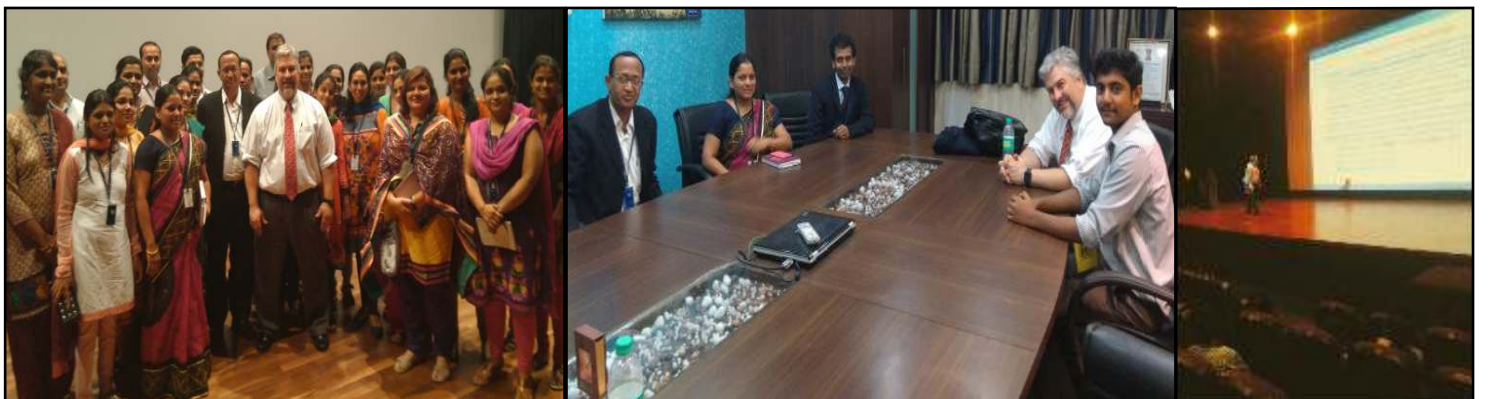
## GANESHUTSAV 2015

Atharva Group Of Institutes celebrated the festival of GANESHUTSAV2015 ,like every year with tremendous enthusiasm, glory, and vibrancy! This wouldn't be possible without the constant support and encouragement of our Executive President of Atharva Group Of Institutes Shri Sunil Rane Sir! Theme for this year's Atharvacha Raja was ROYALTY. The stage setup was completely merging with the grandeur of the almighty GANPATI BAPPA. The working committee of Engineering students behind this made the decorations completely from scrap. They took the phrase very seriously 'best out of waste'. The seven days of glory marked its commencement with GAJAR (dholtashapathak) and was accompanied by delicious MAHAPRASAD on each day. From authentic banana leaf lunch to the buffet, it was all superb with the help of the hotel management students with support of their Principal Prof. Furtado Sir. The authenticity of the festival was bestowed in SWARGANDHAR, the Marathi lavni and folk music show. And the cherry on the cake was the ATHARVA's GOT TALENT show, which gave the opportunity to the students to showcase their talent. Some of the talents to mention are JAL-DEEPASANA, BEAT BOXING, DANCING and SINGING. All is well that ends well, the RAJAS Visarjan was complimented by SHIV BRAHMAND ( dholtashapathak).

AnkitRathod  
General Secretary  
BE ELEX.



## **IEEE**



In the age of rapidly changing and mind boggling technological advancements , Atharva College of Engineering and IEEE Atharva Student Chapter was proud to welcome Dr. James Conrad , Director IEEE region 3 to conduct a seminar on “Mobile Phone Design” for the students as well as a workshop on ABET accreditation for the faculty. His accumulated experience and knowledge is formidable and his presence certainly electrified the entire campus which went buzzing his name all day long curious to attend his seminar.

Dr. James Conrad received his bachelor's degree in computer science from the University of Illinois, Urbana, and his master's and doctorate degrees in computer engineering from North Carolina State University. He is currently a professor at the University of North Carolina at Charlotte. He has served as an assistant professor at the University of Arkansas and as an instructor at North Carolina State University. He has also worked at IBM, Ericsson/

Sony Ericsson, and BPM Technology. Dr. Conrad is a Professional Engineer, a Senior Member of the IEEE and a Certified Project Management Professional (PMP). He is also a member of Eta Kappa Nu, the Project Management Institute, and the American Society of Engineering Education. He has been elected to serve on the IEEE Board of Directors as Region 3 director for 2016-2017. He is the author of numerous books, book chapters, journal articles, and conference papers in the areas of embedded systems, robotics, parallel processing, and engineering education.

