



**THE S.I.A. COLLEGE OF HIGHER EDUCATION**  
**Dombivli (E)**

(Affiliated to University of Mumbai)  
Accredited with 'B+' Grade by NAAC

# RATNOTTAMA

2017-18

**SOCIAL MEDIA - 'Not to IMPRESS but to IMPACT'**





### **VISION:**

“The S.I.A College of Higher Education strives for comprehensive education by equipping students with latest skills and tools to acquire competence, quality education to face the dynamically evolving society.”

### **MISSION:**

“To develop rich pool of talented employable, professionals with strong foundation on ethical, moral values and social values to become responsible citizens.”







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## Managing Committee

Shri. T. N. Muthukrishnan  
(President)

Shri. S. Vijayraghavan  
(Vice President)

Shri. K. V. Ranganathan  
(Secretary)

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(Asst. Secretary)

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(Treasurer)

Shri. S. Karthik  
(Asst. Treasurer)

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Shri. R. S. Nathan

Shri. V. K. Gopalkrishnan

Shri. K. V. Krishnaswamy

Shri. M. Ganapathy

Shri. M. Ravi

Dr. Padmaja Arvind  
(Principal)

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## **Magazine Team Members**

### **CHAIRPERSON**

Dr. Padmaja Arvind

### **CONVENOR**

Ms. Salochna Nagdev

### **COMMITTEE MEMBERS**

Mrs. Ranjana Mhalgi

Mrs. Nandini Kadam

Mrs. Manju Sasikumar

### **EDITOR**

Ms. Sunena Soni

### **MAGAZINE CREW**

Mr. Shubham Ghanwat

Ms. Sara Raool

Mr. Marishankar Moopnar

Mr. Rajnee Tiwari

Mr. Pushpak Bilaye

Mr. Jaideep Kadam

Ms. Srinidhi Iyengar

Ms. Ruchita Rai

### **COVER PAGE & LAYOUT**

Mr. Shubham Ghanwat

Mr. Pushpak Bilaye





## FROM PRINCIPAL'S DESK

“Social Media- Not to impress but to impact”

In the digital age social media play a dominant role in reaching the society extensively. Influencers in social media are people who have built a reputation for their knowledge and expertise on a particular topic. These influencers can be celebrities, industry expert's bloggers and content creators, and micro influencers. They connect with social media not to impress with their writings and messages. The aim of these people are to create awareness and inform the society about various events and activities. They try to mobilise and bring out social transformation. They promote rational thinking and try to create impact on the thoughts and ideas. Impression has short life, but the influence on the thought and action is of great extent. It is now vital to understand that how one should use the media in a constructive way to have greater impact on the growth and progress of the society.

Let us now travel with the impact of social media and bring out complete transformation for the self-development and for society as a whole.

**Dr. Padmaja Arvind**  
Principal & Chairperson





## CONVENOR'S NOTE

The college magazine 'Ratnottama' is an annual publication which puts together the creative efforts of our college students. The Magazine is a platform for the students to express their writing skill, poetic imagination and artistic flair. It is a channel for propagating and sharing thoughts, ideas and opinions.

The essential purpose of this magazine is to inform, engage, inspire and entertain diverse readership by presenting timely and honest portrait of our college, its history, its mission and its vision, its people, its programmes and its challenges. While the ultimate purpose is to engage and strengthen its readers association with college, the institution recognizes that it can do so effectively only by earning and retaining the respect and faith of its readers. The theme for this year is "Social Media- Not to impress but to impact"

I sincerely thank the students who have unfailingly risen to the challenges and produced writings that made us proud.

**Ms. Salochna Nagdev**  
Convenor





## STUDENT EDITOR'S NOTE



It gives us immense pleasure to work for the institution as and when we get an opportunity to show our creativity. I got the opportunity to work as a student editor for the magazine of our college.

When a seed is sown, it takes years to nourish it into a tree. Similarly, every year the magazine gets a positive response from all the students of the college and we get various articles in various languages for the magazine. The theme of magazine changes every year. The theme for this year is "Social Media-Not to Impress but to Impact". A supportive team and guidance from the best faculty members help to work with enthusiasm.

Social networking is familiar to all of us. Social networking from the past decade has become important part of our lives. It has reduced the geographical distances and made the world a virtual place through medium like mobile phones, video calls, messages etc.

The main aim of any writer is to make its reader understand what he wants to convey. Magazine is a medium through which we are trying to make the readers aware about the happenings in and around our college. Also such a theme helps readers to gain information and create an awareness about the pros and cons of social media.

It was a great experience being the editor of the magazine this year. I would specially mention that this edition of magazine would not have been successful without the support and hard work of my magazine crew. Hope you all will appreciate the efforts put in to make this magazine successful.

Thank You!

**Ms. Sunena Soni**

- Student Editor





## Committees 2017-18

### Internal Quality Assurance Cell

Name of the Faculty	Position Held
Dr.Padmaja Arvind	Chairperson
Ranjana Mhalgi	Secretary
HasitKumar Nagariya	Member
Salochna Nagdev	Member
Tejaswini Shivsharan	Member
Sandhya Pandey	Member
Renu Verma	Member
Bharathi Rao	Member

### Student Council

Name of the Faculty	Position Held
Mahesh Kandalkar	Convenor
HasitKumar Nagariya	Co-convenor
Salochna Nagdev	Member
Sreekala Nair	Member
Kiran Khubchandani	Member
Ajay Puro	Member
Ganesh More	Member
Deepika Ravi	Member

### National Service Scheme

Name of the Faculty	Position Held
Renu Verma	Convenor
Ranjana Mhalgi	Member
Salochna Nagdev	Member
Kalaivani Mudaliar	Member
Nadhini Gaikwad	Member
Mahesh Kandalkar	Member
	Member



### Women Development Cell

Name of the Faculty	Position Held
Ranjana Mhalgi	Convenor
Vandana Jadhav	Member
Sandhya Pandey	Member
Sreekala Nair	Member

### Department of Lifelong Learning and Extension

Name of the Faculty	Position Held
HasitKumar Nagariya	Convenor
Meenakshi Kulawade	Member

### Placement Cell / Short Term Course/ Industry Academia Interface

Name of the Faculty	Position Held
Booma Halpeth	Convenor
Ranjana Mhalgi	Member
HasitKumar Nagariya	Member
Tejaswini Shivsharan	Member
Sandhya Thakkar	Member
S.Saisree	Member
Kiran Khubchandani	Member

### Feedback

Name of the Faculty	Position Held
Sreekala Nair	Convenor
Mahesh Kandalkar	Member
Tejaswini Shivsharan	Member
Booma Halpeth	Member
Manju Sasikumar	Member



## Library

Name of the Faculty	Position Held
Bharathi Rao	Convenor
Mahesh Kandalkar	Member
Booma Halpeth	Member
Vandana Jadhav	Member
Kalaivani Mudaliar	Member

## Attendance and Parent Teacher Meeting

Name of the Faculty	Position Held
HasitKumar Nagariya	Convenor
Ranjana Mhalgi	Member
Sandhya Thakkar	Member
Manju Sasikumar	Member
S.Saisree	Member
Deepika Ravi	Member
Meenakshi Kulawade	Member

## Infrastructure and Maintenance

Name of the Faculty	Position Held
Mr.Vijay Raghavan	Management Committee Member
Sandhya Pandey	Convenor
Renu Verma	Member
HasitKumar Nagariya	Member
Priyanka Joglekar	Member
Harshada Thakkar	Member
Ajay Puro	Member



### Admission Committee

Name of the Faculty	Position Held
Dr.Padmaja Arvind	Principal
Salochna Nagdev	Member
Mahesh Kandalkar	Member
Tejaswini Shivsharan	Member
Booma Halpeth	Member
Priyanka Joglekar	Member

### Marathi Wangmya Mandal

Name of the Faculty	Position Held
Nandini Gaikwad	Convenor
Tejaswini Shivsharan	Member
Vandana Jadhav	Member
Priyanka Joglekar	Member

### Alumini

Name of the Faculty	Position Held
Sandhya Pandey	Convenor
Babita Nagdev	Member
Mahesh Kandalkar	Member
Nandini Gaikwad	Member
Kalaivani Mudaliar	Member

### Grievance Redressal Cell

Name of the Faculty	Position Held
Nandini Gaikwad	Convenor
Sandhya Pandey	Member



## **TEACHING STAFF**

### **PRINCIPAL**

Dr. Padmaja Arvind

### **BACHELOR OF COMMERCE**

Ms. Salochna Nagdev (Convenor)

Ms. Babita Nagdev

Mrs. Manju Sasikumar

Ms. Kiran Khubchandani

Mrs. Kalaivani Mudaliar

Mrs. Hema Iyengar

### **BACHELOR OF COMMERCE (BANKING AND INSURANCE)**

Mrs. Ranjana Mhalgi (Convenor)

Mr. Mahesh Kandalkar

Mrs. Renu Verma

### **BACHELOR OF MANAGEMENT STUDIES**

Dr. Padmaja Arvind (Convenor)

Mr. Hasitkumar Nagariya

Mrs. Booma Halpeth

Mrs. Deepika Ravi Iyer





## **BACHELOR OF SCIENCE (INFORMATION TECHNOLOGY)**

Mrs. Sreekala Nair (Convenor)

Mrs. Tejaswini Shivsharan

Mrs. Nandini Kadam

Mrs. Sandhya Thakkar

Mrs. Sandhya Pandey

Mrs. S. Sai Sree

Mrs. Vandana Jadhav

Mrs. Mithili Gaurishankar

## **SPORTS**

Mr. Ganesh More



## **Non-teaching Staff**

Mrs. Priyanka Joglekar (Office Superintendent)

Mrs. Vinaya Dhuri (Junior Clerk)

Mrs. Harshada Thakkar (Junior Clerk)

Ms. Mary S. (Junior Clerk)

Mr. Nitin Vayal

Mr. Harshal Vichare

Mr. Roshan Rathod

Mr. Dhansingh Pardeshi

Mr. Ajit More

## **Lab Administrator**

Mr. Ajay Puro

## **Librarian**

Mrs. Bharathi Rao

## **Counsellor**

Ms. Prajakta Arnalkar





## CONVOCATION & PRIZE DISTRIBUTION

The convocation and prize distribution ceremony for the academic year 2017-18 was held on 10th March, 2018 in the college auditorium. The convocation began with student procession followed by prayer. Dr. Umashankar, Principal S.I.E.S College of Arts, Science and Commerce was the chief guest for the ceremony. Mr. Datta Ghughe, Deputy Registrar University of Mumbai was invited as the guest of honor. Mr. T.N. Muthukrishnan, President of The South Indian Association; Mr. K.V. Ranganathan, secretary and other committee members graced the occasion. A total of 105 students were awarded their degree certificate at the convocation ceremony. The ceremony started with the President's introductory speech. Principal Dr. Padmaja Arvind presented the annual report, where she highlighted the progress of the institute and achievements of students in various fields. The chief guest Dr. Umashankar addressed the audience by focusing on the importance of three D's in life that is Direction, Discipline and Dedication. Mr. Datta Ghughe motivated students by sharing his personal experiences.

