

Our Vision

Thakur Institute of Management Studies, Career Development & Research will become a premier institute renowned internationally for providing education in software application to graduates from various disciplines.

Our Mission

To achieve excellence in providing software education so that students can grasp existing as well as emerging technologies and to inculcate leadership and managerial qualities in them so that they can deliver results in the organization they join.

Quality Policy

We, the staff, faculty and management of Thakur Institute Of Management Studies, Career Development and Research are committed to offer excellence in software education, conducive academic environment and state of-the-art infrastructure to our students. We work as a team and interact with students in pro-active manner to achieve our Quality Objectives and fulfill all academic, statutory and regulatory requirements to entire satisfaction of our students as well as for continual improvement of QMS.



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From the Editor's Desk

The past year has been momentous for TIMSCDR. Our course has been accredited by the National Board of Accreditation (NBA), India! We are the only MCA College in the entire Mumbai region to receive the NBA accreditation. Though it is ostensibly a measure of the quality of education that we are imparting to our students, I view it a symbol of the teamwork and family spirit that is fostered in each and every member of the TIMSCDR family – our students, faculty, administrative staff, alumni and a very supportive management. I take this opportunity to assure all our stakeholders that we shall strive to maintain and even better the high standards that we have been recognized and accredited for.

Another feather in our cap is the truly outstanding performance of our students in the Mumbai University Examinations. Our students have scored the first position in the 1st, 2nd and 3rd years exams in the odd semester for the academic year 2018-19. I take this opportunity to compliment not only the students but also their faculty members for bringing laurels not only to themselves, but also to TIMSCDR. They have made us proud!

I would also like to compliment the passing out batch on the excellent placements secured by them. We take great satisfaction in our record of placements - and even greater pride in the accomplishment of our alumni. It is our alumni which have built and sustained our image. I invite them to even deepen their association with their alma mater.

Finally, I welcome the fresh batch of students to TIMSCDR. Let me remind all of you that you have joined an Institution rich in opportunity and tradition. I am sanguine that you will live up to our heritage. I wish you good luck and Godspeed!



Dr. Vinita Gaikwad
Director

Our PEOs and POs

PROGRAM EDUCATIONAL OBJECTIVES (PEOs)

1. To enable students to gain knowledge across all domains of Information Technology with in-depth understanding of their applications.
2. To enable students to analyze problems and to design and develop software solutions using emerging tools and technologies.
3. To enable students to continue Life-long learning, Research and Entrepreneurial pursuit in their chosen fields.
4. To develop communication, teamwork, and leadership skills necessary to manage multidisciplinary projects and serve the society as responsible and ethical software professionals.

PROGRAM OUTCOMES (POs)

1. Computational Knowledge - Apply domain specific knowledge of computing and mathematics for designing of software solutions for defined problems and requirements
2. Problem Analysis - Understand and analyze a problem and suggest feasible solutions
3. Design/ Development of Solution - Design, evaluate, and develop effective solutions for complex computing problems to meet desired needs
4. Conduct investigation of complex computing problems - Design and conduct experiments and use research-based methods to investigate complex computing problems
5. Modern tools usage - Use appropriate techniques and software tools for computing activities
6. Professional Ethics - Understand and commit to professional norms, regulations and ethics
7. Life long Learning - Recognize the need for and have the ability to engage in independent learning for continual professional development
8. Project management and finance - Understand and apply project management principles, as a member or leader in multidisciplinary environments
9. Communication Efficacy - Effectively communicate technical information, both oral and written with range of audience
10. Societal & Environmental Concern - Analyze societal, environmental, cultural and legal issues within local and global contexts when providing software solutions
11. Individual and Team Work - Work as a member or leader in diverse teams in multidisciplinary environments
12. Innovation and Entrepreneurship - Use Innovation and Entrepreneurship for creation of value and wealth

To achieve high ethical and academic standard, students are instructed to follow the Code of Conduct prescribed by the institute



Code of Conduct for Students

ACADEMIC CONDUCT

- As a part of academic work, time to time submissions are scheduled for assessment of respective subjects. It is mandatory for the students to follow the schedule and submit the work complete in all respects on time.
- Any research paper/ project/ report submitted by the students has to be original work of the student. Plagiarism shall not be accepted.

REGULAR ATTENDANCE

- Subject-wise attendance is taken every day. Students should have 75% attendance in all subjects and in developmental programmes like guest lectures, training programs, field visits etc. as per University of Mumbai Ordinance 0.6086.

GENERAL CONDUCT

- Wearing ID-Card in campus is compulsory.
- Formal and decent dress code should be maintained (half-pants, Capris, three-fourths, are not allowed).
- Only English language shall be used for oral / written communication on campus.
- Students should not talk amongst themselves whenever anyone is addressing the class as a whole. If any students are found disturbing the class with notorious activities, necessary disciplinary action will be taken.
- Loitering in the corridors and making noise on the premises is strictly prohibited.
- Consumption of alcohol, tobacco, drugs, cigarette, and smoking is prohibited in the institute. Students should refrain from visiting smoking joints in the vicinity of the campus.
- Access will not be allowed into lectures, computer labs, seminars after the start of the session. Late comers will be refused entry and should leave immediately, if requested.
- In the event that a student wishes to leave a lecture, seminar or computer lab before its scheduled finish time, the prior permission of the Professor concerned should be obtained except in the case of departure necessitated by reason of illness or other unforeseen circumstances.
- Laptops and other auxiliary aids can be used, in classroom & Labs with permission from the Professor concerned.
- No audio or video recording of any session

should take place without the permission of the Professor/ Speaker concerned.

- Food & Beverages shall be consumed only in refreshment room or canteen.
- Misuse or damage to any learning

materials including collar mikes, computers, sound systems or LCD Projectors, furniture, fittings, or any other property belonging to the institute will not be tolerated and will lead to disciplinary action, and the entire class will be held responsible for it and shall be liable to pay fine as applicable.

- Seating arrangement in the classroom should not be disturbed.
- Caution Money will be refunded as per the refund policy of the institute.
- Library books and Card should be returned as per the Library policy.
- Comply with all important dates provided by examination section without fail.
- Provide faculty teaching feedback unbiasedly and fearlessly to facilitate positive changes in teaching / training system and help to improve its efficiency and effectiveness.
- Participate in departmental and institutional activities/ programmes individually and in groups to enhance your learning and help to increase the brand value of the Institute.
- Encourage and share best practices and innovations at all levels to set new standards and benchmark for the Institute.
- Avoid gossip and false propaganda.
- Be vigilant & report any incidences that need immediate attention & corrective action.
- Ragging is prohibited under the Maharashtra State Act of 1999 within or outside of education premises and any act by participant is punishable.
- Learn and notice the drills during any emergency / accident like fire, flood, electrical shocks, etc.
- Read notice board and visit college website regularly for latest updates to be well informed at all times.
- Do not use cell phones within the Classroom & Labs.
- Be in regular touch with the Mentor-Faculty and bring to her/his notice difficulties if any.
- Any illegal activity within the college premises is strictly prohibited.

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The Year That Was... 2018-2019

- Editorial Team
TIMSCDR

ORIENTATION PROGRAM

Students Council organized Fresher's Welcome on 28th August 2018, for the new batch 2018-19 in the Seminar Hall.

Prior to the Freshers Welcome there was Orientation Program wherein the newly joined students were introduced to the various processes of the Institute and the MCA Program. Students were made aware about the Code of Conduct of the Institute.



Fresher's Welcome event had various contests organized which gave an opportunity to the newly joined students to showcase their talents and to interact with their seniors. The event concluded with awarding Ms. Dhanashree Sane as "Miss Fresher 2018" and Mr. Rolstan Dsouza as "Mr. Fresher 2018".

SPORTS DAY

TIMSCDR College Annual Sports Day was held on 17th and 18th January 2019. There were various events for students, teaching & non-teaching staff.



Students enjoyed indoor games like Chess, Carrom and Table Tennis on first day, outdoor games like Cricket, 100 mts, Relay Race & Shotput on second day of Annual Sport Festival. There were some outstanding individual achievements by students, who participated in most of the games and succeed. Dr Vinita Gaikwad congratulated winners and awarded students with certificates in the Prize Distribution Ceremony. Everyone in the institute participated in the Annual Sports Day with high spirits.

BUSINESS MELA

TIMSCDR organized Business Mela for the academic year 2018-19 on 5th and 6th October 2018. The event was organized by E-Cell to promote sense of entrepreneurship among the students and provide a platform to showcase and sell their products and improve their entrepreneurial skills.



To encourage the students to become entrepreneurs, two inspiring women entrepreneurs were invited. Ms. Samata Patil - Keer, Director - Hakuna Matata Travel & More Pvt Ltd. and Ms. Alpana Mandal, Founder & Chief Solutionist, Spacebar. They motivated the students by narrating their own success stories and how to face challenges while setting up one's own business.

The two days event had 14 stalls put up by the students selling eatables and ornaments and also gaming stalls. E-leaders put up stalls for cards, roses and chocolates to celebrate Secret Card Admirer Day, Rose Day, Retro Day and Chocolate Day.

FRESHER'S DAY

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TREKKING

Thakur Institute of Management Studies, Career Development & Research (TIMSCDR) organized a trek to Kothaligad (Peth) Fort, Near Ambivali Village, Karjat on 8th September 2018.



Kothaligad (Peth) Fort is situated to the east of Karjat near Karjat-Murbad Road. It is also known as the Fort of Peth because of its vicinity to Peth village at its base.

The trek started at 11 am. It took near about 4 hours to reach the top of the peak. There is a small

waterfall along this route. The trail is rocky, narrow and usually covered with trickling water during the monsoon. The trail meanders through dense bushes and trees as it follows a water pipe that links Peth village to Kothaligad fort. The views from this trail are awe-inspiring. From the base of the fort a series of 87 steps carved inside the funnel bring you to the top of the pinnacle. There is a section along the stairs where the steps have weathered and broken down and this section requires a bit of careful climbing.

There is a small temple and large cave at the base and a chimney like tunnel to the top of the fort. This pinnacle is carved from inside forming a staircase reaching the top. There is a tank of water at some distance from the cave and another one at the top of the fort. The end view was enchanting.

There were total 131 students accompanied by 9 staff members were participated in the trek. It was quite an exciting and thrilling experience for the students.

SYNAPSE

SYNAPSE- The junction between two neurons – Technology and Marketing was themed 'Use of IT in Waste Management'.



SYNAPSE-2018 curtain raiser was organized on August 10, 2018 where the students from 1st and 2nd year came up with innovative ideas in Waste Management. The Final Presentation was on September 1, 2018 where students presented their ideas to a panel of judges from industry who evaluated the teams based on the criteria like Innovation, Creativity, Technical and Socio Economical Feasibility, Marketing Skills & Team Work.

The Fifth volume of SYNAPSE – Innovation Magazine was released at the hands of the event judges Mr. Vaibhav Rane, Director, protiviti, along with our Alumni - Mr. Viral Sanghavi, Associate Manager, Nomura and Mr. Rakesh Yadav, Lead

Developer, Nomura. The innovative projects were also evaluated by Dr. Richa Singh, Consultant, Samhita Social Ventures, and our Alumni Mr. Apurb Sinha, SVP - Head CRM & Analytics (Asia Pacific) and Ms. Sheetal Sharma, Associate Consultant, TCS.

The winning team for SYNAPSE – 2018 was “Avkar Prabandh” and the runner-up team was “Pirates of the Waste”.

DLLE - UDAAN

The department has its annual festival known as UDAAN: The Flight Of Extension. There are two competitions held under this festival-poster making competition and street play at university level.



The DLLE Annual fest “UDAAN-2019” was held at St Gonsalo Garcia College, Vasai on 16 February 2019. TIMSCDR students performed Street Play on Social Awareness topic “Haye ye kachra pareshan”.

TIMSCDR DLLE students bagged First Prize in street play competition. TIMSCDR students also participated in Poster Making Competition, The Posters made by students were very creative and clearly reflected its message to the viewers.

SCHOOL VISIT

School Visit was conducted on 08th April 2019 the by Semester II and IV students. These school visits by the students of TIMSCDR were a part



of their DLLE extension activity in which they provided basic computer training is MS Word & Internet to the school children from class V to IX. Total 93 students from Semester II and Semester IV participated in this extension activity.

ICAIM - 2019

Thakur Institute of Management Studies, Career Development & Research (TIMSCDR), Association of Medical Consultants (AMC) and Maharashtra Chamber of Commerce, Industry & Agriculture (MACCIA) jointly organized International Conference on Advances in Information Technology & Management (ICAIM 2019) based on theme “Leveraging Information Technology for Waste Management in Agriculture & Medicine” on February 16-17, 2019 at Thakur Institute of Management Studies, Career Development & Research.



ICAIM 2019 was a unique interdisciplinary International Conference that makes a genuine effort to bring stakeholders from fields of Agriculture, Healthcare and Information Technology (IT) on a common platform to deliberate and discuss about agro-waste and bio-medical waste management.

About 250 delegates and intellectuals from fields of Agriculture, Healthcare and IT participated in the conference to exchange the ideas on waste management in agriculture and medicine.

VISTA

The Institute conducted its 14th Intercollegiate Annual Festival VISTA – 2019 on 5th and 6th March, 2019 themed on “Life in Phone” truly representing a device which has shaped and revolutionized the modern lives.

VISTA was inaugurated in the esteemed presence

of Dr.Siddharth SenGupta, Principal Consultant, TCS and Honorary Adjunct Professor IIT Bombay ,the Indian actress and Model Ms. Vedangi Kulkarni along with Ms.Pooja Sinha, alumini of TIMSCDR.



VISTA-19 was a grand success with the huge participation from various college students. More than 400 students from 12 colleges participated in the event for two day for 25 technical and non-technical events which includes indoor events like LAN gaming, PubG, Code Snippets, It's Quizzzy, Debugging, Web designing, Blind coding, Video Mixing and outdoor events like Cricket, Rink Football, Street Play, Fashion show and Dance. Participants got an opportunity to display their skills and enthralled the audience.

The events were judged by the different eminent personalities who are the leaders from their respective fields of play, dance, singing, fashion show etc. like Ms. Roma Arora, Ms. Poonam Chaursiya, Ms. Neha Soni , Ms .Hritu Dudani Smith and Ms. Celina Raj.

The prize distribution ceremony was organized on 6th March,2019 in the presence of Dr. Vinita Gaikwad, Director and the faculty members.The rolling trophy was awarded to Lords College, Malad because of their maximum participation and winning in different activities..

BLOOD DONATION



Blood Donation Camp was organized on 24th August, 2018 in collaboration with Mahatma Gandhi Seva Mandir, from 9:30 am onwards in the Boys Common Room, TIMSCDR. The camp was supervised by Mahatma Gandhi Seva Mandir Blood Bank team comprising doctors, nurses and technicians.

Dr. Mukesh Gupta (MBBS, MD, Hon. Vice President, AMC) addressed the students on “Positivity”. Dr. Kishore Jha, (MD Path, D.P.S.) also addressed the students on the “Importance of Blood Donation”.

The donors went through series of medical checkups before donating blood and were given certificate of appreciation for this service to humanity. 74 blood bags were collected during the camp.

IoT WORKSHOP

Internet of Things (IoT) is the inter-networking of physical devices, and other items-embedded with electronics, software, sensors, actuators, and network connectivity that enable these objects to collect and exchange data.

IoT is a buzzing technology which will have a high impact on near future. Taking this into consideration TIMSCDR has taken initiative to foray into this latest technology and have installed an IoT lab with all necessary infrastructures. Following are the objectives for establishing the IoT Lab.



The Institute has installed an IoT Excellence Lab to not only enhance the conceptual understanding of IoT amongst Faculty and Students, but also to take up Industry level projects. Mr. Anuj Deshpande and Mr. Rituparna Matkar from M/S Makerville Solutions (OPC) Pvt Ltd are instrumental in providing the required training and guidance for the same. The IoT lab at TIMSCDR is equipped with 5 sets of Raspberry Pi kits, 20 Arduino kits and a few sensors.

The Lab was inaugurated on 15 February 2017 by Dr. Sudhakar Yedla, Professor of Environmental Policy, Indira Gandhi Institute of Development Research (IGIDR), Mumbai. He also inaugurated IoT Lab manual prepared by TIMSCDR faculty members under the guidance of Dr. Vinita Gaikwad.

ECELL “AYAAN”

TIMSCDR celebrated E-Week 2019 on 1 and 2 March 2019. E-week is an annual event organized by ECell. The event mainly focuses on encouraging educators and students to become innovation catalysts and investments that guarantee market success. Various events such as Kaun banega Entrepreneur, Tag it up, Buzzle the Puzzle, Logo Quiz, Guestimate, Paper texture, Karaoke, TIC TAC TOE, Paper dance and Treasure hunt were organized as a part of E-Week 2019.



The inauguration ceremony was done by two inspiring women entrepreneurs, Ms. Pradnya Ponshe - Founder, Trimit Rachana & Chairperson Women Entrepreneurs Committee, MACCIA, Ms. Sarita Agarwal- Entrepreneur / Co-Founder & MD, Nebula Personalization Tech Solutions Pvt. Ltd. and by Mr. Prathmesh Kulkarni- Alumni (TIMSCDR) & Co Founder Bizotics.

VILLAGE ADOPTION

Village adoption is an effort to facilitate positive impacts among rural and tribal communities. This scheme is considered as a model for energizing the rural economy in India and to avoid rural – urban migration which research has shown to be harmful to both; rural and urban people of India and their regions.

TIMSCDR had adopted “Belkadi Village “in Thane district, located in Vasai City in Maharashtra State. It belongs to Konkan region.

The objective of village adoption is to make villagers self sufficient to improve their living conditions, to apply IT skills to either train villagers or provide them IT based solutions to their general problems and to inculcate social responsibility in students and staff.



Village Adoption will help the students to learn things practically. Also, the residents of the adopted village will benefit through the action initiated by the staff and students of TIMSCDR which focus on their development.

SELF-DEFENCE



Self Defense for girl students were arranged as per the directives received from Women and Child Welfare Committee of Maharashtra Legislative Assembly on 3 and 4 October 2018. The workshop was conducted by Shihan Sachin Chavan, Karatenomichi World Federation India (KWF) Chief Instructor, Leader and representative of KWF which includes Orientation and Judo/ Karate training.

