

NES RATNAM COLLEGE OF ARTS,
SCIENCE AND COMMERCE.

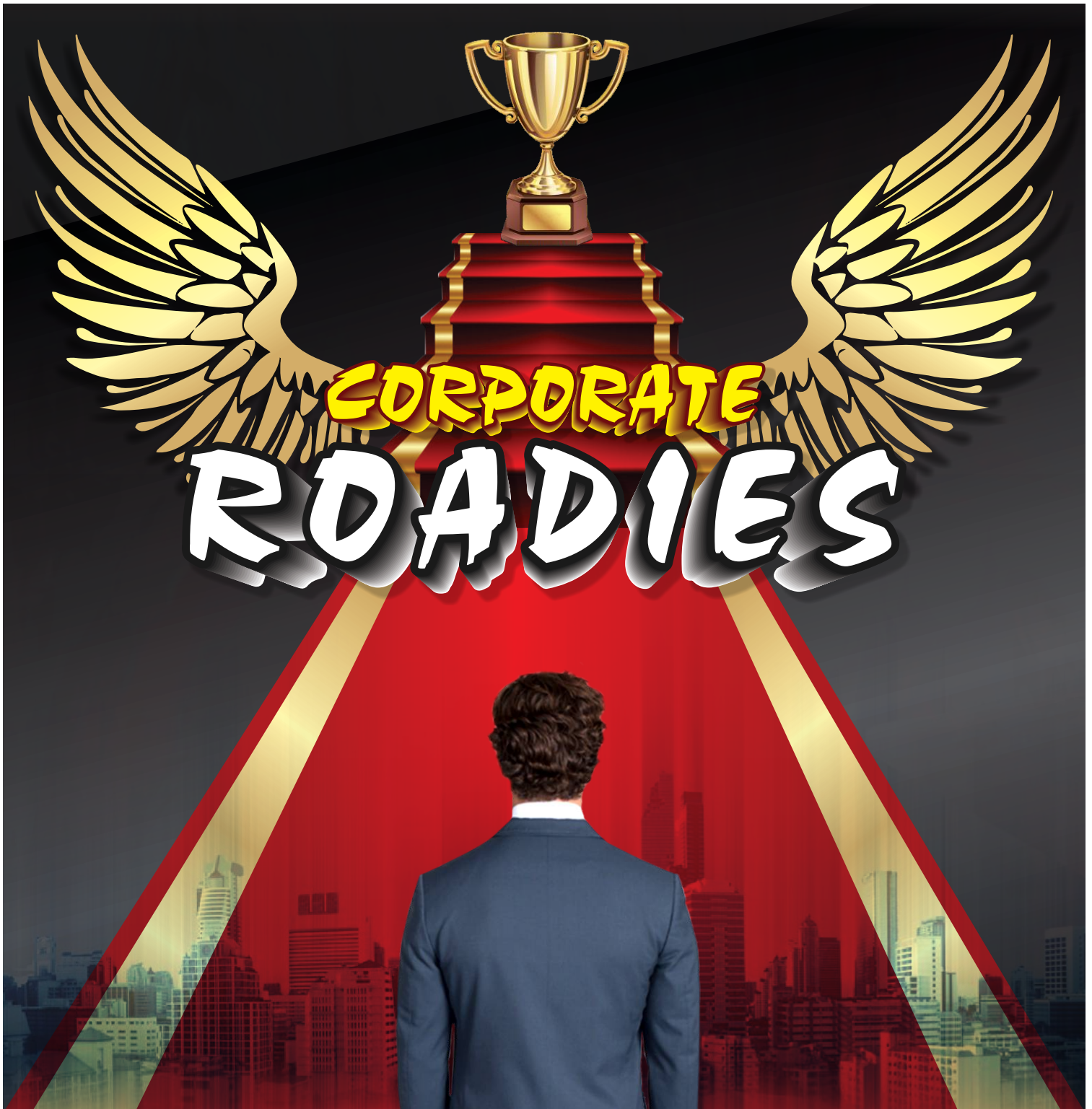


DOSIER

Information Unleashed

Academic Year : 2019-20

11th Edition



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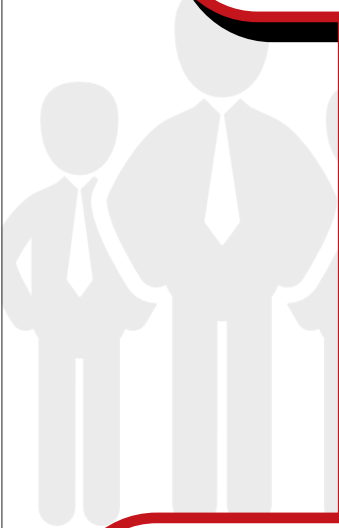
ABOUT US

A visionary, Dr. R. Varadarajan founded the National Education Society (NES) on April 14th, 1963 with the mission of providing school and college education to children of middle and lower-middle-class families in the relatively underdeveloped suburb of Bhandup in Mumbai. Today, 55 years later, National Education Society along with the sister trust, Saraswati Vidyabhavan (SVB), founded in 1983 is a prominent landmark in Bhandup, Mulund, and Dombivli, the suburbs of Mumbai. The group has 65 constituent institutions imparting quality education to over 45,000 students.

