



PRESENTS

THE ATHARVA
TIMES



INSIDE THE MIND

Shri Sunil Rane,
Executive President,
Atharva Group of Institutes



It gives me immense pleasure to welcome you to another exciting academic year at Atharva Group of Institutes. As you embark on this journey, I encourage you to approach it with enthusiasm, curiosity, and a commitment to excellence. Whether you are a new student stepping into this vibrant learning environment or a returning student continuing your pursuit of knowledge, know that you are an integral part of our institution's legacy of innovation and success.

At Atharva Group of Institutes, we believe in holistic growth—beyond academics, we strive to instill values of integrity, teamwork, and resilience. The world is evolving rapidly, and it is essential to adapt, stay informed, and develop skills that will empower you to tackle real-world challenges. Take full advantage of the opportunities available to you, whether in academics, extracurricular activities, or industry interactions.

Remember, success is a journey, not a destination. Stay focused, remain disciplined, and most importantly, believe in yourself. Our faculty and staff are here to support and guide you every step of the way.

Wishing you all a productive and fulfilling year ahead!

Warm regards,
Sunil Rane.

EDITORIAL

Greetings to the Atharva Group of Institutes community!

At Atharva Group of Institutes, we believe in the power of knowledge, innovation, and perseverance. Our institution has always strived to provide students with an environment that nurtures holistic development, academic excellence, and professional success. As we continue on this journey, Atharva Times serves as a reflection of our shared aspirations, achievements, and unwavering commitment to excellence. The 11th edition of "**The Atharva Times**" e-Tabloid showcases the lively spirit, accomplishments, and ambitions of our community, covering the period from **October 2024 to December 2024**.

This edition brings you insightful articles, inspiring success stories, and updates on the remarkable initiatives undertaken by our students and faculty. From cutting-edge research to extracurricular achievements, our community continues to push boundaries and set new benchmarks.

We take this opportunity to express our gratitude to our esteemed faculty, dedicated students, and supportive stakeholders who contribute tirelessly to our institution's growth. Let us continue to work together to create a brighter future and uphold the values that define Atharva.

Happy reading!

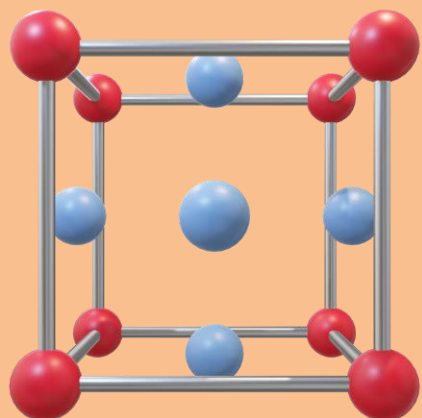
Warm regards,
The Atharva Group of Institutes

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ATHARVA COLLEGE OF ENGINEERING



SMART INDIA HACKATHON

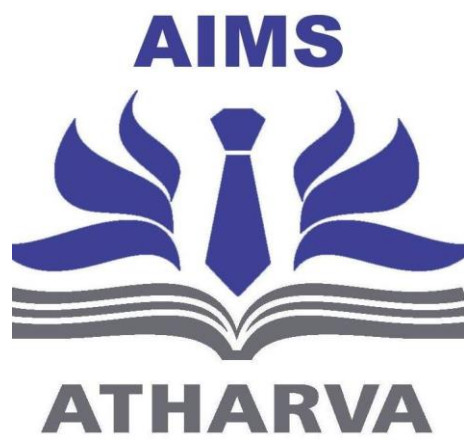
Smart India Hackathon (SIH) is a premier Nation-wide initiative designed to engage students in solving some of the most pressing challenges faced in everyday life. Launched to foster a culture of innovation and practical problem-solving, SIH provides a dynamic platform for students to develop and showcase their creative solutions to real-world problems. By encouraging participants to think critically and innovatively, the Hackathon aims to bridge the gap between academic knowledge and practical application. We extend our heartfelt congratulations to Mr. Mihir Jadhav and Team (The Qubits) for getting selected by Smart India Hackathon team after SIH 2024- Screening batch 3 result is declared. In addition, we extend our heartfelt congratulations to Bhoomika Singh and team (The Almaminds) for getting selected in SIH-2024-Grand Finale.



ACE IIC-MUN 2024

The **Model United Nations 2024** (MUN) conference, organized by Atharva College of Engineering's Innovation & Entrepreneurship Cell in collaboration with the Ministry of Education's Innovation Council (MIC) and AICTE, brought together students for two days of intense debate and diplomacy. The event, centered on the theme of "**Model United Nations 2024**", began with an inauguration, followed by debates, opening statements, and caucuses, culminating in the drafting and voting on resolutions. Day 2 featured dynamic discussions, including unmoderated caucuses and an emergency round, showcasing the delegates' diplomatic and problem-solving skills. The event provided a platform for young leaders to enhance their public speaking, negotiation, and teamwork abilities.





