

NEWSLETTER

September 2024 to November 2024



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Personality Enrichment Committee

Mystical Mandala & Garba Glory!

The Personality Enrichment Committee organized the event Mystical Mandalas and Garba Glory on 3rd October 2024, which saw enthusiastic participation from students. A total of 60 mandala art posters were submitted, showcasing exceptional creativity. The objective of the Navdurga Mandala Art competition was to encourage students to explore their creativity and enhance mindfulness by illustrating the nine forms of Goddess Durga through intricate and detailed patterns. The Garba Pot and Thali Decoration competition aimed to inspire students to engage with cultural traditions by designing and decorating traditional items used during festivals.

This activity aimed to promote focus and spiritual connection, while also fostering an appreciation for cultural heritage. This encouraged creativity, enhanced artistic skills, and promoted teamwork, all while allowing students to connect with cultural practices in a hands-on and enjoyable manner. Additionally, it provided an opportunity for students to develop and refine their artistic skills through a meaningful cultural expression.

Both events successfully combined artistic expression and cultural awareness, providing students with a platform to showcase their talents and connect with their heritage.

*Personality Enrichment Committee***Grooming Workshop**

The Personality Enrichment Committee conducted a grooming workshop for students of VSIT to enhance their personal presentation skills, boost self-confidence, and prepare them for professional and social interactions. The workshop aimed to equip students with essential grooming techniques, communication skills, and a positive mindset, fostering overall personal development and readiness for future opportunities.

*Training & Placement Committee***Bajaj Earth Campus Drive for 2024 batch**

The Bajaj Earth Campus Recruitment Drive 2024 was organized to identify and hire the best talent for various roles in the company. This recruitment drive was part of Bajaj Earth's commitment to attracting dynamic, innovative, and skilled graduates who are eager to contribute to the company's growth and success. The company is known for fostering an inclusive work culture and providing its employees with opportunities for growth and development.

**Story Telling Competition**

The Personality Enrichment Committee organized a storytelling competition on 1st October 2024 in the Reading Hall, where students of VSIT enthusiastically participated. The competition aimed to educate students about the life and principles of Mahatma Gandhi, focusing on themes such as non-violence, truth, and social justice. The objective was to inspire participants to reflect on Gandhi's contributions to India's freedom struggle and his enduring impact on global peace.

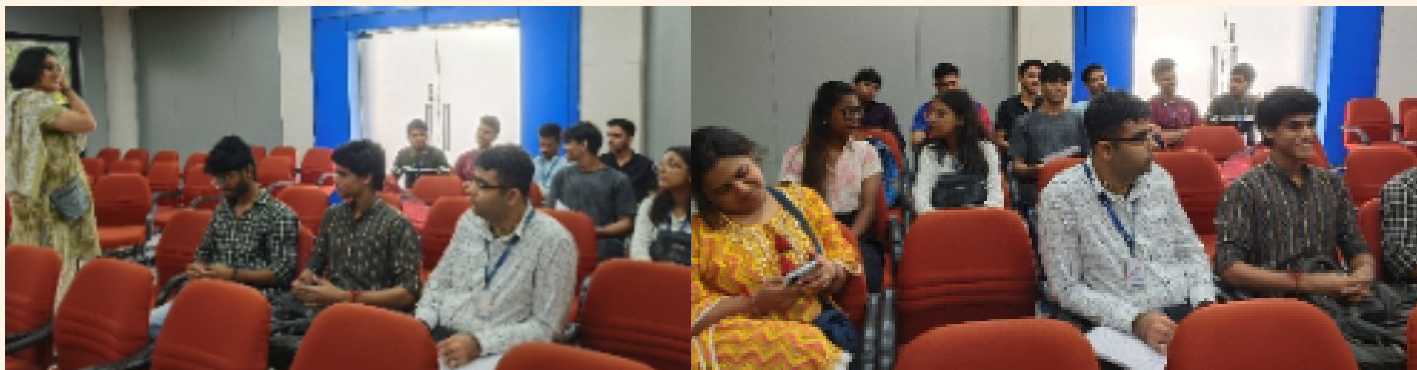
**Qspider Campus Drive for 2024-25 Batch**

Every year Across PAN India, QSpiders run a CSR Certified Internship placement integrated boot camp program for Final Year batch students i.e – 2025 Passing Out batch Students. Selected students will be given Date of Joining wherein, they can come on the respective date, finish joining formalities start attending Internship training & get placed from QSpiders. QSpiders / JSpiders /PYSpiders/ProSpiders is the world's largest technical/Non-technical training centre, over 52 Centres Across 14 states & currently tied up with 4180+ Software companies across India.



