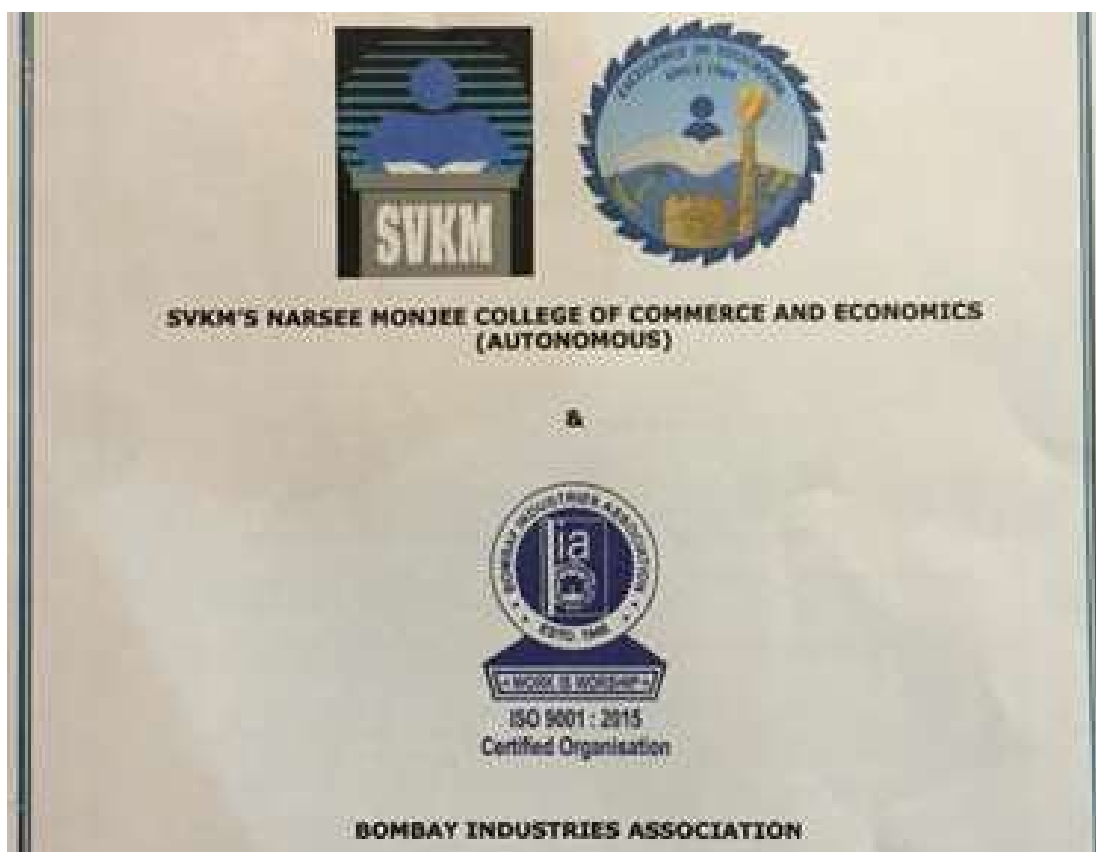


## COLLEGE REPORT

SVKM's Narsee Monjee College was established in 1964 by Shri Vile Parle Kelavani Mandal (SVKM), a professionally managed trust with a large number of prestigious academic institutions, under its umbrella. It is the brainchild of leading industrialists and socially conscious philanthropists who wanted to contribute to society by founding educational institutions initially in the western suburbs of Mumbai. Today, SVKM has spread its wings globally.

**India Today survey has ranked NM College as Rank 1 in best value for money amongst the best commerce college, Rank 1 in West Zone as the best college, Rank 1 in Best Commerce college in Mumbai. It has also ranked NM College as Rank No. 5 for best Placement Record and All India Rank No. 9 as the best commerce college.**

The academic year 2020-21 has been a very special year as it took its first step in implementing autonomy amidst the unprecedented pandemic. Narsee Monjee College of Commerce and Economics (Autonomous) and Bombay Industries Association (BIA) have signed an MoU of collaboration on 28th November 2020 to strengthen Academia industry linkage. This collaboration will be carried out in, but not necessarily limited to Internship opportunities for our students, BIA participation in college events, Industrial visits for students, Consultancy and Research projects that can be carried out by our faculty members for BIA and Guest Lectures and Seminars that BIA members can participate in as Resource Persons. BIA also announced that they are establishing the BIA Academia, Mr. Radhakrishnan Pillai will be coordinating with NM on internships and other projects on behalf of BIA.