URBAN FARMING

The one-day workshop on urban farming was held on TIMSCDR campus on 3 February, 2019. The session was graced by Mr. and Mrs. Pradeep Savardekar. They guided and taught many new techniques related to urban farming and how we

can on ourselves be a part of it and contribute to the agriculture field by various ideas and techniques. There was also a small demonstration where he bought seeds of a certain crop and showed how a seed can be cultivated and grown in modern techniques. This was the live demo which was very interesting and educational for the individuals who participated in it.

FAREWELL



On the afternoon 7 April 2019, the students & staff of TIMSCDR met in the college premises for a couple of hours of reminiscence. The event was preceded by the group photographs of the the passing out course. Various other student activity team committee photographs were also taken. The passing out batch (the batch of 2019) was given a warm farewell lunch by the students and staff of TIMSCDR. The atmosphere was emotional as the passing out students recalled the time the they spent in TIMSCDR

INDUSTRIAL VISIT



TIMSCDR have arranged an Industrial Visit at Infosys on 14 March, 2019 for Semester-IV students. The visit started with a brief introduction and overview of organization. Orientation programme begin with Artificial Intelligence and its benefits by industry professional. Online quiz taken by the experts on kahoot (online tool) to

explore student's knowledge based on AI topic covered during AI session. HR informed about new e-learning platform InfyTQ for students which provides free certification on latest technologies.

Process for campus placement at Infosys briefed by HR. The students were taken for the tour of Infosys to see services provided by the Infosys.

YOGA DAY



Yoga Day was held at TIMSCDR on 26 June 2019. Ms. Archana, Ms. Alka and Ms. Harsha, Yoga Instructor with our staff: Yoga Session on June 26, 2019. It provided an opportunity for the students, faculty and staff of TIMSCDR to practice various 'asanas' to stay fit and trim. It was enjoyed thoroughly by all who availed of the opportunity.

STTP

The two week ISTE approved STTP "Information Technology for Sustainability" 17-28 June 2019 was inaugurated by Dr. Rajiv Desai, Hon. Treasurer, CSI, Mumbai Chapter. He discussed how information technology can play an important role in managing operations.

Dr. Yogendra Shastri, Associate Professor, Department of Chemical Engineering, IIT Bombay, talked about sustainability, challenges in sustainable engineering, footprint analysis of carbon, principles of green engineering and biomimicry.

5 Days workshop on Data Science conducted by Mr. Parag Kulkarni is Founder, Chief Scientist and CEO, iknowlation, Dr. Prachi Joshi and Mr. Vinayak Jagtap, covered basics of data science and machine learning, types of learning and reinforcement learning. It also included hands-on session on Python and R.

Entire staff of TIMSCDR went to Sahayadri Farms and Sula Wines at Nashik for field visit on 21 June

2019 to see live functioning of their processing and packaging of their various products. At Sula Wines the staff learnt how different varieties of wine is prepared from different varieties of grapes and stored.

A workshop on solar energy was conducted by Mr. Lakshey Sehgal, Founder and CEO, Spektron Solar.

On 26 June yoga session conducted by Ms. Archana, Ms. Alka and Ms. Harsha. The staff was trained in various 'asanas', yoga pose instruction.



'CRAFT training on sustainable farming techniques' taken by Mr. Vijay Yelmalle, proprietor, CRAFT. He talked about how sustainable agriculture can be done using Aquaponics and Hydroponics.

Dr. Lavesh Jadhav, Project Head, Growdiesel Ventures took a session on 'Sustainability: Health sector, DNA

tests.

On 27 June Prof. Vishal Sardeshpande, Founder – Sarvaay, Adjunct Professor, CTARA, IIT Bombay took session on 'Sustainability and IT'.

Dr. Alka Mitra, AVP Reliance Industried Ltd took a session 'Awareness on Sustainability'. She discussed about significance of sustainable development.

Dr. Madhuri Mavinkurve took a one day workshop on Bloom's Taxonomy where exercises to understand Outcome Based Education, framing Learning Objectives and Course Outcomes using Blooms Taxonomy.

Ms. Niti Mathur, CEO - Niti Creations took session on 'Voice Modulation'. She discussed how voice can be used as an effective teaching tool.

The STTP concluded with a session on 'Excellence for Sustainability' by Ms. Suman Pai, Trainer and Examiner, IMC RBNQ Award Trust. She discussed the principles of excellence and the core values which any organization should follow to excel in their domain.

Two week STTP came to an end with the valedictory function on 28 June 2019 where certificates were distributed by Dr. Vinita Gaikwad and feedback about all sessions put forth by faculty.



CHALLENGE YOURSELF,
IT IS THE ONLY PATH
WHICH LEADS TO GROWTH

— Morgan Freeman

- Agalya Yadav
Sem. IV-A

The Nuances of a Fresher's Baptism ...and MCA!

- Robin Varughese
Sem II-B



We all make decisions based on our aspirations; and obviously these have to be reconciled with our specific situation and individual abilities. This is my story. I will try my best to put everything into words and hope you find it helpful in future.

I'll start with why I started looking for a job instead of further studies after my BSc-IT Exams.

Many look for a job right after their graduation. There can be many reasons for this. The most common reason for this is to escape from studies. This is not because we dislike studying, but reading articles with headings like "UP Kachori seller with ₹ 70 lacs annual turnover searched by Tax Officials" (this actually happened) demoralize us. This often makes us question ourselves "Is it really worth it? The 3 years of studying". Another reason can be to support the family.

In my case, it was to avoid unnecessary financial strain on my family. After my dad retired, the burden of running the household fell upon my mother. We somehow managed to make both ends meet. Thus my priority during my BSc-IT days was to get a job as I graduated.

The Job Story

Life is tough. I have heard this several times, but experienced it first hand when just before the all-important campus placements I was involved in a painful bike accident. My chance to be selected by the 'big' IT companies came to nought. I was frustrated, but at the same time, the only thing that saved me from total breakdown was that I was full

on into coding every day using the programming language asp.net. I liked coding at home because I was enjoying it and I became pretty good at it because I was learning new and advanced things in asp and implementing it at the same time into the project.

During a routine visit to my college, I learnt that a company was interviewing for software development. Though I was not very keen on working for the company I attended the interview to get a feel of the interview process. The company name was the only info shared - without the salary details and bond period details etc. I approached the interview without being very worried about whether I would finally get the job. Believe me this attitude helps.



I showed up in formals to attend the interview before the interview. They asked me about the kind of projects I had worked on - and I answered frankly. Believe me, if you have projects under your name then that creates a great impression. I had two projects under my name at that time. To make a long story short, I got the job which really boosted my confidence. I later came to know that I was one of the three students who got selected.

The Reality of the Job

Well I showed up the next day with my classmate (who later becomes a great friend) who also got

selected with me. There were several unpleasant surprises waiting for us. The first was that the salary in hand was 57.5% of the salary that was proposed during the small session that the HR took earlier before the interview.

The second was that we would have to work on Saturdays also, even though Saturday was an official holiday. If that wasn't enough then the people who worked in the office told us that 6:30pm is not really the normal time when we can leave the office but the work still goes on till 8pm or 9pm while we were having a tour of the office. The only commitment the company honoured was that we were free to leave the company whenever we want. Now a big question had to be answered. Would I take the job in spite of these harsh conditions? The answer was hidden in some other leading questions. Will this company help me gain some knowledge?

What are the odds that the next company I try to give an interview for turns out to be the same? How much time will it take for me to find a job at another company? More similar thoughts started rushing in my head at the time. I also had to consider if I would lose my identity if I opted for a bigger company, because once a person joins a big IT Company, she gets a decent salary but is assigned to work on a single domain and single module due to which the amount of knowledge you gain is limited.

Of course, this will change as you grow in the big company where you will be shifted to different domains and modules to work on but this may take a while whereas the second case where a person joins a small IT Company gets less than an average fresher salary but will be assigned to work on different modules every day and will be given a chance to work on different domains in a small span of time. The amount of knowledge you gain is a lot more at a small amount of time. In the end I evaluated my options, asked the advice of



some senior people I knew, and decided to join the company. I also convinced my friend to do so – he is still working in the company – even though I have moved on to join a post-graduate course.

The initial days were pretty great. My friend and I were assigned a mentor who would help us understand the domain; teach me about the modules and the things we would be working on. New colleagues/friends who would also help me understand the domain. As weeks passed by I mastered the concept of client reports and was taught enough to understand the domain I was given to work on. Later I was given a location to handle where one of our domain systems was deployed ...basically trying to support the client issues in case any modules of the system fail. Some days our boss would take us to a hotel and sponsor us for the lunch where we could have some tasty dishes (perks of a small company I guess).

There are other frustrations also. The main frustration for me was the overtime. Overtime could sometimes last till 10 or 11 pm. I reached home by 12:50 pm then had to get up by 7 am to reach the office by 9 am.

The Post-Graduation

I felt however, that I would outgrow the company. Why?



I realized that in my professional life, sooner or later I would be judged on the 'formal' education I had undergone. I had the skill, but I also would need the 'halo' of a formal education. My experience with a company would further help me understand the nuances of an advanced education in a deeper way. I knew that without a post graduate qualification I would always be stuck at a certain level in a company. I also realized that the more time I spent away from academics; the more difficult it would to complete it later.

Long Story Short ...I decided to join a MCA program. I am convinced I did the right thing. Only time will tell if I was right.

International Conference ICAIM - 2019

- Editorial Team
TIMSCDR

The International Conference on Advances in Information Technology and Management (ICAIM) 2019 was held on February 16-17, 2019 at the Thakur Institute of Management Studies, Career Development & Research. The conference was jointly organized by the Thakur Institute of Management Studies, Career Development & Research (TIMSCDR), Association of Medical Consultants (AMC) and Maharashtra Chamber of Commerce, Industry & Agriculture (MACCIA). ICAIM 2019 was based on theme “Leveraging Information Technology for Waste Management in Agriculture & Medicine”. The conference was a unique interdisciplinary International Conference that made a notable effort to bring stakeholders from fields of Agriculture, Healthcare and Information Technology (IT) on a common platform to deliberate and discuss about agro-waste and bio-medical waste management.

About 250 delegates and intellectuals from fields of Agriculture, Healthcare and IT participated in the conference to exchange the ideas on waste management in agriculture and medicine.

The conference was inaugurated on 16 February 2019, by the Chief Guest – Mr. Santosh Mandlecha, President, MACCIA and started with the unveiling of the Conference Proceedings by the Chief

Guest in presence of Mr. Milind Prabhu, State Coordinator, MACCIA, Ms. Sunita Phalgune, State Coordinator, MACCIA, Mr. V. N. Datta, Advisor, Thakur Educational Group and Dr. Vinita Gaikwad, Director, TIMSCDR.

The programme was enriched with talks from invited speakers Mr. Ajay Adate, Agri. Consultant on “Use of Agro Waste”, Mr. Suhas Mhaskar, CIO, Octave on “IT in Agriculture”, Mr. Rajendra Bhat, Agri. Counsultant on “Managing Agro-Waste at the Farm”, Mr. Sanjay Bhayade, Proprietor, Sanjeev Krishi on “Agro-waste Management – There is nothing like Waste”, Mr. Hafiz Ansari, Director, Envirocare Recycling Pvt. Ltd on “e-waste Management”, Dr. Atul Mohod, Professor, Konkan Krishi Vidyapeeth on “Agro-Waste Management – Indian Scenario”, Dr. Lavesch Jadhav on “Use of Agro-Waste for generating renewable Energy” and Mr. Marcin, Bin-e, Poland on “Technology for Waste Management” followed by panel discussion on “Agro-Waste Management in India – Truth and Myth”. The panelists were Ms. Rasika Phatak, Agri Conusultant, Mr. Sanjay Bhayade, Mr. Rajendra Bhat, Mr. Jayant Joshi, Mr. Pratap Chiplunkar and Mr. Milind Prabhu.

The second day of the conference was inaugurated by Chief Guest – Dr. Vipin Checker,





President, AMC and started with the unveiling of the workshop book “Digitally Connected to my Patient” in presence of Dr. Rajiv Desai, Treasurer, CSI, Mumbai, Dr. Sushmita Bhatnagar, Hon. Secretary, AMC and Dr. Vinita Gaikwad, Director, TIMSCDR.

The different eminent personalities who shared their insights on bio-medical waste management were Dr. Aashish Mody on “Use of Mobile Apps by Doctors to increase their Clinical Productivity”, Mr. Harsh Parikh, IIM Bangalore on “Digital Health – A Patient Perspective”, Mr. Jerry Thomas, CEH, Trainer and Analyst on “Impact of Cyber Security on Medical Practice”, Prof. Vidhyadhar Walavalkar, VPMS Polytechnic on “Technology in handling Biomedical Waste”. This was followed by panel discussion on “Impact of Social Media in the day to day practice of a doctor” by Dr. Sushmita Bhatnagar, Dr. Vivek Bhartiya, Dr. Vivek Dwivedi, Mr. Sanjay Bapna, Ms. Soumita Pal, Mr. Nikhil Talwar, Mr. Bhavin Gandhi, Mr. Suhit Kapur and Dr. Rajesh Kapur.

The conference also comprised of a training workshop conducted for doctors on “Digitally Connected to my Patients” on 17 February 2019. The major topics covered in the workshop were:

- Omnichannel Communication
- Videos: A Big Online Communication Trend
- Live Facebook Session – Live Engagement



- Latest Trends in Digital Marketing – Data Science, Chatbots, Augmented Reality.

This will help doctors in creating their own presence in the digital world.

The research paper presentations by scholars and workshop on Internet of Things (IoT) were part of the pre-conference sessions scheduled from 11-14 February 2019.

ICAIM-2019 Proceedings contains 121 research papers on inter-disciplinary subjects selected after a rigorous review process by a highly skilled and diverse review committee and the papers were presented before the eminent professionals from the sectors of Agriculture, Healthcare and IT.

The IoT workshop for the students was conducted by IoT team of TIMSCDR. During the workshop participants were introduced about the basics of IoT and got acquainted with the hardware like Arduino and Raspberry pi. The participants were trained on various technologies such as Python and Amazon Web Services (AWS) as a part of Basic and Advanced IoT workshop.

BEST RESEARCH PAPER AWARD



Faculty Category:

A research paper on “Impetus by Information Technology for Sustainable Agriwaste Management through Biogas Reactors” authored by Dr. Aparna Deshmukh and Ms. Shweta Sharma.

Student Category:

1st Prize: “A Study on Agricultural Waste Management using ICT” authored by Mr. Devnath Jayaswal

2nd Prize: “Underground Waste Management System” authored by Mr. Saif Ansari, student from second year MCA, TIMSCDR.

E-Business

The Voice of the Digital Rural Customer - Less of Electronics, More of Emotions

Dr. Suresh S Shan,

Head Digital Innovation & Future Technology, BITS (Business Information Technology Solutions), Mahindra & Mahindra Finance Services Sector



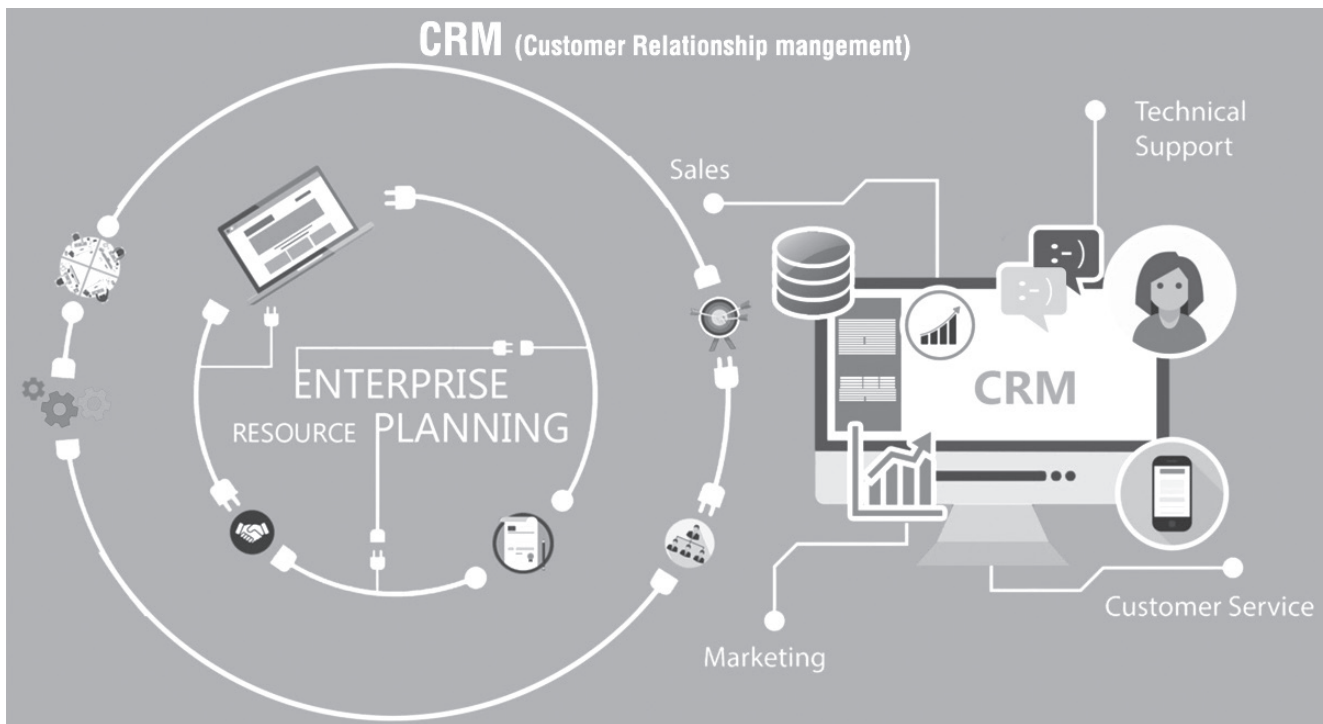
Rural India has especially three major concerns from the ITC perspective: 1) electricity; 2) connectivity; and 3) last-mile resource availability. Digital service delivery has to be supported and ensured through robust design; so that reliability and sustainability in rural service delivery may address the issues and concerns faced in fostering innovation in all desired areas.

