



An experimental journal by the students of Department of Communication & Journalism, MMCC, Pune l 6th January 2025



National Assessment and Accreditation Council (NAAC) team visited our college to evaluate it's academic and administrative standards. The team comprised of Prof. Shirish Kulkarni, former Vice-Chancellor

(Chairperson), Prof. Kanchan Malik (Member Coordinator), Dr. Neetu Chawla (Member) and Dr. N.R. Mohan. Principal in-charge Dr. Ganesh Patare and Shri. Bhausaheb Jadhav facilitated the visit, ensuring its success.

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Quality Education and







Showcasing Excellence and



The visit began with an extensive tour of the campus, including all departments, where the team reviewed the facilities and interacted with faculty members. The NAAC team also met alumni, parents, and stakeholders, followed by a visit to various cells within the college, further they will witness a cultural program themed "Incredible India".



Tradition





Principal In-Charge - Dr. Ganesh Patare

Academic Excellence and **Student Support**

Having successfully implemented both CBC and NEP systems, we ensure developcomprehensive ment through the Academic Bank of Credits and Skill Enhancement Courses. Our approach transcends financial considerations, offering fee waivers to disadvantaged students and providing placement support through workshops, mentoring, and AI-based job matching via Pod.ai. The campus maintains modern infrastructure

with complete CCTV surveillance, WiFi coverage, and active cyber security measures.

Through these integrated approaches, MMCC continues to evolve as an institution that prepares students not just for employment, but for successful careers while maintaining its commitment to social responsibility and educational excellence. It is to ensure that our students become skilled professionals who can contribute meaningfully to society while adapting to the rapidly changing technological landscape.

In Conversation with Bhausaheb Jadhav

arthwada Mitra Mandal's College of Commerce stands as a beacon of educational transformation since its inception in 1986. From a modest beginning with 140 students, the institution has flourished into a dynamic educational hub nurturing over 5,500 minds, guided by its foundational principle "Yethe Bahutanche Hit" (Welfare of Masses).

This institution revolutionised accessible education by providing



opportunities to students from rural and economically challenged backgrounds. The institution's adaptability is evident in its expansion into professional courses like BBA, BCA,

and Journalism and Mass Communication, creating diverse career pathways for its students.

The journey from infrastructure limitations to becoming a prestigious institution demonstrates MMCC's resilient spirit. As MMCC moves forward, it maintains its commitment to balancing progress with purpose, ensuring that each student emerges not just as an educated individual but as a socially conscious citizen ready to contribute meaningfully to society.



The end aim of all the education is the development of character

- Swami Vivekananda

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Let's see what HODs say about their departments

Dr Ashwini Kulkarni - HOD (BBA & BBA-IB)

nder Dr. Ashwini Kulkarni's leader-ship, MMCC's BBA Department has established itself as a pioneer in business education through its innovative and student-centric approach. The department's commitment to experiential learning and skill development has created a distinctive presence in today's competitive educational landscape.

At its foundation lies a unique personal counseling system where class coordinators guide students throughout their academic journey, ensuring comprehensive support for both administrative and academic needs. The

Dr. Shilpa Kabra Head of Department (M. Com)



MCC's Postgraduate section has embraced a transformative educational approach beyond traditional academics. "Education is not just about textbooks and examinations," reflects Dr. Kabra.

The department has established strong industry partnerships, live projects, and specialized training programs. "We believe in learning by doing," highlighting their commitment to practical education. The department also offers specialized guidance for professional examinations like CA and CS.



faculty's dedication to "micro-planning" demonstrates their proactive approach in addressing student requirements.

What sets it apart is its focus on bridging the industry-academia gap through practical training and real-world projects.

Going beyond the

university curriculum, the department enhances students' market value through carefully designed projects, industry exposure, and practical learning situations. The faculty's roundthe-clock commitment, as emphasized by Dr. Kulkarni This systematic approach ensures BBA graduates emerge not just with a degree, but with the skills, confidence, and practical knowledge needed for business success.

