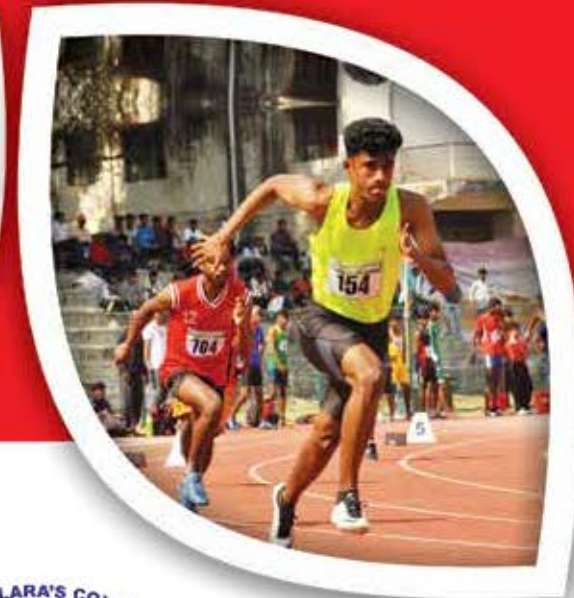
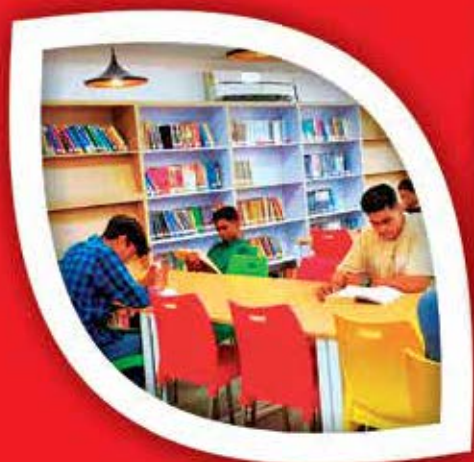




insight

2020-21 2021-22

Focusing Young Mind Creative Growth



Clara's College of Commerce

PERMANENTLY AFFILIATED TO UNIVERSITY OF MUMBAI
NAAC ACCREDITED

The background features several large, 3D-style arrows in blue, orange, red, and green, all pointing towards the right. There are also faint, light gray geometric shapes, including rectangles and triangles, scattered across the white background.

Our Vision

Our vision is to provide value based education with new innovations and ideas, so that our pupils grow into aesthetically rich, intellectually aware and integrated young people, capable of fulfilling their dreams and aspirations.

Our Mission

Our mission is to instill qualities of leadership, ethics, values of good citizenship and above all of a good human being through both modern and traditional education.

<i>Children Welfare Centre Trust.....</i>	<i>2-3</i>
<i>From the Trustee’s Escritoire.....</i>	<i>4</i>
<i>Editorial Desk.....</i>	<i>5</i>
<i>From the Principal’s Desk.....</i>	<i>6</i>
<i>Programmes offered by the Institution.....</i>	<i>7-8</i>
<i>Staff Members.....</i>	<i>9</i>
<i>The Driving Force.....</i>	<i>10</i>
<i>Backbone of our Institution.....</i>	<i>11</i>
<i>List of Committees.....</i>	<i>12</i>
<i>Activites of the Institution at a Glance (2020-2021).....</i>	<i>13-24</i>
<i>Activites of the Institution at a Glance (2021-2022).....</i>	<i>25-39</i>
<i>Add-on Courses.....</i>	<i>40</i>

“Education is the most powerful weapon which you can use to change the world.”

- Nelson Mandela

“Literacy in itself is no education. Literacy is not the end of education or even the beginning. By education I mean an all round drawing out of the best in the child and man in body, mind and spirit.”

- Mahatma Gandhi

“Tell me and I forget. Teach me and I remember. Involve me and I learn.”

- Benjamin Franklin

Quality education provides students the knowledge, skills, and confidence to reach their full potential. Children who are blessed with education of the highest quality qualify as better human beings and ensure that the message of universal citizenship remains strong. A few committed persons pledged their efforts and wisdom to set up Children Welfare Centre Trust with this very intention. The institution



CHILDREN WELFARE CENTRE TRUST

offers advanced education programs within the ever expanding geographical and cosmopolitan extent of the city. Registered under the Public Trust Act, 1950 it caters to the holistic development of every student and strives to ensure that the objectives of education percolate into every strata of society.

Children Welfare Centre, currently in its 41st year of existence, continues its sustained mission by making laudable inroads in the arena of education.

The progress and success of its students and alumni is testimony to the tremendous efforts of the founder members and teachers in preparing them for lifelong learning with a positive approach. The relationship forged with the parents and the society at large remains the edifice for the progress made by the institution over the years.

Located in the bustling suburban locality of Andheri, Children Welfare Centre is well connected with the rest of the city. The institution is well fenced and provides a safe and tranquil ambience which is most conducive for the purpose of learning. It has a fully functional Pre-Primary school which uses a progressive educational model. The children have access to a definite path for academic progression from the primary and secondary school to the junior and degree college. The Centre admits students who wish to pursue graduation in streams such as Commerce, Management, Mass Media, Accounting and Finance. Recognizing the need for training prospective teachers to impart quality education, the

Trust set up the Teacher's Training Centre under the B.Ed. program in Andheri, West in 2009. It has also set up the College of Law at Malad (West) in the same year.

The institution boasts of infrastructure to suit contemporary teaching and learning needs. Well equipped with an inhouse science laboratory, the Centre also has computer labs, audio visual room, library, as well as recreational facilities.

The concern of the management to provide the best facilities is evident from the clean and hygienically maintained rest rooms and canteen. More than 250 trained and proficient teachers contribute immensely to academic and personal development of students through mentoring and coaching. Each of them is equally responsible for building the values of honesty, respect and diligence in the students.

Children Welfare Centre has a proven track record that leads the present objectives towards better opportunities and prospects. It has been aptly rewarded for its performance. It was named the Best School in K-West Ward by the Education Department of Municipal Corporation of Greater Mumbai in the past. Mr. Ajay Kaul, the Honorary Principal of the institution, was the recipient of the State Award for the Best Teacher in the year 2002-2003.


Children Welfare Centre is an ideal platform for the awe-inspiring force of more than 4000 registered students to spread their wings. With experience and better resources at hand, the institution has secured permission to start the M.Com course at Clara's College of Commerce, Versova, Andheri (West). The Management is also elated in stating that permission has been granted by the Govt. of Maharashtra to start Jr. College in Arts and Commerce streams at Malad (West) and also a school affiliated to CBSE Board has commenced in the same institution. The moment of pride for the Trust is the commencement of an IB School at off. Yari Road, Versova.

Milestones Achieved by the Trust.....

- 1981 Children Welfare Centre School begins to function from one rented room in Versova village with Batch of 30 students.
- 1985 The School develops into a full-fledged Primary School and receives recognition from the Municipal Corporation of Greater Mumbai.
- 1992 The School has been upgraded every year and first batch of S.S.C students appeared for Secondary School Certificate examination. The year also witnessed the initiation of a Junior College in the Commerce Faculty.
- 1994 The school adjudged as the Best school in the K - West ward by the M.C.G.M.
- 1999 A full-fledged Degree College namely; Clara's College of Commerce was established in the memory of Late Smt. Clara Kaul, an educationalist with a missionary zeal to take learning to every strata of society.
- 2002 H.S.C. Results 100%.
- 2003 Maharashtra State bestows best Teacher's Award on Principal Ajay Kaul.
- 2006 Children Welfare Centre completes its silver jubilee. The CWC School and the Clara's College of Commerce has more than 4000 students on its roll.
- 2009 Clara's College of Education (Teachers Training College) is started with an objective of contributing the best teacher's to the society.
- 2010 His Excellency S.C.Jamir the Governor of Maharashtra honours Shri Ajay Kaul with the "Outstanding School Principal Award 2009-2010"
Children Welfare Centre Law College commences at Malad (West), Mumbai.
- 2011 School adjudged as an "A" Grade School by the S.S.C. Board.
B.Ed. Results 100%
- 2012 S.S.C. Results 100%
- 2013 Students represented Maharashtra State in Tehouk Ball tournament.
- 2014 Science Teaching Aid Project selected for State Level Competition at Ratnagiri.
Principal Ajay Kaul appointed as member of the S.S.C / H.S.C Divisional Board by the Govt. of Maharashtra.
- 2015 First Batch of B.L.S students (Law College) secured 100% Results at the University of Mumbai Examination.
- 2016 Hosted Zonal Science Exhibition in Co-Ordination with Education Dept. West Zone where in 500 schools participated. The programme was inaugurated by Hon'ble Union Minister Shri Mukhtar Abbas Naqvi and Shri Vinod Tawde Hon'ble Education Minister Govt. of Maharashtra. Valedictory function was attended by Shri P.D.Acharayaji His Excellency Governor of Assam and Nagaland.
Versova Gaurav Award presented to Principal Ajay Kaul by Shri Devendra Fadnavis Hon'ble Chief Minister Maharashtra State for his contribution in the field of education.
- 2017 Commencement of Junior College in Arts, Commerce and Science at Malad (West).
S.S.C Result 100%
Best School in the K/P West Ward trophy received from Education Dept. (West Zone) at the Ward level Science Exhibition.
- 2018 Surya Raja Devendra of T.Y.B.Com represented India in Kickboxing at Asia level and won Bronze medal at Ata, Kyrgyzstan.
- 2019 Project in Population Education bagged the 1st prize at zonal level science exhibition. The exhibit was selected for the state level.
- 2020 Hosted State Level Kabaddi competition wherein players from 8 cities of Maharashtra participated. It was organised by District Sports Office under the Directorate of Sports, Ministry of Youth Affairs and Sports.
- 2021 NCSC science project was selected at state level.
Governor of Maharashtra, His Excellency, Hon'ble Shri Bhagat Singh Koshyari felicitated Shri Ajay Kaul for his contribution in social field.
Granted permission from Government of Maharashtra to start a Arts, Science and Commerce degree college at CWC Malad.
- 2022 Children Welfare Centre High School secures 100% results in Government of Maharashtra Elementary Drawing Examination.



From the Trustee's Escritoire

Teaching
is more than
imparting
knowledge,
it is inspiring
change 

Ajay Kaul
Managing Trustee

Incessant change is at the very core of nature and is essential to growth. The advent of technology and advanced communication tools marked the beginning of a milestone journey for the impending generations. We as a nation and as a part of the education fraternity have witnessed the adaptation and influence of technology on the young minds for decades. Technology has penetrated deeper into our lives; Our young generations are exposed to the use of these technologies at a very early age. Contrary to the old times, the imprints a child is collating from such influences is creating a substantial decree on his psyche which will define his life course. In such a highly sensitive environment, our role as an educational institute becomes not only important, but very crucial.

The underlying principle of education is pertinent to the overall development of children. Traditional ways of education would be redundant in today's time. The need for a transformational approach is more now than ever.

As a progressive and responsible educational institute, we believe in holistic education; values, principles and ethics are the defining traits in building a positive persona and we need trailblazing methodologies to align these in the course of formal education in the tech-age of today. Adapting to the metamorphosis in education and re-inventing the wheel to devise

and implement effective strategies of teaching has been the instrumental mission we have undertaken as an institute. For over 4 decades, we have been shaping the personas of the leaders of tomorrow and contributing to their life success stories. Our methods are designed with the amalgamation of experiential learning of theories, artistic interventions to tap into the innate abilities, avenues that offer to stimulate logical reasoning and leadership abilities coupled with opportunities to explore their ingenious skills. The success of our endeavors in this pursuit stands strong with the backing of our strong team of qualified and veteran teachers and staff members.

While we are overwhelmed and cherish every moment of our triumphant voyage, we understand that it's a work- in-progress and we must persistently adapt to the evolutionary path of education. Our role as a contributor in this field will always remain significant; however, our success becomes conceivable with the active role of positive parenting in this tech-age. It's a path we must walk together. For, we are not building mere future of a child, we are building the future of our nation and the onus is on us.

With immense gratitude, we dedicate our success to every member of this institution and invite every parent to join the journey of this transformational feat.



Dr. Babita Kanojia

We are glad to introduce 'Insight-2021 and 2022'. Our college is known for academic as well as cultural activities. Thus, this magazine is the culmination of the academic and cultural activities conducted in the Academic Year 2020-21 and 2021-22. The management strongly believes in the holistic development of the students. Therefore, the college organizes many seminars, webinars, conferences, workshops, guest lectures, and other activities for the betterment of the students. This magazine encompasses and reviews the activities conducted during the tenure. Moreover, it also embodies cultural, sports and NSS activities conducted in a vigorous zeal.

The pictures added in the magazine not only show the record of the events but also add a tint of nostalgia while turning pages. Life has its own design and rhythm and so the college contributes to shaping the lives of the students in a harmonious way. Here, at Clara's College of Commerce, we enhance the potential of the students. 'Insight-2020' is one of the mediums that has carved out a niche for itself in the mind of its readers. The veracity and versatility of the contents have exhilaratingly made a place in the heart of everyone.