The seminar was highly appreciated by the students and faculties of various departments. Dr. Conrad inspired the students to reach the epitome of success through the technology around us. The seminar was not only informative but also motivating for everyone present in the jam-packed auditorium. Sincere thanks to Shri Sunil Rane sir and Principal sir Dr. S.P Kallurkar for providing students an opportunity to interact with one of the deemed personalities of IEEE. The IEEE Atharva Student Chapter has certainly grown leaps and bounds under the guidance of Prof. Jyoti Kolap, with an aim to provide the students a platform to showcase their ideas and innovations in the field of technology. This event was certainly a memorable one and will be cherished by all the students. It marked the beginning of the technological growth of Atharva in the future years to come.

**Chinmay Sane**

IEEE chairperson, BE EXTC

## Techithon'15

Techithon'15, Atharva college's annual technical festival, successfully showcased the talents of tech geeks from all over the city, while depicting a unique theme, "Spectronic!"

The first day of the festival passed in a flurry of excitement as teams from various streams battled each other in the intra college quiz competition. The mascots from Vivo Smartphones were a refreshing presence in the campus. They cheered the participants on, and were always ready to strike a pose with the onlookers, or burst into impromptu dance moves. Before the quiz competition, the centre model of the festival, which showcased a wide variety of innovative projects encompassing the theme of sound and light, was inaugurated in a grand ceremony!

The second day of the festival saw huge crowds thronging into the college lobby to have a better look at the robots battling each other to stay on the ramp, in Robo wars! This was followed by the intercollegiate technical meet, where teams from all over Mumbai showcased and explained their unique projects. Meanwhile, while all this action was happening in the phase 3 lobby, phase 1 had its own dose of adrenaline and tech-wizardry, as the second round of the intra collegiate competition-MasterTech, which involved coding and circuit building tasks, was being held. The third round, the debate was held on the next day. All the members of the faculty visited the centre model and appreciated the efforts of the students.

On all three days, phase 1 was abuzz with activity, as all the games, fun events and technical events were a huge success among the crowd! The last two days of the festival came as a treat to the students, with Paintball being organized!! The stalls in the festival offered a variety of delicious food, and some awesome merchandize for both girls and geeks, which include fan merchandise from Game of Thrones, DC comics, the Marvel Universe, and the ever-so adorable Minions! Day three marked the ending of the festival, with a visit from Hon. Shri Sunil Rane Sir himself. The cherry on the cake was the praise and encouragement that he offered to the students!





## **MMS Induction Programme Batch 2015-2017**

The Induction Programme of MMS Batch 2015-2017 was held on August 3<sup>rd</sup>, 2015 by Atharva Institute of Management Studies. There was a lot of excitement in the air as it was the first day for the students who were going to be a part of Atharva for coming two years and even after that. The event was compered by Prof. Priyanka Oza and started with blessings of Lord Ganesha. The students were taken through the journey of Atharva which was really motivating and inspiring.

Also present at the event was Ms. Ruth Serrao who is Alumni of Atharva Institute of Management Studies, Batch 2012-2014. She is currently placed as a Senior Business Associate at Crimson Interactive. She was kind enough to spare some time from her schedule and address the students as how their journey is going to be and what they should be looking forward in these two years. She talked about her experience at Atharva and her achievements which included Best Student Award from the Bombay Management Association. She shared with us how Atharva helped her in grooming her for the corporate life.

Post that, the Senior students of batch 2014-2016 shared their experiences with the upcoming batch as to how they have changed from the time they entered the institute till now and how Atharva has given them the confidence to speak in front of such a large audience.

And eventually the students of Batch 2015-2017 introduced themselves followed by the faculty introduction. The event ended with a small talk by our Dean Prof. N. S. Rajan which was really inspiring and thought provoking.



## **PGDM Induction 2015**

On 11<sup>th</sup> August 2015, Atharva Institute of Management Studies conducted an induction program to welcome its new students. The event was compered by Prof. Paul Rosario.

The induction program had a very motivational kick start. Each student was made to sing and feel like a champion when the song 'stand up (for the champions)' was played with the lyrics on the projector screen. The atmosphere in the hall was filled with positivity and euphoria.

For any event or seminar conducted, Atharva Institute shows its achievements through a video which showcases its world class infrastructure. The PGDM students of the current batch took up the initiative and created a new video which left everyone with a feeling of pride of what the institute has achieved so far and what more is yet to come.

The guests of the event were Mr. Neil Sequeira (Vice President - Human Resources and Administration at Kokilaben Dhirubai Ambani Hospital) and some alumni students of the PGDM batch in Atharva Institute of Management Studies. Mr Neil Sequeira shed light on what are the challenges one has to face and with what frame of mind one should see these two years of professional education. He said that, enjoy life to the fullest but at the same time strive to achieve your goals. He ended the session in a unique way by sharing a couple of inspiring bollywood dialogues and told the students to live every moment as if it were your last. The alumni students shared their years journey of being in the institute along with their industry experience.

