



# The Student Press

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**Volume II  
ISSUE II**

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*By the students for the  
Students*





Volume II  
Issue II

M.L. Dahanukar college

# THE STUDENT PRESS

JULY EDITION

## WHY TSP?

DEAR READERS,

TSP SHORT FOR 'THE STUDENT PRESS' NOW YOU MIGHT BE WONDERING WHAT'S THIS? THIS IS A MONTHLY MAGAZINE WHEREIN WE BRING YOUR WORDS IN FORM OF ARTICLES TO THE READERS. TSP WORKS WITH THE MOTIVE TO CREATE A PLATFORM FOR ALL THOSE ASPIRING WRITERS AND STUDENTS WHO HOLD A PASSION FOR WORDS. IF YOU FIND WORDS AS A MEDIUM OF VOICING OUT YOUR VIEWS BECAUSE WORDS HOLD THE POWER TO CHANGE THE WAY THE WORLD THINKS TSP PROVIDES YOU THE PLATFORM TO DO SO. WE BELIEVE YOUR WORDS ARE A WAY TO COMMUNICATE WITH THE READERS. WE ALWAYS WELCOME YOUR IDEAS AND REVIEWS TO HELP US IMPROVE. AND DON'T WORRY ABOUT YOUR ARTICLES BEING NOT ENOUGH OR UP TO MARK AFTERALL THE FIRST DRAFT OF EVERYTHING IS NEVER PERFECT IT'S THE PROGRESS THAT WE DO IS WHAT MATTERS.

- SHARVI SAWANT

Editor-  
Sharvi Sawant

Co-heads-  
Omkar Redkar &  
Tejaswini Pawar

Attitude is a little  
thing that makes  
a big difference.

-Winston Churchill

## Principal's words-

DEAR STUDENTS,

I AM VERY HAPPY AND GLAD TO ANNOUNCE THAT OUR STUDENTS UNDER THE GUIDANCE OF DR. (Smt.) KANCHAN FULMALI HAVE STARTED A MAGAZINE 'THE STUDENT PRESS' A VERY INNOVATIVE PROGRAM WHICH THEY HAVE TAKEN UP WITH THE HELP OF THE STUDENTS. IN THIS PANDEMIC TIMES WITH STUDENTS WORKING THROUGH ONLINE MODE THESE STUDENTS HAVE STARTED THIS E-MAGAZINE WHICH EVERYONE CAN READ ON THE COLLEGE WEBSITE. I WISH THEM ALL THE BEST AND CONGRATULATE THE TEAM LEADER AND THE STUDENT MEMBERS. AND ONCE AGAIN ALL THE BEST FOR YOUR FUTURE SUCCESS.

- DR. DNYANESHWAR. M. DOKE



## Co-ordinator's words

I AM SUPPORTING THE STUDENT PRESS FOR THEIR IDEA THAT THEY HAVE BROUGHT FORWARD BECAUSE EVERYONE HERE IS APPRECIATED FOR THEIR WORK. THE STUDENT PRESS IS A PLACE WHERE STUDENTS CAN WRITE WITH A OPEN MIND AND HEART THROUGH THE MAGAZINE WORDS.. THIS INITIATIVE IS NOT ONLY FOR THE DAHANUKARITES BUT FOR STUDENTS ALL OVER MUMBAI. I ASSURE YOU OF THE QUALITY FROM THE BEGINING AND WOULD PRODIVE WHATEVER YOU REQUIRE.

-DR. KANCHAN FULMALI

# Kar Har Maidan Fateh

Hello Readers, this month we visited the Shri. G.P.M college of Andheri East to meet the principal of the well respected college Dr. Vandana A. Sinhna.

## 1. How would you describe your journey to reach the position you are now?

To describe my journey, I have worked in the education field for around 28 years in different Institutions and Universities gaining different experiences from each of them. I had joined Delhi University as a Research Associate after completing MSc from the Central Dr. H. S. Gaur Central University, Sagar. Then I completed my P.Hd in plant pathology with UGC scholarship. This is where I started my journey as a lecturer and taught Post Graduate & Under Graduate Students. The university's faculty was very capable and devoted to their work & I learnt a lot from them. Upon completing my PhD, I continued my journey in teaching at Delhi University as an ad hoc lecturer and research associate. I have published multiple papers in national and international journals. Later when my husband was transferred to Mumbai, we shifted from Delhi to Mumbai. Moving to another city is always a big change in every aspect for someone's life. I joined Shri. G.P.M college in 2009 after moving to Mumbai as a Principal. All through these years I have witnessed different incidents that impacted my life and shaped it to how I am today.



## 2. Your college was incorporated in 2005. How would you describe the journey of college over all these years till the present?

