

Saraswat Education Society's  
**SRIDORA CACULO COLLEGE OF COMMERCE  
AND MANAGEMENT STUDIES**  
Khorlim, Mapusa, GOA - 403 507.  
(Accredited by NAAC with 'B' Grade)



# SARASWAT

MONTHLY e-Newsletter  
(MULTILINGUAL)

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**Saraswat Education Society's Sridora Caculo college of Commerce and Management Studies**

**CONDOLENCE**



**Dr. Jayesh Churi**

We deeply mourn the sad demise of our beloved faculty member of the college on 01.10.2023. Our heartfelt sympathies to the bereaved family.

May his soul rest in peace

From: Management, Staff and students of  
Saraswat Education Society's  
Sridora Caculo College of Commerce and  
Management Studies  
Mapusa, Goa

**Adieu dear Jayesh!!**

We met in July, 1993...

Meeting Jayesh was meeting 'Life' .... Head on!!

Jayesh was 'life' at its fullest...Endlessly enthusiastic, brimming with optimism, boundless energy and eternally on a takeoff. He was blessed with a strong and loud voice which ensured his presence would never go unnoticed.

He was someone whom I have never ever seen to be complacent, listless, languishing or experiencing a low. He was always on to something, pursuing, pushing and surging ahead effortlessly. Nothing was impossible...not for him.

He had time for everyone; a kind word, a small advice, a genuine concern for all those whose life he had touched; however briefly and tangentially.

He was a teacher with a phenomenal ability to motivate and encourage students ...showering appreciation on their laurels won - in a way that was so uniquely his.

A colleague with whom you never could have a dull moment ....he would always have something to say, no matter what be the topic of discussion and debate.

Offering genuine, thoughtful; but often unsolicited counsel and guidance was so much a part of his benevolent nature. There was nothing ever pretentious about him.... he was upfront, unfeigned and straightforward. Someone who strongly believed in self expression and never shied away from voicing his thoughts.

President Abraham Lincoln famously said and I quote "It's not the years in your life that count it's the life in your years". Jayesh walked away at sixty years of age but he certainly clocked a century in those years!!

Adieu dear Jayesh!!

## Dr. Smita Shrivastava

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### Seminar on Career as Chartered Accountant

Training, Internship and Career Guidance cell organized seminar on :Career as a Chartered Accountant “ on 8<sup>th</sup> Sept. 2023 The resource person for the programme was CA. Sonal D’Silva.



### Field trip for folktales subject

A visit to Thakar Adivasi Kala Angan, Kudal (Thakarwadi Museum) was an amazing experience Padmashree Awardee Shri. Parshuram Gangawane and his son guided the students about the Thakar Adivasi Paintings named as “Chitrakahis” an almost extinct art form practiced by the Thakar tribal community of Maharashtra preserved by Gangawane family.



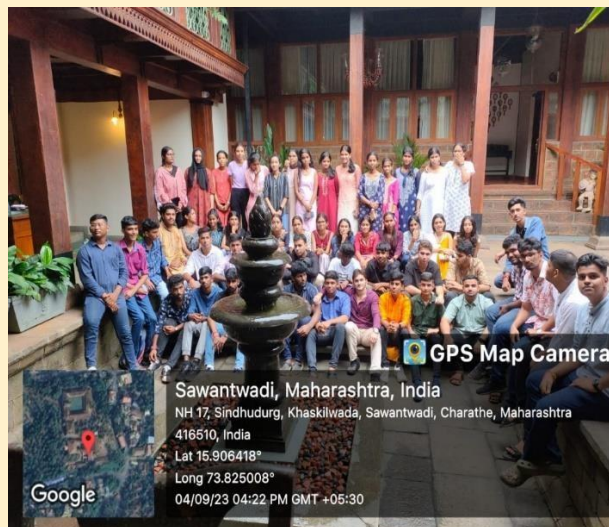
## Plantation Drive

The TY-BBA students of the Saraswat College received the privilege of being able to organize a plantation drive on the college grounds with an aim of planting, caring & nurturing the plants as part of their role as human beings in giving back to the society. The green initiative took place on 02.09.2023 from 10 am till 12 noon by the TY -BBA students .



