M

META MUSE

M

Meta Muse - Live your Passion!

Meta Muse - little testament to the power of words, the collaborative spirit of togetherness and the indefatigable drive towards perfection

Meta Muse - Live your passion!

ACKNOWLEDGEMENT

Editorial Team

Managing Editor: Ms. Sabira Fernandes
Editor-in-Chief: Ms. Gayatri Gondhalekar

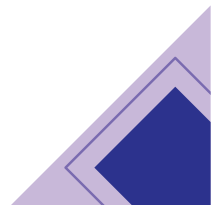**Publisher:**
BSS Foundation: Ms. Tapashree Bose

Layout: Ms. Gayatri Gondhalekar

Journalists:
Ms. Gayatri Gondhalekar
Ms. Shravani Kasale
Ms. Shreya Sharma
Mr. Aakash Negi
Mr. Gautam Sharma
Mr. Suryansh Chandel
Mr. Viknesh Pranav
info@bssfoundation.net

Highlights

EDITORIAL

Aakash Negi

Gautam Sharma

Gayatri Gondhalekar

Shravani Kasale

Shreya Sharma

Suryansh Chandel

Viknesh Pranav

Greetings!

Welcome to Meta Muse, the magazine conceptualised and written by our class.

A little on the etymology of our name; 'Meta' portends the future and 'Muse' inspires us to be the best we can. What began as an end-of-term assignment of the Journalism Module by us, the students of Bachelors in Advertising and Communication, Design of BSS Foundation, University of Mumbai's Garware Institute of Career Development and Education now is the magazine for the future.

In our Journalism class we learned that Truth matters and learned to think like a journalist and write like one. Our initial assignment was to write the first story we heard during our childhood; this forced us to dig deep into our cerebellum and recall our younger days. This was to appreciate how to write about 'what we already know.'

Next, we read Franz Kafka's *Metamorphosis* which culminated in our next article. We had to create our own story with us as the protagonist, making us think and be creative. The learning outcome – to *create* a story. The first story in Meta Muse is one of them.

After our solo assignments, we were given our first Group Project - an article based on Interviews. The topics were outside our comfort zone – on 'Banking for Senior Citizens,' and 'Vertical Parking Assistance.' The learning outcome here: work together as a team, research the topic and write the story. Read on inside for more.

Understanding Journalism is understanding what needs to be printed in the media and that was our final class assignment; we had to publish a magazine. You are witnessing and reading our work, our effort, our ideation and our labour! Everything in this magazine is done by us! We brainstormed the name, had a contest for the logo, wrote all the articles; poured our hearts out writing about our passions. We learned about layouts and pagination, and how to abridge articles to fit the page! That was tough. Though Sabira Ma'am did all the editing.

Meta Muse's scope was widened to include other modules of our college, undergrad and post grad. We included industrial visits and other activities participated in, whether in college or representing college.

Meta Muse, our little labour of love is now the official college magazine.

Live your passion!

Gayatri Gondhalekar
Editor-in-Chief

Late Mr. Babul Soumen Saha
Founder

In loving memory of the late Babul Soumen Saha, the visionary founder of the BSS Foundation, we reflect on the indelible impact he left on our institution. As a mentor to all, Mr. Saha's wisdom and guidance shaped not only the foundation but also the lives of countless individuals. His unwavering support and benevolence made him a cherished well-wisher to everyone fortunate enough to cross his path. In honouring his memory, we are dedicated to carrying forward his legacy – a legacy defined by compassion, leadership and a commitment to excellence.

The BSS Foundation strives to emulate the principles he embodied, ensuring that his spirit lives on in the hearts and endeavours of those who continue to be inspired by his remarkable legacy.

Ms. Tapashree Bose
Director & Academic Head

Let me welcome you to our Fold!

As we welcome you, the future leaders and productive citizens of the world, I would like to focus on striking a balance between in-class learning and practical experience through multiple areas of student development.

BSS Foundation-School of Management, we believe in the concept of "Education beyond Learning." The belief of BSS Foundation is to empower youth with the Right education for a Right job and therefore make them job ready from day one. We work very closely by Industry professionals having a collective experience of over 100 years of Corporate Industry in National and International Companies in the field of Education, Training and Employment. We bring high-quality education for the students. By primarily focusing on hands-on and experiential knowledge, we balance in-class learning and practical experiences. BSS Foundation helps the leaders of tomorrow through our purposeful learning experiences.

As the Director and Academic Head we maintain an utmost academic standard, incorporated with the conduct of discipline, thereby achieving remarkable and excellent percentage of Results.

If there is any assistance that you might need, may it be personal or professional, I shall always be willing to hear from you.

I wish you all the best.

Mr. Jayesh Sharma
Director

BSS Foundation aspires to establish a system of quality education and to inculcate high patterns of discipline to improve the quality of life of the human race. It is bestowed with the industry specialist trainers and technological facilities in accordance to the change of trends to achieve academic excellence. The vision of BSS Foundation is "Education Beyond Learning." BSS Foundation will always work for Right education for a Right Job.

As a Director, we have a mission to educate the students irrespective of their caste, creed and colour to create enlightened individuals, improving the living standards of their family and society. Our chief motive is to impart high patterns of discipline with a global standard of education, making the students intellectually superior and ethically strong in the corporate world. We have the mission to build multiple Entrepreneurs and industry specialist in India.

All the best to our students.

It was a normal rainy night but I felt some chills down my spine. It was a kind of a surprise for me but when I woke up in the morning I realised I was not able to walk properly and my physical appearance had completely changed. When I saw myself in the mirror to my shock and surprise, I saw that I had turned into a dog.

At first, I couldn't believe what I saw, as if I was hallucinating. I wanted to call out to my parents for help but I was not able to speak and all I did was make noises. To check on this sound my mom came into the room and was left speechless after finding me, a dog, in the room, instead of her son. My next dilemma was how to tell her it was me!.

She called everyone in the house hurriedly and everyone was tense thinking where could I have gone in the morning, and who was this dog! I tried saying, "I am here", but all they were able to hear was a dog barking. I lost hope that someone will recognise me. Just then, my sister pointed out the locket I wear.

After that, they somewhat understood the situation, but obviously, were not able to accept the fact that I had turned into a dog. I couldn't go to college; I had to take a leave on the condition that I was sick. I was hungry but how could I tell my family that I was hungry, so I kept on barking until they gave me some dog food. At first, I thought, 'how will I be able to eat this', but to my surprise, it tasted really good.

I felt bad, so I tried to control myself. Slowly when I started to adapt to my new form, I got a chance to walk outside, but that was not as simple as I thought. My sister used to take me for a walk but whenever we meet someone we knew and they would ask about me which made her uncomfortable and if she told them the truth everyone would just laugh.
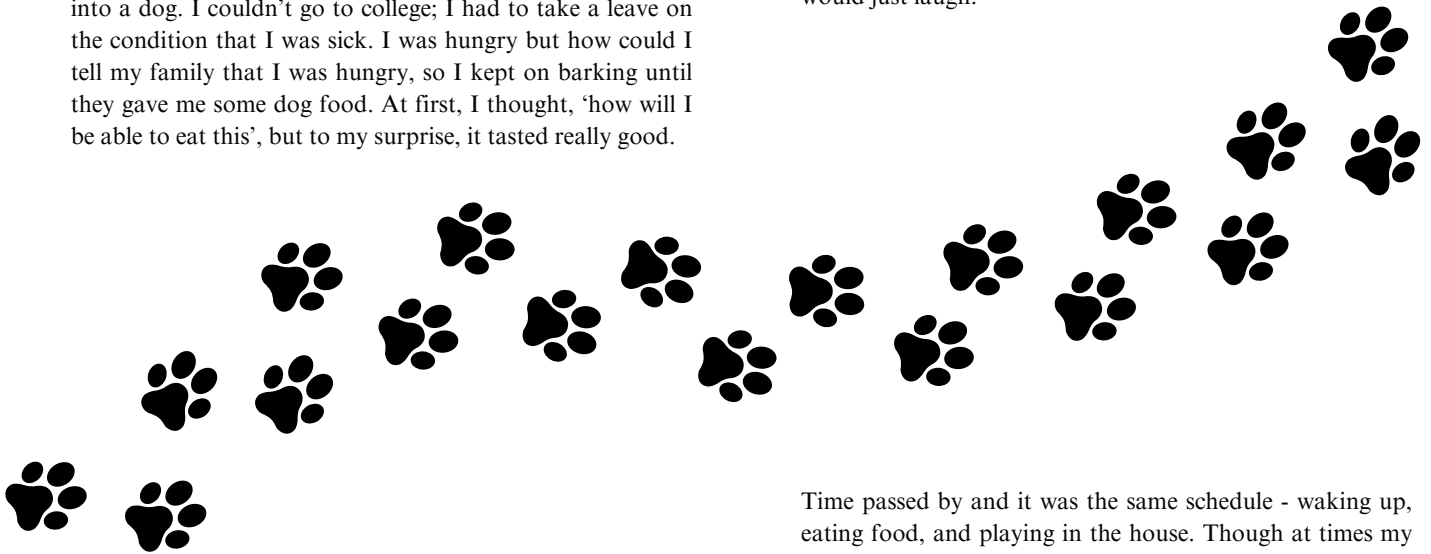
Being in this condition was boring as all I had was a room and a ball which soon became very annoying. Even if I turned into a dog this does not mean that every work in the house would stop. So my family visited me twice or thrice a day, but usually, I spent my day with my sister, who would feed me and take care of me.