Mentoring Session for Re-Engagement Interaction

Intensive Educational Development Program Committee has organized Mentoring Session for Re-engagement Interaction to guide students with KT process and give counselling to them by Dr. Kirti Potkar so that these students are motivated to complete their KT exams. The main focus was to counsel them so that these students are motivated to continue their studies and take first step by filling the KT forms.



Department of Information Technology

Safeguarding Innovation: Exploring the legal framework of Intellectual Property Rights

The session was led by Mr. Prakhhar Jain, Assistant Controller from Head office, Wadala. He poured upon his extensive experience in IP law and consulting and focusing on the prominent case studies he had examined till date. Mr. Jain commenced the lecture by introducing the basic concepts of intellectual property rights. He emphasized the importance of IPR in protecting creations of the mind, including inventions, literary and artistic works, designs (SICLDR), symbols, names, and images used in commerce.



Case Study Conference on the Theme Data Warehousing, Big Data Analytics and Data Mining

Networking and Systems Cluster had organized a case study conference on the theme Data Warehousing, Big Data Analytics and Data Mining for students and faculties. The Case Study started with the inauguration of the event. The event was hosted by Ms. Kanchan Taksale. The hosting started with the introduction of the guest Ms. Leesha Nair and Mr. Binesh Nair. Ms. Leesha Nair was felicitated by Prof. Pushpa M and Mr. Binesh Nair was felicitated by Prof. Prachi M. Ms. Leesha Nair presented a case study on Automatic Cars which was related to Big Data.



Department of Commerce and Accountancy

Accounting & Finance

V-JOSH

The department of Banking and Finance conducted V-Josh, the hub of different activities that enhances students' creativity, communication, and teamwork skills while encouraging practical application of theoretical knowledge through interactive formats. It fosters cultural awareness by incorporating traditional games, which also promote strategic thinking, social bonding, and physical activity in a fun, low-pressure environment. Overall, it develops a balanced mix of academic, creative, and social competencies. To ensure the quality and coherence of their performances, students diligently sought guidance from their respective subject teachers.

- **Taxation Roleplay:** TY students demonstrated the risks of GST noncompliance, including fines, audits, and reputational damage. They illustrated how business owners initially resisted paying GST due to cash flow concerns but were educated by auditors on the legal consequences and long-term impacts of tax evasion.
- **Financial Statements Roleplay:** Students took on roles of accountants, analysts, and management to prepare and present accurate financial reports.
- **Inventory Management (LIFO vs FIFO):** Students simulated inventory management using LIFO (Last In, First Out) and FIFO (First In, First Out) methods.



- **Motto Design:** Students created meaningful mottos for their projects, emphasizing branding, communication, and their core values and mission.
- **Budding Entrepreneurs:** Aspiring entrepreneurs presented innovative business ideas aimed at solving real-world problems, discussing their business models, strategies, and vision for success.
- **Traditional Indian Games:** Students explored the cultural significance of traditional games like Marbles, Jenga, and Lagori, showcasing how these games promote teamwork, physical fitness, and community spirit.



