

# VIVEK EDUCATION SOCIETY'S VIVEK COLLEGE OF COMMERCE

GOREGAON (WEST), MUMBAI - 400 104

Permanently affiliated to the University of Mumbai
Recognized by U.G.C. under section 12(B) & 2(F) of the U.G.C.Act.
Accredited (3rd Cycle) by NAAC
ISO 21001:2018 Certified by TUV Austria

# DRISHTI

**ANNUAL MAGAZINE 2023 - 2024** 



UNLEASHING POTENTIAL:
CELEBRATING ENDLESS POSSIBILITIES
AND CONTINUING GROWTH



**VIVEK EDUCATION SOCIETY'S** 

# VIVEK COLLEGE OF COMMERCE

**GOREGAON WEST, MUMBAI - 400 104** 

VISION

As education is supreme among all the riches and virtues of life, it shall be our Endeavour to impart quality education and enrich the students for making significant contributions to the Nation.

Value based Education to all

I ntegrity towards Society

**V** irtuous Life building

**E** ndeavour for Excellence

**K** indling the spirit of Universal Brotherhood

MISSION

MOTTO

#### Vidya Dhanam Sarva Dhanat Pradhanam

Amongst all the riches and virtues of life, Education is supreme.

- To promote educational and professional achievement through Self Development of the students without any discrimination.
- To enable students to be proactive, goal-oriented, optimistic, credible, professionally competent, and responsible citizens.
- To enable the students to successfully live and work in a culturally diverse global society.
- To promote noble thoughts and actions in our students.

OBJECTIVES & GOALS

#### **VIVEK EDUCATION SOCIETY'S**

# PILLARS OF THE INSTITUTION



MR. S. SRIRAM (President)



MR. K. RAMACHANDRAN (Vice President)



C.A. SHASHI R. VARMA (Hon. Secretary)



MR. S. KRISHNAN (Jt. Secretary)



C.A. K. KRISHNAMOORTHY (Hon. Treasurer)



MR. K. RAGHAVAN (Hon. Jt. Treasurer)

#### **MANAGING COMMITTEE**

Mr. S. Sriram	President
Mr. K. Ramachandran	Vice-President
C.A. Shashi R. Varma	Secretary
Mr. S. Krishnan	Jt. Secretary
C.A. K. Krishnamoorthy	Treasurer
Mr. K. Raghavan	Jt. Treasurer
Mr. C. H. lyer	Member
Mr. A. V. Ramanujam	Member
Mr. V. Balakrishnan	Member
Mr. K. Parameshwar	Member
Mr. S. Ravi lyengar	Member
Mr. G. Subramanian	Member
Mr. C. S. Ananthan	Member
Mr. C. G. Ramakrishnan	Member
Mr. Vishwanath. C. lyer	Member
Mr. K. R. Srinivasan	Member
Mr. Rajesh Radhakrishnan	Member
Mr. K. Venkatnarayanan	Member
Mr. G. Kannan	Internal Auditor
Mr. Ramnath Mahadevan	Internal Auditor

#### **COLLEGE DEVELOPMENT COMMITTEE**

Mr. S. Sriram	Chairman of CDC
	& President of VES
Prin. Dr. Vijetha Shetty	Secretary of CDC
C.A. Shashi R. Varma	Hon. Secretary of VES
Dr. Madhav Welling	Management Nominee
123068 1 12	(Education)
Mr. Ramesh lyer	Management Nominee
	(Industry)
Dr. Sosamma Samuel	Management Nominee
	(Research)
Dr. Narayan Iyer	Management Nominee
	(Coolal Carrian & Alumni)
	(Social Service & Alumni)
Dr. Tanusree Chaudhuri	IQAC Coordinator
Dr. Tanusree Chaudhuri Dr. Manisha Naik	
	IQAC Coordinator
Dr. Manisha Naik	IQAC Coordinator HOD Representative
Dr. Manisha Naik Dr. Thanga Durai	IQAC Coordinator HOD Representative Teacher Representative
Dr. Manisha Naik Dr. Thanga Durai Mrs. Bindu Varma	IQAC Coordinator HOD Representative Teacher Representative Teacher Representative
Dr. Manisha Naik Dr. Thanga Durai Mrs. Bindu Varma Dr. Maya Hande	IQAC Coordinator HOD Representative Teacher Representative Teacher Representative Teacher Representative
Dr. Manisha Naik Dr. Thanga Durai Mrs. Bindu Varma Dr. Maya Hande	IQAC Coordinator HOD Representative Teacher Representative Teacher Representative Teacher Representative Non-Teacher
Dr. Manisha Naik Dr. Thanga Durai Mrs. Bindu Varma Dr. Maya Hande Mrs. Lavanya Malpedi	IQAC Coordinator HOD Representative Teacher Representative Teacher Representative Teacher Representative Non-Teacher Representative

**Student Council (Adhoc)** 



# CONTENT



; : : : : : : : : : : : : : : : : : : :	<b>&gt;-4&gt;-4</b>
Editorial	03
Message From The President	04
Principal's Desk	06
Principal's Achievements	08
Faculty Members	10
Annual Report	18
Outstanding Achievements	20
Faculty Achievements	26
Collaborations in 2023-24	28
Divine Grace	32
Academic Toppers	33
National Celebrations	41
Department Reports	42
Committee List	62
Committee Reports	67
Vivian Patrika	146





Dear Readers,

Welcome to the latest edition of our college magazine, DRISHTI, where we explore the ever-evolving landscape of higher education and celebrate the achievements within our vibrant academic community. As we reflect on the past year, one theme stands out prominently - CHANGE.

Change is an inevitable part of life, and it has been particularly evident in education. The rapid advancement of technology, a key catalyst, and the shifts in educational paradigms caused by introducing new education policies have propelled our college to adapt, grow, and thrive. We must remain open to new ideas and perspectives as we look forward. Change can be challenging, but it also brings opportunities for growth and improvement.

As we unveil this edition of the college magazine, we extend our heartfelt thanks to our student contributors who have enriched our publication. Also, we wish to express our appreciation to our teachers; your role in nurturing and guiding our students cannot be overstated.

This edition highlights how our faculty, with their remarkable resilience and creativity, have embraced these changes and harnessed innovation to enhance our educational experience. They have leveraged these tools to deliver high-quality education, ensuring that learning continues seamlessly.

You will read about groundbreaking research, entrepreneurial ventures, community initiatives, and other committee activities that make a difference. This magazine celebrates our collective achievements and is a testament to the power of creativity and collaboration. As you read through these pages, we hope you find inspiration as it reflects our college's vibrant intellectual and cultural life.

We proudly present this edition of our college magazine and extend our gratitude to our ex-student, **Mr. Sunil Maharana**, who has played a crucial role in bringing this edition.

Enjoy reading, and thank you for being part of our college community.

## MESSAGE FROM THE PRESIDENT



Dear Students and faculty of Vivek College,

With great pride and enthusiasm, I extend my warmest greetings to you all through this edition of DRISHTI college magazine.

This publication is a testament to the vibrant community we have built together and uniquely reflects the achievements and experiences that define Vivek College.

We have achieved 2 significant milestones during the year in our college viz.

- Received the ISO 21001:2018 certification from TUV Austria
- Received the status of an autonomous College under the University of Mumbai from UGC.

Our commitment to academic excellence, innovation, and inclusivity remains steadfast as we navigate an ever-evolving educational landscape. This year, we have witnessed remarkable accomplishments across all disciplines, from research to extraordinary performances in arts and athletics. Our students continue to excel, demonstrating resilience, creativity, and a relentless pursuit of knowledge. Your energy, creativity, and determination are driving forces behind our college's progress and innovation.

In today's rapidly changing world, the challenges you face are unprecedented, but so are opportunities. Your time at Vivek College is a unique period in your life- a time to explore new ideas, discover your passion, and shape your future. Embrace this journey with an open mind and a resilient spirit.

I encourage you to take full advantage of the available resources and opportunities. Engage deeply in your studies, participate actively in all activities, and build meaningful relationships with your peers and mentors.

Remember that the skills and experiences you gain will be the foundation for your future endeavors. As you navigate your academic and personal growth, never lose sight of the values of integrity, respect, and empathy. These principles will guide you through challenges and help you build a fulfilling and impactful life. Seek guidance when needed, offer help to others, and always strive to be the best version of yourself.

I am particularly proud of our dedicated faculty and all staff members, whose support and guidance empower our students to reach their full potential. Their passion for teaching and mentoring ensures that Vivek College remains a beacon of learning and growth.

To our Alumni, your successes are not just individual triumphs but also part of Vivek College's collective story. They inspire our current students and reinforce the strength of our community beyond the campus.

As we navigate the ever-evolving landscape of education and technology, I am thrilled to address a topic that is transforming our world: Artificial Intelligence (AI). AI is now a reality influencing every facet of our lives. As a leading institution committed to innovation and excellence, it is imperative that we embrace and integrate AI into our educational framework.

Our college is dedicated to preparing students for the future, equipping them with the skills and knowledge necessary to thrive in a world increasingly driven by Al. Al's impact extends beyond the classroom. I encourage all students to engage with this transformative field through coursework, research, or simply staying informed about the latest developments.

I urge students to look at AI not just as an information technology tool but as an enabler that will impact us in day-to-day life. It is a multidisciplinary tool. Wear your thinking hat and come up with use cases on how we can put AI to productive use in daily life and business. It doesn't matter if the ideas are trivial or look like science fiction. It is these simple ideas that will turn into innovation tomorrow and bring cheer to millions of lives.

As we look forward to the future, let us remain united in our mission to foster an environment where every individual can thrive. Together, we will continue to uphold the values of the college, championing excellence, diversity, and innovation.

Thank you for being an integral part of our journey. Your support and contributions have been invaluable. I invite you to delve into the pages of this magazine and celebrate the stories, achievements, and spirit that make Vivek College a cherished institution.

I end with a quote from Swami Vivekananda: "Arise Awake and stop not till the goal is reached."

With Best Regards

Mr. S. Sriram
President, VES
Former VP- IBM

### PRINCIPAL'S DESK



#### Greetings!!

Reflecting on our roots and drawing inspiration from our past is essential. Our college has always been grounded in the values and vision of our founders. The principles of hard work, integrity, and dedication to quality education have been our guiding lights. This heritage continues to inspire us as we strive to provide our students with an education that not only imparts knowledge but also builds character and instills values that will serve them throughout their lives.

This year marks a significant milestone in our journey, as the University of Mumbai has granted us autonomous status. This autonomy is a testament to our academic excellence and a reflection of our commitment to continuous improvement and innovation. With this newfound autonomy, we can design and implement curricula that are more aligned with our student's needs and the demands of the modern world.

We will continue emphasizing holistic development, ensuring our students are well-equipped to face future challenges while remaining rooted in our institution's solid ethical foundation.

As we progress, our focus will remain steadfast on values and character building. We believe education should transcend academic achievements and foster a sense of responsibility, empathy, and leadership in our students. We aim to nurture these qualities through various programs and initiatives, preparing our students to be successful professionals and conscientious citizens.

Our theme for this year, zero and infinity, profoundly signifies the alpha and the omega. Though seemingly opposites, zero and infinity are intertwined in ways that shape our understanding of the universe, our place within it, and the pursuit of knowledge.

Zero, the symbol of nothingness, represents the beginning. It is the blank canvas upon which all things are drawn. It teaches us the value of humility, the importance of starting from scratch, and the courage to accept voids in our understanding as opportunities for growth.

Infinity, on the other hand, signifies the endless continuation that stretches beyond our comprehension. The ever-expanding horizon and limitless potential fuel our dreams and aspirations.

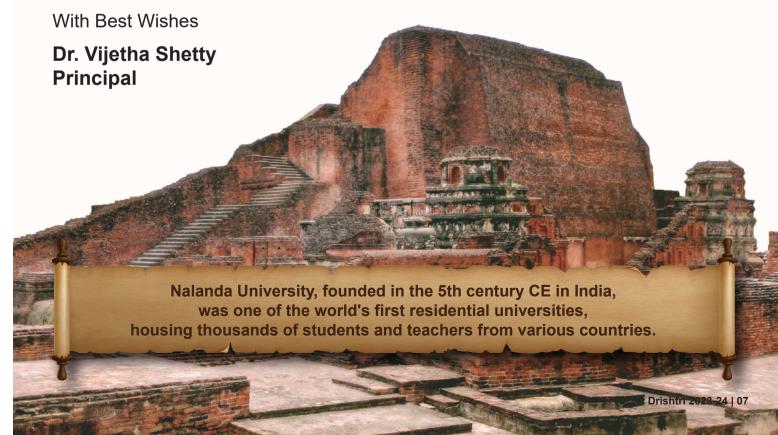
We are building a generation with endless, limitless opportunities rooted in values, culture, tradition, and ethics through this new beginning. We are committed to creating a valued Yug of Akhand Bharat to shine in a global society and contribute to Vikshit Bharat.

The theme reminds us that learning is a never-ending journey and that there is always more to discover, achieve, and become. It inspires us to think big, to push boundaries, and to embrace the unknown with curiosity and wonder.

These concepts are particularly poignant in the realm of education. Our academic journey often starts from zero, with a thirst for knowledge and a blank slate. As we progress, we strive towards an infinite understanding and wisdom, realizing that education is not confined to classrooms or textbooks but is a lifelong quest.

As you explore these magazine pages, let Zero remind you of the power of a new beginning, and let Infinity inspire you to reach for the stars.

I encourage you to embrace the journey of zero to infinity, appreciate the milestones, and never stop seeking knowledge, growth, and excellence.



# PRINCIPAL'S ACHIEVEMENT

#### **Awards**

- Felicitation by Maharashtra Rajya Shikshan Parishad with 'Savitri Sammaan Puraskaar' on 8th March 2024.
- Felicitated with 'Akshaya Ratna' on behalf of the college at the Akshaya Shakti Social Impact Award organized by the Akshaya Shakti Welfare Association on 22nd March 2024.
- Felicitated by Bunts Sangha Mumbai with 'Best Bunt Achiever 2024' on 14th April 2024 at the Annual Day Get-together.

#### Ph.D.

- Recognised Ph.D. guide by the University of Mumbai in the Faculty of Commerce in Business Policy and Administration.
- A total of 9 students have completed Ph.D. under her guidance, and three research scholars are pursuing Ph.D. One more student, Ms. Manisha Naik, a research scholar, completed her doctoral thesis this year under her guidance from the University of Mumbai.
- Appointed by the University of Mumbai as a Chairperson for the conduct of Viva-voce for four Ph.D. students.
- Awarded joint best research paper on the 29th of April 2024 at the One Day National Conference organized by St. John College of Humanities & Sciences, Palghar.

#### **University Appointments / Nominations**

- Member, Board of Studies, Faculty of Commerce, University of Mumbai.
- Nominated by the Hon'ble Vice-Chancellor on the Governing Body of Dhirajlal Talakchand Sankalchand Shah College of Commerce College for Three Years from 2020-2021 to 2023-2024.
- Member, Academic Council of PTVA's Dahanukar College, KES Shroff College, and Tolani College (Autonomous Colleges) (Nominee appointed by University of Mumbai).
- Member, Board of Studies, Commerce Sydenham College and Wilson College (Autonomous) and KES Shroff College.

#### **Academic Audit**

 Invited as a member of Academic Audit at Don Bosco College, Kurla, on 5th January 2024.

#### **Chief Guest**

• Invited as a Chief Guest on 10th March 2024 by Bunts Sangha's Mahila Vibhag during the Women's Day Celebration.

# PRINCIPAL'S ACHIEVEMENT

#### Conferences

• Invited as a Resource Person at the National Conference on Environment Sustainability-Scientific, Economic and Social Implication held at Royal College on 10th February 2024.

#### **Selection Committee**

- Invited as a part of the Interview Selection Committee for appointment of the Principal Bunts Sangha's S.M.Shetty College of Science, Commerce & Management Studies.
- Invited as a University Nominee for CAS promotion for Dhirajlal Talakchand Sankalchand Shah College of Commerce, Malad East, on 18th January 2024.
- Invited as a Subject Expert on selection committee for selection of Assistant Professor at SVKM's Narsee Monjee College of Commerce & Economics.
- Invite as a Convenor of Local Inquiry /Expert Committee
  - Sheth M.K. Degree College of Science, Borivali
  - Sathaye College, Vile Parle









# FACULTY TEACHING STAFF - AIDED

	Principal	
Dr. Vijetha Shetty	M.Com., Ph.D., NET (JRF), Alumni IIM-Indore (FDP)	
	Commerce	
Dr. Manisha Naik (H.O.D)	M.Com (Bank), M.Com (SP), ADPR., M.Phil., Ph.D.	
Dr. Thanga Durai	M.Com., M.Phil., SET (TN), Ph.D.	
Dr. Maya Hande	M.Com., B.Ed., NET (JRF), CMA-Inter, Ph.D.	
	Accountancy	
Dr. Nisha Pillai (H.O.D )	M.Com., M.Phil., SET., Ph.D.	
Mrs. Pooja Gupta	M.Com., CA-Inter, NET, Pursuing Ph.D.	
Ms. Nandini Shinde	B.Com., M.Com., SET.	
	Economics	
Dr. Malathi Iyer (H.O.D)	M.A., Ph.D.	
Dr. Prabhakar Musam	M.A., B.Ed., SET., Ph.D.	
Mathema	tics / Statistics / Computer	
Mr. Pramod Gawas	M.Sc. (Actuarial Science)	
Ms. Malvika Shetty	M.Sc.IT.	
Foundation Course		
Dr. Neelu Khosla	M.A.,B.Ed., M.Phil, Ph.D.	
Business Communication		
Dr. Shefali Naranje	M.A., SET, Ph.D.	
Environmental Studies		
Dr.Tanusree Chaudhuri	M.A., Ph.D., SET.	
	Librarian	
Mrs. Bindu Sarath Varma	B.Com, M.Lib.Sc.	
	Sports Director	
Mr. Harish Paralkar	M.Com., M.P.Ed.	





### **FACULTY**

#### **TEACHING STAFF - UNAIDED**

Chief Co-ordinator of Self-financing Pro	ogramme
Mrs. Anupama Bali	M.C.A., M.Phil (I.T.)

Information Technology - M.Sc.(I.T.)

Mrs. Anupama Bali M.C.A., M.Phil (I.T.)

**Post Graduate Section (M.Com.)** 

C.A. Pradeep Hathi (Co-ordinator) M.Com., F.C.A., Grad.C.WA, L.L.B., AMIMA

Ms. Tenzie Thomas M.A. (Economics)

**B.Com.** (Accounting and Finance)

C.A. Vandana Ladha (Co-ordinator) M.Com., M.Phil (Com), F.C.A

Mr. Mayur Shah M.Com., MH-SET.

Mrs. Saroj Gamare M.Com., NET, Diploma in Banking

Ms. Ketki More M.Com (Management), Pursuing L.L.B. & Ph.D.

**B.Com.** (Banking and Insurance)

Mrs. Anuja Narvankar (Co-ordinator) M.Com., L.L.M., MH-SET.

Dr. Vivek Singh M.Com., MIB., PGDIB., SET., Ph.D.

Ms. Namrata Pednekar M.Com., M.A. (Marathi), SET, Persuing Ph.D.

Information Technology - B.Sc.(I.T.)

Mrs. Maria Muthukumar (Co-ordinator)

M.Sc. (I.T.), Pursuing Ph.D.

Mr. Murugesh Chandran M.Sc. (I.T.)

Mrs. Sukanya Sawant M.Sc. (I.T.)

Mrs. Dipti Parmar M.Sc. (Computer Science), PGDM (University of Texas) in AIML

B.M.S - Management Studies

Dr. RanjeetKaur Patel (Co-ordinator) DFT., M.Com (Accounts), MBA (Finance), Ph.D.

Mrs. Lubina Gonsalves MBA (Human Resource & Industrial Relations)

Mr. Manoj Heda B.Com., MBA.

**B.Com.** (Financial Markets)

Mrs. Tanvee Narvekar (Co-ordinator)

M.Com., NET.

Mrs. Sharvari Talashikar B.Com (FM), M.Com (Management)

B.A.M.M.C. (Multimedia & Mass Communication)

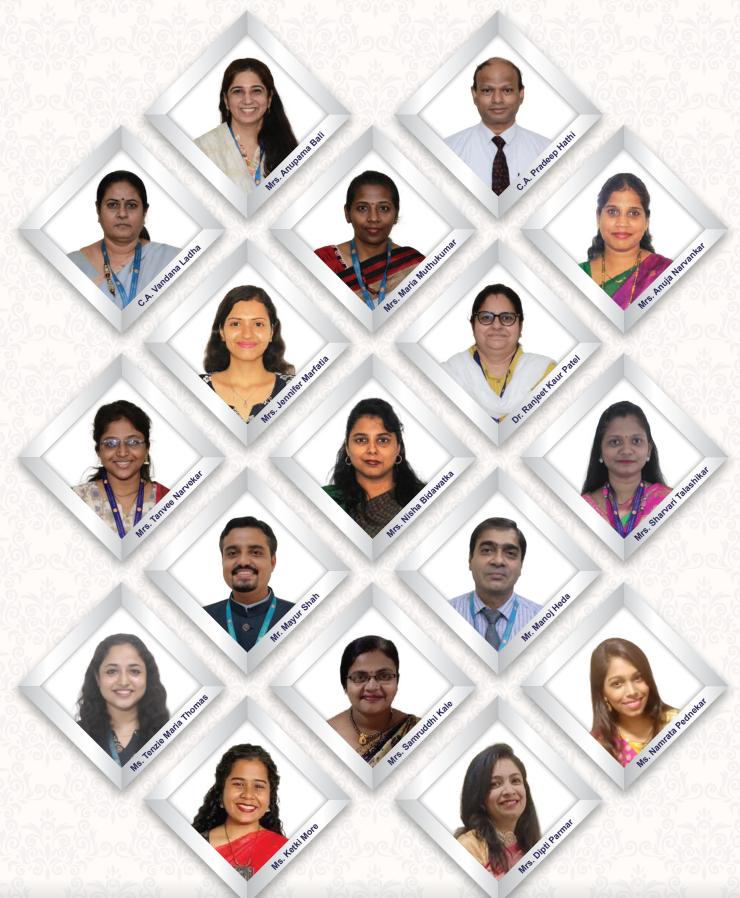
Mrs. Jennifer Marfatia (Co-ordinator) M.A.

Mrs. Nisha Bidawatka (Co-ordinator)

M.A., B.Ed., SET., NET.

Mrs. Samruddhi Kale M.A. (English & History), NET.





# **FACULTY**

# **VISITING FACULTY**

	B.Com.
Mr. Sudhir Khandkar	M.Com (Accountancy)
Mr. Rajesh Tendulkar	B.Com.,L.L.M.
Mr. Viren Panchal	M.Sc. (Mathematics).,B.Ed.
Mrs. Sarita Prajapati	M.A. (Psychology), B.Ed., SET.
Mr. Mayur Shah	M.Com., MH-SET.
Mrs. Anuja Narvankar	M.Com., L.L.M., MH-SET.
	B.M.S
Mrs. Manisha Warekar	M.Sc (Mathematics)
C.A. Vinay Tiwari	M.Com., C.A.
Mrs. Trupti Gandhi	M.Sc.IT., MCA, B.Ed.
	B.Sc.IT
Mrs. Manisha Warekar	M.Sc. (Mathematics)
Ms. Mosamee Verma	MBA, M.Com. (Finance)
Mr. Bhushan Chaudhary	MCA
Ms. Farzana Khan	M.Sc.I.T.
Ms. Sweta Suman	MBA in IT
Ms. Sayali Parab	M.Sc.I.T.
Ms. Sumitha Naidu	M.Sc.I.T.
	Banking & Insurance
Mr. Viren Panchal	M.Sc.IT., B.Ed
C.A. Niral shah	M.Com., C.A.
	Accounting & Finance
C.A. Vinay Tiwari	M.Com (Management) & M.Com (Accountancy), C.A.
C.A. Niral Shah	M.Com, C.A.
Mr. Sudhir Khandkar	M.Com (Accountancy)
	Financial Markets
Ms. Kinjal Sanghavi	M.Com (Management),PGDRM,CFA, NET (Commerce), PET.
C.A. Niral Shah	M.Com, C.A.
Dr. Lokesh Gupta	Ph.D., M. Com in Accounting & Finance, Pursuing MBA
Mr. Alok Hadikar	M. Com (Accountancy), PGDFM, Pursuing Ph.D.
Mr. Yogendra Mandalia	M.A (Economics), B.Ed.

# FACULTY VISITING FACULTY

Multimedia 8	& Mass	Communi	cation
mailline ala	a mass	<u> Comminum a                                   </u>	oution

Mr. Chetan Mathur DBM- Business Management, DJ PR & A- Journalim,

Public Relation & Advertising

Mr. Pushkaraj Arte MBA

M.Com.

C.A. Vishnu Gavkare B.Com, MBA, LLB, ACS, FCA, NET

Mr. Aaditya Sharma B.Com. , MBA (Mktg.)

C.A. Vinay Tiwari M.Com., C.A.

Dr. Ranjeet Kaur Patel DFT., M.Com (Accounts), MBA (Finance), Ph.D.

Dr. Maya Hande M.Com., B.Ed., NET(JRF), CMA-Inter, Ph.D.

Dr. Poonam Kakad M.Com., Ph.D.

C.A. Sujit Tiwari M.Com., C.A.

Mr. Manoj Heda B.Com., MBA.

Mrs. Lubina Gonsalves MBA (Human Resource & Industrial Relations)

Dr. Vivek Singh M. Com., MIB, PGDIB, SET, PH.D.

Mrs. Sukanya Sawant M.Sc.IT.

Mrs. Samrudhi Kale M.A. (English & History), NET.

Ms. Sneha Hathi M.Com., MBA (Marketing)

Mrs. Mosamee Varma M.Com (Finance), MBA (HR)

M.Sc.IT

Dr. Mahendra Kanojia M.Sc., Ph.D

Mr. Nikhil Pawanikar M.Sc.(I.T.), NET

Ms. RainaBanu Baji M.Sc.(I.T.), NET, SET

Dr. Neha Ansari M.Sc.(I.T.), NET, Ph.D

Ms. Sumitha Naidu M.Sc.(I.T.)

**Clinical Counsellors** 

Ms. Devyani Gavankar M.A. Psychology (Lifespan Counselling)

Ms. Sharin John M.A. Psychology (Lifespan Counselling)

Ms. Tanvi Sukhtankar M.A. Psychology (Lifespan Counselling)

# **NON TEACHING STAFF**

Mrs. Bhavna Rathod	Sr.Clerk
Mrs. Swati Parvate	Sr.Clerk
Mrs. Madhura Shinde	Jr.Clerk
Mrs. Lavanya Malpedi	Jr.Clerk
Mr. Sunil More	Jr.Clerk
Mrs. Namrata Gurkhe	Jr.Clerk
Ms. Mayuri Dukhande	Jr.Clerk
Mr. Prashant Naik	Jr.Clerk
Ms. Sonali Mohite	Jr.Clerk
Ms. Shejal Bhilare	Jr.Clerk
Mrs. Dipali Lad	Jr.Clerk
Ms. Namita Shinde	Jr.Clerk
Mr. Mahadev Hadkar	Library Attendant
Mr. Bharat Churi	Peon
Mr. Kailash Bansode	Peon
Mr. Punja Chawda	Peon
Mr. Vishwas Pawar	Peon
Mr. Manoj Kumar Mara	Peon
Mr. Dev Baburao Pingale	Peon
Mr. Krishna Polumuri	Library Peon
Mr. Ketan Rathod	Library Peon
Mrs. Kavita Kamble	Library Peon
Mrs. Lata Bare	Library Peon
Mr. Mahendra Kamble	Library Peon
Mr. Shahnawaz Ansari	Support Engineer
Mr. Ankush Yadav	Support Engineer

# ADMINISTRATIVE STAFF







Mrs. Madhura Shinde



Mrs. Lavanya Malpedi



Mr. Sunil More



Ms. Mayuri Dukhande



Ms. Sonali Mohite



Ms. Shejal Bhilare



Mrs. Dipali Lad



Ms. Namita Shinde



SUPPORTING STAFF







Mr. Punja Chawda



Mr. Vishwas Pawar



Mr. Manoj Kumar Mara



Mr. Dev Pingale



Mr. Krishna Polumuri





Mrs. Kavita Kamble



Mrs. Lata Bare



### **ANNUAL REPORT**

It has been a remarkable year at Vivek Education Society's Vivek College of Commerce during the academic year 2023-24. It was filled with continuous academic progress and achievements, strengthened by value-based educational practices, and ample opportunities for staff and students to exhibit their skills and talents.

This year marked a significant academic milestone as the UGC, and the University of Mumbai granted autonomous status to the institution. This crowning achievement for Vivek College was its recognition as one of the few colleges in Mumbai to receive 'autonomous' status. This milestone reflects the college's ongoing dedication to academic and student development, and it marks a significant step forward as the institution takes on greater responsibilities ensuring quality standards.

Adding another feather to our cap, the college was recognized with the ISO 21001:2018 certification from TUV Austria. This prestigious certification underscores our unwavering commitment to quality and excellence in education. It highlights our dedication to upholding the highest standards across all facets of our institution, from academic programs to administrative processes.

In celebration of National Youth Day on 12th January, our institution proudly hosted the 5th Smt. A.A. Saraswathy Memorial Lecture. The event featured distinguished speakers, including Shri Dhanushkodi Sivanandhan, Retd. Director General of Police (DGP) Maharashtra, as the Chief Guest and keynote speaker, and Hon'ble Justice Dr. S. Radhakrishnan, Former Judge of the High Court of Bombay, as the Guest of Honour. The inspiring lecture, titled "Cyber Savvy Youth: Empowering Gen Z with Digital Security," aimed to equip today's youth with the knowledge to navigate technology responsibly and harness its benefits while being aware of its challenges.

The institution made a significant leap onto the international stage with the International Conference, organized in collaboration with the Russian House in Mumbai and the Mumbai Centre for Central Eurasian Studies at the University of Mumbai. The conference, titled "Shanghai Cooperation Organisation (SCO): Dynamics & Prospects," explored the evolving concerns and opportunities in international dynamics across various economic sectors. Building on this success, the collaboration also hosted a Futurological Seminar on "Cooperation between India and Russia in University and Public Projects," further deepening the dialogue on future partnerships.

This year, two of our faculty members earned their Ph.D. degrees, further strengthening the institution's intellectual assets and five faculty members submitted their MRP which was funded by Mahendra finance enriching their academia through research and publications.

The college activities were designed to unlock students' potential and nurture future leaders.

The students' council provided a nurturing environment for students to grow and succeed organized many events like Deeksharambh – 2023, Y-20 leadership Programme (which was a part of G20 summit).

The Art Circle organized a diverse range of cultural activities, including music, dance, and fine arts, and actively participated in the University of Mumbai Youth Festival as well as several intercollegiate events. These talents were further highlighted at the college's Annual Day, where students presented a vibrant array of performances, including solo and group dances, solo and duet singing, and skits addressing social issues.

At Vivek College of Commerce, we deeply believe that education extends beyond the classroom and into the heart of society. This belief is embedded in our mission statement, it is a commitment we are proud to embody through our initiative. This dedication is evident in the activities of the DLLE department and NSS unit, both of which play a crucial role in fostering social responsibility and personal development.

The DLLE department's week of competitions and the NSS unit's various social service initiatives are clear demonstrations of our steadfast commitment. The NSS unit has been actively involved in a range of impactful activities, including blood donation drives, tree plantation campaigns, pulse polio drives, marine debris management, beach clean-ups, and election awareness campaigns. These efforts aim to nurture responsible citizenship among students.

The NSS unit's exceptional contributions were acknowledged by the University of Mumbai, underscoring the dedication and hard work of our students and staff. This recognition highlights the profound impact of their efforts and our shared commitment to positively influencing society. Additionally, the college reaffirmed its dedication to community service through the AANAND DAAN initiative, donating new or gently used stationery, books, bags, and water bottles. A total of 367 new pairs of shoes were also distributed to children in our adopted village in Palghar. Furthermore, a drive under "Home for Homeless Animals" to rehabilitate stray dogs, reinforcing our commitment to both human and animal welfare was organized.

The Aanvikshiki research cell aims to foster a research culture among students by encouraging them to present research papers at different conferences. Students participated in the 18th Avishkaar Research Convention organized by the University of Mumbai, and both teams won at the zonal round.

Entrepreneurship Cell, now the Meraki Pre-incubation, is actively engaged with the Ministry of Education to undertake initiatives like the Institution Innovation Council and Atal Tinkering Lab Scheme. Notable achievements of the E-Cell included being in the top ranks in the National Entrepreneurship Challenge and receiving recognition from Google Inc. At college level, activities like the Freelancing session, HeadStart Task online, Know Your Surrounding" initiative to support local startups, Idea Box emphasizing innovation, and Al LinkedIn Presentation to optimize profiles and create engaging content, Campus Quest Brand ignited participants' entrepreneurial spirit.

The Sports and Gymkhana department offers a wide range of sports equipment and facilities, ensuring every student has access to the resources needed to excel. It includes indoor arenas equipped for Carrom, Table Tennis, and Chess and outdoor grounds for Kho-Kho, Kabaddi, Cricket, Volleyball, Badminton, Football, and more. From winning prestigious awards at the University level to representing college with distinction in state and district competitions, students' accomplishments are a testament to their hard work and perseverance.

Youth club activities like youth empowerment and leadership camps were highly successful. These initiatives provided valuable opportunities for youth to develop essential skills, foster leadership qualities, and build confidence.

Yug, the college annual intercollegiate festival, was a tremendous success. The event showcased incredible talents and enthusiasm from all participating colleges.

The college Annual Prize Distribution Day with Chief Guest Dr Srinivasan Iyengar, Director of JBIMS celebrated the achievements of meritorious students' prizes, and awards were given to winners in academic and co-curricular activities during the year. The Degree Distribution Ceremony was held for the Vivians, who are all set to fly high in their respective careers.

The students gained hands-on experience by visiting the Bombay Stock Exchange, the film museum, the Soma vineyards, and industries in Silvassa.

The parent-teacher meeting was conducted to inform the vision and mission of the college, curricular and co-curricular activities held, and requested participation and suggestions to uplift the functioning of the college.

Career Guidance and Placement Cell organized Workshops and Seminars on various career courses in association with TechnoServe and Magic Bus India Foundation, training students in career and personality development. Reputable institutions like The Institute of Chartered Accountants, TNS India Foundation, Imarticus Learning, ICICI Prudential, Squad Infotech Pvt. Ltd., Aptech Learning, UTI Technology Ltd., Vivekananda Kendra Kanyakumari have guided students and conducted campus recruitments.

This journey of activities unfolds every year with new talents and their aspirations. We continue to bring forth remarkable and extraordinary achievements every year fostering the development of the learner, faculty and the institution.



# CERTIFICATE



Management system as per ISO 21001:2018

In accordance with TÜV AUSTRIA procedures, it is hereby certified that

# (REGD):

#### Vivek College of Commerce

S.S. Shankar Marg, Siddharth Nagar, Goregaon (West), Mumbai - 400104, Maharashtra, India

applies a management system in line with the above standard for the following scope

Providing Education for Undergraduate, Postgraduate and PhD Programs

Certificate Registration No.

20285233017350

Valid until 2026-07-31 Initial certification: 2023-08-01

Certification Body at TÜV AUSTRIA GMBH Vienna, 2023-08-01

This certification was conducted in accordance with TÜV AUSTRIA auditing and certification procedures and is subject to regular surveillance audits.

TÜV AUSTRIA GMBH Deutschstraße 10 A-1230 Wien www.tuv.at





017222-22-3



Our college received ISO 21001:2018 Certification from TUV Austria.

At the 56th Youth Festival of the University of Mumbai, We won **Silver Medal** for the **Hindi Skit** out of 34 colleges across the University of Mumbai on September 11, 2023.





DLLE team bagged
1st Prize in Street Play
2nd Prize in Poster Making
& Consolation prize in Elocution
at the UDDAN festival at the
University of Mumbai, organized
on 5th February 2024.

Mr. Sanjay Nadar, represented
Vivek College, achieved an
extraordinary feat
on 23 January 2024, by clinching
the Gold Medal in the University
Best Physique competition,
competing in the demanding 65kg
Weight Category. The prestigious
University of Mumbai
organized the competition in
collaboration with I.Y. College.





The 11th State Shotokan Global Cup Karate Championship was held at Wagholi Pune on 19th and 20th August 2023. Mr. Nikhil Purohit clinched the Gold Medal.

His achievements extended beyond his age group, and he bagged a **Bronze Medal** in the above-18 age category.

The Bombay City District
Annual Athletics Championship,
2023, was held in Mumbai from
September 15th to 17th, 2023.
Our talented student,

Mr. Kavin Udyawar, secured 2nd Place in the district Under 20 age group, 200m Run event.





Two teams of Students
participated in the 18th Avishkaar
Research Convention organized
by the University of Mumbai
in December 2023. Both teams
won the **Zonal Round**at Thakur College of Commerce
on 12th December 2023.

E-Cell launched the
State Entrepreneurship Challenge,
a pioneering initiative that
challenged participants from
different states to undertake
rigorous tasks over six months.
The final round of the challenge,
named **ENexus**, was held
in our college.





Our entrepreneurship Cell achieved a remarkable 9th Position in the advanced track among 900 Engineering Colleges from all over India in the National Entrepreneurship Challenge (NEC) organized by IIT Mumbai.

#### **Memento of Appreciation**

from NSS, University of Mumbai for remarkable work towards collection of Blood units at College campus during 2022-2023



#### **Memento of Appreciation**

from Meenatai Thackeray Blood Bank (Prabodhan Goregaon) Mr. Subhash Desai, Founder -Prabodhan Goregaon, Ex-Minister of Industries, Govt. of Maharashtra In Honour of valuable service to the mankind by way of organising Blood Donation Camps



#### Sagun Sawant - SYBAF

has secured 1st Prize in Mono Acting in INIZIO Fest organised by S. M. Shetty College in collaboration with University of Mumbai, NSS Unit.



#### Street Play Team - NSS Unit B23

has secured 3rd Prize in Street Play in INIZIO Fest organised by S. M. Shetty College in collaboration with University of Mumbai, NSS Unit.





### **FACULTY ACHIEVEMENTS**



#### DR. MANISHA NAIK

- Awarded a Ph.D. degree from the University of Mumbai in the subject of Business Policy and Administration. Title of the Study:
- "Effectiveness of Advertising Appeals: A Study on the Perception of Youth in the City of Mumbai."
- Appointed as a member of the Board of Studies in Management – University of Mumbai.

#### DR. RANJEET KAUR PATEL

- Awarded a Ph.D. degree from Pacific Academy of Higher Education & Research University, Udaipur, in the Faculty of Management. Title of the study: "A Comparative Study of Financial Independence, Confidence & Self-Esteem of Working & Non-Working Women with Special Reference to Domestic Help."
- Co-authored book on the subjects of :
- Introduction to Cost Accounting, SYBMS Semester-3, ISBN 978-93-5725-718-3 by Sheth Publishers Pvt. Ltd.
- Corporate Finance, SYBMS Semester-3, ISBN 978-93-5725-696-4 by Sheth Publishers Pvt. Ltd.
- Auditing, SYBMS Semester-4, ISBN 978-93-5576-596-3 by Sheth Publishers Pvt. Ltd.
- Strategic Cost Management, SYBMS Semester-4 by Sheth Publishers Pvt. Ltd.





#### DR. PRABHAKAR MUSAM

• Member of Board of Studies, Modern College, Shivaji Nagar, Pune.

# **FACULTY ACHIEVEMENTS**

#### DR. TANUSREE CHAUDHURI

- Edited book on Development, Environment & Education: The Indian Perspective, September 2023, published by Red 'shine Publication, Stockholm, Sweden, ISBN-978-91-89764-41-5.
- Published book chapter on Globalization of Education: Challenges & Opportunities, in India' Jan 2024, Aarhat Publication & Aarhat Journals, ISSBN:978-93-91199-82-1, pp-80-83.





#### C.A. PRADEEP HATHI

- · Co-authored book on the subjects of:
- Direct Tax (M. Com) Semester III, ISBN 978-93-5725-819-7 by Sheth Publishers Pvt. Ltd.
- Auditing II (TYBBI) Semester VI, ISBN 978-93-5725-202-7 by Sheth Publishers Pvt. Ltd.
- Taxation II (SYBAF) Semester III, ISBN 978-93-5725-743-5 by Sheth Publishers Pvt. Ltd.
- Indirect Taxes -II(TYBAF) Semester V, ISBN 978-93-87778-79 -5 by Sheth Publishers Pvt. Ltd.
- Direct and Indirect Taxation (M.Com.) Semester I, ISBN 978-9 3-5902-918-4 by Sheth Publishers Pvt.

