

B. K. BIRLA COLLEGE

#BirlaCollegeNewsletter

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FEBRUARY

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B. K. Birla College

Kalyan

What's that coming down the track!!!

Management Express wheels down on Management Day.

Collegians like to celebrate various days in college. Traditional Day, Tie Day and Chocolate Day are favourites among them. Apart from these days, the Department of Management Studies celebrated educational days like Banking Day, Finance Day, Management Day and so on....

'Management Express' was the theme for this year's Management Day. The express was flagged off by Dr. Santrupt Misra, CEO, Birla Carbon; Director, Chemicals, Director, Human Resources, Aditya Birla Group; Shri Arun Gaur, Chief Human Resources Officer, Century Textiles and Industries Ltd. in presence of Shri O. R. Chitlange, Chairman, Governing Council, B. K. Birla College; Shri Subodh Dave, Vice-Chairman, Governing Council, B. K. Birla College; Dr. Naresh Chandra, Director, B. K. Birla College and Vice-Principals on 2nd of February.

The express displayed 54 coaches. 24 Coaches displayed the business commenced by students under Entrepreneurship Cell, 9 Coaches presented the Business Etiquette and 9 Compartments were of Financial Markets. 9 coaches displayed the 7 P's of Marketing. 462 passengers boarded the express. The express was stationed successfully under the coach Mrs. Sheetal Kejriwal.



Birla College gears up for convocation ceremony

For many, February is just the month when spring appears, but for the recent graduates this is the momentous month- the month of Graduation Ceremony! The Mumbai University handed over the Convocation certificates to colleges recently. The B. K. Birla College celebrated its Convocation ceremony on 6th February.

A Golden Day

This year's convocation day was marked special. The visit of Padma Bhushan Smt. Rajashreeji Birla was a golden moment for the students and staff of B. K. Birla College. She is the Chairperson of the Aditya Birla Center for Community Initiatives and Rural Development. She arrived at the school gate and was received by Shri O. R. Chitlange, Chairman, Governing Council, B. K. Birla College; Dr. Naresh Chandra, Director, B. K. Birla College and Dr. Avinash Patil, Principal, B. K. Birla College. She acknowledged the Guard of Honour by NCC Cadets.



The Academic Procession

Academic procession was led by Mr. B. S. Wadekar, Controller of Examination. The Academic Procession was joined by Shri. O. R. Chitlange, Chairman, Governing Council, B. K. Birla College; Shri Subodh Dave, Vice Chairman, Governing Council, B. K. Birla College; Dr. Naresh Chandra, Director, B. K. Birla College; Dr. Avinash Patil, Principal, B. K. Birla College and members of Governing Council wearing White Robes; Vice Principals dressed in Red Robes, HODs were distinguished in Blue coloured Robes and students geared in Navy Blue coloured gowns for ceremony.



A Mixed Feeling

“Convocation is a really big day in any student’s life and I am having mixed feelings about it”, says Mrunmayi Nannaware, a BMM graduate during the Convocation Ceremony. “I would be returning to college after a long time. It’s really an exciting feeling to come to college after such a long time to collect convocation” added Mrunmayi.



An Appreciation

Ms. Lakshita Soni was compere of the event who beautifully expressed about the much awaited event as a sense of satisfaction for students and proud moment for college. Proud moment to organize the ceremony in which 84 Degrees were awarded which is outcome of hard work and teamwork of students, Teachers, College Staff, parents, and Patrons. The college is indeed blessed to be guided by Dr. Naresh Chandra who is source of never ending inspiration to all.

Director's Golden Words

Dr. Naresh Chandra Director (Education) made welcome address and Brief Report. He expressed the happiness to have the respectable patron at college for the degree distribution ceremony as her passion for education is admirable. The patron is well known for humility and simplicity which is really commendable, Dr. Naresh Chandra expressed. To receive degree in the hands of such a renounced person is great honour and pride which the awardees will cherish forever. He assured the students guidance and help if needed to transform dreams into reality. He briefed about the journey of the college since June 1972 and its various accreditation and achievements so far. The college works for the holistic development of students. He appreciated the students for their academic, extra-curricular and co-curricular achievements. Many students Team like NCC Cadets, Yoga Team, were called upon with lot of appreciation and respect for their achievements for getting gold medals, creating coveted positions and Records. Dr. Naresh Chandra concluded his speech by assuring that the college will maintain culture and values of great patron.

