

**Bachelor of Arts in Multimedia and Mass Communication
(B.A. (M.M.C.))**

“Whoever controls the media, controls the mind”

-Jim Morrison

Activities conducted during the year by the department:

Curricular:

1. On 31st July, 2022 the Blog competition was conducted for all B.A. (M.M.C.) students. The students get the opportunities to write and get it published in college magazines. It is big platform for students where they can get featured in the college magazine.
2. On 26th September, 2022 a Logo making competition was conducted for all the courses and students where they have been judged on the basis of their performance. Prof. Freddy Singaraj was the judge who selected a best 3 college logo made by students.
3. On 30th September 2022 “Media and entertainment” a Guest lecture was conducted for SYBAMMC students where they were guided for the future. Our Guest speaker Gaurav Meena gave a lecture on how the ad industry works and what are the benefits of doing rapping. He gave information about how the agencies work from idea to execution, how important the sound mixing, voice clarity is in the process. He further explained how the music industry is changing the culture through rapping.
4. 11th March, 2022 visit to MAAC lab was arranged was for FY B.A. (M.M.C.) students. These courses were based on animation and VFX. The motive of these courses was to introduce the new opportunities to the students.
5. On 1st March 2023 pre event of Media Mantra – Arabian Nights invited all the students to participate for the main event. Students inaugurated the pre event.
6. On 9th March, 2023 Media Mantra – Arabian Nights theme was organized by the students under the teacher’s guidance for the other courses. Three renowned guests were called to watch the event. Dr. Trupati Barccha, Shravan Ajay and Mansi Taxan were the guests of the events.
7. On 8th May and 26th April, 2023 Online Viva Voce was conducted by external examiner for Semester V students.
 - TYBAMMC (Advertising): Examiner DR. Sunder Rajdeep - Ad Design Subject
 - TYBAMMC (Journalism): Examiner DR. Sunder Rajdeep - Newspaper and Magazine Making

8. On 8th October, 2022 and, 2021 two PTA meetings were conducted during the year for Semester III semester to inform the parents about their wards' attendance, achievements and overall performance.

Extra-curricular:

1. On 24th September, 2022 B.A. (M.M.C.) in association with the film society and cultural committee of the college had organized a “Rooh-E-Ghazal”. The well-known singers were called to perform. More than 35 students from various streams and colleges attended the musical event. This event was graced by I/C Principal Dr. Kiran Mane, SFC vice Principal, Prof. Subhashini Naikar, B.A. (M.M.C.) Coordinator Prof. Bhavana Singh, Prof. Minu Paul and Prof. Kritika Rao.

Faculty Pursuits

Prof. Bhavana Singh

IQAC and the Department of B.A.M.M.C. of Deviprasad Goenka Management College of Media Studies in association with Board of Studies in Mass Media, University of Mumbai - organizer One day Orientation workshop on Examination pattern in the Offline Mode for TYBAMMC, Semester V, Advertising and Journalism - topic
17th September, 2022

IQAC and South India IQAC cluster ASC Degree College
5 days Online Faculty Development Programmed on “Policy framing in higher educational institutions”
05th September 2022 till 09th September 2022

St. Francis Institute of Management and Research
5 days Virtual Symposium on “National Education Policy (NEP) 2020
26th September 2022 till 30th September 2022

International Journal of Advance and Innovative research
“Technology, Innovation and Resilient Entrepreneurship; Catalysts for sustained Business Excellence” - title
ISSN - 2394-7780
July-September 2022

State Level - Redshine Publication
Good Documentation Practices for NAAC Accreditation Process - title
ISBN-10
January, 2023

Contemporary issues

Himalaya Publishing House
ISBN - 978-93-5693-063-6
November 2022

SOFT SKILLS
Himalaya Publishing House
ISBN - 978-93-5596-832-6
October 2022

Mumbai University Paper Setter of Journalism and Public Opinion SEMESTER V TYBAMMC
JOURNALISM SUBJECT

Mumbai University Paper Setter of Contemporary Issues SEMESTER VI TYBAMMC
JOURNALISM SUBJECT

Mumbai University Paper Setter of Brand Building and Copywriting SEMESTER V ATKT
TYBAMMC Advertising SUBJECT

Moderated papers of Mithibai College, NL College, Nationals College, Vidya Vikas College,
patkar varde College, Raheja College

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patkar varde College, Raheja College

Taken Guest Session in SNDT College on the Topic of 'Formal Letter Writing Styles and
techniques' on 14th October 2022

Taken Guest Session in Lords Universal College on the Topic of 'Personality Development and
Corporate Communication' on 02nd February 2023.