#### DR. NISHA VIKAS PILLAI

 Published a chapter in the book "Introduction to Stress and Stress Management" in the book titled Sustainable Business Management by Parab Publisher ISBN: 978-81-19585-46-5



# **COLLABORATIONS IN 2023 - 2024**

D.T.S.S.
COLLEGE OF
COMMERCE

**TEACH US** 

MANONMANIAM SUNDARANAR UNIVERSITY UNIVERSITY
DEPARTMENT OF
INFORMATION
TECHNOLOGY
(UNIVERSITY OF
MUMBAI)

M.O.P. VAISHNAV COLLEGE INDIAN
DEVELOPMENT
FOUNDATION

LALA LAJPATRAI COLLEGE SHRI AMBIKA YOGA KUTIR

VIVEKANANDA KENDRA MULTIPLE INSTITUTIONS

MICM NET SOLUTION PVT. LTD. LIZA PLASTIC MFG PRIVATE LTD.

AFROZ SHAH FOUNDATION

ROTARY SANSKARDHAM ACADEMY

MOTILAL OSWAL FINANCIAL SERVICES LTD. FRASER VALLEY
FOREIGN
UNIVERSITY

# 5TH SMT. A. A. SARASWATHY MEMORIAL LECTURE

**12TH JANUARY 2024** 





Chief Guest & Keynote Speaker

Shri. Dhanushkodi Sivanandhan

Retd. Director General of Police (DGP) Maharashtra

**Guest of Honour** 

Hon'ble Justice Dr. S. Radhakrishnan

Former Judge of the High Court of Bombay

# **CYBER SAVVY YOUTH**

**EMPOWERING GEN Z WITH DIGITAL SECURITY** 











Chief Guest Dr. Rajesh Gawande, Regional Passport Officer, Mumbai & Head of Branch Secretariat

# INTERNATIONAL CONFERENCE

Russian House in Mumbai,
Vivek College of Commerce &

Mumbai Centre for Central Eurasian Studies,
University of Mumbai organized
International Conference on

"Shanghai Cooperation Organisation (SCO):
Dynamics & Prospects"
on 1st November 2023







Organising Committee at Russian House

Chief Guest Dr. Sanjay Deshpande, Head of Centre for Central Eurarian <u>studies</u>





# FUTUROLOGICAL SEMINAR

Ministry of Education & Science of the
Russian Federation, Russian House in Mumbai,
Centre for Central Eurasian Studies
& Vivek College of Commerce
jointly organized
Futurological Seminar on
"Cooperation between India and Russia in
the sphere of University and Public Projects"
on 2nd November 2023



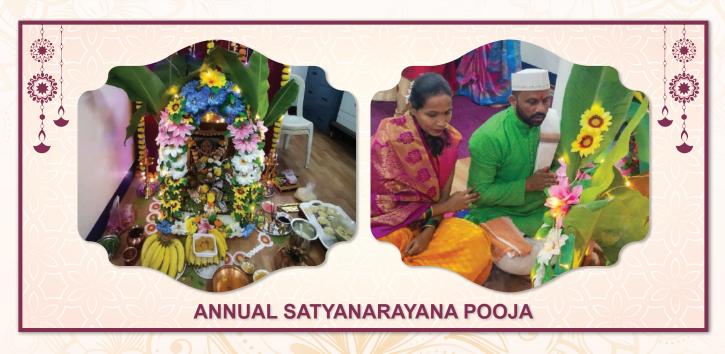
Students and Staff of Vivek College interacting with the delegates from Russia



# **DIVINE GRACE**







# **BEST STUDENT AWARDS**











# SHINING STARS

#### **B.COM TOPPERS 2022 - 2023**



YADAV SAKSHI PRAVESH KUMAR 1st Rank in Sem I





SHAIKH TEHSEEN FATIMA



SHETTY ANVITHA JAGADISH 3rd Rank in Sem II



PATEL SADEED MUSHTAQ AHMED 1st Rank in Sem III & 3rd Rank in Sem IV



KONAR ESHA MURUGAN



BHATI ANITA RAMESH 3rd Rank in Sem III & 1st Rank in Sem IV



MISHRA MEGHA RAMKISHORE 2nd Rank in Sem IV



SHAIKH SHARUKH MAIDEEN 1st Rank in Sem V & 3rd Rank in Sem VI



PATEL AAISHA AYUB 2nd Rank in Sem V





OVERALL 1st Rank



SOLANKI SADIYA IKRAMUDDIN 3rd Rank in Sem V, 1st Rank in Sem VI & OVERALL 2nd Rank



OVERALL 3rd Rank

### **B.M.S. TOPPERS 2022 - 2023**



SUVARNA SUMIT SURESH

1st Rank in Sem I & 2nd Rank in Sem II



PATHAN AMEER ASHPAK 2nd Rank in Sem I & 1st Rank in Sem II



CHAURASIYA NILESH PANNALAL 3rd Rank in Sem I



PANJAMI C PRASAD 3rd Rank in Sem II



YADAV KHUSHI DHRUVRAJ

1st Rank in Sem III



GUPTA GAURI DINESH
2nd Rank in Sem III & 1st Rank in Sem IV



UCHIL TISHA ASHOK

3rd Rank in Sem III



PATEL DEEP NILESH
2nd Rank in Sem IV



RYAN CHETTIAR AGNELLO

3rd Rank in Sem IV



MASUKAR KUNAL EKNATH

1st Rank in Sem V & 2nd Rank in Sem VI



2nd Rank in Sem V



ANCHAN YATHISH YOGESH

3rd Rank in Sem V, 1st Rank in Sem VI
& OVERALL 1st Rank



3rd Rank in Sem VI

### **B.SC.I.T. TOPPERS 2022 - 2023**



NADAR SUHIJA JEYASEELAN 1st Rank in Sem I & Sem II

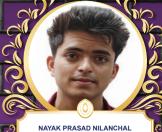


MANIYAR MOHAMMED TALHAA YUNUS 2nd Rank in Sem I & 3rd Rank in Sem II



MAURYA SHILPI ACHCHHELAL

3rd Rank in Sem I



2nd Rank in Sem II



PARMONOR SAGAR SHANKAR

1st Rank in Sem III



CHUNDAKAL DERIL KURIAN
2nd Rank in Sem III & 3rd Rank in Sem IV



MANDAL AVINASH AJAY

3rd Rank in Sem III & 1st Rank in Sem IV



YADAV SUMIT HARILAL
2nd Rank in Sem IV



1st Rank in Sem V, Sem VI & OVERALL 1st Rank



YADAV NAMRATA SURYALAL 2nd Rank in Sem V, 3rd Rank in Sem VI & OVERALL 2nd Rank



MISHRA ADITYA SANTOSH

3rd Rank in Sem V



CHETTY ANISHA SELVARAJ

2nd Rank in Sem VI



AHMED NEHA BANU KHALEEL
OVERALL 3rd Rank

### **B.A.F. TOPPERS 2022 - 2023**



SINGH RAJ PRATAP PRAMENDRA

1st Rank in Sem I & 2nd Rank in Sem II



GUPTA ANKITA RAKESHKUMAR 2nd Rank in Sem I & 1st Rank in Sem II



NIRAMAL AASHISH SONELAL

3rd Rank in Sem I



SHAIKH NEEDA SHAKEEL

3rd Rank in Sem II



QURESHI BUSHRA MASHOODALI 1st Rank in Sem III & Sem IV



PANDEY KRISHNA BASANT 2nd Rank in Sem III & Sem IV



SINGH SUNDER SOHAN

3rd Rank in Sem III



KARIMPHAKKIL SHILPA SASI
3rd Rank in Sem IV



SINGH VAISHALI PRAMENDRA PRATAP



HARISH VASUDHA HARISH
2nd Rank in Sem VI & OVERALL 1st Rank



NADAR RAJESHWARI SIVALINGAM

1st Rank in Sem VI & 3rd Rank in Sem V



LEWIS KAUSHAL GOLDWIN
2nd Rank in Sem VI & OVERALL 3rd Rank



#### **B.B.I TOPPERS 2022 - 2023**









3rd Rank in Sem III & 1st Rank in Sem IV



SHARMA SIMRAN WAKIL



### **B.F.M. TOPPERS 2022 - 2023**





SAHU DEEPAK KUMAR YOGENDRA



COUTINHO MELROY MICHAEL

1st Rank in Sem III & Sem IV



PALSAM YOGESH BABU
2nd Rank in Sem III & Sem IV



NEGI YASHVARDHAN DEVENDRASINGH

3rd Rank in Sem III



MORE ANAGHA UMAKANT

3rd Rank in Sem IV



GAIKWAD TANVI TANAJI

1st Rank in Sem V & Sem VI
& OVERALL 3rd Rank



MOKAL MANJIRI MAHENDRA
2nd Rank in Sem V, 3rd Rank in Sem VI
& OVERALL 2nd Rank



DANIEL VIBU DHARSON

3rd Rank in Sem V & OVERALL 1st Rank



**B.A.M.M.C. TOPPERS 2022 - 2023** 



JADHAV MAITHILI SACHIN

1st Rank in Sem I & Sem II



NAIR SHARANYA SANTOSH 2nd Rank in Sem I & Sem II



KARANJE AARAMBH SANTOSH

3rd Rank in Sem I



SHINDE YASH RAJESH

3rd Rank in Sem II



VISHWAKARMA KHUSHI JAYPRAKASH

1st Rank in Sem III & Sem IV



PAWAR ARYAN SANJAY
2nd Rank in Sem III & Sem IV



SHUKLA DVIJ NILESH

3rd Rank in Sem III & Sem IV



SADHU STELLA SHANTRAJ
2nd Rank in Sem V, 1st Rank in Sem VI
& OVERALL 1st Rank



SUBBAIAH STEPHEN RAJ MAILERUM

1st Rank in Sem V, 3rd Rank in Sem VI

& OVERALL 2nd Rank



KAPPIYARUMPARMBIL BLESSEN
OVERALL 3rd Rank



QAZI ROSHNI RAMZAN



SONAWANE HARSH ANAND
2nd Rank in Sem VI

### **M.COM TOPPERS 2022 - 2023**



SURVE ANUSHREE PARAG

1st Rank in Sem I



QURESHI SHIFA MAQSUD ALI 2nd Rank in Sem I & 1st Rank in Sem II



KAVERI MUGILA RAVICHANDRA

3rd Rank in Sem I



PUJARE POONAM PRAKASH 2nd Rank in Sem II



PRITA VADIVEL ARUNA

3rd Rank in Sem II



DALVI RIDDHI PRADEEP

1st Rank in Sem III, 3rd in Sem IV & OVERALL 1st Rank in MGMT.



GHADGE SWASTIK SANTOSH
2nd Rank in Sem III & Sem IV
& OVERALL 3rd Rank in MGMT.



BHAMARE SWAPNIL ASHOK

3rd Rank in Sem III



SAUDAGAR SANA MOHAMMAD MUNAF



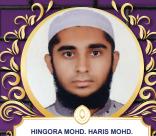
PRAJAPATI NEHA RAJENDRA

1st Rank in Sem III
& OVERALL 3rd Rank in ACC.



GOPIKA ELANGO PERINPAN

2nd Rank in Sem III
& OVERALL 2nd Rank in ACC.



3rd Rank in Sem III & Sem IV & OVERALL 1st Rank in ACC.



AIYER LAXMI PARAMESHWARAN

1st Rank in Sem IV



KESHVANI DANIYAL HASANALI 2nd Rank in Sem IV DANIEL CHRISTYSELAS GUNASEKHARAN

OVERALL 2nd Rank in MGMT.

M.SC.I.T. TOPPERS 2022 - 2023



ANGRE VAIBHAVI RAJESH 1st Rank in Sem I & 2nd Rank in Sem II



**BLESSY KAMALASANAN** 



ANU STEPHIE GVARGHESH



A KALAISELVAN ARUNACHALAM 3rd Rank in Sem II



ANBALAGAN SELVI PRIYADARSHINI



**FARHANA KHATOON ABDUL RASHID** 2nd Rank in Sem III, 1st Rank in Sem IV & OVERALL 1st Rank



BINSU BENNY SUSAN



SAPKAL DIPALI SHAMRAO 3rd Rank in Sem IV



### SHRI P. V. SUBRAMANIAN AWARD



VIVEK EDUCATION SOCIETY'S VIVEK COLLEGE OF COMMERCE



Shri P. V. Subramanian Award

has been presented to

Ms. Prajapati Avinash Radheshyam Parimeeta

for securing the highest score in the Bachelor of Commerce Examination for the academic year 2022-2023.



Dr. Vijetha Shetty

12 January 2024



VIVEK EDUCATION SOCIETY'S VIVEK COLLEGE OF COMMERCE



Shri P. V. Subramanian Award

has been presented to

Ms. More Tanaya Santosh Sujata

for securing the highest score amongst all Self-Financing undergraduate & postgraduate programmes Examination for the academic year 2022-2023.

Dr. Vijetha Shetty

12 January 2024

### **NATIONAL CELEBRATIONS**







#### NDEPENDENCE DAY CELEBRATION









### REPUBLIC DAY CELEBRATION









MAHARASHTRA DAY CELEBRATION

### **DEPARTMENT REPORTS**

#### **ACCOUNTANCY**

#### **Faculty Members:**

Dr. Nisha Vikas Pillai (HOD)

Dr. Thanga Durai

Prof. Sudhir Khandkar

Prof. Pooja Gupta

Prof. Nandini Shinde

#### **Activities Conducted by the Department:**

#### 1. Accounting Quiz Competition:

On Friday, August 11th, 2023, at 10.45 a.m., the Accountancy Department organized an "Accounting Quiz Competition" in Room No.32 on the 3rd floor. The primary objective of the quiz was to test the student's knowledge and concepts of accounting. The students participated in large numbers through Google Forms under the supervision of the accounting department teachers.

The top three prize winners were felicitated and awarded certificate by Dr. Vijetha Shetty, Principal of our institution.



#### 2. Joint University Program with ICAI

Accountancy Department of M. Com, B. Com, and B. Com (A&F) of Vivek College of Commerce and The Institute of Chartered Accountants of India has organized a "Joint University Program" on Saturday, 09th December 2023 at 8.30 a.m. in Auditorium of Vivek College on the ground floor. The Seminar consisted of 2 sessions. 1st Session speaker was CA Hemlata Jhawar; she spoke on the topic Introduction to Forensic Accounting and made the audience aware of the importance, scope, and various job profiles under the emerging field of forensic accounting. 2nd Session speaker was CA Vijyatta Jaiswal; she briefed about the rise of the Accounting Profession in the Global Era, explaining the history of accounting, how it emerged, and the current various career opportunities in accounting. The joint University Program was a great success for our college; students thoroughly enjoyed the sessions and approached to conduct more sessions in the future.





Participation of Teachers in Academic and Co-curricular Activities:

#### Dr. Nisha Vikas Pillai

**Assistant Professor & HOD** 

- Published a chapter in the book "Introduction to Stress and Stress Management" in the book titled Sustainable Business Management by Parab Publisher ISBN: 978-81-19585-46-5
- Completed a minor research project on "A study on the attitude of the teachers and students towards children with special needs in an inclusive classroom" funded by Mahindra Finance.
- Conducted a Joint University Program with ICAI on 09th December 2023 on the topic Introduction to Forensic Accounting & the Rise of Accounting Profession in the Global Era.
- Participated in the National Level Faculty Development Program on Financial Management - Exploring Strategies and their Impact in Modern Era, organized by IQAC and Accountancy Association in collaboration with Western India Regional Council, ICAI from Friday, 23rd February 2024
- Webinar on DELNET Developing Library Network Resources and services organized jointly with Achievers College of Comm. and Mgt. (Night) College, Kalyan West.
- Published article in an International Journal of Advance and Innovative Research, "The Paradigm Shift in Business in the Era of Corporate Social Responsibility" ISSN 2394-7780.
- Published an article at a one-day International Seminar on Synergies for a Sustainable Future on 10th February

2024 on the topic "Understanding the Dimension of Work-Life Balance in the Field of the Education Sector."

- FDP conducted by Vivek College of Commerce from 5th June 10th June 2023, on Academic Enhancement in Light of NEP.
- Online workshop on Research Metrics in Academic Research and Publication Ethics on 16th September 2023, by Vivek College and M.O.P. Vaishnav College.
- Ramanujan College, University of Delhi, Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching "Psychological Skills for Teaching and Learn ing", 10th – 16th October 2023.
- Webinar on Institutional Preparedness for Learning Outcomes on 28th March 2024 by MasterSoft.
- Paper Setter at Patkar Varde college of Arts Science and Commerce and Management Autonomous College Sem VI in the subject of Cost Accounting for the Academic Year 2023-24.

#### Prof. Pooja Gupta

#### Lecturer

- Completed a minor research project on "A study on the investment pattern and investment planning behavior amongst salaried working women in Mumbai City District" funded by Mahindra Finance.
- Conducted a Joint University Program with ICAI on 09th December 2023 on the topic Introduction to Forensic Accounting & the Rise of Accounting Profession in the Global Era.
- Participated in Two Day National Level Webinar on "Preparedness towards implementation of NEP 2020" organized by Tilak Education Society's J. K. College of Science and Commerce, Ghansoli, on the 15th and 16th of September 2023.
- Attended a "Review of Literature" session organized by Rizvi College of Arts, Science, and Commerce in association with All India Institute of Researchers (AIIR) on 17th September 2023 through Google Meet.
- Participated in the Online National Level Workshop, The Joy of Research on "Building Online Presence: Tools and Techniques for Researcher," organized by the Nirmala Memorial Foundation College of Commerce and Science, Mumbai, in association with St. Xavier's College (Autonomous), Mumbai on 04th September 2023.
- Participated in a National Level Webinar titled "Development of Research Instrument" organized by the Research Cell of Nirmala Memorial Foundation College of Commerce and Science, Mumbai, in association with IQAC on 12th August 2023.
- Participated in 5 Day Faculty Development Program on "Globalization unleased: Advancing Commerce and Management Education" organized by the IQAC and Department of Commerce of Nirmala Memorial Foundation College of Commerce and Science in collaboration with the University of Mumbai and Department of Commerce of Andhra Loyola College from 13th February to 17th February 2024.

- Attended One Week Online FDP on "How to develop Research Paper & Basics of SPSS" organized by the School of Business Management, SVKM's NMIMS University, Navi Mumbai from 8th to 12th April 2024.
- Online workshop on Research Metrics in Academic Research and Publication Ethics on 16th September 2023 by Vivek College of Commerce and MOP Vaishnav College.
- Paper Setter at Patkar Varde College for the subject Accountancy & Financial Management Sem I for the Academic Year 2023-24.
- Paper Setter at Patkar Varde College for the subject Management Accounting Sem III for the Academic Year 2023-24.
- Paper Setter at Patkar Varde College for the subject Accountancy & Financial Management Sem IV for the Academic Year 2023-24.

#### Prof. Nandini Shinde

#### Lecturer

- Conducted a Joint University Program with ICAI on 09th December 2023 on the topic Introduction to Forensic Accounting & the Rise of Accounting Profession in the Global Era.
- Participated in the National Level Faculty Development Program on Financial Management - Exploring Strategies and their Impact in the Modern Era, organized by IQAC and Accountancy Association in collaboration with Western India Regional Council, ICAI from Friday, 23rd February 2024.
- Online workshop on Research Metrics in Academic Research and Publication Ethics on 16th September 2023 by Vivek College and M.O.P. Vaishnav College.

#### **COMMERCE**

#### **Faculty Members:**

Dr. Manisha Naik (HOD)

Dr. P. Thanga Durai

Dr. Maya G. Hande

#### **Activities Conducted by the Department:**

1. On 3rd October 2023, a session was conducted for staff on Pension Planning by a team of LIC officials, Mr. Rakesh Singh, Product Manager, LIC of India, Smt. Shirley Fernandes, Chief Manager of the LIC 925 branch, Mr. Kishore Bhiwapurkar, Branch In-charge of the LIC 925 branch, and Ms. Pinky Pawar, Development Officer of LIC 925 branch. Teaching and non-teaching staff attended the session.





 On 20th October 2023, a motivational session was conducted for TYBCOM students by Dr. Zarine Sethna, a Clinical Psychologist on 'Secrets to successfully cracking examinations. TY BCom students well received it.

Dr. Zarine Sethna speaking to TYBCOM students, motivating them for their ensuing exams.



3. On 13th February 2024, a visit to the Bombay Stock Exchange (BSE) was organized in association with Department of Banking and Insurance to provide students with experiential learning. Faculty members from the BSE Institute gave a brief introduction about the history of BSE, the stock market's functioning, and the BSE's growth over the years.

Students were also made aware of career opportunities in financial markets and courses conducted by BSE Institute, the educational wing of the Bombay Stock Exchange.

Visit to Bombay Stock Exchange





4. On the occasion of World Consumer Rights Day, a session on 'Awareness of Consumer Protection Act' was conducted for students. The Guest speaker was Ms. Sharmila Ranade, Head of the Complaint Guidance Center of Mumbai Grahak Panchayat. The session was jointly conducted with the Department of B. Com (Banking and Insurance) on 12th March 2023. Other officials of Mumbai Grahak Panchayat, like Smt. Mangala Gadil, Head of Education department, MGP also attended.



5. At the Mumbai Grahak Panchayat exhibition held in Jawahar Nagar, Goregaon West, from 11 April 2024 to 15 April 2024, projects prepared by our students on Consumer rights, guidance, and awareness were displayed. Our students interacted with the people coming to the exhibition, creating consumer awareness among them.



Our student giving a presentation with the help of project work prepared for people visiting the exhibition.



Our student, along with the officials of Mumbai Grahak Panchayat, at the exhibition

6. Remedial lectures were conducted for the ATKT students in all the subjects of the commerce department.

#### Dr. Manisha Naik

Associate Professor, HOD & PG Recognized University of Mumbai

- Research qualifications acquired: Ph.D. degree from the University of Mumbai in the subject of Business Policy and Administration. Title of the Study: Effectiveness of Advertising Appeals: A study on the Perception of youth in the city of Mumbai.
- Appointed as a member of the Board of Studies in Management University of Mumbai
- Invited as Moderator for SYBCOM and TYBCOM exams in the subject of Advertising and Export Marketing
- Participated in an Online Research Methodology workshop on 'Research Metrics in Academic Research and Publication Ethics' organized by Aanvikshiki Research Cell and IQAC of Vivek College of Commerce and M.O.P Vaishav College for Women on 16th September 2023.
- Participated in the 5th Annual Smt. Saraswati Memorial Lecture on Cyber Savvy Youth Empowering Gen Z with Digital Security' on 12th January 2024.
- Attended FDP on Framing and Mapping Course Outcomes and Program Outcome organized by IQAC on 13th March 2024.
- Appointed as Presiding Officer for Loksabha Elections May 2024.

#### Dr. P Thanga Durai

Associate Professor & PG Recognized University of Mumbai

- Attended the six days faculty development programme on "Academic Enhancement in light of National Education Policy 2020" organized by IQAC of Vivek College of Commerce from 5th June to 10th June 2023.
- Organised, in collaboration with UTI Technology Ltd, a two-day PAN card Camp on August 9th and 10th, 2023, in the Vivek College of Commerce. The camp aimed to facilitate PAN card applications for students and the public. Around 75 people were given Pan Cards.
- Attended the one-day Workshop on "Cooperation between India and Russia in the Sphere of University and Public Projects" organized by Vivek College of Commerce and Centre for Eurasian Studies, the University of Mumbai, on 2nd November 2023.
- Organised the four-day "Youth Development Camp" from 27th to 30th December 2023 at Uttan Village, Bhayandar, in association with Vivekananda Kendra Kanyakumari and our college Vivek Youth Club. This transformative event aimed at instilling leadership qualities and teaching participants how to face challenges in youth life.
- Attended the 5th Annual Smt. A.A. Saraswathy Memorial Lecture on "Cyber Savy Youth: Empowering Gen Z with Digital Security" on 12th January 2024. The Students' Council of Vivek College of Commerce collaborated with the Internal Quality Assurance Cell in organizing "the 5th Annual Smt. A. A. Saraswathy Memorial Lecture
- Organized the "VOTER ID CAMP" in the college on

24th February 2024. Around 105 people registered for the Voters ID and benefited from the camp.

#### Dr. Maya Hande

Assistant Professor & Recognized PG teacher at the University of Mumbai

- Published paper along with students of SYBBI in Aarhat Multidisciplinary International Education Research Journal, issue Jan-Feb 2024, ISSN 2278-5655. The paper's title is "A Study of Factors Influencing Intention to Avail Pradhan Mantri Jan Arogya Yojana (PMJAY) in Mumbai Region.
- The paper, titled Predictors of Financial Planning for Retirement amongst Women –An Exploratory Study, was accepted for publication in the UGC Care-listed Journal at the Bharat College of Commerce conference.
- Participated in the National Conference on Global Market-One Place One Idea organized by Pillai HOC College of Arts, Science, and Commerce on 20th January 2024.
- Participated in an Online Research Methodology workshop on 'Research Metrics in Academic Research and Publication Ethics' organized by Aanvikshiki Research Cell and IQAC of Vivek College of Commerce and M.O.P Vaishav College for Women on 16th September 2023.
- Participated in 5th Annual Smt. Saraswati Memorial Lecture on Cyber Savvy Youth Empowering Gen Z with Digital Security' on 12th January 2024.
- Attended a Webinar on "Structure Equation Modelling using SmartPLS 4" from January 10 to 12, 2024, organized by Numerical Analytics Instruments Pvt Ltd, New Delhi.
- Attended FDP on Framing and Mapping Course Outcomes and Program Outcome organized by IQAC on 13th March 2024.
- Worked as a moderator for the FYBCOM, SYBCOM, and TYBCOM examinations on the subject of Commerce and Marketing Research.
- Worked as a member of the Gender Audit Committee of L.S. Raheja College of Arts and Commerce. Santacruz.

#### **BUSINESS ECONOMICS**

#### **Faculty Members:**

Dr. Malathi Iyer (HOD)

Dr. Prabhakar Musam

#### **Activities Conducted by the Department:**

- 1. The 57th A.D. Shroff Memorial Elocution Competition was conducted on the 15th of September 2023. There were three judges for the competition and 28 participants. Ms. Jisha Binu won the first prize and was selected for the Zonal level.
- 2. A PowerPoint presentation competition was conducted in the first week of March 2024 on the topic 'Sustainable Development Goals' Participants were asked to choose one goal and prepare 10-12 slides. Ms. Vanshika from S.Y.B.Com. was the winner of the competition.

#### Dr. Malathi lyer

Associate Professor, HOD & PG Recognized University of Mumbai

- Participated in 6 days of FDP on "Academic Enhancement in light of NEP 2020" between 5th June to 10th June 2024.
- Participated in the 5th annual Smt. A. A. Saraswathy Memorial Lecture on 12 January 2024, organized by IQAC of Vivek College of Commerce.

#### Dr. Prabhakar Rajendra Musam

#### **Assistant Professor**

- Visiting faculty at MKES's Nagindas Khandwala College for PG programme M.A. Economics.
- Awarded a Rs.1,00,000/- grant by ICSSR for MRP on "A study of Sustainability Attitudes and Practices among Logistic companies: A case study of Logistic Corridor in Bhiwandi Taluka."
- Member of BOS, Modern College, Shivaji Nagar, Pune.
- Participated in 6 days of FDP on "Academic Enhancement in light of NEP 2020" between 5th June to 10th June 2024.
- Participated in the National Symposium "Enriching Leadership Skill at Higher Education Institutions" organized by UKS Institute of Management Studies & Research on 28th October 2023.
- Member of the Organising Committee of the International Conference on "Shanghai Co-operation Organisation (SCO): Dynamism & Prospects" on 1st November 2023.
- Participated in the 5th Annual Smt. A. A. Saraswathy Memorial Lecture on 12 January 2024, organized by IQAC of Vivek College of Commerce.
- Participated in one one-day National Seminar on "Mathematics for Economics and Finance" organized by the Department of Economics and Mathematics on 15th February 2024.
- Invited as a guest for guidance lecture for T.Y.B.Com. by JM Patel College of Commerce on 18th March 2024.
- Invited as Moderator and Re-evaluator by PD Lions Dalmia College, Patkar College of A, S & C, Mithibai College, and M.L. Dahanukar College of Commerce.

### MATHEMATICS / STATISTICS / COMPUTERS

#### **Faculty Members:**

Prof. Pramod Gawas Prof. Malvika Shetty

#### **Activities Conducted by the Department:**

1. On 22nd December 2023, on account of National Mathematics Day, as a tribute to the great mathematician Srinivasa Ramanujan, an online quiz was organized by the Department of Mathematics, Statistics, and Computers. The same link was shared with the students, and the

class teachers encouraged all students to participate in this fun activity. We also celebrated Mathematics Day with a fun-filled photography session with teachers and students holding various placards with messages about Mathematics.





2. The Department of Mathematics, Statistics, and Computers conducted a session titled 'Interactive lecture on ChatGPT for students. The session provided a glimpse into the use of ChatGPT and a live demonstration of various prompts that students could use, which could prove immensely useful in their learning routines.

The session started with an introduction to ChatGPT and its capabilities. The faculty explained how ChatGPT can assist with homework, research, and writing assignments. They also showed how it can be used to practice language skills, solve math problems, and generate project ideas.

Students were encouraged to ask questions. They learned how to create effective prompts to get the best responses from ChatGPT. The faculty also emphasized the importance of using ChatGPT responsibly and understanding its limitations.

The session was engaging and informative, leaving students excited about incorporating ChatGPT into their daily studies.



#### **Prof. Pramod Gawas**

#### Lecturer

- Presented a paper at an International Seminar organized by V.K. Krishna Menon College of Commerce & Economics and Sharad Shankar Dighe College of Science, P.A. Menon College of Management, BHAND-UP (E), in collaboration with the University of Mumbai Department of Mathematics in association with IQAC titled "Contemporary Mathematics and Statistics and its Applications" (Hybrid mode) on 15th September 2023.
- Completed a Minor Research Project (funded by Vivek College of Commerce through Mahindra Rural Housing Finance Ltd. - 2022-23) on 'Exploring the Impact of Mathematics & Statistics Course on Commerce Students' Potential Enhancement.'
- Participated in the 5th Annual Smt. A. A. Memorial Lecture on Cyber Savvy Youth: Empowering Gen Z with Digital Security held on 12th January 2024 at Vivek College of Commerce.

#### Prof. Malvika Shetty

#### Lecturer

- Participated in the one-week online faculty development programme on 'Psychological Skills for Teaching and Learning' organized by the Teaching Learning Centre, Ramanujan College, University of Delhi, from 10th to 16th October 2023.
- Attended a one-day workshop on 'Exploring Embedded Systems with Arduino' organized by Vidyalankar School of Information Technology in collaboration with the Department of Information Technology, University of Mumbai, on December 8th, 2023.
- Participated in the 5th Annual Smt. A. A. Memorial Lecture on Cyber Savvy Youth: Empowering Gen Z with Digital Security held on 12th January 2024 at Vivek College of Commerce.

#### **BUSINESS COMMUNICATION**

#### **Faculty Member:**

Dr. Shefali Naranje

#### **Activities Conducted by the Department:**

1. Conducted language Lab sessions for FY BCom students on "Listening Skills" in the 3rd week of December 2023.



2. Conducted Book Review Competition with the Library Committee on 19th January 2024.

#### The winners are:

1st - Mishra Krishna Ravi from FYBCOM 2nd - Yadav Pooja Santosh from SYBCOM 3rd - Das Sambid Trilochan Bhagabati from FYBCOM.

### Participation of Teachers in Academic and Co-curricular Activities:

#### Dr. Shefali Naranje

#### **Assistant Professor**

- Dr. Shefali was invited as the subject expert to select Assistant Professor in the subject of Business Communication.
- Completed an FDP from 5th June to 10th June 2023 on "Academic Enhancement in Light of NEP."
- Participated in the ABC ID workshop on 24th July 2023 at N.L. College, Malad (w).
- Participated in National Workshop on "Language & Literature of Indigenous Tribals" organized by Dept. of English, St. Andrews College, Bandra (W) on 19th August, 2023.
- Participated in the lecture on "Investor Awareness Program" on Financial Planning" organized by CASI on 8th September 2023.
- Participated in an Online Workshop organized by 'Research Cell' on 16th September 2023 on "Research Metrics in Academic Research & Publication Ethics" in association with M.O.P Vaishnav College for Women. (Autonomous) Chennai.
- Participated in the 5th Annual Smt. A. A. Saraswathy Memorial Lecture on "Cyber Savvy Youth: Empowering Gen Z with Digital Security" on 12th January 2024.
- Invited as a judge by J.M. Patel College, Goregaon, for the "Book Review Competition" on 10th January 2024.
- Published a paper on "Marginalization of Feminism in Literature Studies" in an International Peer-reviewed English E-journal ISSN: 2454-3365 I.F 6.292 April 2024. (Literary-Herald).

#### **ENVIRONMENTAL STUDIES**

#### **Faculty Member:**

Dr. Tanusree Chaudhuri

#### **Activities Conducted by the Department:**

#### 1. World Environment Day:

The Department of Environmental Studies celebrated World Environment Day on the 5th of June, 2023, to raise awareness about environmental issues. This year's celebration theme was "Beat Plastic Pollution," emphasizing the urgent need to reduce plastic waste and promote sustainable alternatives. Students were actively involved in preparing posters.

Teachers explained to students the importance of reducing the usage of single-use plastics. One of the critical initiatives of the event was the promotion of cloth bags as

an alternative to plastic bags. The event encouraged students to take proactive steps toward a more sustainable future.





#### 2. National Energy Conservation Day:

National Energy Conservation Day was celebrated with great enthusiasm and dedication on December 14th, 2023. The event aimed to raise awareness about the importance of conserving energy and promoting sustainable practices among students. Students actively participated in preparing posters that highlighted the significance of energy conservation.

The posters created by the students were exhibited on the activity display board. Moreover, students conducted group presentations in different classes. The event educated and inspired students to adopt sustainable practices, contributing to a greener and more sustainable future.





#### 3. National Tourism Day:

National Tourism Day was celebrated on 27th January 2024. The theme for this year was "Sustainable Journey, Timeless Memories," emphasizing the importance of sustainable travel practices while creating lasting memories. Students shared their experiences and memories from their recent visits to various places. This interactive segment allowed students to recount their travel stories, highlighting the unique aspects of their destinations. Students learned that traveling is not just about leisure but also about gaining knowledge and experiencing different cultures. The event successfully conveyed that traveling is about creating timeless memories and embarking on a sustainable journey that benefits every one.



#### 4. Russian Ocean Way:

On the 27th of February 2024, our institute had the privilege of hosting an event organized by the Department of Environmental Studies in association with the International Collaboration Committee. The "Russian Ocean Way" event featured distinguished guest speakers from the Sea Voyagers, Ms. Yulia Kalyuhanya- an experienced sailor, geographer, and oceanographer, and Mr. Evgeny Kivalevskiy, a sailor and navigator. The session aimed to inspire students about geographical exploration's vast potential and excitement.

Their visit to our institution brought a wealth of knowledge and inspiration to our students, emphasizing the importance of geography, exploration, life underwater, and the lessons learned from the world's oceans. The event was treasured, leaving a lasting impression on the students. The Russian Ocean Way event was a significant success, enriching the academic experience of our students.







#### Dr. Tanusree Chaudhuri

#### Associate Professor

- Published paper on Environmental Hazards and Women Health An Overview, in International Journal of Advance and Innovative Research, ISSN: 2394 7780, Volume 10, Issue 2 (X), June 2023, PP 1-3.
- Published paper on 'Importance of Integrated Farming system (IFS) For Sustainable Agricultural Development, in International Journal of Commerce & Management Research, ISSN: 2455-1627, Vol-9, Issue-4, August 2023 pp 80-82.
- Published paper on 'Research Trends in the Geography of Tourism in India' in International Journal of Academic Research and Development, May 2024, ISSN-2455-4197, Vol-9, Issue-3, pp-57-59.
- Edited book on Development, Environment & Education: The Indian Perspective, September 2023, published by Red 'shine Publication, Stockholm, Sweden, ISBN-978-91-89764-41-5.
- Published book chapter on Globalization of Education: Challenges & Opportunities, in India' Jan 2024, Aarhat Publication & Aarhat Journals, ISSBN:978-93-91199-82
   -1, pp-80-83
- Participated in 6 days' FDP on 'Academic Enhancement in Light of National Education Policy 2020' organized by IQAC, Vivek College of Commerce, from 5th June to 10th June 2023.
- Participated in National Level Online Research Methodology Workshop on 'Research Metrics in Academic Research and Publication Ethics' organized by Research Cell & IQAC of Vivek College of Commerce in Association with M.O.P Vaishnav College for Women (Autonmous) Chennai held on 16th September 2023.
- · Participated in one day FDP on 'Recent Scenario in

Career Advancement Scheme as Per Seventh Pay Commission' organized by CAS Committee along with IQAC, under the aegis of RUSA held on 28th February 2024, Wednesday.

- Participated in RUSA-sponsored two-day workshop on NEP Sensitization: Train the Trainers organized by MMTTC, University of Mumbai, held on 4th & 5th March 2024.
- Participated in a three-day workshop on 'Leadership in Educational Administration for Academic Administration of University and Colleges' organized by the Educational Administration, National Institute of Educational Planning and Administration (NIEPA) in collaboration with the University of Mumbai from 14th to 16th March 2024.

### DEPARTMENT OF FOUNDATION COURSE

#### **SYBCOM SEMESTER IV 2023-2024**

Title: 'Foundation Course Exhibition' under the Experiential Learning:

Bachelor of Commerce (B.Com), SYBCOM, Semester IV, Foundation Course IV organised 'Foundation Course Exhibition' under the Experiential Learning on Thursday, 29 February 2024 & Friday, 01 March 2024 from 10.00 am to 1.00 pm at Bedrock Hall, Library under the Guidance of Prof. Mayur Shah & Prof. Sarita Prajapati.

The Foundation Course IV Exhibition for SYBCOM A, B, C & D Division students, focusing on experiential learning, was a vibrant showcase of creativity, practical knowledge, and innovative projects. The event aimed to provide students with a platform to demonstrate their understanding and application of the concepts learned in their coursework through hands-on experiences and real-world scenarios.

The exhibition featured a wide array of projects topics ranging from Consumer Rights, RTI, PIL, Citizen Charter, Sustainable Environment, SDG, Waste Management, Laser Technology, Satellite Technology, Space Technology, Nano Technology, Competitive Exams etc. Many projects included interactive elements, such as live demonstrations, digital presentations, and hands-on activities that engaged visitors.

A panel of judges comprising faculty members assessed the projects based on creativity, feasibility, impact, and presentation skills.

The exhibition provided a comprehensive learning experience, allowing students to integrate their academic knowledge with practical application.

The Foundation Course IV Exhibition for SYBCOM students was a resounding success, achieving its objectives of experiential learning and practical application of theoretical knowledge. The event not only highlighted the students' talents and hard work but also emphasized the importance of creativity, innovation, and community engagement in education. The positive feedback and enthusiastic participation underscored the value of such initiatives in the academic curriculum.









#### SYBAF & SYBMS SEMESTER IV 2023-2024

Title: A visit to the Chhatrapati Shivaji Maharaj Vastu Sangrahalaya (Museum) as a part of Experiential Learning:

Date of Visit: Sunday, 03 March 2024

Participants: SYBAF (Second Year Bachelor of Commerce in Accounting and Finance) & SYBMS (Second Year Bachelor of Management Studies) Students.

Accompanied by: Prof. Mayur Shah

Drishtri 2023-24 | Page 50

#### Introduction:

As part of the experiential learning program, students of SYBAF and SYBMS visited the Chhatrapati Shivaji Maharaj Sangrahalaya (formerly known as the Prince of Wales Museum) situated at Churchgate, Mumbai. The visit aimed to enrich students' understanding of Indian Knowledge System, history, art, and culture through direct interaction with the museum's extensive collections.

#### **Highlights of the Visit:**

- 1. Guided Tour: The visit began with a guided tour led by knowledgeable museum staff, who provided detailed explanations of the museum's key exhibits, including artifacts from ancient India, sculptures, paintings, and decorative arts.
- 2. Historical Artifacts: Students explored sections dedicated to ancient Indian history, viewing relics from the ancient Indian Civilization and medieval Indian kingdoms. The artifacts included pottery, coins, weapons, jewellery, and sculptures.
- 3. Art and Sculptures: The museum's art galleries displayed a diverse range of paintings and sculptures and contemporary Indian artists. Students learned about the evolution of Indian art and its regional variations.
- 4. Natural History Section: Students explored exhibits on natural history, including taxidermy specimens of various animals, birds, and marine life. This section emphasized the importance of biodiversity and conservation.
- 5. Interactive Sessions: The museum organized interactive sessions where students could ask questions and engage in discussions with the museum staff. These sessions deepened their understanding of the exhibits and their historical context.

#### Conclusion:

The visit to Chhatrapati Shivaji Maharaj Sangrahalaya was a valuable educational experience for SYBAF and SYBMS students. It successfully met its objectives of enhancing historical awareness, cultural appreciation, and critical thinking. The students left the museum with a deeper understanding of India's rich heritage and a renewed interest in exploring and preserving cultural history. The positive feedback from participants underscores the importance of incorporating experiential learning activities into the academic curriculum.







