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## From the Principal's Desk



**Dr. Rohini Kelkar**  
Principal

As we transit into a new year and prepare ourselves for a new beginning, it gives me immense pride to reflect back on the year 2018 and observe a substantial progress. Life at Vidyalankar is nothing short of eventful but this year, in particular, brings to mind notable achievements and initiatives that have enlivened both campus life and academic involvement of the faculty members and students. The improvement in campus recruitment at Vidyalankar has sharpened our vigilance, tuning us to the contemporary demands of the labour market and driving us to sharpen those skills which our students may need to develop. In a world that is constantly changing and demands a complex set of skills from the students, we are confident that our constant efforts on equipping students with the requisite abilities will ensure their secure footing once they are ready to soar. From faculty

internships at the start of the year to the first media conclave Maadhyam, it is evident that we traverse into the new year with a sense of satisfaction rooted in humility yet with a voracious appetite to achieve more and catapult our standards higher than ever. As they say, aim for the sun; at least you shall land on the stars.

The period between September to November 2018 has witnessed historic judgements by the Supreme Court ushering a new promise to propel the country to realise the principle of equality enshrined in the constitution. It was quite heartening to hear the varying perspectives of the students on the structural problems of society that allows perpetuation of discrimination and the inability to treat every human as equal, in the Panel Discussion Competition. The students aptly identified the misuse of social media on this forum and also revealed that social media has the potential to reverse the damage by spreading positivity and messages of equality. Renowned personalities that graced Maadhyam as guest speakers constantly insisted on the need to shed narrow-mindedness and to unshackle ourselves from false notions of truths instilled into us by patriarchal society. Confidence booster sessions as well as soft skills training also attempted the same. While equal treatment and the injustice of prejudice and discrimination is common knowledge, the institute knows that unless such topics are continuously addressed and its complexities, understood, it is difficult to ensure practice of the same knowledge. But as our motto "Be Sure with Vidyalankar" assures, we are driven to mould our students into corporate-ready and truly responsible members of society.

## Maadhyam

The Mass Media Department of Vidyalankar School of Information Technology hosted its flagship Media conclave, Maadhyam - Changing Trends, Emerging Leaders, on October 04, 2018. Maadhyam, the Journalism and Mass media conclave serves as a platform for transferring knowledge to the future generation of Media and Mass Communication.

The conclave revolved around the theme of Changing Trends and Emerging Leaders. The event was graced by eminent media personalities such as Nikhil Wagle, Faye D'Souza (Executive Editor of Mirror Now), Elbert D'Silva (Head-Partnership, BARC), Bobby Vats (actor), Harish Iyer (Activist, motivational speaker, copywriter), Saurabh Gupta (Bureau Chief, NDTV), RJ Anmol and RJ Rohini.

The session was followed by an interactive question and answer round in which students asked interesting questions about the current media industry. The vote of thanks was proposed by the convenor of the event Prof. Anindita Banerji, Head of the Department of Mass Media.



**"Live as if you were to die tomorrow. Learn as if you were to live forever."**

— Mahatma Gandhi

## Photography Workshop

A photography workshop was organized on September 29, 2018. The resource person for this workshop was Mr. Sameer Bhalekar, a professional photographer. He has been ranked in top 35 Photographers by 35 International Photography Awards 2017.

## Raas Garba Celebration



The Raas Garba Event was held on October 11, 2018 at the VSIT Sports Ground.

## Wipro Campus



On October 20, 2018, a recruitment drive was organized for TYBScIT students by WIPRO Preplacement drive which was conducted by HR of Wipro, Mr. Craig Francis

## Scholars' Day



VSIT had organized a Scholars Day Event for all FY and SYBSc IT/ BMS/ BAF/ BBI/ BFM/ BMM students of the college on October 13, 2018 from 10 am onwards.

## Campus To Corporate

BMS Department organised a Campus to Corporate workshop for SYBMS & TYBMS students for 7 days. It was attended by about forty students. It was organised on August 20, 2018, at Y-Block Seminar Hall.

