

B. K. BIRLA COLLEGE

#BirlaCollegeNewsletter

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JANUARY

**HAPPY NEW
YEAR!!!**

**MAY THE
FORTUNE AND
RENEWED
CREATIVITY
HELP YOU TO
MAKE THE
RIGHT
DECISIONS IN
YOUR
PROFESSIONAL
AND PERSONAL
LIFE...**

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B. K. Birla College
Kalyan

Generating PAN: A move towards secured transactions

Gone are the days when holiday shopping was all about the next big holiday. In our “always on,” multi-device, multi-channel, multi-option world, smart, savvy marketers must think about creating multiple campaigns. One such campaign was the PAN Card drive by the students of M. Com (E-commerce). The drive took place on 17th, 18th and 19th of January.

Students pursuing Masters of Commerce, gaining in depth knowledge in E-commerce, generated awareness amongst the Generation Z for using of PAN and securing the transactions.

Department of Management Studies organized E-Commerce Day. On this occasion students launched an E-learning blog named “Edmodo” which will provide an online study material relating to the syllabus. The blog was launched in the presence of Principal Dr. Avinash Patil and Vice-Principal Ms. Esmita Gupta.

The initial information of Pan Card was collected from National Securities Depository Limited (NSDL) Office, Ulhasnagar. The work was shared as Help Desk followed by Three Form Filling Desks, Two Verification Desks and Cash Counter.

The Details of Pan Card Collection:-

Date	No. of Forms	Amount
17 th January	56	5,992
18 th January	213	22,791
19 th January	63	6,741
Total	332	35,524

At the end of each day all the forms and appropriate amount was submitted at the NSDL Office and the receipts were issued to students. It was followed by acknowledgment from NSDL office. The promotional activity in the college made this event a grand success. The event was successful under the guidance of Mr. Anand Dharmadhikari and Dr. Mrs. Madhu Shukrey.



Staff and Students of M.Com (E-commerce) during Pan Card Drive

It was a team work which made this event to get an over-whelming response and hence it was extended for a day on demand from the student fraternity.

In fine, it was an opportunity for the students to get exposure to the office work and to handle cash and interact with the general public which can boost their confidence in future and help them to work in office environment with ease. It was an enriching experience for all M. Com. (e-Commerce) students.

The Feedback of Candidates is as follows:

GOOD	VERY GOOD	EXCELLENT
89	64	165



‘Alchemy of Finance’ through practical!!!

Reflexivity is the core of the business. In this, there is a two way interaction where at one hand, people try to understand the reality and on other they seek to bring about desired outcome. This two way dealings was experienced in the grounds of B. K. Birla College on 18th January on account of Finance Day.

The ground of the college was converted in to a world of business. Students of Commerce pursuing their niche in Financial Management, celebrated this day with the theme ‘Evolution of Business & Modes of Transaction’. The chief guests for the occasion were CA Rajendra Manudhane and CA Mayur Manudhane, KRM Securities Pvt. Ltd., Dombivli. The evolution was explained by counters like Investment Returns counter, Currency Exhibition, Modes of Payment and many more. These counters took chief guest in the era of barter system.

Exchange of ideas and currency gave rise to street shopping. This street shopping formed the base for street foods. ‘Business of Street Vendors’ was an added attraction to the day. These were food-stalls placed for practical understanding of reflexivity. Bhel Puri, Vada Pav, Pani Puri were the mouth-watering stalls where even the chief guests turned to be investors. The students turned to be street vendors and around 900 students and 100 teaching and non-teaching staff were their customers.

The event was inaugurated in the presence of Dr. Naresh Chandra, Director, B. K. Birla College; Dr. Avinash Patil, Principal, B. K. Birla College; Dr. Swapna Samel, Sr. Vice Principal, B. K. Birla College; CA C. D. Phadke, Vice Principal (Commerce), B. K. Birla College; Miss. Esmita Gupta, Vice Principal (Un-Aided), B. K. Birla College.

The business started from 10.30 in morning and which continued till 5 p.m. Teaching and non-teaching staffs form B. K. Birla Public School were also the customers for the business event. This event was headed by Mr. Suraj Agarwala, Assistant Professor, Department of Management Studies under the guidance of Mr. Anil Tiwari, Head of the Department, Department of Management Studies.



CA Rajendra Manudhane along with Director Dr. Naresh Chandra inaugurating ‘Alchemy of Finance’.



Chief Guest redeeming their investment at the counter and appreciating the efforts of students.



CA Rajendra Manudhane understanding from students 'Business of Street Vendors' on food stall

Dr. Vinayak briefs students on Killing-Hopf Theorem

Star College Scheme” has been initiated by DBT to support colleges and university departments offering undergraduate education to improve science teaching. Department of Mathematics is one of them to benefit this grant. Under this, the department conducts an activity **‘THEOREM A MONTH’**. In this, special lectures are conducted for students taking one topic from maths.

For this month the lecture was **‘Killing-Hopf Theorem’**. This lecture was scheduled on 19th January.

The speaker for this session was Dr. Vinayak Sholapurkar, Professor, Sir Parshurambhau College, Pune. The lecture was conducted at NR-3, from 12.00 noon to 1.30pm.

The lecture was attended by around 60 students.