We would like to thank the entire Magazine Committee and the students who have contributed to the magazine. We sincerely thank our respected Ajay Kaul Sir, General Secretary, from the core of our heart for being the source of constant motivation and encouragement. We are grateful to Prashant Kashid Sir, Activity Chairman, without whose hard toil, the publication of the present volume would have been next to impossible. We would also like to extend our heartfelt gratitude to Principal Dr. Madhukar Gitte, for rendering his valuable advice. We also thank our teaching and non-teaching staff, and students who all have been a constant source of support in this endeavour.

Happy Reading.

The Editorial Board

Dr. Babita Kanojia

Ms. Kajal Jaiswal

From the Principal's Desk



Dr. Madhukar R. Gitte
Principal

Higher Education has been on a revolutionary path constantly. The dynamism and volatility of evolving markets demand education institutes to keep up with the pace constantly. Businesses insist on hiring the 'industry-ready' graduates. The success of higher education is defined by their employability and entrepreneurial skills today. And our role here transforms from the provider of just higher education to offering a dais of skill development and contributing in the making of the industry talent.

At Clara's College of Commerce, we emphasize on fostering the cloaked potential of the 'to-be graduates.' Our educational strategies are devised to align with the industry goals, keeping intact, the essence of formal education. The meticulously planned value-added engagements and soft-skill development programs serve as an underlying dais in meeting these goals. Our teachers adopt the role of mentors alongside. The conducive environment serves as the enabler in further nurturing the young minds to become independent and creative thinkers and solution-oriented beings.

We have been proud to be a part of this commendable and accomplishing journey and meeting the rapidly changing demands of the industry. Our entire team at degree college is committed towards the building the entrepreneurs and business strategists of tomorrow by engaging them in premeditated and well-implemented programs. We go beyond the measures of formal education and explore every plausible way to pursue ceaseless growth driven by the amalgamation of principles, technology, mentorship, teaching and beyond.

We are grateful to our teachers, non-teaching staff, our students and their parents, the management and every member associated with our institute for sharing our mission and commitment and being a part of our instrumental progress and success. And last but not the least, imparting education and shaping the young minds is a long-term project. Here we reiterate, "Success is the sum of small efforts day in and day out" - and we are making a significant contribution on this path of progress.

Thank you!

Programmes offered by the Institution

Bachelor of Commerce (B.Com)

Educational Objectives

The B.Com programme aims to cultivate in students virtues of commerce professionals to effectively contribute to the needs of the society with commitment and integrity. It intends to provide a strong foundation level understanding of functioning of business organisations and various transactions in the fields of Accountancy, Auditing, Taxation, Management, Finance, Mathematics, Law, Statistics, Business Communication, Advertising and Economics.

The broad objectives of the programme are:

1. to develop professional knowledge and skills in the fields of Finance, Accounting, Taxation, Marketing, Import & Export Management, Mathematics and Statistics by adopting student centric pedagogy.
2. to encourage the students to undertake higher studies and research in commerce and allied disciplines.
3. to develop qualities to handle both individual and team work efficiently through projects, assignments and other activities.
4. to imbibe values of ethical practice in business.
5. to develop communication skills for putting forth ideas, views, and messages effectively.

Programme Outcomes

Programme outcomes are a set of competencies which students acquire at the end of graduation. On successful completion, they shall:

1. have fundamental knowledge of Accountancy, Auditing, Taxation, Management, Finance, Law, Business Communication, Advertising, Economics and Mathematics / Statistics and provide innovative solutions to problems in business.
2. be able to communicate their ideas with industry efficiently and effectively .
3. develop the ability to work at individual level as well as at team level.
4. be able to integrate latest technology and apply mathematical and statistical tools and techniques.
5. have skills to develop business models and be responsible global citizens who exhibit cross-cultural competent behaviour, and ethical values.

Bachelor of Management Studies (B.M.S)

Educational Objectives

Bachelor of Management Studies (B.M.S) aims at cultivating knowledge among students to be ideal managers/entrepreneurs. The course lays specific emphasis on managing the financial and accounting aspects of business. The broad objectives of the programme are:

1. to give an insight into business and modern management practices.
2. to help students apply the concepts of statistics and research methodology in management.
3. to help students develop competency and skills to make learners employable.
4. to develop professional knowledge and skills in the field of Accountancy, Marketing, Human Resource Management and Financial Management.
5. to sensitize students towards the challenges in the global market.

Programme Outcomes

Programme outcomes are a set of competencies students acquire at the end of graduation. On successful completion, they shall:

1. acquire knowledge about management practices which facilitate them to become effective professionals.
2. be capable to pursue higher studies in diverse fields of management such as media studies, business administration, human resource management and financial management.
3. be adequately trained to be entrepreneurs and communicate effectively.
4. develop a positive attitude towards lifelong learning and research.
5. acquire the required skills to develop business models and be responsible global citizens with cross-cultural competent behaviour and ethical values.

Bachelor of Commerce (Accounting & Finance) B.A.F

Educational Objectives

Bachelor of Commerce (A&F) aims at cultivating knowledge among students to be ideal managers/ entrepreneurs. The course lays specific emphasis on managing the financial and accounting aspects of business. The broad objectives of the programme are:

1. to develop fundamental knowledge about the fields of finance, accountancy, audit, taxation, law, technology and innovative practices by adopting learner centric pedagogy.
2. to motivate students to pursue higher studies such as chartered accountancy, cost accountancy, chartered financial analyst, Business administration and company Secretaryship.
3. to nurture students' ability to work as consultants.
4. to arouse students' interest in research.

Programme Outcomes

Programme outcomes are a set of competencies students acquire at the end of graduation. On successful completion, they shall:

1. have fundamental knowledge of finance, accountancy, audit, taxation, law, technology and innovative practices.
2. communicate effectively with all stake holders.
3. work at both individual and team level.

Bachelor of Arts in Multimedia & Mass Communication (B.A.M.M.C)

Educational Objectives

1. To provide fundamental knowledge about the field of mass media.
2. To enhance communication skills.
3. To develop necessary skills and competency in learners to make them employable.
4. To encourage students to be entrepreneurs.
5. To motivate learners to contribute in the development of society.

Programme outcomes

Programme outcomes are a set of competencies which students acquire at the end of graduation. On successful completion, they shall:

1. have fundamental knowledge of Mass Media.
2. exhibit knowledge of print and electronic media.
3. be equipped with essential communication skills.
4. develop competency and skills for increased employability.
5. be adequately motivated to contribute to the development of society.

Master of Commerce M.Com (Advanced Accountancy)

Clara's College of Commerce offers the Master of Commerce Course in Advanced Accountancy. The course aims at providing specialization to the students in the field of Accountancy. The syllabus is designed keeping in view that the course is a natural extension of undergraduate study. The topics covered will address the requirement of industry as well as academia.

Objectives of Master of Commerce (Advanced Accountancy)

M.Com Programme

1. To provide adequate basic understanding about accounting and financial education.
2. To give adequate exposure to the operational environment in the field of accounting & finance.
3. To create an avenue for employment in academics and industry.
4. To prepare students to explore newly created opportunities in the accounting field.

Staff Members

Dr. Madhukar Gitte (Principal)

Teaching Staff

1.	Mr. Surendra Chaudhary	13.	Ms Shah Afreen
2.	Dr. Babita Kanojia	14.	Ms. Sheryl Cusher
3.	Mr. Vijaykumar Makwana	15.	Ms.Gamare Saroj
4.	Dr. Mamta Rajani	16.	Ms. Masani Mariam
5.	Mr. Amit Bansod	17.	Mr. Pravin Deshmukh
6.	Mr. Sameer Gandhi	18.	Mrs. Daksha Choudhary (Visiting)
7.	Mrs. Jisha Varghese	19.	Mr. Faisal Tanwar (Visiting)
8.	Mr. Shripad Joshi	20.	Mr. Chetan Mathur (Visiting)
9.	Ms. Ruchita Pandhare	21.	Mrs. Monica Rayal (Visiting)
10.	Mr. Reetesh Singh	22.	Mr. Aamir Ahmed (Visiting)
11.	Ms. Minal Sharma	23.	Mr. Gaurang Rajwadkar (Visiting)
12.	Ms.Poonam Lad		

Non-Teaching Staff

1.	Mr. Prashant Walavalkar	7.	Mr. Johnny Dsouza
2.	Ms. Neeta Wadhvani	8.	Mr. Lazar Gummala
3.	Mrs. Shalaka Naik	9.	Mr.Thomas Aryapogu
4.	Mrs. Priti Maslee	10.	Mr. Kamraju Guidse
5.	Mr. Ganmesh Mhatre	11.	Mr. China Malige
6.	Mr. Sayyed Afzal Hussain		

The Driving Force



Backbone of our Institution



Office Staff



Supporting Staff

LIST OF COMMITTEES

Sr. No.	NAME OF THE COMMITTEE	CONVENER	MEMBERS
1	ADMISSION	All Coordinators	All Class Teachers - Ms. Neeta Wadhvani
2	EXAMINATION	Dr. Babita Kanojia.	All Coordinators - Ms. Poonam Lad
3	ATTENDANCE	Mr. Vijaykumar Makwana	Mr. Sameer Gandhi
4	TIME-TABLE	Dr. Babita Kanojia.	All Coordinators
5	CULTURAL COMMITTEE	Mr. Shripad Joshi (Internal)	Mrs. Aafreen Shah – (External)
6	SPORTS COMMITTEE	Mr. Sameer Gandhi	Mr. Surendra Chaudhary Ms. Poonam Lad
7	LIBRARY	Mr. Reetesh Singh	Mr. Pravin Deshmukh All Coordinators
8	NSS / EXTENSION WORK	Ms. Ruchita Pandhare	Mr. Surendra Chaudhary
9	WDC	Ms. Jisha Varghese.	Ms. Minal Sharma, Mr. Reetesh Singh
10	ICC	Ms. Jisha Varghese.	Ms. Minal Sharma, Mr. Reetesh Singh
11	STUDENTS COUNCIL	Ms. Ruchita Pandhare	Dr. Babita Kanojia, Ms. Poonam Lad
12	STUDENTS' GRIEVANCE REDRESSAL CELL	Dr. Mamta Rajani	Mr. Amit Bansod
13	UNFAIR MEANS INQUIRY	Ms. Ruchita Pandhare	Mr. Surendra Chaudhary
14	ANTI RAGGING	Mr. Surendra Chaudhary	Ms. Mariam Masani
15	RESEARCH & PROJECT MONITORING COMMITTEE	Dr. Babita Kanojia	Mr. Reetesh Singh, Mrs. Saroj Gamare Mrs. Sheryl Cusher
16	FEEDBACK	Mr. Amit Bansod	Mr. Reetesh Singh, Ms. Poonam Lad
17	MAGAZINE & PROSPECTUS	Mr. Shripad Joshi	Mrs. Aafreen Shah
18	PLACEMENT	Mrs. Sheryl Cusher	Mrs. Saroj Gamare
19	ALUMNI	Mr. Sameer Gandhi	Mr. Pravin Deshmukh, Ms. Neeta Wadhvani, Mr. Surendra Chaudhary
20	NOTICES & CIRCULARS	MS. Minal Sharma	
21	IDENTITY CARDS	Mr. Sameer Gandhi	Mr. Pravin Deshmukh Respective Class teachers
22	IQAC	Dr. Mamta Rajani (Coordinator)	All Coordinators
23	SMS	Mr. Vijay Makwana	Mr. Sameer Gandhi
24	DISCIPLINE	Mr. Surendra Chaudhary	Mr. Sameer Gandhi, Ms. Ruchita Pandhare
25	CDC	Mr. Amit Bansod	All Coordinators
26	STAFF & MANAGEMENT MEETINGS	Mr. Reetesh Singh	Mrs. Sheryl Cusher
27	ACADEMIC & CODE OF CONDUCT MONITORING	Mr. Reetesh Singh	IQAC Co-ordinator All Coordinators
28	MENTORING COMMITTEE	Dr. Babita Kanojia	Ms. Ruchita Pandhare Ms. Mariam Masani
29	HOSPITALITY	Ms. Poonam Lad	Event In- charge
30	SCHOLARSHIPS	Mr. Surendra Chaudhary	Mrs. Aafreen Shah

**ACTIVITIES OF
THE INSTITUTION
AT A GLANCE**

2020-2021

B.Com, BMS, BMM & BAF

Online Orientation Programme and Drawing Competition

On October 3, 2020, the College organized an online Orientation Programme for F.Y.B.Com / BMS / BMM / BAF students through the Zoom platform. The primary objectives of this event were to familiarize students with the institution, its educational opportunities, values, and functions. Dr. Babita Kanojia, Mr. Amit Bansod, and Class Mentor Ms. Minal Sharma led the session, which covered a range of topics.

The orientation discussed attendance requirements, activities conducted, committees, subject faculties, and various other aspects of the college. It also delved into the college's mission, vision, and the rules & regulations governing both the institution and the university.

Furthermore, the coordinators addressed internal and external examinations, the ATKT system, the significance of individual committees, and the disciplinary actions taken in accordance with university norms. The interactive session allowed students to raise relevant queries, receiving justified answers from the faculty, making the interactions meaningful and beneficial to the participants.