To give our freshmen an insight on what they can expect from the institute, a few students from the current batch shared their experiences and expressed with pride their achievements and how they have been nurtured and trained to face this challenging world in the near future.



## **PART TIME INDUCTION BATCH 2015-2018**

The Event Started with an welcome by Prof.Tarkeshwar Sharma and lighting of the lamp ceremony with presence of Prof N.S Rajan ,Dean , Directors ,and faculty. All the new students and other members of the part time MBA Programme were also present. It went forward with the speech of Professor Tarkeshwar Sharma followed by a welcoming speech by Miss. Nikita (Manager – Corporate Relations – CMC).

The lighting of the lamp was followed by Ganesh Vandana, prayer and a few motivational videos. With the motivational videos and guest speakers, the event went on a high pitch which created awareness and enthusiasm among the new students who wanted to pursue their career in Atharva College of Management studies.

Mr. Dhiren Singh (Barclays Operational head), Sheetal Chaurasia, Mr. Rajesh Parab All the three guest speakers shared their inputs and also their beneficial focus of how success is achieved in multiple fields by pursuing the correct career followed with their ways to organize work and life ethics on a global scale. After their speech the event went in full swing with participation of part-time students of Atharva College who shared their current opinion of studying in college.

Accordingly there was very informative interaction between students & all the members of the new part time batch. The event also highlighted new and various approach of how to balance work and career together including the current fast trend. Swapnesh Achari (Risk Manager HSBC) Santosh (Axis Bank Co-ordinator) Vaibhav Jadhav (Business Consultant). Prof. Rajan shared their immense knowledge and experience of work culture and studies which are beneficial in career management and developing an overall exposure of how to make way in field of management.



## **ANNUAL COMPETITION DEBATE – TARK VITARK 2015**

Every management student understands the value of being able to express one's self clearly and concisely with that motto ATHARVA INSTITUTE OF MANAGEMENT STUDIES, conducts The TARK-VITARK Debate Competition on an annual basis and this year it was held on the 3<sup>rd</sup> of September 2015.

The event envisaged by The Executive President Mr. Sunil Rane, helped the students to speak up and learn to support their ideas through engaging topics that gave them a platform to showcase potentials. Students were able reflect on different ideas, opinions, beliefs and values when exploring topical and controversial issues and problems in the current scenario. The winning teams put up convincing arguments that took account of, and represented different viewpoints, which provoked others to think again, change and support them.

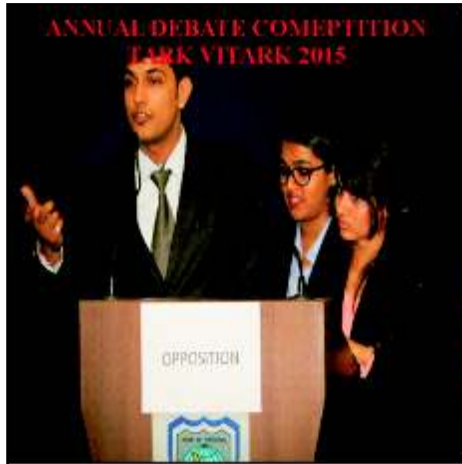


**The winners were:**

Rohan Salian, Vinay Singh, Pranav Patil. (1<sup>st</sup> year MMS)

**The First Runners up were:**

Sumitrabali Sawant, Arshi Hussain (1<sup>st</sup> year MMS), Kanchi Vora (1<sup>st</sup> year PGDM) and were awarded cash prizes and certificates for their outstanding performances. The debate competition evoked a spark among students and persuaded them to participate in various competitive events thus encouraging them and moulding their outlook & ultimately preparing them for the corporate world.

**Entrepreneurs live a life that is different says Jumbo King Founder**

Dheeraj Gupta regales students at the **AIMS Entrepreneurship Cell Meet**

Mr. Dheeraj Gupta - the man who gave the world a desi Global Brand with the Jumbo King Vada Pav brand motivated a packed audience at the AIMS ECell meet on 8<sup>th</sup> August, 2015 at the Atharva complex in the presence of Prof N.S.Rajan, Dean, AIMS, Dr. Joshi, Director, AIMS and other senior faculty. **"Entrepreneurship is living a few years of your life, like most people won't. so that, you can spend the rest of your life, like most people can't"** he said setting the tone for a day of truly interesting anecdotes and visionary thoughts.

Despite hailing from a family of entrepreneurs, Mr. Gupta chose to pursue his own venture ploughing a lonely furrow and treading the untrodden path. Speaking about his journey at the Seminar Hall venue which was filled with students from Atharva, Gupta spoke of the challenges of starting one's own business.