Empowering potential & transforming lives: two decades ago, Mahindra and Mahindra Financial Services Limited (MMFSL) commenced its journey in the rural non-banking finance industry, with a vision to transform rural and semi-urban India into a self-reliant, flourishing landscape. Since then, we have come a long way, empowering millions of ambitious individuals with personalized finance for a wide range of vehicles, home development requirements and many other diverse endeavours – all to help them live their dreams and rise in life; primarily through innovation in the domain of ICTs.

Being part of financial services, our top priorities includes creating and keeping a data-core centrally stored with distributed data capture. We opt for multiple format/platform information stored as per the ongoing regulatory compliance and

risk mitigation while continued adaptation to the expectations of our rural consumers for anywhere / anytime service. We also focus on reducing operational costs and increasing efficiencies through use of cloud-based secured services, and developing strategies for addressing the new rural adoptability challenges and available and affordable opportunities afforded by two decades of information extracted from Big Data analytics. Our major activity need is to secure the Central information Storage; and retrieve it with full security and ensure the information travels seamlessly service the rural customer and gets preserved properly at the centrally stored model with relevant security. The actual impact of infrastructure hit is from rural India locations for transit of data and use of both corporate and personal data across our business applications, including online financial information and electronic communications of sensitive information and documents.

Our typical business information technology (BITs) environment consists of a mix of ‘new & large’, as well as ‘old & big’ information from legacy systems and applications across highly distributed networks of our 1200 branch rural offices and web portals. Many of our traditional point rural security solutions that are deployed add more complexity and relevant management costs, and leave gaps between systems and applications that are highly vulnerable to attack. Our Financial services Sector Customer representatives securely access through electronic point of sale devices (EPOS) deliver encrypted mortgage documents to customers’ using our Hand held device, tablet mobile devices, laptop and desktop systems. Customer service representatives are able to accelerate the mortgage initiation process while protecting sensitive data. Our credit officers’ usage of unique security protocols protects



the sensitive rural data as per defined process policy procedures.

Numerous factors are driving us our cloud adoption. As we address our security and compliance concerns by extending security financial corporate policies & IT Governance policies to data in the cloud and invest in closing the cloud skills gap, we can more fully take advantage of the benefits of cloud services through proper outcomes and SLAs. According to our internal survey & study conducted by the market research, “The rural remote Business Impact of the private Cloud” report compiles insights from interviews of multiple senior decision-makers within the finance functions of various enterprises. The report summarized 11 drivers of cloud adoption along with quantifiable improvements these companies have achieved by deploying cloud services to improve productivity, lower cost, and improved time to market. These are briefly summarized below.

- **Latest Software Solutions :** With SAAS, the latest versions of the applications needed to run the Business as per current requirements and demands, which are made available to all our internal and external customers as soon as they’re released. Immediate upgrades put new features and functionality into our task force executive’s hands to make them more productive. What’s more, software enhancements are typically released quite frequently. Which pressurize our

contrast to home grown or purchased software’s that might have major new releases only once a year or so and takes significant time to roll out to all the subsidiaries.

- **Reduced Infrastructure Requirement:** With cloud computing, our subsidiary companies had reduce the size of their own data centres — or eliminate our extra data center footprint altogether. The consolidation of information and infrastructure have major reduction of the numbers of servers, the software cost, and the number of staff had significantly reduce IT costs without impacting our internal IT capabilities.
- **Stretchy Overheads:** The overall and recurring costs of cloud computing are much more flexible than owned traditional methods. The requirement or demand from business even in the last minutes, we need to commission the requirements as defined and faster – and thus only pay for – all the sized servers and infrastructure capacity as and when it is needed. More capacity can be provisioned for peak times and then de-provisioned when no longer needed. Traditional computing requires buying capacity sufficient for peak times and allowing it to sit idle the rest of the time.
- **Enhanced Mobility:** The centralized stored Data and distributed channels of data captured for the applications are available to employees no matter where they are in rural and remote

parts of our country. The marketing task force Executives can take their work any-where via smart phones laptops and tablets —roaming through as a retail individual branch or store to check our rural remote customers out, visiting villages and towns to identify our customers in their homes or local gatherings or offices, The task force executives working in the field or at a remote rural locations, etc.

- **For all time-on high availability:** For ease of accessibility, most cloud designs are extremely reliable in providing the timely and costly services, with our expectations maintaining 99.99% uptime. The connection is always on and as long as sales executives have an Internet connection, they can get to the applications they need from practically anywhere. Some other applications even work off-line and ensure the availability.
- **Superior Group effort:** All our Cloud applications improve everywhere collaboration by allowing dispersed groups of people to meet virtually and easily share information in real time and via shared storage. This capability can reduce time-to-market and improve diversified product development and rural remote customer service.
- **Computing is additional price valuable:** As corporate with multiple subsidiary companies we don't have to purchase multiple equipment and build out and operate a big data center, to keep all the individual regulators expectations. We don't have to spend significant money on hardware, facilities, utilities and other aspects of operations. With traditional computing, we can spend millions before it gets any value from its investment in the data center.
- **Operating cost can be quickly reduced:** During good or bad times of recession or business cut-backs, business volumes are not met (like the financial and services industry is currently experiencing), cloud computing offers a flexible cost structure, thereby limiting our exposure.
- **Flexible capacity:** Cloud is the flexible facility that can be turned up, down or off depending upon our requirements Vs demand circumstances. For example, a product head would want to promote a promotion might be wildly popular, and capacity can be added

quickly to avoid crashing servers and losing that business product head expected sales. When the sale is over, capacity can shrink to reduce costs.

- **Smooth the progress of M&A movement:** Cloud computing accommodates faster changes so that we can plan for multiple process and tasks with more number of companies can become one much faster and more efficiently. Traditional computing might require years of migrating applications and decommissioning data centers before two companies are running on the same IT stack.
- **Less environmental impact:** For us earlier situations we had more or fewer data centers across and more efficient operations, nowadays we are collectively having less of an impact on the environment. For our entire Finance Service sector subsidiaries that use shared resources improve our 'green' credentials.
- **Security:** One major hang up that we have when it comes to adopting a cloud computing solution is the issue of security. After all, when files, programs, and other data aren't kept securely on site, can we know that what we are being protected. As we move ever further into the Digital era, it's becoming clearer and clearer that the old wise saying 'Acquaintance is power' has taken on the more modern and accurate form.
- **Quality control:** There are few things as detrimental to the success of a business as poor-quality, inconsistent reporting. In a cloud-based system, all documents are stored in one place and in a single format. With everyone accessing the same information, we can maintain consistency in data, avoid human error, and have a clear record of any revisions or updates. Conversely, managing information in silos can lead to employees accidentally saving different versions of documents, which leads to confusion and diluted data.



Despite all these ground realities & benefits, the Cloud Security Alliance has identified several new patterns to accommodate securely into cloud adoption. The security of data is the top concern holding us back on public cloud projects. Knowledge and experience of both IT and business managers on deployment and usage of Cloud is maturing internally and we are able to build last minute projects and provide solutions on immediate basis.

Customer Relationship Management (CRM) is another key result area (KRA) for our use ICTs for social benefit. Successful and effective CRM is about competing in the rural relationship dimension. Not as an alternative to having a competitive product or reasonable price, but as a differentiator. If your competitors are doing the same thing as you are (as they generally are), product and price won't give you a long-term, sustainable competitive advantage. But if you can get an edge based on how rural customers feel about our company, it's a much stickier—sustainable—relationship over the long haul using the emotions and feelings on financial advisory.” With a greater responsiveness to the needs of the various stakeholders to interested parties connect to the rural customer. Managed communities associated with a brand allow interested parties to become involved with the organization and each other in order to solve our problems and offer feedback. MFSS CRM a greater ability to influence the formation of the message content and participation.

The main possibility of support deployment & development of new products or services varies from state to state on our business requirements. Better communication customer services. Better identification of opportunities for cross sell and up sell. MFSS CRM solutions can provide new social collaboration capabilities that include activity feeds, micro-blogging, conversations, automated activities updates and mobile CRM activity feeds. Some of the benefits are given below.

- **Workflow Automation**—Workflow Automation involves streamlining and scheduling various processes that run in parallel. It reduces costs and time, and prevents assigning the same task to multiple employees Human Resource Management – Human Resource Management involves employing and placing the most eligible

human resource at a required place in the business.

- **Lead Management** – Lead Management involves keeping a track of the sales leads and distribution, managing the campaigns, designing customized forms, finalizing the mailing lists, and studying the purchase patterns of the customers
- **Improve Customer Satisfaction** – CRM helps in customer satisfaction as the satisfied customers remain loyal to the business and spread good word-of-mouth. This can be accomplished by fostering customer engagement via social networking sites, surveys, interactive blogs, and various mobile platforms.
- **Expand the Customer Base** – CRM not only manages the existing customers but also creates knowledge for prospective customers who are yet to convert. It helps creating and managing a huge customer base that fosters profits continuity, even for a seasonal business.
- **Enhance Business Sales** – CRM methods can be used to close more deals, increase sales, improve forecast accuracy, and suggestion selling. CRM helps to create new sales opportunities and thus helps in increasing business revenue.
- **Improve Workforce Productivity** – A CRM system can create organized manners of working for sales and sales management staff of a business. The sales staff can view customer's contact information, follow up via email or social media, manage tasks, and track the salesperson's performance. The salespersons can address the customer inquiries speedily.
- **Integrating Data from Multiple Channels** : The CRM solution providers are working on moving social media data to more secure communication channel. They are also exploring how they can integrate unstructured data coming from multiple channels such as Email and mobile smart phones.



- **Handling Big Data :** As the data is penetrating from multiple channels with high volume, velocity, and variety, the CRM solution providers are exploring how this big data can be managed well to be able to use effectively.
- **Shifting to Cloud-based CRM:** Business prefers cloud-based CRM software to overcome the problems with on premise CRM software (in which every new feature development requires an expensive upgrade). The cloud-based CRM also lessens the burden of business for investing in infrastructure.
- **Social CRM:** The customers are into the practice of reading reviews, recommendations, and judging the product or service before deciding to purchase. The businesses are keen to employ social CRM tools in their CRM software as the social media can bring an insight of customer preferences and behaviour.
- **The Mobile CRM is Powerful:** Today's CRM solution providers are investing a handsome amount to bring more rigor in the mobile platforms of CRM applications. It is the next big revolution in the development of CRM software systems. Wearable are the devices worn by the consumers to track their health and fitness information.
- **Integration:** If CRM applications are integrated with wearable computing devices, then the businesses can get benefited by having real time information of customers and access to their account data. The businesses can then engage with their customers effectively and discover opportunities of selling and enhancing customer relationships. The mobility CRM complements the CRM system used inside the organization. You can have a CRM anytime, anywhere, on the move, so that you are nearer and nearer the customer. Social media is not restricted only to the well known independent



networks, other kinds of communities, such as internal communities, relate to networks within organisations and allow the new forms of communication and collaboration.

- **Creating Best Customer Experiences:** Though life is not all segregated between black and white moments; for the customers and businesses it is. The customers remember business products and services by associating with best and worst experiences. The businesses using CRM are placing the activities related to making their customers feel good in their list of top priorities.
- **Enhanced marketing processes:** More streamlined and cost-efficient processes are planned and deployed, which can be followed by even a novice marketer. Greater reach ability to audience: Hundreds and thousands advertises can be shown using multiple channels, which increases marketing productivity.
- **Effective Closed Loop Marketing (CLM):** The marketing strategy that is based on “Plan-Implement-Assess-Learn and Change” stages is called closed loop marketing. Marketing involves forming and implementing sales strategies by studying existing and potential customers in order to sell the product. Sales Force Automation – Sales Force Automation includes forecasting, recording sales, processing, and keeping a track of the potential interactions.

In conclusion, data is wealth. Hidden within the millions of bits of data that surround our customer multiple transactions and business process are nuggets of invaluable, actionable information just waiting to be identified and acted upon. Of course, sifting through that data to find these kernels can be very difficult unless we have access to the right computing solutions. We use to find the 360 degree view of the customer information across our financial services sector at a single view. This has worked out as a unique architect for us for almost two decades.



No One Dared - But I Still Did...

- Malvika Sinha
Batch of 2008



Little Mira, happily on her way to school, was super excited about the new session. She crossed many such children of similar age or older dragging themselves to schools. Some crying, holding their mothers hands, some just depressed that the vacations have now ended. She wondered, what made those kids cry! But a happy soul like she was, it was least of her interest to investigate this grave issue! She was happy with her new uniform, new set of books and the probability that she would now make new friends.

With a smile on her face, twinkle in her eye, waving and encouraging other kids, she suddenly tripped. She was so engrossed in her thoughts of school, that she didn't realize that she just entered an area where the road was all broken up. Many passer byes came to her rescue. Her tiny face had not a drop of tear or fear. Soon, she again began the journey dreaming about her first day at school. While she thought about the new sport she would take this year, the new activities she would enrol for - suddenly she shrieked in pain. She ran up into the sheet of pebbles and stones on the road. She stopped and lifted her feet. There was a colourful stone that had just stuck to her shoes. She pulled it out and threw it away and walked up. Just in a moment, she came back, looked for the same stone

and picked it up. Soon she noticed many such pebbles lying around. In no time she had a bunch of them in her tiny hands. She made a special place for them in her new school bag and moved on.

Being the first day of the new session, the teachers took it easy with studies. During the arts period, a strict gentleman with an expressionless face entered the class. He introduced himself as the new drawing and crafts teacher. The students sat still, horrified seeing the tough master. He said, "Today we will have a surprise drawing competition! Whoever wins, will get to choose an extra activity". Hearing this Mira's joy grew no bounds. She knew she wanted to grab this opportunity. Other kids jumped on the canvas with their ideas. Some had regular natural scenes with the mountains and houses; some drew an abstract that only the godly minds could interpret! Mira started creating her art, clueless what the world around her was up to. Just when she was about to give final touches to her creation, the teacher shouted, "Time Up", and he forcefully took away her sheet. Mira was disappointed that she couldn't complete her artwork the way she wanted to. The more excited she was at the beginning of the day, double was her dismay now.

The thought of incomplete drawing kept lingering

on her mind. It was now the lunch time. After a long summer break, the kids were back with their friends once again. Stealing from their friend's tiffin, sharing vacation stories, new toys was all in the menu of their lunch discussion.

Mira, seemed untouched with all the happenings around. She finished her lunch quickly and walked straight to the teachers' room.

"Sir, May I come in?", asked Mira in confidence.

"Yes Dear Mira. Hope everything is fine?", asked one of the teachers who really adored Mira.

"Yes Ma'am. Thank you.", saying this she went straight to the arts teacher who was sitting in isolation.

"Sir, can I say something?". Mira asked in a soft but confident voice.

Hearing this, there was sudden silence in the room. Teachers chewing lunch were now statues. Those gossiping, were now mute. Those sleeping, suddenly woke up! Where no one could dare to talk to the strict teacher, this little girl, shed all her inhibitions and walked up to him straight.

"Sir, I know I could not complete my work on time. And I'm not feeling good about it. I want to complete my work. Can you give me a second chance please? I was very excited hearing about the extra activity the winner could take up. But if at all I win, I am willing to give up on the extra activity you promised. I want to complete my drawing. Please sir." There was complete silence in the room. All eyes were now at the strict teacher. He replied in mono syllable, "Hmm." and gestured her to take the sheet.

Everyone was happy and clapped at the Sir's decision. More than this they were curious to know what Mira drew, that she so desperately wanted to complete. Most of them expected it to be the regular 5th grader drawing. The moment she pulled out her sheet, everyone was stunned. It was a beautiful flower vase made out of the colorful pebbles. This time the thunder of claps was even louder.

Two days later, when the competition results were announced, Mira was declared a winner. Although, she let go the offer of an extra activity, she was awarded an activity of her choice.

Years later, as the CEO of countries leading private bank, as Mira walked the way to her lavish cabin; her eyes fell on an old man, sitting at customer help desk, visibly in deep trouble. She stood there for a while, and walked up to him.

"Drawing, Sir?" Do you remember me? I'm Mira." she said in excitement.

Sir, gazed at Mira in silence, trying to recollect her. Despite his age, it didn't take him too long to remember his talented student. Mira immediately took him to her cabin. Ordered some hot tea and asked her staff to look into his concern on priority.

Sir was still a man of few words. They chatted along, reminiscing the memories of school. Suddenly Mira stood up and went to touch her teacher's feet.

"I want to thank you for the second chance you gave me. What I am now, is for the confidence you instilled in me then. When those stones pricked me, I knew my mom would be angry for me collecting and keeping them in my new bag. But I still did. When everyone else used crayons on paper, I used the stones. I knew I was taking a risk. But I still did. While everyone used their lunch time mingling with their friends, I used it to complete my art. I knew you may not allow me to complete it. But I still did. When all your colleagues were scared to talk to you, I gathered the courage to walk up to you. I knew you would shout at me for my daring. But I still did. Thank you for giving me all these opportunities. But I always had one question that bothered me, why did you give me that chance?"

Sir put his hand on Mira's head, blessing her, he said, "I did not give you any chance. You grabbed all the opportunities that others ignored. When road was rough, you picked the stones. When competition was tough, you pasted the pebbles. When people were cold, you broke the ice. No one did what you did. That is why, no one is, where you are. ", he smiled and left the cabin with Mira beaming with joy and moist eyes.

Mira had tears rolling down her confident face and a smile that knew made her Sir proud. Never in her dreams did she think she would touch these heights in life. But she did. Each time when life was tough, she always believed, "When no one dared.. But I still did".

Marketing an App without Spending any Money

- Subeesh Sukumaran
Sem V-B

From December 2009 to March 2019 Google Play Store contains 2.6 million apps. More than 1500 apps are uploaded; and statistics claim a total 200+ million downloads every day. This is encouraging news for anyone who owns an app, or plans on developing an app. In order to be successful in this space however, two things have to happen: users need to download your app; and users need to use your app.

Downloading and use (of a mobile app) appear to be two seemingly simple actions. According to the analytics company Adevin however, there are over 400,000 which are never downloaded. The harsh fact is that Google Play and App Store both have more than one million apps; so a specific app may be difficult to find among them. Putting a promotion strategy in place, to have a promotion strategy is important. In this article I would like to share my personal experience; how I have marketed my app without spending any money.

So, the day was getting closer to launch my app, as it was my first experience I was figuring out how to reach my app to the larger audience. I was sure that the app should have a promo video so I created a YouTube channel and named it Su20. Without uploading any content I told my friends to subscribe my channel. I didn't even tell them what was the app all about nor any hints was given. 47 people subscribed my channel without knowing anything about my app at the most they know was that it is an android app. Just to create a suspense factor I decided to unfold in small chunks rather to disclose everything in one go.