An Introduction from Principal

Dr. Aviansh Patil, Principal, B. K. Birla College made introduction of Padma Bhushan Smt. Rajashree ji Birla. Mrs. Birla is regarded as an icon in the CSR domain, and is a role model for all of us in India and beyond. Mrs. Birla through her visionary leadership has made a difference to the lives of millions. The renowned philanthropist Rajashree Birla is the Director on the Board of all the major Aditya Birla Group of Companies: viz., Aditya Birla Nuvo, UltraTech Cement Ltd., Grasim and Hindalco. She is also the Director of the Aditya Group's International Companies in Thailand, Egypt, Indonesia and Philippines. Besides, she is the Chairperson of the Aditya Birla Center for Community Initiatives and Rural Development, which oversees the corporate social responsibility programs and projects of the Aditya Birla Group (ABG) across thirty companies. Rajashree Birla's exemplary leadership in corporate philanthropy is significantly felt by the extent of the reach of the Aditya Birla Centre for Community Initiatives and Rural Development. As Chairperson of the Aditya Birla Centre for Community Initiatives and Rural Development, the apex body responsible for development projects, Mrs. Birla oversees the Group's social and welfare driven work across 30 companies.

Laurels to our Patron

Mrs. Birla received “The Economic Times’ Corporate Citizen 2001-2002 Award” on behalf of the Group. The Rotary Club of Bombay conferred “The Citizen of Bombay Award 2003”, while the Rotarians in Action named her for “The Seva Shiromani Award”, and the Archana Trust honoured her as “The Woman Achiever – 2001”. “The Pride of India” Award was bestowed on her by the Rotary Clubs of Mulund – 2004. As a patron of arts and culture, Mrs. Birla heads the “Sangeet Kala Kendra”, as its President. She lives in Mumbai with her son Kumar Mangalam Birla, Daughter in law Neerjaji Birla and grand children

Bhoomi Poojan for new building performed at the hands of Padma Bhushan Mrs. Rajashree Birla

The Bhoomi Poojan for new building was performed at the hands of Padma Bhushan Mrs. Rajashree Birla in the presence of members of Governing Council, Director, Principal, Vice-Principal and the invited dignitaries.



Grand Felicitation of Mrs. Rajashree Birla at the hands of Kalyankars!



Padma Bhushan Mrs. Rajashree Birla was felicitated at the hands of Kalyankars. It was a proud moment for the citizens of Kalyan to have such big personality in the town. The felicitation received a grand welcome in traditional style.



Help the students understand the link between Radiation and Environment

Many forms of "radiation" are encountered in the natural environment and are produced by modern technology. Most of them have the potential for both beneficial and harmful effects. Even sunlight, the most essential radiation of all, can be harmful in excessive amounts.

This generation is much behind the usage of technology making a blind eye towards the radiations generated. To provide a brief insight on 'Environment and Radiation', a lecture by eminent scientist was conducted.

Dr. Rama Lokhande was invited to present his researched views on **The Radiation and Environment**. He was a Research Director in Jaipur National University. The lecture was conducted under DBT Star Status.

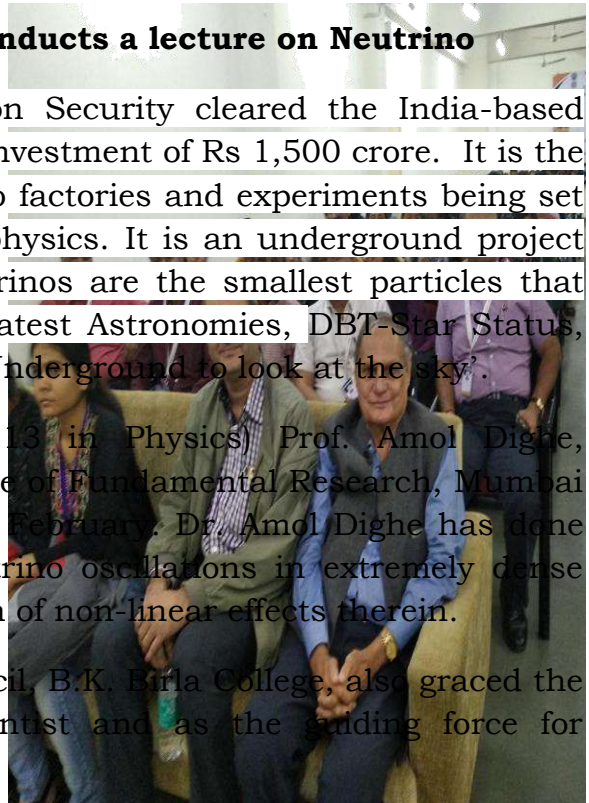
Up above the world so high, like a diamond in the sky...

