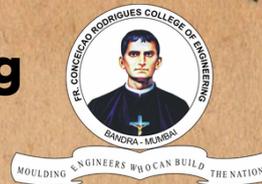




Fr. Conceicao Rodrigues College of Engineering
Bandstand, Bandra

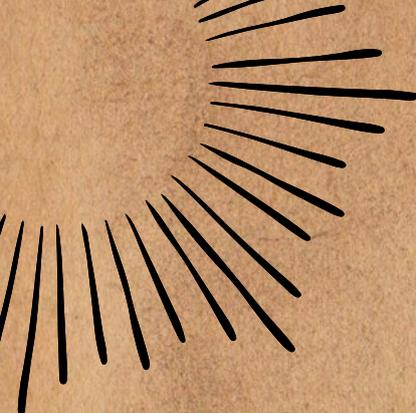


adwitiyah

in a world where you can be anything, be yourself



FRAGMAG 2022



वदन्तिपुत्र

EPISODE 4 अतिसर्ग

STARTUP EDITION

FRAGMAG 2022

MY EXPERIENCE WORKING IN START-UP COMPANY

During this Pandemic...many of them lost their jobs and some of their salary was deducted to half! My family was facing the same problem. As half salary was not sufficient to manage household requirements, I decided to do a job so that I can help my parents financially. As there was little hope for getting a job and luckily I got an offer from my uncle working in his store as a Manager!!!

My uncle is a Mechanical Engineer and was doing a job having a package of 10 L.P.A. But due to some office crisis, he was made to leave the job. So he decided to continue his father's work by reopening a store named "Super Chicken Store". Our store mainly focuses on:

- 01) Ready to Cook Items(Venkys, Delicious, Mcqain, etc)
- 02) Vacuum packed Chicken (Godrej, Real Good)
- 03) And other items such as Cold Drinks, Snacks, Water, etc...

Our Company mainly focuses on Ready to Cook items because of High margin of 25%. Sometimes we bring out new offers to attract Customers by giving discounts, by making templates and also spreading our business through social media sites too. As we are new in our Start-Up we don't have such high scale margin as compared to other Companies but by putting more efforts and smart work we will bring our Company to the top and that's our Goal



START-UP EDITION

So this was all about my Start-Up. Now I'll let you know what my role is. Here I

1. Deal with Customer
2. Manage Stocks
3. Handling Accounts
4. Making Bill Records
5. Dealing with new Dealers
6. Delivery

Working in this field gives me more and more knowledge on how to make your business grow. Here, dealing with customers, improves my conversation skills day by day! Handling Bill records and Accounts makes my brain work faster in the field of Mathematics! As I was working in this Job, many of them were giggling and were making fun by saying, "Yeh dekho Mechanical Engineer hoke yeh sab kar raha hai" but I always ignored them by saying these sentences in mind, "Koi kaam chota ya bada nahi hota! Kaam wohi Karo joh tumhe karne mein mazza aata hai". Working with my legend uncle and gaining knowledge from him will be helping me a lot for building my Resume!!

Now to all my juniors and to all who are thinking to start a business, let me give you one quick note.

- Decide suitable location for your business
- Plan what actually you are going to start and how to start



START-UP EDITION

- Prepare a chart list with all the Dealers you are gonna deal with
- Prepare a marketing strategy so that you never gave loss in business
- Make records of every single bill and payment because this will save your future time.
- Make your B-Plan which should include, your margin, average cost, maintenance/light bill/rent cost/ monthly sale records etc...

Congratulations, you are Ready to start your own Business.

This was my experience till now working in a Start-Up Company. Hope you'll like this article and do let me know If I missed something. Thank you!

-Vineet Solanki
(Kavish)
TE Mechanical

CATALYTIC RASOI - WHERE NUTRITIONAL TADKA MEETS MUMMA'S RECIPE

“Change is the only constant”

It is no secret and no surprise that the year 2020-21 has collectively taught us the importance of one's health. And while somewhere along the way, we laid back with the social distancing restrictions, the second wave of coronavirus once again proved how imperative it was to have a balanced diet and healthy routine.

However, at daunting times like these, our moms become the perfect dieticians and load our plates with the healthiest dishes. Be it a little more haldi in doodh or special kadha, regardless of our tantrums and dislikes, she always has her way to surfeit healthy food to us.

So we all can agree on the fact that when it comes to love and food, no one can beat our mothers. They are the ones who know what's best for us and give us the best nutritional advice.

Toh humne socha ki kyu na maa ke haath se hi banai jaaye?



