

KELKAR EDUCATION TRUST'S

Vinayak Ganesh Vaze College of Arts, Science & Commerce (Autonomous)

Re-accreditation by NAAC (4th) Cycle with "A" Grade

Details of Workshops/Seminars conducted on Intellectual Property Rights (IPR), Research Methodology, Entrepreneurship and Skill Development during the year 2023-24

(Self-Financing Courses)

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Sr.						
No.						
1	One-day workshop on "Research Methodology"					
	Organizing Body: Department of Post Graduate Diploma in Perfumery and Cosmetics					
	Management					
	Date: 29th August, 2023					
	Name of the Resource Person:					
	1. Prof. (Dr.) Preeta Nilesh					
	2. Dr. Shruti Kakodkar					



Brief Description of the workshop:

Research greatly influences our daily lives, from understanding diseases and discovering treatments to creating new technologies and inventions. With this aim in mind this workshop was organized in two Sessions:

Session I: focused On "Understanding the Research and Ethics in Research" where the Participants were able to understand the Meaning of Research, Types of Research, Data Collection Methods & Plagiarism.

Session II: On "Research Process and Research Report Writing" where the Participants were able to learn How the Research is done extended and systematic steps to follow during Research

I.Q.A.C. CO-ORDINATOR
KET'S V.G. Vaze College of
Arts, Science and Commerce

Principal

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V. G. Vaze College (Autonomous) Mulund - East, Mumbai - 400 081. Process It helped to acquire knowledge on scientific writing, the session made sure that every element of writing a research paper is covered and gave additional information about the tools to be used while doing the documentation of the work.

Number of attendees: 65

Certificates:



CERTIFICATE OF PARTICIPATION

This is to certify that

Ms. PRANALI SALANKE of K.E.T V. G.Vaze College (Autonomous)

Has participated in the One Day Workshop on -"Research Methodology"

By Prof. Dr. Preeta Nilesh & Dr. Shruti Kakodkar Organized By Department of Post Graduate Diploma in Perfumery & Cosmetics Management on August 29, 2023.













2. One Day Training Seminar on "An Outlook on Personal Care Industry - Future and Key Avenues for Home & Personal Care Industry"

Date: 11th August, 2023

Organizing body: Department of Post Graduate Diploma in Perfumery and Cosmetics

Management

Collaborating Agency: Vimal Life Sciences in association with HPIC India

Name of the Resource Person:

1. Mr. Ravi Raghavan

2. Mr. Sushoban Dutta

3. Ms. Samiksha Pande

Brief Description of the Workshop: Student Excellence Awards instituted by Vimal Life Sciences in association with HPIC India is the Initiative where students participate in competition to develop End to End Products - Formulation to Marketing Plan; that helps Students who are the future of Industry to have Interaction with Industry Professionals, to have knowledge of Global Market Trends, to have Understanding of Advance Raw Material Chemistry, Recent Trends in Formulations, to Understand Team Work and Develop Presentation Skills and Industry Work Ethics.

Number of attendees: 60

Photographs/Screenshots:





3. Two-Day Training Programme on "Beauty & Personal Care Market Overview, Global Industry Trends and Technical Training on Specialty Ingredients"

Organizing body: Department of Post Graduate Diploma in Perfumery and Cosmetics Management

Collaborating Agency: Vimal Life Sciences in association with HPIC India

Date: 14th and 15th September, 2023

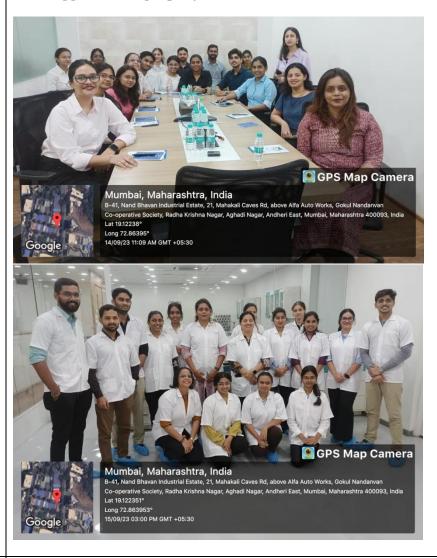
Name of the Resource Person:

- 1. Ms. Samiksha Panday
- 2. Mr. Sameer Dharmadikhari

Brief Description of the Workshop: Student Excellence Awards instituted by Vimal Life Sciences in association with HPIC India is the Initiative where students participate in competition to develop End to End Products - Formulation to Marketing Plan; that helps Students who are the future of Industry to have Interaction with Industry Professionals, to have knowledge of Global Market Trends, to have Understanding of Advance Raw Material Chemistry, Recent Trends in Formulations, to Understand Team Work and Develop Presentation Skills and Industry Work Ethics.

Number of attendees: 17

Geo-tagged Photographs/Screenshots:



4. "Fun with Scents" - Odour Evaluation, Blending & Creation Workshop

Organizing body: Department of Post Graduate Diploma in Perfumery and Cosmetics Management

Number of attendees: Faculty - 02, Students - 58

Collaborating Agency: Aquila Organics Pvt. Ltd.

Date: 20th February, 2024

Brief Description of the Workshop: Aquila Organics Pvt. Ltd. is one of the largest manufacturers of Fragrances & Aroma Chemicals in India. Odour Evaluation, Blending & Creation Workshop - "Fun With Scents" helped the Students to Understand about New Raw Materials and it's Utilization in creation of Fragrances with limited Raw Materials.

Geo-tagged Photographs/Screenshots:



5. One Day Workshop on a One Day Workshop on on Aroma Chemicals "India - The Future Aroma Hub"

Organizing body: Department of Post Graduate Diploma in Perfumery and Cosmetics Management

Collaborating body: Fragrances & Flavors Association of India (FAFAI)

Date: 2nd March, 2024

Venue: The Grand Peninsula Hotel, Sakinaka, Mumbai.

Number of attendees: Faculty - 02, Students - 08

Name of the Resource Persons/Schedule:

Brief Description of the Workshop:

Fragrances & Flavors Association of India (FAFAI) is a group connoisseurs that came together to form a Fraternity to promote Flavors and Fragrance in India. The Students and Faculty of PGDPCM attended the Workshop that helps Students who are the future of Industry and Faculty to have Interaction with Industry Professionals, to have knowledge of Global Market Trends, to have Understanding of Advance Raw Material Chemistry. Four Students of SY - PGDPCM participated in Fragrance Blend Competition where all 4 were the Winners.