Being in this situation it was really tough for me to adapt to my new form; it took me a while to understand the process. I missed my friends with whom I used to play and also my hobbies which I could no longer perform. Being in one place was really frustrating, so at times I used to make a mess of the house which caused problems for the family.

Time passed by and it was the same schedule - waking up, eating food, and playing in the house. Though at times my parents would scold me and there was a time they were so fed up with me that they thought of abandoning me. Yet, they took care of me. They even brought me a collar band which was really pretty. There were times when I used to lose hope and give up on life and everything, but it was my sister helped me overcome that by being the first one to accept me.

It was still pretty same every day, but I didn't lose hope. It was a rainy night when I found my mom waking me up. I realised I was back in my real state. A human!

I stood there and recalled everything, and dismissed it as 'just a dream' until I found that collar band in my pocket!

Understanding Metaverse; is immersive technology beneficial?

Shravani Kasale

By leveraging the metaverse, marketers can create immersive experiences that engage users in new ways and help them better understand their products or services. With the help of 3D marketing tools, companies can create interactive visuals that allow users to explore their brand in exciting ways. Experiential marketing also could utilise the metaverse to host virtual events.

The gaming industry relies heavily on avatars and technology incorporated with AR, VR and 3D elements

Metaverse in branding and advertising
By creating 3D worlds with branded content, businesses could create unique and immersive experiences that engage their customers on a deeper level than traditional marketing campaigns. Metaverse marketing not only helps to build brand loyalty but also gives brands an opportunity to reach new audiences and increase their visibility. Though it still has low traction.

Native advertising: While people traverse the metaverse, there are opportunities for virtual billboards or product placement. In addition, events within the metaverse can be sponsored. This pushes awareness, and aids brand loyalty and brand recall.

Providing customers with a trial period for products: With the help of virtual AR, companies can now have a 3D visualisation of their products before purchase. This lets customers try out the product like placing furniture in their simulated living room with AR, or trying out clothes from the comfort of their homes.

Developing a unique virtual world platform: **Metaverse** investments could turn out to be substantial, with businesses creating entire games or virtual worlds tailored to their products/ services. Although this may require significant time and resources, it's a great way to reach the target audience engagingly.

In science fiction, the "metaverse" is a hypothetical iteration of the Internet as a single, universal, and immersive virtual world that is facilitated by the use of virtual reality (VR) and augmented reality (AR) headsets. In colloquial usage, a "metaverse" is a network of 3D virtual worlds focused on social connection.

Metaverse thus is a spectrum of digitally augmented worlds, realities and business models. In the metaverse, people can use personal avatars to seamlessly execute all kinds of activities, whether work or recreation, in a truly immersive digital environment.

Components of metaverse technology have already been developed within online video games. The 2003 Virtual World Platform Second Life is often described as the first metaverse as it incorporated many aspects of social media into a persistent three-dimensional (3D) world with the user represented as an 'avatar', but historical claims of metaverse development started soon after the term was coined. Early projects included Active Worlds and The Palace.

The gaming industry relies heavily on avatars and technology incorporated with AR, VR and 3D elements of the metaverse. Incorporating the usage of the metaverse is one of the rising trends in digital marketing. Marketing brands have begun adopting it realising its potential and value.

"Metaverse" is a network of 3D virtual worlds focused on social connection

Metaverse marketing is a new form of digital marketing and it is one of the hottest digital marketing trends as it utilises VR and AR technology to create immersive, interactive experiences for customers.

In the metaverse virtual world, people can interact and experience a 3D environment as it is made up of multiple layers of digital content (VR, AR and 3D graphics).

While useful for an immersive experience, the metaverse also incorporates risks.

Cybercrime: The metaverse may be used for cybercrime activities – cyberbullying, impersonation, hacking and others.

Impersonation: A criminal can impersonate an actual person or business in the metaverse and cause a lot of reputational damage in the real world. Identity theft is another possibility.

Legal Challenges: The metaverse raises new legal challenges. One is the lack of legislation and enforcement. The metaverse has no physical laws and jurisdictions. It is therefore difficult to control and regulate actions that would be deemed illegal.

Negative Societal Behaviour: Violence and murder may be propagated in an uncontrolled metaverse. Warnings have already been issued about some digital games due to their graphic content. The metaverse could pose a danger as it is a 3D simulated experience.

IP Infringement: The metaverse makes it easier for intellectual property infringement. Since there are no laws in the metaverse, anybody can infringe on content in the metaverse. Disclosure of unprotected information on the metaverse can be dangerous for a company. Disclosure of trade secrets by a company can be risky if competitors access that on the metaverse.

Data Privacy Risk: Third parties can monitor activities on the metaverse to study and understand consumer behaviour and engage in uncontrolled data mining.

Physical damage: People using immersive technologies, such as VR headsets, can become disoriented in the real-world environment and injure themselves. They may even get used to taking actions that have no consequences in the metaverse, such as jumping off the second floor or walking into traffic, thus making them insensitive to real-world hazards.

Mental health: As this is still a new technology, there are no long-term studies on physical and mental impact. Side effects vary between people, immersive games can lead to depression, isolation, lonely behaviour, and even suicide and violence.

Digital consent: There are no laws or legal jurisdiction in the metaverse, as there are no physical boundaries or boundaries. For the same reason, there is no responsibility for actions, although there is progress in the regulation of social networks.

The virtual world of the metaverse has the potential to become the next great technological innovation; by presenting its multidimensional aspects, the metaverse has already caught the attention of some of the technological giants of the world. With the ability to bring people together and enhance user experience, there is a great scope for the metaverse to become the next "reality" – a version of the internet where most of the aspects of human life will be virtualised – be it, entertainment, economy or education.

Metaverse is still in its nascent stages. It is unclear how long it will take to be fully developed or to what extent it will be able to replicate real life.
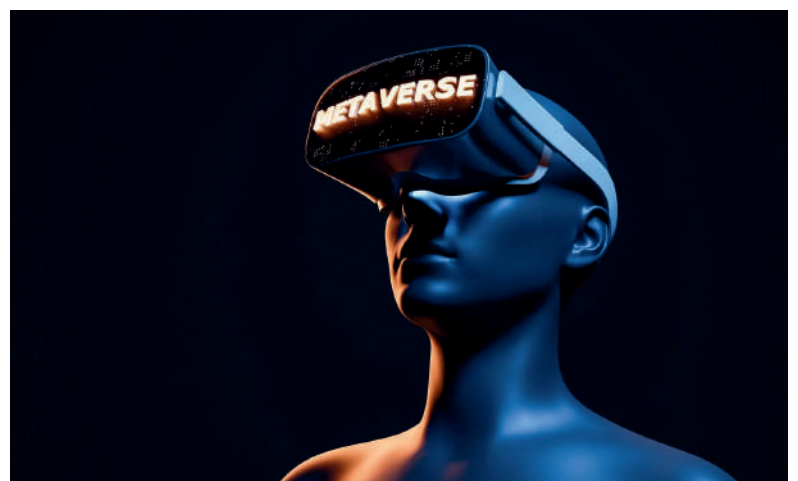
FLASHMOB

Rhythmic Revelry and Vibrant Vibes: A Flashmob

In an electrifying display of talent, creativity and school spirit, the University of Mumbai's BSS Foundation organised a flashmob that had students dancing and served as a captivating promotional spectacle for 'ALCHEMY' – an inter-collegiate event.

Students from various departments and years came together in a synchronised dance routine that showcased their dancing prowess and camaraderie. The carefully choreographed performance was a medley of different dance styles, seamlessly blending hip-hop, contemporary and traditional moves.

Besides entertainment value, the flashmob promoted ALCHEMY - the intercollegiate national business Case study competition. As the dancers seamlessly transitioned from one routine to the next, strategically placed banners and posters of the impending event came into view.

This clever integration of promotion into the performance captured the audience's attention. Many students who weren't part of the flashmob couldn't resist joining the impromptu celebration, turning the courtyard into a dance floor.

Women and Nutrition

Healthy eating is a way of eating that improves your health and helps prevent disease. It translates to choosing different types of food from the food groups (fruits, vegetables, grains, dairy, and proteins). It also means not eating too much of foods with added sugar, sodium (salt), and saturated trans fats.

