

Atharva Institute of Management Studies

Activity / Event Report

Name of Event/Title	: NAAC Culture Event
Resource person	: Chairman – S C Bagri Member Co-ordinator – Subrato Mondal Member – Baby Shaklia
Organization	: Atharva Institute of Management Studies
Date(s) of conduction	: 11 th & 12 th November 2024
Class / Sem	: MMS Sem I & Sem 3
Faculty coordinator	: Prof. Kajal Desai Dr. Monika Shrimali
Student coordinator/ committee	: NAAC Core Committee

DESCRIPTION

This report provides a comprehensive overview of the cultural event organized by Atharva Institute of Management Studies on 11th November 2024 in preparation for the NAAC peer team visit. The event showcased the vibrant cultural heritage and artistic talents of our students and faculty, highlighting the institution's commitment to holistic development.

The NAAC cultural event was a resounding success, achieving its objectives and leaving a lasting impact on the campus community. By showcasing the diverse talents of students and faculty, promoting cultural exchange, and fostering a positive campus environment, the event contributed significantly to the institution's overall reputation and its preparedness for NAAC assessment.

Objectives

1. To showcase the diverse talents of students and faculty.
2. To promote cultural exchange and understanding.
3. To create a positive and inclusive campus environment.
4. To enhance the institution's overall image and reputation.

Highlights

1. **Welcome** - A vibrant and energetic Lezim performance that welcomed the NAAC Peer Team, setting the tone for a culturally immersive experience.
2. **Cultural Performance** - A mesmerizing showcase of various Indian classical and folk dances, highlighting the diversity of our nation's cultural tapestry. Dances such as Classical (Kathak), Lavni and Gondhal, Punjabi , Garba , Ghoomar, Semi Classical were performed by the Students showcasing cultural diversity . Apart from dancing, cultural singing was also performed with respect toward the Divine Ganesh Vandana.
3. **Theatre Performance** – The Skit was narrated and acted by the students wherein the journey and the good practices were showcased through glimpses and short acts. These helped to know the College efforts towards student development and Growth.

Key Takeaways:

- The event highlighted the diversity and richness of Indian culture, demonstrating our commitment to preserving and promoting our heritage
- The event provided a platform for our talented students to showcase their skills and creativity in various artistic disciplines.
- The cultural event was a significant milestone in our institution's journey towards academic excellence.

Flyer of the Event

COLORS OF INDIA

A TAPESTRY OF TRADITIONS

The Colors of India beautifully reflects the cultural richness of our nation, highlighting the heritage of Five distinct states:-

• PUNJAB

The land of five rivers, Punjab, celebrates its agrarian roots through the exuberant Bhangra. Originally performed during harvest festivals, Bhangra embodies the spirit of joy, resilience, and community, reflecting Punjab's agricultural abundance and festive culture



MELODIES OF DEVOTION

The Melodies of Devotion symbolizes the deep spiritual connection and reverence for Lord Ganesha through collective song. This devotional music fosters a sense of unity and shared purpose, creating an environment of peace and spirituality within the community. It exemplifies the power of music to strengthen communal bonds.



GANESH VANDANA

Blessings Through Rhythm

A Ganesha Vandana in Kathak is not only a performance but also a spiritual offering. Through rhythmic footwork, graceful spins, and expressive storytelling, the dancer pays tribute to Lord Ganesha. Whether in a classical or semi-classical rendition, it showcases the dancer's devotion, skill, and understanding of the divine, while also creating a powerful connection with the audience.



CURRICULAR JOURNEY

A Glimpse into students' Learning Experience

The Curricular Journey takes center stage through a dynamic skit, offering a creative portrayal of the academic and extracurricular experiences that shape AIMS's MMS Program. It emphasizes the integration of theoretical knowledge with practical application, underscoring the value of teamwork, hands-on experiences, and personal development in preparing students for real-world challenges. The skit encompasses AIMS's Best Practices like IT Talks, CSR initiatives and other Club Events.



• GUJRAT

Famed for its devotion to tradition, Gujarat celebrates Garba during Navratri. This devotional dance, marked by rhythmic clapping and circular movements, fosters a sense of unity and spiritual connection, reflecting the region's cultural and religious dedication.



• RAJASTHAN

Home to majestic palaces and royal traditions, Rajasthan's Ghoomar originated with the Bhil tribe and is performed to honor women's grace and pride. It showcases the state's regal heritage and the deep-rooted customs of its people.



