

B. K. BIRLA COLLEGE वृत्तांत

#BirlaCollegeNewsletter

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B. K. Birla College
Kalyan

NSS Branch of Birla College organized Blood Donation Camp.

One day blood donation camp was organized by the NSS unit of B. K. Birla College in collaboration with Nair Blood Bank, on 1st December.

1st December is celebrated as World Aids Day across the globe since 1988. The increasing danger of this disease is high because of blood transfusion. Creating awareness in the minds of youth, the NSS also had conducted HIV, CBC and Thalassemia tests as well. 191 people registered for these tests. 111 units of blood were collected of 350cc each. 20 donors were rejected as they were suffering from Anemia.



“India’s Pharma: A window of Opportunities”- Dr. Kirti Aphale

“2019 expects Indian Pharma markets to boom as leading companies are making an entry in Indian markets. Call it opportunistic volume gains or seeking new growth options” said Dr. **Kirti Aphale**, an accomplished professional in the field of Pharmaceuticals, while addressing the students of Microbiology. She delivered a lecture on ‘Introduction to Pharma Industry’.

The speaker briefed on the stages of development and production of a drug, releasing of the drug into the market. She also elaborated on different types of instruments used for producing the drugs and how good manufacturing practices are essential in the pharmaceutical industry. Apart from providing knowledge about the industry, the speaker gave a virtual presentation which caught the attention of the students.

30 graduate and under graduate students from the Department of Microbiology gained benefits of the lecture on 14th December. The was conducted by Dr. A. M. Deshmukh, Former Professor & Head, Dept. of Microbiology, Dr. Babasaheb Ambedkar Marathwada University, Aurangabad & President, Microbiologist Society.



Nosocomial Infections in India: The Unaddressed Lacunae!

Changing lifestyle is an invitation to new diseases. And hospitalization goes without saying. Delivering quality care has become more essential for hospitals. Hospital-Acquired-Infections are on rise. The students who are pursuing their education in Microbiology have to update themselves on these new coming diseases.

For this, **Dr. Dhruv Mamtora**, Head of the Department, Department of Microbiology, (**University of Mumbai**) Consultant Microbiologist & Infection Control Officer, Raheja Hospital threw a light on Nosocomial Infection and Drug Resistance on 15th December 2018.



Two days literature festival kicks off

'Lang-Lit' an inter-collegiate linguistic and literary fest, was conducted by the Department of English on 14th and 15th December, 2018, to provide a forum to the young and enthusiastic English language learners.

The objective was to motivate them to hone their spoken and written competencies in English language and to develop a competitive spirit amongst them.

Under the banner of English Literary Association, seven competitions: Spell it right, Test your Lexicon, Literary Quiz, Recite a Poem, Narrate a Story, Speak-a-Minute and Group Discussion were held.

Dr. Rajshree Trivedi, Associate Professor, department of English, Maniben Nanawati Women's College, SNDTWU, Vile Parle, Mumbai, was the chief guest on the occasion who inaugurated the event on the first day i.e. Friday, 14 December 2018.

CA C. D Phadke, Vice-Principal, Department of Commerce and Prof. Shailesh Shrivastava motivated the students through their presence in the inaugural function and addressed the students.

Second day, the in-house judges were Prof. Shailesh Shrivastava, Head, Department of History, Dr. M. K. Dhaliwal, Head, Department of Micro-biology, and Dr. Vinod Narayane, Department of Zoology, Birla College, Kalyan.

This year, Demosthenes Rotating Trophy was instituted along with three cash prizes of Rs. 2100/- (Overall Championship), Rs. 1500/- (First Runner-Up) and Rs.1000/- (Second Runner-Up) respectively to further motivate the students for participating in this student-centric activity.

Sixty-eight (68) students from other colleges of Mumbai University participated in the above-mentioned competitions.

Jina Maria of TYBA (English Literature), B. K. Birla College, was declared the Overall Champion. Tanmay Bhambre of SYBA (English Literature), B. K. Birla College, won the Second Runner Up Award and Shipra Singh of FYBA (English Literature), B. K. Birla College, won the Second Runner-Up Award.

Besides these awards, prizes and certificates were also distributed to those who won individual competitions.

Azima Usmani, Purnima Vaze Kelkar of the Department of English, Junior Section, Rupali Mishra of the Department of Economics, Junior Section and Pallavi Kshatriya, Department of History, Junior Section, helped immensely in evaluating answer sheets of the written competitions on the first day.