ATHARVA INSTITUTE OF MANAGEMENT STUDIES



WHIMSICAL BRANDWAGON

On October 18, 2024, the college hosted "Whimsical Brandwagon," a creative competition for MMS Semester 1 and 3 students that focused on teamwork, branding, and creativity. Thirty-six teams competed across three rounds: identifying brand logos in "Logo Kya Kahenge," connecting songs to industries in the Buzzer Round, and creating brand jingles in "Brand Se Taal Mila."

The event, graced by **Dr. D. Henry**, Director of AIMS, crowned Vishal Bhandari and Shreyash Pednekar's teams as winners, with Vidit Patil's team as runners-up. It was a successful blend of fun and learning, inspiring students and showcasing their talents.



CONSTITUTION DAY

The session introduced MBA students to the Indian Constitution's principles, rights, and duties, emphasizing its role in governance, ethical decision-making, and business practices. Core values like justice, equality, liberty, and fraternity were discussed, highlighting their relevance in personal and professional contexts.

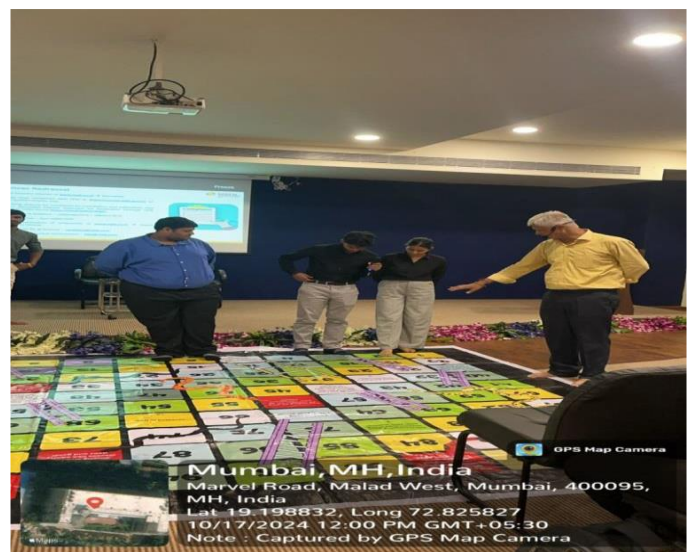
The event also explored the Constitution's impact on business laws and policies, encouraging students to act responsibly and contribute to societal progress. Participants concluded by pledging to uphold constitutional values, reinforcing their commitment to ethical leadership and responsible citizenship.



FINANCIAL LITERACY WORKSHOP 2024

The Financial Literacy Workshop equipped students with essential financial management skills and investment knowledge. It covered the securities market, including IPOs and trading in the primary and secondary markets, while addressing savings, inflation, taxation, and goal-based investing.

Key topics included the benefits of early investing, compound interest, diversification for risk management, and modern tools like demat accounts for electronic trading. The session also emphasized the importance of creating nominations and wills and educated participants on SEBI's grievance mechanisms. This comprehensive workshop empowered students to make informed financial decisions and build a strong foundation for long-term success.



ANMI INVESTIYA 2024

Investisiya 2024, organized by the Association of National Exchanges Members of India (ANMI), aimed to drive the growth of India's capital markets and promote financial inclusion. The event highlighted the need for faster market growth, stronger cybersecurity measures, involvement of tech startups to boost innovation, and adoption of sustainable practices like ESG. It also stressed the importance of partnerships with educational institutions to build future financial professionals.

Key discussions included diversifying investments, choosing inflation-proof assets, focusing on long-term securities, and seeking advice from certified financial experts for better returns. The event emphasized innovation, sustainability, and strategic investment to build a strong financial ecosystem.



CONTACTS TO CONNECTIONS

Dr. Vaishali Ojha conducted a session on networking's role in professional growth, emphasizing building meaningful, trust-based connections over merely increasing contacts. Participants learned strategies for creating strong first impressions, nurturing relationships through consistent follow-ups, and focusing on long-term connections.

The session highlighted the concept of "your network is your net worth," inspiring attendees to invest in genuine relationships. Dr. Ojha shared practical tips and career insights, equipping participants with valuable tools to enhance their networking skills and drive professional success.