Photo:



6. One Day Workshop on "Innovative Raw Materials and Current Trends in Beauty and Personal Care Industry"

Organizing body: Department of Post Graduate Diploma in Perfumery and Cosmetics Management

Collaborating Body: Seppic Specialty Ingredients Pvt. Ltd.

Date: 6th March, 2024.

Venue: V.G Vaze College Mulund (Autonomous)

Name of the Resource Persons/Schedule:

1)Mr. Shiril Savla

2) Mr. Amit Nandgaonkar

Brief Description of the Workshop:

The Students and Faculty of PGDPCM attended the Workshop that helps Students who are the future of Industry and Faculty to have Interaction with Industry Professionals, to have knowledge of Global Market Trends, to have Understanding of Advance Raw Material Chemistry Recent Trends in Formulations

Number of attendees: Faculty - 02, Students - 55

Photos:





7. Hands On Workshop on "Cosmetology In Every Day Life"

Organizing body: Department of PGDPCM In Collaboration with Women Development Cell

Date: 12th March, 2024.

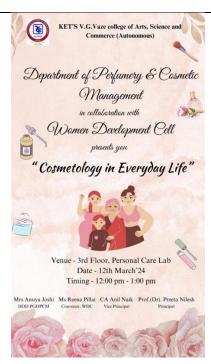
Venue: PGDPCM Laboratory, 3rd Floor

Number of attendees: Faculty - 5, Students - 16, Total - 21

Resource Person(s): Second Year - PGDPCM Students

Brief Description of the Workshop: The KET's V. G. Vaze College of Arts, Science & Commerce (Autonomous) and Women Development Cell proudly organized a week-long celebration dedicated to embracing the essence of femininity and strength.

As part of this radiant initiative, the Faculty and Second Year Students of Post Graduate Diploma in Perfumery and Cosmetology



Management (PGDPCM) extended an exclusive invitation to a spectacular Hands On Workshop on Cosmetology "Cosmetology in Every Day Life" on March 12th, 2024 at Personal Care lab, PGDPCM Department. The Programme aimed for Unveiling Beauty Secrets and Exploring the fascinating world of cosmetology, where beauty meets science, and self-care becomes an art form. The Programme offered Hands-On Delight to the Students and Faculty where they Experienced the magic firsthand with product demonstrations and hands-on workshop where the participants where guided through the application techniques, tips, and tricks to unlock your inner goddess.

Photos:





8. Guest Lecture - "Exploring the Sector of Tourism and Hospitality"

Organizing body: Department of BVoc - Travel & Tourism

Date: 2nd August, 2023

Time: 10:30 am

Resource Person: Ms. Sanskruti Namjoshi

Number of Students attended: 68

Photos:



KET'S V.G VAZE COLLEGE OF ARTS, SCIENCE & COMMERCE (AUTONOMOUS) DEPARTMENT OF B.VOC (TOURISM AND HOSPITALITY) "Exploring the sector of Tourism and Hospitality" Resource Person:-Sanskruti Namjoshi (Talent search and Development Manager-USA at Placement international) Date: - 2nd August 2023 Time:- 10:30 am Venue:- Room No.300 Prof. Dr. Preeta Nilesh CA Anil Naik (Vice Principal) Ms.Arpita Joshi (Coordinator) Mr.Manoj Sangare (Assistant Coordinator)

9. Guest lecture on the occasion of World Tourism Day on "Heritage Beyond Conservation"

Organizing body: Department of B.Voc.(Tourism and Hospitality)

Date: 27th september, 2023

Resource person: Ms. Mallika Keer

Number of attendees: 62

Photos:







10. "Reelistic" - to promote Indian Companies/
Products in Reel form with the theme of "Make in India"

Organizing body: Department of BMS

Date: 8th Aug, 2023.

Time: 10.30am to 12.30pm

Theme: MADE IN INDIA

No. Of Participants: 10 Pairs

No. Of Audiences: 80 students

An Event named "Reelistic" was organized by the Department of BMS. The objective of this event was to promote Indian Companies/Products in Reel form & to have a social message in it, to have more knowledge about Made in India. The event was planned by our professors & students of BMS, BA & from other departments voluntarily participated in it.

WINNERS – Rutuja Manjrekar & Kriti Bhatnagar

RUNNER UPS - Harsha Nirbhavane & Hitul Chaddwa

The Event began at 10.30 with our Judge Mr. Shivraj Bhosale. The Reels were played, Q & A rounds were conducted after each Reel. After, first five Reel, few dance face - offs were conducted. And, after that the remaining Reels were played. The winners were evaluated on the following criteria – Theme, Creativity, Clarity, Social message. Lastly, we gained a good knowledge about many Indian Companies/Products & the event was successfully conducted.









11. Guest Lecture "Indian Rupee being a part of trade settlement and G20"

Date: 23rd September, 2023

Organizing body: Department of BMS

Resource person: Prof. Dharmendra Makwani

Photos:





12. "Udyokta" - To enhance entrepreneurial skills in the students

Organizing body: Department of BMS **Date:** 21st and 22nd December, 2023

Time: 8:30 am to 3 pm

Venue - Canteen Foyer, Ground floor

No of participants- 136

Objective - To enhance entrepreneurial skills in the students of BMS.

Description:

The BMS dept. of V. G. Vaze College (Autonomous) had organized an Entrepreneurial Skill development event "Udyokta" for the students of Second year BMS. The main objective behind organizing this event was to encourage and develop entrepreneurial skills of the students. The banner reveal of the event was facilitated on 14th Dec 2022 by Principal Ma'am Prof. (Dr.) Preeta Nilesh, Prof. Ms. Seema Pawar (H.O.D; SFC) and the faculty of BMS. The event was inaugurated on 21st Dec 2023 by Prof. Dinesh Kumar. The fest was conducted in the canteen foyer where the students had put up varying stalls on each day of games, refreshments, eateries, accessories, apparel etc. getting a first-hand experience and showing off their entrepreneurial acumen and abilities.

The number of stalls that were put up on the 21st and 22nd December were 10 and 9 respectively. There were stalls of accessories, pastry, chat corner, mocktails, snacks etc. the first day. On the second day there were stalls of biryani, burger, refreshments, Indian chat items, sushi and so on. All the students participated enthusiastically and worked hard to sell their respective products on each day. The students also encouraged and supported each other by purchasing products from each stall. The teachers contributed 50% of the profit of every stall to CSR activities.







13. "Tell it to Sell it" - to explore student's skills in marketing

Organizing body: Department of BMS

Date: 29th January, 2024

Objective of event:

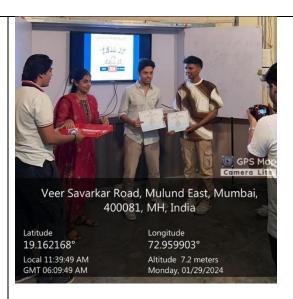
The event's primary goal was to engage and captivate the audience knowledge and skills in marketing through fun interactive games. This event was set up to improve skills and educate management principles through marketing.