Our College is a very fast-growing institution and we are fortunate to credit our management working enthusiastically for our student's career. Shri GPM degree college was Established in the year 2005 by Smt. Shyampatidevi Mishra Educational Trust, as a Co-educational Hindi Linguistic Minority Institution affiliated with University of Mumbai. We offer the best education by nurturing

human values, ethics and life skills, all the while nurturing and supporting a unique system of education which is structured on the UoM syllabi, combining the tenets of academic excellence to corporate exposure with professionalism. The college has made significant contributions in the last decade & has been at the forefront at practicing innovative teaching methods. Besides the theoretical knowledge that our students imbibe from our well-qualified & energetic faculties, they also receive sound practical training to support their knowledge. We are also focused on the quality of teaching, because our management believes that we can shape the destiny of our students by providing them with quality education paired with multiple platforms where they can express themselves and show their talent to the rest of the world.



### **3. Your institution believes in overall emotional development of the individual. How do you think such emotional support is important for students in these years?**

The current situation is such that students today have a habit of getting everything quickly in their hands. But what they need to understand is that there are no instant solutions for the modern-day problems of the students. In the scenario where the students are developing, they need each and everything in minute-by-minute format. The Reality is such that even Maggie who promote their food to be prepared in two minutes isn't really ready in the said time but rather take more than the allotted time. They are also living in a time where they are developing while being surrounded by screens that target their insecurities for advertising and consumerism. So, we need to support the student by guiding them on how to work while balancing the emotional stability because I think nowadays we can see the students or our audience is less patient and when the tolerance among the students is less, they are in a need of emotional support from their parents and teachers. If a student is very bright, he/she roots for immediate success. Sometimes they may not succeed in the first try but that is alright because practice makes a man perfect.

There is no shortcut in education. You will get it right when you try it again. In this journey of the student towards his/her hard earned career, we at Shri. G.P.M college support them with everything we have.

### **4. What are the plans of your college in the coming year?**

Our team of Shri G.P.M. Degree College believes in the absolute development of all the students involving their mind, body and soul in a sustained manner. In our college you gain awareness and learn to assert your rights by equipping and strengthening yourselves. We motivate our students to take a small positive step everyday in the direction of self development and become successful human being. We provide the students with study notes along with varied practical activities to elevate the college into one of the best learning center, while encouraging college education in pure science, management & provide quality inputs to higher institutes of learning. Besides regular classes, we also arrange seminars, conferences, workshops which encourages various cultural competitions and activities aiming at overall enrichment of the students beyond classroom learning. We provide holistic development of a student where the student can show their talents as we have handed the future of those students to very capable and helping teachers who give them quality teaching and everything that is needed for the overall development of a student.

### **5. What message would you like to give to our readers through this magazine?**

I would like to say that every teacher should be a teacher and every student must be a student. Students should always be learners who are ready to absorb information that they receive. While the teachers should also have a passionate interest in teaching all the while being ready to be a life-long learner. I feel that learning should continue throughout our life as we learn something new everyday. And as an aspiring, intelligent, and determined learner, you all need to explore new avenues and learn with the pace.

- Sharvi Sawant &  
Omkar Redkar

# Ek Baat Guru Ke Saath

Hope you're having a good day, we are back with another interview of our very own M.L. Dahanukar College's BAMMC co-ordinator Shri. Amit Bane sir.

**How would you describe your journey all these years as a teaching professional?**

When we're talking about teaching as a profession, it is something where you have different kinds of changes happening in your life. I started in 2008 as a teacher, and at that time, the teaching profession was all about the student-teacher relationship. Now, these things go on and things are changing. Information technology, the new age of technology, and new age tools are coming into teaching, and people are using the new technology. So when I saw my teaching profession journey, I found out that I, every year after year, am making some changes in my teaching. Every year, I add new knowledge to my teaching techniques. Every year or at the end of every year, I'm getting more productive.

Each year, I'm getting more ideas on how to reach out to the students and how to give a better idea of the concept the students. So whenever I'm talking about my journey, my journey started as a normal teacher. Right now, I am a coordinator. So in all these years, starting right from 2008 to 2022, I find myself that I have grown my knowledge from a teaching point of view, even from the method point of view, and very importantly, also as a person. Every time I try to improve myself year after year.

**You are the coordinator of our B.A.M.M.C section. So, you are well connected with students. What do you think are the modern problems faced by students?**

When we are talking about the problems of students, first of all, the problem I observe all the students from all the streams and not only in BAMMC; I'm talking about everyone. Students are not doing as much research as the research we were doing at our time. I find out the students are using information tools like Google and YouTube.



They're using it. They know that there is knowledge available on YouTube and that there is knowledge available on Google. They're using it, but how to use it and how to make it more productive will always matter.