Science Association of Birla College conducts a lecture on Neutrino

In December 2017, the Cabinet Committee on Security cleared the India-based Neutrino Observatory project, to be built at an investment of Rs 1,500 crore. It is the latest in a series of neutrino detectors, neutrino factories and experiments being set up worldwide to promote research in particle physics. It is an underground project and will comprise a complex of caverns. Neutrinos are the smallest particles that form the universe. To upgrade students with latest Astronomies, DBT-Star Status, Science Association organised a talk on 'Going Underground to look at the sky'.

The Shanti Swarup Bhatnagar Awardee (2013 in Physics) Prof. Amol Dighe, Department of Theoretical Physics, Tata Institute of Fundamental Research, Mumbai was invited under the to deliver a talk on 11th February. Dr. Amol Dighe has done pioneering work in the understanding of Neutrino oscillations in extremely dense media like supernova core and in the elucidation of non-linear effects therein.

Prof. Ashok Pradhan, Member, Governing Council, B.K. Birla College, also graced the occasion as the teacher of the eminent scientist and as the guiding force for development of scientific aptitude in students.



Dr. Amol Dighe delivering speech on Neutrino

Faculty and students listening to the talk by Dr. Dighe

Ek Valentine's Day Aisa Bhi...

Grand Gesture: Mass Media students celebrate Valentine's Day with old age home inmates

Western cultures have been celebrating Valentine's Day as far back as the 14th century. In 18th century England, it evolved into an occasion to express love by presenting flowers, candies, and greeting cards. A day that turns the city in to sensations of fondness, blooms the fragrance of togetherness and love is in the air....

This lies true to youth today. The roses, cards, chocolates and cakes make a cherry on top for this day celebration. The real meaning of Valentine's Day lies in spreading love and bringing smile on the faces of the loved ones.

In a bid to spread love among senior citizens, entertaining them with music and fun, consoling them, the students of Mass Media with specialisation in Journalism, celebrated Valentine's Day with senior citizens of Shanti-Bhavan Old Age Home on 14th February. Instead of giving priority to their social media friends, the students decided to spend time with senior citizens spreading smiles and happiness among them.

As per the interest of the senior citizens, the students gave this second innings place a colourful look and decorated it with balloons and smileys. The conversation on a happy note started between the emerging journalist and senior citizens where they tried making the old people comfortable.



These elderly people have danced on tunes of their life to settle their children, earn livelihood for better living.

But tapping the toes on songs like 'O Mere Sona Re', 'Hai Apna Dil Toh Awara' was like a dream come true for them on this day. They enjoyed moving feet and body to music.



A perfume of affection bloomed in this old age home on this Valentine's Day occasion. People at this age are emotional and constantly in search of ears to listen. A hug is the answer for this feeling where the people of this old age home found their grandchildren through Birlaites.



The youngsters indeed collected a lot of blessings from the experienced souls who happily showered their blessings. The students gifted old age home a basket of fruits as a token of love on this special day. “It was wonderful having many youngsters

here, today. We really appreciate and feel good about their company”, said the sister of this old age home.



R-Con focuses on modern problems with ancient solutions

Dr. Chandra Iyer, Convener of the meeting addressed the research scholars and briefed about research cell activities and the theme of R-con 2018-19. Strengthening Business Agility prepares an organization to create and execute the vision, strategy, and goals. Business agility comprises several serious organizational competences.

Dr. Iyer Emphasized on India has a lot of solutions to the modern business managerial problems and challenges of business dexterity— not just for India but for the whole world. Indian Ethos in Management is becoming very prominent worldwide in Corporate Sectors which is really a proud thing for us as Indians that our old-age wisdom is being acknowledged, studied and adopted, she commented. In R-con 2018-19 the quality of research paper has radically improved and Detail review report is given to the students with grade points which will help them to improve in future research endeavors.