Healthy eating also means getting nutrients primarily from food, rather than from popping vitamins pills or other supplements. Some women might need vitamins, minerals, or other supplements at certain times in life like before or during pregnancy, pre and post menopause, surgery or illness. But most women, most of the time, should be able to get their essential nutrients from their daily meals.

What you eat and drink is influenced by where you live, the types of foods available in your community and in your budget, your culture and background, and your personal preferences. Often, healthy eating is affected by things that are not directly under your control, sometimes even how close the grocery store is to your house or job.

Nutrition for women in sports

The field of sports nutrition is evolving daily and the abundance of research on nutrition for optimal performance is vast. However, sometimes the information available might be not suitable for female athletes.

Over the years, the majority of sports nutrition studies focused on men and have been carried out with men. In particular, there has been an interest in male hormones (testosterone) and growth hormones and their impact on performance. This was mainly due to the fact that elite sports were more popular among men. However, with these sports becoming more popular and mainstream among women, sports science and nutrition are starting to explore the effects of female reproductive hormone and menstrual cycle on women's fuel requirements.

Often there is no distinction between women and men despite their body's physiology and hormone profile being considerably different.

Nutrition
VECTOR ILLUSTRATION

Vegetables

flours

Meats

Social Experiment

As part of our Media and Culture Studies, we had a Social Experiment to ask the public uncomfortable questions. Our topic, "Will You Marry a Rape Victim?"

Capturing raw emotions and reactions was the basis of our study. We found that the public is mostly uncomfortable talking on the topic, while some were open and straightforward in their views. The results were comforting, with most agreeing. This helped us get out of our comfort zone too. We understood the trauma that women face at different stages of life; men too get assaulted sexually. Support systems need to be stronger for the victims, but more importantly, it is necessary to educate men on respecting women.

STUDENT ACTIVITY

I'm Gayatri Sanjay Gondhalekar, Founder of "_art_express_2004" and a self-learned artist & designer. I started this small business art account in August 2020, on Instagram. It has been three successful years completing 600+ orders successfully. Our USP, Aim and Vision is to provide customers with Quality artwork and services with aesthetic packaging. We specialise in artwork, customised gift hampers, resin artwork, accessories, etc.
COD and online payment available.
Instagram handle - @_art_express_2004 . And don't forget to complete the 6 steps to help us grow more.
"ORDER - FOLLOW - LIKE - SHARE - COMMENT - SAVE."
Ask her to customise your thoughts!

Gayatri Gondhalekar is a multitalented and multifaceted person. A go-getter, she is reliable. Her passions are art and craft, dance, modelling. Understanding the rhythm and fluidity of movements, she has performed folk dances Gondhal, Durga Stuthi, Tarpa, Chirmi, Dindi, Sufi Dance, Bollywood, Western dance, and has even erformed at the Kala Godha Art Festival.
Instagram accounts
_gayatriii_15 - Modelling and Dance Account
_.shake_it_up_ - Dance Account
_art_express_2004 - Art Account
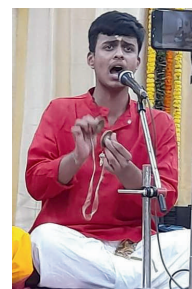
Vikneshpranav, a music and singing aficionado, has learned classical Carnatic singing for the past 10 years. He performs concerts across Mumbai and also out of Mumbai. His other interests are music composition, lyrics writing and video editing.
Instagram account- @viknesh1318

Shravani Kasale is an aspiring Bharatnatyam Dancer and has completed seven years in training. She has completed her Arangetram Ceremony and has performed Bharatnatyam, Kathak, Bollywood, Sufi, Lavani and Tarpa an folk dance. Her other interests are debating, elocution and reading autobiographies, mysteries, fiction and drama. A quiet girl, she packs a punch.
Instagram account- @kasaleshravani

Suryansh Chandel aspired to become an actor as a kid, and realised that he needed to work on his physique. He developed a passion for bodybuilding and it is now a lifestyle. Health and nutrition are his focus. He also models in his spare time. He has fulfilled his trifecta of acting, bodybuilding and modelling since moving to Mumbai.
Instagram accounts
@suryanshchandel555
@officialsuryansh555

BANKING - CONVENIENCE FOR THE SENIOR CITIZEN

Gayatri Gondhalekar, Viknesh Pranav, Aakash Negi

As part of our class project, we had to interview people. We chose the Banking Industry, and the facilities for senior citizens

Banks were advised to make concerted efforts to offer certain basic banking services to senior citizens of more than 70 years of age and differently-abled persons, at the doorstep of such customers. Although banks were advised to implement the instructions by December 31, 2017, as per RBI guidelines most bank branches in India have started rendering these special services under Senior Citizen segment, slowly.

We spoke to the Branch Manager of PNB. He said, "Senior citizens are provided with special banking facilities like account enquiries, transferring money, paying bills. The bank will also arrange to have cash or cheque picked from your home against receipt. It will also deliver cash withdrawn from your account or demand draft drawn on your account. Most importantly senior citizens (above age 60) can submit their KYC documents and Life Certificate to the bank sitting at home."

A retired Bank Manager of Bank of Maharashtra says, "Banks have also been asked to provide certain other facilities to senior citizens free of charge, and timely, though there is a delay. Then the bankers argue with us, senior citizens!" "Some bankers behave rudely with senior citizens as they have the habit of asking the same question repeatedly, irrespective of making them understand every time." says the staff member of SBI. He continues, "We bankers also get irritated sometimes as we also work day and night. But the rude behaviour of bankers is deplorable and we apologise."

The Banks, i.e. their branches in the local residential areas, offer doorstep banking services on a pan-India basis. The list of branches offering such doorstep banking services is mandated to be displayed/updated on the bank's website regularly. Banks develop a Board approved framework for determining the nature of branches/centres where their services will be provided mandatorily and those where it will be provided on a best-effort basis and make the policy public.

The Manager of PNB says that, "Bank officials treat senior citizens in a special way. They need not stand in the queue for availing services like passbook update, cash deposits, general enquiry of their bank accounts, and Recon, etc." The charges are also prominently indicated in brochures and published on the bank's website so that senior citizens are also well aware of the same and there is no ambiguity on that front. Though sometimes there are altercations, we gladly perform our duty to our senior citizens.

Banks operating PPF/Senior Citizen's Savings Scheme (SCSS)
- Andhra Bank
- Allahabad Bank
- Bank of Baroda
- Bank of India
- Bank of Maharashtra
- Canara Bank
- Central Bank of India
- Corporation Bank

Another caution is that many senior citizens are the target of fraud and phishing attacks. Some of the most common types of fraud tend to be cheque fraud, debit and credit card fraud, safe deposit box fraud. But in FinTech anti-fraud solutions are improving all the time – their ability to identify and block suspicious activity in real time is becoming the first line of defence against the biggest fraud risk in banking.

Bank fraud is the use of potentially illegal means to obtain money, assets, or other property owned or held by a financial institution; or to obtain money from depositors by fraudulently posing as a bank or other financial institution.

Phishing attacks remain one of the biggest threats in the banking sector and have been a favourite tool for cyber attackers in the modern digital world. Phishing is a form of social engineering where attackers deceive people into revealing sensitive information or installing malware, such as ransomware. Phishing attacks have become increasingly sophisticated and often transparently mirror the site being targeted, allowing the attacker to observe everything while the victim is navigating the site, and transverse any additional security boundaries with the victim.

Measures to prevent or reduce the impact of phishing attacks include legislation, user education, public awareness, and technical security measures.
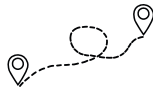
TRAVEL BLOG

Gautam Sharma

Unwinding in Mahabaleshwar

Living in a city like Mumbai often gets overwhelming and such are the times when you really crave that quick getaway, far from the hustle and bustle, into the mountains- to refresh and unwind. This is our weekend trip to Mahabaleshwar, 260 km south of Mumbai, in September 2022.

The trip included sightseeing at Venna Lake, Arthur Seat Point, Mapro Garden, and the shopping area. Venna Lake was 25 minutes away from the hotel and felt relaxing. Arthur Seat Point was 20 minutes away from Venna Lake and had 6 points including Arthur's Seat Point, Echo Point, Hunter Point, Tiger Spring Point, Window Point, and Malcolm Point. We also visited the Tableland where we made some Monkey friends, and the Mapro Garden, where we gorged on delicious strawberry cream, ice creams, amazing sandwiches, and Pizza at the Mapro Garden Cafe. The shopping area had tempting syrups, crushes, and Mazana chocolates.

Mahabaleshwar is a great weekend getaway for people living in a busy city like Mumbai/Pune. During my last visit, the Mapro chocolate factory was shut and the Funtown Amusement Park was unplanned.

The ideal time to plan a trip to Mahabaleshwar is June to September, during the monsoon. However, the place might be a little too crowded with tourists during monsoons, especially on weekends. If you are travelling from Mumbai, a road trip is an ideal option as the view on the way is amazing and makes the journey even more worthwhile. Make sure you leave early morning around 6am, to avoid traffic and have most of the day left to enjoy there.

