

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

“Societies have always been shaped more by the nature of the media by which men communicate than by the content of the communication”.

-Marshall McLuhan

Activities conducted during the year by the department:

Curricular:

1. On 10th June 2023, B.A.(M.M.C) Semester V ATKT Internal Examination VIVA VOCE was conducted
2. 17th July 2023, Commencement of Regular session for First Year (Semester I) B.A.(M.M.C) students for the AY- 2023- 24.
3. From 7th August to 10th August 2023, F.Y Orientation was conducted where all the First Year B.A.(M.M.C) students and their parents were guided about college, department activities, placement & examination pattern.
4. From 7th August to 12th August 2023, Internal Assignment Submission for Odd Semester V and III was conducted.
5. From 31st August to 6th September remedial lectures for Semester II ATKT were conducted. Students are guided on how to study for the subject and how to write the papers more effectively and efficiently.
6. On 11th September 2023, a Library Orientation was organised by the Library Committee for the B.A.(M.M.C) students where all the F.Y.B.A.(M.M.C) Students were guided on the availability. of the books, infrastructure and facilities of the library. They were updated on the rules and regulations of the library and were directed on how to access E-Books. Students were given a tour of the library.
7. On 26th September 2023, Semester II and and IV- ATKT Exams in which students submitted their assignments in hard copy and their viva was conducted.
8. On 28th October 2023, A PTM for F.Y.B.A.(M.M.C) students was organised. A parent-teacher meeting was conducted for the F.Y.B.A.(M.M.C) students. Important Points such as PCT performance, Mastersoft app, college rules and regulations, mentor-mentee schedule, UMIC rules, Dress Code and Conduct of students with peer group and faculties were discussed.
9. From 28th November 2023, Commencement of Semester IV Lectures of all SFC Programs.
10. On 8th December 2023, SEM II ATKT Result was declared.
11. On 28th December 2023, SEM IV ATKT SEP 2023 Result was declared.
12. On 18th January 2024, S.Y.B.A.(M.M.C) Semester III ATKT results were declared.

13. On 7th February 2024, Declaration of Sem I Regular Results
14. From 26th February 2024 to 2nd March 2024 Remedial Session conducted for F.Y.B.A.(M.M.C) students.
15. From 4th March 2024, F.Y.B.A.(M.M.C) and S.Y.B.A.(M.M.C) Semester II and IV Internals were conducted in which Internal Assignments were collected from students on various subjects.
16. On 9th March 2024, PTM for all the F.Y, S.Y. and T.Y. B.A.(M.M.C) students were conducted in which Parents and Students were guided on the EPL, Examination, Dress Code, UMIC and Job Fair.
17. On 11th March 2024, F.Y.B.A.(M.M.C) Semester I ATKT Examinations were conducted.
18. On 12th March 2024, T.Y.B.A.(M.M.C) Semester VI (Advertising and Journalism) Internals were conducted where students submitted their Internal Assignments.
19. 19th March 2024, S.Y.B.A.(M.M.C) External Exams were conducted.
20. 20th March 2024, F.Y.B.A.(M.M.C) External Exams were conducted.
21. 30th March 2024, B.A.(M.M.C) Internal ATKT Semester 1 in which Students were asked to submit answers to the subject related questions.
22. On 4th April 2024, T.Y.B.A.(M.M.C) (Advertising and Journalism) Semester V Results were declared.
23. 23rd April 2024, T.Y. B.A.(M.M.C) Semester VI External Exam commenced.

