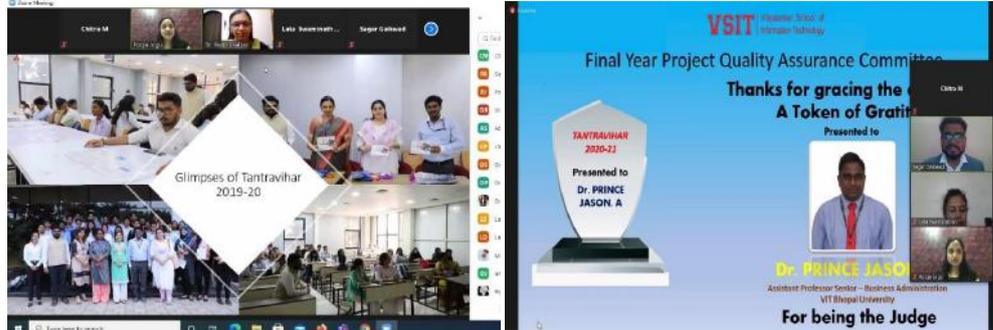


Tantravihar 2020-21 - National Level Project Competition

Final Year Project Quality Assurance Committee of Vidyalankar School of Information Technology in collaboration with IEEE, VSIT had organized a National Level Project Competition - "Tantravihar 2020-21" final round on April 10th, 2021. A preliminary round was conducted on April 8th, 2021, by Mr. Sagar Gaikwad and Ms. Sindhu Krishnan in which more than 25 projects were presented out of which 12 best projects were selected for the final round.



Online inauguration of the event started on zoom platform at 11:30 am in the esteemed presence of Principal, - Dr Rohini Kelkar. Dr Kelkar addressed all the participants. Students of VSIT who already won prizes for their projects and paper presentations in other competitions were appreciated in the track of winners' category. Judges Dr. Lata Swaminathan and Dr. Prince Jason. A assessed the students and were impressed by wide variety of them.

Winners of Tantravihar 2020-21:

- 1st Prize** Student Name: Sejal Dalvi Topic: Impact of stock splits of share price performance of company Guide Name: Mr. Amit Kabra
- 2nd Prize** Student Name: Sahilpreet Singh Kochar Topic: A study on awareness of Industry 4.0 & Sustainability along with influencing factors of enterprise sustainable innovation. Guide Name: Mr. Sagar Gaikwad
- 3rd Prize** Student Name: Riya Pandey Topic: A study on financial planning of working employees and tax saving patterns Guide Name: Ms. Sindhu Krishnan

12 Days Workshop on Research Methodology for Quantitative Research in Social Science

Date: May 3rd to May 15th, 2021

Day 1: Introduction to Research Methodology

The session started with anchoring by Ms. Pooja Jogu, Assistant Professor, VSIT and then followed by invoking the blessings of Goddess Saraswati and highlighting about Vidyalankar College to the participants. The workshop was inaugurated by Dr. Rohini Kelkar, Principal, VSIT and then Mr. Sagar Gaikwad introducing the Resource Person for the day Dr. Pooja Jain.

Dr. Pooja Jain introduced the concept of Research to the audience with a purpose of building a strong foundation within aspiring researchers. She conveyed to them how a Systematic, Intensive, and patient study in a particular field can be directed towards scientific understanding of the concept.

DAY-2 Topic: Literature Review-Searching Techniques

Dr. Rajendra Patil initiated the session interacting with the participants to understand their version of the literature review. Literature Review provides an overview of current knowledge, allowing you to identify relevant theories, methods, and gaps in the existing research.

He explained what Double-Blind, single-blind review, abstract, how Impact factor calculation is done, and the formula fused. H index, Review articles, or survey articles on how to be published were also discussed. Sir discussed many Open Access journals used as Academic Search Engines:

1. BASE
2. Microsoft Academic
3. Google Scholar
4. CORE
5. Google Scholar
6. Semantic Scholar

Hands-on demonstrations were shown for each search engine. Most of them are open source and how to access the research paper or information to be searched was also demonstrated. Dr. Patil informed about various search engines beyond Google that will ease the procedure of gathering information. Search engines like Semantic Scholar and WolframAlpha broaden the horizon of the researchers. The most important aspect of these search engines is that they are not limited to any field or stream and the readers can explore different ideas, concepts, and perspectives.



Day 3: Literature review - writing techniques and Gap Findings

The session started with welcoming all the participants and resource person of the session by Ms. Nisha Dang, Assistant Professor at VSIT and then followed by introduction of the Resource Person. Dr. Deep Jyoti Gurung.

Dr. Deep explained types of Review of Literature, Sir also explained how to identify Research Gap. Academic language is different from English language. To understand academic English one can do courses on academic research. Sir had explained how to use symbols while searching. Sir also showed use of websites for citation and writing of bibliography matrix analysis. Sir explained in research to understand the scope of future and research gap analysis.

Day 4: Research Design & Sampling

The Day 4 session was started with the introduction speech by Ms. Nikita Raut, Assistant Professor, VSIT who introduced the guest speaker for the session, Prof. Riddhish Joshi. He has explained the concept of Research Design with the help of various illustrations in the form of images. He also explained about Sampling method used for Primary Data collection. Then he elaborated about the steps to design a Sample. He also briefed about various types of Sampling methods and explained the difference between Cluster Sampling and Stratified Sampling method. Using multiple problem statements, he had explained each type of sampling in a very simple manner.

Day 5 - Questionnaire framing by Dr. Manish Gupta

It was Day 5 when Dr. Manish Gupta (PhD, UGC-JRF, MBA), Assistant Professor in the Department of HR at IBS Hyderabad, Deemed to be University was invited. The topic of the session was questionnaire so it started with the definition of questionnaire which is a research tool for gathering information and also the subset of survey. The session was conducted in the form of demonstration. An effectiveness of the questionnaire can be achieved by analysing demographic, variables, respondent, length of questionnaires etc. He explained how to think and access that information that is been added on the questionnaire will be giving us

the correct response or will that be making our work more tedious. He suggested the type of approach expected while framing the questions and the types of questions that can be asked.

Day 6: Workshop on Research Methodology for Quantitative Research in Social Science The session was started by Mr. Sagar Gaikwad Assistant Professor and PhD coordinator, VSIT by welcoming the Resource Person for the day Dr. Rahul Pratap Singh Kaurav. The session was a practical approach of using the software's such as Biblioshiny, Web of Science, Google Scholar, VOS viewer. Sir explained how Bibliometric analysis is done as it plays an important part in research methodology. Sir used various research papers to show how exactly these software's are used. Sir explained the software's such as Biblioshiny, Web of Science, Google Scholar, VOS viewer and all their options to get best maximum information about the topics, authors, countries where research on the topic selected is done and many more.

Day 7: Workshop on Research Methodology for Quantitative Research in Social Science

The session on "Technical Analysis using Excel" was presented by Dr. Keyur Kumar M Nayak, Director in Laxmi Institute of Management and Wharton Business School-USA. The session highlighted the inter-relation among the stages of research. It never failed to make the respondents to realize the importance of Research design formulation before beginning of data collection. The foundation of research in social science are the theories related to the research topic which will help to add new dimensions in the current research work. The workshop has also touched upon the need to test reliability and validity of the data. Application of statistical techniques depends on the field of research, namely, Advt., Product, Corporate, Consumer, Financial Research etc. Explaining R tools, data analysis and Run test with an example of research paper facilitated for easy understanding. Interpretation of data from financial research paper and structural modelling helped the respondents to connect easily with the research topics. Method of citation as per APS style has been mentioned by the speaker.

Day 8: A Report on the "Parametric test using Excel."

The session was conducted for all the Teachers (UG and PG level), Research Scholars. The session commenced by introducing the guest speaker. Prof. Swapna Kadam gave a brief introduction of the speaker to all the participants present over the session. Dr. Keyurkumar Nayak is a USA Certified Customer Analytics Professional, Silver Medallist from IIT Roorkee in Financial Statement Analysis and Dun and Bradstreet Certified Business Valuation Professional.

He began the session by giving the participants a brief idea about what is data analysis and explained its definition. He shared some examples of data analysis.