## The 54<sup>th</sup> A.D. Shroff Memorial Elocution Competition

Library Committee with Forum of Free Enterprise organised an Elocution Contest for VSIT Students on October 06, 2018 at 12:30 pm in the Reading Room, Y-Block. The 54th A.D. Shroff Memorial Elocution Competition has been conducted since 1965 in the memory of the late Mr. A.D. Shroff with the object of encouraging college students to think and speak on economic and related subjects, besides enabling them to demonstrate their speaking abilities.

The event was organized by Ms. Reshma Ajetrao, Prof. Lakshmi Kavita and Dr. Swagatika Nanda. Dr. Nidhi Chandorkar, HoD, S M Shetty College, Powai and Prof. Lakshmi Kavita (VSIT) constituted the panel of judges. Each participant was allowed to speak for five minutes on the following subjects:

1. Modern Technology for Enhancing Agriculture Productivity
2. Challenges of Moving Towards a Cashless Economy



3. Combating Pollution & Improving Quality of Life.
4. Healthcare Mission - Issue and Challenges
5. Skills Development for Employment Growth

## Essay Writing Competition

The Communication Department conducted an Essay Writing competition for the students on October 08, 2018. The topics for the competition were: Ban on Plastic and its impact on society, Importance of Dress Code, and LGBT rights and Article 377.

The topics chosen are of contemporary significance, to make students think critically on social issues, to provide some valuable solutions on social and environmental problems that plague our society and to bring about awareness about the importance of dress code among students.

## Panel Discussion Competition – Personality Enrichment Committee



A panel discussion competition was held on September 25, 2018 by the Personality Development Committee. Many students participated from different streams such as BMS and BScIT. Time duration for the competition was 2 hours and 30 minutes i.e., from 12:30 pm to 03:00 pm. The judges were Prof. Anindita Banerji, Prof. Payal Shah, Dr. Swagatika Nanda.

Two topics were selected for discussion. The first was Social Media and its Role in our Daily Life and the second one was Role of Women in Modern Indian Society. Five panels were formed for the first and two for the second. The students first spoke on their topics individually before discussing their viewpoints with the judges and their competitors.

## Freedom from Plastic

Freedom from plastic is a campaign by the Government of India. The NSS Unit of VSIT and VP decided to uphold this campaign. The idea of this campaign was conceived by Mr. Milind Tadvalkar, Director, VDT.

The campaign was inaugurated on August 01, 2018 by Mr. Milind Tadvalkar. The student volunteers collected old clothes from the students of the college and



stitched cloth bags to distribute them among the public. The NSS Volunteers and many faculty members from VSIT under the leadership of the Program Officer, VSIT NSS Unit – Prof. Vijay Gawde marched towards

Ranade Road to distribute these bags among the public on October 12, 2018. This activity was captured through the video shoot by VSIT students. The student volunteers said that it was an amazing experience for them to learn to stitch cloth bags. This campaign was supported by the members of the Students' Council of VSIT.

## One Day Seminar on “Guidance on Planning for NAAC Re-Accreditation”

The Internal Quality Assurance Cell of VSIT organised A One-Day Seminar on “Guidance on Planning for NAAC Re-Accreditation” on November 03, 2018 at A-302. The resource person was Principal Venkatramani, a senior member of NAAC Accreditation Peer Team.

The Seminar aimed to guide about new parameters set by the National Assessment and Accreditation Council. It was attended by 30 participants including the Principal Dr. Rohini Kelkar, Vice-Principals, IQAC Team and Head of the Departments.

**“Environmental pollution is an incurable disease. It can only be prevented.”**

**- Barry Commoner**



## MAATRA



A Guest Lecture for FYIT Students on September 28, 2018 at Y-Block Seminar Hall was conducted on Effective Communication Skills. It was attended by 49 students. The guest speaker Mrs. Alakta Kar emphasized on fluency, practice and conversation. Through activities, she engaged the students throughout the session.