Overall 50 certificates were distributed to students of our college and other colleges for winning prizes in different competitions. Demosthenes Trophy, cash prizes and certificates were given away at the hands of Dr. Naresh Chandra, Director, Dr. Avinash Patil, Principal and Prof. Shailesh

Shrivastav who was kind enough to grace the valedictory function by their presence. Nearly 500 students attended and participated in this exclusive two-day activity.



REPORT OF: THEOREM A MONTH

Department of Mathematics, organized '**THEOREM A MONTH**' on 15th December, 2018 under **STAR COLLEGE SCHEME, DBT- NEW DELHI**.

The speaker for the session was Dr. Shripad Garge, Assistant Professor, IIT Bombay. The topic of the lecture was '**Locating** (Plotting) Eigen values'. The lecture was conducted in Room No. 213, IT Building, from 12.00 noon to 1.30 p.m.

The lecture was attended by around 30 students and 04 faculties. At the end of the lecture, refreshments were given.



CSR Communication through the lens of New Media.

“Gone are the days when an organization was established only for generating profits. Now-a-days companies follow statute of “Customer is God” and seek paying respect to him first. In this, Media plays a major role. Earlier, in USA, we had news at 5 p.m. for 1 hour and at 10 p.m. for 1 hour. Now, we have 24*7 news channels. The media is so simplified that take a video in phone and that’s in news” said Dr. Susana Velez-Castrillon, Associate Professor, University of West Georgia while interacting with the students of Mass Media on CSR (Corporate Social Responsibility).

She elaborated the importance of New Media; Social Media through a case study of British Airways. One of the passengers travelling through British Airways had lost luggage. The Airways were not responding to calls, neither was answering to the mails. The passenger then uploaded the complaint on Google. So when anyone searched for British Airways first saw the complaint of lost luggage. Now every organisation is in the wake of building a healthy reputation. They have a special Social Media team working from Monday to Friday for 9 hours. Through the lens of Social Media, the organizations reach to people and generate customers. This is helping them in building strong relations among societies.

Department of Public Relations of UWG runs campaigns through social media, raises funds and creates an opportunity to help. They conduct an event, ‘Hackathon’, where they list the problems for their community and try solving them through Social Media’s help.

The interactive session was attended by around 90 students of Mass Media.



Students of Mass Media enhancing their knowledge on CSR Communication

Go Natural, Say No To Chemicals!!!

A workshop on making of natural colours and cosmetics

Colours are part of life. Today we are having different varieties of artificial colours which used in every field like cosmetics. The use of such colors causes harmful effects to the environment as well as to the living organisms. To minimize these effects, various colours obtained from natural products are in demand today. To spread awareness about natural colours, Department of Zoology along with Department of Environmental Sciences organized a one-day workshop on 'Making of Natural Colours and Cosmetics' under Star Status Scheme on 18th December 2018 as a pre Pravah activity. Mrs. Hemangi Sawant, Coordinator, Paryavaran Dakshata Mandal, Dombivili, a NGO was invited as a resource person for the workshop. Total 60 students from different Departments like Environmental Sciences and Biotechnology participated in the workshop. The workshop was divided in two sessions:



Lecture by Mrs. Hemangi Sawant, Paryavaran Dakshata Manch, Dombivli

Session I: Making of Natural Colours

Mrs. Hemangi Sawant delivered a lecture on 'Why to use Natural Colours?'. After the lecture, extraction of colours from natural products like flowers, vegetables, etc. was demonstrated. Different colours were extracted as shown below:

Source	Colour
Beetroot	Wine red
Spinach	Green
Katha	Brown
Gooseberry	Black
Mehendi	Red, green
Turmeric	Yellow
Marigold flowers	Orange, yellow

The colours were made by simple process of grinding and filtration. The powder form of some natural colours were also shown to all participants.

Session II: Making of Natural Cosmetics



Colors made using natural ingredients

The session started with a lecture on harmful effects of chemically synthesized cosmetics. In this session, demonstrations of making of some natural cosmetics were conducted. Cosmetics like lip balm, rose water, kajal, etc. were made by using some natural ingredients. The advantages of natural cosmetics include cost effective, no side effect no body after application and simple making procedure.