So, whenever we are talking about the problems, first of all, I find out that the students are not understanding the concept. Second, the tools are referring to knowledge only, but they are not referring to research because knowledge and research both have a better connection. They go hand in hand. The reason is simple if you know, then always research that because knowledge always changes. It's like a stock market: "Ek din kisika market up hai, dusre din kisi aur market up hai." You have to learn the market, you have to learn a particular research method. So, whenever I'm talking about student problems or whenever I observe students, I always find out that there should be research required.

### **Your teaching style is quite different. What do you think teaching technique should be?**

Whenever we are talking about teaching techniques, first of all, I believe that your teaching technique should be used, or you can say, student-oriented. Now, when we consider a student as an object, a student is that kind of object who always believes in a friendly relationship. You can say a friendly relationship in the manner of a teaching-friendly relationship. That means, I always think a student must be given normal examples which are around us. The student always learns from the things that are changing around him. So, whenever I teach any topic, whenever I give them knowledge about any concept, I always prefer the general example. This is my first technique. The second technique is that I will try to relate that general example to my technical examples. So what happens, the student is getting an idea about the examples. Look, whenever you are talking about the concept, the concept is something like principles, and when you are talking about principles, you should give a proper example of it. And one of the methods that I'm using is always to try to keep my teaching environment healthy because I'm giving several examples that are related to the user. So a user or a student always makes a connection with that, and then they understand that concept very quickly. So that is my teaching technique. And when I'm talking about my teaching techniques, yet another thing I always add is that I always use updated examples. The examples you always find in a newspaper, you find on TV, or the examples you always find in your real life are the ones I always use. I believe that's a good technique.



**You have been teaching for so many years. So you have seen a student 10 years ago and also a present-day student. What changes in the attitude of a student as a learner have taken place?**

Previously, all the batches I have taught, always believe in knowledge and research. We didn't have that many tools back then like whatever is available today. Social media was not so powerful. The internet media was also not powerful. So the one thing that remained was that you had to study, you had to learn, you had to read the books, and only then you will get knowledge. Today, I find out, students rely on the internet because of the corona, or because of the rapidly changing technology or changing lifestyle. I'm not opposed to using the internet. But I always say the students should research their knowledge because research always matters. And when I observe today's students, I always find this, that they are doing little research but they want to try to bag greater knowledge, and it is not possible. The research should be high, then the knowledge is always healthy. So that is the thing I have always observed from these batches.

**What message would you like to give to our readers through this magazine?**

No, I'm not that big of a person that I'll be giving knowledge or a message to my colleagues. But I always want to tell my students to "Get the knowledge, Respect the knowledge". And one of the most important things is to use your knowledge for a better cause. Because when I see myself, I always use my knowledge for a better cause. Whenever it comes from a student's point of view, whenever it comes from a college point of view, and whenever it comes from my department's point of view, I perfectly invest my knowledge. So my message is very simple to all of my colleagues or students that use your knowledge for a proper environment as well as for proper decisions. That's it.

- Sharvi Sawant &  
Omkar Redkar



# AN INSIGHT ON GUERRILLA MARKETING AND ITS APPLICATION IN MARKETING MIX

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**Abstract** – In this competitive world it's important for the companies to be heard. Communicating with the target audience in unique manner is of vital importance. Guerilla marketing is an unconventional technique of marketing. This technique is being used widely across the globe. The technique emphasizes on unique marketing style that attracts the consumers and convinces them to act. Guerilla marketing is marketing in an unconventional manner so that it can overcome the traditional advertising clutter and grab potential customers attention. In this study, interaction between guerilla marketing and marketing mix has been studied.

**Keywords-** Guerilla marketing, Marketing mix, Creativity

## **Introduction:**

Marketing is an important process which helps the organization to convince the target audience. Its crucial to communicate with the audience about the feature and availability of the product. Over a period of time Marketing has evolved and marketers have realized that if a product needs to be successful there should be emphasis on Promotion of the product. There are several ways of promoting or advertising a product. The audience is well acquainted with the traditional method of advertising like on Television, Radio, Newspaper etc.... But the traditional method of advertising has led to advertising clutter which restricts them to take the advertisement seriously. If advertisement fails to attract the potential buyers, they will not buy the product. Therefore, there is a need for an unconventional method of advertising a product. Guerilla Marketing is an unconventional way of marketing a product.

## **About Guerilla Marketing**

Marketing is an extremely costly affair and can not be avoided as it is important for the product to be seen by the people. If the consumer is unaware of the product, it will have a direct impact on the sales. Its easy for huge corporates to put money for their products. The small companies suffer on this as they fail to compete against the huge corporates. Jay Conrad Levinson came up with the term Guerilla marketing, which means marketing in an unconventional manner. Jay Conrad Levinson has written several books on guerilla marketing. In his books he states that guerilla marketing can be effectively used in several aspects for example social media marketing, for job hunting, for small entrepreneurs to name a few. Guerilla marketing can be executed in less budget and that is an advantage of this concept. It also uses various techniques to attract consumer and engages them. If done right this type of marketing can successfully place the product in the minds of consumers. There are several types of Guerilla marketing like Ambient, Ambush, Viral, Wild Posting, Graffiti, Grassroots, Astroturfing, Stealth, Experiential etc.