In addition to the orientation, the B.Com / BMS / BMM / BAF Department organized an art-based activity in coordination with the program. The judging criteria considered were creativity, design, clarity, and elements present in the artwork, with decisions from the judges deemed final and binding. The results of this departmental activity were scheduled for announcement in the second week of November via respective WhatsApp groups. E-certificates were to be provided to all winners and participants.

Overall, the FY orientation program and accompanying activities successfully prepared incoming students for their academic journey by providing a comprehensive understanding of the college, its rules, and its educational objectives.

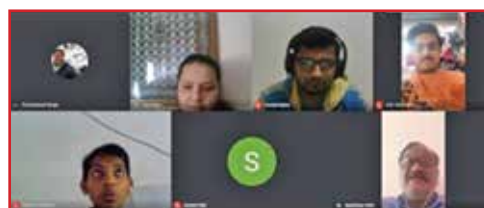
BRAINVITA-Online Quiz Competition 2020-21

The Library Advisory Committee of the college organized the "BRAINVITA- Online Quiz Competition 2020-21" on

February 5th and 6th, 2021, utilizing digital platforms like Google Forms and Google Meet, considering the ongoing Covid-19 pandemic.

The event began with a warm welcome and introduction by Principal Dr. Madhukar Gitte. Following the introduction, Professor Reetesh Singh explained the rules and regulations of the competition to the participants.

This year, the competition was exclusively held for in-house students of the college, including those in courses



such as B.Com, BMS, BMM, BAF, and M.Com. A total of 27 students participated in the competition.

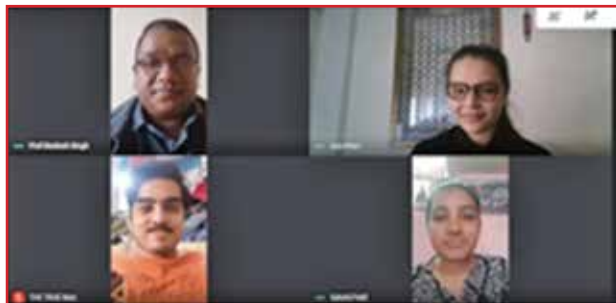
The competition consisted of three rounds: the Elimination Round, Semi-Final Round, and Final Round. Participants were tested on a wide range of topics, including current affairs, language and literature, inventions and innovations, history, geography, sports, culture, and cinema.

The top five individual participants from the elimination round advanced to the semi-final round, and the top three scorers from the semi-final round moved on to the final round.

The top two participants from the final round were declared the 1st Prize winners and 2nd Prize winners, respectively. Winners received e-certificates, while all participants were honored with e-certificates of participation and encouraged to participate in future editions of the competition.

Parents-Teachers Meeting

Parents-Teachers meetings are a routine part of the academic calendar and play a huge role in shaping a child's educational journey. Such meetings enable Teachers & Parents to develop a strong bridge to help the students to excel.



A Parents-Teachers Meeting was held on February 15, 2021, via the Zoom app. Principal Dr. Madhukar Gitte extended a warm welcome to all the parents and students attending the meeting. He provided a detailed overview of the college's rules and regulations. Additionally, the coordinators introduced all the teachers to the parents.

The meeting covered several important points:

- The examination pattern was discussed to ensure that parents were aware of how assessments would be conducted.
- An opportunity was provided for parents to share any doubts or concerns they might have.
- Given the ongoing COVID-19 pandemic, parents were encouraged to take care of their children's health and support their online class attendance.
- Parents were also urged to motivate their children to actively participate in college activities conducted through online platforms.

This Parents-Teachers Meeting served as a platform for communication and collaboration between the college, parents, and students to ensure a smooth educational experience.

Marathi Bhasha Divas

Keeping up with the tradition "Marathi Bhasha Divas" was celebrated online on February 27, 2021. The college organized a Marathi Essay writing competition to enhance students' writing skills and also hosted an online guest lecture titled "Marathi Bhashecha Samrudhha Varasa." Dr. Shrikant Susar from Arts, Science, and Commerce College, Ahmednagar was invited as the guest speaker, and he emphasized the rich culture of the Marathi Language.



The winners of the essay writing competition were:

1. Desai Riddhi Santosh – S.Y.BCom
2. Sakshi Rajesh Malhotra – F.Y.BMS
3. Sahana Najmuddin Kazi - S.Y.BAF

Online certificates were provided to the participating students. Mr. Shripad Joshi coordinated the activity, and the entire faculty played a crucial role in ensuring the smooth execution of the event. The event received support and motivation from Mr. Ajay Kaul, General Secretary, Mr. Prashant Kashid, Activity Chairman, and Dr. Madhukar Gitte, Principal.

Avishkar Research Convention

The 15th Inter-Collegiate Avishkar Research Convention for the academic year 2020-21 commenced in March 2021. Organised by the Department of Students' Development, the objectives of this convention were :



- 1) To explore unknown and unexplored areas of knowledge across various academic fields.
- 2) To foster a research culture and scientific temperament among students.

The initial phase of the convention was the selection round, where participants were required to submit their research proposals by April 6, 2021.

In the selection round, research proposals were submitted online, and there was no in-person presentation. Various categories and disciplines were framed for the research proposals, including Humanities, Languages, Fine Arts, Commerce, Management, Law, Pure Sciences, Agriculture, Animal Husbandry, Engineering, Technology, Medicine, and Pharmacy.

Clara's College of Commerce participated in Zone II of this convention. Two teams from the B.Com and BAMMC sections represented the college in the subcategory of Humanities, Languages, and Fine Arts under the "Undergraduate Category." The details of the participating teams were:

Team 1:

Team Mentor: Dr. Babita Akhilesh Kanojia

- Members:

1. Mr. Ahmed Nurez Perwez (S.Y.BMS)
2. Ms. Insha Firoz Khan (S.Y.BMS)

- Title of Research Proposal: "A study on various factors affecting households' uptake of home composting"

Team 2:

- Team Mentor: Asst. Prof. Reetesh Rajesh Singh

- Members:

1. Mr. Syed Yaasar Hussain (F.Y.BAMMC)
2. Afreen Hasan Shaikh (F.Y.BCom)

- Title of Research Proposal: "Economic Achievements Through Pandemic"

In the selection round, both teams submitted their research proposals in the prescribed format well before the due date. Unfortunately, neither of the teams advanced to the next round. However, all team members received participation certificates.

Drawing Competition

An Intercollegiate Drawing Competition was conducted on April 3, 2021 amid the Covid-19 pandemic. The college aimed to raise



awareness among students about their responsibilities towards the environment through this online competition. The college circulated a Google form on various WhatsApp groups to encourage students to participate, resulting in a total of 30 participants (9 male and 21 female). These participants submitted their drawings for evaluation.

The judging process was overseen by Mrs. Sunaina Patil, who assessed all the entries. The following students were declared as winners:

1. Amrez Lochur - Score: 19
2. Chelsea Rodrigues - Score: 18
3. Rakesh Deepak Dhuri - Score: 17

The winners were honoured with E-certificates, while all other participants received E-certificates of participation for their efforts. This initiative aimed to foster environmental awareness and creativity among the student community

World Environment Day

World Environment Day puts a spotlight on the pressing challenges of our times. Humanity has been exploiting the planet's ecosystem for ages and a concerted global effort to repair the damage is the need of the hour. The effect of the damage is extensive, with the next generation would be reeling in the impact. Clara's College of Commerce celebrated 'World Environment Day' on June 5, 2021, through a Zoom app session. The occasion featured a guest lecture on the topic of 'Ecosystem Restoration,' delivered by Mr. Reetesh Singh, who is associated with the college.

The program commenced with a brief introduction by Mr. Shripad Joshi. Principal Dr. Madhukar Gitte formally initiated the event by introducing the concepts of ecosystems and sustainability, emphasizing the importance of protecting the environment.

During his lecture, Mr. Reetesh Singh elaborated on the

concept of ecosystems and emphasized that individuals and social agents play a vital role in the restoration of the ecosystem. He stressed that people should not rely solely on the government to shoulder the responsibility for environmental protection. Instead, he highlighted the collective effort of all human beings is crucial to saving Mother Earth.

Mr. Reetesh discussed the concept of ecological restoration, describing it as the process of repairing natural communities and ecosystems that have been degraded or destroyed due to human activities. He highlighted various ways in which ecosystems are altered, such as the introduction of invasive species, land conversion for agriculture or mining, pollution of water bodies, and soil degradation.

He pointed out that ecological restoration aims to repair the damage caused by human activities and return ecosystems to their natural state or a closely related state unaltered by human intervention. He emphasized the need for assessing the degraded site, understanding the causes of degradation, and determining the potential for restoration. He also stressed the importance of changing lifestyles to favour the environment and finding a balance between environmental protection and human development.

This World Environment Day event was aimed to raise awareness about the significance of ecosystem restoration and the individual and collective responsibility in preserving the environment.

How to Convert an Idea into a Script for Web Series and Monetize it

Clara's College of Commerce hosted an online session titled "How to Convert an Idea into a Script for Web Series and Monetize it" on June 8, 2020, using the Zoom platform and YouTube Live for both students and faculty members. The primary goals of the event was to raise awareness among the students about the opportunities in the media industry and to highlight the thriving market of web series.

Mr. Chetan Mathur, the guest speaker, delivered an engaging and interactive session on web series scripting and its monetization, citing successful examples from the market. He also discussed the growing significance of web series, foreseeing them as a cultural phenomenon of the future.

The event was organized by Mr. Faisal Tanvar, the BMM Coordinator, and anchored by Mr. Shripad Joshi. Principal Dr. Madukhar Gitte and General Secretary Shri. Ajay Kaul Sir provided their motivation and support for the activity.

National Doctors Day

National Doctors' Day is celebrated on 1st July annually to commemorate the birth and death anniversary of former Bengal's Chief Minister Dr. Bidhan Chandra Roy. Dr. Roy's immense contribution to the medical field led to the establishment of National Doctors' Day in 1991, emphasizing on doctors' roles and responsibilities in serving humanity. This day recognizes the contributions and sacrifices made by doctors and healthcare workers, especially during the COVID-19 pandemic.

CLARA'S COLLEGE OF COMMERCE
(ALL DEPARTMENTS WITH IQAC)
ORGANISES

“Health and We”
on
NATIONAL DOCTOR'S DAY

National Doctors' Day in India is celebrated every year on 1st July.
It is said that Medicines cure diseases, but only Doctors can cure patients.

Dr Sanjay Chaube
B.H.M.S. Homoeopathic Consultant

Date - 1st July, 2021
Time - 10 am - 11 am
Venue - ZOOM APP

ORGANIZING COMMITTEE

1. Mrs. Shweta Shirode
2. Mr. Reetesh Singh
3. Ms. Poonam Lad

Dr. Madhukar Gitte
Principal
CLARA'S COLLEGE OF COMMERCE

Clara's College of Commerce organized an intercollegiate webinar on National Doctor's Day on July 1, 2021, via Zoom, led by Dr. Sanjay Chaube, B.H.M.S (Homeopathic Consultant). The webinar focused on the importance of healthy habits in daily life and was attended by students from Clara's College of Commerce, Shri M. D. Shah Mahila College of Commerce, and T.S Bafna Junior College, with a total of 61 participants (11 male and 50 female).

Dr. Sanjay Chaube's presentation centred on inculcating healthy habits into daily life, covering areas like food habits, exercise, sleep, and mental care. The webinar also provided information on COVID-19 precautionary measures. The students actively engaged in the Question -Answer session and were benefitted by Dr. Chaube's insights and answers to their queries. This exchange of knowledge was appreciated by one and all attending the event.

CULTURAL COMMITTEE

Elocution Competition

The Cultural Committee hosted an “Online Elocution Competition” on April 13th, 2021. The purpose of this competition was to foster and showcase skills and talents related to public speaking. The event was conducted via Zoom platform and the topic was “Is e-learning a substitute for classroom learning.”



The competition winners were:

1st Place - Ms. Hiba Merchant - F.Y.BMS

2nd Place - Ms. Iqra Khan - T.Y.BMS

3rd Place - Ms. Sagar Challa - T.Y.B.Com

IQAC COMMITTEE

Anti-Ragging Session

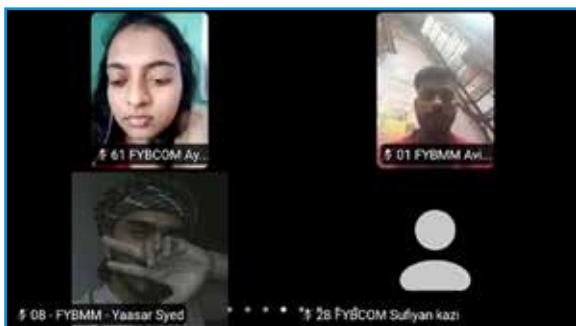
Ragging is a disturbing reality in the Higher Education system of our country. Despite the fact that it has claimed

hundreds of innocent lives and has ruined the careers of thousands of bright students. The practice is still perceived by many as a way of familiarisation and an initiation into the real World. The college adhered to the UGC regulations by hosting an online Anti-Ragging Session for F.Y.BCom F.Y.BMS, F.Y.BAF and F.Y.BAMMC students on March 20, 2021, via Zoom platform. Assistant Professor Reetesh R. Singh conducted the session, addressing the challenges students encounter due to ragging through a Power Point presentation.