Endowment prizes were given to the College first rankers in F.Y.B.Com, S.Y.B.Com, T.Y.B.Com, T.Y.BCOM (B&I), T.Y.BMS and T.Y.BSc (IT). Academic prizes were given to the first and the second rankers of the academic year 2016-17. Winners of the NSS activities were awarded with trophies and certificate. Certificates and prizes were awarded to the winners of club activities. The ceremony concluded with a vote of thanks followed by National Anthem.



# GLIMPSE OF CONVOCATION & PRIZE DISTRIBUTION





**Rank Holders B.Com.  
2016 - 17**



**Aishwarya B. Madaliar**



**Royston D'Souza Ivan**

**1st Year**



**Shivsankari Swaminathan**



**Vinita V. Gunjal**

**2nd Year**



**Pooja G. Nayak**



**Kedar C. Patange**

**3rd Year**

**Rank Holders B.Com. (B&I)  
2016 - 17**

**1<sup>st</sup>**



**Vibha U. Kannaujiya**

**2<sup>nd</sup>**



**Jyoti R. Singh**

**1st Year**

**1<sup>st</sup>**



**Priti O. Maurya**

**2<sup>nd</sup>**



**Anjali D. Prajapati**

**2nd Year**

**1<sup>st</sup>**



**Mayuri M. Narwade**

**2<sup>nd</sup>**



**Priyanka R. Maurya**

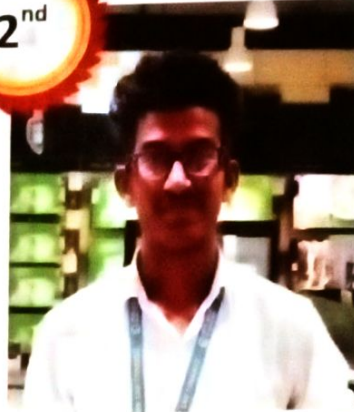
**3rd Year**



**Rank Holders BMS  
2016 - 17**



**Pujakumari D. Chaudhari**

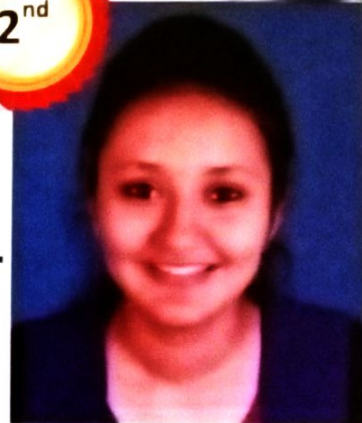


**Vivek V. Yadav**

**1st Year**



**Hemant G. Rimal**



**Meenal K. Sharma**

**2nd Year**



**Neha A. Salian**



**Nikshita S. Shetty**

**3rd Year**

Rank Holders B.Sc. (IT)  
2016 - 17

1<sup>st</sup>



Samar Singh

2<sup>nd</sup>



Shivani Jha

1st Year

1<sup>st</sup>



Shubham B. Gaonkar

2<sup>nd</sup>



Thanmozhe H. Nadar

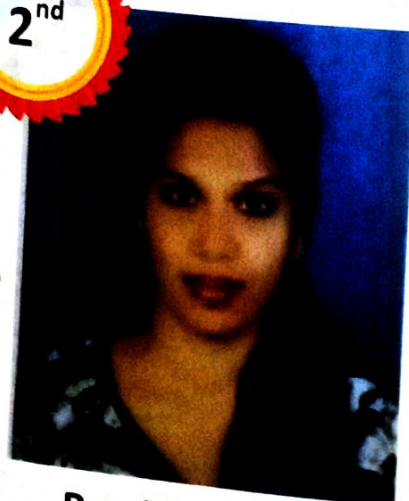
2nd Year

1<sup>st</sup>



Princy J. Jeyasingh

2<sup>nd</sup>



Prachi P. Vaste

3rd Year



# Students Achivements

## SPORTS

Date	Activities	Description of the Activity
Sep-17	Thane District Wushu championship	<b>GOLD MEDAL - 2</b> 1. Kunal Choudhary - TYIT 2. Rohit Kadam - FYIT <b>SILVER MEDAL - 2</b> 1. Shubham Kadam - TYIT 2. Rutuja Kadam - TYBCOM <b>BROANZE MEDAL - 2</b> 1. Ajay Redkar - SYBCOM
Nov-17	Maharashtra State Tug of War Championship	1. Vishal Raut - TYBMS 2. Shashank Jaiswal - FYBCOM 3. Amey Deshamukh - SYBMS 4. Neha Shelar - SYBCOM 5. Ram Gupta - SYBCOM 6. Alisha Rodrigues - SYBMS 7. Suraj Singh - SYBMS 8. Reshma Swain - SYBI 9. Ajay Redkar - SYBCOM 10. Pooja Thakur - FYBCOM 11. Rohith Ayer - SYBCOM 12. Ragini Iyer - SYBCOM 13. Rohit Kadam - FYIT 14. Dimple Mali - FYBCOM 15. Nikhil Shetty - FYBMS 16. Krinal Keniya - FYBMS
6th January 2018	Tug of War	1st Prize at VPM College Mulund
9th January 2018	Tug of War	1st and 2nd Prize at Western College of Commerce and Business Management
16th January 2018	Tug of War (Boys and Girls Team )	1st Prize at Somaiya College, Vidyavihar



**YOUTH FESTIVAL UNIVERSITY OF MUMBAI  
AUGUST 2017**

Name Of Main Event	Event Category	Name Of The Student	Class	Position
Literary & Fine Art	Debate	Ragini iyer	SYBCom	Consolation
		Ishwarya Mudaliar	SYBCom	
Performing Arts	Mono Acting	K.Saraswathy	SYBI	Consolation
	Indian Group Song	Shreya Shrinivasan	SYBMS	Consolation
		Pillai Disha	FYBMS	
		Iyer Lavanya	FYBMS	
		Iyer Harini	SYBI	
		K.Saraswathy	SYBI	
		Iyer Mahalaxmi	SYBCOM	
		Laxmi Balkrishnan	TYBI	
	Folk Dance	Moolya Vidisha	TYBBI	Consolation
		Chavan Shrutika	SYBCOM	
		Iyer Mahalaxmi	SYBCOM	
		Shreya Shrinivasan	SYBMS	
		Patil Siddhi	FYBCOM	
		Mishra Tanya	FYBCOM	
		Nadar Aishwarya	FYBCOM	
		Deo Siddhi	SYBI	
		Jadyal Siddhi	SYBI	
		Shinde Kalpesh	SYBCOM	
		Chaukekar Sneha	FYBI	
K.Saraswathy		FYBI		



### National Service Scheme (NSS)

Name Of Main Event	Date	Name Of The Student	Class	Description
SRD Selection	8th September 2017	Ram Gupta	SYBCOM	Participated in the pre SRD camp
22nd National Youth Festival held at Gautama Buddha University, Greater Noida , Uttar Pradesh	12th January 2018 to 16th January 2018	Pooja Bhoga	SYBI	Participated in the fest

### Department of Lifelong Learning and Extension (DLLE):

Name Of Main Event	Date	Name Of The Student	Class	Description
UDDAN FESTIVAL- University of Mumbai- Inter-Collegiate DLLE Programme in association with Shree Halari Visha Oswal College of Commerce, Bhiwandi	23rd January 2018	<ol style="list-style-type: none"> <li>1. Gupta Deepak Surendra</li> <li>2. Choudhary Ashutosh Sunil</li> <li>3. Shahu Gayatri Munnalal</li> <li>4. Naik Roshni Ramesh</li> <li>5. Nirmal Rahul Ramlal</li> <li>6. Tiwari Ranika Ram</li> <li>7. Patil Snehal Rajendra</li> <li>8. Bhunya Pooja Pitamber</li> <li>9. Dalvi Hrutvi Umakant</li> <li>10. Dubba Vaishali R.</li> <li>11. Mishra Nidhi Shyamdhar</li> <li>12. Bilaye Pushpak Uday</li> <li>13. Patro Rajkumar Arjuna</li> <li>14. Rane Athak Sunil</li> </ol>	FYBMS FYBI and FYIT	14 Students participated and won 1st Prize in Street Play Competition and 1 Student participated in Poster Making Competition

**Department of Banking and Insurance:**

Name Of Main Event	Date	Name Of The Student	Class	Description
Selection as IRDA Certified and Legal Financial Advisor for Aditya Birla Camp	Jan-18	Yashsavi Chougule	SYBI	IRDA Certified and Legal Financial Advisor

**Department of Management Studies & Economics**

Name Of Main Event	Date	Name Of The Student	Class	Description
BNB Fest, Presentation Competition at Model College, Dombivli	8th January 2018	Shreya Srinivasan, Karthik Shetty	SYBMS, SYBCOM	Second Prize
Innovatia Fest, Presentation Competition at Saket College, Kalyan(east)	25th January 2018	Shreya Srinivasan and Karthik Shetty	SYBMS, SYBCOM	First Prize
Sinhgad Institute of Business Management, EPISTEME2018, Student's Research Conference on "Emerging India: Advances & Challenges in the Field of Business & Management"	24 <sup>th</sup> February 2018	Shreya Srinivasan, Poornima Shinde, Karthik Shetty	SYBMS, SYBCOM	First Prize