## **Review of Literature:**

Amit Khare (2017) In the study the researcher described Guerrilla Marketing as an unconventional type of advertising that can be undertake at less price and has a great impact on the consumer. The Researcher also studied the use of this technique by small business Various tips like being bold, creative engaging, flexible are discussed in the paper. Various method of guerilla marketing like buzz marketing, giving away free samples can be used.

There are several examples also being discussed in the paper like Lipton ice tea, coca cola ATM machine, Heinkin are few examples. The researcher of the view that big companies have taken huge advantage of this type of marketing. It requires creative thinking to make such type of advertising.

Ariyaporn Nunthiphatprueksa (2017) The study attempts to determine the effect of guerilla marketing and its impact on purchase intention. It is unconventional way of marketing. It uses various elements like novelty, relevance, aesthetics, surprises, emotional arousal and clarity to engage target audience. Guerilla marketing creates awareness and leads to purchase decision. It can be used in addition to traditional marketing and can be useful. Cultural dimensions should be considered while preparing an advertisement. This type of advertising can be highly successful in the international markets.

M Isoraite (2018) The paper throws light on Internet guerilla marketing. Mailing list, forums, blogs are great tool in advertising. The animation, pictures, are excepted by the audience and they enjoy it. Internet marketing is cheap and connects quickly with the audience. The information spreads easily, the method is cheaper and flexible. Guerilla marketing helps to attract the customers quickly and gives a competitive edge to the company. The achievement of guerilla marketing is not only an advantage for big companies but also for the small firms.

Dr Harshit Sharma et al (2021) In this research the importance and applicability of guerilla marketing is being discussed. The aim of guerilla marketing is to create awareness about the product and the brand associated with it. While undertaking guerilla marketing ethical practices should be considered. Some times it can offend people, so necessary precautions should be taken. If the people dislike the advertisement, they will have a negative approach towards the product. The marketing should be done in such a manner that it creates a positive impact on the people and people buy the product.

#### **Objectives:**

- To understand the principles for effective Guerilla Marketing
- To study the Guerilla Marketing Practices in India its examples and scope

#### **Research Methodology:**

The study is descriptive in nature about guerilla marketing. Various aspects of guerilla marketing like its characteristic, principles, advantages are being discussed in the paper. The study is based on secondary data which is collected from different journals, research papers, magazines, websites, Thesis etc.

#### **Principles:**

Novelty, Bold, Attractive are few characteristics of Guerilla Marketing but there are also few principles that guerilla marketing follows:

**Energy-** Guerilla marketing helps the product to derive strength and creating and impact on the target audience. The audience should be attracted towards the advertising. In this principle a firm should make an attempt to make its presence felt at all the time. For example when a firm goes for Franchising, it enables it to be present in more places. Pizza -Hut, Star Bucks, Burger King can be associated with it.

**Activity-** The principle asserts the firm should be aware of any opportunity where the product can make the audience to act. An advertisement should be in such a manner that it should be able to get top mind awareness and make them act. The advertisement can use several strategies like by spreading a social awareness message about maintain hygiene like LIFEBOUY hand wash had done in Kumbh mela. ITC also had come up with an activity where they communicated that Rs 1 will be donated for educating the under privileged.

**Networks-** this means creating contacts and establishing network. When the Movie Uda Punjab had place a picture of rock at the entrance of one of the Cinemax theaters in Mumbai, who ever came across

that picture would get an element of surprise and immediately connect with the audience. The audience who ever come across it will remember it and create a buzz about it.

Smart- Guerilla marketing is a smart way of doing advertising. It spends the least and creates a huge impact on the audience. Whereas traditional advertising needs huge budget to reach up to the audience. The audience these days are more educated and appreciate creativity. Guerilla marketing requires more creativity and less of money to attract audience. Adopting Guerilla techniques in Marketing Mix:

After discussing four important components of marketing given by McCarthy's marketing mix, Lets take a look at how guerilla marketing can be implemented within the marketing mix. Generally, audience hold a perception about guerilla marketing that it is only applicable in promotions. In reality guerilla marketing can also be used in other three components- Product, price and Place. Despite of this fact it is irrefutable that the majority of guerilla marketing activities operate within promotional section of marketing mix. The diagram created in accordance with Thorsten Schulte (2007, 20), illustrates an interpretation of how the implementation of guerrilla marketing activities is distributed within the sections of the marketing mix.

#### **Promotion Mix:**

McCarthy gave the concept of 4P's – Product, Price, Place and Promotion. In order to be successful a product needs to be designed well, pricing decision should be correct, it should be communicated well and also should be conveniently placed.