Students had the opportunity to voice their concerns about ragging during the session. Many actively participated in the question-and-answer segment held at the end. The session provided comprehensive information and successfully addressed students' doubts and inquiries regarding the issue of ragging.

Aspiring Entrepreneurs Workshop

Clara's College of Commerce, through its Internal Quality Assurance Cell (IQAC) & Placement Committee, organized a national-level workshop for aspiring entrepreneurs on April 1, 2021, on the Zoom platform due to the pandemic.



The session was led by Dr. Hasina Sayed, Associate Professor & HOD-Dept of Commerce at Jai Hind College of Commerce, an Entrepreneurship Educator & Mentor.

The workshop welcomed students from F.Y., S.Y., T.Y.-BCom, BMS, BAF, and BAMMC. There were around 82 participants for this event. Dr. Hasina Shaikh provided valuable insights on entrepreneurship, offering real-world examples and emphasizing the skills necessary for a successful business venture. She also highlighted the importance of understanding Intellectual Property Rights (IPRs) when establishing a business.

Dr. Hasina's first-hand experience as a trainer and mentor for students aspiring to start businesses made the session highly informative and motivating for the budding entrepreneurs in attendance.

Quiz on Basic Accounting

Online quiz on Basic Accounting was organised by IQAC in association with Commerce (B.Com) and BAF Department on 12th and 13th June, 2020. It was a 20 marks questionnaire. These questions were prepared by the Department of Accountancy.



This quiz is designed to help and assess the knowledge of essential accounting principles and basic concepts. It also encourages any students planning to or are beginning their further study such as CA and other professional courses. This is a useful resource for employers to examine the technical knowledge of the candidates during an accounting or finance interview.

The aim of organising such event was to study the

understanding of participants and to help upgrade oneself as a learner or a faculty. The event had an astounding number of 1903 of participants from all over the country, among them 1275 numbers were female participants and 628 participants were male.

The organisers were appreciated for their event management skills by all .

International Multi-Disciplinary e-Conference

Clara's College of Commerce, in collaboration with the University of Mumbai, organized an International Multi-Disciplinary e-Conference on April 20, 2021, via Zoom Meet. The conference's theme was "Impact of Covid-19 on Sustainable Development."

The conference began by acknowledging the one-year anniversary of the World Health Organization's declaration of Covid-19 as a global pandemic in March 2020. It aimed to address the challenges brought about by the pandemic and foster discussions on sustainable development during and after Covid-19.

Distinguished guests included Prof. Dr. R.K. Singh, Dean and Head of the Department of Commerce at Delhi School of Economics, and Prof. Dr. G. Soral, President of the Indian Accounting Association. Dr. Ravinder Rena, Prof. of Economics and Internationalization at NWU Business



School, South Africa, and Dr. P. Malyadari from ICSSR Research Institute, Ministry of HRD, Government of India, served as keynote speakers.

The inaugural session, started with a virtual Saraswati Vandana and a Pooja to Goddess Saraswati. Principal Dr. Madhukar Gitte welcomed the guests and discussed the principles of sustainability, emphasizing social, environmental, and gender sustainability. Prof. Dr. R.K. Singh discussed economic inequality, disruption in social interaction, and geopolitical threats caused by Covid-19. Prof. Dr. G. Soral emphasized the importance of social media, nature exploitation, and the need to redefine 'development.'

The plenary session featured Dr. Ravinder Rena discussing about infection mitigation and environmental protection, stressing on citizens' responsibility on the same. Dr. P. Malyadari addressed the impact of Covid-19 on international trade, inflation, agriculture, and tourism, advocating for recovery and job generation. Dr. G. Kalkoti moderated the session, posing questions related to sustainable development.

Subsequent technical sessions covered various tracks, delving into specific topics and insights related to the conference theme. CMA Dr. Kinnarry Thakkar, Professor and HOD of Commerce Department, University of Mumbai was the chairperson for the first technical session. Dr. Sangeeta Pawar, Professor, Senate Member, Member of Academic Council, University of Mumbai, chaired the second technical session. Dr. Megha Somani, Member, Academic Council, University of Mumbai, was invited as chairperson for the third technical session.

Webinar on Stock Market

On June 17th, 2021, the Department of B.Com, BMS, and BAF organized an online webinar on stock

markets. The event aimed to contribute to the development of both faculty and students. The keynote speaker for the event was Mr. Harsha, Managing Director of Shine Projects, who holds certifications as a stock market analyst and a macro-economic expert.

The session was divided into four parts. Firstly, Mr. Harsha gave an introduction to the share market and Initial Public Offerings (IPOs), emphasizing their significance in the world of trading. He then delved into the functions of stock exchanges, shedding light on how they operate.

During the session, the differences between Sensex and Nifty, two prominent stock market indices, were discussed. Mr. Harsha also explained the impact of market capitalization and guided the audience on how to calculate the value of shares under market capitalization. Furthermore, the organizational functions of top stocks and the top industries listed in the stock market were explored.

The third part of the session featured an engaging quiz round, which allowed participants to assess their understanding of the topics covered. This interactive segment added an element of excitement to the event.

Finally, the webinar concluded with a question-and-answer session. Students actively participated, asking intriguing questions, all of which were expertly answered by Mr Harsha.

Dr. Babita Kanojia played a pivotal role in coordinating the entire event. Overall, the webinar appears to have been a fruitful endeavor in enhancing knowledge about stock markets and related concepts for faculty and students alike.

NAAC Accreditation

The Internal Quality Assurance Cell (IQAC) organized a national-level webinar titled 'REVISED NAAC ACCREDITATION FRAMEWORK: UNDERSTANDING AND CHALLENGES.' The event was held on the Google Meet platform on March 9th, 2021 and was aimed to provide insights into the revised Assessment and Accreditation process of NAAC.

The webinar covered various aspects of the NAAC accreditation process, starting from registration on the NAAC online portal to self-study report submission, student satisfaction surveys, data validation, and verification. The objective was to familiarize participants with NAAC's Revised Accreditation Framework effective from 2020. A total of 273 participants from various colleges attended the workshop.



Dr. Ayub Shaikh, Associate Professor at I.C.S. College of Arts, Commerce, and Science, Khed, and Founder Member of IQAC Cluster India, was the guest speaker. The workshop began with an inauguration by Dr. Mamta Rajani, the head of IQAC at Clara's College of Commerce, followed by a welcome address by Principal Dr. Madhukar Gitte, who expressed gratitude for Dr. Ayub Shaikh's presence and welcomed all participants.

Dr. Ayub's presentation highlighted key points:

- NAAC's assessment and accreditation framework is unique and based on global good practices and norms.
- Quality assurance is essential, and institutions should view quality assessment as a productive challenge.
- NAAC is designed to help institutions achieve quality assurance.
- Importance of SWOT analysis and documentation.
- Empowering IQAC to drive positive change.
- Identifying and implementing best practices.
- Preparing for NAAC's SSR and re-accreditation in the new format.
- The significance of Criteria 2 and Criteria 5 in achieving a good grade.
- The importance of achieving NAAC accreditation by 2022 in line with UGC's quality mandate.
- Preparing faculty and students for Student Satisfaction Surveys.

Dr. Ayub also addressed common mistakes made during SSR preparation and submission and provided guidance on how to overcome them.

The concluding session allowed participants to seek clarification on the online submission process and other aspects of Assessment and Accreditation. The efforts of Clara's College of Commerce's IQAC Committee in organizing the workshop were highly appreciated, with many participants requesting similar seminars on quality improvement and sustenance in the future.

‘Teaching-Learning Process: Learning the Unlearned

The Internal Quality Assurance Cell (IQAC), in collaboration with the University of Mumbai, organized a one-day national-level webinar titled ‘Teaching-Learning Process: Learning the Unlearned’ on April 24, 2021. This event, conducted on the Zoom platform, aimed to address the significant changes brought about by the pandemic in the field of education.



The webinar featured Dr. Geeta Shetty from St. Xaviers Institute of Education as the resource person and Dr. Geeta Balakrishnan, former principal of the College of Social Work, Nirmala Niketan, as the keynote speaker. The event was inaugurated by Dr. Mamta Rajani, the head of IQAC at Clara's College of Commerce, and welcomed by Principal Dr. Madhukar Gitte.

During her keynote address, Dr. Geeta Balakrishnan emphasized the importance of adopting new teaching methodologies to cater to the needs of the highly technological world and the new generation of students. She highlighted the necessity of continuous learning and relearning in the teaching process.

Dr. Geeta Shetty, the resource person, shared her expertise through informative presentations. She stressed the importance of holistic development and the cultivation of skills like problem-solving, creative thinking, teamwork, effective communication, and cognitive flexibility. Dr. Shetty also discussed how teachers have been supporting each other and adapting to the challenges posed by the pandemic, emphasizing the value of schools beyond just transmitting information.

In the concluding session, participants from various colleges had the opportunity to seek clarification on their queries. They expressed their appreciation for the efforts of the IQAC Committee at Clara's College of Commerce in organizing the workshop and requested similar seminars on quality sustenance.

Innovative teaching methodology in higher education

An introspection in one's Career and Life is always essential to move forward. The Covid19 pandemic changed the conservative school of thought for every human being. It had now become essential to adapt to newer ways and methods to survive. Keeping this aspect in mind the Internal Quality Assurance Cell (IQAC) of Clara's College of Commerce, along with the University of Mumbai organised a one-day National level webinar on 'Innovative Teaching Methodology in Higher Education. This was held on Saturday 27th March 2021 on the Zoom platform.

Today, in the Age of COVID-19, 'work-from-home and learn-from home' is the new mandate in almost every part of the world. Colleges have adopted virtual classrooms as the new norm and educators are making every effort to create interest in Online Learning. Teachers in this era need to shed away their conventional processes and teaching methods. It is now become necessary to adapt themselves to the current changes in didactics for the use of innovative teaching methods. In recent times, the introduction of technology in the classroom has helped enrich and enhance the pedagogical process. Tools such as Interactive Whiteboards, Virtual Reality, Augmented Reality, Video, and Game-based learning among many others have transformed the new-age classroom and made

learning more interesting than ever before. The Webinar was aimed at exploring newer and innovative teaching methodologies for teaching professionals in their day-to-day classroom experience that would make learning fun and transforms youth as warriors in building India as a global knowledge superpower.

The distinguished resource person for the webinar was Dr. Shadab Khan of St. Xaviers Institute of Education. The Webinar was formally inaugurated by the IQAC Coordinator of Clara's College of Commerce, Dr. Mamta Rajani. Principal Dr. Madhukar Gitte welcomed all the participants and expressed his gratefulness to the presence of Dr. Shadab Khan.

The Resource Person Dr. Shadab Khan shared his expertise and gave his inputs with the help of some slides. He explained at length about the trending and innovative teaching methods prevailing today. His insight on the new educational tools, strategies and approaches were very simulating and inspirational. The participants were enlightened about the various innovative teaching methods utilizing various ICT tools to upgrade their skills.

The webinar was concluded with a Question-Answer session where all the queries of the participants were answered satisfactorily about various teaching methodologies to bring about effective teaching. The webinar had a good response.

NSS UNIT

The Covid 19 pandemic, also known as the Coronavirus pandemic, is a global pandemic caused by severe acute respiratory syndrome coronavirus 2 (SARS-Cov-2) Attempts to contain this virus in the Chinese city of Wuhan, where it was first discovered failed, allowing the virus to spread to other areas in Asia and later worldwide in 2020. The World Health Organization declared the outbreak a Public Health Emergency of International Concern (PHEIC). This pandemic is ranked 5th deadliest epidemics and pandemics in the history of mankind.

Since the beginning of Covid19 pandemic the complete scenario changed for each and every individual around the world giving rise to a lot of insecurities. This put an increasing pressure on the mental wellbeing of every individual with respect to various reasons such as loss of a job or the fear of losing one, monetary problems, hygiene of food items, lockdown on movement, workplace

or Institutions, worry of careers and above all a continuous onslaught of worry due to the ever-increasing numbers of COVID positive cases.

Symptoms of depression, anxiety, palpitations, fear, sadness, feeling of hopelessness, fatigue, sleep disorders, emptiness, etc. were increasing day by day. The NSS unit of Clara's College of Commerce initiated an awareness campaign for the students and general public against the outbreak of corona virus. Volunteers sensitized people of the respective local area on the protective steps against COVID19. They also demonstrated when and how to use masks correctly.

Various myths regarding the pandemic, fake news, how to be safe and healthy while working in public spaces, emergency contacts for fatal conditions were some of the information passed on by the volunteers in their respective societies.

The objective of the campaign was to spread awareness regarding the technical guidelines and protective measures to be taken to prevent the spread of the virus. Volunteers and staff as suggested by the NSS cell downloaded India's covid-19 tracking app Aarogya Setu. They also encouraged others to install the app and explained to them about the importance of having such app in our mobile phones. This awareness campaign was highly appreciated by the Society at large.

