



Modern College of Arts Science and Commerce Shivaji Nagar Pune

ModLib April 2016

Editorial

We meet again after a gap of almost year! We were unable to publish any issue in the past year as we were busy renewing our website.

I am sure you all have missed us. In a conscious effort to save paper and thus save the environment; we are excited to reintroduce our e-bulletin.

Let us refresh your memory about this publications.

✚ *We propose to publish it quarterly on our website: www.mcasclib.com*

✚ *Every issue will necessarily comprise of:*

- *Important events that have taken place*
- *New books that have been purchased. The list of which can be found under the "New Arrivals" section*
- *Informative articles.*

Readers can send their feedback on our email: mcasclib@gmail.com.

I am sure your feedback will help us and encourage us in making this association much more informative and interesting.

Please feel free to browse through our website which is a showcase of our library's facilities, resources & services. With this website, we aim to be on service 24/7 to all our users.

Hoping this journey brings about an exchange of information and provides a better (more refined) understanding of Library.

Mrs. M. S. Datre

Librarian

Events

Following events were celebrated in the library during January to April 2016.

January 2016

1. 3 January 2016- Savitribai Phule Jayanti,
 - Great Social reformer.
 - Played an important role in improving women's rights in India.
 - 1st female teacher of 1st women's school.
2. 12 January 2016- Jijau Jayanti
 - Mother of chhatrapati Shivaji and a women with great vision for independent kingdom.
 - Her contribution is important in making Shivaji: a great king.
3. 23 January 2016- Netaji Subhashchandra Bose Jayanti
 - Netaji Subhashchandra Bose: Indian Nationalist
 - His great patriotism made him a hero in India
 - Leader of Indian National Congress

February 2016

1. 19 February 2016- Chhatrapati Shivaji Maharaj Jayanti

Great Indian warrior king, who sowed the seeds of Indian Independence. secular King.

March 2016

1. 12 March 2016- Yashwantrao Chavan Jayanti:
 - 1st Chief Minister of Maharashtra.
 - 5th Deputy Prime Minister of India.
 - Strong congress Leader, Social activist & writer.
2. 23 March 2016- Sahid Din
 - Also known as Martyrs Day in memory of Bhagat Singh, Sukhadeo and Rajguru.
 - They were revolutionaries and fought for freedom of our country.
 - On this day they were hanged to death by British Raj.








April 2016





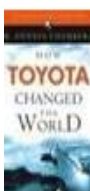
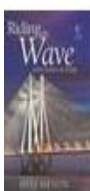

- 11 April 2016-Mahatma Jyotirao Phule Jayanti
- Great social reformer in Maharashtra
 - Fought against casteism, evil customs of Hindu religion.
 - Pioneer of women's education.
 - Formed "Satyashodhak Samaj" Wrote many books
1. 14 April 2016- Dr. Babasaheb Ambedkar Jayanti








"Continuous 14 hours reading" activity was performed by students in memory of Dr. Babasaheb Ambedkar who was founder of India Constitution, Barister and social reformer.
 2. 23 April 2016- World book Day

Celebrated all over the world to promote reading, in memory of William Shakespeare. All books written by William Shakespeare were displayed in the library.

New Arrivals

Book Cover	Material Type	Title	Authors	Edition	Publisher
	Book-Gen Ref. Book	Idea Whose Time Has Come: The Story of the Indian School of Business	Sinha, Pramath Raj	-	Portfolio
	Book-Gen Ref. Book	13 Bankers: The Wall Street Takeover and the Next Financial Meltdown	Johnson, Simon / Kwak, James	-	Pantheon Books
	Book-Gen Ref. Book	Saving Capitalism from the Capitalists	Rajan, Raghuram / Zingales, Luigi	-	Collins Business
	Book-Gen Ref. Book	Strategy Rules: Five Timeless Lessons from Bill Gates, Andy Grove and Steve Jobs	Yoffie, David B. / Cusumano, Michael A.	-	Harper Collins
	Book-Gen Ref. Book	India Uninc	Vaidyanathan, R.	-	Westland
	Book-Gen Ref. Book	Origin of Brands: How Product Evolution Creates Endless Possibilities for New Brands	Ries, Al / Ries, Laura	-	Harper Collins
	Book-Ref Book	Encyclopedia of the Global Economy: A Guide for Students and Researchers: Volume 1	OConnor, David E.	-	Academic Foundation

Book Cover	Material Type	Title	Authors	Edition	Publisher
	Book-Biography	Dreaming Big: My Journey to Connect India	Pitroda, Sam / Chanoff, David	-	Portfolio
	Book-Gen Ref. Book	Professional: Defining the New standard of Excellence at Work	Bagchi, Subroto	-	Portfolio
	Book-Gen Ref. Book	Good To Great: Why Some Companies Make the Leap...And Others Don't	Collins, Jim	-	Random House
	Book-Gen Ref. Book	Currency Wars: The Making of the Next Global Crisis	Rickards, James	-	Portfolio
	Book-Gen Ref. Book	How Toyota Changed the World	Chambers, K. Dennis	-	Jaico Publishing House
	Book-Gen Ref. Book	Riding the Wave: Seven Leaders of Change	Menon, Mini	-	Collins Business
	Book-Gen Ref. Book	Greatest Company in the World?: The Story of TATA	Casey, Peter	-	Portfolio

Book Cover	Material Type	Title	Authors	Edition	Publisher
	Book-Ref Book	Encyclopedia of the Global Economy: A Guide for Students and Researchers: Volume 1	OConnor, David E.	-	Academic Foundation
	Book-Gen Ref. Book	Age of Stagnation: Why Perpetual Growth is Unattainable and the Global Economy is in Peril	Das, Satyajit	-	Tranquebar
	Book-Gen Ref. Book	Kautilya's Arthashastra : The Way of Financial Management and Economic Governance	Kautilya	9th	Jaico Publishing House
	Book-Gen Ref. Book	Business Maharajas	Piramal, Gita	-	Portfolio
	Book-Gen Ref. Book	Fault Line: How Hidden Fractures Still Threaten the World Economy	Rajan, Raghuram G.	-	Collins Business
	Book-Gen Ref. Book	New Rules of Marketing and PR : How to Use Social Media, Blogs, News Releases, Online Video, & Viral Marketing to Reach Buyers Directly	Scott, David Meerman	-	Wiley India P. Ltd.
	Book-Gen Ref. Book	Book of Management :The Ten Essential Skills For Achieving High Performance	Baron, Eric etc.	-	Dorling Kindersley