Day 9: Topic: Non-Parametric Test using excel and SPSS by Dr Keyur Kumar M Nayak

He started the session with Analysis using SPSS. He explained the learning objectives of Nonparametric statistics. He very well explained the difference between dependent and independent variables with easy-to-understand examples. Explained the parametric test using SPSS and how the conclusion can be written in the research paper accordingly.

Day 10: Topic of Session: Technical Writings

Session started with introduction on Technical Writing & Issues with Technical Writing. It was followed by process of Conceptualization, Planning and Execution. In Conceptualization Stage, concept of Systematic Idea Initiation, Idea Polishing & Idea Confirmation were explained. During Planning Stage, Concept of Types of Papers, format of papers, elements of research papers, difference between title and sub-title, introduction section, review of literature section, research methodology, data analysis, journal for submission etc were explained.

Day 11: Report on " Research Methodology for Quantitative in Social Science"

Initially, there was a briefing done about Publish or Perish and the pressure that it creates on researchers, further explaining about how to publish research findings to stay relevant and successful with academic community. "Why are publication ethics compromised?" was discussed in a simplest way that gave them a solid foundation of knowledge on how to publish ethically Prof. Sagar Gaikwad, concluded the session paying wholehearted gratitude to the Doctor for her excellent guidance towards research session. Also, presented a vote of thanks to our guest of honour, virtually.

Day 12: Group Presentation by participants

At the end of the session the valedictory was arranged. Special mention to the speakers Dr Pooja Jain she talked on Introduction to research all topics related to methodology. Dr Rajendra Patil on Literature Review followed by Dr Manish Gupta and Dr Deep Jyoti and many more dignitaries.

Training on Microsoft Office Tools

IQAC in collaboration with Department of Information Technology had organized a Training Program on Microsoft Office Tools – Word, Excel, PowerPoint, OneDrive, Email Configuration & Forms for our VSIT non – teaching staff from 14th January to 27th March 2021 from 9:00 am to 11:00 am. The objective of this program is to professionally train our non-teaching staff and improve their soft skills which will increase their work efficiency and confidence. Around 13 staff members have participated in this training program.



Following are the topics which have been covered in each session.

14 th January 2021	Paragraph Alignment, formatting table, few shortcuts regarding text alignment, adding bookmark and watermark, reviewing document, adding references
15 th January 2021	Handling Visual Elements, Creating Book Cover Page, graphics some advanced word functions
30 th January 2021	Basic Shortcuts in Excel, Conditional Formatting
6 th February 2021	Working with Excel formulae
13 th February 2021	Combining data from multiple Workbooks, Advanced Excel Functions, Macros
27 th February 2021	Creating Power Point Presentation, Layouts, views, designer, formatting shapes
6 th March 2021	Animations, Transitions
13 th March 2021	Master Slides, creating photo gallery
27 th March 2021	One Drive and Email Configuration, Creating Microsoft office Forms

4 Days Training Program on "RPA Design and Development using Ui-Path Studio."

Vidyalankar School of Information Technology organized a training program on "RPA (Robotic Process Automation)" for VIII E students on May 25th, 27th, 28th and 29th, 2021 from 10:00 am to 1:00 pm. The main motive of the training program was to learn the process of automation using Ui-Path studio software and to implement different projects based on it. All the sessions were completely Hands-on. The resource person of all the sessions were Mrs. Aasha Chavan, Mrs. Sanjeela Sagar.



Day 1 (25th May 2021): Mrs. Sanjeela Sagar and Mrs. Aasha Chavan started the training by explaining the importance of the certificate of a real-life project based on use case scenarios. She continued with explanation of the RPA process and emphasized on software Ui-Path studio which is used for generating RPA process.

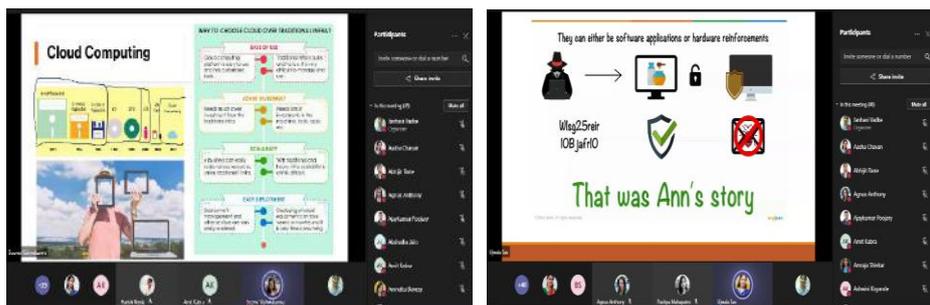
Day 2 (27th May 2021): The topic for day 2 were Data Manipulation, Excel and Data tables and Selectors. All these concepts were explained with the help of three use cases. The use cases were IMDB Movie rating, Contact details (Excel to Google form) and RPA challenge.

Day 3 (28th May 2021): The topic for day 3 was UI Interactions and recording with its types. The process of Data Scraping and recording was taught very well. Also, Mr. Hrishikesh Tendulkar from Exam cell were invited to give the demo of result analysis process. As we know, result analysis process takes lot of time so there is a need of automating those processes. So, this topic was given to students to work on.

Day 4 (29th May 2021): The topic for day 4 was Email Automation, how to generate, read and send the emails in Ui-Path was explained very well with suitable examples. Discussion on different use cases were done.

All the sessions were highly fruitful to all the students as they got familiarized with the process of automation and understood the practical implementation of real-life use case scenarios. The training was attended by 24 students.

Technical Review/ Research Paper Review/ Book Review Activity



Vidyalankar School of Information Technology had organized Technical Review/ Research Paper/ Book Review activity in the month of June 2021. From June 4th to June 17th, 2021, each day 3 presentations were delivered from 10:00 am to 11:30 am. In total 32 presentations took place during the entire review period. This activity was a knowledge sharing platform in which forty-eight faculty members on an average attended the activity on daily basis and were benefitted. There were interesting and insightful technical review topics based on latest technology like edge computing,

cloud computing, CANVA, RPA, design thinking, stock market, safety of employees, cyber security, Numerology of Alphabets and enhancing knowledge on Outlook features, Mail merge, Kaizala, Tally Prime and google Colab. The Research paper review topics varied from tracking workplace safety, different ways to detect blood sugar, prediction of student placement, credit management and breast cancer. There were motivational Book review topics on Constitution of India, secret to a happy life, Dronacharya at the Workplace and Spirit World.

Webinar on Data Analysis Using Excel

The session was conducted for all the TY Management and Commerce students on March 13, 2021. The session commenced by introducing the guest speaker. Prof. Pooja Jogu gave a brief introduction of the speaker to all the students present and then handed over the session to the guest speaker.

The guest speaker too over the session and started addressing the attendees of the webinar. He began the session by giving the students a brief idea about what is data analysis and explained its definition. He also shared some examples of data analysis. He also said that having a software is not important can be done using a simple tool. Further he started the different types of analysis starting with descriptive analysis that uses ratios, mean, median and mode. He also gave some daily life examples to make the students understand easily. He gave practical example by using MS Excel. He explained what ratio are, proportion, percentages, rate, mean, median, frequency and how to calculate them. He then explained the reasons for findings, correlation. Further sir started explaining regression analysis with tea and coffee example compared to attention, the reason why one uses regression analysis. He then stated they type of regression i.e., linear regression and its equation. A total 141 students attended the webinar.