## Seminar on BLOCKCHAIN

CSI Vidyalkar School of Information Technology, Mumbai organized a one-day seminar on "BLOCKCHAIN" on October 11, 2018. The program was chaired by Ms. Shilpa Karkera, Solutions Expert and Founder, Myraa Technologies. The main theme was "IT Business development and planning".

## Poster Competition



A Poster Presentation was organized by Electronics and Mathematics Cluster on September 29, 2018 in Classrooms X-012 and X-014. Topic was Laws of Boolean Algebra, IoT as a solution to solve environmental issues, Non-verbal communication, Probability and Counting and The significance of multiple integrations

## Workshop on Data Analysis

Adapting to latest industrial trends is a desire which everyone wishes to accomplish by inculcating knowledge of current practices and languages. A workshop on Data Analysis with Python was conducted on September 19, 2018. The workshop was led by Mr. Rajesh Rajamani who has 15 years of industry experience as a Solutions Consultant. The speaker started with the introduction to Python and continued topics such as indexes, loops, elements, data structures, arrays such as list, dictionary, tuple, frozenset were reviewed and executed in Spyder IDE.

## Department of Information Technology

### Cross Platform Mobile Application Development

On July 30, 2018 VSIT students gathered in Vidyalkar auditorium for a seminar where Mr. Sandip Jethanni, Director and Co-founder of ATS Learning Solutions, that closely works to arrange workshops for students to get certifications from renowned companies, briefed the attendees about the trends and demands of the mobile application. The workshop were held through August and September on



Sundays from 9 am to 5 pm. First day of the workshop was dedicated to strengthening the basics of HTML, JavaScript, CSS, Cordova, PhoneGap and to give an introduction on mobile apps. In collaboration with the company, VSIT curated a separate five-day workshop for

second year and third year students of BSc.IT to train them for a Microsoft certified examination on "Cross Platform Mobile Application Development" for which a massive number of one hundred and twenty-five students had enrolled. The workshop was conducted by Mr. Suresh Pal, subject expert matter, ATS Learning Solutions. Faculty in charge for the event was Dr. Sarika Chouhan.

### Guest Lecture on "ASP.NET MVC Framework with Cloud Computing"



Software Development Cluster had organized a guest lecture on "ASP.NET MVC Framework with Cloud Computing" on September 07, 2018.

ASP.NET MVC Framework with Cloud Computing is a sensational and market essential topic of today. Keeping that thought in mind, a seminar was organized for the third year BSc IT students. The event was held on September 07, 2018 and the venue decided for the event was the Y-Block Seminar Hall.

The resource person for the session was Mr. Suresh Pal, Subject Matter Expert of ATS Learning Solutions Pvt Ltd. He gave an overview of fundamentals of Model, View & Controller and MVC 4 Project Structure. He showed live examples of ASP.NET MVC Framework with Cloud Computing.

### Apprenticeship Connect Workshop

The Apprenticeship Connect Workshop was conducted on October 26, 2018 at Orchid Hotel, Vile Parle, Mumbai. It was attended by Mrs. Spruha More and Mrs. Nisha Dang. The Motto of the workshop was to:

- Connect and drive greater engagement amongst key skill stakeholders
- Learn about the new apprenticeship framework
- Enhance awareness about various schemes and initiatives



### ICT Quiz Contest

CSI-VSIT had organized "ICT Quiz Contest" which was an Inter-College Event on September 28, 2018. The students had participated in the form of teams of 2 or 4 students. Each team was assigned a particular team name. This Quiz was divided into 3 rounds: 1st Round- This round was a Question and Answer round. The 2nd Round- This round was an Act It Out round. The 3rd Round- This round was Identify the voice/picture.

### IEEE Mumbai Division Meet

IEEE Bombay Section Student Activities Committee organised IEEE Bombay Section Mumbai Division Branch Counsellor & Admin Committee Meet on October 06, 2018 at Vidyalkar School of Information Technology, Mumbai. The Branch Counsellor and Admin Committee of various Student Branches in Mumbai were invited for the meet.



