

## Bachelor in Mass Media (BMM)

The BMM Department proudly presents the annual report of the academic session 2017-18. It had been a rather active session commencing from 8th June 2017.

**Activities conducted during the year by the department:**

**Curricular:**

- Induction of SYBMM and TYBMM was conducted in June to give information about the BMM Course and future prospects of the course to help them in selecting Advertising or Journalism at TYBMM.
- FYBMM lectures commenced, followed by Orientation on 24th July 2017
- Viva was conducted by external examiner on 24th & 25th November 2017 for Sem V. TYBMM (Advertising): Examiner Mr. Arvind Parulekar from Mithibai College - Ad Design Subject. TYBMM (Journalism) : Examiner Mr. Manish Patil from Lords Universal College - Newspaper and Magazine Making
- Four PTA meetings were conducted during the year for Semester I, II, III, IV, V and VI, 2 for each semester to inform the parents about their wards attendance and overall performance.
- SEED: Under the Seed (Student Enrichment & Employability Development) Programme between July 2017 to March 2018 the BMM students had an enriching exposure to the corporate world SEED Programme for FYBMM Course was Diploma in Journalism, SYBMM course was Diploma in Event Management and TYBMM Course was Diploma in Travel and Tourism which added new feathers to their cap. Now they are skilled to face the rat race of competition in the world outside campus. Proficient Industry trainers helped the students understand the nitty-gritty of the corporate world.
- Guest Lecture of Kanchan Luthra (Durgadevi Saraf College) was organized for TYBMM advertising students on the subject of Advertising in Contemporary Society.
- Guest Session on 'Careers in Advertising & Journalism' was organized for FYBMM students where a famous and well known personality took the session - Prof. Rammohan Pathak, Research fellow (UGC) & ace journalist, associated with Madan Mohan Malviya Institute.
- Guest Session on 'Journalism and Advertising' was organized for BMM students where Guest speakers were Mr. Jayesh Jani, with 30 years of industry experience in the field of Advertising and Ms. Devaki Bist, famous investigative Journalist & internationally acclaimed Film maker from Nepal.
- Guest session was also organized for TYBMM on 'Ad Design' subject by Prof. Arvind Parulekar from Mithibai College.



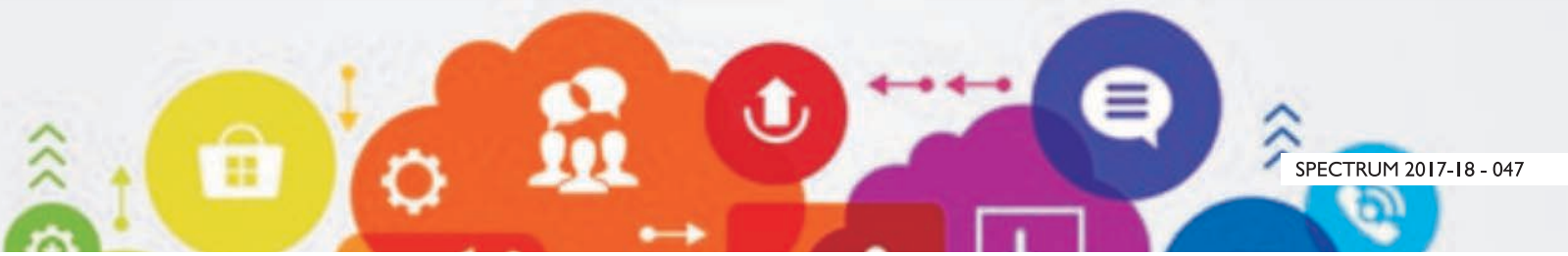
Honouring Mr. Vipul Mayank of Channel 9



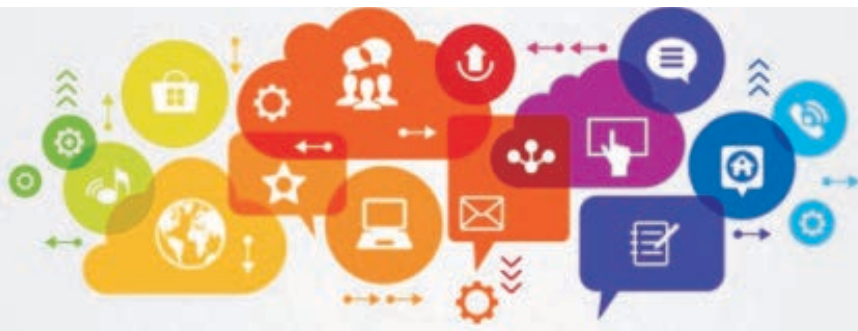
Felicitating Krishnendu Sarkar, Film Editor