**Department of Information Technology and Mathematics**

<b>Name Of Main Event</b>	<b>Date</b>	<b>Name Of The Student</b>	<b>Class</b>	<b>Description</b>
"DIGITAL BEATS" - Group Quiz organised by Dyansadhana College, Thane West	17th January 2018	Tanmay Waghmare, Kumar Sen, Pritesh Minde	FYIT	First Prize
"DIGITAL BEATS" - Group Quiz organised by Dyansadhana College, Thane West	17th January 2018	Geeta Adavi, Ajay Sharma, Sandeep Gupta	FYIT	Third Prize
"DIGITAL BEATS" Technohunt organised by Dyansadhana College, Thane West	17th January 2018	Geeta Adavi	FYIT	First Prize
Selection as IRDA Certified and Legal Financial Advisor for Aditya Birla Camp	Jan-18	Salman Shaikh	SYBMS	IRDA Certified and Legal Financial Advisor



## Faculty Development Programmes

### DR. PADMAJA ARVIND (PRINCIPAL)

- **Journal** - Publication : Television Viewing- A paradigm Shift – Impact of Advertisement a Case study of SunNXT app with Impact Factor 4.621 in 'IOSR Journal Of Humanities And Social Science (IOSR-JHSS) Volume 22, Issue 8, Ver. 16 (August. 2017) PP 01-04 e-ISSN: 2279-0837, p-ISSN: 2279-0845
- **Journal** - Publication: Advertising as Social Construction for Business : A Case Study of HAMAM in EPRA Journal of Economic and Business Review on 12th December, 2017

### MRS. RANJANA MHALGI

- Attended One day workshop on revised syllabus of SYBI (Sem III and IV) at Pragati College of Arts and Commerce, Dombivli East on 20th June 2017.
- Presented Symposium on "Best Practices followed in colleges" for Quality Enhancement" organised by IQAC, Pillai College of Arts, Commerce and Science on 26th March, 2018.
- Completed UGC,HRDC under RUSA Sponsored Skill Development Programme on Mutual Fund at University of Mumbai from 9th April to 14th April 2018.

### MR. HASITKUMAR NAGARIYA

- Attended one day workshop on revised syllabus of SYBMS (Sem III and IV) at Pragati College of Arts and Commerce, Dombivli East on 20th June 2017.
- Attended First Term Training Programme for Extension Teachers of Department of Life Long Learning Unit at Swami Hansmuni Maharaj Degree College of Commerce, Ulhasnagar on 19th August, 2017.
- Attended Second Term Training Programme for Extension Teachers of Department of Life Long Learning Unit at Dr.L.H.Hiranandani College of Pharmacy,Ulhasnagar on 8th December, 2017.
- Published paper on Analysis of Role of Govt. and its agencies in providing satisfactory support to the Entrepreneurs at Thane MIDC on 1st January,2018 in International Journal of Innovative Knowledge Concept,Volume VI, Issue1 with ISSN:2454-2415.
- Attended Annual Extension Work Festival UDDAN:The Flight of Extension of DLLE,University of Mumbai organized at Shri Halari Visa Oswal College of Commerce, Bhiwandi on 23rd January,2018.
- Published paper on Analysis of Perception of Industrial Units towards Land Acquisition and Allotment Policies of MIDC, Thane on 27th April,2018, in International Journal of Innovative Knowledge Concept,Volume VI,Issue 4 with ISSN:2454-2415



### MS. BABITA NAGDEV

- Attended Workshop on Revised Syllabus of SYBCOM Sem III and IV in the subjects of Commerce, Advertising and Accountancy at Board of Studies in Commerce and Accountancy, University of Mumbai and Department of Commerce and Accountancy, Gurukul College Commerce on 24th June 2017.

### MS. SALOCHNA NAGDEV

- Attended Workshop on Revised Syllabus of SYBCOM Sem III and IV in the subjects of Commerce, Advertising and Accountancy at Board of Studies in Commerce and Accountancy, University of Mumbai and Department of Commerce and Accountancy, Gurukul College Commerce on 24th June 2017.
- Attended one day workshop on "New NAAC Guidelines and Self Study Report" at SIES (Nerul) College of Arts, Science and Commerce on 7th October, 2017
- Participated in Symposium on the theme "Best Practices in Degree Colleges" for Quality Enhancement" organised by IQAC, Pillai College of Arts, Commerce and Science on 26th March, 2018.

### MR. MAHESH KANDALKAR

- Completed UGC, HRDC under RUSA Sponsored Skill Development Programme on Mutual Fund at University of Mumbai from 9th April to 14th April 2018.

### MRS. BOOMA HALPETH

- Attended one day workshop on revised syllabus of SYBMS (Sem III and IV) at C.K. Thakur college of Arts, Commerce and Science, jointly with Board of Studies of Management, University of Mumbai on 17th June, 2017.
- Presented technical paper entitled "Market Analytics - Branding Educational Institution using FACEBOOK" at Birla Global University, Bhubaneswar, Odisha on 6th January, 2018.
- Presented paper on 'Applications of ICT for Effective Outcomes in Higher Education' at NCRD's Sterling Institute of Management Studies, Nerul, Navi Mumbai on 9th & 10th March 2018.
- Presented paper on "Innovation in Teaching – Impact on Learner's Performance at S.K.Somaiya College of Arts, Science & Commerce, on 9th & 10th March, 2018.
- Attended and completed level I 15 days FDP on FDP101x - "Foundation Program in ICT for Education" by IIT Mumbai & Kharagpur
- Attended and completed level II 15 days FDP on FDP201x - "Pedagogy for Online and Blended Teaching-Learning Process" by IIT Mumbai & Kharagpur
- Attended a 3-day workshop on Structural Equation Modelling by IIM Ahmedabad on 31st May to 2nd June 2018





### **MRS. RENU VERMA**

- Attended Workshop on NSS planning session at Goveli College, Kalyan on 23rd June, 2017
- Attended Workshop on "Empowering Self" at Rizvi College, Bandra on 10th August, 2017.
- Attended 2 days Residential Leadership Training Programme at Saket college, Kalyan East on 14th and 15th August 2017.
- Attended one day workshop on "New NAAC Guidelines and Self Study Report" at SIES (Nerul) College of Arts, Science and Commerce on 7th October, 2017
- Participated in one day Workshop on Organ Donation at KEM Hospital, Mumbai on 7th December, 2017.
- Attended Training programme for N.S.S Orientation at Empanelled Training Institute, Ahmednagar college, Ahmednagar on 14th February 2018 to 20th February 2018.
- Presented and published paper on "You Tube as a learning tool" in Vidyalankar college of information technology, National Conference on "INDIA 2025-Vision for the next decade" on 3rd February, 2018.
- Presented and published paper on "The way to raise capital – An exploratory study about investors preference to crowdfunding new projects" at Finance research conference 2018 BFSI sector on 2nd February, 2018 at SIES college Nerul.

### **MRS. NANDINI KADAM**

- Completed Faculty Induction Programme on e-learning at SGTB Khalsa College, New Delhi Sponsored by MHRD, Government of India organized by Guru Angad Dev Teaching Learning Center, New Delhi from 16th December to 13th January 2017

### **MRS. SANDHYA THAKKAR**

- Attended Workshop on Revised Syllabus of S.Y. BSc.-I.T. For Sem III at "Department of Information Technology, S.M. Shetty College, Mumbai" on 21st June 2017.
- Completed Faculty Induction Programme on e-learning at SGTB Khalsa College, New Delhi Sponsored by MHRD, Government of India organized by Guru Angad Dev Teaching Learning Center, New Delhi from 16th December to 13th January 2017
- Won 1st Prize in the Presentation conducted for development of Teacher's e-Kit as part requirement of e-learning process at Faculty Induction Programme, at SGTB Khalsa College, New Delhi Sponsored by MHRD, Government of India organized by Guru Angad Dev Teaching Learning Center, New Delhi from 16th December to 13th January 2017
- Presented a technical paper entitled "Market Analytics - Branding Educational Institution using FACEBOOK" Birla Global University, Bhubaneshwar, Odisha, on 6th January 2018.
- Co-Convener for the MHRD sponsored National Workshop and National Seminar on e-learning and MOOC's at The S.I.A College of Higher Education, Dombivli(East) in association with GAD-Teaching Learning Centre of MHRD, Khalsa College, New Delhi from 23rd and 24th February 2018



- Presented technical paper entitled "Data Analytics- Analyzing Maggi's Product Line Extension Strategy and Consumer Preferences Using JASP" at NCRD's Sterling Institute of Management Studies, Nerul, Navi Mumbai. NCRD's Business Review: e-Journal, Volume 3, Issue 1(Jan-Dec 2018) ISSN: 2455-0264 NCRD's Sterling Institute of Management Studies, Nerul, Navi Mumbai on 9th & 10th March 2018
- Presented technical paper entitled "Applications of ICT for Effective Outcomes in Higher Education" at National Symposium on Innovation in Teaching – Impact on Learner's Performance at S. K. Somaiya College of Arts, Science & Commerce, with ISSN NO.2321-
- 5488 IMPACT FACTOR 5.1723(UIF) on 9th & 10th March 2018.

### **MRS.SANDHYA PANDEY**

- Attended Workshop on Revised Syllabus of S.Y.BSc.-I.T. For Sem III held at Department of Information Technology, S.M.Shetty College, Mumbai on 21st June,2017.
- Attended National level workshop on DATA ANALYTICS in association with CSI and IEEE at Dept. of IT, Terna Engineering College on 3rd to 7th July,2017.
- Completed Minor Research Project on "STUDENT GRADE IMPROVEMENT IN HIGHER STUDIES" under the category of unapproved faculty for the year 2016-17 under Department of IT, funded by University of Mumbai.
- Presented Paper on "Digital Transition in Higher Education" in Multidisciplinary International Conference at Pragati College, Dombivli on 6th January,2018.
- Presented and published paper on "You Tube as a learning tool" in Vidyalankaar College of information technology, National Conference on "INDIA 2025-Vision for the next decade" on 3rd February, 2018 Impact factor 6.177.
- Presented and Published Paper in "NCRD's Technical Review Annual Online Peer Reviewed Journal ISSN 2455-166X Volume 3, Issue 1, on "STUDENTS GRADE IMPROVEMENT IN HIGHER STUDIES"

### **MRS. KALAIVANI MUDALIAR**

- Attended One day workshop on revised syllabus of SYBCom (Sem III and IV) at Pragati College of Arts and Commerce, Dombivli East on 20th June,2017.
- Attended Workshop on NSS planning session at Goveli College ,Kalyan on 23rd June,2017

### **MRS. SAI SREE**

- Participated in Two Day Faculty Development Program on Python for revised syllabus of S.Y.BSc.-I.T. for Sem III for the subject "Python Programming at Vikas College of Arts & Commerce, Kannamwar Nagar - 2, Vikhroli (East), Mumbai, Maharashtra on 15th & 16th June 2017.
- Completed orientation program organized by UGC, HRDC under RUSA at University of Mumbai from 9th April to 14th April 2018.



