The Atharva Times

a quarterly e-Tabloid

FEB 22, 2023 (October- December), 2022
ISSUE - V, VOLUME - I

INSIDE THE MIND

Shri. Sunil Rane
(Executive President, Atharva Group Of Institutes)

Dear students,

I would like to start by expressing my deepest gratitude and best wishes for the good academic year 2023–2024 to each one of you. With the combined efforts of everyone, the Atharva Group of Institutes has quickly established a variety of initiatives in the realm of education, setting new standards and benchmarks of excellence. I want to express my gratitude to everyone for their sincere efforts.

As students, you should look for those who can lead you to the route to success, and who better to look to than a "Mentor"? a mentor guides you along a journey based on his own experience and ultimately instills knowledge and wisdom in you that will last a lifetime. Having a mentor can significantly aid your career and personal development. A mentor can offer support, direction, and insightful counsel based on personal experience.

Start by locating people in your network who possess the skills and knowledge you like if you want to locate a mentor. Reach out to them and let them know your intentions and why you'd prefer their mentoring. Although it takes time and effort to develop a relationship with a mentor, the benefits may be great. Take the initiative, have an open mind, and show them you value their time and opinions to invest in the connection.

It is crucial to be surrounded by individuals who can show you the path to achievement and the ladder to success. With the guidance of the right people, you may achieve the pinnacle of victory.

Sincerely yours,
Sunil Rane

EDITORIAL

Warm greetings to all our stakeholders at AGI (Atharva Group of Institutes). It is truly a matter of immense pleasure and pride to roll out the Fourth Issue of 'The Atharva Times' e-Tabloid for all the patrons and stakeholders of the Atharva Group of Institutes.

As 2022 came to a close, we welcomed a new batch of students who had fresh aspirations, goals, and desires. 2022 saw the wonderful conclusion of several noteworthy events. Each institute offered the students brand-new learning possibilities that will serve as a stepping stone in their professional careers. The YUKTI Innovation Challenge 2023 launch, which was live-streamed in a smart classroom at Atharva College of Engineering, and the Atharva Institute of Films and Television's Industrial Visit to Ajay Devgan's VFX Studio, NYVFXWaala, both contributed to the beauty of this quarter.

The 21st Annual International Research Conference on "Sustainability in VUCA World: Innovation, Research and Practices" was held at the Atharva Institute of Management Studies and featured notable speakers from around the world. The Sula Vineyard in Nasik arranged a wine appreciation seminar at ACHMCT to allow students to learn about winemaking and wine tasting from Sula Wines. During an Internet of Things workshop, the connection between living and non-living things was highlighted at the AIIT campus. At Atharva School of Business, the students celebrated YAADGAAR DIWALI. The entire celebration brought joy to every student's heart.

In this quarterly issue of The Atharva Times (TAT) e-Tabloid, we've compiled a summary of the major events at all of AGI's associated institutions from October to December 2022. We are confident that our honorable trustees, distinguished directors, HODs, faculty colleagues from all institutions, non-teaching staff from all institutions, all stakeholders, and, most importantly, the entire AGI's beloved students' fraternity will continue to support The Atharva Times (TAT) e- Tabloid with their innovative contributions, as they have and they always will.

Stay Blessed!