FOOD BLOG

Gautam Sharma

Hilton Garden Inn, Lucknow – delicious luxury
Hilton Garden Inn is a 4-star luxury hotel in Gomti Nagar, Lucknow. It is extremely beautiful with gardens all around it and chandeliers hanging down from the ceiling. The hotel staff is polite and hospitable, and Chef Shahnawaz Qureshi presented elegant and tempting delicacies with his own brand of spices.

In the *Sham-e-Awadh* event, Chef Shahnawaz Qureshi presented elegant and tempting delicacies and used his own brand of spices, H&S Spices, promoting Vocal for Local, a movement to encourage the promotion of local businessmen and brands! The dishes were truly scrumptious and flavourful and the spices did their magic perfectly! Every item in the event was delicious to the very core.

A spectacular place, with breathtaking beauty and delightful food available, Hilton Garden Inn is a must-visit for people who wish for an elegant and classy dinner, as well as snacks, that left us drooling!

Farzi Café, Mumbai
A foodies heaven on Earth, Farzi Cafe launched a new breakfast menu! And we are loving it! with surreal ambience, scrumptious food and fantastic service, who wouldn't?

We were invited by the cafe for checking out the new menu and we surely were impressed by it. The menu had everything, and we mean EVERYTHING! From Mumbaiya Street Vada Pav, Classic Mac & Cheese to Masala Batata Bhaji and Ajwaini Poori, they have put in efforts and we appreciate it. The food was flavourful, delicious and safely cooked. We even got complimentary welcome scouts that were on the house! The bar extension was icing on the cake and yes, we cannot forget the robot, a Star Wars replica, which served us drinks! Coming to the breakfast menu, one should definitely try it out, without any hesitation! Also, you'll enjoy Bhaii Poori a lot!

Overall, we are willing to visit it again for breakfast.
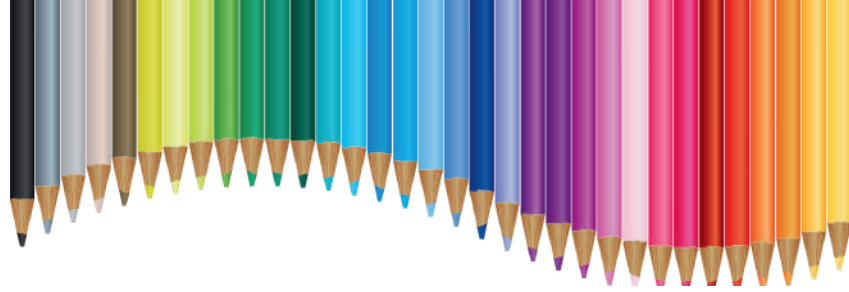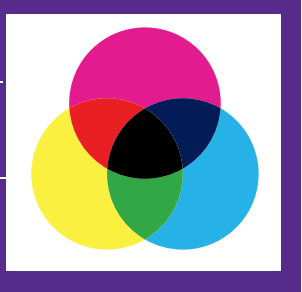
ROLE OF COLOURS IN CLOTHING

Shravani Kasale, Shreya Sharma, Gayatri Gondhalekar

Colours have a long history. Scientists discovered bright pink pigment in rocks taken from deep beneath the Sahara in Africa, dated at 1.1 billion years old, making it the oldest colour on geological record. Artists invented the first pigments as early as 40,000 years ago, creating a basic palette of five colours. The invention of new pigments accompanied the developments of art history's greatest movements, as artists experimented with colours never seen before. Aristotle held that all colours were mixtures of darkness and light, but Isaac Newton developed a theory of colour based on a colour wheel.

Sir Isaac Newton's split the visible spectrum of light in the 17th century. He created the colour wheel, which led to the now common notion of red, yellow and blue as primary colours. Johann Wolfgang von Goethe held that yellow and blue were primary, but the theory of primaries was disputed due to the disconnect between theory and the reality of natural pigments. Industrialisation created a focus on standardisation of colour and colour naming. Primary colours are Red, Yellow, and Blue, while secondary colours are made by mixing two of the three primary colours. An intermediate colour is a colour made by mixing primary and secondary colours together.

There's a lot that colours speak; all you need is an eye to see! Colours can change moods, reduce or increase tension, cause excitement, and sometimes have a soothing effect on a tired person. Colour dictates a consumer's perception of a product or service according to the emotion that they associate with the colour of that product or service. For instance, a logo that is blue and white often causes a calm, soothing response from a consumer. The colours red, orange, and black will evoke different emotions. Good use of colour can improve composition in photos.

Colour stirs emotions - lust, anger and fear, even eliciting a sense of calmness, melancholy or happiness. Colour evokes notions of purity, good and evil. Strong, bright colours and neon colours can have a powerful effect on emotions. Colours like bright red, bright yellow and neon green can feel energising and make you feel more alert but can also be irritating to the eyes.

Colour makes a major difference; whether it is about personality, mood, environment, appearance, etc. In the world of clothing, we see colour affects the person and each colour displays emotion.

People who have a deep fascination for timeless and classy clothes mostly choose black.

THE RISE OF INDIAN CINEMA

Aakash Negi, Gautam Sharma, Suryansh Chandel, Viknesh Prasad

Indians Who Won the Oscar's

- **Ms. Bhanu Athaiya**

Category: Best Costume Design 1982
Film: *Gandhi*

- **Satyajit Ray**

Category: Honorary Lifetime Achievement Award. 1992

- **Resul Pookutty**

Category: Best Sound Mixing.
Film: *Slumdog Millionaire*. 2009

- **Gulzar**

Category: Best Original Song (Lyrics) Film: *Slumdog Millionaire*. 2009
Song: Jai Ho

- **AR Rahman**

Category: Best Original Score
Film: *Slumdog Millionaire*. 2009

- **MM Keeravani**

Category: Best Original Song (Music).
Film: *RRR*. 2023
Song: Naatu Naatu

- **Chandrabose**

Category: Best Original Song (Lyrics)
Film: *KKK*. 2023
Song: Naatu Naatu

- **Ms. Kartiki Gonsalves and Ms. Guneet Monga**

Category: Best Documentary (Short Subject)
Film: *The Elephant Whisperers*. 2023

Indian cinema is a major player in the global entertainment scene. With its unique blend of music, dance, drama and emotions, Indian cinema has captured the hearts of millions of people.

The history of Indian cinema can be traced to the early 20th century when the first silent movie was made in India - *Raja Harishchandra* (1913). Over time, the industry evolved and sound was introduced in the 1930s. the first was *Alam Ara* (1931).

The industry then was primarily based in Mumbai, then called Bombay. The term "Bollywood" for Indian cinema is a combination of Bombay and Hollywood, the centre of the American film industry.

The 1940s and 1950s saw the emergence of a new genre of films that focused on social issues, family drama and music. These films were known as the "Golden Era" of Indian cinema and included classics like *Mughal-e-Azam, Mother India*, and *Pyaasa*. These films also gained international recognition and were the precursors to the musical films that Indian cinema would later produce. The 1970s saw a surge in the popularity of Indian movies. This was the era of actors like Amitabh Bachchan and Dharmendra.

Music, song and dance in these films became an integral part of the storytelling and the songs themselves became chartbusters.

With the economic liberalisation of the 1990s, the audience expanded beyond the Indian diaspora. Movies began to cater to a diverse audience and filmmakers began to experiment with different genres, themes, and styles.

The 2000s saw the emergence of a new generation of actors like Shah Rukh Khan, Aamir Khan, and Hrithik Roshan.

Indian cinema has helped break down cultural barriers and bring different communities and cultures closer. The universal themes of love, family and the pursuit of happiness depicted in Indian movies have resonated with audiences worldwide, making it one of the most accessible and relatable forms of entertainment today.

The recent Oscars saw Indians shining with awards for Music and Lyrics, *Naatu Naatu*; and for Best Documentary, *The Elephant Whisperers. A*nother Indian, from Mumbai, Ashley D'Mello won for *Everything Everywhere All at Once.* He worked as First Editor for the film.

Industrial Visit: Dubai

The post-graduate students of BSS Foundation's international industrial visit to Dubai and Abu Dhabi served as a gateway to understanding the intricate tapestry of academia, technology and finance in the Middle East. The journey wasn't just confined to lecture halls and boardrooms, the students also immersed themselves in the rich cultural heritage of the UAE.

This holistic exploration equipped them with a global mindset, paving the way for a future where the boundaries between education and industry blur in the pursuit of innovation and excellence. The industrial visit to Rochester Institute of Technology and Heriot Watt University's Dubai campus, showcased their commitment to global education. Participants gained insights into cutting-edge programs spanning technology, engineering, business and design preparing them for the complexities of an interconnected world.

Transitioning from academia to the corporate realm, Polytrade Finance, a key player in the region's financial landscape, bestowed invaluable insights into trade finance, investment strategies and risk management practices.