Extra-curricular:

1. On 30th June, 2023, an activity named 'Pride Assemblage' was conducted to create awareness regarding LGBTQ+ community. amidst youth and make them understand the struggles and problems faced by the community. members in various facets of life. A Guest lecture by Mr. Sumit Pawar, Discussion with Mr. Sumit Pawar and Debate amongst the students. Pride rally around the Foyer area. The students were able to support LGBTQ community and showed their support for the same. They got enlightening insights of the community. and many of the participants also participated in the rally.
2. On 12th July, 2023, A Fashion Show Grooming Workshop was conducted by the B.A.(M.M.C) Department in which Ms. Jaonaboi Borah was invited as the Chief Guest. In this session the students were groomed so they can participate in the Fashion show events in future and the students were also introduced to the modelling career.
3. On 17th July 2023, The B.A.(M.M.C) Department along with the Career Guidance Cell organised a seminar with PFAMES- Prime Focus Academy of Media and Entertainment Studies. This seminar was organised to give our students great knowledge and deeper insight into the field of Visual Effect (VFX) and Animation and to give them new alternatives to career. Detailed lecture by Mr. Paul George, and discussion with the

entire team of PFAMES Ms.Dhvani Mehta , Mr. Nikhil Khadpe, Mr. Chotelal Gupta. The students were satisfied with the seminar and had great exposure to alternative career options and they had great experience about Visual effects (VFX) and Animation.

4. On 4th August 2023, a visit to Fractal Picture Studio -Incube8 Academy of Animation and VFX was organised for the First Year B.A.(M.M.C) students. This studio visit was organised to give the first year B.A (M.M.C) students a deeper insight into the world of animation and VFX and the career options available. Seminar session delivered at the studio by Mr. Sapan Shrestha and studio tour given to all the students by Mr. Sapan Shrestha and Mr. Urmil Chakravarty and team. The students were satisfied with the studio visit and got a clear understanding of the Animation and VFX arena.
5. On 30th September 2023. A Digital marketing Seminar was conducted for the B.A.(M.M.C), BMS and BIM students in which Mr. Chinmay S Vichare- The speaker shared about the insights of digital marketing with the students, also cleared their doubts on digital marketing at the end of seminar.
6. On 4th October 2023, A Visit to the Fractal Picture Studio with S.Y.B.A.(M.M.C) was organised. Students of S.Y.B.A.(M.M.C) were taken for a studio visit to Fractal Picture Studio- Incube8 Academy of Animation and VFX. Students were updated on the important concepts such as storyboarding, Concept Designing and much more. Students were given a tour of the studio and gained an in-depth understanding about the world of animation and VFX through brilliant experts from the industry.
7. On 5th October 2023, A Visit to the Fractal Picture Studio with T.Y.B.A.(M.M.C) was organised. Students of T.Y.B.A.(M.M.C) (Advertising and Journalism) were taken for a studio visit to Fractal Picture Studio- Incube8 Academy of Animation and VFX. Students were updated on the important concepts such as storyboarding, Concept Designing and much more. Students were given a tour of the studio and gained an in-depth understanding about the world of animation and VFX through brilliant experts from the industry.
8. On 3rd November 2023, A seminar with Welingkar's Institute on "What's Next After Graduation?" was organised by the B.A.(M.M.C) Department in collaboration with Career Guidance Cell for T.Y.BMS and T.Y.B.A.(M.M.C) students. The guest speaker was Mr. Rohit Khemchandani.
9. On 19th December, 2024 on the occasion of Vijay Diwas, the B.A. in Multimedia and Mass Communication program in association with Patriot Cell and Rashtriya Sainik Sanstha organized "Jeet ka Jashn" to commemorate India's victory in 1971 war for all the students.
10. On 16th March 2024, Media Mantra 2K24 and Scoop Bulletin Unveiling, in which the college B.A.(M.M.C) Department Publication 'Scoop Bulletin' Edition One was unveiled with the 'Retro to Metro'. Students enjoyed the event thoroughly as various games and performances were arranged.