Department of Management

NUCLEAR HORIZONS: SHAPING THE FUTURE OF ENERGY MANAGEMENT

The Department of Management in collaboration with team ENACTUS organized a seminar on Nuclear Horizons: Shaping the future of energy management. The seminar titled "Nuclear Horizon: Shaping the Future of Energy Management" was organized by the Department of Management in collaboration with ENACTUS at VSIT. It featured an insightful presentation by Dr. K. Sasi Bhushan, introduced by ENACTUS member Nehali. Dr. Bhushan began by discussing the Big Bang theory, providing context for the universe's formation and the development of energy sources on Earth. He then explored the implications of infrared radiation and current carbon dioxide levels, emphasizing their effects on climate change. The speaker outlined various energy sources, comparing renewable and non-renewable resources, and discussed the economic viability of fossil fuels. Further, he delved into the principles of electrical energy and provided a detailed explanation of thermal power plants, highlighting their workings and components. A significant portion of the seminar focused on nuclear energy, including its contributions to the energy mix and the vision of Homi Bhabha. Dr. Bhushan also elaborated on India's three-stage nuclear power program and assessed the environmental impact of nuclear energy. The disposal of nuclear waste was discussed, along with the innovative concept of thermoelectric fusion reactors. The interactive nature of the seminar encouraged participant engagement, leading to insightful discussions. The session concluded with a Vote of Thanks from Nehali and a token of appreciation presented by Saaj Handicrafts, recognizing Dr. Bhushan's valuable contributions to the discourse on energy management.



Setting SMART Financial Goals

The Department of Management in collaboration with team ENACTUS organized a seminar on Setting SMART Financial Goals, a practical guide to achieve long term financial success. The session was led by CA Pranita Jain, a seasoned Chartered Accountant and expert in personal finance, who shared his deep insights into financial goal setting, smart investing, and understanding key financial tools like mutual funds. The session was interactive and designed to provide attendees with practical knowledge they could apply immediately.



FINANCIAL LITERACY

On September 4, 2024, the Department of Management at Vidyalankar School of Information Technology (VSIT) organized an insightful seminar on "Financial Literacy" aimed at enhancing the financial awareness and knowledge of its teaching and non-teaching staff. The seminar was held in the Y-Block Seminar Hall from 2:30 PM to 3:30 PM. Tanuj Poddar, the founder of Beam Outsourcing Service, served as the guest speaker and shared his expertise on the importance of financial literacy in personal and professional lives.



HEALTH AWARENESS

A recent guest lecture on "Stride for Wellness," organized by Sorgen, provided an insightful exploration of the importance of leg wellness for teachers. The presentation emphasized the occupational demands placed on teachers, who often experience leg health issues due to prolonged periods of standing and sitting. By discussing the anatomy of leg health, common problems faced by teachers, and practical strategies for maintaining leg wellness, the session highlighted the crucial connection between physical well-being and professional efficacy.



MANAGEMENT: CASE STUDY / PRESENTATION COMPETITION

The Department of Management, in collaboration with Team ENACTUS, the management club of VSIT, organized a national-level case study and presentation competition. The event brought together students from various colleges, all eager to compete and showcase their skills in management topics. Two main competitions were held during the event:

Presentation Competition: This took place in the VSIT auditorium. Teams presented on various contemporary topics, such as green management and sustainability. Each team showcased their in-depth research and innovative ideas to impress the panel of judges.

Case Study Competition: Conducted in VSIT's M413, this competition was launched by Tanvi Nikalje, another member of ENACTUS, who introduced the judges to the participants. Teams presented detailed case studies on topics such as Tata Motors, electric vehicles, eco-friendly practices, and sustainable environments. The presentations were well-researched and creative, emphasizing practical solutions to current business challenges.



THE EVOLVING ROLE OF PUBLIC RELATIONS IN THE DIGITAL AGE

On September 4, 2024, the Department of Management at Vidyalankar School of Information Technology (VSIT) organized an insightful seminar on "Financial Literacy" aimed at enhancing the financial awareness and knowledge of its teaching and non-teaching staff. The seminar was held in the Y-Block Seminar Hall from 2:30 PM to 3:30 PM. Tanuj Poddar, the founder of Beam Outsourcing Service, served as the guest speaker and shared his expertise on the importance of financial literacy in personal and professional lives.



