



BACHELOR OF ARTS IN MULTIMEDIA AND MASS COMMUNICATION (B.A. (M.M.C.))

The media is the right arm of anarchy - Dan Brown

Activities conducted during the year by the department:

Curricular:

- 1. On 23rd July, 2021 a BRIDGE COURSE was conducted for TYB.A. (M.M.C.) Journalism students to improve grammar and writing skills. Prof. Shilpi Dey, the guest speaker, took an extensive session for three days which helped the students to widen their vocabulary and they were able to communicate freely, with no barriers and hesitations.
- 2. On 25th September, 2021 an Online orientation was conducted for FY B.A. (M.M.C.) An elaborated PPT was prepared for the briefing about the college, the general discipline of the college, extracurricular activities, and information about the film society, future prospects, and student platforms during and after completing B.A. (M.M.C.).
- 3. On 25th September, 2021 a guest session was conducted for the TYB.A. (M.M.C.) & SY B.A. (M.M.C.) students to guide them for their career. The Guest speakers Prof. Izaz Khan, Mr. Vishal Sharma, Mr. Zaid Shaikh, and Mr. Rajesh Nadar gave a lecture on how the industry works and what are the benefits of doing advertising and journalism. He gave a thorough knowledge about all the aspects of the industry
- 4. On 11th & 12th April, 2022 Online Viva Voce was conducted by an external examiner for Semester VI students.

TYBMM (Advertising): Examiner Ms. Rubina Khan from Vivek College - Ad Design Subject.

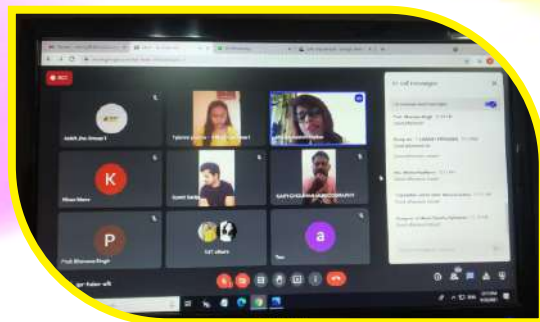
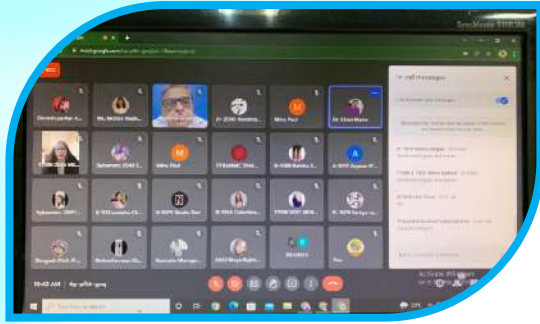
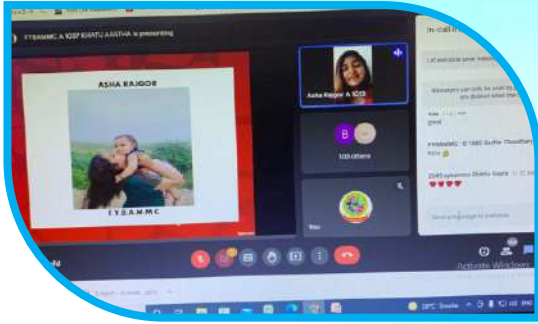
TYBMM (Journalism): Examiner Ms. Rubina Khan from Vivek College - Newspaper and Magazine Making.

- 5. On 24th July, 2021 and 26th February, 2022 two PTA meetings were conducted during the year for Semester I, II, III, IV, V and VI, 1 for each semester to inform the parents about their wards' attendance, achievements and overall performance.

Extra-curricular:

- 1. On 6th August, 2021 B.A. (M.M.C.) in association with the film society of the college had organized a seminar on "Suhana Safar - A Tribute to evergreen Bollywood Actor Dilip Kumar". The speakers for the occasion were Dr. Santosh Rajni Gajanan Pathare programming director of Ahmedabad International Film Festival, Cinephiles Mr. Haresh Panchal & Mr. Anil Chandak. This event was graced by I/c Principal Dr. Kiran Mane, Vice Principal SFC, Prof. Subhashini Naikar, B.A. (M.M.C.) Coordinator Prof. Bhavana Singh and Prof. Minu Paul.