**Principal, Dr. Parag Ajagaonkar, Vice Principal, Dr. Nirmala Chavan and Assistant Professor, Conrad Coelho (faculty member responsible for external linkages) with BIA members at the MoU signing on 28th November 2020.**

**The following faculty members completed their Ph.D. in the current academic year:**

- Ms. Shashi Surana, Faculty of Business Communication completed her Ph.D. on the topic “Communication and Journalism” from the University of Mumbai.
- Ms. Rekha Katheeth, Faculty of Commerce completed her Ph.D. on "A Study on Applying CRM techniques in Educational Institutes to enhance the relationship with the learners with respect to Unaided Undergraduate Commerce Colleges affiliated to the University of Mumbai" from the Department of Business Administration, Pacific Academy of Higher Education and Research University, Udaipur, Rajasthan, India.
- Ms. Pooja Singh, Faculty of BMS program completed her Ph.D. on the topic “ A study of the impact of social media marketing on consumer behavior for private sector banks in India with special reference to Mumbai.” from Calorx Teachers University.
- Mr. Huzefa Bhagat faculty of the BAF program completed his Ph.D. on the topic “A study of consumer adoption of digital banking in India with special reference to Mumbai” from Calorx Teachers University.

**New Program:**

NM achieved yet another milestone in our journey as an autonomous institution in providing inclusive, accessible and affordable quality higher education in the field of Commerce, Economics, Accountancy & Finance, Management, Marketing and a host of other disciplines like Information Technology. The College offered a new Undergraduate degree program, B.Com. Honours with 132 credits which was widely sought after by students from all across the country. Our college also conducted an array of value-added courses and certificate courses like Content Marketing, Advanced Excel and Power BI.

**Certificate Courses:**

The Content Marketing Certificate Online Course facilitated by the BMS Department was conducted in December 2020. This 15-hour course was conducted by Mr. Gaurav Lulla, Co-founder, Loose Cannons. Content Studio and comprised of 06 sessions of two and half hours each conducted online via Microsoft Teams. The modules consisted of understanding the 'Anatomy of Digital Content', the 'Digital Content Kaleidoscope' and the 'Business of Digital Content', among other topics



Certificate Courses in Entrepreneurship was facilitated by Department of Commerce and was conducted between January 2021-February 2021. This was a 15 hrs course conducted by Mr. Tejas Shyam Suma on Edupreneur by profession and Alumnus of IIT Bombay.

The Module consist of understanding Entrepreneurship, Ideating Effectively, Understanding and Evaluating Business Opportunity, Creating a Successful Business Model Fool-Proof Business Plans and getting your job done effectively. 6 lecture sessions of 2.5 hours each was conducted Online via MS Teams Platform. Entrepreneurship shall drive our nation towards progressive development and we strive hard to nurture the talent in youth through such formal certification courses.

All of the above courses ensure that our students imbibe a genuine understanding of the real world and its bounty that sustains all economic activities universally. Environmental wisdom, sustainability and awareness of the ethical underpinnings of business decision-making are vital milestones against which success is measured. Our College strives to employ the best educational and administrative practices, thus creating skilled professionals, business leaders and social contributors in particular and responsible global citizens of the future in general.



### Conference Committee:

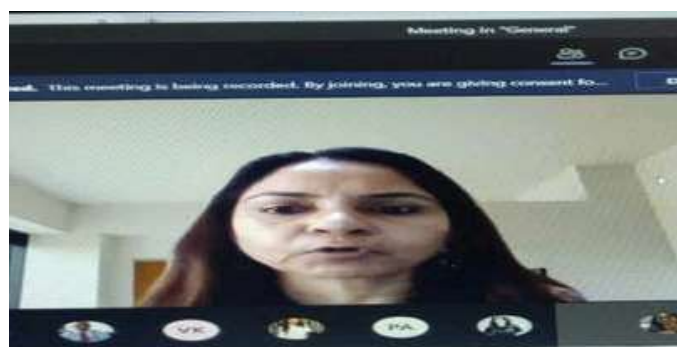
The Internal Quality Assurance Cell and Conference Committee of NARSEE MONJEE college of commerce and economics organised a National Webinar on “Case Studies – Insight and Application for the 21st Century Learner” which was held on Monday, 17th March 2021 at 4 pm on Microsoft Teams platform.