Students learned the importance of reading, especially biographies, as in a way to help you sculpt dreams into reality. Mr. Dheeraj too has had his share of ups and downs, that conveys us about initial hardships an entrepreneur has to go through. Despite of facing financial lows twice, he continued his conquest, shades light on qualities of perseverance, determination and faith one should have in oneself as an entrepreneur. Adaptability along with quality of being grounded firmly to your belief is yet another vital key to move up the ladder of success in Entrepreneurship.

Dheeraj Gupta also narrowed down the vast concept of entrepreneurship, in a single phrase - ENTREPRENEURSHIP IS ALL ABOUT OWNERSHIP. He also suggested to students the importance of external knowledge through reading and our internal self through meditation. Students enjoyed the session. Students of MMS & PGDM (Sem I & III) were present for the event.



## **The Challenge of Entrepreneurship in India - Panel Discussion**

"Entrepreneurship is about Ownership and handling Failure"

The panel discussion on Entrepreneurship held at AIMS discussed various issues including The nature of being an entrepreneur which means that you fully embrace ambiguity and are comfortable with being challenged regularly.

The event was organized by the Students of the Atharva Institute of Management Studies Entrepreneurship cell. □ Choosing this career path is completely irrational because the odds of succeeding are dismal, but most succeed because of their unwavering belief, laser focus on delivering and persistence.

The Panelists were Mr Harsh Vaidya, CMD, Vrindavan Organic Farms Pvt Ltd, Mr Vishal Thakker, Director, DTZ Financial Banking, Mr Parth Vora, CFO My Dentist.

Many of the entrepreneur's inspite of hailing from family of entrepreneurs chose to pursue their own venture. That itself speaks a lot about the kind of people they are.

Many of the participants said "that we learned the importance of thinking and having a vision, as in a way to help you sculpt your dreams into reality." Correctly said by a young Gen-Y think tank - Adam Horowitz, "Entrepreneurship is to fail ten times for every attempt". Similarly they too had his share of ups and downs that conveys us about initial hardships an entrepreneur has to go through. Despite of facing financial lows twice, they continued their conquest, shades light on qualities of perseverance, determination and faith one should have in oneself as an entrepreneur. Adaptability along with quality of being grounded firmly to your belief is yet another vital key to move up the ladder of success in Entrepreneurship. They narrowed down the vast concept of entrepreneurship, in a single phrase - ENTREPRENEURSHIP IS ALL ABOUT OWNERSHIP.

Today we as students, on realm of silent self promise mode, take up this oath to flourish our external knowledge through reading and our internal self through meditation.



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## **The role of HR in Todays world – Talk by Ms. APARNA SHARMA, Author of HR Reality Bytes**

The contemporary business world is characterized by unprecedented radical change. In fact it is a confluence of ambiguities, uncertainties, complexities and tsunamic volatility. The performance imperatives are becoming more and more stringent since the bar of performance excellence is continuously being raised and the goal post being continuously shifted. Further in this age of globalization, every business is a global business, regardless of the territory one operates in. This has significant implications for organizations since it pressurizes them to continuously move to the next orbit and architect constantly the new curve of performance excellence.

In this turbulent era therefore, to thrive, excel and grow, business organizations and leaders need to constantly improve response time, create new strategic thrust, strive for better corporate governance and demonstrate powerful leadership to compete and win the Corporate Olympiad, and all this rounds up to the need and development of HUMAN RESOURCE.

The Atharva Institute Of Management Studies had on board Ms. Aparna Sharma, a well-known author and HR expert on 10<sup>th</sup> of September for a seminar on "The role of HR in Todays world".

The wealth of her experience was shared by students, which led to a healthy and constructive discussion on factors related to Human Resource.





Our Dean Prof. N.S. Rajan had a one to one conversation with the guest on the dais as they discussed the growth of HR and the emerging trends in the field of their expertise.

Ms. Sharma spoke about how HR was no more a function of salary payments and recruitments. HR has grown multifold and in various dimension. HR now creates opportunities and spots talent.

Ms. Sharma also stressed on the importance of the goals being in line with one's true aspirations and interests, and the futility of anything otherwise.

The students were all encouraged further in this direction by a simple activity session which proved to be as much of a question – answer round as it was Ms. Aparna Sharma imparting her experience and knowledge to the students.

The seminar was an exemplary example of an interface between students and an industry guide, and the immense exchange of knowledge possible amongst the two. She imparted many valuable lessons to the students, and they on their part, provided her with as much food for thought through their insightful questions.

The interaction brought forth new perspectives, questions regarding old paradigms and present blueprints for future success related to human resource in the minds of the students.

.To conclude with Ms. Aparna Sharma's own words, reflecting a deep lesson in learning, “There are no bad experiences, only bad days.”