- 2. On 31st August, 2021 B.A. (M.M.C.) in association with the film society of the college has organized a Short Film Festival. The judges for the event were Mr. Kaifi Chauhan Celebrity photographer and Mr. Sumit Satija, Actor. The short films were based on unique life changing experiences. There were more than 150 students who attended the event.



- 3. On 23rd September 2021, the B.A. (M.M.C) program in association with IQAC had organized Short Film Festival- an Intercollegiate Event. The judges for this online event were Mr. Kaifi Chauhan and Mr. Sumit Satija. This event was attended by the Dr. Kiran Mane I/C Principal, Prof. Subhashini Naikar Vice-Principal of Self-Finance courses, Prof. Bhavana Singh Coordinator of B.A.MMC program, Prof. Minu Paul and Prof. Kritika Rao. All the students had displayed their work by showcasing amazing short films.
- 4. On 11th October, 2021 the B.A. (M.M.C.) & BMS program in association with Career Guidance Cell (SFC) organized a virtual event for students to give them exposure on the importance of public relations. The event was specially organized for students of B.A. (M.M.C.) & BMS keeping in mind the importance of Public Relations in today's world. The event was attended by 178 registered students of First, Second & Third year from BMS & B.A. (M.M.C.) The Webinar was addressed by two technical speakers Ms. Shweta Mehrotra and Ms. Lynn Misquith.
- 5. On 30th October, 2021 a Pre-Conference workshop was conducted by Prof. Priyanka Radhakrishnan to guide the students regarding research.
- 6. On 02nd December, 2021 B.A. (M.M.C.) program in association with the BBI program conducted an inter-collegiate conference in association with IQAC for the students. Students had organized a conference by the students and for the students. This conference was organized virtually on google meet platform. The topic was Nishichitam: "Positive Impact of Pandemic on every aspect of our lives. This conference was entirely organized by the students and for the students. The Chief Guest for the event was Dr. Shekhar Chandratre, Member of National Managing Body of Indian Red Cross, and the Guest of Honour was Ms. Jasbir Kaur, expert in yoga, nutrition and cognitive behavior enhancement. The technical session heads were CMA Dr. Natika Poddar and Dr. Surekha Mishra. The Mass Media Program has been organizing student-centric conferences from 2017- 2018. There were 15 speakers from different colleges across Mumbai who had presented their research papers.
- 7. On 15th February, 2022 the First year students of B.A. (M.M.C.) program had organized The Intra Collegiate event "Capture the Moments". The event was about expressing your love with beautiful and meaningful pictures. There were a total of 100 students who attended the event.
- 8. On 04th March, 2022 the Second Year students of B.A. (M.M.C.) program had organized a visit to an old age home. On account of 50 years completion of our college, the students visited the Citizen Welfare Association with the objective of helping the old age community. The students and teachers contributed in cash Rs. 8500 to the elderly citizens. As well as the institute donated 800 adult diapers to the elderly citizens.

- 9. On 22nd April and 23rd April 2022, The B.A. (M.M.C) program in association with Cinema 4 Screen had organized a two day International Film Festival. There were a lot of documentaries, animation films and short films made by students from around the globe. The guests for this event were Rajdeep Sickder, Aparna Upadhyay, Subhash Chaturvedi, Ashish Kulkarni, Sampad Roy, Sunil Gawai, Kalpana Rathore who were a part of the jury. This event was attended by the Dr. Kiran Mane I/C Principal, Prof. Subhashini Naikar Vice-Principal of Self-Finance courses, Prof. Bhavana Singh Coordinator of B.A.MMC program, Prof. Minu Paul and Prof. Kritika Rao. This event made a record - 371 films from 27 countries out of which 104 films were selected and broadcasted.