## Software Development Projects (In-house)

Sr. No.	Name of the Project	Students Involved	Faculty /Industry Expert Involved
1	e-Sanchalan	--	Vandana Jadhav, S.Saishree, Project Guidance: Sunil Gaonkar
2	e-Granthalaya – Phase I	Darshan Naik, Bhavesh Narang, Abhishek Mankar, Utkarsh Kamble, Samar Singh	Industry Expert Guidance: K.V.Ranganathan, Vignesh Iyer, Project Guidance: Sandhya Thakkar, Technical Support: Ajay Puro
3	The S.I.A College Official Website	Krishnan Ramaswami	Industry Expert Guidance: K.V.Ranganathan, Project Guidance: Sandhya Pandey, Nandini Kadam, Technical Support: Ajay Puro, Karthik Pillai
4	The SIA-Faculty Module	Thanmozhi H, Meghana Rao	Industry Expert Guidance: K.V. Ranganathan, Project Guidance: Vandana Jadhav, Technical Support: Ajay Puro
5	The SIA- Administration and Feedback Committee	Himanshi Chandra	Industry Expert Guidance: K.V Ranganathan, Project Guidance: Vandana Jadhav, Technical Support: Ajay Puro
6	The SIA-Students Attendance Module	Nisha Maurya, Prithvi Poojari	Industry Expert Guidance: K.V. Ranganathan, Project Guidance: S.Saishree, Technical Support: Ajay Puro
7	The SIA-Budget Management module	Ganesh Parab, Shubham Gaonkar	Industry Expert Guidance: K.V.Ranganathan, Project Guidance: S.Saishree, Technical Support: Ajay Puro



## Software Development Projects (Industry)

Sr. No.	Name of the Project	Name of the Company	Students Involved	Faculty /Industry Expert Involved
1	PlanToProduce v1.0, Web Application	Ms/Speciality Polymers Pvt. Ltd., Mumbai	Jiten Parmar, Varunshiva Pillai, Swapnil Varpe, Ramji Vardharajan	Industry Expert Guidance: K.V. Ranganathan, Vignesh Iyer, Project Guidance: Sandhya Thakkar, Technical Support: Ajay Puro
2	P2P v1.0, Web Application	M/s Firefly LED Products Pvt. Ltd, Vasai	Jiten Parmar, Swapnil Varpe	Industry Expert Guidance: K.V. Ranganathan, Vignesh Iyer, Project Guidance: Sandhya Thakkar, Technical Support: Ajay Puro
3	Balaji Temple, Website	Sree Balaji Temple, Sagarli, Dombivli West	Nilesh Khot, Ravi Seshadri	Project Guidance: Sandhya Pandey, Nandini Kadam
4	Brahman Samooham Standalone Software	Dombivli Brahman Samooham, Dombivli(E)	Akshaya Chikane, Siddesh Barve, Praveen Maurya	Project Guidance: Vandana Jadhav



# LIBRARY

The library, the heart of the college, supports the college in its mission to acquire talented and professional individuals with values. The primary function is to facilitate the physical access of library materials to the users. During 2017-18 there were 9495 books which include 40 journals & Magazines and 12 Newspapers.

Technology has changed the face of the world, this has necessitated students to acquire not only content knowledge but also develop their ability to find, evaluate and use information efficiently and ethically. In this regard college has taken membership in INFLIBNET N –LIST, where our readers can access E-Journals and E-Books. Along with reference books the college library also provides E-References.

In order to bring significance of library, NATIONAL LIBRARY DAY is celebrated on 12TH August. An Intercollegiate Quiz Competition was conducted and a lecture was organized on GST under Riddlers-Library club. The library also celebrated NAVARATRI POOJA along with the student council.





# Placement Cell

RECRUITMENT DRIVE				
Month-Year	Date	Activity	Organization Involved	Description
Aug-17	20th August 2017	Interactive Session	Axis Bank , Mr Gaurav Vyas, Head Human Resources Axis Bank	A session by Axis Bank on 20th August 2017, for TY students of BMS, BBI and B Com. The session focussed on career opportunities with Axis Bank for fresher's and also covered their online test procedure
Sep-17	15th September 2017	Recruitment Drive for Jobs in IT	QUASTECH (Quality Software Technologies)	Interview Session was organised on 15th September 2017 for TYBSc-IT Batch of 2016-2017 which was attended by 6 students Out of 6 student Ms Yamini Agarwal was selected for Software Testing and currently she has been provided with free training of One month in Software Testing.
Sep-17	18th September 2017	Online Test	Axis Bank	Total 131 students from TYBCom, TYBMS, TYB&I and Alumni had appeared for the Online Test conducted by Axis Bank. Total 77 students cleared the Online Test and successfully placed in Axis Bank



### IBPS COACHING CENTRE

Month-	Date	Activity	Organization	Description
Jan-18	Jan-18	Coaching started for IBPS Examination	Mahindra Classes	Total 28 students have enrolled

### INTERNSHIP DRIVE

Month-Year	Date	Activity	Organization Involved	Description
Aug-17	9th August 2017	Internship Recruitment Drive	Bajaj Finance Ltd.	Internship Recruitment Drive in tie-up with Bajaj Finance for SYBCOM students on 9th August 2017. Mr. Sandeep from Bajaj Finance interacted with the students on the career prospects available with Bajaj Finance Ltd.
	21st August 2017	Session on "Skill Development and Placement"	Udyogini foundation an NGO and Tech Mahindra	The Session was well attended by the students of BMS, BBI and B Com of TY classes.
Oct-17	23 <sup>rd</sup> October 2017	Winter Internship	Aditya Birla Capital	Total 23 students were selected and 10 of the students have successfully completed the Internship
November-December 2017	November & December 2017	Internship Drive : Aditya Birla Capital	Aditya Birla office, Ghatkopar	25 students were selected for internship with Aditya Birla group and they successfully completed their training in November and completed their internship in December 2017



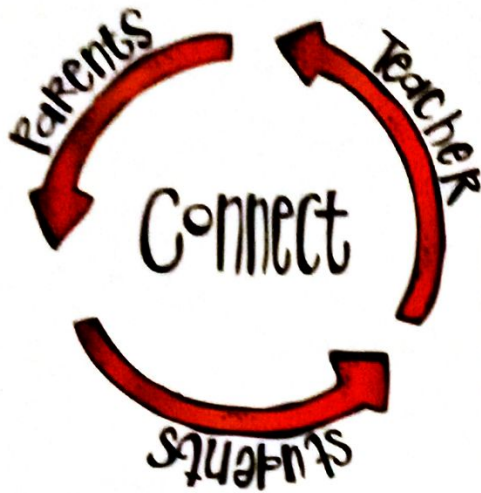
### ON THE PROCESS

Month-Year	Date	Activity	Organization Involved	Description
Dec-17	Dec-17	Graduate Aptitude Test	NIIT	Students from TYBCOM, TYBMS, TYBBI and TYBSc IT gave the test. The test carries a score which is considered by the industry during placement
Jan-18	15 <sup>th</sup> January 2018	SEED InfoTech - IT Idol Hunt	SEED InfoTech	Total 104 students of FYIT,SYIT and TYIT students attended the Test conducted for IT Idol

### OTHER PLACEMENT CELL INITIATIVES

Month-Year	Date	Activity	Organization Involved	Description
Aug-17	21st August 2017	Session on Skill development and Placement for Alumni	Udyogini foundation an NGO and Tech Mahindra	The session focused on the support system provided for the alumni with regard to placement.
Oct-17	5th October 2017	Bajaj Finance (ADECCO)	Interview Session for Winter Internship	—
Jan-18	Jan-18	Short term course on ERP Tally		Total 28 students have enrolled for the course
Jan-18	15 <sup>th</sup> January 2018	SEED InfoTech- IT Idol Hunt	SEED InfoTech	Total 104 students of FYIT,SYIT and TYIT students attended the Test conducted for IT Idol
Feb-18	--	Preparation for CET-2018 Examination	NCRD's Sterling, Institute of Management Studies	Students from all TYIT, TYBCOM, TYBMS and TYBI attended the session





## Parent Teacher Meetings



- ✿ The college conducted Parent Teacher Meeting on 5th August 2017, Saturday for FY B.Com Div. A, B & C / FY BMS, FY BI, FY BSc IT students. The meeting was attended by 311 parents. Rules regarding examination, attendance and discipline were discussed with parents. Queries of parents were resolved at the end of the session
- ✿ Parents Teacher Meeting for SY & TY B.Com, SY & TYBI, SY & TYBSc IT, SY & TYBMS was conducted on 15th August, 2018. The meeting was conducted to discuss about Journal Submission, Mid-term test, Revision/Extra Lectures, Preliminary Exam as a part of Result improvement. The meeting was attended by 130 parents
- ✿ Parent Teacher's Meeting was conducted for FYBMS and SYBMS on 27th January, 2018. Parents were guided about the attendance, examination rules, performance of their pupil, short courses the college will be conducting and the placement and internship opportunities the college is providing.
- ✿ Parent Teacher's Meeting was conducted for FYIT and SYIT for students with ATKT on 27th January, 2018. Principal madam guided the parents about rules related with ATKT and how their pupil should not keep any ATKT in the coming semester. Madam also discussed the activities conducted by IT department in order to enhance the practical knowledge of the students. The ATKT marks were shown to the parents by respective class teachers.



# ALUMNI

**Alumni committee conducted following activities in the year 2017-18.**

- ❁ 10 Alumni visited NSS 7 days residential camp and shared their experiences and delivered motivational lectures.
- ❁ Ms. Himani Kulkarni facilitated a guidance lecture on "Women and Law" in association with women development cell.
- ❁ Ms. Jaswaryalakshmi S. conducted a session on "Career Opportunities in G.I.S" for T.Y.BSc.(I.T.) students.
- ❁ Ms. Neha Jain delivered a session on "Data warehousing" for T.Y.BSc. (I.T.) students.
- ❁ Ms. Shalini Bhatt delivered a lecture on "Personality Development" for helping the students to get positive thought pattern, gain confidence and improve behaviour.
- ❁ Alumni meet was organized by Alumni Office Bearers and Alumni Committee. 70 Alumni members were present for the same.