When it comes to marketing everyone says to advertise in social networking site/app, since I only had a Whatsapp account it was difficult for me but I knew my friends have accounts in every social networking site/app. So instead of promoting on a single platform it is better use different platform of different person. Before 3 days to go for app launch I gathered 42 email id of my friends and asked them

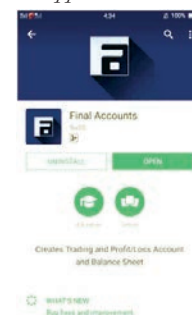
to post and share the App Logo on their Whatsapp, Hike, Facebook, Instagram, Twitter, Snapchat, Linkedin, Telegram with a caption "Weekend Here I Come". Two days before my app went live (that is 18 January, 2018) I was amazed to see my contacts Whatsapp stories all painted with App Logo. The next day (that is 19 January, 2018) I asked all my contacts to post the app banner. The response I got was far above from my expectations. Finally on the release day i.e. on 20 January 2018 Final Accounts app was revealed and promo video YouTube link was finally shared. The visual details are as follows



App Logo



App Banner



App revealed

Promo video: <https://youtu.be/I-nezOfDRPw>

Google Play Store: <https://play.google.com/store/apps/details?id=com.fa.finalaccounts>

Amazon App store: <https://www.amazon.com/gp/product/B079V3D6XJ>

That was the end of the first phase. In the next phase, I searched for websites which provide free promotion of app. I shared information about my app in 100-150 on websites in their 'Contact Us' page. Few of them responded but they were providing a package plan for increasing app installs. Instead of purchasing their plans I mailed them whether they can provide a free package for trial installs. A very few responded by saying they cannot provide free package but they can post information about my app on their company social networking site. This was encouraging. I have thus posted comments on many website and forums promoting my app. While doing this my email id got banned from Quora and some other websites, but I was so obsessed that I plodded on. I participated in many award competitions to increase my app downloads.

In designnominees.com, my app Final Accounts had become "App of the Day" on 13 April 2018. I found a website named CPIMobi.com which gives first 50 free installs, this has given a wide range of users from different geographical location. Educlash and MCASud also posted reviews about Final

Accounts in their social media platforms; which helped - they have the right audience to reach. One of my friend has created Final Accounts business page on his Facebook profile and advertised it using Facebook Ads.

Google was very kind to provide free Google Ads offers promotional coupons (worth Rs. 2000) to new developers. To avail this coupon one need to register for the Google Ads (earlier AdWords) after creating the account, ensure you add your payment method such as credit or debit card. Create a campaign and run until you reach Rs. 2000 then stop the campaign if you do not want to use your money. When you advertise with Google Ads, your ads can appear on different places across the web depending on how you target your ads, to whom you choose to show them, and the types of ads you create. After few months I created account on LinkedIn and Final Accounts business page. Like Google, LinkedIn had also given free 50\$ ad coupon to promote my app.

After all these efforts, the cumulative result is that the Final Accounts download till 20th June 2019 is 29,188 with 4.5 rating. Still, a long way to go. This couldn't be possible without all positive action combined with positive thinking which helped me to reach this level. The best part is that I have used absolutely no money for app promotion. I totally agree with the saying that "the best things in life are free"!

You...only You!

- Shubham Pawaskar
Sem II-B

Every night I will love you like it's the last night of this world.

Every morning I will love you like the night will never arrive.

Beautiful souls have a greater brightness in them, I feel that brightness coming from you.

Everything around me is just mere imagination when I am with you, because for my conscious self only reality is you and rest is fake.

I can find all my worldly emotions in your eyes.

Sweet gestures you make, has made my heart feel a bit less heavy. The way you look at me makes my world spin a bit faster.

Time really doesn't exist when we are together, it just flies. One day I will be holding your hands and the time shall never pass, everything on the planet will come to a halt.

Our togetherness will bring happiness within you, within me and elsewhere around us.

I just need you to let me hold your hands, so that forever can begin and eternity ceases to exist.

Food: (Un)fortunately a True Love Story

- Deepesh Lad
Sem VI-A

What is it that you can't live without, people fight over it, fight for it... but you won't catch them fighting with it? Not having enough of it will kill you but too much of it will do the same. Have you figured it out yet? Well, I'll just tell you. It's FOOD!

We eat to live, but I live to eat. I have a deep and serious passion for food. Like most people, I love to eat. More importantly, I love to talk about, look at and study food. I've recently discovered this new hobby of mine, and I have become passionate about the study of food.

My love for food began when I began my college days. It all started at a small eating place near my college. Slowly, very slowly, each day by day, my love for food started growing. It grew regularly during my graduation days – till one day, I started earning, I began to venture out...and started exploring. I checked out the food joints at various different places in Mumbai; including Sion, Dahisar, Churchgate, and even Kalyan. Suddenly, Zomato entered my life and I started exploring more and more places for food.



While using Zomato, I received many special invites and gifts. One of the special moments in my life was when I received a birthday gift from Zomato in 2015. I received a customized Zomato pen, a birthday card, a diary. More important I received a free treat at any 4-star or 5-star restaurant of my choice. I selected Tiara – Meluha The Fern, a 4-star restaurant in Powai for a special treat on my birthday with one of my friends. Recently, I received a Zomato Gold invite from Zomato where one receives benefits of 1 + 1 on food and 2 + 2 on drinks. I had the good luck to be the one out of ten thousand to try out Zomato Gold first!

Another such instance, where I spent more than my budget for food was during my birthday in 2016. Mirchi and Mime (Powai), this place is well known for their uniqueness in service and I came to know about this restaurant through Facebook. I just had to get the more details from the Zomato site. Although, the bill went way out of my budget (yes... ₹ 10,000!) it was even more memorable than my 2015 birthday at Tiara. The servers at Mirchi and Mime made the experience special. They were special people, where they could not speak or listen, and we have to order the food through hand signs, which was taught to us instantly by the restaurant manager. They made it even more special in the end, when they came to know about my birthday, by signing off with a small complimentary cake; a beautiful gesture!

During my post-graduation, I've now started exploring more places for food. While reviewing the visited restaurants on Zomato for more than 7 years, recently I've started to convert this passion for food into blogging. I've started reviewing the restaurants recently on my blog as well as on Zomato. While writing this short story, I have already visited 169 dining places, including those in Mumbai, Jaipur and Surat. Starting March 15, 2018, I've taken my passion for food to the whole new level, by creating a video blog on my YouTube channel.



Food has been an amazing part of the journey of my life. It will continue to grow more and more important until my last breath! For me, LIFE IS FOOD and FOOD IS LIFE. Although food may not be a passion for everyone it surely does have some sort of significance in everyone's lives. It is true what they say: follow your passion and never work a day in your life! What is your passion? What is the one thing that makes your heart sing? What do you do on a daily basis to keep that passion alive? My passion is food. Fortunately, this is a true love story between me and food and my love will never diminish.

To get updates about food reviews you can follow me:

YouTube (for video reviews):

www.youtube.com/user/laddeepesh92

Blog:

ddudel.blogspot.in

Zomato:

www.zomato.com/deepfoodie

For Zomato Gold purchase you can use the referral: DEEPFO

हार के बाद जीत

बेहतर से बेहतर की तलाश करो,
मिल जाये नदी तोह समुन्दर की तलाश करो,
टूट जाते है शीशे पत्थरों की चोट से,
तोड़ दे पत्थर ऐसे शीशे की तलाश करो

खो कर पाने का मज़ा ही कुछ और है,
रो कर मुस्कुराने का मज़ा ही कुछ और है,
हार तो जिन्दगी का हिस्सा है मेरे दोस्त,
हार के बाद जीतने का मज़ा ही कुछ और है

- सौरव उपाध्याय
सेम IV-बी



Adieu...



Batch-A (2016-2019)



Batch-B (2016-2019)

Glimpses

ICAIM 2019



DOCTOR'S WORKSHOP



IoT TRAINING@SCHOOL



FDP



YOGA DAY



STP



IEEE TRAINING



FIRE FIGHTING TRAINING



Beyond Lectures

E-WEEK



VILLAGE ADOPTION



JAL ABHIYAN



INDUSTRIAL VISIT



SWACHH BHARAT

NPTEL CERTIFICATION



SCHOOL VISIT



CONVOCATION



PARENTS MEET



Celebrations

SPORT DAY



FAREWELL



BUSINESS MELA



FRESHERS DAY



UDAAN



TREKING



WOMAN DAY



Artificial intelligence (AI) & Machine Learning

- Juwairiyah K. Zia
Sem VI-A

“Learning, to teach machines how to learn”

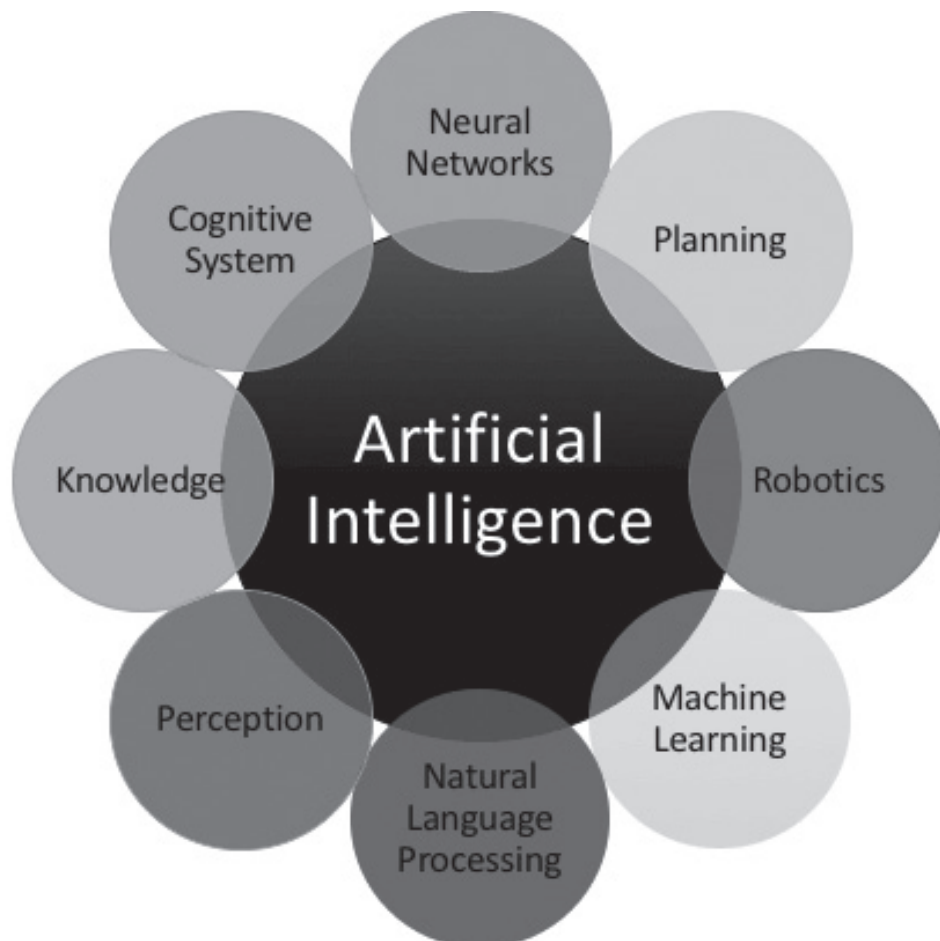
“Artificial intelligence is the science and engineering of making intelligent machines”. -John McCarthy, father of AI.

Artificial Intelligence gathers more front-page features each day. Artificial Intelligence or AI, is the innovation empowering machines to gain as a matter of fact and perform human-like assignments. AI is the ability of a computer program or a machine to think and learn. It is also a field of study which tries to make computers “smart”.

AI on Emotions:

Recently, scientists have built an AI application that can tell whether an individual is a criminal

just by taking photographing his facial highlights. The framework was assessed utilizing a database of Chinese ID photographs and the outcomes were astonishing. The AI erroneously sorted blameless people as culprits in just around 6% of the cases, while it could effectively distinguish around 83% of the offenders. This prompts an amazing generally precision of practically 90%. The framework depends on a methodology called “Deep Learning”, which has been effective in the areas face acknowledgment and recognition. Here, deep learning joined with a “face rotation model” enables AI to confirm whether two facial photographs speak to a similar individual regardless of whether the lighting or point changes between the photographs.





Deep learning assembles a “Neural System”; one similar to the one existing in the human brain. This is made out of a huge number of neurons composed in various layers. Each layer changes the contribution, for instance a facial picture, into a more elevated amount of reflection, for example, a lot of edges at specific introductions and areas. This naturally underscores the highlights that are most important to playing accurate recognition.

Components of AI:

Huge numbers of AI’s progressive advancements are regular trendy expressions, similar to “natural language processing”, “deep learning” and “predictive analytics.” Cutting-edge advances that empower Computer frameworks to comprehend the importance of human language, gain for a fact, and make expectations, individually. Understanding AI language is the way to encouraging discourse about this present reality utilization of this innovation. The advances are troublesome, changing the manner in which people communicate with information and decide, and ought to be comprehended in fundamental terms by us all.

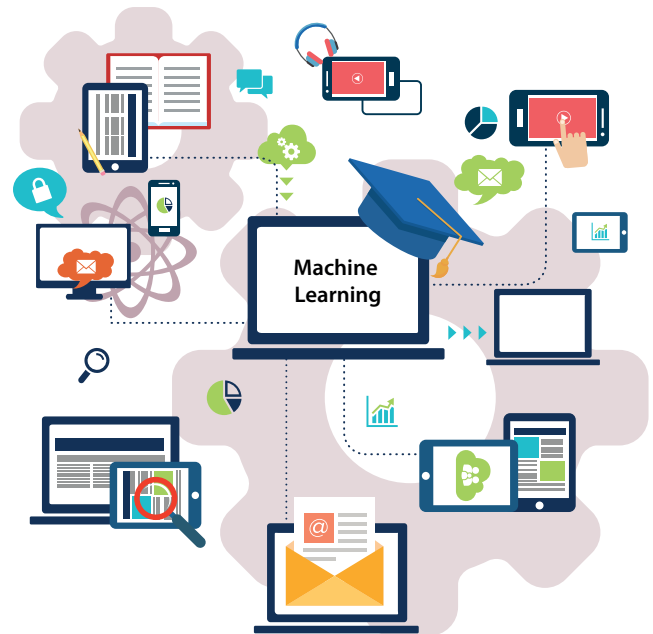


Some of the basic components of AI are as follows:

➔ Machine Learning (Learning from experience) :

Machine Learning (ML) is a use of AI that furnishes Computer frameworks with the capacity to naturally take in and improve for a fact without being unequivocally modified. ML centers around the advancement of calculations that can examine information and make forecasts. Past being utilized to anticipate what Netflix movies you may like, or the best course for your Uber, AI is being connected to human services, Pharma, and life sciences ventures to help infection finding, restorative picture elucidation, and quicken medicate advancement.

➔ Deep Learning (Self-educating machines):

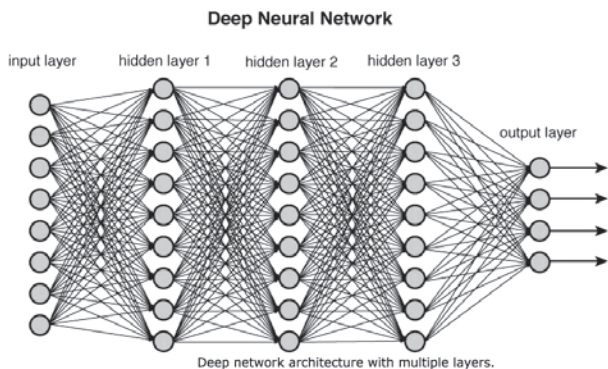


Deep learning is a subset of ML that utilizes counterfeit neural systems that learn by handling information. Counterfeit neural systems impersonate the natural neural systems in the human cerebrum. Various layers of artificial neural networks co-operate to decide a solitary yield from numerous contributions, for instance, recognizing the picture of a face from a mosaic of tiles. The machines learn through positive and negative support of the assignments they complete, which requires consistent handling and fortification to advance. Another type of deep learning is discourse acknowledgment, which empowers the voice collaborator in telephones to comprehend addresses like, “Hello Siri, How does AI work?”

➔ Neural Network (Making associations):

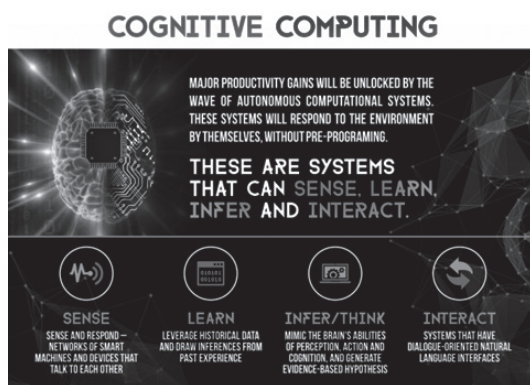
Neural networks empower deep learning. Neural

networks are Computer frameworks demonstrated after neural associations in the human cerebrum. What could be compared to a human neuron is a perceptron. Much the same as packs of neurons make neural systems in the cerebrum, heaps of perceptrons make fake neural systems in Computer frameworks.



Neural network learns by handling preparing precedents. The best models come as expansive informational collections, similar to, state, a lot of 1,000 feline photographs. By handling the numerous pictures (inputs) the machine can deliver a solitary yield, responding to the inquiry, “Is the picture a dog or not?” This procedure breaks down information ordinarily to discover affiliations and offer importance to already unclear information. Through various learning models, similar to uplifting feedback, the machine is instructed it has effectively distinguished the item.

➔ Cognitive Computing (Making inferences from context):



Cognitive Computing is another basic segment of AI. Its motivation is to impersonate and improve communication among people and machines. Subjective figuring looks to reproduce the human manner of thinking in a Computer display, for this situation, by understanding human language and the importance of pictures. Together, subjective

registering and man-made consciousness endeavor to supply machines with human-like practices and data handling capacities.