The department's ability to transform theoretical knowledge into practical expertise makes it a vital contributor to MMCC's growth and reputation.

Dr. Ashwini Parkhi -Head of Department (B. Com)

ounded 1986, **■** MMCC's Department of Commerce has evolved into a powerhouse of commercial education, setting benchmarks in academic excellence and holistic development. The department's philosophy, "challenges are stepping stones for growth," drives its comprehensive approach to education, focusing on business skills, critical thinking, and problem-solving abilities aligned with industry demands.

department's The achievements span through multiple domains, with faculty members like Prin. Dr. M.D. Lawrence and Dr. S.S. Pokharna receiving Best Teacher Awards. Its academic rigor is evidenced by numerous alumni succeeding as Chartered Accountants and Company Secretaries. Social responsibility remains central to the department's ethos, demonstrated through ini-



tiatives like the 27-yearold Anti-Dowry Elocution competition. Partnerships with ICAI, ISKON, and CJC ensure industry-relevant exposure, while innovative teaching methods include workshops on GST, artificial intelligence, and emotional intelligence.

The placement cell actively facilitates student recruitment in leading banking, IT, and administration sectors. As it continues shaping future business leaders, its message remains clear: stay focused, work hard, and view challenges as opportunities.

Nidhi Satavlekar - Head of Department (BCA)

MCC's Department of Computer Science, established in 2007 under Prof.
Nidhi Satavlekar's leadership, has evolved into a vital hub for technology education. Through its flagship programs - BBA(CA) and B.Sc. (Computer Science) -



the department addresses the IT industry's dynamic needs. The successful transition from Choice-Based Credit System to NEP pattern, along with ICT integration in teaching, keeps students at the forefront of technological advancement.

Strategic industry collaborations form the department's foundation, with key partnerships including NASSCOM and IBM. The IIRS-ISRO Nodal Center provides specialized certification courses in Remote Sensing, Digital Image Analysis, and AI/ML for Geodata Analysis.

The department's excellence is reflected in its impressive alumni network, with graduates contributing significantly to the IT sector globally. Experienced faculty members bring real-world expertise to the classroom, ensuring a balance of practical insights and theoretical knowledge. Future initiatives include strengthening industry connections through partnerships with MKCL and the Computer Society of India.

Mr. Santosh Shenai - HOD, C&J

he communication & journalism department, being closely related to the industry, has always emphasized skill enhancement and practical experience right from the beginning. These aspects have been implemented even before the introduction of the new curriculum. One thing to note is that NEP emphasizes providing students with practical experience and skill development. Our department makes every effort to ensure that students are industry-ready. We encourage them to experiment with the latest equipment, techniques, and ideas and give them demonstrable experience.

Over the last 20-22 years, our graduates have occupied significant positions across various industries. Many have reached senior roles in their respective companies and often help provide opportunities to current students from our



department. These alumni visit the department and directly guide students, offering insights into their work. This direct exposure greatly benefits our students, allowing them to start their own ventures immediately after completing the curriculum. This practical and industry-oriented approach ensures our students excel and thrive in their professional journeys.

Don't believe in fate, believe in your strength...

- Dr. B.R. Ambedkar



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In conversation with different cells

Library - Manohar Gohane

MCC's library has evolved into more than just a repository of books - it's a vibrant center of learning and intellectual growth. With an impressive collection of over 48,713 books, the library serves as a cornerstone of the institution's academic excellence.

"A library should be a gateway to broader horizons," reflects Prof. Gohane. This philosophy is evident in the library's comprehensive collection that spans beyond academic texts to include literature in English and Marathi, biographies, novels, and materials for personal development. The library's commitment to staying current is reflected in its substantial periodical collection, featuring 48+ journals and magazines, 26+ newspapers, and an extensive digital repository of 6000+ e-journals and 790,000+ e-books through NLIST and NDL.