• SOUTH INDIA

South India has a rich tradition of classical dance forms, each with its distinct styles, techniques, and cultural significance. These dance forms are deeply rooted in the religious and cultural traditions of the region, often performing in temples, festivals, and celebrations.



• MAHARASHTRA

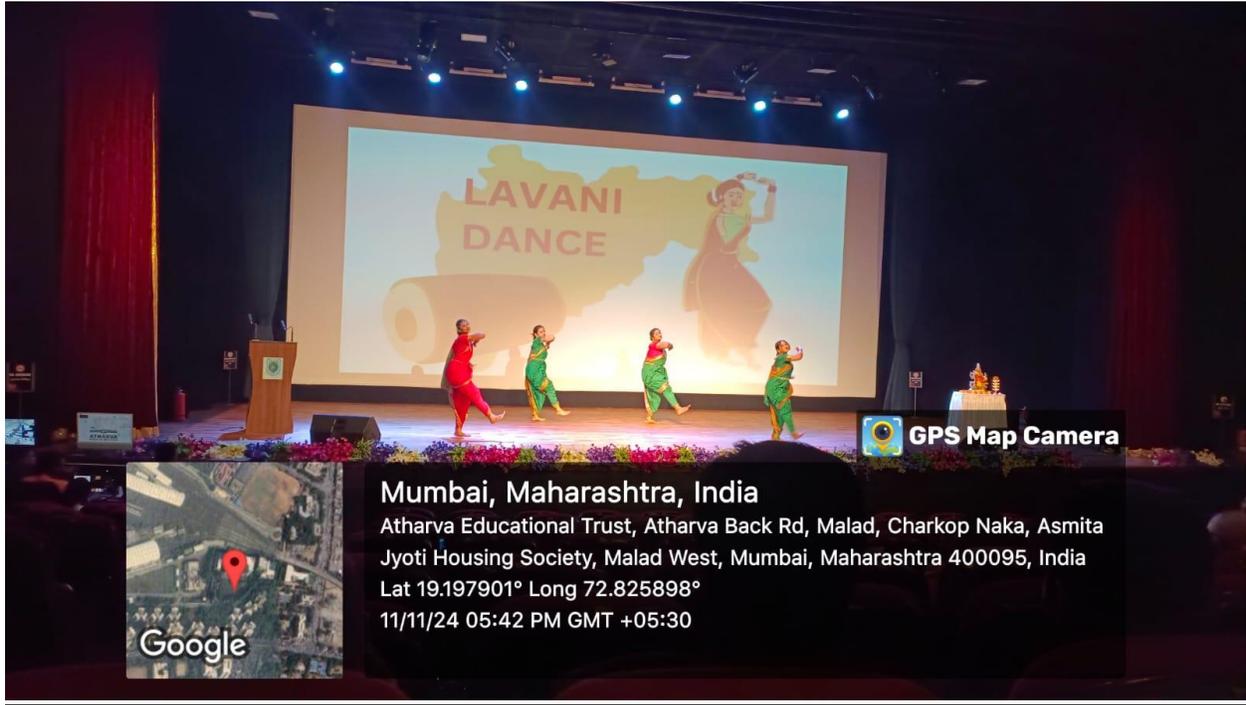
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Glimpes of Event







