

## **UTKARSH (Research Work of Students)**

The students are encouraged to take up research work and present papers at intercollegiate, state, national and international levels. A team of students from both aided and unaided sections keenly took part participating in webinars and seminars, presenting and publishing papers.

The aims are:

- 1.to gain a deeper understanding and learn about planning of experiments, how to report findings?
- 2.to learn effectively to communicate your ideas
- 3.to analyze and develop ideas on current issues
- 4.to create a well-round ed resume -to show 'hands on' experience

Some of the topics are:

### 1. IMPACT OF COVID-19 ON SOCIAL MEDIA ADVERTISING AND MARKET

G.D JALAN COLLEGE  
-Athira Thuthinal FYBAF  
-Tisha Uchil FYBMS

#### ABSTRACT

COVID-19 Pandemic has influenced and changed many sectors. Business and other economic as well as social sectors were trying hard to survive during the pandemic. Many businesses had already adapted to promote their product, services through internet. People started to adjust with the new normal. They also planned to spend more on social media, content marketing, digital marketing, advertising apps, etc. Many health professionals also used internet to promote preventive health behaviors with increased social media engagement and craving for digital content. Covid-19 had an immense impact on marketing and advertising efforts in global, regional, and local level. During this time of social distancing and no contact with other, social media became an important place interact. Social media platforms played to stay connected with the audience on a large number. This shows us how covid-19 has helped marketing and advertising sector to promote and increase their marketing expectations.

### 2. IMPACT OF COVID-19 ON INFORMATION TECHNOLOGY

G.D JALAN COLLEGE  
-Prathamesh Mahadik SYBCOM  
-Kushal Uchil FYBAMMC

#### ABSTRACT

Covid 19 has caused a great impact on the whole world in many ways. may it be economical or social but, in this pandemic, an important sector is shaken at its core. The information technology sector has caused to grow on a large scale as the whole world was quarantined and every work was done online. Computers became a must-have tool at individual and for everyone working in co-operates. There are

many advantages and disadvantages of this new change. It was a big transition for all and had a great impact on various sectors like education, government, the public, and others. In this paper, we are going to study the data and other factors of the impact of covid-19 on information technology.

### 3. MONUMENTAL STRUCTURES THEN AND NOW

UNIVERSITY OF MUMBAI & CHPS

-Tanmay Kamble FYBCOM

-Aleema Shaikh FYBCOM

#### ABSTRACT

Mostly the monumental structures of India are rooted within architecture reflecting the strength of Durability, Utility and Beauty. *Durability*: means a monument structure should stand up and remain in good condition for many eras. *Beauty*: means a monument is regarded for its beauty and good environment. The physical structure was constructed with the help of the available material based on logical thinking of art and science.

### 4. VIRTUAL LEARNING AND USES OF TECHNOLOGY

S.M. SHETTY COLLEGE

-Athira Thuthinal FYBAF

#### ABSTRACT

Virtual learning or e-learning was not much familiar before the Covid-19 crisis. People used to have face to face or physical teaching methods which would help students interact more with each other. When the pandemic first surged, nobody expected it to become this widespread and long-lasting, hence online methods of teaching were not immediately sought. However, as the reports declared that Covid-19 won't be vanishing any time soon and that prolonged delaying of learning was affecting the future of children. As soon as the Covid-19 affected the country there was a sudden shift to online learning which made everyone a bit stressed about, Will people be able to manage it properly? Will the students be able to adapt this new technology? The paper is conceptual attempt to explore the advantages and disadvantages of technology in education sector.

### 5. DETECTING SOURCES FROM SEA AND OCEANS WITH THE HELP OF TECHNOLOGY

S.M. SHETTY COLLEGE

-Prathamesh Mahadik SYBCOM

#### ABSTRACT

Oceans are the largest water bodies on the planet. Every Ocean has its own scope of temperatures and stream of ebbs and flows however, water continually moves from each other. More modest areas of water, typically near land, are called oceans. There are large number of oceans than seas and contain

immense amount (salt, tin, magnesium.) of materials that has significant effects for people. The study of oceans is significant for forcing climate, oceans conditions and arranging the courses of ships. The article refers to 11 significant advancements like high frequency radars, oceans gliders, buoy system, drifters, etc. to study and comprehend the seas all over the planet.