# NSS Activities

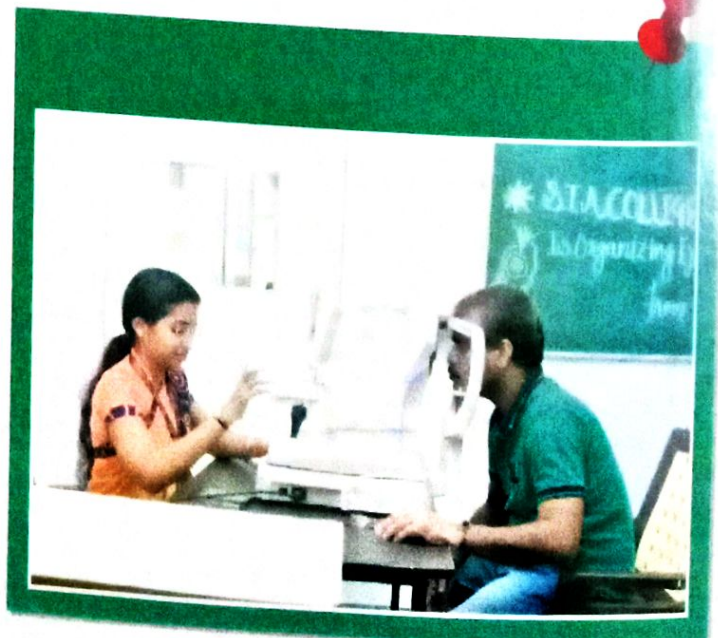
- Meditation and Stress Management Session for TY students was conducted on 20th June, 2017 in association with Prajapati Brahma Kumaris Ishwariya Vishwa Vidyalaya, Dombivili
- International Yoga Day was celebrated on 21st June, 2017 in association with Patanjali Yogpeeth Haridwar, Dombivli- Kalyan Taluka
- Blood Donation Camp was organised on 1st July, 2017 in association with Rotary Club Dombivili, conducted by Seva Blood Bank. 83 blood bags were collected and Stem Cell Test was also done.
- "Vanmohutsav" was celebrated on 1st July, 2017 by planting trees at Raj Vaibhav Society in the Dombivili area.
- Participated in Mega tree plantation at Mangur, Haji Malang Road. Approximately 500 plants were planted by the NSS volunteers.
- Observed Vanmohoutsav on 6th July, 2017 by planting saplings of various plants in and around college campus.
- Observed Vanmohoutsav on 7th July, 2017 by planting saplings of various plants at Kalyan Bus Depo, Kalyan West
- Organised Awareness Lecture on Drugs and Impact of Drug Addition on Youth in association with Thane Police Office, Thane city on 13th July, 2017.
- NSS volunteers planted trees using Plastic - Cold Drink bottles at Shiv Shanti Co-operative Society on 18th July, 2017. It is one the unique way to create vertical garden by making optimal use of the plastic bottle for the benefit of the society
- A voter registration drive was conducted in the college campus under the banner "A Form which Transform Nation" from 18th July to 26th July, 2017. Drive was conducted in association with Bhave Hall-Thane district -under the banner "A Form which Transform Nation".
- Lecture on "Garbage management and Environmental issues" was organised by the NSS unit under the observance of Swachh Bharat Pakhwara on 1st August, 2017.
- Observed Swachh Bharat Pakhwara by cleaning college campus on 2nd August, 2017.
- Organised an Eye check-up on 5th August, 2017 in association with the "Vasan Eye care" Dombivli.
- Observed Swachh Bharat Pakhwara by Cleaning of Kalyan – Dombivli Bus depo (Gymkhna Road) on 5th August, 2017.
- Observed Swachh Bharat Pakhwara by Cleaning outside area of college campus on 5th august, 2017.
- NSS volunteer had a special Raksha bandhan celebration with the kids at Janani Ashish orphanage. Volunteers also took Milk powder, Fruits, Maggi, Pampers diapers for the kids. They also tied rakhis to the small kids and celebrated this raksha bandhan in a very unique way on 7th August, 2017.
- Under the Observance of Swachh Bharat Pakhwara NSS students has taken the initiative to clean the Janani Ashish- an home for orphanage on 7th August, 2017 and also explained the importance



- of cleanliness to the small kids.
- Under the Observance of Swachh Bharat Pakhwara NSS students has taken the initiative to clean the Maitri Charitable Trust - an old age home on 9th August, 2017.
  - Under the Observance of Swachh Bharat Pakhwara NSS students has taken the initiative to clean the Zilla parishad school and our NSS volunteers also took lectures for the school students explaining them the importance of cleanliness and how to maintain cleanliness on 11th August, 2017.
  - Attended Training programme on "Waste to Compost" on 12th August, 2017 by five NSS volunteers. It was a Mega Awareness campaign for housing societies of Mumbai, Thane and Navi Mumbai -an initiative of KESHAV SRUSHTI.
  - Vimal Mishra and Rashika Nikam - NSS volunteers participated in the 5 days Residential LTP (Leadership Training Program) at Saket College, Kalyan East.
  - Under the Observance of "Rail Swachh Bharat Pakhwara" NSS students has taken the initiative to clean the Dombivli station on 13th August, 2017. They drew Rangoli on Swachh Baharat and also conducted awareness program for the commuters.
  - Celebrated Independence Day on 15th August, 2017 by forming Human Pyramid and singing patriotic song.
  - Conducted lecture on "Environmental protection, Recycling of Waste, Reuse, Waste to Compost" in association with Paryavaran Dakashta Manch, Rupali Shivgawale on 22nd August, 2017.
  - Training was given for 30 volunteers for doing Nirmalaya collection in association with Paryavaran Dakashta Manch, Rupali Shivgawale on 22nd August, 2017.
  - NSS volunteer had helped the KDMC for Nirmalya collection during Ganapati visarjan in association with Paryavaran Dakashta Manch and KDMC, Kopar Ghat and Ganesh Ghat, Thakurli on 26th August, 2017 to 31st August, 2017.
  - Conducted Leprosy Survey in the adopted area of Sagarli in association with KDMC on 6th September, 2017.
  - Pulse Polio Drive was conducted in association with KDMC from 17th September 2017 -23rd September 2017.
  - Conducted PPT competition on 'Social Issues' on 28th September, 2017 as a part of NSS week celebration.
  - Conducted 'Collage Making Competition' on social issues on 29th September 2017 as a part of NSS week celebration.
  - 15 N.S.S Volunteers along with Program officers Mrs. Renu Verma attended Bhajan Sandhya on the occasion of Gandhi Jayanti on 2nd October 2017.
  - NSS volunteer conducted AIDS Awareness Programme at Dombivli station on 1st December, 2017 in association with CRTCL, Dombivli railway station and also tied RED ribbons to commuters.
  - Organised Milk Testing drive in association with Consumer Guidance Society of India on 8th December 2017. NSS volunteer brought milk samples from the nearby area and milk testing was done for their samples.
  - NSS volunteers attended Training Programme on Giving Rubella vaccination for children's on 16th December, 2017 in association with Rotary club, Dombivli.



- Special Residential Camp for seven days from 23rd December 2017 to 29th December 2017 was organised at ZP School, Ambeshiv village , Badlapur. Some special activity organised during this camp were Eye Check-up camp, Health check-up for the villagers-95 villagers came for health check-up. Our NSS Mumbai University Co - ordinators Mr. Bidve Sir also visited our camp site and appreciated the work done by our volunteers.
- Celebrated National Youth Day in association with Swami Vivekanand Kendra on 12th January, 2018.
- Conducted Pulse Polio drive in the entire Dombivli east from 28th January 2018 to 4th February 2018 in association with KDMC.
- 145 books were donated to the Astitva School for Handicapped, Astitva School, Dombivli (East) by the N.S.S. students on 25th January, 2018.









# Calibre Club

In order to bring out the hidden talent of students, B.com department has formed Calibre Commerce Club. Under Calibre Club various activities were organised for the students such as Elocution Competition on topics - Global Warming, Social Networks (Good/Bad), Security of Women, Role of Technology in learning process, Time Management. Club has organised Poster Presentation Competition on the theme "Save Environment". 17 posters were presented by the students. Power Point Competition was organised for B.com students, in which 8 Groups participated. Topics for presentation were Impact of Demonetization, GST, Role of ethics in business, Future of E-Commerce. Calibre Club has conducted Quiz Competition in second term, 14 teams participated for the same. Industrial Visit to "Parle Biscuits - Khopoli" was arranged for SYBCOM and TYBCOM students.





# Bankers and Movers Club

The Bankers and Movers Club under Department of Banking & Insurance organized the following activities for 2017-18:

- One day Workshop on Competitive Exams (IBPS) on in association with Asmita Foundation, an NGO working for students welfare.
- Investor Awareness Program and "Financial Literacy Program" in association with Consumer Guidance Society of India
- The counselling lecture of the college counsellor Ms Prajakta was organised for SY B&I students. Various topics such as Goals achievement, Time management and general counselling were covered.
- Karnataka Bank,Thakurli branch visit and BSE Visit in association with BSE INSTITUTE.





## Buoyancy Club

**The club fosters the spirit of team work, leadership and helps students identify their areas of interest.**

- To familiarize students with the Industry, a lecture on 'Advertising Media and Opportunities' was organized on 15th July 2017. The lecture was by Gold FM 100.07, RJ - Pradnya Mirgal. The session covered topics like - available agencies and the career options available for and advertising students of SYBMS & TYBMS students & Bcom advertising students.
- A session on 'Customer Relationship management- An Industry Perspective' was organized on 12th & 13th December, 2017. The session was held by Mr.K.V. Ranganathan for SYBMS & TYBMS students.
- A lecture on Brand Management & career guidance was organized for BMS students by Mr. Avinash Mantri
- A lecture on Financial Literacy was organized for BMS students by Mr. Avinash Mantri
- A session on Cryptocurrency was organized by Sandesh Shetty & Girish Deepchandani, Jamnalal Bajaj Institute
- A Career Guidance session by Higher Education Forum was organized for SY & TY BMS students by Dr. A.K. Sengupta.