Dr. Vinayak Sholapurkar delivering lecture on Killing-Hopf Theorem

BMM students felicitated at the hands of Padma Shri Madhu Mangesh Karnik!!!

The students of Mass Media were felicitated at the hands of Padma Shri Madhu Mangesh Karnik for being Best Organising Team, Best PR Team and Best Photography during the occasion of Ambernath Marathi Film Festival (AMFF). Around 58 students of the department were actively involved in this film festival.

The film festival was conducted on 20th January'19. During this event, the students of Mass Media were given practical exposure to Event Management as well. "This is the generation, which will join hands for development of Country" said Dr. Shrikant Shinde, Member of Parliament, Lok Sabha, Kalyan Constituency. He appreciated students for their team work. "This team work will help the country to flourish in nearby years" added Dr. Shinde while felicitating students.

"The development of the Nation lies in the hands of the Youth. The students of Mass Media of B. K. Birla College provide a live example for the Unity of the Nation" articulated Padma Shri Madhu Mangesh Karnik while felicitating the students as the Best Public Relations Team.

"The success of any event lies in its management. The students effortlessly managed the event. The event maintained its discipline and decorum" exclaimed Mrs. Usha Nadkarni, popular Marathi – Hindi Film and TV Actress, during the award ceremony.

This was the 4th successful year of the Film Festival. Lyricist Ashok Patki also appreciated students for their sincere efforts, patience and hard work, a much required quality in the world of Media. The event was successfully coordinated by students under Miss. Kavita Karambelkar, Faculty, Department of Mass Media.



Students of Mass Media with Lyricist Ashok Patki during felicitation

Digital Banks: Decoding the digital bank for the future of India.

The Indian banking industry has become a poster child having taken rapid strides over the past decade or so. Cut to 2018, and the game has moved rapidly into the world of digital. The digital revolution has swept across industries, and the financial services space has seen the winds of change blow into it. In this era of technology due to transformation in the global economy, new ways of exchange of goods, assets and services have emerged.

These changes were highlighted by the students of B. Com focusing in BANKING & INSURANCE as their specialised stream of learning. They had organised a workshop named BIGS i.e. (Banking and Insurance Global Services). This workshop was conducted on 23rd January from 9:00 am onwards at New Seminar Hall.

The objective of this event was to spread awareness about the role of technology in banking and insurance sector. Working models displayed gave a better insight to the visitors. The seminar hall was divided in two sectors. One gave brief about banking sector while other provided information about insurance sector. Deposits & withdrawals, Crypto Currency, E-Banking, Loans, Applications related, International and Foreign Exchange, Recruitment Consultancy were the stalls to name a few.

“Apart from the traditional college days, we celebrate different days like Management Day, Banking Day and so on. These types of days help to get students know-how of current updates in their respective area of interest. They also enhance communication, team work and patience while doing the preparation for these days”, added Ganesh Kumavat, Assistant Professor, Department of Management Studies.

The BIGS was inaugurated by Dr. Naresh Chandra, Director, B. K. Birla College; Mr. Avinash Patil Sir, Principal, B. K. Birla College; C.A. C.D. Phadke, Vice-Principal, B. K. Birla College; Mr. Bipin Wadekar, Head of the Examination Committee, B. K. Birla College; Miss. Esmita Gupta, Vice Principal, B. K. Birla College; Major Shipra Ma'am, Administration and Security Head, B. K. Birla College. The program was a grand success with 600 visitors under the constant guidance of Mr. Anand Dharmadhikari, Incharge, B. Com (Banking & Insurance), Dr. Madhu Shukrey and Mr. Ganesh Kumawat who were guided and encouraged students.

Awareness lecture on Health & Hygiene

In India, the idea of involving students in the task of national service dates back to the times of Mahatma Gandhi, the father of the nation. The central theme which he tried to impress upon his student audience time and again, was that they should always keep before them, their social responsibility. The first duty of the students should be, not to treat their period of study as one of the opportunities for indulgence in intellectual luxury, but for preparing themselves for final dedication in the service. Growing is the awareness about hygiene by our Prime Minister Mr. Narendra Modi.

Tapping this opportunity, the National Service Scheme (NSS Unit) of B. K. Birla emphasised on the importance of **Health & Hygiene**. Much like Charity begins at home, the hygiene starts from you and me is always said. It is important to have a hygienic lifestyle. This will have a good health. This generation likes junk food, unaware about the harm done. Exercise and negligence in food habits will have a hard hitting effect in the near future.

A guest lecture for NSS volunteers was organised by the Unit on 24th January on 'Health and Hygiene'. The lecture on Health was delivered by Dr. Prashant Kashinath Pingale, Children Specialist and Nano-Technologist. Dr. Shubhangi Chitnis of B. K Birla College gave a speech on 'Good Hygiene & How to maintain a Hygienic Lifestyle'



NSS Volunteers listening to lecture on Health & Hygiene.

Birla College celebrates 70th Republic Day

B. K. Birla college celebrated 70th Republic day with a grand display of its NCC and NSS cadets with ceremonial parade rolled down the majestic Birla College ground in the presence of teaching and non-teaching staff and students.

Unfurling of the tri-colour took place at the hands of C.A. C. D. Phadke, Vice-Principal (Commerce), B. K. Birla College. The NSS volunteers saluted the flag with NSS Claps.

