



RSET's

**Ghanshyamdas Saraf**  
**college of arts & commerce**

**EDUCATION EMPOWERS**

**GSCC**



# PROSPECTUS

2019 - 2020

**REACCREDITED BY NAAC WITH 'A' GRADE**





**Mahavirprasad G. Saraf**  
Main Donor

**Dear Students,**

Welcome to the campus of Ghanshyamdas Saraf College !

Over the years, the college has grown by leaps and bounds and currently offers a bouquet of undergraduate and post graduate programmes of Commerce and Self-financed courses. It is a matter of great pride that the college has been re-accredited by NAAC with 'A' Grade. Looking beyond that achievement now, the college has always strived to attain newer heights in terms of quality teaching, excellent infrastructure as well as extra curricular activities for the all round development of the students.

It is heartening to know that all the institutions under Rajasthani Sammelan Education Trust are doing extremely well. At present, we have more than 15,000 students studying in various institutions run by the Trust.

In the previous academic year, Rajasthani Sammelan Education Trust has successfully started Ladhidevi Ramdhar Maheshwari Night College of Commerce which has met with great success. The Trust has also taken initiatives to start Mainadevi Bajaj International Playschool, Kunjbihari S. Goyal Online Academy and also a state of art Pravinchandra D. Shah Sports Academy to nurture the talents of students in sports.

It is the vision of the Management, the dedication of our staff and the excellence of the environment that has made Ghanshyamdas Saraf College as one of the most preferred college in Mumbai. The college understands the pulse of the young generation and strives to mould them holistically into excellent human beings.

I welcome you to be a part of this great institution and participate in its wonderful and colourful activities. I wish you all the best and hope you will have a fruitful and memorable years of your academic life.

## GHANSHYAMDAS SARAF COLLEGE GETS REACCREDITED WITH "A" GRADE FROM NAAC

Ghanshyamdas Saraf College of Arts and Commerce is committed to empowering through education. The college has been reaccredited with A grade by NAAC and has the distinction of being an ISO certified college.

### CGPA Scores of all Mumbai University colleges with A Grade

S. No.	College Name & Address	Score	Grade
1	H.R. College of Commerce & Economics (Re-accredited)	3.72	A
2	Ramnarain Ruia College (Re-accredited)	3.65	A
3	R. A. Podar College of Commerce & Economics (Re-accredited)	3.63	A
4	Sophia College for Women (Re-accredited)	3.61	A
5	Birla College of Arts, Science and Commerce (Re-accredited)	3.37	A
6	Ramniranjan Jhunjhunwala College (Re-accredited)	3.33	A
7	Kirti M. Doongursee College of Arts, Science & Commerce (Re-accredited)	3.32	A
8	Kundnani College of Commerce and Economics (Re-accredited)	3.29	A
9	Kishinchand Chellaram College (Re-accredited)	3.27	A
10	K. J. Somaiya College of Arts and Commerce (Re-accredited)	3.27	A
11	Jai Hind College (Re-accredited)	3.26	A
<b>12</b>	<b>Ghanshyamdas Saraf College of Arts &amp; Commerce (Re-accredited)</b>	<b>3.23</b>	<b>A</b>
13	Guru Nanak Khalsa College of Arts, Science and Commerce (Re-accredited)	3.22	A
14	K. J. Somaiya College of Science and Commerce (Re-accredited)	3.21	A
15	Mulund College of Commerce (Re-accredited)	3.20	A
16	Bombay Teachers' Training College (Re-accredited)	3.20	A
17	Chembur Sarvankash Shikshanshastra Mahavidyalaya (Re-accredited)	3.20	A
18	S. S. & L. S. Patkar College of Arts and Science and V. P. Varde College of Commerce and Economics	3.17	A
19	Vaze College of Arts, Science and Commerce (Re-accredited)	3.17	A
20	B.K. Shroff College of Arts & M.H. Shroff College of Commerce	3.16	A
21	S. K. Somaiya College of Arts, Science & Commerce (Re-accredited)	3.15	A
22	Vikas Night College of Arts, Science & Commerce (Re-accredited)	3.15	A
23	SIES College of Arts, Science and Commerce (Re-accredited)	3.14	A
24	St. Andrew's College of Arts, Science and Commerce (Re-accredited)	3.14	A
25	Changu Kana Thakur Arts, Commerce and Science College (Re-accredited)	3.13	A
26	Hinduja College of Commerce (Re-accredited)	3.13	A
27	L.S. Raheja College of Arts and Commerce (Re-accredited)	3.12	A
28	Institute for Technology and Management	3.12	A
29	Vivekanand College of Arts, Science and Commerce (Re-accredited)	3.12	A
30	Pillai's College of Education and Research (Re-accredited)	3.12	A
31	Nagindas Khandwala College of Commerce, Arts & Management Studies and Shantaben Nagindas Khandwala College of Science (Re-accredited)	3.11	A
32	Ratnam College of Arts, Science and Commerce (Re-accredited)	3.10	A
33	Thakur College of Science and Commerce, Mumbai (Re-accredited)	3.10	A
34	Wilson College Mumbai, (Re-accredited)	3.10	A
35	Chetana's Hazarimal Somani College of Commerce & Economics and Smt. Kusumtai Chaudhari College of Arts (Re-accredited)	3.09	A
36	K. G. Joshi College of Arts & N. G. Bedekar College of Commerce (Re-accredited)	3.09	A
37	Hansraj Jivandas College of Education (Re-accredited)	3.09	A
38	P. D. Hinduja National Hospital & Medical Research Centre College of Nursing	3.08	A
39	D. G. Ruparel College of Arts, Science and Commerce (Re-accredited)	3.07	A
40	B. N. Bandodkar College of Science (Re-accredited)	3.04	A
41	M. D. Shah Mahila College of Arts & Commerce (Re-accredited)	3.03	A
42	Sathaye College (Re-accredited)	3.03	A
43	SIES College of Commerce and Economics (Re-accredited)	3.03	A
44	K. B. College of Arts and Commerce for Women	3.03	A
45	St. Teresa's Institute of Education (Re-accredited)	3.03	A
46	Tolani College of Commerce, Mumbai (Re-accredited)	3.02	A

Source: NAAC website as on 2013

[http://www.naac.gov.in/node/Re-accreditation\\_1.pdf](http://www.naac.gov.in/node/Re-accreditation_1.pdf)

[http://www.naac.gov.in/sites/naac.gov.in/files/CGPA\\_System\\_accr\\_dited\\_inst\\_\(Also\\_Inst\\_accr\\_by\\_NAAC\\_with\\_validity\)\\_0.doc](http://www.naac.gov.in/sites/naac.gov.in/files/CGPA_System_accr_dited_inst_(Also_Inst_accr_by_NAAC_with_validity)_0.doc)



**Ashok M. Saraf**  
Chairman

**Dear Students,**

I welcome you to a new academic year at Ghanshyamdas Saraf College.

Over the last thirty years, the unstinted efforts of your teachers, the management and the foresight and wisdom of the founders of this college have made GSCC an institution that imparts Quality Education to students from all communities and socio-economic backgrounds. The academic and infrastructural excellence of your college coupled with the pedagogy has been vindicated and your college has been Reaccredited by NAAC with an A grade, making it one of the most sought after commerce colleges in the city of Mumbai.

GSCC is a college that makes a difference through a blend of academics, extra curricular activities and learning that transcends class room activities to provide a holistic development of the students and to prepare them for success in their lives and careers. It is our endeavour to ensure that every student that passes out of this college emerges as a positive contributor to the society and economy. We strive to help you achieve your dreams by providing you the best academic and learning experience in a vibrant and spirited environment during your three years in this college.

College education is the most important decision and investment of your life, and I encourage you to make the most of your three years of college life imbibing as much as you can from your faculty who will guide you to discover your unique strengths and abilities. I thank you for choosing GSCC and I am sure you will experience the most enriching years of your life at this premier institution of learning.

I wish you the best years of your life!

# GSCC among the most popular colleges for B.Com in Mumbai

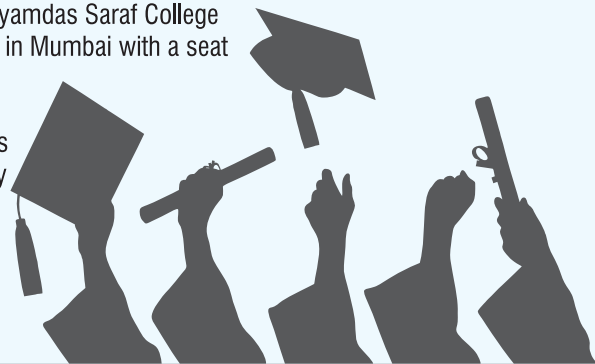


The trust of over 5,000 B.Com. students has ranked Ghanshyamdas Saraf College among the top 3 commerce colleges in Mumbai as per data released by Mumbai University published in Times of India dated 2nd July, 2016.

A large number of students are opting for Saraf College making it the third most popular college for B.Com in the city of Mumbai next only to Bhavan's College and HR College

As per the online registration statistics on Mumbai University portal as on 2nd August 2016 over 5325 students registered for Ghanshyamdas Saraf College for the 840 seats making it the third most sought after colleges in Mumbai with a seat to application ratio of 1:6.

Ghanshyamdas Saraf College of of Arts & Commerce continues its upward march year on year and given the growing popularity and the fact that the college offers so much more than our contemporaries, GSCC could emerge as the most popular Commerce College in the city of Mumbai soon. ♦



## Ghanshyamdas Saraf College of Arts & Commerce

Course Name	Intake	No. of Applications Received			
		2017	2016	2015	2014
B.Com	840	5,743	5,325	5,055	4,190
B.M.S	120	2,380	2,245	1,898	1,218
B.Com. (A. & F.)	120	1,949	1,940	1,680	1,049
B.M.M.	120	1,224	1,093	806	539
B.Com. (B. & I.)	120	919	726	607	477
B.Com. (F.M.)	60	423	243	242	140
B.Sc. (I.T.)	60	813	939	665	478
<b>Total</b>	<b>1,440</b>	<b>13,451</b>	<b>12,511</b>	<b>10,953</b>	<b>8,091</b>



## About Rajasthani Sammelan Education Trust (RSET)

Rajasthani Sammelan Education Trust (RSET), a registered public charitable trust was established in the year 1948 at Malad, Mumbai. With an aim to promote various educational, charitable and social activities, the trust has pioneered in providing educational opportunities to various sections of society. During the last six decades and more, the trust has played a very vital role in promoting and providing better education from primary to post graduation in the fields of Commerce, Management, Information Technology and Media Studies. Apart from its educational pursuits, RSET also caters to the social and humanitarian needs of the community.

Rajasthani Sammelan Education Trust had started its educational activities for girls, but in due course of time, it has opened its doors to boys as well. At present more than 15,000 students are receiving education in various educational institutions run by the trust.

### **The Educational Institutions owned and run by RSET are:**

- Kudilal Govindram Seksaria Sarvodaya School
- Kudilal Govindram Seksaria English School
- Ramniwas Bajaj English High School
- Mainadevi Bajaj International School
- Durgadevi Saraf Junior College
- Ghanshyamdas Saraf College of Arts & Commerce
- Kirandevi Saraf Institute of Complete Learning
- Durgadevi Saraf Institute of Management Studies
- Deviprasad Goenka Management College of Media Studies
- Ladhidevi Ramdhar Maheshwari Night College of Commerce
- Kunjbihari S. Goyal Online Academy
- Mainadevi Bajaj International Playschool

### **Other organizations owned and managed by RSET include**

- Draupadidevi Sanwormal Women's Hostel
- Ramdhar Maheshwari Career Counseling Centre
- Pravinchandra D. Shah Sports Academy
- Jankidevi Bilasrai Bubna Boys Hostel (New Initiative)

### **RSET is also providing many other facilities in its educational complex that include:**

- Dhurmal Bajaj Bhavan
- Durgadevi Saraf Hall
- IT Hub
- Food Court
- Ramnarayan Saraf Educational Outlet
- RS CA Study Centre
- IRB Scholarship Endowment Fund
- Vijay Pal Singh Health Centre
- Kirandevi Saraf Library and Reading Room
- BKT Endowment Freeship Fund
- Jankidevi Bilasrai Bubna Endowment Freeship Fund
- Lalchand Dalmia Golf Cart

The Trust is providing financial assistance to needy persons for medical treatment through Trivenidevi Deora Chikitsa Sahayata Kosh. Scholarships are also provided to needy students to complete their education.