## Tech-Know Club

- Guest lecture on "Networking & Career opportunities in Networking" was organised on 22nd August 2017 for BSc IT students. Special guidance was provided by Mr. Rahul Joshi regarding various CISCO Networking Certification.
- A guest lecture on "Career Guidance "covering job opportunities in Software Development and Mobile programming by APTECH Computer Institute was organised on 10th January 2018 for BSc IT students.
- Guest lecture on "Know the Basics of LINUX" by Mr. K.V. Ranganathan was organised for BSc IT students on 2nd February 2018.
- Guest Lecture on Personality Development by Alumni- Shalini Bhatt was organised on 5th February, 2018.
- Guest Lecture on Career Opportunities in Geographic Information System by Alumni- laswarya Lakshmi was organised on 10th February, 2018 for TYIT students.





# Riddlers – Library Club

To Create interest in various diversified field through debate and discussion, Riddlers – Library Club was formed with 39 members. Following activities were organized during 2017-18.

1. Celebration of National Library Day on 12th August 2017. Activities undertaken:

## Lecture on GST

Students introduced the session by giving the importance of National Library Day. This was followed by a Lecture on GST by Mr. Sandeep Yellurkar, Proprietor of Solutions Dombivli. Session concluded with deliberations through question and answers.

## Inter Collegiate Quiz Competition on Current affairs

Inter – Collegiate Quiz competition on current affairs was conducted in the second session. Total 8 groups (32 students) participated in the Quiz competition. Participants from Model College, Dombivli were the winners and were awarded with the certificates and cash prize of ₹ 1000. The Runner up was from The S.I.A. College. All the participants were given participation certificates.

2. Celebration of Navaratri pooja from 21st September to 30th September, 2018





# Sparkler's 2017-18

Ultimate fun and Dreams of Reality

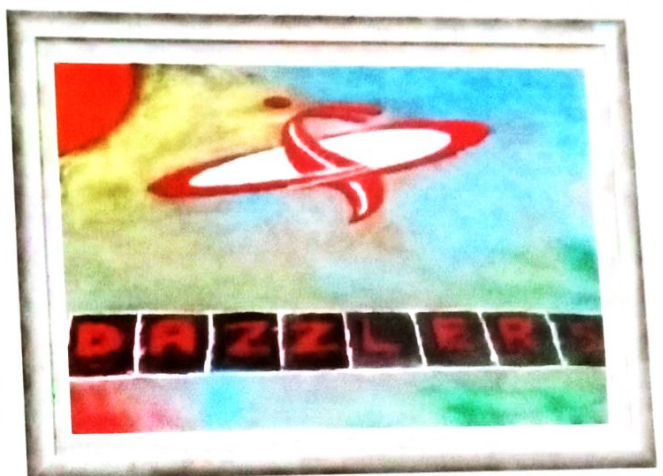
Sparklers an Inter Collegiate Fest covering 26 events was successfully conducted on 20th and 21st December, 2017. Theme for sparklers 2017 was "Ultimate Fun and Dreams of Reality". Students from 31 colleges participated in Sparklers. NKT College, Mulund College of Commerce, St. Xavier's College, K.J. Somaiya College, Dyansadhana College, Ruia College were to name a few. The sponsors for the event were Mother Dairy, ITM, V. J. Honda, Ambika Trading Company and Free Press Journal. Model College of Dombivli won the maximum participation trophy.





# Dazzlers 2017-18

"Dazzlers"-an Intercollegiate Sports Event was held on 15th and 16th December, 2017 in the College Ground. The events were Volleyball, Football, Kho-kho, Box-cricket, Tug of War, Carrom, Kabaddi, Chess, Strongest boy competition. An immense response was received from colleges in and around Mumbai. Total thirty six Colleges with around 2000 students participated in the event.





# INDUSTRIAL VISIT

College has organised industrial visit to Chandigarh, Kullu and Manali from 22nd February to 27th February 2018. Industrial visits are part of teaching learning methods and it provides an opportunity to get the practical knowledge by interacting with the industry people, to know their working methods and employment practises.

## **Industrial visit to NETSMART, Chandigarh**

The industrial visit was planned to NETSMART for BSc IT students on 22nd February 2018. The main objective was to make students aware about the new technology in the IT field. They had given guidance lecture about what the IT company is expecting from young minds and how they can improve their present status of knowledge. Mobile technology was the another concept they shared with the students.

## **Industrial visit to Amazon Transformers, Chandigarh**

BMS, B&I and BCom students visited Jay Bee Industries, manufactures and exporters of power and distributors of transformers and their parts on 22nd February 2018. The marketing manager of the firm gave interesting insights of the industry and the factory and made the students visit the whole plant

## **Industrial visit to VERKA, Chandigarh**

The industrial visit was organised for all BMS, B&I, BCom and IT students to VERKA, a milk plant, on 23rd February 2018 to enhance the knowledge of students regarding the manufacturing and processing of milk. Students got first-hand information regarding the manufacturing, processing and packaging of milk, curd and cheese. Students were very excited as they practically experienced the whole process.





# CHEERIO

- Cheerio- Farewell for third year students was organized by all the departments in the college campus in April 2018.
- Students shared their memories and experiences of their campus life. Faculty members wished students for their bright future. Around 300 students attended the farewell party.
- Celebration ended with the DJ party and refreshments.





## The Impact of Social Media on Personal Relationships

- One of the effects of social media is encouraging people to form and cherish artificial bonds over actual friendships. The term 'friend' as used on social media lacks the intimacy identified with conventional friendships, where people actually know each other, want to talk to each other, have an intimate bond and frequently interact face to face.

## The Moral Challenges of Social Media

### a. Cyber bullying

- Teenagers have a need to fit in, to be popular and to outdo others. This process was challenging long before the advent of social media. Add Facebook, Twitter, Snapchat and Instagram into the mix and you suddenly have teenagers being subjected feeling pressure to grow up too fast in an online world.

### b. Lack of Privacy

- Stalking, identity theft, personal attacks, and misuse of information are some of the threats faced by the users of social media. Most of the time, the users themselves are to blame as they end up sharing content that should not be in the public eye. The confusion arises from a lack of understanding of how the private and public elements of an online profile actually work.
- Unfortunately, by the time private content is deleted, it's usually too late and can cause problems in people's personal and professional lives.

- Nishant Sinha





# SELFIES

We want to see ourselves, see ourselves...

Because we're afraid that nobody else will ever want to capture us  
in a camera flash- so we take our own pictures.

Click our front camera becomes

The one minute we had hoped our fathers had for us

When he wasn't busy on that same phone, speaking,

Not clicking. Without us.

Or it becomes the one minute we had hoped

That our lovers would hold us

Before they settled on to someone

With more likes, more comments,

More friends, more happiness...

Than we could ever wait for.

We are impatient like the frequency of data on our profiles:

Here are our feelings now... here

Are our feelings again, five minutes later?

Performing for social algorithms

In place of photographers, besides ourselves who

See ourselves.

But our ignited pixels, and overstuffed inboxes,

And masturbatory statuses, and glittering timelines,

And social everything are popularity contests

That all of us are losing.

Yet still we want to see ourselves

See ourselves even though we are afraid of what we know is true...

Because what difference is a poem to a tweet besides the number of characters

That we wish we had to populate our own stories?

Please let us be different,

Just like everyone else.



-Rajnee Tiwari ( FY BCom (B&I) )



# Social Media & Anxiety



In addition to being a source of depression and anxiety, social media is also a common source of stress to its users. Another survey performed on 7,000 mothers, found that 42% of mothers using the photo-sharing site Pinterest, reported occasionally suffering from Pinterest Stress. Obviously, social media causes depression anxiety, but how? How social media causes depression anxiety, occurs in two ways. Chronic stress causes depression anxiety. Being constantly alert for new social media messages, to your instinctive fight or flight limbic system, is the same as being on continuous alert for predators, which causes a release of the stress hormone cortisol. The second way social media causes depression anxiety is from the stress produced from constantly trying to project an unrealistic and unachievable perception of perfection within your social network. The social anxiety of stress is associated with trying to project a perfect self at all times. The constant stress from constantly trying to project an image of perfection, a perfect career, perfect marriage, etc. leads to the constant release of the stress hormone cortisol, and just like social media usage, leads to depression anxiety. The constant release of the stress hormone cortisol, from heavy social media usage, over time causes damage to your gastrointestinal tract (gut), which opens the door to an immuno-inflammatory response in the body and brain, leading to depression anxiety

Although it has brought about many benefits, allowing us to easily connect with friends and family around the globe, allowing us to break down international borders and cultural barriers, social media has come at a price. Social media has a negative impact on our lives because the combination of isolation and global reach has eroded our culture. Social media is robbing us of trust and comfort we once placed one another, replacing the human fellowship, physical and emotional support we once drew from each other with virtual connection. It robs us from self-control and from the ability to think independently and instead makes us gullible to join any group that posts perverse messages that tickle our ear and amuse our senses without evaluating the consequences

Ironically, social media is in effect turning us into one of the most antisocial generations, yet. We prefer texting to phone conversations, online chat to a face-to-face meeting, and many have replaced human interaction with convenient platforms such as Facebook, Twitter, and Instagram. Jonathan Safran Foer in his article, "How Not to Be Alone", said "Each step forward in social media has made it easier, just a little to avoid the emotional work of being present, to convey information rather than humanity." With each



passing day, these words ring truer and

truer.

It is the objective of this article to present evidence from several researches that were done by many scholars in different environment that distinctly demonstrates the negative impact of social media in three main categories. First, social media fosters a false sense of online "connections" and superficial friendships leading to emotional and psychological problems. The Second harm of social media is that it can become easily addictive taking away family and personal time as well as diminish interpersonal skills, leading to antisocial behaviour. Lastly, social media has become a tool for criminals, predators and terrorists enabling them to commit illegal acts. And the third analysis will consist of showing the link between the psychological problems caused by social media and criminal activities committed.