It was informed to all participants that we cannot eliminate use of artificial colours completely but we can minimize its use and opt for natural colours in our day to day life. The session ended with a Vote of Thanks by Mrs. Vandana Gupta.

Genetically Modified Organisms on bag!!!

Fabric bag painting competition (Intracollegiate) was arranged by the Department of Biotechnology on the 19th of December 2018. The event was held under the Pre Pravah 2018-19 events.

The theme for painting was Genetically Modified organisms (GMO's). 15 students from different departments of the college had actively participated in the competition. 2 hours were given for the students to complete the painting. Dr. Sonali Patil, In Charge, Department of Bioanalytical Sciences, was invited as a judge for the competition. 1st, 2nd and 3rd prize winners were declared.



Students actively participating in Bag Painting competition held by Department of Biotechnology

“Birlotsav” cheers students to unearth hidden talents!!!

“Hum honge, lights honghi, ek huge audience honghi, aur hoga music jiske har beat mein zindagi hogi, Zindagi” a dream of every collegian to perform live shows. College, a place where the pupils are given platform for their performance by conducting various inter and intra collegiate activities. Birlotsav, a fest combining arts and days is conducted by Arts Circle. It is one such event where students and staff wait for entire year, is conducted in the month of December. A time when the entire campus of Birla College turns colourful, vibrant and adds new zindagi.

This year the Birlotsav was conducted on 21st, 22nd and 24th. The event was conducted in three different phases. 13 different competitions which helped students to polish their talents were conducted in the form of Literary Arts, Fine Arts and Performing Arts. Elocution, Debate, Poetry Writing, Solo Singing, Group Singing, Solo Dance, Group Dance, Band was the vying that was conducted. Mobile Photography, Man v/s Food were the new additions this year. On 21st and 22nd the contest was conducted for Intra College students. The contestants were tough enough for the judgments. The winners of Intra College were then sent for Inter Collegiate competition which was held on 4th of January.

24th was the day when the College had to announce the Miss Birla, Mr. Birla and Miss Versatile. The entire process from generation of form till selecting the candidates and making them walk on the ramp was taken care by Department of Management Studies. The grand finale of this was conducted in lawn, where the contest was enfolded in three rounds. First round is the Introduction round, where selected finalist students were asked to introduce themselves in 2 minutes. Second round was Walking the Ramp in which pupils tap on the songs in variations. Third and final round is of Question and Answer. Questions were asked on Current Affairs. Passing all the three rounds successfully, Mr. Birla title was bagged by Abhishek Thilkan, Miss Birla was bagged by Anjali Menon. Mr. Birla runner up title was bagged by Sushant Abhraham and Miss Birla runner up was Hinesha Sonar. The college also has Miss Versatile title which was bagged by Pooja Gangan and Mr. Versatile by Abhishek Thilkan. The Runner ups for the Versatile were Mr. Aditya Shippalkar and Miss. Tejal Naik.

The other students enjoyed different types of days. Chocolate Day, Tie and Saree Day, Traditional Day, Retro Day, Squad Day were the few which were popular amongst collegians.

This three-day event involved the entire college for conducting competitions which are based on their Departments and current trends in industry. It creates a link between the practical and theory based application. Cultural bonding between staff and students bring the vibes of positivity in the atmosphere. The event which started its journey from 1984 is increasing its legacy and updating itself every year.

Students get chance to hone skills at NSS camp

The seven-day residential camp of National Service Scheme (NSS) gave the volunteer students of B. K. Birla College a chance to explore their talents and involve themselves in social service. The camp was held in All Saints High School, Bhiwandi.



The NSS volunteers during the Residential Camp performing the activity of Zilla Parishad School. The painting added new colours in the life of the kids of Lonad village.

The NSS Volunteers created awareness in the village through the medium of Street Play.



Apart from this, guest lectures on social activities like superstition eradication, disaster management, understanding the constitution were arranged. The competitions like poster making, elocution were conducted to enhance the personality, boost the confidence and develop soft skills amongst the students.

Shri B. S. Bidve, NSS Coordinator, University of Mumbai; Dr. Naresh Chandra, Director, B. K. Birla College; Dr. Avinash Patil, Principal, B. K. Birla college, Dr. A. P. Mahajan, Principal, Pragati College visited the camp site. Other faculties visited the camp and motivated students to do good for the society.