Ms. Esmita Gupta made welcome address and appreciated the selection of theme of conference and appreciated the Department of Management Studies to initiate Research cell activities which is essential in business studies. She highlighted the rich culture of our country and the wisdom one can derive from Bhagavad Gita, Bible, Holy Quran, Ramayana, Mahabharata and other scriptures. Mr. Anil Tiwari, HOD, Department of management studies addressed the research scholars and congratulated them and commented that doing research in UG level is really appreciable. Technical sessions started with felicitating the judges with Tulsi Plant. Dr. Mahadev Yadav, Head, Department of Economics and Dr. Vrunda Nishandar, Department of commerce were in the judgement panel. 19 research papers were

presented. Refreshment break and tea break were given, the technical session started at 11.30 continued till 5.00 pm. Judges gave feedback. The quality of research paper was really amazing considering the UG level and the research cell need a special word of appreciation, they commented. Valedictory function commenced at 5.10 pm. Dr. Avinash Patil, Principal addressed the research scholars and appreciated their research aptitude. He said there is ample of scope for researchers in data mining and business intelligence. Mr. Anil Tiwari, HOD, Department of Management studies expressed gratitude towards the guest of honour CA C. D. Phadke. As a teacher the calm mind and noble approach of CA C. D. Phadke is very inspiring, he said. CA C.D. Phadke was felicitated with shawl, Shriphal and Tulsi Plant. All the five dignitaries released the conference proceedings. Dr. Naresh Chandra, Director (Education) appreciated Department of Management Studies for organizing R-con 2018-19. He congratulated Ms. Sadhana Kapote and Dr.Chandra Iyer for guiding students. Research skill will be extremely useful for students. He emphasized on the importance of Research in career. The holistic personality development is essential; contribute for better society is responsibility of Z generation, Director Sir underlined. The Best paper Research paper and best presenters were given trophy by the dignitaries.

Best Research Papers: Janvi Makhija SYBAF (A) (Expectations of generation z from the employers), Omkar Harkare and Shubham Boke, TY BMS Finance (Recent financial problems with ancient Indian solutions), Jerin Davis and Krishnapriya Prahlad Nair, FY MA Economics, (Exploring the Modern Commercial Hurdles).

Best Presenters: Raj Shete, TY BMS, (Digital marketing – The ace of marketing), Shubham Khairnar, SY BA Economics, (Solutions to economic predicament- through ancient literature), Annet Raphel, SY BAF (Impact of Goods and Services Tax on Trade and Commerce.)

Ms. Sadhana Kapote proposed vote of thanks. In her address she Quoted Karl Marx, he said that research without application is sterile. Students got opportunity to understand how to apply theory in research and test its practicality due to the platform of R-Con 2018-19. On behalf of department, Research Cell and R-Con 2018-19 she expressed gratitude towards Director Sir, Principal Sir and Vice-Principals for gracing the occasion with their presence. She also thanked Participants and organizing committee. Ms.Neha Satha and Mr.Rajendra from SY BMS HRMs compered the programme. With National Anthem the conference was concluded.



Experience Bollywood @ ND

Mass Media and Bollywood are inseparable. Have you ever had a Filmi Dream? Of meeting legendary characters of Indian Cinema, dressing like them, understanding the process of film-making, visiting the real majestic sets of blockbusters films, walking in the grand palaces, experiencing vintage village life, watching Chhatrapati Shivaji's coronation, standing in the court of the Indian Emperor, performing your talent on the big stage with intelligent lights, music & a cheering audience. ND's Film World will fulfill all your dreams.



It's a Theme Park that Celebrates Indian Films, Artists and Film Fans. Spread in 43 Acres, it's got a range of entertaining attractions for that will enthrall across ages. In here, every corner is worth a selfie & every performance will garner a Wow. The entry marks the Box Office with the elephants welcoming the students.



Moving towards the sets, road marks the Filmly Deewar. This wall portrays the posters of films starting from Raja Harishchandra. It is dedicated to 100 years of Cinema. From the very first feature film Raja Harishchandra which was a silent film, released in 1913 by Dhundiraj Govind Phalke or commonly referred as Dadasaheb Phalke to one of the top grossing blockbusters in 2017. Dadasaheb Phalke is the 'father' of Indian Cinema. This wall is made in order to glorify and mark respect to the magnificence of Indian Cinema.



