



S.S.T. College of Arts & Commerce

(Affiliated to University of Mumbai, Mumbai)
Ulhasnagar - 421 004, Dist. Thane.

**BACHELOR OF ARTS IN
MULTIMEDIA & MASS COMMUNICATION
(BAMMC)**

2021-2022



S.S.T. College of Arts & Commerce

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Ulhasnagar - 421 004, Dist. Thane.



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REPORT ON CURRENT SCENARIO & THE FUTURE OF PERFORMING ARTS

Venue: Online Platform

Date: 04th June, 2021

No. of Students: 30

Resource Person: Dr. Deepti Trivedi & Mr. Sanjay Vidyarthi

Organiser: Department of Arts (Multimedia and Mass Communication) & Creative Warriors powered by Vidyadaan

Creative Warriors powered by Vidyadaan, and Department of B.A.M.M.C. is organised a National Level Workshop on “Current Scenario & The Future of Performing Arts”. The resource person for the programme **Dr. Deepti Trivedi** (Vice President - T-Series StageWorks Academy /GKFTN T-Series Education Wing) & **Mr. Sanjay Vidyarthi** (Associate Dean - T-Series Stage Works Academy) shared their experiences as well as they guided students on Performing Arts & also they explained future aspects and career growth/opportunities in Performing Arts. The students received very valuable information for their career.



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GLIMPSES OF ACTIVITY:



Current Scenario & The Future of Performing Arts Poster (Banner)



(Host Pooja Arora along with Guests Mr. Sanjay Vidyarthi and Ms. Deepti Trivedi)

(In this frame: Mr. Sanjay Vidyarthi highlighting the future of Performing Arts and Ms. Deepti Trivedi showcased the Current Scenarios of Performing Arts)



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REPORT ON AN ART OF PORTRAIT PHOTOGRAPHY

Venue: Online Platform

Date: 06th June, 2021

No. of Students: 37

Resource Person: Mr. R. Prasana Venkatesh

Organizers: Department of Arts (Multimedia and Mass Communication)

The resource person for the An Art of Portrait programme **Mr. R. Prasana Venkatesh** (Brand Ambassador for Godox India, Brand Influencer for Sony and Brand Ambassador for Hollyland Technologies, Award Winning Mentor, Professional Photographer) addressed the students on fundamentals of portrait photography and modern technique of photography. He guided the students about career opportunities in photography as specialization in Fashion, Travel, Wildlife and Freelancer Photography.

Mr. R. Prasana Venkatesh answered all the questions during the Question Answer Session asked by participants and the participants received very positive and valuable information about photography.



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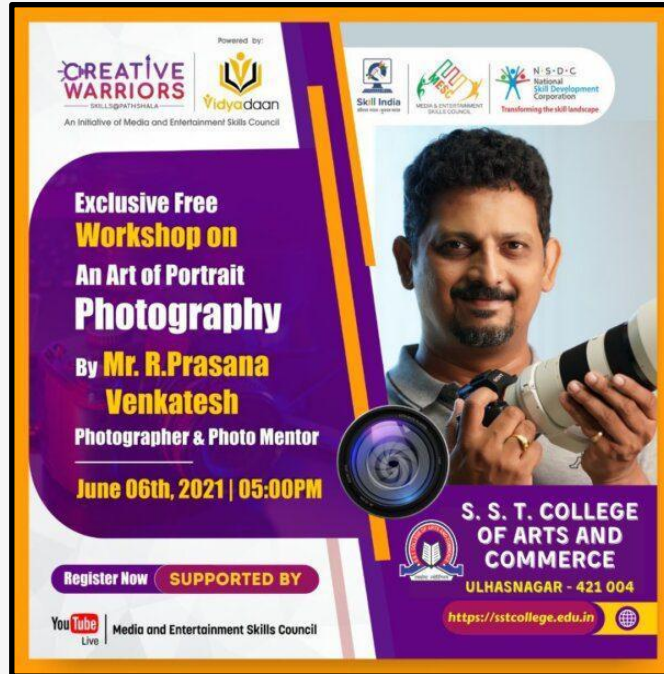


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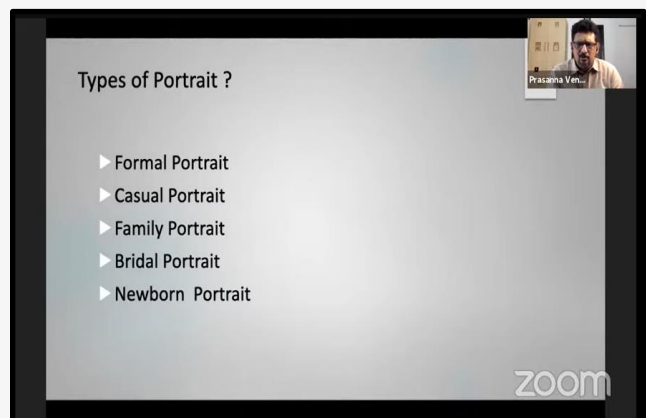
GLIMPSES OF ACTIVITY:



An Art of Photography Poster (Banner)



(In this frame: Mr. R. Prasanna Venkatesh highlighting the type of Portraits)



(Mr. R. Prasanna Venkatesh addressing participants on An Art of Photography)



REPORT ON "THE CHANGING TIMES OF NEWS IN INDIA"

Venue: Online Platform

Date: 02nd July, 2021

No. of Students: 45

Resource Person: Dr. Akash Deep Muni

Organisers: Department of Arts (Multimedia and Mass Communication)

On 02nd July, 2021 a National Level Exclusive Webinar on "The Changing Times of NEWS in India " was organized by the Creative Warriors powered by Vidyadaan, and Department of Arts (Multimedia and Mass Communication) in which students from FY, SY and TY from Dept. of BAMMC had participated. The students learnt about the importance and benefits of NEWS Presentations. Students got in-depth knowledge about changing times of NEWS in India.

The Resource Person of the programme, Dr. Akash Deep Muni, Senior Academician & Political Analytics highlighted how time has changed the face of New Journalism in terms of NEWS Writing & NEWS Presentations and how it offers full control or Manipulate your Mind appearances. He also shared his experience of making an effective NEWS Presentation and presented samples of that Presentation with students. He mentioned the benefits of NEWS and why we should learn techniques of NEWS Writing in order to excel in future.



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Vidyaadaan

Skill India
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SKILLS COUNCIL

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Skill Development
Corporation
Transforming the skill landscape

Exclusive Webinar on
**The Changing times of
NEWS in India**

By **DR. AKASH DEEP MUNI**
Senior Academician & Political Analyst

July 2nd, 2021 | 11:30AM

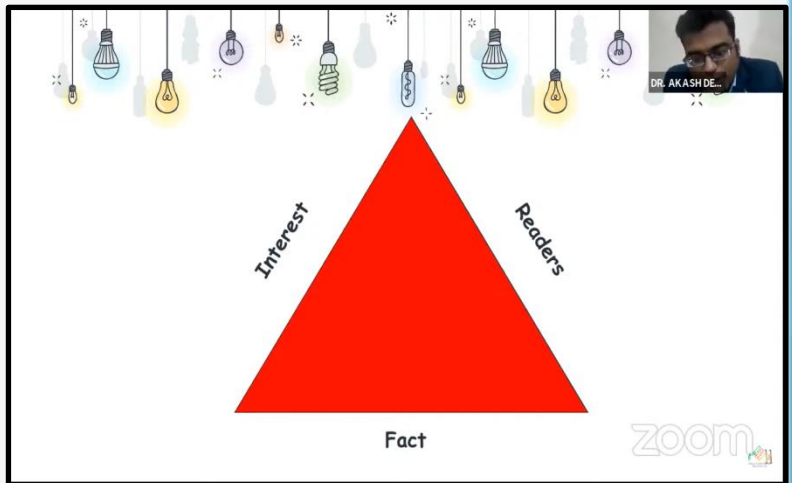
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The Changing Times of NEWS in India Poster (Banner)



*(Host Pooja Arora along with Guest
Dr. Akash deep Muni)*



*(Dr. Akash Deep Muni showcasing the Fundamentals & today's
scenario of News)*



REPORT ON BIO-MIMIC CHARACTER ANIMATION

Venue: Online Platform

Date: 18th June, 2021

No. of Students: 41

Resource Person: Mr. Ranjit Mohanty & Mr. Muktikant Chand

Organizers: Department of Arts (Multimedia and Mass Communication) Creative Warriors powered by Vidyadaan

On 18th June, 2021 a National Level Exclusive Workshop on “**Bio-mimic Character Animation**” was organized by Department of Arts (Multimedia and Mass Communication) Creative Warriors powered by Vidyadaan, and in which Students from FY, SY and TY BAMMC had participated. The Students understood the importance of Digitalization in Media and got in-depth knowledge about Bio-mimic and Animation characters and how to work on it practically.

Students got to know about the National Animation Projects and Clay Animated Short Films and gained knowledge about animation editing softwares which is currently used by the Media Industry.

The resource person for the programme **Mr. Ranjit Mohanty** (CCO, PACAD Animation Studio and AAO NXT OTT) & **Mr. Muktikant Chand** (Animation Director, PACAD Animation Studio) highlighted the major concepts of animation editing for Clay Short Film and Bio-mimic characters. Students are aware of new trends & uses of softwares in Current Media Trends.



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Vidyadaan
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Skill India
She is the future

Media & Entertainment Skills Council

N-S-D-C
National Skill Development Corporation
Transforming the skill landscape

**Exclusive Workshop on
BIO-MIMIC
CHARACTER
ANIMATION**

By **Mr. Ranjit Mohanty**
CCO, PACAD Animation Studio & AAO NKT OTT

By **Mr. Muktikant Chand**
Animation Director, PACAD Animation Studio

June 18th, 2021 | 04:00PM

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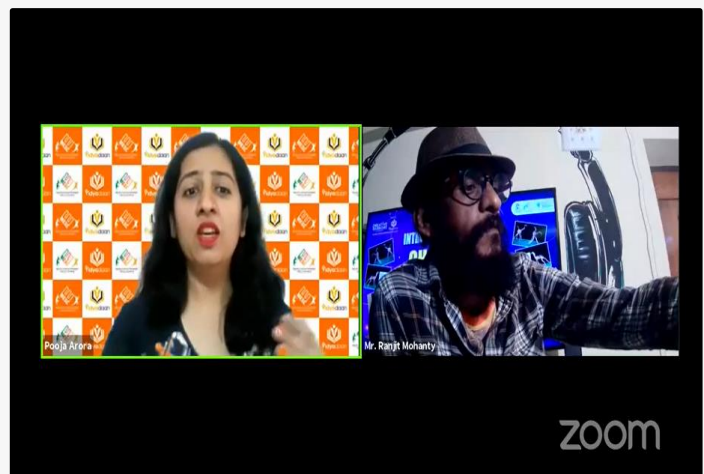
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Bio-Mimic Character Animation Poster(Banner)



(Host Pooja Arora along with Guest Mr. Ranjit Mohanty)



(Host Pooja Arora along with Guest Mr. Muktikant Chand)



REPORT ON IMAGINATIONS WITH CAMERA

Venue: Online Platform

Date: 12th July, 2021

No. of Students: 42

Resource Person: Ms. Kirandeep

Organisers: Department of Arts (Multimedia and Mass Communication)

Online Webinar: Imaginations With Camera was organized on 12th July, 2021 at 04.00 PM. On this occasion, the source person Ms. Kirandeep focused on the Photographer Imagination. She highlighted the important aspects of human life and the wonderful phenomenon of the rigors of life forces.