INDUSTRIAL VISIT: ND STUDIO

ND STUDIO: Bringing films to life

ND Studio is India's first Bollywood theme park, set in Karjat, a serene locale 60 kms off Mumbai. This theme park and studio has stage sets that replicate cities, palaces, caves, historic stations, and whatever the set designer envisages.

Movies like J*odha Akbar, Panipat, Radhe* and songs from the yesteryears like '*Ankhiyon se Goli Mare*' from *Pati, Patni aur Woh* were all filmed here. Among series *Kashibai Bajirao Bhallal* series, BigBoss the reality show, were all stagged here.

We learned a bit more about the reality of the filming process on this industrial visit.

INDUSTRIAL VISIT: PRIME FOCUS

PRIME FOCUS

The industrial visit visited to Prime Focus Studios gave us insights into what goes behind the scenes in the moving arts. The visit provided us with some valuable knowledge of the post-production and visual effects industry, and we got a chance to interact with the editing professionals, color grading team, VFX and animation team, etc. We got to know about the process that takes place behind a successful launch of an advertisement, film, video, etc.

We learned about the challenges and innovations in digital post-production and visual effects. We gained insights into the workflow, techniques, and software applications used to create stunning visual effects and enhance the overall cinematic experience. We were enlightened with a deeper understanding of the company's contribution to the filmmaking process its technologies and its commitment to excellence in the industry.

It's indeed an informative session.

The Nita Mukesh Ambani Cultural Centre (NMACC)

The Nita Mukesh Ambani Cultural Centre (NMACC) is all set to be the next hub for art and culture. Our visit focussed on film and fashion and we saw costumes from the films like *Dilwala Dulhania Le Jayege, Kabhi Kushi Khabi Gham* and *Dostana*.
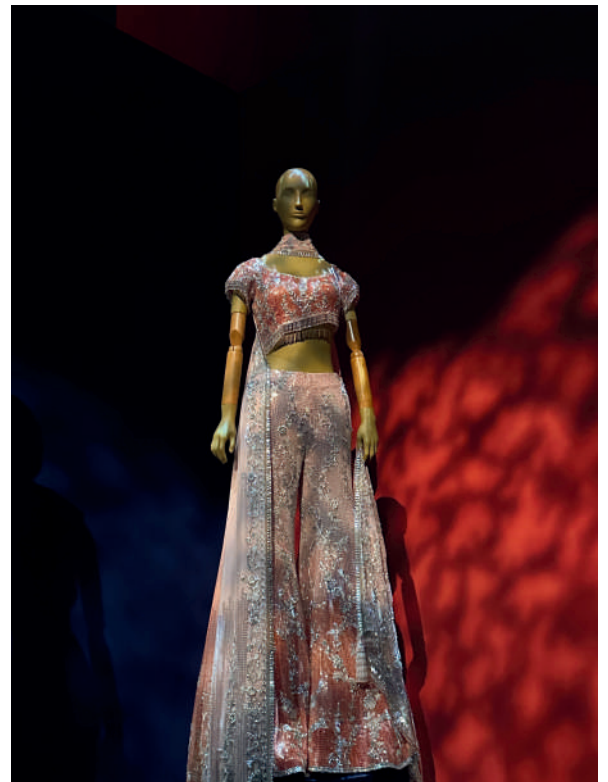
We were also enchanted by the attires and cultures of various countries, along with art, artworks, paintings and live art.
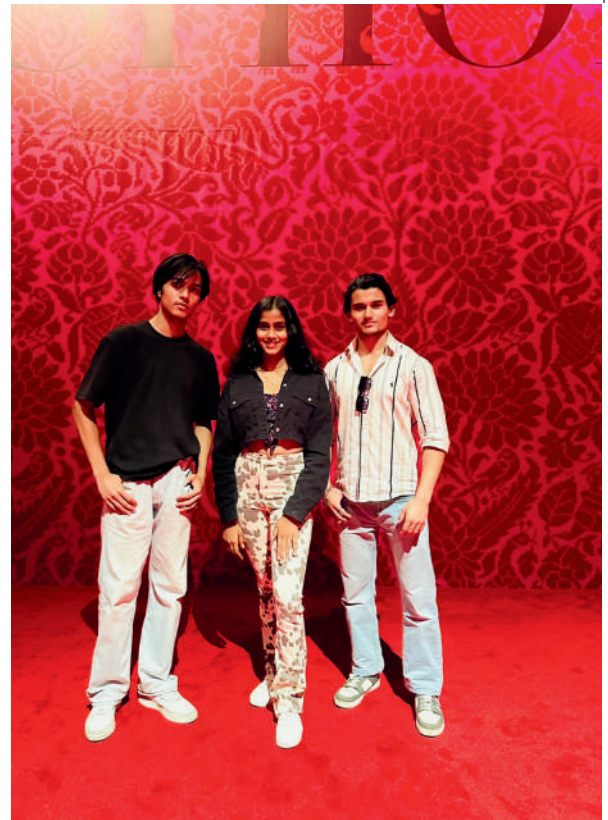
NMACC – The next level of performance

The Nita Mukesh Ambani Cultural Centre stands as a beacon of artistic excellence and cultural vibrancy. Founded by Nita Mukesh Ambani, this centre embodies a commitment to fostering creativity, promoting cultural diversity, and providing a platform for various forms of artistic expression.

Located in a meticulously designed space, the centre encompasses state-of-the-art facilities for a wide array of cultural pursuits -from performing arts to visual arts, the centre serves as a melting pot for artists, enthusiasts, and connoisseurs alike.

Central Europe: Looking at the future through heritage and modernity

Students were immersed in a multifaceted exploration of Central Europe, delving into the rich tapestry of history, culture and industry. The itinerary, meticulously crafted over seven days, aimed to offer a holistic learning experience.

In Prague, the visit to the Skoda Auto factory not only provided students with insights into the craftsmanship of the automotive industry but also highlighted the intersection of tradition and modernity. The exploration of Pilsen and the renowned Pilsen Brewery further deepened their understanding of the region's historical and cultural significance.

As the journey continued to Budapest, the Danube River cruise became a captivating classroom, offering panoramic views of historical landmarks. The walking tour through the Buda Castle District unfolded the stories behind the Royal Palace, Matthias Church and Fisherman's Bastion, creating a vivid historical narrative for the students.

Bratislava added a unique layer to the educational tapestry with a visit to the Volkswagen Plant, providing a firsthand look into automotive production. The exploration of the Old Town Hall and Bratislava Castle became a living history lesson, unravelling Slovakia's past and showcasing the city's charm.

In Vienna, students not only witnessed the intricate processes at the Volkswagen Plant but also explored the Imperial Palace, Vienna Opera House, St. Stephen's Cathedral, and the old town. This comprehensive exploration allowed them to grasp the grandeur and historical significance of the Austrian capital.

The trip's finale included leisurely activities and shopping, offering students a chance to absorb the local culture and interact with communities. The evening bus ride to Vienna Airport served as a reflective moment, allowing students to reminisce about a week filled with unforgettable experiences and newfound knowledge.

In essence, this educational journey was a dynamic blend of theoretical and hands-on learning, providing students with a well-rounded understanding of Central European history, culture, and industry. The memories forged during this adventure are not only a testament to the engaging itinerary but also serve as a foundation for a lifetime of appreciation for diverse cultures and the interconnectedness of history and modernity.
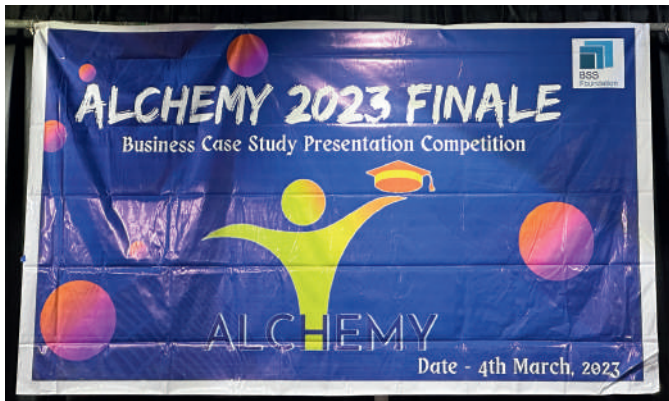
ALCHEMY 2023 - Understanding Future Minds

Alchemy 2023 a pan-India competition was organised by BSS Foundation, University of Mumbai's Garware Institute, on 11th February 2023. The initial session was conducted online, wherein more than 20 participant college teams, each comprising of 3 people in each group, participated. The competition was a Business Case Study in which the topic for the first round and the second round was given to the participants.

The jury was well-known people in the industry - Prasheel Pardhe – Chief People Officer at Trantor; Sunil Mishra – Chief Strategy Officer of Anarock; MD & CEO at Trespect India; Keval Bhanushali – Co-Founder & CEO at 1Finance; H.Ganapathi – Techno Entrepreneur and Ambarish Dutta – MD & CEO at BSE Institute Ltd; Namita Narkar – Healthcare Marketing & Strategy Professional.