Faculty Pursuits

Ms. Akanksha Mangavkar (Head of the Department)

- 6th Board Of Studies Meeting attended by Ms. Akanksha Mangavkar.
- **Best Paper Award** received in One-Day National Conference on the theme: 'Role of Commerce, Industry and Management in accelerating Creative Economy.
- Invited as a moderator in Saraf College for S.Y. BMS, BFM and BBI Economics papers.
- Participated in the FDP Session on 'Research Methodology, Ethics and AI from 1st February 2024 to 8th February 2024
- Organised and Participated in Seven Days FDP Session on 'Research in Humanities, Commerce and Management: Opportunities and Challenges from 13th February 2024 to 19th February 2024.
- Ms. Akanksha Mangavkar has been appointed as Moderator for the subject Business Economics Semester I at Saraf College, Malad West.
- Ms. Akanksha Mangavkar has been appointed as Moderator for the subject Business Economics Semester III at Saraf College, Malad West.
- From 20th May to 26th May, 2024 an attended Online one week National Faculty Development Program on Indian Knowledge Systems organized by Institution's Innovation Council, Sri Guru Teg Bahadur Khalsa College, Sri Anandpur Sahib, Punjab in collaboration with Nucleus of Learning & Development.
- From 20th May to 26th May, 2024 an attended Online one week National Faculty Development Program on Neuro Linguistic Programming organized by Gokul Global University, Siddhapur, Gujarat in collaboration with Nucleus of Learning & Development.

Ms. Neha Sharma (Core Faculty)

- Co-authored a paper which is listed in UGC Care list Journal. The topic of the paper is- 'The Role of ICT tools in Media' in One Day National Web Conference on 'Changing Landscape of Service Sector in Today's Business Environment'.
- Participated in the FDP Session on 'Research Methodology, Ethics and AI from 1st February 2024 to 8th February 2024
- Organised and Participated in Seven Days FDP Session on 'Research in Humanities, Commerce and Management: Opportunities and Challenges from 13th February 2024 to 19th February 2024.
- Co-authored a 2 research paper which are published in journal with ISSN Number

Ms. Duheeta Joshi (Core Faculty)

- Research Paper Publication in the One Day Multidisciplinary International Conference on 'Modern Trends and Approaches in Education' on 'A study of challenges faced by women journalists of print media in India' published in the Peer Reviewed Referred Journal.
- Participated in a One Day Faculty Development Programme on 'How to publish Research Papers'.
- Invited as a Moderator in Vidya Vikas Universal College for subjects Radio Production, Film Communication II, Mass Media Research and Media, Gender and Culture.
- Participated a workshop on 'How to write research papers, publishing and funding of research papers
- Research Paper Publication in IJCRT on 'Representation of Transgenders in Hindu Mythology in India'.

- Participated in the FDP Session on ‘Research Methodology, Ethics and AI from 1st February 2024 to 8th February 2024
- Organised and Participated in Seven Days FDP Session on ‘ Research in Humanities, Commerce and Management: Opportunities and Challenges from 13th February 2024 to 19th February 2024.
- Participated in One Day National Level Workshop on ‘How to write Research Papers, Proposals and Funding Proposals organised by the Internal Quality Assurance Cell of ‘Shrikrishnadas Jajoo Grameen Seva Mahavidyalaya- Pipri-Wardha.

Strengths of department-

- Qualified, experienced and devoted faculties with creative thoughts and knowledge.
- Astute teachers with rich industry experience and in-depth information about their arena.
- Great coordination and collaboration among the faculties.
- 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 B.A.(M.M.C) students –

This scholarly year has been carefully rich for the in-house with respect to the meeting resources of the program. Our core faculties have wonderfully executed the academic year with their teaching and mentoring of students which is highly evident in the students performance especially Third Year and Second Year students. In this year, students gained a practical understanding on various topics and experienced every sphere of the media industry through their curriculum. The Core Faculties have expanded their horizons and have focussed on their personal academic growth too. It had been a satisfying encounter for every one of the instructors, visitor speakers, visiting resources that were related to this program.

