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From the HOD's Desk



Miss. Anandita Banerjee
HOD of BMM Department

The media industry is seeing a paradigm shift with new trends and emerging possibilities, spurred by the evolving technology and industry growth. It is becoming difficult for those in this industry to keep pace with these trends. Shifting cultural behaviours, rising customer expectations and the on-going deviations are making it an arduous task for the industry to compete and adjust. Innovation is now the key.

This is the era of content generation. User generated content have created possibilities of sharing, collaboration, conversation and linkage of content and comments which makes platforms like Facebook and You Tube engaging and popular.

Since the younger generation prefers mobile platforms over their computer screen, content providers use technology to bring news and videos to the medium of choice and making their content accessible in multiple

platforms through apps, websites or email subscriptions.

Owing to the increasing online presence of consumers, corporate companies have started turning to online advertising systems to market their products and services. From business executives to politicians, it has become an effective, cost-saving, reliable and time-consistent way to advertise.

Now-a-days it has become imperative to have a strong social media policy to attract consumers. Most businesses and media channels run a dedicated web portal along with a host of social media platforms that connect them with millions of readers and consumers globally. Moreover, social media offers viewers a chance to express their views freely, making the content more sensational.

The media and communication sector, which is poised to see a tremendous growth in the upcoming years is transforming rapidly. It is witnessing notable trends that would propel the industry further in the years to come. The evolving horizon of Mass Communication is luring the prospects of exciting careers and so the hype for education in this field is quite high.

May Marathi

May Marathi an auspicious event, this year was celebrating its 15th year of celebration of the event. The chief guest and director of the event this year was respected Ashok Hande sir in presence of Principal Dr. Rohini Kelkar and Vice Principals Asif Rampurvala sir and Vijay Gawde sir followed with faculty members and students of the campus.

The event was amazing collections of colours, sound and lights which includes Marathi songs ,dance forms like Lavani and Drama.



VCMT 2019

Vidyalankar organized its sixth annual international conference, VCMT 2019 on February 08 and 09, 2019. The two-day conference brought, under one roof, research scholars, academicians, subject experts and eminent personalities. The objective of the conference is to provide a common forum to disseminate the knowledge of academic excellence. The conference aims to discover and keep the Academic Community updated with latest developments in the domain of innovative ways of managing Business in the fiercely competitive era. The theme of the conference was "Policy Initiatives of the Government of India – Appraisal and Assessment".



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

— Mahatma Gandhi

AMP Workshop



IQAC and Department of Information Technology of Mulund College of Commerce in association with Ad-hoc board of Studies in I.T., University of Mumbai organised two-day workshop on revised syllabus of T.Y.B.Sc.(I.T.) Sem VI in the subject of "Advanced Mobile Programming" on 8th & 9th January, 2019.

Web Development Workshop



On 2nd, February 2019 ACM (VSIT) in a collaborative event with ACM (VIT) organized a workshop on Earning Revenue through Web Development. The primary aim of the workshop was to teach student's the various methods and techniques by which an individual can create a web based platform by means of which it can be possible to earn revenue.

The workshop instructor was Mr. Pranav Nerurkar who is a VJTI PHD student. He gave information on various web applications to the students. They showed active participation and the workshop was poised for a lively and an interactive session.

Seminar on Cyber Security

CSI-VSIT and Cyber Frat organized a seminar on "Cyber Security with Emerging Technologies" which was on 22nd Feb 2019. This seminar was taken by Mr. Gaurav Bhatra a certified Cyber Security Professional and an Ethical Hacker. He is a founder of a community named Cyber Fraternity. The main motive of this community is to help people understand the risk of operating the digital world, providing the ability to detect, investigate and respond to cyber threats. The motto of this seminar was to make students aware of cyber threats and job opportunities in the field of Cyber Security.

Department of Information Technology

Moodle Workshop

The moodle session was conducted on Friday, 7th December for Cluster mentors and year in-charges by Mr. Ajay Poojary.