After judging all the groups the jury selected the Top 3 teams who competed against each other on the topic (PET bottle Recycling and Pet bottle Manufacturing using Recycled Pet) on 4th March 2023 at the Mumbai University campus, Kalina.

The top 3 finalists were from
1) Thakur College of Science and Commerce
2) Podar World College
3) Thakur College of Arts and Management

After the presentation, the jury selected Thakur College of Science and Commerce as the Winner and Podar World College as the Runner-Up.
They each received trophies and cash prizes.

RISE OF ENTREPRENEURSHIP IN THE CONTEXT OF SHARK TANK INDIA

Shravani Kasale

Successful people are those who foresee change, prepare themselves and adapt to the situation.

Entrepreneurship is defined as, "the pursuit of opportunity without regard to resources." It is about having a vision to produce something and then work for ways to obtain required resources.

In Shark Tank entrepreneurs pitch their company ideas to investors or 'sharks,' who then select whether or not to invest. The show's concept allows the viewer to observe how agreements are formed, ideas are manifested, commerce, networking, promote community development, and the imaginative solutions businesses create to tackle societal challenges. The audience is humbled by observing the path of a promising business of tomorrow taking form, rather than the usual success tales that are lauded.

Founded in 2016, 'boAt' is now a colloquial term for a long-lasting, ultra-fashionable, and budget-friendly audio product line, Aman Gupta and his co-founder, Sameer Mehta, carved out a market niche in India that was previously dominated by Chinese and German goods.

This encourages small-town entrepreneurs, particularly women. Rakhi, an entrepreneur left her family after receiving criticism for co-founding *EventBeep*, a community network app for college campuses. In addition to offering the initial Rs.30 lakhs in exchange for 2% equity, Ashneer Grover was interested in gifting Rakhi Rs.10 lakhs in exchange for a personal 0.5% stock stake to secure her future.

Anupam Mittal, a Shark, feels that the years 2020–2030 will be an "*entrepreneurial decade*."

The show's USP has been in highlighting the promise of hidden innovation in India, which is grounded when ventures like 'Annie,' a braille learning gadget, discuss their desire to give back to society. Shark Vineeta Singh, an IIM-A graduate turned down a Rs.1 crore salary in investment banking, on the importance of vision in the process. "When I refused my job, it made headlines in the newspapers. But, with a fresh idea and a lot of effort, I made my own headlines—with *SUGAR* cosmetics being valued at Rs.500 crores."

Sharks, who have committed a total of Rs.41.68 crores to 67 qualifying fledgling companies, are among the most well-known figures in the business world today. Aman Gupta (co-founder of *boAt*), Ashneer Grover (MD & Co-founder of fintech firm, *BharatPe*), Ghazal Alagh (co-founder *Mamaearth*), Vineeta Singh (CEO & Co-founder, *SUGAR* Cosmetics), Anupam Mittal (Founder of *Shaadi.com*), Namita Thapar (Executive Director of *Emcure Pharmaceuticals*), and Peyush Bansal (Co-founder & CEO of *Lenskart*), are amongst them.

Sharks have made incredible agreements with new ventures ranging from gadget startups to food firms. *Peeschute*, a firm dedicated to improving bathroom cleanliness, manufactures inexpensive unisex disposable urine bags. The creator, Siddhant Tawarawala from Jalna, Maharashtra, agreed to a deal with Aman Gupta for Rs.75 lakhs in exchange for a 6% equity stake. Similarly, *Skippi Pops*, ice pops firm from Hyderabad, raised the most money (Rs.1 crore) for 15% equity, with all five sharks contributing.

In 2021, 33 new firms were added to India's list of unicorns

This also emphasises the need for teamwork in the economic world. Entrepreneurship can be viewed as recognising change, pursuing opportunity, taking on risks and responsibilities, innovating, utilising resources smartly, creating new value that is meaningful to customers...

and then doing it all over again.

AUTOMATED PARKING SYSTEM: A NEW NECESSARY

As a group assignment, Sharavani Kasale, Shreya Sharma, Gautam Sharma, and Suryansh Chandel had to write an article in the interview style. The topic had to be a modern-day issue that has future relevance

Given the paucity of parking space, Automated Parking Systems (APS) are a saviour, it incorporates advanced technologies that are simple to operate, easy access, and energy efficient. Mr. Rakesh Sharma, Production Head - RR Busduct Power Distribution Equipment Manufacturing LLC was interviewed. He is involved in the making of the required machinery for automated car parking systems.

APS is a mechanism that uses a system of pallets and lifts to automate parking and retrieving of cars in a designated area that has been custom-built for vertical access. It is also called the Vertical Parking System. They can be built above ground, underground, inside a building, on top of a building or under a building. They are well prepared, coated with layers that offer protection and adapted to almost any operating environment, but regular greasing, painting, maintenance and upkeep are essential for optimum protection. The system is user-friendly and can be operated with minimum instructions. In case of a power failure, cars can be retrieved with a backup power generator.

An APS is an independent free-standing structure that can be installed indoor or outdoor and requires a minimum driveway of 6 meters for smooth parking. The maximum number of cars that can be accommodated depends on the available area and the parking system adopted. Currently, some of the world's largest automated parking facilities hold around 2000 cars.

This vertical-circulation car parking system consists of a main steel structure, plate structure, transmission system, control system, and safety protection device. The main structure is internally provided with a fixed guide rail, the lifting chain roller runs in the guide rail, and the carriage plate is suspended on the extended plate of the lifting chain. During operation, the car is parked inside the carriage board, and the chain drive system drives the carriage board for circulation running in the vertical direction. When the carriage board runs to the lowest end, the vehicle can be accessed. This allows you to maximize parking, thus accommodating more cars in a small space, or reducing the space needed to park the same number of cars, or allowing car parking where previously there would be no room.

APS can be installed in any location and have a lifetime of 15-20 years. Safety and security are built into the daily operation, and the cost depends on the number of vehicles stored and the specific system installed. Power consumption varies depending on the system.

Can any type of car be parked?
Different types of car parking systems can be according to the requirements - a simple, practical and affordable solution to any property, including small housing societies. The parking system is designed to accommodate standard vehicles, but one can custom design a system for specific car dimensions. MUVs/SUVs contribute around 3% of the market and hence the design incorporates 10% space for SUVs/MUVs on surface parking.

Auto Parking Mode/Self-Parking Mode in high-end cars
Self-parking mode allows drivers to drive past their preferred parking area and the car's display screen will notify them when a space is found. Self-driving cars do most of the work, but drivers must remain alert and mindful of their surroundings. Bystanders may gawk, but you will have successfully avoided having to parallel park yourself.

Many luxury models come equipped with a remote-control feature that allows you to park the car while standing outside the vehicle, through the use of the key or your smartphone. The car's display screen will notify them when a space is found.

Simple benefits
Automated vertical car parking assist can help in reducing the amount of time a driver has to spend around the parking just to find an available spot, thus reducing the amount of traffic around the parking area, and also reducing bad parking around parking spaces.

This technology is beneficial in this critical era where people are literally fighting for land and parking space.

PHOTOGRAPHY CLASS

Study from Life:
Photography class made us realise that 'selfies' are not the only photographs we need to understand. Photography is an art and we have a newfound respect for the camera - apertures, ISO, shutter-speed, focus, composition, lighting, depth of field, bokeh effect… We learned a lot.
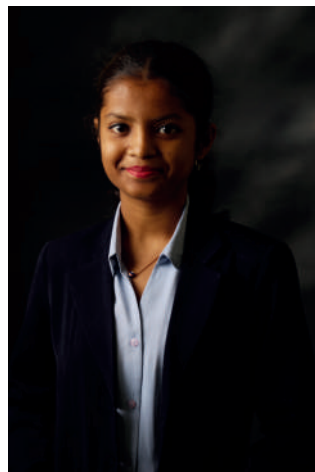
Enjoy some of our work!

PHOTOGRAPHY CLASS

The photography class has us experiment ourselves and model too. Here are some examples of Split Lighting, Rembrandt, Short Lighting, Broad Lighting, Butterfly Lighting among others.

Shah Rukh Khan

Legend has it that before he became the superstar. Shah Rukh Khan stood on Marine Drive, looked across the sea at the setting sun and declared: "I'll rule this city one day". And the Universe conspired and today, Khan is the undisputed "Baadshah of Bollywood" and "King Khan."

SRK has appeared in more than 90 films and earned numerous accolades, including 14 Filmfare Awards. He has been awarded the *Padma Shri* by the Government of India, as well as the *Ordre des Arts et des Lettres* and *Legion of Honour* by the Government of France.

Khan's films thematise Indian national identity and connections with the Indian diaspora; with strong themes of gender, racial, social and religious differences and grievances.