By this occasion she also said that everyone's decision, idea, and every seed of opportunity begins with a thought in our mind and we have the choice of recognizing and re-imagining the idea of work in our favor without the faculty of imagination, human beings are nothing more than work horses.

These philosophical knowledge motivated students to pursue a career in Imaginations with Camera field.



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An Initiative of Media and Entertainment Skills Council

Skill India, MEDIA & ENTERTAINMENT SKILLS COUNCIL, N.S.D.C National Skill Development Corporation

Transforming the skill landscape

Exclusive Free Workshop on Imaginations with Camera

By **Ms. Kirandeeep** Photographer

July 12th, 2021 | 04:00PM

Register Now **SUPPORTED BY**

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Imaginations with Camera Poster (Banner)



(Ms. Kirandeeep sharing her techniques of Photography & addressing participants about fundamentals of Imagination with Camera)



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(In-Frame: Ms. Kirandeep showcasing her pictures & elaborating about the framing while photography)



REPORT ON FUTURE OF OTT AND AUDIO SPACE IN INDIA

Venue: Online Platform

Date: 31st July, 2021

No. of Students: 38

Resource Person: Mr. Shashank Singh & Mr. Rushabh Mehta

Organisers: Department of Arts (Multimedia and Mass Communication)

On 31st July, 2021 a National Level Exclusive Workshop on “**Future of OTT and Audio Space in India**” was organized by the Creative Warriors powered by Vidyadaan, and Department of BAMMC. The Resource Person of the programme, **Mr. Shashank Singh** (Co-founder and CEO at FLYX | Backstage) & **Mr. Rushabh Mehta** (Indian Head – Biz Dev & Ops at FLYX | Backstage) **Mr. Sharhaan Singh**, expressed that the Indian Over The Top Platform industry is expected to reach \$183.93 billion by 2025. India's Entertainment Television Industry will also grow at a 9% CAGR between 2020 and 25 as total industry revenues, including subscriptions and advertising, reach \$19.387 bn by the late 2025. By attending this webinar, students received updated information about the future scenario of the OTT Industry & Audio Space in India.



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GLIMPSES OF ACTIVITY:



Future of OTT and Audio Space in India Poster (Banner)



(Host Pooja Arora along with Guest Mr. Rushabh Mehta & Mr. Shashank Singh)



(In-Frame: Mr. Shashank Singh addressing participants about Future of OTT Platforms and Audio Space in India)



REPORT ON A WEBINAR ON CAREER OPPORTUNITIES IN MASS MEDIA

Venue: SST Edupedia

Date: 19th August, 2021

Students participated : 33

Resource Person: Mr. Prashant Sagvekar

Organizers: Department of Arts (Multimedia and Mass Communication)

Link: https://www.youtube.com/watch?v=ln_6JhEj9UI



Department of Arts (Multimedia and Mass Communication), SST College of Arts & Commerce organized a Webinar on Career Opportunities in Mass Media for the students. The resource person of the session was Mr. Prashant Sagvekar, Incharge - AFP Department SAAM TV, Anchor, Voice Over Artist, Actor, Writer.

The motto of the Webinar was to make students aware about the latest job opportunities in the media industry. According to him, students can make their career in their interested area like Acting, Anchoring, Editing, Radio Jockey, Critics (Fashion/Movie), Interior Design, Film Making, Performing Arts, Theatre Art, Fashion Design, and Photo Journalism may appeal to students more in the Mass Media Industry.

Mr. Prashant Sagvekar, said that in Mass Media can earn anything between INR 10,000 and 30,000 initially at the early stage of their job, but as one gains experience and popularity, their salary can go up to INR 1.5 to 2 lakhs per month..



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BAMMC DEPARTMENT
Organises
Webinar On
Career Opportunities in
MASS MEDIA

Resource Person
PRASHANT SAGVEKAR
(Incharge - AFP Department SAAM-TV,
Anchor, Voice Over Artist, Actor & Writer)

19th August, 2021
@ 11.00 am to 12.00 pm

Career Opportunities in Mass Media Poster (Banner)



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(Host Assistant Professor Deepak Gavade along with Guest Mr. Prashant Sagvekar, SAAM TV)



(Mr. Prashant Sagvekar addressing participants about Career Opportunities in Mass Media)



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REPORT ON CAREER GUIDANCE IN BAMMC - CAREER DISHA

Venue: SST Edupedia

Date: 01st September, 2021

Students participated : 41

Resource Person: Asst. Prof. Deepak Gavade, HOD of BAMMC, SST College

Organizers: Department of Arts (Multimedia and Mass Communication)

Link: <https://www.youtube.com/watch?v=xVHahwmAQLU>



The Department of Arts (Multimedia and Mass Communication), SST College of Arts & Commerce organized a Webinar on Career Guidance in BAMMC - Career Disha for the students. The resource person Asst. Prof. Deepak Gavade addressed the students about multiple career options in the field such as Acting, Anchoring, Editing, Radio Jockey, Critics (Fashion/Movie), Interior Design, Film Making, Performing Arts, Theatre Art, Fashion Design, and Photo Journalism in the media Industry.

He shared that the Indian media industry is one of the fastest growing industries in the country. Its various segments, film, television, advertising, print and digital have witnessed a tremendous growth in the last few years. Advertising industry is another major employer for media professionals. He highlighted the eligibility criteria for BAMMC Course.

The session was conducted successfully, every student who attended the session was benefitted.



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GLIMPSES OF ACTIVITY:



Asst. Prof. Deepak Gavade addressing participants about Career Opportunities in Mass Media.

Career Guidance in BAMMC - Career Disha - SST College

T.Y.BAMMC

(SEM V) (ADVERTISING):	(SEM VI) (ADVERTISING):
<ul style="list-style-type: none">• Copy Writing• Advertising & Marketing Research• Brand Building• Agency Management• Consumer Behaviour• Social Media Marketing	<ul style="list-style-type: none">• Digital Media• Advertising Design• Brand Management• Media Planning & Buying• Advertising in Contemporary Society• Advertising & Sales Promotion

Asst. Prof. Deepak Gavade addressing about the subjects of BAMMC Department.



REPORT ON THINGS THAT THEY DON'T TEACH IN PHOTOGRAPHY SCHOOL

Venue: Online Platform

Date: 13th September, 2021

No. of Students: 43

Resource Person: Mr. Radhakrishnan Chakyat

Organisers: Department of Arts (Multimedia and Mass Communication)

The Resource Person of the programme **Mr. Radhakrishnan Chakyat** (Professional Photographer & Founder of Pixel Village) said that after completing your graduation in mass media diverse career opportunities open their gates for you – what does that even mean? Well, you can work as a scriptwriter, editor, cinematographer, director, producer, production designer, set designer, and much more. Students understood everything and got in-depth knowledge. During the Question Answer Session students cleared their doubts regarding photojournalism and photography schools. Students become very happy after listening to the resource person's speech and they all try to make a career in the Mass Media Industry.



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GLIMPSES OF ACTIVITY:

EXCLUSIVE WORKSHOP
ON
THINGS THAT THEY DONT
TEACH IN
PHOTOGRAPHY SCHOOL
BY
MR. RADHAKRISHNAN CHAKYAT
PROFESSIONAL PHOTOGRAPHER & FOUNDER OF PIXEL VILAGE
ON SEPT 13TH, 2021 AT 5:00 PM

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Things they don't teach in Photography School Poster (Banner)



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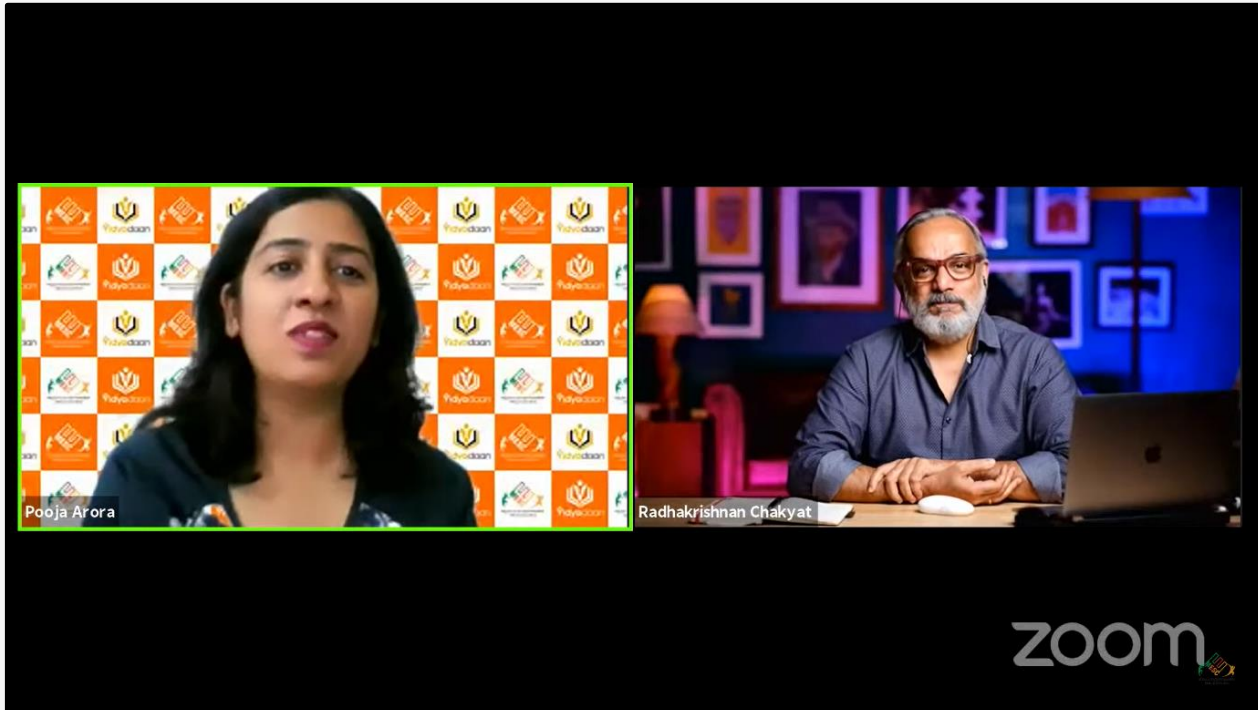
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(Host Pooja Arora along with Guest Mr. Radhakrishnan Chakyat)



(In-Frame: Mr. Radhakrishnan Chakyat answering the question during Question & Answer session)



REPORT ON ART OF PORTRAITS

Venue: Online Platform

Date: 14th September, 2021

No. of Students: 21

Resource Person: Mr. R. Prasanna Venkatesh

Organizers: Department of Arts (Multimedia and Mass Communication) in association with Creative Warriors powered by Vidyadaan

On 14th September, 2021, Creative Warriors powered by Vidyadaan, and the Department of Arts (Multimedia and Mass Communication) organized a National Level Workshop on the "Art of Portraits". The resource person for the programme **Mr. R. Prasanna Venkatesh** (Brand Ambassador for Godox India, Brand Influencer for Sony and Brand Ambassador for Hollyland Technologies, Award Winning Mentor, Professional Photographer) addressed the students photography is the art, application, and practise of creating durable images by recording light, either electronically by means of an image sensor or chemically by means of a light-sensitive material such as photographic film. Students understood "The Art of Portraits (Photography)" very well.

