



## PTVAIM's Chronicle

A Quarterly Newsletter of

### PARLE TILAK VIDYALAYA ASSOCIATION'S PTVA'S INSTITUTE OF MANAGEMENT

ISO 9001:2015 CERTIFIED INSTITUTE & ACCREDITED BY NAAC



Vol. 1 - Issue 1

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### About Us



PTVA's Institute of Management (PTVAIM) was founded in 2009 with an objective of offering quality Management Education to students interested in pursuing Post-graduate Degree in Management. The Institute offers Two Year Full Time MBA Program namely, MMS (Master of Management Studies), Two Year Full Time MBA Program namely, MBA-IEV (MBA on Innovation, Entrepreneurship and Venture Development) & Three Year Part-time MBA Program, for Working Executives, namely, MMS - Financial Management. PTVAIM's Ph.D. Centre is affiliated to the University of Mumbai and offers the Ph.D. Program in Management. PTVAIM offers five specializations, i.e., Finance, Marketing, HR, Systems & Operations to its MMS students.

### Director's Message

It gives me and my team at PTVAIM immense pleasure to release the first issue of PTVAIM's Chronicle, our quarterly newsletter aimed to strengthen our relations with all our stakeholders. PTVAIM's Chronicle will take you through a journey of the Institute that includes the achievements of our students and staff members, latest happenings at PTVAIM and the major activities undertaken by the Institute. It will take you through the life at PTVAIM chronologically every quarter.

We are excited as we offer this very first newsletter to you and look forward to your suggestions and inputs to allow PTVAIM's Chronicle to be a face of PTVAIM for all its stakeholders.



**Dr. Tejashree Deshmukh**

### Our Vision

To be one of the leading, value based, ethical management institutions in India that contributes to nurturing and development of managerial and entrepreneurial talent, leadership and research.

### Our Mission

PTVAIM shall foster a culture of excellence in fields of academics, research and entrepreneurship development by : collaborating with academicians and industry, providing state-of-the-art infrastructure, Ensuring conducive work environment for professional growth & development of teaching as well as non-teaching staff members.

# TRIBUTE TO LOKMANYA BALGANGADHAR TILAK ON HIS DEATH ANNIVERSARY

## POSTER MAKING CONTEST

AUGUST 02, 2023

In honor of Lokmanya Tilak's death anniversary, the institute organized a poster painting competition for MMS students. The students created colorful and informative posters that highlighted Tilak's life and achievements. The posters depicted Tilak as a freedom fighter, social reformer, and journalist. They also highlighted his contributions to the Indian independence movement.



**2<sup>nd</sup>**  
August  
2.30 pm

**Make a Statement Through Art :  
Enter the Poster Making Contest !**

**3<sup>rd</sup>**  
August  
2.30 pm

**Lokmanya : The Beloved Leader**  
An essay competition based on the leadership qualities to be learned from the great leader, Lokmanya Tilak

**4<sup>th</sup>**  
August  
2.30 pm

**Lokmanya : The Legend**  
A quiz competition based on the life of Lokmanya Bal Gangadhar Tilak

**5<sup>th</sup>**  
August  
10 am

**Display of Epic Geeta Rahasya**  
to all students and staff members on occasion of Late Lokmanya Tilak Punyatithi



## ESSAY WRITING COMPETITION ON LOKMANYA TILAK'S LEADERSHIP STYLE

AUGUST 03, 2023

An essay competition served as a valuable platform for students to express their thoughts and acquire knowledge. It provided an opportunity for them to not only share their ideas but also to draw inspiration from the exemplary leadership skills of Lokmanya Tilak. This dual purpose of the competition allowed students to both develop their own skills and learn from the past.

## QUIZ COMPETITION ON THE LIFE OF LOKMANYA TILAK

AUGUST 04, 2023

On the occasion of Death Anniversary of Lokmanya Ji" Commemorating Lokmanya Tilak's dedication to education and empowerment, Global Citizen Club curated a captivating quiz at PTVA's Institute of Management, inspiring participants to connect with history!