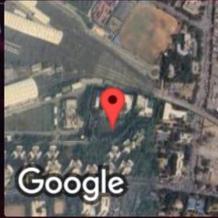
Mumbai, Maharashtra, India

Atharva Educational Trust, Atharva Back Rd, Malad, Charkop Naka, Asmita

Jyoti Housing Society, Malad West, Mumbai, Maharashtra 400095, India

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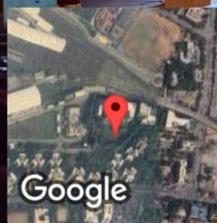
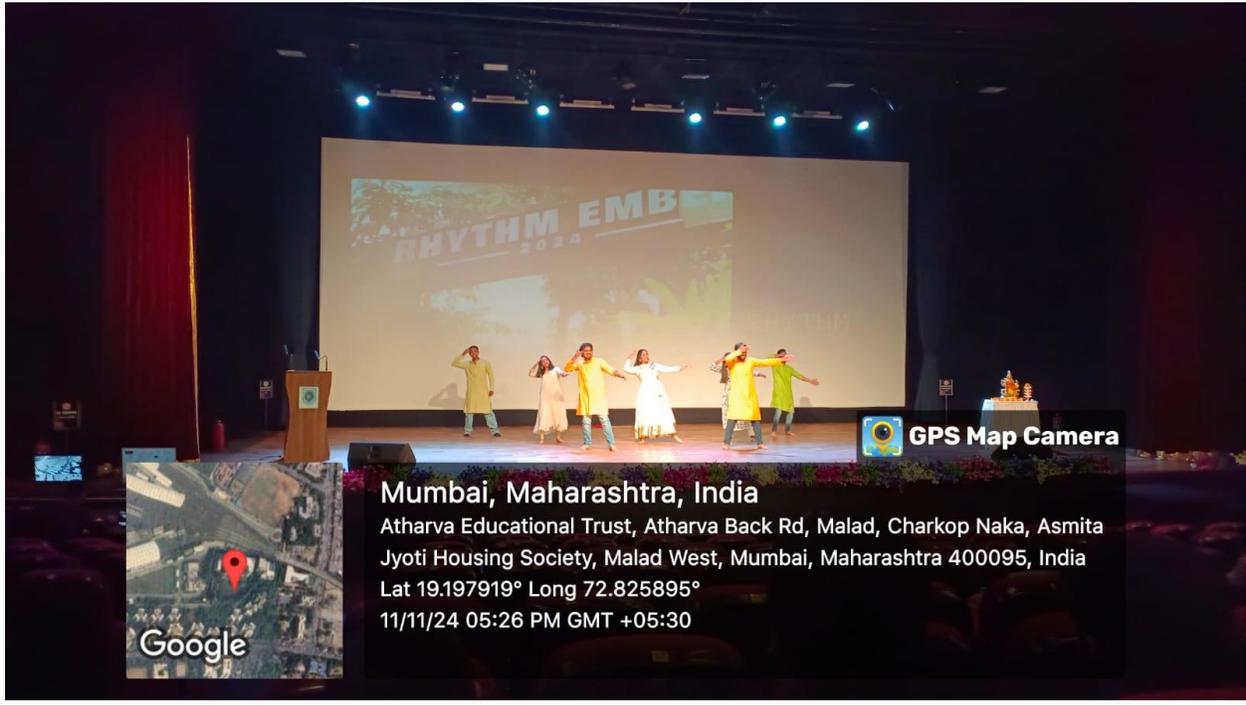
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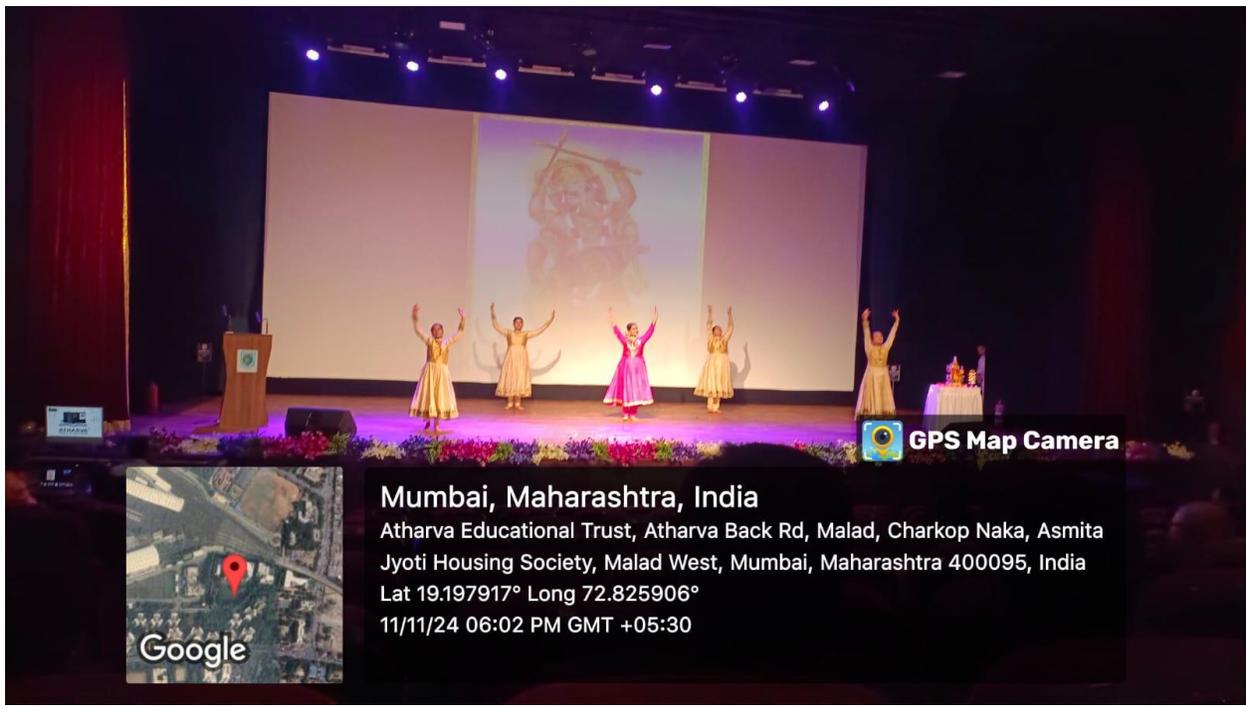
