### HAZARIMAL SOMANI COLLEGE OF ARTS & SCIENCE, JAYARAMDAS PATEL COLLEGE OF COMMERCE & MANAGEMENT STUDIES, CHOWPATTY, MUMBAI-400007

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### Report on the Mentoring Programme for Students (2023-2024)

The mentoring programme for the academic year 2023-2024 was a well-structured initiative aimed at addressing students' academic challenges and fostering their personal and professional growth. With 27 mentors involved across all streams, the programme supported groups of 40 to 60 students each. Regular bi-monthly meetings, conducted either online or in person, served as the backbone of the initiative, enabling consistent interaction between mentors and mentees.

The mentoring sessions primarily focused on academic improvement, with mentors addressing subject-specific challenges and providing strategies for better performance. Students received personalized advice on exam preparation, study techniques, and resource utilization. Additionally, mentors helped students set short-term and long-term goals while offering career guidance and advice on higher education opportunities. The structured mentoring approach ensured that students felt supported and motivated throughout the year.

These mentoring sessions equipped students to handle academic pressure effectively and encouraged them to maintain a healthy balance between academics and extracurricular activities. The inclusion of special sessions, like the workshop on Digital Marketing, further enriched the programme by exposing students to contemporary career paths and skill sets.

Despite its success, the programme faced minor challenges, including managing the large mentor-to-student ratios and scheduling conflicts. Flexible meeting formats and additional support from faculty mentors helped mitigate these issues to a large extent.

In addition to general academic support, the programme included specialized guidance for cocurricular activities. Some faculty members went beyond regular mentoring duties by guiding students in preparing for Avishkar Research Projects. These projects provided students with handson research experience and encouraged them to explore innovative solutions to real-world problems. Faculty mentors offered assistance in formulating research ideas, preparing project proposals, and refining presentations. Their guidance played a crucial role in building students' research aptitude and critical thinking skills.

Overall, the mentoring programme for 2023-2024 proved to be a valuable platform for student growth and development. The added dimension of faculty-guided research projects like Avishkar enhanced the programme's impact, inspiring students to pursue academic excellence and holistic learning.

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2.	21/10/23	01	Offline	11	<ol> <li>Query about exam timetable.</li> <li>Query to answer the questions in the examinations.</li> </ol>	2.	Explained the exam timetable.  Explained the question patterns of the previous year's questions.	Attendan ce attached with this report

# Dr. Jhahle Mentoring Meeting. BHARATIYA VIDYA BHAVAN'S

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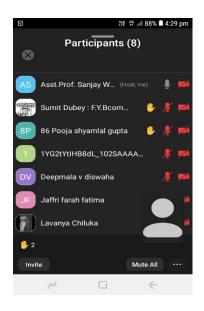
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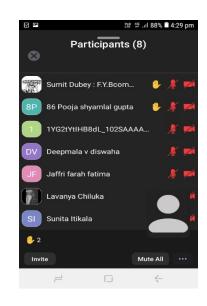
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NAME OF T SANJAY W	THE MENTO AGHELA	R:			CLASS: FYB.Com	•	ROLL NUMBERS: 61 to 120
Month: Sept	tember 2023						
Serial No.	Date	No. of meeti ngs cond ucted	Mode of meeting	No. of students	Academic and Career Related Issues Discussed	Solution /remark	
					1. Issue regarding higher price of food in canteen	1. No solution was given	Attendance screenshots are attached below.
1.	30/09/2023	02	Online	07	2. Issue regarding unhygienic conditions in canteen	2. No solution was given	
					3. Difficulty in Maths	3. Practice Maths	





SANJAY W		R:			CLASS: FYB.Com		ROLL NUMBERS: 61 to 120
Month: Octo Serial No.	ber 2023 Date	No. of meeti ngs cond ucted	Mode of meeting	No. of students	Academic and Career Related Issues Discussed	Solution: /remarks	s
1.	30/10/2023	02	Offline	04	1. Question on Scope of Economics  2. How to draw difficult diagrams of Economics ?  3. How to pass in exam by getting average marks?	1. Scope of Econom cs was explained in detail  2. Practice them regularly  3. Give equal time to all the subjects study properly and attempt	attached separately.