#### **Product**

A product should be designed in such a manner that it should be able to stay in the market for a long period of time. A product can perform well only if it is designed well. Research and Development plays a vital role at this stage. The characteristics of the product should be of good quality, the product should be durable, packaging should be attractive and it should be able to function well.

#### **Place**

Place component of marketing mix means distribution of product. The product can be made available at the retail outlet through various means. If Distribution channel is well organized it will help the product to be available easily to the customers. Availability of the product helps to boost sales of the product. Distribution channel are of various types, there are three main types of channels. The first is Producers, Wholesaler, retailers and the consumer. In second channel producer, retailer, end consume. In the third channel producer sells directly to the consumer.

#### **Price**

Price is value of the product. The price of the product is decided based upon cost of production, demand-supply, market condition, ability to pay. There are internal as well as external factor while deciding the price of the product. Internal factors are costs, image of the company, objective of the firm, Product life cycle and product line. External factors are competitors, Consumers, Channels, Demand, Economic Condition.

#### **Promotions**

Promotions refers to all the activities those are under taken to communicate about the product. The aim of promotion is to create awareness among the consumers and to induce them to buy a product. There are several types of promotions advertising, press release, schemes, discounts etc. depending on the need of the product the promotions can be planned

Adopting Guerilla techniques in Marketing Mix:

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Generally, audience hold a perception about guerilla marketing that it is only applicable in promotions. In reality guerilla marketing can also be used in other three components- Product, price and Place. Despite of this fact it is irrefutable that the majority of guerilla marketing activities operate within promotional section of marketing mix. The diagram created in accordance with Thorsten Schulte (2007, 20), illustrates an interpretation of how the implementation of guerrilla marketing activities is distributed within the sections of the marketing mix.

**Figure: 1.1- Proportion of Implementation of Guerilla Marketing in the Marketing Mix**

Proportion of Implementation of Guerilla Marketing in the Marketing Mix per Component



As we can see in the Figure 1.1 – the maximum use of guerilla marketing is in promotion that is 70 percent. In rest of the components the use of guerilla marketing is 10 percent each in product, price and place. As we can see in the Figure 1.1 – the maximum use of guerilla marketing is in promotion that is 70 percent. In rest of the components the use of guerilla marketing is 10 percent each in product, price and place.

### Application of guerilla marketing in India:

Guerilla Marketing is an innovative way of marketing. The audience appreciates new ideas and readily accepts the communication. This enables company to communicate effectively and avoid the clutter. Below are few examples of Guerilla Marketing adopted by Indian Marketers.

**Figure:1.3- Guerilla marketing of Coca-cola**



In this case Coca-Cola had installed vending machine vending machine to bring people of India and Pakistan together. They installed two vending machines in Delhi and Lahore respectively. The machine used new type of 3D technology to play a video live on touch screen.

**Figure:1.2 – Guerilla marketing of Lifebuoy**



Lifebuoy is one of the world's leading health soaps. It aims to create awareness about healthy hygiene practices. The brand adopted a unique activity of spreading message about hand washing in Maha Kumbh Mela. Lifebuoy reminded the people to wash their hands before having food. The roti is staple food in India which can be eaten only by using hands. Lifebuoy created a special heat stamp with the message in Hindi and meant ' Did you wash your hands with Lifebuoy. It created an impact on more then 2.5 million visitors at a fraction

Indians are fond of tea and they enjoy having a friendly talk while doing so. Amazon took a note of it and introduced chai cart. The aim of this was to create awareness among local entrepreneurs in small cities about the company. The technique was extremely popular in Bengaluru and is considered as a huge turning point and in helping the company to get established.

Figure:1.4 Guerilla marketing of Amazon



Figure:1.5-Guerilla Marketing of Anando



Anando milk came up with an extremely innovative idea of placing an board of a child pushing the building showcasing the strength that the child has after consuming the milk. This technique was extremely successful in creating an impact in the minds of the consumers.

Figure: 1.6- Guerilla Marketing of Snapdeal



Flipkart launched its campaign # Acha kiya campaign meaning that good you have not purchased the product yet...purchase it from here. But Snap deal just placed its banner under flipkart 's posters saying # Yaha se kharido. This instantly became popular and was unique and funny at the same time.

#### Conclusion:

Guerilla marketing is an unconventional method of marketing. It engages the audience and connects with them. Guerilla marketing helps to create a buzz about the product and also touch most of the five sensory identities of the customer. The fact that there are several types of guerilla marketing helps the company to engage the audience in different manner. Guerilla marketing is there since some time but it still holds huge potential. If utilized well this marketing techine can help small entrepreneurs to increase their sales. There is a huge scope Guerilla Marketing in the marketing Mix. In promotions we can find several guerilla techniques being applied but with creativity and constant research the concept can also be useful for rest of the components of marketing mix – Product, price and Place.