## About the College

Rajasthani Sammelan Education Trust, a public charitable trust established its identity in the year 1948 at Malad, a western suburb of Mumbai, to promote social and educational activities. For more than six decades, the Trust has played a leading role in promoting education.

The long-cherished dream of Rajasthani Sammelan to start a degree college was realized in the year 1983 on account of the generous donation given by Shri Mahavirprasad G. Saraf, a great philanthropist and the Managing Trustee of Ghanshyamdas Saraf Trust.

Affiliated to the University of Mumbai, the college has been named in the memory of Late Seth Ghanshyamdas Saraf – father of Shri Mahavirprasad G. Saraf. It started functioning with 220 students.

In the year 1997, a spacious five-storied college building was constructed in the same premises with many modern facilities and was inaugurated on 3rd July 1997 by His Excellency Dr. P.C. Alexander, Hon'ble Governor of Maharashtra. In June 2008, an additional floor was built to make it a six-storey structure.

The college has been re-accredited by NAAC with an "A" Grade in March 2013 with a CGPA of 3.23 on a four-point scale.

The college has a women's hostel, Draupadidevi Sanwormal Women's Hostel on its campus and it accommodates 135 students.

The College has also now Boys Hostel, Janakidevi Bilasrai Bubna Boys Hostel nearby college campus, it accommodates 152 students.



**Motto** - 'Vidya Vinayena Shobhate' (Knowledge is Enchanced by Humility Alone)

**Mission** - Empowerment Through Value-Based Education

- Our Commitments**
- Investing in good people & good infrastructure
  - Ensuring consistent human enrichment & development
  - Evolving a healthy work culture and team spirit
  - Instilling a sense of pride and belonging to the institution
  - Setting higher & newer goals in the pursuit of excellence



The College is located at Swami Vivekanand Road, near Sunder Nagar, Malad (West), Mumbai - 400 064. It has the following amenities :

- |   |   |
|---|---|
| <input type="checkbox"/> Food Court                           | <input type="checkbox"/> Hi-tech Audio-Visual Learning Centre |
| <input type="checkbox"/> Students' Common Room & Game Room    | <input type="checkbox"/> Media Lab                            |
| <input type="checkbox"/> Communication Centre                 | <input type="checkbox"/> Auditorium with 300-seating capacity |
| <input type="checkbox"/> Cyber Zone with high-speed computers | <input type="checkbox"/> Well-equipped Library                |
| <input type="checkbox"/> Health Centre                        | <input type="checkbox"/> Pravinchandra D Shah Sports Academy  |
| <input type="checkbox"/> Bloomberg Lab                        | <input type="checkbox"/> Girls' and Boys' Hostel              |



### ASSOCIATIONS

The College offers a wide range of co-curricular activities, which are conceptualized to broaden the horizons of students and enrich their college life. Accordingly, following associations function with support of students and teachers:-

- Accountancy Association
- Literary Associations  
(Marathi, Hindi, Gujarati, English)
- DLLE (Entitled for 10 additional marks)
- N.C.C. (Entitled for 10 additional marks)
- N.S.S. (Entitled for 10 additional marks)
- Alumni Association
- Planning Forum
- Career Guidance & Placement Cell
- Sports Association
- Commerce Association
- Students' Council  
(Constituted as per the University norms)
- Cultural Association
- Students' Welfare Association
- Women's Development Cell
- Grievance Redressal Cell
- Research Cell
- Green Cell
- E-Cell



### LIBRARY

The college has a spacious library on the Fifth Floor. It is a pleasant reading place for students and teachers. It houses a valuable collection of books, journals, periodicals and reference books. Daily newspapers, magazines and books of general interest are also kept in the library for students and teachers. The library has around 161 CDs and more than 30 classic DVDs of award winning movies which can be accessed by the students and teachers. The library remains open from 7 am to 8 pm on all working days. Library subscribes e-database like N-List and have access of EBSCO.

## RULES & REGULATIONS

- a) Every student must have a valid College Card which must be produced as and when demanded by the Library Staff.
- b) Students must handle the books or periodicals etc. with great care. Any attempt to damage books or periodicals by defacing or tearing the pages will be treated as misconduct and will be dealt and strictly.
- c) Identity Cards are non-transferable.

## COLLEGE MAGAZINE

The college publishes an annual magazine – Vidya, to which students can contribute their articles. It is an ideal platform for students who have a flair for writing. It documents all the activities organized in the college during the year.



## COLLEGE OFFICE

- The office is located on the first floor of the college building.
- The regular office timings are from 9.00 a.m. to 4.00 p.m. – Monday to Saturday.
- All payments are accepted from 9.30 a.m. to 12.30 p.m. except on Saturdays.
- Students may contact the Office Superintendent in case of any difficulty.
- Courtesy is appreciated and will be reciprocated.

## HOME ISSUE

- a) Two books at a time can be issued to a student for a week.
- b) In case of late return of books, students will have to pay a fine at the rate of Rs. 2/- per day.
- c) Reference books are issued for in-house use only. These books are not allowed to take outside without library staff's permission. If not followed then fine of Rs. 5/- per day need to pay by user.
- d) All cases of disregard of these rules will be reported to the Principal for appropriate action.

### LIBRARY SERVICES

- News Paper Clipping Service
- Current Awareness Service
- Reference Service
- OPAC
- Inter Library Loan
- Book Reservation

### BOOK BANK

The College has a Book Bank scheme for needy students. Interested students may contact the Librarian for the same.

**Internet Facility** : Free Internet service is available for students and staff.



### FOLLOWING UNDERGRADUATE & POSTGRADUATE DEGREE PROGRAMMES ARE OFFERED:

- B.Com An Undergraduate degree in Commerce & Accountancy
- BMS An Undergraduate degree in Management
- BMM An Undergraduate degree in Mass Media
- B.Com (A&F) An Undergraduate degree in Accountancy and Finance
- B.Com (B&I) An Undergraduate degree in Banking and Insurance
- B.Com (FM) An Undergraduate degree in Financial Markets
- B.Sc (IT) An Undergraduate degree in Information Technology
- MCom A Postgraduate degree in Business Management / Accountancy
- MA (CJ) A Postgraduate degree in Communication & Journalism
- MA (FTNMP) A post graduation degree in Film, Television & New Media Production

## GENERAL INSTRUCTIONS FOR ADMISSION PROCEDURE

Admissions will be conducted as per the guidelines and schedule announced by University of Mumbai. The schedule of admission will be displayed on the Notice Board when it is received from the University.



### Documents Required:

- Original marksheet of standard 12th exam along with two photocopies of the same.
- Two photocopies of standard 10th marksheet.
- Original Jr College/Std. XII Leaving Certificate along with two photocopies of the same.
- Three recent passport-size photographs.
- Students belonging to boards other than Maharashtra State Board must apply for Provisional Eligibility.

### Fees structure for three-year Commerce course:

The FEES STRUCTURE is as per the University of Mumbai guidelines. Students belonging to Reserved Category (SC/ST/OBC/SBC/VJNT/DTNT) have to furnish relevant and prescribed proof (caste certificate, income certificate etc) to avail Scholarships / Freshships, as per the Government rules. Please refer to "<http://mahaeschol.maharashtra.gov.in>" for further details.

### Refund of Fees:

Refund of Fees will be as per Ordinance 2859 relating to refund of fees, as amended vide University of Mumbai Circular No. UG/412 of 2008 dated 11-09-2008.



# Bachelor of Management Studies (BMS)

## Semester I and II

No.	Title	Semester – I			Semester – II		
		No.	Subjects	Credits	No.	Subjects	Credits
1	Elective Courses (EC)	1)	Introduction to Financial Accounts	03	1)	Principles of Marketing	03
		2)	Business Law	03	2)	Industrial Law	03
		3)	Business Statistics	03	3)	Business Mathematics	03
2	Ability Enhancement Courses (AEC)						
2A	Ability Enhancement Compulsory Course (AECC)	4)	Business Communication - I	03	4)	Business Communication - II	03
2B	Skill Enhancement Courses (SEC)	5)	Foundation Course – I	02	5)	Foundation Course – II	02
3	Core Courses (CC)	6)	Foundation of Human Skills	03	6)	Business Environment	03
		7)	Business Economics – I	03	7)	Principles of Management	03
		<b>Total Credits</b>		<b>20</b>	<b>Total Credits</b>		<b>20</b>



# Bachelor of Management Studies (BMS)

## Semester III and IV

No.	Title	Semester III			Semester IV		
		No.	Subjects	Credits	No.	Subjects	Credits
1.	<b>Elective Courses (EC)</b>						
Group A	<b>Finance Electives</b>	1)	Basics of Financial Services	03	1)	Financial Institutions and Markets	03
		2)	Corporate Finance	03	2)	Corporate Restructuring	03
<b>OR</b>							
Group B	<b>Marketing Electives</b>	1)	Consumer Behaviour	03	1)	Integrated Marketing Communication	03
		2)	Advertising	03	2)	Event Marketing	03
<b>OR</b>							
*Group C	<b>Human Resource Electives</b>	1)	Recruitment and Selection	03	1)	Human Resource Planning and Information System	03
		2)	Organisation Behaviour and HRM	03	2)	Training and Development in HRM	03
2.	<b>Ability Enhancement Courses (AEC)</b>						
2 A.	<b>Ability Enhancement Compulsory Course (AECC)</b>	3)	Information Technology in Business Management – I	03	3)	Information Technology in Business Management – II	03
2 B.	<b>Skill Enhancement Courses (SEC)</b>	4)	Foundation Course (Environmental Management) - III	02	4)	Foundation Course (Ethics and Governance) – IV	02
3.	<b>Core Courses (CC)</b>	5)	Business Planning & Entrepreneurial Management	03	5)	Business Economics-II	03
		6)	Accounting for Managerial Decisions	03	6)	Business Research Methods	03
		7)	Strategic Management	03	7)	Production & Total Quality Management	03
		<b>Total Credits</b>		<b>20</b>	<b>Total Credits</b>		<b>20</b>

Group selected in Semester III will continue in Semester IV

# Bachelor of Management Studies (BMS)

## Semester V and VI\*\*

No.	Title	Semester V			Semester VI		
		No.	Subjects	Credits	No.	Subjects	Credits
1.	Elective Courses (EC)						
Group A	Finance Electives	1)	Investment Analysis & Portfolio Mgmt	03	1)	International Finance	03
		2)	Commodity & Derivatives Market	03	2)	Innovative Financial Services	03
		3)	Risk Management	03	3)	Strategic Financial Management	03
		4)	Direct Taxes	03	4)	Indirect Taxes	03
<b>OR</b>							
Group B	Marketing Electives	1)	Services Marketing	03	1)	Brand Management	03
		2)	E-Commerce & Digital Marketing	03	2)	Retail Management	03
		3)	Sales & Distribution Management	03	3)	International Marketing	03
		4)	Customer Relationship Management	03	4)	Media Planning & Management	03
<b>OR</b>							
Group C	Human Resource Electives	1)	Strategic Human Resource Management & HR Policies	03	1)	HRM in Global Perspective	03
		2)	Performance Management & Career Planning	03	2)	Organisational Development	03
		3)	Industrial Relations	03	3)	HRM in Service Sector Management	03
		4)	Talent & Competency Management	03	4)	Workforce Diversity	03
2.	Core Courses (CC)	5)	Logistics & Supply Chain Mgmt	04	5)	Operation Research	04
3.	Ability Enhancement Course	6)	Corporate Communication and Public Relations	04	6)	Project Work	04
			<b>Total Credits</b>	<b>20</b>		<b>Total Credits</b>	<b>20</b>