Mr. R. Prasanna Venkatesh answered all the questions and cleared all doubts & busted all the myths regarding portrait photography during the Question Answer Session asked by participants and the participants received In-Depth and valuable information about Art of Portraits photography.



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GLIMPSES OF ACTIVITY:

**EXCLUSIVE WORKSHOP
ON
ART OF PORTRAITS
BY
MR. R PRASANNA
PHOTOGRAPHER & PHOTO MENTOR**

ON SEPT 14TH, 2021 AT 5:00 PM

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Art of Portraits Poster (Banner)



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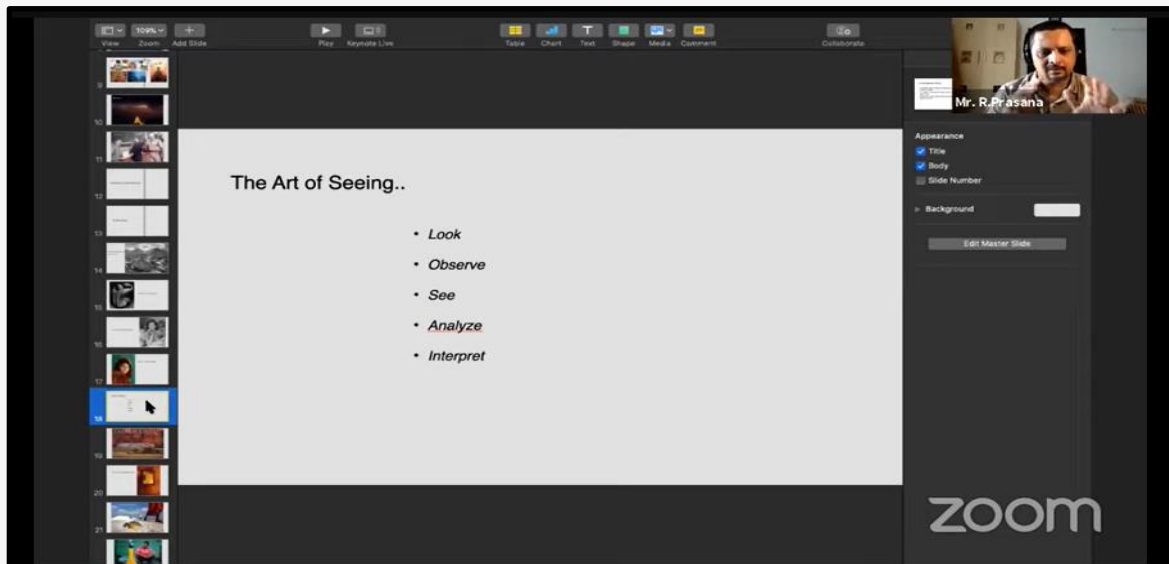
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(Host Pooja Arora along with Guest Mr. R. Prasanna Venkatesh)



(In this Frame: Mr. R. Prasanna Venkatesh addressing audience on The Art of Seeing)



REPORT ON CHALLENGES & OPPORTUNITIES IN JOURNALISM AFTER COVID-19

Venue: Online Platform

Date: 11th October, 2021

No. of Students: 38

Resource Person: Mr. Sainath Laxman Bagade

Organiser: Department of Arts (Multimedia and Mass Communication)

On 11th October, 2021, an webinar on “Challenges & Opportunities in Journalism after Covid 19” was organized by the, The Resource Person of the Programme, **Mr. Sainath Laxman Bagade, (Senior Sub-Editor, Punyanagari, Nashik)** guided the students.

Students get informed and understand the Challenges & Current Opportunities in Mass Media and Journalism after covid 19 and also understand the difference between education and real media. While working in the media, he showcased that it is not limited to only media reporters and news readers, but journalism also offers many career opportunities.



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GLIMPSES OF ACTIVITY:



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DEPARTMENT of BAMMC
Organises
Online Webinar On
*Challenges & Opportunities in
Journalism after Covid-19*

Resource Person:
Mr. Sainath Laxman Bagade
(Senior Sub Editor, Punyanagari, Nashik)



Convenor: Dr. Jadhav N.L. (Assistant Professor)

Organizing Committee:
Asst.Prof. Mohammad Aiman Khan
Asst.Prof. Harshada Darekar
Asst.Prof. Chetana Karekar

Date: - 11th Oct. 2021
Time: - 12:00 pm to 1:00 pm

Asst.Prof. Deepak Gavade
Co-ordinator BAMMC

Dr. Khushbu J. Purswani
IQAC Co-ordinator

Dr. J.C.Purswani
Principal

Challenges & Opportunities in Journalism after Covid-19 Poster (Banner)



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(Host Assistant Professor Deepak Gavade along with Guest Mr. Sainath Laxminath Bagade)



(Mr. Sainath Laxminath Bagade addressing participants on Opportunities in Journalism)



REPORT ON CRASH COURSE SERIES: BRAND BUILDING

Venue: Online Platform

Date: 29th October, 2021

No. of Students:

Resource Person: Ms. Shivani Sharma

The Department of Arts (Multimedia and Mass Communication) organized a Crash Course on “**Brand Building**”. The resource person for the programme **Ms. Shivani Sharma** (Assistant Professor, VES College, Mumbai). The intention of organizing the crash course series for students was to prepare students for online mode examinations. To make students revise all the essential & prime topics that needed to be covered. She highlighted the key concepts of Brand Building & she also enlightened the Brand Identity Dimensions, Brand Identity Structure, Reconstruction of Brand & Brand Loyalty Pyramid. This session was helpful for students in every way possible. This session was not only beneficial for SST College students but also for all the other students who have attended the session of other colleges.



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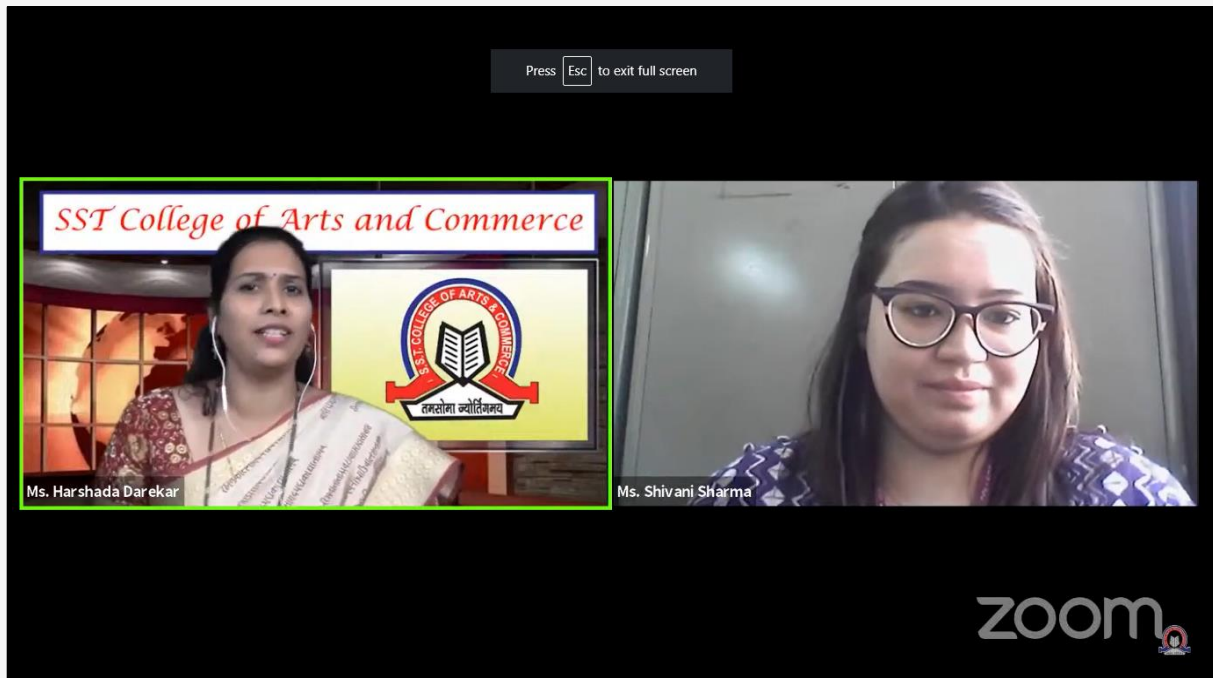


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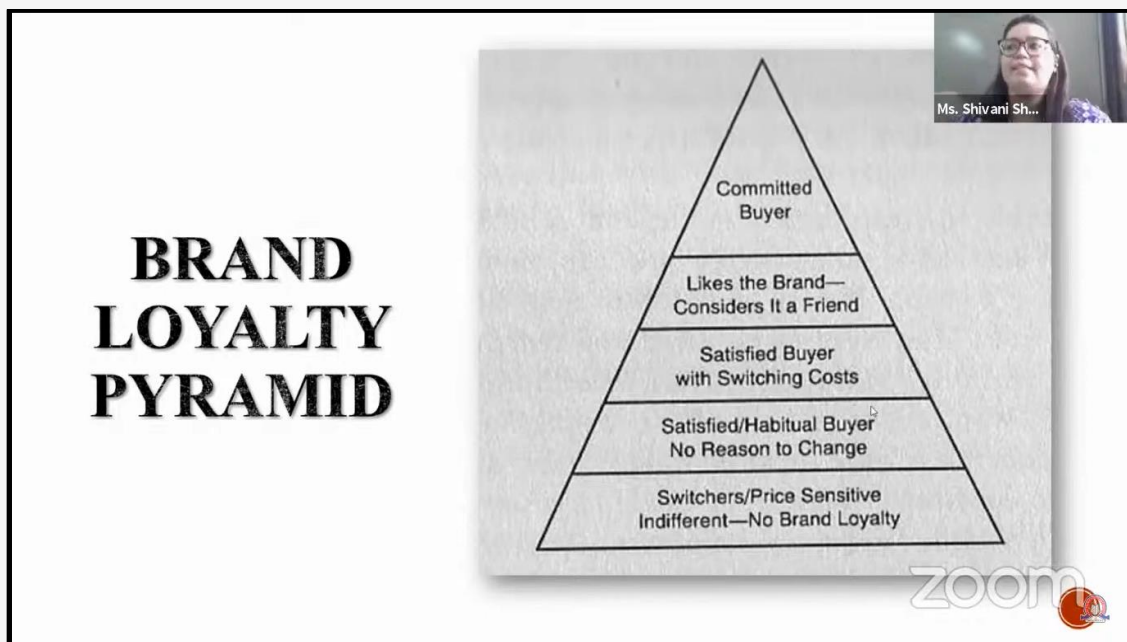