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# DAAG ACHE HOTE HAI - MUD FIESTA 2022 -

July has certainly been an interesting month in for all the sports lovers in M.L. Dahanukar college of commerce as the college hosted a sports event called 'The Mud Fiesta' for all the students of M.L. Dahanukar. And it surely was no lesser than a festival in itself. Talking to the organizers of the whole event one could see the enthusiasm they had for their event meanwhile the volunteers who participated were no less. The entire event had four major sports- Tag Rugby, Football, Cricket and Ultimate Frisbee and each of these sports got active participation from players. The event heads Arney Pitale, Saurabh Wavhal for Tag Rugby, Tanmay Sonawane and Avinash Ghaghe for Football, Pratham Dudam and Shivam Nakti for Cricket and Atharva Ghadshi and Ditiksha Kadam for Frisbee along with Vaidehi Durgavali who was the first aider for the players who were guided by Prof. Aditya Kulkarni with several volunteers to help them.

The much-awaited Mud Fiesta finally started on the 11th after many preparations and wait with Tag Rugby on the first day followed by football on the second, Cricket on the third and fourth and finally the Ultimate Frisbee on the fifth day along with the finals of previous games. To give a rough description on the games Tag Rugby saw a quick but equally competitive game with 7 players out of which 2 were girls, the teams had to pass the rugby ball to their teammates all the while avoid getting tagged and then scoring a goal in their zones. The game played out with Sunny 7 and College Katta going to the finals. While on the next day Football witnessed a fast-spirits across the field, teams playing against each other to score for themselves the entire game relied on the speed of the players and the goalkeeper's ability to defend here College Katta managed to win their way to the finals to be faced against the BT Boys. As the rains continued to pour heavily causing chattering teeth and shivering players soaking to the bone on the third day the games did not stop but instead witnessed an even fiercer battle on the field among 32 teams in Cricket each fighting for their place to the finals and the game didn't end there but continued on the next day for the second and third rounds followed by the Semi-finals and to the finals where again College Katta managed to secure a spot against the Unstoppables. Finally, as the fifth and the last day dawned the final game of the event arrived although not many had an idea about the working of the game it saw no less competition with teammates running across the field to catch the frisbee the game saw both teams of College Katta in the finals. As the Semi final wrapped up it was now time for the finals of all the events, Cricket's finals had already been conducted on the fourth day with College Katta winning the gold and The Unstoppables having to settle for the silver. The Tag Rugby had the players running out of breath as they tried to catch and tag but, in the end, College Katta finally got the gold with 7-1 while Sunny 7 won the Silver. The football finding a certainly tough battle with the Bt Boys taking the gold and College Katta with the silver while last but not the least The Ultimate frisbee had a very interesting final match where both the finalist were teams of College Katta and with their very similar jerseys there was a lot of confusion incidents in the match regarding the passing for the frisbee but the College Katta got the gold while the other College Katta team settled with the silver. In the end College Katta bagged the highest medals with three gold in Tag Rugby, Cricket and Ultimate Frisbee and two silver in football and Ultimate Frisbee. All in all, the entire Mud fiesta saw a huge success with very active participation from everyone along with the volunteers and the organizers doing their best to keep everything running smooth even when the temperature seemed to rise in the games. Everyone gave their best in the events and played with the sportsmanship one needs in these games.



The trophies, medals and the certificates for the winners and first runner up teams.



Team College Katta along with the Cricket, Frisbee and Rugby Trophy and the volunteers and Organizers of the event.

The closing ceremony was held in the College Gymkhana where Prof. Aditya Kulkarni awarded the winners with trophies, medals and certificates everyone cheering for the teams for their wins. This Mud Fiesta 2022 was definitely one to witness and all those who did would remember it for years to come by.