Distribution of Arsenic Album

The global lock down due to the COVID-19 pandemic had brought the entire world to a standstill, It had taken a huge toll on human lives and health. Lack of effective treatment



and the ever growing number of COVID positive cases was a worry to all the governments throughout the world, Prime Minister Narendra Modi emphasized and called upon the citizens to follow the AYUSH guidelines with homeopathy and Ayurveda for protection against COVID-19. These AYUSH guidelines released in January 2020 can be found on the PIB website. After facing criticism in India and Internationally, the ministry of AYUSH released Annexure I & Annexure II, that quoted an Italian research review (Bellaire) to stand behind the statements made earlier and to give proof of a analytic understanding of Arsenic Album 30 in 'boosting immunity' against COVID-19.

As suggested by the Government of India, 'Arsenic Album 30' medicine helps to boost the immunity system. The judicious Volunteers of the NSS Cell took it up as their onus to help the Society in any manner possible during the lockdown, Medicines were not easily accessible and affordable to the people. The volunteers started distributing

Arsenic Album 30 to the people in the vicinity on 20th, 23rd & 25th July and continued the distribution on 3rd, 7th, 11th and 20th August 2021. People responded very positively and appreciated the efforts of these volunteers in carrying out this task as people had restricted movement and means due to the lockdown.

Distribution of Face Masks

Throughout the Lockdown the NSS Cell made it point to make themselves useful to the Society in their local areas. The NSS unit of Clara's College of Commerce initiated a mask donation campaign, the NSS volunteers stitched



masks from the cloth not needed and available at home. They distributed them to the Sweepers,



Vegetable Vendors and other needy people in their respective local areas on 10th, 12th, 14th, and 18th June 2020. They distributed a good quantity of these masks again on 2nd, 6th, 11th, and 16th July 2020.

They also made it a point to visit the houses in their locality to help locals adapt to the current challenges faced due to the COVID-19 pandemic. They spoke to the local people to understand their



concerns and educated them about the importance of wearing masks when they step out of their homes, proper method to wash hands, social distancing, and other measures. The residents appreciated the selfless efforts of the volunteers during these challenging times.

Mission Compassion

The N.S.S. unit of Clara's College of Commerce in association with Vegan Outreach organized 'Virtual Tour: Mission Compassion 2021' on 22nd February, 2021 on the ZOOM platform. It was a highly informative and impactful event. The presence of Kuntal A. Joisher, the first mountaineer to climb Mount Everest entirely on a plant-based diet, as the keynote speaker added a unique perspective to the discussion.



Mission Compassion 2021

A Virtual Tour



clear mission to promote veganism and educate the public about the benefits of a vegan lifestyle. Their efforts to provide resources, nutrition information, and virtual reality footage of animal agriculture can be effective in raising awareness about the ethical, environmental, and health aspects of vegan living.

The quote "One should not kill a living being, nor cause it to be killed, nor should one incite another to kill," reflects the ethical stance of many vegans, emphasizing non-violence towards animals and the promotion of a vegan diet as a means to reduce harm. Additionally, the recognition of the positive impact of veganism on the environment and health aligns with the broader motivations for adopting a vegan lifestyle.

The Keynote speaker, Kuntal A. Joisher expressed that it was encouraging to see initiatives like this that aim to spread awareness and educate people about the benefits of veganism was increasing. Such efforts can contribute to reducing animal suffering, addressing environmental concerns, and promoting healthier dietary choices.

the presence of Kuntal A. Joisher, the first mountaineer to climb Mount Everest entirely on a plant-based diet, as the keynote speaker added a unique perspective to the discussion.

Vegan Outreach, is a dedicated non-profit organization with a

Vegan Outreach

Program Overview

Mission Compassion 2021 is a virtual tour to reach top universities and youth groups of Mumbai and spread awareness about the impact of food on health, the environment, and animals. During this tour, our keynote speaker Kuntal Joisher will interact with students about the health benefits of a plant-based diet and how compassionate food choices can help save the planet and animals.

We aim to get participation from 30+ universities & social groups and reach out to 500+ students. The students will learn about the journey of our keynote speaker Kuntal Joisher. We believe that this message will inspire the students to choose a compassionate lifestyle.

Vegan Outreach is a 501(c)3 nonprofit organization founded in 1993, working to end violence towards animals. We seek a future where sentient animals are no longer exploited as commodities.

Kuntal A. Joisher is a passionate mountaineer, ethical vegan, and an exceptional photographer. Kuntal is the first mountaineer in the world to have climbed Mount Everest on an entirely plant-based diet.

Event Highlights

- Opportunity to interact with the world's first vegan who summited Mount Everest
- Certificates to all the participants.
- Certificates for volunteers for helping with the event.
- Free of cost event entry for event partners.
- Complimentary enrollment in 10 Weeks to Vegan guided series.
- Exciting quizzes and discount offers on vegan products for all.

Contact us
Jaydeep Bhalu - 8291284673
Asha Gupta - 9379232323
india@veganoutreach.org

Event Schedule
Dates: 22nd, 23rd, 24th, 25th, 26th, February 2021
Time: 4:00 pm to 5:00 pm

POSTER MAKING AND DISPLAY ON 'GRATITUDE TOWARDS CORONA WARRIORS AND COVID-19 AWARENESS'

The NSS unit of Clara's College of Commerce took part in an online poster-making event organized by the University of Mumbai on 8th October, 2020. It focused on expressing



gratitude towards Corona Warriors and raising COVID-19 awareness. Such initiatives play a crucial role in promoting awareness and acknowledging the efforts of those on the front lines during the pandemic.

Creating posters with hard-hitting slogans can effectively convey the importance of safety measures in curbing the spread of COVID-19 and remind people to follow necessary precautions. This type of visual communication can be very impactful in reaching a wide audience and encouraging responsible behaviour.



The participants enthusiastically participated in the activity and found it enjoyable. These kinds of creative endeavours not only help spread important messages but also allow students to express their thoughts and creativity, making them more engaged and aware of the issues at hand.

In a time when collective efforts are needed to combat the pandemic, activities like this can make a meaningful contribution by fostering a sense of responsibility and appreciation for the frontline workers who have been working tirelessly to keep our communities safe.



**ACTIVITIES OF
THE INSTITUTION
AT A GLANCE**

2021-2022

B.Com, BMS, BMM & BAF

Orientation Program

The orientation program at Clara's College of Commerce was held on July 27, 2021. It was aimed to nurture students' curiosity by providing crucial information about college Rules and Regulations while fostering a connection



between the students and the teachers. Its primary objective was to acquaint students with the college's governing guidelines.

The session was attended by S.Y.B.Com and T.Y.B.Com degree college students along with their parent. It offered a comprehensive insight into college life, covering both academic and social aspects, alongside academics, key highlights included the importance of maintaining a 75% attendance rate, adhering to examination rules, upholding discipline within the college premises, following a respectful dress code, and introducing various committees and scholarship opportunities for students.

This orientation program served as a strong foundation for students' college journeys, leaving a lasting impression as they embarked on their academic pursuits.

Financial Literacy and Investor Awareness

Clara's College of Commerce organized an online Session on 'Financial Literacy and Investor Awareness' via Zoom on August 23, 2021, specifically tailored for students. The primary objective was to raise awareness about various saving and investment options in the market, with a particular focus on stock market investments. The session also addressed associated risks and potential benefits of each instrument.

The session was led by Ms. Daksha Gogia, a seasoned trainer in financial literacy and investor education affiliated with BIAP, known for its extensive work in promoting financial literacy and conducting Investor Awareness Programs. The key emphasis was on enlightening participants about stock trading and the capital market's

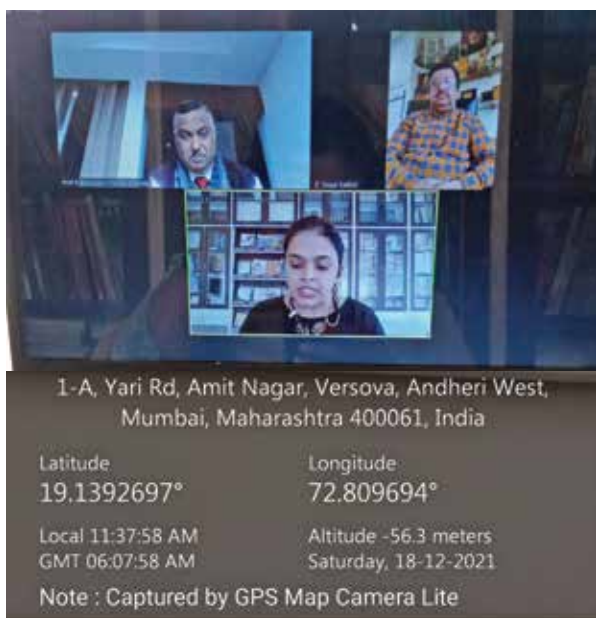


significance in achieving financial well-being, happiness, health, and peace.

During the session, topics included the necessity of financial planning, the rationale for investing in the equity market, various investment instruments like direct equity, mutual funds, SIPs, and STPs, assessing investment options based on safety, liquidity, and returns, the importance of diversification and asset allocation, the value of a long-term investment perspective, and SEBI's investor grievance redressal mechanism. Ms. Daksha Gogia's interactive session effectively addressed participants' queries and provided valuable insights.

One Day National Multidisciplinary e-Conference on Post-Covid Revival of the Indian Economy

Clara's College of Commerce, in association with the University of Mumbai, organized an 'Online One Day National Multidisciplinary e-Conference on Post-Covid Revival of the Indian Economy' on December 18, 2021. The central theme of this virtual event was "Post-Covid Revival of the Indian Economy." Amidst the challenges posed by the COVID-19 pandemic and the emergence of variants like Omicron, both the Society and the Government had been working diligently to mitigate risks. The successful vaccination campaigns and increased awareness about the pandemic had led to a decline in the infection and mortality rates. Consequently, the Government's decision to gradually unlock the country and return to normalcy has been widely welcomed.



Distinguished figures in academia and economics graced this conference. Dr. Ravindra Kulkarni, Pro-Vice-Chancellor of the University of Mumbai, presided as the Chief Guest, emphasizing the importance of addressing economic recovery post-pandemic. The event also featured notable guests, such as Dr. R. K. Taylor, Associate

Professor from the Department of Business Administration at Manipur University, Jaipur, who attended as the Guest of Honour. Prof. Dr. Kulbhushan Chandel, Chairman of the Department of Commerce at Himachal Pradesh University, Shimla, delivered the keynote speech. Additionally, Prof. Dr. Tejinder Sharma, Chairman of the Department of Commerce at Kurukshetra University, Kurukshetra, shared insights as a special speaker. Prin. Dr. Gopal Kalkoti, Chairman of M.V Mandali's College of Commerce and Science, and Chairman of the Board of Studies in Business Economics at the University of Mumbai, moderated the conference. The event served as a platform for meaningful discussions on the path to economic recovery in a post-Covid world.

The technical session was skillfully chaired by Dr. Kuldeep Sharma, Assistant Professor, and Head of the Research Center at K.B.P. Hinduja College of Commerce. The valedictory session featured Mr. Jaydev Patel, Editor in Chief of No.1 India News, who shared his insights and perspective as the chief guest. The conference successfully brought together experts and stakeholders to explore strategies and solutions for India's economic resurgence in the aftermath of the pandemic

CULTURAL COMMITTEE

World Population Day

The College hosted an online activity to commemorate 'World Population Day' on July 5, 2021. The event featured an online Poster Making competition open to all B.Com, BMS, BAF, and BMM students, with the aim of fostering skills such as planning, teamwork, leadership, multitasking, and critical thinking. The theme for the



competition was 'The Causes of Population Explosion,' and students were required to submit their artwork through a provided link.

The competition focused on four specific topics related to population growth: Illiteracy, Child Labour, Low



Death Rate, and Child Marriage. A total of 5 students participated in this initiative. The competition's winners were: 1st place: Ms. Drishti Pede – T.Y.B.Com, 2nd place: Ms. Druvika Dongrikar - T.Y.BMS, 3rd place: Ms. Shaikh Alfiya – S.Y.B.Com

Mr. Ajay Kaul, General Secretary, Mr. Prashant Kashid, Activity Chairman, and Principal Dr. Madhukar Gitte provided guidance and encouragement for this activity. Ms. Prabhavati Manjrekar, Mrs. Shweta Shirode, and Mr. Shripad Joshi were instrumental in organizing the event, with the entire faculty contributing to its successful execution.

Elocution Competition

The resounding success of Clara's College of Commerce's "Online Elocution Competition," held on October 27th, 2021, resonated with the essence of articulate public speaking. With a focus on honing the art of oratory, the competition, conducted via Zoom, delved into the pertinent topic of "Corona and the Changing Educational Scenario."

The competition witnessed a triumphant trio:

- Kainat Panavadhu - FYBCOM (1st winner)
- Mamdani Zoya - FYBCOM (2nd winner)
- Yashraj Khannah - TYBAF (3rd winner)



The event not only showcased their prowess but also benefited a total of six participants, comprising two male and four female students. Each participant received online certificates, a testament to their dedication and eloquence.

Miss. Prabhavati Manjarekar orchestrated the event's seamless execution, while the astute judgment of Mr. Shripad Joshi ensured fairness in adjudication. The collaborative efforts of Mr. Shripad Joshi and Mrs. Shweta Shirode contributed significantly to the event's smooth conduct.