Unveiling Scoop by Mr. Anjan Shrivastav, veteran actor







**Extra-curricular:**

- The students of BMM went for the Annual Idea Fest (KEYNOTE) in the month of June organized by Patrika at Grand Hyatt. The key speakers were MP Poonam Mahajan, Senior Journalist Anshu Jain, Gulshan Grover, Richa Chaddha, MP Chandra Bose, etc.
- BMM students took active participation in the Unity in Diversity Photography Competition which culminated in the Azadi Photography Exhibition cum Sale.
- The Publication & Edition of 'Scoop Bulletin' was done on 4th October 2017 and 15th March 2018 where in all Management members were present and famous actor Mr. Anjan Srivastava was the Chief Guest on 4th October and Dr. B. A. Chopade, Vice Chancellor at Marathwada University, Aurangabad was the Chief Guest on 15th March.
- An Inter Collegiate Conference on 'Gender Sensitization' was organized on 15th March 2018. Street Play was also organized on this Theme in the foyer area. The Chief Guest for this function was Ms. Neelam Gupta who works on issues of women empowerment, Guest of Honour was Ms. Shreya Reddy who is a transgender and is a Capacity Building Officer of Humsafar an NGO and Keynote Speaker was Ms. Krupali Bidaye who works for transgender issues and got the Volunteer Award for the same.
- Industrial Visit was organized from 7th January 2018 to 12th January 2018 to Delhi and Agra and visited various media institutions like Delhi Doordarshan, Dainik Jagran, Printing Press and Office, DEN News channel and also visited India Gate and Tajmahal. SYBMM students were taken for the visit from 17th January to 25th January 2018, and TYBMM students were taken from 10th January to 18th January 2018 to Amritsar, Dalhousie and Dharamshala. They visited the Veerka milk diary, Golden Temple, Dalai Lama Temple, etc. During this visit students gained practical exposure of how to live and work in the best and worst of situations. They also learnt the goodness of team spirit in this trip which helped in developing strong bonds.