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GLIMPSES OF ACTIVITY:



(Assistant Professor. Harshada Darekar along with Guest Ms. Shivani Sharma)



(In this Frame: Ms. Shivani Sharma explaining students about Brand Loyalty Pyramid)



REPORT ON CRASH COURSE SERIES: INVESTIGATIVE JOURNALISM

Venue: SST Edupedia

Date: 30th October, 2021

Students participated : 28

Resource Person: Asst. Prof. Vibha Singh Visiting faculty, BAMMC, MACJ and MAPR, University of Mumbai, Mumbai, Journalist, Social Worker and Director WACA.



https://www.youtube.com/watch?v=u0wAzS_mp1Q

Department of Arts (Multimedia and Mass Communication), SST College of Arts & Commerce organized a Crash Course Series For TYBAMMC Students for the subject Investigative Journalism. The resource person of the session was Asst. Prof. Vibha Singh Visiting faculty, BAMMC, MACJ and MAPR, University of Mumbai, Mumbai, Journalist, Social Worker and Director WACA. The intention of organizing the crash course series for students was to prepare students for offline mode examinations. To make students revise all the essential & prime topics that needed to be covered. She enlightened students about watchdog media, history of investigative journalism with relevant examples to all the students.

The session was helpful for students in every way possible. This session was not only beneficial for SST College students but also for all the other students who have attended the session of other colleges.

If you have knowledge, let others light their candles in it. - Margaret Fuller



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GLIMPSES OF ACTIVITY:



Asst. Prof. Deepak Gawade welcomed the resource person Asst. Prof. Vibha Singh



Asst. Prof. Deepak Gawade introducing the resource person Asst. Prof. Vibha Singh.



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Resource person Asst.



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youtube.com/watch?v=vFycleJ17nQ

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INVESTIGATIVE JOURNALISM IS NOT SCANDAL JOURNALISM

- Not everything that people want to hide is worth following up . Nor are scoops or exclusives necessarily investigative journalism .
- Knowing that a former official drinks alcohol in the privacy of his own home is not in the public interest so long as it has had no effect on his work. Knowing that the same official used public money for this habit then it is a story for you.

zoom

TYBAMMC Crash Course - Episode 02

SST Edupedia
5.62K subscribers

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Clip

Top chat replay

ANIL TELINGE good afternoon

Amrita Harjani Good afternoon everyone

Varsha Sawlani Good Noon

Pranit Kasare good afternoon

Reena Mishra good afternoon

Mithili R interesting information ma'am.

Neha Telani Good afternoon everyone !!

Sambhaji Khandekar Good afternoon to all

PRADNYA UTEKAR good afternoon everyone

Smita Jagtap very nice information

Sunil N Shah Nicely Explained Investigation

Shilpa Jalkote Good Afternoon

Ananda Pimpale Good afternoon to all

Krishna Salgaonkar very nice and informative session

Satish Kulkarni Good Afternoon everyone

24°C Cloudy 09:41 12-12-2022

Prof. Vibha Singh explaining the concepts of Investigative Journalism.

youtube.com/watch?v=vFycleJ17nQ

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INVESTIGATIVE JOURNALISM IS NOT SCANDAL JOURNALISM

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zoom

TYBAMMC Crash Course - Episode 02

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Satish Kulkarni Good Afternoon everyone

24°C Cloudy 09:41 12-12-2022

Resource person Asst. Prof. Vibha Singh highlighted the essential & prime topics of Investigative Journalism.



REPORT ON WEBINAR ON GUIDANCE FOR NEWS ANCHORING

Venue: SST Edupedia

Date: 22nd December, 2021

Students participated : 40

Resource Person: Ms. Riddhi Mhatre

Organisers: Department of Arts (Multimedia and Mass Communication)

The Department of Arts (Multimedia and Mass Communication), SST College of Arts & Commerce organized a Webinar on **Guidance for News Anchoring** for the students on . The resource person of the session was Ms. Riddhi Mhatre, Anchor at Zee 24 Taas. The motto of the Webinar was to make students aware about the latest job opportunities in the media industry. According to him, students can make their career in their interested area like writing, editing, and proofreading, analyzing and interpreting which may appeal to students more in the Mass Media Industry.



REPORT ON PATRAKAR DIN

Venue: Room No. 203

Date: 06th January, 2022

Students participated :

Organizers: Department of Arts (Multimedia and Mass Communication)

The Department of Arts (Multimedia and Mass Communication), SST College of Arts & Commerce celebrated the Patrakar Din on 06th January, 2022. The Maharashtra Government has declared Patrakar Din on January 6 on the occasion of Balshastri Jambhekar's birthday. This day is celebrated in the state of Maharashtra.

Balshastri Jambhekar is the first poet of Marathi language. He started the first Marathi language newspaper Darpan on 6th January 1832. Running a newspaper and gaining readership was a very difficult task during the British era. But during this period too, reformers ran their newspapers by not accepting any principle of profit. Balshastri Jambhekar's Darpan was the pioneer of such newspapers.

The aim of this activity is to make students understand the important role in the formation, articulation and pronunciation of speech. It helps students to exhibit their oratory skills. To develop an environment for students for the acquisition of knowledge, skills and attitudes. Students got a good opportunity to combat the biggest fear factor i.e. stage fear. This session was helpful for students in every way possible.



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GLIMPSES OF ACTIVITY:



Assistant Professor and Coordinator of Department of Arts in Multimedia and Mass Communication addressing Students on the occasion of Patrakar Diwas



Assistant Professor Prashant Kamble addressing Students on the occasion of Patrakar Diwas



REPORT ON ROLE OF MEDIA IN DEMOCRACY

Venue: Online Platform

Date: 01st February, 2022

No. of Students: 41

Resource Person: Dr. Akshay Kumar

Organisers: Department of Arts (Multimedia and Mass Communication)

A Webinar: Role of Media in Democracy was organized on 01st February, 2022 at 04.00 p.m. On this occasion, the resource person Dr. Akshay Kumar (Assistant Professor, Dept. of Journalism and Mass Communication LPU) focused on Democracy in Media. He highlighted the important aspects of Media Trends and Manipulation of Audience through various mediums of Media.

Through this webinar, he also highlighted advertisements' influence on the audience, that everyone's decision, idea, and every seed of opportunity begins with a thought in our mind and we have the choice of recognizing and re-imagining the idea.

These informative knowledge motivated students to pursue a career in the Advertising/Journalism field.



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75
Azadi Ka Amrit Mahotsav

Exclusive Workshop on
Role of Media in Democracy

By **Dr Akshay Kumar**
Assistant professor Dept of Journalism and Mass Communication LPU

1st Feb. 2022 | 04:00 PM

You can Watch on:

YouTube Live | Media and Entertainment Skills Council

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Role of Media in Democracy Poster (Banner)



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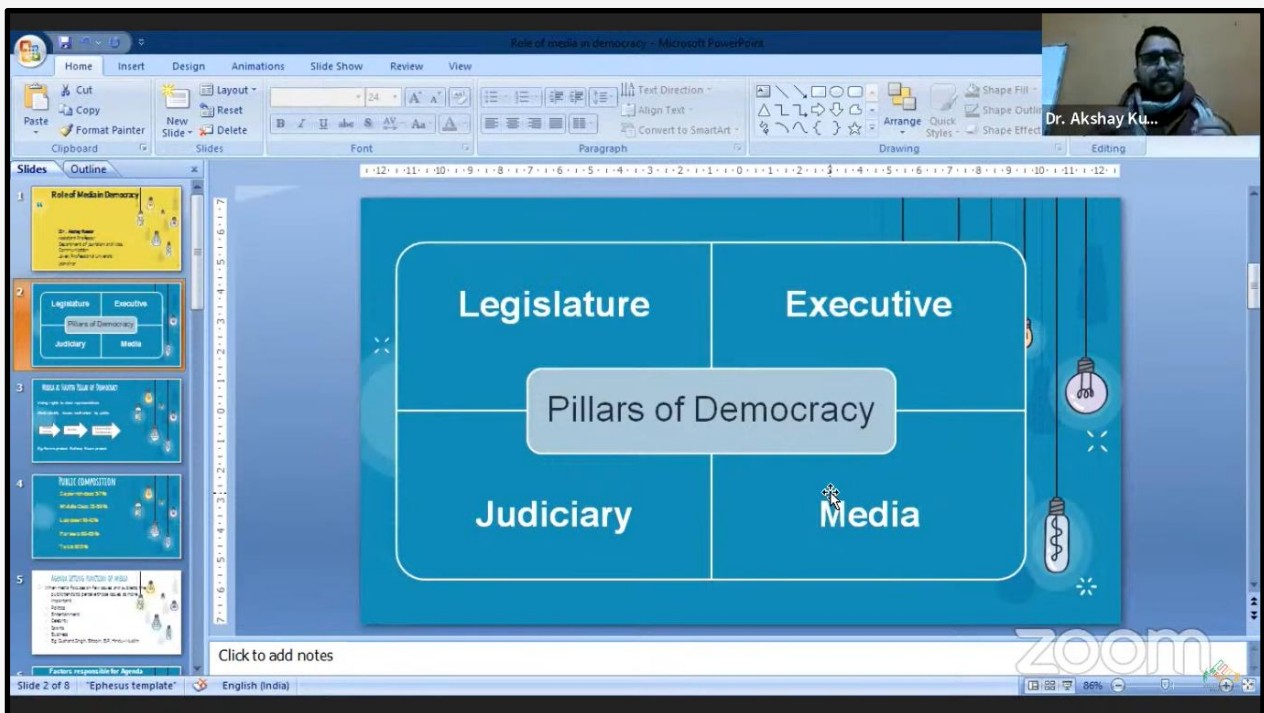
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(Host Pooja Arora along with Guest Dr. Akshay Kumar)



(Dr. Akshay Kumar addressing participants on Pillars of Democracy)



REPORT ON MEDIA SUPPLEMENTS - LIFESTYLE PHOTOGRAPHY

Venue: Online Platform

Date: 02nd February, 2022

No. of Students: 42

Resource Person: Mr. Ravi Dhingra

Organisers: Department of Arts (Multimedia and Mass Communication)

Online Workshop: Media Supplements - Lifestyle Photography was organized on 01st February, 2022 at 04.00 PM. On this occasion, the resource person Mr. Ravi Dhingra (Photographer and Mentor) focused on the Photographer's Imagination for Lifestyle Photography. While sharing his experience he also highlighted the importance of lifestyle photography in today's digital world as well as how lifestyle photography is different from other forms of photography like Fashion, Product & Wildlife etc.

