



AIQA REPORT 2011-12

Smt. M.M.K. College of Commerce & Economics,

Bandra (W), Mumbai-400050.

Goals and Objectives of the Institution

1. Activities reflecting the goals and objectives of the institution:

Conducted a two day UGC sponsored National Level seminar for teachers.

Topic: Corporate Generosity for social cause going the Philanthropic way on 20th & 21st January, 2012.

2. New academic programmes initiated (UG and PG):

- Our strategic alliance with CMTE continues which offers MBA and in the current academic year i.e. 2011-12, they have also introduced BBA, BCA Programs of Karnataka State Open University.
- CMTE also have tie up with Mahatma Gandhi University.

3. Innovations in curricular design and transaction:

We have introduced case studies in different subjects keeping in mind Credit Based Grading System for FYBCOM & TYBCOM students.

4. Inter-disciplinary programmes started:

Nil

5. Examination reforms implemented:

Examination reforms introduced in 2007-2008 have been discontinued like masking & coding of answersheets , because of the Credit and Grading system introduced in the current academic year 2011-12 and OMR sheets are used instead of masking and coding methods .

6. Candidates qualified: NET/SLET/GATE etc.

None

7. Initiative towards faculty development programme:

The following faculty participated in various seminars, workshops & conferences (2011-12)

- 1) Prof.Mary Rosaline Edward in the subject of Environmental Studies.



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2) Mr. Shreekumar Menon-Commerce Department.

- Participated in UGC Refresher Course in Commerce from 6th February to 25th February 2012 at R.A.Podar College, Matunga.
- Organized the two days UGC Sponsored National seminar on Corporate Generosity towards Social Cause going “the Philanthropic Way” in the College from 21st January 2012.

3) Dr. (Mrs.) Megha Somani-Commerce Department.

- Participated in UGC Refresher Course in Commerce from 23rd May to 11th June 2011 at A.S.C Shimla.
- Attended workshop organized by Nirmala College on Credit Based Grading System on 27th June 2011.

4) Mr. Sandeep Sahu-Commerce Department.

- Participated in the two days UGC Sponsored National seminar on Corporate Generosity towards Social Cause going “the Philanthropic Way” in the College from 21st January 2012.

5) Mr. Aashish Jani – Commerce & Law Department.

- Attended workshop organized by Nirmala College on Credit Based Grading System on 27th June 2011.
- Participated in two day state level seminar cum Workshop at Dr. Bhanuben Mahendra Nanavati College of Home science, Matunga (affiliated to SNDT Women’s University) on “E-CRIME & E-SECURITY” DATED: 20 & 21st January 2012.

6) Mr. Mehul Raithatha –Accountancy Department.

- Organized the two days UGC Sponsored National seminar on Corporate Generosity towards Social Cause going “the Philanthropic Way” in the College from 21st January 2012.

7) Mrs. S.C. Gupta – Maths & Stats Department.

- Attended workshop organized by Sathye College on Credit Based Grading System on 24th June 2011.
- Attended workshop organized by Mulund College of Commerce on Credit Based Grading System on 11th July 2011 in the subject of Maths and Stats.



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- Participated in the two days UGC Sponsored National seminar on Corporate Generosity towards Social Cause going “the Philanthropic Way” in the College from 21st January 2012.
 - Seminar on application of Maths & Stats in Commerce, Economics & industry organized by Podar College of Commerce on 15th July 2011.
- 8) Mrs. Asha Bhat – Maths & Stats Department.
- Attended interactive workshop on Operations Research at Podar College of Commerce.
 - Attended workshop organized by Sathye College on Credit Based Grading System on 24th June 2011.
 - Attended workshop organized by Mulund College of Commerce on Credit Based Grading System on 11th July 2011 in the subject of Maths and Stats.
 - Attended Seminar on Evaluation Methodology at H.R.College of Commerce on 17th August 2011.
- 9) Mrs. Chippy Susan Bobby – Business Communication
- Attended the two days UGC Sponsored National seminar on Corporate Generosity towards Social Cause going “the Philanthropic Way” in the College from 21st January 2012.
 - Attended workshop organized by Nirmala College on Credit and Grading System on 27th June 2011.
 - Attended a two days Ntional Seminar on Indian Literary Criticism Today held on 1st & 2nd February 2012 at University of Mumbai, Kalina.
- 10) Mrs. (Dr.) Anjali Varma –Business Communication
- Attended the two days UGC Sponsored National seminar on Corporate Generosity towards Social Cause going “the Philanthropic Way” in the College from 21st January 2012.
- 11) Mrs.Meenakumari- Accountancy
- Participated in UGC Refresher Course in Accountancy from 2nd-22nd November 2011 at C K T College Panvel.
 - Attended the two days UGC Sponsored National seminar on Corporate Generosity towards Social Cause going “the Philanthropic Way” in the College from 21st January 2012.