### HAZARIMAL SOMANI COLLEGE OF ARTS & SCIENCE, JAYARAMDAS PATEL COLLEGE OF COMMERCE & MANAGEMENT STUDIES, CHOWPATTY, MUMBAI-400007

Committee/Association/Department: A.Y.: 2023 - 2024

Mentoring Committee under Criterion II of AQAR

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**Activity: A Session on Digital Marketing** 

Resource person: Mr. Vijay Pashte

Event Date: 27 January 2024

**Event Venue: Room No. 14** 

No. of Participants: 36

**Event Details: Digital Marketing Strategies** 

A session on Digital Marketing was organised under the Mentoring programme on 27<sup>th</sup> January 2024 in room no 14. 36 students attended this session. The Programme commenced with a warm welcome to the Resource person. The Resource person Mr Vijay Pashte was felicitated by Vice Principal, Mr N.N. Sardesai. The IQAC coordinator, Dr Varsha Mallah also welcomed the Resource person and highlighted the significance of a session on Digital Marketing. The Resource person gave an overview of digital marketing principles and its significance in today's competitive landscape. He highlighted the following aspects:

- 1. Understanding Target Audience: Techniques for identifying and understanding target demographics to tailor marketing efforts effectively.
- 2. Content Strategy: Crafting compelling and relevant content to resonate with the target audience across different digital platforms.
- 3. Search Engine Optimization (SEO): Strategies to optimize website content and improve organic search rankings.
- 4. Social Media Marketing: Leveraging popular social media platforms to build brand presence, engage followers, and drive traffic.
- 5. Email Marketing: Best practices for designing and executing email campaigns to nurture leads and foster customer relationships.
- 6. Paid Advertising: Overview of various paid advertising options such as Google Ads, Facebook Ads, and strategies to maximize ROI.



### HAZARIMAL SOMANI COLLEGE OF ARTS & SCIENCE, JAYARAMDAS PATEL COLLEGE OF COMMERCE & MANAGEMENT STUDIES, CHOWPATTY, MUMBAI-400007

7. Analytics and Measurement: Importance of tracking key performance indicators (KPIs) and using analytics tools to refine marketing strategies.

The digital marketing session provided valuable insights and practical strategies for enhancing [Insert Purpose] through effective digital marketing techniques. Attendees left with a deeper understanding of how to leverage various digital channels to achieve their marketing objectives and drive business growth.

### **Event Pictures:**







### HAZARIMAL SOMANI COLLEGE OF ARTS & SCIENCE, JAYARAMDAS PATEL COLLEGE OF COMMERCE & MANAGEMENT STUDIES, CHOWPATTY, MUMBAI-400007







### HAZARIMAL SOMANI COLLEGE OF ARTS & SCIENCE, JAYARAMDAS PATEL COLLEGE OF COMMERCE & MANAGEMENT STUDIES, CHOWPATTY, MUMBAI-400007





### HAZARIMAL SOMANI COLLEGE OF ARTS & SCIENCE, JAYARAMDAS PATEL COLLEGE OF COMMERCE & MANAGEMENT STUDIES, CHOWPATTY, MUMBAI-400007





### **University of Mumbai**



Inter-Collegiate / Institute / Department Research Convention
(Zonal Round)
Academic Year : 2023-24

Pertificate of Rarticipation

This is to Certify that **Dr. Manjusha Patwardhan** of **Hazarimal Somani College of Arts and Science and Jayaramdas Patel College of Commerce and Management Studies, Girgaon Chowpatty (Bhavan's College, Chowpatty)** has guided a Research Project titled **RAINBOW: The Neglected Colors of Identity** which was presented by her student **Ms. Momaya Aayushi** in **Humanities, Languages and Fine Arts** Category and **UG** Level at 18th Aavishkar: Inter-Collegiate / Institute / Department Research Convention (Zonal Round) organized by the University of Mumbai at Lala Lajpat Rai College of Commerce and Economics, Mahalaxmi, Mumbai on December 9, 2023 for **Mumbai I** zone.

Dr. Minakshi Gurav

OSD, Aavishkar, University of Mumbai

December 9, 2023 Mahalaxmi, Mumbai







### **University of Mumbai**



Inter-Collegiate / Institute / Department Research Convention (Zonal Round) Academic Year : 2023-24

Pertificate of Rarticipation

This is to Certify that Ms. Rina Pranay Patel of Hazarimal Somani College of Arts and Science and Jayaramdas Patel College of Commerce and Management Studies, Girgaon Chowpatty (Bhavan's College, Chowpatty) has guided a Research Project titled THE WEB SERIES WAVE: A STUDY OF SELF ESTEEM AND AGGRESSION IN ADOLESCENTS which was presented by her student Ms. Gaonkar Bhumika in Humanities, Languages and Fine Arts Category and UG Level at 18th Aavishkar: Inter-Collegiate / Institute / Department Research Convention (Zonal Round) organized by the University of Mumbai at Lala Lajpat Rai College of Commerce and Economics, Mahalaxmi, Mumbai on December 9, 2023 for Mumbai I zone.