Students understood everything and got in-depth knowledge. During the Question Answer Session students cleared their doubts regarding Lifestyle photography. Students become very happy after listening to the resource person's speech and they all try to make a career in Photography.



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GLIMPSES OF ACTIVITY:

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Supported by: **Vidyadaan**, **SKILL INDIA**, **75 Azadi Ka Amrit Mahotsav**

Exclusive Workshop on Media Supplements: Lifestyle Photography

By **Mr. Ravi Dhingra** Photographer & Mentor

2nd Feb. 2022 | 04:00 PM

You can Watch on: **YouTube Live** | Media and Entertainment Skills Council

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Media Supplements: Lifestyle Photography Poster (Banner)



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(Host Ms. Pooja Arora along with Guest Mr. Ravi Dhingra)



(Mr. Ravi Dhingra addressing participants about Photography Lenses)



REPORT ON NEWS REPORTING

Venue: Online Platform

Date: 03rd February, 2022

No. of Students: 42

Resource Person: Dr. Shourini Banerjee

Organisers: Department of Arts (Multimedia and Mass Communication)

The Chief speaker of the programme **Dr. Shourini Banerjee** (Assistant Professor, Department of Visual Communication, The American College, Madurai) said that Newsroom management & News Writing can be a balancing act between Journalist/Reporter and content, and the COVID-19 pandemic has made finding that balance even more difficult.

He also added, If you really want to write News Reports, but first you need to develop basic skills, improve your grammar as well as understand the fundamentals of News Writing including story structure, 5W & 1H, point of view, style, and voice. Students understood fundamental things of News Writing/Reporting and also received good knowledge for career making.



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Supported by: **Skill India**

Supported by: **75 Azadi Ka Amrit Mahotsav**

Exclusive Workshop on News Reporting

By **Dr. Shourini Banerjee**,
Assistant Professor,
Dept. of Visual Communication,
The American College,
Madurai- 625002, Tamil Nadu

3rd Feb. 2022 | 04:00 PM

You can Watch on: **YouTube Live** | Media and Entertainment Skills Council

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Things they don't teach in Photography School Poster (Banner)



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(Host Pooja Arora along with Guest Dr. Shourini Banerjee)



(In-Frame: Dr. Shourini Banerjee answering the question during Question & Answer session)



REPORT ON FILM JOURNALISM IN PRINT: THEN VS NOW

Venue: Online Platform

Date: 04th February, 2022

No. of Students: 35

Resource Person: Mr. Kuldeep Singh Bedi ji

Organisers: Department of Arts (Multimedia and Mass Communication)

The Resource Person of the programme **Mr. Kuldeep Singh Bedi ji** (Senior Journalist and Author) shared his experience of film journalism, also highlighted the main concepts of today's film journalism ethics which is followed by current journalists. During the interacting session with students Mr. Kuldeep Singh differentiate the previous journalism vs current journalism scenario. He Also added, If anyone wants to be a film writer or Critic or Author He/She needs to follow some code of conduct as well as they need to develop basic writing skills, Story Structure, Plot, Dialogues, Point of view, style, and Pitch/Tone/Voice. Students understood the current film journalism scenario and they also received informative knowledge for career making.



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GLIMPSES OF ACTIVITY:

Powered by: **CREATIVE WARRIORS** BULLGIRI@KTHSHALA An Initiative of Media and Entertainment Skills Council

Exclusive Workshop on Film Journalism in Print: Then Vs Now

By **Mr. Kuldeep Singh Bedi ji**
Senior Journalist and Author

Feb 4th, 2022 | 04:00PM

You can Watch on:
YouTube Live | Media and Entertainment Skills Council

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Things they don't teach in Photography School Poster (Banner)



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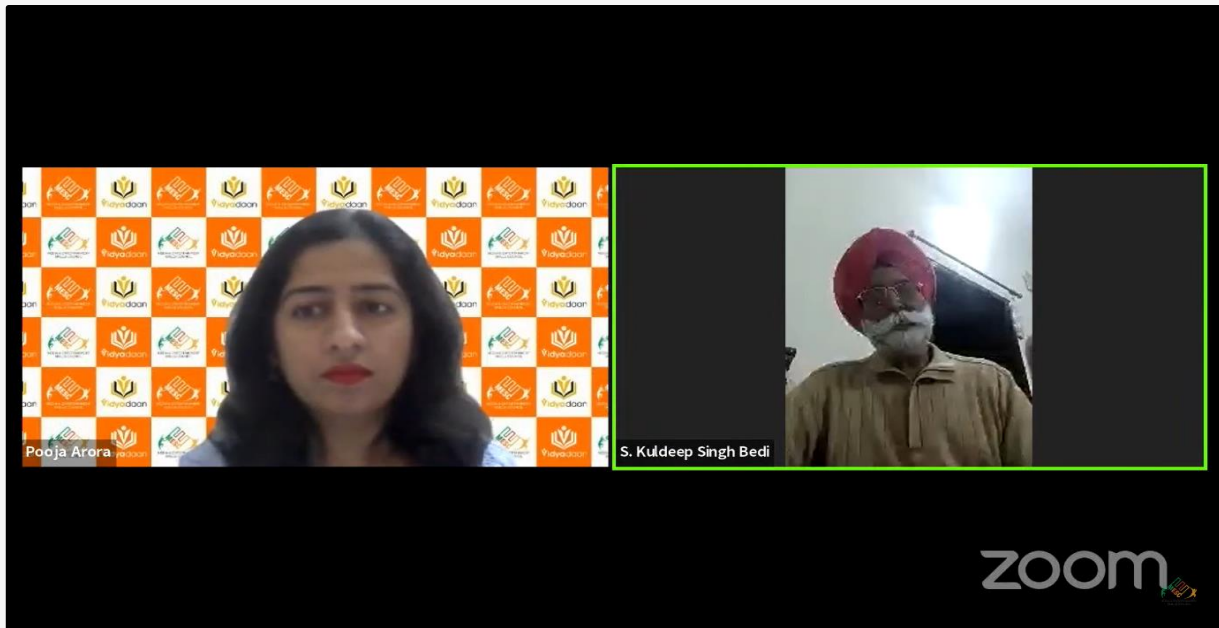
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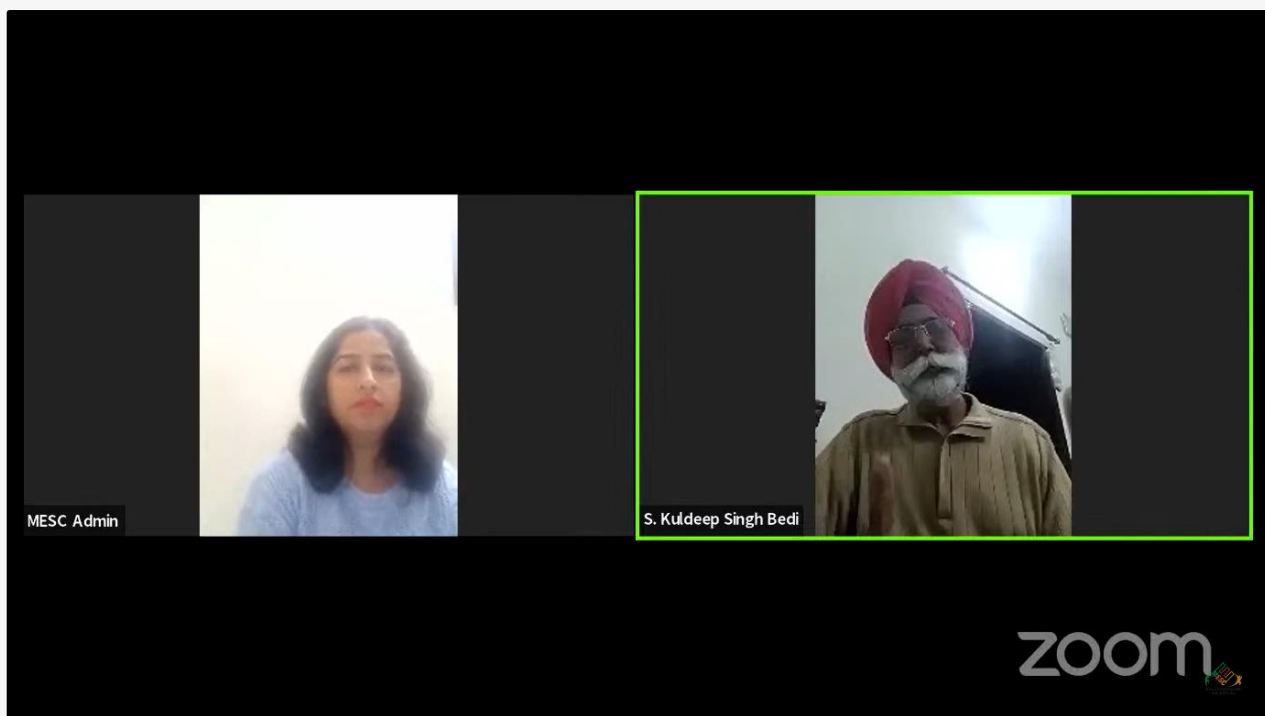
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(Host Pooja Arora along with Guest Mr. Kuldeep Singh Bedi ji)



(In-Frame: Host Pooja Arora & Mr. Kuldeep Singh Bedi ji addressing participants and answering the question during Question & Answer session)



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REPORT ON FILM ANIMATION, MOTION GRAPHICS AND MEDIA ADVERTISING

Venue: Room No. 14

Date: 22nd November, 2020

No. of Students: 40

Resource Person: Mr. Sunil Joshi, Senior Technical Coordinator, Career Skills Academy

On 16th February, 2022 a Workshop on Film Animation, Motion Graphics & Media Advertising was organized by the Department of Arts (Multimedia and Mass Communication) in which 40 Students from FY, SY and TY BAMMC/BCOM/BMS had participated. The students learnt about the various animation & VFX formats and gained knowledge about editing softwares which is currently used by the Media Industry. The Resource Person of the programme Mr. Sunil Joshi, Senior Technical Coordinator, Career Skills Academy highlighted the major concepts of VFX & Animation and outlined the top trends for animation and motion.