## A DISPLAY OF "BHAGVAT GEETA RAHASYA"

AUGUST 05, 2023

The LIRC arranged a display of a rare book written by Lokmanya Bal Gangadhar Tilak on the account of Commemoration day of Lokmanya Bal Gangadhar Tilak, based on whose ideology , our parent trust- Parle Tilak Vidyalaya Association was formed more than 100 years ago. Students visited the library and went through book titled "BHAGVAT GEETA RAHASYA"



# ORIENTATION PROGRAMME

Orientation program was organized for MMS batch 2023-25 from 28th August to 31st August 2023. Each specialization, including Finance, HR, Marketing, Operations, and COEI, organized a variety of engaging activities for the students. Glimpses of the orientation program are as follows:

**August 28, 2023**

## Ice Breaker (a) "Arctic Networking Adventure"

To display creativity and leadership in groups while breaking the ice and getting to know fellow members, An Ice breaker session called Arctic Networking Adventure was organized at the institute. The students were at ease and were able to get to know their fellow members.



**August 28, 2023**

## Logistics War: Supply Chain Management

Day 1 of orientation which was on 28th August 2023 concluded with the operation Activity "Logistics War: Supply Chain Management" - a live simulated game in which teams purchased raw material procurement, production, and strong market competition, all while learning critical logistics and supply chain management concepts. This activity was more than just about learning; it also promoted teamwork, made meaningful connections, and produced a cohesive learning atmosphere

**August 28, 2023**

## Ice Breaker (b) "Balloon Sky Pass: Airborne Challenge"

By emphasizing effective non-verbal communication participants coordinated with each other's passing direction. They learnt to manage time as it was a time bound activity. Focusing on their teamwork created a collaborative bond among the participants



**August 29, 2023**

## 8 Point Star

To engage participants in a creative and team building exercise by showcasing their various skills like collaboration, time management and non-verbal communication a physical game was conducted in the premises. The participants understood the importance of team coordination and non-verbal communication while forming a star.



# ORIENTATION PROGRAMME

## Crafting your Financial Future August 29, 2023

We were thrilled to incorporate a special session, held in collaboration with BSE, as part of the Orientation Programme for the 2023-25 student batch. Our esteemed guest speaker, Mr. Tanuj Poddar, a veteran in the BFSI industry with 17 years of rich experience, graced the event with his valuable insights. BSE gave certificates to recognize the active involvement of students, faculty, and staff. Adding to the excitement, a captivating Fin-Nifty Housie game was organized, with generous sponsorship from BSE providing a total of Rs. 3,000 worth of Amazon Gift Vouchers as prizes.



## Hisaab-Kitaab

August 29, 2023

The activity engaged the students of MMS, as part of the Orientation Programme, in understanding the concepts of savings, investments, returns, negotiation and buying behavior. Student participants navigated purchasing products from vendors within a specified budget, with opportunities to invest in equity, debt, or hybrid markets through banks.

## Way to the Top is Zig-Zag

On August 30, 2023, As part of Orientation Programme for the Batch of 2023-25, CA Pramod Lele, Director-PTVA addressed the students through the topic 'Way to the Top is Zig-Zag', where Sir shared experiences and anecdotes from his career and gave insights on the various expectations of the Industry, preparation required to reach career goals, and various challenges that Management graduates need to overcome to achieve professional success.



## Placement Orientation

As part of Orientation Programme for the Batch of 2023-25, the Placement Department conducted two activities on 30 August 2023- 'Build Your Brand' in the first half, which involved the students branding their company and pitching it to the senior students, describing their USP and values.



# ORIENTATION PROGRAMME

## Kick-start an Entrepreneur in you - Ideation

On August 30, 2023 PTVAIM's COEI organized a session called "Kick-start an Entrepreneur in you" - Ideation to sensitize students about design thinking, critical thinking, problem identification methods and tools that can be used for problem solving. Participants were taught how to turn their solutions into marketable businesses.



## Yoga: a way of Healthy Life

Day 4 of the orientation, which was also its final day hosted on August 29, 2023, featured Ms. Avanti Sathe, a certified yoga instructor, delivering a class titled "Yoga: a way of Healthy Life." The session stressed the advantages of yoga for both the body and the mind, including increased flexibility, general well-being and the decrease of stress. Active participation from students helped them learn the basics of several yoga poses and unwinding methods. Breathing For better attentiveness, meditation, and other activities were combined. Overall, the session was effective in highlighting the significance of yoga as a comprehensive approach to well-being.