- Sharvi Sawant

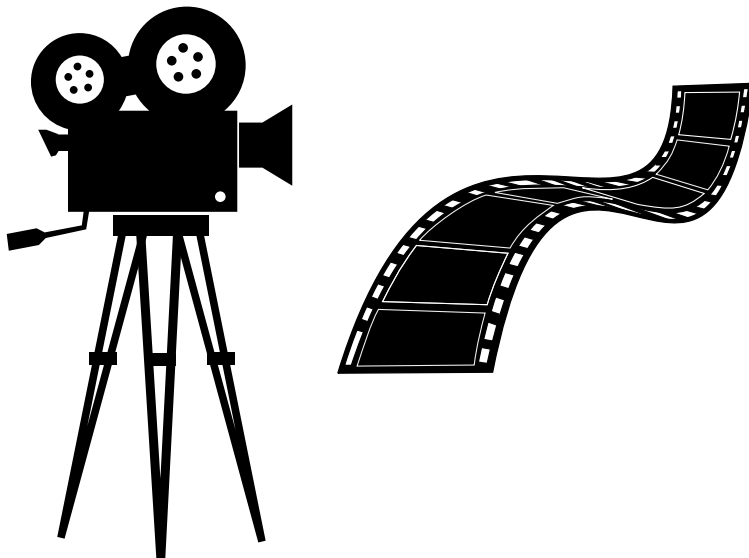




# SHOWBIZ TALES



The BAMMC department of M.L.Dahanukar College of Commerce, under the guidance of their principal, Mr. Dyaneshwar Doke, department coordinator Mr. Amit Bane, and Mrs. Mansi Mule, has started with "The Show Biz Tales", a series where well-known people from the media industry are invited. The motive of this series is to give students encouragement and motivation through the stories of people who have overcome many challenges. It is the story of their 'Struggle and Sustenance'.



The very first guest invited was Mr. Chinmay Mandlekar, a well-known face in the Marathi film and theatre industry who is also making a mark in the Bollywood film industry. He also happens to be an alumnus of the college. The session was started by the principal honouring Mr. Mandlekar and a short audio-visual featuring his work and milestones made by the students. The number of responses he got from the students was outstanding. This event was attended not only by the BAMMC department students but also by the students across all the other departments.



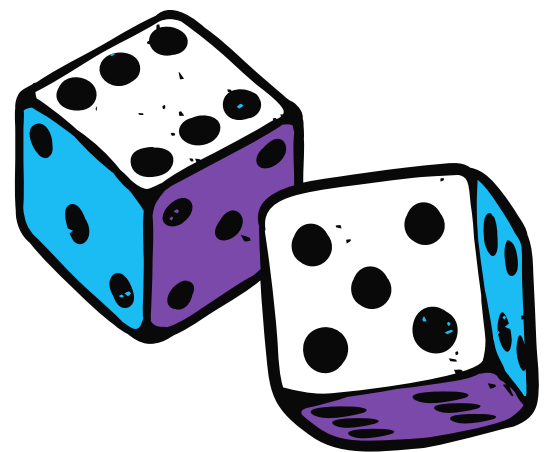
The interview was conducted by BAMMC Prof. Mr. Ganesh Achwal. The interview was very casual, friendly, and candid. Mr Chinamy Mandlekar shared his experiences from his college days and how he got into the National School of Drama, how he started in this industry and most importantly, his ideology to sustain in the industry. He also answered a lot of questions asked by the students and motivated them in his own way. Lastly, he said that he felt as if he had returned to the college after so many days and was just casually chatting with friends. The session was concluded with a vote of thanks, and the students' feedback was very positive and motivated for further sessions of the series.



After being behind screen for 2 year this was our first offline event after pandemic. The purpose of the “human ludo” was to create fun, engaging and interactive event. The aim was to create normal and free environment among the students. The event was a major success.

We reached our goal faster and receive more entries than we expected. We had to turn down on ,on the spot registration because we ran out of time allotted for the event. Along with student, college faculty also showed interest in the game. Human ludo was game of Ludo but with a twist where tokens were replaced by humans. A set up of ludo was created with colour paper and life size dice. Basic rules of ludo were same and dares were added for more fun such as dance with hu la hu.

When a player cut the opponent, the other player has to perform a dare. And also when player comes on marked danger zones in Ludo Board There were total 20 teams and each round lasted for around 45-50 mins. Participant had fun throughtout the event and few team even struggled to open and has no luck with the dice. Overall, the feedback we received was overwhelmingly positive, with participants commenting favorably on their experience and a joyful environment was created.



# THE HUMAN LUDO

- By Rotract club



# Menstrual Health and Hygiene

Teenagers' life enter a new phase with the onset of menstruation, which also brings with it new vulnerabilities. However, many adolescent girls experience stigma, bullying, and social exclusion when they are menstruating. Menstrual health and hygiene is now a recognised public health issue on a global scale. To create more awareness about this topic, the Enactus committee of M. L. Dahanukar College had organized a seminar on “Menstrual Health and Hygiene” on 28th of July, 2022 in the mini auditorium of the college by a renowned gynaecologist and an obstetrician Dr. Falguni Sanjanwala.

The session received a positive response from female as well as male students of the college. More than 260 students attended the session. It was overwhelming to see that today's youth is keen on being aware of Menstrual Health. Dr. Falguni graced her session with lots of facts and myths busters about Menstruation. She explained about PCOD, Uterine fibroids, Dysmenorrhea, Thyroids, infertility and many such interesting topics that majority of the students were not aware about.

The highlight of the session was Q&A round; the members of the Enactus had created Quick Response (QR) Scanner where the audience can post their queries which were resolved by Dr. Falguni during the session.