Prof. Minu Paul

Attended an Orientation Workshop on Examination pattern by Deviprasad Goenka College of
Media Studies in association with Board of Studies in mass media, University of Mumbai have
organized a workshop on Examination pattern in the offline mode for TYBAMMC, SEM V
(Advertising & Journalism students) on 17th September 2022

Published textbook for First Year Computer Science students on the subject Soft Skill by
Himalaya Publication on 20th October 2022

Appointed as a University Paper Setter for the subject of Mobile Journalism & New Media
Semester V TYBAMMC JOURNALISM

Attended an Orientation Workshop on Examination pattern by L.S. Raheja College of Arts and
Commerce for Semester VI - Paper Pattern Discussion and Exam orientation for TYBAMMC,
SEM VI (Advertising & Journalism students) on 27th April 2023

Attended a Short-Term Course for Preparing & Uploading NAAC Documents (Last minutes preparation after filling the IIQA) on 5th April 2023.

Prof. Kritika Rao

- ☐ Research article was published in the month of February 2023 at Amity university Rajasthan, Jaipur on Representation of Tribal in Indian cinema (Bollywood)
- ☐ Cleared CET exam for pursuing B.Ed. for additional degree in 2022 November
- ☐ Cleared PET exam to pursue further PHD in 2022 November
- ☐ Research paper presented on role of media in teaching and learning process at Usha Pravin Gandhi College of Arts in 2022

Strengths of department-

- Qualified, Experienced and devoted resources with imaginative thoughts.
- Resources have industry experience and viable information on their field.
- Great coordination and collaboration among the resources.
- Educating is educational program driven as well as understudy driven.
- Accentuation on Undertaking based learning through field work, bunch work and individual tasks.

Our Findings about BAMMC students –

This scholarly year has been carefully rich for the in-house as well with respect to the meeting resources of the program. Our understudies have just displayed their gifts on the web and have demonstrated that they are understudies who can think of flying tones with our direction and backing. It had been a satisfying encounter for every one of the instructors, visitor speakers, visiting resources that were related with this program.

Testimonial from Our Stake Holder (Parents)

Indeed, even after the pandemic the school never wondered whether or not to be there with our youngsters so their schooling won't ever stop. I present my appreciation to every one of my educators for persistently supporting our understudies - Dhanraj Suthar

I was truly spectral at start how are the understudies going to learn on the web, yet the manner in which educators need to additional endeavors to simplify the things for the understudies merits appreciating. Thank you kindly indeed for your diligent effort and tolerance - Bajirao Dhanawade

Best Practices

- The BAMMC Blog went on by B.A. (M.M.C.) program where understudies compose articles on different topics and it gets transferred on the college site in B.A. (M.M.C.) Blog segment where new hopeful students get a stage.
- In FYBAMMC Introduction to Journalism subject, students were asked to write the media topics and to edit the designing of entire college magazine.
- In SY B.A. (M.M.C.), Prof. Bhavana Singh asked the students to set a guest lecture for the students and to get a rapper from the media industry as a project to give exposure.
- In TYBAMMC Prof. Kritika Rao asked the students in reporting subject to search real life news as a project?
- As a best practice started by Prof. Minu Paul arranged a Media Mantra as a Media game platforms as an inter departmental activity.
- As a best practice, Prof. Minu Paul had arranged a visit to MAAC Lab animation center.
- Our department alumni's Mr. Navel John Nazareth and Ms. Anjali Bhimraya Hegde are designing the E-Magazine (2019- 20 -21) for our college.

Superstars of BAMMC

Ms. Harshita Suthar (Batch 2020-2023)

1. She has won Miss Karma
2. She has won in mono acting competition in Rizvi College.
3. She has won in open mike competition in Mittal College.
4. She has performed as a theatre artist in various colleges such as Karta College, Shankar Narayan College and Vase College
5. She has won in news reading competition



Mr. Anjaynay Roy (Batch 2020-2023)

1. Worked as a virtual anchor on volunteer basis for NETRA- Foundation.
 2. Worked as an associate casting producer for reality show of Star Bharat Mika Di Vohti, refer Doc- 1
 3. Currently Working as an Senior Reporter & Anchor in Entertainment Beat for IANS/PTI .
 4. Worked as a social media manager for All India tour (Energy Swaraj Yatra) through which travelled 140 cities, 800+ places and 6000 kilometres across India via road. Refer pic - 2: my timeline of Google Maps.
- Refer pic 3 - letter of employment



Incharge
Prof. Minu Paul

Photos of events

Media Mantra



Guest Lecture





Ghazal Event



Film festival cinema for screen event