Prof. Shiivaangi Heimdev

Chief Editor - Atharva Group Of Institutes

CONTENT

1. Atharva College Of Engineering.

2. Atharva Institute Of Information Technology.

3. Atharva Institute Of Management Studies.

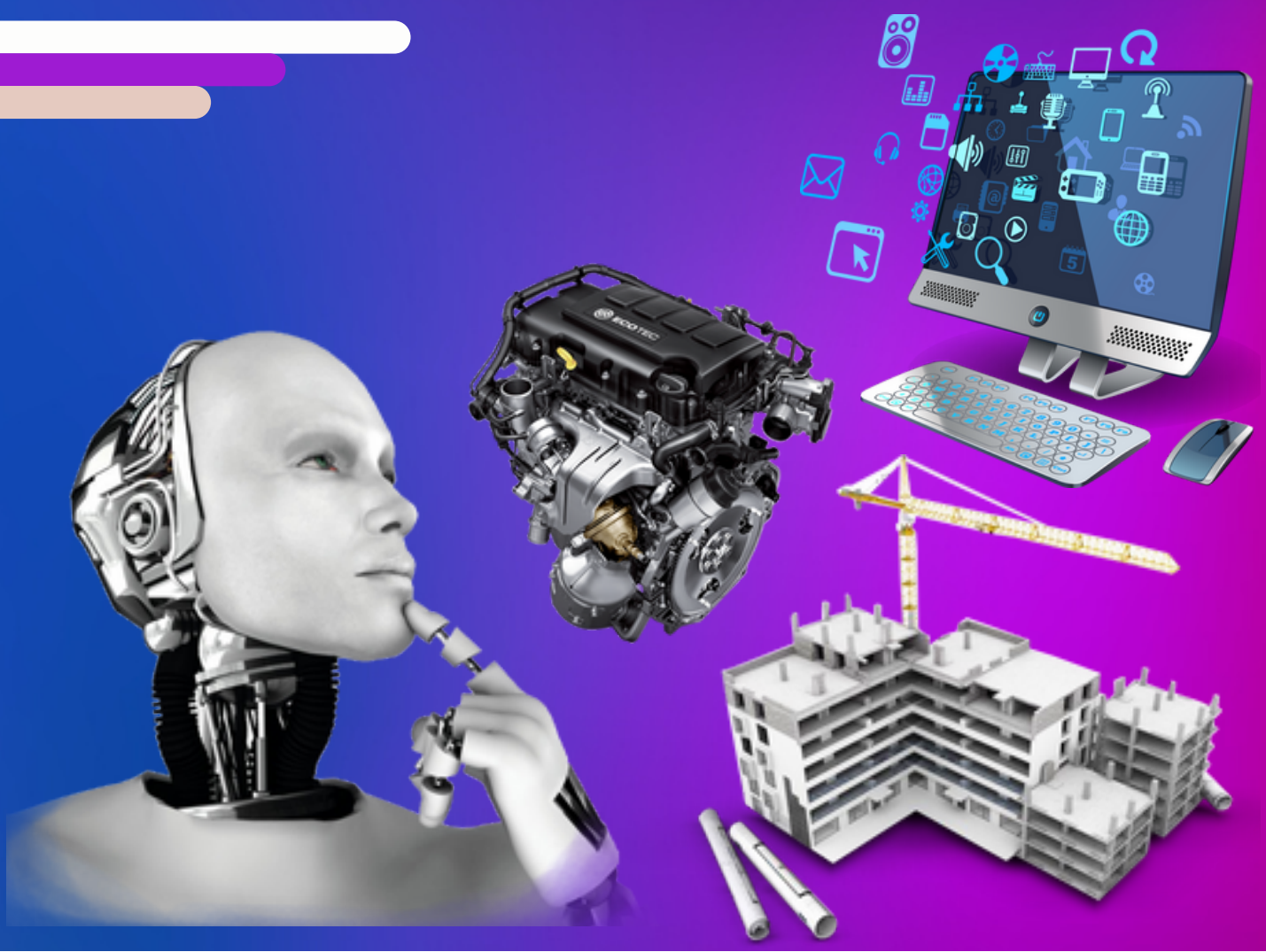
4. Atharva School Of Business.

5.Atharva College Of Hotel Management and Catering Technology.

6. Atharva Institute Of Films and Television.

7. Students Corner

ATHARVA COLLEGE OF ENGINEERING



EVENTS

Atharva IIC Activities

As a part of the celebration activity, ACE IIC in collaboration with ACE Electrical Department organized an event on "National Energy Conservation Day" on December 28, 2022. A session on Energy Saving was delivered by the speaker Prof. Pramod Shevde for DSE students of all branches. The speaker focused on the understanding of efficient energy conservation, global warming, climate change, and innovative efforts for energy conservation.