Khan began his career in television in the late 1980s; he had his Bollywood debut in 1992 with *Deewana*. Khan established himself starring in top-grossing romantic films, including *Dilwale Dulhania Le Jayenge* (1995), and a hit every two years.Further commercial successes came with romantic dramas and comedies. Khan made a career comeback with the action film *Pathaan* (2023), which became the second-highest-grossing Hindi film release.

Virat Kohli

Virat Kohli is an Indian international cricketer widely regarded as one of the greatest batsmens.

Born and raised in New Delhi, Kohli started his youth career with Delhi Under-15 team; made his international debut in 2008 and quickly became a key player in the ODI team. In 2018, he became the world's top-ranked Test batsman, making him the only Indian cricketer to hold the No.1 spot in all three formats of the game.

He holds the record for scoring most runs in T20 Internationals and in the IPL Kohli has also contributed to India's successes winning the 2011 World Cup and the 2013 Champions Trophy. In 2019, he became the first player to score 20,000 international runs in single decade. In 2021, Kohli stepped down as Captain of the Indian National Team for T20Is, and in 2022 he stepped down as the Captain of the Test Team.

Kohli has received many accolades for his performances on the cricket field, nationally and internationally. He has been honoured with the *Arjuna Award* (2013), the *Padma Shri* (2017) and the *Rajiv Gandhi Khel Ratna Award,* (2018) India's highest sporting honour.

POETRY

I'M ALRIGHT!!
Gayatri Sanjay Gondhalekar

People make it look it's our fault
But they have robbed all my vault.
My innocent heart went through a lot
And they say 'that's all you've got !'
Mind-games, Jealousy, Selfishness
They have created a huge mess.
You keep your self-respect at side
And they'll say did we guide!?
Its your thought to understand people wrong,
Though the intention was just to stay along.
If you cry genuinely, they say "you fake it!"
Then what was the reason for people to make it?
People say I have changed myself a lot
The truth is a lot things have changed me; this was the only thing I got!
I find myself doing great but then suddenly things start hitting me up and make me realise,
"That I'm not okay even though if I say I'm Alright!".
If you ever think I never cared for you then you are pretty dumb,
Cause only God knows how many times I broke my heart to heal you!
They made me realise that I should not worry of who is not talking to me,
But to focus more on myself than others.
Things could have been so good if we had a 30 second trailer of the people who came to our life,
So that you can decide whether to let them in or not!
At the end its all upto you but always remember,
To choose to be happy for yourself and not care for others, 'If you are not Alright!!".

Endless Time
Rabindranath Tagore

Time is endless in thy hands, my lord.
There is none to count thy minutes.

Days and nights pass and ages bloom and fade like flowers.
Thou knowest how to wait.

Thy centuries follow each other perfecting a small wild flower.

We have no time to lose,
and having no time we must scramble for a chance.
We are too poor to be late.

And thus it is that time goes by
while I give it to every querulous man who claims it,
and thine altar is empty of all offerings to the last.

At the end of the day I hasten in fear lest thy gate be shut;
but I find that yet there is time.

HAIKU POEMS

"The Old Pond" by Matsuo Basho
An old silent pond
A frog jumps into the pond –
Splash! Silence again.

"The Earth Shakes" by Steve Sanfeild
The earth shakes
Just enough
to remind us.

"The Snow of Yesterday" by Gozan
The Snow of Yesterday
That felt like cherry blossom
Is water once again.

WELCOME TO THE INDUCTION 2023

Welcoming new students

Induction marks the beginning of a new journey for our incoming students.

The belief of the BSS Foundation is to empower youth with the right education for the right job. BSS Foundation is managed and organised by industry professionals with a collective experience of over 100 years in national and international companies. Our Foundation believes in the concept of "Beyond Education" learning. The mission is to diversify education, to provide not only knowledge but skills.

CHEIF GUESTS

PERFORMERS

WELCOME DANCE

Solo Singing

Anchoring

INDUCTION 2023

Duet Dance

The purpose of this Induction programme is to provide freshers with a comprehensive understanding of our institution's values, culture, facilities, and the resources available to support their growth. It's a chance for them to adapt to their new environment, build connections, and lay the foundation for a successful academic career.

During the induction, we aim to introduce our students to the diverse opportunities that await them, whether it's in the realm of academics, extracurricular activities, or personal development. As we navigate their time here, this phase is not only about gaining knowledge but also about embracing experiences that will shape their character and prepare them for the challenges of the future.

We encourage our new students to seize this moment, forge new connections, and explore the possibilities that lie ahead. The faculty and staff, while providing guidance and support, will undoubtedly play a vital role in nurturing our minds. Together, let's create an environment where curiosity thrives, friendship blossoms and excellence becomes a way of life.

Group Discussion

Group Dance

Anchoring

BHARATNATYAM

Shravani Kasale

Bharatanatyam is an Indian classical dance form from Tamil Nadu. It utilises the theory of musical notes, vocal performance and dance movement reflected in the Sanskrit treatise *Natya Shastra* and other Sanskrit and Tamil texts such as the *Abhinaya Darpana*.

Bharatnatyam, or *Sadit Natam* is noted for its graceful movements and poignant expressions. It contains *banis* or "tradition" describing dance techniques and styles specific to a guru or school. The styles of Bharatnatyam are Tanjore, Pananallur, Vazhunur and Mysore. The main dances of Bharatnatyam are *Ganpati Stuthi* (invoking the blessings of Lord Ganesha), and *Alarippu* (obeisance to the gods, guru and the assembly of onlookers). There are three categories of performance – *Nritta* (*Nirutham*, pure dance), *Nritya* (*Niruthiyam*, solo expressive dance) and *Natya* (group dramatic dance).

Bharatnatyam begins with the '*Namaskar*' where the dancer prays to Mother Earth and asks for forgiveness for stamping her feet hard on the ground; next, the dancer asks for blessings from God, her guru and the audience.

Abhinaya is the art of expression in Indian aesthetics: footwork, body language, postures, musical notes, the tones of the vocalist, aesthetics and costumes integrate to express and communicate underlying text. Bharatnatyam is noted for its fixed upper torso, bent legs and knees flexed *(Araimandi)* combined with footwork and *mudras*/sign language based on gestures of hands, eyes, and face muscles. The dance is accompanied by music and a singer, and the dancer's guru is the *nattuvanar* or director-conductor of the performance.

Arangetram is a solo debut performance that signifies the completion of formal training, (10-12 years after a dancer begins learning) or when the guru believes the student is ready.

The costume of a female Bharatanatyam dancer resembles a Tamil Hindu bride - a sari in bright colours with golden or silver zari on the borders. The male Bharatanatyam dancer drapes either a sari or a white cotton cloth around his legs or the bottom half of the body like a *dhoti*. During performances, the upper body of the male dancer remains bare. Male dancers typically do not wear stitched costumes.

Both female and male dancers wear elaborate jewellery on their ears, nose, neck, and wrists. Female dancers wear additional jewellery on their heads that emphasises their hairline and parting, and a smaller piece of jewellery on each side of their parting, representing the sun and moon. Female dancers wear imitation flowers *veni/gajra* made of either cloth or paper in their hair. Both male and female dancers wear makeup - foundation, blush, lipstick, eyeliner or *kohl*, which helps discern facial expressions. All dancers wear *salangai/ghungroos* or anklets. These emphasise rhythm and the dancer's footwork. All dancers outline their hands and feet with red *Kumkum* or *Alta*, which helps the audience see hand and foot gestures.

Bharatanatyam uses symbolism in its *Abhinaya* (acting). Gestures and facial expressions convey the *ras* (sentiment, emotional taste) and *bhava* (mood, psychological states) of the story. The dancer expresses spiritual ideas through a performance: *Angika* (gestures and body language), *Vachika* (song, recitation, music and rhythm), *Aharya* (stage setting, costume, makeup, jewellery), and *Sattvikal* - artist's mental disposition and emotional connection with the story and audience.

The *Natya Shastra* defines drama as something that aesthetically helps connect and transport the spectator into a sensual inner state of being.

♫ KARNATAKA MUSIC: ART THROUGH VOICE!

Viknesh Pranav

Karnataka music, also known as Carnatic music, is a classical form of music that originated in southern India and is considered one of the oldest and most complex forms of Indian classical music. The roots can be traced back to the ancient Vedic period, where it was an integral part of religious ceremonies and rituals. Over time, it evolved into a sophisticated art form, with intricate melodies and rhythms that required years of training and practice to master.

Karnataka music is based on a system of *ragas* and *talas*, which are unique musical scales and rhythms that are used to create beautiful melodies and rhythms, depicting moods and emotions. *Ragas* are melodic frameworks that define the notes, intervals, and phrases that are used to create a melody. Each *raga* has a unique mood and is associated with a particular time of day or season. *Talas* are rhythmic frameworks that define the beats and rhythmic patterns that are used to create a rhythm. Karnataka music has over 200 *ragas* and 35 *talas*, each with its own unique characteristics.