#### FYBAF & FYBMS SEMESTER I & II 2023-2024

### Title of the Activity (1): Creative Indian Tricolour Flag Making

Date of Visit: 15 August 2023

Participants: FYBAF (First Year Bachelor of Commerce Accounting and Finance) & FYBMS (First Year Bachelor of Management Studies) Students.

Organised by : Prof. Mayur Shah

As part of the Independence Day celebrations and to instil a sense of patriotism and creativity among students, a creative flag-making activity was organized for FYBAF and FYBMS classes. The activity aimed to provide students with an opportunity to express their national pride and artistic talents by creating innovative representations of the Indian tricolour flag.

The activity was met with enthusiasm and positive feedback from both students and faculty. Participants appreciated the opportunity to express their patriotism creatively and enjoyed the collaborative aspect of the task. Faculty noted the high level of creativity, and the thoughtful presentations made by the students.

The Indian tricolour creative flag-making activity was a successful and enriching experience for the FYBAF and FYBMS students. It not only provided a platform for artistic expression but also reinforced important values of patriotism and teamwork. Such activities are instrumental in making learning interactive and enjoyable, contributing to the holistic development of students.









#### Title of the Activity (2): Tree Plantation Drive

Date of Activity: 10 March 2024

Participants: FYBAF (First Year Bachelor of Commerce Accounting and Finance) & FYBMS (First Year Bachelor of Management Studies) Students.

Organised by: Prof. Mayur Shah

In an effort to contribute to environmental conservation and enhance ecological awareness among students, the FYBAF and FYBMS classes organized a tree plantation drive within the college premises under the foundation course curriculum. This initiative aimed to foster a sense of responsibility towards the environment and promote sustainable practices among the young generation.

The tree plantation drive organized by FYBAF and FYBMS students was a successful initiative that achieved its objectives of promoting environmental awareness, sustainability practices, and community engagement. It provided a meaningful and educational experience for students, reinforcing the importance of environmental stewardship. Such activities are crucial in nurturing a responsible and environmentally conscious future generation.



### BACHELOR IN MANAGEMENT STUDIES (BMS)

#### **Faculty Members:**

Dr. Ranjeet Kaur Patel (Coordinator)

Prof. Manoj Heda

Prof. Lubina Gonsalves

#### Students Achievements:

Ms. Manisha Anandraj, Ms. Ansila Davasilan Chetty, and Ms. Panjami Prasad C of SYBMS participated and presented in the International Conference on "Mapping Gandhi in Different Cultures Across the Globe" through online mode, organized by the Department of English, Gujarat Vidyapith, Ahmedabad, on 5th and 6th January 2024 under the guidance of Dr. Neelu Khosla.

Drishtri 2023-24 | Page 51

#### **Industrial Visit**



**TYBMS Farewell** 





Participation of Teachers in Academic and Co-curricular Activities:

#### Dr. Ranjeet Kaur Patel

#### **Co-ordinator**

- Awarded Doctor of Philosophy in the Faculty of Management for the thesis entitled "A Comparative Study of Financial Independence, Confidence & Self-Esteem of Working & Non-Working Women with Special Reference to Domestic Help."
- Co-authored book for the subject of Elective Course -Introduction to Cost Accounting, SYBMS Semester-3, ISBN - 978-93-5725-718-3 by Sheth Publishers Pvt. Ltd.
- Co-authored book for the subject of Elective Course -Corporate Finance, SYBMS Semester-3, ISBN-978-93-5725-696-4 by Sheth Publishers Pvt. Ltd.
- Co-authored book for the subject of Elective Course -Auditing, SYBMS Semester-4, ISBN -978-93-5576
   -596-3 by Sheth Publishers Pvt. Ltd.
- Co-authored book for the subject of Elective Course -Strategic Cost Management, SYBMS Semester-4 by Sheth Publishers Pvt. Ltd.





#### B. Sc. IT. & M. Sc. IT

#### **Faculty Members:**

Prof. Anupama Bali (Chief Coordinator of SFC & Coordinator of M. Sc. IT.)

Prof. Maria Muthukumar (Coordinator of B. Sc. IT.)

Prof. Murugesh Chandran

Prof. Sukanya Sawant

Prof. Deepti Parmar

## The department organized the following events for the students to explore opportunities and changing trends in the IT Industry.

- 1. The year began with a seminar for third-year students on 24th June 2023 by Mr. Ankit Unnikrishnan on "How and Why to Choose Security as a Career?". The seminar covered aspects of choosing Security as a career.
- 2. On 19th July 2023, Squad Infotech Pvt. Ltd gave a seminar on "Career Opportunities in the Software Testing Industry."
- 3. On 5 August 2023, a masterclass seminar on "Data Science" was organized in association with Aptech Learning for second and third-year students.
- 4. SQUAD Infotech Pvt. Ltd 's placement division, Smarthunt4u, organized the "Campus Recruitment Training Program" on 26th October 2023 to help third-year students get their first job. 7 students were selected for the training program.
- 5. Computrain study abroad organized a seminar for second-year and third-year students on studying abroad in countries like Canada, Australia, etc., on 27th January 2024 and offered their complete assistance for those seeking admission to foreign universities.
- 6. Curiosity is an Inter-collegiate organized by the Department of I.T. every year. The theme for this year

was "Virtual Minds". It was held on 29th January 2024. the theme's motto was to explore the possibilities of artificial intelligence. The event mainly focuses on promoting the plethora of talents and abilities displayed by different college students while fostering teamwork, effective financial management, and enhancing our interpersonal communication skills. It built a sense of unity and belonging on campus by giving teachers, staff, and students a chance to come together and showcase their talents.

This year, the gaming arena was a huge success, with 250 participants registering for the gaming event.

The Hon. Secretary, CA Shashi Varma, the Hon. Treasurer, CA Krishnamoorthy, and the Principal, Dr. Vijetha Shetty, inaugurated the fest. The fest began with an opening ceremony, followed by the guests, principal, and all teachers enjoying the non-technical and fun games.

Technical games like Valorant, Stumble Guys, and Counterstrike were part of the event, which attracted maximum participation. The winners were awarded with cash prizes and certificates.

7. On 17 February 2024, the third-year students attended a seminar on "Navigating a career in Information Technology" by Nikhil Gokhale, Head of Research, IBS Intelligence. The main objective of this seminar was to give insights into the current environment, the trends of the IT industry, and the opportunities that will arise after graduation. The speaker specifically emphasized shaping a career in the IT industry professionally.

The Department organized the events to understand students' concerns and provide the necessary exposure to elevate students' careers and promote holistic development.

1. Security as a Career:



2. Software Testing as a Career:



#### 3. Data Science Seminar:



### 4. Campus Placement Programme by SQUAD Infotech Pvt. Ltd



#### 5. Computrain Study Abroad:



#### 6. Curiosity Inter-collegiate fest:









#### 7. Career in Information Technology:





#### **B. COM (BANKING & INSURANCE)**

#### **Faculty Members:**

Prof. Anuja Sameer Narvenkar (Coordinator)

Dr. Vivek Singh

Prof. Namrata Pednekar

#### **Activities Conducted by the Department:**

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### 1. Visit to Bombay Stock Exchange and RBI Monetary Museum:

On 27th June 2023, the students of SYBBI, SYBFM, and SYBMS from Vivek College of Commerce visited the Drishtri 2023-24 | Page 54

Bombay Stock Exchange (BSE) and RBI Monetary Museum. The primary purpose of this visit was to gain a comprehensive understanding of the stock exchange and its operations. During the visit, students were introduced to various aspects of the stock market, including the market entry process, the role and functions of brokers, and the steps one needs to take to become a broker. This educational tour provided the students with valuable insights into the financial market, enhancing their theoretical knowledge with practical exposure to the functioning of one of the oldest stock exchanges in Asia. The experience aimed to bridge the gap between academic learning and real-world financial operations, equipping students with the knowledge necessary to navigate and participate in the stock market effectively.





#### 2. Banking Nationalization Day:

On July 19, 2023, the students of the first, second, and third years of the Department of BCom (Banking and Insurance) (BBI) of Vivek College of Commerce participated in an inter-college event known as 'Banking Nationalisation Day,' hosted by the Department of Banking and Insurance at Thakur College of Science and Commerce (TCSC).

Twenty students from FY, SY, and TYBBI took the initiative to participate in the 'Pitch-Perfect' competition, the strategic 'Scam Shield,' and the 'Model Making and Presentation of Bank,' named 'Rural Woman Development Bank.' They secured 1st position and the Best College trophy for their excellent performance.

#### 3. Workshop on Trading Literacy:

On the 21st of July 2023, the students of the second and third year of the Department of BCom (Banking and Insurance) (BBI) and B.Com.(Financial Markets) of Vivek College of Commerce attended the workshop on "Trading Literacy." The guest speaker is Miss Urvi Savla, an alumnus of BFM who is currently working at a stock and finance trading organization named Trade Bulls. The primary purpose of this workshop was to give the students an understanding of the stock exchange and its operations. The speaker gave the students hands-on training on the BSE live portal and in-depth trading

knowledge. During the Q&A, students found it helpful because many of their queries were handled well.



### 4. Certificate course on Retail Management in Banking and Accounts Executive:

On Dec 2023 to Feb 2024, From the academic year 2021 to 2024, students from the Department of B.Com.(Banking and Insurance) Vivek College of Commerce have completed a certificate course offered by the Raj Foundation. This collaboration between the college and the foundation has provided students with valuable digital skills, enhancing their educational and professional prospects.



#### 5. Student Entrepreneurship Program:

On 16th December 2023, the Banking and Insurance Departments of Vivek College of Commerce students were invited to the "Student Entrepreneurship Program" at the Auditorium of Lala Lajpat Rai College. The angel investors and those in charge of incubation centers were invited as guests for the session. The purpose of the session was to encourage entrepreneurship among the youth. There were discussions on What is Startup? How do you raise funds from the Market? What is the role of Angel investor? How Do Startups Boost the Economy? What are the sources of funds raised, and many more? The entrepreneurs shared their experiences and advice about how to start a business and the challenges faced by entrepreneurs.



### 6. Participation in "AVISHKAR" University of Mumbai, Research Competition:

The Department of Bachelor of Banking and Insurance (BBI) students at Vivek College of Commerce participated in a university-level research competition, "AVISH-KAR," organized by the University of Mumbai from December 2023 to January 2024. Two teams of four students each participated in the Commerce and Management department. After qualifying for the first round at Thakur College, both teams entered the semifinals, which were conducted at Vaze College Mulund. There, one team entered the finals.





### 7. Participation in "Be a Banker" intercollegiate event:

The Department of Bachelor of Banking and Insurance (BBI) of Vivek College of Commerce participated in the intercollegiate event "BE A BANKER" (BAB23-24) organized by the Banking and Insurance Department of Thakur College of Science & Commerce (TCSC). This vibrant competition featured various activities, including sports, E-gaming, formal and informal events, and cultural showcases designed to raise awareness about the banking sector and G20.

We Participated In Parade, Turf Cricket, Badminton, Let The Melody Speak, Carrom, B.G.M.I On 11th January, Quiz, Scam Shield, Pitch Perfect, Pictionary, Embrace Your Voice, Know Your Contingent, Treasure Taile, Beg Borrow Steal, Minute To Win It, Whisper Down The Lane, Wall Of Dares On 12th January, G20 Charades, Drop Stop Divas, Dose Of Fashion, Clash Of Cl's, Mr & Miss Bab On 13th January.

On January 11th, the Inauguration ceremony started with our contingent "INDIA." After that, our talented team secured 2nd place in Cricket and emerged victorious in the Parade. The success continued on January 12th, with triumphant wins in the Treasure Hunt and Wall of Dares competitions. The final day, January 13th, saw us outshine many other colleges to clinch the top spot in the

Drop Stop Divas event. Adding to our accolades, Abhishek Kambli and Tanvi Kambli were honored with the prestigious titles of Mr. & Miss Banker (23-24), respectively, for their outstanding performances and contributions. Thanks to our participants' excellent efforts and dedication, we proudly brought the Best College trophy, showcasing our dominance and excellence in this thrilling event.





#### **B.COM (ACCOUNTING & FINANCE)**

#### **Faculty Members:**

C.A. Vandana Ladha (Coordinator)

Prof. Mayur Shah

Prof. Ketki More

#### **Activities Conducted by the Department:**

- 1. On 26 and 28 July 2023, a guidance session on the topic 'MBA' was organized in association with Ideal Management for the students of SYBAF and TYBAF.
- 2. 09 August 2023 Students of BAF participated in a session on tackling marine debris, circular economy, and United Nations' SDGs jointly organized by the NSS Unit, Green Club, in collaboration with the Afroz Shah Foundation.
- 3. On 11 September 2023, students of SYBAF organized 'Aajivika' a career awareness campaign cum presentation under the guidance of Prof. Anuja Narvankar.
- 4. Between 16 and 21 October 2023, BAF students generously donated stationery items under project Aanand\_Daan, organized by the Library Committee and NSS Unit. The donated items were later distributed among children at the adopted village of Palghar.

- 5. On 27 October 2023, students of SYBAF and TYBAF participated in the Industrial Visit to Igatpuri. Students visited the SOMA Vines factory.
- 6. 09 December 2023 Joint University Programme was conducted jointly with M. Com, B. Com in collaboration with ICAI on Introduction to Forensic Accounting and Rise of Accounting Profession in the Global Ear.
- 7. 10 February 2024 students of FYBAF participated in the Industrial Visit to Silvassa. Students visited a Textile factory.
- 8. 10 March 2024 students of FYBAF in the Foundation Course II Project under the guidance of Prof. Mayur Shah participated in the 'Tree Plantation Drive' in collaboration with the National Service Scheme (NSS) to create awareness of the environment among the students. The plantation was held in the College Open Terrace Area. The students planted ten plants. (One Plant One Group)

#### **Programs attended by BAF Faculty Members:**

- 1. Prof. CA Vandana Ladha & Prof. Mayur Shah completed 06 days of the Faculty Development Programme on 'Academic Enhancement in light of National Education Policy 2020' organized by IQAC of Vivek College of Commerce from 05 June 2023 to 10 June 2023.
- 2. On 16 September 2023, Prof. CA Vandana Ladha & Prof. Mayur Shah participated in an Online Research Methodology Workshop on 'Research Metrics in Academic Research & Publication Ethics'.
- 3. On 18 July 2023, Prof Mayur Shah participated in the workshop on the Avishkar Inter-Collegiate Convention organized by the Department of Students' Development, University of Mumbai at D G Ruparel College of Arts, Science and Commerce.
- 4. On 24 July 2023, Prof Mayur Shah participated in the Plenary Talk 'Indian Knowledge System (IKS): Time to reclaim the lost ground' during the NEP 2020 implementation celebration week, which was organized by the University of Mumbai NEP Cell, UGC HRDC, and IQAC and sponsored by RUSA.
- 5. Prof Mayur Shah attended a session on 'Review of Literature' organized by Rizvi College of Arts, Science, and Commerce in association with All India Institute of Researchers (AIIR) on 17 September 2023.
- 6. Prof Mayur Shah participated in an International Conference on 'Shanghai Cooperation Organisation (SCO): Dynamism & Prospects organized by the Centre of Central Eurasian Studies, University of Mumbai, Vivek College of Commerce & Russian House in Mumbai on 01 November 2023.
- 7. Prof. CA Vandana Ladha, Prof. Mayur Shah & Prof. Ketki More participated in the Faculty Development Programme on the topic 'Framing & Mapping of Course Outcome and Programme Outcome' organized by IQAC of Vivek College of Commerce on 13 March 2024.
- 8. Prof. CA Vandana Ladha, Prof. Mayur Shah & Prof. Ketki More attended a Training Session on 'Empowering Autonomy: Strategies for Successful Implementation' organized by IQAC of Vivek College of Commerce. on 22 March 2024.

### Participation & Achievements by Students in various competitions & Committees:

#### **FYBAF Students:**

- Gauri Amol Mane Volunteer, NSS & E-Cell and received the Best NSS Volunteer 2023–2024 award.
- Sanjana Yadav Member, Students' Council.
- Megha Patel Volunteer, NSS & E-Cell.
- Yashashri Gowda Volunteer, NSS & E-Cell & HoD, YUG.
- Shagun Gupta Volunteer, E-Cell.
- Shruti Chaurasiya Received 3rd Prize in Street Play, Volunteer, NSS.
- Packiam Shekhar Nadar Volunteer, NSS
- Rubeka Sunderapandi Nadar Volunteer, NSS
- Jinsu Biju Volunteer, Meraki
- Seema Dinesh Yadav Volunteer, NSS & Rotaract Club
- Riya Satendra Sharma Volunteer, NSS

#### SYBAF Students:

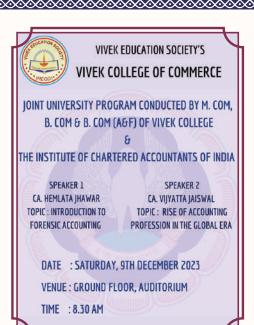
- Ankita Gupta 3rd Prize on 'Finance ka Chakravyuh organised by Saraf College, 3rd Prize in Elocution Competition in college, 1st Prize in Beg & Borrow Event of YUG, International Project Head in Rotaract Club
- Purvi Mali 3rd Prize on 'Finance ka Chakravyuh organised by Saraf College, Volunteer in Rotaract Club.
- Nirmal Aashish Sonelal Appreciation price in reel making competition (Meraki), Appreciation price by IIT Bombay for participating in NEC and secured a Position in Top 15 in the Advance Track, Price by Ramkrishna Math and Ramkrishna Mission in Essay Writing Competition, HOD of Event Department in Meraki
- Atharva Shekhar Chonkar Appreciation price by IIT Bombay for participating in NEC and secured a Position in Top 15 in the Advance Track, HOD of Finance Department in E-Cell
- Harshad Ganesh Shigavan Appreciation price by IIT Bombay for participating in NEC and secured a Position in Top 15 in the Advance Track, HOD of Co-ordination Department in Meraki
- Pranjal Suraj Tawde HOD of Finance Department in Meraki, Appreciation price by IIT Bombay for participating in NEC and secured a Position in Top 15 in the Advance Track
- Kajal Singh Best Girl Leader in Sports & Gymkhana Committee, HOD of Discipline in Sports & Gymkhana Committee
- Kanishka Kanojia Member of DLLE
- Needa Shaikh Best girl volunteer in sports and Gymkhana committee, 1st price in carrom competition, 3rd prize in mehendi competition, consolation prize in writing competition, volunteer in sports and Gymkhana committee.
- Resham Gurjar Best Member Award (DLLE), 2.
   Consolation prize for the Elocution competition, DLLE -

Student manager, Appreciation for participating in Avishkar Research.

- Khadija Umatiya Best Leader Award (E-cell), E- Cell
   Joint Secretary, Appreciation prize by IIT Bombay for participating in NEC and secured a Position in Top 15 in the Advance Track
- Mohita Nair 1st prize in District level Utkarsh camp selection round 1, 3rd prize in YUG, 2nd prize in AURA FEST (Ghanshyamdas college of science), 3rd prize in LA FETE FEST (Balbharti college)
- Sagun Sawant Silver Medal in drama in Mumbai University Youth Festival 2023, 1st Prize in Mono acting at INIZIO NSS Festival at S.M. Shetty College, Best student in theatre activities of Vivek college of Commerce, 1st Prize in Street play competition at UDAAN festival, Marathi Wangmay and Natyamandal, Student Incharge of Drama, 3rd Prize in Street play as a Director at INIZIO NSS festival at S.M. Shetty College

#### **TYBAF Students:**

- Thuthinal Athira Sobhanakumar Best Student Award, Actively participated in various college events.
- Anbarasu Periyaswamy TMLA Media Head, received certificate for best volunteer boy in TMLA
- Srinivasan Thangaraj First prize in intra-college kabaddi tournament
- Madan Raju first prize in intra college kabaddi tournament
- Gauri Vinod First Prize in Intra College Badminton Competition
- Ankita Maurya Yug Quality Circle Member
- Shaikh Uzma 2nd prize in Intra-College carrom competition, 2nd prize in Intra-College relay competition.
- Trisha Sigamani 2nd prize in Inter college carrom competition, 1st prize in long jump (Intra-College), 2nd Prize in Javelin Throw (intra-college), Secretary In TMLA, Received Certificate And Trophy For Best Leader Girl in TMLA
- Karimphakkil Shilpa Sasi 3rd Rank in Sem 4, Administrative & Reporting Head of Students' Council, Actively participated in various Inter & Intra- collegiate events, Participated in the youth festival singing competition.
- Shivkumar Naykar Member of TMLA
- Alfiya Sadik Pawaskar Best Female Leader, Students' Council, Won 1st Prize at Intra college carrom tournament duo girls. Won 2 medals and certificates at games at E-NEXUS organised by E-Cell. Won 2nd prize in Intra college Volleyball tournament girls
- Students of BAF have actively participated in academic, co-curricular & extra-curricular activities organised by various committees in our college or other colleges conducted throughout the entire Academic Year 2023 2024





Joint University Programme Conducted in Collaboration with ICAI



**Traditional Day Celebration** 



**Traditional Day Celebration** 



**Industrial Visit of FYBAF Students** 



**Industrial Visit of SYBAF Students** 



**Industrial Visit of TYBAF Students** 



**BAF Students Participating in Tie & Saree Day** 



**BAF Students Participating in Tie & Saree Day** 



**Gurupurnima Celebration** 



**Teachers Day Celebration** 





SYBAF Students Visited Chhatrapti Shivaji Maharaj Vastu Sanghralaya, Churchgate



BAF Students Participating in Tree Plantation in Foudation Course



FYBAF Students Performing Skit in Foundation
Course Project



PPT Presentation by FYBAF Students Under Foundation Course



PPT Presentation 'AAJIVIKA'



**BAF Students Participating in Colours of Navratri** 

#### **B. COM (FINANCIAL MARKETS)**

#### **Faculty Members:**

Prof. Tanvee Narvekar (Coordinator)

Prof. Sharvari Talashilkar

#### **Activities conducted and Participated:**

- 1. On 27th June 2023, we conducted a BSE Visit for TYBFM Students starting from Goregaon at 10 am. The session began at 11.30 am with Mr. Gupta, who briefed them about the Stock market. He motivated students to gather information daily by reading the information, which was helpful for students
- 2. On 22 July 2023, our college alumni, Mr. Mohammad Sayyad, conducted a session on financial literacy for our SYBFM, SYBBI TYBFM, and TYBBI Students. He guided the students through applying technical analysis, investing in a particular stock, and the best way to start an investment.
- 3. On 22 July 2023, students went to the RBI Museum in the RBI buildings in the Fort area of Mumbai; this is unique as the only museum in India devoted to money and finance. Set up by the RBI, there is a good collection of coins and notes across various periods, and some helpful information is provided on the basics of money and finance. Which benefited our students
- 4. The BFM department organized a one-day hands-on sampling activity for Kai Razor on the college campus on 9 October 2023, during which free samples were distributed.
- 5. On 27 October 2023, students of SYBFM and TYBFM were taken for an Industrial Visit at Soma Wines Nasik.
- 6. FYBFM students attended a session with Amigo on 24 January 2024 under YUG
- 7. On 10 February 2024, FYBFM students were taken on an Industrial Visit to Cotton Textile and Transformer at Silvassa.
- 8. Prof. Tanvee and Prof. Sharvari participated in the Faculty Development Program from 5 June 2023 to 10 June 2023, organized by IQAC on Academic Enhancement in light of National Education Policy 2020
- 9. Prof. Tanvee and Prof. Sharvari participated in the Session on 'Business Model Canvas & Investment and Funding Opportunities for Early-Stage Entrepreneurs' by Mr. Abhishek Kaur Angel investor, Author & Keynote Speaker and Mr. Sagar Ranshoor- Public Speaker & Startup Mentor on 17th August 2023
- 10. Prof. Tanvee and Prof. Sharvari participated in the staff Empowerment Program on 'Financial Literacy' by Mr. Paresh Sheth from CASI Global on 8th September 2023
- 11. Prof. Tanvee and Prof. Sharvari participated in the Online Research Methodology Workshop on 'Research Metrics in Academic Research & Publication Ethics' by Dr. S. Pujar- Chief Librarian of IGIDR, Mumbai & Dr. B. Chinna Muthu- Asst. Professor from Christian College, Madras, on 16th September 2023

- 12. On 1 November 2023, Prof. Sharvari participated in the International Conference on SCO: Prospects and Dynamism, organized jointly with CCES, Vivek College of Commerce, and the Russian House in Mumbai.
- 13. Prof. Tanvee and Prof. Sharvari participated in the 5th Annual Saraswaty Memorial Lecture on 12th January 2024, organized by IQAC on Cyber Savvy Youth: Empowering Gen Z with Digital Security. Chief Guest & Keynote Speaker: Shri Dhanushkodi Sivanandhan Retd. Director General of Police (DGP), Maharashtra Guest of Honour Hon'ble Justice Dr. S. Radhakrishnan, Former Judge of the High Court of Bombay.
- 14. Prof. Tanvee and Prof. Sharvari participated in the FDP on "Training and Mapping of Course Outcome and Programme Outcome" on 13th March 2024 by Dr. Sybil Thomas









### B.A.M.M.C (MULTIMEDIA & MASS COMMUNICATION)

#### **Faculty Members:**

Prof. Jennifer Marfatia (Coordinator)

Prof. Nisha Bidawatka (Coordinator)

Prof. Samruddhi Kale

This year, in the first year, there were 32 admissions.

#### **Activities conducted and Participated:**

- 1. Prof. Jennifer Marfatia and Prof. Nisha Bidawatka attended a 6-day FDP on 'Academic Enhancement in Light of NEP 2020' from June 5 to June 10, 2023, organized by IQAC of Vivek College of Commerce.
- 2. The BAMMC department organized an Industrial visit to the National Museum of Indian Cinema for second-year students on 17th September 2023.
- 3. The BAMMC department organized a One-Day Hands-on Sampling Activity for Kai Razor on the college campus on 9 October 2023, during which free samples were distributed.
- 4. The BAMMC Department organized an Industrial Visit for the students of all second and third years to Soma Vines, Nasik on 27th October 2023.
- 5. Prof. Nisha Bidawatka and Prof. Samruddhi Kale attended the 5th A.A. Saraswathy Annual Memorial Lecture on 12 January 2024, organized by Vivek College of Commerce.
- 6. BAMMC students attended sessions with Amigo on January 24, 2024, and Arena Animation on January 17, 2024.
- 7. The BAMMC Department organized a One-day intercollegiate seminar on Theatre yesterday, today, and tomorrow, 31 January 2024, during which eminent theatre personalities motivated the students.
- 8. The BAMMC Department organized an Industrial Visit for the students of the first year at Silvassa on 10th February 2024.
- 9. Prof. Nisha Bidawatka and Prof. Samruddhi Kale attended the FDP on the topic of Framing and Mapping Course Outcomes and Programme Outcomes, held on 13th March 2024, organized by IQAC of Vivek College of Commerce.

#### One-Day Intercollegiate Seminar









**National Museum of Indian Cinema** 





SR. NO.	NAME OF THE COMMITTEE	INCHARGE / COMMITTEE MEMBER OF THE B.COM	INCHARGE / COMMITTEE MEMBER OF THE SFC
		Dr. Manisha Naik	-
		Dr. Thanga Durai	-
1.	CDC Member	Dr. Tanusree Chaudhuri	-
		Dr. Maya Hande	-
		Mrs. Bindu Varma	-
		Dr. Tanusree Chaudhuri (Co-ordinator)	Prof. Anupama Bali
		Dr. Manisha Naik	Prof. Pradeep Hathi
		Dr. Nisha Pillai	Prof. Maria Muthukumar
2.	Internal Quality Assurance cell	Dr. Prabhakar Musam	Prof. Murugesh Chandran
		Dr. Shefali Naranje	
		Mrs. Bindu Varma	
		Dr. Thanga Durai	
		NSS Incharge	
3.	Student's Council & Welfare	Arts Circle	Dr. Vivek Singh + All Co-ordinator
		Sports Incharge	
		Principal's Nominee (Dr. Malathi Iyer)	
	Social Impact Committee / NSS / NCC	Dr. Prabhakar Musam	Prof. Mayur Shah
4.		Dr. Nisha Pillai	Prof. Saroj Gamare
		Prof. Malvika Shetty	Prof. Jennifer Marfetia
5.	Dept. of Long Learning Ext.	Dr. Tanusree Chaudhuri	Prof. Tanvee Narvekar
		Dr. Maya Hande	Prof. Nisha Bidawatka
6.	Women Development Cell and Empowerment Cell	Dr. Shefali Naranje	Prof. Jennifer Marfatia
			Prof. Saroj Gamare
7		Dr. Thanga Durai	Prof. Nisha Bidawatka
7.	SC / ST Committee / (Minority Cell)	-	Prof. Murugesh Chandran
8.	RTI Committee	Dr. Shefali Naranje	Prof. Anuja Narvankar
	Committee for Adherence of	Dr. Manisha Naik	Prof. Anuja Narvankar
9.	Code of Conduct	Dr. Maya Hande	Prof. Nisha Bidawatka
10.	Internal Complaints Committee (ICC)	Dr. Manisha Naik	Prof. Anuja Narvankar
		Dr. Maya Hande	Prof. Anupama Bali
11.	Exam Committee	Dr. Shefali Naranje	Prof. Anupama Bali
		Dr. Nisha Pillai	Prof. Vandana Ladha
		Dr. Prabhakar Musam	Dr. Ranjeet Kaur Patel
		Prof. Malvika Shetty	Prof. Tanvee Narvekar
12.	Gymkhana Committee	Dr. Prabhakar Musam	Prof. Manoj Heda
		Mr. Harish Paralkar	Prof. Lubina Gonsalves

SR. NO.	NAME OF THE COMMITTEE	INCHARGE / COMMITTEE MEMBER OF THE B.COM	INCHARGE / COMMITTEE MEMBER OF THE SFC
13.	Auto Civalo	Dr. Manisha Naik	Prof. Tenzie Thomas
	Arts Circle	Dr. Maya Hande	Prof. Anuja Narvankar
14.	Marathi Wangmay & Nahya Mandal	Dr. Maya Hande	Prof. Saroj Gamare
	Marathi Wangmay & Natya Mandal	Prof. Pramod Gawas	Prof. Sukanya Sawant
	Attendance Committee	Dr. Maya Hande	Dr. Ranjeet Kaur Patel
15.		Prof. Pooja Gupta	Prof. Tanvee Narvekar
		Prof. Pramod Gawas	Prof. Sukanya Sawant
46	Career Guidance Placement & Student Counselling Cell	Dr. Thanga Durai (Placement)	Dr. Vivek Singh (Career Guidance)
16.		Dr. Nisha Pillai	Prof. Vandana Ladha
		Mrs. Bindu Varma	Prof. Maria Muthukumar
17.	Alumni Association	Dr. Malathi lyer	Prof. Murugesh Chandran
		Dr. Thanga Durai	-
40		Mrs. Bindu Varma	Prof. Mayur Shah
18.	College Magazine	Dr. Malathi Iyer	Prof. Samruddhi Kale
		Dr. Manisha Naik	Dr. Ranjeet Kaur Patel
19.	Discipline Committee + Anti Ragging Committee	Dr. Malathi lyer	Prof. Vandana Ladha
		Dr. Nisha Pillai	Prof. Pradeep Hathi
		Dr. Prabhakar Musam (FY A)	Prof. Lubina Gonsalves (FYBMS)
		Prof. Pramod Gawas (FY B)	Prof. Manoj Heda (SYBMS)
		Dr. Shefali Naranje (FY C)	Dr. Ranjeet Kaur Patel (TYBMS)
	Guardian Teachers (Member)	Dr. Tanusree Chaudhuri (FY D)	Prof. Maria Muthukumar (F.Y.I.T.)
		Dr. Manisha Naik (SYA)	Prof. Sukanya Sawant (S.Y.I.T.)
		Dr. Malathi lyer (SY B)	Prof. Murugesh Chandran (T.Y.I.T.)
		Prof. Pooja Gupta (SY C)	Prof. Mayur Shah (FYAF)
		Prof. Malavika Shetty (SY D)	Prof. Vandana Ladha (SYAF)
		Dr. Nisha Pillai (TYA)	Prof. Saroj Gamare (TYAF)
20.		Dr. Maya Hande (TY B)	Dr. Vivek Singh (FYBBI)
		Dr. Thanga Durai (TY C)	Prof. Anuja Narvankar (SYBBI)
			Prof. Anuja Narvankar (TYBBI)
			Prof. Sharvari Talashikar (FYBFM)
			Prof. Sharvari Talashikar (SYBFM)
			Prof. Tanvee Narvekar (TYBFM)
			Prof. Nisha Bidawatka (FYBMM)
			Prof. Jennifer Marfatia (SYBMM)
			Prof. Jennifer Marfatia (TYBMM)

	NAME OF THE COMMITTEE	INCHARGE / COMMITTEE MEMBER OF THE B.COM	INCHARGE / COMMITTEE MEMBER OF THE SFC
22.		Mrs. Bindu Varma	Prof. Pradeep Hathi
	Liberry Organitte .	Dr. Malathi Iyer	Dr. Vivek Singh
	Library Committee	Dr. Manisha Naik	-
		Dr. Nisha Pillai	-
	Green Committee	Dr. Tanusree Chaudhuri	Prof. Nisha Bidawatka
23		Dr. Manisha Naik	Prof. Sharvari Talashilkar
		Prof. Pooja Gupta	
04	Parents Teachers Association	Dr. Nisha Pillai	Prof. Sharvari Talashilkar
24.		Prof. Malvika Shetty	Prof. Sukanya Sawant
	Research Cell	Dr. Tanusree Chaudhuri	Prof. Mayur Shah
25.		Dr. Malathi lyer	Prof. Tenzie Thomas
		Dr. Shefali Naranje	
		Dr. Maya Hande	Prof. Mayur Shah
26.	Students Research Cell	-	Prof. Lubina Gonsalves
27.	Staff Empowerment Committee	IQAC Members	IQAC Members
		Dr. Nisha Pillai	Prof. Maria Muthukumar
28.	Tamil / Malayalam Litery Asso.	Dr. Malathi lyer	Prof. Tenzie Thomas
		Mrs. Bindu Varma	-
		Dr. Thanga Durai	All Co-ordinators
29.	Timetable	Prof. Pooja Gupta	
		Prof. Pramod Gawas	
	Unfair Means Inquiry Committee	Dr. Tanusree Chaudhuri	Prof. Pradeep Hathi
30.		Dr. Malathi Iyer	Prof. Maria Muthukumar
		Dr. Maya Hande	Prof. Sukanya Sawant
	Admission Committee	Dr. Tanusree Chaudhuri (F.Y. Incharge)	Prof. Anupama Bali (Overall Incharge)
		Dr. Maya Hande	All Co-ordinators
		Dr. Shefali Naranje	
31.		Dr. Malathi lyer (S.Y. Incharge)	
		Dr. Nisha Pillai	
		Dr. Manisha Naik (T.Y. Incharge)	
		Prof. Prabhakar Musam	
00	Website, Multimedia & E-Content	Mrs. Bindu Varma	Prof. Maria Muthukumar
32.		Dr. Prabhakar Musam	Prof. Mayur Shah
33.	Convocation	Dr. Malathi Iyer	Prof. Anupama Bali

SR. NO.	NAME OF THE COMMITTEE	INCHARGE / COMMITTEE MEMBER OF THE B.COM	INCHARGE / COMMITTEE MEMBER OF THE SFC
	Feedback, Result Analysis and PO-CO Mapping	Dr. Malathi Iyer (PO-CO)	Prof. Maria Muthukumar (PO-CO)
34.		Dr. Manisha Naik (Feeback)	Prof. Anupama Bali (Feeback)
		Dr. Nisha Pillai (Result Analysis)	All Co-ordinators (Result Analysis)
05	Prospectus	Dr. Nisha Pillai	Prof. Vandana Ladha
35.		Dr. Shefali Naranje	Prof. Nisha Bidawatka
	Add-On Course Committee Value Added Course	Dr. Prabhakar Musam	Prof. Anuja Narvankar
36.		Dr. Thanga Durai	Prof. Murugesh Chandran
		-	Dr. Ranjeet Kaur Patel
		Dr. Mansiha Naik	Prof. Mayur Shah (Co-ordinator)
07	VIIO	Dr. Malathi lyer	All Co-ordinators
37.	YUG	Dr. Tanusree Chaudhuri	
		Dr. Nisha Pillai	
	Grievances Redressal Committee (Staff and Students)	Dr. Malathi Iyer	Prof. Anupama Bali
38.		Dr. Manisha Naik	Prof. Pradeep Hathi
	Rotary Club	Prof. Pooja Gupta	Prof. Lubina Gonsalves
39.			Prof. Sharvari Talashilkar
40.	Vivek Youth Empowerment Cell	Dr. Thanga Durai	Prof. Manoj Heda
41.	NIRF	Dr. Prabhakar Musam	Dr. Vivek Singh
		Dr. Tanusree Chaudhuri	Prof. Pradeep Hath (Incharge)
42.	Academic Audit	Dr. Nisha Pillai	Prof. Manoj Heda
		Prof. Pramod Gawas	Prof. Nisha Bidawatka (Incharge)
43.	Bridge Course	Dr. Shefali Naranje	Prof. Saroj Gamare
	Centre for Innovation, Incubation and Entrepreneurship	Dr. Thanga Durai	Prof. Anuja Narvankar (Incharge)
44.		-	Prof. Tenzie Thomas
45.	Students with Special Needs (Divyangjan)	Dr. Manisha Naik	Prof. Murugesh Chandran
	ISO	Dr. Maya Hande	Prof. Anupama Bali
46.		Dr. Nisha Pillai	Prof. Lubina Gonsalves
	Scholarship	Dr. Prabhakar Musam	Prof. Anupama Bali
47.			Prof. Sharvari Talashilkar
	Conduct of Workshops / Conferences / FDP for Staff	Dr. Tanusree Chaudhuri	Prof. Vandana Ladha
48.		-	Prof. Maria Muthukumar
		Prof. Malvika Shetty	Dr. Vivek Singh
49.	MoU / Linkage	Dr. Malathi lyer	Prof. Anuja Narvankar
50.	Health Committee	Dr. Malathi Iyer	Prof. Pradeep Hathi

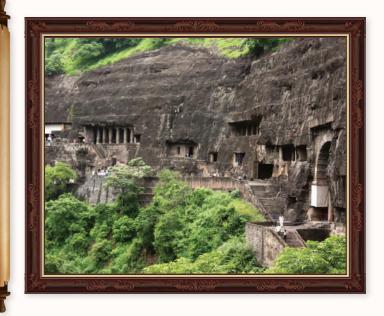
#### FOR ACADEMIC YEAR 2023 - 2024

SR. NO.	NAME OF THE COMMITTEE	INCHARGE / COMMITTEE MEMBER OF THE B.COM	INCHARGE / COMMITTEE MEMBER OF THE SFC
51.	NEP Committee	Dr. Manisha Naik	Prof. Anupama bali
		Dr. Malathi lyer	All Co-ordinators
		Dr. Tanusree Chaudhuri	-
		Dr. Nisha Pillai	-
52.	Stock Checking Committee	Mrs. Bindu Varma	Prof. Mayur Shah
53.	Media Club and Centre for E-Learning and Podcast	-	Prof. Jennifer Marfatia
		-	Prof. Nisha Bidawatka
54.	Academic Calender Committee	Dr. Shefali Naranje	Prof. Murugesh Chandran
55.	Students / Faculty Exchange Program & International Collaboration	Dr. Neelu Khosla	Prof. Sharvari Talashilkar

#### **Did You Know?**

#### **Ajanta Caves:**

The Ajanta caves, dating back to around the 2nd century BCE, are renowned for their exquisite Buddhist paintings and sculptures. A lesser-known fact is that these paintings were created using natural dyes and minerals, and some of these dyes, such as the vibrant blue pigment, were derived from lapis lazuli, which was imported from Afghanistan. This reflects the global trade connections of ancient India.



#### Did You Know?

#### **Ellora Caves:**

The Ellora caves are a complex of Hindu, Buddhist, and Jain temples carved out of rock between the 6th and 10th centuries CE. One surprising fact is that the Kailasa Temple (Cave 16), dedicated to Lord Shiva, was carved from a single monolithic rock and is the world's largest monolithic sculpture. It was excavated top-down, starting from the top of the mountain and working downwards, a technique that was incredibly risky and required extreme precision.