The unwavering support and motivation from mentors Mr. Ajay Kaul, Mr. Prashant Kashid, and Dr. Madhukar Gitte played a pivotal role in driving the success of the competition.

The event not only nurtured speaking skills but also fostered a platform for insightful discourse on a crucial topic. Clara's College embraced the spirit of empowering student voices, echoing a commitment to holistic development within its academic community.

Compiled by Ms. Prabhavati Manjarekar, the competition echoed the college's dedication to fostering a vibrant environment for skill enhancement and academic excellence.

IQAC DEPARTMENT

National Webinar on NAAC Related Quality Enhancement Techniques

Clara's College of Commerce, had organized "A National Webinar on NAAC Related Quality Enhancement Techniques" on 27th July, 2021 through Zoom platform for the faculties. It was also facilitated to go live on YouTube. The main objective of the webinar was to guide the faculties for using quality enhancement techniques before going for NAAC.

The guest speaker for the webinar was an eminent personality from education field -Dr. Dharmadhikari N.S who has been delivering guidance talks on quality enhancement related to NAAC in India for last 10 years.

IQAC Coordinator representing the college Dr. Mamata Rajani introduced the guest.

The welcome speech was given by Principal Dr. Madhukar Gitte. The Principal thanked the guest speaker for accepting the invitation to grace the occasion as a resource person. On conclusion of the welcome speech Dr. Dharmadhikari started the webinar. In the very beginning of the webinar Dr. Dharmadhikari introduced a formula to be used by all faculties which is- (CID)³-

C³ - Creativity, Consistency, Commitment in the college.

I³ - Innovative thinking, Involving the students, Inspiring the students

D³ - Dedication, Devotion, Dynamism in the college.

During his lecture he gave many important suggestions, which are summarized below-

- He suggested the staff to work as they are working in banking system in which the faculty involved in an activity must complete his/ her work on the same day and must transfer work done to IQAC and then IQAC must transfer the work done to Principal on the same day.
- He gave a statement to be remembered by everyone while taking up any activity. The statement was -"ICT, Industry based, outcome oriented, academic performance, true collaboration with neighbourhood community and connect by using technological amplification of learning."
- Dr Dharmadhikari explained the importance of giving proper justified evidences for any activity conducted and mentioned that 'Clarity and Quality' are the most important requirement for NAAC.
- He further suggested that everyone should become SMART where :

S stands for Specific- A teacher must be specific in his / her communication.

M stands for Measurable- A teacher must be measurable as he/she will be observed by others.

A stands for Achievable- A teacher should always pursue for higher degrees.

R stands for Relevant-A teacher must improve his/her skills and potentials.

T stands for Time bound- A teacher must practice the good time management.

- Teachers must identify the slow learners by taking class test and then accordingly slow learners should be taught by remedial lecture, assignment, counselling program and for advanced learners, teachers must engage them in mini research project, better placement training, brainstorming session, case study, event analysis and writing articles on ongoing events in the country.
- He also advised the college to establish MoUs with respective partners for different collaborations like Yoga, Student Exchange Program, Faculty Exchange Program etc.
- College should conduct workshops, seminars, conferences at regional / national level in five years. Teachers should go for research activities, paper publications.
- Library should have useful digital access like – e-resource corner, e- competition corner, reading room, Inflightnet, e Shodhganga, online data-based system.
- New computers (at least two) should be introduced each year.
- Teachers must use internal evaluation methods like class test, periodic test, open test, viva, online test etc.

The lecture was full of energy and abundance of knowledge, Dr Dharmadhikari concluded his lecture by suggesting that education system is going to change and we should accept the change, we should not change the face, changing face will create problems but facing the change will give career advancement and progress.

A question answer session was conducted by Asst. Prof. Amit Bansod where the queries of all the participants were smoothly resolved by Dr Dharmadhikari. The webinar was concluded with Vote of thanks offered by Asst. Prof. Shripad Joshi.

A Total of 294 individuals had registered for the webinar.

An Overview of GST

The College hosted an online session titled 'An Overview of GST' on August 6, 2021, via Zoom, targeting students.

The primary goal of this event was to educate the students on the various aspects of GST, such as GST filing dates, applicable rates, and registration procedures.

Dr. (CA) Bharat N. Patel, HOD of the Accountancy Department at Mithibai College, served as the session's speaker. Dr. (CA) Bharat N. Patel provided a comprehensive



explanation of GST, covering its effective implementation date, mandatory registration requirements for different entities, excluded goods and services, important return filing dates, and the various GST forms applicable to different categories of assesses.

The event was coordinated by Mr. Vijaykumar Makwana of the BAF Department, Principal Dr. Madhukar Gitte extended a warm welcome to the participants. Mr. Amit Bansod, Coordinator of BMS Department, hosted the program, and Dr. Mamta Rajani delivered the vote of thanks at the end of the session. The session benefited and enhanced the understanding of GST for 44 participants.

Intellectual Property Rights - A Key Aspect for Economic Development

Clara's College of Commerce organized an online one-day national webinar titled "Intellectual Property Rights - A Key Aspect for Economic Development" on August 20, 2021, via Zoom. The event aimed to create awareness about Intellectual Property Rights (IPR) and its legal importance in economic development.

CS Bhumi Tolia, an expert in business law and Vice President for Human Rights and Social Justice Commission, served as the speaker. Her lecture covered IPR's history, associated issues, emerging challenges, statutory provisions in India, and WIPO initiatives. She also discussed drafting patents and patent prosecution in India.

The webinar facilitated valuable interactions, with participants raising relevant queries and receiving comprehensive answers. Dr. Mamta Rajani, the IQAC

Coordinator, hosted the program. Overall, the event provided insightful knowledge on the significance of IPR in economic growth.

SSR & NAAC Related Quality Enhancement Techniques

Clara's College organized a Faculty Development Programme on "SSR & NAAC Related Quality Enhancement Techniques" on August 27, 2021. The session was conducted both offline and via Zoom, with Dr. Nagnath Dharmadhikari as the resource person. A total of 14 faculty members attended the session.



During the session, Dr. Dharmadhikari discussed various essential practices to ensure better grades in NAAC accreditation. This included regular website updates, adherence to NAAC's Standard Operating Procedures (SOPs), the preparation of academic calendars, and organizing activities accordingly. He emphasized the importance of conducting industry-based and community-oriented programs.

Dr. Dharmadhikari stressed the significance of maintaining a sense of reasoning and proportion when preparing NAAC - related documents. He advised using email for all communication with teachers and students instead of WhatsApp. He also encouraged teachers to create Google Classrooms for sharing videos, lecture notes, and important instructions.

The resource person highlighted the importance of strengthening the Alumni and Placement cell of the institution through various student-oriented events. He discussed best practices that institutions can adopt, including the use of Learning Management Systems (LMS), Management Information Systems (MIS), and Enterprise Resource Planning (ERP). He recommended forming Memorandums of Understandings (MOUs) with industries and computer institutes and fostering international collaborations for events and research-based activities at both national and international levels.

The session was interactive, with faculty members raising queries related to their respective criteria. On the overall it provided valuable knowledge and insights on NAAC-related issues to the participants.

Managing Online Classes

Clara's College of Commerce, through its Internal Quality Assurance Cell (IQAC), organized a National-level workshop for faculty members on "Managing Online Classes" on September 9, 2021 via Zoom platform, in response to the ongoing pandemic. The session was led by Prof. Shrihari Pingle, an Educationist, Soft Skill Trainer, and Assessment & Accreditation Mentor attached with the Sangamner College. Faculty members from Mumbai and various other states across India participated, with a total of 87 beneficiaries.

During the workshop, Prof. Shrihari Pingle provided valuable insights and guidance on effectively managing online classes. He emphasized the use of innovative technologies to engage and capture students' attention in the virtual learning environment. Furthermore, he introduced new online teaching platforms and shared strategies to make online classes more interesting and interactive for students. The session proved to be both informative and motivating for the participating faculty members, equipping them with valuable tools and techniques for online teaching.

Faculty Development Programme session on "NAAC Documentation"

IQAC Department of the College, in collaboration with all the other departments, organized a Faculty Development Programme session on "NAAC Documentation" on October 30, 2021, via Zoom, catering to the faculty members. The primary objectives were to enhance participants' knowledge related to self-evaluation, accountability, autonomy, and innovations in data collection for NAAC documentation. The event aimed to create awareness about the procedure for collecting and analysing information and providing appropriate descriptive details within limited words.

The session was led by Prof. Shrihari Pingle, the IQAC coordinator and a member of the Governing Body at Sangamner College. He is also a trustee at the IQAC Cluster India. The session covered both old and emerging procedures for NAAC documentation filing and emphasized the significance of maintaining and submitting records for accreditation. Prof. Pingle discussed planning, listing, auditing, scanning, and reviewing steps to undertake before accreditation.

He highlighted the importance of paperwork in data collection and shared his insights into addressing direct and unintended outcomes during NAAC visits. Prof. Pingle also provided information about websites that offer detailed guidelines and formats for documents as per UGC requirements.

The session included meaningful interactions and relevant queries from faculty delegates, with participants benefiting

from the event. Mrs. Shweta S. delivered the vote of thanks, concluding the program.

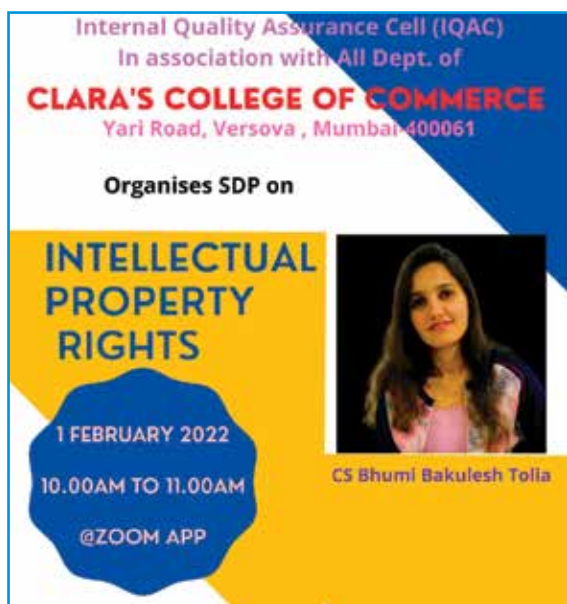
A total of 18 faculty members were beneficiaries of this session. The outcome included, increased understanding of the NAAC documentation process, transparency, the significance of document attachments during AQAR and SSR submissions, and the importance of maintaining records for affiliation.

The event was supported by Mr. Ajay Kaul, General Secretary, Mr. Prashant Kashid, Activity Chairman, and Principal Dr. Madhukar Gitte, along with the entire faculty, contributing to its success.

Students Development Program (SDP) on Intellectual Property Rights

Clara's College of Commerce conducted an online Students Development Program (SDP) on Intellectual Property Rights (IPR) via Zoom on February 1, 2022, at 10:00 am. The primary objective of the session was to educate students about the concept and significance of Intellectual Property Rights.

Mrs. Aafreen Shah, from the Organizing Committee, extended a warm welcome to Ms. CS Bhumi Bakulesh Tolia, the resource person and a prominent speaker known for enlightening young minds.



CS Bhumi provided an engaging explanation of IPR, using easy-to-understand examples. She also offered detailed insights into various subtopics, including Patents, Trademarks, Copyright, Geographical Indicators, and Trade Secrets.

During the question-and-answer session led by Mr. Amit Bansod, the BMS Coordinator, CS Bhumi addressed participants' doubts, ensuring a comprehensive understanding of the subject matter.

Effective Documentation for NAAC

The IQAC cell organized a faculty development program on "Effective Documentation for NAAC" on January 9, 2022. The session was held online via Zoom.



The meeting commenced with an address from Principal M. Gitte, emphasizing the importance of faculty members becoming assets for both the college and society. Following this, Mrs. Mamta Rajani introduced the resource person, Prof. Shrihari Pingle, and extended a warm welcome to him and all the participants.

Prof. Shrihari Pingle, an Assistant Professor at Sangamner College, who is an educationist, soft skill trainer, and Assessment and Accreditation Mentor, then began addressing the faculty members. He discussed the significance of documentation and data recording for filling AQAR 2020-2021 and SSR.

During the session, Prof. Pingle highlighted the importance of using Google Drive for documentation, as it can save time and space for data recording. He also delved into the Standard Operating Procedures (SOPs) to be followed for filing qualitative and quantitative data. Prof. Pingle discussed the three pillars of documentation: Policies (Designing), Templates, and SOPs (Evidences), and explained the role of geotagged photos.

The resource person specified the crucial roles of the IQAC coordinator and the members of all seven criteria of NAAC. He also provided insights into the proper way to keep evidence and records for the SSR.

The session concluded with Mrs. Sheryl Cusher offering a vote of thanks on behalf of the entire faculty, principal, and college management.

Swami Vivekanand: An Inspiring Youth Icon

An online session titled "Swami Vivekanand: An Inspiring Youth Icon" was organised by the IQAC of Clara's College

of Commerce on January 14, 2022, at 11:00 am via the Zoom platform for both faculties and students. The primary objective of this session was to introduce the life of Swami Vivekanand as an inspiring youth icon to the faculty and students.