Department of Mass Media

Navigating IPR

The guest lecture conducted for FYBAMMC students by Mrs. Savani Vaze Ma'am on Friday was absolutely successful and interesting. Its main objective was to educate students about IPR that is Intellectual Property Rights and its key elements like Copyright, Trade mark, Patent, Trade secret, Geographical indications, etc. Interesting way of explanation with relatable examples made the entire session and topic quite easy to understand. The entire session has surely provided enough essential information to the students which will definitely help them to have a positive approach towards this subject.

The guest lecture held on Friday for FYBAMMC students was undoubtedly an insightful and engaging session designed to educate the students about IPR and giving them detail insights about the world of law.



SYBAMMC INDUSTRIAL VISIT

The BAMMC department conducted an IV to Literature fest at NCPA for SYBAMMC students visit to provide a platform for authors, thinkers, and cultural personalities to discuss their work, share ideas, and engage with audiences. To highlight the intersections of music, literature, and philosophy, showcasing how these art forms influence and enrich one another. To bring together both Indian and international voices in the realm of literature, science fiction, and the arts, making the festival a global cultural exchange.

The session began by showcasing L. Subramaniam's few clips playing the violin, demonstrating his unmatched technique and emotive depth.

The second session of the day delved into the theme of "From Jerusalem to Japan: A Traveler's Quest for Heaven on Earth," featuring acclaimed travel writer Pico Iyer in conversation with Girish Sahane, a cultural critic and author.

The third panel discussion brought together three prominent voices in the realm of contemporary science fiction in India: Appupen, Gautam Bhatia, and Lavanya Laxminarayan. The session was chaired by Peter Griffin, a noted literary critic, who guided the conversation with insightful questions.

All the sessions were interactive, with ample opportunities for audience participation. The Q&A sessions at the end of each conversation allowed for deeper engagement with the speakers, making the experience more personalized and reflective.



Rajniti 2024: Political Campaign Competition

On September 21, 2024, Rajniti 2024, a Political Campaign Competition was conducted in the subject of Contemporary Affairs for FY BAMMC students. This competition was designed to instill in students an interest in the political process, current affairs and the art of persuasive skills.

The event commenced with the host, Jessica Dhanjal, delivering a warm welcome and introducing the competition to promote an interest in Indian politics and civic awareness. The competition featured 9 groups of maximum 10 members each. The students began by introducing the party name, motto and also presents a video of their campaign.

At the conclusion of the event, the judges shared the result of the evaluation with the subject teacher. Prof. Lakshmi Pillai conducted a voting from the audience and the faculty members who were present for the event.



Maadhyam 2024

Tuesday took off with the inauguration of the 5th edition of Maadhyam - the media conclave organized for and by the students of BAMMC. The media conclave is held to expand industry reach and to make students aware of what happens in different aspects of media. The objective of the event was for the students to gain knowledge from industrial experts, and to put the knowledge into action within their daily lives.

Maadhyam is a flagship event of BAMMC. There were prominent guest speakers such as Dr. Kurush Dalal (Food Anthropologist), Prasanna Ketkar (Actor), Hrishikesh Joshi (Actor,Writer), Suyog Risbud (Digital Creator, Youtuber), Varsha Dandale (Actress) and Anand Chakravarthy (Chief Growth Officer at OMG India)

- Dr.Kurush Dalal talked about food culture, deficiency, how macros are important for a healthy body, how the person's behavior is affected by the type of food they eat.
- Prasanna Ketkar talked about his journey as an actor & the kind of personalities he came across in life so far. He also talked about the drawbacks and challenges of being an actor.
- Hrishikesh Joshi shared about his experiences, struggles and challenges in media industry .
- Suyog Risbud introduced his podcast and talked about the lessons that he has learned in his journey.
- Varsha Dandale gave insights about acting, performance & tactics that she has used in the media industry.
- Anand Chakravarthy talked about Digital infrastructure, disruptions in career journey and artificial intelligence (AI)



The Art Of Brand Management From Concept Of Execution

The Department of Mass Media successfully conducted an insightful workshop on September 20, 2024, featuring guest speaker Prajakta Rawool, an esteemed alumni and expert in brand management. The session titled "The Art of Brand Management from Concept to Execution" was aimed at providing students with a comprehensive understanding of brand management strategies, from initial conceptualization to successful execution. Miss Prajakta began the session by explaining brand management and its significance in the modern business landscape. She touched upon key terminologies and concepts that form the foundation of a successful brand strategy. She shared her experiences of working with different brands and how she deals with them, it was very helpful for the students to understand and learn about handling and dealing with brands.