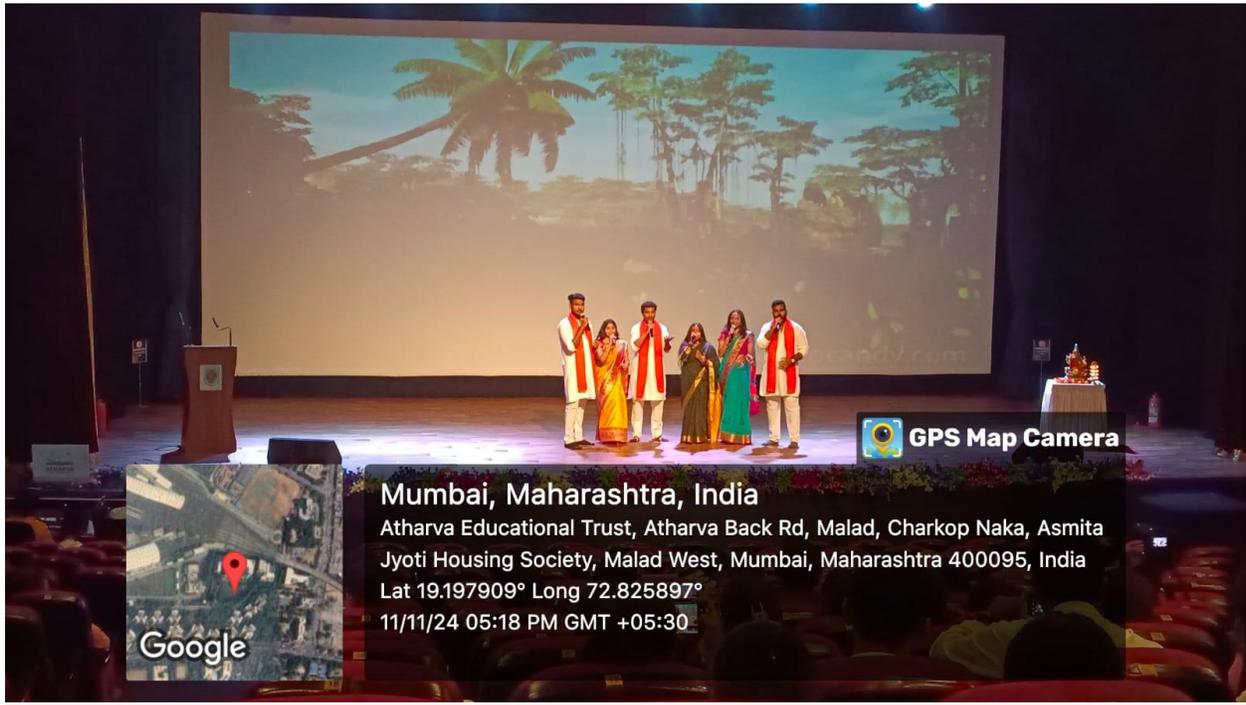
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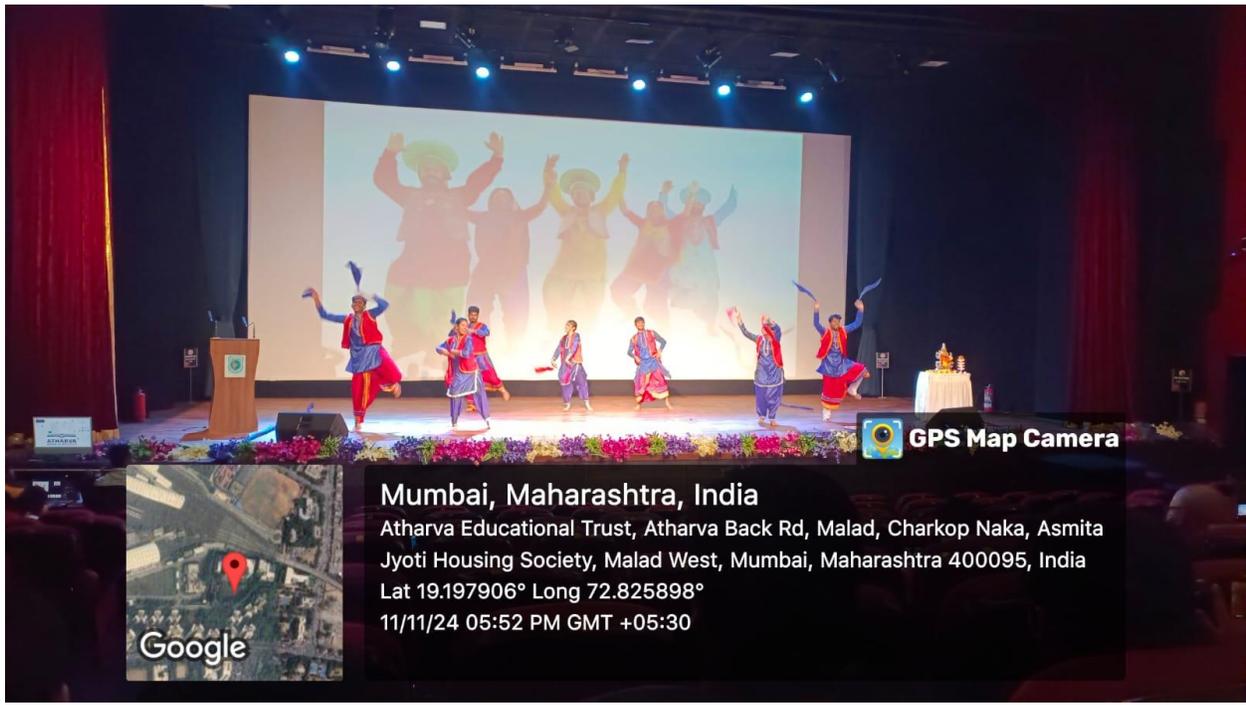
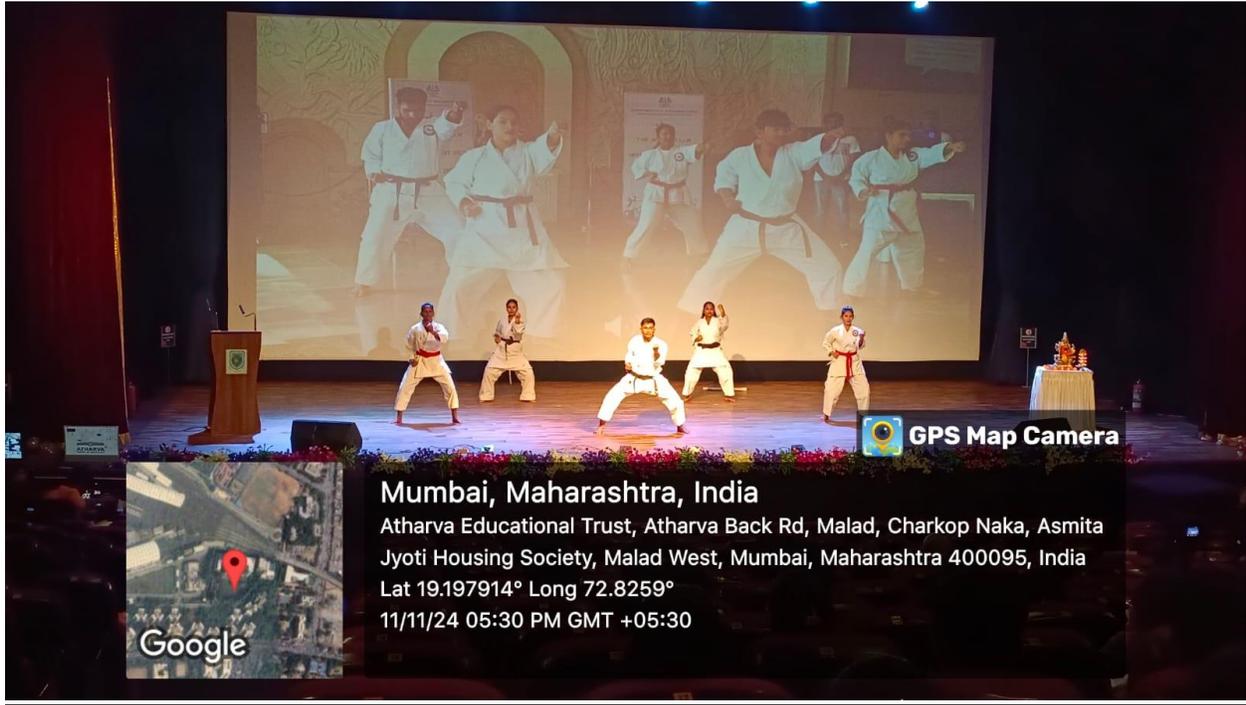