Swami Vivekanand's quote "Strength is Life, Weakness is Death. Expansion is Life, Contraction is Death. Love is



Life, Hatred is Death" served as the backdrop for the session. National Youth Day is observed in India every year on January 12th, which is Swami Vivekanand's birth anniversary. The government of India declared this day in 1984, and it is celebrated in schools and colleges throughout the country.

Dr. Prashant Dharmadhikri, Assistant Professor at VPM's K G Joshi & N G Bedekar College of Arts & Commerce (Autonomous), Thane, Maharashtra, served as the resource person for the session. The session focused on Swami Vivekanand's life, the values to be inculcated in our lives, and his message for the youth. The session was highly interactive and concluded with a vote of thanks by Mrs. Ruchita Pandhare.

NAAC's New Framework for Accreditation & Assessment : Opportunities & challenges

The IQAC of CLARA'S COLLEGE OF COMMERCE organized a faculty development program session on "NAAC's New Framework for Accreditation & Assessment: Opportunities & Challenges." This online meeting took place on the Zoom platform and featured Professor Shrihari Pingle as the resource person. Professor Pingle, an educator, soft skills trainer, and an Assessment and Accreditation Mentor affiliated with the Sangamner College, Sangamner, shared his insights on the various criteria's of the NAAC's accreditation framework.

The sessions were divided as follows:

- 1) Criteria 1 - Curricular Aspects and Criteria 2 - Teaching, Learning, And Evaluation was held on January 20, 2022.
- 2) Criteria 3 - Research, Innovation, And Extensions and Criteria 4 - Infrastructure And Learning Resources was held on January 22, 2022.
- 3) Criteria 5 - Student Support and Progression and Criteria 6 - Governance, Leadership, And Management

was held on January 28, 2022.

- 4) Criteria 7 - Institutional Values & Best Practices was held on March 16, 2022.

Dr. Mamta Rajani introduced Professor Shrihari Pingle and extended a warm welcome to both him and the participants, sharing some inspirational thoughts. Mrs. Jisha Varghese expressed gratitude on behalf of the college's management, principal, teaching and non-teaching staff during the vote of thanks.

Throughout the sessions, Professor Shrihari Pingle provided valuable insights into the various criteria of the NAAC's new accreditation framework, addressing the opportunities and challenges it presents.

Webinar on public relations and career opportunities

The session featured Miss. Geetika Gulati, who dedicated fifteen years of her life to lifestyle and luxury in the communication sector. In 2018, she founded ZIVComms, a niche PR firm, and gained experience across various industries such as corporate, technology, FMCG, aviation, and entertainment.

During her discussion, she emphasized the importance of public relations (PR) in the promotion mix, particularly in the era of globalization. She also advised the participants seeking job opportunities to focus on grooming their personalities, improving communication skills, and enhancing their academic knowledge, emphasizing that hard work and perseverance are key to success.

She further touched upon several key aspects:

- The role of PR in presenting one's views effectively, often referred to as communication skills.
- The use of jargon and the difference between paid and unpaid forms of advertisement.
- The necessity of PR.
- The concept that only a portion of an audience will agree on a particular matter.
- Calculating returns on investment in PR.
- The definition of a press release and the importance of the 5W and 1H.
- Career opportunities in PR, including in-house PR positions and corporate communication.

The outcome of the program was that students gained a better understanding of the potential career opportunities in PR and the importance of pursuing professional courses in their lives. The session concluded with Miss. Gulati addressing questions raised by the students, who greatly enjoyed this informative session, followed by a vote of thanks from Ruchita Pandhare.

NSS UNIT

International Yoga Day

The COVID-19 pandemic has taken a toll on people's physical, mental, and emotional well-being, leading to issues like mental health problems, loneliness, fear, depression, and anxiety. In light of these challenges, the N.S.S. unit celebrated the 7th International Yoga Day on June 21, 2021, via



Zoom, under the guidance of Yoga Instructor Mr. Ramesh Kumar Singh. Participants, including students, college staff, and teachers, engaged in yogic exercises. Mr. Singh, with years of yoga practice experience, taught the various yogic postures while explaining their benefits and proper



execution.

During the event the participants indulged in various yogic asanas such as Surya Namaskar, Warrior

Pose, Tadasana, Vrikshasana, Trikonasana, Vajrasana, ArdhaUstrasana, Bhujangasana, Dhanurasana, Pavanamuktasana and Savasana.

The program featured different yogic postures, meditation, and focused on the mental and physical well-being of an individual also providing valuable knowledge on the subject.



Orientation Program

The NSS unit of the college organized an orientation program on September 2, 2022, via Zoom. The program began with Programme Officers Prof. Shahid Ansari and Ms. Ruchita Pandhare addressing the virtual audience.

The agenda of the activity included:

1. Conveying the ideology of NSS (National Service Scheme) to the students.
2. Explaining the aims and objectives of NSS.
3. Motivating and encouraging students to enrol in NSS.
4. Showcasing the impact of NSS in society.
5. Displaying the advantages and effects of NSS activities.
6. Providing information about NSS activities.
7. Informing students about programs organized by the university's NSS unit.

The program aimed to raise awareness among students about NSS and its significance in society. Programme Officer Ms. Ruchita Pandhare discussed the upcoming NSS activities' plans and schedule, with an effort to motivate and inspire students to join the National Service Scheme. She concluded by inviting the interested students to fill out the registration form and submit it to her (NSS Program Officer).

NSS Foundation Day Celebration

In response to the global COVID-19 pandemic, Clara's College of Commerce celebrated NSS Day with an online session aimed at boosting volunteer confidence. The NSS unit, founded on September 24, 1969, focuses on instilling social welfare values and serving society impartially. Programme Officer Mr. Shahid Ansari explained the NSS



motto, "NOT ME, BUT YOU," and the organization's goals. He also screened motivational videos related to the "Swachh Bharat Abhiyan" (Clean India Campaign), and volunteers shared their experiences, making the event a successful and engaging celebration.



Gandhi Jayanti Celebrations

Gandhi Jayanti is celebrated on October 2nd to commemorate our Father of the Nation Mahatma Gandhi's birthday and the nonviolent struggle for India's independence. The NSS unit organized a week-long celebration. The event, carefully coordinated by Principal Dr. Madhukar Gitte and NSS program officers, included a virtual tour of Sabarmati Ashram in Ahmedabad, Gujarat, where Gandhi resided. Due to the ongoing pandemic, this virtual tour was presented to students by their class teachers. Additionally, an online quiz was conducted on October 5th, 2021, encouraging students to expand their knowledge on Mahatma Gandhi, covering all the aspects of his contributions to the Indian freedom struggle, his personal life, and other related trivia.

WDC COMMITTEE

Virtual Session on Financial Awareness- Living Life Independently

The Women Development Cell of Clara's College of Commerce, in collaboration with 'Her Money Talks' and BSE India, organized a virtual session on Financial Awareness on July 26, 2021, via Zoom. The session was led by Ms. Farha Zeba, an NSE certified market professional and soft skills trainer.

Financial awareness plays a crucial role in making informed financial decisions in our daily lives. Understanding various investment avenues, their benefits, and associated risks is essential for effective financial planning. Today's youth are increasingly interested in investments to generate

returns, making it crucial to educate them about different investment options and their rights as informed investors.

During the session, Ms. Farha Khan discussed various investment options and their potential returns. She explained the role of SEBI as a financial regulator, outlined different types of capital markets, and presented various investment choices for investors to consider. She also provided valuable tips for making sound investment decisions.

The session was interactive, with active participation from students who asked relevant questions and engaged in the discussion. Overall, the session offered valuable learning opportunities for all participants.

Virtual Session on Domestic Violence

An online session on "Domestic Violence" was organised by the WDC Committee on September 17, 2021 through the Zoom platform for both students and faculty members. The primary objectives of this event were to raise awareness about domestic violence, shed light on its legal aspects, and educate participants on recognizing and addressing domestic violence issues.

The speaker for the session was Ms. Janaki Misra, an Assistant Professor at S.N.D.T. Women's University Law School, Juhu Campus, Mumbai. The session aimed to create awareness regarding domestic violence, emphasizing its legal provisions and importance. Ms. Misra discussed the Domestic Violence Act of 2005 by providing information on domestic violence helplines and counselling services in India, and addressed emerging issues in this context. She also highlighted various statutory provisions in India,



government initiatives, and judiciary efforts to combat domestic violence, shedding light on the different ways it can occur.

During the session, participants actively engaged by raising relevant questions and receiving insightful answers from the speaker. The interactions were meaningful and contributed to the overall awareness of the attendees. The program concluded with a vote of thanks delivered by a committee member. WDC Coordinator Mrs. Jisha Varghese organized and hosted the event, ensuring its success and relevance to all participants

Being Mindful with Yoga

Clara's College of Commerce organized an online workshop titled "Being Mindful with Yoga" on February 11, 2022, via Zoom for students and faculty members. The primary objectives of this event were to promote the importance of yoga and create awareness about its physical and mental benefits in our daily lives.

The session was conducted by Ms. Laxmikumari Vidyabhadur Maurya, a Yoga Instructor at Kaya Yoga Kendra Mumbai. The workshop aimed to highlight the significance of integrating yoga into our busy routines to boost overall well-being and immunity.

During the workshop, various physical and breathing exercises were demonstrated, which can be conveniently practiced from any location. Ms. Maurya explained the techniques of Pranayama, including alternate nostril breathing (nadishodhana), victorious breath (ujjayi), female honeybee humming breath (bhramari), and bellows breath (bastrika).

She emphasized how these exercises can help reduce stress, improve sleep quality, enhance mindfulness, lower high blood pressure, and boost lung function, ultimately strengthening the mind-body connection.

Participants actively engaged in the workshop, asking relevant questions and receiving valuable insights from the instructor. The program concluded with a vote of thanks by a committee member.

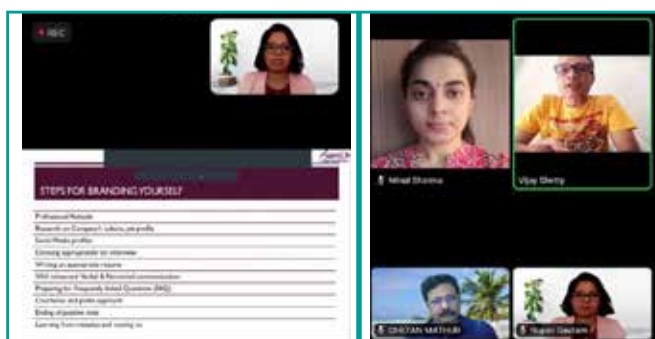


WDC Coordinator Mrs. Jisha Varghese organized and anchored the event, ensuring its success and meaningful interactions for all participants.

Webinar on Branding Yourself

The WDC and NSS units of Clara's College of Commerce, in collaboration with the National Human Rights & Social Justice Commission and the Film and Television Media Academy, organized a National Level Webinar on "Branding Yourself" on March 5, 2022, through the Zoom platform for students.

The webinar began with a welcome address by Mrs. Jisha Varghese, the WDC Coordinator, followed by an introductory speech by Dr. Madhukar Gitte, the Principal. The first guest speaker, Mr. Vijay Shetty, a Senior Advisor at



the National Human Rights & Social Justice Commission, shared insights on the importance of education in India.

The second guest speaker, Mr. Chetan Mathur, Course Director at the Film and Television Media Academy, discussed the significance of highlighting one's qualities to build a personal brand.

Ms. Rupali Gautam, a Certified Image Consultant, served as the resource person for the webinar. She emphasized the importance of packaging oneself effectively before entering the corporate world and encouraged students to shed negativity. Ms. Gautam provided guidance on crafting an impactful resume, including technical points such as resume summary, work experience, skills, additional sections, cover letters, and proofreading. She explained the importance of personal branding and addressed the participants' queries.

The vote of thanks was proposed by Mrs. Ruchita Pandhare, expressing gratitude to all the speakers and participants for their involvement in the event.

Anti Ragging

Clara's College of Commerce conducted an online session on 'Anti-Ragging' via Zoom on August 10, 2021, for students. This session aimed to sensitize the students with the seriousness and repercussions of ragging. It was also aimed to foster a healthy, disciplined atmosphere within the college.



Mr. Mahesh Deshmukh, Vice Principal of Sonopant Dandekar Arts, V.S. Apte Commerce, and M.H. Mehta Science College, Palghar, served as the speaker of the event. He discussed the origins of ragging, highlighting the tragic case of Aman Kachroo's death in 2009 due to ragging in Himachal Pradesh. Emphasizing the need for joyful environments in institutes, he stressed on the importance of an active Anti-Ragging Cell in every institution.

Mr. Deshmukh elaborated on the sections of the Indian Penal Code, 1860, and UGC Regulations of 2009 related to ragging. He detailed the institutional policies and legal perspectives on the topic. He also provided resources to the students to report incidents of ragging.

The event was organized by Mr. Shripad Joshi, who also anchored the program, ensuring a comprehensive understanding of the severity of ragging and its legal implications.