More than 95 Learners attended the session and gained valuable inputs from the expert to equip themselves for future exploring-announcement of the Annual Performance IIC4.0 (AY 2021-22) and Launch of YUKTI Innovation Challenge 2023 was live streamed on November 18, 2022, in a smart classroom, ACE. Dr. Subhas Sarkar, Hon'ble Minister of State, Ministry of Education of India joined as the Chief Guest and addressed the IIC institutions.

Inter-Collegiate Blueprint Technical Paper Presentation And Techquiz

Department of Electronics and Telecommunication Engineering in collaboration with the IETE Student Forum and IEEE Techithon organized two events. The first event was Inter-Collegiate Blueprint Technical Paper Presentation on 6th October 2022. Dr. Ulhaskumar Gokale and Prof. Nilima Pathak chaired the event as the Judges. Students showed their presentation and time management skills. The second event was Inter-Collegiate Techquiz on 7th October 2022 to test and develop the technical knowledge of the students.

Guest Lecture on "Art Of Living's Mind Matter Session"

The Humanities and Applied Sciences Department organized a Guest Lecture on "Art Of Living's Mind Matter Session" on December 06, 2022. The lecture was delivered by Ms. Vasudha Jhunjhunwala, a social worker and faculty at the Art Of Living Foundation. The Speaker started her discussion with students' challenges in life. She enlightened the students to understand the freedom of mind so that they can constructively think for their dreams. During the lecture she conducted a short meditation session for attendees, hence everyone could experience the power and magic of meditation. Students participated in the lecture enthusiastically and got the opportunity to overcome their fear and could express their views. More than 250 students participated in the session.

ATHARVA INSTITUTE OF INFORMATION TECHNOLOGY

EVENTS

AIIT's Seminar on 'Data Science'

AET's Atharva Institute Of Information Technology organized a seminar on "Data Science" on December 13, 2022, conducted by the HOD Mrs. Shilpa Mistry. The main aim of this seminar was to provide knowledge of Data Science an upcoming field in Computer and IT-Technology.

With the evolution of technology and the expansion of businesses globally, data science is a more relevant field than ever. Companies rely on data scientists' information to make informed decisions about how to operate their companies.

The Top 5 reasons for learning Data Science were emphasized.

1. Demand: Data Scientists are in High Demand. With great earning potential, thousands of jobs available, and the utter importance of this career, data scientists are highly sought after, making for a great career choice.
2. High Salary: Data Science Careers Have High Earning Potential. A career in data science is not only lucrative but fulfilling, rewarding, and challenging.
3. Job Security: Data Science is a Fast-Growing Field
4. Opportunity: Data Science Has a Range of Job Opportunities. Studying data science gives you access to a diverse range of job opportunities.
5. Flexibility: Data Scientists are needed in Various Sectors. The various skills and tools required were discussed. The fundamentals of Data Science were explained.

The seminar was well received and acknowledged by the students. The speaker also answered the various queries put up by the students with live demos.

EVENTS

WORKSHOP ON INTERNET OF THINGS

The seminar was conducted on 11th October 2022 by Prof.Minal Shete The Internet of Things (IoT) is connecting living and non-living things to the internet and establishing communication between them and making them SMART (minimum user efforts). Traditional fields of embedded systems, wireless, sensor networks, control systems, and automation, independently and collectively enable the IoT. In the consumer market, IoT is the most resembling technology proceeding towards the concept of a 'smart home' which includes the functioning of machinery that can be connected to our devices and can be controlled in a much easier way.

Working on IOT is done in the following steps:

1. Sensors/Devices
2. Connectivity
3. Data Processing
4. User Interface

The power of IoT is spreading vastly and speedily in every field and every aspect of our everyday lifestyle making it much easier, smoother, and smart.