Description of the event:

The event was conducted in 3 rounds:

- (1) Fastest fingers first
- (2) Talk till you drop
- (3) Make a Jingle for marketing





14 "Cashotsav" - to expose students to different concepts

of Startups

Organizing body: Department of BAF

Date: 2nd to 4th November, 2023

Brief Description:

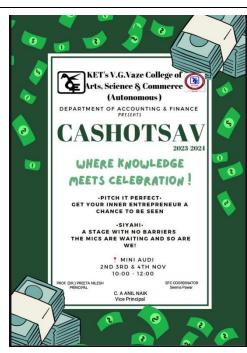
1st day: theme reveal for the event

2nd day: "pitch it" - Event structure to expose students to different concepts of Startups. Students pitch the idea of startups and judge on different criteria.

3rd day: "Siahi" - an event where in students shows their Co-curricular talents









15 "Cashotsav - FinFest": Activity to make students apply their classroom learning in live situations
Organizing body: Department of BAF

Date: 23rd February, 2024 **Number of participants: 102**

Description:

An event called FINFEST was organized by BAF STUDENTS on 24th FEB 2024. The main objective of the event was to pay attention to all aspects of education in the Institute, whilst the academics are important, so are such exposures too, where students apply their classroom learning in live situations." The event had 4 rounds, which included valuing the correct prices of a given commodity and debate on financial topics. The event had 8 participants (in pairs). It was judged by Ms. Mayura Ranade and the winners were declared from SYBAF classes.







16 "Barbie vs Oppenheimer" - an Intellectual discussion to explore the influence of the clash of two iconic yet contrasting figures, Barbie and Oppenheimer, in popular culture

popular culture

Organizing body: CINELITT, the film and literature club

Collaborating body: Department of BAMMC

Date: 12th August, 2023 **Total attendance: 185**

Description:

Barbie vs. Oppenheimer: The Ultimate Battle held at V.G. Vaze Kelkar College of Arts Science and Commerce was a mesmerizing spectacle that captivated the audience's attention and left them with much to ponder. This unique event, organized by CINELITT under the Department of Mass Media, was designed to explore the influence, impact and clash of two iconic figures, Barbie and Oppenheimer, in popular culture. The theme and the dress code of the event was Black and Pink, with Black representing Oppenheimer and Pink representing Barbie.



Due to unforeseen circumstances, the event was slightly delayed. The event commenced at 11:50 am with the hosts, Pramugdha Venkatesha and Ulka Kamble, engaging the audience in a delightful activity. The hosts picked volunteers from the audience to perform famous Bollywood dialogues with vivid emotions. This served as a fun way to assess the acting skills of the Kelkarites, and it was met with enthusiastic participation.

Laughter and entertainment continued with an amusing game where participants guessed movie names using funny and interesting emojis. The audience's creativity and quick thinking added an extra layer of excitement to the event. The event transitioned into a group activity that involved completing cartoon lyrics. This segment brought out the inner child in everyone.

The event began properly as Professor Dr. Shyam Choithani, Miss Ruchira Parab and Miss Disha Parab inaugurated it by cutting a beautiful pink ribbon. This marked the official commencement of the event as well as CINELITT's year of events.

After the successful commencement of the inauguration ceremony, a short video was shown to the audience. In the video, the interviewer interviewed some students from the Kelkar College, regarding their opinion on Barbie and Oppenheimer. Some were impressed by Barbie and some were shocked by the Oppenheimer's explosion. The video was meant to assess the audience's initial feelings for both movies and their impact on the cultural landscape. The audience voted for their favourite movie through displaying colourful glow bands on their wrists.

The video was followed by The Static Switch: A Barbie and Oppenheimer Story, a skit written and performed by CINELITT members depicting an alternate universe where Barbie entered Oppenheimer's world, and vice versa. The skit included some wonderful actors. The roles of Barbie, Ken, Oppenheimer and the Scientist were portrayed by Riya Mangle, Omkar Joshi, Rutwij Gajare and Joita Liya respectively. The skit started with Barbie and Oppenheimer's introduction as a short monologue and then they both entered each other's world. Oppenheimer stressed over the scientific workings of Barbieland, while Barbie's unique scientific abilities allowed her to take over and complete Oppenheimer's project in the real world. The skit concluded with both re-entering their own world with new insights about their own lives and experiences.

A fierce debate followed the skit where the speakers took to the stage to present their perspectives on Barbie and Oppenheimer. Speaking in the favour of Oppenheimer were Sara Bhanushali and Debjani Saha. Nishmita Shetty and Ananya Panchal were favouring Barbie's side. The role of the moderator was assumed by Shweth Poddar. Supporters of Barbie highlighted how this iconic doll breaks gender stereotypes and inspires young girls to believe they can achieve anything. Advocates for Oppenheimer praised the hardworking scientist's story as a cinematic masterpiece which demonstrated how dedication can lead to a lasting place in history. The debate was passionate, with compelling arguments on both sides and it was difficult to decide who the winner was. Then, the winner was decided based on the audience's vote and Oppenheimer was the clear winner.

To conclude the event the performing arts department gave a wonderful dance performance. The dancers were Sanskruti Phadtare, Monish Mohite, Bhomi Kambli, and Shrutee Musale. Dressed in pink and black, they danced to music representing the two movies' emotional landscape.

Before the event ended off, the CINELITT alumni invited to the event took the time to speak about their time in CINELITT, and give some constructive feedback about the event. The opportunity was also taken to present the previous CINELITT core team certificates for their contribution to the club.

Feedback:

Teachers and students alike enjoyed the event, and the seating space was packed to the brim due to limited seating. Feedback from the faculty was that the skit was the highlight of the show, being both well-written and well performed. However, some aspects of the event, such as lighting, needed to be improved upon.



17 "Khabar Nama" - exploration of the importance of journalism in today's media landscape

Organizing body: department of BAMMC

Collaborating body: CINELITT, the film and

literature club

Date: 2nd September, 2023

Resource persons: Dr. Shyam Choithani Ms. Disha Parab

Number of attendees: 144

Description:

Under the Dept. Of Mass Media, TYBAMMC Journalism students organised Khabar Nama which took place in the mini-auditorium of the college. The event was jointly executed by CINELITT, the film and literature club of the Department of Mass Media, and Mediaverse, the annual intercollegiate fest of the Department of Mass Media. The event offered an exploration of the importance of journalism in today's media landscape through a skit prepared and performed



by the students of BAMMC under the guidance of TY Journalism, followed by screening of two documentaries. The skit shed light on the responsibilities shared by both journalists and consumers in shaping the narrative of news. The event began at 11.45am with an introduction by the anchor, Omkar Joshi. This was followed by an introductory speech by the head of the Department of Mass Media and Executive President of CINELITT, Dr. Shyam Choithani.