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- Attended workshop organized by NM College on Credit and Grading System for T.Y.BCom on 28th June 2011.
- 12) Ms. Afsha Kirkire-Department. of BAF
- Attended workshop on Revised Examination System for TYBcom Class on 28th June, 2011 held at NM College of Commerce & Economics organized by NM College & Faculty of Commerce, Mumbai University
 - Attended workshop on Credit Based Grading System on 28th June, 2011 held at NM College of Commerce & Economics & Faculty of Commerce, Mumbai University
 - Attended a two day seminar on “Women Empowerment through Financial Literacy Initiatives” held on 13th & 14th of October, 2011 sponsored by Postal Life Insurance and hosted by Bombay Teachers’ Training College.
 - Attended a two day UGC sponsored National Level Seminar on “Corporate Governance for Social Cause going the philanthropic way held at Smt. MMK College on 20th & 21st January, 2012.
- 13) Dr.Narinder Kaur
- Attended a two day UGC sponsored National Level Seminar on “Corporate Governance for Social Cause going the philanthropic way held at Smt. MMK College on 20th & 21st January, 2012.

8. Total number of seminars/workshops conducted:

I) B.Com:-

- Smt.M.M.K.College of Commerce & Economics Organized the two days UGC Sponsored National seminar on Corporate Generosity towards Social Cause going “the Philanthropic Way” in the College from 21st January 2012.
- Department of Business Economics:-

The 19th International Economic Convention hosted by HSNC Board was held at H.R.College of Commerce & Economics, where our college was assigned the topic ‘South Africa’. Dated: 16th & 17th December, 2011.



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II) BMS

- **'Solving for CAT'**, a hands-on workshop on methods to crack the CAT examination was organized by the department in collaboration with CPLC for the benefit of the SYBMS students on 4th August 2011.
- A workshop on **'Stress Management'** was held on 19th November 2011. It was well received by the FY and SYBMS students, where they learnt the secret to success in life. They understood the need to avoid and more importantly manage stress effectively.
- **'Soft Skills Training – The Corporate Way'**, was organized for the FY & SYBMS students on 10th January 2012. The students understood the importance of soft skills for achieving success in the corporate world.
- For the benefit of the TYBMS students a series of guest lectures in the subjects of **Logistics, and Supply Chain Management and Human Resource Management** were organized in the month of October.
- For pursuing post graduate education abroad, Kraft Education Services held a seminar in January 2012 for TYBMS students informing them about the procedure for admissions to Universities in the US and Europe.
- A seminar on **'Careers in Aviation and Hospitality'** was held on 3rd February 2012. A similar seminar on **'Prospects in Advertising and Marketing'** was conducted by North Point University for the TYBMS students.

III) BAF

- There were many seminars held in and around Mumbai in the course of the year which were attended by the students and the faculty of the BAF department. The students attended a seminar on **'India as an Enterprise'** organized by K.C. College.
- The students went for a seminar on **'Art, Ability and Us'** held by the Tata Institute of Social Science. This seminar aimed at sensitizing students about the plight of physically challenged individuals as well as providing measures which could be undertaken to empower them.
- **'Foreign Direct Investment in Retail Sector'** was an event organized by National College. The students researched and put forward their presentation at the event.
- The BAF faculty co-coordinator attended a seminar held at the Bombay Teacher's Training College called **'Women Empowerment through Financial Literacy Initiatives'** which was sponsored by the



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Postal Life Insurance and also attended a seminar on 'Credit Based Grading System' enforced with effect from 2011-2012.

- The students attended the 42nd A.D.Shroff Annual Public Lecture on 'Is India Ready for the Global Stage?' The key note speaker was Dr Kaushik Basu, Chief Economic Adviser of the Ministry of Finance.