International Webinar on Qualitative Research

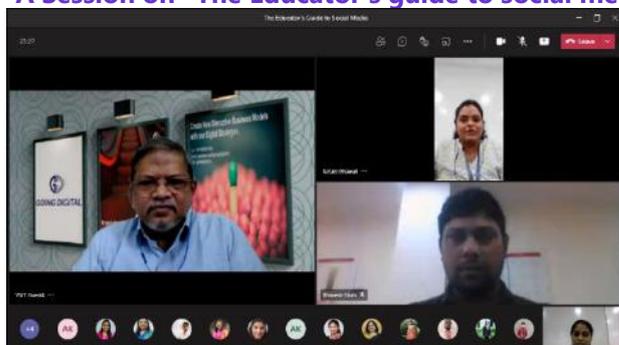
The session was conducted for all the TY Management and Commerce students on March 30, 2021. The session commenced by introducing the guest speaker. Prof. Pooja Jogu gave a brief introduction of the speaker to all the students present and then handed over the session to the guest speaker. The guest speaker too over the session and started addressing the attendees of the webinar. She began the session by giving the students a brief idea about what is qualitative research and the outline of the whole session. She then started the session with John W Creswell's definition about qualitative research and explained in detail the definition. She also explained the different behavioral pattern of every human. Qualitative research answers direct questions like how, why, in what way, etc. whereas quantitative research lacks this. Qualitative research uses Likert scale to collect the responses from the respondents. The questions start from how and why asking questions to respondents. She also gave examples of qualitative research questions. She than began with the myths of qualitative research and explained them. Further she explained the different designs of qualitative research i.e., phenomenology, ethnography, grounded theory, case study, narratives, and action research.

What is Qualitative Research

"I think metaphorically of qualitative research as an intricate fabric composed of minute threads, many colors, different textures, and various blends of material. The fabric is not explained easily or simply"

-John W. Creswell

A Session on "The Educator's guide to social media"



The Corporate Communication Committee has organized a session on "The Educator's guide to Social Media" on March 6th, 2021, from 3:00 pm to 4:00 pm for the faculty members. Around 40 faculties have participated.

Mr. Sandeep Raut, Founder & CEO – Going Digital was the resource person for this session. He is a Digital Transformation, Analytics Big Data, Mobility & IoT evangelist. He brings with him over 33 years of IT strategy, consulting & delivery experience. Mr. Sandeep is also on the advisory board of BzAIT - Australian (Melbourne) based business transformation company, Chetana's Institute of Management and Research, Mumbai, Indira School of Business Studies, Pune and many more.

The resource person started his session by introducing all social media platforms and provided few tips which one should follow while using any social media platform. Since the session was exclusively for our faculty members the resource person has guided our faculties about how to use LinkedIn to create networks, he even explained how one should prepare his/her profiles. Some points were discussed on how to grab student's attention and get more likes on out posts. The resource person was successful to provide a framework for thinking about how to best use social media in education field. The explanation was followed by a Q&A round, wherein the speaker answered questions posed by the attendees. Overall, the session proved to be very informative and engaging. It received a very good response from the faculties.

Tantravihar 2020-21 - National Level Project Competition (IT/CS)

Final Year Project Quality Assurance Committee of Vidyalkar School of Information Technology in collaboration with IEEE, VSIT had organized a National Level Project Competition - "Tantravihar 2020-21" final round on Saturday, April 10th, 2021, from 11:30 am to 4:30 pm. A preliminary round was conducted on Wednesday, 8th April 2021 by Ms. Pushpa Mahapatro, Ms. Amraja Shivkar and Ms. Snehal Tandale in which more than 60 projects were presented out of which 30 best projects were selected for the final round. 3 projects from other colleges presented in final round. The final round was divided into 3 domains namely - Mobile Applications that was conducted by Ms. Pushpa Mahapatro, Web Applications that was conducted by Ms. Snehal Tandale and Embedded/IoT that was conducted by Ms. Amraja Shivkar.

Online inauguration of the event started on zoom platform at 11:30 am in the esteemed presence of Principal, - Dr Rohini Kelkar, and Mr Makarand Deshpande, Adjunct faculty, Industry mentor of FYPQAC. Dr Kelkar addressed all the participants and appreciated them for participating in large number even in online platform. The online release of V-idea booklet was announced by Mr. Makarand Deshpande. Students of VSIT who already won prizes for their projects and paper presentations in other competitions were appreciated in the track of winners' category.



Dr. Aarti Karande, Assistant Professor, Sardar Patel Institute of Technology was the judge for Mobile Applications Projects. She not just judged the competition but also encouraged students to keep creating different projects and applications even after they complete their graduation

Dr. Anita Diwakar, PhD, IDP Educational Technology, IIT Bombay, was the judge for Web Application domain. She appreciated the efforts taken by all the participants and gave them suggestions for making live projects for the benefit of society. Dr. Anita being a teacher from heart, encouraged students to learn more and more about the upcoming technologies and their applications in various fields.



Ms. Swapnali Makdey, Research scholar at the Centre for VLSI and Nanotechnology, Visveswaraya National Institute of Technology, was the judge for Embedded/IoT projects. She was amazed by the efforts of all the students to make projects as well as videos of their working projects. She not just appreciated the students but also asked them questions relevant to the security and application of the project in real life and industry.



Winners of Tantravihar 2020-21:

Mobile Application domain:

First Prize "Food Ninjas" by Moheb Mohammed Dabinkar.
Second Prize "Share India" by Harshit Soni and Ritik Vijan.
Third Prize winner "TechShala" live project by Shivam Singh and Vaishnavi Pangam.

Web Application domain:

First Prize "Smart cash" by Mehul Shah and Vishak G.
Second Prize "Online Book Resell Buy" by Sagar Dholam and Harsh Chavan.
Third Prize "News Feeder" by Devesh Chalke and Prince Kumar Singh and "Daan Punya" by Shivam Gupta and Muskan Gupta.

Embedded/IoT domain:

First Prize "Smart Helmet-Alcohol Detection" by Pratik Dalvi and Hrushikesh Gatpelli.
Second Prize "War field Spying Robot using Night Vision Camera" by Supriya Naik and Lareb Mukadam and "Surveillance drone" by Nitanshu Pawar and Ashutosh Jadhav.
Third Prize winner "Crowd Counting using Raspberry Pi and ThingsSpeak" by Vinaykumar Ega and Gauresh Redkar.

Workshop on Graphics & Animation March 2021



Electronics & Mathematics Cluster of VSIT has organised a workshop on Graphics & Animation for Second Year BSc. IT students on March 6th, 2021. The workshop was conducted from 12:00 pm to 5:00 pm. The focus of the course was to make students aware of various Open-Source software available for Graphics & Animation.

Under the guidance of our Cluster Mentor Mr. Umesh Koyande, we proposed to have this workshop for our students. We divided the content of the course over 2 days.

Day 1:

The session began at 12 pm with 65 attendees. Ms. Madhavi Amondkar started with her session on LIVE demonstration of Canva. She demonstrated various templates available for graphics. Later, she gave an example of Instagram Post using the available templates. Students tried from their machines and created beautiful graphics & various posts.

Day 2:

The day 2 began at 1 pm with 40 attendees. The trainer was Mr. Talha Ansari, who is our alumni. He started his session with introduction & installation of Blender software. Talha at first explained all the functions that are available in Blender and what transformations we will be performing in the activity.

GIS NPTEL 12 Weeks Course MOOC's PGIS

Networking and Systems Cluster of Information Technology Department of Vidyalkar School of Information Technology had organized MOOCs for Principles of Geographic Information Systems subject focusing on GIS basic and Advanced Concepts. The course was conducted by NPTEL commenced from January 18th till April 9th, 2021. The proposed course provides detailed understanding about Geographic Information Systems and their applications in Civil Engineering and Earth Sciences. All aspects starting from data input to modelling were discussed in this course. Various datasets including DEMs, their source, generation techniques, derivatives, errors, and limitations were discussed extensively. Surface Hydrologic Modelling using DEMs, modelling derivatives and their applications were also discussed. The resource person for the session was Prof. Arun K. Saraf, Department of Earth Science, India Institute of Technology, Roorkee.

Total 154 students from TYBScIT registered for the course and completed all assignments of all 12 weeks. All students score very well in the Assignments. Two faculty members namely Ms. Pushpa Mahapatro and Ms. Ujjwala Sav also registered for the course and completed all assignments with good score.