The skit came next, which outlined the story of a news channel which replaced their ethical anchor by a TRP-crazed, unethical anchor. The rest of the skit satirized their interactions with the public as well as with public figures, including influencers, politicians, and reporters. After a short break, two short documentaries were screened to provide examples of quality journalism in practice. The documentaries screened were Soapstone Mining and the Destruction in Uttarakhand and Bloodbath at Cricket Pitch. These documentaries served as tools illustrating how truthful and unbiased reporting can have an impact on society.

The event came to a close around 1.15pm. The event stood as a commendable effort to promote ethical journalism and enhance critical journalism skills. It managed to spark meaningful discussions about the responsibilities of journalists and consumers.

Feedback analysis: KhabarNama stands as a commendable effort to promote ethical journalism and enhance critical journalism skills. The event manages to spark meaningful discussions about the responsibilities of journalists and consumers. The inclusion of documentaries provided attendees with tangible examples of responsible journalism, and allowed those looking to understand the impact of honest, unbiased reporting to the public on the bottom. This practical feature elevated the process above theoretical discourse, making it accessible and commendable to all participants.



18 BAMMC Press Conference - first-hand experience of how a press conference works

Organizing body: department of BAMMC **Collaborating bodies:** Literature & Cinema

club - Cinelit

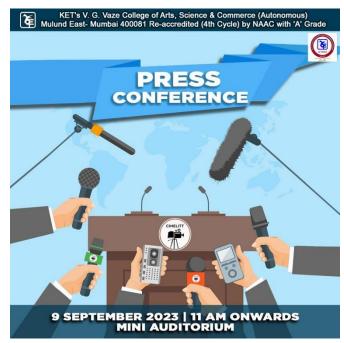
Date: 9th September, 2023

Resource person: Ms. Disha Parab

Number of Attendees: 131

Description:

A press conference was organized by the SYBAMMC students of CINELITT, the literature and cinema club of K.E.T.'s V.G. Vaze College of Arts, Science, and Commerce, under the guidance of the Department of Mass Media on 9th September, 2023. The press conference was a part of the SY students' internal assessment and was meant to provide attendees with a firsthand experience of how



a press conference works and to educate them on the various aspects involved. The event commenced at 11.15am with the anchor, Adishree Desai, taking charge. Ms. Disha Parab, the event coordinator proceeded to introduce the three panels that would be presenting during the press conference. Each panel consisted of students who acted as experts in their respective fields, who would be sharing their insights and experiences.

The first panel of the press conference focused on the case of plagiarism against Ketan Jagat, a renowned writer who had been accused of plagiarism by Tara Mehra. The mediator took charge and began by introducing all the attendees, including Sarvesh Gaikwad as Aman Gaikwad, Omkar Joshi as Mediator, Reehan Khan as Ketan Jagat, Nikhil Sarvankar as Publisher, Tejas Mandlik as

PR representative, Shravani Khochare as legal head and Sanskruti Jadhav, Vaishnavi Maurya, Shreya Divgi, and Riya Bhitale as journalists.

The mediator opened the stage for discussions and questions for Ketan Jagat and his team on the controversies of 'Half Boyfriend'. Ketan Jagat and his team answered each and every question with an apt and composed manner. The second panel focused on an important topic related to mental health. Vagmita Singh, an influential figure on Instagram, shared her personal experiences and challenges with mental health. The panel included Pramugdha Venkatesha as Vagmita, Snehal Sachde as a psychologist, Khushi Chugh as a social worker, Purva Shivsharan as college counsellor, Chetna Bhanushali as friend of influencer and Gaurav Patil, Shrutee Musale, Nishmita Shetty, Uttara Pednekar, and Shivram Gawas as journalists.

The second panel started with the screening of Instagram lives of Vagmita Singh where she expressed her problems related to mental health. The mediator introduced the guests of panel 2 and opened the stage for questions and discussion. The journalist asked questions regarding the mental health issues on which the panel expressed their opinions. Panel 2 ended with a conclusion on the seriousness of mental health issues.

The third panel, which garnered significant attention, revolved around the promotion of an upcoming movie, "Zindagi Na Milegi Dobara 2." This panel consisted of Rutwij Gajare as the director, Ishwari Kulkarni as the producer, Vedanti Girkar as the public relations representative, Monish Mohite as mediator, Prasad Vaje as Sooraj (actor), Atharva Bhopatkar as Rohit (actor), Tithi Jain as Prisha (actress). Ulka Kamble, Ananya Panchal, Raviraj Zole, Vishakha Deorukhkar, Joita Liya, Anuja Gadkari, and Mansi Salvi were the journalists for this segment. The Zindagi Na Milegi Dobara 2 cast was present there for the promotion of the film. The cast was very enthusiastic about the movie while answering the questions of the media. The actors mentioned their roles and how the audience will relate to it. The director of the movie gave a basic idea about the storyline. The Producer mentioned why they chose Kashmir as their film location. The panel ended with giving a positive review to the movie. The event came to an end with an informative session with the journalists and panels. The event which aimed to inform the audience about how the press conference works came to a satisfactory end.

Feedback Analysis: The faculty present at the event commended the effort the students had put into preparing for their roles on their individual panels. At the same time, constructive feedback was given to some panels and students for being underprepared and too reliant on their notes during their presentation. While there were areas for improvement, there is no doubt that the audience left with a better understanding of the intricacies of public relations and corporate communication.





19 "Adapto-Ad" - Shaping Tomorrow's Advertising

Date: 16th September, 2023

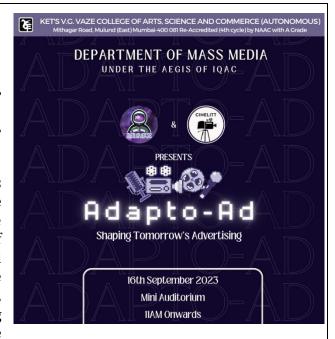
Resource persons:

1. Ankit Majethia - Founder & Creative Director, Hangover Media

2. Shoneel Yallattikar - Independent Writer, Director, Producer

Description:

The event "Adapto-Ad, Shaping Tomorrow's Advertising", was organized by Mediaverse, the annual Media Fest and CINELITT, the literature and cinema club of the Mass Media department of KET's V.G. Vaze College of Arts, Science, and Commerce (Autonomous). The event took place on 16th September 2023 in the Mini Auditorium, which was filled with 131 attendees, including students, faculty members, and a few guests. The



event commenced at 11:40 AM with our enthusiastic anchors, Riya Mangle and Neha Joshi taking the stage. At 11:45 AM, Dr. Shyam Choithani, the Head of the Department of Mass Media, Executive President of CINELITT, and Fest Convenor of Mediaverse took to the stage to introduce the esteemed panelists and provide a brief overview of our club's dedication to organizing this event. This introduction set the tone for the exciting event ahead.