The Resource Person for the Webinar was Ms. Rishika Bhojwani, a faculty of the college who is also a research scholar at SIMREE, Mumbai.

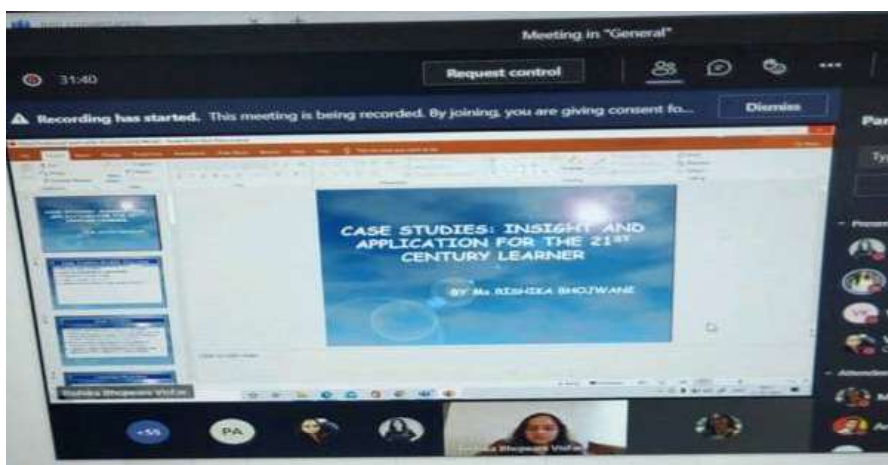
The objective of the webinar was to understand the insights of a case study while learning how to write case studies and how to avoid the common errors in case study analysis. The webinar, which was open to teachers, students as well as professionals and entrepreneurs, also focused on the purpose of case studies and how to use the same as a pedagogical tool to develop the analytical skill of the learners.



**Dr. Parag Ajagaonkar addressing the participants of the National Webinar on Case Study.**



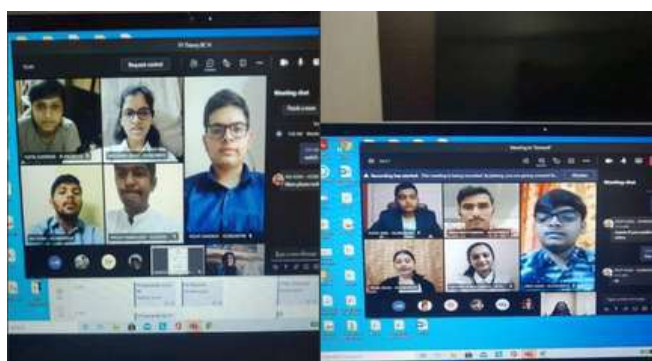
**Dr. Vandana Mishra welcoming the Resource person and the participants.**



**Resource Person Ms. Rishika Bhojwani on Case Study.**

### Department of Business Communication:

The Dept. of Business Communication conducted a two-day Conference on “Opportunities and Challenges Post Pandemic Era.” The students presented papers on themes related to the different aspects ranging from commerce, to industry to education to entrepreneurship. The students learnt the art of organizing along with presentation skills and team work.



**The students learnt the Art of Organizing along with presentation skills and team work**



**Students of FYBCOM presenting at the conference**

NM's mission has always been to provide an overall educational experience, in both academic and character development, that focuses on maximizing learning, developing global awareness and creating life-long learners in a student-centered learning environment. The pandemic did not deter the learners and the faculties in equipping our students with 21st-century skills of critical thinking, creativity, communication, and collaboration. Persistent efforts were made by faculty to upgrade the curriculum and pursue their own interests in research and co-curricular development.