Ahead of Filmy Deewar, one witnesses the Retro Café. The cafe is designed and styled replicating the vintage look of the 70's era.



After having a glance at Café, it was time to witness Big B's Kaun Banega Crorepati famously known as KBC set. The KBC show of 2008 was shot here.



As a student of Mass Media, there's always a curiosity to understand how Pre Production of the Film happens. The insight to Pre Production was provided in Film Factory. Different departments like Make-Up, Costume Designing, Story Board Planning, Prop Requirement, Casting Members is taken care here. 3D models of sets are at display.



Walking out from the Film Factory, one witnesses the feelings of Prince or Princess after entering the set of Prem Ratan Dhan Payo, popularly known as the Royal Palace in the ND Studio



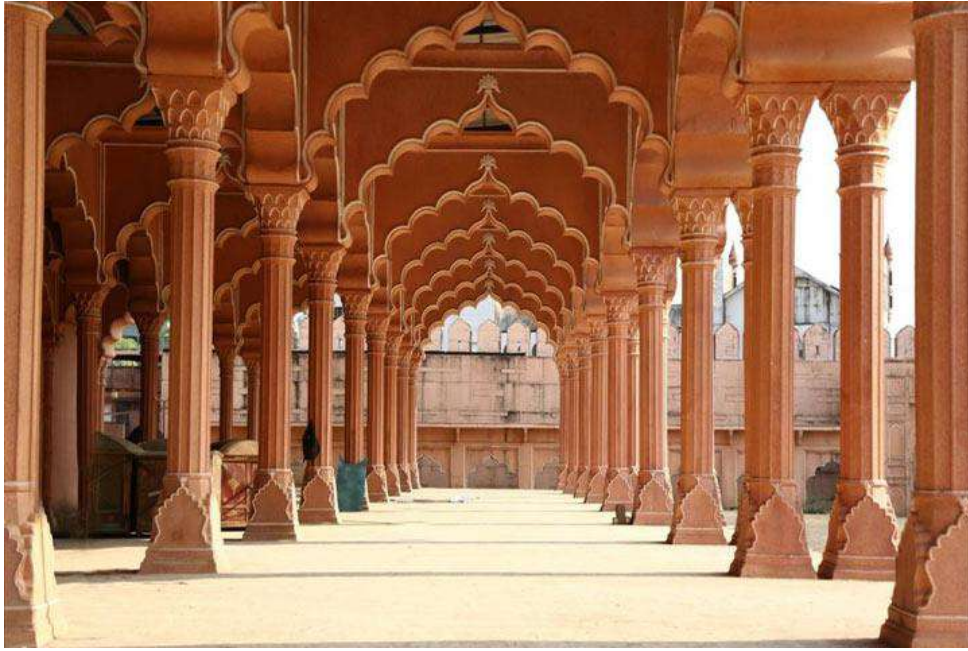
The feel of Being Indian is incomplete without the visit to village. The village created here will make you feel as if you are in a village or will make you want to go to yours. It is called as Mera Gaon Mera Desh.



The visit remains incomplete without experiencing the historic moment of Shivaji's Rajyabhishek. Raja Shic Chatrapati was a milestone witnessed by students in ND.



The students lastly witnessed the Deewan-E-Aaam. This historic set was used for the iconic 2008 Indian historical romance film- Jodhaa Akbar. It was also used for the fiction drama series- Jodha Akbar which was aired on Zee TV.



The work of sets helped students understand the importance of polished skills. The importance of Craftsmanship in individual was highlighted through these sets. The visit ended with a dance show as the students were thrilled after having a glance and understanding the three P's of Cinema: Pre-Production, Production and Post-Production. This visit was arranged for the students of F.Y and S.Y B.M.M on 22nd of February.