The first segment of the event featured the screening of a documentary created by students of TYBAMMC - Advertising. This documentary explored the importance of bringing home ecofriendly Ganpati idols as the festival of Ganesh Chaturthi approaches. The documentary captivated the audience and received an overwhelmingly positive response, resonating with the need to preserve our environment.

Following the documentary screening, our anchors welcomed the guest panelists and student panelists to the stage for an engaging discussion on topics related to advertising and film-making. The guest panelists included Ankit Majethia, founder and creative director of Hangover Media, and independent writer, director and producer Shoneel Yallattikar. Student panelists included TYBAMMC-Advertising students Jayesh Meshram and Sonali Sonawane. The guest panelists commended the students for their outstanding documentary work, which initiated a meaningful conversation. The panel discussion was followed by an interactive Q&A session with the audience, fostering knowledge sharing and insightful discussions.

At 1:10 PM, our professors presented a token of appreciation to the panelists, consisting of stationery items and a plant. This gesture symbolized the theme of preserving nature, mirroring the message conveyed in the documentary. The third segment showcased a vibrant dance performance, featuring famous songs and jingles from iconic advertisements. The dancers' energy and talent captivated the audience, and the performance received resounding applause. Dancers included TYBAMMC - Advertising students: Ashlesha Waidande, Harshali Parab, Pooja Lalge, Prarthana Pawar, Roshal Gujral, Sanskruti Jamdade, Shreya Patil, Vedashree Masurka

Next up was the screening of Television Commercials (TVCs) created by TYBAMMC - Advertising students as part of their assignment. The TVCs displayed the creative prowess of our students in the realm of advertising and film-making. The last segment was a musical performance, centred around the songs of Ganesh Chaturthi, considering the festival's proximity. CINELITT members and BAMMC students Yash Tambe, Rutwij Gajare, Lipsa Nakum, Parikshit Mulik, and Tejas Mandlik took to the stage. The performers' dedication and melodious tunes left the audience enthralled, and their performance was met with a standing ovation.

To conclude the event, Dr. Shyam Choithani, Ms. Disha Parab and Ms. Ruchira Parab delivered

heartfelt concluding speeches, expressing their pride in the students' achievements. Both guest panelists were invited back on stage to share their insights and feedback on the TVCs created by our students, offering valuable guidance and encouragement. The event came to a close at 2:02 PM, as our anchors extended their gratitude to the audience, performers, panelists, professors, and everyone involved in making the "Adapto-Ad, Shaping Tomorrow's Advertising" a resounding success. The event left an indelible mark on everyone present.

Number of Attendees: 131

Feedback Analysis: The event had a well-structured program with diverse segments, that the audience engaged and entertained. The presence of guest panelists added credibility and value to the event. Their insights and appreciation for the students' work were encouraging.

In terms of improvement, The event started slightly late, which could be improved in future events to respect the attendees' time. While each segment was engaging, some segments ran longer than expected. Better time management could help ensure that the event stays on schedule.

Photographs:



Film Festival and Group Discussion: "Akira Kurosawa: An Auteur from the Far East" (study of his film making techniques and exploring his renowned works, the event aimed to educate and inspire the attendees)

Date: 30th September 2023

Resource Persons: Dr. Shyam Choithani, Mr. Ninad Ajane

Description:

The students of CINELITT, the film and literature club of K.E.T. 's V.G. Vaze College of Arts, Science, and Commerce (Autonomous), organised an event dedicated to Akira Kurosawa on September 30, 2023, under the guidance of the Department of Mass Media. The mini-auditorium hosted a gathering of over 110 students, guests, and faculty. The event served as a heartfelt tribute to Akira Kurosawa, celebrating his monumental contributions to the world of filmmaking. By studying his film making techniques and

29th & 30th Sept
11.30am onwards
Mini-Auditorium

AKIRA

KUROSAWA

An Auteur from the Coler presume of Kurosawa

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exploring his renowned works, the event aimed to educate and inspire the attendees.

The event started at 11:40 am with the anchor and host of the show Pramugdha Venkatesha who introduced the event and set the tone for the afternoon. With her graceful words, Pramugdha introduced the chief guest of the evening, Mr. Ninad Ajane, a visual designer and cinema blogger

under the moniker MyCinemaStory.

The anchor also introduced the poster exhibition executed by the CINELITT fine arts team. Each student from the team had adapted one of Kurosawa's films into a beautiful canvas painting, exhibited outside the mini-auditorium. These posters gained much appreciation from the audience and passers-by alike.

As the evening progressed, the anchor invited Dr. Shyam Choithani to share his wisdom and insights on Akira Kurosawa. Shyam sir, known for his deep admiration for the director, began his discourse by paying homage to Kurosawa's immense contribution to world cinema.

With great reverence, Shyam sir expounded on the profound themes that Kurosawa explored through his films. He eloquently articulated the director's ability to delve into the human condition, tackling subjects such as morality, honour, and the complexities of human nature. The audience listened in rapt attention as Shyam sir skillfully wove together his knowledge and passion for Kurosawa's films.

To further enrich the experience, Shyam sir treated the audience to excerpts from Kurosawa's autobiography. Reading from the pages of the director's own words, he offered a glimpse into the mind of a cinematic mastermind.

The event took a melodious turn with the musical segment. Rutwij Gajare with piano and Varad Kulkarni with djembe, talented musicians with a deep appreciation for Kurosawa's work, took the stage. Their performance was dedicated to two iconic films - "Yojimbo" and "Dodes'ka den." The duo mesmerised the audience with their renditions of the memorable tracks from these films, transporting everyone to the world Kurosawa masterfully created.

It was then time for the highly anticipated panel discussion. The panel consisted of the distinguished guest speaker, Mr. Ninad Ajane, and three students from the CINELITT club - Snehal Sachde as the moderator and Arya Dalvi and Sara Bhanushali as the panellists. Each of them had the privilege of meeting and interacting with Akira Kurosawa's work at different times, and they were eager to share their personal experiences. The discussion brought forward a unique perspective on Kurosawa's work and its impact on the film industry. Their deep understanding of Kurosawa's artistic vision and storytelling techniques captivated the audience, leaving them in awe of his genius.