Maadhyam 2024

The Thursday event was for all the students of Vidyalankar's Mass Media department, it was a successful event in achieving its objectives of students exploring the art of short filmmaking. Feedback from students indicated positive responses, with many expressing gratitude towards winning the prizes in the short filmmaking and photography competition. The Cinevista event held on Thursday for BAMMC students was an insightful and engaging event designed for the students to enjoy and learn about filmmaking at the same time. Eventually, the screening of short films started, and it was a great roller coaster ride as an audience. There were over 20 short films, on different themes like friendship, mental health, documentaries, sexual violence awareness, there was a short film on cars which shared the message to 'unleash your potential', all the short films had a message, story to share it with the audience. After the screening of short films, photographs were displayed. Later, the guest made the toughest decision of winners among these amazing short films and photographs, at the same time the short film 'Paankhol' by Mr. Parag Sawant was shown to the audience, an emotional short film with great visuals and a great story.



Guest lecture on Media Ethics

On November 26, 2024, the Department of Mass Media of VSIT held a guest lecture in the course of Media Laws and Ethics. This session was organized with the aim to create an awareness of Media Ethics. Media ethics promotes and defends values such as a universal respect for life and the rule of law and legality. Media Ethics defines and deals with ethical questions about how media should use texts and pictures provided by the citizens. The session aimed to explore truth, bias, and integrity in media. Media ethics addresses ethical considerations in using texts and images provided by citizens. Guiding students about trust building, promoting accountability, respecting rights, navigating bias and adapting technology.



Public Relations Campaign 2024

The PR competition aimed to provide second-year BAMMC students with a platform to apply their theoretical knowledge of public relations in a competitive environment. The primary objective was to enhance their skills in PR strategy, communication, and creative thinking while promoting teamwork and professionalism. The PR competition involved students working in teams to develop and present a comprehensive PR campaign based on a given brief. Participants were evaluated on creativity, strategy, execution, and the effectiveness of their campaign pitch. The event encouraged students to demonstrate their understanding of media relations, stakeholder engagement, and crisis management while competing in a real-world scenario. Students presented innovative PR campaigns, showcasing their ability to craft strategic communication plans tailored to specific target audiences. Faculty provided constructive feedback on the campaigns, focusing on areas such as message clarity, media strategy, and brand positioning.



The DE & I Certification Workshop

Mr. Harish Iyer, a prominent LGBTQ activist, recently conducted a thought-provoking lecture on diversity, equity, and inclusion. The objective of this lecture was to foster understanding and promote acceptance within the community, emphasizing the importance of creating an inclusive environment for all individuals, regardless of their backgrounds.

One of the key highlights of the session was an engaging game designed to help students grasp the concepts of equity, diversity, and inclusion in a fun and interactive way. This activity not only encouraged teamwork and collaboration but also allowed participants to experience firsthand the impact of inclusive practices and the significance of embracing diverse perspectives.



'Curtains Up': Drama Competition 2024

On 19th October 2024, 'Curtains Up', a Drama Competition, was conducted as part of the course Communication Skills in English-I for FYBAMMC students. Faculty provided constructive feedback on the campaigns, focusing on areas such as message clarity, media strategy, and brand positioning. The competition featured seven drama groups, each tasked with performing a drama that allowed them to showcase their language proficiency and storytelling abilities. Each group had a maximum time of 20 minutes to present their performance.

The groups chose various dramatic themes, introducing the titles and the core message of each play. Students utilized vocal expression, body language, and emotional conveyance to engage the audience and effectively communicate their stories. They also incorporated background sound effects and music to enhance the feel of the play, creating an immersive experience for the audience.