Dr. Minakshi Gurav

OSD, Aavishkar, University of Mumbai

December 9, 2023 Mahalaxmi, Mumbai







### **University of Mumbai**



Inter-Collegiate / Institute / Department Research Convention (Zonal Round) Academic Year : 2023-24

## Pertificate of Zarticipation

This is to Certify that Ms. Rina Pranay Patel of Hazarimal Somani College of Arts and Science and Jayaramdas Patel College of Commerce and Management Studies, Girgaon Chowpatty (Bhavan's College, Chowpatty) has guided a Research Project titled Decoding the Dynamics: Personality Traits, Suicidal Ideation, and Happiness Among Junior College Students which was presented by her student Ms. Sukhadia Smit in Humanities, Languages and Fine Arts Category and UG Level at 18th Aavishkar: Inter-Collegiate / Institute / Department Research Convention (Zonal Round) organized by the University of Mumbai at Lala Lajpat Rai College of Commerce and Economics, Mahalaxmi, Mumbai on December 9, 2023 for Mumbai I zone.

Dr. Minakshi Gurav

OSD, Aavishkar, University of Mumbai

December 9, 2023 Mahalaxmi, Mumbai







### **University of Mumbai**



Inter-Collegiate / Institute / Department Research Convention (Zonal Round) Academic Year : 2023-24

Pertificate of Zarticipation

This is to Certify that **Dr. Varsha Mallah** of **Hazarimal Somani College of Arts and Science and Jayaramdas Patel College of Commerce and Management Studies, Girgaon Chowpatty (Bhavan's College, Chowpatty) has guided a Research Project titled <b>A Study on Youths Perception towards Instagram Influencer Marketing** which was presented by her student **Ms. Patil Mrunali** in **Commerce, Management and Law** Category and **UG** Level at 18th Aavishkar: Inter-Collegiate / Institute / Department Research Convention (Zonal Round) organized by the University of Mumbai at Lala Lajpat Rai College of Commerce and Economics, Mahalaxmi, Mumbai on December 9, 2023 for **Mumbai I** zone.

Dr. Minakshi Gurav

OSD, Aavishkar, University of Mumbai

December 9, 2023 Mahalaxmi, Mumbai





							ROLL
NAME	OF THE	MENTOR:	Ms. Jigna	<b>Dharia</b>	CLASS: T	YBMS	<b>NUMBERS:</b>
							53024 To 53046
Period:	Septemb	oer 2023					
Serial No.	Month	No. of meetings conducted	Mode of meeting	No. of students	Problems faced/ Major concerns	Solution /remark	

The mentor meeting for the TYBMS class for roll no. 53024 to 53046 was conducted on  $8^{\text{th}}$  January 2024

Place: Bhavans H. S.College, Room no. 41, 4th floor

Time: 8.46am to 9.34am

### DETAILS OF STUDENTS who attended:

ROLL NOS.	NAMES OF STUDENTS
<u>53026</u>	Simran Penta
<u>53028</u>	Umang Rathod
<u>53040</u>	Priya Kyadari
<u>53038</u>	Binay Yadav
<u>53027</u>	Meet Prajapati
<u>53037</u>	Yash Waghmare

The students were satisfied with the teaching of all the BMS faculties and were glad that their timings were shifted to morning session unlike the previous semester when most of their lectures were scheduled after the break.

The students wanted interested to know more about the career options that they had after graduation.

They enquired about competitive exams for entrance to B schools.

They were interested in learning new courses and increasing their technical skills, realizing the importance of subjects like digital marketing, e-tailing etc.

Students were asking for campus placement if any.

Tips for interview preparation and personality development were shared.

Students were looking forward for their BMS fest Manzeal and were enthusiastic about organizing it.

Most of their doubts and queries were answered satisfactorily.

Jigna Dharia

NAME OF THE MENTOR: VIKRAM SHROTRI CLASS: TYBMS ROLL NUMBERS: 53001 TO 53023									
Mon Seri al No.	Month: January 2024  Seri al Date No. of Mode No. of Academi Solutions/r Eink of Students c and emark s screensh								

The mentor mentee meeting for the TYBMS class for roll no. 53001 to 53023 was conducted on 9<sup>th</sup> January 2024.

Place: Bhavans H. S.College, Room no. 41, 4 th floor Time: 9.54 a.m. TO 10.46 am

Details of students who were present are given below: 8 students were present

Roll No.	Name of the Student
53002	Apoorva Adsul
53003	Aachal Chaursia
53009	Deepti Ganacharya
53010	Ritesh Gandhi

Roll No.	Name of the Student
53014	Sakshi Jadhav
53016	Shreetej Kamble
53021	Devarsh Naik
53022	Reeya Padaya

The students thanked Mr. Vikram Shrotri for solving the issue of their time table timings which was there in their semester V time table for Monday and Saturday. The students demand to have all lectures in morning only was fulfilled.

All the students gave highly positive feedback about all the V th Semester TYBMS teachers subject knowledge, teaching method, sincerity and integrity.

Students wanted to know about any opportunity of campus placement. Since Mr. Vikram Shrotri is a committee member of Placement Committee of the college, he replied students satisfactorily.