IV) BMM

- A Career Guidance Seminar was organized for the TYBMM and SYBMM students on 4th August 2011 by Edwise – a company that gave the students an idea of the market and its requirements.
- A Fair Trade Workshop for FYBMM and TYBMM students was held on 9th August 2011 by IRFT (International Resources for Fairer Trade). IRFT is dedicated to empowering farmers, artisans, companies and NGOs to develop their business capacity and promote sustainable livelihoods, for all those involved in producing the things we consume every day.
- The Annual Photography Exhibition 'Colours of Life' was held on 9th and 10th September 2011 showcasing the talent of the students. There was active participation from students of all the F.Y.BMM, S.Y.BMM and T.Y.BMM classes.
- On 8th December 2011 a Seminar by London School of Arts was held. The topic covered at this seminar was 'Fashion Trends Today'.
- On 10th January 2012, a Seminar by GEEBEE Education was held on study abroad opportunities for BMM students.
- The New Year also saw the TYBMM students working on various social initiatives. From January to 21st January 2012 the campaign 'Cut the Corruption' was held where students created awareness about the problem of corruption in our society.
- From 23rd to 28th Jan a Campaign on Global Warming – 'Global Warning' was held. Here the students organised a fun fair to create awareness about the seriousness of climate change and its impact on our lives.
- 30th January to 4th February, 2012 showcased a campaign on Sustainable Development – 'Sustaining Humanity' where students were encouraged to use eco friendly products.



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- 6th to 11th February, 2012 a campaign on Being Human was held followed by a Human Rights Campaign which was coupled with a Child Rights Campaign from the 13th to the 18th of February, 2012. A Mela was held for underprivileged children at Andheri.
- 20th to 25th an Anti Sexual Harassment Campaign was held where the student were made aware of their rights. The NGO explained to the students the need to stand against Eve Teasing and other such problems.
- 27th February to 3rd March, 2012 Campaign Ghumao 1298 – Anti Domestic Violence campaign was held. Dr. Rajiv Naidu spoke to the students about the problems faced in homes today and empowered them to stand for women’s rights.
- 5th March to 10th March, 2012 – Bromance – a campaign on ‘Gay Rights’ was held to create awareness about rights of Transgenders, Gays, Lesbians and Bisexuals who are ill treated by society.
- KCCMS conducted a seminar informing the students about the industry recognized courses available for students after Graduation.
- The students of SYBMM visited a printing press in Navi Mumbai where they learnt the intricacies of printing technology. A follow up printing class was held at our own college where students did practical silk screen printing on t-shirts.

9. Research Projects

a) Presentations:

1) Dr. (Mrs.) Megha Somani

- Presented a paper at Sir M.Visvesvaraya Institute of Management Studies and Research, Wadala (W), on Case Study and Recent Trends in Commerce and Management, Dated: 6th August 2011.

2) Prof Mehul Raithatha

- Presented paper on “Ranking of Mutual Fund Performance: Comparison of Various Measures”, at International Research Conference on Management, Banking and Finance (IRCMBF) 2012 organized by JBIMS and published in the conference proceedings.



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3) Dr.Anjali Verma

- Presented a paper on Current Challenges in ELT at a National Seminar at Sri Narayan Guru College of Commerce & Eco, Chembur on 24th February 2012.

4) Prof. Aashish Jani

- Presented a paper at Sir M.Visvesvaraya Institute of Management Studies and Research, Wadala (W), on Case Study on Business Environment of Suzlon Energy Ltd., Dated: 6th August 2011.
- Presented a Paper at The Department of Management Technology, S.B.Jain Institute of Technology, and Management & Research, Nagpur on “Impact OF E-Technology on Rural Banking Sector of India” Dated: 28th January 2012 in a National Conference on “Innovative Paradigms in Contemporary Management”.

b) Research Publications

1) Prof Mehul Raithatha

- Published paper on "A Panel Data Analysis of Corporate Attributes and Stock Prices for Indian Manufacturing Sector," *Association of National Exchanges Members of India, Journal*, December, 2011.
- Published paper titled, “A Conceptual Study on Fluctuation of Rupee In Relation To Dollar”, **ZENITH** International Journal of Business Economics & Management Research, March 2012.