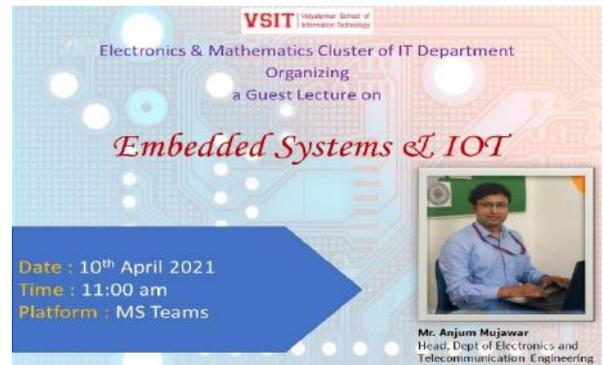
Guest Lecture on 'Embedded Systems & IOT'

A guest lecture on the topic "IES and IoT" was held on Saturday April 10th, 2021, on MS Teams from 11:00 am to 12:30 pm. The guest, Prof. Anjum Mujawar, is the Head of Department, Electronics & Communication, Vidyalkar Polytechnic, Mumbai.

The main lecture delivered by the guest included the following topics:

- Evolution of Industry 4.0. Main purpose of the Webinar was explained.
- Everything will become 'SMART' in the coming years and IoT and AI have tremendous opportunities for students.
- When Things can sense and communicate with each other, using internet, we are essentially talking about Internet of Things (or IoT in short)
- Excellent project ideas as well as business ideas were shared by the Guest.
- He also explained various Protocols (i.e., rules and regulations) which are used in IoT.

Finally, a short quiz based on Kahoot (a mobile application) was conducted for the participants. Around 35 students and 3 faculty members attended the session.



Project Guide Review



Final Year Project Quality Assurance Committee of VSIIT organized Project Guidance Review by Industry Mentor online using Microsoft Teams.

The activity was conducted under the guidance of Mr. Makarand Deshpande (Adjunct faculty and FYPQC Mentor).

The session was attended by Project Guide along with their assigned students. Students were asked to demonstrate their projects and certain inputs were given by Makarand Sir. If students had any query regarding the execution of the project, then in the session doubt solving was done. Also, student's project completion percentage was checked, and inputs were given for the same.

The sessions were scheduled and monitored by Ms. Pushpa Mahapatro, Ms. Amraja Shivkar and Ms. Snehal Tandale. The review was conducted for all project guides.

Project guides prepared a presentation (1 slide per project) and presented their project. The common discussion during the session (for each project): Demonstration of Working project and proposed technology, Technology used and its importance, Any difficulties or challenges, Status of the project, Enhancements in the project, Implementation details and comparison with the existing applications, Participation in competitions and Tantravihar 2020-21, Project Viva of Semester VI

Intercollegiate Green Computing Model Presentation and Competition

Networking and System Cluster of Vidyalkar School of Information Technology had organized an Intercollegiate Green Computing Model Presentation and Competition on Tuesday, April 20th, 2021, from 3:00 pm to 5:00 pm. Students from different colleges also exhibited their projects in this competition. The faculty in charges of the activity were Mrs. Akshatha Jain and Mrs. Leena Jadhav. Dr. Pallavi Tawde, Assistant Professor, Vidyalkar School of Information Technology and Ms. Sujata Borade, Assistant Professor, Vidyalkar Polytechnic were the judge for the competition. They not just judged the competition but also encouraged students to implement their creative ideas on different applications of the project.

Dr. Sarika Chouhan, Chief Academic Officer, Vidyalkar School of Information Technology, has addressed the participants and encouraged students to show case their skill by participating in the event. Participants has presented various models such as Wastewater management, Rainwater harvesting, Electricity Generation by using Wind turbine etc and explained the real-life applications of these models.

Judges gave the suggestions to all the participants for converting their projects for the benefit of society. Winners of the Competition:

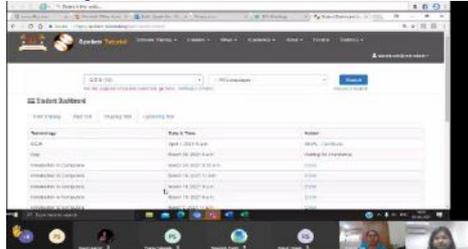
First Prize: Participant Name: Ritu Singh, College: Shankar Narayanan College, Topic: Pyrolysis Plant

Second Prize: Participant Name: Aditya Kadli, Shan Mondal, College: Vidyalkar School of Information Technology, Topic: Electricity Generation by using Wind turbine

Third prize: Participant Name: Apurva Parab, College: Shankar Narayanan College, Topic: Drip Irrigation system, Participant Name: Omkar Tawte and Smit Bhabal College: Vidyalkar School of Information Technology, Topic: Refurbishing Clock from CD rom



GIS Spoken Tutorials Course MOOC's PGIS



Networking and Systems Cluster of Information Technology Department of Vidyalkar School of Information Technology had organized MOOCs for Principles of Geographic Information Systems subject focusing on QGIS Concepts and commands on April 3rd, 2021. The course was conducted by Spoken Tutorials IITB. QGIS (previously known as Quantum GIS) is a free and open-source cross-platform, desktop geographic information system (GIS) application that supports viewing, editing, and analysis of geospatial data. QGIS functions as geographic information system (GIS) software, allowing users to analyse and edit spatial information, in addition to composing and exporting graphical maps. QGIS supports both raster and vector layers; vector data is stored as point, line, or polygon features. Multiple formats of raster images are supported, and the software can georeference images. QGIS integrates with other open-source GIS packages.

Seminar on Final Year Project Documentation

Final Year Project Quality Assurance Committee of Vidyalkar School of Information Technology had organized "Workshop on Final Year Project Documentation" for TYBSc.IT students on March 2nd, 2021. It was an online session, conducted on MS-Teams Platform by Ms. Pushpa Mahapatro and Ms. Amraja Shivkar. The presentation was prepared by Ms. Pushpa Mahapatro. The session began at 3.00 pm. Students were asking their doubts in chatbox. The session included details of Project Documentations for Semester VI. Speakers of the session explained the importance of participating in various competitions and significance of project related course certificates on the 1st page of their black books. They informed students about the common mistakes in Semester V documentations and presentation skills during Project Viva. The auto generation of Table of Contents, Table of Tables and Table of Figure using MS Word was effectively explained in this session by Ms. Pushpa Mahapatro. It helped students to clarify their doubts and improve their final year project documentation for Sem VI.



Value Added Course on Open – Source Tools

Department of Information Technology of Vidyalankar School of Information Technology had organized a Value-Added Course on “Open – Source Tools” from March 19th to April 24th, 2021. The timing of the course was from 2:30 pm to 4:30 pm. The resource persons for the course were Mr. Asif Rampurawala, Ms. Prachi Mahajan and Ms. Ketaki Ghawali, Assistant Professors of Vidyalankar School of Information Technology. The details of the course were as follows: Ms. Ketaki started off the first day of the course by giving a brief introduction about Linux, its applications, job aspects and a general idea about how the course will be conducted over a span of 10 days.

Ms. Prachi then took the course ahead for the first day by giving the students a brief introduction about the Linux OS by showing them the GUI for the same. On all the subsequent days of the course, Ms. Ketaki and Ms. Prachi taught the basics of Linux commands, the scenarios where they can be used by using the hands – on approach.

During the last 5 sessions, the students were taught about shell scripts. A brief introduction about what are shell scripts, where and how they can be used in the real time environment was given to the students. Further, the basic syntax for writing a shell script and the settings required to make the script executable were shown to the students. The students performed these steps at the same time. A few more shell scripts were taught to the students where they learned about

implementing conditional statements, looping constructs, writing functions, and using Linux commands within these statements.

The course helped students learn in depth about a new type of operating system, working with commands, and writing scripts to perform certain tasks on the machine. It gave them an exposure to explore the operating system.

Guest Lecture on ITSM Service Operation and Processes

Networking and Systems Cluster of Information Technology Department of Vidyalankar School of Information Technology had organized a Guest Lecture for ITSM subject focusing on Service Operation and Process focusing on the Database Administration on March 20th, 2021, from 11:00 am to 12:00 pm. The resource person for the session was Mr. Kausar Cementwala from Tata Communication Ltd. Working as an Assistant Manager. Mr. Kausar started the session with brief introduction about ITSM certification and who must be the one to do it extending further to Database Management System and why do we see it as a service and the various processes related to it. Mr. Kausar further explained that DBMS market study based on database, softwares used, deployment types as per requirements, user types, industry verticals, and region. He further added database can be further categorized as Relational and Non - Relational. The software is sub - segmented as database application builder, data scaling and replication, backup and recovery, and database encryption. Further the deployment type is categorized into cloud and on - premises. He later discussed trends used in database management system that is system integration, cross platform and cross product migration, SQL Azure, cloud computing and Data warehousing. He further explained the importance of the subject with respects to internship done in the subject as well as how freshers should enter the subject and do a list of certifications to achieve success in the industry.