## Field trip for folktales subject

The Royal Palace of Sawantwadi is the residence of the Sawant-Bhonsles, the former rulers of the region. The palace was built in 1755 using the local red laterite stone and this gave it distinctly European arches. The part of palace is converted into a museum and a boutique art hotel . The royal family has preserved the art form “Ganjifa Art’. We could visit Darbar hall, Chandeliers, Kings Chair, swords and sarees as well as the preserved paintings done by king. We got to visit the royal rooms of the art hotel and experience the handcrafted designs and wood work.



## Research Experience Sharing – A Coffee Series 2



Research and consultancy cell organised a workshop on Research Experience Sharing – A Coffee Series 2 on 14<sup>th</sup> September 2023 in conference room of our college. A deliberate discussion on issues of challenges faced by new researchers was held during the workshop.

## Achievements:Faculty

### Dr. Smita Srivastava



Was invited to deliver a session on the topic 'Sustainable Development Goals - An Overview' on 5 th September, 2023 at at GIPARD (Goa Institute of Public Administration and Rural Development), Ela, Goa for Junior Scale Officers of Goa Civil Service being conducted by August, 2023 onwards.

## SES's Purushottom Walawalkar Higher Secondary School

**26 August, 2023**

कला अविशकार: Best out of waste

The best out of Waste competition was held under Kalaavishkar in the Physics laboratory. Total of fourteen teams participated in the competition. The Judges for the competition were Mrs. Seema Kshirsagar and Mrs. Sandhya Naik. Teacher coordinators for the same were Miss Aarti Kanekar and Mrs. Priyanka Vaigankar.



**4 September, 2023**

**Session on 'Career as a Company Secretary'**

An informative session on 'Career as a Company Secretary' was conducted by Mr. Dharmaraj Bhosle for XII Commerce students. A total of 130 students attended the session. The Teachers in-charge of the programme were Mr. Anant Pissurlekar and Mrs. Divisha Kamath.



**1 September, 2023**

**Entrepreneur's Forum for Commerce and Vocational Stream Students**

Entrepreneur Forum organised a session for Commerce and Vocational students in A.G.Keni hall. The Resource Person for the same was Mr. Paresh Shetgaonkar.



**6 September, 2023**

**Teachers' Day Celebration**

The Teachers' Day Celebration was organised by the Students' Council in A.G. Keni hall.



**4 September, 2023**

**Talk on Reading Culture**

The Library Committee organised a Talk on 'Reading Culture' for students of the institution. The resource Person for the same was Mr. Sadanand Naik, the Librarian of St. Frances Xavier's HSS.

Other dignitaries present for the session were the Head of Arts Faculty Mrs. Kirti Sawkar, Senior Teacher Mr. Laxuman Gaonkar and Librarian Mr. Sandesh Phadte.



**7 September, 2023**

**PWHSS Super School Complex organised an orientation programme**

Purushottam Walawalkar Super School Complex organised an orientation programme for students of Std.: IX. Over 240 students from Saraswat Vidyalaya and St. Anthony High School attended the same.

Following motivational topics were addressed by various Speakers

1)" Game of life"- A motivational talk on enhancing life skills.

(By Adv. Eeshan Usapkar)

8 September, 2023

### Skit Competition

Skit Competition under Kalaavishkar was held in A.G. Keni Hall.

Six teams across streams- around 65 students participated in the same. The judges for the competition were Mrs. Jyoti Bagkar, Mr. Aakar Dhabale and Mr. Deepak Gaonkar. The coordinators for the event were Ms. Saiee Dhargalkar & Mr. Shraavan Marathe.



2) "CyberSecurity"-A talk on Cyber Crimes  
( By P.I. Vidyanand Pawar)

Cyber crime Ribandar branch.

3) Trends and career prospects :IT industry  
(Mr. Nilkhil, Balachandra Technology)



### अविश्कार: PPT Competition

PPT Making and Presentation Competition was held under Kalaavishkar in Computer Science Lab. The judges for the competition were Mrs. Pranaya M. Naik and Mrs. Vidya R. Aroskar. The coordinator of the Samer was Mr. Uday B. Naik.



### अविश्कार: Sketch a Portrait Competition

Sketch a Portrait Competition was held under Kalaavishkar in Physics Laboratory. Total six students participated in the competition.



**9 September, 2023**

### **Vocational Stream's Field Trip**

The field trip for Vocational stream students was organised to Tambdi Surla temple.