START-UP EDITION

Taking this belief forward, Catalytic Rasoi was launched on 15th October 2021 with the aim to change the present approach towards our sustenance, by revolutionising our means of nourishment whilst curating opportunities for all female household entrepreneurs. The team at Catalytic Rasoi is committed to looking after your health with nutrition-packed sweets and desserts so that you don't have to worry about blowing up your calorie count. With the vision of bringing the same deliciousness and tastiness from your mom's recipes, Catalytic Rasoi also actively seeks to provide a platform that solves social barriers for all-female household entrepreneurs, helping them seamlessly pursue their dreams and ambitions.

Hailing from the household kitchen with ambitious dreams and passion, Catalytic Rasoi spurs the growth for women entrepreneurs by providing the necessary resources, leveraging technology to kickstart their journey and much more; We thrive to be a “catalyst” in their career trajectory.

At its initial stages, the team of Catalytic Rasoi struggled to bring the vision to life as there were no prerequisites in business building and development, rather only the burning desire of making an impact. While the proposition was nascent to the market, the hard work and dedication by the 9 core members helped in moving beyond all challenges. The team members actively carried out marketing campaigns across local areas of Mumbai such as Juhu, Bandra despite being bootstrapped.



START-UP EDITION

Leveraging the power of technology, Catalytic Rasoi also marked its presence in the online domain across all social media platforms. Whether its content for social media platforms or inventory and logistics control, Team Catalytic Rasoi is proud to say that everything is reclusive and self-produced.

Carrying forward this vision, Catalytic Rasoi is marching forward with the mission to provide a platform that has handcrafted recipes which contain the same deliciousness and healthiness from your mom's hands. We aim to revolutionise means of nourishment through our products and create opportunities for all aspiring female household entrepreneurs at large.

So next time you are craving something sweet or you are on the lookout for a savoury snack, Catalytic Rasoi has got you covered with meals and snacks that are tastier and definitely healthier than your go-to junk choices!

Who we are:

We are no fitness gurus or healthy living freaks. We are simply changemakers dedicated to transforming our present means of nourishment through healthy alternatives. We are catalytic towards changing our present approach towards sustenance while preserving the taste and love in our mother's food.



START-UP EDITION

And a community of changemakers, Catalytic Rasoi seeks to provide a platform that solves social barriers for all-female household entrepreneurs, helping them seamlessly pursue their dreams and ambitions

Why we do what we do:

We believe that living healthy shouldn't come at the cost of you giving up on the meals you love. Our aim is to take that small step towards making all your cravings guilt-free. So next time you are craving something sweet or you are on the lookout for a savoury snack, we got you covered with meals and snacks that are tastier and definitely healthier than your go-to junk choices!

What we stand for :

Catalytic Rasoi is the one-stop destination where nutritional tadka meets mumma's recipes. We look after your health with our fully nourished meals, so that you don't have to worry about blowing up your calorie count. For us, it's not just about nutritious meals. It's about bringing the same deliciousness and tastiness from your mom's recipes which is why we provide a platform to all aspiring female household entrepreneurs.

-Richa Tripathi,
Founder and CEO - Catalytic Rasoi
BE Electronics



START-UP EDITION

GLIMPSE INTO KEPA DIGITAL MARKETING

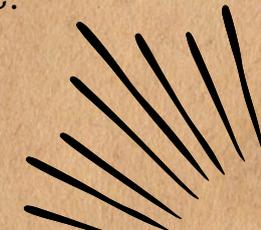
Hello! Readers. I'm Kedar Pawar, from TE Mechanical and Founder of KEPA Digital Marketing and business consultancy. On account of FragMag 2022, I feel glad to put forth my journey of establishing, thought processes and the vision with which I started this company.

KEPA Digital Marketing is still a new company, with only 6 months in its log book since establishment. Since I was in college, I liked the use of creativity and art in billboards staying persistent on streets over months. It took me some time to realise that I'm fond of marketing and related businesses. When I did realise, it was indeed an eye opening day for me. The plan to start out on own was charted out a year back with taking all aspects into account. Best thing was and still is, that zero capital has been used to lay its functioning foundations. Now with only an abundance of time and energy and brain power, I started out the company in October 2021 on Instagram as @kepa_digitalmarketing.

'The toughest part of a business is to get your first client.' Which is true indeed. I had the plans of a year in hand so that everything goes on time. I started making mock up posters of imaginary brands on Instagram handle and later approached companies directly on making posters for their marketing catalogue which brought me to starting momentum as I made posters for Coca cola, Apple, H&M, Old Spice and a lot more. It was decided beforehand that KEPA Digital marketing won't be asking for any monetary returns initially and instead would ask for referrals to others to build a strong network online.