The students of CINELITT also performed a short skit. This skit was an adaptation of scenes from Kurosawa's renowned film, "High and Low" released in 1963. The actors, namely Devbrat Singh, Jayesh Meshram, Yashashree Bodare, Akshata Suradkar, and Nishmita Shetty exhibited their exceptional acting skills during the skit. They flawlessly portrayed a press conference scene from the movie, leaving the audience captivated and impressed. Their ability to bring the characters to life and effectively capture the essence of the original film was truly remarkable.

The last segment of the event was a video essay screening which displayed the significance and creativity of Akira Kurosawa and how aesthetically pleasing his works were which inspired the upcoming generation of filmmakers.

As the event on Akira Kurosawa reached its conclusion, the professors and teachers present were filled with a sense of nostalgia and fond memories. They recalled their college years when they were initially introduced to Kurosawa's films, which had a profound impact on their understanding and appreciation of cinema. The event allowed them to reconnect with these influential works and reignited their passion for Kurosawa's masterpieces. The event ended on a positive note, with the professors and teachers expressing high hopes for more such future events.

Number of Attendees: 110

FYBAMMC: 44 SYBAMMC: 45 TYBAMMC-Ad: 06

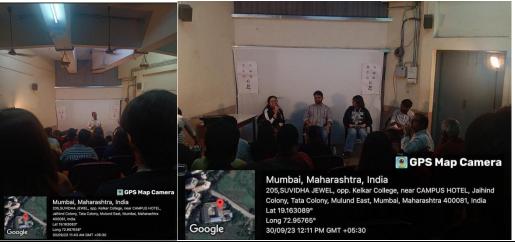
TYBAMMC-Journalism: 05

Other Classes: 10

Feedback Analysis: Feedback from students and faculty commended the organising core and crew on the seamless execution of all segments of the event. The music segment in particular received praise for the haunting music.

In terms of constructive criticism, the faculty was disappointed at the low turnout of BAMMC students at the event, with 17 from FYBAMMC, 19 from SYBAMMC, 28 from TYBAMMC-Ad and 7 from TYBAMMC-Journalism choosing to remain absent from the event. More had left partly through the event. Teachers also criticised the choice of attire for some crew on stage, especially those acting and on the panel discussion. Crew members were reminded to be in clothing appropriate to their role and segment during events.

Photos:



21 | Skit: "Never Kill a Mockingbird"

Date: 7th October, 2023

Department of Mass Media and the students of CINELITT, the film and literature club of K.E.T. 's V.G. Vaze College of Arts, Science, and Commerce (Autonomous), organized their event, *Never Kill a Mockingbird* on 7th October 2023 at the Radhabai Vaze Auditorium. The event featured a skit adapted from the novel 'To Kill A Mockingbird ' authored by Harper Lee. To Kill a Mockingbird is a coming-of-age story of a young girl, Scout Finch, and a darker drama about the roots and consequences of racism and prejudice, probing how good and evil can coexist within a single community or individual.

The skit was directed, produced by and starred in solely by FYBAMMC students, showcasing both their performing arts and management skills of the young team. The auditorium was full with over 165 wonderful audience, crew, and faculty.



The curtains were drawn at 11:20 am by the composed anchors Ms. Bhomi Kambli and Ms. Ulka

Kamble, who introduced the event and acquainted the audience with the plot and significance of the novel. Assistant Professors and Events Coordinators of CINELITT, Ms. Disha Parab and Ms. Ruchira Parab, were invited onto the stage to kick off the event.

The audience then braced themselves to witness the thrilling skit under the luminous lights. The storyline started with a very joyful entrance by the characters Jem, Scout and Dill leaving the audience excited. The skit flowed from the joyful events to momentous events. Their father, Atticus Finch, defended a Black man falsely accused of rape. Scout and Jem were mocked by classmates for this. The skit took a jump in the court-room scene where the audience held their breaths at the thrilling execution by the actors, particularly a monologue by Atticus Finch. The curtains fell on the final moments where the story that had started on a joyful note, had ended on a very serious note for the audience to think about the social norm that still persists today as an issue in the society.

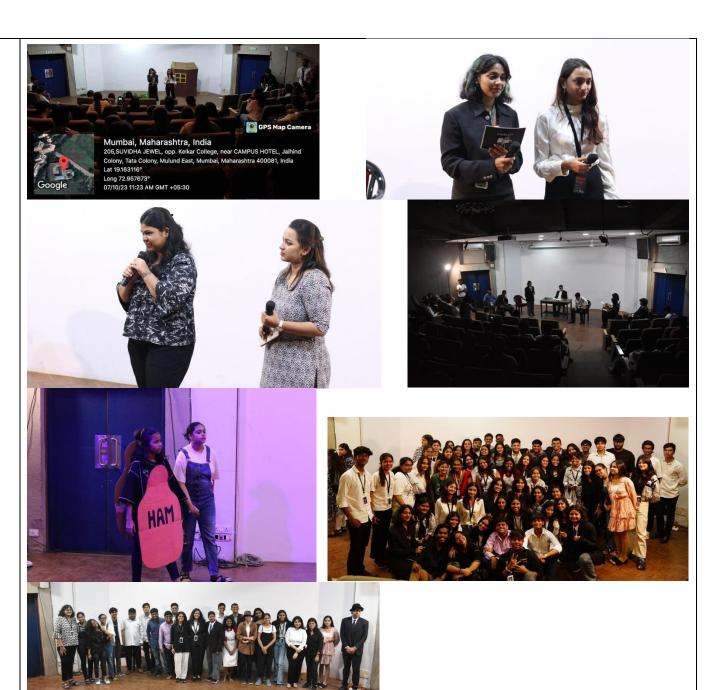
Cast members included:

- Narrator Ketki Kulkarni
- Iem Shabdali Bhadakwad
- Scout Sheetal Chauhan
- Atticus Advait Gangurde
- Dill Gaursi More
- Calpurnia Khushi Jagtap
- Tom Robinson Arya Dalvi
- Bob Ewell Devbrat Singh
- Mayella Ewell Vibhuti Pange
- Boo Radley Anuj Malgundkar
- Walter Cunningham Jr. Vedika Kale
- Heck Tate Manay Sawant
- Walter Cunningham Pooja Kothari
- Iudge Arva Salunke
- Prosecutor Adishree Desai
- Townsfolk Vishesh Singh, Veer Jain
- Typist Isha Suryavanshi
- Clerk Rudra Ghosalkar
- Court Officer Vishesh Singh
- Maudie Mishel Kamat
- Artist Isha Mhatre
- Doctor- Anish Kamble

When the skit ended, the anchors Bhomi and Ulka took over the stage again to invite Ms. Disha Parab and Ms. Ruchira Parab to say a few words and conclude the event. CINELITT crew and the audience alike look forward to more such intriguing performances and events in the coming semester.