### **COMMITTEE REPORTS CONTENT**

Students'
Council
68 Page

National Service Scheme (NSS) -72 Page Department of Lifelong Learning & Extension (DLLE) -79 Page

Women
Development
Cell (WDC)
81 Page

Art Circle -83 Page Sports &
Gymkhana
Committee
90 Page

Meraki Incubation Cell -96 Page Entrepreneurship Cell (E-Cell) -103 Page

Annvishiki Research Cell -110 Page Literary
Association
114 Page

Library Committee -114 Page Career and
Placement Cell
115 Page

Parent Teacher Association (PTA) -118 Page

Health & Safety Committee -119 Page

Green
Committee
119 Page

Youth Club -121 Page

Rotaract Club -125 Page YUG Intercollegiate Fest -129 Page

Marathi Wangmay & Natya Mandal -137 Page Tamil Malayalam
Literary
Association
142 Page

### **COMMITTEE REPORTS**

#### STUDENTS' COUNCIL

#### **Chairperson:**

Principal Dr. Vijetha Shetty

#### Faculty In-charge:

Dr. Thanga Durai



Student Member		
President	Vivek Sheshnath Jaiswal	
Secretary	Alfiya Pawaskar	
Joint-Secretary	Memuna Shaikh	
PG Representative	Aman Dubey	
Event Head	Manisha Rai	
Administrative Head	Shilpa Sasi	
Attendance & Discipline Head	Raj Pratap Singh	
Finance Head	Sneha Pandey	
Media Head	Yoganandini Nadar	



#### **Activities Conducted by the Committee:**

#### 1. Y-20 Program:

We proudly organized the Y-20 program on 30 June 2023, celebrating our country's significant milestones, including its election to the G20 presidency in December 2022. This achievement is a testament to India's growing global leadership and is a moment of immense pride for all of us.

Our College Students' Council has organized a comprehensive guest lecture on health, well-being, and sports. This initiative, in association with Brahma Kumari's youth wing, aims to sensitize and educate the youth on a wide range of topics crucial for their overall development.

The speakers for the sessions were BK Reena Ben, who spoke on well-being; Dr. Gaurav Kulkarni, who spoke on health; and Mr. Adithya Kulkarni, who spoke on sports. The program commenced with an introductory speech by Programme Coordinator Professor Dr. Thanga Durai. He provided insights into the essence of Y20, explained the theme, and emphasized youth's pivotal role in nation-building through innovative ideas. Dr. Vijetha Shetty, the principal, shared valuable guidance on the need for youth participation and maintaining a healthy lifestyle, aligning with the event's theme for national development.





#### 2. Students Council Election:

The election for the Students' Council was held on 2nd August 2023. The objective of appointing the Students' Council is to provide a platform for the students to develop leadership qualities by organizing and carrying out activities and projects. In addition to planning events contributing to college spirit and community welfare, the Students' Council is the student body's voice. They help share student ideas, interests, and concerns with the college-wide community.

Students filed nominations for Secretary, Joint Secretary, and head of different functions. Dr. Prabhakar Musam from the Economics department has been appointed as the election officer to ensure the smooth conduct of the election.

The selection criteria include academic excellence, sports, and overall behaviour in the college. The Apex body also considers students' voting. Finally, seven students were elected. All the elected students were conferred designation badges in the Induction ceremony on 25th August 2023.



#### 3. Deeksharambh:

"Deeksharambh – 2023", an Induction program, was conducted for First-Year college students. It commenced on 19th July 2023 and concluded on 20th July 2023. The program took place in the Bed Rock Hall of the College. During this period, the Convenors of various clubs and committees and the College Counsellor and College Librarian conducted orientation sessions for the First-Year students.

Principal Dr. Vijetha Shetty addressed the students and emphasized the importance of discipline in their academic journey. Dr. Thanga Durai provided information about the Students' Council activities and shared comprehensive information about the mentoring process, attendance policies, remedial classes, and available scholarships.

Dr. Manisha Naik explained the functioning of the Arts Circle, and Dr. Maya Hande spoke about the college attendance rules, Women's Empowerment activities, and the college Research Cell. Dr. Shefali Naranje explained the Examination Rules and regulations, ensuring students were well-informed about the examination procedures and guidelines. Dr. Prabhakar Musam shed light on sports activities and the College's commitment to promoting a healthy and active lifestyle among students.

Prof. Mayur Shah explained the National Service Scheme (NSS) and its role in community service and social development. Prof. Anuja Narvankar provided information about the Institution Innovation Council (IIC) and the College's Placement Cell, guiding students on career-related opportunities and industry tie-ups.

Our college counselor sensitized students about mental health, common challenges faced during college years, and the resources available for counseling and support. The students were informed about individual Counselling sessions, joint sessions, and other activities conducted by the Counselling cell to ensure their overall well-being. College Librarian Ms. Bindu Varma conducted library orientation, acquainting the students with various library services and e-resources available. The orientation covered library working hours, different sections, collections, periodicals, magazines, newspapers subscribed by the library, and other facilities and services.

The Orientation Sessions aimed to clarify to the First-Year Students the objectives of the college activities and their roles as students in their academic and overall development.





#### 4. Friendship Day:

On 8th August 2023, the Students' Council, in association with the Rotaract Club of Vivek College of Commerce, organized an event named "ATRANGI'S" to celebrate Friendship Day for college students. The event was organized in the College Gymkhana; it started by welcoming all our respected Principal, Dr. Vijetha Shetty, teachers, and students. Students were seen participating in games like Compatibility Test and Treasure Hunt, which was organized on the 4th Floor Enclosed Terrace Area. It was a fun event for all students as it had Photobooths, Selfie Stands, and a few stalls where they purchased Friendship Day Bands for their Friends.





#### 5. Teachers Day Celebration:

On 05th September 2023, we celebrated Teacher's Day on the eve of Dr. Sarvepalli Radhakrishnan, president of India, to make his birth anniversary. We gather here at the ground floor auditorium to celebrate a special occasion that holds immense significance in the hearts of students and teachers – Teacher's Day. This is a day where we express our heartfelt gratitude to the dedicated mentors who have shaped our lives and helped us become who we are today.

Several students from different classes have come forward to conduct mini-lessons on various subjects. This helps us understand the effort teachers put into planning lessons and showcases the talent and potential within our student body.

This year's celebration was a blend of heartfelt tributes, performances and moments of reflections on the impact teachers having on shaping our futures.

All teachers and staff gathered for a joyous cake-cutting ceremony on this day. It symbolized our gratitude and respect for their dedication to nurturing our minds and was a sweet moment of celebration and appreciation.





#### 6. Annual Day Celebration:

The Students' Council organized the Annual Day on 22nd December 2023. The program commenced with the auspicious lighting of the ceremonial lamp by the honorable VES Secretary & President. The event started with Saraswati Vandana, which our students recited.

The students performed cultural events such as solo and group dance, solo and duet singing, skits on social issues, fashion shows, etc. Finally, our student's secretary, Mr. Vivek Jaiswal, proposed the vote of thanks, and the program concluded with the national anthem.







#### 7. Annual Prize Distribution Day:

We organized our college's "Annual Prize Distribution Day" on 27th January 2024 to give prizes and awards to the prize winners in Academic, cultural, and cocurricular activities during the year. It celebrates students' hard work and dedication in various areas and provides a powerful motivator for continued success. The Chief guest for the occasion was Dr. Srinivasan R. Iyengar, Professor & Director of JBIMS. The awards, trophies, and certificates were conferred upon the well-deserving Vivian by the Chief Guest and by the members of management, Mr. Sriram, President; Mr. Ramachandran, Vice President; Mr. Shashi Varma, the Secretary of VES.







#### 8. College Farewell Program:

Students' Council organized a Farewell Party on 6th April 2024 at the school side premises. The students of 2nd year bid farewell to the outgoing students of the final year with great enthusiasm. The function began with a welcoming speech by Dr. Thanga Durai, Coordinator of

the Students' Council. Our Students Council members organized this event. Lightning of Lamp was done by our VES Vice President, Mr. Ramachandran, and all staff members wished good luck to the final year students in the future.

All the seniors and juniors filled the premises with colorful attire, which added beauty to the event. Juniors gave a warm welcome with a Bookmark with the college logo, followed by very entertaining group dances, solo dances, and solo song performances. It was an incredible day hosted and organized by juniors.





#### 9. Tie & Saree Day Celebration:

Students' Council organized the "Tie & Saree Day "on 3rd February 2024, encouraging students to dress up in traditional Indian Culture. The event saw students donning elegant suits and colorful sarees and participating in the ramp walk. The atmosphere was filled with excitement and energy as the students showcased their outfits and talents on stage. Overall, the celebration was a huge success and helped the students promote India's rich cultural heritage.





#### 10. Traditional Day:

Students' Council organized the "Traditional Day" to promote Unity and Diversity among the Indian Youth on Tuesday, 23rd January 2024. The Traditional Day is when every Vivian embraces the desi in them and comes out dressed in their best desi avatars. Everyone looks forward to this grand day of getting dressed and capturing beautiful memories in their fabulous outfits that they can cherish for the rest of their lives. It was a day of celebration, learning, and unity that embodied the values and spirit of our VIVIANS.



#### 11. Other Programs Organized during the year:

On 8th November 2023, the Students' Council, in association with the Indian Development Foundation, organized a Diwali Celebration at Vimala Dermatological Centre, Andheri West.



On 21st January 2024, a student member of the Students' Council of Vivek College of Commerce participated with Brahma Kumaris in the "CELEBRATING DIFFERENCES" event.



The Students' Council of Vivek College of Commerce assisted the Annual Convocation: Degree Distribution Ceremony, organized on Saturday, March 16th, 2024.







#### National Service Scheme (NSS) B-23 NSS UNIT







#### Principal:

Dr. Vijetha Shetty

#### **Programme Officers:**

Prof. Mayur Shah

Dr. Prabhakar Musam

Dr. Nisha Pillai

#### **Member Faculties:**

Prof. Saroj Gamare

Students' Core Committee				
NSS Leader Male	Sujit Yadav	S.Y.B.COM		
NSS Leader Female Kinjal Kambli		S.Y.BFM		
	Mahalaxmi Kounder	S.Y.B.COM		
	Kasturi Talawadekar	S.Y.BMS		
	Deepak Trikey	S.Y.B.COM		
Core Committee	Suman Shastri	SYB.COM		
	Harsh Baing	S.Y.BMS		
	Harsh Shitule	S.Y.BMS		
	Yash Ujgaonkar	M.COM		

Students' Assistant Core Committee				
Sakshi Awate	F.Y.B.COM			
Dipti Solanki	F.Y.BAMMC			
Priyanshu Gupta	F.Y.B.COM			
Kaushik Poojary	F.Y.B.COM			
Ashray Poojari	F.Y.B.COM			
Gauri Mane	F.Y.BAF			
Yashashri Gowda	F.Y.BAF			
Maulik Ganja	S.Y.BAMMC			
Rakshana Pichamuthu	F.Y.BMS			
Lashita Pramod	F.Y.B.COM			
Packiam Shekar	F.Y.BAF			
Ruksar Khan	S.Y.B.COM			
Sushmita Khara	F.Y.B.COM			

#### **About NSS Unit:**

No. of Volunteers Enrolled	200	76	124
No. of Units	02	-	-
No. of Volunteers Completed 120hrs	87	35	52
No. of Volunteers Completed 240hrs	22	11	11
No. Of Camp Volunteers	74	25	49

#### **NSS Core Committee 2023-24**



**NSS AssistantS Core Committee 2023-24** 



#### **Project Names at NSS Unit of Vivek College**



PROJECT AKHAND BHARAT NATIONAL & STATE DAYS



PROJECT ANNADHANAM FOOD DISTRIBUTION ACTIVITY



PROJECT AADVIK
REFURBISHING, REDESIGNING
ACTIVITY



PROJECT ANKUR
DENING, TREE PLANTATION &
MAINTENANCE ACTIVITY



PROJECT AAYUSH YOGA & WELLNESS ACTIVITY



SURYANAMASKAR



PROJECT AAROGYAM HEALTH & IMMUNISATION ACTIVITY



PROJECT AADISH
SESSIONS & EDUCATIONAL
ACTIVITY



PROJECT ARPAN
BLOOD DONATION &
BGAN DONATION ACTIVIT



ENVIRONMENTAL FRIENDLY ACTIVITY



PROJECT ABHYAAS TEACHING & LEARNING ACTIVITY



PROJECT AASHRAY

NATURAL CALAMITY RELEF

ACTIVITY



PROJECT AANAND DAAN
DONATION OF STATIONERY ITEMS

#### REMARKABLE ACHIEVEMENT



MEMENTO OF APPRECIATION FROM NSS, UNIVERSITY OF MUMBAI

REMARKABLE WORK TOWARDS COLLECTION OF BLOOD UNITS AT COLLEGE CAMPUS DURING 2022-2023

#### NOTABLE ACHIEVEMENT



MEMENTO OF APPRECIATION FROM MEENATAI THACKERAY BLOOD BANK (PRABODHAN GOREGAON) MR. SUBHASH DESAI, FOUNDER -PRABODHAN GOREGAON, EX-MINISTER OF INDUSTRIES, GOVT. OF MAHARASHTRA

IN HONOUR OF VALUABLE SERVICE TO THE MANKIND BY WAY OF ORGANISING BLOOD DONATION CAMPS

#### SPECIAL ACHIEVEMENTS



Sagun Sawant – SYBAF Has secured 1st Prize in MonoActing in Inizio Fest organised by NSS Unit of S. M. Shetty College in collaboration with University of Mumbai



Street PlayTeam - NSS Unit B23
Has secured 3<sup>rd</sup> Prize in Street Play in Inizio Fes organised by NSS Unit of S. M. Shetty College in collaboration with University of Mumbai

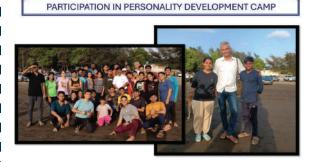
#### PARTICIPATION IN AVHAN CAMP





#### PARTICIPATION IN LEADERSHIP TRAINING CAMP







### **Mentionable Statistics 2023-2024**

Name of the Event	No. of Beneficiaries
Blood Donation Drives (2 Drives)	181 (116+65)
Menstrual Cup Distribution	60
Bone Marrow Donor Registry	251
Newspaper Bag Making	7000+
Pulse Polio Drives (3 Drives)	1800+
No. Of Trees Planted (4 Drives)	154 (75+42+27+10)
Distribution Of Stationary Kits In Adopted Village	80+
Distribution Of Shoes In Adopted Village	367
Medical Camp At Nandore Village	55
Eye Check Up Camp	532
Meri Maati Mera Desh (Selfies)	1150+
Teaching & Learning With Divyangjan	80+



@NSS\_VCC

# Details of Seven Days Residential Camp at Nandore Village, Palghar

Day	Date	Particular of the Activity - Nature of work done during the Special Camp	No of NSS Volunteer participated	No of Beneficiaries, if any
Pre-Camp Activities,	07 Dec 2023	Overview of camp site & places of accommodation, meeting with officials of	07	NIL
If any	11 Dec 2023	Gram panchayat, discussion on shramdaan, booking of items required in camp.	09	NIL
Day 1	13 Dec 2023	Reached by 9 am at Palghar Station, Allocation of Accommodation of volunteers, arrangements of camp materials & food items, cleaning of camp site & kitchen premises, meeting with officials of Gram Panchayat, meeting with volunteers for group allocation, visit to Gaushala, cooking by core committee, feedback & report writing.	74	NIL
Day 2	14 Dec 2023	Volunteers participated in a range of engaging activities including yoga and exercises, street play performance, promotions of upcoming medical camps, preparation of stationery kits for distribution. An interactive session by Sandeep Parab from Jeevan Anand Sanstha related to its organizational works & social works done by the organization. Detailedinformation about Govardhan Eco-village by Prabhuji Sivanandhan of GEV – ISKCON, Evening assembly for feedback, report writing & next day schedule & instructions.	74	NIL
Day 3	15 Dec 2023	Yoga and Exercise were taken by Rajshree Patil & Kashinath Patil from Sonopant Dandekar College, Volunteers participated in shramdaan activities such as promoting upcoming medical camps and diligently cutting grass, street play. An interactive session by Dipti Shelar from Meri Zimmedari, attendees were inspired to take ownership of their responsibilities and actively contribute to the betterment of the community, evening assembly for feedback, report writing & instructions for next day schedule.	74	NIL
Day 4	16 Dec 2023	Yoga & Exercise, volunteers lent their time and energy to support the conduct of MEDICAL CAMP and maintain the surroundings by participating in shramdaan activities, street play. Session by Swapnil Shirsath on superstitions, evening assembly for feedback, report writing & instructions for next day schedule.	74	55 Villagers
Day 5	17 Dec 2023	Yoga & Exercise, Street Play, shramdaan like construction of dam - BHANDARA, Distribution of paper bags made by volunteers under Project Avani, Session by Dr. Narayan lyer the visionary CEO of AKSHAYA SHAKTI, shares insights into the transformative work being done by the organization. Evening assembly for feedback, report writing & instructions for the next day schedule.	74	1000+ (Paper Bags)
Day 6	18 Dec 2023	Yoga & Exercise, Street Play, shramdaan – grass cutting, distribution of donated stationery kits collected under Project Aanand Daan, session by members of Brahmakumaris on meditations, spiritual growth, and personal development, evening assembly for feedback, report writing & instructions for next day schedule.	74	80+ (Stationery Kits)
Day 7	19 Dec 2023	Yoga & Exercise, groups were instructed for packing the camp materials & luggage, cleaning of camp site, feedback of students, felicitation of officials of Gram Panchayat, exit meeting, left the camp site by 3:00 pm.	74	NIL
Post Camp Activity,	21 Feb 2024	367 Pairs of shoes (donation was done by the kind well-wishers) were distributed in across six different schools, ensuring that each students	02	367
If any	22 Feb 2024	received a brand-new pair to support them on their educational journey.	13	(Shoes)





Total blood units collected: 181 Drive 1.0 = 116 & Drive 2.0 = 65

#### PLATELET DONATION 2023-2024







### SESSION ON MENSTRUAL HYGIENE & MENSTRUL CUP DISTRIBUTION 2023-2024





Total menstrual cup distributed: 60

#### **BONE MARROW DONOR REGISTRY 2023-2024**





**Total registration: 251** 

PAPER BAG MAKING FROM OLD NEWSPAPER 2023-2024





Total bags made & distributed : 7,000+

PULSE POLIO DRIVES 2023-2024





Total no. of beneficiaries from 03 drives: 1,800+

TREE PLANTATION DRIVES 2023-2024









27 trees planted 75 trees pla

Total no. of trees planted: 154

REGULAR GARDEN MAINTENANCE 2023-2024









NSS Unit taking care of three College gardens hosting in total 200+ trees / plants

STATIONERY KITS DISTRIBUTION AT ADOPTED VILLAGE NANDORE, 2023-2024

PARTICULARS		QUANTITY
STATIONERY ALTS	88	PACKETS / KITS
TIPFIN	44	UNITS
WATER BOTTLE	94	UNITS
CRAYONS & PAINTS	92	PACKETS / RIT
PERE	137	UNITS
PENCILS	304	UNITS
ERASERS	300	UNITS
SHARPERNERS	89	UNITS
NOTEBOOKS	66	UNITS
STORY BOOKS	107	UNITS
REFERENCE BOOKS	75	UNITS



Total no. of kits distributed: 80+

SHOES DISTRIBUTION AT ADOPTED VILLAGE NANDORE, 2023-2024





Total no. of pair of shoes distributed : 367

MEDICAL CAMP AT ADOPTED VILLAGE NANDORE, 2023-2024





Total no. of beneficiaries: 55

EYE CHECK UP CAMP IN COLLABORATION WITH AKSHAYA SHAKTI, 2023-2024





Total no. of beneficiaries: 532

MERI MAATI MERA DESH, 2023-2024









Total no. of selfies: 1,150+

# TEACHING & LEARNING WITH DIVYANG CHILDREN IN COLLABORATION WITH ROTARY SANSKARDHAM ACADEMY 2023-2024





Total no. of selfies: 80+

VERSOVA BEACH CLEAN-UP DRIVES IN COLLABORATION WITH AFROZ SHAH FOUNDATION 2023-2024





**Monthly Clean-up activity** 

YOGA COURSE IN COLLABORATION YOGA NIKETAN 2023-2024





Total no. of registration: 18

SWACHHTA HI SEVA





**ECO-FRIENDLY RAKHI PACKING & SELLING** 





AWARENESS ON HIV / AIDS





AWARENESS SESSIONS ON ROAD SAFETY & POCSO



NATIONAL & STATE DAYS CELEBRATION



PRE-CAMP MEETING





CAMP PREPARATION





CAMP DAY - 1













# Department of Lifelong Learning & Extension (DLLE)

#### **Committee Members:**

Prof. Dr. Tanusree Chaudhuri

Prof. Tanvee Narvekar Prof. Malvika Shetty Prof. Jennifer Marfatia



#### **Brief Report on the Activities:**

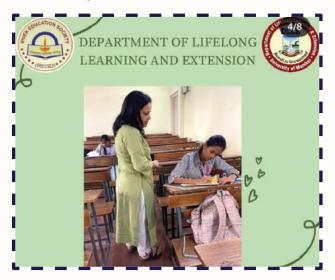
#### **DLLE Week:**

#### 1. Essay Writing Competition:

On 15th December 2023, an essay writing was organized by DLLE online mode. Students were told to write essays on topics such as women's empowerment, social media, preservation of the environment, health care, the Constitution of India, mental health, make-in India, My Planet My Duty, and the Indian economy. The essay should be a maximum of 1500 and sent through the DLLE email ID. Submissions were accepted till EOD.

#### 2. Poster-Making Competition:

DLLE organized the poster-making competition on 16th December 2023. Participants brought their drawing materials, such as watercolour, pencils, pads, etc. Students were very excited about the competition, which started at 11:00 a.m. in Room No. 34. The Themes were saving food, addiction to mobile phones, corruption, election literacy, and Amrit Kaal.



Prof. Dr. Tanusree Chaudhari took the time to appreciate and discuss each participant's unique poster at the competition.

#### 3. Photography Competition:

On 18th December 2023, a photography competition was held by DLLE through online mode. Students were told to submit any candid photographs captured within the college premises through email (submissions were accepted till EOD).





Some mesmerizing entries from the Photography Competition.

#### 4. Election Awareness Campaign:

In view of the upcoming 2024 elections, we organized an election awareness campaign and reels-making competition on the 19th and 20th of December 2023. Students visited localities near our college and tried talking to passersby. They were made aware of the new app introduced by the ECI called 'Voter Helpline,' which simplifies the process of voter ID registration. Some students also went around the college campus and interacted with first-time voter students, asking them why they felt voting was important and their views on the election process.





Some glimpses from our Election Awareness Campaign.

#### 5. Eat-fit Competition:

On 13th January 2023, Eat-fit was organized by DLLE. It started at 11 am, and the participants' students brought food items from their homes and prepared delicious food with a good presentation (they were explicitly told that they could not use gas stoves on the college premises).

Food was presented beautifully, and teachers from the B. Com section were the judges for this contest.



Our teachers savor the art of healthy cooking while judging the diverse entries in the Eat Fit competition.

#### 6. DLLE Orientation Program:

DLLE Orientation Program was held on 17th January 2024. The session started with Uroosha Shaikh introducing the speakers. Prof. Tanvee and Prof. Malvika were the speakers for the orientation. They explained the DLLE project, activities, Udaan Fest, its advantages, and other information that was shared with the students.





#### **DLLE Orientation Program.**

#### 7. UDAAN festival:

Our DLLE students participated in the UDAAN festival at the University of Mumbai, organized on 5th February 2024. It was held at Smt. Kamala Mehta V.W.A. College of Commerce, Andheri. They bagged first place in Street Play, second place in Poster Making, and a consolation prize in the Elocution competition.





Some glimpses from the UDAAN Festival.

#### 8. Annapurna Yojana:

Annapurna Yojana is a DLLE project in which students sell their homemade food in college near the gymkhana and check whether they've made any profits or have managed to break even their investment in conducting the activity.

On 12th February 2024, Participants brought homemade dishes like Nachos Chat, Idli Wada, pani puri, and other delicacies like hot chocolate and fudge brownies. They sold these food items on the college campus from 8:30 a.m. to 2 p.m. Many students and teachers thoroughly enjoyed the variety of food items served during this activity.

The entire event was well conducted and a massive success. Through this project, students learned how to conduct a business (buying and selling) and interact with new people



Some glimpses from the Annapurna Yojana Project.

#### **Women Development Cell (WDC)**



#### **Committee Members:**

Prin. Dr. Vijetha Shetty	President	
Teachers In-Charge		
Prof. Dr. Maya Hande	Convener	
Prof. Dr. Shefali Naranje	Member	
Prof. Jennifer Marfatia	Member	
Prof. Nisha Bidawatka	Member	
Prof. Saraoj Gamare	Member	
Mrs. Madhura Shinde	Member	
Mr. Ashish Ringe	NGO Representative (UJAAS)	

Student Representatives			
Ms. Pooja Gupta	TYBCOM	Student Secretary	
Ms. Muthulaxmi Yadav	TYBCOM	Member	
Ms .Kajal Nikalje	FYBCOM	Member	
Ms. Aastha Jaiswal	SYBCOM	Member	
Mr. Vineet Machewar	TYBMS	Member	
Mr. Vedant Ayre	TYBMS	Member	

#### **Objectives of the Cell:**

- 1. To organize programmes to promote Gender Equity.
- 2. To empower girl students through various workshops / seminars for self-development.
- 3. To inculcate mutual respect by counseling and guidance.
- 4. To encourage students to participate in certificate programmes.

The college has a Women Development Cell, which is constituted according to the guidelines of the University of Mumbai. The Cell functions accordingly and organizes programs for students and staff every year to create sensitization on gender-related issues in consultation with the college's Internal Quality Assurance Cell (IQAC).

# The following is the list of activities organized in the year 2023-24:

#### 1. Session on Menstrual Hygiene:

College Women Development Cell, in collaboration with NSS and Afroz Shah Foundation, organized a session on Menstrual Hygiene on August 3rd, 2023. The resource person, Ms. Deepika Lohia, illuminated the menstrual cycle and propagated awareness about effective menstrual hygiene practices. She advocated using menstrual cups as an eco-friendly alternative to traditional sanitary pads and elaborated extensively on their benefits. As part of the session, Nominal-Price Menstrual cups were distributed. This initiative aimed to provide women with a sustainable, cost-effective menstrual hygiene solution.



2. Participation in a "Women Empowerment and Higher Education" seminar organized by Savitribai Phule University, Pune, on October 23, 2023.

Prof. Saroj Gamare attended a "Women Empowerment and Higher Education" seminar organized by Savitribai Phule University, Pune, on 23rd October 2023. Dr. Anjali Deshmukh, Vice-Chancellor of Savitribai Phule University, Dr. Nandita Rao, an accomplished academician and women's rights advocate, and Ms. Shalini Verma, a renowned entrepreneur and alumna of the University of Pune, were resource persons for the workshop.

They highlighted key focus areas like women empowerment, opportunities in higher education, and challenges faced by women.





Participation in a seminar on "Women Empowerment and Higher Education" organized by Savitribai Phule University.

#### 3. Gender Audit:

A gender Audit was conducted for the academic year 2022-2023 on 20th January 2024. The Gender Audit Committee members consisted of:

- Dr. Gracy D'Souza Assistant Professor and Convener WDC, J.M.Patel College, Goregaon
- Advocate Kartikee Korgaonkar- Practicing lawyer at Bombay High Court, National Company Law Tribunal (NCLT), Debt Recovery Tribunal (DRT) & Family Court.

 Mr. Ashish Ringe - Sr. Executive Project - Ujaas, Aditya Birla Education Trust, Mumbai.

The committee members appreciated the Women Development Cell's activities and gave valuable recommendations for future activities.

#### **Gender Audit Committee**



Gender Audit Committee with Management and Principal



#### 4. Session on Human Trafficking:

A Session on Human Trafficking was organized on 15th February 2024 with Prakruthi Trust. Students were given information about the statistics of Human Trafficking in India and shown a short film. A group activity was conducted to make students realize the measures to be undertaken to safeguard them from such crimes. The resource person, Ms. Sakshi Kaushik, highlighted the role of youth in reducing such crimes. The session was interactive, and students got a clear picture of the problems faced by society because of these crimes.





#### 5. Certificate Course on Cyber Security:

Girl students completed a free cyber security course offered by Suntech Computers, Goregaon. Aadhaar and Capgemini sponsored the course under the Digital India Campaign. The course was 20 hours-2 hours for ten days. It aimed to promote cyber security/wellness and empower girls to play a vital role in resolving cyber issues and creating awareness at their level. After the course, an online exam was conducted, and certificates were awarded to female students. Students found the course helpful in handling cybercrimes in today's digital era.

# Dr. Maya Hande, with students and participants in the cybersecurity course,



#### 6. District Level Self Defence Training Workshop:

On International Women's Day, a District Level Self Defence Training Workshop was organized with the Department of Students' Development, University of Mumbai, on 7th March 2024. The program was organized by Prof. Anuja Narvankar, Prof. Nisha B., and Dr. Neelu Khosla.

Dr. Nilima Inamdar, PSI. Hemlata Vaje, Dr. Zarin Sethna, Adv. Vaishali Rode and Mr. Ganesh Yadav were the workshop's resource persons. Topics like a healthy diet, mind empowerment, women and law were also covered, and basic self-defense training was imparted to female students.

#### Principal and students with Adv. Vaishali Road



#### Dr. Zarine Sethna with Principal



Principal and students with PSI. Hemlata Vaje



Teachers and students with Dr. Nilima Inamdar



#### 7. Celebration of International Women's Day:

International Women's Day was celebrated on 9th March 2024 with great excitement, involving teaching and non-teaching staff and students from aided and self-financing courses.

The convener, along with the teacher members and students of the WDC, greeted and distributed sweets to all the teaching and non-teaching staff of the college. They also acknowledged the contribution of supporting staff, security guards, and housekeeping staff.

International Women's Day is a powerful reminder of the progress made towards gender equality and a day to celebrate, educate and advocate, contributing to a more just and equal society.

### Celebration of International Women's Day with office staff



Celebration of International Women's Day - WDC members with principal and staff



Celebration of International Women's Day with teaching staff.



#### **Arts Circle**

#### **Professor In-charge:**

Prof. Manisha Naik

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University Youth Festival

Ms. Krutika Choudhary Mr. Aman Dubey

Intercollegiate Festival

Mr. Aman Dubey Ms. Krutika Choudhary

Intra-College Activities

Mr. Purva Shirodkar Mr. Chirag Shah Pawan Kumar Bhat Manthan Pal Pooja Gupta Pooja Yadav Soumya Pande

Art Circle conducts various cultural, Music, Dance, and Fine Arts activities. It promotes Indian Culture and encourages students to participate in its activities. The primary activities of this association are to train the students for cultural and fine art events and to motivate

them to participate as individuals or in group events at the state, university, intercollegiate, and open competitions. We participate in the Mumbai University Youth Festival and various intercollegiate festivals every year. Our year starts with the preparations for the Mumbai University Youth Festival.

This year, our students participated in the University Youth Festival, which included solo singing, group singing, folk dance, and fine arts events like Rangoli, poster making, Mehendi, cartooning, and on-the-spot painting. Zonal level competition of the Youth Festivalwas held on the 16th and 17th of August 2023 at Chetna College Bandra West, Mumbai. Students were trained for singing and Folk dance by professionals over a period of one month. Shri choreographed the dance. Dhananjay Masnekar. Shri Aditya Neela directed the music section. Our folk dance team presented the Panthi dance and qualified for finals held on 7th October 2023 at Anna Leela College, Kurla. Later, the Youth festival team of folk dance participated in many open competitions and festivals and won many prizes for college. Details of prizes won in open competitions are mentioned at the end of the report.

#### **Activities Conducted by the Committee:**

1. On 3rd July 2023, on the auspicious occasion of Guru Pournima, we inaugurated Arts Circle activities at the college. The speaker, Prof. Murgesh Chandran, presented the importance of Guru in people's lives. On this occasion, a certificate course titled 'Kathamrit' was inaugurated. Prof. Murgesh and Shri. Vishnuji conducted a total of 15 sessions together.



Principal Dr. Vijetha Shetty felicitating Shri. Vishnuji is the resource person of Kathamrit with Shawl and Shreephal.



Participants of Kathamrit at the closing ceremony of Kathamrit.

2. Rakhi making competition was conducted on 29th August 2023. Participants prepared and displayed traditional Rakhi's along with a unique concept of environmental Rakhi



### Students made rakhi for the Rakhi-making competition.

3. Arts Circle organized the Spiritual Raksha Bandhan for the staff and students on 31st August 2023. It was conducted to bring out the deep spiritual significance of the traditional festival of Raksha Bandhan. The program was conducted in association with the 'Bramhakumaries Goregaon Centre. The program's speaker was Reena Ben from Bramhakumaries. She tied Rakhi to each present for the function and distributed sweets and spiritual message cards.





### Reena Ben of Bramhakumaris is tying Rakhi to all present.

4. The Poster-making Competition was organized for students on September 9, 2023. The theme of the competition was 'Importance of Blood Donation', and the participants' creativity brought out the theme very well.



5. Chat making competition was conducted on 12th September 2023. The participants prepared mouthwatering chats. The chat items prepared were very well-plated by the participants.



# Chat making competition, Chat items beautifully plated.

6. Handwriting competition was conducted on 13th September 2023. The competition received an over-whelming response from 57 students who participated in the contest and displayed excellent writing, which was very difficult to judge.



# A classroom full of students attending a handwriting competition.

7. Ganpati Bappa Maha Aarti was conducted at the Shree Saraswati Mandir in the Library Hall. The Library Hall was full of students and echoed with Aarti and musical instruments like zhanj, dholak, and harmonium.



# Students in large numbers gathered for Ganpati Bappa Maha Aarti

8. The Mehendi Competition, based on the theme 'Indian Traditional Mehendi,' was conducted on 2nd September 2023. Twenty-nine students responded well to the event.





# Beautiful design of Mehendi on the palms of students at the Mehendi competition

9. As every year, the Arts Circle in college celebrates Navratri under the theme 'Celebrate Navratri with Colours.' This year, from 15th to 23rd October 2023, staff and students carried out the colourful celebration by wearing dresses in the designated colours for each day of Navratri. On each day of Navratri, the entire college seemed to be adorning one colour and thereby united by colours.





### Staff members all adorning one colour at 'Celebrate Navratri with colours'.

Along with the Navratri colour celebration, the Saraswati Pooja, Aarti, and Garba celebrations were conducted on 23rd October 2023. Once again, the staff and students spread joy and energy as they participated in Aarti and Garba, held on the school side stilt area.



# Students gathered for Shree Saraswati Pooja, Aarti, and Garba after that.

10. The Diwali celebration was done by decorating the college building with small lanterns (kandil) and a beautiful rangoli at the college entrance. Also, Diwali pahat was organized in the staff room for all the staff members with music and Diwali pharal (Diwali sweets and other preparations).



Diwali celebration at Vivek College with Rangoli and Kandil welcoming all.



### Diwali celebration at Vivek College with Diwali Pahat and Diwali Pharal.

11. The rangoli competition was organized on 4th December 2023 on the enclosed terrace. The participants displayed the traditional powder rangoli form in the competition. They were given 3 hours to design and colour the rangoli.



Principal and staff members observing Rangoli displayed at the Rangoli competition.



#### Prize-winning rangolis at rangoli competition

- 12. The singing competition was conducted on 8th December 2023. Songs from Hindi films were presented in solo and duet form. This singing competition was used to select the Annual Day orchestra. A total of 16 students participated in the competition.
- 13. Dance competition was conducted at the Intra College level on 11th December 2023. The dance performances were classical, folk-based, and contemporary, based on Bollywood music. There was folk dance, duet dance, and group dances. The selection for the annual

day was based on folk dance presented for the competition.

- 14. The best performances selected from singing and dance competitions were staged for the Annual Day, conducted on 22nd December 2023. The folk dance performed for the Youth festival was also presented at the Annual Day.
- 15. The handicraft exhibition was conducted on 23rd February 2024. Participants displayed various skills in handicrafts.





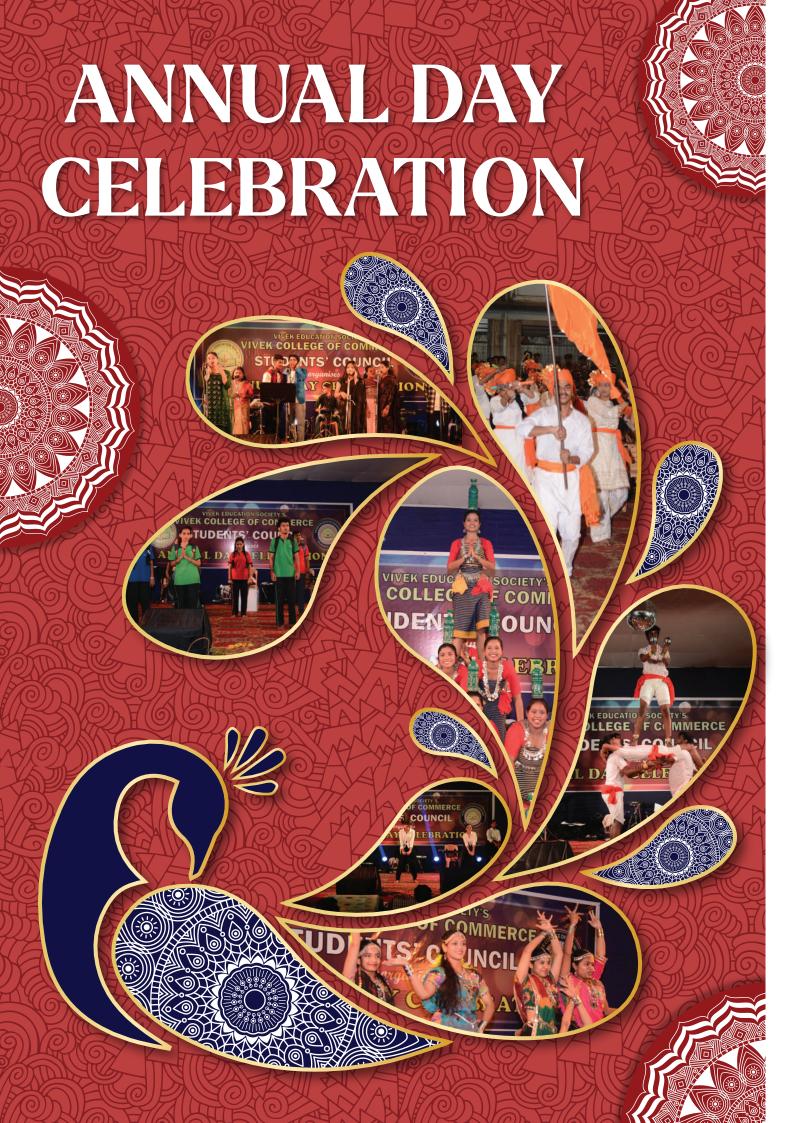


# Students participated in Intercollege festivals and open competitions. The details are as follows:

Sr. No.	Name of the Festival / Competition	Participation	Prizes won
1	Thakur College Festival	82	1st Best College
2	Balbharti College Festival	17	3rd
3	J M Patel College Festival	30	1st Best College
4	Ghanshamdas Jalan College Festival	27	Four prizes
5	Vivek College Festival Open Folk Dance Competition	30	Three prizes
6	L N Tiwari Competition	10	1st
7	Saphale Festival	10	3rd
8	Satpati Palghar Festival	10	1st
9	Bhyayandar West Festival	10	2nd
10	Kamothe Panvel Festival	10	1st
11	Morva Uttan Festival	10	1st
12	Thane Festival	10	Consolation
13	Uran JNPT(All Indian Dance Battle	10	8th position
14	Uttan Festival	10	1st
15	Ghatkopar Festival	10	2nd



We thank the Management of Vivek Education Society and our Principal, Dr Vijetha Shetty, for their wholehearted support in conducting the Art Circle activities. We especially thank our mentors, Shri Dhananjay sir, Aditya Neela Sir, and Ajay Sir, for training our students. We thank all the participants and volunteers for making the year successful.



















#### **Sports and Gymkhana Committee**

#### **Principal:**

Dr. Vijetha Shetty

#### **Gymkhana Chairperson:**

Prof. Dr. Prabhakar Musam



#### **Sports Director:**

Mr. Harish Paralkar

#### **Teacher In-charge:**

Prof. Manoj Heda

#### **Support Staff:**

Mr. Manoj Mari Mrs. Lata Bare

#### **Students' Core Committee** Secretary Madhavi Balsara Joint Secretary Shaun Gonsalves Volunteer Head Kimaya Malkar Discipline Head Kajal Singh Public Relations Head Sai Rokkala Media Head Harsh Valvi Administration Head Judia Jose Arbaz Khan Pawan Mhaske CC Member Aadesh Patil Rasika Pawar

The Sports and Gymkhana Committee serves as a vibrant catalyst, promoting athletic excellence and nurturing a culture of achievement among students. With a dedicated team of 50 student volunteers, we are committed to providing a platform where talent thrives, and sportsmanship reigns supreme.