ATHARVA INSTITUTE OF INFORMATION TECHNOLOGY



DRONE TECHNOLOGY AND APPLICATIONS

The state-level workshop on "Drone Technology and Applications," organized by the University of Mumbai in collaboration with UAV Academy and the Bombay Geographical Association, offers a unique opportunity to explore advancements in drone technology. With esteemed patrons, expert speakers, and a focus on practical applications, the event aims to inspire innovation, enhance technical knowledge, and foster collaboration among participants, paving the way for future developments in this rapidly growing field. Esteemed patrons, including **Prof. Ravindra Kulkarni (Vice Chancellor)**, and guests like **IPS Naval Bajaj** and **IIT Bombay's Prof. Shireesh Kedare**, lead the event. The workshop aimed to explore the latest advancements, applications, and career opportunities in drone technology.



PYTHON CODING COMPETITION

The Python Coding Competition, organized by the Department of Data Science, on 18th November, 2024, it was an engaging and skill-driven event aimed at fostering programming excellence. With enthusiastic participation from students, the competition provided a platform to showcase creativity, logical problem-solving, and teamwork. It encouraged participants to develop innovative Python applications, games, and quizzes, resulting in a competitive yet collaborative atmosphere.

The Python Coding Competition was a resounding success, highlighting students' programming talents, creativity, and teamwork. Certificates awarded to the top three teams celebrated their efforts and inspired all participants to further enhance their skills.





ATHARVA SCHOOL OF BUSINESS



INDUSTRIAL VISIT TO JODHPUR AND JAISALMER

Atharva School of Business recently organized an enriching industrial visit to Jodhpur and Jaisalmer for the PGDM 2024-26 batch. During the trip, students had the opportunity to explore industries such as Knasara and Anakoot Agro Food Pvt. Ltd., gaining valuable insights into real-world business operations. This visit provided a perfect blend of practical learning and exposure to industry practices, enhancing the overall academic experience for our budding professionals.



MARKOMANIA CLUB ACTIVITY

The Markomania Club of Atharva School of Business successfully organized a captivating and insightful corporate talk by Darshana Shah (Marketing Head of Aditya Birla) titled "Leading with Purpose: Building Leaders of Tomorrow" for PGDM students. The session delved deep into the essence of leadership, emphasizing how leaders can inspire, innovate, and influence positive change in today's fast-paced corporate world. Followed by Mark-O-Master: The Puzzle Challenge



NISM LETTER OF UNDERSTANDING (LOU)

Atharva School of Business is proud to announce its collaboration with the National Institute of Securities Markets (NISM) through the signing of a Letter of Understanding (LoU). Spearheaded by Dr. Hitesh Suthar and Mr. Sanjeev Bajaj, General Manager of NISM, the LoU was signed by Dr. Shivakant Upadhyay, Director of Atharva School of Business, and Mr. Bajaj. This partnership will provide students with access to industry-relevant courses, workshops, and certifications in securities markets while offering faculty advanced training and research opportunities. It marks a significant step in empowering our community and preparing skilled professionals for the financial sector.





ATHARVA INSTITUTE OF FASHION & ARTS



CHRISTMAS DAY CELEBRATION

The Christmas Day Celebration for Fashion Design students took place on 24-12-2024 from 11:00 AM to 3:00 PM, bringing together First Year (F.Y.) and Second Year (S.Y.) students for a festive and creative holiday celebration. The event featured stylish floor decorations, a fashion-related movie screening, a DJ dance session, and fun games. Students participated in a relaxed pajama dress code, adding to the festive atmosphere. The day provided an opportunity for students to celebrate, socialize, and enjoy the holiday season in a unique and fashion-forward way. The event took place from 11:00 AM to 3:00 PM, with a well-planned schedule that kept the students engaged throughout the day. Feedback from the students was overwhelmingly positive. The pajama dress code was a big hit, with many students noting how fun and relaxing it was to attend the event in comfortable clothing. The floor decoration was also highly praised, with students commenting on how beautifully it reflected both the holiday spirit and the world of fashion.



THE MAKEUP WORKSHOP

The makeup workshop was conducted by Assumption Tixeira on 30th November, 2024. The workshop aimed to provide Fashion Design students with essential makeup skills that complement their studies. It focused on skincare, personal grooming, and practical makeup techniques suitable for various occasions, emphasizing the role of makeup in enhancing both personal appearance and professional presentation in the fashion industry. Throughout the workshop, students were encouraged to practice the makeup techniques demonstrated by Assumption. By the end of the session, students had a deeper understanding of how skincare, personal grooming, and makeup artistry intersect in the fashion industry. They were equipped with practical skills that they could use both in their personal lives and professional contexts. This workshop has provided the students with foundational skills that will support their academic and professional growth in the fashion field.