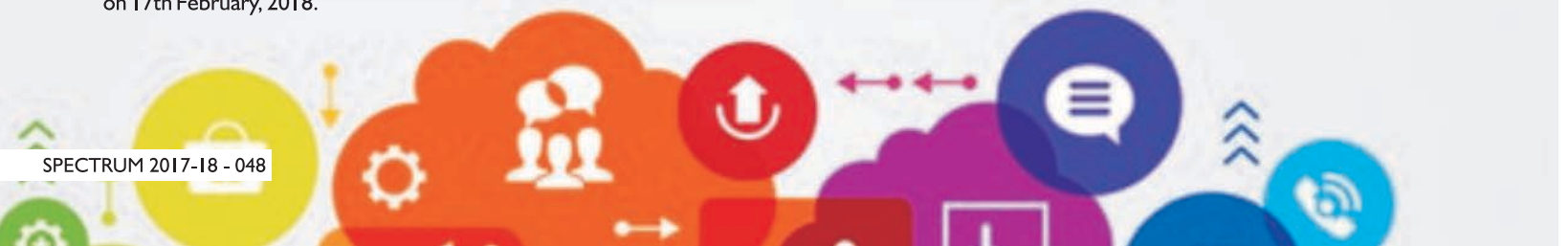
Glimpses of film Society workshop



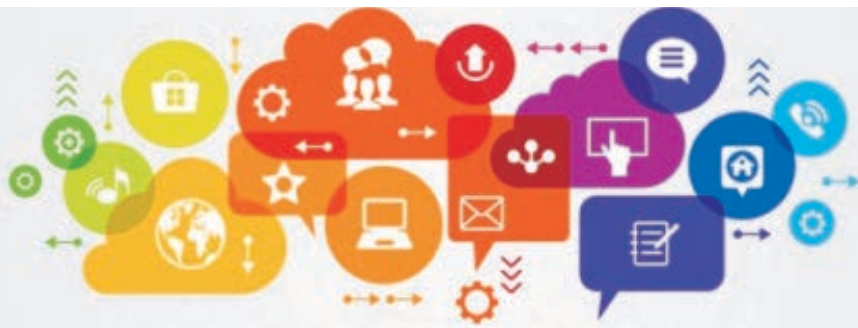
**Faculty Pursuits:**

**Prof. Bhavana Singh**

- Published following books:  
*Communication Skills for FYBSc(IT)* published by Himalaya Publishers, ISBN – 978-93-5273-351-4, First edition.
- *Introduction to Literature* for FYBMM which was published by Vipul Prakashan. ISBN – 978-93-87542-38-9, First Edition.
- Attended a workshop on the 'SYBMM Syllabus Revision' at KES Shroff College on 15th July 2017.
- Was invited as a Guest Lecturer in SNDT (Malad) College on the topic "Career Guidance and Interview Techniques" on 24th February 2018.
- Was invited for a lecture on Effective Communication Skills to senior citizens in Jeevan Saurabh in Sunder Nagar in November 2017.
- Prof. Bhavana Singh, Dr. Sudipta Roy Chowdhury, Prof. Sowmiya Kumar and Prof. Ameeta Rawool participated in one day National Seminar on Revised Accreditation Framework by NAAC organized by Internal Quality Assurance Cell on 17th February, 2018.







**Dr. Sudipta Roy Chowdhury**

- Published a book on *Understanding Cinema* for SYBMM which is published by Vipul Prakashan. ISBN – 978-93-86825-31-5, First Edition.
- Was invited for Guest sessions on ‘Film Music and Dance Appreciation’ course at the Garware Institute of Mumbai University.

Following Professors Presented Research papers at the one day UGC Sponsored National Conference on ‘ICT for Economic Prosperity, Entrepreneurship, Good Governance and Development’ organized by Self Finance Courses in association with Internal Quality Assurance Cell on 3rd March 2018:

- Prof. Ameeta Rawool on ‘Impact of Social Media on Social Development’
- Dr. Sudipta Roy Chowdhury on ‘ICT in Film Industry’.
- Prof. Bhavana Singh on ‘Impact of ICT on Social Development’.

**Strengths of Department:**

- Qualified, Experienced & dedicated faculty with innovative ideas.
- Faculty have industry experience and practical knowledge of their field.
- Good coordination and team work among the Faculty.
- Teaching is student-centric.
- Emphasis on Project-based learning through field work, group work & individual assignments.

**Our Findings about BMM students:**

This academic year has been very enriching for the in-house as well as for the visiting faculties of the department. Our students are simply the energy powerhouse with a lot of innovative qualities who can come up with flying colours with our guidance and support. It had been a fulfilling experience for all the teachers, guest speakers, visiting faculties who were associated with this department.

**Best Practices:**

- As a best practice started by Professor Ameeta Rawool, the BMM department has started blog, where students write articles on various themes and it gets uploaded on the college website in the BMM Blog section where new aspiring writers get a platform.
- As a best Practice started by Prof. Sudipta Roy Chowdhury, TYBMM students were asked to do brand building exercise (project) on real products and asked to make a full-fledged branding proposition.
- In TYBMM Journalism the Reporting students were asked to cover real life incidents and make a real newspaper with a proper layout.
- In SYBMM Prof. Bhavana Singh asked the students to make Public Relations project of press conference. Students enacted by giving media kit to journalists.
- In TYBMM Prof. Bhavana Singh asked students learning the subject ‘Consumer Behaviour’ to conduct actual survey on the products chosen and found the difference between market strategies.
- As a best practice started by Prof. Bhavana and Dr. Sudipta Roy the FYBMM students were taken to Vasai Fort and after coming back the students prepared photo album and magazine on the historical Vasai Fort.
- TYBMM students were taken to Borivili National Park and TY Journalism students were taken to RBI monetary museum for one day Industrial Visit as part of their Internal Projects.

- A video was prepared by BMM students to survey the role and significance of media subjects and media department at our College.

**Internships**

1. Mr. Kartik Vyas (TYBMM)- Internship (Editing) from August 03rd 2017 to February 28th 2018 at *PFW Organization*.
2. Mr. Harman Singh Kochhar (SYBMM) - (Assistant Director) from January 2018 to August 2018 at *Clear Cut Madness*.
3. Mr. Rushab. J. Bagdai (FYBMM)- (Internship as an office interior’s) for 2 months at *EventIndia.in*.
4. Miss Priyanka Sunil Mishra (SYBMM) – Internship from May 2017 to July 2017 at *Mayur Films*.
5. Mr. Rishab Daga (FYBMM) – Internship since January 2018 at *Innovative Creators*.
6. Ms. Shreya Naik (SYBMM) – Full time Management Intern from September 2016 till today at *RYN Lifestyle Pvt. Ltd*.

**Prof. Bhavana Singh**  
Coordinator



Dr. B. A. Chopde Unveiling 2nd Edition of Scoop 2018.