**Sumitrabali Sawant**

MMS-Sem-1

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### **MOCK STOCK EVENT (BULLS AND BEARS)**

The members of the Arian Finance Club organized virtual trading event (Bulls and Bears). It was an intercollegiate event. The virtual trading event was held on 15<sup>th</sup> September, 2015 at 09:30 AM in the institute. 15 teams from various management institutes participated in the event. Some of the Management Institutes which participated in the event was Thakur Institute Of Management Studies, St. Francis Institute Of Management, Amity Institute, St. John Institute Of Management.

Faculties of AIMS provided strong support while organising the event. In-house students of AIMS were trained to be brokers for the event. The President of Arian Finance club Mr. Kunal Thonse gave welcome speech and vote of thanks.

The event was a good learning experience for students of AIMS and participants of other institutes to explore the dynamics of share market, investment banking and many more avenues in the domain of finance.

St Francis Institute of Management studies was the winner of the competition and the runners up of the event was Thakur Institute of management studies.

Cash Prize and certificate was awarded by Dean, Prof. N.S.Rajan to the winners of the event.

The event was a success and participants of other institutes were keen to take part in event which will be conducted by Arian Finance Club, AIMS.



## FUNDAMENTAL SKILLS FOR BUDDING PROFESSIONAL

ON 5<sup>th</sup> October 2015 at Atharva Institute of management Studies Mr. Vikas Shirodhkar and Dr. Preeti Shirodhkar took us all for a run through of their book 'Fundamental skills for Budding professionals' In the Presence of Prof N.S.Rajan, Dean, AIMS Dr. Joshi, Director and other senior faculty, this exceptional brother-sister duo pointed on the importance of soft skill over knowledge to reach success in corporate world, as Mr. Shirodhkar started the discussion by saying 'Present is what counted in Future' a revelation so obvious yet rarely realized.

This book captures the essence of the skills and concepts one needs to learn and practice to differentiate oneself in today's business world. Their vast and variant experience in the corporate world clung to every word they said and reflected on this book, making it a guiding ray for aspiring professionals like us preparing to put our feet on the corporate grounds in the near future.

The student's gratitude for the insights passed by the speakers reflected in their warm applauses. The event ended with Dean Prof. N.S.Rajan felicitating the Guests and then the National Anthem.



## Institute Corporate Development

Certificate in Alternative Investment Industry (CAII)

SS&C Glopeop is the leading fund administrator providing company, started in 1986. Having head quarter in United Kingdom.

Mr. Devraj (MD in H.R.) & Mr. Sasmit (Associate manager in H.R.) took initiative for Induction program on "Certificate in Alternative Investment Industry" at Atharva Institute of Management, on Tuesday, dated October 27<sup>th</sup>, 2015. They briefed about their company & explain their Certification training course.

The training session has divided into 3 phases.

Introduction

Practicalism

Assessment

Practicalism:- Assessment/ Interview

On job tanning - Prof. Priyanka Oza Patel





### Student's Achievements:

Atharva Institute of Management Studies secured **FIRST PRIZE** at the intercollegiate cricket tournament at Kohinoor Cricket League 2015.



### International Industrial Visit to South Korea

A group of 33 PGDM (2014-16) third semester students visited South Korea for international industrial visit. The team left by Air India flight on 21<sup>st</sup> of November, 2015. The duration of the trip was one week. The group was headed by Dean, Prof. N.S. Rajan and Senior faculty Dr. Sujata Pandey.

During this tour we visited Hyundai Motor Company, Hyundai heavy industries KRX-Korean Stock exchange, New Sea Port, Doosan Heavy industries and construction, Good Day Museum and Catholic University of Korea. During our visit to these companies we visited three cities-Busan, Ulsan and Seoul.

The team was welcomed warmly by the concerned Korean authorities at respective companies. A session was conducted at Korean Stock exchange by Dr. Hee Seong Kim. Students were exposed to various products and manufacturing processes at the companies we visited. They got an opportunity to interact with the concerned officials of these companies.

Students learnt a lot about the globally renowned companies and their work culture. Apart from that we also got an



opportunity to understand South Korea and reasons for its transition from developing country to developed country so fast.

It was an excellent learning experience full of excitement and fun for all of us. The team came back to Mumbai on 28<sup>th</sup> of November.

**Dr. Sujata Pandey**





## ‘Atharva College of Hotel Management and Catering Technology’

### Events-

1. Opening of the 'Cellar 11' 31/07/2015.
2. The Oberoi Group of hotels campus interviews 16/09/2015.
3. Edify Overseas 13/10/2015.
4. Grand Hyatt and Hyatt Regency campus interviews 21/10/2015

### CELLAR 11 WELCOMES YOU ALL

Friday 31/07/2015 saw yet another milestone for 'ATHARVA COLLEGE OF HOTEL MANAGEMENT' because of **Shri. Sunil Rane Sir's** vision to set up the state of the art 'CHEESE AND WINE RESTAURANT'.