- Gymkhana offers a wide range of sports equipment and facilities, ensuring every student has access to the resources needed to excel. It includes indoor arenas equipped for Carrom, Table Tennis, and Chess and expansive outdoor grounds for Kho-kho, Kabaddi, Cricket, Volleyball, Badminton, Football, and more.
- The Gymkhana Committee orchestrates diverse intramural and extramural sports activities, providing students ample opportunities to showcase their talents. Whether competing within the college premises or representing Vivek College of Commerce at university, district, state, and national events, we actively encourage our students to participate and strive for excellence.
- We take great pride in nurturing talent beyond our college boundaries. With rigorous training and steadfast support, we prepare our students to compete at the highest levels of university sports. By participating in various sports events at the university, district, and state levels, our students display their skills and uphold the esteemed legacy of Vivek College of Commerce on the larger stage of competitive sports.

# Notable Achievements at the State, District & University Levels:

Our students have consistently excelled in academic and extracurricular pursuits, showcasing their talents and dedication numerous times. From winning prestigious awards at the university level to representing our college with distinction in state and district competitions, their accomplishments are a testament to their hard work and perseverance.

#### 1. Mr. Sanjay Nadar (T.Y.BMS):

On January 23, 2024, Mr. Sanjay Nadar, representing Vivek College, achieved an extraordinary feat by clinching the gold medal in the University Best Physique competition, competing in the demanding 65kg Weight Category. The prestigious University of Mumbai organized the competition in collaboration with I.Y. College.

Mr. Nadar's exceptional performance has earned him a well-deserved spot in the highly anticipated Inter Zonal competition.





#### 2. Mr. Nikhil Purohit:

• The 11th State Shotokan Global Cup Karate Championship was held at Wagholi Pune on August 19th and 20th, 2023. Among the participants, our college's esteemed student, Mr. Nikhil Purohit, demonstrated exceptional talent and determination, leaving a mark of excellence in the competition. In the under-18 age category, Nikhil Purohit displayed remarkable prowess, clinching the gold medal. Additionally, he secured a bronze medal in the same age category. Notably, Nikhil's achievements extended beyond his age group. He also claimed a bronze medal in the above 18 years age category, demonstrating his versatility and ability to compete across different divisions.



- The State Shotokan Global Karate Championship 2023, organized by Decathlon Pune on December 10th, 2023, provided a platform for karate to showcase their skills and compete at a high level. Our college student, Mr. Nikhil Purohit, demonstrated exceptional talent among the participants. In recognition of his outstanding abilities, Nikhil Purohit emerged victorious, securing the silver medal in the competition.
- The 2nd Malhar Cup Karate Championship 2023, held at Jejuri Pune on January 21st, 2024, competing in the open-age category, Mr. Nikhil Purohit secured two prestigious medals in the championship. He clinched the silver medal, showcasing his remarkable skill and determination in one event and earning the bronze medal in another discipline.



#### 3. Mr. Kavin Udyawar (F.Y.B. Com):

The Bombay City District Annual Athletics Championship 2023 is a prestigious event held in Mumbai from September 15th to 17th. Our college's talented student, Mr. Kavin Udyawar, showcased remarkable speed and determination in the highly contested Under 20 age group 200m Run event. His dedication to training and relentless pursuit of excellence propelled him to an impressive second-place finish in the district championship.





#### Achievements at Inter College Sports Events 2023-24

Sr. No.	Name	Event	Organizer	Prize
1	Surya Kounder & Team	Box Cricket	Thakur College of Commerce, Science & Arts	First Prize
2	Vikram Anand & Team	Box Cricket	Russell Square International College	First Prize
3	Surya Kounder & Team	Box Cricket	J.M. Patel College	First Prize
4	Mayuresh Naidu Manoj Palniswami	Carrom Doubles	Balbharti College	First Prize
5	Mayuresh Naidu	Carrom Singles	G.D. Jalan College	First Prize
6	Mayur Satpute	Carrom Singles	G.D. Jalan College	Third Prize
7	Trisha Sigamani	Carrom Singles	Loards Universal College	Third Prize
8	Rahul Prajapati	Chess	Balbharti College	First Prize
9	Rahul Prajapati	Chess	J.M. Patel	First Prize

1. In a remarkable display of skill and teamwork, the Vivek College Box Cricket Mens Team has emerged victorious, clinching the first prize in three renowned colleges: Russell Square International College, J.M. Patel College, and Thakur College of Commerce. This unprecedented feat underscores their exceptional sporting prowess and highlights their dominance on the pitch.





 In a groundbreaking moment for women's sports, the Box Cricket Girls Team secured the first prize at G.D. Jalan College in the Inter College Girls Box Cricket Tournament.



3. Trisha Sigamani has secured the third prize in the Girls Carrom Singles Tournament organized by Lords Universal College.



# Intra College Indoor & Outdoor Sports Activities for Students:

- 1. Chess (M/W)
- 2. Table Tennis (M/W)
- 3. Carrom (M/W)
- 4. Box Cricket (M/W)
- 5. Volleyball (M/W)
- 6. Badminton (M/W)
- 7. Rink Football (M)
- 8. Push Your Limit (M/W)
- 9. Annual Athletic Meet (M/W)
- 10. Kite Flying Festival

#### 1. Chess (M/W):

On August 11, 2023, hosted an enthralling Chess Tournament for both girls and boys, attracting a total of 56 eager participants. The event showcased the players' strategic prowess and competitive spirit, as they battled it out on the chessboard in a quest for victory. Tension filled the air with each move as players navigated through intricate strategies and calculated their next moves precisely.

Winners			
Boys Girls			
First Prize	Jafar Khan (T.Y.B.Com)	Anita Naupane (S.Y.B.Com)	
Second Prize	Vivek Jaiswal (T.Y.BBI)	Bhoomika Giri (S.Y.B.Com)	
Third Prize	Vighnesh Ravichandran (F.Y.B.Com)	Sharmili Nadar (T.Y.BBI)	





#### 2. Table Tennis (M/W):

On August 29, 2023, celebrating National Sports Day, our college hosted an exhilarating Table Tennis Singles and Doubles Competition for both boys and girls. 104 enthusiastic participants showcased their skills and competitive spirit on the table tennis court, vying for victory in thrilling matches that captivated spectators.

Our esteemed college principal, Dr. Vijetha Shetty, inaugurated the event and emphasized the importance of sports in fostering teamwork, discipline, and physical well-being. After the event, the deserving winners were honoured with medals, certificates, and trophies, recognizing their outstanding achievements and dedication to the sport.





#### 3. Carrom (M/W):

On September 9th and 18th, 2023, the Sports and Gymkhana Committee organized an exciting Carrom Doubles Competition for girls and boys. 116 enthusiastic students participated in this highly anticipated event, showcasing their skills and teamwork on the carrom board.

The deserving winners were honoured with medals, certificates, and trophies, recognizing their exceptional performance and dedication to the sport.

Boys         Girls           Mayuresh Naidu (T.Y. BAMMC)         Needa Shaikh (S.Y.BAF)           Nahush Talankar (F.Y.B.Com)         Alfiya Pawaskar (T.Y.BAF)	Winners		
First Prize (T.Y. BAMMC) Needa Shaikh (S.Y.BAF) Nahush Talankar Alfiya Pawaskar (T.Y.BAF)		Boys	Girls
	First Prize	(T.Y. BAMMC) Nahush Talankar	Needa Shaikh (S.Y.BAF) Alfiya Pawaskar (T.Y.BAF)

Varunesh Sharma Second Prize (T.Y.B.COM) Shivam Yadav (T.Y.B.COM)

Sharmili Nadar (S.Y.BBI) Uzma Shaikh (S.Y.BBI)





#### 4. Box Cricket (M/W):

On January 20th and 21st, 2024, the Sports and Gymkhana Committee of Vivek College of Commerce organized an exhilarating Intra Box Cricket Tournament for both girls and boys at the college ground. The tournament witnessed spirited participation, with six girls' and twenty-four boys' teams showcasing their cricketing prowess and teamwork. Bhoomika Giri and her team from S.Y.B. Com emerged victorious in the girls' category, while Vikram Anand and his team from S.Y.B. Com claimed the top honours in the boys' category.





#### 5. Volleyball (M/W):

We hosted a thrilling Volleyball competition for girls and boys on January 28th and February 3rd, 2024, at our college ground. The event saw enthusiastic participation from six boys' teams and three girls' teams. After intense battles and nail-biting matches, the dynamic duo of Vivek Jaiswal and his team emerged victorious in the boys' category. In contrast, Alfiya Pawaskar and her team clinched the top spot in the girls' division, securing the coveted first prize.





#### 6. Badminton (M/W):

On February 3rd and 4th, 2024, our college hosted an Intra-College Badminton Singles Tournament for both girls and boys at the college grounds. A total of 70 students participated in this competition, and the winners were awarded certificates, medals, and trophies.

# Winners Boys Girls First Prize Gufran Shaikh (T.Y.B.Com) Gauri Vinod (T.Y.BAF) Second Prize Suraj Chaugule (T.Y.BBI) Neha Madiwal (S.Y.B.Com)







#### 7. Rink Football (M/W):

On February 4th, 2024, the Intra-College Rink Football Tournament for boys was organized at Vivek College Ground. Six teams enthusiastically participated in this event.

Winners	
First Prize	Royline Dsouza & Team
Second Prize	Kishan Yadav & Team





#### 8. Annual Athletic Meet 2023-24 (M/W):

On January 3, 2024, our college proudly organized its 36th Annual Athletic Meet at Prabodhan Krida Bhavan, Goregaon West. The event was graced by the esteemed presence of Mr. Devendra Shantaram Kate, Police Sub Inspector, who served as the chief guest. The inauguration ceremony was conducted enthusiastically and led by Mr. Kate, management, and our college principal, Dr. Vijetha Shetty.

This year, the athletic meet saw an impressive participation of 250 students competing in various track and field events. The spirit of sportsmanship and competitive enthusiasm was evident throughout the day. The winners of the events were awarded medals, certificates, and trophies, marking their exceptional performances.



















#### 9. Push Your Limit (M/W):

On 2nd February 2024, the Boys Gymkhana was buzzing with energy as it hosted the highly anticipated "Push Your Limits" competition. This thrilling event, designed to test the physical prowess of both girls and boys, drew in an impressive 104 enthusiastic participants.

The competition featured various challenging events, including Push-ups, Plank, Sit & Reach Test, Medicine Ball Throw, and Squats. The top performers in each category were celebrated with Certificates and Medals, acknowledging their hard work and dedication.





#### 10. Kite Flying Festival:

On 15th January 2024, we celebrated the joyous Kite Flying Festival. The festival of Makar Sankranti is celebrated with kite flying, symbolizing the transition of the sun into the zodiac sign of capricon.

In her inaugural address, College Principal Dr. Vijetha Shetty elucidated the essence of the Festival, emphasizing its symbolic significance in soaring high academic and professional pursuits. She inspired the students to emulate the resilience and grace of a kite in their educational and career trajectories.







# Meraki Pre-Incubation & Incubation Centre



#### Introduction:

Vivek College of Commerce's Entrepreneurship Cell, now the Meraki Pre-incubation and Incubation Centre since December 2021, stands out as Maharashtra's pioneering hub for fostering entrepreneurial ventures. Recognized for its innovation and industry collaboration leadership, the college inaugurated the state's first incubation center under MITSC.

The college promotes creativity among students by engaging actively with Ministry of Education initiatives like the Institution Innovation Council and Atal Tinkering Lab Scheme. Notable achievements include top ranks in the National Entrepreneurship Challenge, ISO certification, and recognition from Google, reflecting their commitment to excellence in entrepreneurship education. This journey highlights the dedication of students, faculty, and partners in establishing Vivek College of Commerce as a center of entrepreneurial excellence.

Faculty Incharge		
Prof. Anuja Narvankar	Co-ordinator	
Dr. Thanga Durai	Member	
Prof Tenzie Thomas	Member	

Student Committee Members		
Uzma Sayyed	General Manager	
Ameer Pathan	Asst. General Manager	
Pratvi Poojari	Head of Operation	
Niyati Vakil	Head of Administration	
Ashish Nirmal	Head of Events	
Ameer Pathan	Head of Public Relations	
Harsh Baing	Head of IT	
Pranjal Tawde	Head of Finance	
Faizan Shaikh	Head of Promotion & Marketing	
Harshad Shigavan	Head of Co-ordination	

# Ministry of Education's Institutions Innovation Council (IIC):

Faculty Incharge		
Dr. Vijetha Shetty	President	
Prof. Anupama Bali	Vice President	
Prof. Anuja Narvankar	Convener	

#### **Student Committee Members** Vineet Machewar Students' President Students' Vice-President Vedant Ayre Kevin Nixon **IIC Member** Sumit Suvarna **IIC Member** Ekta Mange **IIC Member** Madhumita Elangovan **IIC Member IIC** Member Aswathy Vijayakumar Uroosha Shaikh **IIC Member**

#### 1. Introduction of the New Core-Committee:

The introduction of the New Core Committee was held on 19th June 2023. The objective was to disclose the new core committee for the academic year 2023-2024. Dr. Vijetha Shetty addressed students with her motivational speech & even explained the importance of Meraki in college & Prof. Anupama also expressed her views on the committee. The noble hands of our Principal introduced the New Core Committee for the year 2023-2024 by switching the PowerPoint presentation slides. The appointment letter was given to everyone by Dr Vijetha Shetty & Prof. Tenzie Thomas.



#### 2. Y-20 Youth Connect Program:

E-cell Students attended the Y-20 Youth Connect Program on health, well-being, and sports, organized by the Students' Council and Sports & Gymkhana Committee on June 30, 2023. Speakers included Dr. BK Reena Ben on spiritual well-being, Ms. Shobha Ben on meditation, Dr. Gaurav Kulkarni on mental health, and Dr. Aditya Kulkarni discusses the emotional aspect of sports. The event concluded with a vote of thanks by Mr. Vivek Jaiswal.





#### 3. Intellectual Property Rights:

Mrs. Tanu Singh, chief guest of the IPR session on July 17, 2023, emphasized the importance of intellectual property rights (IPR) in her address to students. She covered topics such as patent law, copyright, trademarks, and the significance of protecting innovations in the digital era. She underscored the need for robust legal frameworks and enforcement mechanisms to safeguard intellectual creations.



#### 4. Felicitation Ceremony:

The Centre for Innovation, Incubation & Entrepreneurship hosted a felicitation ceremony on July 21, 2023, celebrating entrepreneurship and innovation. The event recognized outstanding contributors and highlighted the institution's dedication to nurturing entrepreneurial talent within the academic community..





#### 5. Freshman's Orientation Program:

Mr. Ameer Pathan and Ms. Neelam Maurya led the "Freshman's Orientation Program" on July 26, 2023. The program aimed to familiarize new students with the Centre for Innovation, Incubation & Entrepreneurship opportunities. It included introductions, presentations, and inspirational speeches, emphasizing the center's role in fostering an entrepreneurial mindset among students.



#### 6. World Creativity & Innovation Day:

On July 26, 2023, the Centre for Innovation, Incubation & Entrepreneurship hosted World Creativity & Innovation Day, led by Mr. Ameer Pathan and Ms. Neelam Maurya. The event featured an interactive session introducing the center, followed by a creative competition integrating logos, fostering a spirit of innovation among participants.



# 7. Workshop on Prototype/ Process Design & Development:

On August 3, 2023, a workshop on Prototype and Process Design & Development was led by Mr. Pathik Desai and Mr. Abhishek Roy at the Centre for Innovation, Incubation & Entrepreneurship. Participants gained insights into various stages of prototype development, types of prototypes, and their critical role in product design and testing, concluding with appreciation from Mr. Tanmay Temkar for all involved in the workshop's success.



#### 8. Interview for New Joiners:

On August 3, 2023, the Centre for Innovation, Incubation & Entrepreneurship conducted interviews to select new members aligned with its innovation and entrepreneurial goals. Candidates were evaluated across departments such as operations, finance, administration, events, coordination, public relations, and marketing to ensure a fit with their skills and interests.



### 9. Session on Startups: How to Become Attractive to Stakeholders:

On August 5, 2023, the Centre for Innovation, Incubation & Entrepreneurship organized a session on "Startups: How to Become Attractive to Stakeholders," featuring Mr. Chetan Shah as the chief guest. The event aimed to educate entrepreneurs on attracting stakeholders, emphasizing value propositions, business models, and effective communication.

Mr. Shah's insights and interactive Q&A highlighted the importance of showcasing uniqueness and market understanding. Mr. Tanmay Temkar's vote of thanks highlighted the session's role in fostering entrepreneurship and knowledge sharing.





#### 10. International Women's Day:

On August 3, 2023, the Centre for Innovation, Incubation & Entrepreneurship commemorated International Women's Day with a session on menstrual hygiene. The event featured Mr. Ashish Shah and experts from the Afroz Shah Foundation, emphasized awareness and women's health, showcasing insights and experiences to promote proper hygiene practices and empowerment.



#### 11. World Environment Day:

On June 5, 2023, World Environment Day was celebrated with a focus on environmental conservation and responsibility. Participants created impactful posters and pledged to promote actions that protect nature, fostering unity and commitment to sustainability.





#### 12. Session on Business Model Canvas:

On August 17, 2023, a session on the Business Model Canvas was led by Mr. Abhishek Kar, focusing on its practical application in entrepreneurship. Participants gained insights into mapping and refining business models, with interactive discussions enhancing understanding through real-world examples and audience participation.



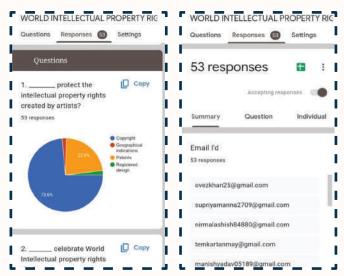
#### 13. Session on Value proposition fit & Business fit:

On August 19, 2023, Ms. Shubham Choudhary led a session on aligning value propositions with business strategies, emphasizing sustainable success through effective alignment. Her talk, enriched with personal experiences and case studies, demonstrated the challenges and strategies for achieving a cohesive value proposition and business fit.



# 14. Celebration of World Intellectual Property Rights Day:

On August 17, 2023, World Intellectual Property Rights Day was celebrated with an online quiz highlighting its importance in entrepreneurship and innovation. Participants engaged in testing their knowledge of patents, copyrights, trademarks, and trade secrets, reflecting a growing awareness and interest in Intellectual Property Rights among diverse audiences.



#### 15. Independence Day:

The Independence Day celebration at Vivek College of Commerce featured a flag-hoisting ceremony evoking unity and pride, followed by student performances. President's address emphasized dedication, goal-setting, and societal contribution, inspiring students to embody these values.





#### 16. World Entrepreneur Day:

World Entrepreneur Day, celebrated on August 28, 2023, featured an essay competition highlighting diverse perspectives on entrepreneurship and its inspirational qualities. Participants explored the journey of successful entrepreneurs, drawing personal reflections on perse verance and innovation.



#### 17. National Technology Day:

The Centre for Innovation, Incubation & Entrepreneurship hosted a dynamic debate on Chandrayaan 2 and Chandrayaan 3, emphasizing their national and global implications. Participants engaged in rigorous analysis, showcasing deep knowledge and critical thinking on the technological achievements and broader impacts of these Indian space missions.





# 18. Visit to Centre for Innovation, Incubation & Entrepreneurship KES Shroff College:

Meraki Incubation & Pre-Incubation Centre visited KES Shroff College's Centre for Innovation, Incubation & Entrepreneurship on August 31, 2023, fostering collaboration in entrepreneurship and innovation. The visit featured presentations, a tour of state-of-the-art facilities, and discussions on joint initiatives to enhance the entrepreneurial ecosystem:



# 19. "Session on Entrepreneur & 'Innovation as a Career Opportunity:

The Entrepreneurship and Innovation session on November 25, 2023, hosted by the Centre for Innovation, Incubation & Entrepreneurship via Zoom, focused on fostering an entrepreneurial mindset and the role of Speakers emphasized the importance of originality and mentor guidance, engaging participants in dynamic discussions and a Q&A session to enrich their understanding of entrepreneurial principles.





# 20. Session on Problem Solving & Ideation Workshop:

The Problem Solving & Ideation Workshop on November 29, 2023, featured speakers Ms. Aakanksha Tangade and Mr. Nil Komtwar, who addressed challenges in MNCs and startups, respectively. Mr. Tangade focused on corporate and startup challenges, while Mr. Komtwar emphasized SWOT Analysis and ideation strategies, engaging the audience with practical insights for problem-solving.





## 21. Session on: Motivational Session by Successful Entrepreneur:

On November 30, 2023, Dr. V. Nagaraj delivered a motivational session. He shared his entrepreneurial journey and emphasized strategic insights like the 5Cs and

Business Model Canvas. His presentation inspired attendees with practical wisdom on business strategy and management principles.





# 22. Session on my story- Motivational Session by Successful Entrepreneur:

On November 30, 2023, Mr. Chetan Shah's motivational session highlighted resilience in overcoming challenges, inspiring attendees with his personal journey of perseverance. The event concluded with Ms. Megha expressing gratitude for Shah's insights and the impactful organization of the session.





#### 23. Exposure & Field visit for Problem Identification:

Meraki Incubation & Pre-Incubation Centre visited KES Shroff College's Centre for Innovation, Incubation & Entrepreneurship on November 27, 2023, fostering

collaboration and empowering students with entrepreneurial skills through interactive sessions and discussions on overcoming challenges and nurturing innovative ideas. This initiative aimed to cultivate a robust entrepreneurial ecosystem by addressing student needs and offering practical guidance for their ventures.

#### 24. Intra Institutional Idea Challenge:

The Intra Institutional Idea Challenge "Eureka" held by the Centre for Innovation, Incubation & Entrepreneurship on November 28th, 2023, offered students a platform to present diverse, innovative ideas across multiple fields. With active participation and structured presentations, the event fostered creativity, facilitated networking, and identified potential projects for incubation and support.





# 25. Exhibition of Ideas & Linkage with Innovation Experts for Mentorship Support:

Vivek College of Commerce hosted the "Exhibition of Ideas" on November 23, 2023, showcasing diverse student projects across technology, sustainability, and social impact. The event fostered entrepreneurship by linking students with industry experts for mentorship, enriching their understanding, and paving the way for potential collaborations.





#### 26. Viksit Bharat@2047 Utsav:

On December 11, 2023, the Viksit Bharat@2047 Utsav at the campus featured an inaugural address by the Hon'ble Prime Minister of India emphasizing innovation, entrepreneurship, and sustainable development for India's future. The event included panel discussions, workshops, and a showcase of start-ups, culminating in the Entrepreneurship Awards, which highlighted contributions to India's developmental vision by fostering collaboration and innovation.





# 27. Entrepreneurship Awareness Program for Students & Inauguration of Start-Up Pre-Incubation Centers:

Vivek College of Commerce hosted the "Exhibition of Ideas" on November 23, 2023, showcasing diverse student projects across technology, sustainability, and social impact. The event fostered entrepreneurship by linking students with industry experts for mentorship, enriching their understanding, and paving the way for potential collaborations.



# E-CELL (ENTREPRENEURSHIP CELL)



#### Introduction:

Vivek College of Commerce's Entrepreneurship Cell, now the Meraki Pre-incubation and Incubation Centre since December 2021, stands out as Maharashtra's pioneering hub for fostering entrepreneurial ventures. Recognized for its innovation and industry collaboration leadership, the college inaugurated the state's first incubation center under MITSC. The college promotes creativity among students by engaging actively with Ministry of Education initiatives like the Institution Innovation Council and Atal Tinkering Lab Scheme. Notable achievements include top ranks in the National Entrepreneurship Challenge, ISO certification, and recognition from Google, reflecting their commitment to excellence in entrepreneurship education. This journey highlights the dedication of students, faculty, and partners in establishing Vivek College of Commerce as a center of entrepreneurial excellence.

Faculty Incharge	
Prof. Anuja Narvankar	Co-ordinator
Dr. Thanga Durai	Member
Prof. Tenzie Thomas	Member

Prof. Tenzie Tho	mas Member		
Student Committee Members			
Shalu Singh	Secretary		
Khadija Umatiya	Joint Secretary		
Neelam Maurya	E-cell Ambassador		
Pratvi Poojari	Head of Operation		
Agalya Shivkumar	Head of Administration		
Manish Yadav	Head of Events		
Ameer Yadav	Head of Public Relations		
Harsh Baing	Head of IT		
Atharva Chonkar	Head of Finance		
Yushra Patel	Head of Promotion & Marketing		
Chand Sayyed	Head of Co-ordination		

#### 1. Workshop on Freelancing:

The "Freelancing" session, held on 10th August 2023, aimed to educate students about the opportunities and challenges of freelancing. Ms. Pushpa Jaiswar, an experienced freelancer, was the chief guest and shared her insights. She defined freelancing as offering services globally without traditional job constraints, highlighting flexibility and autonomy.

Ms. Jaiswar discussed the advantages, like flexible schedules, and challenges, like inconsistent income and self-discipline. She emphasized effective client communication and provided strategic questions for understanding project requirements. The session included a

quiz to reinforce learning, ensuring active participation and understanding among attendees. The event gave students essential knowledge and skills for a successful freelancing career.





#### 2. Headstart Task:

On 18th September 2023, a virtual ice-breaking activity was organized as part of the HeadStart Task online. Participants formed teams and engaged in a virtual environment, culminating in a unique team photo framed for the occasion. Teams were encouraged to share this image on social media, tagging @iitbombay\_ecell and incorporating designated hashtags like #ecellineverycollege and #nec\_ecell\_iitbombay.

Participants also involved friends from other colleges to join the National Entrepreneurship Challenge (NEC), aiming for maximum engagement and community building. The activity's success was gauged through widespread participation, promoting entrepreneurial spirit and student collaboration.



#### 3. Know Your Surrounding:

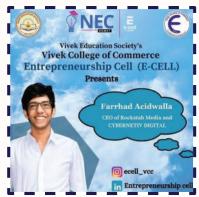
On 23rd September 2023, the Centre launched the "Know Your Surrounding" initiative to support local startups. Through a detailed Google Form survey, startups provided insights into their operations, including the development stage, funding status, and challenges. They also identified needs for financial, legal, and technical support. Feedback on enhancing support and structuring objectives was encouraged to improve services offered by the Entrepreneurship Cell (E-Cell).

The initiative aims to customize support programs, foster networking opportunities, and create a conducive environment for startup growth. Extensive promotion via social media, college mailers, and community forums ensured broad participation from the local entrepreneurial community, reinforcing the Centre's commitment to nurturing the startup ecosystem in the college and its vicinity.

#### 4. Idea Box:

The Centre for Innovation, Incubation & Entrepreneurship launched the "Idea Box" on 5th October 2023, emphasizing innovation. They initiated "Innovation Insights," a weekly Instagram series with engaging content on entrepreneurship and startup culture. This initiative aims to sustain dialogue and enhance digital engagement, reflecting E-Cell's commitment to fostering innovation and community education. The series seeks to bolster the Centre's online presence and disseminate valuable knowledge to a broader audience.





#### 5. Get Feedback:

On September 20th, 2023, the Centre for Innovation, Incubation & Entrepreneurship conducted the "Get Feedback" initiative to gather insights from National Entrepreneurship Challenge Finals participants. They aimed to improve event organization, content relevance, and participant engagement through in-depth interviews and questionnaires. The feedback analysis highlighted

strengths, areas for improvement, and suggestions for enhancing future events, reinforcing their commitment to stakeholder input and continuous improvement. This initiative will inform strategies to maintain high-quality experiences and refine future initiatives effectively.

#### 6. Social Media Challenge:

On 2nd November 2023, the Centre for Innovation, Incubation & Entrepreneurship organized the "Social Media Challenge," inviting participants to create one-minute videos on themes like entrepreneurship and AI, favourite entrepreneurs, and entrepreneurship in sports—the event aimed to foster creativity and reflection on these intersections.

Participants competed for prizes, enhancing engagement and celebrating creative contributions. This dynamic initiative successfully energized the entrepreneurial community through social media, promoting diverse perspectives and creative expression.

#### 7. Linkedin Presentation:

On 4th November 2023, the Centre for Innovation, Incubation & Entrepreneurship developed a LinkedIn Presentation to enhance visibility for the E-Cell and its members. The detailed PowerPoint highlighted strategies for optimizing profiles, creating engaging content, and utilizing networking tactics, emphasizing the NEC logo throughout.

Insights on LinkedIn tools and productivity apps were shared to boost online engagement, with the final PDF featuring clickable links to team members' profiles for easy access. This initiative reflects the Centre's dedication to equipping members with digital skills for professional growth.





#### 8. Fresher's Orientation:

On 7th November 2023, the Centre for Innovation, Incubation & Entrepreneurship hosted a dynamic Fresher's Orientation to introduce new members to its activities and vision. The event emphasized inclusivity and enthusiasm, featuring presentations on E-Cell's goals and its affiliation with the National Entrepreneurship Challenge.

Interactive elements like Q&A sessions fostered engagement and encouraged freshers to contribute ideas, inspiring them to participate actively in the entrepreneurial community. This orientation laid a strong foundation for collaboration and involvement in fostering innovation.



#### 9. Campus Quest:

On 7th October 2023, the Centre organized "Campus Quest," leveraging a Google Form survey to understand the entrepreneurial community's needs and aspirations. The survey covered interests, familiarity with entrepreneurship, event preferences, and challenges faced. Extensive outreach via social media, WhatsApp, and college channels ensured broad participation, reflecting the vibrant entrepreneurial spirit. Feedback collected is guiding future event planning and support strategies, enhancing community engagement and responsiveness.

#### 10. Brand Your E-Cell:

On 9th September 2023, the Centre launched the "Brand Your E-Cell" event to define its vision, mission, tagline, and logo. The vision aims to foster a dynamic entrepreneurial ecosystem driving sustainable growth and societal impact. The mission focuses on empowerment, collaboration, education, and implications, promoting an entrepreneurial mindset and driving economic and social change. The tagline "Where Ideas Work." and logo reflect innovation, collaboration, and entrepreneurship, guiding efforts to inspire and support aspiring entrepreneurs locally and beyond.

#### 11. Cater All:

#### 1) Newbie Stage

The Centre organized sequential sessions starting with the "Newbie Stage" on August 19, 2023. These focused on fundamental entrepreneurship concepts and ignited participants' entrepreneurial spirit through practical workshops and resource guidance.

#### 2) Enthusiast Stage:

On August 20, 2023, the "Enthusiast Stage" event provided a dynamic platform featuring motivational talks, interactive workshops, and networking opportunities, inspiring attendees from diverse fields with new skills and connections.

#### 3) Idea Guy:

The "Idea Guy" session on August 21, 2023, guided participants through ideation techniques with industry experts, emphasizing practical application and fostering creativity to translate ideas effectively into actionable plans.

#### 4) Beta Guy:

"Beta Guy" session on August 22, 2023, delved into beta testing processes, offering insights on iterative product refinement and enhancing user experiences through interactive discussions and hands-on exercises led by industry practitioners. These sessions collectively empowered attendees with foundational knowledge

and practical skills to navigate and excel in the entrepreneurial landscape.

#### 5) Start-up Guy:

The "Start-up Guy" session on August 23, 2023, led by experienced startup founders and experts, provided comprehensive guidance on entrepreneurship, covering creativity, business models, funding strategies, and growth hacking. Through interactive discussions and real-world examples, participants gained practical insights to navigate startup challenges confidently and resiliently.



#### 12. Make a Work Report:

On 24th September 2023, the Centre organized the "Make a Work Report" event to gather insights from senior members and past organizers of the entrepreneurship club. The initiative aimed to document and analyze previous event flows, timelines, challenges, and improvement suggestions. This collaborative effort facilitated knowledge exchange, preserving institutional memory and enhancing event management strategies for future initiatives within the club's entrepreneurship ecosystem.



#### 13. Get a Sponsor:

On 30th November 2023, the Centre organized "Get a Sponsor," strategically aiming to secure support aligned with its entrepreneurship objectives. The event involved researching and identifying suitable sponsors, crafting compelling proposals, and designing personalized communication to highlight mutual benefits. This approach underscored professionalism and strategic planning, aiming to maximize sponsorship opportunities and foster sustainable growth.







#### 14. Interacting Within:

On 2nd January 2024, the Centre facilitated the "Interacting Within" event to enhance collaboration among National Entrepreneurship Challenge (NEC) teams. Separate online meetings engaged participants from four teams to share experiences, discuss challenges, and propose solutions, documented in detailed Minutes of the Meeting (MoM) with attached screenshots. This initiative fostered knowledge exchange and strongly supported NEC teams, earning recognition for effective organization and execution.





#### 15. Freshie Intro:

On 2nd January 2024, the "Freshie Intro" event introduced incoming students to entrepreneurship and the E-Cell through an engaging video format. Students answered questions about entrepreneurship, interspersed with humour and hints about E-Cell achievements, aimed at generating interest and excitement. The video's strategic use across social media effectively educated and showcased the vibrancy of the Centre, earning acclaim for its creative execution.



#### 16. Creating POR's

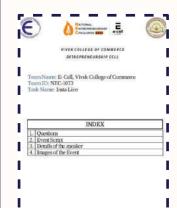
On 2nd January 2023, the Centre organized "Creating POR's" to recruit freshman students into crucial roles within the E-Cell, including event management, marketing, finance, and outreach. The rigorous selection process involved SOP submissions, interviews, and skills demonstrations to ensure candidates aligned with the E-Cell's mission. This initiative aimed to cultivate leadership and drive future growth, showcasing a strategic approach to talent acquisition and organizational development.





#### 17. Insta Live:

On 2nd January 2024, the Centre organized an engaging Insta Live session featuring a prominent entrepreneur or influencer sharing their journey and insights. The session aimed to inspire aspiring entrepreneurs with real-world experiences and foster interactive engagement through audience questions. This initiative showcased the Centre's commitment to leveraging social media for education and inspiration in entrepreneurship.





#### 18. EUREKA:

On 8th January 2024, the Centre organized an offline pitching competition to support early-stage startups and foster innovation within the college community. Participants pitched their ventures to esteemed mentors and judges, with the winner fast-tracked to the Zonal round of Eureka! 2023. All entries received a chance for online evaluation, promoting inclusivity and recognition for promising ideas. The competition's comprehensive structure and promotion underscored the Centre's dedication to nurturing entrepreneurship and providing valuable national exposure for startups.



#### 19. ILLUMINATE:

On 5th January 2024, the Centre hosted "Illuminate," featuring Mr. Chintan Oza, an expert in entrepreneurship, who delivered an inspiring workshop. Attendees gained practical strategies and insights essential for entrepreneurial success. The event showcased the Centre's commitment to fostering innovation and empowering future entrepreneurs through impactful learning experiences.



#### 20. Contingent Leader

On 2nd January 2024, the Centre launched the Contingent Leader program, empowering students to lead their college teams at E-Summit 2024. These leaders mobilize and represent their contingents, offering benefits like publicity, discounted passes, and networking opportunities. This initiative emphasizes leadership development and cultivates an entrepreneurial spirit among students, contributing to their personal and professional growth.

			NATIONAL ENTREPRENEURSHIP CHALLENGE 2023	E e-cell
TEAT	M NAME	Foell Virght on	NEC (Advar	nce)
NEC	The state of the s	Ecell_Vivek college of Commerce NEC1073		
	NAME	Contingent Leader		
Sr No		PHONE NUMBER		COLLEGE NAM
1	Kevin Nixon	9892262326	kevinnixon2804@gmail.com	Vivel: College of Comr
2	Ekta Mange	146461127	mangeelsta0803@gmail.com	Vivel: College of Comr
3	Aswathy Vijayakumar	8652777855	ashuabhi231@gmail.com	Vivek College of Comr
4	Madhumita Elangovan	9594389997	elangovanmadhu6@gmail.com	Vivel: College of Comr
5	Vineet Machewar	9920657257	vineetmachewar#gmail.com	Vivel: College of Comr
- 6	Vedant Avre	9987483832	vedantavre3285@mail.com	Vivel: College of Comp

#### 21. State Entrepreneurship Challenge:

The Entrepreneurship Cell organized the State Entrepreneurship Challenge, a three-month online event for colleges. Teams progressed through tasks from ideation

to execution, crafting business plans and solutions. The challenge fostered entrepreneurial spirit, promoting collaboration, innovation, and practical entrepreneurship among participants.



#### 22. E-NEXUS:

E-Nexus, a state-level competition organized by the Centre for Innovation, Incubation & Entrepreneurship on 20th January 2024, featured a competitive business fest with tasks designed to test entrepreneurial skills. 10 Participants from different states in India took part. Dr. Vijetha Shetty, Prof. Anuja Narvankar, and Prof. Tenzie Thomas inaugurated the event, setting a tone of innovation and strategic thinking. The day concluded with Mr. Vineet Machewar delivering a heartfelt vote of thanks, emphasizing collaboration and dedication among participants, judges, sponsors, and organizers.





#### 23. Entrepreneurial Games:

On 20th January 2024, the Centre for Innovation, Incubation & Entrepreneurship hosted a vibrant Management Games event featuring diverse challenges like "Guide the Blind" and "Balance the Balloon." Participants showcased teamwork and problem-solving skills, culminating in the awarding of medals to deserving winners, highlighting the event's emphasis on leadership and strategic thinking in business.





#### 24. VYAPAAR MOHOTSAV:

On 20th January 2024, Vyapaar Mohotsav, organized by the Centre for Innovation, Incubation & Entrepreneurship at Vivek College of Commerce, showcased innovative ideas from budding entrepreneurs. The event featured diverse stalls offering food, handmade goods, and services, fostering a vibrant atmosphere of exchange and collaboration among attendees. Participants engaged in workshops and networking opportunities, making it a dynamic platform for aspiring entrepreneurs to explore and pursue their ambitions.





#### 25. Session On Chat GPT & AI Expert:

On 20th January 2024, the Centre for Innovation, Incubation & Entrepreneurship hosted an enlightening session on Chat GPT & AI Expertise featuring Mr. Vijay-Agarwal at Vivek College of Commerce. Ms. Uzma Sayyed warmly welcomed attendees, leading to Mr. Agarwal's insightful presentation on AI and chatbots, highlighting their evolution and applications. The event concluded with expressions of gratitude, leaving participants inspired by the transformative potential of AI in innovation and entrepreneurship.





#### 26. Session On Crypto Currency:

On 20th January 2024, the Centre for Innovation, Incubation & Entrepreneurship organized a session on Cryptocurrency at Vivek College of Commerce. Ms. Uzma Sayyed welcomed attendees, followed by Mr. Ragvendar Mandhiran's insightful presentation on cryptocurrency technology, applications, and market dynamics. The event concluded with expressions of gratitude and encouragement to explore further, reinforcing CIIE's commitment to fostering innovation and entrepreneurship.





#### 27. Session On Event Management:

On 20th January 2024, the Centre for Innovation, Incubation & Entrepreneurship hosted a session on Event Management at Vivek College of Commerce. Ms. Uzma Sayyed opened the event with a welcoming speech, followed by Mr. Arvind Nair's comprehensive presentation on event planning, including strategic organization and marketing strategies. The session concluded with Ms. Sayyed expressing gratitude to Mr. Nair and the attendees, highlighting the event's role in fostering entrepreneurship and innovation.





#### 28. NEC Day-1:

On 2nd February 2024, Vivek College of Commerce's Entrepreneurship Cell participated in NEC Day 1 at IIT Bombay, where thirty students immersed themselves in entrepreneurial activities. Three finalists from the college were recognized for innovative ideas, underscoring the event's role in inspiring and nurturing entrepreneurship among students.





#### 29. NEC Day-2:

During NEC Day 2 at IIT Bombay on 3rd February 2024, Vivek College of Commerce's E-Cell engaged 30 students, with three advancing to the challenge's semi-finals. The event emphasized learning, networking, and receiving startup kits, highlighting the college's commitment to nurturing entrepreneurial spirit and innovation.





#### 30. NEC Day-3:

During NEC Day 3 at IIT Bombay on 4th February 2024, Vivek College of Commerce's E-Cell excelled with 30 students, achieving three finalists in the National Entrepreneurship Challenge. Their strong performance reflects the college's dedication to nurturing entrepreneurship and innovation, securing the 9th position overall.





#### **Aanvikshiki Research Cell**

#### **Objectives of the Research Cell are:**

- 1. To promote excellence in research among the teachers.
- 2. To develop a research culture among the students.

#### **Committee Members of Research Cell:**

Dr. Tanusree Chaudhuri

Dr. Malathi Iyer

Dr.Shefali Naranje

Dr.Maya Hande

Prof.Mayur Shah

Prof.Tenzie Thomas

Prof. Lubina Gonsalves

#### **Activities:**

• Aanvikshiki, Research Cell & IQAC of Vivek College of Commerce, in Association with M.O.P Vaishnav College for Women (Autonomous) Chennai, organized a National-Level Online Research Methodology Workshop on 'Research Methodology Workshop on Research Metrics in Academic Research and Publication Ethics' on 16 September 2023. A total of 222 participants attended the workshop, including Faculty members and research scholars from various colleges and universities in different parts of the country.

#### Session 1:

'Importance of Research Metrics in Academic Research.' Dr. S. Pujar, Chief Librarian of IGIDR, Mumbai, led the session. He emphasized the critical role of research metrics in academic research, covering topics such as the various types of research metrics (citation metrics, h-index, etc.) and how to use these metrics to evaluate research impact and quality effectively.