National Science Day 2019: Birla College celebrates 'Raman Effect' with Ba-Bapu theme

Commemoration of 150th Birth Anniversary of Ba & Bapu

Theme: Ba & Bapu – Science for Social Welfare

&

Celebration of National Science Day (NSD) – 2019

(Theme: "Science for the People and the People for Science")

The event was organized at B. K. Birla College on 28th February 2019. A wide array of eminent scientists from the NASI-MC were at the college to present lectures on Women Nobel Laureates Madame Marie Skłodowska Curie, Prof. Ada E. Yonath Prof. Frances Hamilton Arnold and Prof. Dorothy- their struggles in scientific community to establish the validity of their observation and impact of their work. The eminent scientists Prof. K. P. Mishra (Emeritus Professor, BARC), Prof. S. Mazumdar (Chairperson & Senior Professor Department of Chemical Sciences, TIFR), Dr. K. Indira Priyadarsini (Outstanding Scientist Head, Radiation and Photochemistry Division, BARC). Dr. S. S. Pandey, Associate Professor and Cordinator, Gandhian Studies Center, B.K.Birla College presented a very enlightening talk titled Ba and Bapu- Science for Social welfare – Special Talk followed by visit to the Exhibition on life of Gandhiji. Prof. A. K. Singh, Department of Chemistry, IIT- Bombay and Shanti Swarup Bhatnagar awardee Prof. G. Govil, President, Royal Society of Chemistry, Mumbai chaired the proceedings.

It was followed by science exhibition including 35 projects of undergraduate and post graduate students.



Annual Academic Prize Distribution Function

Mrs. Sushma Phadke, faculty member of MCVV was compere for the event. The Programme started with Invocation and lightning of lamp. Welcome Address was made by Dr. Naresh Chandra, Director, B. K. Birla College. He expressed his happiness due to the presence of Chief Guest, Guest of Honour and many Principals from 13 colleges of University of Mumbai as invitees. He was very glad to inform the audience about the fruitful meeting with Shri Kumara Mangalam Birla and 20 Crore project sanctioned for new building and modern infrastructure in the campus. The college is indeed progressing but more yet to be achieved, he claimed. The purpose of higher education is to mould as a good human being as education purifies the thinking, Dr. Naresh Chandra said.

Introduction of Chief Guest and guest of honour was made by Dr. Avinash Patil, Principal, B. K. Birla College. Chief guest Dr. Dhanraj Mane and Guest of Honour Dr. Rajesndra Dhamnaskar were felicitated with shawl, Shreefal and Tulsi plant. CA C. D. Phadke, Vice Principal, B. K. Birla College made presentation of annual report of degree college. He highlighted on the college activities after becoming autonomous, high Results of 2017-18, the names of rank holders in university level who brought glory to college, Dr. Anuradha Hastak who achieved Ph.D, etc. The Degree distribution ceremony on 6th February 2019 was a grand successful event which was graced by the presence of Padma Bhushan Smt. Rajashree ji Birla. He narrated various events and activities in the college like, Student Research conference R-Con by Department of Management studies, Lang-Lit by Department of English, Pravah, NCC and NSS activities, Activities by women development cell etc.

Mr. A.C. Aher made presentation of Annual report of junior college. He highlighted on the very high results, various activities, Olympiad, etc. He expressed kudos to meritorious students who scored 100% in many subjects who made the teachers feel proud. Dr. Rajendra Dhamanaskar, Joint director Higher education, Konkan region, panvel, government of Maharashtra addressed the rank holders. He congratulated the students for making parents and teachers proud. He highlighted importance of good behavior. It is essential to do SWOT analysis of self, he emphasized. With ICT the world is now becoming small and the opportunities have no boundaries he said. Honesty and sincerity is the key for success and help in graceful living ahead, he concluded.

The Chief guest Dr. Dhanraj Mane, Director, Directorate of Higher education, Maharashtra State, Pune addressed the rank holders. He highly got impressed by the Green Campus. He congratulated the rank holders. He also mentioned that the expertise of Dr. Naresh Chandra is really beneficial and deserves special kudos. The value education and skill development Programmes will definitely help the students in their future endeavor. The Rank holders got the prize at the hands of chief guest. Dr. Archana Singh called the names of rank holders of Degree College, aided Programmes. Mrs. Sadhana Kapote called the names of rank holders of Degree College, unaided Programmes. Mrs. Pournima Vaze called the names of rank holders of various Programmes from junior college. Dr. Maninder Dhariwal, Vice Principal, B. K. Birla College made vote of thanks.