2) Prof. Aashish Jani

- Research Paper published on ‘A study of Consumer Perception on the use of E-Technology in the Retail Banking Sector: a comparative study of public & private sector banks’, in indian journal of marketing, volume: 42(1), January 2012 issue.
- Research Paper published on “Business Environment of Suzlon Energy Limited-a case study”, dated: 6th august 2011 in an international conference organized in association with all India social science research association & SVIMS on, “case study & recent trends in Commerce and Management.”



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10. Patents generated, if any:

None

11. New collaborative research programmes:

Nil

12. Research grants received from various agencies:

Nil

13. Details of research scholars:

Research in Progress:

1. Prof.Mry Rosaline Edward is pursuing Ph.D in Geography from Mumbai University.
2. Prof. Mehul Raithatha is pursuing his Ph.D. in Finance from IIT, Mumbai.
3. Prof. Sandeep Sahu is pursuing his Ph.D. in commerce from Mumbai University.
4. Prof. Meena Kumari is pursuing her Ph.D. from Osmania University, Hyderabad.
5. Prof.Aashish Jani is pursuing his Ph.D. in commerce from Mumbai University.

14. Citation index of faculty members and impact factor:

Nil

15. Honors/Awards to the faculty:

Principal of the College Dr.A.C.Vanjani was felicitated by “Sahyog Foundation” in the Golden Jubilee Celebrations which was held on 28th April, 2012

16. Internal resources generated:

1. Organisation of internal festivals like “Aakarshan”, “Lakshya” and “Freedom” enable the college to generate internal resources.
2. Internal resources also generated by renting college premises -
 - For conducting MH-CET, ICWA, UPSC & MPSC examination.
 - To CMTE (Centre for Management & Technical Education) offering MBA, BCA, MCA of Karnataka State Open University



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- To XLNC Network, Bandra-Kurla CPE – study of circle of WFRC & EBIZ – Com Pvt Ltd for meetings.
- To Bharati Senior Citizens, Senior Citizens of Greater Bombay & Brahmailidya Sadak Sangh for yoga, meditation etc.

17. Details of departments getting SAP, COSIST (ASSIST)/DST. FIST, etc. assistance/recognition:

None

18. Community services:

The college has contributed to the services of the community through NSS unit.

Activities organised throughout the year are listed below:

Help Desk – May I Help You

NSS volunteers put up a “Help – Desk” in the college to guide students & parents in admission procedure to F.Y.B.COM students.

NSS 1st Meeting (5th July,2011)

The 1st NSS meeting was conducted on 5th July, 2011 to educate all the new as well as the old volunteers about how the NSS unit work.

Orientation of NSS (29TH July, 2011)

An orientation programme was held to make all the new students aware of all the activities & project to be held throughout the year in the NSS unit.

Education & Recreation Project (6th – 20th August 2011)

For nearly 10 days NSS volunteers organised various activities like yoga sessions, games, general knowledge quiz, and poster making for underprivileged children of the section & encouraged them by distributing gifts for active participation.

Peace Rally for Hiroshima and Nagasaki (6th August,2011)

A rally was held from Azad Maidan to Hutatma Chawk to spread the word of peace among the citizens to the country. A pledge was taken to preserve peace in the country.



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- **Hi-tech Family Enrichment Foundation (2nd August,2011)**

Flags made by mentally handicapped children of Hi-tech Foundation were distributed by NSS volunteers to citizens to pay tribute to the martyrs on Independence Day.

- **Independence Day (1st August, 2011)**

Independence Day celebration began with the flag hosting by our Principle Dr. A.C.Vanjani. NSS performed a skit and dance based on patriotic theme.

- **Blood Donation (26th August,2011)**

NSS organised a Blood Donation Camp in collaboration with the Mahatma Gandhi Seva Trust. 170 bottles of blood were donated by teachers and students, which is the greatest achievement in the history of our college.

- **Maintaining Blood Donation Directory**

NSS unit continued maintaining a blood donation directory containing the name & blood group of the entire donor.

- **Leadership Camp**

NSS volunteer Mr. Dikshit Devadiga attended 5 days leadership camp organised by Sathaye College.

- **NSS Day Celebration (23rd September, 2011)**

The Principal, Vice- Principal, Programme officer & committee members addressed the volunteers and appreciated the work done by them.