**9 September, 2023**

### **काव्यांजली: A Multilingual Poetry Recitation**

'Kavyanjali', the annual Multilingual Poetry Recitation program of The Language Club of the school was organised with great joy and enthusiasm. Over fifty students across streams participated and presented their original poems in Konkani, Marathi, Hindi and in English language. The Chief Guest for the function was renowned Goan poet, Mrs. Nutan Sakhardande.

**9 September, 2023**

### **Attended Workshop on Robotics and Drones**

A workshop on 'Robotics and Drones' was organised by the Ministry of Culture – GOI in association with Team Phoenix, Goa at Goa Science Centre, Miramar.



**9 September, 2023**

### **कला अविश्कार: Quiz**

" Quiz Competition (Finals)" - was held in Room No 9. Five teams had qualified the preliminary round, and participated in the finals.

The coordinators for Quiz Competition were Miss. Priyanka Pednekar and Mr. Mukund Sakhardande.





**10 September, 2023**

### **Observed Suicide Prevention Day**

The Counseling Cell of the institution organized a poster making competition in view of Suicide Prevention Day which is observed each year on the 10<sup>th</sup> of September. The purpose of the activity was to spread awareness on Suicide Prevention.



**12 September, 2023**

### **Red Ribbon Club's Installation**

The Red Ribbon Club's installation ceremony was held in the A.G. Keni hall. Around 115 students: of XI Sci A , XI Arts B and XI AA(Voc) attended the session .

The installation ceremony was followed by a talk on HIV /AIDS awareness by Dr.Rachana Halarnkar ,Medical Officer,UHC ,Mapusa



**14 September, 2023**

### राष्ट्रभाषा हिंदी दीवस समारोह

पुरुषोत्तम वालावरकर उच्च माध्यमिक ववद्यालय मापुसा गोवा में 14 मसतंबर को ह दं ी हदवस बड़े उत्सा के साथ मनाया गया । दप र ठीक ु सव्वा 12:00 बजे समारो के प्रमुख अततथथजनता ववद्यालय मांपूसा के मुख्याध्यापक श्रीमान अनूप पोळे जी ने दीप प्रज्वमलत कर समारो का शुभारंभ ककया।



**15 September, 2023**

Teacher Mr. Dayanand Desai received the IIHM Teachers Day Award.



**14 September, 2023**

### Master Suyash Chari Wins 'the Best Kasale Vadak' Title

In all Goa Inter-Higher Secondary Ghumat Aarti Competition, organised by Mandrem College, Master Suyash Chari, XII Arts C won the prize for the best kasale vadak.



**16 September, 2023**

### कला अविश्कार: चिथीचो Bazaar

Under Kalaavishkar, Bazaar ( Chaturthi Special Market) was exhibited outside A. G. Keni Hall building. The Teachers in-charge were Mrs. Melinda P. sandhya N. and Teacher-trainee Ms. Pooja G.

The objective of the exhibition cum sale was to encourage young entrepreneurs in HSS.

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## Saraswat Vidyalaya's Primary School

### कृष्ण जन्माष्टमी दहीहंडी कार्यक्रम

दिनांक 6 सप्टेंबर 2023 रोजी विद्यालयातील प्राथमिक विभागाच्या मुलांनी दहीहंडी निमित्त शाळेच्या परिसरात राधा कृष्णाच्या वेशभूषेत फेरी काढली आणि कृष्णाची भजने गायली. चौथीच्या मुलांनी दहीहंडी फोडली. सर्व मुलांनी आणि पालकांनी दहीहंडी कार्यक्रमाचा आनंद लुटला.



### गणेश चतुर्थी कार्यक्रम

गणेश चतुर्थी निमित्त दिनांक 14 आणि 15 रोजी प्राथमिक विभागात गणपतीची मूर्ती आणून पूजन केले. मुलांनी गणपतीची स्तोत्रे आरत्या म्हटल्या आणि फुगड्या घातल्या.

मुलांना पंचखाद्य आणि फळांचा प्रसाद वाटण्यात आला.



## News corner

### History of Ganesh Chaturthi

Ganesh is known by the names Heramba, Ekadanta, Ganapati, Vinayaka and Pillaiyar. Ganesh Chaturthi / Ganesh Puja is one of the widely celebrated Hindu festivals in the country. The blessings of Lord Ganesha are invoked at religious ceremonies. Lord Vinayaka is known as the fortune giver and one who can assist to avoid natural

calamities. He is also the patron god of traveling. Lord Vinayaka is portrayed with an elephant's head on a human body. According to Hindu customs, Lord Ganesh is the son of Lord Shiva and Goddess Parvati.