NM made the best of the situation, despite this being an extremely challenging year with the unstinted support of the management that provided us with the best of virtual learning resources in the name of Microsoft Teams. Fortunately, our students were all equipped with a personal laptop or android mobiles so we could ensure continuity of learning during virtual learning from home. Whether our students chose to be a part of award-winning academic or curricular or co-curricular competitions, or join one of our acclaimed certificate programs despite the pandemic situation, NM offered opportunities virtually through the Centres of Excellence.



Conducted National Webinar for students on “Data Science, Artificial Intelligence and Robotics: Future and Prospects” organized by IQAC and Department of B.Sc.I.T. of Narsee Monjee College of Commerce & Economics on Tuesday, 2nd June 2020.



Many of the faculty members took advantage of the Coursera platform offered by SVKM Management to complete 96 useful courses related to their subjects. Students also published many insightful publications with the support from Faculty. Envisage Peer review journal with ISBN, EN Tark 2021, Saturday Herald and Library Xpress newsletters were some of the publications.

61st Maharashtra day was celebrated by Narsee Monjee College of Commerce and Economics on 1st May 2020. However, owing to the current Covid-19 pandemic situation, this year the celebrations were done virtually using the Microsoft Teams platform. All the teaching and non-teaching staff attended the program from their respective homes through MS Teams. The program was convened by our Vice-Principal, Ms.Geetha Menon. The program began at 9.00 am with the national anthem followed by the Maharashtra day song. This was followed by a speech by our Principal, Dr. Parag Ajagaonkar. Principal stressed on the importance of being together in this current scenario. He also expressed that one can make proper use of technology to cope up with the situation.



**Research Center**

NM College has been recognized as a Research Center in the subjects of Business Policy and Accountancy. Our principal, Dr. Parag Ajagoankar and Dr. Kedar Bhide are approved Research guides.

**Research Committee:**

With an objective to inculcate research culture and scientific temperament among the students and the faculties, the Research Committee of NM college, guided by the senior faculties with a research acumen, initiated the Research Park to promote research among faculties and students. While the faculties promote research culture by publishing Research Papers in various International, Scopus Indexed and UGC Care Journals, the students participate in teams annually, in the University-sponsored Avishkar Convention, in order to present their research findings and bring accolades to the college.

This year the students of Narsee Monjee College of Commerce and Economics (Autonomous) participated in the Erudition National Online Case Study Competition organized by St. Joseph's College of Commerce, Bangalore which was held on the 7th and 8th of April, 2021. 3 Teams of 4 students each from our college participated in this grueling case study competition and our college was able to secure the First Runner Up position. The competition was a test of the technical and creative skills of the students. Each member of the team was given an individual case study on topics like entrepreneurship development, finance, human resources and marketing management and was required to present solutions. This was followed by a case study combining all the aspects and the solution had to be prepared jointly by all members of the team.

It was a unique and great learning experience for the students allowing them to apply their learnings from the classroom to practical scenarios and our students reached the semi-finals. They also participated in the Samarik –A National Case study challenge held by the University of Mumbai in association with Vedanta College and were one among the five teams selected to present their Research Paper on Case Study Analysis. The students of NM College participated in an intercollegiate Research Paper presentation competition held in Dalmia College and secured 2nd position.

**Avishkar Research Convention:**

The Avishkar Research Convention is designed by the Department of Students' Development, University of Mumbai, with the intention to develop a research culture. The activity also aims at helping to develop skill, review new dimensions of explored areas of knowledge as well as the unexplored areas of enquiry.

The students of Narsee Monjee college had participated in this competition. It had total 2 rounds viz. 1. Selection round & 2. Final round. In all 7 research proposals were sent for the selection round out of which one research proposal titled Agriculture through AI for AI : Transforming Agriculture through Artificial Intelligence for Atmanirbhar India in Commerce, Management and Law category was selected for the final round (MUMBAI ZONE-2) prepared by the students namely Mr. Gada Deep Jayesh, Ms. Gohel Deepal Vikas, Ms. Garg Muskaan Umang, Ms. Fernandes Zenia Juje and Ms. Gokalgandhi Mahima Kaushik. The students under the guidance of the mentor teachers, prepared a presentation of their research proposal and presented in front of the jury on 22nd June 2021. The efforts of the students and teachers came true when the results were announced wherein they secured the First position.