\*\*The above subject list is subject to approval from Academic Council of University of Mumbai

## Bachelor of Mass Media (BMM)

	First Year SEMESTER I	Second Year SEMESTER III	Third Year SEMESTER V	
			Journalism	Advertising
1	Effective Communication Skills - I	Introduction to Creative Writing	Reporting	Advertising in Contemporary Society
2	Fundamentals of Mass Communication	Introduction to Cultural Studies	Editing	Copywriting
3	Introduction to Computers	Introduction to Public Relations	Feature and Opinion	Advertising Design (University Project)
4	History	Introduction to Media Studies	Journalism and Public Opinion	Consumer Behaviour
5	Introduction to Sociology, the Sociology of News and Social Movements in India	Understanding Cinema	Indian Regional Journalism	Media Planning & Buying
6	Introduction to Economics	Advanced Computers	Newspaper & Magazine Making (University Project)	Brand Building

20

	First Year SEMESTER II	Second Year SEMESTER IV	Third Year SEMESTER VI	
			Journalism	Advertising
1	Effective Communication Skills - II	Introduction to Advertising	Press Laws and Ethics	Advertising and Marketing Research
2	Political Concepts and Indian Political System	Introduction to Journalism	Broadcast Journalism	Legal Environment and Advertising Ethics
3	Introduction to Media Psychology	Print Production and Photography	Business & Magazine Journalism	Financial Management for Marketing and Advertising
4	Principles of Management	Radio and Television	Internet and Issues in Global Media	Agency Management
5	Introduction to Literature	Mass Media Research	News Media Management	The Principles and Practices of Direct Marketing
6	Principles of Marketing	Organisational Behaviour	Contemporary Issues	Contemporary Issues
7			Digital Media	Digital Media

## B.Com (BANKING & INSURANCE) (BCBI)

### Semester I and II

No.	Title	Semester - I			Semester - II		
		No.	Subjects	Credits	No.	Subjects	Credits
1	Elective Courses (EC)	1)	Environmental and Management of Financial Services	03	1)	Principles & Practices of Banking & Insurance	03
		2)	Principles of Management	03	2)	Business Law	03
		3)	Financial Accounting – 1	03	3)	Financial Accounting – II	03
2	Ability Enhancement Courses (AEC)						
2A	Ability Enhancement Compulsory Course (AECC)	4)	Business Communication - I	03	4)	Business Communication - II	03
2B	Skill Enhancement Courses (SEC)	5)	Foundation Course – I	02	5)	Foundation Course – II	02
3	Core Courses (CC)	6)	Business Economics - I	03	6)	Organizational Behaviour	03
		7)	Quantitative Methods – 1	03	7)	Quantitative Methods – II	03
			<b>Total Credits</b>	<b>20</b>		<b>Total Credits</b>	<b>20</b>



## B.Com (BANKING & INSURANCE) (BCBI)

### Semester III and IV

No.	Title	Semester III			Semester IV		
		No.	Subjects	Credits	No.	Subjects	Credits
1.	<b>Elective Courses (EC)</b>	1)	Financial Management – I	03	1)	Financial Management – II	03
		2)	Organizational Behaviour	03	2)	Entrepreneurship Management	03
		3)	Management Accounting	03	3)	Cost Accounting of Banking and Insurance	03
2.	<b>Ability Enhancement Courses (AEC)</b>						
2 A.	<b>Ability Enhancement Compulsory Course (AECC)</b>	4)	Information Technology in Banking and Insurance – I	03	4)	Information Technology in Banking and Insurance – II	03
2 B.	<b>Skill Enhancement Courses (SEC)</b>	5)	Foundation Course – III (An Overview of Banking Sector)	02	5)	Foundation Course in – IV (An Overview of Insurance Sector)	02
3.	<b>Core Courses (CC)</b>	6)	Financial Markets	03	6)	Corporate and Securities Law	03
		7)	Direct Taxation	03	7)	Business Economics - II	03
			<b>Total Credits</b>	<b>20</b>		<b>Total Credits</b>	<b>20</b>



## B.Com (BANKING & INSURANCE) (BCBI)

### Semester V and VI\*\*

No.	Title	Semester V			Semester VI		
		No.	Subjects	Credits	No.	Subjects	Credits
<b>No.</b>	<b>Title</b>	<b>Semester V</b>			<b>Semester VI</b>		
		<b>No.</b>	<b>Subjects</b>	<b>Credits</b>	<b>No.</b>	<b>Subjects</b>	<b>Credits</b>
1.	<b>Elective Courses (EC)</b>	1)	Strategic Management	03	1)	Human Resource Management	03
		2)	Financial Services Management	03	2)	Turnaround Management	03
		3)	Auditing-I	03	3)	Auditing -II	03
		4)	Financial Reporting & Analysis (Corporate Banking & Insurance)	03	4)	Security Analysis and Portfolio Management	03
2.	<b>Core Courses (CC)</b>	5)	International Banking and Finance	04	5)	Central Banking	04
3.	<b>Ability Enhancement Course (AEC)</b>	6)	Research Methodology	04	6)	Project Work in Banking & Insurance	04
			<b>Total Credits</b>	<b>20</b>		<b>Total Credits</b>	<b>20</b>

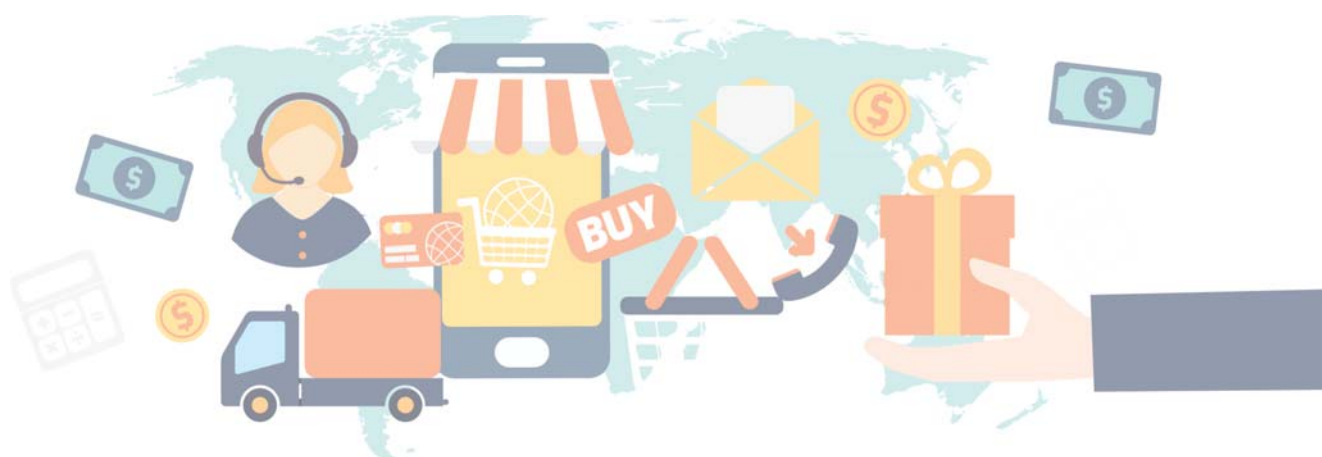
\*\*The above subject list is subject to approval from Academic Council of University of Mumbai



## B.Com (Accounting & Finance) (BCAF)

### Semester I and II

No.	Title	Semester - I			Semester - II		
		No.	Subjects	Credits	No.	Subjects	Credits
1	Elective Courses (EC)	1)	Financial Accounting (Elements of Financial Accounting) – I	03	1)	Financial Accounting (Special Accounting Areas) - II	03
		2)	Cost Accounting (Introduction and Element of Cost) - I	03	2)	Auditing (Introduction and Planning) - I	03
		3)	Financial Management (Introduction to Financial Management) - I	03	3)	Innovative Financial Services	03
2	Ability Enhancement Courses (AEC)						
2A	Ability Enhancement Compulsory Course (AECC)	4)	Business Communication - I	03	4)	Business Communication - II	03
2B	Skill Enhancement Courses (SEC)	5)	Foundation Course – I	02	5)	Foundation Course – II	02
3	Core Courses (CC)	6)	Commerce (Business Environment) - I	03	6)	Business Law (Business Regulatory Framework) - I	03
		7)	Business Economics – I	03	7)	Business Mathematics	03
			<b>Total Credits</b>	<b>20</b>		<b>Total Credits</b>	<b>20</b>



## B.Com (Accounting & Finance) (BCAF)

### Semester III and IV

No.	Title	Semester III			Semester IV		
		No.	Subjects	Credits	No.	Subjects	Credits
1.	<b>Elective Courses (EC)</b>	1)	Financial Accounting (Special Accounting Areas) – III	03	1)	Financial Accounting (Special Accounting Areas) - IV	03
		2)	Cost Accounting (Methods of Costing) – II	03	2)	Management Accounting (Introduction to Management Accounting) - I	03
		3)	Taxation – II (Direct Taxes Paper – I)	03	3)	Taxation – III (Direct Taxes Paper – II)	03
2.	<b>Ability Enhancement Courses (AEC)</b>						
2 A.	<b>Ability Enhancement Compulsory Course(AECC)</b>	4)	Information Technology in Accountancy – I	03	4)	Information Technology in Accountancy – II	03
2 B.	<b>Skill Enhancement Courses (SEC)</b>	5)	Foundation Course in Commerce (Financial Market Operations) - III	02	5)	Foundation Course in Management (Introduction to Management ) - IV	02
3.	<b>Core Courses (CC)</b>	6)	Business Law (Business Regulatory Framework) - II	03	6)	Business Law (Company Law) - III	03
		7)	Business Economics - II	03	7)	Research Methodology in Accounting and Finance	03
			<b>Total Credits</b>	<b>20</b>		<b>Total Credits</b>	<b>20</b>

## B.Com (Accounting & Finance) (BCAF)

### Semester V and VI\*\*

No.	Title	Semester V			Semester VI		
		No.	Subjects	Credits	No.	Subjects	Credits
1.	<b>Elective Courses (EC)</b>	1)	Cost Accounting - III	03	1)	Cost Accounting - IV	03
		2)	Financial Management -II	03	2)	Financial Management -III	03
		3)	Taxation – IV (Indirect Taxes – II)	03	3)	Taxation – V (Indirect Taxes – III)	03
		4)	Management –II (Management Applications)	03	4)	Economics Paper-III (Indian Economy)	03
2.	<b>Core Courses (CC)</b>	5)	Financial Accounting -V	04	5)	Financial Accounting - VII	04
		6)	Financial Accounting - VI	04	6)	Project Work	04
			<b>Total Credits</b>	<b>20</b>		<b>Total Credits</b>	<b>20</b>

\*\*The above subject list is subject to approval from Academic Council of University of Mumbai



## B.Com (Financial Markets) (BFM)

### Semester I and II

No.	Title	Semester - I			Semester - II		
		No.	Subjects	Credits	No.	Subjects	Credits
1	Elective Courses (EC)	1)	Financial Accounting – I	03	1)	Financial Accounting – II	03
		2)	Introduction to Financial System	03	2)	Principles of Management	03
		3)	Business Mathematics	03	3)	Business Statistics	03
2	Ability Enhancement Courses (AEC)						
2A	Ability Enhancement Compulsory Course (AECC)	4)	Business Communication - I	03	4)	Business Communication - II	03
2B	Skill Enhancement Courses (SEC)	5)	Foundation Course – I	02	5)	Foundation Course – II	02
3	Core Courses (CC)	6)	Business Environment	03	6)	Environment Science	03
		7)	Business Economics – I	03	7)	Computer Skills - I	03
			<b>Total Credits</b>	<b>20</b>		<b>Total Credits</b>	<b>20</b>