Shri. Sunil Rane Sir inaugurated the much awaited 'Cheese and Wine Restaurant named "CELLAR 11" located on the second floor of the Hotel management building.



"CELLAR 11" is thus called because of the Wines displayed and the eleven varieties of Cheese also on display." CELLAR 11 "IS EVERYTHING" Wine and Cheese Connoisseur' would be amazed about, from the ambience to the varieties of Wines stored in Cellar 11, it could be counted as one of the finest in comparison to any 5 star restaurant offering the same. The inauguration began with Shri. Sunil Rane Sir cutting the ribbon and enlightening us with a very inspiring speech. The second year Hotel Management students read very interesting facts about the History of Cheese and Wine. There was an eye appealing and vast array of finger snacks provided for the guests present there. Hotel Management students and faculties are definitely very thankful for such a restaurant, to improve their knowledge about Cheese and Wine.

### Cellar 11 houses 81 varieties of Wines.

Some of the wines names, region and their compatibility with Cheese and Foods are listed below...

#### SANTA CRISTINA

Region - Italy

Cheese - mozzarella / parmesan

Food - shrimp and crab

#### PICCINI BIANCO

Region - Italy

Cheese - cottage cheese

Food - tender meat ball

#### SACRED HILL / HAWKES BAY

Region - New Zealand

Cheese - brie

Food - chicken steak sandwich

#### SULA / CABERNET

Region - India / Nasik

Cheese - cheddar

Food - char grilled chicken steak and spicy lamb stew

#### DOURTHE BEAU MAYNE

Region - France

Cheese - cottage cheese

Food - cold meats (chicken liver and rabbit terrine)

#### CAMPARI

Region - Italy

Cheese - camembert

Food - duck liver

MOET AND CHANDON BRUT

Region - France

Cheese - gorwydd caerphilly

Food - oysters rocafella

ALAMOS

Region - Argentina

Cheese - cashel blue

Food - barbecue ribs

TARAPACA

Region - Argentina

Cheese - cheddar

Food - any chicken and  
lamb dishes

TWO OCEAN

Region - South Africa

Cheese - feta

Food - citrus - roasted  
fish with olives

### THIRD YEAR, FINAL YEAR, JOB YEAR

Hearing about the " OBEROI GROUP OF HOTELS " takes us back in flashback to the time when the brand of The OBEROI'S and THE TAJ were the two Hotels, all passing out Hotel Management students wanted to apply to, for jobs ( this is a flashback of around 15 to 20 years back ).

With the advent of the 21st Century, so many foreign hotel chains opened up in Mumbai, makes us think 'Why The Oberoi's?'. The answer is very simple, " The Oberoi's " was the best and still is the best.

The Oberoi and The Trident are 2 brands of the 5 star hotels operated and owned by the Oberoi's Hotels and Resorts located in several cities in India and across the world. When located together in a single complex they are collectively called " Oberoi Trident ".

Oberoi Hotels and Resorts and Trident Hotels at Mumbai are located at Nariman Point and are separately known as the Oberoi Mumbai and Trident, Nariman Point. They are both owned and managed by the The Oberoi Hotels and Resorts. The two hotels are separate buildings, but are connected by a passage.

" O C L D " - full form is OBEROI CENTRE OF LEARNING AND DEVELOPMENT ( Delhi ) is still the Best, Crème de la Crème of all job placement programmes that any passing out student aspires for.

O C L D offers its very own training programme for the specialization in core departments of the hotel. Students are well aware that the " The Oberoi's " Group of Hotel's is where the job satisfaction always comes first followed by lots of benefits and timely promotions on performance basis.

This year as well, the Hotel Management students had the opportunity to apply for jobs in ' The Oberoi's '. The Hotel Staff conducted interviews on campus on 16/09/2015.

#### The esteemed panel of interviewers were

1. Mr. Saikat Misra -- Assistant Front Office Manager.
2. Mr. Deep Bajaj -- Pastry Chef.
3. Ms. Preetaya Guha -- Assistant Executive Housekeeper.
4. Mr. Flavius Chettiar -- Assistant Food and Beverage Manager.
5. Mr. Dhawal Mehta -- Training Assistant.

With the interviews conducted and students getting shortlisted we can ensure that they will be taken care of by The Oberoi Group of Hotels and Resorts.



## **EDIFY OVERSEAS BIRMINGHAM UNITED KINGDOM**

13th October 2015 welcomed Mr. Melvyn Pryer from the U.K. Mr. Melvyn Pryer is one of the Directors of the University College Birmingham and visited the Atharva College of Hotel Mangement.