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Jyoti Housing Society, Malad West, Mumbai, Maharashtra 400095, India
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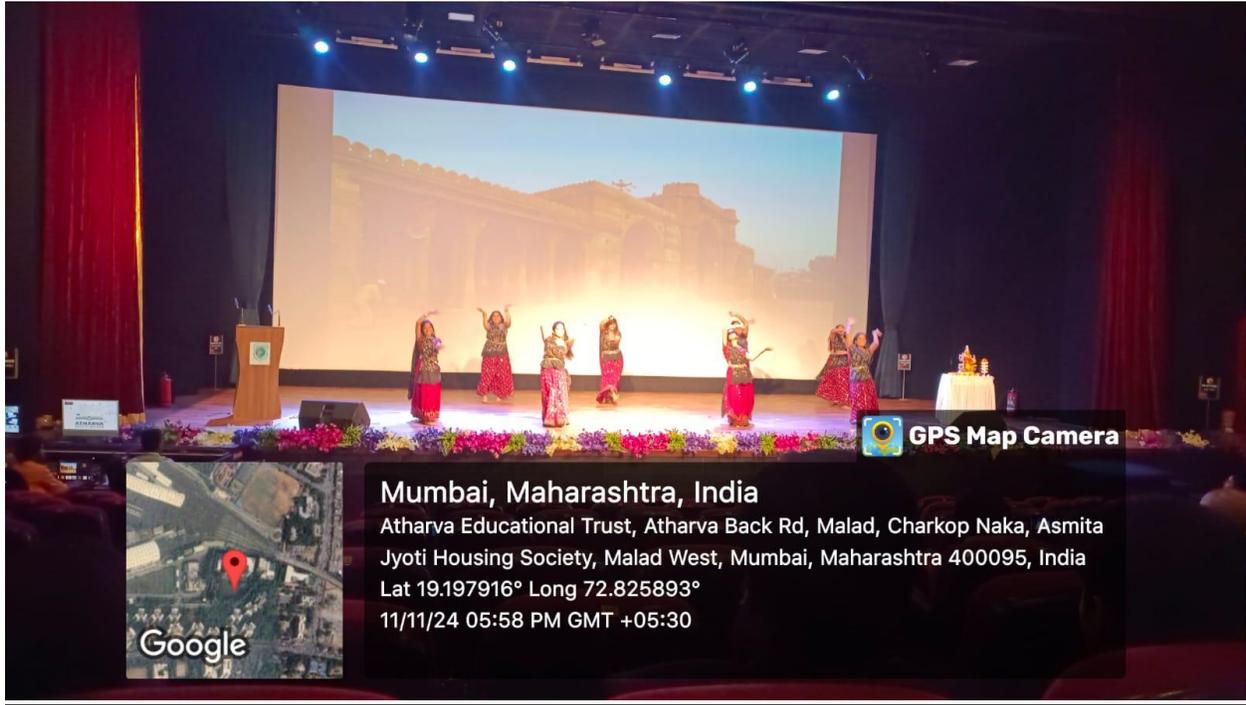