FRAGMAG 2022



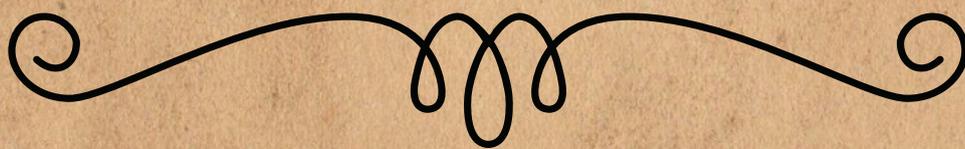


START-UP EDITION

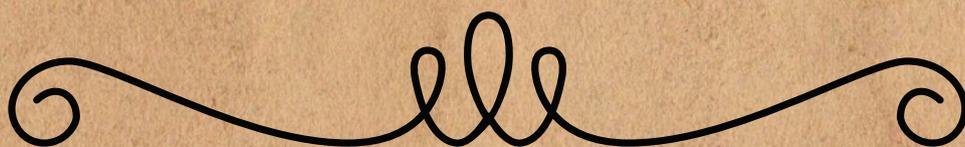
This brought another success and finally after seeing testimonials on my Instagram official page, the company got its first contract in marketing. In our first meeting, they were impressed by the analytical skills of their business and hence extended the contract to business advisory and consulting besides digital marketing.

Now talking about the company's future prospects, we extended the reach to LinkedIn as well and the next target would be Twitter. KEPA Digital Marketing is also under upgradation to cater SEO services to provide seamless marketing services with website optimization.

~ Kedar Pawar,
Founder, KePa Digital Marketing
TE Mechanical



ACHIEVER'S CLUB





·Principal Dr. Srija Unnikrishnan honoured as one among India's Top 20 Pragmatic Women Leaders in Education Industry by The Academic Insights in 2021

·CRCE ranked 44th among the Private Engineering Institutes in India by Education World Higher Education Rankings – 2021.

·Careers 360, India's largest career counselling organization, has graded CRCE in the top slot AAA+, in its 2021 rankings.

·IIC (Institute Innovation Council), working as per MHRD guidelines, Govt. of India, received the maximum score of 4.0 Stars which is one among top 44 colleges out of total 460 colleges in the western region.

·Two candidates received Ph.D Degree in Electronics Engineering – Dr. Sanjeev Ghosh and Dr. Preeti Jain.

·Dr. Hemant Khanolkar was the Resource person for National Chemistry Olympiad, organised by Department of Atomic Energy, Govt. of India.

·The team Abadha ranked AIR 1 in transmission event and an overall ranking of AIR 2 in the Aravelli Terrain Vehicle Championship in October 2021.

·The team Abadha ranked AIR 1 in brakes event, AIR 1 in Acceleration Event and an overall ranking of AIR 4 at Phase 2 Virtual Dynamic of BAJA SAE India Competition in December 2021.



·Team CRCE Formula Racing bagged 19th rank out of 59 participating teams in Formula Bharat 2021 held in February 2021.

·Team CRCE Formula Racing achieved 5th rank in business plan presentation event, 17th rank in engineering design presentation and an overall rank of AIR 12 in Formula Bharat Virtuals 2021, held in September-October 2021.

·Team Vaayushastra was ranked 14th in design report and 11th in technical presentation globally in the SAE Aero 2021 Competition in the Advanced Class Category.

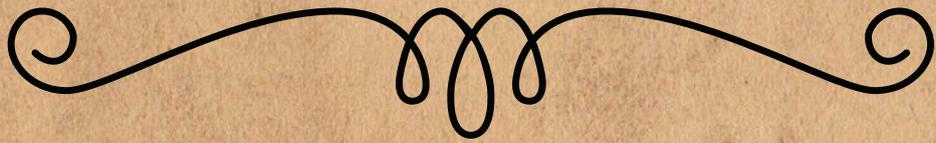
·Team Robocon successfully completed stage 1 of ABU Robocon 2022 competition with AIR 7.

·Team Robocon participated and qualified in Level I of the Flipkart's Flagship Engineering Campus Challenge 2021.

·Project team 'Coconut Harvester' under the guidance of Prof. Vaibhav Godbole won best hardware project award in the e-yantra competition 2022, funded by the Ministry of Education, Govt. of India.

·IIIExCRCE received Best Student Chapter award at IIIE Belapur NHQ based on their performance in last 3 years among the IIIE Mumbai student chapters

·Kelvin, Kaviraj and Daren from IIIExCRCE council secured first prize in Essay Competition organised by IIIE Mumbai on the occasion of Azadi ka Amrut Mahotsav.