<https://www.bankbazaar.com/indian-holiday/ganesh-chaturthi-holiday.html>

### **This Is How Ganesh Chaturthi Is Celebrated In Goa**

Popularly known as Chavath, Ganesh Chaturthi celebrations in Goa are a grand family affair, deeply rooted in nature and unique from the rest of India



In September, the monsoons leave behind a lush green landscape covered in a bountiful harvest. Families are busy preparing an auspicious welcome for Ganesha, the Lord of Wisdom and Prosperity to their home.

Celebrations in Goa significantly differ from Maharashtra, Karnataka, Kerala, Telangana, Andhra Pradesh, and Tamil Nadu. According to Rajendra Kerkar, an environmentalist and writer, Ganesh Chaturthi worship in Goa 'is in vogue since the Gupta period.' He notes a sketch by Lopes Mendes on a Ganesh celebration in Panjim. Additionally, he points to the old Kadamba period Ganpati temple on Divar Island. A new temple stands in the same place.

Rajendra P Kerkar / Sep 13, 2021, 05:56 IST

One of the significant features of the festivities is its close connection to Mother Nature. Kerkar explains that in Goa it showcases the seasonal biodiversity in the vicinity “It is not only the festival of worshipping the God, but transmitting the knowledge of the ethno-botanical traditions which have been followed. Earlier, they made clay idols from the silt brought by the river,” he says.

## **Ganeshotsav and Worship of Nature**

### **Matoli**

The traditional matoli, a checkered bamboo frame above the idol, is decked with fruits such as coconut, mango leaves, bunches of bananas, aambaade, and seasonal fruits and flowers. Kerkar reveals that the matoli can contain up to 300 items.

Ganpati celebrations commence a day before the main festival (known as tai) with the worship of Lord Ganesha’s parents, Parvati and Mahadev. According to Dr. Maria de Lourdes de Bravo da Costa Rodrigues in her book, Feasts, Festivals, and Observances, ‘a bundle of different kinds of herbs, leaves of medicinal trees, and plants are wrapped in a leaf of the Kasaalli shrub. This bundle signifies Parvati and contains arjun patri, Chiddo, Dhavi patri, and turmeric leaves.’

Nicole Suares **Updated:** Friday, September 22, 2023, 09:15 PM IST

<https://www.freepressjournal.in/weekend/this-is-how-ganesh-chaturthi-is-celebrated-in-go>



The Matoli tradition evolved as a way of expressing gratitude to Lord Ganesh, the favourite son of Mother Earth Parvati. It symbolises the symbiotic relationship between the people and the forest.

There was a time when people had to follow various rules while collecting forest produce to ensure sustainability. There were strict norms on how and when a fruit or leaf was to be harvested.

In 1886, Lopes Mendes in his book 'A India Portuguesa' made one of the earliest mentions of 'the image of Lord Ganesh placed in an oratorio decorated with precious jewels and surrounded by lights, flowers and fruits'.

Braganza Pereira in his book 'Ethnography of Goa, Daman and Diu' (1940), while describing the festival of Ganesh Chaturthi, makes mentions about the 'matoli' tradition of Goa.

"Our forefathers, in order to respect the new fruits of the monsoon season, place them in a decorative canopy and worship the precious creations of Mother Nature. The 'matoli' tradition was an informal way of imparting education about plants through culture. There is a need to tap the potential of this ecological tradition to educate the younger generation," said Govind Shirodkar, an officer at the directorate of art and culture.

Another important tradition during the festival is worshipping the first harvest of the season. On the second day of Chaturthi, the first paddy harvest, called nave, is offered to Lord Ganesh. In the past, wild elephants and rats would wreak havoc in the rice fields. In a bid to ward them off, the farmers would seek Ganesh's protection.

The wild leaves that are used to decorate the idol are locally known as patri. Most of them are readily available in the markets held a day before the festival. The most famous is the Banastarim market, around 20 km away from Panaji. But some families, like the Prabhugaonkars of Mashem in Canacona, prefer to gather these themselves and tie them in a bundle locally known as, pudi, for their homes and for others in the village.

Source: <https://timesofindia.indiatimes.com/city/goa/matoli-an-informal-lesson-in-indigenous-ecology/articleshow/86151567.cms>

### **Ganeshotsav and Food culture:**

In Goa, Ganesh Chaturthi looks a little different from the rest of the country. It's a celebration of community, family, and of course food. Take a look inside what Goa's Chovoth celebration means...and what's on the menu.