➔ Natural Language Processing (Understanding the language):

Natural Language Processing (NLP) enables Computers to de-cipher, perceive, and produce human language and discourse. A definitive objective of NLP is to empower consistent co-operation with the machines we utilize each day by instructing frameworks to comprehend human language in setting and produce legitimate reactions. Real life instances of NLP incorporate Skype Translator, which de-ciphers the discourse of different dialects progressively to encourage correspondence.

➔ Computer Vision (Understanding images):

Computer vision is a system that actualizes deep learning and example recognizable proof to decipher the substance of a picture; including the diagrams, tables, and pictures inside PDF records, just as, other content and video. Computer vision is a fundamental field of AI, empowering Computers to distinguish, process and decipher visual information. Uses of this innovation have just started to upset enterprises like research and advancement and medicinal services. Computer Vision is being utilized to analyze patients quicker by utilizing Computer Vision and AI to assess patients’ x-ray reports.

Machines which are developed based on AI are already taking over thousands, if not millions of jobs. Any task which consists of human intervention that takes information from other humans, and put it into a system is going to be outworn. Like cashiers, receptionists, telemarketers, and bank tellers are getting replaced by AI systems. As, in upcoming days we have self-driving cars, self-operating drones, jobs as journalists are in huge loss; since rapidly improving news algorithms that can gather information and deliver it faster and more accurately are coming in our ways, we’re going to lose jobs like truck drivers, factories, postal workers, courier services, pizza delivery and even teachers teaching in classrooms are going to be replaced by AI systems which is going to be fully automated and more accurate.

Personal Development Skills

- Suhita Raghav
Sem. VI-B



'Don't try to be different try to be Unique'

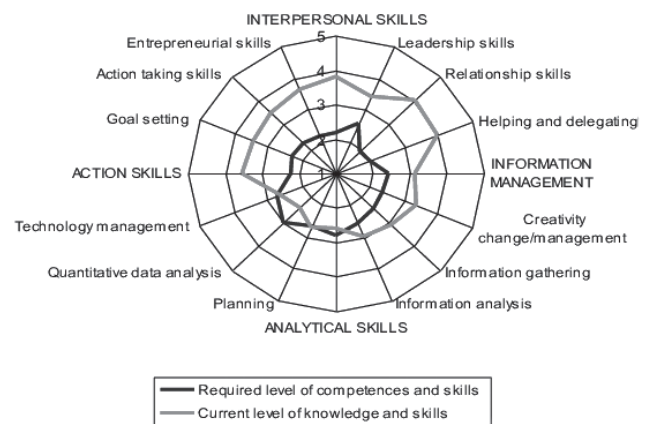
One is always guided in by one's own perceptions. It's so important to be positive in our perceptions. Negative perceptions set false boundaries for us, while simultaneously limiting our abilities. In this article, I highlight some of the basic, yet important skills that are necessary all over for personality development - as well as for our career.

1. Communication Skills



Communication not only involves presentation skills and good speaking. Listening plays a vital role. To be a good speaker you have to be a good listener. Listening not only means just listening and conveying the thoughts. What matters is how well the knowledge is absorbed, analysed and being executed. A good example for me is my favourite Rajat Sharma. He is a well-known anchor in his own field of excellence. There's so much to gain from him.

2. Analytical and Management Skills

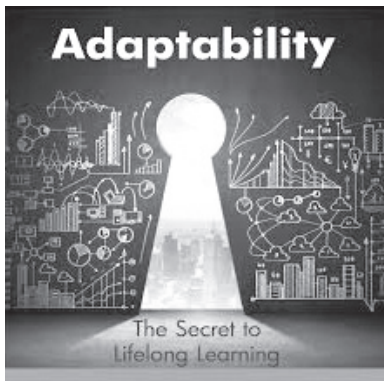


Mastering the skills is just not enough...we need to keep exploring and developing our mind-set. Self-assessment is a must. Analysing the things for one's own development makes you realize where you lack! A good manager is always known for his/her decision making skills and a good decision makes it a 'bingo' choice when complete analysis is done perfectly. We often undervalue even of the most basic resources around us. A micro-analysis of the details is sometimes necessary.

3. Learning and Adaptability

Learning is never ending phase and is not limited to any age group. Every day, every week, every month and every year there's so much to learn. Learning is like a calendar of 365 days. With learning it's important to adapt to the changes in this phase. So,

see to it that that you make habit of learning without being discouraged. Here patience is very important. Practice some good interpersonal development skills (This is what different for everyone as it varies from person to person).



4. Digital Literacy



This is very important in today’s fast paced world where digitization is taking place rapidly. Attending webinars, conferences and socializing has become important. It’s important to be up-to-date of new technologies. Most important if you want to excel in IT field then this skill has to be must.

5. Self-Confidence



With self-confidence you can make 80% of your work done. You get the convincing power and can just make anyone believe in you and can ensure that everyone sees you as someone that has the ability to pull through whatever situation comes your way.

6. Online Professional Presence



It’s important to have professional online presence so that it becomes possible for you to explore difference career interest and job opportunities. This is way different from college life but useful for you in future.

Eg: Linked in

There’s much more which can be added to this list by your own side. Keep developing your own skill set and be unstoppable. Keep learning, keep exploring and keep improving. (So much of Motivation!...☺)

THE TOP 5 SKILLS IN DEMAND



- 1 Communication Skills
- 2 Ability to Work in a Team
- 3 Problem-Solving Skills
- 4 Leadership Skills
- 5 Strong Work Ethic

Wisdom from the Wise

- Arsalan Ansari
Batch 2018

In my spare time I like to browse the lives and experiences of interesting and colourful personalities who have enriched the human experience through their thoughts and observations. Three results of my online forays are given below. They may be mere anecdotes and not be rigidly factual; but I feel that their message is universal!

Trivia with Numbers



Mathematician Ramanujan didn't have any close friends - someone asked him the reason. He replied that although he wanted to have close friends - nobody

was up to his expectation. When pressed how he expected his friends to be - he replied - like numbers 220 and 284. The person got confused and asked what the connection between friendship and these numbers is!

Ramanujan asked him to find the divisors of each number!

With some difficulty, the person computed and listed them:

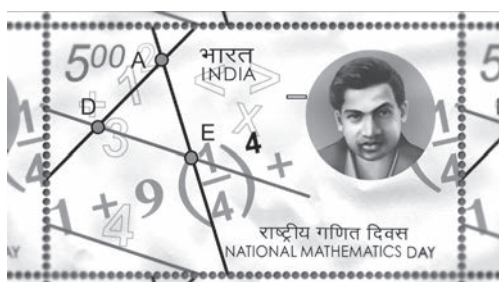
220 - 1, 2, 4, 5, 10, 11, 20, 22, 44, 55, 110, 220

284 - 1, 2, 4, 71, 142, 284

Ramanujan then asked the person to exclude the numbers 220 and 284 and asked the sum of the remaining divisors. The person was astonished to find:

220: $1+2+4+5+10+11+20+22+44+55+110 = 284$

284: $1+2+4+71+142 = 220$



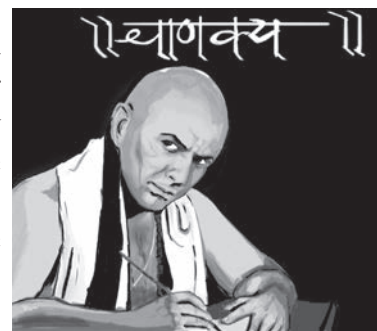
Ramanujan explained that an ideal friendship should be like these numbers - to complement each other - even when one is absent - the other should represent the friend!

The person thought - no wonder this genius is on the world's top list of mathematicians!!

As an aside these numbers are known as amicable numbers...the next set 1184 and 1210!

Wisdom for the Ages

Two students of Acharya Chanakya were waiting for him when they saw him arrive. While walking towards his students, he happened to step his foot on a thorn.



It pricked Chanakya who simply bent down to remove the thorn and throw it away.

However, what he did next surprised and confused his students. Instead of sitting and resting his foot, Chanakya walked to a nearby shop that sold lassi (curd). Instead of taking a sip, he just poured it onto the nearby thorn shrub.

His students, being confused, asked him why did he do that? To this, Chanakya replied that what happened to him did not matter but how he reacted mattered the most. His reaction to the situation was the important

Seeing his students confused, he elaborated;

“The thorn that pricked me was the problem. Instead of cursing, I simply decided to destroy it by its roots so that it could not grow back again. By pouring the sweet drink over the thorn shrub, I gave an open invitation to the ants to come and destroy the problem at the roots.”

Thus, the problem was resolved at the ‘roots’.

Was it Luck?

- Aishwarya Rane
Sem IV-A

I was overwhelmed when I saw my abysmal CET scores! Somewhere in the back of my mind I had anticipated this moment. The only daughter of my parents who both are engineers, I had also always aspired to become an engineer. Much as I wished otherwise, I somehow knew at that I would not be able to pursue my ambition.

As I reached my home, I was completely heart-broken. I knew I had to face all the pitying glances of neighbours and my relatives. My father is a man of few words but the disappointment after knowing my score was evidently showing on his face. But on other hand my mother was being supportive and cheered me up by saying, "Do not cry over the things you can't change, think beyond the situation and plan for future".

And I did. The following morning I was on my way to meet an old friend of my dad who was a retired physics professor as he agreed to prepare me for the next JEE Mains exam. On the first day when my mother asked him how she would keep track of my studies, to which he replied, "You don't need to, a person who cannot be true with himself cannot be true to his studies".

His words hit me hard like a bullet. I carried out a self-analysis. I realised that the year of my MH-CET exam, I had been bunking lectures, watching movies, visiting malls and having fun with my college gang. It finally dawned upon me I was never true to myself and my studies.

The following 10 months I slogged like never

before. Sleep became a luxury, eating food a mere ritual and hanging out with friends seemed like a sin. The JEE Main exam was the most difficult and tense exam of my life. Those three hours were going to determine my future. I was not ready to fail and go through the entire process again.

One fine morning I got a message that my JEE results were out. As I approached my college to check my results I realised I was scared and I couldn't do it myself. So I asked a friend of mine to check the score, she returned a moment later and grinning widely and announced that I had made it to the list! That moment was unbelievable; I rushed to the scoreboard and verified my name and marks at least ten times.

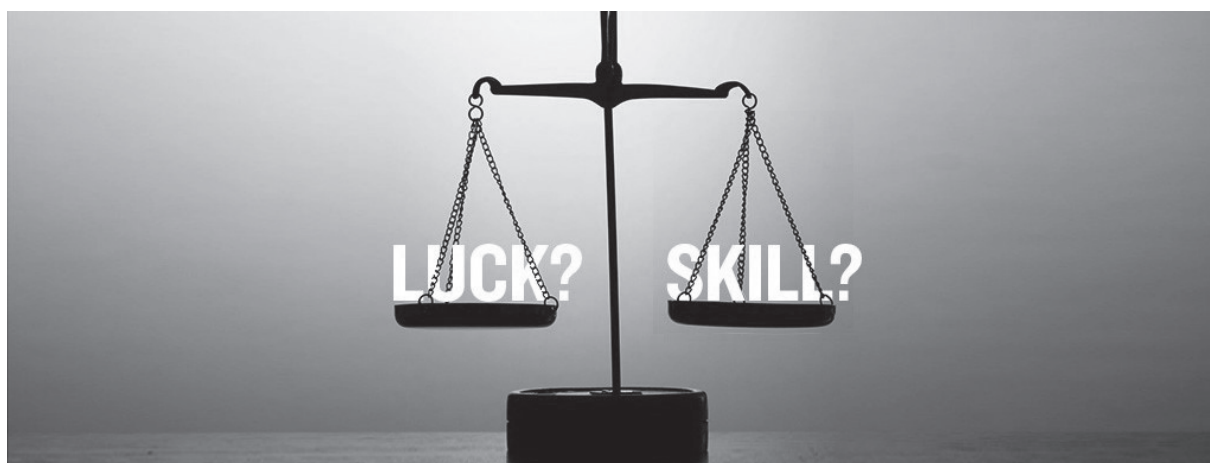
My relatives and professors said I was lucky that I was able to crack the exam. Many other hardworking students were not fortunate enough. His words made me flinch. Was it just the luck?

At that point I remembered our childhood game of snake and ladders, however tactfully u throw the dice, is it always our luck which gets us through difficulties to the top position?

As I finish I recall a poem I once read:
*"He worked by day and toiled by night.
He gave up play and some delight.*

*Dry books he read new things to learn
And forged ahead success to earn.*

*He plodded on with faith and pluck.
And when he won they called it Luck."*



Healthy Eating

- Apoorva Patil
Sem IV-A

How to Plan, Enjoy and Stick to a Healthy Diet

Healthy eating is not about strict dietary limitations, staying unrealistically thin, or depriving yourself of the foods you love. Rather, it's about feeling great, having more energy, improving your health, and boosting your mood. If you feel overwhelmed by all the conflicting nutrition and diet advice out there, you're not alone. It seems that for every expert who tells you a certain food is good for you, you'll find another saying exactly the opposite. But by using these simple tips, you can cut through the confusion and learn how to create—and stick to—a tasty, varied, and nutritious diet that is as good for your mind as it is for your body.

A Healthy Diet

Eating a healthy diet doesn't have to be overly complicated. While some specific foods or nutrients have been shown to have a beneficial effect on mood, it's your overall dietary pattern that is most

important. The cornerstone of a healthy diet pattern should be to replace processed food with real food whenever possible. Eating food that is as close as possible to the way nature made it can make a huge difference to the way you think, look, and feel.

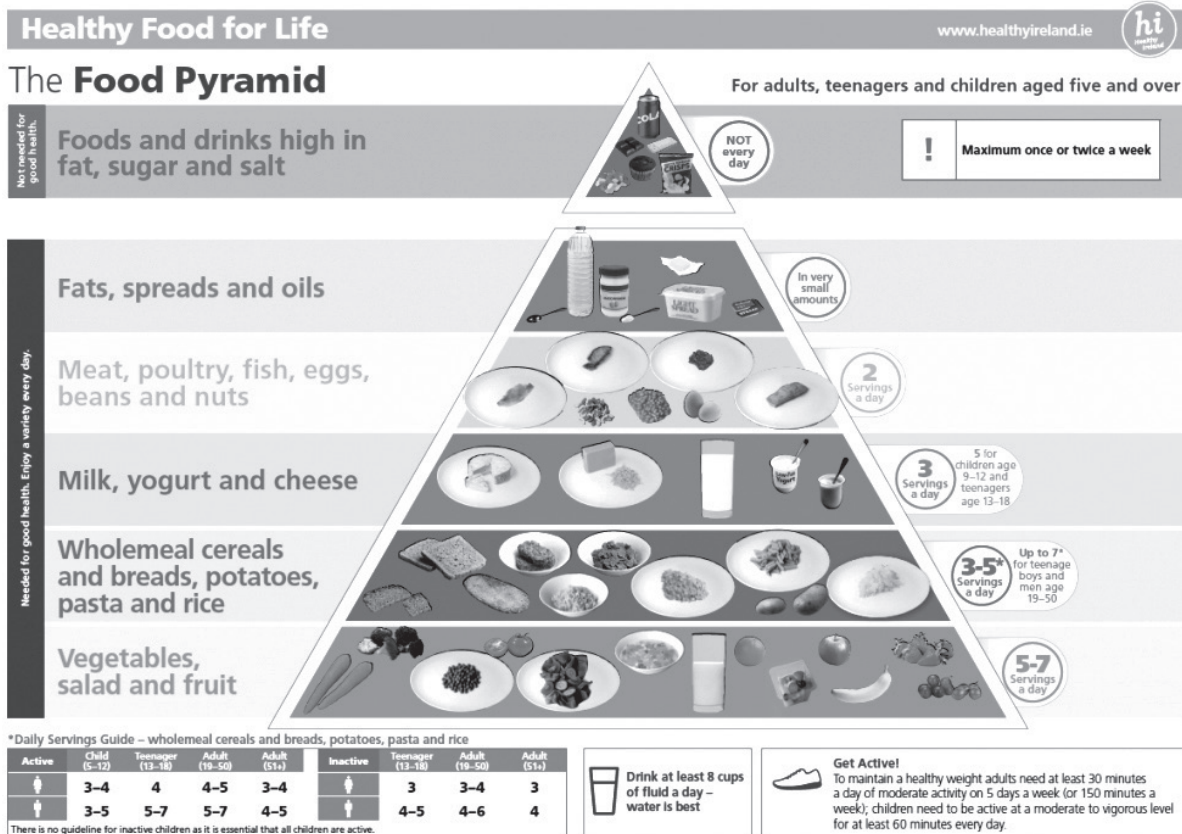
The Healthy Eating Pyramid

The diagram below is called the Harvard Healthy Eating Pyramid. It summarizes the basics of nutritional science. The widest part at the bottom is for things that are most important. The foods at the narrow top are those that should be eaten sparingly, if at all.

The Basics of Healthy Eating

We all need a balance of protein, fat, carbohydrates, fiber, vitamins, and minerals in our diets to sustain a healthy body. You don't need to eliminate certain categories of food from your diet, but rather select the healthiest options from each category.

Protein gives you the energy to get up and go—



and keep going—while also supporting mood and cognitive function. Too much protein can be harmful to people with kidney disease, but the latest research suggests that many of us need more high-quality protein, especially as we age. That doesn't mean you have to eat more animal products—a variety of plant-based sources of protein each day can ensure your body gets all the essential protein it needs.

Fat. Not all fat is the same. While bad fats can wreck your diet and increase your risk of certain diseases, good fats protect your brain and heart. In fact, healthy fats—such as omega-3s—are vital to your physical and emotional health. Including more healthy fat in your diet can help improve your mood, boost your well-being, and even trim your waistline.

Fiber. Eating foods high in dietary fiber (grains, fruit, vegetables, nuts, and beans) can help you stay regular and lower your risk for heart disease, stroke, and diabetes. It can also improve your skin and even help you to lose weight

Calcium. As well as leading to osteoporosis, not getting enough calcium in your diet can also contribute to anxiety, depression, and sleep difficulties. Whatever your age or gender, it's vital to include calcium-rich foods in your diet, limit those that deplete calcium, and get enough magnesium and vitamins D and K to help calcium do its job.

Carbohydrates are one of your body's main sources of energy. But most should come from complex, unrefined carbs (vegetables, whole grains, fruit) rather than sugars and refined carbs. Cutting back on white bread, pastries, starches, and sugar can prevent rapid spikes in blood sugar, fluctuations in mood and energy, and a build-up of fat, especially around your waistline.