ATHARVA INSTITUTE OF FILMS & TELEVISION



3-DAY RUSSIAN FILM FESTIVAL 2024 AT

CINÉPOLIS

Our media students were taken on a visit to the Russian Film Festival 2024 at Cinépolis, Fun Republic from 13 -15 Dec, 2024. Organized by the Russian Ministry of Culture, the festival brought together several film enthusiasts under one roof. The festival enabled students to benefit from inter-cultural and cross-cultural communication. Students gained insights on animation and technology used in Russian film industry and several other aspects of film making. Among a long list of curated movies were, Triumph, directed by Mikhail Lukachevskii who spoke at length about the making of the movie, the theme and how it brings nations and people together. Students were excited about watching international films, interacting with world famous directors and mingling with film enthusiasts from across the globe.



FDP ON TRAIN THE TRAINER

A Faculty Development Program (FDP) on Train the Trainer was organized by ACHMCT from 7- 9 November, 2024 for faculties across departments of Film & TV, Mass Media, Hotel Management, Fashion Designing, Sports Management and Data Science to enhance skills and competencies. The three-day session led by Mr Dominic CostaBir, an experienced hospitality industry trainer imparted training on how to teach effectively and increase student interaction. The engaging session, through several group activities, question handling sessions, polls, presentations, encouraged shared experiences to enhance learning.





**ATHARVA COLLEGE OF HOTEL
MANAGEMENT AND CATERING
TECHNOLOGY**



MEXICAN CUISINE THEME LUNCH

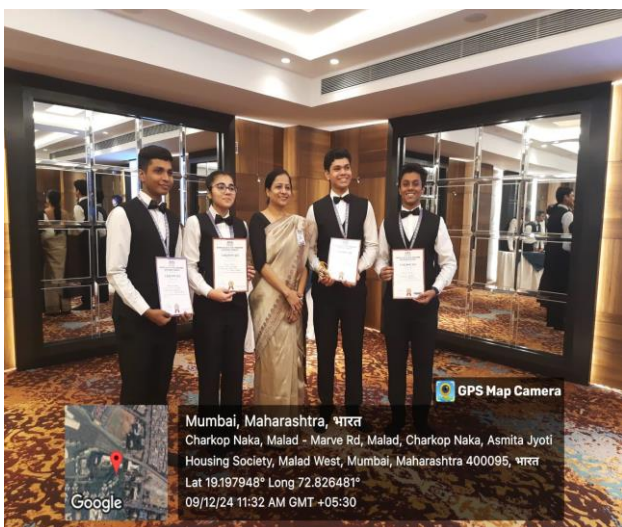
The successful execution of Mexican Cuisine Theme Lunch on 18th October, 2024, at Mirage Restaurant brought together professionals and enthusiasts alike. The event provided valuable insights into knowledge of Mexican Cuisine fostering a collaborative and engaging environment. The culinary event aimed to enhance students' cooking skills, teamwork, and knowledge of Mexican cuisine. Through hands-on learning, students mastered essential cooking techniques, such as making tortillas and salsas, and gained familiarity with key ingredients and their effective use. The event also covered nutritional aspects, healthier cooking alternatives, and diverse cooking methods, ultimately enabling students to create and recognize unique Mexican flavour profiles.



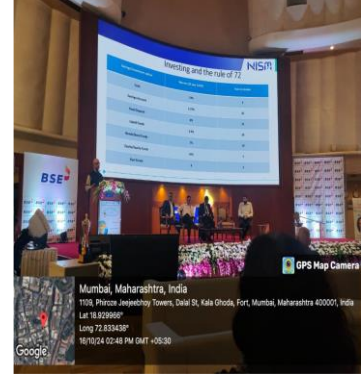
FOOD & BEVERAGE QUIZ

COMPETITION

The culinary world is a vibrant and dynamic industry that demands a unique blend of creativity, technical skills, and knowledge. As the food and beverage sector continues to evolve, it's essential for aspiring professionals to stay ahead of the curve. With a focus on product knowledge, teamwork, and communication skills, this event provided a platform for students to enhance their skills, gain valuable insights, and unlock their full potential in the culinary arts. The event aimed to enhance students' product knowledge, teamwork, and communication skills, while emphasizing the importance of teamwork and knowledge. Through participation, students gained valuable insights into the food and beverage industry, including nutritional values, emerging trends, and food safety. The event also tested students' problem-solving skills, encouraged self-assurance, and motivated them to pursue further studies or career opportunities in the F&B sector.



PICTORICAL OVERVIEW



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- Atharva College Of Engineering: **Dr. Ritu Sharma & Prof. Niranjan Samudre**
- Atharva Institute of Management Studies: **Dr. Reena Poojara & Dr. Leena Jagawat**
- Atharva Institute of Information Technology: **Ms. Anupama Ukhalker Ms. Minal Shete**
- Atharva School Of Business: **Dr. Ashwati Nair**
- Atharva School of Fashion and Arts: **Ms. Neelam Singh**
- Atharva Institute of Film and Television: **Prof. Geeta Nair**
- Atharva College of Hotel Management and Catering Technology: **Ms. Divya Shailendra Kanse**

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