The Ratnam College of Arts, Science and Commerce, one of the 65 institutes under the umbrella of NES/SVB group was founded on 11th July 1983. Affiliated to the University of Mumbai, the College has grown rapidly in a short span of 35 years, creating a niche for itself in the field of education in Mumbai. The College has been the recipient of ISO 9001:2000 certification in 2002 and has also been accredited with 'A' grade by NAAC in February 2004. In the year 2011, the College has been re-accredited with an 'A' Grade by NAAC. In the year 2015, the College has been certified the Best College Award by the Mumbai University for the academic year 2013-2014. Our College with continuous self-improvement has received the great fillip with the 'A' grade reaccreditation third cycle from NAAC, UGC in July 2017.

Recognizing the contribution made by the college in improving the standard of the community surrounding its complex, Municipal Corporation of the Greater Mumbai has renamed the Bhattipada Road as NES Ratnam College Marg. The College offers besides the main streams, degree courses in Management course was to meet the demand of capable professionals in the market and also to enhance the professional abilities of today's generation and stretch their mission and horizon.

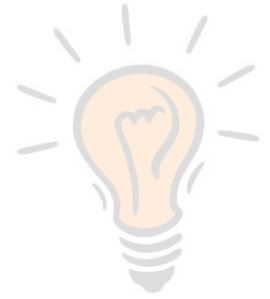
Ratnam firmly believes in creating Corporate Roadies who would get through the Hurdles and be bumpers in the society



EDITOR'S DESK



Get your helmets on and gear up !!



Are you ready to take a ride to the corporate world? So let's get ready to encounter the roadies.

It gives us immense joy and satisfaction to finally reintroduce our very own BMS Departmental Magazine **"DOSSIER"**.

It is a strategic blend of the witty corporate world and the rugged Roadies which will test your acumen in various tough and challenging situations.

Corporate Roadies is a collection of the Roadies who are ruling the economy in the country now, with lots of hurdles and struggles faced by them in their life. So this is how they brought light of hope in their life.

You just can't beat the person who never gives up.



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MANAGEMENT STORIES

◆ THE GLASS OF WATER STRESS STORY ◆

While a psychologist was teaching stress management to the class. He raised a glass of water. Seeing this everyone expected that he is going to ask, "Half Empty Half Full..!" But instead, he asked, "How Heavy is this Glass of Water?" Many called out the answer that it ranged from 8 oz. to 20 oz. Now the psychologist replied "This absolute weight of the glass doesn't matter. What matters is how long I hold it. If I hold it for a minute it's not going to be a problem. I have to hold it for an hour then I will feel an ache in my arm. If I hold it for a day, my arm will feel numb and paralyzed. In all the cases the weight of the glass doesn't change, but longer I hold heavier it becomes.

"He continued...."Similar are stress and worries. If you think about them for a while, nothing happens. If you think about them a bit longer, they hurt. And if you think about them all day long, you feel like paralyzed or incapable of doing anything."

Moral:

It's important to let go off your stresses. Don't carry your burdens and stress into the evening and then night.

◆ MAKING MOST OF THE OPPORTUNITIES ◆

It's the story of Rich man who had four sons. As the rich man grew old he decided to give his property to the son who would value his wealth most. So, he called his sons and gave each of them five Grains of rice and told them that he would ask for these grains at the end of 5 years. At last, he said that he will give all his property to the son who will value these grains most. The first son threw away the grains and decided to show some other grains when the father would ask for them. He thought that his father will not be able to guess the difference between the set of grains. The second son eats them and like the first son thought of showing other grains when father demands. The third son kept grains in a silver box at home and offers a prayer to box while praying to God. The fourth son went to his home and sow those grains in his backyard. He cultivates them in the backyard and after they grow harvested them. He kept on re-sowing the grains from this crop and in 5 years time period he had a vast plot of land cultivated with rice. After 5 years when all the sons reached home. Father gave his property to the fourth son as he was the one who valued the grain most.

Moral: Making most of every opportunity. We should take very little opportunity to work hard and let it grow.

◆ WHAT WOULD FARMER DO NEXT ◆

A farmer and his dog used to sit by the roadside waiting for vehicles to come around. As soon as any vehicle came, farmer's dog would run behind it down the road, barking and trying to overtake it. Farmer neighbor used to see this and one day out of curiosity he asked farmer, "Do you think your dog is ever going to catch a car?" The farmer replied, "That's not what I am bothered about. What bothers me is what would he do if he ever caught one?"

Moral: Many people in Life Behave the same way Pursuing Meaningless Goals.

MR. DEVENDRA RAUT
SYBMS



BOOK REVIEW

◆ **THE 7 HABITS OF HIGHLY EFFECTIVE PEOPLE BY STEPHEN COVEY**

In 1989, Stephen Covey changed the world of self-improvement forever when he published his book *The 7 Habits of Highly Effective People*. This book quickly became an international bestseller and go-to resource for anyone who wanted to improve themselves. From top-tier executives to students, Covey's book was the book to read.