**"Every sufficiently advanced LISP application will eventually reimplement Python." - Hodgson's Law**

## Guest Lecture on Practical Implications of GST



Department of B.Com (Accounting and Finance) Organising Guest Lecture On **Practical Implications of GST**

Speaker : **CA Pallav Shah, Practising Chartered Accountant**

Date : 8<sup>th</sup> October, 2018  
Venue : Y-Block Seminar Hall  
Time : 12:30 p.m.  
Target Audience : T.Y.BAF Students

Department of Commerce (Accounting & Finance) has organised the Guest Lecture on Practical Implications of GST by CA Pallav. Shah on 8th Oct, 2018.



Gaining Practical knowledge and application of theoretical knowledge makes one understand the terminology of the subject clearly. A guest lecture was conducted on filing GST return online and it enabled students to relate theory with practical session.

The session was interesting and queries of students have been clarified by the speaker.

## TALLY ERP 9 with GST



A value-added course on Tally ERP 9 with GST was held in Commerce and Management department for all the students, six hours per week. Thirty hours of the session was handled by Ms. Suchita Kawale on the need for maintaining accounts of inventory, analysis of business, invoicing, generation of various reports etc. The next ten hours of the session was handled by Ms. Niketa Shah, where the students learnt how to maintain accounts of a company for GST compliance.



## Department of Commerce & Accountancy

### Poster Exhibition by BFM Department

Department of BCom in Financial Market had organized an exhibition of posters and model presentations based on the theme, "Galaxy of Financial Market- Your Guide to Financial Wellness. All the posters and models were prepared and presented by the students of BFM.

The main aim of the activity is to build the team spirit among the students of BFM and make them understand the concepts from investment point of view by preparing & presenting the model and/or posters.

There were a total of 60 posters includes 7 models presented during the exhibition. Posters were presented on the topics such as Commodity market, Forex, Derivative Market, Changes in the value of



currency over 70 years, Money Market Instruments, Different type of investments, Tax saving investment, Investment through Post office, Savings Vs Investment, Index, Movement of SENSEX, Regulators and Bull and Bear.

Models were presented on Money Market, Insurance Sectors, Risk and Return, Portfolio Investment, Ways to invest in stock Market, Role of Stock Exchanges and Investment in Real Estate. It was very informative and educational for the students.

### MOOC - Courses on Swayam



Department of Commerce had conducted online MOOC courses on Swayam for the students on the following modules. The students belonged to BAF/BBI/BFM/BMM departments.

These courses were offered free of cost to the students with a certificate assured on completion of the course.

Registration of interested students was taken via google-form. Each batch had at the most 30 students. Lab X-114 and X-019 were used.

#### Course Schedule:

MOOC Course	Start Date	End Date	No of Students
Financial Accounting	23/08/18	28/11/18	35
Business Planning & Project Management	10/09/18	03/11/18	22
Financial and Material Resource Management	04/09/18	10/12/18	3
Leadership	27/08/18	23/09/18	6
Graphics & Animation Development	30/08/18	24/10/18	3
Developing Soft Skills and Personality	27/08/18	21/10/18	5
Computer Fundamentals	23/08/18	28/11/18	2
Advertising & Public Relation	17/08/18	07/12/18	7
Writing for Mass Media	13/08/18	10/12/18	2
<b>Total Students Benefitted</b>			<b>85</b>



### Guest Lecture on Performance of Derivative Market & Clearance & Settlement procedure



DR. Golaka C Nath shed light on the benefits and drawbacks of trading in derivative market

Department of BFM course had organized a guest lecture on performance of derivative market and clearance and settlement procedure for first year, second year and third year Bachelor of Commerce in Financial Market on September 29, 2018.

The main objective of organizing this derivative market session was to help students gain a hands-on experience of derivative market and clearance settlement and to put current scenario of this market in front of the student which will help the student in theoretical training and practical learning in real life environment.

