

Bachelor in Mass Media (BMM)

"Mass Media always explains how amazing you can be if you aren't normal."

The BMM Department proudly presents the annual report of the academic session 2018-19. It had been a rather active session commencing from 10th June 2018.



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 23rd August, 2018. PPT was prepared for the same briefing them about the college, the general discipline of the college, extracurricular activities, information about the film society, future prospects after completing BMM.
- Viva was conducted by external examiner on 24th, 26th & 29th October, 2018 for Semester V TYBMM (Advertising): Examiner Mr. Gajendra Deoda from Sathaye College - Ad Design Subject. TYBMM (Journalism): Examiner Mrs. Manjula Srinivas from K.C. 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.

- Guest Session was organized for BMM students by Lion Vikas Saraf Sir and Lion Bobby Saraf on 8th October, 2018. The session was on Lead Generation and Email Marketing.
- Guest session was also organized for TYBMM students in Ad Design subject by Prof. Arvind Parulekar from Mithibai College on 1st September, 2018.
- Guest lecture was arranged for TYBMM students on Digital media subject by Prof. Hanif Lakdawala (A.P. College) on 4th April, 2019 and Direct Marketing by Prof. Subhashini Naikar on 11th April, 2019.

Extra-curricular:

- The students of BMM witnessed the magic captured by maverick photographer Somsubhro Sarkar in his photo essay #My Identity My Pride on 19th and 20th July, 2019, with stories of 51 women who have battled and conquered societal and individual obstacles. Honble Secretary Governing Council Lion Kanahyalal G. Saraf was the Chief Guest. The guests of honor and speakers included Mr. Rajiv, Ms. Jaswinder, Ms. Urmila, Ms. Juthika, Mr. Matthew, Ms. Anupama, and Mr. Anshuman. Our Principal Dr. N. N. Pandey, Vice Principal, SFC, Prof. Subhashini Naikar, BMM Coordinator Prof. Bhavana Singh, Dr. Sudipta Roy Chowdhury and Prof. Minu Paul were present for the event.
- A special Session on Wild life Photography and role of Media in Wild life Reporting was conducted by Mr. Nikit Surve (Wild life Researcher) and Mr. Vishal Singh (Senior Journalist of MID DAY) in the College auditorium for the BMM students on 7th Sept '18.
- The FYBMM students were taken to the Elephanta caves for a one day IV on 4th August, 2018 as part of their internal project. They came back and made magazines after doing a thorough research on the place and also did video of the place. They developed travelogue and travel show and got a practical knowledge of the subject.
- BMM department flagged off the pre event of Media Mantra with an open interactive session on Section 377 & its impact on the society in the Foyer area on 27th Aug., 2018.
- BMM department started the First Media Mantra Event (A BMM Fest on successful completion of 6 years of BMM department in College). From now, every year 1st Oct., 2018 will be the BMM Day. Under Media Mantra 6 competitions were organized - Pictionary, Slogan Quiz, Magazine Cover design, Dubbing, Photography, and Reporting. All department students participated in the Fest.



- The Publication & Edition of Scoop Bulletin was done on 1st October, 2018 and 16th March, 2019. On 1st October Lion Vikas Saraf and Lion Kanahyalal G. Saraf was the honorable guest. Shri Vinod Chomalji was the Chief Guest for the event.
- For FYBMM and SYBMM students Industrial Visit was organized from 10th January to 17th January, 2019 to Chandigarh-Kullu Manali and visited Asia's biggest soft water heater company. They also visited Shawl factory in Kullu. TYBMM students were taken from 7th January, 2019 to 13th January, 2019 to Chandigarh-Kullu Manali. During this visit students gained practical exposure of how to live and work in best and worst of situation and come out successful. They also learnt the goodness of team spirit in this trip which helped in developing a strong bond.
- Approximate 60 BMM students were taken for the Question & Answer session of a show "Safar Manzila Ka" anchored by Actor Manoj Bajpayee. Actor Pankaj Dheer was the guest speaker of the show along with some noted social activists of Rajasthan in the



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Environment Day

Panchayat level on 5th February, 2019. Prof. Bhavana Singh and Dr. Sudipta Roy Chowdhury went along with the students and were part of the audience in the Question & Answer session.

- An Inter Collegiate Conference on Woman Empowerment was organized on 8th March, 2019. The Chief Guest for this function was Dr. Neha Shah who works as an Obstetrician & Gynecologist, Sanjeevani Hospital and Keynote Speaker was Dr. Aarti Agrawal Bahura who works as an Ophthalmologist, Sanjeevani Hospital. The Chairperson of the conference was Prof. Surendra Tanna.

- Youth Parliament was conducted for the TYBMM students as part of internal exams on 7th February, 2019 for the subject Legal Environment & Advertising Ethics. In this the students got an idea of the parliamentary proceedings in our country.

Faculty Pursuits:

• Prof. Bhavana Singh:

Appointed as a Joint Coordinator for Dalmia Lions Utsav.

Appointed as the Chief Editor of Spectrum Magazine.

• Dr. Sudipta Roy Chowdhury

Participated in an Inter Collegiate fest (Jalosh 2019) in the Music Competition

organized by Valla College and represented Prahladrai Dalmia Lions College. Took

guest sessions on Film Music and Dance Appreciation course in Garware Institute of

Mumbai University for postgraduate students of Filmmaking.

• Combined Faculty Pursuits:

Prof. Bhavana Singh and Prof. Minu Paul presented paper in the National Conference on "The impact of digital media on education" organized by Patkar Varde College of Commerce and Economics on 23rd February, 2019.

Prof. Bhavana Singh, Dr. Sudipta Roy Chowdhury and Prof. Minu Paul have attended a Workshop on "Gender and Sexuality" on 9th March, 2019 organized by Prahladrai Dalmia Lions College of Commerce and Economics.

Prof. Bhavana Singh, Dr. Sudipta Roy Chowdhury and Prof. Minu Paul have attended a Workshop on Process and Working of Internal Complaint Cell on 2nd April, 2019 organized by Prahladrai Dalmia Lions College of Commerce and Economics.



Wild life Photography



Strengths of Department:

- Qualified, Experienced & dedicated faculties with innovative ideas.
- Faculties have industry experience and practical knowledge of their field.
- Good coordination and team work among the Faculties.
- Teaching is curriculum-centric as well as 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 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 department.

Best Practices:

- The BMM Blog, new initiative taken by BMM department where students write articles on various themes and it gets uploaded on the college website in BMM Blog section where new aspiring writers get a platform.
- As a Best Practice started by Dr. 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 incident 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.