## 6. USE OF TECHNOLOGY IN MEDIA

S.M. SHETTY COLLEGE  
-Tisha Uchil FYMS

### ABSTRACT

In Today's modern world, technology is getting advanced day by day. Due to which our life has become easier. Media and technology are interrelated with each other. Media are channels which is used to transmit information or by which communication takes place. Technology refers to all the tools or devices used in our daily life. This device are the result of advancement of science and technology. Change in information technology had made the information process speedy, News and information can be sent or shared in a flash of time to any corner of the world. Before, when printing press was not invented at that time newspaper were produced in handwritten form. Now because of new technology, online newspapers are also available. Advertising Industry has also changed due to technological advancement. As it is the age of information technology, the technology has brought a dramatic change in every field especially in the field of mass media.

## 7. EDUCATION AND GANDHIAN VIEW: NAITALIM

THAKUR COLLEGE  
-Swati Poojary SYBCOM  
-Mohan Gupta SYBCOM

### ABSTRACT

The phrase Nai Talim is a combination of two words- 'Nai' Means 'New' and Talim – a Urdu Word- means 'Education'. In 1937, Gandhiji introduced the concept of Nai- Talim in India. He Believed the importance of role of teacher in the learning process. Nai--alim focuses on Development of "*Head Heart and Hand*" which proves to be of relevance in today's time.

## 8. ENVIRONMENTAL THOUGHTS AND GANDHI

THAKUR COLLEGE  
-Prathamesh Mahadik SYBCOM

### ABSTRACT

Gandhiji was an extraordinary person educated in London for Barrister ship. He was constantly finding a solution to improve the conditions of common man in India. He was well aware that the

balance between the environment and human behavior is needed to make a nation prosper. Every child right from the school days should be made to learn to respect and love mother nature. His belief in the Ideology that nature has enough for everyone, and mankind must be generous to utilize the resources which are freely available like air, water, soil, etc. Gandhiji had mentioned the need to protect the environment but showed the way to save the environment through his thoughts and practical demonstrations.

#### 9. MENSTRUAL HYGIENE AWARENESS AMONG ADOLESCENT GIRLS IN RURAL AREAS

RAJAH SERFOJI COLLEGE  
-Mahalaxmi Nadar SYBCOM  
-Athira Thuthinal FYBAF

##### ABSTRACT

Menstrual hygiene management (MHM) is an integral part of Swachh Bharat mission guidelines (SBM-G) in India. Managing menses effectively with dignity can be challenging for adolescent girls at school. There are a number of social and hygiene taboos around menstruation in many countries, leaving girls with a sense of shame, stigma, lower confidence and confusion to deal with monthly menstrual management issues. Usually due to socio-economic backwardness and lack of accessibility to resources, facilities, or information the need for good hygienic facilities is absent. Even the cultural taboo and lack of openness to discuss it is absent even among the urban people.

#### 10. LESSONS FROM LIFE OF GANDHIAN IDEOLOGY

Thakur College  
-Mahalaxmi Nadar SYBCOM  
-Aanchal Prajapati SYBCOM

##### ABSTRACT:

Gandhian ideology emphasizes not on idealism, but on practical idealism. Gandhian philosophy is a double-edged weapon. Its objective is to transform the individual and society simultaneously, in accordance with the principles of truth and non-violence.

#### 11. LAND OF PLURALISM- INDIA NEEDS TO PRESERVE ITS HERITAGE

KAASH Foundation with Samarkand State University, Uzbekistan & Archaeology Survey of India Mumbai.  
-Tanmay Kamble FYBCOM  
-Aleema Shaikh FYBCOM

## ABSTRACT

The aim of this presentation is to express the need for conserving the historical sites and bringing it to prominence with help of stake holders –can be government and non –actors. It is to gain an insight on the reason for the construction of these monuments in order to lay the milestones of the legacies of the victor over the conquered country. During the Mughal period or Maratha Rule, the Rulers constructed huge monuments for religious purposes or to live in palace, thus reflecting the grandeur of that period has been a part of Indian plurality. The picturesque drawings, carvings on the rocks and the artefacts reflect the lifestyle of the local people and the ruling class .it is a way we can reach to an understanding of the habits adopted by the upper class. The construction sites reflect the spatial distribution of commoners and labour engaged in making these huge sites.