Value Added Course on Ethical Hacking and Cyber Security

VSIT, department of Information Technology organised a Value-Added course on Ethical Hacking and Cyber Security for all the BSc IT students. The course was conducted by Mr. Sarang Nagmote and Mr. Sachin Garje from Arcore Technologies. Sessions were conducted every Friday and Saturday from May 28th, 2021, between 3: 00p.m to 5:00p.m. 16 students enrolled for the course. Rupees 3000 fee was charged for students of VSIT. The course was in collaboration with Arcore Technologies Pvt Ltd, Vashi, Navi Mumbai. Arcore Technologies is one of the digital forensics' laboratory providing cyber security solutions to leading banking and insurance sectors. CEH V11 Training, Bug Bounty Training, CSCU Examination, CSCU Certification, Toolkits, Software, Study Material, Course Handbook, 100% Practical Training.

Trainers	Days and duration	Topics
Mr. Sarang Nagmote and Mr. Sachin Garje, Arcore Technologies	Every Friday and Saturday (3.00 – 5.00 pm) 40 Hours	Module 01: Introduction to Ethical Hacking
		Module 02: Foot printing and Reconnaissance
		Module 03: Scanning Networks
		Module 04: Enumeration
		Module 05: Vulnerability Analysis
		Module 06: System Hacking
		Module 07: Malware Threats
		Module 08: Sniffing and Penetration Testing
		Module 09: Social Engineering
		Module 10: Denial-of-Service
		Module 11: Session Hijacking
		Module 12: Deep Web (Dark Net)
		Assignments and Evaluation

"Stree@2021: Choose to Challenge"

On account of International Women's Day, the women in engineering affinity group of the IEEE-VSIT Student Branch in association with WIE Bombay Section organized "Stree@2021: Choose to Challenge" from 11:00 am to 1:00 pm dated March 13, 2021. The two guest speakers, Dr. Valsa B, (ISRO Scientist) and Ms. Swaima Ahmad, (Entrepreneur & TEDx Speaker) were welcomed by Khushi Sharma (EX WIE Chairperson) and the attendees were welcomed by Priyadarshini Sawant (WIE Chairperson).



Dr. Sarika Chouhan (Branch Counsellor IEEE VSIT SB) Launched Stree@2021. She also thanked our honourable Principal Dr. Rohini Kelkar for the support she provided to make this event possible. Dr. Valsa started her talk by firstly wishing everyone a Happy Women's Day, she suggested that everyone should hold events where women can meet, discuss, celebrate, show love and respect and chart out plans to make this world a better place. She spoke about the year 2020 and how Women stood at the front lines of the Covid-19 crisis, as healthcare workers, caregivers, Innovators, community organizers and as some of the most exemplary and effective national leaders in combating the pandemic. Ms. Swaima Ahmed started her talk by speaking about the barriers in society that not only women, but everyone faces in their lives on a day-to-day basis. She spoke about her experiences and told us about her journey which was certainly full of Ups and Downs. A short Q n A session followed. Dr. Sarika Chouhan (Branch Counsellor IEEE VSIT SB) felicitated Ms Swaima Ahmad for the pivotal role she played in this event by inspiring us with her magnificent words.

V-Idea Booklet Preparation



Information Technology Department of Vidyalankar School of Information Technology publishes V-idea Booklet. This V-idea Booklet contains all the TYBScIT Students project which they are implementing as a part of their final year project. Students and Teacher prepare a project slide containing the project name, project domain, introduction about the project with project screen shots and project application.

Students also participate in various competitions like Research Paper Presentation, Project Exhibition and Competition. If there are any achievements related to the project, then they specify the same in their slide.

The details of the students are also put up on the slide for future references. A V-ideas booklet is prepared containing all the slides and is kept in the library usually. The booklet was released on a virtual platform this time. It was released during the inauguration of Tantravihar 2020-2021 that was held on April 10th, 2021. The V-idea Booklet can be accessed from the following link: <http://bit.ly/Videas2020-21IT>



What an Idea 2.0!



In association with IEEE PES DAY 2021 & IEEE PES Bombay Section, IEEE VSIT Student Branch arranged an online problem-solving competition "WHAT AN IDEA 2.0!" on April 12th, 2021, from 10:00 am to 10:00 pm. The PES also known as Power and Energy Society is a society of IEEE focused on the scientific and engineering knowledge about electric power and energy. The vision of PES is "More Power to Future". Every year PES Day is celebrated throughout the world in the month of April and May where the selected Ambassadors conduct events on Student Branch level or Section Level. Pradynesh Bhoir (PES Day 2021 Ambassador) is one of the few Ambassadors in the IEEE Bombay Section who is conducting activities at the section level. These activities will have participants from all over India. The theme of this years IEEE PES DAY was "Clean Energy Revolution". "More Power to the Future with Clean Energy Revolution."

The event focussed on bringing out the best of the ideas from the contestants. The event saw a diverse pool of students which were a total of 50+, from VSIT's own students which were 20+ in number and students from other 20+ institutes, including institutes from outside Maharashtra, contestants from other parts of India like Lucknow, Ghaziabad, Kerala, Jabalpur, Indore, Dehradun, Delhi, Durg, Hyderabad, Mysore, and International participation from Bangladesh as well. The event was judged by IEEE - VSIT SB Core Committee 2021. The Consolation prize went to Ramasani Sathwick (VNR VJETA, Hyderabad). The Third Runners-up prize went to Harsh Mali (Vidyalankar School of Information Technology, Mumbai). The Second Runners-up Prize went to Akshat Runwal (Shri Govindram Seksaria Institute of Technology and Science, Indore). The First Runners-up Prize went to Yog Gupta (UIET, PU Jabalpur).

NOVUS An International Symposium on Next-Gen Technology



On April 17th, 2021, IEEE-VSIT SB conducted an International Symposium, "NOVUS" Next-Gen Technologies, in Collaboration with IEEE Bombay Section SAC to acquaint students with the concepts and applications of Next-Gen technology as well as give students an opportunity to learn from successful personalities in specialization of next-gen technology. The event was from 10:00 am to 5:30 am. The event saw a diverse pool of attendees which in total were 90+ in total, 60+ in number- from VSIT's own students and 30+ participants from 43 different institutes. Aditya Saraf- Chair, IEEE-VSIT SB welcomed all the participants and faculty members who were present for this symposium followed by seeking blessings of Goddess Saraswati. Dr. Sarika Chouhan (Branch Counselor, IEEE-VSIT SB) addressed all the participants and faculty members.



Session-1 AI/ML in Healthcare

Priyadarshini Sawant-Vice Chair, IEEE-VSIT SB welcomed and introduced our first guest speaker for the day Mr. Ashish Khare. Mr Khare started his session by explaining the use of data science in healthcare. He described it as Disciplined, Responsible and Research Based.

Session-2 Smart Contracts on Blockchain

Soham Prabhu- Workforce IEEE-VSIT SB welcomed and introduced our next guest speaker Mr. Chintan Oza. Mr. Chintan Oza started his session by introducing what traditional contract is. He described it as a legally binding agreement, which is signed between two or more individual parties.

Session-3 IBM QUANTUM COMPUTING

Mukund Kelkar-LOGISTICS HEAD, IEEE-VSIT SB welcomed and introduced our third guest speaker for the day Mr. Anbumunee Ponniah. Mr. Anbumunee Ponniah started his session by speaking about what is Quantum computing. He described it as is the use of quantum phenomena such as superposition and entanglement to perform computation. Mr. Ponniah ended his session by giving some Key-takeaways.