Mumbai, Maharashtra, India

Atharva Educational Trust, Atharva Back Rd, Malad, Charkop Naka, Asmita
Jyoti Housing Society, Malad West, Mumbai, Maharashtra 400095, India
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Attendance

ATHARVA INSTITUTE OF MANAGEMENT STUDIES			
NAAC - Cultural Event			
Date : 11th November, 2024			
Sr.No	Student Name	Semester	SIGNATURE
1	Rrucha Rare	1	Rrucha
2	Malhar Udawat	1	Malhar
3	Keshav Bhagwat	1	Keshav
4	Siddhi Rathod	1	Siddhi
5	Manas Diehotkar	1	
6	Radhika	1	Radhika
7	Shivani Shirma	1	Shivani
8	Mitali Zitre	1	Mitali
9	Priyal	1	A - Priyal
10	Shruti Sanap	1	Shruti
11	Prachi Susje	1	Prachi
12	Isha Chavan	1	Isha
13	Priyanka Choudhari	1	Priyanka C.
14	Khushi Halwai	1	Khushi
15	Vaishnavi Fawar	1	Vaishnavi
16	Riddhi Mhatre	1	Riddhi
17	Ekta Lalwani	1	Ekta
18	Kinjal Vyas	1	Kinjal
19	Princi Hurkat	1	Princi
20	Nishita Chougule	1	Nishita
21	Tanaya Lokhande	1	Tanaya
22	Akshata Dholwade	1	Akshata
23	Disha Waghmare	1	Disha
24	Geetika Ghadi	1	Geetika
25	Hrishik Pawar	1	Hrishik
26	Pratik Mane	1	Pratik
27	Sanket Malode	1	Sanket
28	Sushmitha Sukka	1	Sushmitha
29	Pratik Rajput	1	Pratik

30	Priya (Preeti Shetty)	1	<u>P. Shetty</u>
31	Trupti Kadam	1	<u>TR</u>
32	Rani Jadhav	1	<u>Rani</u>
33	Ansu Chauhan	1	<u>Ansu</u>
34	Anaya Nimkar	1	<u>Anaya</u>
35	Mansi Sona	3	<u>Mansi Sona</u>
36	Kshitija Sawant	3	<u>Kshitija</u>
37	Sah th Gurudu	3	<u>Sahith</u>
38	Karan Patil	3	<u>Karan</u>
39	Sakshi Gharat	3	<u>Sakshi</u>
40	Suhasi Jain	3	<u>Suhasi Jain</u>
41	Susmit	3	<u>Susmit</u>
42	Krush Shah	3	<u>Krush</u>
43	Suvansh Yadav	3	<u>Suvansh</u>
44	Sampada Shivade	3	<u>Sampada</u>
45	Ashwin Gorivale	3	<u>Ashwin</u>
46	Pranita Khedekar	3	<u>Pranita</u>
47	Nishita Patel	3	<u>Nishita</u>
48	Khushi Jain	3	<u>Khushi</u>
49	Nisha Parekh	3	<u>Nisha</u>
50	Mansi Jadhav	3	<u>Mansi</u>
51	Sarvesh Sathe	1	<u>S. S. Sathe</u>
52	Bhaves Kathar	1	<u>Bhaves</u>
53	Shreyash Pednekar	1	<u>Shreyash</u>
54	Mahek Jasani	1	<u>Mahek Jasani</u>
55	Khushi Lathi	1	<u>Khushi</u>
56	Jyeshna Bandaru	1	<u>Jyeshna</u>
57	Samwad Raul	1	<u>Samwad</u>
58	Vedika Singh	1	<u>A-Vedika</u>

1) Yash Kadam 1. Yash
 2) Hetal sancheti 1. Hetal
 3) Yash Kasture 1. Yash
 TechnoED representative
 Prajwal Bapurao safunke 1. Prajwal

Tanaya Lokhande - Tanaya
 Sushmita Satta - Sushmita
 Preeti shetty - P. Shetty
 Riddhi mhatre - Riddhi
 Priatik Rajput - Priatik

Event report prepared by: Suhasi Jain

NAAC Core Committee – Suhasi Jain , Kshitija Sawant, Susmit Bhagat, Krushi Shah, Karan Patil, Ankita Mhatre, Suvansh Yadav, Sahith Gurudu

Verified by: Prof. Kajal Desai

Submitted to: Dr. D. Henry Babu – Director - AIMS