The Convention was intended to motivate our students and regularly address them with the current trends, advancements and scope of the industry globally.. Every Institute should have the motto , Education is not received it is achieved.



The convention was a huge success and the Hotel Management students are now going to definitely look towards having a career abroad. Let us take some time to read a little more about The University College Birmingham.

University College Birmingham ( abbreviated as UCB ) is based in Birmingham City Centre (UK), there are over 8,000 students on Higher education, Post graduate and further Education programmes including 1,100 international students fro 65 countries.

UCB is a specialist provider of vocational management courses. The majority of undergraduate and post graduate degrees are awarded by the world renowned University of Birmingham to whom UCB is accredited university.

The UCB offers the following Masters / Postgraduate Diploma Courses for Hotel Management students who are looking at further education in the hotel management field itself.

- Graduate Certificate in Hospitality and Tourism.
- MSC / PG Diploma in Hospitality with Tourism Management.
- MA/ PG Diploma in International Hospitality Management.
- MSC / PG Diploma in Global Meeting and Events Management.
- MA/ PG Diploma in Tourism Destination Management.
- MA/ PG in International Tourism Business Administration.
- MA/ PG Diploma in Culinary Arts Management.
- MA/ PG Diploma in Marketing Management for Events Hospitality and Tourism.

Let us all hope that our passing out students who wish to study further in the UK can benefit from what University College Birmingham has to offer.

## CAMPUS INTERVIEW'S

### **GRAND HYATT AND HYATT REGENCY**

The well known **HYATT GROUPOF HOTELS, GRAND HYATT AND HYATT REGENCY MUMBAI** conducted campus interviews FOR THE 3rd year Hotel Management Students..The Hyatt interviews took place on 21/10/2015.

The well experienced interview panel consisted of...

1. Mr. Manav Malhotra -- Director of Food and Beverage Service. Grand Hyatt Mumbai.
2. Mr. Yogendra Indulkar -- Front Office Manager. Hyatt Regency Mumbai.
3. Mr. Ojas Vagal -- Assistant Human Resource Manager. Grand Hyatt Mumbai.
4. Mr. Rahul Singh -- Employee Relations Manager. Hyatt Regency Mumbai.

Interviews done, now let's further our knowledge about The Grand Hyatt and The Hyatt Regency Hotels.

Hyatt Hotels Corporation is an American International company and operator of Hotels.

The Hyatt corporation came into being upon purchase of the Hyatt House at Los Angeles International Airport in 1957.

Let us focus on The Hyatt Regency, Grand Hyatt Mumbai..

#### **HYATT REGENCY Mumbai..**

Contemporary elegance and style best describes Hyatt Regency a leading luxury airport hotel in Mumbai. A five star luxury hotel conveniently located on Sahar Airport road, Hyatt Regency Mumbai is just a kilometer away from the international airport terminal.



#### **GRAND HYATT Mumbai..**

is one of the best hotels in Mumbai and is seamlessly connected to the Mumbai airports. It is located just 10 minutes from the Domestic airport and the CST International Airport.

A contemporary lifestyle destination spread across 12 acres of greenery in the Santacruz area of Mumbai.

Thus with even more knowledge about the Hyatt Group of Hotels we look forward to many more interviews to be conducted on campus in The Atharva College of Hotel Management in the coming years.



## AIIT Achievements !!!

- We are proud to announce that AIIT has been recognised as a Grade A Institute for BCA course by YCMOU Nasik.
- Faculty : Miss Soma Bera has published the below two technical papers in the area of Speech Recognition in renowned International Journal. (Details mentioned below)

### 1) Study of Supply Vector Machine (SVM) for Emotion Recognition

**International Journal of Emerging Trends & Technology in Computer Science (IJETTCS), Volume 4, Issue 3, May-June 2015**

### 2) Emotion Recognition using combination of MFCC and LPCC with Supply Vector Machine

**IOSR Journal of Computer Engineering (IOSR-JCE) e-ISSN: 2278-0661, p-ISSN: 2278-8727, Volume 17, Issue 3, Ver. VII (May – Jun. 2015), PP00-00 [www.iosrjournals.org](http://www.iosrjournals.org)**

### AUTHOR

**Soma Bera** received the B.E degree in Information Technology from Atharva College of Engineering in 2013. Presently she has completed her Masters in Engineering (M.E) in Computer Engineering from Shree L. R. Tiwari College of Engineering. She is with Atharva Institute of Information Technology training young and dynamic IT under graduates



## Pre Ganpati Fun at AIIT

As whole of the college was eager for the welcome of Lord Ganesha, we all too thought of adding up a spice to it. We with the due permissions planned out some days:

### DAY 1: Group alike day.

This was something new, but was amazing, had loads of fun. All 3 years of AIIT had participated. We had a Denim group, Back benchers group, Tappori group, Masked group and so on. All faculties in Anarkali suits, it was adorable.