## College Campus Treasure Hunt

The Student Committee of PTVAIM organised a "College Campus Treasure Hunt" to cap off the orientation days with a bang. This activity enabled students to explore the college campus and gave memorable experiences of intellectual challenges and lively entertainment. The treasure hunt had a very pleasant outcome! The students were able to familiarise themselves with the college campus and had the opportunity to network and interact with their fellow batchmates, which is indeed a wonderful way to begin a college experience. Here we come to the end of an orientation days.





### Session on 'Financial Freedom' August 12, 2023

The session served as a valuable opportunity for first-year MMS students, as well as teaching and non-teaching staff. It was an enlightening session, shedding light on the path to financial prosperity. Ms. Forum Kapadia, a financial advisor with over a decade of experience and Co-founder/Director of Kapadia Wealth Builders, served as the session's speaker. The session emphasized the significance of defining clear financial goals for achieving financial freedom, offering valuable insights into various savings and investment strategies.



### India: Our Essence, Our Pride".

The 77th Independence Day was commemorated on August 18, 2023, through the organization of the event 'India: Our Essence, Our Pride.' It featured vibrant cultural song and dance performances presented by the students, fostering a sense of national pride. The festivities continued with an enthusiastic engagement in various games and activities, fostering a spirit of unity and celebration among the participants. The event also shone a spotlight on India's significant achievements throughout the year.

### How to write an Effective Research Project August 27, 2023

A guest session was conducted for Part Time MMS students on "How to write an Effective Research Project". The session focused on designing of questionnaire and the framing of hypothesis. It also discussed the key concepts and studies about data collection and analysis of data.



### Fostering Research Skills in Business

Dr. Ruchi Anand, led a project in the Business Research Methods class, helping students learn how to write research papers. Collaborating closely with students, she elucidated the nuances of research—exploring literature reviews, constructing questionnaires for primary investigation, and leveraging secondary research. This immersive experience broadened perspectives, showcasing how academic studies intertwine with the practical business landscape. Under her mentorship, students authored group research papers on various topics, sharpening not only their research acumen but also recognizing the applicability of scholarly insights in the dynamic business realm.





### Alumni Interaction- Cafe System



On August 05, 2023, Students of SYMMS got an opportunity to get-together with their senior students from various batches through 'Alumni Interaction- Café System'. The Alumni shared their journey as Management students at PTVAIM, and talked about their experience in their respective fields, available opportunities, and upcoming trends.

### Certificate Course on 'Personal Branding and Soft Skills'



A 30 Hours Certificate Course on 'Personal Branding and Soft Skills' was conducted for the students of SYMMS from 3rd to 16th October 2023.



### Session on 'Industry Expectations from Management Graduates



On August 12, 2023, Our Corporate Guest, Mr. Jyotirmay Pingat, VP- Barclays delivered a session on 'Industry Expectations from Management Graduates'. The session aimed at enhancing placements by making the students aware of the emerging trends in the Industry, and various employability skills.

### Pre-Placement Talk



On October 25, 2023, The team from InSync Analytics delivered the Pre-Placement Talk for the students of SYMMS- Finance.

### Announcing the Launch of Corporate Readiness Programme

Embarking on the quest to mould future professionals, PTVA-IM proudly introduced the Corporate Readiness Programme in October 2023 for the MMS Batch 2023-25 Semester I. Spearheaded by Dr. Ruchi Anand, this initiative aims to equip students with essential soft skills required in the corporate realm. The program, meticulously crafted, focuses on enhancing communication abilities, refining public speaking, and preparing for the intricacies of interviews, including Group Discussions and Personal Interviews. This comprehensive approach fosters holistic personality development, preparing students to confidently step into the professional sphere with a well-rounded skill set and a strong personal brand.





### "Meri Maati Mera Desh"

PTVAIM's Green Club is formed under UNICEF and DTE (Mumbai)'s YEWS Programme and is lead by Faculty Co-ordinator Ms. Preeti Kaushik (Marketing Faculty), Admin Co-ordinator Mr. Mandar Salasakar and Student members. On October 13, 2023, PTVAIM's Green Club organized a unique plantation drive called "Amrit Kalash Yatra - Maati ko Naman, Veero ko Vandan" under the campaign "Meri Maati Mera Desh". A rally was carried in the campus with PTVAIM Director, Dr. Tejashree Deshmukh initiating the event by pouring Maati into the Amrit Kalash, and the students following suit. The maati was used for planting 50 saplings in the campus dedicated to our respected martyrs.