#### Session 2:

'Understanding Research Ethics and Plagiarism-Free Research Writing.' The session was conducted by Dr. B. Chinna Muthu, Assistant Professor of Commerce at Christian College, Madras. His session focused on: i) The fundamental principles of research ethics. ii) The significance of maintaining integrity and honesty in research. Iii) Ethical guidelines for publication and the role of peer review in ensuring research quality.

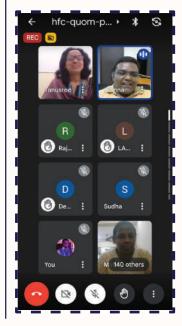
Participants comprehensively understood research metrics and their application in academic research. They also learned the importance of adhering to ethical standards in research and publication.

Participants gave positive feedback during the workshop, appreciating the expertise of the resource persons and the relevance of the topics discussed. Many expressed a desire for more such workshops in the future.

# **Faculties Pursuing Minor Research Projects** (MRP):

1. Prof. Malvika Shetty, Dept. of Mathematics and Computer, submitted a minor research project proposal on 'Summarization of Academic Text Using GPT.' The proposal was reviewed by the Research Cell and approved. The amount of Rs.15,000/was sanctioned by the institution through Mahindra Rural Housing Finance Ltd. for the project.

Online Research Workshop, 16th September 2023









#### **Utkarsh Students Research Cell:**

The Utkarsh research cell aims to foster a research culture among students by encouraging them to present research papers at different conferences and participate in various research competitions organized by the University of Mumbai and other colleges.

#### A. Research Paper Presentations:

1. Students of SYB&I and SYBCOM presented research papers at the International Research Conference organized by B.K. Shroff College, Kandivali, held on 26th September 2023.

Sr. No.	Title of Research Paper	Name and Class of Student	Achievement
1.	Attitude of the young population towards purchasing health insurance policies in Mumbai city.	Mr. Prathamesh Jawale SYBBI Ms. Shravani Kadam SYBBI Mr. Akshat Ashok Mane SYBBI	1st Prize in Best Research Paper Presentation
2.	Reforming Bank Policies to facilitate specially abled and senior citizens.	Ms. Pooja Yadav (SYBCOM) Ms. Aastha Jaiswal (SYBCOM)	2nd Prize in Best Research Paper Presentation





Students awarded 1st Prize in Best Research Paper Presentation at B.K. Shroff College.

Students were awarded 2nd Prize in Best Research Paper Presentation at B.K. Shroff College.

2. Students presented research papers at the International Conference organized by the Department of English and Faculty of Languages and Literature of Gujarat Vidyapith, Ahmedabad, on January 5th and 6th, 2024.

Sr. No.	Title of Research Paper	Name and Class of Student
1.	Dynamics of Gandhian Philosophy: Relevance to Modern Indian Education System	Ms.Divya Kedare - TYBCOM Mr.Tanmay Kamble -TY.BCOM
2.	Rejuvenating Gandhian views through Indian Cinema: In Today's Context.	Ms. Ansila Chetty - SYBMS Ms. Panjami Prasad.C SYBMS
3.	Gandhian Adage on Healthy life: To develop the three H's (Health, Healing and Harmony).	Ms.Manisha Anandraj - SYB.M.S
4.	Gandhian Transformation of the Local Society.	Ms. Arpita Rawale - SY.BCOM



Students presenting a research paper online at an International Conference organized by Gujarat Vidyapith



Student participants of the International Conference organized by Gujarat Vidyapith

3. Research paper presentation at the International Conference organized by Pillai HOC College of Arts, Science, and Commerce, Rasayani, on 20th January 2024.

## Sr. No. Title of Research Paper Name and Class of Student

- 1. A study of investors' awareness advertisements using celebrity and non-celebrity endorsements.
- Mr. Purva Anil Shirodkar- SYBBI Ms. Gurjar Resham Nanalal- SYA&F
- 4. Students of SYBBI presented a research paper at the international conference organized by Ghanshyamdas Saraf College of Arts and Commerce on 3rd February 2024. The paper was published in the Aarhat Multidisciplinary International Education Research Journal.

#### Sr. No. Title of Research Paper Name and

#### A Study of Factors Influencing Intention to Avail Pradhan Mantri Jan Arogya Yojana (PM-JAY)

# Name and Class of Student

Mr. Prathamesh Jawale - SYBBI Ms. Shravani Kadam - SYBBI Mr. Akshat Ashok Mane - SYBBI

## Achievement

1st Prize in Best Research Paper Presentation



Dr. Maya Hande with students at the International Conference organized by Ghanshyamdas Saraf College



Students won the Best Research Paper
Presentation Award at the International Conference
organized by Ghanshyamdas Saraf College.

#### **B. Participation in Research Competitions:**

1. Two teams of Students participated in the 18th Avishkaar Research Convention organized by the University of Mumbai in December 2023. Both teams won the zonal round at Thakur College of Commerce on 12th December 2023. One team won the poster presentation round and qualified for the final podium round.

Sr. No	o. Title of Research Paper	Name and Class of Student	Achievement
1.	A Study of Factors Influencing Intention to Avail Pradhan Mantri Jan Arogya Yojana (PM-JAY)	Mr. Prathamesh Jawale - SYBBI Ms. Shravani Kadam - SYBBI Mr. Akshat Ashok Mane - SYBBI	Won the zonal round and poster presentation round at Finals.
2.	A study of the effectiveness of Investors' Awareness Advertisements using Celebrity and Non-Celebrity Endorsements	Purva Anil Shirodkar - SYBBI Vanshika Akhilesh Gupta - SYBBI Gurjar Resham Nanalal – SYA&F Sayyed Anam Amiruddin - SYBBI	2nd Prize in Best Research Paper Presentation

1.



Students winning the Zonal Round of the 18th Avishkaar Research Convention organized by the University of Mumbai.



Dr. Neelu Khosla and Prof. Anuja Narvankar with students at the Final round of the 18th **Avishkaar Research Convention organized** by the University of Mumbai.

2. Students participated in an Inter-Collegiate Research Paper Competition organized by Smt. Kantaben Shah Research Centre (An initiative of Maniben Nanavati Women's College), Departments of Food & Nutrition and English in collaboration with Laadli initiative of Population First & United Nations Population Fund [UNFPA] on 2nd December 2023.

#### Sr. No. Title of Research Paper Name and Class of Student

Women and Real society: shades of Indian society-1. case study acid Attack

Ms. Priya Nair - SYBCOM Anagha Kasbekar - SYBCOM



Students at the Inter-Collegiate Research Paper **Competition organized by Maniben Nanavati** Women's College.



Students presenting a research paper at the **Inter-Collegiate Research Paper Competition** organized by Maniben Nanavati Women's College.

3. Students of SYB&I participated in a research paper presentation competition organized by the M.COM Banking and Finance department of Thakur College of Commerce and Science on 29th January 2024.

# Sr. No.

Determinants of Intention to Avail Pradhan Mantri Jan Arogya Yojana in Mumbai 1. - An Exploratory Study.

Title of Research Paper

Mr. Prathamesh Jawale - SYBBI Ms. Shravani Kadam - SYBBI

Name and Class of Student

Awarded 2nd Prize

**Achievement** 



Students won 2nd prize at a research paper presentation competition organized by the M.COM Banking and Finance department of Thakur College.

We sincerely thank the management, principal, teaching, and non-teaching staff for their support and encouragement. We aim to encourage more teachers and students to participate in research activities.

#### **Literary Association**

#### Professor In-charge:

Dr. Shefali Naranje

- 1. Pooja Vishwakarma of TY BCom participated in the Hindi essay writing Competition on Organ Donation in July 2023, organized by Seva Mandal's Smt. Maniben M.D.Shah Women's College of Arts and Commerce.
- 2. Krishna Mishra and Manish Sharma participated in the Book Review Competition organized by J.M. Patel College, Goregaon on 10th January 2024.
- 3. Organized Book Review Competition with the Library Committee on 19th January 2024.

#### Winners:

1st- Mishra Krishna Ravi from FYBCOM

2nd- Yadav Pooja Santosh from SYBCOM

3rd- Das Sambid Trilochan Bhagabati from FYBCOM

## **Library Committee**

Committee Members		
Prin. Dr.Vijetha Shetty	Chairman	
Ms. Bindu Varma	Librarian	
Dr. Manisha Naik	Member	
Dr. Malathi Iyer	Member	
Dr. Nisha Pillai	Member	
C.A. Pradeep Hathi	Member	
Prof. Maria Muthukumar	Member	

Library Staff		
Bindu Varma	Librarian	
Mahadev Hadkar	Library Attendant	
Krishna Polumuri	Support Staff	
Kavita Kamble	Support Staff	
Ketan Rathod	Support Staff	
Lata Bare	Support Staff	
Mahendra Kamble	Support Staff	

- 1. Additions during the Academic Year added 825 books to the collection costing Rs.4,67,472 and subscribed to 95 periodicals costing Rs 2,70,556
- 2. To keep the students updated with the latest information, 15 newspapers are procured in six languages: English, Hindi, Marathi, Gujarati, Tamil, and Malayalam.
- 3. We subscribe to 3 databases to access E-Journals and E-Books.

N-List Database of INFLIBNET

J-gate Social Science & Humanities

J-gate Science & Technology

4. Remote Authentication Software from Informatics with a mobile app to integrate all the databases subscribed.

- 5. We purchased DrillBit plagiarism software as we have an approved Ph.D. Centre in our college. Researchers from other colleges are also encouraged to do the plagiarism check by paying the prescribed rates.
- 6. The Classroom Orientation Program was conducted for first-year students of all courses. The students became acquainted with the library's functioning and resources through PowerPoint presentations.
- 7. 65 Additional scholar Library cards are issued to meritorious students of all the undergraduate programs.
- 8. One student has availed the Advance learner facility to issue reference books for home reading by paying a deposit of Rs. 1000
- 9. The Book Bank facility is extended to 104 economically weak students from the aided section of B.Com. and undergraduate Self-financing courses.
- 10. Five Ex-students have enrolled for Library membership during this academic year.
- 11. Nineteen weekly quizzes were conducted through Google form this academic year, and the winners are as follows:
- 1st Gupta Pooja Avdhesh from TYBCOM
- 2nd Sable Srusti Sanjay Leena from TYBFM
- 12. The Best Reader Library award was awarded during the Annual prize distribution function, which used the maximum number of library books:
- 1st Gupta Aarti Rajkumar from TYBCOM
- 2nd Qureshi Bushra Mashoodali from TYBAF
- 3rd Gupta Ankita Rakesh Kumar from STBAF
- 13. The Library Committee and NNS Unit organized AANAND DAAN (The Joy of Giving), in which students donated new or usable stationery items, books, bags, and water bottles to be distributed to the adopted village in Palghar. The collection box was placed in the library from October 16th to 21st, 2023. Students were encouraged to donate to inculcate the habit of helping the needy.
- 14. Saraswathi pooja was held on 23rd October 2023 at 11.00 am in the Saraswati temple in the bedrock hall of the Library. The principal and a few staff and students were present for the pooja.
- 15. The Book Review Competition was held on 19th January 2024 along with the BC Department, and the winners are:
- 1st- Mishra Krishna Ravi from FYBCOM
- 2nd- Yadav Pooja Santosh from SYBCOM
- 3rd- Das Sambid Trilochan Bhagabati from FYBCOM
- 16. A Book Exhibition was held from 26 January to 28 January 2024. Three publishers displayed books on various subjects catering to students from kindergarten to graduation. Academic and co-curricular Prize winners were given coupons to select books of their choice from the book exhibition.

17. Earn and learn started on 6th May 2024 with six students, and they help with shelving, sorting, stock-taking, etc. of the library books

18. A Library Audit was conducted on 11th June 2024. Librarian Dr. Jayadev Kadli from Lala Lajpat Rai College of Commerce and Economics, Mahalakshmi, Mumbai, was the auditor.









#### **Career Guidance and Placement Cell**

It allows students to seek new openings after completing their college education and helps them mold their careers and placements. The Cell organizes Workshops and Seminars on various career courses. It focuses on other areas like Personality Development, Interpersonal Relationships, Communication Skills, Interview Skills, and Presentation Skills to enable the All-Round development of individuals.

#### Faculty In-charge:

Dr. Thanga Durai

Dr. Nisha Pillai

Prof. Vandana Ladha

## **Core Committee Members**

Secretary

Pooja Gupta (T.Y.B.Com)

Joint Secretaries

Muthulaxmi (T.Y.B.Com)
Vivek Sheshnath Jaiswal
(T.Y.BAF)
Sudalaimani Thukkamuthu
(T.Y.B.Com)

#### 1. Magic Bus India Foundation Awareness Program:

Organized awareness program on 24th July 2023 to start a skill development session for 45 days, including spoken English, digital literacy, interview skills, teamwork, problem-solving, etc., to give placement to final year students in association with Magic Bus India Foundation, Goregaon West, branch.





# 2. TNS India Foundation Campus Orientation Session:

A TNS India Foundation Campus to Corporate Careers session was organized. Students were informed about the module and training scheme, and the registration link was shared with them through the class WhatsApp group.



#### 3. TNS India Foundation Corporate Training:

Around 58 students finally completed the 80-100-hour program, which included Personal effectiveness, Communication Readiness, Career Readiness, and Work Readiness. The training was delivered through offline classes. The students also underwent individual counseling during the program, post-training, pre-placement, and post-placement.





#### 4. Guidance for Competitive Examination:

Organized Competitive Examination guidance to undergraduate and postgraduate students to equip the student for exploring employment opportunities in various Central and State Government sectors & UPSC examination.

The lecture was organized on 22nd August 2023, and the resource person for the seminar was Mrs. Avina Suthar from the Career Development Centre. Students are informed regarding various competitive exams for various posts available after their degree, like IAS/IPS/ and many more. Dr. Thanga Durai inspired the students to focus more seriously on building a successful career and spoke about competitive potential assessment tests for testing students on their aptitude level.



#### 5. Seminar on MBA the Road Ahead:

The journey to obtaining an MBA degree is undoubtedly a challenging and transformative experience. It equips students with a diverse skill set, enhances their critical thinking abilities, and broadens their horizons. We organized an orientation for students interested in doing an MBA, PGDBM, etc., on 4th December 2023. Students were given mock tests on current affairs to create awareness regarding competitive exam patterns. Students were also taught about time management and linguistics skills.



#### 6. Talk about Personality Branding:

We have organized a talk on "Personality branding for success" by Dr. Arvind Kajakhose, HOD of Central University of Kerala. The lecture was organized on 8th December 2023 under our college's Career Guidance & Placement Cell. "At the end of the lecture, the professor asked the students to summarize the lesson's main points.". After that, a questioning session was conducted, and information was given to students preparing for MMS & PGDBM and the method of preparing for the CAT examination.





#### 7. Workshop on Career Options After Graduation:

Organized a workshop on career options after Graduation on 15th December 2023 in association with Manoeuvre Education. The seminar was focused on guiding students in planning future higher education and exploring the diversified field of study and ways to make it successful.





#### 8. Study Abroad Seminar:

Organized a workshop on Study Abroad seminar on 18th December 2023 in association with IDP Institute for Higher Education. The seminar was focused on making students aware of various opportunities abroad for further studies. To make aware of aptitude and various competitive exams test. Brief discussion regarding competitive exams such as GATE/GRE/IELT Scholarships and Financial Support available for higher studies.



#### 9. Seminar on CMA and Other Allied Courses:

Conducted a Seminar on the CMA course as a career option on 7th January 2024 in room no. 21. CA. Rajesh spoke about the CMA course and other career options that are available. He gave an elaborative introduction about the various opportunities and scope in the field of accounts and suggested varied ways and ideas to opt for a career abroad.



#### 10. Placement camp:

Organized a 2-day placement camp in association with Imarticus Learning Solution. Eclerck, Eviden Technology, and Accenture participated in the camp. Around 60 students attended the two-day placement interview held on 26th& 27th April 2024, and participants were to come with their Resumes.





On 29th April, we organized a one-day placement camp in association with ICICI Prudential Ltd. Many of our final-year students participated. Around 25 students attended placement interviews and were given an orientation regarding the skill sets required to face the interview successfully.



#### 11. TNS India Foundation- Placement Camp held at Rizvi college:

TechnoServe, through the Campus to Corporate Careers (C2C) Program, provides transformative workforce readiness skills training for youth to make better career choices and build a strong career path. The program includes placement support through corporate linkages with large and small firms. We aim to tackle the increasing need felt by fresh graduates - to sharpen and improve interview preparedness and make informed career choices after graduation. To empower fresh college graduates with the skills and attitude to enter a competitive workforce, the TechnoServe C2C program offers Employability Training and Youth Empowerment. This year, Rizvi College organized a placement camp in association with TechnoServe and other participating colleges. About 58 students from our college participated in the camp and were selected by various companies.

## Parent-Teacher Association (PTA) Meeting

#### Faculty In-charge:

Prof. Nisha Pillai Prof. Malvika Shetty

Prof. Sharvari Talashilkar

Prof. Sukanya Sawant

Parents are the key stakeholders of any educational institution. At Vivek, we believe in the collaborative efforts of teachers and parents in the overall development of the student. PTA is an open platform for deliberation and discussion to not only understand the governance aspects of the college but also to invite constructive feedback, suggestions, and recommendations from the parent's perspective for the overall growth of the institution.

A Parent Teachers meeting for the academic year 2023-24 was conducted on August 12th, 2023, for the parents of the first-year classes of all the programs.

The PTA's in-charge briefed the parents on the association's role and invited them to serve on the board to enhance the body's overall functioning.

Mr. Sashi Varma, Secretary of Vivek Education Society, and Mr. Ramachandran, Vice President of Vivek Education Society, addressed the parents for the aided and self-finance sections, respectively, and gave information about the vision and mission of the college and the society.

Prin. Dr. Vijetha Shetty addressed the parents and gave them the overall idea about college infrastructure and curricular and co-curricular activities held in the college throughout the year. She also requested them to participate actively in college functioning to resolve student issues. The parents had been given information about the following:

- Discipline Rules
- Attendance Rules
- Examination Rules
- Library Resources
- Career and Placement Cell
- Cultural activities of the college
- Experiences Shared by the Parent of the Last Year Academic Topper
- Counseling sessions for the parents by the college Counselor

PTA acts as an open and continuous platform for the parents to get an update about both academic and other activities carried out at the college, and we look forward to strengthening the association in all aspects.









#### **Health Committee**

#### Talk with your Doctor:

A 'Talk with your Doctor' session was held in the Vivek Medical Centre on 5th December 2023 with Dr. Ravi Goel.

This session aims to address health queries and provide valuable insights. Participants can benefit from Dr. Goel's expertise and learning about preventive measures and proper healthcare.

Health and wellness are paramount, and regular consultations with trusted doctors are crucial. Our college is committed to providing faculty members and students a platform to discuss their health-related concerns. Join us for a free medical consultation session with Dr. Ravi Goel, who will address your questions.

#### **Key Details:**

#### About Dr. Ravi Goel:

- Dr. Goel is a distinguished medical professional with over two decades of experience.
- He currently serves as the Chief Medical Officer at our college health center.
- Since 2023, Dr. Goel has been dedicated to the well-being of our college community.

#### Why Attend?

- Clarify health-related doubts on symptoms, causes, and treatment.
- Obtain detailed information through consultation and phone calls.
- Learn about testing, effective treatments, and medication options.

Remember: Early diagnosis and proper care are essential to prevent fatalities. Let's empower ourselves with knowledge! Join us on December 05, 2023, at 11 am.

Total Number of Teachers attended - 10







#### **Green Club**

#### **Purpose of the Green Club:**

Create awareness of the environment among students, staff, and society, and motivate them to find solutions to environmental problems.

#### **Teaching Members:**

Dr.Tanusree Chaudhuri Dr.Manisha Naik

Prof. Pooja Gupta

Prof.Nisha Bidawatka

Prof. Sharvari Talashilkar

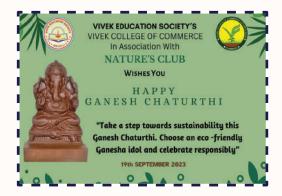


Students Members		
Amuthasara Albertraj	FYBAMMC	
Maria Jeyaseelan Das	FYBAMMC	
Nadar Asha Merlin	FYBAMMC	
Swedha Anand	FYBAMMC	
Smyra Joseph	FYIT	
Rylan Robert Chettiar	FYIT	
David Johnpeter Moses	FYBFM	
Somya Pandey	FYBMS	

#### **Activities:**

#### 1. Green Ganpati Celebration:

The Green Club members crafted a Ganpati idol from clay, promoting eco-friendly materials. The event was held on 19th September 2023. This initiative highlights the importance of celebrating festivals in an environmentally responsible manner. By creating and showcasing these green Ganpati idols, the club successfully spread awareness of the benefits of sustainable practices. Their efforts underscore a commitment to sustainability and encourage the community to adopt eco-friendly traditions.



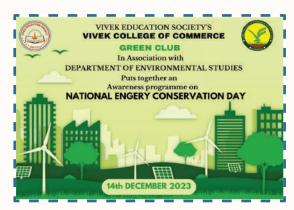






#### 2. National Energy Conservation Day:

On 14th December 2023, National Energy Conservation Day was observed, organized by the Green Club in association with the Department of Environmental Studies. As part of the awareness program, electricity was turned off from 8:25 am to 8:35 am to emphasize the importance of energy conservation. Students learned about the significance of saving electricity and were encouraged to spread this vital message within their communities. This initiative successfully highlighted the role of individual actions in promoting energy efficiency.







#### 3. Green Valentine's Day:

On 14th February 2024, Green Valentine's Day was celebrated from 8:30 to 9:00 am at the college garden ground floor, organized by the Green Club in association with NSS. Each class participated by donating a plant or tree, resulting in 33 plants being contributed by students. Additionally, green leafy vegetables were distributed to participants. The event aimed to spread awareness and foster a love for nature and plants, highlighting the importance of environmental conservation.







#### Vivek Youth Club

## Faculty In charge:

Dr. Thanga Durai Prof. Manoj Heda



Students	Members
Sudalaimani Thukkamuthu	President
Muthulaxmi Yadav	Secretary
Pooja Avdhesh Gupta	Joint- Secretary
Uroosha Shaikh	Student Co-ordinator - Girl
Aanpaulraj Nadar	Event Co-ordinator - Boy

#### **Activities Conducted by the Committee:**

#### 1. Vivekanand Punyatithi

On 4th July 2023, the Vivek Youth Club organized an event to commemorate Swami Vivekananda's death anniversary at the School Quadrangle, Vivek College of Commerce. The event started with a prayer led by the Yuvians, creating a solemn atmosphere. Dr. Suresh Nair, the former Principal of Vivek Junior College, was the Chief Guest. He delivered an insightful speech on Swami Vivekananda's life, writings, and philosophy, emphasizing their impact on Indian youth.



#### 2. Orientation Program:

On 25th July 2023, the Vivek Youth Club held an orientation program in Room No. 11 of Vivek College of Commerce to welcome new members for the academic year 2023-2024. The session began with a prayer, followed by Professor Thanga Durai's introduction to the club's objectives and previous year's projects.

Professor Manoj Heda outlined the club's rules and provided insights into Vivekananda Kendra. Student President Sudalaimani Konar introduced both outgoing and incoming core committee members. He presented a PPT showcasing past events and upcoming activities and shared his experiences, encouraging new members to participate actively.



#### 3. PAN Card Camp:

In collaboration with UTI Technology Ltd, the Vivek Youth Club organized a two-day PAN card camp on August 9th and 10th, 2023, at the Boys Gymkhana, Vivek College of Commerce. The camp aimed to facilitate PAN card applications for students and the general public. Around 75 people applied for PAN cards.



#### 4. Youth Empowerment Program:

On 26th August 2023, the Vivek Youth Club, in collaboration with Vivekananda Kendra Kanyakumari, hosted a Youth Empowerment Program at the School Quadrangle, Vivek College of Commerce. The program began with a warm welcome and a serene prayer session. The event featured inspirational talks, uplifting songs, and a presentation on Swami Vivekananda's teachings, motivating participants to strive for excellence. Participants engaged in Surya Namaskar and interactive games that emphasized teamwork. Group discussions on current affairs provided a platform for insightful exchanges. The initiative by Vivekananda Kendra underscored their commitment to youth development.



#### 5. Yoga Session:

From 19 August to 21 October 2023, the Vivek Youth Club held yoga sessions every Wednesday from 7 to 9 a.m. at the Boys Gymkhana, Vivek College of Commerce. The sessions aimed to promote physical and mental well-being among the youth. Five enthusiastic members participated actively, learning new and creative yoga exercises that improved their flexibility, strength, and overall fitness.



#### 6. G20-Y20 Program:

On 2nd September 2023, the Vivek Youth Club organized an insightful session titled "G20-Y20" at the Auditorium, Vivek College of Commerce. The event aimed to provide profound insights into global and youth-centric issues, aligning with the G20's priorities. The session began with the traditional lighting of the lamp, symbolizing the enlightenment of knowledge. Guest speaker Ms. Smitha Puranik delivered an engaging talk, highlighting key challenges and opportunities for youth in the current global scenario. Her interactive session encouraged participants to think critically and engage in discussions about shaping a better future. The event attracted a diverse audience, fostering dialogue and networking among participants.



#### 7. Ganpati Visarjan Crowd & Traffic Management:

On 23rd September 2023, the Vivek Youth Club was crucial in managing the crowd and traffic during the Ganpati Visarjan event at Bangur Nagar, Goregaon West. A team of 20 dedicated volunteers collaborated with the Mumbai Police to ensure smooth traffic flow and participants' safety. Volunteers were stationed at critical points to guide vehicles and pedestrians, maintain order, and provide a seamless immersion process. Their efforts significantly reduced congestion and ensured the safety of all participants.



#### 8. Youth Awareness Session:

On 14th September 2023, the Vivek Youth Club held a Confidence and Character-Building session. The session began with a warm welcome and a heartfelt prayer, followed by a presentation on the importance of confidence and character, drawing insights from great leaders. A spiritual activity encouraged introspection and contemplation of values, culminating in singing the National Anthem and a Vote of Thanks. The event highlighted the club's commitment to nurturing the holistic development of youth, equipping them with essential life skills.



#### 9. Mega Beach Cleanup Drive:

On 29th September 2023, the Vivek Youth Club actively participated in a mega beach cleanup drive organized by IDF at Juhu Beach. This large-scale initiative brought together volunteers from various locations to clean the beach and promote environmental consciousness. Club members joined other volunteers, demonstrating a solid commitment to environmental stewardship. Equipped with gloves and bags, they meticulously cleaned the beach, removing litter and waste to restore its natural beauty.



#### 10. Youth Leadership Program:

On 11th November 2023, the Vivek Youth Club organized the Youth Leadership Program in Room No. 11, Vivek College of Commerce. This intercollegiate event aimed to sensitize students about Swami Vivekananda's philosophies, principles, and ideas. The program was held in association with Vivekananda Kendra. The event began with a warm welcome by Ms. Pooja Gupta and a prayer led by Ms. Alka Kulkarni.

Participants engaged in games, songs, and exercises, including Surya Namaskar. Guest speaker Mr. Mandar Gogate shared inspiring stories of Swami Vivekananda's life, emphasizing his teachings and their relevance to youth.

The program also included group discussions, presentations, and interactive sessions, fostering a deeper understanding of Swami Vivekananda's contributions. The Youth Leadership Program successfully motivated students to become good citizens and contribute to India's development. The event concluded with a Vote of Thanks by Ms. Pooja Gupta, leaving participants inspired and equipped with valuable life lessons.



#### 11. Youth Spiritual Session:

The Youth Spiritual Session, held on 2nd December 2023, was a one-hour event organized by the Vivek Youth Club at the Auditorium, Vivek College of Commerce. The session aimed to empower young individuals by imparting the teachings of Swami Vivekananda. Mr. Prakash Kadrekar served as the guest speaker, emphasizing Swami Vivekananda's unity, purity, and perseverance principles. He highlighted the importance of courage and goal-setting for youth, emphasizing ethics as a fundamental aspect of good citizenship. Representatives from Vivekananda Kendra also shared insights about a four-day youth development shibir, encouraging youth to participate in activities promoting personal and societal growth. The session aimed to instill Swami Vivekananda's values in the younger generation, inspiring them to lead fulfilling lives and contribute positively to society.



#### 12. Youth Development Shibir:

The Youth Development Shibir, held from 27th to 30th December 2023 at Uttan Village, Bhayandar, was organized by Vivekananda Kendra Kanyakumari. This transformative event aimed at instilling leadership qualities and teaching participants how to face challenges in youth life. The shibir, a 4-day residential camp, included activities like prayers, exercises, Surya Namaskar, games, and group discussions, all designed to engage and inspire the youth. Participants, including 16 members from Vivek Youth Club, interacted with personalities from different fields, gaining valuable insights and motivation. Highlights included a play on patriotism, daily Bhajan Sandhya sessions, and the absence of mobile phones to encourage immersive experiences. The shibir provided a platform for participants to enhance their leadership skills, improve decision-making abilities, and develop a deeper understanding of teamwork and collaboration. It was a resounding success with a lasting impact on all who attended.





#### 13. BK Sister Shivani Event (21st January 2024):

The Vivek Youth Club attended an enlightening event featuring BK Sister Shivani on 21st January 2024 at Bangur Nagar, Goregaon West. BK Sister Shivani's talk focused on celebrating differences, emphasizing the importance of embracing and appreciating individual diversity. She highlighted that differences in opinions, beliefs, and backgrounds should be seen as opportunities for growth and learning rather than sources of division. Her session encouraged attendees to cultivate empathy, understanding, and respect toward others, irrespective of their differences.



#### 14. PCGT Annual Event:

The PCGT annual event, held on 8th February 2024 at Shri Shanmukhananda Chandrasekharan Hall, Mahim, was attended by the Vivek Youth Club. The event, themed "Youth: One Word, One Future," focused on youth development and empowerment. Distinguished speakers, Mr. Rahul Bose and Mr. Vivek Phansalkar were present. Mr. Bose shared his inspiring journey, emphasizing the importance of accepting challenges and striving for excellence. Mr. Phansalkar's address focused on adhering to rules, regulations, and ethical practices in life.

The event also featured a captivating dance performance, adding vibrancy and entertainment. The youth members of Vivek Youth Club actively participated, gaining valuable insights and experiences. The PCGT annual event was a great success, providing a platform for youth to learn, grow, and network. Vivek Youth Club extends its gratitude to PCGT for organizing such a meaningful and impactful event and looks forward to participating in future endeavors aimed at youth development.





#### 15. Youth Leadership Camp-Feedback Session:

The Youth Development Shibir organized by Vivekananda Kendra Kanyakumari was a transformative experience for the members of the Vivek Youth Club. The shibir, held at Uttan village, Bhayandar, focused on developing leadership qualities and imparting valuable life skills to the youth. Following the conclusion of the shibir, a feedback session was conducted to gather insights and experiences from the participants. Participants shared that the shibir provided a unique platform to enhance their leadership skills, improve their decision-making abilities, and develop a deeper understanding of teamwork and collaboration.

Many attendees highlighted that the shibir helped them discover their potential and inspired them to set higher goals for themselves and strive for excellence in their endeavors. Furthermore, the shibir provided a platform for participants to interact with individuals from diverse backgrounds, enabling them to broaden their perspectives and gain a deeper appreciation for cultural diversity.



#### 16. Voter ID Camp:

The Students' Council, in association with Vivek Youth Club, organized a "VOTERS ID CAMP" to facilitate the registration of new voters. The camp encouraged eligible students to apply for voter ID cards and participate in the democratic process. The officials from the election office were present to collect the applications and guide the

students through the process. Overall, the Voters ID Camp organized by the Sudents' Council and Vivek Youth Club successfully promoted voter registration and encouraged students to exercise their democratic right to vote.





#### 17. Youth Fitness & Well-being:

The Vivek Youth Club members participated in a special event at Valia College to promote physical well-being and holistic development among the youth. The session, held from 8 to 9 am daily, focused on teaching Surya namaskar and other exercises. Two dedicated members from Vivek Youth Club, along with Ms. Alka Kulkarni, successfully imparted the benefits and techniques of Surya Namaskar to 26 students from Valia College. The event provided an enriching experience for the students, who not only learned the importance of physical fitness but also developed self-confidence and leadership skills.



With a total membership strength of 65, the Vivek Youth Club organized a series of impactful events throughout the academic year, showcasing its commitment to holistic development and community engagement.

## Rotaract Club

#### Faculty In-charge:

Prof. Lubina Gonsalves Prof. Sharvari Talashilkar

Prof. Pooja Gupta



#### **Activities Conducted by the Committee:**

#### 1. Installation Ceremony:

On 18th July 2023, the Rotaract Club of Vivek College of Commerce held its prestigious Installation Ceremony. This momentous occasion marked the transition of leadership and welcoming a new core committee. The event was attended by distinguished guests, Rotarian Arun Wadhwa, Rotarian Rotaractor Nikhita Sunil, faculty members, and enthusiastic students. Their presence added a sense of honor and inspiration to the event, highlighting the significance of the Rotaract Club's efforts in fostering leadership, community engagement, and humanitarian service.

The ceremony aimed to honor the outgoing committee, introduce the new core committee, and celebrate the spirit of service and leadership. The event commenced with the felicitation of outgoing committee members for their dedication and commitment to the club activities throughout their tenure, and they were presented with certificates of appreciation. Later Rtr. Labiqa introduced the club, outlining its mission, values, and accomplishments. Introducing the new core committee members was a highlight of the event.

Each member was introduced with credentials and given batches with their names and designations. As the event drew to a close, Rtr. Pooja Gupta delivered the vote of thanks, expressing gratitude to all those who contributed to the ceremony's success. She extended appreciation to the guests, the faculty, the outgoing committee, and the audience for their support and presence.







#### 2. Rhythm Jamz:

On 22nd July 2023, Rhythm Jamz, organized by the Rotaract Club of Vivek College of Commerce, created waves of joy and entertainment every alternate Saturday. Rhythm Dr. Vijetha Shetty inaugurated Jamz to provide a platform for budding singers and instrumentalists to showcase their talents and spread happiness through music. The inaugural event of Rhythm Jamz took place with great enthusiasm and excitement. Dr. Vijetha Shetty, principal of Vivek College of Commerce, graced the occasion and officially inaugurated the weekly musical gathering. Her presence significantly boosted the event's credibility and drew a considerable crowd.

Rhythm Jamz is a weekly event that occurs every alternate Saturday. This consistent schedule has allowed music enthusiasts to look forward to regular musical performances. The event features a rotation of new singers and instrumentalists every alternate week. This ensures diversity and freshness in the performances, keeping the audience engaged and entertained. Rhythm Jamz is open to various genres of music, from classical melodies to contemporary beats. Singers present solo performances, duets, and even group acts, showcasing their versatility and creativity. Apart from vocal performances, the event also encourages instrumentalists to display their skills. Musicians from pianists, guitarists, flutists, and drummers have been part of this musical journey.

Rhythm Jamz is a platform for undiscovered talents to gain exposure and recognition. Music is a universal stress reliever, and Rhythm Jamz offers a refreshing break from the daily routine. Both performers and the audience find solace and relaxation in the soulful tunes and musical rhythms. The Rotaract Club of Vivek College of Commerce has successfully integrated its community service objectives with entertainment. Rhythm Jamz promotes music and reflects the club's commitment to enhancing the overall well-being of its members and the community.





#### 3. Atrangis:

Atrangis, an event dedicated to celebrating Friendship Day, was organized on 7th August 2023 by the Rotaract Club in collaboration with the Students' Council, illuminating the campus with a spirit of camaraderie and joy. The event commenced with a heartwarming inauguration by the esteemed Principal, Dr. Vijetha Shetty, who delivered an inspiring speech and led the traditional cake-cutting ceremony. Various engaging activities unfolded throughout the day, including compatibility tests between friends, exhilarating treasure hunts, and a vibrant photo booth capturing candid moments, with the added charm of instant Polaroid prints for attendees. Stalls adorned with intricately crafted bracelets and keychains allowed friends to exchange tokens of affection.

Moreover, prizes were awarded to winners of the various games and challenges, further enhancing the festive atmosphere. Atrangis served as a platform for entertainment and underscored the significance of nurturing and cherishing friendships. Through the collaborative efforts of the Rotaract Club and the Students' Council, the event fostered a sense of community and belonging, leaving a lasting impression on all participants. As laughter echoed and memories were made, Atrangis stood as a testament to the enduring bonds of friendship and the power of togetherness to create moments of happiness and connection.





#### 4. Home for Homeless Animals:

On 11th August 2023, we organized a session titled "Home for Homeless Animals" to create awareness about the challenges faced by stray dogs and ways to contribute to their well-being. The event began with a warm welcome by Rtr. Sudalaimani, introduced the session's theme and highlighted the importance of addressing the issues related to stray dogs in our community. He set the stage for the guest speaker, Dr. Madhavi Chaturvedi, to share her expertise.

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warm welcome by Rtr. Sudalaimani, introduced the session's theme and highlighted the importance of addressing the issues related to stray dogs in our community. He set the stage for the guest speaker, Dr. Madhavi Chaturvedi, to share her expertise. Dr. Madhavi Chaturvedi shed light on the various challenges homeless Animals face and how the community can help address these issues.

Dr. Chaturvedi spoke about the importance of responsible pet ownership and the significance of adopting dogs from shelters instead of purchasing from breeders. She emphasized the need for regular health check-ups and vaccinations for street dogs to prevent the spread of diseases. She highlighted the stark difference between good and bad treatment of animals. She discussed instances of animal cruelty and how individuals can actively report such cases to the authorities. Rotarian Arun Wadhwa graced the event as the Chief Guest. His presence added credibility and significance to the event. Mr. Wadhwa commended the Rotaract Club's efforts in organizing such a meaningful session and encouraged all attendees to actively participate in making a positive change for homeless Animals. In the end, Ms. Aditi Gupta, representing the organizing committee, delivered a heartfelt vote of thanks. She thanked Dr. Madhavi Chaturvedi for sharing her knowledge and insights, Rotarian Arun Wadhwa for his inspiring words, and all participants for their active engagement.





#### 5. Garba Night:

On 10th October 2023, the Rotaract Club of Vivek College of Commerce, in collaboration with the Rotaract Club of Mumbai Kandivali West, orchestrated a vibrant and spirited Garba Night, inviting everyone to join the festivities. The event celebrated traditional Gujarati culture, featuring lively Garba and Dandiya performances accompanied by rhythmic music. Participants were welcomed with open arms, creating an inclusive and joyous atmosphere for all attendees.

A nominal charge per person was levied to cover the expenses of organizing the event and to support charitable initiatives undertaken by the Rotaract clubs. The Garba Night served as a platform for students, faculty, and community members to come together, socialize, and revel in the cultural heritage of India. Through collaborative efforts and enthusiastic participation, the event promoted cultural exchange and harmony and raised funds for charitable causes supported by the Rotaract clubs. Overall, the Garba Night was a resounding success, embodying the spirit of unity, celebration, and service fostered by the Rotaract clubs and providing a memorable experience for all attendees.



#### 6. Beach Day:

On January 14, 2024, the Rotaract Club organized an exhilarating Beach Day event, bringing together members and friends for fun, games, and camaraderie. The event commenced at 7:00 AM, with participants gathering at the beach to kickstart the festivities. The day began with energy as everyone engaged in various interactive games. Among the highlights were Blindfold, Sakli, and Beach Football, which infused the atmosphere with excitement and laughter as participants enthusiastically navigated the challenges. Following the games, a delightful impromptu jamming session took place on the beach, with participants showcasing their musical talents, adding a melodic touch to the day's activities.

This moment of relaxation allowed everyone to recharge and bond over shared culinary delights. Participants created unforgettable memories, capturing candid moments on camera and filming lively reels to immortalize the day's joyous spirit. With hearts full of laughter and memories, the group bid farewell to the beach, marking the end of a truly unforgettable day of friendship, fun, and fellowship. The Rotaract Club's Beach Day event on January 14, 2024, exemplified the organization's commitment to fostering community and camaraderie while creating opportunities for members and friends to come together and celebrate life's simple pleasure.



#### 7. Talk with BK Shivani:

On January 21, 2024, the Rotaract Club of Vivek College of Commerce actively participated in a seminar on peace featuring the esteemed spiritual leader BK Shivani. Held at Bangur Nagar, Goregaon West, the event served as a platform for profound discussions surrounding the concept of peace in contemporary society. BK Shivani, renowned for her insightful teachings on inner peace and personal growth, captivated attendees with her profound insights and practical wisdom.

Members of the Rotaract Club eagerly absorbed BK Shivani's teachings, engaging in discussions and reflecting on the relevance of peace in their lives. Through anecdotes and practical exercises, BK Shivani emphasized the importance of cultivating inner peace to create a more harmonious world. The seminar left a lasting impact on the attendees, inspiring them to embody the principles of peace in their everyday lives and to work towards fostering positive change in their communities.