Over 25 years later, *The 7 Habits of Highly Effective People* remains one of the most referenced books in its genre. It set the tone not only for Covey's second book but for an entirely new genre of literature. Now, Covey's work is used not just at work but at home. Whether you want to improve relationships with colleagues, managers or have more fruitful social relationships, Covey bestows serious lessons on his readers. These lessons have more or less withstood the test of time and remain relevant as a solid foundation in interpersonal communication today.

HOW TO USE THE 7 HABITS OF HIGHLY EFFECTIVE PEOPLE

Covey centers his book around the average person's personal and professional habits. This is the focus of the book because it is these habits that make up your character.

Everyone has habits. Some of these habits are good habits, some are bad habits and some habits have little to no impact on your daily life. Many times, people are unaware of their habits. Sometimes you write them off as unchangeable characteristics of your personality but other times you may be entirely unaware that they exist. These habits may be obvious to everyone around you but if you do not sit back and examine them, you find that you have dangerous habits that develop without your full awareness.

Changing your habits can change not only the way you see the world but the way the world sees you. You can use the lessons in Covey's book to help you:

1. Taking control of your life
2. Making not just better decisions but smarter, strategic ones
3. Managing and improving your relationships with family and friends
4. Overcome bad habits
5. Boost your productivity
6. Find a healthy work/life balance
7. Be your happiest self

◆ **ONE MINUTE MANAGER** ◆

Book Review

A highly acclaimed work that offers an effective and highly adaptable approach to management which has worked well enough for thousands of business managers for years together. Authors have put in commendable effort to understand and implement, helping achieve enhanced productivity, professional work satisfaction and individual growth. There are three components to this approach - One Minute Goals, One Minute Praisings and One Minute Reprimands, which ultimately fit in together, resulting in a near-perfect system of management without much hassle. To make things simpler and demonstrate the efficiency of this system, the authors have quoted from several studies in medicine and behavioral sciences as well. In short, this work offers a wealth of information and strategies which have been put to test by managers across the world successfully.

Key Takeaways

It is the quintessential work on practical management for business managers overseeing a wide variety of projects in terms of size and scope. It is not without reason that this work has consistently featured on bestseller lists for no less than two decades, providing a highly organized and effective approach to management. A must-read for business managers willing to enhance their understanding of the art and science of management.

MR. DINESH GOPALKRISHNAN

FYBMS



"Just Do It"

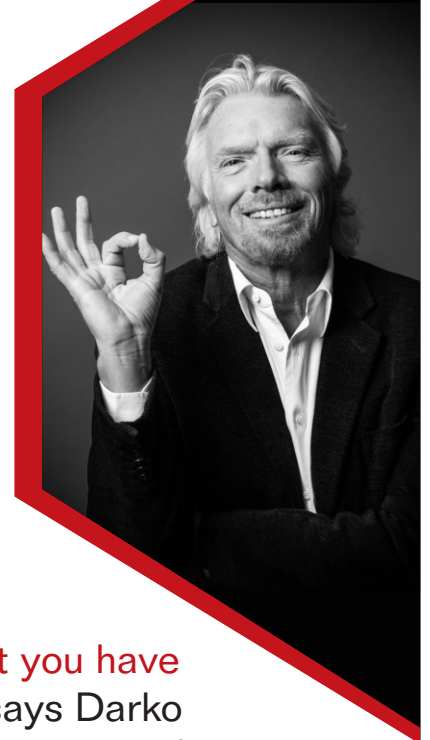
"Richard Branson to Young Entrepreneurs:

In Oscar Raymundo's Inc. article, famous entrepreneur Richard Branson explains why young wannabe entrepreneurs need to get over the inherent risk factor of starting a business.

You can sit on a great business idea for years, weighing the pros and cons of starting it. But according to Branson, a point in time comes when you have to just do it. If you fail, you fail—and hopefully, you learned something valuable for your next business venture along the way.

His message was very clear: **"It takes guts but you have to just do it. Feel the fear, but do it anyway,"** says Darko Jacimovic, who says Branson's article gave him the confidence to start his business.—WhatToBecome.com. "Over the course of the years, I have realized that this advice helped me stop overthinking and pushed me to start working. Now that I reflect on my experience, I realize how such simple advice is incredibly important for young entrepreneurs."

If you're an entrepreneur who's been poised to launch a small business for quite some time now, this is one of the best business articles to help you make the plunge.



MS. MANDEEP KAUR MUNDE
ALUMNUS
A.Y. :- 2017-18



DID YOU KNOW ?

1- TOSTITO

The idea behind this logo is people sharing a good time while eating Tostitos. The 2 "T's" on the word feature a couple of friends eating a chip and dipping it on the salsa, which is the dot on the "I". See it now? Had you noticed before?

2- BEATS

The logo for beats by der is pretty simple. The 'b' is enclosed in a circle followed by the brand name. The circle, though, isn't just a circle. It represents a human's head, and the 'b' letterform represents the brand's headphones. This gives the brand a personal element, allowing a customer to see themselves in the headphones.