-Shubham Ghanwat -FY.BSc {IT}

## Facebook Depression



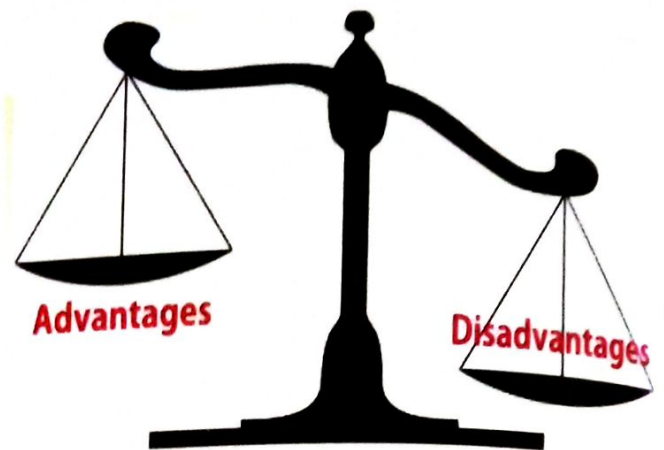
Several researchers have proposed a new phenomenon called " 'Facebook depression', which is defined as depression that develops when individuals spend an excessive amounts of time on social media sites, such as Facebook, and then begin to exhibit classic symptoms of depression. Seeking acceptance and staying connected with peers is an important element of social life. However, the intensity of the online world, which requires constant engagement, creates a factor of self-awareness that may trigger depression in some people. As with offline depression, people who suffer from Facebook depression are at risk for social isolation and sometimes turn to risky Internet sites and blogs for 'help' that may promote substance abuse, unsafe sexual practices, aggressive and self-destructive behaviors."7 Depression is one of the inadvertent consequences of excessive social media usage. For clarity, Facebook depression is not just limited to Facebook, but also refers to the impact of other social networking sites causing psychological problems. Because Facebook is currently the largest and most widely used social medium, the phenomenon of social media caused depression has taken its name.

-Srinidhi Iyengar -FYB.Com



# Social Media Benefits

## And Side Effects



Although I will be focusing primarily on the harms of social media, it is important to recognize that there are numerous positive aspects associated with social media usage. Social media offers the ability to form a group for like-minded people to work together. Social networking sites help students do significantly better in school, primarily through utilizing connecting with each other on school assignments and collaborative group projects outside of class. For instance, Facebook allows students to gather outside of class to exchange ideas about assignments. Some schools successfully use blogs as teaching tools, which has the benefit of reinforcing skills in English, written expression, and creativity. Social media is also an excellent marketing tool. Since there is an exponential user growth in social media, companies use this platform for product marketing through advertising, where they promote brands, discuss features, and create awareness. In fact, advertising is the main scheme social media companies use to generate revenue stream to sustain their operation. In addition, social networking sites are used to spread information faster than traditional news outlets or any other form of media. Everyday examples of social media sharing are seen in the emergency amber alerts we receive on our smartphones reporting the missing persons' photos we see on social media sites. The amazing fact is this news comes directly from others who have experienced it first-hand. Examples of rapid social media sharing occurred in events such as the movie theatre shooting in Aurora, Colorado in 2012, the Boston marathon bombing in 2013, and the death of Cecil the Lion in Zimbabwe a few weeks ago. In all these stories, social media caught word quicker than local news outlets and created awareness giving a voice to the victims of these tragedies. The Boston marathon bombing in particular is a good example of social media rapidly sharing information. After the event, the FBI released photos of the suspects and the photos immediately went viral on Twitter, Facebook, and Reddit. Social media was used to form groups in which people posted photos and information pertaining to the case. This phenomenon is called crowdsourcing or crowd sleuthing and eventually the whole country was on the watch; there was nowhere the perpetrators could hide. Before the week was up, one suspect was found dead and the other accomplice was placed in custody. These are few of the many benefits of social media.

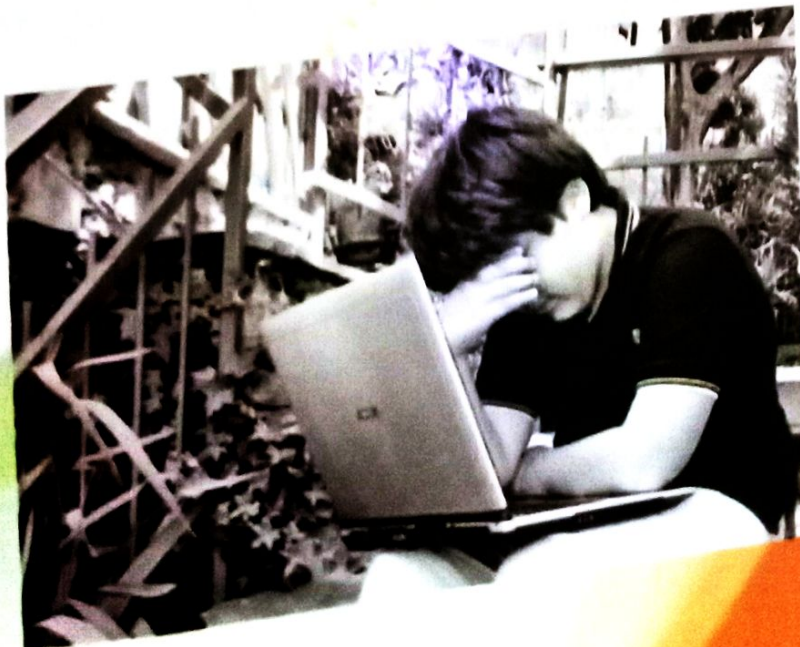
Another side effect of social media leading to depression is the experience of false intimacy. Primarily because social media promotes putting up a facade that highlights all the fun, excitement and success. It seems to enjoy but tells very little about where we are struggling in our day to day life on a deeper level. To fit in, in our profiles we try to portray perfectly happy and trendy facades because that's what we see



others doing. As a result, our profiles reflect how we want to be perceived, rather than showing an honest picture of who we truly are thus many would rather embrace this "happy" safe illusion of virtual connection rather than share and develop real life relationships. Several studies have shown that these superficial connections can end up causing long-term emotional and psychological problems. Social networking sites like Facebook and Twitter allow you to find and connect with just about anyone, from old high school friends to co-workers and neighbours. "It can be exhilarating, at least at first, to connect with long-lost friends," says network science expert Steven Strogatz, PhD, a professor of applied mathematics at Cornell. But the downside, he worries, is the growing confusion between our weak ties (people who might be useful in referring us to a good dentist or helping us find a job) and our strong ties (those we're very close to). "The distinction between genuine friends and acquaintances is becoming blurred. Users are spending more time maintaining relationships with people they don't really care about."

Here is another example showcasing the damage of the false sense of intimacy created by social media. One gym selfie a friend of mine posted was not received very well on Facebook. It started out fine with twenty or so likes, and friendly, encouraging, congratulatory remarks about her getting into shape. But then someone commented negatively on the photo, jeering about her current weight. Other spiteful comments followed, first by Facebook "friends" she had that I knew about, but then strangers started to insult her appearance as well calling her with ethnic slurs. Eventually she was forced to take the photo down, because the comments were becoming too obscene and could not be ignored any longer.

- Ruchita Rai - SYBCom {B&I}





## Social Media- A Short Song of the Internet

On Facebook I stare at my wall and wonder if I know you all.  
I go to Twitter, thence to tweet of what I wear and what I eat.  
I think I'll grab a book or two, then head to Goodreads to review.  
My blog post page is blank and white I've not a clue of what to write.  
I'll visit other blogs instead and comment there on what was said.  
Then check on my email accounts (between the five I tend to bounce).  
Social media is good, it's true To keep in touch with all of you.  
Social media helps us to keep in touch,  
but I think it's the reason we haven't slept much.  
But writing I have nothing done Except the poem I have just spun.

- Shivasankari Swaminathan -TY.BCom



## "Shape the future" Social media and Education

In today's world everything is becoming hi-tech and escalated day by day. The same thing is with social media & its role in education sector. Nowadays social media is not only a platform for communication but also a medium for gaining knowledge.

In past the students were used to go to the library & refer various books for learning but today E-books are available with different versions, topics & subjects.

Earlier students were going for different coaching centres for learning but today by sitting at home one can gain knowledge through use of YouTube, Skype, & other social media platforms the teacher might be in different country & student might be in different country but they can interact with each other through use of social media by eradicating the limitations of geographical barriers.

Really social media plays a very crucial role in education & we are fortunate enough that we can gain knowledge by accessing through various ways.