Application areas of IoT:

1. Agriculture
2. Health care
3. Education
4. Vehicle industry
5. Smart city
6. Smart home

WORKSHOP ON VB .NET

Atharva Institute of Information Technology Organized a one-day seminar on ".Net Technologies" for the FYBCA students on 23rd Dec 2022.

The Session was conducted by Mrs. Aarti Oberoi, Centre Head, AIIT. It was a very Informative & Interactive Seminar.

Net framework is being used widely and is most popular among developers and programmers. It is used as a first programming language after learning the oops concept. There are a lot of opportunities available for .net developers and gives a great career path and growth. Many organizations used .net for developing cross-platform applications, which are more powerful and flexible. Its framework is more robust and rich-featured. It also provides a user-friendly user interface which makes the .net framework stronger and one of the best products to use.

AIMS
ATHARVA

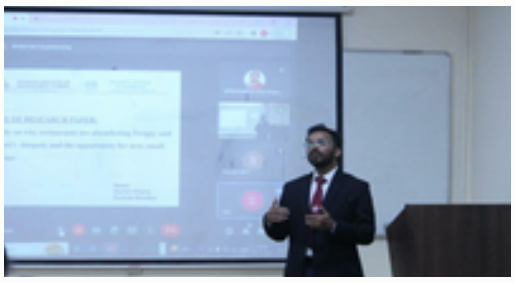
ATHARVA INSTITUTE OF MANAGEMENT STUDIES

EVENTS

21st Annual International Research Conference on "Sustainability in VUCA World: Innovation, Research and Practices"

The 21st Annual International Research Conference on " Sustainability in VUCA World: Innovation, Research and Practices" was organized by AIMS and ASB on 26th and 27th November 2022 in association with Metamorphosis.

The International Research Conference received 105 Abstracts, 50 Presentations, 13 Institutions, 7 judges, 3 Countries, and 3 Panelists for 3 days with a mission to scale up the impact of Research. International keynote speaker Dr. Deepak Waikar shared his presentation and conducted a quiz on VUCA world and action plans respectively. His Valuable insights on the VUCA world were also shared. A panel discussion was organized on the topic "Human Resource Management Best Practices for Sustainable Business Growth" on day 3, 27th November 2022, in which Mr. Sachin Rane, Dr. Abhijit Sarkar, Mr. Sumit Bhardwaj, and Prof. Sandeep Jain discussed the best practices and answered questions raised by the audience. Overall 103 students participated and 50 papers were presented. From those, 8 papers are selected for journals of repute for publication.



EVENTS

Design Thinking

An E-cell event named Design Thinking was conducted on 20th December 2022 to give a definite structure to the students' ambiguous innovative thoughts. The event was started by Ms. Srijana explaining what innovation is and continued further by busting myths about innovation. A case study was solved to give a clear understanding to the students about innovation. The speakers further continued by introducing Design Thinking and the Design Impact Movement which focused on innovation to solve major problems in society. A video course was introduced to the students which is a collaborative effort of Titan and Tinker labs to promote great minds and ignite a spark of innovation within them.

A few key points were highlighted by the speakers:

1. Innovation is a simple idea.
2. One shall always think out of the box.
3. One should always be empathetic.
4. Have lateral thinking.
5. Develop a problem-solving mindset.
6. Be solution oriented.

The event was concluded by Mr. Mandeep Singh Toor and Ms. Srijana Upadhaya by delivering a beautiful message that stated - "For great innovations to take place, a simple idea and the ability to step in other's shoes is needed."

EVENTS

PRICE RISK MANAGEMENT IN COMMODITY MARKET

The Operations department conducted an insightful session "Price risk management in commodity market" on 13th December 2022 for Atharva Institute of Management Studies and Atharva School of Business. The keynote speakers of the session were Asst. Vice President (T&E) Mr. Shrikant Koundinya and Mr. Vinod Kanojia from MCX. The guest speaker enlightened the students regarding the commodity markets and the impact of demand and supply, exchange rates, interest rates, and countless other variables on valuation of it. Students also learned about its types, relevance, commodity derivatives and many more. The guest speaker also notified the students in regards to risk management instruments and how it aids to safe trading. In the end, a fun and interactive quiz was held by the student organizers of the department. It truly an knowledgeable and eye-opening session by operations department.