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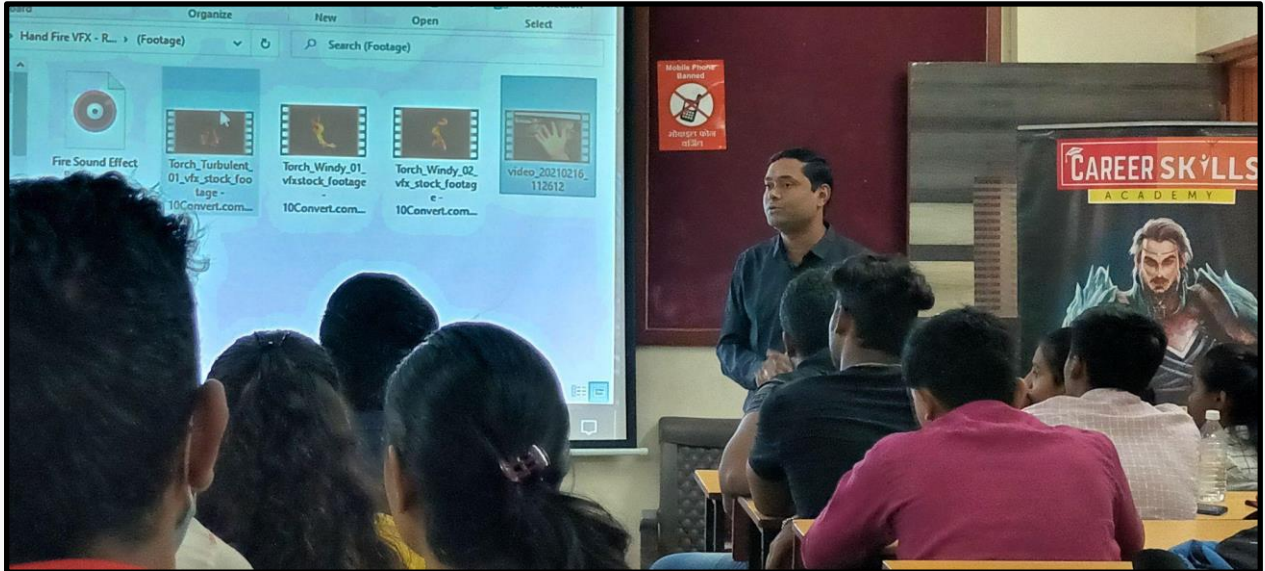


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GLIMPSES OF ACTIVITY:



Asst. Prof. Deepak Gavade addressed the students on career opportunities in VFX & Animation Media Industry.



Students attending the workshop on Film Animation, Motion Graphics and Media Advertising.



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Mr. Sunil Joshi addressed the students on Before & After effects of VFX & Animation



Mr. Sunil Joshi Addressing students on Visual Effects, Chroma which is usually used in VFX & Animation Industry.



REPORT ON MARATHI BHASHA DIWAS

Venue: Room No. 208, SST College (Main Building)

Date: 27th February, 2022

Students participated :

Resource Person: Kokan Marathi Sahitya Parishad, Ulhasnagar

Organisers: Department of Arts (Multimedia and Mass Communication)

SST College of Arts and Commerce, the Department of Arts (Multimedia and Mass Communication) organized “**Marathi Bhasha Diwas**” on 27th February, 2022. Marathi Bhasha Diwas is celebrated in honor of the Marathi language. It is celebrated every year on 27th February to rejoice the birth anniversary of Gyanpeeth award winner late poet V.V. Shirwadkar who is also known as Kusumagraj.

Marathi being the official language of the State of Maharashtra, the main focus of this celebration was to promote Maharashtrian culture amongst the students. Students from the department and members of the Kokan Marathi Sahitya Parishad, Ulhasnagar, honored this day by performing a variety of poems. All of the participants gave beautiful presentations of their self-written and collected Marathi poems. The activity enabled the students and teachers to actively participate in the Marathi language day celebrated as **Marathi Bhasha Gaurav Diwas** where they got an opportunity to display an appreciation of the multicultural world.



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GLIMPSES OF ACTIVITY:



Members of the Kokan Marathi Sahitya Parishad, Ulhasnagar while performing poems at Marathi Bhasha Gaurav Diwas



REPORT ON STEP BY STEP GUIDELINES FOR PREPARATION OF FINAL YEAR UG PROJECT

Venue: Room No. 34, Extension Building, SST College

Date: 11.01.2022

No. of Students: 33

Resource Person: Asst. Prof. Mohammad Aiman W. Khan

Organisers: Department of Arts (Multimedia and Mass Communication)

The Department of Arts (Multimedia and Mass Communication) has organized a Guidance Session on “Step by Step Guidelines for Preparation of Final Year UG Project” on 11.01.2022. Resource person, Asst Prof. Mohammad Aiman W. Khan, briefed the students about the Newspaper and Magazine Design project and how they can prepare their final year project on their own with the help of guidelines given by the guides. Students gained knowledge about the importance of project and project designing.



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GLIMPSES OF ACTIVITY:



(Asst. Prof. Deepak Gavade addressing students about importance of project paper)



(Asst. Prof. Mohammad Aiman W. Khan addressing students about project paper and showcasing few leading newspaper for reference while making the project)



REPORT ON CRASH COURSE SERIES - MAGAZINE JOURNALISM

Venue: SST Edupedia

Date: 12th April, 2022

Students participated : 30

Resource Person: Asst. Prof. Vibha Singh Visiting faculty, BAMMC, MACJ and MAPR, University of Mumbai, Mumbai, Journalist, Social Worker and Director WACA.



<https://www.youtube.com/watch?v=Pn9pTRx0dKw>

The Department of Bachelor of Arts in Multimedia and Mass Communication, SST College of Arts & Commerce organized a Crash Course Series For TYBAMMC Students for the subject of Magazine Journalism. The resource person of the session was Asst. Prof. Vibha Singh Visiting faculty, BAMMC, MACJ and MAPR, University of Mumbai, Mumbai, Journalist, Social Worker and Director WACA. These sessions are led by expert instructors who share their expertise, tips, and best practices. The intention of organizing the crash course series for students was to prepare students for offline mode examinations.

This session was helpful for students in every way possible. This session was not only beneficial for SST College students but also for all the other students who have attended the session of other colleges.



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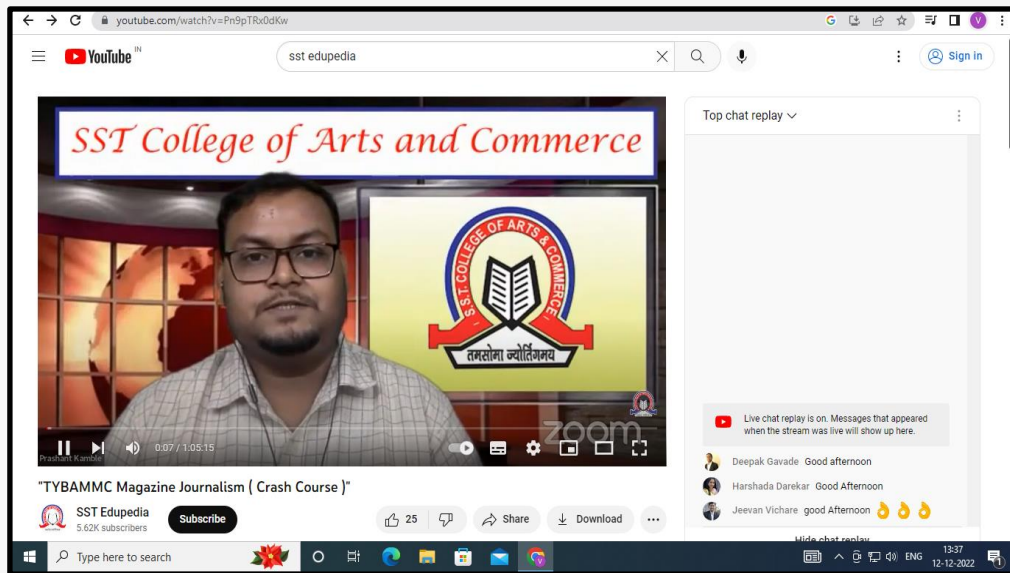


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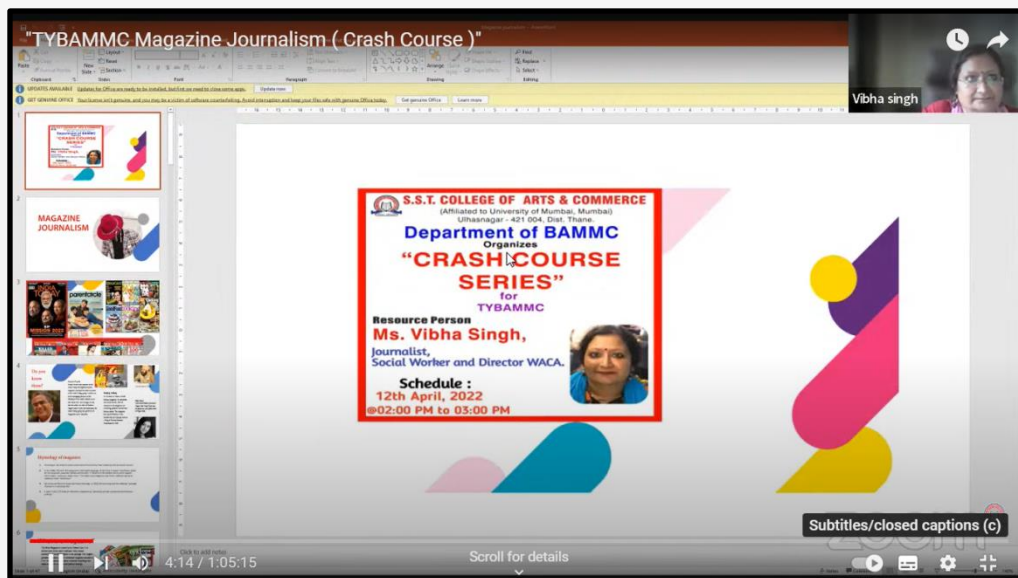


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GLIMPSES OF ACTIVITY:



Asst. Prof. Prashant Kamble welcomed the resource person Asst. Prof. Vibha Singh



Asst. Prof. Prashant Kamble introducing the resource person Asst. Prof. Vibha Singh.