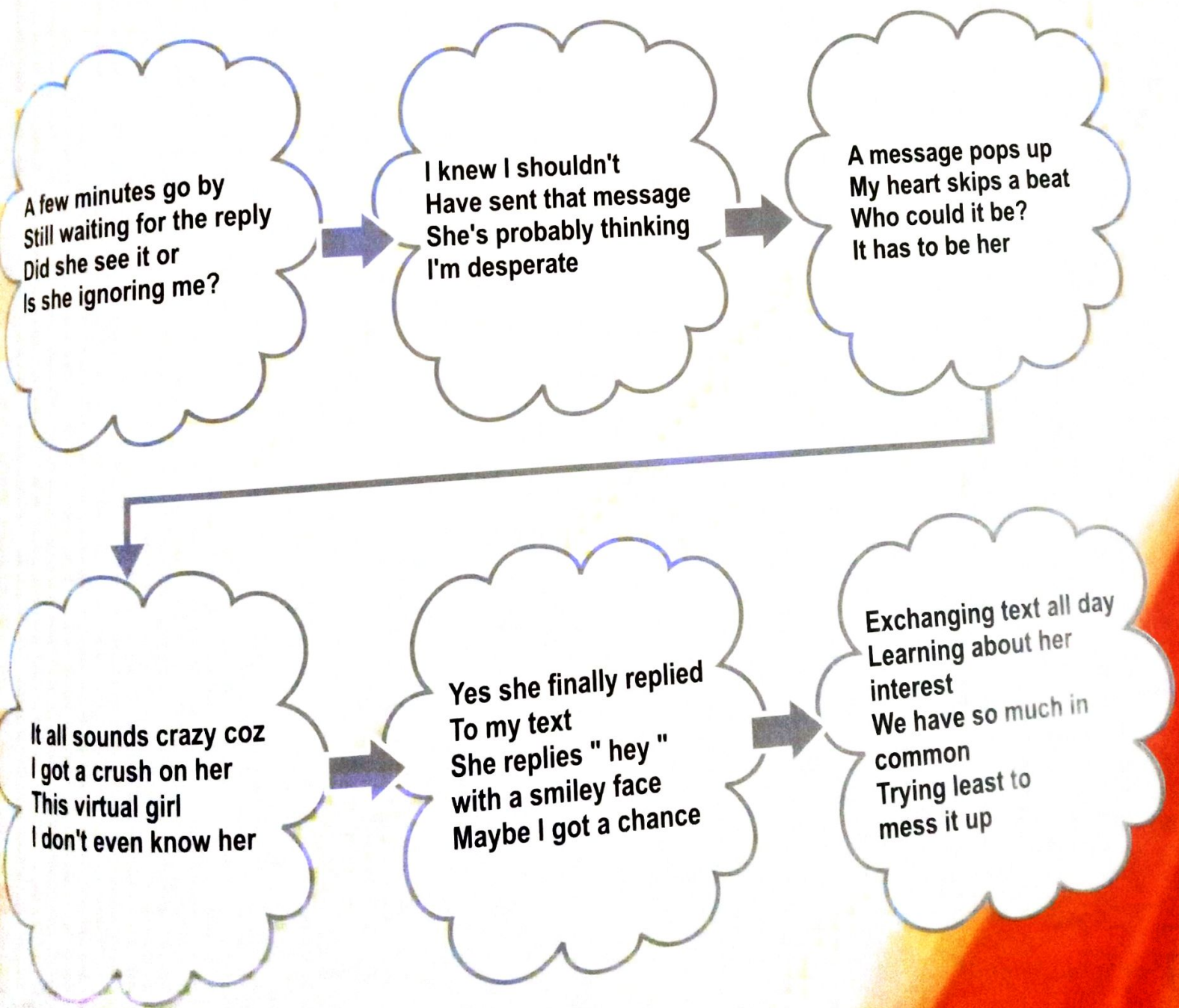
-Jaideep Kadam -S.Y.BCom







## Virtual Crush



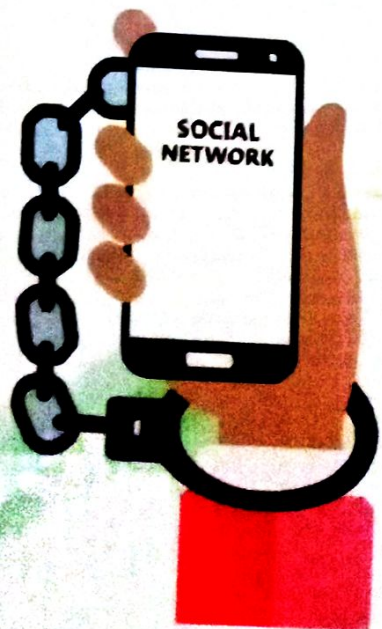


# Is social media an addiction?



Tell me I'm pretty  
Buy me something silly  
That'll never be of use  
Just an excuse  
To capture and to post  
See what I like the most  
Playing it off like I don't care  
When for hours I stare  
Awaiting that satisfaction  
Of being the main attraction  
Thinking I'm above it  
But I'm really caught in it  
Scrolling and refreshing  
Tends to get depressing  
But it's hard to let go  
When your subconscious came to know  
That your greatest conviction  
Is a social media addiction.

-Rajnee Tiwari -FY {B&I}





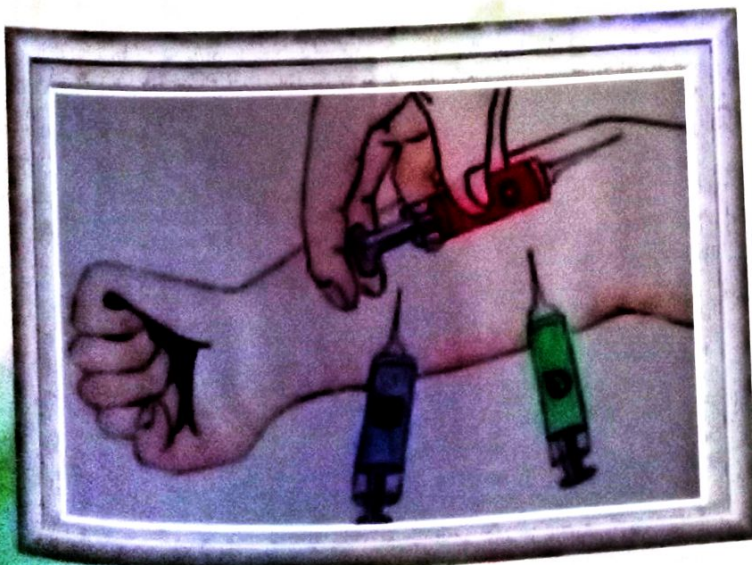
# SKETCHES AND PAINTINGS



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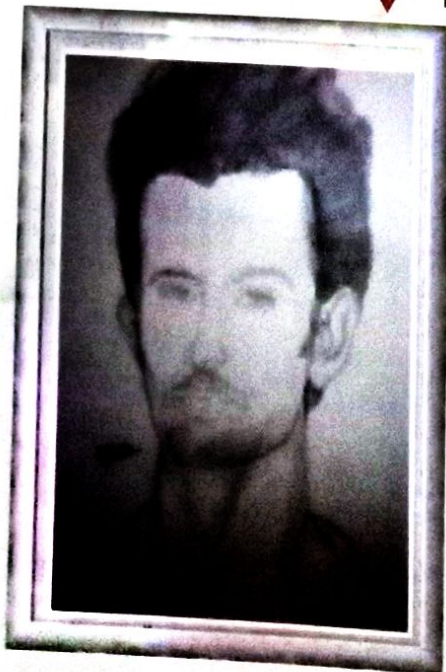




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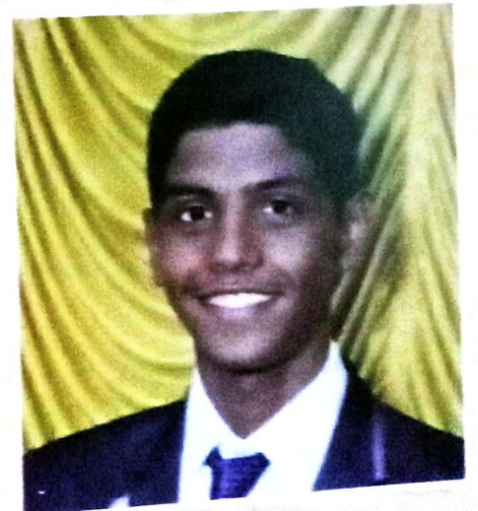


▲ Pushpak Bilaye ▲  
▼ F. Y. B.Sc IT ▼

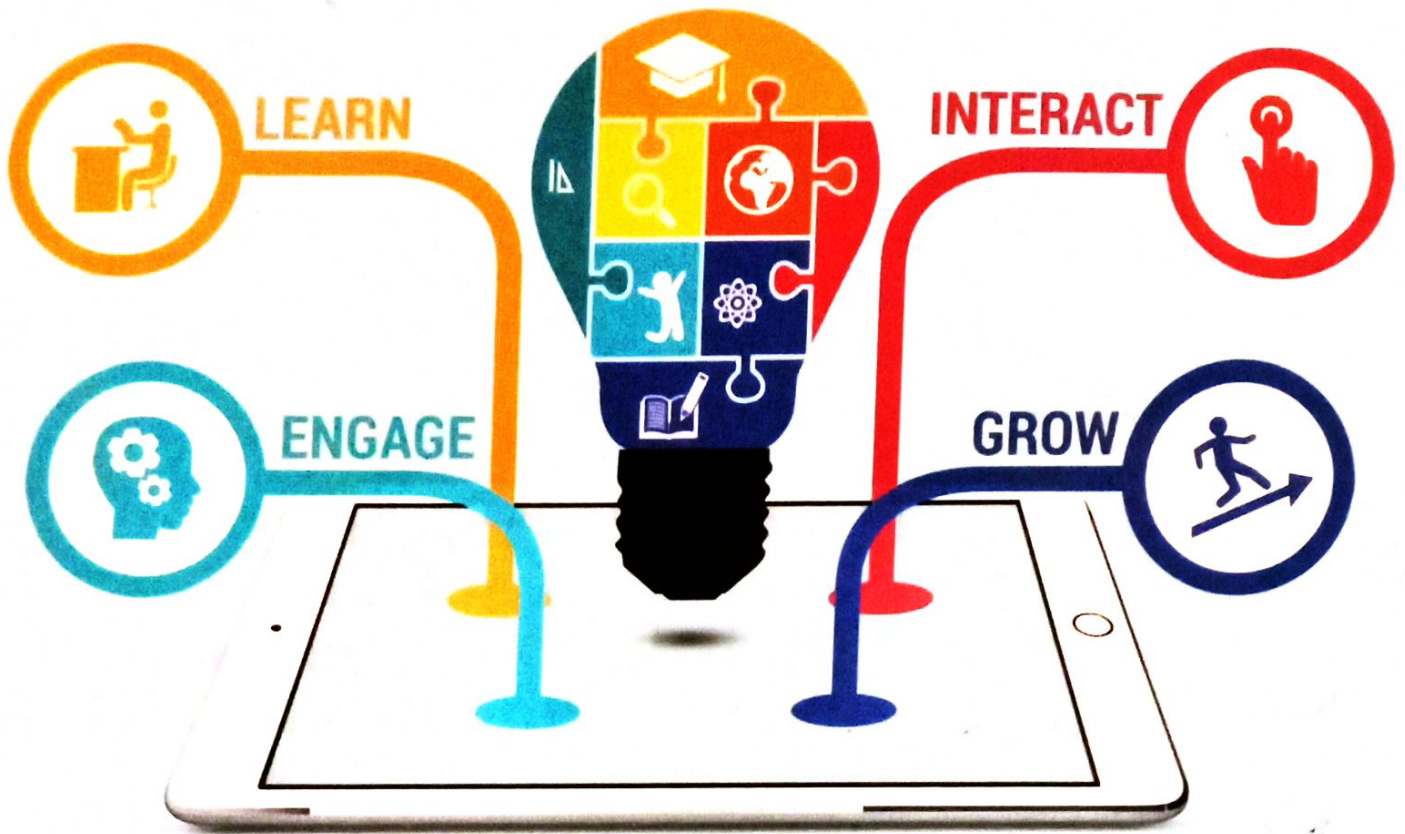




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