3- BASKIN ROBBINS

Baskin Robbins is known for its seemingly limitless flavors of ice cream (31, if we're being exact). That famous number is hidden in the 'B' and the 'R' of their logo, acting as the curve of the 'B' and the stem of the 'R'. The logo represents fun and energy, much like how you'll feel during (and after) eating their ice cream.

4- LG

LG is recognized worldwide, and most people recognize the 'L' and 'G' in the logo mark. What most people don't realize, though, is that those letters help to create a face. The 'L' makes the nose and the 'G' makes up the rest of the face. This gives the brand a human element and makes it more inviting and approachable.

5- FedEx

FedEx is an incredibly popular shipping company, and its logo is plastered on trucks and planes all over. While there isn't anything incredibly groundbreaking in the colors or simple type, there is a hidden gem in there. Have you ever noticed the arrow hidden in the negative space between the 'E' and 'x'? The arrow represents the idea of moving forward with speed and precision, much like the FedEx brand.

6- NBC

It's a peacock logo since May 12, 1986. Peacock has six feathers that represent six various channel lines. News - yellow, Sports - orange, Entertainment - red, Station - purple, Network - blue, Production - green

7- UNILEVER

The Unilever logo consists of 24 icons creating a U shape. Each icon represents the company's core values. Its brand identity was developed bearing the company's idea and goal of adding vitality to life. The Unilever logo is composed of 24 icons that come together to form a U shape

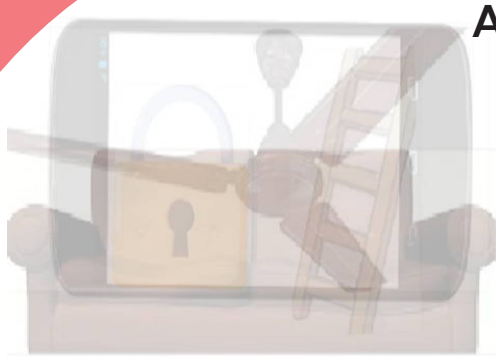
8- AMAZON

Arrow in a logo stretch from "A" to "Z" convey to their customers that company can meet their every need also smile conveys that they are a trustworthy friendly company that is the tag line "Delivering smiles to customer doorsteps"

MR. SUMAN GHOSH
SYBMS



OVERLAPPING



A



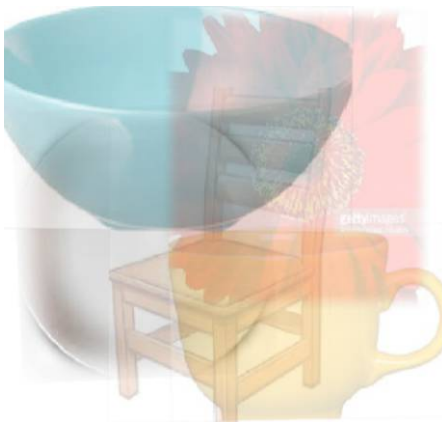
B



C



D



E



F

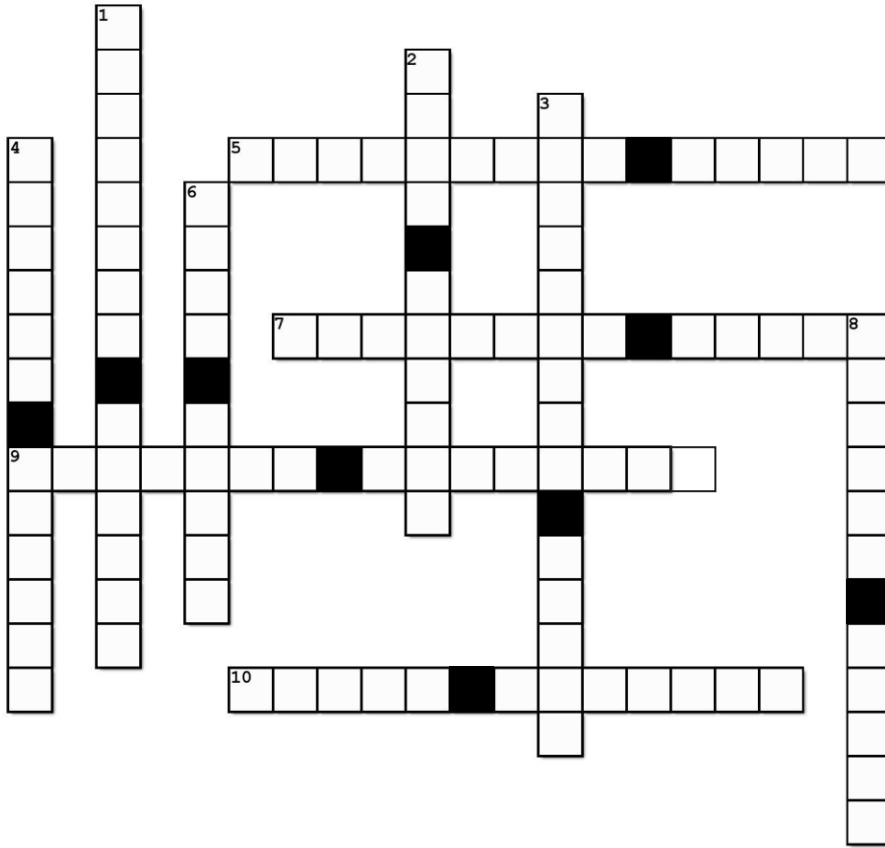
- F**
1. Bell
 2. Guitar
 3. Pen
 4. Traffic Signal
 5. Headphones
- E**
1. Bowl
 2. Plate
 3. Cup
 4. Flower
 5. Chair
- D**
1. LinkedIn
 2. WhatsApp
 3. Facebook
 4. Instagram
 5. Twitter