- By Enactus

The Student Press



# SPORTS PRESS

## Mental Fatigue : A New Demon

Usually Sports person are associated with toughness and strength and sure they are. Being a Sport person is a very tough job. Especially with the individual who represents their country at the highest level. They want to give their 200 percent on the field and be the one who brings fame to their country. They not only represent their family but also their whole nation and that burden can sometime bring down the individual to hate the job. Sometimes there are situation where they get into serious depression and the break is not available to them. A sense of image that a Sport person carries does not allow him or her to come out and say they are suffering from depression.

The most recent and talked example of this is "Retirement Of Ben Stokes from One Day Internationals." It came as a shock to all the cricketing fans all over the world. He was pretty special in this format of the game. His career was surely a rollercoaster ride.

His first apperance in ODI was way back in 2011 where English cricket was at its peak.

He was pretty special talent. A batsman who can bowl at decent pace is always a asset for any team. On the top of it he was born fighter. His playing attitude was " Be bold Be Expressive and this was showcased by his very presence on the field. The shocking exit of England from group stage by Bangladesh left a mark on the whole English Cricket Board. They introduced a new brand of cricket. With the captaincy of Morgan, they started to restructure the whole board to be play bold and Ben Stokes was one pioneer members of the group. He averaged almost 55 in all these years.



What left mark over him was that last over in 2016. That was a nightmare for any person. In the final over of T20 world Cup final, he was assigned by Captain Morgan to defend 24 runs in final over. But Carlos Braithwaite had different plans. He hammered 4 sixes in 4 bowls and snatch the victory from England. It was a very bizaare situation for him as well as whole team. But Stokes is the one who takes responsibility of his actions. It was difficult to digest for anyone who plays sport and everyone sympathize with him. Then the fighback began. All eyes on Icc men ODI World Cup 2019. It was hosted by England and Wales. It was golden opportunity for England to lay their hands on cricket's biggest ever spectacle. Their World Cup was quite a hit. They played by their strength. They play bold. They played fearless and they reached the finals. Life has a unique way of giving and taking from a person and this time life gave a chance to Stoked to be the World Cup hero for his country. He played single handedly and this New Zeland was the victim. England were the World Champion and it was Stokes heroics that got them there.



It was shock that Stokes gave up his favourite format after becoming the Test Captain of the side. Test Captancy under Brendon McCullum coaching has already done some wonders that were seemed unachievable.

His official statement was "I will play my last game for England in ODI cricket on Tuesday in Durham. I have decided to retire from this format. This has been an incredibly tough decision to make. I have loved every minute of playing with my mates for England. We have had an incredible journey on the way.

As hard as a decision as this was to come to, it's not as hard dealing with the fact I can't give my teammates 100% of myself in this format anymore. The England shirt deserves nothing less from anyone who wears it.

Three formats are just unsustainable for me now. Not only do I feel that my body is letting me down because of the schedule and what is expected of us, but I also feel that am taking the place of another player who can give Jos and the rest of the team their all. It's time for someone else to progress as a cricketer and make incredible memories like have over the past 11 years.

I will give everything I have to Test cricket, and now, with this decision, I feel I can also give my total commitment to the T20 format.

I have loved all 104 games have played so far, I've got one more, and it feels amazing to be playing my last game at my home ground in Durham.

As always, the England fans have always been there for me and will continue to be there. You're the best fans in the world. I hope we can win on Tuesday and set the series up nicely against South Africa. Thanks.



One of the resson of his retirement his today's generation playing schedule. He also stressed at that. Emergence of premiere leauge has somewhat affected the international schedule. Players are not getting their family time, their thinking time. All they do is travel and play, especially in the covid times.

Talking about mental breakdown, Australian Star has his own moment. He got fade when the bowl was delivered and haven't attempted the shot. This was bizzareest thing ever witnessed by a cricket fan. He has talked about this issue in many of his interview. He just can't meet the ball. He was just not present in that moment. This was happened may be due to mental fatigue.

Probably we just expect too much from our stars. They are also human beings and not robot on some programs. They don't work on refills. Mental fatigue is one of the rising issue faced by sportsmen all over the world.

What is important is they are coming out and setting an example that people out there suffering from same to come out and also talk about it. Many people thinks mental fatigue to be mentally ill or retarded but this is not the case. Any one of friends suffering from shall not be hesistant to come out and talk about it.

- Omkar Redkar



## CONTACT US-

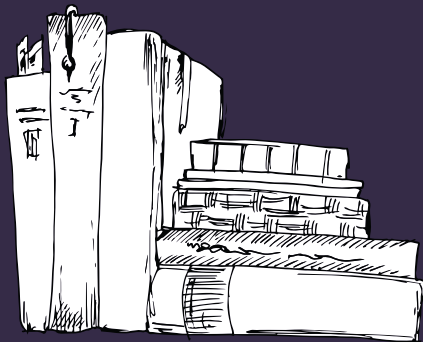
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