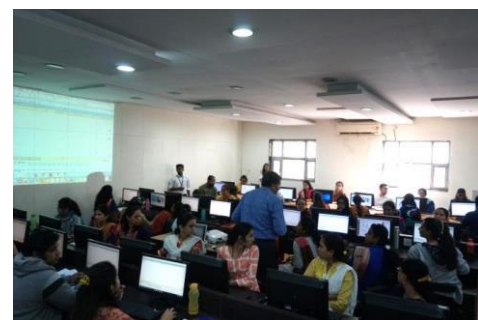
On Saturday, 8th December at 11:30 am, the moodle session was conducted for faculty members of Information Technology department by Mr. Ajay Poojary, Ms. Pushpa Mahapatro and



Ms. Sanjeela Sagar. During the session the faculty members were added to different subjects year-wise. The attendance module was explained. The faculty members created attendance for different divisions and added sessions lecture-wise.

SiC Workshop

A One-day workshop was held on revised syllabus in the subject of "Security in Computing" for T.Y.B.Sc. I.T. Semester VI, on Thursday, 3rd January, 2019, organised by Vidyalankar School of Information Technology's Internal Quality Assurance Cell And Department of Information Technology in association with Ad-hoc Board of Studies in IT, University of Mumbai. The chairperson of event was Prof.Hiren Dand", H.O.D (I.T) Mulund College of Commerce who spoke about threats that are happening now a days in mobile computing. The resource person Prof. Mandar Bhave provided hands on sessions to the faculty members on the above-mentioned subject.



V-Ideas Winner

Sr. No.	Students	College	Topic	Prize	Guide
1	Ashish Jaiswal	K.J.Somaiya	Motorized Follow Focus MOTTO FFT Tripod	Best Prize	Sabir M. Shaikh
2	Karan Gosai, Siddhant Bangera	Elphiston College	Augmented Reality (AR) Food 360	1 st Prize	Pushpa Mahapatrao
3	George Kennedy, Sirija	Elphiston College	Radiation Detector	2 nd Prize	Prachi Mahajan
4	Burhanudin Kagdi, Owais Ansari	Pillai College	Hand Gesture based Robotic Vehicle	1 st prize	Payal Shah
5	Sameeksha Mestry, Mahendra Guballa	St.Xavier College	Agro saviour	1 st prize	Ashwini Koyande
6	Darshit Sutar, Siddhant Alhat	K.J.Somaiya	Androparking	1 st Prize	Pushpa Mahapatrao
7	Suraj Adke, Sai Warekar	Tolani College	Intelligent collision detection and avoidance system on aerial work platforms	1 st Prize	Sabir M. Shaikh

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— Mahatma Gandhi

FY BBI Achievements

SR.NO	NAMES	ACHIEVEMENTS
1	Arnav Chitari	Quiz Competition-Swami Vivekanand College,Chembur
2	Simran Parte	Participate in essay writing competition and won first prize in "Importance in Dress code"
3	Rutika	Won first place in street play (UDAAN fest)

SY BBI Achievements

SR.NO	NAMES	ACHIEVEMENTS
1	Sohel siraj nawab	Academic second place achieved in FYBBI SEM 1
2	Prajit Kumar Mishra	Certificate of achievement for class and subject topper in BBI for semester 1 and semester 2
3	Hitesh Prajapati	NSS university level yoga camp
4	Nityasagar Anandraj	Playing basketball for Air Canada / Played for India Under17 boys in Sweden (2014)
5	Pradeep	Won first prize "What's in the crate " – Khalsa college

TY BBI Achievements

SR.NO	NAMES	ACHIEVEMENTS
1	Antara Manas Manik, Himanshu jain	Jugad(crisis management) won second price from Ratnam college
2	Vidhi Mistry	Presentation competition at NKT and Ratnam college (participation certificate)
3	Priyanka Bind	Participated in Thug of war
4	Akash surve	BIZCON (BIZQUIZ)

Department of Commerce & Accountancy

Industrial Visit to Mahanand

Department of B.Com Accounting and Finance arranged Industrial Visit to Mahanand Dairy for First year BAF & BBI students on 18th February, 2019 Monday. The number of students participated for the same were around 65

Students how the milk was brought from various districts in large cold storage and after arriving how the fats were measured using various machines which had various functions like standardization, Pasteurization and homogenization of milk

The industrial visit ended successfully. Students visited the organization and gained complete practical knowledge of the working of the dairy plant. This visit bridged the gap between the theory learnt and the practical aspects.