Making the switch to a healthy diet

Switching to a healthy diet doesn't have to be an all or nothing proposition. You don't have to be perfect, you don't have to completely eliminate foods you enjoy, and you don't have to change everything all at once—that usually only leads to cheating or giving up on your new eating plan.

A better approach is to make a few small changes at a time. Keeping your goals modest can help you achieve more in the long term without feeling

deprived or overwhelmed by a major diet overhaul. Think of planning a healthy diet as a number of small, manageable steps—like adding a salad to your diet once a day. As your small changes become habit, you can continue to add more healthy choices.

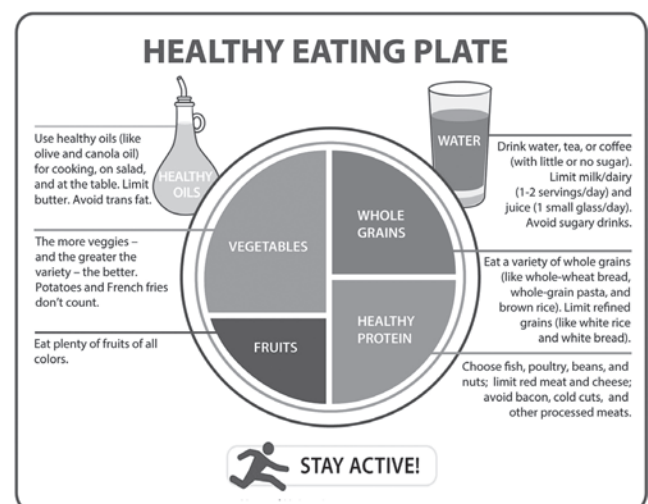
Setting it Up!

Keep things simple. Eating a healthier diet doesn't have to be complicated. Instead of being overly concerned with counting calories, for example, think of your diet in terms of color, variety, and freshness. Focus on avoiding packaged and processed foods and opting for more fresh ingredients whenever possible.

Prepare more of your own meals. Cooking more meals at home can help you take charge of what you're eating and better monitor exactly what goes into your food. You'll eat fewer calories and avoid the chemical additives, added sugar, and unhealthy fats of packaged and takeout foods that can leave you feeling tired, bloated, and irritable, and exacerbate symptoms of depression, stress, and anxiety.

Make the right changes. When cutting back on unhealthy foods in your diet, it's important to replace them with healthy alternatives. Replacing dangerous trans fats with healthy fats (such as switching fried chicken for grilled salmon) will make a positive difference to your health. Switching animal fats for refined carbohydrates, though (such as switching your breakfast bacon for a donut), won't lower your risk for heart disease or improve your mood.

Read the labels. It's important to be aware of what's in your food as manufacturers often hide large amounts of sugar or unhealthy fats in packaged food, even food claiming to be healthy.



Focus on how you feel after eating. This will help foster healthy new habits and tastes. The healthier the food you eat, the better you'll feel after a meal. The more junk food you eat, the more likely you are to feel uncomfortable, nauseous, or drained of energy.

Drink plenty of water. Water helps flush our systems of waste products and toxins, yet many of us go through life dehydrated—causing tiredness, low energy, and headaches. It's common to mistake thirst for hunger, so staying well hydrated will also help you make healthier food choices.

Moderation: important to any healthy diet

What is moderation? In essence, it means eating only as much food as your body needs. You should feel satisfied at the end of a meal, but not stuffed. For many of us, moderation means eating less than we do now. But it doesn't mean eliminating the foods you love. Eating bacon for breakfast once a week, for example, could be considered moderation if you follow it with a healthy lunch and dinner—but not if you follow it with a box of donuts and a sausage pizza.

Try not to think of certain foods as “off-limits.” When you ban certain foods, it's natural to want those foods more, and then feel like a failure if you give in to temptation. Start by reducing portion sizes of unhealthy foods and not eating them as often. As you reduce your intake of unhealthy foods, you may find yourself craving them less or thinking of them as only occasional indulgences.

Think smaller portions. Serving sizes have ballooned recently. When dining out, choose a starter instead of an entree, split a dish with a friend, and don't order supersized anything. At home, visual cues can help with portion sizes. Your

serving of meat, fish, or chicken should be the size of a deck of cards and half a cup of mashed potato, rice, or pasta is about the size of a traditional light bulb. By serving your meals on smaller plates or in bowls, you can trick your brain into thinking it's a larger portion. If you don't feel satisfied at the end of a meal, add more leafy greens or round off the meal with fruit.

Take your time. It's important to slow down and think about food as nourishment rather than just something to gulp down in between meetings or on the way to pick up the kids. It actually takes a few minutes for your brain to tell your body that it has had enough food, so eat slowly and stop eating before you feel full.

Eat with others whenever possible. Eating alone, especially in front of the TV or computer, often leads to mindless overeating.

Limit snack foods in the home. Be careful about the foods you keep at hand. It's more challenging to eat in moderation if you have unhealthy snacks and treats at the ready. Instead, surround yourself with healthy choices and when you're ready to reward yourself with a special treat, go out and get it then.

Control emotional eating. We don't always eat just to satisfy hunger. Many of us also turn to food to relieve stress or cope with unpleasant emotions such as sadness, loneliness, or boredom. But by learning healthier ways to manage stress and emotions, you can regain control over the food you eat and your emotions.

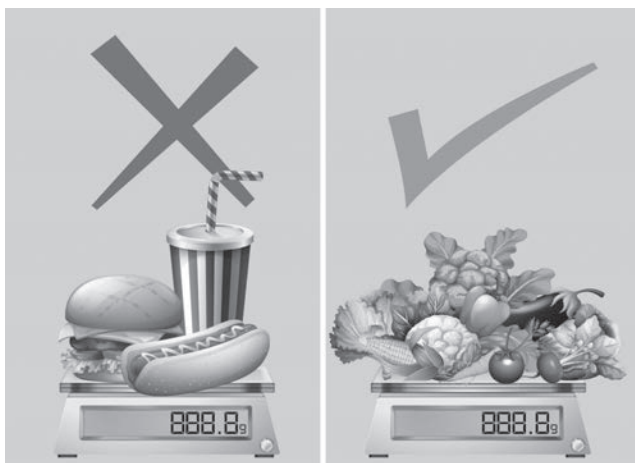
Timing your food intake

Eat breakfast, and eat smaller meals throughout the day. A healthy breakfast can jumpstart your metabolism, while eating small, healthy meals keeps your energy up all day.

Avoid eating late at night. Try to eat dinner earlier and fast for 14-16 hours until breakfast the next morning. Studies suggest that eating only when you're most active and giving your digestive system a long break each day may help to regulate weight.

Add more fruit and vegetables to your diet

Fruit and vegetables are low in calories and nutrient dense, which means they are packed with vitamins, minerals, antioxidants, and fiber. Focus



on eating the recommended daily amount of at least five servings of fruit and vegetables and it will naturally fill you up and help you cut back on unhealthy foods. A serving is half a cup of raw fruit or veg or a small apple or banana, for example. Most of us need to double the amount we currently eat.

To increase your intake:

- Add antioxidant-rich berries to your favorite breakfast cereal
- Eat a medley of sweet fruit—oranges, mangos, pineapple, grapes—for dessert
- Swap your usual rice or pasta side dish for a colorful salad
- Instead of eating processed snack foods, snack on vegetables such as carrots, snow peas, or cherry tomatoes along with a spicy hummus dip or peanut butter

How to make vegetables tasty

While plain salads and steamed veggies can quickly become bland, there are plenty of ways to add taste to your vegetable dishes.

Add color. Not only do brighter, deeper colored vegetables contain higher concentrations of vitamins, minerals and antioxidants, but they can vary the flavor and make meals more visually appealing. Add color using fresh or sundried tomatoes, glazed carrots or beets, roasted red cabbage wedges, yellow squash, or sweet, colorful peppers.

Liven up salad greens. Branch out beyond lettuce. Kale, arugula, spinach, mustard greens, broccoli, and Chinese cabbage are all packed with nutrients. To add flavor to your salad greens, try drizzling with olive oil, adding a spicy dressing, or sprinkling with almond slices, chickpeas, a little bacon, parmesan, or goat cheese.

Satisfy your sweet tooth. Naturally sweet vegetables—such as carrots, beets, sweet potatoes, yams, onions, bell peppers, and squash—add sweetness to your meals and reduce your cravings for added sugar. Add them to soups, stews, or pasta sauces for a satisfying sweet kick.

Cook green beans, broccoli, Brussels sprouts, and asparagus in new ways. Instead of boiling or steaming these healthy sides, try grilling, roasting,

or pan frying them with chili flakes, garlic, shallots, mushrooms, or onion. Or marinate in tangy lemon or lime before cooking.

Plan quick and easy meals ahead

Healthy eating starts with great planning. You will have won half the healthy diet battle if you have a well-stocked kitchen, a stash of quick and easy recipes, and plenty of healthy snacks.

Plan your meals by the week or even the month

One of the best ways to have a healthy diet is to prepare your own food and eat in regularly. Pick a few healthy recipes that you and your family like and build a meal schedule around them. If you have three or four meals planned per week and eat leftovers on the other nights, you will be much farther ahead than if you are eating out or having frozen dinners most nights.

Shop the perimeter of the grocery store

In general, healthy eating ingredients are found around the outer edges of most grocery stores, while the center aisles are filled with processed and packaged foods that aren't good for you. Shop the perimeter of the store for most of your groceries (fresh fruits and vegetables, fish and poultry, whole grain breads and dairy products), add a few things from the freezer section (frozen fruits and vegetables), and visit the aisles for spices, oils, and whole grains (like rolled oats, brown rice, whole wheat pasta).

Cook when you can

Try to cook one or both weekend days or on a weekday evening and make extra to freeze or set aside for another night. Cooking ahead saves time and money, and it is gratifying to know that you have a home cooked meal waiting to be eaten.

Challenge yourself to come up with two or three dinners that can be put together without going to the store—utilizing things in your pantry, freezer, and spice rack. A delicious dinner of whole grain pasta with a quick tomato sauce or a quick and easy black bean quesadilla on a whole wheat flour tortilla (among endless other recipes) could act as your go-to meal when you are just too busy to shop or cook.

How is DATA revolutionizing our daily life?

Data for
Effective
Policy
Making



- Aishwarya Rane
Sem IV-A

This will help city planners to determine whether to more lanes to a road to try and ease congestion.



2. Enhanced Security in Online Payments

Experts are now looking for ways to utilize AI in fraud detection in the online payment process. Machine learning is now being used for fraud prevention in online credit card transactions. Scientists are working on deploying AI to not only prevent fraudulent transactions, but also on minimizing the number of ‘false positives’ in fraudulent transactions; these are transactions which were declined due to being falsely identified as fraudulent. Recently, the most popular application of AI in payments is the Chatbot, a program that converses with customers through text or speech. These Chatbots are usually used to make the first interaction with a customer, answering their queries and doubts, and gives them advice how to complete their payment securely. Also, scientists have developed the ‘Pay with Your Face’ technology, which helps in saving an incredible amount of time by supporting millions of transactions per day.

Today we can see that technology is moving at a breakneck speed. With recent developments in Data Science scientists have made breakthroughs in machine learning by implementing neural networks, which mimic the processes of real neurons.

Now days, we are seeing various applications of Data Science. For instance, Google Photos uses facial recognition to group images of people. It does this, by deploying the deep learning techniques of AI. Chat-bots converse with you in Facebook, Yahoo and other sites use AI. Shopping websites like Alibaba and Amazon harnesses deep learning for finding a handbag matching the one in the photo you uploaded to its shopping site. Moreover digital assistants like Alexa, Cortana, Siri and Google Assistant uses Data Science to provide information or execute tasks. There are innumerable ways in which AI touches us every day. Three of the most common are :

3. Accurate Medical Diagnosis

Data Science in healthcare will use algorithms and software to approximate human cognition by analyzing complex medical data. The primary aim of health based AI applications is to determine relationships between prevention or treatment techniques and patient outcomes. With the emerging technologies including combined with Data Science, the patient can get doctor assistance without having visiting hospitals which results in cost cutting. Along with this benefit, AI can also provide fast and accurate diagnosis; and reduce human errors.

1. An Easier Commute

When you look above the traffic light at a busy intersection in your city and you might see a camera. These cameras are installed to monitor traffic conditions and provide visuals if there is a case of collision. But with Data Science these cameras can do more. They can help planners in optimizing traffic flow or also help in identifying sites that are most likely to have accidents.

AI based algorithms can help in monitoring over the streets. AI can be utilized to look for traffic and lane obstructions and help staff respond to the obstruction. In case of a car crash, predictive AI can assess how a traffic network will be impacted when cars divert their routes into city streets to find a detour.

In this article, we have only scratched the surface of the relevance of Data Science and the impact it will have on our lives. Experts say that AI will become even more deeply integrated in our lives in the near future, and we can see many more applications of artificial intelligence that can be used on day to day basis. Data Science promises to give machines the ability to think analytically and once AI technology is perfected. Only time will tell whether it will ultimately benefit mankind in the long run!

Me and My Solitude

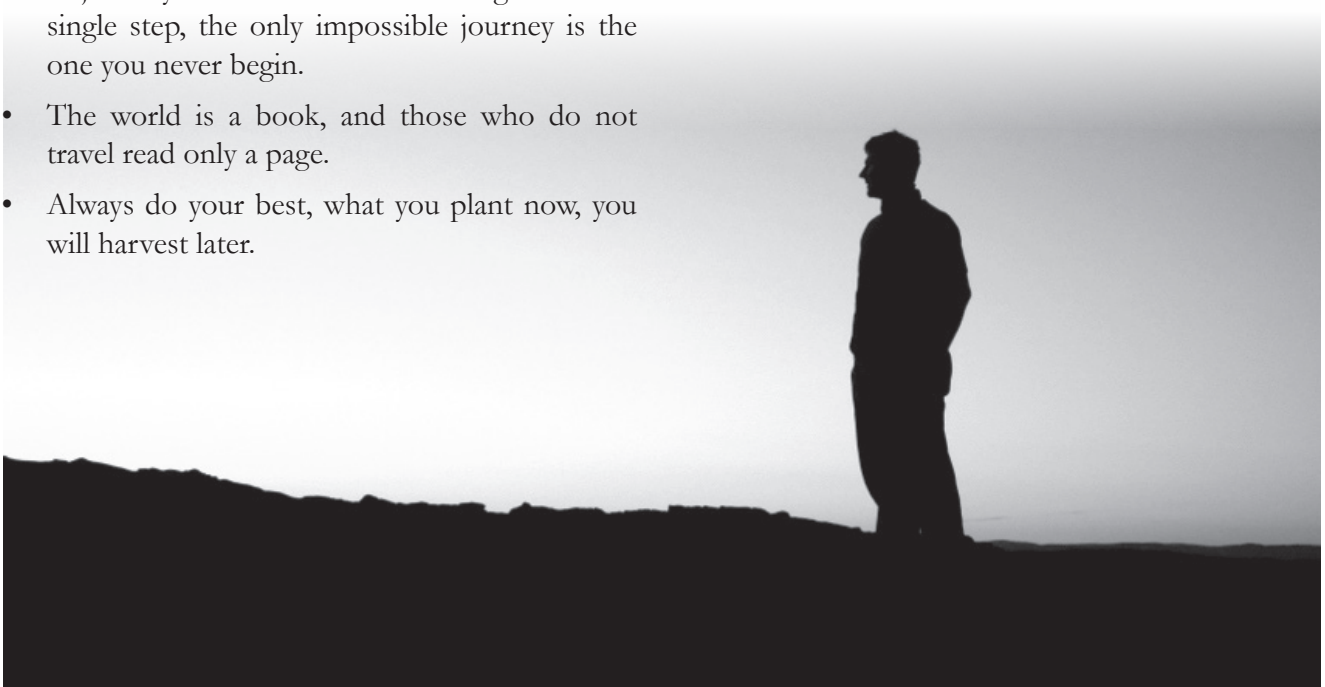
- Mayur Desai
Sem II-A

Sometimes, it feels good to be alone. I have tried meditation...but my mind keeps drifting. My (self-styled) innovation is that I take a well known line, and think about how I can apply it to myself. The result gives me a better of myself...to me! I have collected some of the thoughts I have thought in the past. Even though the thoughts may be classified as clichés, how they apply to me is unique. Give it a try...it tells you more about yourself. It worked for me...I hope it works for you too!

- You are work of art, not everyone will understand you.
- Good Better Best never let it rest, till your good is better and your better is best.
- Don't view yourself from the eyes of others, you have your own.
- The best preparation for tomorrow is doing your best today.
- No matter what people tell you, words and ideas can change the world.
- Dreams doesn't become reality through magic, it takes sweat determination and the hard work.
- Knowledge will give you power, but character will give you respect.
- A journey of a thousand miles begins with a single step, the only impossible journey is the one you never begin.
- The world is a book, and those who do not travel read only a page.
- Always do your best, what you plant now, you will harvest later.

- See the invisible believe the incredible achieve the impossible.
- Sometimes it is the journey that teaches you a lot about your destination.
- Life is onetime offer - use it well.
- Winners make it happen, while losers let it happen.
- Never give up today is hard, tomorrow will be worse, but the day after tomorrow will be the sunshine.
- The person who never made a mistake - never tried something new.
- Happiness is not something you postpone for the future; it is something you design for the present.
- If you cannot do great things do small things in a great way.
- Put your heart, mind & soul into even your smallest acts, this is the secret of success.
- You will never be happy if you continue to search for what happiness consist of, you will never live if you are looking for the meaning of life.

Thank you....!



Great Idea? Make it Viral.....

- Jerome D'Mello
Sem VI-A

Ever since I have been introduced to social media on the Internet, I have been fascinated about how social networks can help further business prospects. On further study I realized that there was more to doing business in our digitally connected world than what meets the eye. Numerous different marketing techniques have come in vogue – and they are all under the umbrella of digital marketing. One of these is viral marketing. It seemed interesting, and I decided to explore further. It turned out that we could all use viral marketing to further the attainment of our desires. This article will help us understand the following three facets of viral marketing:

- What is Viral Marketing and why is it so important to know about viral marketing techniques?
- How will viral marketing strategies and campaigns help you improve your business?
- How do we carry out viral marketing?

What is Viral Marketing?