### E-Waste Collection Drive

Started on August 26, 2023 to till date E-Waste Drive organized by PTVAIM's Green Club was a commendable effort in addressing the issue of e-waste. Participants across campus donated in this drive. Over 15 kg E-waste has been collected through this drive.



### Nirmalya Collection Drive

On September 08, 2023, Nirmalya items from Janmashtami festivities were collected and used for creating 2 compost bins. The Green Club turned these contributions into environmental benefits by recycling them in a sustainable manner. This attempt shows our dedication to balancing traditions and environmental awareness.



### Campus-wide Energy Literacy Certification Drive

On September 29, 2023, An Energy Literacy drive was held, with students expected to complete an Energy Swaraj Foundation certification course. This initiative aimed to empower all PTVAIM students with important knowledge, and we're pleased to announce that it was a success.



### Campus Cleanup Drive

On October 01, 2023, PTVA Institute of Management witnessed the transformational power of unity on October 1, 2023, as the PTVAIM UNICEF GREEN CLUB organised Cleanliness Drive." An amazing group of students and professors came together not just to clean, but also to create an environmental awareness around our institute's surroundings.



### Compost application to campus greenery

On October 04, 2023, Members of the PTVAIM UNICEF Green Club continued their mission towards a greener campus. The nirmalya compost was carefully sprinkled around the campus plants. This environmentally responsible project celebrates the cycle of life and growth. Our dedication to sustainability grows alongside the flora on campus."



### Water Conservation Awareness activity बूँद-बूँद से सागर

On October 07, 2023, The Green Club at PTVAIM organized a unique and interactive relay race game called 'बूँद-बूँद से सागर' (Little drops of water make an Ocean). This creative attempt not only added a fun element to our operations, but it also functioned as a compelling vehicle for highlighting the critical need of water conservation. Participants saw instantaneously the significance of each drop and its collection impact during this game, which reflected the spirit of water conservation.





### Beach Clean-up Drive - Versova Beach

On October 07 2023, beach Clean-Up Drive was held at Versova Beach in association with Protean eGov Technologies Limited (Formerly NSDL e-Governance Infrastructure Ltd), Afroz Shah Foundation and Koli Fishing Tribal Community. The Clean-up was an educational opportunity for students allowing them to witness the collection strength of communities coming together to achieve a better and cleaner coastline To raise awareness about the importance of keeping beaches clean & to show the impact of the cleanup efforts on the environment and the community. A cleaner and healthier beach environment, reduced pollution, increased awareness about the importance of environmental conservation and positive impact of marine life for sustainable livelihoods. This activity was featured in four different newspapers such as Rajmudra, Dhagdhagati Mumbai, Wruttamanas and PunyaNagari.



### Lokmanya - the Legend

On August 04 2023, Quiz Competition was organized for the students of PTVA's Institute of Management was organised on the Occasion of Shri Lokmanya Punyatithi dated 01st August as a part of series of activities organised by Parle Tilak Vidyalaya Association Trust to honor and remember the greatest Hero of freedom struggle Late Shri Lokmanya Bal Gangadhar Tilak.



### International Day of the World's Indigenous Peoples

On August 09 2023, Students, grouped in teams of up to 10, showcased specific tribes with creative posters, printouts, and hangings, including: Kurumba, Warli, The Great Andamani Tribe, Munda, Kulki The event was organized for dedicating and promoting cultural diversity and global awareness.



### Chandrayaan - 3

On August 23 2023, over 90 students gathered to celebrate the successful Chandrayaan 3 landing at our college. The atmosphere was electric with excitement as we witnessed this remarkable achievement, uniting in pride for India's prowess in space exploration. The event, a joyous gathering, not only marked the success of Chandrayaan 3 but also fueled a collective admiration for science.



