

## 7.3– Institutional Distinctiveness

1) **Dimensions** the intercollegiate cultural festival of the college, has completed 25 years in 2019-20. This festival is of great importance to students, teachers and administrative staff alike, as it brings the campus alive. Not only for the college but also for the youth of entire central suburb of Mumbai Dimensions brings energy, joy and fun.

Dimensions provide a learning experience in event management. The two-day event has a footfall of around 6000 from nearly 100 city and suburban colleges with 1500 participants competing in 30 events. It mobilizes 15 odd core members, 30 associates and a 500-strong crew. It trains the volunteers in responsibilities like hospitality, logistics, cultural promotions, event designing, celebrity management, PR, media relations, back office, accounts, administration, marketing, technical support, souvenir printing, branding, anchoring and security management. Before embarking on the festival, students carry out CSR activities which inculcates in them sensitivity and responsibility towards society. This year they visited Jidda Shala, Thane – a school for mentally challenged children and spent a day with them, watching a movie, exchanging gifts, smiles and laughter. Dimensions, thus, imparts life-training opportunities by inculcating leadership abilities, social responsibility and applying skills in real-life situations.

Dimensions 2019's best practice includes – 'Greentegrate: Recycle a Fest,' a step in contributing towards environment. Waste generated during the fest was segregated into dry, wet, and plastic; a lot of fest commodities were thoughtfully made biodegradable, and 200 KGs of waste was recycled. Dimensions also generates advertisements of small, medium and big enterprises who invest their monetary resources and goodwill. The vision for the future entails continuing with the Go-Green initiative and making it an important part of the festival.

**2. PGDPCM (Post Graduate Diploma in Perfumery and Cosmetics Management)** is the first of its kind course introduced in India in partnership with the globally reputed French Group Institute Superior International of Perfumes, Cosmetics and Aromatic Alimentaire (ISIPCA) (backed by the Chamber of Commerce and University of Versailles). This unique course offers a dual competence–technical know-how and managerial training. The course aims at developing middle level technical and managerial manpower for the cosmetics, perfumery and allied industries in India and abroad.

The technical know-how in perfumery includes understanding raw materials and their properties. The students are given an overview of history of the evolution of perfume in different cultures and the current market trends in the world. Students are acquainted with ingredients that go into the formulation of various cosmetic products and also with manufacturing procedures, legislative regulations, specialty products and herbal cosmetics.

The management training includes Operations Management, Human Resource Management, Management of Information, Basic Accounting and Management and Cost Accounting, Context of Business Enterprise, Marketing and Entrepreneurship & Strategic Development of Enterprise.

Based on inputs from ISIPCA, the college has set up the state-of-the-art Labs-Instrumentation, Perfumery, Personal Care Cosmetics, Color Cosmetics, Computer Lab and Library. This enables the

institution to take up development, testing of cosmetic products and certification for the industry. The course also ensures 100% placement for the diploma holders.