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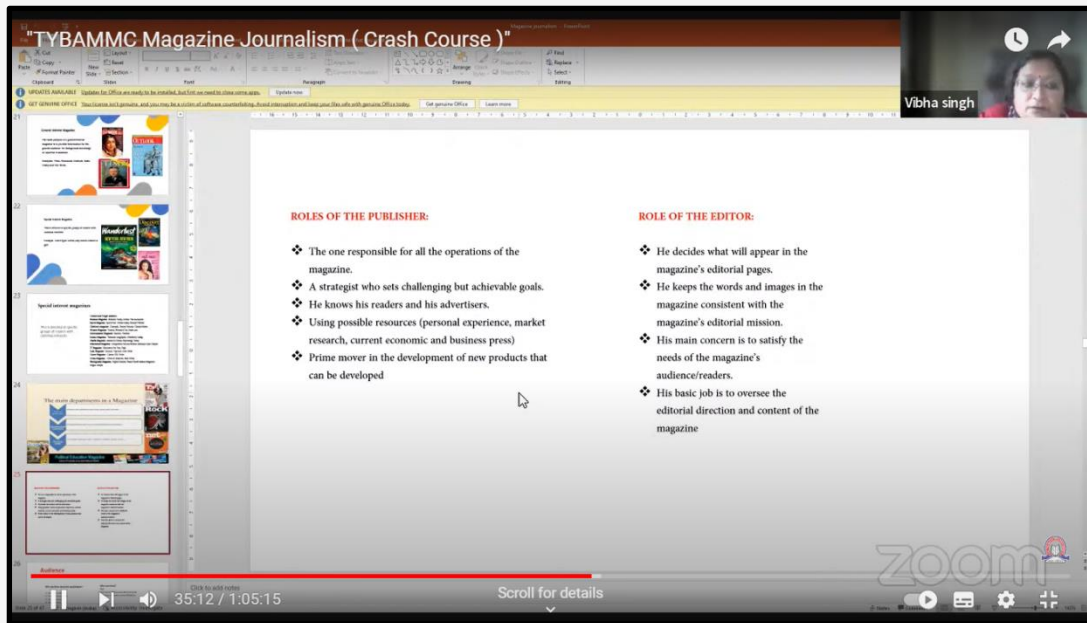
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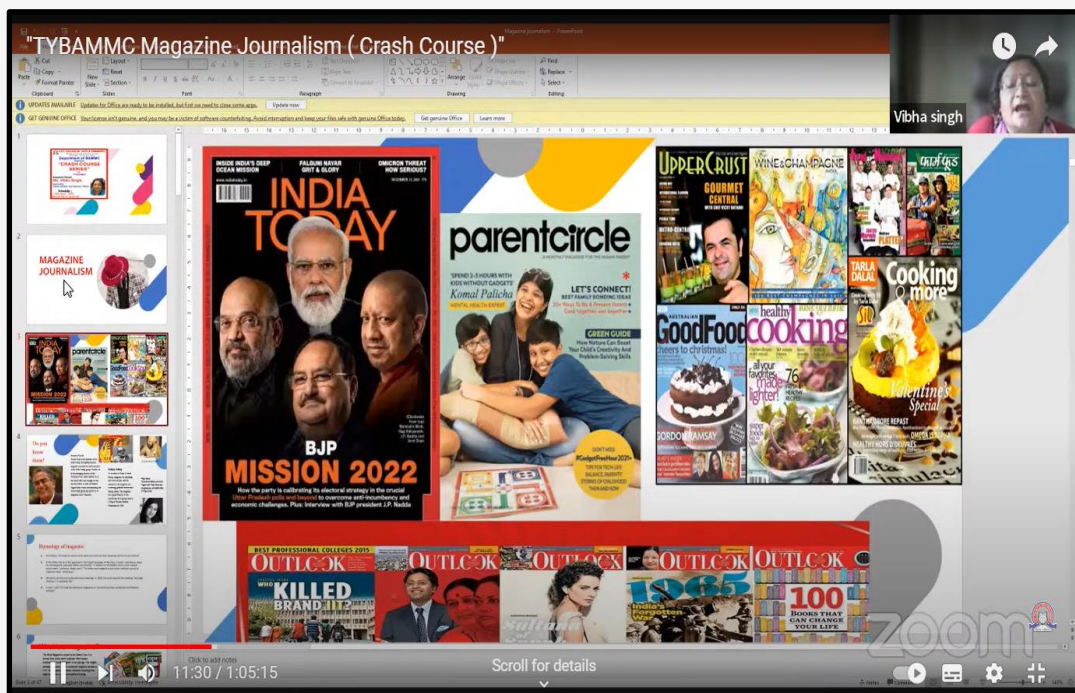
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Resource person Asst. Prof. Vibha Singh explaining the concepts of Magazine Journalism.



Resource person Asst. Prof. Vibha Singh highlighted the essential & prime topics of Magazine Journalism.



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REPORT ON BAMMC FEST EUPHORIA

Venue: SST College Campus

Date: 13th April, 2022

Students participated :

Organiser: Department of Arts (Multimedia and Mass Communication)

Department of Arts (Multimedia and Mass Communication), SST College of Arts & Commerce organized a grand BAMMC Fest Euphoria on 13th April, 2022 at College Campus.

An event conducted by the Department of BAMMC Students went on marking a great success.

The event included several activities, of which there were two momentous activities - If you Know- You Know and Panchayat. Students enjoyed the event, they understood the values of management, logistics, discipline, etc.



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GLIMPSES OF ACTIVITY:



Students performing flash mob in Euphoria



Students participating in Debate competition during Euphoria



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Faculty Members of BAMMC along with the organizing team of Euphoria



REPORT ON CRASH COURSE SERIES - DIGITAL MEDIA

Venue: SST Edupedia

Date: 16th April, 2022

Students participated : 42

Resource Person: Asst. Prof. Rashmi Mishra, Coordinator S. K. Somaiya College, Mumbai.



<https://www.youtube.com/watch?v=BQYLSIWPDEc>

Department of Arts (Multimedia and Mass Communication), SST College of Arts & Commerce organized a Crash Course Series For TYBAMMC Students for the subject of Magazine Journalism. The resource person of the session was Asst. Prof. Rashmi Mishra, Coordinator S. K. Somaiya College, Mumbai. The intention of organizing the crash course series for students was to prepare students for offline mode examinations.

This session was helpful for students in every way possible. This session was not only beneficial for SST College students but also for all the other students who have attended the session of other colleges.



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GLIMPSES OF ACTIVITY:



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BAMMC
Organizes

**“CRASH COURSE
SERIES”**
for
TYBAMMC

Resource Person
Ms. Rashmi Mishra
Coordinator, BAMMC
S.K.Somaiya College, Mumbai

Digital Media Online session
16th April 2022
@ 4:00 PM to 5:00 PM



Crash Course Series - Digital Media (Banner)



S.S.T. College of Arts & Commerce

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Ulhasnagar - 421 004, Dist. Thane.



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SST College of Arts and Commerce

Harshada Darekar

0:10 / 1:04:00

zoom

"TYBAMMC Digital Media (Crash Course)"

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14:00 12-12-2022

Asst. Prof. Harshada Darekar welcomed the resource person Asst. Prof. Rashmi Mishra.

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Rashmi Mishra

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14:01 12-12-2022

Asst. Prof. Harshada Darekar introducing the resource person Asst. Rashmi Mishra.



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Resource person Asst. Prof. Rashmi Mishra explaining the key concepts of Digital Media. Resource person Asst. Rashmi Mishra highlighted the various prime topics with relevant examples of Digital media.



REPORT ON CRASH COURSE SERIES: ADVERTISING IN CONTEMPORARY SOCIETY

Venue: SST Edupedia

Date: 16th April, 2022

Students participated :

Resource person: Asst. Prof. Meera Menon, Royal College, Dombivli.



<https://www.youtube.com/watch?v=mAC4QNtL1gg>

Department of Bachelor of Arts in Multimedia and Mass Communication, SST College of Arts & Commerce organized a Crash Course Series For TYBAMMC Students for the subject of Magazine Journalism. The resource person of the session was Asst. Prof. Meera Menon, Royal College, Dombivli. The intention of organizing the crash course series for students was to enhance their learning with the guidance of expertise. She highlighted the key concepts of Advertising in Contemporary India.

This session was helpful for students in every way possible. This session was not only beneficial for SST College students but also for all the other students who have attended the session of other colleges.



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**Bachelor of Arts in
Multimedia & Mass Communication
Organizes**

**“CRASH COURSE
SERIES”**

on

Advertising in Contemporary Society

Resource Person
Asst. Prof. Meera Menon
Royal College, Dombivali

Schedule:
19th April, 2022
@ 02.30 PM to 03.30 PM



Crash Course Series - Advertising in Contemporary Society (Banner)



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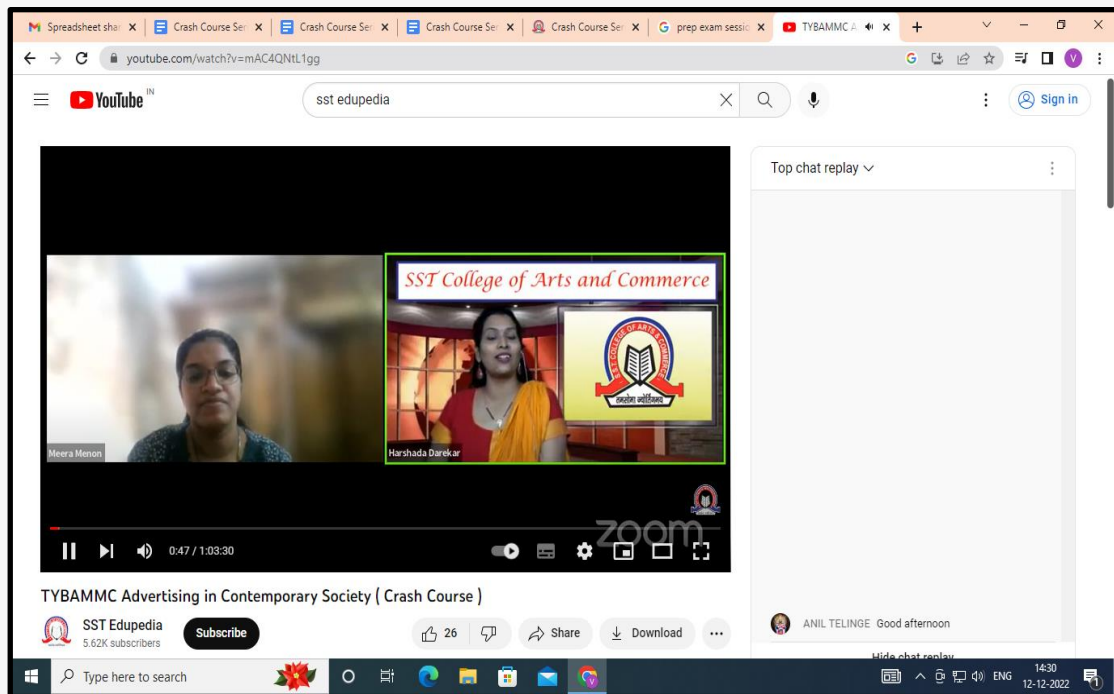
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Asst. Prof. Harshada Darekar welcomed the resource person Asst. Prof. Meera Menon.



Asst. Prof. Harshada Darekar introducing the resource person Asst. Prof. Meera Menon.



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TYBAMMC Advertising in Contemporary Society (Crash Course)

The Role of Advertising in Contemporary India are a

- All round growth of media
- Growth and popularity of internet
- Quality matters
- Changed format of advertisement
- Rise of surrogate advertising
- Invasion of branded products
- Growth of media business
- Rise of animation era
- Increase of advertisers
- Dominance of television
- Market for designer luxury brands
- Changes in lifestyle
- Rapid changes in information and technology
- Advertising linked with sports and tourism
- Importance of teen power



Meera Menon

zoom

19:27 / 1:03:30

Scroll for details

Resource person Asst. Prof. Rashmi Mishra explaining the role of Advertising in Contemporary India.