## B.Com (Financial Markets) (BFM)

### Semester III and IV

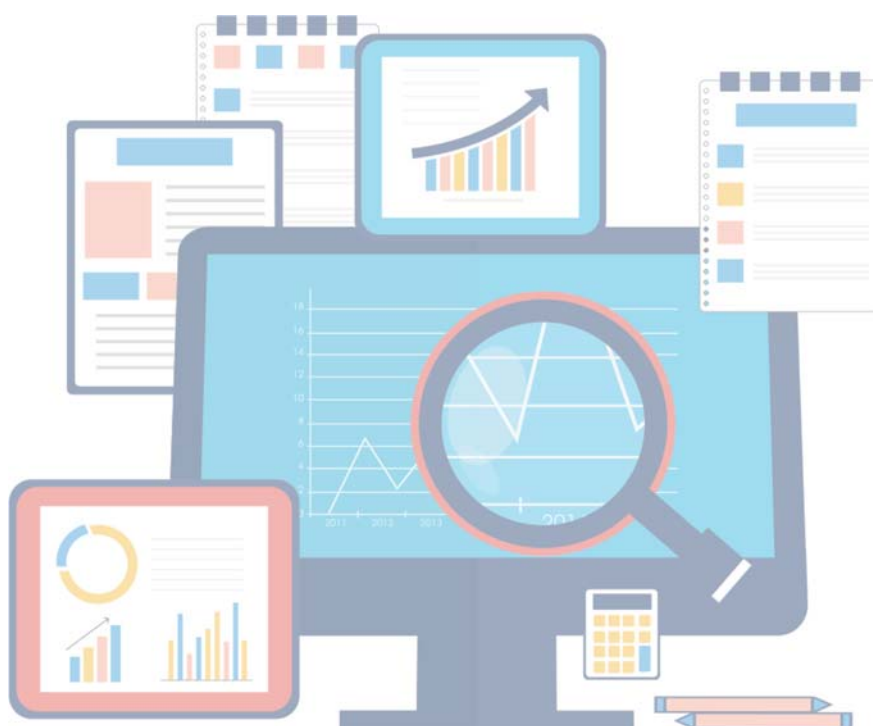
No.	Title	Semester III			Semester IV		
		No.	Subjects	Credits	No.	Subjects	Credits
1.	<b>Elective Courses (EC)</b>	1)	Debt Markets -1	03	1)	Debt Markets -2	03
		2)	Equity Markets-1	03	2)	Equity Markets- 2	03
		3)	Commodities Markets	03	3)	Commodities Derivatives	03
2.	<b>Ability Enhancement Courses(AEC)</b>						
2 A.	<b>Ability Enhancement Compulsory Course</b>	4)	Business Law - 1	03	4)	Business Law - 2	03
2 B.	<b>Ability Enhancement Elective Course</b>	5)	Foundation Course in Financial Markets FC III – Money Market	02	5)	Foundation Course in Financial Markets FC IV– Foreign Exchange Markets	02
3.	<b>Core Courses (CC)</b>	6)	Management Accounting	03	6)	Corporate Finance	03
		7)	Computer Skills-2	03	7)	Business Economics -2	03
			<b>Total Credits</b>	<b>20</b>		<b>Total Credits</b>	<b>20</b>



## B.Com (Financial Markets) (BFM)

### Semester V and VI\*\*

No.	Title	Semester V			Semester VI		
		No.	Subjects	Credits	No.	Subjects	Credits
1.	Elective Courses (EC)	1)	Marketing in Financial Services	03	1)	Venture Capital and Private Equity	03
		2)	Technical Analysis	03	2)	Mutual Fund Management	03
		3)	Equity Research	03	3)	Corporate Restructuring	03
		4)	Direct Tax- Income Tax	03	4)	Indirect Tax- GST	03
2.	Core Courses (CC)	5)	Financial Derivatives	04	5)	Risk Management	04
		6)	Business Ethics and Corporate Governance	04	6)	Project Work	04
			<b>Total Credits</b>	<b>20</b>		<b>Total Credits</b>	<b>20</b>



# Masters of Commerce (M.Com)

## Semester I and II

SEMESTER I		Credits	SEMESTER II		Credits
<b>1</b>	<b>CORE COURSES</b>		<b>1</b>	<b>CORE COURSES</b>	
1	Strategic Management	<b>06</b>	1	Research Methodology for Business	<b>06</b>
2	Economics for Business Decisions	<b>06</b>	2	Macro Economic Concepts and Applications	<b>06</b>
3	Cost and Management Accounting	<b>06</b>	3	Corporate Finance	<b>06</b>
4	Business Ethics & Corporate Social Responsibility	<b>06</b>	4	E-Commerce	<b>06</b>
<b>Total Credits</b>		<b>24</b>	<b>Total Credits</b>		<b>24</b>

## Semester III and IV

SEMESTER III		Credits	SEMESTER IV		Credits
<b>1</b>	ELECTIVE COURSES		<b>1</b>	ELECTIVE COURSES	
<b>1,2 &amp; 3</b>	Any one group of courses from the following list of the courses (Group A/B)	<b>18</b>	<b>1,2 &amp; 3</b>	Any one group of courses from the following list of the courses (Group A/B)	<b>18</b>
<b>2</b>	PROJECT WORK		<b>2</b>	PROJECT WORK	
<b>4</b>	Project Work -I	<b>06</b>	<b>4</b>	Project Work -I	<b>06</b>
<b>Total Credits</b>		<b>24</b>	<b>Total Credits</b>		<b>24</b>

### GROUP A: Advanced Accounting, Corporate Accounting & Financial Management

A- I	ELECTIVE COURSES (SEMESTER III)	Credits	A- II	ELECTIVE COURSES (SEMESTER IV)	Credits
1	Advanced Financial Accounting	<b>06</b>	1	Corporate Financial Accounting	<b>06</b>
2	Direct Tax	<b>06</b>	2	Indirect Tax Introduction of Goods and Service Tax	<b>06</b>
3	Advanced Cost Accounting	<b>06</b>	3	Financial Management	<b>06</b>

### GROUP B: Business Studies (Management)

B- I	ELECTIVE COURSES (SEMESTER III)	Credits	B- II	ELECTIVE COURSES (SEMESTER IV)	Credits
1	Human Resource Management	<b>06</b>	1	Supply Chain Management & Logistics	<b>06</b>
2	Entrepreneurial Management	<b>06</b>	2	Advertising and Sales Management	<b>06</b>
3	Marketing Strategies and Practices	<b>06</b>	3	Retail Management	<b>06</b>

**Note** Project work is considered as a special course involving application of knowledge in solving/analyzing/exploring a real life situation /difficult problem. Project work would be of 06 credits. A project work may be undertaken in any area of Elective Courses.

\*Group selected in Semester III will continue in Semester IV

## Master of Arts in Communication & Journalism - MA (CJ)

### Evaluation:

The standard evaluation pattern consists of internal assessment/ continuous evaluation of 40 marks and a semester end examination of 60 marks value. The criteria for 40 marks internal assessment/ continuous evaluation has been provided for under each course offered under this programme.

Grades	Marks	Grade Points
F	0-9	0.5
F	Oct-19	1.5
F	20-29	2.5
F	30-39	3.5
C	40-44	4.2
B	45-54	5
B+	55-59	5.7
A	60-69	6.5
A+	70-74	7.2
O	75-100	8.7

The student has to pass with a minimum of 40% i.e. Grade E / Grade Point 2. in the internal assessment / continuous evaluation and with a minimum 40% i.e. Grade E / Grade Point 2. in the semester end examination separately.

### Points

The final Grade Point Average obtained by the student shall be classified into following divisions:

A student clears a course only if he/she has cleared both the components, namely, continuous evaluation / internal assessment and semester end examination (for courses having semester end examination ) by securing a grade higher than 'F' in both of them, or only if he or she secures an overall grade higher than 'F' (for courses having no end semester examination).

A student who fails in a course either by not clearing the continuous evaluation / internal assessment and consequently being not eligible to appear in the end semester examination, or by failing in the end semester examination, or by absents from appearing in the end semester examination (for courses having end semester examination) or by failing to secure an overall grade higher than 'F' (for courses having no end semester examination), shall be required to repeat that course.

# Scheme Of Courses And Detailed Syllabus

## Semester - I

Name of Course A. Core Courses	Team Work	
	Teaching and Extension	Credits
Communication Theory	60	6
Media Economics	60	6
Reporting and Editing	60	6
Media Criticism	60	6
<b>Total</b>	<b>240</b>	<b>24</b>

## Semester - II

Name of Course A. Core Courses	Team Work	
	Teaching and Extension	Credits
Introduction to Television Studies	60	6
Introduction to Film Studies	60	6
Introduction to Media Research	60	6
Ethics, Constitution and Media Laws	60	6
<b>Total</b>	<b>240</b>	<b>24</b>



Semester - III

Name of Course A. Core Courses	Team Work	
	Teaching and Extension	Credits
Public Relations in the Private and Public Sector	60	6
Media Management	60	6
Media Advocacy	60	6
Conflict Communication	60	6
Culture studies and Media	60	6
Political Communication	60	6
Video Games and Media	60	6
Sports Journalism	60	6
Concepts Of Storyboarding	60	6
Audio-Visual Production and Post-Production	60	6
Documentary film making	60	6
Multimedia Production	60	6
Storytelling for children	60	6
Interpersonal communication	60	6
Family Communication	60	6
Religion, culture and communication	60	6
Digital Media Marketing	60	6
Basic Course for Indian Sign Language Communication	60	6
Media and Disability Communication	60	6
Intercultural Communication	60	6
<b>Total</b>	<b>1200</b>	<b>24</b>

Semester - IV

Name of Course A. Interdisciplinary/Cross Disciplinary Courses (I/C courses)	Team Work	
	Teaching and Extension	Credits
Social science research design	60	6
Perspectives on Communication	60	6
<b>B. Dissertation</b>	100	6
<b>Total</b>	<b>220</b>	<b>18</b>

# Master of Arts (Film, Television & New Media Production)

## SEMESTER- I

Course Code	Name of Course A.Core Courses	Term work	
		Teaching and Extension	Credits
PAFTNMP 101	Writing for Media	60	6
PAFTNMP 102	Photography and Cinematography	60	6
PAFTNMP 103	Sound Design & SFX	60	6
PAFTNMP 104	Film & Television Theory & Appreciation	60	6
<b>Total</b>		<b>240</b>	<b>24</b>

## SEMESTER- II

Course Code	Name of Course A.Core Courses	Term work	
		Teaching and Extension	Credits
PAFTNMP205	Post Production & Computer graphics	60	6
PAFTNMP206	New Media Theory and Practice	60	6
PAFTNMP207	Direction	60	6
PAFTNMP208	Practical Film Production (FICTION AND NON FICTION)	60	6
<b>Total</b>		<b>240</b>	<b>24</b>

## SEMESTER- III

Course Code	Name of Course A.Core Courses	Term work	
		Teaching and Extension	Credits
PAFTNMP309	Web Production and Programming	60	6
PAFTNMP310	Visual Communication	60	6
PAFTNMP 311	Electronic Media Criticism	60	6
PAFTNMP 312	Media Economics	60	6
PAFTNMP 313	Laws related to Film, TV and Internet	60	6
<b>Total</b>		<b>300</b>	<b>30</b>
<b>Students to select any four</b>		<b>240</b>	<b>24</b>

## SEMESTER- IV

Course Code	Name of Course A.Core Courses	Term work	
		Teaching and Extension	Credits
PAFTNMP 414	Perspectives in Media Business	60	6
PAFTNMP 415	Marketing & Publicity Design	60	6
	<b>B. Dissertation / Project</b>		
PAFTNMP 416	Practical Film Making	120	12
<b>Total</b>		<b>240</b>	<b>24</b>