- **International Non-Violence Day (2nd October,2011)**

NSS Volunteers actively participated in a programme organised by the Mumbai University on 2nd October, the birth anniversary of Mahatma Gandhi.

- **BECC Project (1st to 14th November, 2011)**

During the 40 hours project our volunteers participated in the Bandra East Community Centre (BECC) Project. NSS unit also started "UMEED – a ray of hope" by donating in kind to the street children who were rescued by BECC.



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- **Sadhu Vaswami Mission (24th & 25th November,2011)**

In co-ordination with SADHU VASWANI MISSION, our NSS Unit organised & installed booths in the college premises to take pledge from students and teachers to remain meatless on 25th November, 2011.

- **Sports - Day (24th November,2011)**

All the NSS volunteers actively participated in the Annual Sports Day celebration held on 24th November, 2011 at St. Andrews ground, Bandra.

- **Street Plays Held in Kherwadi Area (23rd November,2011)**

NSS volunteers organised and participated in two street plays “Global Warming” & Aids Awareness” & received good response from the people of the slum locality.

- **NSS Residential Camp (18th December – 24th December,2011)**

7 days Residential Camp at Maharashtra Nature Park in Sion was organised. This camp helped the volunteers to develop their personality, to adapt to different situations and made them realise the strength of unity & cooperation of work.

- **Communal Harmony Peace Rally (30th January,2011)**

All NSS volunteers participated in “MISSION MANAVTA RALLY” organised by Mumbai Sarvoday Mandal in collaboration with Mumbai Vidyapeeth.

19. Teachers and officers newly recruited:

Aided – Prof Jayaesh Rana & Prof (Dr.) Narinder Kaur have been appointed in Accounts & EVS department respectively this year on consolidated salary.

Unaided – Prof. Jinen Jadhav & Prof Harsa Hardasani have been appointed in un-aided section this year.

20. Teaching – Non-teaching staff ratio:

Aided – 1: 1.36

Un-aided – 1: 3.17



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21. Improvements in the library services:

Computers were upgraded.

Classification of documents with DDC23 (latest ed.)

Organised an Exhibition cum Sales of Books on 29th & 30th Nov. of 2011.

22. New books/journals subscribed and their value:

No. of Books added (2011-12) : 2297

Amount Spent : Rs.10,78,390/-

New Journals subscribed (2011-12) : 6

Amount Spent : Rs. 2870/-

Total No. of Journals/periodicals

Subscribed : 112

Amount Spent : Rs.1,20,484/-

E-resources : N-LIST (INFLIBNET)

Amount Spent : Rs.5000/-

23. Courses in which student assessment of teachers is introduced and the action taken on student feedback:

The college has an effective system of feedback in all the programmes. Through this system the college seeks the students' observations on academic, administrative and extra-curricular activities of the college. After the compilation and analysis of the feedback, necessary steps are taken in the best interest of students.

24. Unit cost of education:

Unit cost of education for the academic year 2010-11

a. Including the salary component : Rs.13,254/- (2,45,06,950/1849)

b. Excluding the salary component : Rs.2,250/- (41,61,034/1849)



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25. Computerization of administration and the process of admissions and examination results, issue of certificates:

All administrative, admission and examination processes have been computerized.

26. Increase in the infrastructural facilities:

- New Computers were purchased and administrative office has desktops with high configurations for the accounts department.
- 5 new LCDS were bought in the current academic year 2011-12 and currently there are 11 LCDS in 11 different classrooms.

27. Technology up gradation:

Data Bank Software has been installed in the Administrative Office which helps in finding out:

- The number of cancellations
- For assigning the Roll Numbers
- For assigning the Divisions
- Finding out the subject options
- Free Ships
- Reserve Categories

28. Computer and internet access and training to teachers and students:

1. There are two computer labs with internet connections. Our student computer ratio is 1:1.
2. Our Library has computers with internet connections.
3. Administrative Office & all other departmental Offices also have computers with internet connections.
4. Our Staff Common Room has a computer with internet connection.

29. Financial aid to students:

A sum of Rs. 34,169 was distributed amongst 10 meritorious students

30. Activities and support from the Alumni Association:

- Our connections with our alumni are very strong. Our celebrity alumni grace most of our occasions and take a keen interest in the activities of the college.