Departmental Activities

- On 31st July, 2023 A Blog Writing Campaign 23-24 was organised by the B.A.(M.M.C) Department in which blogs from students of various streams were collected through Google Forms and were uploaded on the college website. The topics for the Blog Writing were as follows: Mumbai Monsoon, Web Series and I, Classic Cinema V/s Contemporary Cinema, Transformation of music industry from skill based to technology based, Pros and Cons of Chat GPT, Use of Animation in Media, Edutainment, Social media as a platform for business promotion, Moral Journalism, Role of Artificial Intelligence in Finance.
- In F.Y.B.A.(M.M.C) Semester II Internals, For Media, Gender and Culture subject, The Visiting Faculty., Ms. Samiksha Shinde Ma'am asked students to pick one culture from each group and represent that culture through their costumes, food and beverages.
- In S.Y.B.A.(M.M.C), Ms. Neha Sharma Ma'am asked students to meet managers, business owners, Directors, CEO's Chairmans of various organisations and interview them for their Semester III Internals.
- In B.A.(M.M.C) (Journalism) Ms. Duheeta Joshi Ma'am asked students to visit the High Court and study the structure and talk to the officials there or Visit an NGO and understand the crimes the NGO has dealt with and how they have tackled it. The students were also asked to meet lawyers and interview them to understand more about crimes as a part of the Crime Reporting subject in Semester VI Internals.
- As a best practice Ms. Akanksha Mangavkar Ma'am organised a visit to FractalPicture Studio (Incube8 Academy) for F.Y., S.Y. and T.Y.B.A.(M.M.C.) (Advertising and Journalism) students.
- As a best practice, Ms. Akanksha Managavkar Ma'am organised a seminar with PFAMES- Prime Focus Academy of Media and Entertainment Studies.
- As a part of an innovative practice, A Pride Assemblage was organised by Mr. Maitrey Shukla Sir along with the students to raise awareness on the LGBTQIA+ community.
- As a Best practice, Media Mantra 2K24 and Scoop Bulletin Unveiling, in which the college B.A.(M.M.C) Department Publication 'Scoop Bulletin' Edition One was unveiled with the 'Retro to Metro'. Students enjoyed the event thoroughly as various games and performances were arranged.

Superstars of B.A.(M.M.C)

We have many star achievers in our department and have added many feathers to their caps:

1. Ms. Shravani Kamble has following achievements to her name:
 - a. BEST ACTRESS Award at Indian National Theatre's 48th Intercollegiate Hindi One Act Play Competition, 2023
 - b. Certificate of Merit for PPlay "Pehchaan" at Indian People's Theatre Association, Mumbai's 50th Intercollegiate Drama Competition, 2023
2. Mr. Kundan Bagdi has following achievements to his credit:
 - a. FIRST PLACE in Solo Dance Competition in Chakrawyuha 2K24, organised by KES Shroff College.
 - b. FIRST PLACE in Solo Dance (Above 20) in 23rd Parle Mahotsav, organised by Vile Parle Cultural Centre in December 2023.
 - c. FIRST PLACE in Solo Dance in NIEM's Grand India Finale, 2024.
 - d. THIRD PLACE in Solo Dance in Solo Dance Competition organised by Parivartan 2K24 organised by JES College.