#### 8. Food Stall during Yug Fest:

The Rotaract Club, in collaboration with Yug Fest, on 29th January 2024, organized a delightful food stall. Amidst the bustling atmosphere of the festival, our stall became a hub of culinary delights, serving students, teaching and non-teaching staff alike. Gathering around 7 in the morning, club members meticulously arranged an assortment of dishes, each allocated to carry specific items, ensuring a diverse and delicious menu. Our offerings cater to various tastes and preferences, from savory snacks to delectable desserts.

Throughout the day until 4 in the evening, our dedicated team tirelessly served patrons promptly and enthusiastically, maintaining high standards of culinary excellence. The event nourished and fostered a sense of community and togetherness among festival attendees. It exemplified the Rotaract Club's dedication to serving the community and spreading joy through shared experiences, leaving a lasting impression of warmth and hospitality.





#### 9. Bolly Jam, a Mega Jamming Session:

Bolly Jam, A musical extravaganza organized by the Rotaract Club of Vivek College of Commerce, held on 1st Feb 2024, has created waves of joy and entertainment. Bolly Jamz started with the National Anthem and was inaugurated by Dr. Vijetha Shetty; it aims to provide a platform for budding singers and instrumentalists to showcase their talents and spread joy through music.

The event took place with great enthusiasm and excitement. Dr. Vijetha Shetty, principal of Vivek College of Commerce, graced the occasion and officially inaugurated the musical gathering. Her presence significantly boosted the event's credibility and drew a considerable crowd. The entry fee for this event was ₹10/-. The event features a rotation of new singers and instrumentalists. This ensures diversity and freshness in the performances, keeping the audience engaged and entertained.

Singers presented solo performances, duets, and even group acts, showcasing their versatility and creativity. Apart from vocal performances, the event also encourages instrumentalists to display their skills. Musicians from pianists and guitarists to flutists and drummers have been part of this musical event. The Rotaract Club of Vivek College of Commerce has successfully integrated its community service objectives with entertainment. Bolly Jam promotes music and reflects the club's commitment to enhancing the overall well-being of its members and the community.





#### 10. Push Your Limits:

Push Your Limits, jointly organized by the Sports and Boys Gymkhana committee alongside the Rotaract Club of Vivek College of Commerce on 2nd February 2024, aimed to instill a physical fitness and well-being culture within the student body. With a nominal entry fee of ₹10 per event, participants eagerly embraced five arduous challenges: pushups, plank, squats, sit & reach, and medicine ball throw, each meticulously designed to target diverse aspects of physical prowess. Certificates awaited the champions of each contest, while the ultimate accolade, the Vivek Fitness Star Award, awaited the individual who excelled across multiple events in both male and female categories.

Beyond the realm of competition, the event nurtured a sense of camaraderie and sportsmanship, becoming a platform for students to showcase their resilience and determination. It served as a testament to the college community's dedication to personal excellence and collective encouragement towards healthier lifestyles. Push Your Limits left an indelible impression, inspiring all participants to push beyond their boundaries and strive for greater fitness heights.







# akhand bharat





Our Mascot "YUVI"

## **YUG (An Annual Intercollegiate Fest)**





YUG is an annual intercollegiate fest organized by Vivek Education Society's Vivek College of Commerce on Monday, 29 January 2024. This year was the seventeenth year of the fest. The theme of the fest was 'Akhand Bharat', and the Mascot of the fest is 'YUVI' (Sea Turtle).

#### YUG 2023-2024 Team Composition:

Designation	Name
Principal	Dr. Vijetha Shetty
Chief Co-ordinator of Self-Finance Programmes	Prof. Anupama Bali
Coordinator	Prof. Mayur Shah
President	Mr. Yash Ujgaonkar (M.Com)
Vice-President	Mr. Vineet Machewar (TYBMS)
Governing Committee Members	02
Core Committee Members / Managers	12
Quality Circle Members	04
Volunteers	22

#### Students' Core Committee:

Name	Designation	Class
Yash Ujgaonkar	President Finance Manager	МСОМ
Vineet Machewar	Vice-President Sponsorship Manager	TYBMS
Anam Sayyed	Public Relation Manager	SYBBI
Balaji Krishnan	Event Manager	FYBCOM
Rylan Chettiar	Administration Manager	FYBSCIT
Nandini Kinlekar	Registration Manager	FYBBI
Natasha Kotian	Creatives Manager	SYBMS
Parth Patil	Design Manager	FYBMS
Smyra Joseph	Media Manager	FYBSCIT
Yashashri Gowda	Scores Manager	FYBAF
Sneha Nadar	Security Manager	TYBMS
Gauri Mane	Hospitality Manager	FYBAF
Riddhi Poojari	Award Manager	FYBCOM
Ameer Pathan	Anchoring Manager	SYBMS
Kevin Nixon	Quality Circle Member	TYBMS
Vedant Ayre	Quality Circle Member	TYBMS
Ankita Maurya	Quality Circle Member	TYBAF
Tanisha Kallikada	Quality Circle Member	TYBCOM

#### **About YUG (Formerly Innovators):**

YUG, the annual intercollegiate fest of Vivek College of Commerce, is a vibrant and eagerly anticipated event that showcases the talent, creativity, and competitive spirit of students from across various colleges.

The event was highly successful, with positive feedback from participants, faculty, and attendees. Students appreciated the diverse range of activities and the opportunity to showcase their talents. Faculty members commended the organizational efforts and the positive impact of the fest on student development. Attendees enjoyed the vibrant atmosphere and the high quality of performances and competitions.

YUG, the annual intercollegiate fest of Vivek College of Commerce, was a resounding success, achieving its objectives of promoting talent, encouraging participation, and fostering holistic development. The fest provided a memorable and enriching experience for all involved, highlighting the importance of such events in the academic calendar. The enthusiasm and dedication of the organizers and participants ensured that YUG remains a cherished tradition at Vivek College of Commerce.

# Following are the names of the 06 Main Events & 02 Pre-Events organized this year:

YUG, the annual intercollegiate fest of Vivek College of Commerce, is a vibrant and eagerly anticipated event that showcases the talent, creativity, and competitive spirit of students from across various colleges.

#### Main Events:

Solo Singing, Mobile Photography, Group Dance, Pot Painting, Mehendi, Fashion Show.

#### • Pre-Events:

Housie, Beg-Borrow.

This year we observed 500+ participation in pre-events & main events combined, students participating within the college & from various other colleges acrosss Mumbai. We are thankful to Our Proud Sponsors for partnering with us in the conduct of this fest. They are as follows:

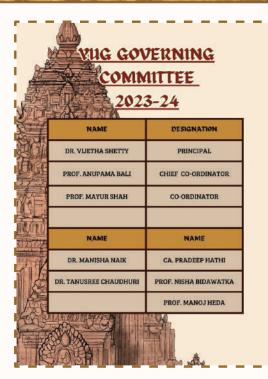
Sr. No.	Name	
1.	Pride Computer Education	
2.	MAAC Malad	
3.	LAKME Academy Malad	
4.	Amigo Academy	
5.	Arena Animation	
6.	J.Enhance Holidays	
7.	Shivan Graphics	
8.	Kohinoor Management School	
9.	Darshana Textiles	
10.	Light N Light	
11.	Prof. CA. Shrikant Marathe	
12.	Computer Work Station	
13.	Meri Shrushti	
14.	IDP	
15.	After Comp	

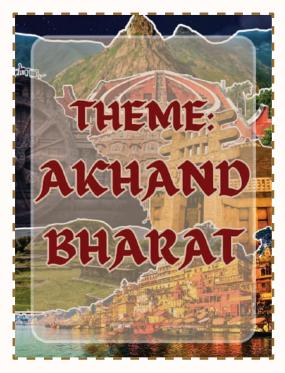
# Special Prizes were awarded as follows:

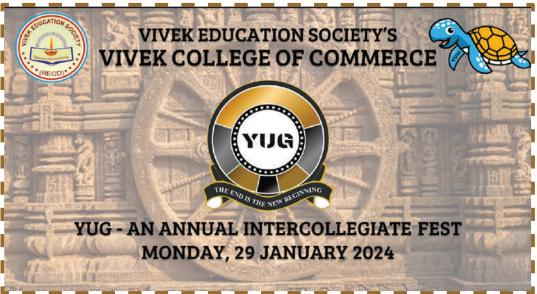
Sr. No	Special Prizes	Name
1.	Best Promoter	Abhishek Kambli
2.	Best C.L.	Kanya Vidya Mandir Junior College of Commerce
3.	Best College	Nirmala Memorial Foundation College of Commerce & Science

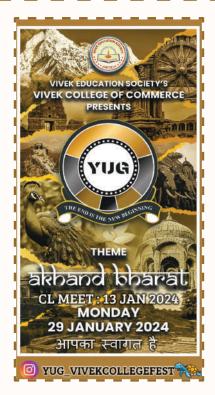
## **Event Prizes were awarded as follows:**

ame of the Event	3rd Prize Winners	2nd Prize Winner	1st Prize Winner
	Mohita Nair	Pritee Rana	Harshkiran Parihar
	Vivek College Of Commerce	Vivek College Of Commerce	Patkar Varde College
Solo Singing	Certificate + Medal + Gift	Certificate + Medal + Gift	Certificate + Trophy + Rs.1,000
	Suyash Rode	-	-
	Nirmala Memorial Foundation College Of Commerce & Science	-	-
	Certificate + Medal + Gift		
	Sakshi Khandwal & Group	Anish Chetty & Group	Samiksha Shetty
Group Dance	Nirmala Memorial Foundation College Of Commerce & Science	Vivek College Of Commerce	Ghanshyamdas Saraf College Of Arts & Commerce
	Certificate + Medal + Gift	Certificate + Medal + Gift	Certificate + Trophy + Rs.5,000
Facilities Observe	Valia College Of Arts & Commerce	Vivek College Of Commerce	Thakur College Of Arts & Comme
Fashion Show	Certificate + Medal + Gift	Certificate + Medal + Gift	Certificate + Trophy + Rs.5,000
	Krishna Jadhav	-	-
Mr. Yug	Thakur College Of Arts & Commerce	-	-
	Certificate + Trophy + Sash		
	Ekta Mandalia	-	-
Ms. Yug	Thakur College Of Arts & Commerce	-	-
	Certificate + Trophy + Sash	-	-
	Sambed Das	Vaishnavi Thakur	Vikas Prajapati
Pot Painting	Vivek College Of Commerce	Patkar Varde College	P.D. Lions College
	Certificate + Medal + Gift	Certificate + Medal + Gift	Certificate + Trophy + Rs.1,000
	Iqra Qureshi	Aisha Shaikh	Inshaa Rupani
	Vivek College Of Commerce	Vivek College Of Commerce	Nirmala Memorial Foundation College Of Commerce & Science
Mehendi	Certificate + Medal + Gift	Certificate + Medal + Gift	Certificate + Trophy + Rs.1,000
ivienenai	Aditi Ayare	Shilpi Maurya	
	P.D. Lions College	Vivek College Of Commerce	-
	Certificate + Medal + Gift	Certificate + Medal + Gift	
	Anmol Pardeshi	Adesh Patil	Sagar Purvi
Mobile Photography	Patkar Varde College	Vivek College Of Commerce	Nirmala Memorial Foundation College Of Commerce & Science
	Certificate + Medal + Gift	Certificate + Medal + Gift	Certificate + Trophy + Rs.1,000
	•	-	Chai Pe Charcha
Short Film	-	-	Nirmala Memorial Foundation College Of Commerce & Science
	_		Certificate + Trophy + Rs.1,000









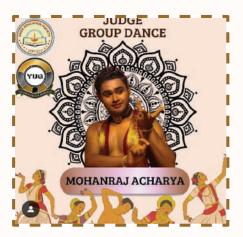
TIME	VENUE (ROOM NO.)	NAME OF THE EVENT	PARTICULARS	SR. NO.
9.00 AM	LIBRARY HALL	INAUGURATION CEREMONY	OPENING CEREMONY	1
10.00 AM	Room No. 42, 43	SOLO SINGING	MUSICAL EVENT	2
10.30 AM	Room No. 49	MOBILE PHOTOGRAPHY	MEDIA ART EVENT	3
11.00 AM	LIBRARY HALL	GROUP DANCE	CULTURAL EVENT	Æ
11.30 AM	Room No. 52	POT PAINTING	FINE ART EVENT	5
1.00 PM	Room No. 53	MEHENDI	FINE ART	6
2.00 PM	LIBRARY HALL	FASHION SHOW	CULTURAL EVENT	7
10.00 AM	Room No. 44, 47, 48, IT Lab	GAMING & TECH	CURIOSITY	8
5.00 PM	LIBRARY HALL	PRIZE DISTRIBUTION CEREMONY	CLOSING CEREMONY	9
RANCE	COLLEGE ENT	SECURITY CHECK		
37)	3 <sup>rd</sup> FLOO (Room No. 8.00 AM ONV	REGISTRATION		
srooms	3 <sup>rd</sup> Floor Class	GREEN BOOMS		
0,51	Room No. 5	FOOD COURT		
45	Room No.	CONTROL ROOM		
	Room No. (ENCLOSED TE	YUG TEAM ROOM		
	Room No. (Media Ro	JUDGES & GUESTS ROOM		

# Judges were as Follows:





























































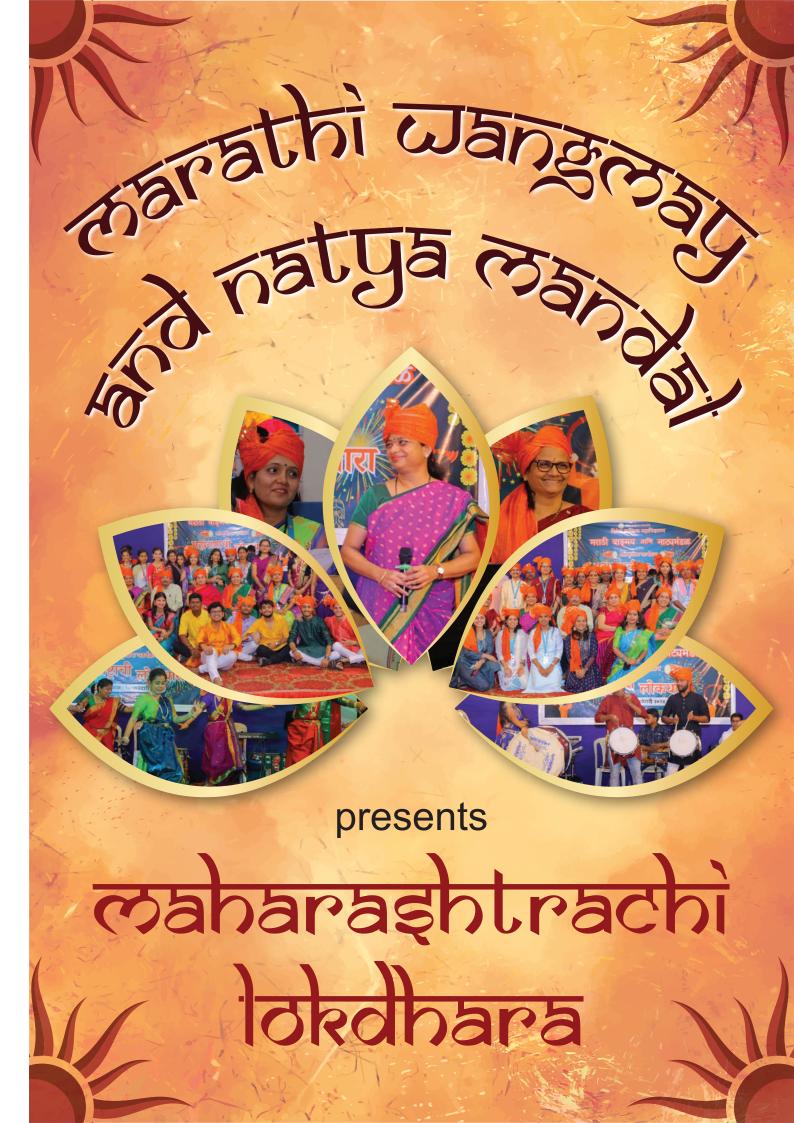












## Marathi Wangmay and Natya Mandal

#### Faculty In-charge:

Dr.Maya Hande

Dr. Manisha Naik

Prof. Pramod Gawas

Prof. Anuja Narvankar

Prof. Namrata Pednekar

Prof. Ketaki More

Student Members				
Mr. Sagun Sharad Sawant	SYA&F			
Ms. Uroosha Mehtab Ali Shaikh	TYBCOM			
Mr. Aman Dubey	MCOM Part II			
Ms. Kumkum Danpa Maurya	SYBBI			
Mr. Nilesh Chaurasiya	SYBBI			
Mr. Pawan Kumar Bhat	MCOM Part I			
Mr. Manthan Vinayak Pai	MCOM Part I			
Mr. Naitik Gami	MCOM Part I			

#### **Activities Conducted by the Committee:**

# 1. Participation in the 56th Youth Festival of the University of Mumbai:

We participated in the zonal round of the 56th Youth Festival of the University of Mumbai on August 16th and 17th, 2023. We participated in Mono Acting-Marathi, Mono Acting-Hindi, Hindi Skit, Marathi skit, and Hindi One-Act Play. We qualified for the zonal round with Marathi mono acting in first position, a Marathi skit in second position, and a Hindi skit winning the Consolation prize.

In the final round, our Hindi Skit won the silver medal out of 34 colleges across the University of Mumbai on September 11, 2023. This was our first time winning the final round at the University of Mumbai.

Mr Paresh More, Mr Shubham Mestry, Mr Siddhesh Lad, and Mr Yogesh Shinde Directed all the University Youth Festival drama events. All the students learned Stage Performance well.

#### Participants of Hindi Skit - 'Bedia'



# Silver Medal for Hindi Skit at Youth Festival of the University of Mumbai



# Winners and Directors of Hindi Skit at Youth Festival of the University of Mumbai



#### 2. Participation in State level open competition:

Students presented a Hindi One-Act play in the state-level open competition 'Mrunaltai Natya Karandak' on 4 December 2023. Judges appreciated the students' efforts and writing.

#### 3. Cultural Programme- 'Maharashtrachi Lokdhara':

On 30 January 2024, a cultural programme entitled 'Maharashtrachi Lokdhara' was organized. This programme consisted of around 20 presentations, such as songs and dances, on the theme of Maharashtra's rich culture. Students also gave an instrumental presentation on Dhol-Tasha. Students, principals, teachers, and non-teaching staff enthusiastically participated in the programme.

The presentations highlighted Maharashtrian traditions, folk songs, and folk dances. We also celebrated Makar Sankranti by distributing Til-Gud to all participants and audiences during the programme.

#### 4. Visit to the Shivkalin Shastra Pradarshan:

Students visited 'Shivkalin Shastra Pradarshan' on 16th February 2024 at Govind Dalvi Hall, Goregaon. The visit aimed to commemorate Chhatrapati Shivaji Maharaj Jayanti by providing students with a unique educational experience.

The exhibition showcased an impressive collection of historical artifacts, including swords, shields, and Armor used by Shivaji Maharaj and his warriors. Each exhibit was accompanied by detailed information on its historical significance and craftsmanship, offering students an in-depth understanding of the Maratha Empire's techno-

logical advancements and strategic prowess. The visit successfully provided a rich historical learning experience, contributing to the students' academic and cultural enrichment.

#### **Shivkalin Shastra Pradarshan**



Students at Shivkalin Shastra Pradarshan



#### 5. Shivjayanti Celebration:

On 20th February 2024, Marathi Wangmay and Natya Mandal celebrated 'Shiv Jayanti' with great enthusiasm, honouring the legendary Chhatrapati Shivaji Maharaj.

The ceremony, graced by Principal Dr. Vijetha Shetty and Dr. Manisha Naik, commenced with the adornment of the idol of Chhatrapati Shivaji Maharaj, symbolizing our profound respect for his legacy. Dr Manisha Naik highlighted Shivaji Maharaj's dedication to women's protection and empowerment, echoing his enduring relevance today. Principal Dr. Vijetha Shetty encouraged students to embody fearlessness and sincerity, inspired by Shivaji Maharaj's noble virtues. Prof.Pramod Gawas emphasized Shivaji Maharaj's enduring struggles, underscorina their contemporary significance. A student's soul-stirring rendition of "Shiv Garjana" evoked pride and reverence. The celebration aimed at remembering the pivotal role of Shivaji Maharaj in shaping Indian history and enriching our cultural heritage.

# Principal Madam lighting the lamp at Shivjayanti Celebration



# Principal, Teaching, Non-teaching staff, and students at Shivjayanti Celebration



#### 6. Celebration of Marathi Bhasha Gaurav Din:

Marathi Bhasha Gaurav Din was celebrated on 27 February 2024 in honour of Marathi writer Vishnu Vaman Shirwadkar, also known as Kusumgraj. The event aimed to showcase the rich Marathi language and literature.

Ms. Dipali Roundhal (M. Com) and Ms. Arpita Rewale coordinated the programme. The programme consisted of speeches on rich Marathi literature, student recitations of poems written by famous writers Bahinabai, S.G. Paachpol, and Kusumgraj, and a presentation of a review of the book Chaava.

Principal Dr. Vijetha Shetty encouraged students to promote the local language for cultural preservation. Ex-Professor C.A. Shrikant Marathe delivered an inspiring speech on linguistic pride, while Prof. Namrata Pednekar shared insights into Kusumgraj's contributions to Marathi literature.

Prof. Namrata Pednekar highlights the contribution of Kusumgraj



Ms Arpita Rewale is showcasing rich Marathi Literature.























Drishtri 2023-24 | Page 140













We thank the Management, Principal Dr Vijetha Shetty, Teaching and Non-teaching Staff, and Students for their support in conducting Marathi Wangmay and Natya Mandal's activities.



#### **Did You Know?**

#### **Jantar Mantar:**

The Jantar Mantar in Jaipur was designed with not only astronomical precision but also with considerations for local climatic conditions. For instance, the instruments at Jantar Mantar, particularly the Samrat Yantra (the massive sundial), were carefully aligned with the local latitude and longitude.

Additionally, the observatory was constructed to accommodate the seasonal variations in the sun's position, which would have been crucial for accurate timekeeping and astronomical observations. This thoughtful integration of local environmental factors highlights the advanced understanding of both astronomy and architecture that Maharaja Jai Singh II possessed.



#### Tamil Malayalam Literary Association

#### Prof. In-charges:

Dr. Nisha Pillai

Maria Muthukumar

Dr. Malathi Iyer

Bindu Varma,

**Tenzie Thomas** 

#### **Core Committee Members:**

Shailesh Srinivasan

Trisha Sigamani

Regon Chetty

Rohit Padayachi

Srikanth Chandar

Anbarasu Periyaswamy

Gulshan Devendran

Srinivasan Vanniyar

Pavithra Murugan

A combined fusion show of southern cultural mixes. The grand program Fusion 2024 was held on with great enthusiasm and energy, where the culture and tradition of Tamil & Malayalam tuned in the beats and rhythms and with the blessings of Daiva Panjurli- the protector of the people, which was shown in the glimpses. Our lovely students performed Southern classical songs and dances. All our students came forward & showed their talents in different forms, such as singing and dancing, & also acts were performed on various societal concerns. It was a mesmerizing event where the pookalam (flowers) spread the fragrance of warmth & wellness, and the deepams rejuvenated the spirit of light among each one of us.

#### Kathakali Performance



**Kacheri Performance** 



















#### **Did You Know?**

#### **Brihadeshwara Temple:**

Brihadeshwara Temple in Thanjavur, Tamil Nadu, its towering vimana is made of granite, yet there are no granite quarries within a 100-kilometer radius of the temple. The temple, built in the 11th century by Raja Raja Chola I, has a 66-meter-tall vimana, which is one of the tallest in the world. The granite blocks used for construction, especially for the huge capstone at the top, weighing around 80 tons, were transported and lifted without the use of modern machinery. It's believed that a 6 km long inclined ramp was used to roll the stone to the top. This showcases the Chola dynasty's architectural ingenuity and the advanced engineering techniques they employed over a millennium ago.



# **SCHOLARSHIPS**

## **TEACHERS IN CHARGE**

Prof. Anupama Bali

Dr. Prabhakar Musam

# "The well-being of each of us determines and is determined by the well-being of all."

College Scholarships are pivotal in pursuing higher education, offering essential financial support to students from diverse backgrounds. As college costs continue to rise, scholarships have become increasingly vital in making education accessible and affordable. They provide hope and motivation, fostering educational equity and excellence. These financial awards are often regarded as a lifeline for students to transform dreams into reality, opening doors that might otherwise remain closed due to financial constraints.

Scholarship Name	Scholarship Amount	Students Benefited
Govt. of India scholarship to SC/ST/ VJNT/OBC received directly by the students	Rs 1,54,868.80	28 students
The College received the government of India scholarship for SC/ST/ VJNT/OBC students.	Rs 85,627.60	
Meri Zimedari	Rs 3,07,213	24 students
Rotaract Club	Rs 20,000	2 students



#### **Did You Know?**

#### **Konark Sun Temple:**

The Konark Sun Temple in Odisha, India, was originally designed to be a giant sundial. The wheels of the chariot, which are a prominent feature of the temple, serve as sundials that can accurately tell the time. Each wheel has 8 major spokes and 8 minor spokes, which divide the day into 8 equal parts (called praharas). By observing the shadow cast by the spokes, one can estimate the time of day. This aspect showcases the advanced understanding of time and astronomy by the temple's builders in the 13th century.



THURSDAY • AUGUST 15, 2024

**SINCE 1986** 

MUMBAI - 400 104 • PAGE 146

# **ARTICLES**

#### **English Section**

# A Beacon of Inspiration who Ignites Passion and Purpose in Students

This article is a tribute to the teachers present in the college. Everyone gives a different definition of the same thing. However, looking at our principal and all the teachers' personalities, it seems they provide different definitions to everyone.

As you step onto the Vivek College of Commerce campus, I feel the energy and enthusiasm permeating every corner of the institution. At the heart of this vibrant community is the teacher who embodies the true spirit of education. With a warm smile and a contagious passion, our teachers have created a sanctuary of learning where students can grow, explore, and thrive.

Our teachers are mentors, motivators, and a guardian angel for hundreds of students. They understand education is not only about academics but also shaping the minds, hearts, and souls of the students. With empathy and compassion, teachers have created a safe space for students to share their dreams, fears, and aspirations.

Under their guidance, students have discovered their hidden potential and overcome obstacles. Their teachers have instilled a sense of purpose and belonging, inspiring them to become agents of change in their communties and the world.

Our teachers are masterful storytellers, weaving tales of resilience, hope, and triumph that impact students' lives and kindle a fire of determination with every word, urging students to chase their dreams and never give up.

As a result, Vivek College of Commerce has become a hub of creativity, innovation, and progress. I am empowered to take risks, embrace challenges, and explore new horizons. I will graduate with a degree, a sense of direction, a heart full of passion, and a soul ready to make a difference.

In the words of Principal Ma'am, "Education is not just about imparting knowledge; it's about igniting a flame of hope, a spark of creativity, and a fire of passion that will burn bright for a lifetime."

- Pooja Vishwakarma TYBCOM

#### **Financial Literacy**

Financial literacy refers to understanding and applying different financial skills and financial management literacy effectively, including budgeting and individual personnel and saving. Financial Stability or Financial Self-Sufficient means that financially literate people are vulnerable and less likely to commit financial fraud.

A strong foundation of financial literacy can support various life goals, such as saving for education or retirement, using debt responsibly, or running a business. Critical aspects of financial literacy include knowing how to create a budget, plan for retirement, manage debt, and track personal spending.

Financial literacy is a theoretical and practical tool that benefits job seekers and consumers significantly. It equips them with the necessary skills to navigate employment opportunities, manage income, and make wise decisions. By being financially literate, individuals can be more prepared and competitive in the job market and better equipped to make sound financial choices in their personal lives.

According to the available data, financial literacy in India is uneven, with males generally having higher financial awareness and understanding than females. This imbalance draws particular attention to promoting financial literacy among women, thereby promoting gender equality and economic development. We can work towards a more equitable financial landscape by addressing this disparity.

One challenge related to financial literacy in cities is the high cost of living, making it difficult for individuals to manage their finances. Financial education may challenge residents of small towns to improve their financial literacy.

Investing in financial literacy can be very rewarding. You can mainly invest in educational material such as books, online courses, or workshops on personal finance and investing.

Increasing awareness about financial literacy among youngsters and graduates is crucial for empowering them to make informed financial decisions. Introducing financial literacy into the school curriculum and promoting early exposure to financial concepts can lay a strong foundation for financial independence and success in the future. By starting early, we can ensure that the next generation is well-prepared to navigate the complex world of finance confidently, instilling a sense of responsibility and proactivity in the audience.

Earlier, the male was in charge of the house's finances, whether he had educational qualifications. As we all know, man had a dominant position in earlier days, so all the critical decisions were in his hands. However, as time passed and development started to play a role in the country, females began to understand how to manage their finances. Proper financial management requires proper financial literacy. Even though we are still in the 21st century, many villages lack financial literacy. People have started to understand the value of financial literacy, but research shows a lack of financial literacy among adults and younger generations. Every person needs to plan today, tomorrow, and his future. The future is uncertain; a proper understanding of financial finance and the spread of literacy can drastically change economic growth and development, resulting in a planned and stable future for every citizen of the country.

- Sneha Pandey SYBCOM

#### Importance of language in individual life

Language is a vital part of human connection. Although all species have their ways of communicating, humans have mastered cognitive language communication. Language allows us to share our ideas, thoughts, and feelings.

Language is essential to human existence, permeating every facet of individual life. From the moment we are born, we are enveloped in the intricate web of language, which shapes our thoughts, actions, and interactions with the world around us. Its importance cannot be overstated, as it serves as the primary vehicle through which we communicate, express ourselves, and connect with others profoundly.

At its core, language is the cornerstone of communication. It enables us to convey our thoughts, emotions, desires, and needs to others, facilitating understanding and fostering relationships. Whether through spoken words, written text, or nonverbal cues. Language allows us to exchange ideas, share experiences, and collaborate. Without language, the richness of human interaction would be significantly diminished, leaving us isolated and unable to engage with the world fully. Moreover, language is pivotal in shaping our identity and sense of belonging. It serves as a cultural heritage repository, reflecting a community's values, traditions, and beliefs.

Through language, we express our individuality and find common ground with others who share our linguistic and cultural backgrounds. Through language, we transmit our cultural heritage from one generation to the next, preserving our collective memory and forging bonds of kinship.

Language is instrumental in cognitive development and intellectual growth. It provides a framework for organizing and interpreting the world around us, enabling us to make sense of complex phenomena and abstract

concepts. Language shapes our thought processes, influencing how we perceive reality and formulate ideas.

As we learn new languages and expand our linguistic repertoire, we gain access to different ways of thinking and viewing the world, broadening our perspectives and enhancing our cognitive flexibility.

Additionally, language is a powerful tool for self-expression and creativity. Through language, we can articulate our thoughts and emotions. Through poetry, prose, music, or art, language allows us to channel our creativity and imagination, creating new worlds and exploring the depths of human experience. Through language, we can share our unique perspectives and leave a lasting impact on the world around us.

In conclusion, language is an indispensable aspect of human existence. It serves as the foundation of communication, the key to cultural identity, the catalyst for intellectual growth, and the richness of human experience would be significantly diminished, leaving us isolated and unable to engage with the world fully. Therefore, we must recognize and appreciate the profound importance of language in shaping our lives and the world we inhabit.

- Aleema Shaikh

#### Social Media

Social media refers to websites and applications that enable users to create and share content and participate in social networking. It has become an integral part of modern society, allowing people to connect, share, and communicate around social media platforms such as Snapchat, Facebook, Instagram, Twitter, TikTok, LinkedIn, and many others.

One of the critical aspects of social media is its ability to facilitate communication and interaction. Users can connect with friends, family, colleagues, and even strangers through messaging, comments, and sharing content. This has revolutionized how people communicate and stay in touch, enabling communication across vast distances.

Social media has also become an essential tool for businesses and organizations. It provides a platform for marketing, advertising, and customer engagement. Many companies use social media to promote their products and services, interact with customers, and gain valuable insights into consumer behaviour and preferences.

Additionally, social media has played a significant role in shaping public discourse and activism. It allows people to voice their opinions, raise awareness about social issues, and mobilize.

It is essential to critically evaluate the information encountered on social media, protect personal data, and engage in constructive interactions with others.

Furthermore, being mindful of the potential impact on mental health is crucial. Social media's curated nature often presents an idealized reality, leading to feelings of inadequacy and involving comparison. Being easy on social media, recognizing these distortions, and understanding that what is portrayed may not be accurate can help mitigate the adverse effects on mental well-being. Setting boundaries will help reduce the adverse impact on mental well-being.

Building meaningful connections is another aspect of being accessible on social media. Instead of focusing on the number of followers or likes, prioritizing genuine interactions fosters a more fulfilling online experience. Engaging with content that resonates with personal interests and values can lead to connections with like-minded individuals, contributing to a sense of community.

In addition, being mindful of the time spent on social media is crucial. Excessive use can lead to social media fatigue and negatively impact productivity. Setting limits on screen time and incorporating offline activities can create a more balanced lifestyle and will contribute to a more balanced lifestyle.

While social media offers numerous benefits, it carries certain risks and challenges. One of the most prominent issues associated with social media is the potential for misuse and abuse, cyberbullying, harassment, misinformation, and privacy concerns—significant challenges faced by users and platforms alike. Additionally, the addictive nature of social media and its impact on mental health have become areas of concern.

The widespread use of social media has also raised questions about its influence on society, particularly regarding information dissemination and shaping public opinion. The spread of fake news, echo chambers, and the manipulation of social media for political or malicious purposes have raised concerns about the impact of these platforms on democracy and social well-being.

As social media continues to evolve, it has prompted discussions about the need for regulations and ethical guidelines to address these concerns and platforms' responsibility to ensure the safety and well-being of their users and the ethical use of data and algorithms has become a critical topic in the conversation surrounding social media.

When using social media to practice responsible and respectful behaviour, individuals must be mindful of their digital footprint and online presence.

Being easy on social media also means embracing authenticity. The pressure to conform to social expectations can be overwhelming, but being true to oneself fosters a genuine online presence. Authenticity attracts meaningful connections and promotes self-acceptance and confidence in the digital space.

In conclusion, social media has fundamentally transformed how people communicate, connect, and interact in the modern world. It has revolutionized business prac-

tices, amplified voices for social change, and provided new ways for individuals to express themselves and share their experiences.

However, social media's potential downsides and challenges require careful consideration and responsible use to ensure its continued positive impact on society.

- Sandhya Yadav FYBCOM (A), Roll no:34

#### **Town Planning**

Like everyone plans to live a better and more peaceful life in the future, why not plan our city? To live a quality-standard life, we need all available facilities, such as access to clean water and sanitation, waste management, transportation facilities, roads, parks, proper use of public amenities, etc.

In simple terms, town planning is designing and organizing cities, towns, or neighbourhoods to make them better places to live, work, and play. It involves considering how land is used, where buildings are located, how streets are laid out, and what amenities residents need.

Town planning is vital for creating safe, sustainable, and liveable communities. It can also help with economic viability, as cities are the main drivers of economic growth and development. Town planning can help ensure that cities have the services and infrastructure they need to support their growing populations.

Challenges related to town planning:

#### Lack of adequate funding for infrastructure and housing projects:

A limited government budget is allocated for these types of projects. Bureaucratic delays and corruption also play a role in hindering the progress of infrastructure and housing projects.

#### • Lack of long - term of funding problems:

A clear, stable policy framework for urban development is lacking. Bureaucratic delays and lack of transparency beset many urban development projects in India. The government's shortage of funds also makes it hard to provide long-term funding options.

#### Lack of participation from private sector investors:

One major factor is the lack of clear and consistent government policies and regulations regarding land acquisition and development. This can create uncertainty and risk for private investors, who may be hesitant to invest without a clear understanding of the rules and regulations governing their projects.

#### Overcrowding and Congestion:

The rapid increase in population density in cities causes overcrowding, traffic congestion, and strain on infrastructure

#### Lack of Affordable Housing:

High land and house prices in urban areas have made it difficult for low-income families to afford houses.

#### • Environmental Degradation:

Rapid urbanization has led to environmental degradation, such as air, water, noise pollution, and loss of green spaces.

#### Socio-Economic Disparities:

Urbanization has led to a significant gap difference between the rich and poor, which leads to low-income families living in slums and informal settlements.

#### Solutions to the problems:

#### Engaging with the People:

For urbanization, the plan must start from below by engaging with people and identifying their needs, such as involvement in their communities' planning and development process.

#### Transforming Urban Governance:

By providing local governments with increased financial resources, they can better address housing, transportation, and infrastructure development issues. Similarly, by transferring functions and functionaries to local governments, they can more effectively plan and implement policies that address the specific needs of their communities.

#### Ensuring Participation from Private Sector:

The government should make policy more conducive to private investments by providing tax incentives for private development projects. Promote PPP as a way to private investments. Clear and transparent land acquisition policies can be implemented.

#### Conclusion:

The conclusion is that we can draw inspiration and learn from other Asian countries like Singapore and Japan. We can learn how these countries have built efficient and effective town planning.

The government should take the initiative to engage with private investors and the public on the ground to move forward together.

We are making urban policies and regulations more straightforward and more transparent.

- Pooja Yadav SYBCOM (D) - 528

#### **United Hearts**

Though storms may gather, casting doubt,

A true friendship will see them out.

Disagreements, whispers dim,

You can't sever bonds that grow within.

Words unspoken, hearts astray,

Find solace in a brighter day.

Though paths may diverge, hopes may bend,

Friendship's embrace will never end.

- Athira Thuthinal TYBAF

# Why was Nalanda University destroyed? Know the historical reason.

Nalanda is the place which 6th Century B.C. I was the center of knowledge all over the world. Students and teachers from Korea, Japan, China, Tibet, and Turkey used to come here to study, but the craze of a madman named Bakhtiyar Khilji ruined it. He set fire to Nalanda University, burning the valuable books kept in its library to ashes. Khilji also killed many religious leaders of Nalanda and Buddhist monks.

# • 10 thousand students lived here, 2 thousand teachers.

In the 6th century, India was known as Sone ki Chidiya. Hearing this, Muslim invaders used to come here. One of these was Ikhtiyaruddin Muhammad bin Bakhtiyar Khilji, the ruler of Turkey. At that time, only Khilji was ruling India. Nalanda University was then a suburb of Rajgir. It is situated on the road connecting Rajgir to Patna. Most of the students studying here were foreigners. At that time, 10 thousand students used to study here, who used to have 2 thousand teachers.

This university of Mahayana Buddhism taught other religions in addition to Hinayana Buddhism. The famous Chinese traveler Hiuen Tsang also studied here throughout the year. It was the first university in the world to have hostels.

# • When the treatment done by the Hakims did not cure Khilji.

It is said that once Bakhtiyar Khilji fell seriously ill. He got a lot of treatment from his Hakims but to no avail. Then, someone advised him to get treatment from Rahul Shribhadra ji, head of the Ayurveda branch of Nalanda University. Still, Khilji was not ready for treatment from any Hindustani Vaidya (doctor). He had more faith in his officers. His mind was unprepared to believe that an Indian doctor could be more capable than his officers.

#### Khilji was cured by the strange treatment given by Rahul Sribhadra.

After consulting many Hakims, Khilji finally called Rahul Sribhadra for treatment. Khilji put a condition in front of him that he would not use any Indian medicine, and if he did not get better, then he would put him to death. Hearing this, Rahul Shree got into thinking. After thinking about something, he accepted Khilji's condition. After a few days, he reached Khilji with a Quran and told him that he would be fine if he read so many pages of it every day.

#### Burning after recovery

Actually, Rahul Sribhadra had applied a medicine paste to some pages of the Quran. Khilji spit those pages and thus gradually got cured, but after complete recovery, he forgot the favors of Hindustani Vaidya. He became jealous that his Hakeem had failed while a Hindustani Vaidya succeeded in curing him. Then Khilji thought, why not eliminate this entire source of knowledge (Nalanda Vishwavidyalaya)? History has never forgiven him for what he did after that.

#### Nalanda University was burning for three months

Out of jealousy, Khilji ordered to set fire to Nalanda University. The university library had so many books that it burned for three months. Even after this, Khilji's mind did not calm down. He also killed thousands of religious leaders and Buddhist monks of Nalanda. He was later ordered to burn the entire Nalanda also. In this way, the eccentric repaid the favour of Hindustani Vaidya.

- Posted on WordictPost By Manoj Bhiva on 4th Jan 2022

#### Will we find our way back?

Crushing deadlines, endless calls,

Is this the future we dreamt at all?

Bonds that fray, a broken vow,

Is this what grown-ups live about?

But hold on tight, for amidst the strife,

There's beauty in the strength of life.

Through tearful nights and strained moments,

A love that's built will be sustained.

For friendships to be true, like a golden thread,

Will mend the tears that doubt has shed.