ATHARVA SCHOOL OF BUSINESS

EVENTS

MOCK TRADING

The Finance Club FINNIX hosted a successful event on "Mock Trading Game" on 5 December 2022 for batch 2022-24. The event provided an opportunity for students to learn and practice buying and selling stocks without using real money.

Students were taught how to trade in real time by giving them the knowledge of market conditions. Sustainability and risk management were highlighted to trade in actual Market conditions.

The winners of the game achieved the highest stock market returns and were congratulated by the club members and faculty.

Participating in the "Mock Trading Game" was a valuable experience for the students, as it allowed them to gain hands-on experience in the stock market without risking their own money. The event was well-received, and the club looks forward to hosting similar events in the future.

EVENTS

DIWALI CELEBRATION

At Atharva School of Business, PGDM batch (2022-24) celebrated YAADGAAR DIWALI. Students were all dressed up in mesmerizing ethinic outfits. Beautiful Rangolis were made by students to enhance the Diwali experience. Various Diwali snacks from different cultures were brought and shared among each other by all the students. Many fun competitions took place, teachers and students together enjoyed the celebration. Diwali wishes, Love and Joy were shared among each other. everyone participated and had lots of fun. The entire celebration brought joy to every student's heart!

EVENTS

Human Rights Day

Human Rights Day was celebrated to create awareness about the basic Human Rights of individuals among the students and faculties, as prescribed in the Universal Declaration of Human Rights.

A very impressive skit was performed by the students of PGDM Sem 1 explaining the various basic human rights of individuals. The skit was highly informative and engaging at the same time. With an intention to sensitize and educate the gathering on their basic unalienable rights, a video was played about the History of Human Rights Evolution and its importance.

A pledge was taken by everyone present at the event to abide by the principles of humanity and honor the rights of self, and others diligently and sincerely.

The POSH Act

The Posh event was organized by the HR Club Pinnacle on 8th December 2022 to spread awareness of sexual harassment in the workplace and thereby ensure a safe working environment for women. A skit was presented by 5 students of the pinnacle club presenting a sexual harassment case in the workplace and ways to get out of that through proper communication. The chief guest shared some information regarding posh where she briefly described human rights, a posh act that came on 9th December 2013, and explained what sexual harassment is. She also said that there are 9 genders and 63 sexualities in the world. The event was concluded by taking a quiz event.

ATHARVA INSTITUTE OF HOTEL MANAGEMENT AND CATERING TECHNOLOGY

ATHARVA
COLLEGE OF
HOTEL MANAGEMENT AND
CATERING TECHNOLOGY

EVENTS

ATHARVA COLLEGE OF HOTEL MANAGEMENT AND CATERING TECHNOLOGY

Wine appreciation seminar (14th October 2022)

Wine Appreciation Seminar was organised on 14th October 2022 by Sula Vineyard, Nasik, at Atharva College of Hotel Management and Catering Technology. Ms. Ayushi Jaiswal, Assistant Manager Expertise, Sula Wines, Nasik has provided the best insight knowledge of winemaking, and wine tasting to students and faculties.

Students have been trained to open and serve sparkling wines, and red and white wine with the most appropriate service as per French appellation. It was a learning experience for students to get first-hand knowledge from Sula Wines. The event was organized by Prof. (Dr.) Sagar H. Mohite, Principal, ACHMCT.

International Bread Day (16th October 2022)

International Bread Day is celebrated on October 16 of each year, to highlight one of the most traditional foods in the world. In addition, it also seeks to publicise its nutritional value and the importance of it in the daily diet of people.

Students have made the display of Breads from different continents with more than 50 varieties of bread made and each bread making and importance has been shared with all. A smorgasbord was made for presenting the bread culture of the world. The event was organized by Prof. Ulka Shah & Prof. Bacchan Rawat.