## Code of Conduct and College Regulations

- 1) Students joining the college are strictly bound by the rules and regulations of the college.
- 2) Every student must obtain on admission, and wear his / her Identify Card affixed with latest photograph duly attested.
- 3) Attendance at lectures and tutorials is mandatory. Attendance of students is regulated by Ordinances 119, 119-A and 120 which states that – “for granting of terms, attendance of 75% of theory, practicals and tutorials will be required of the total number of lectures, practicals and tutorials conducted in the term”. Students who do not fulfill the requirements of the minimum attendance of 75% due to medical reasons or circumstances beyond their control are required to submit their valid explanation with documentary evidence to the Head of the Institution for condoning the deficiency. Decision of the Principal for condonation will be final.
- 4) In case of illness, a student must apply for leave, with a doctor’s certificate. He / She must personally report to the Prof. In-Charge / Vice-Principal on resuming classes.
- 5) Students must not loiter on the College premises while classes are going on.
- 6) Students shall not do anything either inside or outside the College that will in any way interfere with its orderly conduct and discipline.
- 7) No Society or Association can be formed in the college and no person invited to address a meeting without the Principal’s prior permission and sanction.
- 8) No student shall collect any money or contribution for picnic, trip, educational visit to any place, get-together, study-notes, charity or any other activity without prior sanction of the Principal.
- 9) Students are expected to take proper care of college property and to help in keeping the premises neat and clean. Causing damage to the property of the College, e.g. disfiguring walls, doors, fittings, or breaking furniture, etc., is a breach of discipline and the guilty will be duly punished.
- 10) Students should not leave their books, valuables and other belongings in the classroom or any other place in the college.
- 11) The College is not responsible for lost property or valuables such as mobile phones, laptops, cash, etc. Students are expected to take care of their belongings.
- 12) Students applying for Certificates, testimonials, etc. and those requiring the Principal's signature on any kind of documents or applications should first contact the Office Superintendent. Students should not bring any paper directly to the Principal for her signature.
- 13) If, for any reason, the continuance of a student in the College, is, in the opinion of the Principal, detrimental to the best interest of the College, the Principal may ask such a student to leave the College
- 14) Insubordination and unbecoming language or misconduct on the part of a student are sufficient reasons for his/her suspension or dismissal from the college.
- 15) Students receiving Government or College Scholarships or any remission in fees, must note that the grant and continuance thereof are subject to their good behavior, regular attendance and satisfactory academic performance at College and University Examinations.
- 16) All College activities must be organized under the guidance and supervision of the Principal and Professor In-Charge with prior permission only.
- 17) Students must not associate themselves with any activity not authorized by the College Principal. Serious view will be taken of students found organizing or participating in such unauthorized activities.
- 18) Students using unfair means at examinations will be dealt with strictly in accordance with university rules.
- 19) It is the responsibility of the student to read the notice boards regularly for important announcements made by the College authorities from time to time. They will not be excused or be given any concession on grounds of ignorance.
- 20) Use of cell phones is banned inside classrooms, college office & library.
- 21) Students are prohibited from using college name for any private or individual event. Violation may lead to permanently debarring such students from the college.
- 22) **Ragging is strictly prohibited in higher educational institutions, as per the directions of Hon'le Supreme Court and University Grants Commission has made provision of 6.1 (o) of the UGC Regulations, 2009. Students involved in any form of ragging-verbal, physical or mental will be severely punished.**
- 23) **Students, boys as well as girls must observe the college dress code strictly. Shorts, Torn/Ripped Jeans, Halter & Tank Tops, Sleeveless Tops or Vests, Skirts will not be permitted anywhere in the campus.**
- 24) **Students are advised not to indulge in any prohibited, illegal and unethical, immoral activities inside and outside the college campus, or else, they will be liable for punishment as per institute rules.**
- 25) Any damage to or theft of college property will invite very strict action, including dismissal.
- 26) Matters not covered under the existing rules will rest at the absolute discretion of the Principal.
- 27) The college does not organize any overnight tour without taking an undertaking from the parent / guardian.
- 28) Loitering of students in the campus is prohibited.
- 29) Students are expected to behave in an orderly manner on all occasions and to obey the instructions that are notified from time to time.
- 30) Use of cell phone is strictly prohibited in the Institute teaching areas, cell phone will be confiscated.
- 31) Students are forbidden to carry fire arms or any other weapon in the institution premises.
- 32) Smoking, chewing pan, pan-masala, gutka, gambling, consumption of alcoholic drinks and use of hallucinogenic drugs and other illegal substances, of the possession of such substances, anywhere in the institute campus, is strictly forbidden.
- 33) No money should be collected by any student from other students for any event without approval from the college.

## Trophies, Shields and Cash Prizes

No.	Trophies Donated By	Event
1	<b>Shri Prahladrai Dalmia Trophy</b> donated by Late Shri Bajranglal Dalmia	For Best Student
2	<b>Shri Ghanshyamdas Saraf Rotating Elocution Trophy</b> donated by Shri Mahavirprasad G. Saraf	For Inter-Class Elocution
3	<b>Shri Ghanshyamdas Saraf Merit Trophy</b> Donated by Shri Mahavirprasad G. Saraf	a) 1st at TYBCom b) 1st at SYBCom c) 1st at FYBCom
4	<b>Shri Durgadutta Thard Trophy</b> donated by Shri Vinodkumar Thard	For Best Athlete
5	<b>Shri Manoharlal Podar Trophy</b> donated by Late Shri Vishwanath Podar	For Best NSS Volunteer
6	<b>Smt. Basantidevi Singhania Trophy</b> donated by Shri Krishnakant Singhania	For Best NCC Cadet
7	<b>Smt. Ratnidevi S. Saraf Trophy</b> donated by Shri Prahaladrai Saraf	For Best Speaker
8	<b>Shri Mohanlal Dalima Trophy</b> donated by Late Shri Mohanlal Dalmia	For Quiz Competition
9	<b>Shri Vishwanath Chamaria Trophy</b> donated in the name of Smt. Savitribai Chamaria	For Best Leadership
10	<b>Smt. Sunita S.Dalmia Trophy</b> donated by Shri Shrikantji Dalmia	For Best Performance in Intercollegiate Competition
11	<b>Smt. Sarabati Deora Trophy</b> donated by Shri Mahavirprasad Deora	For Best Student- Manager in Adult Education Programme
12	<b>Shri Madavprasad Khemka Trophy</b> donated by Shri Madavprasad Khemka	For Best Student in BMS
13	<b>Ghanshyamdas Saraf Trophy</b> donated by Shri Mahavirprasad G Saraf	Best Student in Self Financing courses
14	<b>Durgadevi Saraf Trophy</b> donated by Shri Mahavirprasad G Saraf	Best Project of BMS
15	<b>Ghanshyamdas Saraf Trophy</b> donated by Shri Mahavirprasad G Saraf	Best Class of Self Financing Courses -Ist year
16	<b>Durgadevi Saraf Trophy</b> donated by Shri Mahavirprasad G Saraf	Best Class of Self Financing Courses -II nd year
17	<b>Kirandevi Saraf Trophy</b> donated by Shri Mahavirprasad G Saraf	Best Class of Self Financing Courses -IIIrd year
18	<b>Kirandevi Saraf Trophy</b> donated by Shri Mahavirprasad G Saraf	Best Student in M.Com
19	<b>Late Prof. K. S. Narayan Rotating Trophy</b> donated by Rajasthani Sammelan	Best All-round Performance

No.	Shields Donated By	Event
1	<b>Smt. Bhagirathi Ramlal Dhanuka Shield</b> donated by Shri D.R.Dhanuka	For Kabbadi
2	<b>Smt. Yashodadevi R. Jhunjunwala Shield</b> donated by Shri B.L.Jhunjunwala	For Antakshari
3	<b>Late Shri Maliramji Bareench Shield</b> donated by Shri Kailash Kejriwal	For Table-Tennis Singles
4	<b>Smt Krishnadevi M. Parasrampurua Shield</b> donated by Shri Kailash Parasrampurua	For Kho-Kho
5	<b>Shri Nandkishore Ruia Shield donated by</b> Shri Ramniranjan Ruia	For Best Division in all over performance in FYBCom
6	<b>Late Shri Lalchand Dalmia Shield donated</b> by Shri Shrikant Dalmia	For Best Division in all over performance in SYBCom
7	<b>Smt. Sarladevi K. Parasrampurua Shield</b> donated by Shri Kailash Parasrampurua	For Best Division in all over performance in TYBCom
8	<b>Shri Shankarlal Podar Shield donated by</b> Shri Sushilkumar Podar	For Painting
9	<b>Smt. Jankidevi Maskara Shield donated by</b> Shri Vishwanath Maskara	For Carrom
10	<b>Shri Mannalal Parasrampurua Shield</b> donated by Shri Kailash Parasrampurua	For Chess
11	<b>Smt. Pannabai D. Dhanuka Shield donated</b> by Shri D.R. Dhanuka	For Inter-collegiate Mehendi
12	<b>Shri Manoharlal Podar Shield donated by</b> Late Shri Vishwanath Podar	For Inter-collegiate Hindi Debate
13	<b>Rotating Rotaract Trophy for Best Rotaract Volunteer</b> <b>donated by</b> Rotary Club of Mumbai	
No.	Cash Prizes Donated By	Event
1	Shri Shyamsunder Saraf through Shri Subhakaran Shyamsunder Saraf Charity Trust	1st at TYBCOM 2nd at TYBCOM 3rd at TYBCOM
2	Shri Anilkumar Mittal in the name of Shri Nathumal Mittal	1st at TYBCOM 1st at SYBCOM 1st at FYBCOM



## Scholarships & Freeships



**IRB**  
**scholarship endowment fund**  
 HONOURING EXCELLENCE

IRB Scholarship for two students each (one male and one female) from B.Com and Self-Finance will be given for academic excellence and all round performance

The scholars will be selected by a panel of faculty from Ghanshyamdas Saraf College and recommended to the **IRB Scholarship Endowment Fund Committee** and the Trustees of the Rajasthani Sammelan for final decision.



**BKT**  
**freeship endeavour fund**  
 FOSTERING KNOWLEDGE

BKT Freeship will be given to those students who cannot afford education due to lack of funds. This will provide opportunity to many deserving students to obtain suitable education of their choice and there by make progress in their life by becoming properly qualified.

The Freeships will be decided by the **BKT Endowment Fund Committee** and forwarded to the Trustees of Rajasthani Sammelan for final decision.



**Jankidevi Bilasrai Bubna**  
**endowment freeship fund**  
 EMBOLDENING STRENGTHS

**Smt. Jankidevi Bilasrai Bubna Endowment Freeship Fund** gives freeship to the needy and deserving students studying in various educational institutes of RSET. The freeship fund gives the much needed financial support to such students who do not have the financial means to pursue their education.

The recipients of freeship will be decided by **Smt. Jankidevi Bilasrai Bubna Endowment Freeship Fund Committee** of Rajasthani Sammelan Education Trust.