Faculty members that accompanied them were Dr. Ashwini Joshi, Prof. Prathma Nemane, Prof. J Gunasundari, Prof. Monica Thapar, Prof. Pooja Jogu, Prof.Kavitha.M, Prof. Snehaprabha Katti and Prof.Shreyas Bondre



Activities conducted by Commerce Department

Date & Month	Name of the Event	Participants	Organised By
18th Dec 2018	Digital Marketing	FY, SY and TYBBI	ATS learning Solutions
24th Dec -31st Dec 2018	NSS Camp	NSS Students	VSIT – NSS Unit
12th & 13th January 2019	Finance Fair 2019, Invest with Confidence	BBI Students	Lokamanya Seva Sangh, Parle, P.V.Bhagwat Investment guidance cell
12th January 2019	Project guidance by Alumni student	TYBBI	Mr.Ganesh Chaurisya, Mr.Isaki Muthu and Ms.Gayathri sahu of 2016-2017 passed out batch students guided the current TYBBI for project
21st January 2019	Training for Placement (IKS Health Academy)	TYBBI	Ms. Rumeli Sharma gave tips to students on "How to Crack the HR Interview and Group Discussion"
29th January 2019	Parikasha Pe Charcha	FYBBI	Prime Minister Narendra Modi Ji interacted with students how to crack exams and it was shown to students
7th February 2019	Session on "How to make Google form"	FYBBI	BBI Department – Ms. Sindhu Krishnan

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

- Bill Moyers

Industrial Visit to Coca-Cola

An industrial visit to Coca Cola company, Thane, was organized by VSIT on 26th February, 2019. A total of 86 students and 4 faculty members visited the plant. Taking into consideration the safety of students, 2 government S.T Transport buses were arranged. This visit included F.Y & S.Y BMS students. At approximate 2:30 p.m. we reached at Coca Cola Company, which is popular in beverage brands around the world. All students and faculties were instructed about the safety and security measures during the bottling plant visit. The industry has a complete infrastructure built on giving more space to the greenery which really attracts and adds up to the serenity to it. All the process involved in making cold drink beverages were shown by the Plant Co-ordinator Mr. Suryakant Jagdane i.e blowing bottles from the small test tube looking structure, washing and cleaning the bottles, adding sugar syrup the bottles, essence of the cold drink and filling carbon dioxide. Further the bottle goes for processing, then filtering, seal packing, labelling, packaging and this is further sent to warehouse.

Yoga Session



Management department of VSIT arranged Yoga session for the students of T.Y.B.M.S (HR) Management department. Session was conducted by internal yoga instructor and National yoga champion Ms. Pooja Banegra along with his colleague, Nikhil. Various asana were demonstrated and followed by Omkar chanting. Students had performed total 10 asana and the list of asanas are as follow: Marjarasana A, Marjarasana B, Tripad Marjarasana, Ardha pavana muktasana, Utthita ekapadasana, Sulabha ardha dronasana, Poorva bhujangasana, Ardha Shalabhasana, Sulabha uttana vakrasana, Omkar sadhana.

Warm up exercises were taken, and all the students performed asana and importance of these were explained simultaneously.

Department of Management

Skill Development Training Program



A Skill development training program was conducted for the students of FYBMS on January 28, 2019. It was held in M 101 between 10 am and 12:30 pm. A total of 30 students were selected and present for the training. The trainer for the session was Ms. Urvashi Chawla, a corporate trainer from Personal Excellency who arrived with the Head of Operations, Navisha. Naved Sheikh of FYBMS A welcomed the trainer and introduced her to the participants. Ms. Chawla commenced the session with a brief account of her college days and struck a chord with the students. She spoke to them about the pressure on college students to live up to multiple standards and insisted that it's important to collect credentials in order to package oneself as an asset compared to one's counterparts.

Confidence Booster Training



Session III & IV for Commerce & Management students was conducted in the month of January, 2019. This time it was based on presentations, team building, managerial effectiveness & interview skills. There were total 6 beneficiary batches, each consisted of 35 students approximately. This program was held in college premises, venue for the same was Y Block Seminar Hall. It was 8 hours training daily from 8th January to 22nd January, 2019 and this 2 sessions lasted for 2 days per batch.

First day of Session III, started with summarization of Session I & II. Students were made comfortable and calm, before the training began. There was a pre-training assignment given to the trainees, in which they were asked to make 10 minutes' group presentations. Topics were allotted to each group in all the batches, as per their course specialization. Trainers interrogated each student about their presentations, to ensure that every student had made contribution in making the group ppt.