- C**
1. Star
 2. Santa Hat
 3. Vase
 4. Tree
 5. Tissue Box
- B**
1. Ribbon
 2. Moon
 3. Mouse
 4. Table
 5. Scissors
- A**
1. Sofa
 2. Fan
 3. Mobile Phone
 4. Ladder
 5. Lock

Ms. AMISHA SONIGRA
FYBMS



CROSSWORD



Horizontal

- 5. Founder of Incred Finance
- 7. Founder of Razorpay
- 9. CEO of Ola Cabs
- 10. Founder of wow momo

Vertical

- 1. Founder of 1mg
- 2. Founder of Cleardekho
- 3. Founder of Zomato
- 4. Founder of Cure Fit
- 6. Founder of Shuttl
- 8. Founder of Innov8 Coworking

Bhupinder Singh : Founder of Incred Finance
 Shashank Kumar : Founder of Razorpay
 Bhavish Aggarwa : CEO of Ola Cabs
 Sagar Daryani : Founder of wow momo
 Prashant Tandon : Founder of 1mg
 Shivi Singh : Founder of Cleardekho
 Deepinder Goyal : Founder of Zomato
 Mukesh Bansal : Founder of Cure Fit
 Amit Singh : Founder of Shuttl
 Ritesh Malik : Founder of Innov8 Coworking

MR. RAJ SAVLA
SYBMS



POEM

◆ **THREE THINGS** ◆

**THREE THINGS TO RESPECT;
OLD AGE, RELIGION, AND LAWS.**

**THREE THINGS TO LOVE;
PURITY, HONESTY, AND HARDWORK.**

**THREE THINGS TO ADMIRE;
BEAUTY, INTELLECT, AND CHARACTER.**

**THREE THINGS TO MAINTAIN;
PROMISE, FRIENDSHIP, AND AFFECTION.**

**THREE THINGS TO AVOID;
SMOKING, DRINKING, AND GAMBLING.**

**THREE THINGS TO PREVENT;
LAZINESS, FALSEHOOD, AND SLANG.**

**THREE THINGS TO WATCH;
SPEECH, BEHAVIOR, AND ACTION.**

**THREE THINGS TO CONTROL;
TONGUE, TEMPER, AND TEMPTATION.**

MR. RAMVIJAY SINGH
FYBMS



CORPORATE LIFE

In a Corporate life you have a
Choice to make

Be a 'leader' in the eyes of people
you lead & people who lead you

Or

Be a spineless slave who lives and
work to fulfill the whims and
fancy of your boss.

Take action.



MS. MUTHULAXMI RAJA DEVAR
FYBMS



LIFE IN THE FAST LANE

FOUNDERS



Bhavish Aggarwal

Education:
B. Tech in Computer Science from IIT,
Bombay. Prior work experience:
Worked in Microsoft Research,
Bangalore for 2 years.



Ankit Bhati

Education:
Dual Degree (M.Tech+B.Tech)
from IIT Bombay.

While trying to keep his holiday and tour planning business afloat, Bhavish had to travel from Bangalore to Bandipur, for which he rented out a car, which ended in a very bad experience. The driver stopped the car in the middle of the journey and demanded a renegotiation of what Bhavish was paying. After being refused, he proceeded to abandon him to enroute his destination. This is when he realized how his plight was probably similar to a lot of customers across the country who were looking for a quality cab service, but ended up with a one that stood them up, arrived and dropped them off late, didn't stick to their promises, and came with drivers that were nightmares behind wheels.

For the first time, he saw the amount of potential that an extraordinary cab booking service could have, and hence, he changed his business from his earlier start-up to the one we today know as – Ola Cabs. This was in December 2010, where he was joined by his co-founder Ankit Bhati in his start-up journey. His parents didn't agree with his idea in the beginning, of course, like all Indian Parents won't. They were thoroughly displeased with his decision to become a 'travel agent', but when Ola Cabs received its first round of funding from two angel investors, they started to believe in the change he was planning to bring.

Instead of buying and renting out their cars, Ola Cabs partnered with several Taxi Drivers and added a touch of modern technology to the whole set up, where people could book cars at short notice through their call centers and from their app. The bookings allowed half/full day rental and even outstation taxis. They now have almost 4,000,000 cabs across the country, offering a variety of car options – Mini, Prime, Luxury – which can be paid for through one of the different modes available.