### Swachhata Hi Seva 2023

On October 01, 2023, Theme of Swachhata hi Seva 2023 the massive clean up drive was organised as per the guidelines of AICTE and Ministry of Higher Education. The students of PTVAIM under the guidance of Assistant Professor Bhavesh Vaity, organized a campus perimeter cleaning activity, known as, Swachhata Pakhwada, during which the premises of the campus, inside and out, were swept clean of dirt and debris.



### Study Visit Giftex - Gifting Exhibition

On August 11, 2023, Giftex is India's biggest & premium corporate as well as regular gifting exhibition. The platform brings buyers and sellers of corporate as well as regular gifting products together. The objective behind visiting the Giftex Exhibition was to enhance the interaction, communication, and practical understanding of students



### Study Visit IFAT India 2023

On October 19, 2023, IFAT, India's largest trade fair for water, sewage, solid waste, and recycling was organised at Bombay Exhibition Centre at NESCO Centre, Goregaon, Mumbai Market-leading companies in the sector of water and solid waste management showcased a wide range of environmental technologies and services from basic methods to advanced machines.





## Visit of Maniben Nanavati Women's College E-Cell to PTVAIM's Incubation Centre (COEI)

August 26, 2023,

PTVAIM's IIC arranged a visit by the Maniben Nanavati Women's College E-Cell to our Incubation Centre, PTVAIM's COEI. The visit, which included 9 students and 2 faculty members, took place from 12:30 PM to 2:30 PM, allowing them to explore our facilities, infrastructure, and working environment.



August 23, 2023

**Panel discussion with innovation and Start-up Ecosystem Enablers**



August 23, 2023

**Felicitation of Budding Entrepreneurs of PTVA on World Entrepreneurs Day**



August 30, 2023

**Session series on Angel Investment/VC Funding Opportunity for Early-Stage Entrepreneurs.**

## Entrepreneurship Development Program

July 25, 2023, to September 02, 2023.

The EDP encompassed a series of informative sessions, covering a range of crucial topics, including Cost Revenue Models, Supply Chain and Logistics, Marketing, Data Management, Licensing and Registration, Company Registration, Financial Planning, and Legal and Intellectual Property (IP) matters. A total of 10 pre-incubatees actively participated in the Entrepreneurship Development Program 2023.





## FACULTY RESEARCH PAPER PUBLICATION

In this quarter, our faculty members successfully published 7 research papers in various publications.

Title of Paper	Name of the Author/s	Department of the Faculty member	Name of the Journal	ISBN/ISSN Number	Paper published in UGC approved/ UGC Care-list/Scopus/ Google Index/ ABDC/Any other
Consumer Application of ChatGPT for Self-diagnosis of Emergency Cardiac Ailments in India	Ms. Preeti Kaushik Dr. Tejashree Deshmukh	Marketing HR	Empirical Economics Letters (Special Issue)	1681-8997	ABDC
Green Buildings: Importance to the Key Stakeholders	Dr. Tejashree Deshmukh Mr. Sachin Gupte	HR	Empirical Economics Letters (Special Issue)	1681-8997	ABDC
Inclusive Economy for Development Of Coastal Maharashtra From Perspectives of Coastal Native Communities & Topic: A Study On Route Planning In Logistics	Mr. Bhavesh Vaity Mr. Ajinkya Kumawat	Marketing	Empirical Economics Letters (Special Issue)	1681-8997	ABDC
A Job Seeker's Perception towards Online Job Portals	Dr. Manali Patil Ms. Gauri Zade Ms. Rootuja Irmalwar	HR	Empirical Economics Letters (Special Issue)	1681-8997	ABDC
To Study the effectiveness of Strategies adopted for Employee Retention in the organized Apparel Retail Sector	Mrs. Trupti Sachin Gupte, Dr. Swati Sabale and Ms. Asawari Parsekar	HR	Empirical Economics Letters (Special Issue)	1681-8997	ABDC
A study of use of Cashless Transactions and its Awareness among Senior Citizens of Ghatkopar, Mumbai	Dr. Neha Bhatia Dr. Aparna Lalitkumar Patil	Finance	Empirical Economics Letters (Special Issue)	1681-8997	ABDC
Machine Learning and Natural Language Processing For Content Marketing: A Comparative Study of SEO & Social Media Strategies	Dr. Aparna L. Patil Dr. Lalitkumar P. Patil	Operations Marketing	ShodhaPrabha	ISSN 0974-8946	UGC Group I
Social Media Engagement to Increase Customer Outreach	Dr. Ruchi Anand	HR	Novyi Mir Research Journal	ISSN:0130-7673	UGC Group-II