**"Competition is not only the basis of protection to the consumer, but is the incentive to progress." - Herbert Hoover**



## BMS Student's Talk

My college has given me a lot of experience with regards to what the corporate world



Ms. Ananya T. G.  
T.Y.BMS

needs from a graduate that aims to be absorbed into the labour market and also helped me in shaping my personality to what it is today. Vidyalankar also gave me the opportunity of an internship with ICICI Prudential which I am greatly thankful for. From organizing Spoken English crash course to various personality development workshops, this college has left no stone unturned to give us the opportunities to build and develop us for the future. The recent Confidence Booster Workshop truly helped to tap into various facets of my personality as I've realized the need to shed inhibitions and develop confidence. I am also delighted that my project was recently shortlisted for Avishkar and I am truly grateful to the college and my guides for being a constant support and giving us, students, a plethora of opportunities to discover ourselves and realize our potential. Lastly, the friends that I have made in this college and the relationship that I share with all my teachers have made this journey of learning fun and beautiful.

## Poster Competition Learning Through Creativity

A poster competition was held for FYBMS students on the topic, "Laws in India". They depicted the message of respecting the laws and its compliances for the betterment of the Indian society.



SYBMS students on the topic of "Unity in Diversity". Unity in Diversity was depicted graphically by catchy & colorful themes.



TYBMS students on the topic of "Social Evils". Burning social evils like – Dowry, Child Labour, Corruption, Offences against women etc. were highlighted. Through the medium of posters, the prevailing social evils in the society were highlighted.

## Department of Management

### Confidence Booster Training for BMS Students



Vidyalankar School of Information Technology organized a four-day Confidence Booster training for Commerce and Management Department to enhance the soft skills of the students.

The first day of the training focused on sharpening public speaking skills in terms of posture, gesture and communication.

The students were asked to introduce their partner to see how creatively students can introduce each other.

The next activity of the day was to elaborate on any one of the topics that included

- 1) Childhood memory
- 2) Biggest achievement of life
- 3) Embarrassing moment.

Day two started with lot of excitement and anticipation of what the day had in store. It began with discussing what each student thinks on "THEY CAN and THEY CAN'T" which was later concluded by the phrase VASTU SAYS TATHASTU. This was followed by discussing which family member we adore the most and a series of games with lessons.

The aim was to teach students that any task can be accomplished with the help of a supportive team. This was followed by a game that tested the leadership quality and planning skills. Several activities taught students the lesson of flexibility and co-operation.

The last activity of the day was a blindfold game. The training was then concluded by the following points:

- ✓ KHABAR- To be aware of information about everything
- ✓ NAZAR- To always see the positive in all circumstances
- ✓ RUBBER- To erase all mistakes of life and start afresh after every mistake
- ✓ HAZAR- To grab every opportunity
- ✓ SHUKAR- To develop an attitude of gratitude.

### Inter-Department Guest Lecture on Venture Capital

Department of Management (BMS) had organized an inter - Departmental guest lecture for SYBMS students on "Venture Funding" on September 24, 2018. A total of 80 students were present for the lecture.

The resource person was an in-house faculty member, Lakshmi Kavitha, HOD, BFM department. It was an interactive session with live case studies and examples.



Having heard about venture Funding, getting to know about it in detail from Mrs. Lakshmi Kavitha was interesting. The students got an insight into the practical aspects of the theory they had learnt.

The lecture was motivating and threw light on alternative methods of funding which was very helpful to the students.

**"Creativity is piercing the mundane to find the marvellous."**

**- Bill Moyers**

## BMM HoD's Desk

Media is an important part of our lives and our society, because we use the word media to combine all sources of information.

An average person spends 4 hours a day watching TV and reading newspapers.

Audience engagement is important as their attention span has reduced due to proliferation of news and events.

A student of mass media should be able to prepare art work effectively, quickly, to meet deadlines and understand the use of the elements and principles of design. Creativity and the ability to adapt art work to various production methods is essential. The students should be able to use various art media such as drafting tools, pen and ink, commercial lettering and be able to target artwork for specific audiences.