Bhavish who works 16 hours a day, promises transparency in prices, where Ola Cabs gets a commission on every sale that the taxi driver makes, which makes it a company that works on the pay-per-performance model. The taxi drivers can also opt for access to the technology platform benefits, by paying a minimal fee to Ola Cabs.

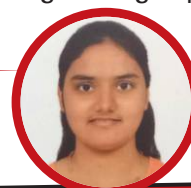
Since its inception, Ola Cabs has raised funds from Softbank Corp, and other investors during two rounds of VC funding. They also recently came up with the plan of 'charging lesser than an average auto rickshaw' by offering cabs at ridiculously cheap prices of Rs.10/km.

Ola Cabs has now ventured into collaborating with autos, with the launch of OlaAuto. You can now find an auto on demand, using their app.

"I devote a lot of time to hire the right people. We keep on looking until we've found the right person. More than the skill match, we're looking for the culture match," says Bhavish. "Being a very aggressive company, it is not everyone's cup of tea and finding the right people is invaluable," Bhavish told Your Story in an interview.

MS. ROSANN ROSARIO

FYBMS



INTRAPRENEUR

PepsiCo Executive

Har Ghoot mai Swag hai



Nooyi joined PepsiCo in 1994 and was named CEO in 2006, replacing Steven Reinemund, becoming the fifth CEO in PepsiCo's 44-year history. Nooyi has directed the company's global strategy for more than a decade and led PepsiCo's restructuring, including the 1997 divestiture of Tricon, now known as Yum! Brands. Tricon included companies like Pizza Hut, KFC, and Taco Bell under its umbrella. The financial gains from this spinoff allowed the company to increase the pace of its share buyback strategy, thereby giving it more leverage to pursue future acquisitions without as much shareholder backlash. Nooyi also took the lead in the acquisition of Tropicana in 1998, and the merger with Quaker Oats Company, which also brought Gatorade in 2001. The \$3.3 billion acquisition of Tropicana initially faced opposition from other PepsiCo executives and Wall Street critics. Acquiring Tropicana allowed PepsiCo to gain a competitive edge; Tropicana at the time captured 44% of the chilled orange juice segment, the fastest-growing segment of the juice market, and especially positive metric when compared to Coca-Cola's Minute Maid which captured less than half of Tropicana's market share. The Quaker Oats Company's ownership of Gatorade was a positive strategic move for PepsiCo since Gatorade was responsible for 80% of sports drink sales at the time. Similar to the Tropicana acquisition, this strategic move gave PepsiCo leverage against Coca-Cola, owner of Powerade – second in the sports drink segment. PepsiCo's annual net profit rose from \$2.7 billion to \$6.5 billion.

Nooyi was named on Wall Street Journal's list of 50 women to watch in 2007 and 2008 and was listed among Time's 100 Most Influential People in The World in 2007 and 2008. Forbes named her the 3rd most powerful woman in 2008. In 2014, she was ranked 13th by Forbes. Fortune ranked her the 1st most powerful woman in business in 2009 and 2010. On 7 October 2010 Fortune magazine ranked her the 6th most powerful woman in the world. In Fortune's Most Powerful Women List of 15 September 2015, Nooyi ranked 2nd.

MS. KIRTEE ARKE
SYBMS



TÊTE-À-TÊTE WITH MR. CHIRAG KATIRA



Mr. Chirag Rajesh Katira is the Director of SNGT GROUP OF COMPANIES. SNGT is one of the Leading Group in the field of Transportation, Construction, Warehousing, Logistics, Cargo Cabs & Courier Service. Operating since Year 1991 in Maharashtra & Gujarat. A core visionary, Mr. Chirag Rajesh Katira along with his brother's has been instrumental in restructuring SNGT (SHREE NASIK GOODS TRANSPORT CO PVT LTD) and starting new ventures like, 3X CARGO CAB, SNGT NEXT, NASIK KING COURIER, SNGT WAREHOUSING. He is actively involved in different business start-ups and consults young entrepreneurs on their ventures. Since 2012, Mr. Chirag is involved in the strategic development of the SNGT at BOD level. He is also the public face of the company representing SNGT on various Forums, Policy Meetings, and Association & Social Organizations. In a career spanning over 8 years, Mr. Chirag has been an active member of many trade bodies and has been instrumental in shaping direction to the logistics industry in the country. Mr. Chirag Rajesh Katira is a great mentor and a thought leader; there have been more than 15 articles about him in Various Magazines & Newspapers like (The Economic Times, Lokmat, Sakal News, Motor India, Autocar, Transtopics, Silicon India, Translogis, and Magzter). Mr. Chirag has numerous awards and accolades to his credit some being, in the following years.

"I always wanted to do something different, something on my own. While sitting in the class, I came up with the idea 'same delivery'. MPOWER taught us calculation, ROI, reporting MIS and gave us a lot of operational clarity. Think out of the box was the mantra I acquired."