And though the path may twist and bend,

New joys await just around the bend.

- Athira Thuthinal TYBAF

#### **Women Empowerment**

Women's Empowerment has a profound meaning. We cannot succeed when half of us are held back. This quote emphasizes the importance of empowering women and the impact it has. As we grow today in this materialistic world where everything in society is said or known to be equal rights, equal opportunities should be given to all, and so on. Now, take a pause, touch your heart, and listen to your inner child within you. Ask, "Is this happening? Is it valid?" Though the opportunities are open, not everyone can grasp them because of the limited availability of resources.

Even though human problems are never-ending like their wants, some women stand apart and make us believe that the "sky is the limit: A woman is not only a woman but holds a responsibility, the courage, the strength as she is titled with different roles as a wonderful wife, outstanding friend, marvelous daughter, adorable sister, nurturing mother. Regarding women's empowerment in India, some incredible leaders have dedicated their efforts to uplifting and supporting women. One such example is Dr. Prerna Sharma, the founder of the Women Empowerment Foundation. She has guided various initiatives to empower women, such as providing vocational training, education, and healthcare services to marginalized women in rural areas. Seeing such leaders driving positive change in women's empowerment is genuinely inspiring!

Education is essential in empowering women with knowledge, skills, and opportunities. Not only will it help them face the challenges of gender inequality and pursue their dreams, but it will also help them achieve financial independence, entrepreneurship, and equal employment opportunities. For example, Falguni Nayar founded Nykaa, an online beauty and cosmetic marketplace. One more beautiful example would be Jaswantiben Jamnadas Popat, an Indian businesswoman who is one of the founders of Shri Mahila Griha Udyog Lijjat Papad, a women's workers cooperative involved in manufacturing various fast-moving consumer goods.

Women are also engaging in activity in the field of sports, such as Mary Kom, PV Sindhu, Sania Mirza, Saina Nehwal, Mirabai Chanu, and so on. who not only made their dreams come true but also made India proud with their remarkable performances at National and International level. Let me share with you an inspirational and motivational story that has made history in Indian Sports - None other than Sheetal Devi, a 16-year-old archer from Jammu & Kashmir, has achieved a remarkable victory at the Asian Para Games 2023. She became the world's first female armless archer to win a medal (silver) at the 2023 Para Archery World Championships held in China.

Her journey toward becoming a para-athlete was scripted over the years. Born with Phocomelia, a disorder causing under-developed limbs, Sheetal began training for the sport only two years ago. Sheetal to have the world at her feet.

It all started with one family choosing to sponsor one child. Helping that one girl, you don't know how many other lives you can touch. Now, a question arises: how can a woman or a girl become empowered? It all starts with supporting and encouraging women, which are essential to remember.

Sponsor a girl: When we educate a girl, she becomes knowledgeable, can make the correct decisions in her life, and can face the hardships of society—gender inequality, Health, and so on.

When supported, they gain opportunities to speak up for their rights and advocate for their communities. Self-care also allows women to help and take care of others. In their community, they share reliable information peer-to-peer, deliver care as community health workers, and engage with people with the same experience and health needs. Knowledge is power, and for women, knowing their HIV status means they can take control of their health.

Lastly, empowering women leads to improved health outcomes, increased economic growth, and poverty reduction. One beautiful quote that pays tribute to empowered women is "Powerful beyond measure and beautiful beyond description."

- Harini Reddiar TYBCOM (A), Roll no:11

#### **Hindi Section**

# पर्यावरण का महत्व

हम सभी के जीवन में इस तरह की तकनीक उत्पन्न हुई है. जो दिन प्रति दिन जीवन की संभावनाओं को खतरे में डाल रही है तथा पर्यावरण को नष्ट कर रही है। जिस तरह से प्राकृतिक हवा, पानी. और मिट्टी दुषित हो रहे हैं. ऐसा प्रतीत होता है जैसे यह एक दिन हमें बहुत हानि पहुंच सकता है। यहाँ तक की इसने अपना बुरा प्रभाव मनुष्य, जानवर, पेड़ तथा अन्य जैविक प्राणी पर दिखाना शुरू भी कर दिया है। कृत्रिम रूप से तैयार खाद तथा हानिकारक रसायनों का उपयोग मिट्टी की उर्वरकता को नष्ट करता है. तथा हम जो रोज खाना खाते है उसके माध्यम से हमारे शरीर में एकत्र होता जाता है। औद्योगिक कम्पनीयों से निकलने वाला हानिकारक धुंआ हमारी प्राकृतिक हवा को दुषित करती है जिससे हमारा स्वास्थय प्रभावित होता है. क्योंकि हमेशा हम सांस के माध्यम से इसे ग्रहण करते हैं।

हम ईश्वर प्रदत्त दुनिया में रहते हैं. लेकिन पर्यावरण के बिगड़ने का कारण मनुष्य ही हैं। हमारे चारों ओर जो कुछ भी है वह पर्यावरण का निर्माण करता है। पृथ्वी विभिन्न वातावरणों से बनी है जिसमें सभी जीवित और निर्जीव चीजें सह-अस्तित्व में हैं। प्रकृति की जैविक, भौतिक और प्राकृतिक शक्तियाँ परस्पर क्रिया करके ऐसी स्थितियाँ उत्पन्न करती हैं जो प्राणियों को जीवित रहने की अनुमति देती हैं। पर्यावरण एक शब्द है जिसका उपयोग ऐसी परिस्थितियों का वर्णन करने के लिए किया जाता है। पर्यावरण शब्द का व्युत्पन्न फ्रांसीसी शब्द एनवायरन है. जिसका अर्थ है चारों ओर से घेरना। पर्यावरण सभी जैविक (जीवित) और अजैविक (निर्जीव) चीजों से बना है। पौधे जानवर मनुष्य और कीड़े जैविक घटकों के उदाहरण हैं। इन्हें जैविक पर्यावरणीय घटकों के रूप में वर्गीकृत किया गया है। प्रत्येक जीवित वस्तु का एक पूर्व निर्धारित जीवन चक्र होता है। उदाहरण के लिए मनुष्य ग्रह पर सबसे शक्तिशाली जीवित इकाई है। अपनी आवश्यकताओं को पूरा करने के लिए उसे पौधों और जानवरों की आवश्यकता होती है। इन घटकों के बिना मनुष्य का जीवन अव्यवस्थित हो जायेगा। वायुमंडल.

पर्यावरण सभी जैविक (जीवित) और अजैविक (निर्जीव) चीजों से बना है। पौधे जानवर मनुष्य और कीड़े जैविक घटकों के उदाहरण हैं। इन्हें जैविक पर्यावरणीय घटकों के रूप में वर्गीकृत किया गया है। प्रत्येक जीवित वस्तु का एक पूर्व निर्धारित जीवन चक्र होता है। उदाहरण के लिए मनुष्य ग्रह पर सबसे शक्तिशाली जीवित इकाई है। अपनी आवश्यकताओं को पूरा करने के लिए उसे पौधों और जानवरों की आवश्यकता होती है। इन घटकों के बिना मनुष्य का जीवन अव्यवस्थित हो जायेगा। वायुमंडल. स्थलमंडल. जलमंडल और जीवमंडल सभी अजैविक/भौतिक घटकों के उदाहरण हैं। वायुमंडल एक गैसीय परत है जिसमें नाइट्रोजन. ऑक्सीजन और अन्य गैसें होती हैं। जलमंडल सभी जल निकायों जैसे निदयों और महासागरों से बना है। स्थलमंडल पृथ्वी का ठोस बाहरी आवरण है। यह भूपर्पटी से बना है जो पृथ्वी के आवरण, चट्टानों और मिट्टी को कवर करता है। जीवमंडल. जहां जीवन मौजूद है. सबसे आवश्यक परत है। जल. थल और वायु में पारिस्थितिकी तंत्र मौजूद हैं।

इन सभी प्रजातियों का जीवन एक-दूसरे के साथ चल रही उनकी बातचीत पर आधारित है। उनका कामकाज प्रकृति द्वारा व्यवस्थित है. और एक बार खर्च हो जाने पर. इसे समाप्त किया जा सकता है। पर्यावरण का विनाश अब एक बड़ा मुद्दा बन गया है जिसका समाधान मनुष्य को अवश्य करना चाहिए। पर्यावरण के अभाव में जीवन की कल्पना भी नहीं की जा सकती तथा हमें भविष्य में जीवन को बचाये रखने के लिए पर्यावरण की सुरक्षा को सुनिश्चित करना होगा। यह पृथ्वी पर निवास करने वाले प्रत्येक व्यक्ति की ज़िम्मेदारी है। हर व्यक्ति सामने आये तथा पर्यावरण संरक्षण के मुहिम का हिस्सा बने।

पपृथ्वी पर विभिन्न चक्र है जो नियमित तौर पर पर्यावरण और जीवित चीजों के मध्य घटित होकर प्रकृति का संतुलन बनाये रखते हैं। जैसे ही यह चक्र विक्षुब्ध होता है पर्यावरण संतुलन भी उससे विक्षुब्ध होता है जो निश्चित रूप से मानव जीवन को प्रभावित करता है। हमारा पर्यावरण हमें पृथ्वी पर हजारों वर्ष तक पनपने तथा विकसित होने में मदद करता है. वैसे ही जैसे की मनुष्य को प्रकृति द्वारा बनाया गया पृथ्वी का सबसे बुद्धिमान प्राणी माना जाता है. उन में ब्रम्हांड के तथ्यों को जानने की बहुत उत्सुकता होती है जो की उन्हें तकनीकी उन्नति की ओर अग्रसर करता है।

 Pooja Vishwakarma BCOM

#### बचपन

चलो आज मुलाकात करते है खुदसे यू तो रोज ही मिलते है सबसे याद करो बचपन का वो डोर जब तुमसे प्यार नही था कोई और मासूमियत और ईमानदारी हमरी शान थी क्योंकि तब हमे दुनियादारी की नहीं कोई पहचान थी आपने सपनों में हम सब हीरों थे क्योंकि तब हम कहा समझते जीरों थे खुवाबों की दुनिया में हम इस कदर रहते थे आज याद ही नहीं रोते रोते कब हैस देते थे माँ की डाट थी, पिता से होती पिटाई थी न जाने कब खेल खेल में हो जाती भाई बहन से लडाई थी बचपन हमारा इतना आमिर था हम हवा मैं जहाज उड़ते थे और पानी में नाव चलाते थे जब हम कुछ नहीं कमाते थे गुडे खिलौने को भी हम जान से ज्यादा मानते थे क्योंकी तब हम जिंदगी गुजारना नहीं जीना जानते थे दुखकों का हमारे पास न ही कोई परिभाषा था क्योंकी

अब बचपन बीता स लगता है कभी ध्यान से सोचो तो क्या कुछ नहीं छुट स लगता है

युहीं कभी निकल जाया करों कभी अपने बचपन की यादों मै तुम भी जी आओगे कुछ सुनहरे पल अपने ही बातों मै

- Sneha Pandey

#### Graduation

सफर A,B,C,D से लेकर Balance Sheet तक का!!!..

तब हमें खुशियों का ताला खुद खोलने जो आता था

सफर Language, Maths से लेकर Accounts, OC, Economics तक का!!..

सफर Balance Sheet के बाद Degree College में आकर Corporate Finance, Direct-Indirect Tax तक का!!!..

सफर School की Designer Project Book से College के Assignment, PPT तक का और

सफर Assignment से Black Book तक का!!!..

सफर कई किसी Scholar लोगों का KT तक का!!!...

सफर Perfection से Imperfection तक का!!!..

सफर 10-20 दोस्तों के Gang से गिने-चुने 2-3 यारों तक का!!!..

सफर क्या कहेंगे लोग से भाड में जाए दुनिया तक का!!!..

सफर School के पहले दिन रोते-रोते जाने से थोडे रोते, थोडे हसते हुए College का Last Paper देकर बाहर आने तक का!!!!...

- Manjiri Mahendra Mokal

#### **Marathi Section**

# हिच माझी आई ...

आवडली म्हणून विकत घेता येत नाही, नावडली तर विकता ही येत नाही जी निवडता येत नाही... ती आई

जिने मला न निवडता, आपल्या गर्भात जपले, नऊ महिने पोसले ... ती माझी आई

मला न पाहताच, मी येण्याची चाहूल लागताच, स्वतःची सारी स्वप्न माझ्या नावावर केलीत... ती माझी आई

पहिल्यांदाच डोळे उघडून, जिला मी पाहील आणि हेच माझ जग आहे असं मला वाटल नंतर जिने, उघड्या डोळ्यांनी हे जग पाहायला शिकवल... ती माझी आई माझा हात घट्ट धरुन, जिने मला चालयला शिकवलं, जिने ह्या जगात सत्याने वावरायला लावलं.... ती माझी आई

एक घास चिऊचा, एक घास काऊचा भरवून, स्वतः झिजत, झिजत मला मोठ केल... ती माझी आई

अ आ इ ई गिरवून जिने मला साक्षर केल शिकवून स्वतःच्या पायावर सक्षम उभ केल...... ती माझी आई

स्वतःचं जग तोकड ठेवून, माझं क्षितिज रूदावलं जन्मापासून आतापर्यंत पदोपदी मला सांभाळलं... ती माझी आई

घर ते ऑफीस, ऑफीस ते घर अशी एकच वारी करणारी आपल्या मुलांमध्येच स्वतःचा जीव रमवणारी माझ्या मुलांसाठीच मला खूप जगायाचय, अशी देवाकडे सतत याचना करणारी...... ती माझी आई

गोरी, सुंदर, रुपवान, तेजस्वी, प्रेमळ, पण साधी आणि निरागस, सारं जग फिरून देखील, फक्त तिच्या कुशित, अख्या जगाचं सूख मिळावं .... ती माझी आई

निरपेक्ष प्रेमाचा अथांग सागर म्हणजे माझी आई जगात आंधळ्या प्रेमाचे उदाहरण द्यायचे झालचं .... तर ती म्हणजे माझी आई

ज्यामुळे आपण आपल्या कर्तव्यात अधिक कुशल होतो. आपल्या कौशल्यांना अद्ययावत ठेवणे देखील आवश्यक आहे. कारण

> - Dr. Manisha Naik HOD, Dept. of Commerce

# जीविका: एक जीवन निर्वाहाची कला

जीविका म्हणजे काय? जीवनाचे उत्तम व्यवस्थापन करून तृप्त जीवन जगणे यालाच आपण जीविका म्हणतो. जीवनात जीवीकाचं महत्त्व अनन्यसाधारण आहे. मानवी जीवनाचं यशस्वीपण आणि समृद्धी या दोन्ही गोष्टींमध्ये जीविका प्रमुख भूमिका बजावते. जेव्हा एखादी व्यक्ती जीवनाच्या विविध अंगांना समर्पित होऊन काम करते. तेव्हा ती व्यक्ति आपल्या कर्तृत्वाने आणि प्रयत्नांनी यशस्वी होते. प्रत्येक व्यक्तीची जीविका ही त्याच्या कामावर अवलंबून असते. शेतकरी शिक्षक. डॉक्टर, वकील, अभियंता अशा विविध व्यवसायांमध्ये जीविका संलग्न असते. शेतकरी आपली जीविका शेतकामातून चालवतो. शिक्षक विद्यार्थ्यांना शिकवून आपली जीविका चालवतो. डॉक्टर रुग्णांवर उपचार करून आपली जीविका निभावतो. तर वकील न्यायालयात न्यायाची लढाई लढून आपली जीविका सांभाळतो. अशा प्रत्येक व्यावसायिकाची जीविका ही त्याच्या श्रमावर आणि कामिगरीवर अवलंबून असते.

जीविका ही फक्त आर्थिक उत्पन्न मिळवण्याचं साधन नाही. तर ती जीवनातील एक महत्त्वाचा भाग आहे. जीवीकाच्या माध्यमातून आपण स्वतःच्या आणि आपल्या कुटुंबाच्या आवश्यक गरजा पूर्ण करू शकतो. यामुळेच जीविकेची निवड ही विचारपूर्वक आणि आवडीप्रमाणे केली पाहिजे. ज्या कामात आनंद मिळतो. तेच काम आपल्याला यशस्वी आणि समाधानी बनवते.

जीविकेच्या निवडीमध्ये शिक्षणाचं महत्त्व देखील खूप आहे. उच्च शिक्षण घेतलेल्या व्यक्तींना विविध व्यवसायांमध्ये चांगली संधी मिळू शकते. शिक्षणामुळे आपली कौशल्ये वाढतात. ज्यामुळे आपण आपल्या व्यवसायात अधिक चांगले कार्य करू शकतो. शिक्षण आपल्याला विचारांची स्पष्टता आणि समस्यांवर उपाय शोधण्याची क्षमता प्रदान करतं. ज्यामुळे आपली जीविका अधिक सुखदायी होते.

आजच्या आधुनिक युगात जीविका आणि तंत्रज्ञान एकमेकांशी घट्ट जोडलेले आहेत. तंत्रज्ञानाच्या प्रगतीमुळे विविध व्यवसायांमध्ये क्रांतिकारी बदल घडून येत आहेत. संगणक, इंटरनेट मोबाईल अशा तंत्रज्ञानाने आपल्या जीवनातील सर्व कामे सुलभ केली आहेत. त्यामुळे तंत्रज्ञानाच्या ज्ञानाने सुसज्ज असलेली जीविका अधिक यशस्वी ठरते.

परंतु, जीविकेच्या प्रवासात अनेक आव्हाने देखील येतात. कामाच्या ताण-तणावामुळे अनेकांना मानसिक आणि शारीरिक आरोग्याच्या समस्या उद्भवतात. यासाठी ताणतणाव व्यवस्थापन, योगा. ध्यान. खेळ आणि इतर तंदुरुस्तीच्या क्रिया यांचा अवलंब करणे आवश्यक आहे. तणावमुक्त आणि निरोगी जीवन आपल्याला जीविकेच्या वाटचालीत यशस्वी बनवते.

जीविकेच्या निवडीत आपली आवड कौशल्ये आणि बाजारपेठेतील मागणी या सर्व घटकांचा विचार करणे आवश्यक आहे. आपल्या आवडत्या क्षेत्रात काम करताना आपल्याला कामाचा आनंद मिळतो.

ज्यामुळे आपण आपल्या कर्तव्यात अधिक कुशल होतो. आपल्या कौशल्यांना अद्ययावत ठेवणे देखील आवश्यक आहे. कारण बाजारपेठेत नवनवीन तंत्रज्ञान आणि पद्धती येत असतात.

जीविकेचा एक महत्त्वाचा भाग म्हणजे सामाजिक जबाबदारी आपण आपल्या कामातून समाजाला काही देणे लागतो. उदाहरणार्थ, डॉक्टरांनी आपल्या रुग्णांची योग्य काळजी घेणे. शिक्षकांनी विद्यार्थ्यांना उत्तम शिक्षण देणे. आणि शेतकऱ्यांनी उत्तम अन्नधान्य उत्पादन करणे. अशा प्रकारे प्रत्येक व्यावसायिकाने आपली सामाजिक जबाबदारी पार पाडावी.

जीविकेच्या निवडीत योग्य नियोजन करणे खूप गरजेचे आहे आपले ध्येय निश्चित करणे त्यासाठी आवश्यक कौशल्ये प्राप्त करणे. आणि त्या दिशेने सातत्याने प्रयत्न करणे हे जीविकेच्या यशस्वीतेचे मुख्य तत्व आहे. याशिवाय आपल्या कामात नवनवीन संधींचा शोध घेणे. आपले ज्ञान अद्ययावत ठेवणे. आणि बदलांना सामोरे जाणे. हे देखील तितकेच महत्त्वाचे आहे.

अंततः, जीविका ही आपल्या जीवनाचा अविभाज्य घटक आहे. आपले जीवन अधिक सुखमय. समाधानकारक. आणि यशस्वी बनवण्यासाठी आपली जीविका योग्य प्रकारे निवडणे आणि त्यात निरंतर प्रगती करणे अत्यंत आवश्यक आहे. याद्वारे आपण आपले जीवन सुखमय आणि समाधानी बनवु शकतो.

> - Tanmay Pradeep Kamble TYBCOM (B)

# पुस्तक समीक्षा - मृत्युजय कादंबरी

लेखक शिवाजी सावंत यांचा जन्म ३१ ऑगस्ट १९४० रोजी झाला. हे मराठी कादंबरीकार होते. त्यांनी युगंधर,संघर्ष, छावा अश्या अनेक कादंबरी लिहिल्या आहेत. त्यांनी लिहिलेली मृत्युंजय ही कादंबरी मराठी कादंबऱ्यांत मानदंड मानली जाते. ५५ वर्षाच्या काळानंतर आजही मृत्युंजय कादंबरी वाचन प्रेमींच्या मनावर अधिराज्य गाजवत आहे. मृत्युंजय शद्वाचा अर्थ मरणानंतरही जिवंत राहणे महाभारतातील कर्णाच्या व्यक्तिरेख्येवर आधारित ही कादंबरी १९६७ साली प्रकाशित झाली. या कादंबरीला भारतीय ज्ञानपीठ संस्थेद्वारे मूर्तिदेवी पुरस्कार ही प्राप्त आहे.

या कादंबरीचे खास वैशिष्ट्य म्हणजे ही इतर कादंब-यांप्रमाणे एकमुखी गोष्ट नाही. या पुस्तकात तो जुनाकाळ आणि त्याच वर्णन एकत्र विशिष्ट आणि नवीन प्रकारे केला आहे. ही त्यामुळे ती गोष्ट त्यातलीच एक व्यक्ती सांगत असते. आणि अजुनच आपलीशी वाटते. या कादंबरीला वाचताना जणु आपणही द्वापार युगात वावरत आहोत असा भास होऊ लागतो:

या कादंबरीमध्ये लहानपणापासूनच शूलमक वागणुक मिळालेल्या, सुत-पुत्र माणून तिखवल्या गेलेल्या कर्णाचे चांगले गुण अगदी निखळ मोडलेले आहेत. इंद्र देव व कर्णचा प्रसंग कर्णाच्या दानशुरतेची साक्ष देऊन जातो. मैत्री कशी असावी हे ही कादंबरी आपल्याला शिकवते.

शिवाजी सावंत यांनी सुरेख लिहिलेल्या या कादंबरीचा अनेकांना पुस्तकांची आवड निर्माण करण्यात मोठा हात आहे. यातील प्रसंग वाचताना पुढे काय होईल याची उासुकता तुम्हाला पुसाक खाती ठेवू देत नाही. खलनायक म्हणून भासणारा कर्ण खर तर महाभारतातील सर्वात मोठा नायक आहे हे लेखक शिवाजी सावंत आपल्याला या कादंबरी द्वारे पटवून देतात. अनेकांच्या विचारांना कलाटणी देणारी ही कादंबरी एकदातरी जरूर वाचावी.

- Shreya Shedge

## मराठी राजभाषा दिवस

अभंग ओवी कथा कविता घेऊन लेणे हाती अमुची ओळख, अमुची भाषा, अमुची माय मराठी

महान मराठी लेखक,कवी, नाटककार विष्णू वामन शिरवाडकर म्हणजेच कुसुमाग्रज यांचाच सत्तावीस फेब्रुवारी हा जन्मदिवस आपण मराठी राजभाषा दिवस म्हणून साजरा करीत असतो कुसुमाग्रजांनी मराठी साहित्य, संस्कृती आणि भाषेच्या विकासासाठी भारीव योगदान दिले आहे. त्यांचे नटसम्राट हे नाटक आणि विशाखा हा कविता संग्रह तर अनमोल रत्ने आहेत.

महान मराठी भाषेचा इतिहास फार जुना आहे देवगिरीच्या यादवांच्या काळात मराठी भाषेची भरभराट झाली मराठीच्या लिपीला देवनागरी लिपी असे म्हणतात. संत कवीनी मराठी भाषेतून अभंग, ओव्या रचून जनजागृती केली. मराठीतील अनेक लेखक कवी नाटककार यांनी या भावेला आपल्या साहित्यातून समृध्द केले आहे. मराठी संगीत, चित्रपट याबरोबरच तमाशा, दशावतार भारुड, पोवाडा अशा लोककलांनी ही भाषा श्रीमंत झालेली आहे. आज विश्वात दहा कोटीहून अधिक माणसे मराठी भाषा बोलतान विश्वात व्यवसायासाठी, नोकरीसाठी, शिक्षणासाठी पसरलेल्या मराठी माणसांनी आपली ही मायबोली सातासमुद्रा पार नेली आहे.

मित्रहो मराठी ही फक्त आपली भाषा नसून आपली संस्कृती आणि अस्मिता आहे. आपण कुठल्याही जाती धर्माचे असलो तरी विश्वात मराठी म्हणून ओळखले जातो म्हणूनच आपल्या अस्तित्वासाठी आपण्या भाषेच्या अस्तित्वासाठी आपण मराठीतूनच बोलायला हवे, मराठी वाचायला हवे, लिहायला हवे आणि आपल्या या मायबोलीला तिचे पूर्वीचे वैभव मिळवून द्यायला हवे

"मराठी अमुची भाषा आहे मराठी अमुची आशा आहे काळजावर कोरलेली अस्मितेची रेषा आहे"

> - Kajal Nekalje FYBCOM (A)

# स्त्री मानसशास्त्रः एक सखोल अध्ययन

स्तीचे मानसशास्त्र हा एक व्यापक आणि गुंतागुंतीचा विषय आहे. महिलांच्या मानसिकतेचा अभ्यास करणे म्हणजे त्यांच्या विचारसरणी, भावना. वर्तन आणि समाजातील भूमिका यांचा सखोलपणे अभ्यास करणे होय. स्त्रिया त्यांच्या आयुष्यात विविध प्रकारच्या अनुभवांना सामोरे जातात. ज्यामुळे त्यांच्या मानसिकतेवर परिणाम होतो. या लेखात. स्त्री मानसशास्त्राचा विविध पैलूंवर सखोल विचार केला आहे.

# • सामाजिक भूमिका आणि अपेक्षा

प्रत्येक समाजात स्त्रियांच्या भूमिकांबद्दल ठराविक अपेक्षा असतात. पारंपरिक दृष्टिकोनानुसार. स्त्रिया आपल्या कुटुंबाची काळजी घेणाऱ्या. मुलांचे संगोपन करणाऱ्या आणि घरातील कामे करणाऱ्या म्हणून पाहिल्या जातात. अशा प्रकारे. समाजातील स्त्रियांवर अनेक अपेक्षा ठेवण्यात येतात. ज्यामुळे त्यांच्या मानसिकतेवर ताण येऊ शकतो. स्त्रियांच्या यशस्वीतेसाठी आणि आत्मसंतुष्टीसाठी समाजाने या अपेक्षांमध्ये लवचीकता दाखवणे आवश्यक आहे.

#### • आत्मविश्वास आणि आत्मसन्मान

स्त्रियांचा आत्मविश्वास आणि आत्मसन्मान त्यांच्या जीवनातील अनुभवांवर अवलंबून असतो. लहानपणापासून मुलींना दिले जाणारे समर्थन, शिक्षणाच्या संधी आणि सामाजिक मान्यता यामुळे त्यांच्या आत्मविश्वासात वाढ होते. परंतु, समाजातील लैंगिक भेदभाव आणि असमानता यामुळे स्त्रियांचा आत्मसन्मान कमी होऊ शकतो. स्त्रियांच्या आत्मसन्मानाची वृद्धी करण्यासाठी त्यांना समान संधी आणि आदर देणे आवश्यक आहे.

# • भावनात्मक बुद्धिमत्ता

स्त्रियांची भावनात्मक बुद्धिमत्ता पुरुषांपेक्षा अधिक तीव्र असल्याचे अनेक संशोधनातून दिसून आले आहे. स्त्रिया त्यांच्या भावनांचा अधिक चांगला प्रकारे अनुभव घेतात आणि व्यक्त करतात. या भावनात्मक बुद्धिमत्तेमुळे स्त्रिया आपल्या नात्यांमध्ये अधिक संवेदनशील आणि सहानुभूतीपूर्ण असतात. तथापि भावनांचा अतिरेक केल्यास त्यांना मानसिक त्रास होऊ शकतो. त्यामुळे भावनांचे संतुलन राखणे आवश्यक आहे.

# • करिअर आणि वैयक्तिक जीवन

आजच्या काळात अनेक स्त्रिया आपले करिअर घडविण्यासाठी प्रयत्नशील आहेत. करिअर आणि वैयक्तिक जीवनातील संतुलन राखणे हे स्त्रियांपुढे मोठे आव्हान आहे. कार्यस्थळी असलेल्या दबावामुळे आणि घरातील जबाबदाऱ्यांमुळे स्त्रियांना मानसिक ताण येऊ शकतो. त्यामुळे कुटुंबाचा आणि कार्यस्थळाचा पाठिंबा मिळणे आवश्यक आहे. तसेच. स्त्रियांना त्यांच्या करिअरमध्ये यश मिळवण्यासाठी प्रोत्साहन आणि मार्गदर्शन देणेही महत्त्वाचे आहे.

#### • आरोग्य आणि कल्याण

स्त्रियांचे मानसिक आणि शारीरिक आरोग्य एकमेकांशी निगडित आहे. नियमित व्यायाम. संतुलित आहार. आणि पुरेशी झोप यामुळे त्यांच्या मानसिक आरोग्याला फायदा होतो. तसेच, तणाव व्यवस्थापनाच्या तंत्रांचा अवलंब करणे आणि आवश्यकतेनुसार मानसिक आरोग्य व्यावसायिकांची मदत घेणेही महत्त्वाचे आहे. स्त्रियांना त्यांच्या आरोग्याची काळजीघेण्यासाठी वेळ देणे आणि त्यांना या बाबतीत प्रोत्साहित करणे आवश्यक आहे.

## • समाजातील भूमिका बदल

स्त्रियांच्या मानसिकतेवर समाजातील बदलांचा प्रभाव दिसून येतो. सध्याच्या काळात स्त्रियांच्या भूमिकांमध्ये बदल होत आहेत. शिक्षण, किरअर. आणि स्वावलंबन यामुळे स्त्रियांच्या मानसिकतेत सकारात्मक बदल होत आहेत. महिलांना मिळणारे स्वातंत्र्य आणि संधी यामुळे त्यांचा आत्मविश्वास वाढत आहे. परंतु, या बदलांसोबतच नवीन आव्हानांचाही सामना करावा लागत आहे.

#### • निष्कर्ष

स्त्री मानसशास्त्र हा एक महत्त्वपूर्ण आणि गुंतागुंतीचा विषय आहे. स्त्रियांच्या मानसिकतेचा अभ्यास करणे म्हणजे त्यांच्या जीवनातील विविध अनुभवांचा सखोलपणे विचार करणे होय. स्त्रियांच्या मानसिकतेवर समाजातील भूमिका. अपेक्षा. आत्मविश्वास. भावनात्मक बुद्धिमत्ता. करिअर. आणि आरोग्य यांचा मोठा प्रभाव आहे. त्यामुळे स्त्रियांना योग्य समर्थन आणि संधी देणे आवश्यक आहे. यामुळे स्त्रियां मानसिकदृष्ट्या सशक्त बनतील आणि समाजात सकारात्मक बदल घडवतील.

- Divya Arvind Kedare TYBCOM (A)

#### **Tamil Section**

திருக்குறள் ''தமிழ் என்ற தலைப்பிற்கு ஒரு எடுத்துக்காட்டு''

# திருவள்ளுவர்

எக்காலமும் போற்றும் திருக்குறளைத் தந்த தெய்வபுலவர் திருவள்ளுவர் ஆவர். திருவள்ளுவர் கி.மு 31–ல் பிறந்தார். திருவள்ளுவரின் பெற்றோர் ஆதி பகவன் ஆவர். இதனால் தான் முதல் குறளில்

# "அகர முதல எழுத்தெல்லாம் ஆதி பகவன் முதற்றே உலகு."

என தனது பெற்றோரை சிறப்பித்திருக்கிறார் என்றும் கூறப்படுகிறது. இவருடைய மனைவியின் பெயர் வாசுகி. சென்னையில் உள்ள மயிலாப்பூரில் திருவள்ளுவர் வாழ்ந்து வந்தார் என்று தமிழக அரசு அறிவித்துள்ளது. மயிலாப்பூரில் திருவள்ளுவர். கோயில் கட்டப்பட்டுள்ளது.

ஞானவெட்டியான் மற்றும் பஞ்சரத்னம் ஆகியவை திருவள்ளுவர் இயற்றிய பிற நூல்கள் ஆகும். நாயனர், தெய்வப்புலவர், செந்நாப்போ– தார் பெருநாவலர், பொய்யில் புலவர், மாதா– னுபங்கி, முதற்பாவலர் என வள்ளுவருக்கு பல சிறப்பு பெயர்கள் உள்ளது.

## <mark>"வள்ளுவன் தன்னை உ</mark>லகினுக்கே தந்து வான்புகழ் கொண்ட தமிழ்நாடு."

என பாரதியார் வள்ளுவரை சிறப்பித்து பாடியுள்ளார் . திருவள்ளுவர் திருக்குறளை மதுரை தமிழ்ச் சங்கத்தில் ஒளவையாரின் உதவியுடன்' அரங்கேற்றினார் என்றும் கூறப்படுகிறது. தமிழ் நாட்டில் ஆண்டுகளைக் குறிக்க திருவள்ளுவர் ஆண்டு என்பது பொது ஆண்டோடு 31 ஆண்டுகளை கூட்ட வேண்டும்.

## வள்ளுவனை பெற்றதால் பெற்றதே, எபுகழ் வையகமே!

ஈரடி குறளில் உலக தத்துவங்கள் அனைத்—ை தயும் திருக்குறள் எனும் உன்னத படைப்பின் மூலம் தந்தவர் தான் திருவள்ளுவர். தமிழன்—ை னய அழகுபடுத்திய பாவலர்கள் பலர் இருந்தாலும் திருவள்ளுவற்கென தனி இடம் உண்டு. திருக்குறளை தமிழில் எழுதி உலக இலக்கிய அரங்கில் தமிழர்களை தலை நிமிர செய்தவர். திருக்குறளில் அறத்துப்பால், பொருட்பால், காமத்துப்பால் எனும் மூன்று பாடல்களும் 133 அதிகாரங்களும் ஒரு

அதிகாரத்தில் 10 குறள்கள் என 1330 குறள்களை உள்ளடக்கியது திருக்குறள்

மனிதனின் முழு வாழ்க்கையையே புரட்டி போடக் கூடிய ஆற்றல் மிகுந்த நூல் திருக்குறள். திருவள்ளுவருடைய கருத்துக்களை கற்று உணர்ந்து அதன் பொருட்டு ஒருவர் வாழ்வாரே ஆனால் அது அர்த்தமுள்ள வாழ்வாக அமையும். தமிழாகள் மாத்திரமின்றி உலகத்தவா் போற்றும் ஒப்பற்ற இலக்கியத்தை தமிழுக்கு தந்தவர் எனும் அழியா பெருமை கொண்ட வள்ளுவரை வணங்குவோம் வள்ளுவரின் காலம் பொ.ஊ.மு நான்காம் நூற்றாண்டு முதல் பொ.ஊ ஐந்தாம் <mark>நூற்றாண்டும் என்று பாரம்பரியமாகவும்</mark> <u>மொழியியல் பகுப்பாய்வு உள்ளிட்ட பல்வேறு</u> <mark>பகுப்பாய்வு முறைகளின் அடிப்படையிலும்</mark> கணிக்கப்பட்டுள்ளது. இருப்பினும், இவரது காலம் பொ.ஊ.மு.31 என்று தமிழக அரசால் **1921**–ல் அதிகாரப்பூர்வமாக ஏற்றுக்கெ– ாள்ளப்பட்டு அதன் அடிப்படையில் வள்ளுவர் ஆண்டு கணக்கிடப்படுகிறது.

"வள்ளுவா் தன்னை இவ்வுலகிற்கு தந்து வான்புகழ் கொண்ட தமிழ் நாடு" என்று பெருமை கொள் வோம் திருவள்ளுவா் பல சிறப்புப் பெயா்களாலும் அழைக்கப்படுகிறாா் அவை:

- தேவர்
- நாயனார்
- தெய்வப்புலவர்
- செந்நாப்போதர்
- பெருநாவலர்
- பொய்யில் புலவர்
- பொய்யாமொழிப் புலவர்
- மாதானுபங்கி
- முதற்பாவலா் என்று அழைக்கப்படுகிறாா்.

- Vinitha Vishwanathan TYBCOM

# இயற்கை

# முன்னுரை:-

இயற்கையானது மனித வாழ்வுக்குக் கிடைத்த மிகப் பெரிய பொக்கிஷம். பல கவிஞர்கள், எழுத்தாளர்கள் மற்றும் பலர் அவர்களின் படைப்புகளில் இயற்கையை மதித்தார்கள், போற்றினர்கள் இணையற்ற அழகு உடைய இயற்கையைப் பற்றி இக்கட்டுரையில் காண்போம்

# என்னற்ற இயற்கை :–

இயற்கை இல்லாமல் மனிதர்களும் உயிர்வாழ்வது சாத்தியமற்றது அதை மனிதர்கள் புரிந்து கொள்ள வேண்டும். இயற்கைதான் பூமியில் வாழ்வின் செயல்பாட்டிற்கு பொருப்பாகும் மனித இனம் செழிக்க இயற்கை இன்றிமையானது. நாம் காணும் அனைத்தும் இயற்கையின் படைப்பே ஆகும்.இயற்கையானது ஒடும் ஆறுகள், அழகான பள்ளத்தாக்குகள், உயரமான மலைகள், பாடும் பறவைகள், கடல்கள், நீளவானம்,மழை அழகான நிலவொளி, வண்ணப்பூக்கள், என்னற்ற விலங்குகள் ஆகும்.

# இயற்கை தம் அன்னை :-

இயற்கை உண்மையில் பூமிக்கு கடவுள் கெ– ாடுத்தவிலைமதிப்பற்ற பரிசு. இயற்கையை அன்னை இயற்கை என்று அழைக்கிறோம் . நம் தாயைப் போலவே, அவள் நமக்கு தேவையான அனைத்தும் கொடுக்கிறாள் பறவைகள் ஒலியுடன் கூடிய இனிய காலை பொழுது, தூய குடிநீர், சுவாசிக்கா தூய்மையான காற்று, நம் பசியாற பழங்கள், தானிய வகைகளை கெ— ாடுக்கிறது. இத்தகைய பேரன்பை காட்டும் இயற்கையை பாதுகாப்பதே ஒவ்வொரு மனிதனின் தலையாய கடமையாகும்.

> - R. Pooja FYBCOM (D)

#### **Malayalam Section**

# മൗനത്തിന്റെ ഭാഷ

നൃത്തം വെറുമൊരു ചലനമല്ല, അത് ആഴത്തിലുള്ള വികാരം തന്നെയാ ണ്.

ശക്തമായ ഭാഷയിൽ, ഹൃദയം പാടുന്നു, ആത്മാവിൻറെ സംഗീതം ലോകം മുഴങ്ങുന്നു.

മുഴങ്ങുന്നു. ശാന്തമായ കാറ്റിൽ പോലെ, ആത്മാവ് ലഘുവായി തലോടുന്നു. ജീവിതത്തിൻ്റെ താളം ഓരോ ചുവടിലും, സ്പഷ്പമായി പ്രതിധ്വനിക്കുന്നു. വാക്കുകൾക്ക് അതീതമായ കഥ, സ്വർണ്ണ ഹൃദയമുള്ള സാഹസികത. മോചനം നൽകുന്ന സന്തോഷം, ആന്തരിക സമാധാനത്തിൻ്റെ വഴി. ഓരോ ചാഞ്ചാട്ടത്തിലും, ആശങ്കകൾ മാഞ്ഞുപോകുന്നു. ചലനത്തിൻ്റെ മാന്ത്രികതയിൽ, ആത്മാവ് സ്വതന്ത്രമായി പറക്കുന്നു. <mark>നൃത്തം ചെയ്യുക,</mark> എൻ്റെ സുഹൃത്തേ, നിങ്ങളുടെ ആത്മാവിനെ വിടു. ഈ ലോകം മറക്കുക,

സന്തോഷത്തിൻ്റെ താളത്തിൽ ലയിക്കുക.

# English Translation: The Language of Silence

Dance is not merely movement,

It's an emotion, deep and true.

In a powerful language, the heart sings,

The soul's music, the world it rings.

Like a gentle breeze,

The soul is lightly caressed.

Life's rhythm in every step,

Clearly echoing, never to fret.

A story beyond words,

An adventure with a golden heart.

Liberating joy,

The path to inner peace, a brand new start.

With each sway and twirl,

Worries fade away, no longer unfurl.

In the magic of movement,

The soul soars freely, heaven-sent.

Dance, my friend, let your spirit soar,

Unleash your soul, forevermore.

Forget this world, its troubles cease,

Immerse yourself in joy's release.

- Athira Thuthinal TYBAF



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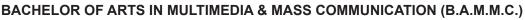


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CONTACT: +91 22 2874 4058 / 2872 4058 EMAIL ID: vivek\_college@hotmail.com