Total No. of Attendees: 165

Feedback Analysis: The faculty commended the students for the skit, appreciating the acting chops of certain actors and actresses. Given that the first year students had pulled off the event independently with limited help, the faculty believes that they displayed their potential to the fullest and look forward to their participation and organisation of events in the future.



22 Guest Lecture - "Online E-Resources"

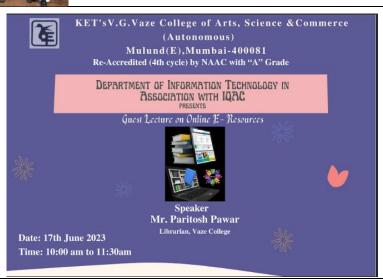
Date: 17th June 2023

Resource Person: Mr. Paritosh Pawar

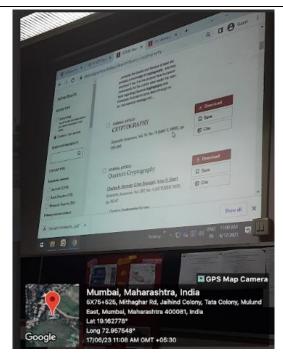
(Librarian, Kelkar College)

Description: To make student acquaint about the use of online e-resources by using college Library website, N-List, etc.

Student attendees: TYBScIT and MScIT







23 Guest lecture - "UI/UX a modern way of visual interaction"

Title: Guest Lecture UI/UX a modern way of visual interaction

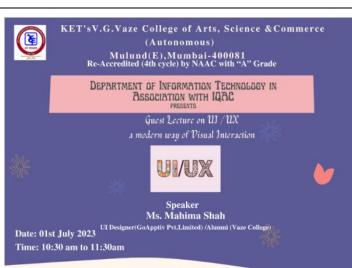
Date: 01st July 2023

Resource Person: Ms. Mahima Shah (UI Designer, GoApptive Pvt. Ltd. And Alumni)

Brief Description: To make student acquaint about the use of online eresources by using college Library website, N-List, etc.

Number of attendees: SYBScIT(42) and TYBScIT(42)





24 | Guest Lecture on "Data Imbalance of practical AI systems"

Date: 08th Sept 2023

Time: 10:00 am to 12:00 noon

Resource Person: Dr. Amit More

Brief Description: Reasons for data imbalance and how to handle it in practical AI systems were covered in the workshop

Number of attendees: TYBScIT(43)



Photographs/Screenshots:



25 | Guest Lecture on Preparation for Avishkar

Date: 09th Sept 2023

Time: 11:30 am to 12:30 pm

Name of the Resource Person: Dr. Paresh More, Deputy Director, Research &

Development cell of the college

Number of attendees: SYBScIT and

TYBScIT-Total-89





26 Short Term Course(in association with G. D. Kelkar Skill Development Center & Finishing School): Business Intelligence Tool-Tableau

Date: 04th Sept 2023 to 09th Sept 2023

Time: 3:00pm to 5:00pm

Name of the Resource Person: Mr. Chaitanya

Sathe

Number of attendees: SYBScIT(4), TYBScIT(4)

and MScIT(2)- Total-10

Result: 2students(A+ grade), 8students(A

grade)

Photographs/Screenshots:





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Benifits :-

5 days short term course on business intelligence tool - Tableau.

Under G.D.Kelkar Skill Center

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 Make interactive dashboards.

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Short term course starting from 1st Sep. DEE

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HURRY

UP!

Webinar on "Understanding Full Stack Development and Software Testing" (under ExcelR MoU signed)

Date: 09th Jan 2024

Time: 7:00 pm to 9:00 pm

Brief Description of the Workshop: This webinar gives valuable insights into the world of Full

Stack and Software Testing

Number of attendees:-19(FYBscIT, SYBScIT and TYBScIT)+02 (faculty)

Poster:



Mode: Online

Link to the Workshop: *Join Zoom Meeting*

 $\frac{https://zoom.us/j/6459279862?pwd=Z0VLZ2VaYWhnbnlOb1B6Q2VCTnRZZz09\&omn=9}{4164192191}$

Meeting ID: 645 927 9862

Passcode: DAsX6G

28 Guest Lecture "AI tools for Researchers"

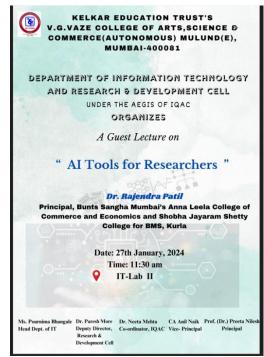
Date: 27th Jan 2024 11:30 am to 12:30 pm

Name of the Resource Person: Dr. Rajendra Patil, Principal, Bunts Sangha Mumbai's Anna Leela college of commerce and economics and Shobha Jayaram Shetty College for BMS, Kurla

Brief Description of the Workshop: This lecture gives information about AI tools used in Research purposes.

Number of attendees : Faculties(29) + students (11)







IT Department Festiveal "Inventrix" - Skill development activities Date: 29th January, 2024 and 30th January, 2024 29

DAY 1: 29TH JANUARY 2024

Event1: BLACK BOX

Total Participants: 63 Number of Girls: 34 Number of Boys: 29



Event2: CLICK CLICK

Total Participants: 50 Number of Girls: 17 **Number of Boys: 33**



Event3: FIFA

Total: 16

Number of Girls: 0 Number of Boys: 16



Event4: BGMI (Battlegrounds Mobile India)

Total Teams: 14 (4 members per team)

Total Participants: 56 Number of Girls: 0 Number of Boys: 56



DAY 2: 30TH JANUARY 2024

Event1: BLACK BOX FINALE

Total Participants: 10 Number of Girls: 5 Number of Boys: 5



Event2: STUMBLE GUYS

Number of Participants reported: 47

Number of Boys: 34 Number of Girls: 13



Event3: Treasure Hunt

Total participants: 82 (17 teams)

Number of boys: 55 Number of girls:27



Poster:





International Multidisciplinary Conference on Setting benchmarks: Research, Innovation, Sustainability Entrepreneurship (IMCB RISE 2024)

Organizing body: Department of Biotechnology and Self-Financing Courses

Date: 21st February, 2024

Number of Participants:

Total Registrations - 135 (34 attendees, 101 presenters)

Brief Report:

The International Multidisciplinary Conference on setting Benchmarks: Research, Innovation, Sustainability, Entrepreneurship (IMCB-RISE) was held in V. G. Vaze College (Autonomous) on 21st February, 2024. The main aim of this conference was to bring together leading Researchers and Scholars, Practitioners and Academicians, Students and Scientists to discuss interdisciplinary research and celebrating the 20th year of the Self Financing Courses and 40th year (Ruby Jubilee) of the College. It was also meant to provide a premier interdisciplinary platform to present and discuss the most recent innovations, trends, and concerns as well as practical challenges encountered and solutions adopted. The theme of this conference was setting Benchmarks in Research, Innovation, Sustainability and Entrepreneurial areas, which are an indivisible platform. This conference led the research fellows from diverse fields to share their research findings and latest ideas.