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- The college felicitated our Alumni working in various fields – Corporate, Political and Academics at the Golden Jubilee Celebrations on 28th April, 2012.

31. Activities and support from the Parent-Teacher Association:

Regular PTA meetings are organized and weak students are provided due attention. Progress of these students is regularly monitored and reported to the parents.

32. Health services:

- Blood donation camp held by the NSS unit of the college
- Medical camps are regularly held
- Environment awareness drive was conducted by the NSS unit
- The college has a well equipped separate GYM for boys and girls.
- TT and carom facilities are provided to the students.

33. Performance in sports activities:

A) Participation in Inter University Events:-

- a. 10 female students represented Mumbai University in the West Zone and All India Inter University Hockey Tournament at Jodhpur & Jaipur.
- b. 3 male students represented Mumbai University in the West Zone Inter University Hockey Tournament held at Bhopal & Delhi.
- c. 2 male students represented Mumbai University in the West Zone Basket Ball Tournament held at Jaipur.
- d. 2 male students represented Mumbai University in the West Zone and All India Inter University Football Tournament.
- e. 1 male student represented Mumbai University in the All India Inter University Boxing Tournament held at Haryana.

B) Participation in State Events

- a. 11 players represented Mumbai in the Junior Nationals Hockey Tournament.
- b. A student represented Mumbai at State Basket Ball Tournament



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C) Participation in Inter Collegiate Events

- a. MMK won the University hockey Championship for Women
- b. MMK won the University basket Ball Championship for Men
 - Football
 - Basketball
 - Boxing
 - Table Tennis
 - Cricket
 - Badminton
 - Volleyball
 - Handball
 - Lawn Tennis
 - Athletics
 - Chess

D) Organization of Tournaments/ Competitions:

Tournaments Organized by MMK

- 19TH Vidyasagar Principal- K M Kundnani and Barrister of H G Advani Memorial Intercollegiate Chess Tournament for Men & Women
- 7th Smt. MMK Intercollegiate Basketball Tournament for Men & Women

34. Incentives to outstanding sportspersons:

- Scholarships are awarded to students who excel at National, State, Inter- University & Inter-Collegiate level.
- Free ships are also given to needy Sports achievers.
- The college provides track suits, shoes, kit bags & sports materials to participants in various tournaments. Their travelling, lodging & boarding expenses are also covered by the college.



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- Special subject coaching is provided to deserving sports person.

35. Student achievements and awards:

I. SPORTS

❖ Junior Nationals:

- Nimmy Nair of F.Y.Bcom (Hockey)
- Tanaz Mohammad of S.Y.Bcom (Hockey)
- Vishaka Dhodke of F.Y.BAF (Hockey)
- Nakita Fernandes of SYBMM (Hockey)
- Rachna Gaurav of S.Y.Bcom (Hockey)
- Firdos Ansari of S.Y.Bcom (Hockey)
- Van lerie Pereira of F.Y.Bcom (Hockey)
- Afshaan Bhasha of M.Com II (Hockey)
- Megha Desai of M.Com I (Hockey)
- Archana Singh of M.Com I (Hockey)
- Omkar ghadigaonkar of S.Y.Bcom (Hockey)
- Uzzaib Khan of F.Y.Bcom (Hockey)
- Imran Zaiee of S.Y.Bcom (Hockey)
- Princeston Agoucha of S.Y.Bcom (Basket Ball)
- Sachin Shetty of M.Com I (Football)
- Merlyn Fernandes of F.Y.Bcom (Boxing)



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- ❖ Our students team of SIFE got the 2nd place at Regionals for a project on “Uplifment of Blind at JSG”.
- ❖ Our students team of Economic Convention got 2nd place at the overalls for the research based project on “South Africa”.
- ❖ 3 of our students Anneka Cardoza, Kumail Mukkadam & Anam Chashmawala won the Best Event Manager award from The National Institute of Event Management.
- ❖ 2 of our students got selected for Indian Hockey Team.

36. Activities of the Guidance and Counseling unit:

The counselor has worked with the students on stress management, time management, relationship management i.e. how to have healthy relations with family & friends, saying no to negative peer pressure & drugs, goal setting, decision- making study skills, upholding values, how to improve concentration, career choices, etc.