## Scholarships & Freeships

Name of Scholarship	Requirements	Last date of Application
State Government Open Merit	For H.S.C. students who have secured at least 65 % in the examination	10th August
Post-Matric Scholarship to the Minority Communities (Muslims, Sikhs, Christians)	1) Above 50% of Marks 2) Parents Annual Income less than Rs. 2 Lakhs 3) Income declaration affidavit on non-judicial stamp for self-employed parents 4) Proof of permanent residence 5) Minority community declaration affidavit on non-judicial staff paper 6) Refer to website <a href="http://dhescholarship.maharashtra.gov.in/escholte/login.aspx">http://dhescholarship.maharashtra.gov.in/escholte/login.aspx</a>	10th August
Financial Assistance from University of Mumbai to the needy and financially backward class students	1) Annual Income limit will be declared by University of Mumbai yearly 2) Students availing benefit of any other Scholarship / Freeship cannot apply	10th August
Defence Freeship (Only for Aided Course)	Concession to Children / wives/ widows of the Defence personnel, i.e. regular member of the Army, Forces enrolled under Army/Navy/Air Force etc	10th August
E.B.C. Freeship (Only for Aided Course)	Income of the family not to exceed Rs. 15000/- on 31st March to the year 1) Income Certificate 2) Xerox copies of Mark sheet 3) Xerox copies of Ration Card	Within 30 days of admission
Wards of P.T.C. (Primary School Teacher) S.T.C. (Secondary School Teacher) (Only for Aided Course)	1) Signature of the Head Mistress /Principal of the School 2) Area Officer's signature certificate of eligibility to be obtained from competent authority 3) Xerox copies of Mark sheet 4) Xerox copies of Ration Card	- do -
Wards of Ex-Servicemen (Freedom Fighter only for Aided Course)	- do -	- do -
Annual Sahara Scholarship (NCC)*	- do -	Before June
Shyam Benegal Scholarship/Award (NCC)*	- -	- do -
Chief Minister's Scholarship (NCC)*	- -	- do -

\*For NCC Scholarships, cadets have to submit NCC certificate and income certificate of the family along with other documents.

### Note :

Students applying for scholarship / freeships shall fulfill the following conditions -

- 1) A student shall apply for only one freeship in a year.
- 2) He / She shall submit duly filled prescribed form available from the college office before the last date announced.
- 3) He / She shall have satisfactory attendance.
- 4) His / Her conduct and exam performance are satisfactory.

Government of India Scholarship/Freeship scheme to OBC/DT/NT/VJ/ST/SBC/SC is currently updated by the department. Eligible students should fill online forms on <http://mahaeschol.maharashtra.gov.in> and submit to college office.

## List of Faculty Members (self Finance Section )

Faculty	Qualifications	Department
Dr. Lipi Mukherjee	M.Com, PGDBM, Ph.D	Chief Co-ordinator, SFD, Coordinator M.Com
C.A. Gurunathan Pillai	M.Com, FCA, PGDFM, SET (Commerce)	Co-ordinator – BCAF / M.Com
Ms. Mamta Chhajjer	M.B.A (Financial Management), PGDSt, NET-JRF (Management)	BCAF
Ms. Anita Agarwal	M.B.A (Finance), NET (Management), M.Com (Management)	BCAF / M.Com
Mr. Mayur Shah	M.Com (Accountancy), SET(Commerce)	BCAF
Mr. Mayur Rambhiya	M.Com (Accountancy), PGDFM, B.Ed, SET (Commerce), GDC&A	BCAF
Ms. Bhumika Shah	MMS, M.Com (Management), NET (Management), SET (Commerce)	BCAF
Ms. Prajna Shetty	M.Com, M.B.A (Marketing), SET (Commerce)	Co-ordinator – BMS / M.Com
Ms. Kamala Shriram	M.Com, F.I.I.I, SLET (Commerce)	BMS
Ms. Ekta Sinha	MBA (HR), NET (Management)	BMS / M.Com
Dr. Mmahek Chhabria	M.Com, M.Phil, NET (Commerce) , SET (Commerce), Ph. D	BMS
Dr. Meghaa Khedekar	M.Com, B.Ed, M.Phil, Ph.D, SET (Commerce)	BMS / M.Com
Mr. Prasad Anareddy	MMS (Finance), M.Com (Accountancy), NET (Commerce), SET (Commerce), NET (Management), SET (Management), GDC&A	BMS
Ms. Aswathi Nair	M.Com (Management)	BMS / M.Com
Ms. Urvi Jain	M.A. (Economics), M.Phil (Economics),	Co-ordinator - BCBI
Mr. Alok Hardikar	M.Com (Accountancy)	BCBI
Mr. Pratik Purohit	M.Com (Accountancy), NET (Commerce), SET (Commerce), PGDFM	BCBI
Ms. Nisha Gupta	M.Com (Management), SET – Commerce, NCFM (Finance) Module	BCBI
Ms. Angira Narvekar	MPMIR	BCBI
Mr. Prasanna Choudhari	B.E. (IT), MMS (Finance), M.Com (BIM), NET (Management)	Co-ordinator - BFM
Ms. Payal Mane	M.Com, B.Ed	BFM
Ms. Sneha Khajane	B.Sc (Computer Science), M.Sc (Computer Science)	Co-ordinator - B.Sc (IT)
Ms. Mansi Dangarwala	B.Tech, MCA	B.Sc (IT)
Ms. Ankita Kale	B.Sc (Computer Science), M.Sc (Computer Science), OCP in DBA	B.Sc (IT)
Ms. Rajvinder Kaur	BSc (IT), MSc (IT)	B.Sc (IT)
Mr. Saurabh Deshpande	M.A., PGDJMC	BMM
Ms. Kanchan Luthra	M.A. Psychology, P.G. Diploma in Advt. & P.R.	BMM
Ms. Jayati Gupta	M.A. (Advt. & Public Relations), M.A. (Communication & Media Studies)	BMM



## HIGHLIGHTS OF OUR COLLEGE

### ACADEMICS

Our College is re-accredited by NAAC with 'A' grade with CGPA of 3.23 on 4 point scale. This speaks volumes about the academic excellence of the institution. The results of final year university examinations are always above 90%. Many faculty members are engaged in research activities and have presented papers at national and international conferences, published books and obtained Ph.D degrees in their respective faculties.



### INTERCOLLEGIATE FESTIVAL 'MAUJ'

Mauj – The fiesta of Joy, our intercollegiate festival is jointly organised by our college as well as Durgadevi Saraf Junior College every year. It is a three days fun – filled festival having various competitions such as Elocution, Debate, Mehendi, Nail Art, Solo Dance, Cooking, Chess, Throw Ball, Box Cricket, Counter Strike, Editorial Writing, Poem Writing, Photography, Ad- making, Street Play, Short Film Competition, Personality Contest, Sketching, Fusion Band, Fashion Show, Carrom, Rink Football, Tug of War, Calligraphy, Singing and many other competitions. Over the years, it has grown and evolved as one of the most popular inter – collegiate festivals in the suburbs. Students look forward for the festival and plan for it well in advance.



### SKILL DEVELOPMENT ACADEMY

College has established an arrangement with the Skill Development and Vocational Training Institute of India with the aim of providing students with additional skills to upgrade and improve their employability. We have provided certificate courses in varied subjects such as E-Taxation and Direct Tax, English Speaking and Personality Development, Software Testing and Accounts Assistance.



### ROTARACT CLUB OF COLLEGE

Ghanshyamdas Saraf College had successfully installed the Rotaract Club on 1st March, 2016 for the development of the students and in the academic year the club has carried out 35 and more programs related to social and cultural developments. The purpose of the club to create social awareness in the society and also educate the students about what is happening currently in the social environment and also making them participate in the development of the society.



## SPORTS DAY

Every year, Annual Sports Day is organized on a massive scale along with Durgadevi Saraf Junior College at Goregoan Sports Club. Various field and track events such as running, relay running, discuss throw, javelin throw and shot put etc are conducted on the occasion. Special prizes are declared for the best girl athlete and the best boy athlete of the year.



## ANNUAL DAY

Every year Annual Day of the college is celebrated in a sound proof air conditioned spacious hall. Many colourful performances are presented on this occasion. The highlight of the Annual day is the fashion show and beauty cum personality contest. The winners of the contest are crowned as Miss Saraf and Mr. Saraf during the formal function.



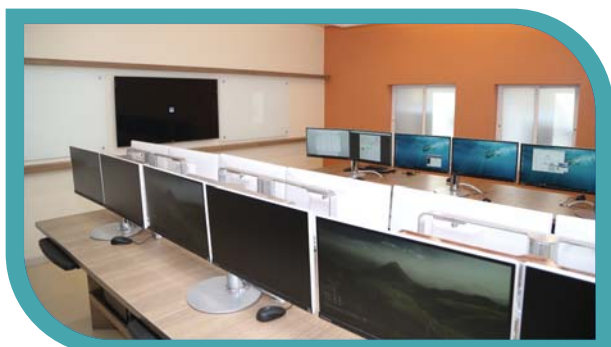
## EXTENSION AND EXTRA – CURRICULAR ACTIVITIES

Along with academics, the college gives full opportunity to the students to develop their personality by organizing various extra-curricular activities.

Throughout the year, the student council along with other associations organizes various interesting activities such as Teachers Day, Talent contest, Mehandi competition, Antakshri, Traditional day celebration and the Farwell function for final year students. Some of our students have participated in the sports tournaments organized by the university of Mumbai and have played at state and national level. They have also won many prizes. Cadets from our NCC unit have won many laurels for our college. The NSS volunteers have represented our university at various prestigious camps. The volunteers of Life long learning and Extension Unit of the college participate actively in all the activities including the Annual Festival organized by the Department of University of Mumbai and win many prizes.



## NEW INITIATIVE OF THE COLLEGE: BLOOMBERG TERMINALS



College has recently established Bloomberg terminals in the college. Bloomberg Professional Service – Bloomberg’s core offering – is a global software platform that provides transparent and reliable financial, economic and government information across all market sectors. Bloomberg helps universities and colleges incorporate this system into academic programs to better prepare students for the global job market.

Using Bloomberg’s service, Saraf College students can perform historical market analysis, compare different investment strategies, evaluate complex financial instruments, and analyze specific companies and industries.

Bloomberg can also be a powerful tool for our Faculty for Pedagogy and Research. GSC is the first undergraduate college in University of Mumbai to have such a facility.

## CAREER GUIDANCE AND PLACEMENT CELL

The Career Guidance and Placement Cell of the college provides a platform to young students who want to start their career by offering them various full time job and internship opportunities. So far, Placement Cell has successfully placed students with various reputed companies like WNS Global, ICICI Prudential Life Insurance, P3 Architectural Solutions, Barclays Bank, Indiabulls Ltd., Capital first Ltd, Angel Broking Ltd., Acquest, Ace Technology etc. to name a few. Placement Cell has also collaborated with Pearl Academy, MT Educare’s - CPLC (Chitale’s Personalised Learning Center), Visara Technologies Services LLP, BSE Institute, Ramdhar Maheshwari Career Counselling Centre (RMCC) and organised management games, seminars, workshops, aptitude tests, training programs etc. to enrich the students with employability skills and to give them insights about career planning and development.



## GOLD ACADEMY - E Learning



Kunjbihari S. Goyal Online Academy of Learning and Development (GOLD Academy) has the vision of providing absolutely free online learning content to anyone located anywhere anytime. At present 43350 students have already been registered and enrolled for F.Y, S.Y & T.Y. B.Com Courses in GOLD E- Learning Management System (LMS). Out of that 2509 students are from GSCC. GOLD Academy has uploaded MCQ’s type online assessment test for all the students with the help of GSCC Heads & faculties. GOLD Academy’s team is regularly providing training and awareness to all the GSCC students & staffs on E-Learning contents so that students can get maximum benefit to prepare for their academics & exams. GOLD Academy has conducted a competition for maximum learning in March 2017 for awareness. Many GSCC Students have participated and the best learning student has been awarded with prize. GOLD Academy’s next academic year plan is to develop remaining online content with the help of experienced & highly qualified GSCC faculties to provide quality content to the students. GOLD Academy is very much thankful to GSCC Heads & faculties for supporting us to prepare quality E-Learning contents.

# Graduation Day

## University of Mumbai Degree Distribution

Graduation Day is a life time memory for Graduate and Post-Graduate students. Every year, students look forward to this day and are excited to receive the degree wearing the Convocation gown and cap that makes them feel special. Since the year 2015, as per directives of Mumbai University, all affiliated colleges of Mumbai University are holding Graduation Day ceremony for Graduate and Post-Graduate students in their respective institutions.