Second day focused on improving interview skills of the students. It started well with a power packed motivational speech, by renowned motivational trainers Mr. Sameer Narad and Mr. Akshay Dhamal. This speech was based on the power of human mind and it was simplified to students, to make them understand, how is our mind capable of achieving anything and everything, but only when it is put to proper use. An instance of a water experiment was shown, in which it is proven by a famous Japanese scientist Dr. Masaru Emoto, who says water has consciousness and it changes shape and structure based on our words. This proves, "the words that we speak, has the power to change our world". The trainer taught 2 powerful ways to use mind power to make every dream come true: - visualization and affirmations. This was followed by how diet plays an important role, difference between hard work and smart work, breathing exercise and super brain yoga.

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

- Bill Moyers

Seminar on Advertising

On 28th February 2019 a detailed seminar was held at Vidyalkar School of Information Technology for the Second Year students of Mass Media. The guest speaker, Mr. Lailesh Masurekar is the Owner of an Advertising agency. Mr. Lailesh Masurekar took over the seminar explaining what Advertising is all about and how students should pursue the Advertising field. He spoke about the challenges in advertising industry and how one can overcome them successfully. Sir also spoke about the Benefits of Advertising industry in India and made students aware that specialisation in their interest could make them excel in this field. Students attended this seminar and got a clear picture of the future prospects. I would like to thank Ms. Anindita Banerjee, the organiser of this informative lecture.

Workshop on Consumer Experience

A workshop on Consumer Experience was conducted by Ms. Arzoo Sachdeva of Neoniche Integrated Solutions Pvt. Ltd., on 19th January, 2019. Ms. Arzoo interacted with the students and gave them an idea about the latest trends in advertising and how Consumer experience has to be kept in mind to design a marketing or advertising strategy.

The students were asked to create # ten years Challenge which had become popular in Social Media. The prizes were given away to Varun Mishra and Gurudatta and consolation prize was won by Dinesh of SYBMM.

Department of Mass Media & Communication

Acting Workshop

The BMM Department of VSIT organised an acting workshop on 30th January, 2019. The workshop was held by the spontaneous actor Shiv Sir. The workshop commenced with a few acting basics which is the key to pursue acting. The next activity was improve monologue in which the students had to enact non-living things such as a bag, a lipstick, etc. which pushed their boundaries of imagination. After that a fun activity of "Freeze & Release" was conducted wherein two or more people had to continuously converse until they were replaced by another student. In between these exercises, sir gave tips to the students on how to give a firm handshake, how to ace interviews, how to prepare for auditions, etc

One of the major statements that he focused on was "Every Person Is A Born Actor!" He emphasised on hard work and talent being important features of a good actor and also that the height, weight, colour of a person do not have much value. He also told the students that difficulties, obstacles and failures are the stepping stones of being successful.

In the latter half of the workshop, all the students were divided into groups and each group was given a product to advertise. By this activity he made sure that each and every person got an opportunity to act and made the students come out of their comfort zone. Few students were then given some individual acts on some serious issues which brought out the real actor in them, some of the hidden actors were also discovered in the workshop.



Documentary Workshop

On 24th January 2019 perspectives were transformed on documentaries and their making through an incredible workshop conducted by VSIT BMM Department and mentored by Prof. Anindita Banerji, Prof. Nima John and Prof. Ranjit Anand with Ms. Nidhi Tuli, an award winning director with keen eye on human stories, being the chief guest of the workshop.

The workshop initiated by the anchor Nikhil Miranda (FYBMM) by introducing our chief guest to the students followed with a speech delivered by Ms. Tuli. The session started by asking students their approach towards documentaries, little did they know that it was about to change. She shared her journey and experiences in the industry which left the students in awe.

'Ladies Special' (2003) her first made documentary was showcased for the students. It depicted the lives of the women traveling by Mumbai trains. Celebrating festivals, sense of togetherness, comfort and something as complex as giving birth in times of need. They found peace in the world of chaos around them. A train becoming something so special, a protagonist. It was a tangent never seen. As the documentary ended, a discussion was held with the students where all of their questions were answered and explained by our speaker's expertise.

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