In order to guide and mould mass media students to face the paradigm shift in media, it is the constant endeavour of VSIT to let students interact with the people in the media. This semester students visited Goregaon Film city and ND studios. There were various guest lectures given by industry veterans. A media conclave – Maadhyam, was organised where stars representing Radio, Television, print and advertising addressed the students. The seminar brought together an array of academics, independent researchers, artists and activists at one place to share the research findings, innovations, and experiences in the field of Mass Communication. Students from other colleges also participated in the event.



Prof. Anindita Banerjee  
In-Charge  
Mass Media

## BMM Student's Talk

The Mass Media department has always been bustling with activities that have kept us, students, always on our toes and helping

us explore the various facets of journalism. The icing on the cake this year was definitely the first media conclave, Maadhyam. Throughout the conclave, I am sure we learned a lot about Media and its impact on various fields. Not only about learning but everyone was filled with some or the other little known facts about Media. Activities such as this give us a lot to think on and bring to life all the knowledge we have gained from the syllabus.



Ms. Samiksha Kale  
S.Y.BMM

## Department of Mass Media & Communication

### Face to Face with Satyajit Sharma

On September 28, 2018, Satyajit Sharma graced VSIT with his presence and knowledge in the field of films, TV, theatre, acting, direction, production, etc. basically, media field as a whole. Satyajit Sharma graduated from the National School of Drama (NSD) and since has worked in different media. For the stage, Satyajit Sharma has worked with directors like Vikram Kapadia of Masque Productions and with Ramu Ramanathan. With Ramu Ramanathan,



Satyajit has done a play titled Collaborators, a satire exposing the fallacies inherent in a democracy such as India. His insight into media was eye opening for the students. During the interactive sessions, he solved all the queries that the students had, related to media. He reiterated the fact that talent matters over network. He was humble and kind enough to let the students know that he is always available for them and he said that he could be the cushion for the students to fall on if they are demotivated or are feeling low in their lives.

### Workshop on Photoshop and Quark Express

Department of BMM, VSIT invited Mr. Neil Maheshwari, to conduct a workshop on Photoshop and Quark Express on the October 24, 2018. It was organised to provide students of First Year, an understanding of Photoshop and Quark Express as it is part of their curriculum. Students of Mass media need to gain practical knowledge of photoshop, identify and describe the major functions of Photoshop and Quark Express. The interaction with Mr. Maheshwari helped the students to get clarity on the subject. It was good to see students exploring the creative aspect of technology. Photoshop allows one to create nearly anything, from simple photoedits, image manipulations, logos, to complete website mock-ups and animations. Adobe Photoshop is an incredible standard image editing software among web designers and image editors. It's a user-friendly software and offers several distinctive tools that assist to unleash creativity in a person. Despite being paid software, Adobe Photoshop is employed by thousands of budding and professional web designers all over the world.

### Workshop on Ad Design



Department of BMM organised a workshop for students of TYBMM (Advertising) for the subject, Ad Design on August 26 and September 02, 2018. This was conducted by Mr. Neil Maheshwari. The objective of the workshop was also to equip the students with an understanding of industry knowledge required to make a career in the field of print and advertising, digital marketing, etc. It is essential to train them with the software knowledge required in the aforementioned industries. Whether one is in business or doing a personal project at home Corel Draw can provide the

software to make the product a success. Since it has several options to edit, cut, and layer the work one is doing, anyone can create newsletters, brochures among many others. There are other software programs for the same but Corel is one of the leading softwares in the industry. So this workshop was very important for students of mass media. It was a very interesting learning experience for them.

### A Filmy Tour to Bollywood City - The Film City



*"I always dreamt of visiting Film city in my life; rather it's everyone's dream as Bollywood is one of the major sources of our entertainment. We, students being part of Vidyankar School of Information Technology, BMM 2018, got the opportunity to visit The Film City located at Goregaon East, Mumbai. It was indeed a remarkable day!"*  
– Ms. Pooja Devnath (T.Y.BMM)

**"By giving us the opinions of the uneducated, journalism keeps us in touch with the ignorance of the community." - Oscar Wilde**