This year, the Degree Distribution Ceremony to award degrees to the Graduate and Post-Graduate students of Academic Year 2017-18 was truly a momentous occasion on an unprecedented scale for Ghanshyamdas Saraf College of Arts & Commerce, the Degree Distribution Ceremony was held on Saturday 2nd March, 2019. The Degree Certificates were presented to the students by the Chief Guest Dr. Gopal Kalkoti, Principal M.V.M. College. The students smartly dressed in Graduation robes, caps and scarf accepted their degrees with pride in their hearts and a smile on their lips. It was indeed a very proud moment for one & all present.

The academic year 2017-18 of Ghanshyamdas Saraf College, witnessed the Degree Distribution of large number of Graduates and Post Graduates, which was indeed a prestigious moment.



## Institutions of Rajasthani Sammelan Education Trust



Kudilal Govindram Seksaria  
**sarvodaya school**  
INSPIRE, INVENT, INITIATE

The school is authorised by the Maharashtra State Board of Education to offer SSC syllabus & the medium of instruction is Hindi.

Established in 1959



**KGSS**  
www.kgss.org.in



Kudilal Govindram Seksaria  
**english school**  
INSPIRE, INVENT, INITIATE

The School is authorised by the Maharashtra State Board of Education to offer SSC syllabus & the medium of instruction is English.

Established in 2010



**KGES**  
www.kges.org.in



Ramniwas Bajaj  
**english high school**  
UNLEASH YOUR POTENTIAL

The School is affiliated to the Council for the Indian School Certificate Examinations and follows the ICSE curriculum from Nursery to Std.X.

Established in 1985



**RBHS**  
www.rbhs.org.in



Mainadevi Bajaj  
**international school**  
GIVING WINGS TO YOUR DREAMS

Authorised International Baccalaureate Diploma Programme (IBDP).  
Authorised - Cambridge Primary Programme (CPP),  
International General Certificate of Secondary Education (IGCSE).

Established in 2009



**MBIS**  
www.mbis.org.in



Durgadevi Saraf  
**junior college**  
IN PURSUIT OF EXCELLENCE

The Junior College is authorized by HSC Board of Government of Maharashtra to offer higher secondary courses in arts, commerce & science. College has started Bi-focal in science stream. The students have the option of selecting Computer Science & Electronics as their subjects of choice.

Established in 1975



**DSJC**  
www.dsjc.org.in



Ghanshyamdas Saraf  
**college of arts & commerce**  
EDUCATION EMPOWERS

Affiliated to University of Mumbai

**Undergraduate courses:**

B.Com  
B.Com (Accounting & Finance),  
B.Com (Banking & Insurance)  
B.Com (Financial Markets), B.M.S.,  
B.M.M., & B. Sc IT.

**Post Graduate Courses:**

M.Com (Accountancy),  
M.Com (Business Management)  
MCJ - Masters in Communication &  
Journalism.  
MFTNMP - Masters in Film Television and  
New Media Production.

Established in 1983



**GSCC**  
www.sarafcollege.org



Kirandevi Saraf  
**institute of complete learning**  
WIDENING HORIZONS

**University / Institute**

Tilak Maharashtra University  
ICOPF (Mysore University)  
Helen O'Grady International

**Courses**












BCA, BBA  
MBA- Finance, MBA+ APFP, CFP  
Teacher Training Program

Established in 2005



**KSIL**  
www.ksil.org.in

## Institutions of Rajasthani Sammelan Education Trust

 <p>Durgadevi Saraf institute of management studies WE CREATE LEADERS</p> <p>Established in 2010</p>	<p><b>University &amp; AICTE Approved courses:</b></p> <ul style="list-style-type: none"> <li>• Two years full-time Master in Management Studies (MMS)</li> <li>• Two years full time Post Graduate Diploma in Management (PGDM)</li> </ul> <p><b>Autonomous Programs</b></p> <ul style="list-style-type: none"> <li>• Global Entrepreneur Program</li> <li>• Family Managed Business Administration</li> <li>• Entrepreneurship Program</li> <li>• Women Entrepreneurship Program</li> <li>• Event Management</li> <li>• Supply Chain Management</li> </ul>	 <p><b>DSIMS</b> www.dsims.org.in</p>
 <p>Deviprasad Goenka management college of media studies INDIA'S PREMIER MEDIA SCHOOL</p> <p>Established in 2010</p>	<ol style="list-style-type: none"> <li>1) AICTE approved (2 years full time) Post Graduate Diploma in Management (PGDM) with specialization in             <ol style="list-style-type: none"> <li>(a) Media &amp; Entertainment and</li> <li>(b) Advertising &amp; Communications</li> </ol> </li> <li>2) Bachelor of Arts Film, Television &amp; New Media Production - affiliated to University of Mumbai</li> <li>3) Courses in affiliation with University of Mumbai's Garware Institute of Career Education and Development:             <ol style="list-style-type: none"> <li>(a) Post Graduate Diploma in Digital Marketing</li> <li>(b) Post Graduate Diploma in Communication Design</li> <li>(c) Certificate Course in Digital Film Making</li> <li>(d) Certificate Course in Sound Engineering &amp; Design</li> <li>(e) Certificate Course in Cinematography</li> </ol> </li> </ol>	 <p><b>DGMC</b> www.dgmcms.org.in</p>
 <p>Ladhidevi Ramdhar Maheshwari night college of commerce ENLIGHTENING FUTURE</p> <p>Established in 2014</p>	<p>Rajasthani Sammelan Education Trust has started a Night College in its educational campus in the name of Ladhidevi Ramdhar Maheshwari Night College of Commerce from the academic year 2014-15. The college is affiliated to the University of Mumbai and offers B.Com course. Ladhidevi Ramdhar Maheshwari Night College of Commerce has accommodated students who have passed out from evening section of Durgadevi Saraf Junior College as well as other deserving students from the nearby areas.</p>	 <p><b>LRMC</b> www.lrmc.org.in</p>
 <p>Ramdhar Maheshwari career counseling centre STEERING TO SUCCESS</p> <p>Established in 2011</p>	<ul style="list-style-type: none"> <li>• Career Assessment and Guidance</li> <li>• Professional Consultancy</li> <li>• Personalised Skill building</li> <li>• Learning Difficulty Assessments</li> <li>• Remedial solutions for Academic Difficulty</li> <li>• IQ &amp; Aptitude Assessments</li> <li>• Occupational Therapy</li> <li>• Personal Counseling</li> <li>• Workshops for Teachers, Parent and Students</li> <li>• Study Abroad Counseling</li> <li>• SAT/GRE/GMAT/ILTES/TOEFL Coaching</li> <li>• Speech &amp; Drama Programme</li> </ul>	 <p><b>RMCC</b> www.rmcc.org.in</p>
 <p>Kunjibihari S. Goyal online academy LEARNING BEYOND BOUNDARIES</p> <p>Established in 2014</p>	<p>Rajasthani Sammelan Education Trust has started an Online Academy to extend educational facilities to a large number of students who are unable to attend regular lectures in a college. At the same time, there are many students who are anxious to study further. Through online academy, lectures of well qualified lecturers will be available on the website and students will be able to study from the convenience of their own home. Besides, the student will be able to view the lecture on the website again and again to clear his/her concept. The online academy will provide lectures of degree and post-graduate courses.</p>	 <p><b>GOLD</b> www.goldelearning.com</p>
 <p>Mainadevi Bajaj international playschool YOUNG EVOLVING MINDS</p> <p>Established in 2014</p>	<p>Rajasthani Sammelan Education Trust continues with its endeavors in the field of education with its new initiative for Toddlers which is, Mainadevi Bajaj International Playschool. The Trust aims to lay the foundation of learning for tomorrow's Global Citizen. Mainadevi Bajaj International Playschool is the first IPC Accredited Playschool in Mumbai, India and offers a Playgroup and Pre Nursery.</p>	 <p><b>MBIP</b> www.mbip.org.in</p>
 <p>RS CA study centre INTELLECTION HUB</p> <p>Established in 2015</p>	<p>Rajasthani Sammelan Education Trust has started RS CA Study Centre. In the city like Mumbai there are space constrains in many houses and students often face inconvenience to study in a peaceful atmosphere. This study centre proves to be a boon to many students, as they are able to study in a quite environment. The study centre remains open from morning till late evening for the benefit of students. The ICAI Extension counter has also be opened at the RS CA Study Centre for the benefit of its students and members, for submission of various documents and distribution of study material to CA students.</p>	 <p><b>RS CA</b> www.rsca.org.in</p>

## Facilities at Rajasthani Sammelan Education Trust



Dhurmal Bajaj  
bhavan  
COMMUNITY PARADISE

Established in 1975

Dhurmal Bajaj Bhavan is a community hall which was constructed in the year 1975-76 with the handsome donations received from Shri Dhurmal Bajaj Charity Trust & other philanthropists of the community. It is situated on S.V. Road, on the opposite side of the Educational Complex of Rajasthani Sammelan Education Trust. It has a spacious, air conditioned hall on the ground floor with a seating capacity of 350 persons. The building has two more halls on the first & second floors. There are air conditioned rooms adjacent to the hall on all the floors. Dhurmal Bajaj Bhavan caters to the needs of the community, as it is rented out to the people for marriage & other social & business purposes. Many cultural activities of the schools & colleges of the trust are also conducted in Dhurmal Bajaj Bhavan.



Trivenidevi Deora  
chikitsa sahayata kosh  
HELPING TO HEAL

Established in 2001

Rajasthani Sammelan Education Trust has set up Trivenidevi Deora Chikitsa Sahayta Kosh to provide medical help to needy people. It is managed by Trivenidevi Deora Chikitsa Sahayta Kosh Committee. The committee receives applications for medical help from needy people and on scrutiny of the applications, sanctions and disburses medical aid to the concerned persons who have applied for the same. Many people including the staff of all the institutions have availed of this facility from time to time.



Durgadevi Saraf  
hall  
TREASURING MEMORIES

Established in 2002

Durgadevi Saraf Hall is constructed in the educational complex of Rajasthani Sammelan Education Trust & is an air conditioned, sound proof hall with state of the art facilities. It has a seating capacity of approximately 300 persons & is mainly used for organizing seminars, conferences & cultural activities of the educational institutions of the trust. Besides, it is sometimes also given to the members of the community for marriage & other social needs. The hall has all the facilities to cater to business meetings. It has 2 air conditioned rooms adjacent to the hall.



Rajasthani Sammelan  
I.T. hub  
LINKING GLOBALLY

Established in 2010

To maintain universally accepted IT Standards in security, availability and data management, Rajasthani Sammelan Education Trust has decided to have an IT Hub as proper data centre which is supported and managed 24 x 7. The IT Hub is constructed on the 10th floor of the new building, in a built-up area of 3800 sq. ft. It is fully air conditioned and is operational. The main aim of constructing the IT Hub is to make all course material available on line to our students, easy flow of interaction between student and teacher through electronic medium, to create alumni data and keep students attached to our organization life-long through web, to safe guard the campus using video vigilance and electronic access control, to control the entire admission process of all institutions centrally, to safe guard all available data and provide fast internet services within the campus.



Rajasthani Sammelan  
food court  
FOOD FOR THOUGHT

Established in 2010

Rajasthani Sammelan Education Trust has started a cafeteria in its premises to provide snacks of large varieties to students. The cafeteria is situated on the ground floor on the south side of Durgadevi Saraf Hall in a total built-up area of approximately 4500 sq. ft. It is used by staff and students of all institutions. Various food items of different price range are supplied by the cafeteria to the students & staff of all our institutions. The cafeteria supplies all kinds of snacks and beverages to the canteens of all the institutions of Rajasthani Sammelan Education Trust.



