



BMM (Bachelor in Mass Media)

Bachelor in Mass Media is a media based course, and is a sought after media program within the undergraduate student community. The course emphasizes technical aspects of media and aims to make the students understand the professional proficiency of it in a practical way. It encourages creativity and gives great impetus to 'out of the box thinking'.

Activities conducted during the year by the department:

- **Induction** of SYBMM and TYBMM was conducted on 12th June 2016 giving information about the BMM Course and future prospects of the course to help them in selecting Advertising or Journalism at TYBMM.
- FYBMM lectures commenced from 11th July 2016 followed by Orientation. 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.
- The session on **US Presidential Election Process** for FYBMM learners was conducted on 18th July 2016, US Consulate General Mr. Michale Ardaiole, Rangel Fellow Mr. Pablo Tutillo, accompanied him for the same.
- **DLITA & Moving Pixels Film Society** a part of BMM combined group formed for joint activities on 3rd August.
- As a best Practice started by Prof. Sudipta Chowdhury, TYBMM students were asked to do **Brand Building Exercise** (project) on Soft Drink & other Product Category on 16th August 2016. The best designed concepts were shared with Industry wizards.
- As a best Practice started by Prof. Deepali Manjrekar, SYBMM students were asked to visit PR agency with a set of questionnaire and collect data on the working of agency and present a PPT on the same on 17th August 2016.
- As a best Practice started by Prof. Bhavana Singh, FYBMM students were asked to do a **Project on Documentary Films, Advertising, Radio Bulletin**, etc on 22nd August 2016.
- 87 students of SYBMM and TYBMM were taken to **Filmistan Studio** as a part of Industrial Visit. It is a 70 years old studio, covering 6.6 acres. All Shahrukh Khan Movies starting from *Raju Ban Gaya Gentleman* to the recent ones have been shot there. In total there are 8 sets which were shown to the students on 29th August 2016.
- As a best practice started by Prof. Sudipta Roy Chowdhury, The FYBMM students were asked to do documentaries on some of the most noted Ganapati mandals of Maharashtra during the festive days. The shooting and interacting session with the real audience was really an enriching experience for the students.
- On the occasion of the **'Speaker Series'**, Guest Lecture conducted for BMM and TYBMS students on the topic of 'Brand Building' on 27th September 2016, by Mr. Dibyendu Chakraborty an Advertising and Marketing Professional with IIM and Miami Ad School background.
- Seed **Industrial visit** for FYBMM students to Wada Ecoforest was done on 21st Oct. '16. The students prepared a photo-coverage on the trip.
- Viva was conducted by external examiner on 21st & 23rd October 2016 for Semester V - TYBMM (Advertising) & (Journalism)
- For FYBMM students Industrial Visit was organized from 5th to 12th January 2017 to Nainital and Jaipur and visited various media houses like *Dainik Jagran*, *FM Radio Station*, *Kagzi Handmade Paper Industry* etc and also visited *Hawa Mahal*, *Birla Temple*, *Naini Lake*, etc. During this visit students gained practical exposure of how to live and work in best and worst of situation. They also learnt the goodness of team spirit in this trip which helped in developing a strong bond.
- **2nd Issue of Scoop Bulletin**, a tabloid prepared by BMM students under the guidance of Prof. Deepali Manjrekar and **Rainbow SFC Bulletin** were launched under the banner of Moving Pixels & D' LITA on 10th February 2017 by Lion K. G. Saraf, Secretary of Governing Council, Principal Dr. N. N. Pandey, Chief Coordinator Prof. Subhashini Naikar and Prof. Asha Nagalia.
- Prof. Sudipta Roy Chowdhury organized Mock Youth parliament for the students of TYBMM Advertising and Journalism in the Auditorium on 20th February 2017.
- Debate on current affairs was conducted in the foyer area for TYBMM Advertising and Journalism students on 23rd February 2017.
- On 7th March MAAC Animation institute presented a seminar for FYBMM students.
- Four PTA meetings were conducted during the year for Semester I, II, IV, V and VI, 2 for each semester to inform the parents about their wards attendance and overall performance.
- We are practicing group messaging scheme through BAND to be in touch with students and keep them updated about the departmental activities.
- The FYBMM students were also taken to the Prince of Wales Museum on 13th February 2017 as part of Departmental Industrial Visit. They came back and made their own magazine. It was indeed innovative and praiseworthy.