Session-4 APPLICATION OF AR&VR IN EDUCATION

Chetna Bendale, General Secretary WIE, IEEE-VSIT SB welcomed and introduced our guest speakers Mr. Balaji Venkataraman and his colleague Mr. Ravi Sharma. The session started by our speakers explaining us that in today's education approach there are a few things missing, things like One way communication, and he described that the education is not exciting and engaging. Mr. Ravi explained interactive and immersive video provide intense engagement and excitement. Mr. Balaji spoke about how AR/VR provides numerous advantages to the people, C helps avoiding damage for example Training pilots by using flight simulators.

Session 5 - Cyber Security- Identity and Access Management Using Sail Point

Harsh Mishra, Workforce IEEE-VSIT SB welcomed and introduced our fifth and final guest for the day, Mr Bhushan Chavan. Mr Chavan started his session by explaining what SailPoint enables organisations to do. Provision access with confidence, protect business assets at scale, ensure compliance with certainty. He emphasised on why identity and access management are necessary.

International Nurse Day Quiz

On account of International Nurse Day, The Women in Engineering affinity group of the IEEE-VSIT Student Branch organized an Online quiz. The quiz saw a diverse pool of attendees which in total were 90+ in total, 10+ in number- from VSIT's own students and 80+ participants from different institutes including Sinhgad Institute of Technology (Lonavla), I Square it, (Pune), Shri Shankaracharya Group of Institutions, Sanjivani College of Engineering, (Kopergaon), Institute of Nursing Education Bambolim, (Goa), Pimpri Chinchwad College of Engineering and Research, (Ravet)

The Quiz was open for the participants on May 12th and 13th, 2021. The total questions to be attempted were 10, Total marks were 20. The questions were based on nurses and their contribution towards humanity & some interesting facts about them. More than 15 people scored 20. The top 15 winners were given E-certificates.

Hands-On Workshop on API 101 using POSTMAN



The IEEE-VSIT Student Branch organized a fun and interactive workshop on March 27th, 2021. The topic of the event was "Hands-on Workshop on API 101 using POSTMAN". The workshop saw a great number of participants from VSIT as well as students from different colleges which totalled to around 70 in number.

Speaker for this event was Mr. Ali Mustufa Shaikh who is a student committee manager at POSTMAN, which is one of the leading API development tools, used by over 98% of Fortune 500 companies.

The hands-on session began after Mr Ali made the participants familiar with the interface of the website being used. The participants were given a task of writing jokes in public workspaces. Participants wrote their code, tried, and tested them to get the desired output and posted them. He concluded by giving a short recap of the session which included things which were covered in the session, the methods, addresses, parameters, Authorizations, and body data.

He mentioned students can get Postman Student Expert Certification after completing the training course. Mr. Ali Mustufa reviewed all the outputs received from the participants and the person with the funniest joke received a present from POSTMAN.

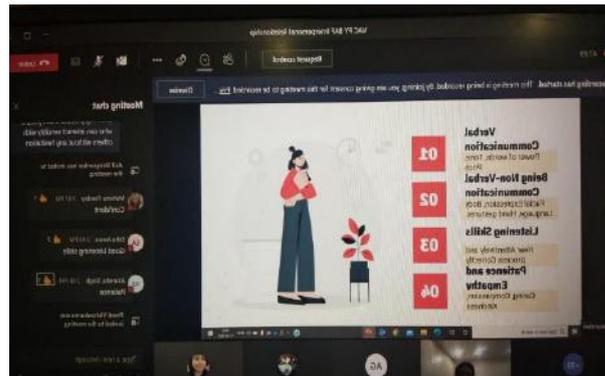
Department of Commerce & Accountancy

Webinar on Activity Based Costing Approach reference to Management Approach with reference to Case Studies



A seminar was conducted for B.Com. (Accounting and Finance) & (Banking and Insurance) students to provide practical exposure on cost management approach using the case study. The seminar was conducted on March 6th, 2021. It started with an introduction by the orator Mr. Madhav Kshirsagar, the director and CEO of Quantact Consulting. He started the seminar by talking about overhead accounting techniques and how the streamlining of cost structure control increases overhead. Then explained that Activity based costing is not simply the task to be done by the finance department. The orator explained the meaning of zero-base budgeting. The approach of ZBB how it helps in the analysis of unabsorbed costs also the analysis of core and non-core activities. He used the case study to explain the concept in a practical way. The orator concluded the seminar by explaining the steps of ZBB. The number of students who participated in this seminar was 98

Value added course- Professional Skill Mastery-Build skills for life and work



A "VALUE ADDED COURSE" was organized by BAF department of Commerce from March 2nd to March 24th, 2021, on MS Teams. The main purpose of this event was to enhance and generate soft skills regarding their respective jobs among the students. A total number of 40 students attended these sessions. A team of 7 teachers held informative sessions regarding their respective topics on soft skills. The first session was held by Ms. Snehaprabha mam from March 2nd to March 3rd, 2021, on effective communication in which she explained effective ways to communicate, its hindrances, and solutions. Second session was held by Dr. Swagatika Nanda on March 5th and 6th, 2021 on critical thinking in which she taught us to carefully deconstruct a situation revealing the hidden issue and finding the solution. She also explained 5 basic steps of critical thinking which are, formulating the questions, gathering info, applying it, considering the implications, and exploring different point of views. Third session was held by Mr. Shreyas sir on March 8th and March 10th, 2021, on decision making in which he explained about the importance to generate the skill of decision making and how to make the correct decision. He also explained the student to focus on their priorities how to implement

this skill in real life with some good examples. Fourth session was held by Mrs. Prathama mam on leadership quality. She explained the students about leadership quality, gave examples of various leaders and taught the students how to generate leadership quality by some videos, explanation, games etc. The next session of self-awareness was held by Mrs. Agnus Anthony in which she started by playing a melody to calm students mind and then explained the topic with some videos and examples, during the session she also explained the benefits of self -Awareness. Next session was continued by Mrs. Gunasundari in which she explained about the importance of this skill and its requirement to survive world on personal and professional level. The concluding session of Building Positive Attitude was held by Mr. Sandeep Khandekar in which he explained how to build a positive attitude, how to stay neutral in every situation, how to learn from everything in life and at the end explained the case study of the great king Shri "CHATRAPATI SHIVAJI MAHARAJ" how Shivaji Maharaj became king completed his life goals

Value Added Course on Tally ERP 9 with GST

B.Com (Accounting & Finance) department of Vidyalankar School of Information Technology organized its online hands-on Value-Added Course on Tally ERP 9. This course was primarily targeted for SYBAF students of VSIT. The course commenced from March 1st, 2021 and continued till April 7th, 2021. The timing of the course was from 3:00 pm to 5:00 pm.

Trainers:

Mr. Shreyas Bondre, Assistant Professor, BAF Dept:

The course was started by in-house faculty of VSIT, Mr. Shreyas Bondre. He explained the basic concepts of GST in detail. He also explained the registration of dealers in GST and various tax slab rates in GST regime.

Mr. Ajaykumar Poojary, Assistant Professor, BAF Dept:

The course was further taken by Mr. Ajaykumar Poojary, where he started right from Tally ERP 9 fundamentals such as creating a company, creating ledgers and groups, creating inventory masters, to passing GST entries in Tally ERP9.

Mr. Vijay Gawde, Vice-Principal, VSIT:

The course was concluded by Mr. Vijay Gawde, where he demonstrated various GST reports in Tally ERP 9 such as GSTR-1, GSTR-2, GSTR3-B and GSTR-9. He also explained the need and usage of filing of each return.

A total of 43 students have successfully completed the course along with all the assignments and the Final Test

The following were the objectives of the session: Overview of working of Tally ERP 9, Basic and Advanced Features of Tally ERP 9, GST Configurations in Tally ERP 9, Recording entries in Tally ERP 9, Generate GST invoices and transactions as per GST format, Various GST Reports in Tally ERP 9



Spoken Tutorials Online Exam

B. Com (Accountancy and Finance) department of VSIT has conducted an online examination on Spoken Tutorials (Introduction to Computers course) for students of BAF Department on March 19, 2021, on MS Teams. The following were the objectives of the session: To get an overview of Spoken Tutorial Examination, To understand the

Sr. No	Course Name	Class	Time	No of students appeared	No of students Certified
1	Introduction to Computer	FYBAF	1:30 pm to 2:30 pm	55	49
2		SYBAF	3.30pm to 4.30pm	54	49
3		TYBAF	11.30am to 12.30pm	42	38

basics of Introduction to Computers, To understand the hardware and software components of computers and To get certified with Spoken Tutorial and IIT Bombay.