The early practitioners of Karnataka music were known as '*vaggeyakaras*,' or 'composers of music and lyrics.' They wrote and composed songs in praise of gods and goddesses, which were sung by devotional singers during religious and other notable ceremonies.

The golden age of Karnataka music began during the reign of the Vijayanagara Empire in the 14th century. During that time, many great composers emerged, including Purandaradasa, Tyagaraja, and Muthuswami Dikshitar. These composers not only wrote beautiful music but also created a system of notation and documentation that preserved the music for future generations.

One of the most important aspects of Karnataka music is improvisation. Instruments like mridangam, harmonium, violin, table, etc. are included. Musicians are expected to improvise within the framework of the *raga* and *tala* to create unique and beautiful melodies and rhythms. The vocalist is responsible for bringing the lyrics and melody to life. A skilled vocalist can convey the emotions and mood of a song through their voice, creating a powerful connection with the audience.

Today, while it remains a deeply traditional and classical form of music, it has been influenced by modern genres such as jazz and fusion, creating a unique hybrid style.

BARBENHEIMER

BARBENHEIMER: Unique Fusion of Barbie and Oppenheimer

'Barbenheimer' Event at University of Mumbai's BSS Foundation brought together the worlds of Barbie and J. Robert Oppenheimer, the father of the atomic bomb. Barbenheimer blended the glamour and fantasy associated with Barbie dolls with the historical significance and gravity of Oppenheimer's life and work.

The production of Barbenheimer was a collaborative effort that showcased the diverse talents of our students. From costume design that transformed Barbie dolls into historical figures to set construction that recreated iconic moments in Oppenheimer's life, every detail was meticulously planned and executed. The screening of Barbenheimer was met with anticipation and excitement. The auditorium was filled with laughter, applause, and moments of reflection as the audience witnessed the unique fusion of Barbie and Oppenheimer on the silver screen.

CINEMA DAY: BRINGING CELLULOID TO LIFE

CINEMA DAY CELEBRATION

With introducing our new batch of Masters and Bachelor's we celebrated Cinema Day on 13th October 2023 with a bang. We realised that every single one from the new batches were cinema fans. Imitating movie characters was on point; not only from a single genre but the characters from genre to genre. Various games engaged the audience and the competition held everyone with suspense. Many even imitated the characters they were for that day.
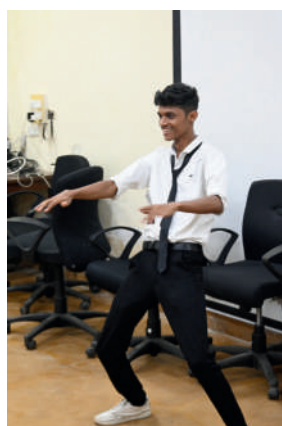
FOUNDATION DAY CELEBRATION

FOUNDATION DAY

Established in 1984 by Padmabhushan Abasaheb Garware, the Garware Institute of Career Education and Development, within Mumbai University, provides specialised career-oriented programs. The Garware Institute's Foundation Day celebration reached new heights this year as students showcased their athletic prowess, clinching victory and earning accolades in various sports, games and competitions. The celebrations were a dynamic blend of athleticism and spirited competition.

The outstanding performance of our sports team, who not only participated wholeheartedly but emerged triumphant, securing awards and accolades. The sense of unity and teamwork displayed by the athletes reflected not just individual skills but also the collective strength of the institute's sports community.

The Foundation Day celebrations also featured a range of cultural events, reinforcing the institute's commitment to providing a well-rounded educational experience. From vibrant group dance performances to intellectually stimulating competitions, the day celebrated the diverse talents and interests of the student body.

The award ceremony, a moment of pride and recognition, showcased the dedication and hard work of the winning participants. Students were honoured not only for their athletic achievements but also for the academic excellence. These awards serve as a testament to the institute's commitment to nurturing holistic development and recognizing excellence in various domains.

Solo Dance

Group Dance

Throw Ball

Group Dance

FOUNDATION DAY

**Best Academic Award
BAC-2023**

**Best Academic Award
PGDM-2023**

Academic Award for the year 2023

The Best Academic Award is bestowed on one student per section. For the Year 2023, it was Ms. Shravani Kasale (Bachelors in Advertising, Communication and Design) and Ms. Ritika Bandarkar (Post-Graduate Diploma in Business Management). The stringent process of selection is based on academic achievement, interactions with teams, participation in various activities, overall amiability, among others.

Speaking on receiving the award representing Under-Graduate students Shravani Kasale said, "The Best Academic Performance Award symbolises for me not just a GPA on paper, but a journey of intellectual growth and personal triumph and a profound sense of deep gratitude enveloping me on that stage; not just about happiness but about the sincere impact education had on my identity and the gratitude for every person who played a part in this remarkable chapter of my academic life."

Representing the Post-Grads, Ritika concurs, "I am grateful for those who believed in my potential and guided me through challenges with patience and encouragement."

Book Balancing

Dodge Ball

Treasure Hunt

Three-legged Race

Reels Competition

Quiz Competition

GARBA RAAS 2023

GARBA RAS – Dance your soul!

One of the most energetic festivals in India is the Navratri/Dandiya Ras/Garba. The energy that is put into it is the same as always; this season 17th October was the date for which the floors were set the dancing area was decorated and everyone put a lot of effort into getting ready with bright colours and looking cheerful. What was astounding was not only the girls but even the boys were all nicely decked up ready to give a tough competition to girls.

OF course, the soreness in our body and legs was worth it! The spirit is undaunted! Garba was a non-stop fun dancing for hours. We enjoyed the dancing, the laughter, and the celebration.

Best Outfit-2022

Best Dancers-2022

Best Dancers-2023

Best Outfit-2023

DIWALI CELEBRATION

Diwali Celebrations Illuminate Campus Spirit at University of Mumbai, BSS Foundation Diwali - the Festival of Lights, is a vibrant and celebration that holds significant cultural and religious importance in India. At University of Mumbai, BSS Foundation the spirit of Diwali is embraced with enthusiasm, bringing together students, faculty and staff in a dazzling display of lights, colours and cultural festivities.

In the weeks leading up to Diwali, the college campus undergoes a transformation as students actively participate in decorating the campus areas. The aroma of incense and the sight of twinkling diyas create an ambiance of warmth and festivity across the campus.

Diwali celebrations include a variety of cultural events that showcase the rich diversity of the student body. Cultural performances - dance and music, feature traditional and contemporary pieces, reflecting the fusion of modern and classical influences.

Diwali is a time for fostering a sense of community and togetherness. BSS Foundation encourages students to engage in various community service activities; this may include organising charity drives, volunteering at local shelters or contributing to initiatives that benefit the less fortunate. Such endeavours not only reinforce the spirit of giving but also instil a sense of social responsibility among the students.

Beyond the glittering decorations, cultural performances and charity, the celebrations also serve as a reminder of the cultural diversity within the college community and the importance of embracing and respecting different traditions.

"DIMENSIONS" INTERCOLLEGE FEST

BEST CL AWARDS

Embarking on its 29th year, Dimensions, was the spirited manifestation of V.G. Vaze College, and is a testament to 29 years of glory, reaching over 20,000 individuals annually across 120+ colleges in Mumbai.

The theme for the Dimensions 2023 was "ELEMENTAL CASCADE," urging you to simply 'Go with the flow.' Like a shape-shifting maestro, the fest adapts to new elements, morphing into diverse forms each year.

Our college was an active participant in the Dimensions Fest and we won accolades. We received the Best Contingent Leader Award, and Best CL marking the best team of our students - Gayatri Gondhalekar, Shravani Kasale, Shreyas Kadam, and Sansheel Bhostekar.

Our college with its best team and cumulative efforts for creativity, sportsmanship and excellent intelligence stood in 4th position overall in Mumbai which is a great achievement and success for our institute.

CREATICON

TOTE BAG PAINTING

GROUP DANCE

CHESS & KABBADI

FOOTBALL

VOLLEYBALL

ABOUT US

BSS Foundation

BSS Foundation is a not-for-profit organisation registered under the Ministry of Corporate Affairs (MCA). We believe in the concept of "Beyond Education" learning. It is managed and organised by industry professionals having a collective experience of over 100 years of experience in Corporate, Industry in National and International Companies in the field of Education, Training and Employment.

In collaboration with multiple universities and campuses across Mumbai we offer various programs in Under Graduation, Post-Graduation and Professional Certifications.

We bring high-quality education from top universities and develop robust programs that are experiential, valuable and progressive.

Bachelors in Advertising and Communication, Design

BSS Foundation
University of Mumbai's
Garware Institute of Career Education and Development

📱 **www.bssfoundation.net**
📷 **@bss_foundation**
📘 **BSS Foundation**
🌐 **www.gicededu.co.in**
📷 **@garwareinstitute**
🎓 **www.mu.ac.in**