Innovation in library services is a key focus, with the implementation of an automatic user entry system and remote access to e-journals through Knimbus/m-Library mobile app. These technological advancements ensure efficient service delivery to the 150+ daily visitors while maintaining a peaceful and disciplined environment conducive to learning. The success of these initiatives is evident in the library's growing collection, enriched by more than 600 donated books from well-wishers. This holistic approach to reading not only enhances academic performance but also develops a deeper understanding of society and personal growth.



Archana Shekhar Kamthe

Green Dreams: Cultivating an Eco-Friendly Scene

Llarge, MMCC's Green

n a world where environ- Club stands as a beacon of mental challenges loom hope, fostering values of environmental

among students. This free and open platform inspires young minds to embrace nature with love and care, cultivating a sustainable future through impactful activities.

The Green Club goes beyond words by turning its vision into action. With a mission to conserve natural resources, it organizes initiatives like tree plantations, water conservation drives, and river cleaning programs. By engaging students, the club empowers them to be eco-champions, working towards a cleaner and greener tomorrow.

Priyadarshani Yuvati Manch

¬ stablished in Septemd ber 1992 under the guidance of Kusumtai Chavan and Yashwantrao Chavan, Priyadarshani Yuvati Manch has been a pioneering initiative exclusively dedicated to the empowerment and upliftment of female students.

The Manch aims to

address the societal and cultural restrictions that remain prevalent in many areas. Through cultural programs, it provides a safe and supportive space for girls to showcase their talents, such as dance and performing arts, often fulfilling dreams otherwise stifled by social norms.

The Manch organizes inspirational guest lectures by accomplished women from diverse domains. Through its multifaceted approach, Priyadarshani Yuvati Manch continues to empower young women to break barriers and emerge as leaders in their chosen fields.

National Service Scheme (NSS)



nder the leadership of Dasharath Gavit, NSS Department has established itself as a cornerstone of student development through community engagement and social responsibility. A notable aspect of the department's success is its strong network of external partnerships. Collaborations with organizations like PMC, Apla Ghar, Apla Foundation, Worship Foundation, Anandvan, and Nehru Kendra enables the department to implement impactful community initiatives. The department is well-equipped with essential resources, including dedicated staff, institutional and government funding, and necessary infrastructure. Innovation stands at the forefront of the department's approach, with initiatives like the Anemia-Free Campus Initiative, a first of its kind in this region, voter awareness campaigns, Swathata Abhiyan and drug awareness programs.

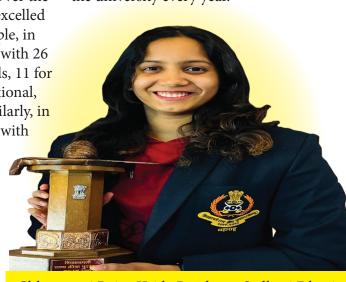
Sports and Physical Education

'arathwada Mitra Mandal Col lege of Commerce continues Lits remarkable achievements in sports. Athletes from the college's sports department actively participate in all competitions under Savitribai Phule Pune University (SPPU), striving to elevate the college's reputation to national and interna-

In the academic years 2023-24 and 2022-23, 153 and 160 athletes participated in inter-collegiate sports competitions conducted by SPPU, respectively. Over the years, the college has consistently excelled in various competitions. For example, in 2018-19, 159 athletes participated, with 26 qualifying for inter-zone/state levels, 11 for All India Inter-University, 7 for national, and 2 for international events. Similarly, in 2019-20, 142 athletes participated, with 21 advancing to inter-zone/state, 9 to All India Inter-University, and 2 to international levels. However, in 2020-21, competitions were halted due to the pandemic. Recent successes include three athletes competing in the

Khelo India Inter-University

Competition, the cricket team winning the "David Cup," and victories in district-level lawn tennis and badminton. Nine athletes from 2023-24 qualified for the university team, and one competed internationally. Notably, college athlete Sadhvi Dhuri has been honored with the prestigious Shiv Chhatrapati Award, the highest recognition in sports by the Maharashtra govern ment, and the Khadba Jadhav National Award from the university. Additionally, students receive sports scholarships from the university every year.