Few students asked about Post Graduation options and it was answered by the mentor. He informed that in next meeting it will be discussed in detail.

The students were happy about Semester VI TYBMS teachers also.

Vikram Shrotri BMS Coordinator 9 th January 2024

### Report

### "18th Inter-Collegiate/Institute/Department Aavishkar Research Convention"

Four Teams of our college participated in 18<sup>th</sup> Inter-Collegiate/Institute/Department Aavishkar Research Convention (Zonal Round) which was organised by Department of Students Development, University of Mumbai at Lala Lajpat Rai College of Commerce and Economics, Mahalaxmi, Mumbai on Saturday, 9<sup>th</sup> December 2023 for Mumbai I zone.

Sr. No.	Category	Level	Name of student	Class	Title of the	Name of
					research Project	Mentor
Team A	Humanities,	UG	Vaishy Khushal	SYBA	Rainbow: The	Dr. Manjusha
	Languages		Momaya Aayushi	SYBA	neglected	Patwardhan
	and Fine Arts		Bidwe Sahil	SYBCom	colours of	
			Rajput Saloni	SYBA	Identity	
			Jain Henisha	SYBA		
Team B	Humanities,	UG	Gaonkar Bhumika	SYBA	The web series	Ms. Rina Patel
	Languages		Shah Disha	SYBA	wave: A study	
	and Fine Arts		Nalawade	SYBA	of self esteem	
			Mrunmayee		and Aggression	
			Deorukhkar	SYBA	in Adolescents	
			Grishma			
Team C	Humanities,	UG	Sukhadia Smit	TYBA	Decoding the	Ms. Rina Patel
	Languages		Kamble Radhika	TYBA	Dynamics:	
	and Fine Arts		Ansari Aftab	TYBA	Personality	
			Nagda Hetavi	TYBA	Traits, Suicidal	
					Ideation and	
					Happiness	
					among Junior	
					College students	
Team D	Commerce,	UG	Patil Mrunali	SYBCom	A study on	Dr. Varsha
	Management		Uduth Varsha	SYBCom	youths	Mallah
	and Law				Perception	
					towards	
					Instagram	
					Influencer	
					Marketing	

Team B from Humanities, Languages and Fine Arts category was selected for power point presentation / podium round. All the students have received participation certificates.

### "18th Inter-Collegiate/Institute/Department Aavishkar Research Convention"

Four Teams of our college participated in 18<sup>th</sup> Inter-Collegiate/Institute/Department Aavishkar Research Convention (Zonal Round) which was organised by Department of Students Development, University of Mumbai at Lala Lajpat Rai College of Commerce and Economics, Mahalaxmi, Mumbai on Saturday, 9<sup>th</sup> December 2023 for Mumbai I zone.

Sr. No.	Category	Level	Name of student	Photo	Class	Title of the research Project	Name	of Mentor
Team A	Humanities, Languages and Fine Arts	UG	Vaishy Khushal		SYBA	Rainbow: The neglected colours of Identity	Dr. Patwar	Manjusha rdhan
		Momaya Aayushi  Bidwe Sahil  SYBCom  Rajput Saloni  SYBA	Momaya Aayushi		SYBA			
			Jain Henisha		SYBA			

Sr. No.	Category	Level	Name of student	Photo	Class	Title of the research Project	Name of Mentor
Team B	Humanities, Languages and Fine Arts	UG	Gaonkar Bhumika		SYBA	The web series wave: A study of self esteem and Aggression in Adolescents	Ms. Rina Patel
			Shah Disha		SYBA		
			Nalawade Mrunmayee		SYBA		
			Deorukhkar Grishma		SYBA		

Sr. No.	Category	Level	Name of student	Photo	Class	Title of the research Project	Name of Mentor
Team C	Humanities, Languages and Fine Arts	lumanities, UG Su anguages	Sukhadia Smit		TYBA	Decoding the Dynamics: Personality Traits, Suicidal Ideation and Happiness among Junior College students	Ms. Rina Patel
			Kamble Radhika  TYBA				
		Ansari Aftab		TYBA			
			Nagda Hetavi		ТҮВА		

Sr. No.	Category	Level	Name of student	Photo	Class	Title of the research Project	Name of Mentor
Team D	Commerce, Management and Law	UG	Patil Mrunali	to approximate the second seco	SYBCom	A study on youths Perception towards Instagram Influencer Marketing	Dr. Varsha Mallah
			Uduth Varsha		SYBCom		

Team B from Humanities, Languages and Fine Arts category was selected for power point presentation / podium round. All the students have received participation certificates.

### **Teacher Coordinator:**

### Dr. Sandip D. Maind,

(18<sup>th</sup> Inter-Collegiate/Institute/Department Aavishkar Research Convention (Zonal Round))

Prof. (Dr.) Shantaj M.Deshbhratar Principal In-charge