Expert's Talk

1. What do you expect from a manager?

The managers I've had in the past who I now emulate had open-door policies with their teams – one always felt comfortable going to them to discuss tricky workplace issues. They respected our opinions, collaborated with us to arrive at positive solutions, and maintained our confidentiality workplace issues.

2. What was it like working for your manager?

I have never had a difficult manager – only difficult project challenges that we always worked together to resolve. I've been lucky that the managers I have worked for maintained open lines of communication so that we could nip any rising issues in the bud.

3. Share some examples of how you've impacted worker safety.

As a call center manager, I noticed that several of our staff were reporting cases of carpal tunnel syndrome and back pain. Through some clever manipulation of our operating budget, I was able to purchase more ergonomic workstations that resulted in far fewer complaints

4. Describe how you managed a problem employee.

Last year, I had an employee assigned to my department who was a brilliant (but very young) financial analyst, onboarded straight out of college. His people skills left something to be desired – soon his team members were complaining that he was dismissive of their ideas and belittled their contributions. So, I called him into my office, and we had a conversation about our company culture and how collaborative teamwork is crucial to our operations. I also alerted him that he was on notice to drop his ego at the door and improve his manners – which he did.

5. If you knew a manager was 100% wrong about something, how would you handle it?

No one is right all of the time – everyone has a bad day occasionally when they just aren't focused and make mistakes. Yet in business it's critical to correct errors as soon as possible. On those very few occasions where I felt like my manager made the wrong call, I've never hesitated to speak with them privately about the situation, laying out my rationale in a nonjudgmental fashion. In every single case, they admitted that there had been an oversight, and they thanked me sincerely for my "good catch."

MR. VINAY DEDHIA
TYBMS



RENDEZVOUS CLUB

The BMS Management club '**Rendezvous**' organized the intra collegiate activity on 8th January, 2020.

Two Events were conducted in which students from every stream Arts Science & Commerce & Self- Financing courses participated. The names of the events are as follows :

Time Crackers

Student Event Incharges:

1. Vivek Singh (T.Y.BMS)
2. Murthy Padaiyachi (S.Y.BMS)
3. Mansi Rawaria (F.Y.BMS)

Rounds : **3**

No. of Teams : **25**

Word Racers

Student Event Incharges:

1. Vinay Dedhia (T.Y.BMS)
2. Kirtee Arke (S.Y.BMS)
3. Amanjyot Singh (F.Y.BMS)

Rounds : **3**

No. of Teams : **18**

WINNERS

Position	Name	Class
First	Ms. Anjali Patil	S.Y.BMS
	Ms. Renita Roseline	
Second	Ms. Indravati Tiwari	TYBAF
	Ms. Khushboo Prajapati	
Third	Mr. Omkar Gaikwad	SYBMS
	Mr. Siddharth Shukla	

WINNERS

Position	Name	Class
First	Ms. Aditi Dabhade	FYBCOM
	Ms. Sidhi Shinde	
Second	Ms. Megha Rawat	TYBMS
	Ms. Suchita Gadekar	
Third	Mr. Nayan Nigam	TYBMS
	Mr. Wajid Mulla	
Third	Mr. Amit Purani	
	Mr. Harshan Kumar	

MANZIL

A one day inter-collegiate management fest Manzil- The Ultimate Destination organized by B.M.S. & B.Com(Banking & Insurance) Departments was inaugurated at the college premises on 7th January, 2020. The Principal Dr. Mrs Mary Vimochana congratulated the B.M.S. & B.Com(Banking & Insurance) Departments for organizing such a mega event with a theme "NEODRISHTI", which involved participants from almost 25 colleges. She appreciated the faculty members and students for the laudable efforts. Ratnam College firmly believes success of any institute depends on how students perform and interact at portals of corporate world. So to groom their personality, to cope up with the challenges various exciting management events namely Research Paper Presentation, Workshop on Goal Setting, EK SAATH EK HAATH (Team Management) & Social Wisdom Talk (Talk on Social Issues) were held at different venues simultaneously. There were more than 250 participants making it a spectacular extravaganza.

Veteran experts in their respective fields had obliged our request for judging the above events as external referees - Dr. Shaukat Ali for Research Paper Presentation & Mr. Mukesh Chunilal Kanojia for Social Wisdom Talk also we had Ms.Mitakshra Shirgaonkar as resource person for Workshop on Goal Setting. The college witnessed colors of participation, enthusiasm & potential. All the participants did phenomenal job. Manzil has truly lived up to its reputation of being the best & bringing out the best. Finally the fest emerged as true reflection of spectacular teamwork.

**National Education Society's
RATNAM COLLEGE OF ARTS, SCIENCE & COMMERCE**
BMS & BBI DEPARTMENTS
PROUDLY PRESENT

MANZIL 2019-20

THE ULTIMATE DESTINATION.....