Chhatrapati Rajya Krida Purskar - Sadhavi Dhuri



MMCC students, presented "Incredible India: Ek Anokhi Dharohar," a cultural program promoting the Indian Knowledge System guided by Prof. Meenal Kabra. The event featured classical dances, traditional instruments, folk art, MIME showcasing mental well being through Indian roots of Yoga and live painting. The mandap showcased India's architectural marvels and India's timeless heritage.



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Blood Donation Camp



Har Ghar Tiranga Abhiyaan



Anemia Free Campus

MMCC Shines Through Social Impact

ur commitment to social welfare and community development has garnered significant recognition from various government-recognized bodies, highlighting the institution's dedication to creating meaningful social impact.

A standout achievement has been the college's participation in the Guinness Book of World Records through the "Harit Wari Abhiyan" initiative, recognized by Savitribai Phule Pune University (SPPU). This environmental sustainability project demonstrates the institution's commitment to green initiatives. Similarly, the "Plastic Free Jejuri Gad" campaign received appreciation from the Charity Commissioner Office, Pune, for its impactful efforts in combating plastic pollution.

The NSS received the prestigious "Best NSS Officer" award from SPPU, while the college officer was honored as the "Best Nodal Officer" by the Chief Electoral Officer, Maharashtra State, for exceptional work in electoral awareness among students. These awards not only celebrate the institution's achievements but also inspire continued dedication to community service and social impact.



Swachchata Mohim



Jan Jagruti Abhiyaan



Visit to Santulan Bhavan

Internal Quality Assurance Cell

The IQAC Cell has been pivotal in enhancing the institution's academic standards and overall learning experience. Several quality enhancement initiatives, including promoting incourses, terdisciplinary fostering innovative teaching and learning practices through ICT facilities, and encouraging participation in research competitions to cultivate academic curiosity. The college emphasizes experiential learning, guided by experienced and profes-



Dr. Swapna Kolhatkar

who continually enhance their skills. Additionally, collaborative activities and inclusive education practices are conducted to align with the college's vision, mission, and motto.

IQAC also organizes faculty development programs, inclusive education initiatives, and student-centric learning approaches, ensuring the development of its diverse student body. It fosters a culture of continuous improvement by promoting experiential and innovative teaching methods while maintaining a supportive and inclusive environment. With its unwavering commitment to quality education and inclusivity, the college remains a leader in providing transformative

College Examination Officer

nder Dr. Sushil Gangane's leader-ship our college has revolutionized its examination system while maintaining high academic integrity standards. "Our focus has always been on combining efficiency with



Dr. Sushil Gangane

transparency," notes Dr. Gangane, emphasizing the department's commitment to excellence. The examination department has implemented a comprehensive Examination Management Portal (EMP), aligned with Savitribai Phule Pune University.

Insights from NAAC Co-ordinator

ur college upholds the motto of "welfare of masses " by implementing student -centric activities that focuses on academic excellence, social responsibility, and personality development. We provide a vibrant platform for students to explore and showcase their talents through various initiatives. Recognising the significance of quality in education for



Dr. Sandip Anpat

student, teachers, parents and society at large, our college actively engages in quality assessment and enhancement. N A A C play's a vital role in this process by guiding institutions to evaluate and maintain their quality standards.

Through NAACs framework, our college continually strives to improve its overall quality, ensuring a robust learning environment. This commitment not only benefits our student but benifits our students but also contributes to shaping them into responsible and empowered citizens of the nation.

Counseling at MMCC

MCC's counselor brings a compre-Lhensive approach to student mental health and development, focusing primarily on helping students navigate emotional challenges in today's academic environment. "The prevalent issue today is stress, manifesting as anxiety and fear of failure among students," she explains. While mental health remains her primary focus over career counseling, she emphasizes that sound mental health forms the foundation for ra-



Dr. Dhanashree Ghare

tional career decisions. The counseling department extends its services to faculty through Faculty Development Programs (FDP), addressing work-life balance and emotional regulation.