Diwali Competition (20th October 2022)

On this joyous occasion of Diwali, Atharva College of Hotel Management and catering technology is organizing the Diya Decorating competition, Lantern making competition, and Rangoli competition on 20th October 2022. All the students came in traditional clothes on the occasion of Diwali, and they also participated in different types of competitions. Diwali is one of the most important festivals in India. It is the festival of light- bright and happy. So, let the lights of Diya's illuminate not just your home but your life too.

The event was organized by Prof. Anjana Prof. Welsley, Ms. Pooja S., Prof. Nitin

EVENTS

ATHARVA
COLLEGE OF
HOTEL MANAGEMENT AND
CATERING TECHNOLOGY

Theme lunch (7th November 2022)

Indian theme lunch was conducted on 7th November 2022 to give students a hands-on experience with traditional silver service. Students gave their best and created an ambiance suitable for Indian-themed lunch and made sure the guest had a superb fine dining experience as well. The event was organized by Prof. Bacchan Rawat, Prof. Manadar S., and Prof. Prakash.

Christmas cake Fruit Mixing (7th December 2022)

Atharva College of Hotel Management and Catering Technology celebrated the Christmas cake mixing ceremony which commences approximately six weeks before Christmas, Where we get to soak all the dry fruits together along with the 'spirit 'of us not being allowed swigs though. The fruit is then placed in cakes to mature and soak in all the liquid which can then be used for cakes and pudding on Christmas!

EVENTS

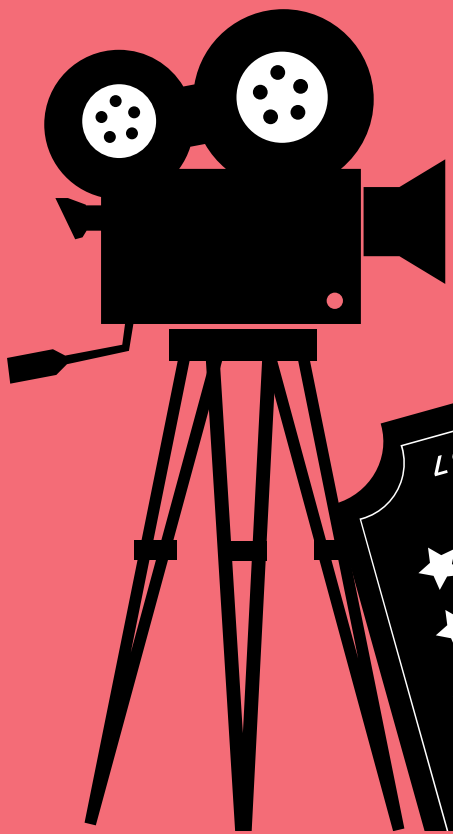
ATHARVA COLLEGE OF HOTEL MANAGEMENT AND CATERING TECHNOLOGY

Christmas theme lunch on (23rd December 2022)

Atharva College of Hotel Management and Catering Technology celebrated Christmas theme lunch on 23rd December 2022. The fest was organized by the students and the staff. The entire team was dressed in red and white as per the Christmas theme. Chief Guest was Mr. Nemade Sir Director of AET who was welcomed by the students. The staff was given a warm welcome by the students and was escorted to their tables. The Food and Beverage council students served the staff and the food was prepared by cc cookery students
under the guidance of Chef Prakash and service, students were guided by Prof. Bachchan R. . The theme buffet lunch was served in Mirage restaurant which was beautifully decorated. The Buffett lunch included -Roast chicken, garlic bread, pumpkin soup, penne pasta, sauté vegetables, and a specialty Christmas dessert, a delicious plum cake. Everyone enjoyed the themed lunch and thanked the students for their hospitality.