Viral marketing is a digital marketing technique by which website users and audience are enticed and motivated to share the content of a company's products / services on the Internet

How will it help?

Viral marketing helps spread an idea to many people in a short time. Everyone wants high revenue generation for their own specific companies. This method has been used by many political / business / social entities fortune 500 companies to increase their product or services sales. Special sales funnel is created which starts by viral marketing and end at very high number of sales.

How do we carry out viral marketing?

The methods below are few of the best viral marketing campaigns tried and tested. The E-book methods are no doubt old school but they yet help achieve quite a lot when it comes to digital marketing.

E-Book Content Dissemination

Purchase the marketing rights to a viral E-book. Permit your friends, bloggers to give away your free E-book to their guests. At that point, their guests will likewise give it away to more people and this chain will continue. This will simply keep on spreading your promotion everywhere throughout the Internet.



Creating your own forum

If you can set up a discussion or other announcement board / thread, you truly have an incredible instrument. Permit individuals to utilize your online talk board for their own site. A few people don't have one. Simply incorporate your flag promotion at the highest point of the thread. This will make people remember your banner and thereby promote your brand / business to a good amount of target audience.

Self Referral articles

Write articles that relate to your item or administration. Permit individuals to republish your articles on their site, in their E-Magazine, pamphlet, magazine or E-books. Incorporate your asset box and the alternative for article reprints at the base of every article.

Viral Re-branding

You can very easily find products on the internet which will provide you re-branding rights, just find a product or service which is already viral or has a very huge target audience. Add your branding, banners, sales snippet to the products and create videos of the products and share on the internet. This will make your brand more likeable and people will love to share your content on all social media.

Trending Articles

Create social media articles which relate to current trending topics and try explaining your reviews on the same. This method has been derived

from successful marketing campaigns it can be very helpful when you are writing on a topic which has many different types of public opinion.

Using top forums

Create an amazing article about your brand product and share it on forums and blogs. This method can let your business reach to more people ultimately increasing your sales. Forum posting method is considered as a method to generate organic views to your website, product page. Just remember one thing, do not spam blogs with your posts. Bookmark 6-10 top forums as per you niche and share your posts once a month also make sure to comment on other forum posts / threads and reply to comments.

Viral Video Marketing

Short content marketing videos are trending and getting more love from the audience. Mid-speed videos of about 30-45 seconds tend to get very high engaging. For this method I'd recommend you to create a video where you explain about your business in a very amazing way which will be a reminding factor to your potential clients whenever they need a product or service which relates to your niche / category.

Remember to write about your product / service with relevant info-graphics. Finally, If your viral marketing strategy doesn't go well do not lose hope. Viral content is not something which is created overnight; it takes good amount of efforts by one or multiple individuals to come up with an idea which can go viral. All of the very best!



The Human Body - A Divine Computer

- Shalaka Arun Sane
Sem IV-B

The computer that we all see in our daily life has been made by human beings but the divine computer in the form of the human body has been created by God himself.

The computer gives results according to the data fed into it. If the data fed to the computer is wrong it gives erroneous results and if the data fed is correct then the computer gives out accurate results.

In the same way, Man will receive desirable or undesirable results in the form of happiness or sorrow depending on the correct or erroneous inputs given by him at the three levels of thoughts, speech and deeds.

There exists a number of machines and equipments in the human body, namely eyes, ears, brain, nose, heart, etc. The human body is amazing and fantastic and has a number of machines, yet no workers are required to run them. Also at the same time, the functions of all the machines are carried out correctly and smoothly.

If man serves his own body well by taking good care of it in every way, he will live happy, successful and prosperous life. Conversely, if the human body is fed by alcohol, tobacco the devil will constantly harass him. Let us try and feed to this 'computer' only that input which outputs happiness, pleasure, joy and fulfillment.



My Mom

- Dhanashree Sane
Sem II-B

I read somewhere that we should measure our life by the moments that take our breath away, rather than how many breaths we take. I begin this article with one such moment...the morning of January 9, 2019 – at our home. There was a gentle breeze on a cool winter morning and sight of my mother being joyful, happy on her birthday...celebrating with all our relatives who had gathered for a Sunday brunch. A bunch of roses and gifts were all decked on the table. We were also celebrating the the completion of three of my Mom's entrepreneurial venture, "Supriya's Cake". I therefore decided to bake a cake (though not as delicious as my mom would) for her birthday. My mom rejoiced; she said she would keep this as a souvenir until her next birthday. My Mom...a lady with a big heart! I was happy.

I take an immense pride in saying my mom has always been a great influential in my life. Often, when I cannot express my feeling, I feel caged. I invariably turn to my mother, and feel that I can discuss whatever is troubling me with her. She is a true friend, philosopher and guide. I feel that the love I have for my mother is a rose of eternity. There are times when my mother questions my love because I hardly ever tell how much I love her, but I feel lucky to express my love through this article. I still struggle to express my feelings to her; I decided to describe everything that I love about my precious Mom in this way.

Every time I think of my mother I think of her beauty. My Mom's brown eyes are bright and lovely, through which shine the richness of her mind and soul. My mom has always been by my side - through thick and thin. She is my inspiration with the most

infectious laugh and the best advice. Right from my childhood, my mom has taught me many things. She always made me inculcate good things in me and always strived hard to see me develop as a better human being. All the decision I have made in my life have had my mother's support. She supports me in so many different ways; small and big. From packing my lunch to helping me in my studies, she has been doing it selflessly and unconditionally without expecting a reward or return. For example, I used to be on the heavier side during high school; she told me me not to worry about my weight. She also advised me on my choice of subjects and encouraged me in whatever choices I made.

My Mom shares an immense bond with my younger brother Nikhil. Nikhil always had an interest in doing karate and my mom encouraged him join a karate class. Even though Nikhil struggles in his studies, Mom always motivates him to do the things he like.

In 2016, my Mom discovered her interest in baking. She started making various cakes, was a success in baking cakes that perfectly match our taste buds! Today I would proudly call my mom and entrepreneur. She now provides baking services all over Mumbai. I am extremely proud of my Mom and how she succeeds at anything she sets out to do, even if there is a struggle involved. She always motivates each one of us to reach the zenith of success.

She would at times gently walk into my room with some tea and freshly baked cookies and ask if I wanted to talk. If I was low, she would sit until I feel better. If I didn't she would walk away closing the door behind. Throughout my entire life, I have seen my mother transform herself into whoever our family needed her to be, always with the biggest smile on her face. Only recently have I found a new person in my Mom –a FRIEND! And yes, like all other things about her, she is best at it. I can with complete conviction say that if I turn into half the woman my mother is, I would thus consider myself lucky. The only thing in my life I don't know is how to live without her!

I never said it much so I will say it now-
THANK YOU MOM!



Child Labour

- Abhay M Singh
Sem IV-B

A child,
Whose childhood has been snatched away,
Now works hard, day and night,
To earn a meagre pay.
His eyes,
Full of tears, beg "help me out!"
Though he is quiet,
His heart silently shouts.
His tears go unseen,
His voice passes unheard,
He begs and he pleads,
But all ignore his words.
The hands, which were meant to study and play,
Are working now,
Labouring all day.
Out his eyes look,
With a dream to be free and fly,
His hands, though bruised,
But his hopes are still high.



Every underprivileged child should be rescued,
The laws relating to their rights need consideration,
To build mightier countries,
And make them stronger nations.

Static On The Radio

- Abhay M Singh
Sem IV-B

Left, have we, for the Promised Land,
Freedom to sing but the dark-hued songs.
Obsolete dreams echo in these straits, as
Sufferance shall taste the fruits of peace.
United, the black hounds descend
Will they quench with their iron-fist?
Or will the fires drink the same poison
Which shaped their present thoughts?
Still, the insecure question us, for them
Dare not look past their shroud of fear.
Nor believe that their mosaic of harmony,
Has now fallen into the concrete of tears.
We are not mere, inane gunslingers,
Who play ushers to the orders from above?
We are the hollowed fighters who
Tend to your garden whilst you litter.
Amidst the bullets, we soldiered on,

But has his sacrifice been for naught?
As "Danger Close!" was escorted by,
Silent static on the radio.



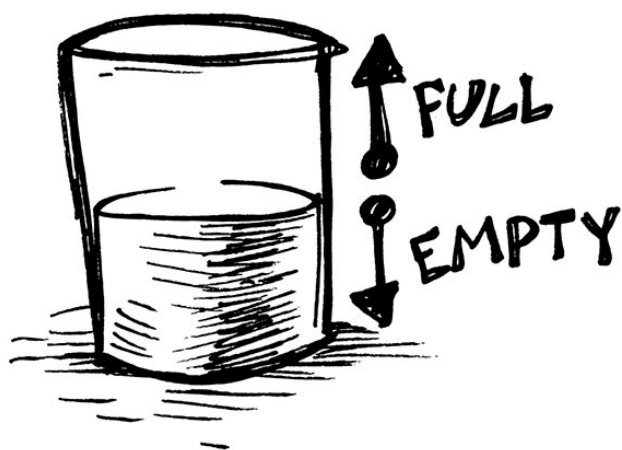
Gyan that Helps You Get Through...

- Dmkar Sawant
Sem VI-B

Now that I'm soon to pass out of a post graduate course, I consider myself a pretty senior learner! I feel a sense of wonder of how I've survived so far. Sometimes when I look back I think of many things that I could have done differently – that would have possibly resulted in better results. I feel that I now have enough experience as a student to pass some of my hard earned lessons to those who will come after me. Some are about academics, and some are about life. What follows are my thoughts on how to enrich one's life, and simultaneously find joy and fulfillment during one's life as a student. I call it 'gyan that that will help you get through!'...where you are in your journey of being a student this article is for you. We all have many questions about the future ahead; what's ahead in life; about placements; about relationships. This is my prescription for a better life as a student.

Shun Negativity

Negative thoughts deflate everyone, even those who consider themselves mature. It is best to ignore them. You often hear comments like market is too bad as compared to last year, competition is really tough out there, there's no future in technology, even hotel folks earn more than what you will, you're nothing, blah, blah, etc.



Now let's consider each question systematically. Firstly the age old "market is down" comment is

used to make you feel that situation is bad when you go to an interview. Companies use that line to negotiate with you and can hire you on low salary; that's their psychology. However you don't have to worry if you're going via college placement. They will not be able to do so. The solution lies in ignoring it and focusing on preparing yourself; make yourself "a better version of yourself". Everyone will welcome you.

Self Esteem



Be proud of yourself. One should be proud of one's alma mater and the role that you have played in building its repudiation. Acknowledge your success! It is not by luck or chance...celebrate your accomplishments. All too often, people focus on not being perfect rather than highlighting how far they have come. Say, "Thank you," when complimented. Don't be dismissive of yourself. This doesn't mean that you should be arrogant; just confident of yourself and your abilities. Stop comparing yourself with other people on the issue of your self-esteem. This is simply because you'll always find someone who appears better than you or more capable than you in any arena of life. Social media certainly doesn't help; researchers have found that people who check social media very frequently are more likely to suffer from low self-esteem. Continuously keep reminding yourself that any time you make an

improvement or prevent yourself from repeating a mistake, you are making progress.

Multitasking is good, but set your priorities

Most of us are overloaded with several tasks and we need to give some time to every task that exists. Let that task be hanging out with your friends, with family, with someone special, with your hobbies, with your books, etc. And we have already assumed that we need to invest some time to each and every task that exists. So what you need to do is prioritize your tasks, which task should be done first, which one can be delayed and which one is important to you. I will suggest is categories your task as immediate and can be delayed. Ideally your academics related task should be on “immediate” list and usually they are on “can be delayed” list. It’s time to change now if you could. But in other aspect of life, use these two categories, prioritize your work and make sure you get some time for yourself.



Once you spot some repeated task you encounter daily, it is better to make a schedule. And stick to it. Some things you ‘must include’ in your schedule is at least an hour of exercise or 20 minutes of meditation, eight hours sleep, , time for your hobby, time for light reading or watching news to keep up with current trends, time for family, time for friends and some time for yourself.

Plan Academic Activities

To para-phrase Mike Tyson (the boxer)... “everyone has a plan till he’s punched in the face”! I’m sure everyone as a plan of study. There is no one correct study plan for everyone. When creating your personalized study plan, you will need to do some self-evaluation of your current schedule and time management. The most important thing is that your learning objective match the time you allot to each of them. Determine why you are studying,

and develop a plan that can help you achieve those goals. Take into consideration upcoming tests, your average in certain courses, and projects that you anticipate will take more time than others. The schedule must be doable. You can start by creating a time chart of your events. This will help in deciding how you spend your time from day to day. Keep a record after observing for a week. Then, determine your study goals and divide the time into available slots. At the beginning of each , determine why you need to study and what you plan to accomplish in each slot.



Now that you have determined available days and times for studying, develop a schedule, mark in your calendar. Stick to your schedule – A study plan works best if it is followed on a consistent basis. You should try to develop a study plan that you can follow for the length of each semester of college. Since most students enroll in different classes each semester, you will have to reevaluate your plan and fine-tune it each term. The most important thing is sticking to your plan of schedule.

The Social Factors

We must as students learn how to take advantage of your friend circle. Make sure that at least a couple of members of your group are there in the College every day to attend classes. Do this in rotation to make sure everyone suffers equally. That’s what you can do in usual days and when it comes to exam days. Ask one to collect study material, one to get important questions, one to prepare notes and one to manage all operations. Best thing you can do is split the content your syllabus among yourselves. Encourage each other to learn. Have fun and party, but keep abreast of what has to be done.

Let me now focus on relationships...especially romantic relationships! Being in a relationship is

healthy and fulfilling – but only if you can handle it. It is better not to get too committed, or too involved. It is best to explain to your partner your future plans and explain that you won't be able to give much time to invest in the relationship. Romantic relationships can consume much of your time, attention and energy. And usually they are unstable; one doesn't know when it will end. The worst situation is when a break-up occurs during critical times like exams. It is difficult to keep focus.



The Hygiene Factors

There are several 'hygienic' factors that contribute to your well being. I will highlight two which I think are most important. The first is to get a good night's sleep. From sharper brain functioning to more balanced weight and a clear complexion, getting good sleep has a range of long-term benefits that can contribute to a healthier life overall. It improves concentration, memory and fitness levels.



This will help you in studies and in your life as well. Eight straight hours of sleep a day is more than enough. Even seven will do. To achieve this, ensure you stick to your 'sleep and wake-up' timings. A fixed time for sleep and waking up go a long way to ensure mental well being. The second most important thing is to have a good breakfast. An empty stomach, especially in the morning is the enemy of your brain; it drains much more energy and you can even fall ill.

The Future



Everyone is anxious about the future,...especially post graduate students in a hostile job market. Yes, the competition is tough. Focus more on practical skills rather than theory. Knowledge is important, and one has to be a fast learner. You better brace yourself and become a good learner. You have to learn different technologies in academics and new technologies when you go out. Be a good learner and flexible enough to switch between technologies, you'll have an advantage amongst the competition. You have to figure your forte, and how to add value to yourself. Learn from every failure. Finally, don't worry too much if things don't go your way. Life offers mysterious ways to turn failure into success.

All of the very best!



सबक

- रिषभ सिंग
सेम IV-B



जिंदगी एक लड़ाई,
गहरी खाई, सांसों में समाई,
ना हारी बाज़ी
जिसने बड़ी तकलीफें उठाई,
दो दिन के पल
हंसी - खुशी
अब तू जी ले भाई,
भुला के डर तू
हर खेल में बन सर्वशाली ।

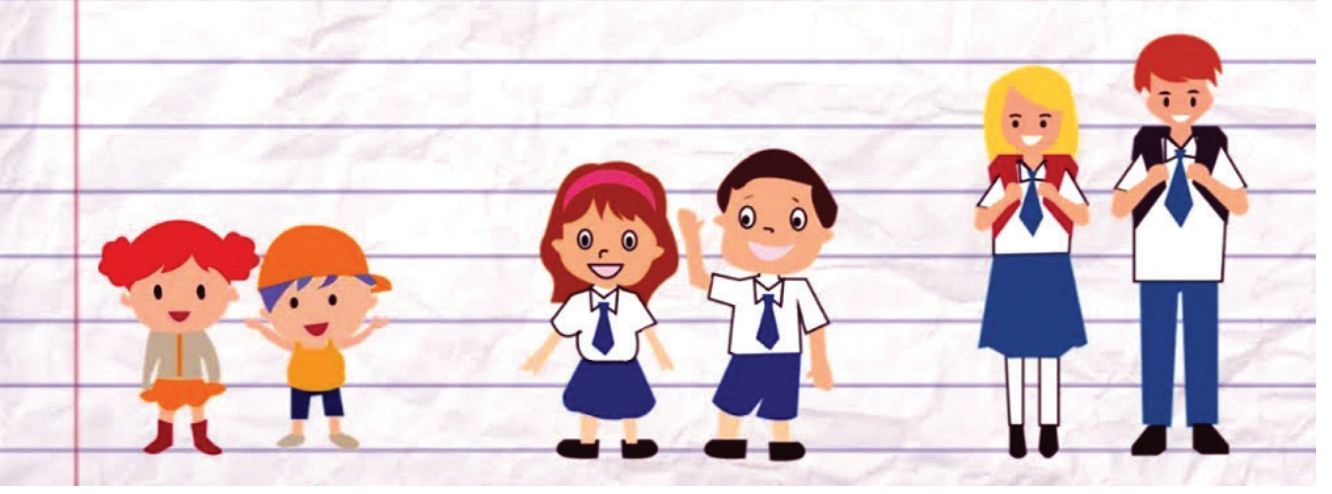
सुन सच्चाई,
मुर्दों को देती सबक दुनिया सारी
कर भलाई,
इस में छुपी तेरी हर कामयाबी
वफादारी,
बन के हर नारी का कर रखवाली
ए दुनिया दारी,
जो गिर के उठना तुझको सिखाई ।

हर बुराई
हर सच्चाई,
दिल से आज जिसने अपनाई,
नहीं आएंगे अब दरार उन राहों पर
उन घावों पर,
ना मलहम कोई लगाएगा
जब जीते जी तू इस खुदा को भूल जाएगा ।

पछताएगा,
कट जाएगा
सिर उठ के भी झुक जाएगा,
जब भेष बदल कर इंसान
जानवर का रूप अपनाएगा,
और भूल के सारे सपने
तोड़ के सारे कसमें
शैतानों के झुंड में मिलकर
तू भी शैतान कहलाएगा ।