**A REPORT on UGC sponsored National conference on “ICT for economic prosperity, Entrepreneurship, Good governance and Development” on 3<sup>rd</sup> March 2018.**

The Self Financed Courses of Prahladrai Dalmia Lions College of Commerce & Economics, Malad, Mumbai in association with Internal Quality Assurance Cell organized the UGC sponsored National conference on “ICT for economic prosperity, Entrepreneurship, Good governance and Development” on 3<sup>rd</sup> March 2018.

The Chief Guest and key note speaker of the **inauguration ceremony** was Ms. Sangeetha Godbole, Director General, Indian Revenue Services. The Guest of honour was Mr Krishna Prakash , VIP Security, Indian Police Service. Honourable Lion Sharad Ruia Chairman Governing Council and Lion Kanahaiyal Saraf – honorary Secretary, Governing council were also present in the Seminar. The convener of the conference, our principal Dr.N.N.Pandey, Member BOS, Senate Member, University of Mumbai, Vice Principal of degree college Prof.Madhavi Nighoskar, conference coordinator Vice Principal Self Financed Courses Prof. Subhashini Naikar and IQAC coordinator Prof. Emelia Noranha escorted all the dignitaries to the stage after the auspicious lighting of the lamp and Saraswati Vandana.

The seminar started after the welcome address of our principal Dr. N. N. Pandey. The honourable guests were felicitated one by one by our respected Management members, Principal, Vice Principal and IQAC Coordinator.

Ms Sangeeta Godbole , an ace speaker enlightened the audience with a very interesting topic, ICT and it’s significance in banking and financial sector, taxation, the way forward and how ICT has been helping in good governance in our country as a result of its implementation. She also added that without ICT our intellectual property also has no security in the present day scenario.

The next speaker of the inaugural session was Mr. Krishna Prakash, IPS. He gave us an idea on ICT and its implications in Indian Police Service for achieving good governance. How in the changing times, Indian Police Service have come up with E-FIR and other processes beneficial for the public.

The inaugural session came to an end with the vote of thanks given by Prof Subhashini Naikar, Vice Principal SFC.

**The 1<sup>st</sup> technical session** started after felicitating the Guest speaker Shri.Siddharth Kaushik, presently the CEO in Kohinoor who previously worked as the sales manager in Videocon and Vijay sales. He enlightened the audience with a well prepared presentation covering the topics like application of ICT in retail marketing sector, inventory management, data mining, application of ICT in different vertical sectors (integrated), ERP software, logistic software (how

they are effective today), E-Commerce , Digital Media marketing (Too much in too little time) eg. Amazon, Flipcart, paytm, Snap deal. Interaction and insight firm, data safety etc.

The 1<sup>st</sup> session ended with the Q and A session followed by lunch.

### **Role of ICT in Entrepreneurship development was the topic for technical session II**

The key note speaker of the session was Mr. Shashank Pradhan. He was being felicitated by Prof. Subhashini Naikar Vice-Principal SFC Degree College. He is currently working as the CEO of ITMS. He has a vast experience of 27 years in various business sectors including Aircel, Patni and Cap Gemini as a business consultant. He spoke about how ICT can be used in various business sectors such as Banking sector, Telecommunication and many more. He also emphasized on Artificial Intelligence and cloud application such as Gmail and Whatsapp. He also threw light upon social media and different mediums such as newspaper, Television and new age media. He also spoke about the difference between Artificial Intelligence and Robotics process automation. Lastly the session was concluded with the question and answer session and a thanks given speech was given by Prof. Rupali Mishra , Coordinator Bsc-IT.

**The Paper Presentation session** was conducted by Prof Mani of SFC. Dr. Kinnary Thakkar , Asst Prof , University of Mumbai and Dr. Natika Poddar chaired the session. About ten academicians and students from all across Mumbai presented the papers. Almost 30 research papers were submitted and will be published in the international journal approved by UGC, ICJRT.

Inspite of a long day, the **valedictory session** was a full house eagerly waiting for the chief guest Mr. Prem Shukla, the noted journalist. After the felicitation of Mr. Prem Shukl and the guest of honour Mr Viswanath Chaturvedi, noted advocate of the Supreme Court who initiated the PIL for famous Food Scam in India by our respected Principal Dr. N.N.Pandey and Vice Principals and IQAC Coordinator the session started. Mr. Prem Shukla's oratory is indeed unquestionable. He spoke about the importance of ICT in Media. The seminar ended with distribution of certificates to all participants, paper presenters and volunteers.

The UGC sponsored national conference was indeed successful and many new dimensions were added to the topic widening our horizons which will surely help in the in-depth study of the subject in the near future.

Report Compiled & Prepared by-

Dr. Sudipta Roy Chowdhury

(BMM Department – Core Faculty)