ATHARVA
INSTITUTE OF
FILM & TELEVISION

ATHARVA INSTITUTE OF FILMS AND TELEVISION



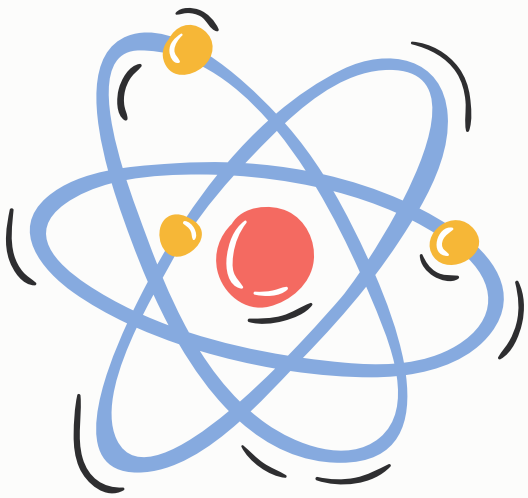
EVENTS

ATHARVA INSTITUTE OF FILM & TELEVISION

12 Oct, 2022: Session on Direction and Script break down

A session on Direction and Script breakdown organized on 12 Oct 2022 enabled students learn about the importance of detailing out each of the scenes better and looking at it from a Director's perspective. Mr Krishna Parakh, Writer, of Balaji TeleFilms fame firstly spoke at length on how to write a script. Later, he addressed students on the various ways to film scenes stressing the shooting requirements, correct camera angles and techniques on shooting to maximize effect on a minimum budget

23 Dec, '22: Guest lecture on Data Science – Shaping the Future

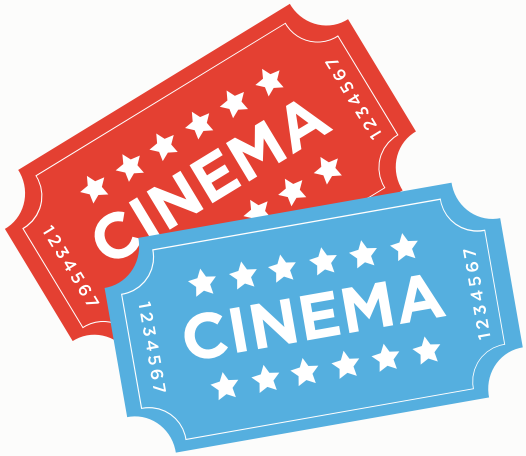


A Guest lecture was scheduled on 23 Dec, 2022 at 2 pm on Data Science – Shaping the Future for B.Sc Data Science students. Renowned speaker, Dr Suresh Kumar – M.Sc. Ph.D from IIT, Bombay with about 22 years in IT industry took the session. Dr Suresh Kumar is presently working as the India Lead for Analytics at DXC Technology - India. He specialties in IT solutions/Infrastructure, Analytics, Data Warehouse, Business Intelligence, BigData, IOT, Data Scientist, Data Mining, Artificial Intelligence. He spoke at length on Machine Learning, Deep Learning, Digital Transformation, Project Management providing much insight into the industry

EVENTS

14 Dec '22: Industrial Visit to Ajay Devgan's VFX Studio – NYVFXWaala

Students of AIFT were excited about visiting NYVFXWaala, the famous VFX Studio of well known Bollywood actor, Ajay Devgan, on 14 Dec, 2022. Not only was it a huge learning experience but being able to interact with the Senior Supervisor – VFX, Mr Sanjay and getting their questions answered on roto, compositing, CGI added much to their knowledge.



26 Nov, 2022: Session on Production, Distribution, Marketing and Feasibility of Films

A session on Production, Distribution, Marketing and Feasibility of Films was scheduled on 26 Nov, '22 to enable all students - BAFT and BAMMC to get insights on how the film industry works. Right from making of films to production, distribution and marketing, the Guest speaker explained in detail the various business models, the changes brought in by OTT, the profitability on OTT vis a vis cinema releases et al. He also threw light on how exhibitors and distributors work, the commercial aspects and more.