The food prepared on Tay is thought to satiate the goddess' pregnancy cravings. Patoli is one of Goa's specialities, a rice flour pancake filled with coconut and jaggery and steamed between turmeric leaves. The Tai patoli however is made without salt and is often offered to the goddess without the filling. These are also eaten by married women who choose to fast on this day.

The main menu follows suit and has a unique selection of items such as Khatkhate, a vegetable stew made with seasonal produce, Suyos (cone-shaped rice cakes also called sannas, similar to idli) dipped in coconut juice sweetened with jaggery, Varan Bhaat (dal and rice), Moogachi Ghati (moong dal and coconut curry), along with a selection of vegetable sabzis.

Dishes like Alu Chi Bhaji made with colocasia leaves and bkna (jackfruit seeds) are common, Ambade Sasav (hog plum curry), Chonyacho Ross (white peas in coconut curry), Bimblachem Sasav (a sweet and sour curry made from Bimbli, local Tree Sorrel). The curries are usually light or made with the addition of coconut, because as Abhishek jokes, "We Goans love to put coconut in everything like coconut milk grated coconut. That's what makes Goan food different." Bread is typically not eaten on these days and instead, there are usually Vadem (puris made from rice flour and urad dal) or Sannas.

By  
Shireen Jamooji

<https://www.slurrrp.com/article/ganesh-chaturthi-in-go-a-inside-the-chovoth-kitchen-1695109506186>

## Ganesh Chaturthi Across the Globe: A Multinational Celebration

Ganesh Chaturthi, originating as a quintessential Hindu festival in India, has found its way into the hearts and homes of several countries worldwide. Beyond India's borders, this vibrant celebration has taken root in diverse communities with significant Hindu populations. Let's explore how Ganesh Chaturthi is observed in some of these countries:

- **Malaysia:** A Nine-Day Culinary Tribute Across Malaysia, Ganesh Chaturthi heralds nine days of gastronomic devotion. The 'Pranprathistha' ritual sets the stage, invoking Lord Ganesh's earthly presence and initiating the culinary celebrations. Sweet dishes and tantalizing culinary creations are offered to the deity over this period. The festivities culminate in a vibrant procession, where the idol is lovingly carried to a water body for immersion.
  - **Nepal:** Honoring Lord Ganesh with Devotion in Nepal, Ganesh Chaturthi, also referred to as Vinayaka Chaturthi, is celebrated with profound reverence. Devotees welcome idols of Lord Ganesh into their homes, engage in heartfelt worship, and relish delectable feasts in the company of friends and family. The culmination of the festivities involves the immersion of the idols, echoing the practice in India. Temples play a pivotal role by conducting prayers and sharing Lord Ganesh's favorite treat, modaks, a sweet delicacy.
  - **Singapore:** Floral Adornments and Devotion In the vibrant city-state of Singapore, Ganesh Chaturthi is marked by intimate home worship. Delicately decorated Ganesha idols adorned with vibrant flowers and sacred kumkum and turmeric are the centerpieces of devotion. Offering sugarcane and corn, along with embellishing front gates with mango leaves, adds a charming touch to the festivities.
  - **Mauritius:** The island nation of Mauritius mirrors India's Ganesh Chaturthi traditions with heartfelt devotion. Homes are meticulously cleaned and adorned with colorful flowers to welcome the deity. Lord Ganesh's insatiable love for food finds expression in the offering of Modak, a delectable sweet treat made from rice flour, jaggery, and coconut stuffing.
- 
- **Canada:** Grand Celebrations in Toronto Across the Atlantic, Toronto, the bustling Canadian metropolis, transforms into a hub of Ganesh Chaturthi celebrations. The Indian diaspora brings the festival to life with a tapestry of cultural and



religious events. Ganesha idols journey from Indian homes to find a new abode in Canada, where devotees unite for vibrant gatherings, Aarti ceremonies, and the distribution of Prasad.

<https://www.bankbazaar.com/indian-holiday/ganesh-chaturthi-holiday.html>

## **The economics of Ganesh Chaturthi festival in Mumbai**

In Mumbai, India's financial and film capital that is home to 21 million people, the Ganesh festival is also seen as the state's biggest economic trigger.