The Committee finalized eight categories that included **Biotechnology**, **Healthcare and wellness**, **Pure Sciences**, **Information technology**, **Humanities and Social sciences**, **Entrepreneurship**, **Finance**, **HR and Marketing**. The conference preparations started with the call for abstracts; **55** abstracts were received and accepted for oral presentations and have been compiled and edited in the form of Conference Abstract book.

Brochure:

Categories

- Entrepreneurship
- Biotechnology
- Healthcare and Wellness
- HR and Marketing
- Finance
- · Information Technology
- · Pure Science
- · Humanities and Social Sciences

Guidelines for submitting manuscript

All the authors of the abstract are required to register, pay their registration fees, to avail certificate, upload their fee receipt and mandatory to join the whatsapp group.

Participants presenting must ensure that the abstract should be related to the conference theme.

IMPORTANT NOTE

Date of Conference: 21st Feb 2024

Abstract Submission last date : 10th Feb 2024 Word Limit: 400

Link for Abstract template:

https://docs.google.com/document/d/1WCC3Hx mRhY135NM16WBVYULEo6sNtn4H/edit? usp=sharing&oud=102385739075389846863&rt pof=true&sd=true

Email for submitting Research Abstracts and

imcb.rise@gmail.com
All the participants are requested to register online to confirm their participation.

Link for Registration: https://forms.gle/DkmtQNUMgcmTi7aJ9



ABOUT US

The Kelikar Education Trust's Vinayak Ganesh Vaze College of Arts, Science and Commerce (Autonomous) was set up, as a gesture of social commitment and to provide suburban Mumbal with a quality institution of higher education by the visionary, Late Shri Govind D. Kelkar in 1984.

Vaze College was founded with the vision 'to grow Vaze College was founded with the vision to grow and consolidate as one of the foremost autonomous Centres of Excellence in learning that contributes to sustainable and inclusive development of a knowledge driven society and economy and a mission to improve society by educating the youth and enabling them to become highly qualified and matured men and women, able to meet the need of all human activities. Vaze College has emerged as a high-performing institution with an active Industry – Academia – Agriculture interface.

Our Vision, today, is to be a top ranked institute under the National institutional Ranking Framework by imparting quality, research oriented and relevant higher education, with the aim of generating knowledge to enrich and empower individuals towards bringing positive changes in society.

Vaze College received Permanent Affiliation from the University of Mumbai in 1990. The youngest institution to start vocational courses at the Degree level, Vaze College was the first in Maharashtra to have been accredited by NAAC in 1998 with 'A Grade and has retained this status through three subsequent cycles, the latest India 2017. With CPE status from the UGC and DST-FIST and DBT-Star Scheme, Vaze College was rated among the top 20 Colleges by India Today and ORS-MARG Vaze College has been granted the coveted status of College with Potential for Excellence' by the UGC. Vaze was also the first to receive the Best College Award from the University of Mumbai and the first college in the university to Mumbai and the first college in the university to With Academic Autonomy in the academic vaar 2020.23. the

with Academic Autonomy in the academic year 2020-21, the college has begun a new journey with renewed zeal and enthusiasm towards excellence in education.

Registration Details

Sr. No.	Indian Delegates		Foreign Delegates	
	Category	Registration fee (Rs.)	Category	Registration fee (\$)
1	UG/PG Students	800/-	UG/PG Students	23\$
2	Faculty/ Ph.D Research Scholors	1000/-	Faculty/ Ph.D Research Scholors	26\$
3	Professionals/ Industry Delegates	1200/-	Professionals/ Industry Delegates	28\$
4	Attendees	700/-		

Bank Details

Beneficiary: Kelkar Vaze Alumni Association Bank of Maharashtra, Opp Kelkar College, Mithagar

Road, Mulund East, Mumbai A/C No. 60402277866 IFSCode MAHB0000761

Contact Us

Email ID: imcb.rise@gmail.com Website: www.vazecollege.net

ABOUT THE CONFERENCE

ABOUT THE CONFERENCE
The International Multidisciplinary Conference on setting Benchmarks: Research, Innovation, Sustainability, Entrepreneurship (IMC&RISE) to be held in Kelkar Vaze College — Autonomous on 21st February, 2024 is a platform for all Researchers and Scholars, Practitioners and Academicians, Students and Scientists to discuss interdisciplinary research celebrating the 20th year of the Self-Financing Courses and 40th year (Ruby Jubilee) of the College.

the College. The theme of this conference revolves around setting The theme of this conference revolves around setting Benchmarks in Research, Innovation, Sustainability and Entrepreneurial areas, which are an indivisible platform. This conference will draw collectively, research fellows from diverse fields in unitedness, to share their research findings and latest ideas. The main intention of this conference is to integrate interdisciplinary inquiry in order to deliver the best applications.

The global community is gearing toward industry sustainability and independence. However, there is a thin line of interconnectedness amongst the global key players. Hence, this multidisciplinary

key players. Hence, this multidisciplinary international conference aims to bridge the gap between Academia and Industry by focussing on current trends and various facets of their interconnectedness.

This International Conference attempts to promote research through oral presentation. A book of abstracts will be released at the Inaugural Function and select papers will be published.

Chief Guest Director- Planning, BMC

Guest of Honour HEM Corporation

Guest of Honour Mr. Uday Shah Mr. S. Bhadkamkar Director Managing Director ATS Group

Invited Speakers

Dr. Pratik Mungekar Vice-Chancellor at Unified Theological Seminary, USA

> Dr. Ajit Gokhale Proprietor- Natural Solutions



KET'S V. G. VAZE COLLEGE OF ARTS, SCIENCE AND COMMERCE (AUTONOMOUS)



FEB 21, 2024

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