पढ़ रहा है जो तू मुझे अब तक

- ओम शुक्ला
Sem IV-B



पढ़ रहा है जो तू मुझे अब तक,
मतलब जान अभी बाकी है ।
कर अपने कर्मों पर यकीन,
तेरा अंजाम अभी बाकी है ॥

क्या हुआ जो पहली,
दफा यूँ हार गया तू ।
अभी तो इस खेल में,
एक ही बार गया तू ॥

अनगिनत प्रयासों से ही,
तो मिलती है जीत यहाँ ।
एक बार में ही मिल जाए,
ऐसी तो नहीं है रीत यहाँ ॥

याद है बचपन की वो बात,
नन्हे - नन्हे से पैर - हाथ ।
कितनी बार थे गिरते हम,
फिर भी हँसकर थे चलते हम ॥

फिर क्यों इस एक मुसीबत से,
चेहरे की तेरे मुस्कान ये गुम है ।
करता क्यों नहीं कोशिशें दुबारा,
क्यूँ बैठा यूँ हताश गुम-सुम है ॥

चलते रहना बस अपनी ही धुन में,
सब सपने एक दिन होंगे पूरे ।
याद है वो पल जब मां कहती थी,
तेरे कोई खवाब ना रहेगें अधूरे ॥

टूटेगा बिखरेगा नहीं तो,
जुड़ने का हुनर कैसे आएगा ।
तेरे अन्दर से मिटने का,
ये खोखला डर कैसे जाएगा ॥

जो शिखर की है तलाश तुझे,
तो अंधेरों में भी कदम बढ़ाना होगा ।
नहीं होगी जब कोई रोशनी राहों में,
तब भी हिम्मत का दिया जलाना होगा ॥

उठ कर ले प्रण की तू फिर से अपने,
सपनों की ओर एक और कदम बढ़ाएगा ।
पंखों के टूटने से पहले दोबारा फिर से,
ऊंची उड़ान की एक कोशिश कर जाएगा ॥

स्वरचित दोहे

- टविकल सिंह
सेमेस्टर IV-बी



हिंदी केवल भाषा नहीं, मानवता का सन्देश है।
साधु, पादरी और मौलवी, साथ चले दरवेश हैं ॥

ललित लसित लावण्य मय, अस चाहे सब कोय।
या भाषा है प्यार की, सिखन चाहे सब कोय ॥

सुन्दर शिक्षा के लिए, करो सरणि तैयार।
नियमित पालन कर सदा, बनो वीर होशियार ॥

सूर्योदय से पहले उठो, पियो पेट भर नीर।
स्वास्थ्य सदा सक्षम रहे, कभी न उठे पीर ॥

हर क्षण सब बदलत हैं, बदलत हैं संसार।
या बदलाव मा ढल गए, वाकी नैया पार ॥

आत्मोसर्ग अरु त्याग से, भरी हुई हो देह।
परसुख जिसका लक्ष्य हो, हृदय भरा हो नेह ॥

कृषि हमारी संस्कृति, हिंदी सबकी आन।
ज्ञान हमारी परंपरा, छान सको तो छान ॥

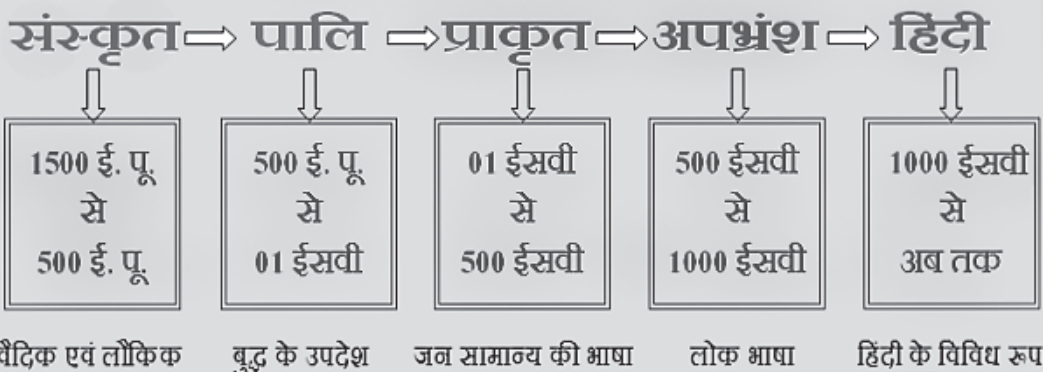
अब के नेता अस बने, जिनको लक्ष्य न ज्ञात।
निसि दिन ठगते देश को, करे हवा में बात ॥

नेता ऐसा चाहिए, जिसे नेतृत्व की चाह।
हंसते शूली पर चढ़े, दे के सबको राह ॥

वाणी पर संयम करो, बोलो साँच विचार।
वाणी से ही मिलत हैं, इज्जत थप्पड़ चार ॥

हिंदी भाषा

उत्पत्ति एवं क्रमिक विकास



सह्याद्रीचा दगड

- हर्ष तांबे
सेमेस्टर II-बी

नमस्कार मित्रांनो ! काय कसे आहात ? अरे दचकायला काय झालं. अहो बरोबर मी तुमच्या समोरच्या भक्कम गडाच्या तटबंदीतला एक दगडच बोलत आहे.

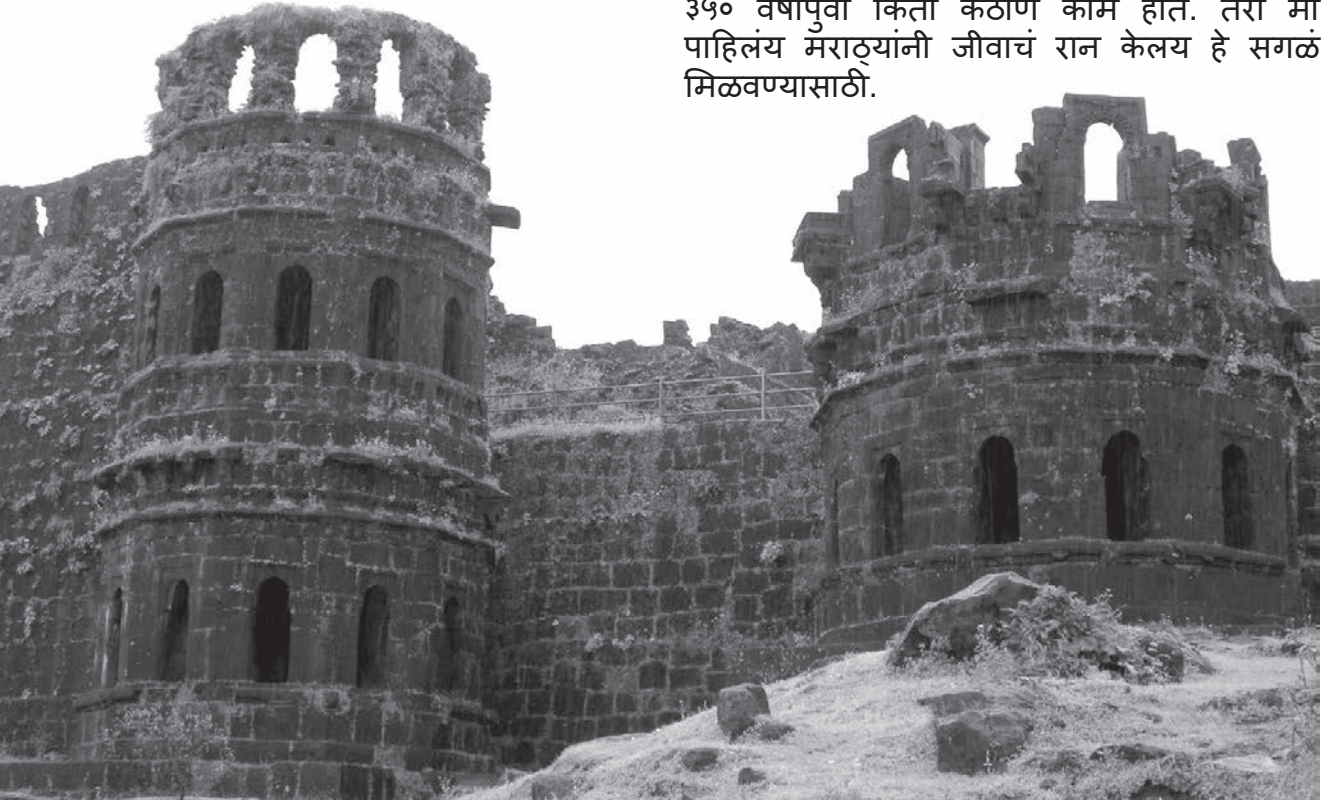
तसे मी दिसायला एक साधा दगडच वाटतो पण तसे नाही. अहो मला अभिमान आहे की माझी पारख मोठ-मोठ्या शूर-वीरांनी केलीय. रायगड बांधताना आम्हां दगडांची पारखही रोजी इंदलकर यांनी केली म्हणून स्वराज्याची राजधानी उभी राहू शकली. आमची निर्मितीच छत्रपती शिवजी महाराजांनी अशी केली होती की कोणीही आमच्या वर फतेह करूच शकला नाही. मराठ्यांच्या इतिहासाचा जिवंत साक्षिदार आहे मी.

आम्हाला सर करणं अवघड होतेच कारण आमची रचनाच सह्याद्रीच्या कड्यावर तशी केली गेली होती. पण आम्हाला सर करणं अशक्य होऊ शकलं ह्याच मुख्य कारण म्हणजे निडर मावळे. मी माझ्या डोळ्यांनी पाहिलय काय लढतात ते आपल्या राजासाठी आणि आपल्या राज्याच्या रक्षणासाठी. आपलं जीव सुध्दा न्योछावर करायला मागे हटले नाही. इतिहासातले सगळ्या लढाईचा साक्षीदार आहे मी. गोडखिंडीतले बाजीप्रभु देशपांडे असुदेत किव्हा कोल्हापुरातले प्रतापराव गुजर. हे सगळे आपल्या जीवाची पर्वा न करता लढले अगदी सिंहा सारखेच.

“वेडात मराठे वीर दौडले सात”

ह्या ओळींचा उल्लेख कुसुमाग्रजांच्या काव्यातून झाला. कारण फक्त सात वीर मराठे एकटे लढले होते तेही बहलोलखानाचे पंधराशे मुघल फौजेविरुद्ध. अहो मी तर बोलतो मराठ्यांनी कधी आकड्यांची फिकर केलीच नाही. संगमेश्वरला देखील शंभूराजांचे पाचशे सैनिक, मुकरब खानाच्या पाच हजार मुघल सैनिकांच्या नजरला नजर देऊन भिडले होते. तरी काही स्वार्थी लोकांनी शंभूराजांचे नाव इतिहासात बदनाम करायचे खूप प्रयत्न केलेच. मी माझ्या डोळ्यांसमोर छत्रपती शिवजी महाराजांचे ज्येष्ठ पुत्र म्हणजेच स्वराज्याचे दुसरे छत्रपती संभाजी राजे ह्यांना मोठं होताना पाहिलंय. खरंच सिंहाचा छावा आहेत अगदी ते. ही गोष्ट ही अगदी खरी आहे की सह्याद्रीची कडे-कपारीची व डोंगर-दर्याची उंची वाढली ती अशीच नाही, ह्या सह्याद्रीच्या खाली काही जणांनी स्वतःला गाडून घेतलय तेव्हा कुठे सह्याद्री आसमनाशी स्पर्धो करायला निघाला. आम्हाला महाराजांनी खूप मान दिला आहे.

आम्हाला घडवलच असं होतं की कोणालाही लगेच आम्हाला जिंकता येत नाही. अहो आता तर बरीच साधनं आली आहेत गडाच्या पायथ्यापाशी किंवा गडाच्या माथ्यापाशी पण तरी आजच्या पिढीला ते देखील पार करणं अवघड जातं. मग विचार करा ३५० वर्षांपूर्वी किती कठीण काम होतं. तरी मी पाहिलंय मराठ्यांनी जीवाचं रान केलय हे सगळं मिळवण्यासाठी.



मला माझा खूप अभिमान वाटतो, माझ्या त्या उंच टोकावर भगवा माझ्या अंगाखांद्या वरून फडकत असताना. आमचा सहयाद्रीतला छोटातला छोटा दुर्ग सुध्दा भारी शत्रूला बलवान वाटतो. आमचे महाराज म्हणायचे अवघ्या महाराष्ट्रात ३५० किल्ले आहेत, जरी माझ्या प्रत्येक मावळ्यांनी प्रत्येक किल्ला १ वर्ष जरी लढवला तरी औरंगजेबला सगळे किल्ले घ्यायला ३५० वर्ष लागतील. तरी नाशिक जिल्ह्यातील दिंडोरी पासून अगदी दहा मैलावर रामसेज नावाचा किल्ला संभाजीराजांनी ६ वर्ष लढवला आणि अजिंक्यच ठेवला. बघायला गेलं तर किल्ला इतका दुर्गम नाही पण तशी धमक होती आमच्यात आणि राज्यांमध्ये.

आम्हा सगळ्या गडावर टाक्या, तलाव किंवा पाण्याचे झरे सापडतीलच आणि नेहमी कातळात थंडगार पाणी देखील मिळेल, व आमच्या अंगाखांद्यावर तुम्हाला देवाचे मंदिर आपल्या हिंदू मावळ्यांसाठी व दर्गा आपल्या मुस्लिम सरदारांसाठी. माझ्या अंगाखांद्यावरून तुम्ही आजूबाजूचा निसर्ग अनुभवू शकता. पुष्कळ वारा हा तर नेहमीच माझ्या भाळावर असतो. गडाजवळच्या गावांना कधी दुष्काळाला सामोरे जावे लागले तर माझ्याकडे इतका अन्नसाठा व पाणी साठा असतो की कधी गावकऱ्यांना दुष्काळाचा त्रास जाणवणारच नाही. आम्हाला तितक तत्पर बनवण्यातच आलं होतं.

माझ्या अंगावर अजूनही शहारे येतात जे लढाया माझ्या अंगाखांद्यावर झाल्या आहेत. आपले सैनिक रक्तबंबाळ होताना पाहिलंय मी. त्यांच्या रक्ताचा प्रत्येक थेंब माझ्या कान-कोपऱ्यात जपून ठेवलाय मी. शत्रूंचे माझ्यावर झालेले वार देखील झेलले आहेत मी व आपल्या लोकांचं रक्षण देखील केलंय मी. ह्या सगळ्या गोष्टींचा मला फार अभिमान वाटतो. इथल्या मातीतला ढेपूळ जरी उचलला व तोपाण्यात टाकला आणि पाण्यात टाकल्यावर जो तवंग उठेल तो ही स्वराज्याच्या साठी खर्ची पडलेल्या मावळ्यांच्या रक्ताचा असेल. ३५० पूर्वीचाते घोड्यांचे टापा अजूनही ते माझ्या उरात साठवून ठेवलं आहे.



तलवारांचा तो खणखणाट व मराठा नौबतीची किलकारी व आई जगदंबेच्या विजय असो हे सगळे आवाज माझ्यात अजूनही वाजत आहेत.

पण सध्या माझी परिस्थिती खूप वाईट झाली आहे. १७१७ नंतर इंग्रज भारतात आले आणि त्यांनी आमची परिस्थिती वाईट केली. जागोजागी सुरंग पेटवून माझ्यावरची महाले व इमारती उध्वस्त केली. माझं सगळं सौंदर्य बिघडवून टाकलं. श्रीमान रायगडालाला तर इंग्रजांनी अवघे ११ दिवस जाळला व माझ्या अंगाखांद्यावरचे तंबू, इमारत, कापडं जळून खाक झाली. मला अजूनही त्याच्या यातना होत आहेत आणि माझीही अवस्था अजून खराब झाली ती तुमच्या आजच्या पिढीच्या वागणुकीमुळे. तुम्ही येतां गडावर शिस्त पळत नाही, कचरा करता. सुरंगावरून उडालेल्या माझ्या अवशेषवरून तुम्ही खेळां इकडे तिकडे साधी दगडी प्रमाणे फेकतां उंच बुरुजावरून ते जमिनीपर्यंत उंचीचा अंदाजा घेण्यासाठी. नवीन वर्ष साजरा करायचं चांगलं, तर तुम्ही इथे येता मध्यपान करता, कोणाचीच पर्वा करत नाही, अरे आपल्या आधीच्या पिढीने हे सगळं मिळवण्यासाठी खूप कष्ट केले, रक्त व घामदेखील सांडलं ह्या मातीवर. तरी तुम्हाला त्याचं मोल नाही. स्वतःच्या स्वार्थासाठी मनाला येईल तसं वागता.

महाराजांनी महाराष्ट्रात एकूण ३५० किल्ले बांधले पण कधी त्यांनी स्वाभिमान नाही बाळगला व कधी किल्ल्यांना स्वतःचे नाव नाही दिले. पण तुम्ही आज कालची पिढी आपलं काय नाव लिहितात भिंतीवर व आपला प्रेयसीचे पण नाव लिहिता जसं की स्वतःचीच जागिर आहे. आज ३५० वर्ष झाली तरी आम्ही जिवंत आहोत त्याचं कारण की आमची तेव्हा निगा राखली जायची. पण आता परिस्थिती गंभीर झालीय, तुमच्या अश्या वागणुकी मुळे. तो तुमचा रोजचा कचरा माझ्या अंगाखांद्यावर असण्यामुळे आता मला त्याचा त्रास होऊ लागलाय.

माझं जगणं कठीण होऊन गेलय. कृपया आमची आता तरी निगा राखा तरच तर भविष्यातली पिढीना कळेल की आपला इतिहास किती गौरवशाली होता. पण त्याकरीता तुम्हाला तसे आम्हाला जपावे लागेल, नाहीतर आमचाही अंत आता जवळ आला आहे. आम्ही सगळे आता शेवटचा श्वास मोजत आहोत, व आम्ही सगळे देखील नंतर ढासळून जाऊ. मी अपेक्षा करतो की तुम्ही आता सगळे सजग झाले असाल व आपल्या गडकोटांची काळजी घ्याल व त्यांना स्वच्छ ठेवाल व त्यांचं रक्षण देखील कराल. चला मग निरोप घेतो आता.





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