VIRTUAL TOUR TO BLUE STAR INDIA COMPANY



The BAF department of Vidyankar school of Information Technology organized a Virtual Industrial visit for BAF Students of VSIT to Blue Star's Dadra plant at Dadra and Nagar Haveli, a Union Territory 200 km from Mumbai on March 5th, 2021. The visit began with the anchor Ms. Pinky Jadhav from the HR team of Blue Star Company who welcomed all the students and faculty members of VSIT. Amit Chauhan, the head of HR department gave the attendees a brief introduction about the Company. A Corporate Video was played to give an in-depth information to all the attendees about the Blue Star's Dadra plant's processes which are all integrated through SAP and ERP and all the modern manufacturing concepts that have been incorporated in the company, notable among them being visual management of the factory, Just in Time, Kaizen, 5S, Pokayoke, SMED, Kanban, TPM, Lean Manufacturing and Six Sigma. Valuable information about the company was given in the video such as its biggest consumers were big malls, Airports and corporates and they have around 34% market share in India. They have a Research and Development plant at Thane, Maharashtra. Bluestar Company India Ltd has the prestigious ASME Certification. Later Ms Drishti from the HR team and

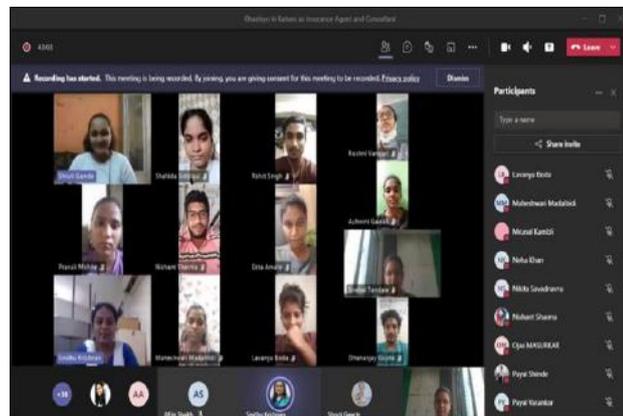
Mr Shubham from the production department gave a complete live tour of the company through the zoom App. After that Mr. Ashwin Jha from the production department answered the queries of the attendees.

WORKSHOP ON INTERNATIONAL FINANCIAL REPORTING STANDARDS

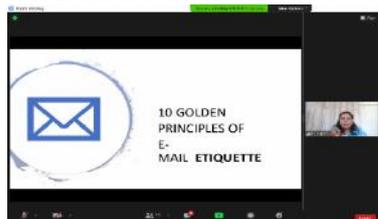
Commerce Association (B.Com. Accounting & Finance Dept) organized a Workshop on International Financial Reporting Standards (IFRS) on April 10th, 2021. This workshop was organized from 11:30 am to 2:00 pm primarily for the TYBAF students. The speakers for this session were Mr. Sandip Khandekar, in-house faculty of BAF Dept, VSIT and CA Ms. Dipti Shirodkar. Mr. Sandip started with the Introduction to IFRS, he then explained the purpose of Financial Reporting Standards. He elaborated the entire IFRS framework, along with objectives and characteristics of Financial Reporting. The practical implications of IFRS were explained by CA Ms. Dipti Shirodkar. She explained IFRS in India and explained the benefits in Indian context. The session was concluded by explaining the way ahead for IFRS in India and the challenges and opportunities to Indian firms for adopting IFRS. A total number of students attended the workshop were 47.

A Seminar on Khushiyo ki Kahani

Khushiyo ki kahani was a seminar arranged by the department of Banking & Insurance on MS TEAMS on March 22nd, 2021, from 3:30 pm to 4:30 pm. This seminar was organized by department of Banking & Insurance. The seminar started with an introduction of Ms. Shruti with other participants present in the seminar. Further Ms. Shruti Gawde narrated her whole journey in the insurance sector and guided the students about what is an insurance and who is an insurance agent. Shruti Gawde. After the seminar there was a small Q&A round where the participants asked their doubts regarding the insurance and the IRDA exam.



INTERNATIONAL WORKSHOP ON 10 GOLDEN PRINCIPLES OF E-MAIL ETIQUETTE"



VSIT department of BBI arranged a session on email etiquette on April 29th, 2021 from 4:00 pm to 6:00 pm. The resource person was Prof. Sindhu Krishnan who is also the Head of Department of BBI. The session had total of 80 students from various places like Ghana(South Africa), Maharastra, Tamilnadu,Goa , UttarPradesh, Goa and AndhraPradesh. The main objective of this session is to educate the students how to write an effective professional e-mail, as we are all heavily depend on mail these days . The session briefed about how the professional email id should be, Subject , the right register to be used, Salutations , Sub-task, alignment etc as well practised email on how to apply for a Job as a fresher. The session was very interactive and the participants had opened up for Question and Answer and clarified many of their doubts.

Value Added Course on “Behavioural Economics”

A value-added course in behavioural Economics was organised by the BMS department from March 30th to April 10th, 2021.

DAY 1 Prof. Abhijit Rane addressed the first session for the course. He gave a Brief introduction of human behaviour and psychological thinking, also he discussed Difference between Standard economics and Behavioural economics, Main motives behind studying behavioural economics, Come back of behavioural economics in late 90's. He took a detailed revision of basic economic concepts, like micro and macro-economics, utility.

DAY 2 Prof. Sagar Gaikwad discussed the introduction of Behavioural Economics with the students, he introduced the concepts of Equity, Marginal Utility and its law, difference between total and marginal Utility and calculation of marginal utility, Assumption, limitation of law of equity, Marginal utility.

Day 3 10 Important principles of economics were discussed in the 3rd session. A brief information on taxation knowledge was given to the students (Types of taxes, etc.) also explanation on people's face trade off concept was given. A glance over through the concepts like Rational people thinking at the margin and Significance of opportunity cost in decision making.

Day 4 Started with an introduction about law of return to sale. Explanation about law of variable proportions was given. Detailed information was provided on the topic of Producing Equilibrium. Explanation of an Isoquant and an indifference through graphs. Difference between Isoquant curve and indifference curve.

Day 5 Brief description about indifference curve income effect. Followed by explanation of indifference curve price effect, Video explanation of indifference curve income effect, indifference curve price effect, brief introduction to indifference curve substitution effect.

Day 6 Started with a brief introduction of homo economics, Explanation on homo economics and emotionalist, explained assumptions of homo economics. A quick summary on homo economics was given. Video explanation on behavioural economics in action and economics was provided.

Day 7 On the 7th day a new topic was started “Survey Responses”. Advantages and disadvantages of survey were discussed. Determinants of successful surveys were pointed by the speaker. Steps to developing a successful questionnaire for survey were explained. Also, the ‘Five W’s and one H’ were discussed.

Day 8 A Brief introduction of game theory and its application areas, Explanation of John von Neumann and John Nash's work on game theory, Explanation on elements and assumptions of game theory was provided. Introduction of behavioural economics and Heuristics, availability and Anchoring of Heuristics were also discussed.

DAY 9 Started with the explanation of behavioural economics choice architecture, video explanation of how choice architecture influences us was given. A brief description about choice architecture was provided. The difference between behavioural economics and choice architecture were discussed. Voluntary marketing mix and nudge strategies to promote healthy restaurants were provided.

Day 10 Day 10 began with the introduction to behavioural principles for policy design, Explanation to decision making insights, web chart of principles of behavioural economics. Nudge theory was explained with the help of a video. Deviation from rationality and possible behavioural economics application explained.

Day 11 On the last day of the course explanation of three major human probabilities were discussed. A summary on availability heuristic as provided. A Revision of choice architecture and what all things that makes people happy was taken. Explanation of what is deviation from rationality and possible behavioral economics. The last session was conducted on April 10th, 2021, by Prof. Abhijeet Rane, he also took a test of the students at the ending of the session. The Speakers were happy to see the response from the student's side. The students were delighted to receive such an enlightening and in-depth knowledge on economics.