The techniques and devices used in counseling are as follows:

The students were taught Pranayas & Mudras, Self Hypnosis, Emotion Freedom techniques & Graphotherapy. The counselor also used other techniques like Conservative Behavior Therapy, Neuro Linguistic Programming, Behavior Counseling & Reiki Feeling.

The newly acquired technique by the counselor trained under Tony Buzani’s Mind-mapping Technique has been a hit with the students getting in touch with their own selves, activating their right & left brain the students were empowered to gain their own insights on important life issues.

Auto suggestions , Positive Theraputic Commandments, Huoo Pono Pono added to the reach of the psychologist in delving and dealing with the deeper issues of the students.

37. Placement services provided to students:

The Placement Cell plays an important role in shaping the career of students through their induction & orientation till their placements. The Placement Cell also undertakes various academic & non-academic initiatives so that the students are well equipped to meet the industry requirements. The Placement Cell also networks with the Institute’s Alumni’s for creating more career opportunities. Due to unavoidable market conditions the students have not got desired placements this year.



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38. Development programmes for non-teaching staff:

- Some development programmes have been initiated for the non-teaching staff.
- The accounts department has upgraded the software to Tally 9.
- The administrative department has adopted a software for the complete database of the students including their attendance record.

39. Healthy practices of the institution:

The NSS unit of our college adopted the following healthy practices

- Help Desk – May I Help You (June 2011) by NSS Unit.
- Education and Recreation Project(6th-20th August, 2011) with Petit Municipal School , Bandra (W) for 10 days.
- Peace Rally for Hiroshima & Nagasaki (6th August, 2011)
- High-Tech Enrichment Foundation Project(2nd August, 2011) where flags were made by mentally handicapped children of the foundation & sold at Rs. 2/- per flag .
- Blood Donation Camp (26th August, 2011) created a history by collecting 170 blood units.
- Maintained Blood Donation Directory
- NSS students have attended Leadership Camp organized by Sathaye College for 5 days.
- Students have attended International Non-Violence Day Rally (2nd October, 2011) organized by Mumbai university.
- Continued with “UMEED”- A ray of hope, by donating in kind to street children who were rescued by BECC.
- Street plays (23rd November,2011) at Kherwadi to create awareness about Global Warming & Aids.
- 7 days Residential Camp (18th Dec-24th Dec, 2011) at Maharashtra Nature Park which led to personality development, unity & team spirit amongst the student volunteers.
- Communal Harmony Peace Rally (30th January, 2012) for MISSION MANAVTA RALLY organized by Mumbai Sarvodaya Mandal in collaboration with Mumbai Vidyapeeth.



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Our teachers have attended workshops, Conferences & refresher courses.

Classification of documents with DDC23 (latest edition)

40. Linkages developed with National / International, Academic / Research bodies:

Few of our students have successfully completed a Summer School at H.R College, Mumbai conducted by King's College London in the courses of International Marketing, Quantitative Methods & Statistics, International political Economy (Macro Economics), The Entrepreneur : Skills & Smart Thinking. Senior Lecturers conducted the session which helped the students to have a better understanding of the way in which trade production, finance, energy and development are affected by politics. The programme helped in introduction of relevant entrepreneurial management concepts & theories enabling the students who want to be an entrepreneur to fully understand their entrepreneurial potential and the value of their ideas.

41. Any other relevant information the institution wishes to add:

- Smt M.M.K. College of Commerce & Economics celebrated its Golden Jubilee this year, culminating in a glittering function in J.K. Banquets, Worli, on 28th April 2012, with its Management members namely Mr. Kishu Mansukhani (President HSNC Board), Mr. Niranjan Hiranandani (Past President), Prof. J.K. Bhambhani (President HSNC Board), Dr. Indu Shahani (Sherriff of Mumbai), Principal (Ms). Manju Nichani (Former Secretary HSNC Board) and the Guest of Honor Mrs. Priya Dutt (Member of Parliament), Mr. Baba Siddique (MLA) and Mr. Pehlaj Nihalani (Producer), Mr. Govinda (Actor), Mr. Udit Narayan (Singer), Alumni's, with all the Teaching and Non Teaching Members of the College.
- All the members (Management Members, Alumni's, Teaching & Non Teaching Staff) were felicitated and Principal Dr. A.C. Vanjani was felicitated by Sahyog Foundation.
- The cultural programs were performed by our Professors and Students.