HALL OF FAME





EXAMINATION

RANK

STUDENT NAME

FINAL YEAR PRODUCTION

1st

SHARMA TUSHAR PRASHANT

2nd

HALDANKAR PRIYAM RAJIV

3rd

PURAV ADVAIT CHETAN

FINAL YEAR ELECTRONICS

1st

KAR SUMANTO ASHIM

2nd

KUMAR YASH RAMESH

3rd

DHINGRA URVASHI VIKRAM

FINAL YEAR COMPUTER

1st

MENEZES ELITA ELROY

2nd

VAZ CASSIA HILARY

3rd

SAHAI VEDANT SANJEEV

FINAL YEAR INF.TECH

1st

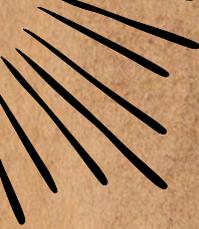
TANWAR PRIYA N.

2nd

NAIK SHUBHAM SANJIV

3rd

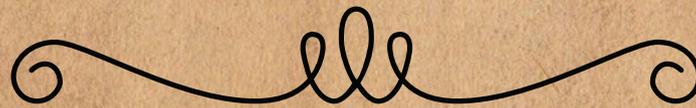
CHENDEKAR TEJAS PRASAD



Fr. C.R.C.E. Memorial Prize (Sponsored by Mr. R. S. Kenkre)
Topper in the Final Year (All Branches)
MENEZES ELITA ELROY (Computer Engineering) (Grade 9.79)

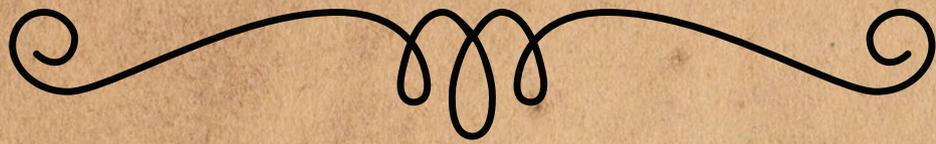
In The Name Of Albert Cardoze Memorial Prize Sponsored
by his son Arun Cardoze – 1994 Production Engg. Batch)
i (Topper in the Final Year Production)
SHARMA TUSHAR PRASHANT (Grade 9.50)

ii (Topper in the Final Year Electronics / Computer / IT)
MENEZES ELITA ELROY (Computer Engineering) (Grade 9.79)

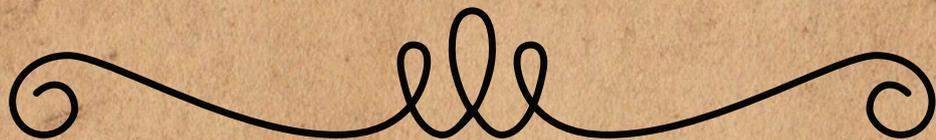


BEST ALL ROUNDER AWARDS

1. Best All Rounder (Female Category) - Ms. Mareena Fernandes (B.E. Information Technology)
2. Best All Rounder (Male Category) - Mr. Amit Dubey (B.E. Production Engineering)



**FROM THE
EDITORIAL
SECRETARY**





"This is not the end. It is not even the beginning of the end. But it is, perhaps, the end of the beginning" - Winston Churchill

With this, we come to an end of all the domains for FragMag 2022. As we moved through the Covid-19 crisis, we have all experienced the “change curve” in different ways. Be it with engaging in new activities or discovering new hobbies, you found your solace in them during a very unsettling time. FragMag provided you a platform to pen down all of these experiences for everyone to be a part of them.

“Art washes away from the soul everyday life”. FragMag this year aimed to incorporate all pieces of art that set you free, that liberate you from the shackles of daily life. Every submission is a unique expression of love, art, affection, or affectation. Which perfectly fit as our theme for this year’s edition, **adwitiyah** - meaning ‘matchless’.

FragMag this year included 5 domains - English, Hindi, and Marathi literature, photographs, videos and artworks, and the start-up edition. With the intention of reaching more readers, FragMag this year is being circulated in online mode. To read this and all the other episodes released, stay tuned on our website- fragmag.crcestuco.com



The articles selected are enchanting works of art, written by your very own peers of Fr. CRCE. which is why I urge you all to read them and reach out to the authors if you love their submissions. With every page of the magazine, I hope you find your adwitiyah self, and help others do so.

With a heavy heart but filled with gratitude, I, Alisha Rao, the editorial secretary of the Students' Council,, am signing off for the year 2021-22. Hoping you all had an enthralling journey down this rabbit hole, because I surely did!

~ Alisha Rao
Editorial Secretary