Webinar of Disruptive Strategy

The members of Enactus, Management Club of BMS Department, VSIT, organised a webinar on “Disruptive Strategy” on March 20th, 2021, from 2:00 pm to 3:30 pm. The speaker Professor Nidhi Singh began the session by giving the insights to the topic disruptive strategy. The speaker talked upon Types of Innovation (Sustaining Innovation, Low- end Disruptive Innovation and New Market Innovation). The speaker gave in depth knowledge and information with various examples. She highlighted a lot of aspects of the topic like “how Disruption Strategy is a result of a good business strategy”, Product Disruption VS Market. Disruption, Low-end Disruption VS High-end Disruption, ways to create Disruptive Product and a lot more. A Vote of Thanks was given by Ms. Gauri Kambli a member of Management Club of B.M.S, VSIT who then concluded the closure of the session. A total number of 113 students attended the webinar.



Statutory Compliances under Labour & Industrial law

The members of ENACTUS, Management Club of BMS Department conducted a seminar on “Statutory Compliances Under Labour & Industrial law” organized by Department of BMS on April 5th, 2021. The webinar commenced at 2:00 pm with introduction of our Guest Speaker Ms. Bhagyashree Mahale by Rabab Fatima Agha, member of Enactus. Ms. Bhagyashree Mahale started the webinar by questioning students about their knowledge about ‘Statutory Compliances Under Labour & Industrial law’ and asked an entertaining quiz to encourage students. During the webinar Ms. Bhagyashree Mahale elaborated many topics like How the registers should be maintained? Contract Labor Act 1970, Applicable Laws to your Industry, Statutory returns, she also spoke about Agreement/LOI. At the end of the session, ma'am answered and explained all the queries attendees had during the webinar. The webinar was concluded by Vote of Thanks given by Ms. Janhavi Dhargalkar, a member of Enactus and a small photo session of attendees.



Agency Management Guest Lecture



The Department of Mass Media organized a guest lecture for the subject of Agency Management on March 20, 2021. The lecture commenced at 10:20 am by Prof. Hanif Lakdawala. Hanif sir started the lecture by discussing the probability of success and the aspects of entrepreneurial qualities. Prof. Hanif Lakdawala began the lecture by asking students how a person makes money and how does one become successful. While interacting with the students, he managed to give his pearls of wisdom about being able to sustain the world by increasing your entrepreneurial skills. He gave multiple examples explaining the probability of success and failure. He expanded

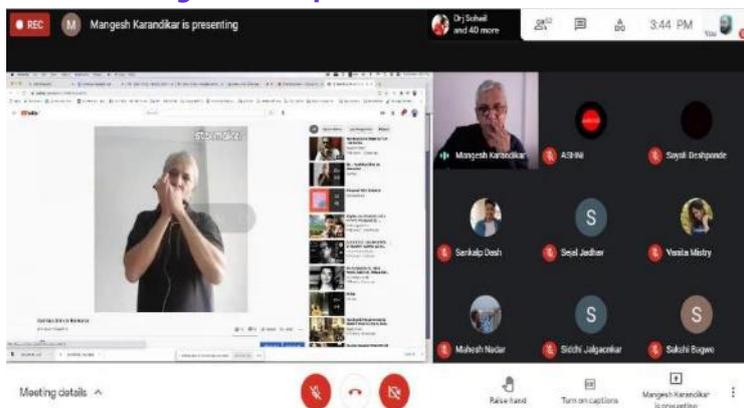
on the topic of business risks, success, certainty, or uncertainty, and further business progression. He also explained the attributes of a good entrepreneur. Conversing on this topic, he spoke about breaking the status quo by giving current situation examples. The lecture concluded on 12:30 pm.

Creativity in Advertising

The Department of Mass Media of Vidyalkar School of Information Technology, on Saturday March 27, 2021 between 2.30 p.m. and 4 pm, organised a webinar on improving creativity in advertising. Mr. Sarfaraz Siddiqui, creative at Lowe Lintas, actor, director, and script writer, was the resource person for the session. He described advertising to be a fun place, as one always meets creative people in this field. He has worked with R. Balki, filmmaker and former Group Chairman at Lowe Lintas. He quoted Balki while speaking about functioning of an advertising agency, "We are here to give the solution of their (client) problems in a creative way." Mr. Siddiqui mentioned that creating any advertisement is about how one will communicate their thoughts in the given 10 or 30 seconds. According to him, meeting new people helps in creativity. He once watched about 72 films in a month, which helped him to understand and observe different cultures and people. While mentioning about the ideas behind any ad campaign, he said that ideas should come from life. He added that when a client provides with some brief, the creatives should understand the problem and communicate the solution in a creative manner. When students asked Mr. Siddiqui about his favourite ads, he mentioned some brands such as Fevicol, Cadbury Dairy Milk, Fogg, Surf Excel, Center Fresh and Vicks. He also said he follows Piyush Pandey, Chief Creative Officer Worldwide and Executive Chairman India for Ogilvy and R. Balki while creating any ad. He advised students to follow the two creatives to learn advertising and understand life. He also mentioned that certain ideas need to be censored right from the beginning of the process. As the audience is changing, it is a complex process to reach the target audience. However, to get a wider reach, one should use simple ideas and human stories. He also addressed the changing times and increasing focus on digital advertising campaigns, but he added that digital ads will not affect existing traditional media as majority of Indian population still consumes traditional media content. He mentioned that he accepts the new digital era and its changes. Change helps in learning even though there are pros and cons of everything. He emphasized on the fact that, "Medium changes but the process remains the same." When asked about overcoming creative block, he advised students to free themselves and not think about the issue for some while. One should spend time meeting new people, friends and watching movies to declutter their mind. Following this process will help them to get new ideas. He concluded the session by stating the important quality to be a good creative. The quality is to be human and a good person. He said, "If you stop enjoying, you won't be able to write."



Sound Editing Workshop



The Department of Mass Media organized a 'Single-day sound editing workshop' for the purpose of teaching students the basics of Sound editing and their various characteristics. The session was conducted between 3 pm and 6 pm on March 23, 2021, on Google Meet. The guest lecturer for the workshop were 'Dr. Mangesh Karandikar' (Director, MET Institute of Mass Media) who were first felicitated by the Head of the Department of BAMMC 'Prof. Anindita Banerjee'. The welcome address was rendered by a student of TYBAMMC Ms. Sayali Deshpande. Initially Dr. Mangesh Sir explained about the aspects of learning sound editing including subjects like sound recording, editing, mixing, creation of different sounds, etc. He also explained ways to play with the treble and bass of the sample sounds and cut/edit them by tweaking them a bit and create a totally different sound sample. The resource person showed how usage of audacity software could be carried out for learning the basics of sound editing as well as what tools does the software has on its interface. He also gave students few of their own voice samples where

they asked the fellow participants to carry out the sound editing procedure step by step with them simultaneously. Also, he spoke on the giving brief ideas about the detailed strategy to avoid distortions of sounds, learn to set proper amplitude, good control on input volume and adjusting it to requirements. The workshop on Sound editing ended with Guest lecturer going through Q & A session where students asked about their doubts on working of software and Dr. Mangesh Karandikar solving those queries one -by one. The certificates for the workshop were mailed to the respective participants thereafter. 60 students attended the lecture.

GUEST LECTURE ON ADVERTISING & MARKETING RESEARCH

The Department of Mass Media organized a lecture on Advertising and Marketing Research on March 18, 2021, between 10 am and 12 noon. 30 students attended the session. The resource person was Hanif sir. The lecture was on the importance of research in advertising/media. He started the lecture with video trailer of Amazon Prime Original series Tandav and this was followed by a second movie clip of the movie PK. The students soon discussed the difference between the clips. The resource person told the audience how Tandav failed to do business and was criticized by everyone. He explained that the only reason was wrong research; he explained the second clip where the idea of questioning God was expressed extremely well. He explained the importance of research using these simple examples. He insisted why one should never neglect research before any project because in media, mistakes lead to tremendous loss in terms of finances as well as brand image.

"The secret of getting ahead is getting started." – Mark Twain