SEED: Under the Seed (Student Enrichment and Employability Development) Programme between 25th July 2016 to 23rd February 2017 the BMM students had an enriching exposure to the corporate world. Courses like Personality Development, Communication Skills, Vedic Maths, Advanced Computer, leadership Quality, etc, 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 of the corporate - world.

Student Activities:

- On 17th February SYBMM students showcased the advertisements made by them for Introduction to Advertising, the duration of the ads were 30 seconds to 1 minute. Students were allowed to select concept of their choice. The equipment, skills and barrier was very well eliminated. It was good effort made by students. Some students realized the special skills they have for eg. Voice over dubbing, cinematography and editing.
- Students are doing internship and jobs in various media organizations during their course like Balaji Telefilms, Red



chillies, AajTak, Ashwini Publicity and Little Lamb Films, Essel Vision Productions Limited, Swaralap Music Company and other event management and PR Agencies with a very good track record. Below is the list of all our students who are bringing accolades by working sincerely in respective companies:

Ishita Shah –SYBMM – Aaj Tak
 Zufisa Sheikh – SYBMM – Ashwini Publicity
 Anjali Hegde –SYBMM –Ashwini Publicity
 Sanchitajhunjhunwala – SYBMM- Indian Forums
 Komal Soni - SYBMM – Rock On 2
 KhushMashru – SYBMM –Swaralap
 Simran Jain, Mehul Purohit, Apeksha Parmar –SYBMM – The Thinking Hats Company
 Shivam Singh –SYBMM –Jwalant Samachar
 Vaibhav Pawar –SYBMM (Moksha Drama Company, Natarajan drama group, Rubaroo Production)



It is indeed a pleasure to inform that our students are doing well in every sphere.

- Navel Nazareth of SYBMM has been chosen as the Cultural Secretary and praised by all for his leadership qualities and active participation in all activities of the college.
- Our BMM students have won various awards and trophies various at Inter-collegiate, University level festivals & events organized all across Mumbai in various categories like Fashion Show, Dance, Music, Play, etc.,

Faculty Pursuits:

Prof. Deepali Manjrekar

- Attended Workshop for TYBMM Syllabus Revision conducted by UPG College on 16th July 2016.
- Delivered a guest lecture on the topic of 'Media Planning', for TYBMM Semester V (Advertising) at Deviprasad Goenka Management College of Media 30th August 2016.
- Invited as a Resource Person for 'Direct Marketing' of TYBMM Semester VI Syllabus Revision and Question Paper Pattern Orientation Programme.
- Participated in National Conference held at Bedekar Institute of Management and Research Thane and her Research paper got selected for Publication on 4th February.
- Invited for revaluation of SYBMM and FYBAF papers at Nagindas Khandwala College 22nd November and 15th December 2016.
- Invited for moderation of FYBMM papers at Deviprasad Goenka Management College of Media Studies 21st December 2016.
- Co-authored a book *Principles and Practices of Direct Marketing* with Prof. Subhashini Naikar for TYBMM SEM VI (Advertising) students of Mumbai University.



Prof. Bhavana Singh

- Attended workshop for 'FYBSc(IT) Revised Syllabus for Communication Skills' in Valia College of Arts and Commerce on 29th July 2016.
- Invited as Guest Lecturer at SNTD (Malad) College for FYBAF – Business Communication for Letter Writing Skills on 14th December 2016.
- Organized a Conference on Demonetization for the students of FYBMS where the students were the organizers and Speakers for the session. Dr. Natika Poddar was invited as a Guest of Honour.

CONGRATULATIONS!

Dr. Sudipta Roy was awarded the Ph.D Degree in English Literature.

Combined Faculty Pursuits:

- Prof. Deepali Majrekar and Dr. Sudipta Roy Chowdhury attended a seminar at Deviprasad Goenka Management College of Media Studies on 3rd December.
- Prof. Deepali Manjrekar and Prof. Mani Govil participated and presented research paper in International Conference at Aditya Institute of Management and Research.
- Prof. Deepali Manjrekar Prof. Bhavana Singh and Dr. Sudipta Roy Chowdhury actively participated in Skills Regalia organized by Seed Programme.
- Prof. Bhavana Singh and Dr. Sudipta Roy Chowdhury also actively participated in JOB Fair (Drishtant) organized by Placement Cell of the college.

Strengths of the department:

- Qualified, Experienced & dedicated faculty with innovative ideas
- Faculty with 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.

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

Our special thanks to Dr. N. N. Pandey our Principal, Prof. Subhashini Naikar, our Chief Coordinator, all Management members and members of teaching and non-teaching staff.

Prof. Deepali Manjrekar
 Co-ordinator