### DAY 2: Twins day.

Though it doesn't seem we all different would be able to find out our twin, but we made it possible. Our matching attires made us to be twins. Even unknowingly some of them became twins. All was fun.

### DAY 3: Saree and Tie day.

Everyone was eagerly waiting for this. All girls in their colourful sarees with gorgeous looks. As well as the handsome boys with a perfect tie on their formals. Among all of the days celebrated, this was a day which bloomed a lot and was found to be the cherry on the cake.

**DAY 4: Retro/ Bollywood day.**

This one was pretty interesting. It assumed as if all the 80's, 90's heroine's and hero's landed up in AIIT. The hairstyle, dressings everything was fantastic. As if we were taken back to that era.

Such was the celebration we made before Ganpati. Each day was one of its kind. These days were filled with games, photo clicks, selfies and entertainment. After a continuous study session, this week was a refreshment to the students as well as the faculties. All thanks to our Respected Director, HOD mam and dearest faculties.

**Ms. Bhairavi Bhavsar**

BCA FY (AIIT)



Group Alike!



At their Formal Best!



Group Alike!

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**"Basic orientation to ERP and Business Process using SAP ABAP Programming language."  
AIIT Seminar**



Ms. Priyanka Malvi of EBTS Organization a renowned Enterprise Building Training Solutions provider held a Seminar on ERP and Business Process using SAP.

She explained how a powerfully integrated ERP system enables interactions of marketing, sales, quality control, products processes, supply lines, stocks and many other areas and it can be in a single database. How ERP integrates all departments and functions across a company in a single computer system that is able to serve all those different department's particular needs.

She discussed SAP as an ERP software and discussed in detail how SAP training helps one to gain expertise in software and programs that run them along with SAP modules.

The seminar helped the students to think beyond the classroom and reassess their concepts.

We are grateful to our college management for arranging this seminar.

**Rakshit Savla**

(BCA Third Year)



10 Days Short Film Making Program under the mentorship of an award winning film maker  
Students taken for DI in DaVinci Resolve

### Workshops

- Workshop on Career Guidance for Films, Television & Advt. Industry – Anshuman Choudhary
- Workshop on Editing- Krishnendu Sarkar – Film & T.V Editor and Alumni of Film and Television Institute of India (FTII)
- Workshop on Sound Engineering by Raviraj Panchal – An FTII Alumni



**ATHARVA INSTITUTE OF FILM AND TELEVISION**  
ADMISSIONS OPEN FOR  
Various University affiliated  
PGD in Film & Television (3 Months Course)  
PGD in Advt. & Media (12 Months Course)  
Short Term Courses: Writing, Direction, Cinematography, Sound, Editing, Ad Film Making, Acting, Prod. Mgmt.

**Want to Make Short Film for Festivals?**  
Short Filmmaking Course under the mentorship of an award winning filmmaker will help you shoot your first short film and submit it to various festivals.

**Workshop on Career Guidance**  
For Films, Television & Advertising Industry  
By Anshuman Choudhary (A former Mentor of the Institute of Film & Television, Mumbai & a former Advt. Industry Executive, Eto, Advt. Agency, DCM, Zee, Advt. Agency, Advertising etc.)  
On 17th July '15 from 2 PM to 5 PM  
Call to Register: 9833160387

**ATHARVA INSTITUTE OF FILM AND TELEVISION**  
ADMISSIONS OPEN FOR  
PGD in Film & Television (3 Months Course)  
PGD in Advt. & Media (12 Months Course)  
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PGD in Film & Television  
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Role of a sound engineer in a Film Making

# WORKSHOP ON SOUND ENGINEERING

By Mr. Raviraj Panchal – An FTII Alumni  
Date: 17th Oct'2015 Time: 3 PM To 6 PM

**Enroll Now**

**Long Term Courses (Mumbai University):** Post Graduation Diploma in Film & Television, Post Graduation Diploma In Advertisement & Media

**Short Term Courses:** Writing, Direction, Cinematography, Sound, Editing, Ad Film Making, Acting, Prod. Mgmt.

**Venue:** Atharva Educational Complex, Malad-Marve Road, Charkop Naka, Malad (West) Mumbai – 400095.

**Call To Register:** +91 9833160387



Contd. on Page 26 .....

## Continuation from Page 25 .....



### FREE WORKSHOP ON EDITING

On 25th July'15 @ 2 PM to 5 PM

By **Krishnendu Sarkar (FTII Alumni)**

Worked with ESPN Worldcup, JTV World, Mother dairy, The Making of Yuvraaj, Iodex, Pinolox Switch..etc

Call to Register : 9833160387



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



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