Students were excited to learn about the industry from the guest speaker, a leading distributor of over 100 films in a career spanning 3 decades. Some of the blockbuster films Mohra, Main Khiladi Tu Anari, Suhaag , The Lost World (Jurassic park part 2), National Award winning films - Madhur Bhandarkar's Page 3, Traffic Signal, Malamaal weekly etc.

STUDENTS CORNER

India needs to take steps to prevent children from cyberbullying.

India needs to take steps to prevent children from Cyberbullying. Cyberbullying is becoming a serious issue globally. Cyberbullying means harassing someone by sending unethical text images, or messages or sending other unethical stuff online via the internet.

India has a higher rate of cyberbullying. According to a survey released by global computer security firm Mcafee, around 85% of children in India have reported being cyberbullied, which is the highest in the world. Adopting digital gazettes such as mobile phones, and computer and having uncontrolled access to the internet at an early age is one the biggest reason behind cyberbullying in India.

At the school level or small age, children have excitement to explore new things on the internet and get addicted to social media apps. Children at this small age think that the likes and views on social media make them popular and by getting more likes and views on their social media page children get trapped and become a victim of cyberbullying. India does not have a separate law for cyberbullying.

What are the steps that can be taken to prevent a student from cyberbullying

-parents should check what are the different websites and applications their children are accessing
- Schools should spread awareness about cyberbullying.
-Needs to have a separate law for cyberbullying.
-children of small age should be restricted to such online space.

Sharvil Rane (BCA V SEM)

Editorial Team

Atharva School Of Business
Prof. Shiivaangi Heimdev
Dr. Ansha Gupta

Atharva Institute Of Management Studies
Prof. Leena Jagawat
Dr. Reena Poojara

Atharva College of Engineering
Dr. Ritu Sharma & Prof. Niranjan Samudre

Atharva College of Hotel Management & Catering Technology
Ms. Divya Shailendra Kanse

Atharva Institute of Films & Television
Prof. Geeta Nair

Atharva Institute of Information Technology
Ms. Anupama Ukhalker
Ms. Minal Shete

Atharva School of Fashion & Arts
Prof. Varsha Surendran

Student Correspondents

Ms.Soumya Agarwal (AIMS - MMS)
Ms. Akshata Dhuri (AIMS - MMS)
Ms. Natasha Singh (AIMS-MMS)
Ms. Kinjal More (AIMS - MMS)
Ms. Rachana Salunke (AIMS - MMS)
Mr. Gaurang Patil (AIMS-MMS)
Ms. Shraddha Fulsunge(AIMS-MMS)
Ms. Rosel Joshni Nadar(ASB- PGDM)
Mr. Vivek Baghel (AIMS-MMS)
Ms. Shivani Dhole (AIMS-MMS)
Mr. Aman Gaikwad (AIMS-MMS)
Ms. Tejal Deshmukh (AIMS-MMS)
Ms. Anshula Kohle (AIMS-MMS)
Ms. Aleena Cletus (AIMS-MMS)
Mr. Pratik Bhosale (AIMS - MMS)
Ms. Apoorva Joshi (ASB - PGDM)
Ms. Sapna Gupta (ASB - PGDM)
Ms. Pearlmeet Kaur (ASB - PGDM)
Mr. Krutarth Kadam (ASB - PGDM)

Design Team

Ms. Laya Acharya (ASB - PGDM)
Mr. Parag Sharma (ASB - PGDM)
Mr. Himanshu Ingale (AIMS - MMS)

CONNECT US

atharvacoe.ac.in
atharvasb.edu.in
atharvaims.edu.in
atharvafashion.com
atharvahmct.edu.in
atharvafilminstitute.com

Address :
Atharva Educational Trust (AET) Campus. Malad
Marva Road, Charkop Naka, Malad West, Mumbai
400095
Call us on :
022-40294949/ 49259500
8454951247

The Atharva Times e-Tabloid(quarterly) was published at Atharva Institute of Management Studies on(February,2022)