NEO दृष्टी

7th January, 2020

Call For Papers

1. Abstract - 200 words, Final article - 2500 words Every graph, chart, table, figure is to be accompanied with an explanation of source, wherever applicable. Single or website references entire URL should be provided by the author.
2. The paper has to be typed in Times New Roman, font size 12 and spacing 1.5.
3. The cover page of manuscript must contain title of the paper, author's name, college's name, mailing address and management. F no.
4. Every team will get maximum of 5 minutes to present.
5. 10% copy of the research paper should be mailed to ratnamcollege@rediffmail.com immediately before 8th Jan, 2020.
6. Authors will be expected to be present on the date of presentation of their manuscripts listed.

HAAL FILHAAL ANUSANDHAAN
[Research Paper Presentation]

Venue - Room G7
REGISTRATION FEES
₹ 100
Time - 10:30 AM
1-3 Participants

SOCIAL WISDOM TALK
[Individual Outlook on SOCIAL ISSUES]

Venue - Room G6
REGISTRATION FEES
₹ 50
Time - 10:30 AM
Amarjeet Kaur - 9291865770
Zabruilla Shaikh - 9773135496

EK SAATH EK HAATH
[Team Management]

Venue - Room G3
REGISTRATION FEES
₹ 100
Time - 10:30 AM
3-4 Participants
Priya Premnath - 8698428455
Saloni Mhatkar - 9004489564
Habiba Mujumdar - 9187334584

EK LAKSHYA
[Workshop on GOAL SETTING]

Venue - A.V. Room
REGISTRATION FEES
₹ 50
Time - 10:30 AM
Swapani Dhuri - 9022911394
Vinisha Nadar - 9892522097

Registration will commence at 9:30 AM
Certificates will be awarded to all the participants

ABOUT N.E.S RATNAM COLLEGE

Established in the year 1983 by Dr. B. Varadachari, Founder President, NE-S (N) Group of Institutions, the National Education Society's Ratnam College of Arts, Science and Commerce has evolved as an institution which believes that along with academic excellence formal education must ideally seek and include programs and processes aimed at character and personality building. So, at Ratnam, we go beyond the confines of classroom teaching/learning and endeavor to make each and every Ratnamite a well rounded and confident personality to face the challenges of the outside world. The institution has an array of Co-curricular & Extra-curricular activities to give opportunities to showcasing talent amongst the students. The college has been a proud of ISO 9001:2009 certificate on April 14, 2007. One of its kind in Maharashtra for any educational institution for conforming to World Standards in education. In the year 2008, the college has been accredited with 'B' Grade by NAAC, a body of UGC. In the year 2011 college has been re-accredited with 'A' Grade by NAAC. In the year 2013 the college has received the Best College Award from Mumbai University for the academic year 2012-14. Our college with continuous self-improvement has received the great fillip with the 'A' grade re-accreditation (held till) from NAAC, UGC in September 2017.

ABOUT MANZIL

Manzil - The Ultimate Destination, is truly an Ultimate Destination for fun, learning & academic game sessions. This fest conducted by BMS & BBI Departments of N.E.S Ratnam College is truly the Manzil for the students across many colleges especially the ones in the central area stretching from Kalyan and going up to Dadar to take a day off and have fun and create new memories. This year Manzil is going to be celebrated with a unique theme of 'NEODRISHTI' with a receive participation of more than 500 students. Manzil is conducted on a grand scale and awaits your participation for fun & frolic.

**National Education Society's
RATNAM COLLEGE OF ARTS, SCIENCE & COMMERCE**
BMS & BBI DEPARTMENTS
PROUDLY PRESENT

MANZIL 2019-20

THE ULTIMATE DESTINATION.....

NEO दृष्टी

7th January, 2020

OUR PATRONS
Dr. B. Varadachari
Honorary President
N.E.S Group of Institutions
Dr. V. Balasubramanian
N.E.S Group of Institutions
Mrs. Rina Saha
Honorary President
N.E.S Group of Institutions

ADVISORY COMMITTEE
Dr. (Mrs.) Mary Vimochana
Honorary President
(Principal)
Dr. (Mrs.) Vinisha Dhuria
(Vice Principal)
Dr. (Mrs.) Lata Swaminathan
(Vice Principal)

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Course Co-ordinator
& Convener
Mr. Rajju Mishra
Mrs. Jisha Alwin
Mrs. KhushiBho Tripathi
Mrs. Raah Bakshi
Mrs. Priyanka Salvi
Mrs. Ananya Prabh
Mrs. Susanna Martore

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Neha Wase - 9930120662
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Neharika Khedar - 7720648306
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Rendezvous Club



Manzil



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IDEAMANAGEMENT GOAL
LOGIC
INFO THINK ANALYZE STRESS
HUMAN BUSINESSMAN DREAM MIND
SKILL BRAIN PRIMARY DREAM BRAIN
GOAL CREATIVITY DECISION
INTELLECT MAIN
ANALYZE INTELLECT STRESS SKILL
RULES MIND MEMORY INFO
HUMAN GOAL
KNOWLEDGE PLAN HEAD
INFO MAIN INFORMATION HEAD RUN LOGIC
THINK IDEA PLAN MAIN
INFORMATION DECISION IDEA LOGIC MEMORY
PRIMARY DREAM
MEDITATION SKILL
MANAGEMENT
CREATIVITY
BUSINESSMAN

CORPORATE
ROADIES