Webinar on Efficiency at Workplace

Clara's College of Commerce, in collaboration with Cosmopolitan's Valia College of Commerce, organized an online webinar titled "Efficiency at Workplace" on November 18, 2021, via Zoom. The webinar aimed to educate administrative staff and faculties on cultivating good habits for effective workforce management and optimal utilization of human resources.

Dr. Vilasini Patkar, Professor & HOD at HVPS's Ramniranjan Jhunjhunwala College, and Mr. Swami Chidananda, Founder of NGO FOWAI FORUM, served as resource persons. They covered topics such as individual capacity, the Hexagon Model, journey to high effectiveness, team skills and fostering good habits for workplace efficiency.

The session was interactive, addressing participant queries with relevant examples. It emphasized living in the present, fostering a clear vision, and self-belief. Dr. Mamta Rajani concluded the program with a vote of thanks, highlighting the session's informative and engaging nature.

Techniques of writing a Research Paper

Clara's College of Commerce organized an online session on the importance of 'Research Paper Writing' in collaboration with all the departments of the college, held on August 31, 2021, via Zoom for students and faculty. The primary objectives were to familiarize participants with research paper writing techniques and emphasize the practical importance of research.

Mr. Shripad Joshi, a seasoned speaker, conducted a well-structured session, covering crucial aspects from topic selection to methodology and the significance of research paper writing. He addressed antecedents, data collection sources, and the critical issues of plagiarism. The session also focused on structuring suggestions, conclusions, thesis statements, and generating ideas for research papers.

The interactive session saw valuable queries from student and faculty delegates, receiving insightful responses. The event's closure included a vote of thanks by committee member Ms. Minal Sharma.

A total of 54 beneficiaries, comprising 41 students and 13 faculty members, participated in this enlightening session on "Research Writing." The session aimed to enhance participants' skills and knowledge regarding topic selection, types, sources, and the broader importance of research in skill enhancement.

Medical Camp

The Ekta Manch, an active NGO in Mumbai, organized its Annual Medical Camp, in which the N.S.S. unit of Clara's College actively participates every year. This impactful initiative is aimed to benefit the underprivileged sections of the society.

Approximately 1000 individuals availed the opportunity of a free full-body checkups and pathological tests, provided within the college premises. A voluntary Blood Donation Camp was also set up, catering specifically to individuals who struggle to afford quality healthcare. The N.S.S.



volunteers and faculty worked diligently, managing queues and overseeing the smooth functioning of the camp, contributing to the success of this significant event.

Moral Values - Sustaining Code of Conduct

Clara's College of Commerce hosted a significant national-level online webinar, delving into the theme of "Moral Values - Sustaining Code of Conduct." This engaging session took place on the Zoom platform, commencing at 11:00 am, attracting an eager audience seeking deeper insights into the impact of moral values on behavior.

Principal M.R. GITTE set the tone for the meeting, delivering a thought-provoking address that highlighted the pivotal role of moral values in guiding conduct. He emphasized the practical application of these values and their essential contribution to sustaining an ethical code of conduct. Following this, Ms. Mariam Masani introduced the session's distinguished speaker, Mrs. Asha Nangalia.

Mrs. Asha Nangalia, a respected figure holding an M.A. in English Literature & Politics and currently serving as a Professor at Shri M.D. Shah Mahila College of Arts and Commerce, Malad (W), Mumbai, led an enlightening and engaging session. Her presentation focused on the fundamental query: "What are values?" She offered a profound exploration, portraying values as deeply rooted beliefs that not only inspire actions and behaviors but also define individuals and shape their worldview and aspirations.

The session concluded with Ms Saroj Gamare extending a sincere gratitude to Mrs. Asha Nangalia. Ms Gamare acknowledging the session's impact, praised Mrs. Nangalia for elevating the understanding of moral values and their critical role in upholding ethical conduct.

This event provided a platform for profound reflection on

the intrinsic nature of values, their influence on behavior, and their pivotal role in shaping a principled code of conduct

PEN & SWORD: Writing Toolbox.

Clara's College of Commerce conducted a short-term course on 'Writing' from September 20th to September 30th. This report highlights the session held on the 7th day titled "PEN & SWORD: Writing Toolbox." Hosted online via the Zoom platform, this session aimed to equip participants with the skills, aptitude, and practices essential for effective research and paper writing.

Dr. Atul Patil, the Director at the School of Holistic Development, MIT Art, Design & Technology University, Pune, led the session. He is the Program Head for BA(Honours) English, PhD at MIT ADT University, with extensive experience as the program head Dr. Patil's expertise lies in various areas, including e-learning, computer-assisted language learning (CALL), and teacher training.

The session's topics encompassed crucial elements, including qualities of a researcher, nuances of writing, functional skills for research paper writing, steps in research, techniques for writing literature reviews, common mistakes in thesis writing, and academic research engines.

Towards the session's conclusion, participants engaged in a Q&A, seeking insights on issues faced while writing PhD theses, tips for improved online searches, and guidance on crafting effective conclusions for research papers. The session proved to be a valuable resource in enhancing research and writing skills for the participants.

Essay - Impact of Covid-19 on the Education Sector

The global impact of the COVID-19 pandemic has significantly affected various sectors, including education. While the pandemic brought forth numerous challenges to the education sector in India and worldwide, it also ushered in a few positive outcomes amidst the adversity.

Recognizing the importance of understanding these impacts, all the Departments of Clara's College of Commerce organized an 'Online Essay Writing Competition' on September 7, 2021. The students were tasked with composing essays on the topic "Impact of Covid-19 on the Education Sector." Essays were evaluated based on vocabulary, legibility, content, coherence of ideas, and overall impact, with the competition conducted in English.

The participating students showcased commendable writing skills, presenting well-structured and insightful

essays. Prof. Shripad Joshi presided as the judge for the competition, assessing the submissions meticulously. The competition yielded the following results:

1st Rank - Hiba Merchant – SYBMS

2nd Rank - Shaikh Alfiya - SYBCOM

3rd Rank - Sakshi Rajesh Malhotra – SYBMS

Despite the challenges posed by the pandemic, initiatives like this essay competition have demonstrated resilience within the educational sphere, encouraging students to reflect and articulate their perspectives on the impact of such a global crisis on the education sector

A total of 11 students, comprising 2 male and 9 female participants, benefitted from this activity. The guidance and encouragement provided by Mr. Ajay Kaul, General Secretary, Mr. Prashant Kashid, Activity Chairman, and Principal Dr. Madhukar Gitte played a pivotal role in successfully organizing this event. The collective efforts of the entire faculty were instrumental in ensuring the event's smooth execution.

Faculty Development Program - Turning Proficiency into Efficiency and Holistic Excellence.

The IQAC Department of Clara's College of Commerce organized a session titled "How to Overcome Stress and Live Your Potential: Turning Proficiency into Efficiency and Holistic Excellence." This session, held on January 5th, 2022, via the Zoom platform, was part of an online FDP (Faculty Development Program) for Teaching and Non-Teaching staff.

The primary objectives of this event were to equip the staff with techniques to manage stress effectively and to enlighten them on maximizing their potential to enhance proficiency, efficiency, and holistic excellence. Dr. Minhajafar Nasirabadi, a distinguished professor and head of the Department of Psychiatry at Deccan College of Medical Sciences, facilitated the session. His expertise as an MD Gold medalist from Mumbai University brought invaluable insights.

Dr. Nasirabadi comprehensively addressed strategies for handling stress, emphasizing critical and responsible reactions in various situations. The session covered the identification of stress causes at work and individual levels, focusing on interventions for stress management in daily life.

He highlighted stress in both emotional and physical dimensions, underlining the maintenance of an equilibrium

in life, 'Homeostasis' as crucial. Acceptance emerged as a key component in stress management strategies.

The session facilitated an engaging interaction where participants raised pertinent queries, receiving justified answers from the speaker. The discussions were meaningful and relevant, ensuring a valuable learning experience for all involved.


The program concluded with a vote of thanks by Mrs. Saroj Gamare, acknowledging the collective guidance and support provided by Mr. Ajay Kaul, General Secretary, Mr. Prashant Kashid, Activity Chairman, and Principal Dr. Madhukar Gitte. Their encouragement was instrumental in the successful execution of the event.

The program witnessed the participation of 23 beneficiaries, comprising of 10 male and 13 female staff members. The session is expected to benefit participants by enhancing their understanding of stress management and optimizing their potential for personal and professional growth. The collective efforts of the faculty contributed significantly to the event's success.

National Sports Day


On September 3, 2021, Mr. Liyakat Ali Lambe conducted an insightful session via Zoom, emphasizing the crucial role of fitness and sports in our daily lives. This session saw the participation of 44 beneficiaries.

CLARA'S COLLEGE OF COMMERCE
(ALL DEPARTMENT WITH IQAC)
ORGANISES



WEBINAR ON BUILD FORWARD STRONGER
(A FUTURE VISION FOR PHYSICAL ACTIVITY, FITNESS, AND HEALTH)

On Account of
'NATIONAL SPORTS DAY'



SPEAKER - LIYAKAT ALI LAMBE



A licensed Athletics Coach, Certified by AFI in association with IAAF - LI 39822.

He holds a Bachelor's Degree in Physical Education from Mumbai University

Also, a certified Personal Trainer from K11 and a Certified Strength and Conditioning Specialist.

He is a National Gold Medalist in Ten Pin Bowling and a former state & district level athletics champion.

DATE – 3rd September, 2021
Time – 10 am – 11 am
Venue – ZOOM APP



Sports serves as a vital activity for students, fostering qualities such as teamwork, leadership, stamina, and strategic planning. It embodies values that contribute to success in life. National Sports Day not only pays tribute to sporting excellence but also underscores the significance of sports in our lives.

Mr. Liyakat Ali Lambe, Founder of Attivo Sports & Fitness, holds a Bachelor's Degree in Physical Education from Mumbai University. His expertise as a licensed Athletics Coach and Certified Personal Trainer encompasses various sports, focusing on sport-specific Strength & Conditioning coaching.

During the session, Mr. Lambe shed light on the importance of fitness, health, and the array of career opportunities available in sports and fitness domains. His insights highlighted the immense potential of a sports career for students, showcasing the holistic impact of sports on personal and professional development.

One day national webinar on research performance indicators

In a collaborative effort between Clara's College of Commerce and the University of Mumbai, an insightful online session titled "ONE DAY NATIONAL WEBINAR ON RESEARCH PERFORMANCE INDICATORS" was held via Zoom on February 26th, 2022.

Dr. Madhukar Gitte, the Principal, set the stage with an introductory speech, welcoming participants to a session aimed at illuminating the diverse facets of research performance indicators. Mrs. Sheryl Cusher, part of the Organizing Committee, extended a warm welcome to the

esteemed resource person, Dr. Hardeep Chahal. With her impressive background as Professor and Head of the Department of Commerce at the University of Jammu's Udhampur Campus, Dr. Chahal brought a wealth of expertise to the virtual stage.

The session delved deep into the critical parameters governing research performance—Citations, Impact Factors, Cite Score, Altmetrics, H Index, and more. Dr. Chahal eloquently elucidated on the evaluation of both authors and journals, unveiling the intricacies of calculating journal impact factors and sharing strategies to amplify research visibility and impact. Engaging participants with interactive exercises and live demonstrations of cite score calculations, Dr. Chahal ensured an enriching and participatory experience.

With an emphasis on the relevance of Altmetrics alongside conventional metrics, Dr. Chahal accentuated its role as a subjective yet complementary gauge of research impact. The session culminated in a vibrant question-answer segment moderated by Mrs. Saroj Gamare from the Organizing Committee, where participants eagerly sought clarifications, deepening their understanding of research performance indicators.

This webinar not only provided a platform to explore critical methodologies in research evaluation but also fostered an interactive learning environment, allowing participants direct access to insights from an esteemed expert. Such collaborative initiatives underscore Clara's College and the University of Mumbai's commitment to nurturing knowledge and enhancing research acumen within academic circles.

ADD-ON COURSES

Business Accounting and Taxation

An Add-on course titled “Business Accounting and Taxation” was organized online from 13th July to 22nd July 2021 by the IQAC along with other departments to make the students understand about financial accounts and clear their basics on taxation.

Banking- A World of Opportunities

Second Add-on course on “Banking- A World of Opportunities” was organized online from 04th September to 15th September 2021 by the IQAC and other departments to create awareness among students about overall operational functioning of the banking system.



E-Commerce

Another Add-on course on “E-Commerce” was conducted from 16th November to 27th November 2021 by the IQAC along with other departments. The objective of this course was to provide an understanding of the fundamentals of E- Commerce and to explore various business models and strategies.

Digital Marketing

An Add-on course on “Digital Marketing” was conducted from 5th January to 15th January 2022 by the IQAC and other departments. The objective of the course was to understand the concept of digital marketing and its



importance in marketing in today’s technology oriented environment.

Advanced Excel

An Add-on course on “Advanced Excel” was organized from 1st March to 11th March 2022 by the IQAC and all other departments. The aim of this course was to equip students with advanced Microsoft Excel and to enhance their proficiency for professional and academic purpose.

Writing for Media

Another Add-on course was conducted on “Writing for Media” from 8th April to 22nd April 2022 by the IQAC along with other departments to develop proficiency in various media writing formats like news papers, online content and broadcasting.





Clara's College of Commerce

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