**Faculty Pursuits:
Ms. Bhavana Singh**

- Attended an Online Workshop on “Myths and Facts of News reporting” organized by Multimedia and Mass Communication along with IQAC of Sree Narayan Guru College of Commerce, Chembur on 2nd July 2021.
- Attended a Workshop on “Will and Probate” organized by Department of Business Law along with IQAC of Prahladrai Dalmia Lions College of Commerce and Economics on 7th December 2021.
- On 16th December, 2021 attended a workshop on “Calculating the Attainment level of PO’s & CO’s” organized by Prahladrai Dalmia Lions College of Commerce and Economics.
- Co-authored and published a textbook on “Advertising and Marketing Research” for TY B.A. (M.M.C.) Advertising from Himalaya Publishing House. ISBN 978-93-5495-284-5.
- On 10th March , 2022 presented and published a research paper entitled Feminism and Representation of Women Identities in Indian Cinema in the National level E- Conference on “ The relevance of Femenistic Movement in the 21st Century” by Sanjeevan Gramin Vidyakiya and Samajik Sahayata Pratishtan's Arts Commerce and Science College.
- On 13th April, 2022 presented a research paper entitled Role of Online media in the teaching Learning process of B.A. (M.M.C) students in Mumbai in the National level E- Conference on “ Mediated Communication : Challenges and Opportunities in digital environment” by Usha Pravin Gandhi College of Arts, Science and Commerce, Mumbai.
- Taken Online Guest Session in Lords Universal College on the Topic of ‘How to prepare for an Interview’ on 20th August 2021.
- Appointed as an External Examiner for conducting Internal Viva at Whistling Woods for SYBAMMC Media Studies subject on 15th December 2021.
- Taken Guest Session in Lords Universal College on the Topic of ‘Personality Leadership Skill Development’ on 8th January 2022.

Reevaluated papers in Deviprasad Goenka College of management and media Studies.

Moderated papers in L.S. Raheja College.

Moderated papers in Vidya Vikas College.

Moderated papers in SVKM's Mithibai College (Autonomous) College.

Moderated papers in Patkar-Varde College.

Ms. Minu Paul

- On 16th December, 2021 attended a workshop on “Calculating the Attainment level of PO's & CO's” organized by Prahladrai Dalmia Lions College of Commerce and Economics.
- Co-authored and published a textbook on “Advertising and Marketing Research” for TY B.A. (M.M.C.) Advertising from Himalaya Publishing House. ISBN 978-93-5495-284-5.
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Ms. Kritika Rao

- On 13th April, 2022 presented a research paper entitled Role of Online media in the teaching Learning process of B.A. (M.M.C) students in Mumbai in the National level E-Conference on “ Mediated Communication : Challenges and Opportunities in digital environment” by Usha Pravin Gandhi College of Arts, Science and Commerce, Mumbai.

Strengths of department-

- Qualified, Experienced & dedicated faculties with innovative ideas.
Faculties have industry experience and practical knowledge of their field.
Good coordination and teamwork among the faculties.
Teaching is curriculum-centric as well as student-centric.
Emphasis on Project-based learning through field work, group work & individual assignments.
Job placement of some students by the end of final year.

Our Findings about B.A. (M.M.C) students –

- This academic year has been digitally rich for the in-house as well as for the visiting faculties of the program. Our students have simply showcased their talents online and have proven that they are students who can come up with flying colors with our guidance and support. It had been a fulfilling experience for all the teachers, guest speakers, visiting faculties who were associated with this program.

Testimonial from Our Stakeholder (Parents)

- Even after the pandemic the college never hesitated to be there with our children so that their education never stops. I present my gratitude to all my teachers for continuously supporting our students. --- Dhanraj Suthar
- I was really skeptical at first about how the students are going to learn online, but the way teachers have to make extra efforts to make the things simple for the students is worth appreciating. Thank you so much once again for your hard work and patience. --- Bajirao Dhanawade

Best Practices

- The BMM Blog, continued by B.A. (M.M.C.) program where students write articles on various themes and it gets uploaded on the college website in B.A. (M.M.C.) Blog section where new aspiring writers get a platform.
- The PDLC B.A. (M.M.C.) The Instagram page is handled by the SY B.A. (M.M.C.) students upload graphics based on the importance of the day, fun facts, departmental activities under the guidance of Prof. Minu Paul.
- In TYBMM Journalism the Reporting students were asked to cover real life incidents and make a real newspaper with a proper layout.
- In SY B.A. (M.M.C.), Prof. Bhavana Singh asked the students to make a Public Relations project for a press conference. Students enacted by giving media kits to journalists.
- In TYBMM Prof. Bhavana Singh asked the students in Consumer Behavior to do an actual survey on the products chosen and found the difference between market strategies.
- As a best practice started by Prof. Bhavana Singh the inter collegiate B.A. (M.M.C.) Conference Nishichitam: "Positive Impact of Pandemic on every aspect of our lives was conducted.
- Our department alumni's Mr. Navel John Nazareth and Ms. Anjali Bhimraya Hegde are designing the E-Magazine (2020 -21-22) for our college.

Superstars of BAMMC :



Ms. Bhavna Singh
Co-ordinator

Prahladrai Dalmia Lions College of
Commerce & Economics