**SHANTANU GUHA RAY**

**SEPTEMBER 23, 2023 / 02:25 PM IST**

Apart from the increase in sales of consumer goods and big-ticket items, festival-related services like mandap decorators, idol makers, flower dealers and sweet shops also see a sharp rise around the 11-day festival period.

At Mumbai's Siddhivinayak temple, a special gate that guarantees quick entry for Rs 1,500 has run out of its offerings of a framed Ganesha photograph, a raw coconut, a scarf and box of saffron-coloured laddoos. It happened a week before the traditional 11-day Ganesha festival, from September 19-28 this year. "Crowds are coming like waves, we are closing this enclosure every one hour," said Ashok Wagh, a person manning the gate. He said special orders for frames and scarves have gone to merchants in faraway Delhi and Ludhiana.

The Siddhivinayak temple is the most popular abode of Ganesha. During the 11-day special festival, popular as Ganesh Chaturthi, the temple has 1.5-2 lakh daily visitors. On a normal day, the footfall ranges between 20,000 and 30,000 per day.

The rush is maddening this year; everyone wants to seek blessings. There is happiness in the air. For millions in India, Ganesha is the god of wisdom, intelligence and new beginnings, and also the remover of obstacles.

Independent studies showed the Ganesh economy was fast closing in on the economy of Diwali, India's big festival of lights that hovered around **Rs 1.5 lakh crore**.

### **Economic trigger**

Ganesh Chaturthi "is like a new beginning for all, small, medium-scale and big businesses. It is the biggest trigger for all kinds of products that are sold during this festival," said Dahibhavkar Kamath.

Kamath, a resident of Mumbai, said that the Ganesha economy starts at least three weeks before the festival and continues for another 11 days. "We are looking at a month-long economic activity. Everyone is on the move, selling or buying something."

Advertising professional Shinjini Banerjee, who lived in Mumbai for nearly a decade and a half, said she is surprised at the level of spending. "I am actually quite surprised. The otherwise non-ostentatious Mumbaikars seem to pour their hearts and pockets out around this time," said Banerjee.

"Everyone believes in the miracles of Ganesha. Everyone prays with all their hearts in his powers as the God who removes obstacles. So spending has no limit during this festival," added Banerjee.

Millions are selling round the clock, millions are buying. It's a unique economic fervour.

A Just Dial consumer report in 2022 said demand for festival-related services saw an on-year jump of **53 percent** in cities like Mumbai, Pune and Nashik. The report further said withdrawal of all Covid restrictions had triggered a big boost for all service providers for festivals and the gig economy at large.

The report said festival-related services like mandap decorators, idol makers, flower dealers and sweet shops also saw a sharp rise. So did sales of white goods. The Retailers Association of India expects a jump in sales of smartphones, laptops, refrigerators, television sets, daily consumables and other fast-moving consumer goods, or FMCG, from **August-December**.

The sales are driven by offers, schemes and discounts up to 70-80 percent. Consumers typically put off purchases of large durable items such as television sets, refrigerators and washing machines for this season of discounts. Those with low budgets are buying small kitchen appliances and bed covers. This is one side of the business.

The other revolves around flowers and merchandise and materials used for constructing makeshift pandals. The businesses have boomed in stores across Dadar market in Central Mumbai, where shopkeepers report a 30-45 percent jump in sales over last year. The surge for festival-related services like mandap decorators, idol makers, flower dealers and sweet shops is huge, they say, and it could be bigger still during the Dussehra-Diwali period, considered the peak season for consumer durable retailers. Across Mumbai, Pune and Nashik, the demand for pandal decorations - claim local sources - was over 50 percent from last year.

**SHANTANU GUHA RAY** is a senior journalist based in New Delhi.

<https://www.moneycontrol.com/news/trends/features/the-economics-of-ganesh-chaturthi-festival-in-mumbai-11414021.html>

## EDITORIAL

This issue of **SARASWAT** is a humble attempt at filling the void that has been created by the absence of student-run newsletters in most colleges.

While this issue has largely been born out of the Library, we are open to submissions from all students, Teachers and well wishers.

We hope that subsequent issues will strike up numerous discussions and bring students of various departments closer.

Please email your articles, stories, poems, events, creative ideas, and advertisements to **newsletter@caculcollege.ac.in**. We request you to restrict longer articles to 350-400 words. In case you have any comments or queries related to this issue, please email them to us. Hope to hear from you!