- e. Won many accolades for dance in previous academic year in various competitions
 - f. Participated actively in Media Mantra organized by BAMMC, at Prahladrai Dalmia Lions College.
3. Mr. Omkar Vanjare has won :
 - a. BEST COLLEGE 1st Runner up Award for college at Josh Rangotsav 2023 organised by NAEMD
 - b. BEST CL Award at Udaan Festival organised by Raheja College.
4. Ms. Ritika Susemera has been an active cultural student and has won many accolades in previous academic years. In current year he has:
 - a. Been a part of the Winning Team of Fashion Show Competition Josh organised by NAEMD
 - b. Been an active participant in EPL organised by BMS program in association with Incubation Cell of Prahladrai Dalmia Lions College, Malad.
5. Ms. Danica Fernando has following credits to her name:
 - a. FIRST POSITION in a team event of Cosplay in Intercollegiate Media Fest Jazba organised by Nirmala Memorial Foundation College, Kandivali.
 - b. Been a part of the Winning Team of Fashion Show Competition Josh organised by NAEMD
 - c. Participated in a team event of Cosplay at Annual Intercollegiate Festival Exuberance 2024 organised by St. Francis Institute of Management & Research.
6. Mr. Pradum Yadav has following credits to his name:
 - a. FIRST PRIZE in Fashion Show in Springz' 24 organised by Nagindas Khandwala College.
 - b. SECOND PRIZE in Fashion Show in Mridang 2023-2024 organised by Reena Mehta College.
 - c. SECOND PRIZE in Fashion Show in Udaan 2K23 organised by L. S. Raheja College, Santacruz.
 - d. Participated actively in Media Mantra organized by BAMMC, at Prahladrai Dalmia Lions College.
7. Ms. Harsha Talankar has following credits to her name:
 - a. THIRD PRIZE in Suron Ka Milan (Duet Singing) organized by Nagindas Khandwala College in the year 2023-24
 - b. THIRD PRIZE in Relay Race in Annual Sports Competition organized by Prahladrai Dalmia Lions College of Commerce and Economics in the year 2023-24
8. Ms. Premalatha Paniyadi has following credits to her name:
 - a. Participated actively in the Intercollegiate Online Photography competition organized by S.S.T College of Arts and Commerce in the year 2023-24
 - b. Participated actively in the one day studio visit and seminar organized by the BAMMC Department of Prahladrai Dalmia Lions College of Commerce and Economics in the year 2023-24.
9. Ms. Priya Raja has following credits to her name:
 - a. FIRST PRIZE in Rangotsav
10. Ms. Khushi Mali has following credits to her name:
 - a. FIRST PRIZE in One Act Play an intercollegiate theater fest organized by Rahul Education in the year 2023-24.
 - b. Secured a merit certificate in Girish Desai Bhausahab Hindi Ekanki Natya Competition for her proficiency in Acting organized by Bhavan Kala Kendra and Ex-Students of Bhartiya Natya Shikshapeeth in the year 2023-24
 - c. Actively participated in Pehchaan- An Intercollegiate Drama Competition organized by Indian People Theatre Association in the year 2023-24

- d. Secured a merit certificate for Pehchaan in Inter-collegiate Hindi Ekanki Competition organized by Aditya Birla Centre of Performing Arts in the year 2023-24.
- e. Consolation Certificate received in State Level One Act Play competition- Pehchan organized by DajiKaka Gadgil Karandak in the year 2023-24.
11. Mr. Nikhil Soni has following credits to his name:
 - a. FIRST PRIZE in Mridang in the Meme making competition organized by Reena Mehta College by 2023-24
12. Ms. Anchal Sharma has following credits to her name:
 - a. THIRD Prize in Suron Ka Milan (Duet Singing) organized by Nagindas Khandwala College in the year 2023-24
13. Mr. Ishaan Patel has following credits to his name:
 - a. Participated actively in the Intercollegiate Online Photography competition organized by S.S.T College of Arts and Commerce in the year 2023-24.
14. Devraag Nagariya has following credits to his name:
 - a. Participated actively in the Spot Photography Competition at Inter-Collegiate Cultural Youth Festival organized by the University of Mumbai in the year 2023-24
15. Swarni Khedekar has following credits to her name:
 - a. Secured certificate for the Commedable Crew Member of BAMMC Inter-Collegiate event Media Mantra organized by the BAMMC Department of Prahladrai Dalmia Lions College of Commerce and Economics in the year 2023-24.
16. Siddhant Dubey has following credits to his name:
 - a. Appreciation Certificate received in Mridang for Spell Bee organized by Reena Mehta College in the year 2023-24
 - b. Awarded as the crew member of Media Mantra organized by BAMMC Department of Prahladrai Dalmia Lions College of Commerce and Economics in the year 2023-24
 - c. Secured certificate for the Commedable Crew Member of BAMMC Inter-Collegiate event Media Mantra organized by the BAMMC Department of Prahladrai Dalmia Lions College of Commerce and Economics in the year 2023-24.
 - d. Participation Certificate received for participating in Entrepreneurial Premier League-Adoring States of India organized by the BMS Program of Prahladrai Dalmia Lions College of Commerce and Economics.
17. Yash Bandal has following credits to his name:
 - a. THIRD POSITION secured for Volleyball Competition in Aahvaan 2023-24 organized by Shri M. D. Shah Mahila College of Arts and Commerce.
 - b. SECOND POSITION secured in the volleyball competition in Colosseum 2023-24 organized by Ramnarain Ruia College.
 - c. SECOND POSITION secured in Inter-Collegiate Volleyball Competition organized by Prahladrai Dalmia Lions College of Commerce and Economics in the year 2023-24.