Ramnarayan Saraf  
educational outlet  
ONE STOP-EDU-SHOP

Established in 2010

Rajasthani Sammelan Education Trust has started an educational outlet in its campus by the name of Ramnarayan Saraf Educational Outlet. This educational outlet is dedicated to the memory of late Shri Ramnarayanji Saraf. The educational outlet is constructed on the ground floor of the new building of Ramniwas Bajaj English High School on the rear side, in a built-up area of 5000 sq. ft., with an independent entrance. In this educational outlet, all stationery items, text books etc. are sold at a reasonable price so that students need not go out to purchase such items elsewhere. It also has xeroxing facility for staff and students.



Vijay Pal Singh  
health centre  
WEALTH OF WELLBEING

Established in 2014

Rajasthani Sammelan Education Trust has constructed Vijay Pal Singh Health Centre on the ground floor of the new building of Ramniwas Bajaj English High School and Deviprasad Goenka Management Institute of Media Studies, in a built-up area of approximately 1200 sq. ft. The health centre is fully air-conditioned and has a well equipped clinic, managed by trained and experienced staff and qualified medical professional prepared to meet the emergencies. The health centre caters to the students of all institutions of Rajasthani Sammelan Education Trust for health check-up. It will also conduct health and wellness educational seminars for staff, students and parents.

## Other Initiatives of Rajasthani Sammelan Education Trust



Kirandevi Saraf  
library and reading room  
WORLD OF KNOWLEDGE

Kirandevi Saraf Library and Reading room offers reading room facilities to such students who do not have a peaceful environment at their house. The reading room is open to all students from Standard 8th onwards. The Kirandevi Saraf Library and Reading room facility is available to the students from 6pm in the evening to 9pm and from 9am to 9pm on Sundays & holidays. The library is manned by staff of Rajasthani Sammelan Education Trust and the students are enrolled on payment of nominal fees to access the facilities.



Draupadidevi Sanwormal  
women's hostel  
HEAVENLY DOMICILE

University Grants Commission (UGC) has given a special grant to GSCC under X Plan to start residential facilities for women students to pursue higher education. RSET's Draupadidevi Sanwormal Women's Hostel is state-of-the-art infrastructure with two and three bedded A.C. and non A.C. rooms, Wi-Fi enabled recreational area, a dining room, a dry pantry and laundry facility. The hostel has round the clock vigilant security services with CCTV surveillance.

[www.dswhostel.org.in](http://www.dswhostel.org.in)



Pravinchandra D. Shah  
sports academy  
FITNESS REGIME

Pravinchandra D. Shah Sports Academy is built on a 24,000 sq ft area with the most modern infrastructure. The Academy offers sports facility like Tennis, Basketball, Box Cricket, Futsal, Handball, Netball, Hockey, Skating & a walking track. Pravinchandra D. Shah Sports Academy will perhaps be the new sports landmark in the north western part of Mumbai and will add a new dimension to the educational endeavour of Rajasthani Sammelan Education Trust.

[www.pdsa.org.in](http://www.pdsa.org.in)



B K T  
freeship endeavour fund  
FOSTERING KNOWLEDGE

Rajasthani Sammelan Education Trust has started BKT Endowment Freeship Fund to provide freeship to those students who cannot afford education due to lack of funds. BKT Endowment Freeship Fund is going to provide opportunity to many deserving students to obtain suitable education and thereby make progress in their life by becoming properly qualified.



Remsons Group  
management research centre  
MANAGEMENT RESEARCH

Rajasthani Sammelan Education Trust has started Remsons Group Management Research Centre (in memory of Radhadevi Harlalka) in Durgadevi Saraf Institute of Management Studies. Research is an important part of management education for its growth and development. Remsons Group Management Research Centre has been playing an active role in the area of research in management studies. This has given an opportunity of interaction with scholars of reputed universities all over the globe. The Director as well as faculty members of DSIMS have been presenting research papers in many international and national seminars and workshops. We are sure that in future, many scholars will successfully complete Ph. D Programme from Durgadevi Saraf Institute of Management Studies.



I R B  
scholarship endowment fund  
HONOURING EXCELLENCE

Rajasthani Sammelan Education Trust has started IRB Scholarship Endowment Fund to provide scholarships to all meritorious students of all the institutions of Rajasthani Sammelan Education Trust. This will give encouragement to many brilliant students to achieve further excellence in education. Meritorious students will be further motivated to work hard and give their best performance in the field of studies.



Jankidevi Bilasrai Bubna  
endowment freeship fund  
EMBOLDENING STRENGTHS

Rajasthani Sammelan Education Trust has started Jankidevi Bilasrai Bubna Endowment Freeship Fund to give freeship to the needy and deserving students studying in various educational institutes of RSET. The Jankidevi Bilasrai Bubna Endowment Freeship Fund will provide the much needed financial support to such students who do not have the financial means to pursue their education.

## New Initiatives of Rajasthani Sammelan Education Trust



Jankidevi Bilasrai Bubna  
**boys hostel**  
A WISE HIVE

Jankidevi Bilasrai Bubna Boys' Hostel is the latest addition in the educational endeavours of Rajasthani Sammelan Education Trust. The hostel provides safe and secured accommodation to male students coming from other states and abroad in Mumbai for obtaining higher and professional education. It is housed in an independent building with seven floors and is situated near RSET campus. It has all state of art facilities such as a canteen, air-conditioned study area on all the floors, lounge and TV room, games room etc. All the rooms are air-conditioned.



Rajasthani Sammelan  
**finishing school**  
A NEW BEGINNING

With the increasing globalisation and the foray of multinationals, organisations are looking at globally savvy individuals. To meet the fast changing requirements of the corporate world, RSET's proposes to start a Finishing School that will impart training in soft skills, communications, personality development etc with a view to groom the students for challenges of internationally benchmarked corporate world.



Rajasthani Sammelan  
**skill development centre**  
SCULPTING SKILLS

The proposed Skill development centre aims to advance the skill sets of the students to compete in a global environment. The objective is to provide necessary information and training to develop the skills sets of the students and make them industry ready. The Skill Development Centre will help bridge the industry-academia gap for employability.



Rajasthani Sammelan  
**teachers' training institute**  
BUILDING FOUNDATIONS

The Teacher's training institute aims to be a prominent name in the field of providing teacher's training courses. The Institute will aim to provide high quality training programs to aspiring teachers who want to get into the teaching profession as well as to those who are in the teaching profession to transform them into experts and prepare them for the rapidly changing dynamics of the global teaching methodologies and new approaches of teaching.



The Pledge One program provides an opportunity to pledge undertaking education for the under privileged strata of the society studying in the aided section of the educational institutions of Rajasthani Sammelan Education Trust. The donations received under the Pledge One program is utilised in an equitable manner to ensure that these students receive Quality Education in an environment that nurtures growth.



To encourage bright students studying in the Kudilal Govindram Seksaria School, Rajasthani Sammelan Educational Trust has come up with an endowment fund titled "Bright Sparks Endowment Fund". This fund has been conceived to provide educational enrichment to talented and deserving students studying in Grade 5 and above.

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<b>Shri Kejriwal Kailash S.</b>	Hon. Secretary	<b>Shri Jhunjunwala Banwarilal R.</b>	Treasurer
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Shri Pansari Alok S.	Shri Rajpuria Yogendra K.	Shri Saboo Arun S.

Note: Names appearing above are printed in alphabetical order of surname and within a family names are printed as per seniority

## Admission Procedure for Online Application

1. Students must first do their pre-admission online registration on University website : **mum.digitaluniversity.ac** and select Ghanshyamdas Saraf College of Arts and Commerce as the option and follow the instructions displayed on the website. After registering, they must take a printout of the same and submit the printout along with the college admission form in the college office.
2. Students have to purchase a Prospectus from the college. Prospectus is available for Rs. 100/- at the admission counters located on the ground floor of the college building.
3. There is no physical form for admissions. All students have to fill in the online application form. Please visit the website of the college **www.sarafcollege.org** to fill in the application form.
4. After filling in the online application form of the college and uploading a Clear, Passport size photograph with white background, students will have to take a print, attach the required documents and **submit the same along with a receipt which is available the prospectus.**
5. Application for every course has to be accompanied with a separate receipt which is available in the Prospectus. No application will be accepted without a receipt which has been duly stamped.
6. Students who did not purchase the Prospectus and have filled the online application form on the college website, can bring the print of the college admission online form and purchase the Prospectus on the spot and submit the admission form along with the receipt of Prospectus and other documents.
7. The names of the eligible students will be displayed on the notice board of the college in the respective merit lists. Also, an SMS will be sent to all the eligible students, with the link for making the online payment. Students are advised to pay the fees online by using Net Banking, Debit Cards or Credit Cards. After making the payment students have to report to the college admission cell to submit the original documents and confirm their admission.
8. On being offered admission, students have to pay the fees within the stipulated period as communicated to secure their admission. For any assistance please visit our admission cell on any working day during office hours.



Ghanshyamdas Saraf  
**college of arts & commerce**  
EDUCATION EMPOWERS

Serial No. GSCC /

### RECEIPT

PLEASE TEAR THIS PORTION AND ATTACH WITH  
YOUR APPLICATION FORM DURING THE SUBMISSION





## Institutions



Kudilal Govindram Seksaria  
**sarvodaya school**  
INSPIRE, INVENT, INITIATE



Kudilal Govindram Seksaria  
**english school**  
INSPIRE, INVENT, INITIATE



Ramniwas Bajaj  
**english high school**  
UNLEASH YOUR POTENTIAL



Mainadevi Bajaj  
**international school**  
GIVING WINGS TO YOUR DREAMS



Durgadevi Saraf  
**junior college**  
IN PURSUIT OF EXCELLENCE



Ghanshyamdas Saraf  
**college of arts & commerce**  
EDUCATION EMPOWERS



Kirandevi Saraf  
**institute of complete learning**  
WIDENING HORIZONS



Durgadevi Saraf  
**institute of management studies**  
WE CREATE LEADERS



Deviprasad Goenka  
**management college of media studies**  
INDIA'S PREMIER MEDIA SCHOOL



Ladhidevi Ramdhar Maheshwari  
**night college of commerce**  
ENLIGHTENING FUTURE



Ramdhar Maheshwari  
**career counseling centre**  
STEERING TO SUCCESS



Kunjbihari S. Goyal  
**online academy**  
LEARNING BEYOND BOUNDARIES



Draupadidevi Sanwormal  
**women's hostel**  
HEAVENLY DOMICILE



Pravinchandra D. Shah  
**sports academy**  
FITNESS REGIME



RS CA  
**study centre**  
INTELLECTION HUB



Mainadevi Bajaj  
**international playschool**  
YOUNG EVOLVING MINDS



Jankidevi Bilasrai Bubna  
**boys hostel**  
A WISE HIVE



Rajasthani Sammelan  
**skill development centre**  
SCULPTING SKILLS



Rajasthani Sammelan  
**teachers' training institute**  
BUILDING FOUNDATIONS



Rajasthani Sammelan  
**finishing school**  
A NEW BEGINNING

## Endowment Funds & Research Chair



Remsons Group  
**management research centre**  
MANAGEMENT RESEARCH



IRB  
**scholarship endowment fund**  
HONOURING EXCELLENCE



BKT  
**endowment freeship fund**  
FOSTERING KNOWLEDGE



Jankidevi Bilasrai Bubna  
**endowment freeship fund**  
EMBOLDENING STRENGTHS

## Facilities



Dharmal Bajaj  
**bhavan**  
COMMUNITY PARADISE



Durgadevi Saraf  
**hall**  
TREASURING MEMORIES



Trivenidevi Deora  
**chikitsa sahayata kosh**  
HELPING TO HEAL



Ramnarayan Saraf  
**educational outlet**  
ONE STOP EDU-SHOP



Vijay Pal Singh  
**health centre**  
WEALTH OF WELLBEING



Kirandevi Saraf  
**library and reading room**  
WORLD OF KNOWLEDGE



Rajasthani Sammelan  
**I.T. hub**  
LINKING GLOBALLY



Rajasthani Sammelan  
**food court**  
FOOD FOR THOUGHT