It was a very happy moment for everyone. In this way, the students with their determination prepared a research proposal and successfully put forward their views on the topic. Department of Business Communication: Quality Assurance Cell MONJEE COLLEGE OF COMMERCE AND ECONOMICS organised – Insight and Application for the 21st Century Learner” which was held on Monday, 17th March 2021



**Team Avishkar**

### **Research Park:**

With an objective to inculcate research culture and a scientific temperament among the students and the faculties, the Research Committee of NM college, guided by the senior faculties with a Research acumen, conduct Workshops on various topics, ranging from academics to sports. While the faculties promote research culture by publishing Research Papers in various International, Scopus Indexed and UGC Care Journals, the students participate in teams annually, in the University sponsored Awishkar Convention, in order to present their Research findings and bring accolades to the college.



**STUDENTS' ACHIEVEMENTS - DEGREE COLLEGE**

Ayush Vaid and Prathamesh Siroya published a research paper in UNESCO/CARDINAL PAUL POUPARD FOUNDATION CHAIR OF INTER RELIGIOUS AND INTERCULTURAL DIALOGUE with ISSN-2250-3331(Jan 2020)

**Research Paper Title: The World We Live In: Environmental Degradation and its Consequences and the Sub Topic under it was Carbon** - Krutika Sheth, Parshad Desai, Banshi Madlani and Cheryl Andrade participated at Ayaasa 2021 - A Business Fest organized by Loyola Academy, Hyderabad, held on 23rd and 24th April 2021.

Competing with students of India's top colleges in this challenging event that brings about the best in them by allotting tasks in a stress-induced environment, and managed to make their way till the very last round of the Fest and emerged as one of the Top 5 Teams. Our college participated at Erudition - An International Case Study Competition held on 7th and 8th April 2021. Our students at Narsee Monjee College have been awarded as the 1st runner up, competing against management and other higher-level students.

The team consisted of :

- Krutika Sheth - TY B.COM B
- Parshad Desai - FY B.COM A
- Banshi Madlani - FY BMS A
- Cheryl Andrade - FY B.COM A

Krutika Sheth secured the 1st position at R-Catalyst. It was a National Level Business Plan Competition organized by the Rotaract District 3141. The Rotaract District 3141 (Mumbai) hosts over 100+ colleges/clubs. The competition witnessed participants from across the country including Mumbai, Delhi, Ahmedabad, Ulhasnagar, Chennai, Guwahati, etc. She also secured the 1st position in storytelling at and consolation prize in elocution at Springz festival. In addition to this, she secured the 1st position at Youth Parliament and also the 1st position at Aatmanirbhar Bharat at Cinevoyage.

**Students' Academic Achievements:**

<i>Sr. No.</i>	<i>Competitive exam/ Year</i>	<i>All India Rank</i>	<i>Name</i>
1.	CA Final Nov 2020	3	Rajiv Nathvani
2.	CA Final Nov 2020	17	Kunal Shah
3.	CA Final Nov 2020	29	Gaurav Balsubramanian
4.	CA Final Nov 2020	29	Devanshi Jalundhwala
5.	CA Final Nov 2020	38	Dhruvi Makwana
6.	CA Final Nov 2020	39	Jill Shah
7.	CA Final Nov 2020	41	Richa Mehta
8.	CA Final Nov 2020	41	Maitri Shah
9.	CA Final Nov 2020	41	Kartik Shah
10.	CA Final Nov 2020	48	Aditya Maheshwari

The IQAC of the college continuously conducts brainstorming sessions throughout the academic year by taking quality initiatives in orienting the staff with lectures and healthy living practices. The IQAC took initiatives in sending the IQAC members for Workshops regarding the revised NAAC Criteria and filling of the AQAR report.

**College Day:**

The annual College Day was celebrated virtually on the 10th April 2021. The academic, co-curricular and the extra-curricular awards were given to the deserving students followed by cultural activities of the students.



**Glimpses of the Annual Day Celebrations**