## ACHIEVEMENTS



**Mr. Bhavesh Bhagwan Vaity**, Assistant Professor at PTVA's Institute of Management was invited as a Speaker on Webinar Topic Rational v/s Emotional v/s Hybrid Thought process organized by Global Knowledge sharing platform i.e. Institute of Global Professionals, Bangladesh (Global Non Profit Educational Organization).



Lifetime Membership granted to **Mr. Bhavesh Bhagwan Vaity**, Assistant Professor at PTVA's Institute of Management as recognition for active performance and contribution to Global Knowledge sharing platform i.e. Institute of Global Professionals, Bangladesh (Global Non Profit Educational Organization).



**Dr. Manali Patil**, HR Faculty was invited as a panelist to the roundtable discussion organized by Skillsoft & Knimbus learning on July 27, 2023.

Topic: Future-Proofing India's Youth: Bridging the Skills Gap through Digital Transformation on Campus Discussion & Outcome: The focus was on bridging the skills gap through digital transformation on campuses. Offline learning holds 80% of the share, but online learning is catching up at 20%, empowering students for the dynamic job market.

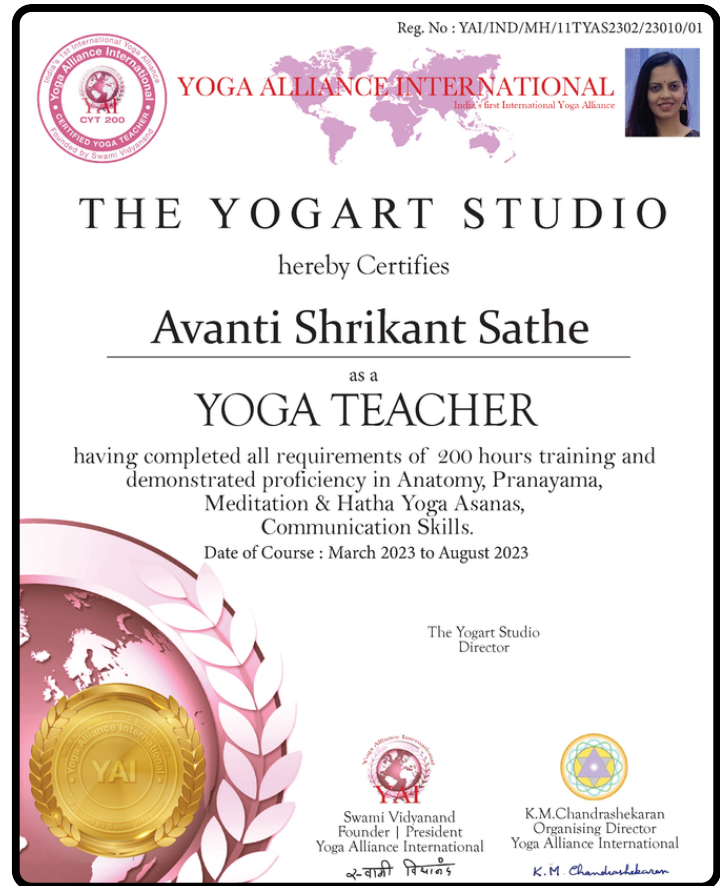


## ACHIEVEMENTS

**Prof. Avanti Sathe**, Finance faculty and a Yoga Instructor has received new Yoga Certifications to complement the existing qualifications.

Details of Achievement:

1. Registered Member of Indian Yoga Association (IYA)  
Date of Membership: August 10, 2023.
2. 200 hours TTC from Yogart Studio  
Date of Course: March 2023 to August 2023
3. CYT 200 Certification from Yoga Alliance International  
Date of Course: March 2023 to August 2023



**Mr. Mayur Sudhir Khanvilkar**, Non-Teaching Co-ordinator of PTVAIM's COEI successfully completed MIC's Innovation Ambassador Foundation Level.



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