Student Placements:

1. Mr. Dhruv Dixit of secured position of Product Marketing Manager in Aslams Qasre enterprise with a an annual package of 11 Lakhs base + (4 Lakhs incentives).
2. Mr. Deep Nijai secured the position of Design Analyst/ Digital creator in Brand Foundry with an annual package of Rs. 2,64,000.
3. Ms. Smita Vishwakarma secured the position of Executive assistant in Hexafold Technologies with an annual package of Rs. 90000.
4. Ms. Sanika joshi secured the position of Junior reporter in Indian television dot com with an annual package of Rs. 3,00,000.
5. Ms. Mansi Yadav secured the position of Social Media Manager in Shree Ganapati Production with an annual package of Rs. 1,00,000.
6. Mr. Arvind Mazi secured the position of Trainee in Hudl with an annual package of

Rs. 3,00,000.

7. Ms. Khushi Vijay Mali secured the position of Actor in Tv serial in 24 Frames media with a varying pay depending upon the shoot days .
8. Mr. Meet Purani secured an internship of Digital Marketer {Intern} in Kalpataru with a monthly package of Rs. 12k for 3 Months .
9. Ms. Shikha Pandey secured the position of Intern in Animeta.ai with an annual package of Rs. 120000.
10. Mr. Samit Shetty secured position of Model in Worked with Skechers x Kanika Goyal label & did a campaign with westside with an annual package of Rs. 20-40k.
11. Ms. Swarni Khedekar secured an internship as a Social Media Intern in PixelbyPixels with a monthly package of Rs. 3000.
12. Ms. Kanishka Narendra Kotak secured a position of Social media management in Infovidia with a monthly package of Rs. 8000.
13. Mr. Samuel Naidu secured the position of HR recruiter in Cover with a monthly package of Rs. 1500.

BAMMC Co-ordinator
Ms. Akanksha Mangavkar

Glimpses of Events

PRIDE ASSEMBLAGE





09:29 AM

FRIDAY, 30 JUN

India

LONGITUDE 72.84248 72°50'32.92"E

LATITUDE 19.177148 19°10'37.73"N

PFAMES- SEMINAR WITH PRIME FOCUS





F.Y ORIENTATION







VISIT TO FRACTAL PICTURE STUDIO (F.Y, S.Y and T.Y B.A.(M.M.C) (Advertising and Journalism))









SETTING FOOT IN THE WORLD OF **ANIMATION | VFX | GAMING**

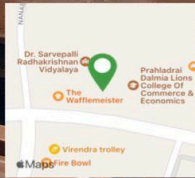




SEMINAR WITH WELINGKAR'S INSTITUTE ON "WHAT'S NEXT AFTER GRADUATION?"



Mumbai, Mh, India



Latitude

Longitude



19°10'37"N

72°50'33"E

32°C

Friday, 03, Nov, 2023

11:19 AM



F.Y LIBRARY ORIENTATION



Mumbai, Maharashtra, India

1, Mandlik Nagar, Sunder Nagar, Malad West, Mumbai,
Maharashtra 400064, India

Lat 19.177013°

Long 72.84278°

11/09/23 11:28 AM GMT +05:30



GPS Map Camera



Mumbai, Maharashtra, India
1, Mandlik Nagar, Sunder Nagar, Malad West, Mumbai, Maharashtra
400064, India
Lat 19.177013°
Long 72.84278°
11/09/23 11:11 AM GMT +05:30

MEDIA MANTRA 2K24