REPORT ON CRASH COURSE SERIES: TELEVISION JOURNALISM

Venue: SST Edupedia

Date: 20th April, 2022

Students participated : 30

Resource Person: Asst. Prof. Sagar Karande, Department of MACJ, University of Mumbai.



<https://www.youtube.com/watch?v=W1S4CM80O6E>

Department of Arts (Multimedia and Mass Communication) , SST College of Arts & Commerce organized a Crash Course Series For TYBAMMC Students for the subject of Television Journalism. The resource person of the session was Asst. Prof. Sagar Karande, Department of MACJ, University of Mumbai. The intention of organizing the crash course series for students was to enhance their learning with the guidance of expertise. He highlighted the key concepts of Television Journalism. This session was helpful for students in every way possible. This session was not only beneficial for SST College students but also for all the other students who have attended the session of other colleges.



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**Bachelor of Arts in
Multimedia & Mass Communication**
Organizes
“CRASH COURSE SERIES”
FOR T.Y. BAMMC SEM-VI
on
Television Journalism

Resource Person
Asst.Prof.Sagar Karande
Department of MACJ,
University of Mumbai

20th April, 2022
@ 02.00 PM to 03.00 PM



Crash Course Series: Television Journalism (Banner)



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SST College of Arts and Commerce

Prashant Kamble

Sagar Karande

zoom

TYBAMMC Television Journalism (Crash Course)

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Asst. Prof. Prashant Kamble welcomed the resource person Asst. Prof. Sagar Karande.

TYBAMMC Television Journalism (Crash Course)

Sagar Karand...

WHY?

- The History and Development
- Need for TV Journalism
- The way TV journalism has survived
- Why Doordarshan?

TV STUDIO ONLINE

24h

NEWS

zoom

14:10 / 1:05:00

Scroll for details

Resource person Asst. Prof. Sagar Karande explaining the role of Journalism.



TYBAMMC Television Journalism (Crash Course)



PRIVATE AND SATELLITE CHANNELS

- The market from Global to Local to Glocal
- The economics of the industry
- Regional channels impact



23:18 / 1:05:00

Scroll for details



Prof. Sagar Karande Highlighting about the Private & Satellite Channels using PPT for better understanding.



REPORT ON CRASH COURSE SERIES: MEDIA PLANNING AND BUYING

Venue: SST Edupedia

Date: 27th April, 2022

Students participated : 30

Resource person: Dr. Sanjay Ranade, Associate Professor, Former HoD Dept. MACJ, University of Mumbai.



<https://www.youtube.com/watch?v=2GTa8Na8CXU>

Department of Arts (Multimedia and Mass Communication), SST College of Arts & Commerce organized a Crash Course Series For TYBAMMC Students for the subject of Media Planning and Buying. The resource person of the session was Dr. Sanjay Ranade, Associate Professor, Former HoD Dept. MACJ, University of Mumbai. The intention of organizing the crash course series for students was to enhance their learning with the guidance of expertise.

This session was beneficial for students in every way possible. This session was not only beneficial for SST College students but also for all the other students who have attended the session of other colleges.



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**Bachelor of Arts in
Multimedia & Mass Communication**
Organizes
“CRASH COURSE SERIES”
FOR T.Y. BAMMC SEM-VI
on
Media Planning and Buying

Resource Person
Dr. Sanjay Ranade
Associate Professor,
Former HoD Department of MACJ,
University of Mumbai

27th April, 2022
@ 12.00 PM to 01.00 PM



Crash Course Series - Media Planning and Buying (Banner)



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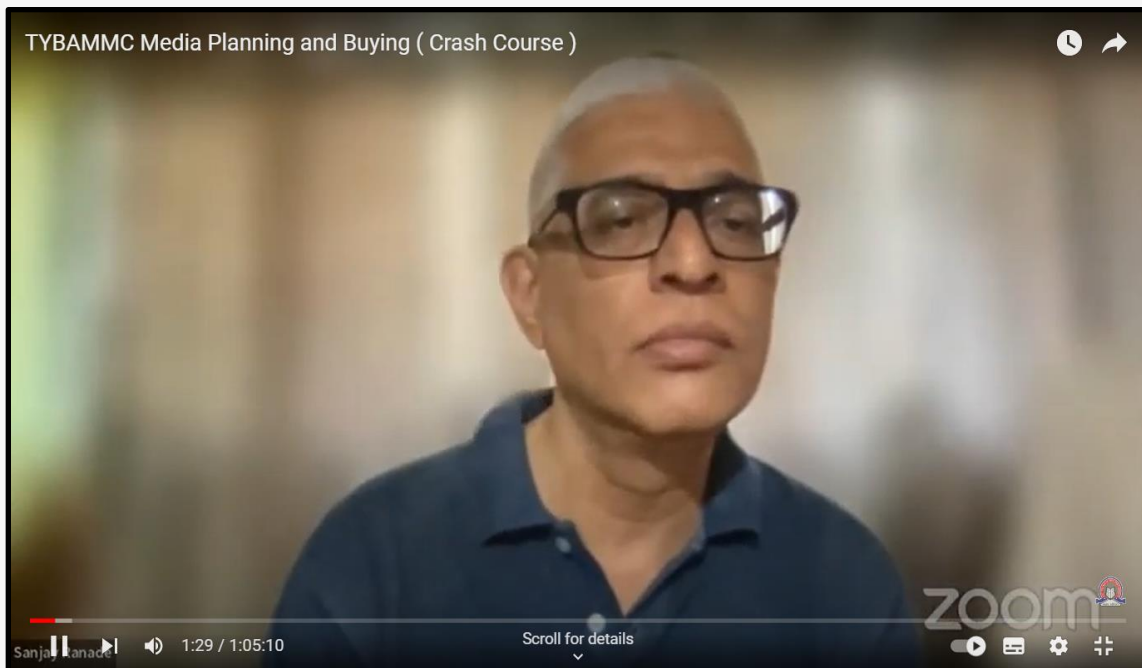
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Asst. Prof. Prashant Kamble welcomed the resource person Dr. Sanjay Ranade.



Asst. Prof. Prashant Kamble introduced the resource person Dr. Sanjay Ranade.



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TYBAMMC Media Planning and Buying (Crash Course)

LET US BUDGET THIS

Sanjay Ranad...

zoom

11:31 / 1:05:10 Scroll for details

Resource person Dr. Sanjay Ranade explaining the key concepts of Media Planning & Buying.

TYBAMMC Media Planning and Buying (Crash Course)

WHO YOU WILL WORK WITH

- press
- television
- radio
- digital media, especially the internet via websites and mobile apps
- other more unusual platforms, including promotion on buses and taxis, community groups

Sanjay Ranad...

zoom

29:37 / 1:05:10 Scroll for details



REPORT ON "WOMAN IN ADVERTISING - HAS PORTRAYAL CHANGED IN DIGITAL ERA?"

Venue: Online Platform

Date: 26th April, 2022

No. of Students: 22

Resource Person: Ms. Daivata Patil

Organisers: Department of Arts (Multimedia and Mass Communication)

On 26th April, 2022, Department of Arts (Multimedia and Mass Communication) in collaboration with Women's Indian Chamber of Commerce & Industry organized a National Level Webinar on the "**Woman in Advertising - has portrayal changed in digital era?**". The resource person for the programme **Ms. Daivata Patil** (Faculty Member, Department of Journalism & Mass Communication, University of Mumbai and Maharashtra State President of Information & Broadcasting Council, Women's Indian Chamber of Commerce & Industry) addressed the students about how media and advertising industry play an important role in our culture and reflecting the social norms of our society. Three in four people agree that the media has the power to shape how we see each other. Representation of women in advertising has changed over the decades, with the 50s and 60s showing women in the kitchen or managing a family and the 70s and 80s portraying women as sex symbols or unattainable versions of perfection.

Ms. Daivata Patil also answered all the questions and cleared all doubts & busted all the myths and perceptions regarding Portrayal of Women in the Digital Era during the Question Answer Session asked by participants and the participants received in-depth, valuable information and also learned specific lessons about positive female representation in media & advertising industry.



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GLIMPSES OF ACTIVITY:

The banner features the S.S.T. College of Arts & Commerce logo and name at the top. Below it, the text reads: 'Bachelor of Arts in Multimedia & Mass Communication in collaboration with Women's Indian Chamber of Commerce and Industry organizing NATIONAL LEVEL WEBINAR ON Women in Advertising - has the Portrayal Changed in Digital Era?'. The resource person is identified as Daivata Patil, Faculty member, Department of Communication and Journalism, University of Mumbai and Maharashtra State President, Information and Broadcasting Council, Women's Indian Chamber of Commerce and Industry. The WICCI logo is also present. The date is 26.04.2022 and the time is 2.00 to 3.00 pm. A YouTube Like icon is at the bottom.

Woman in advertising – has portrayal changed in the digital era? (Banner)



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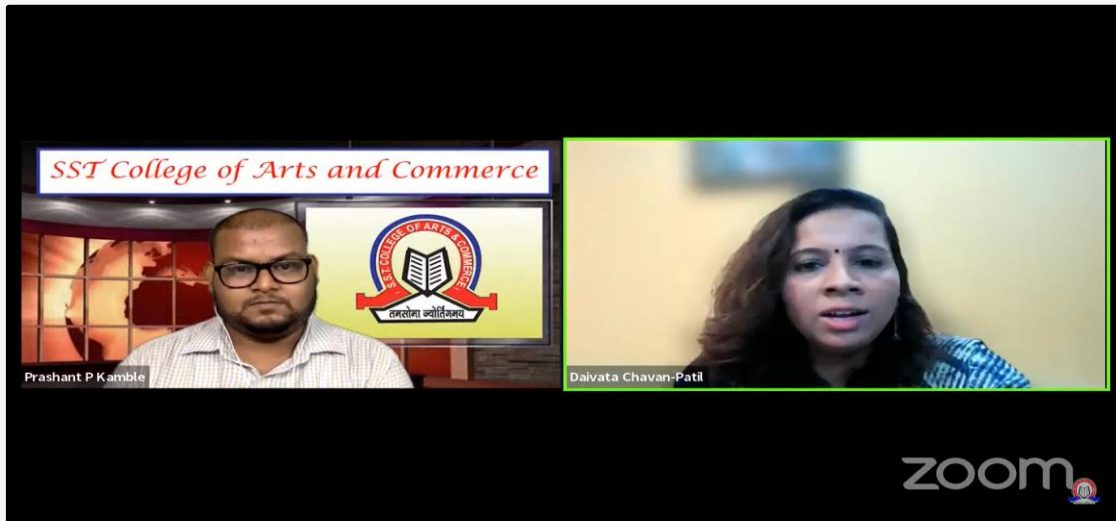
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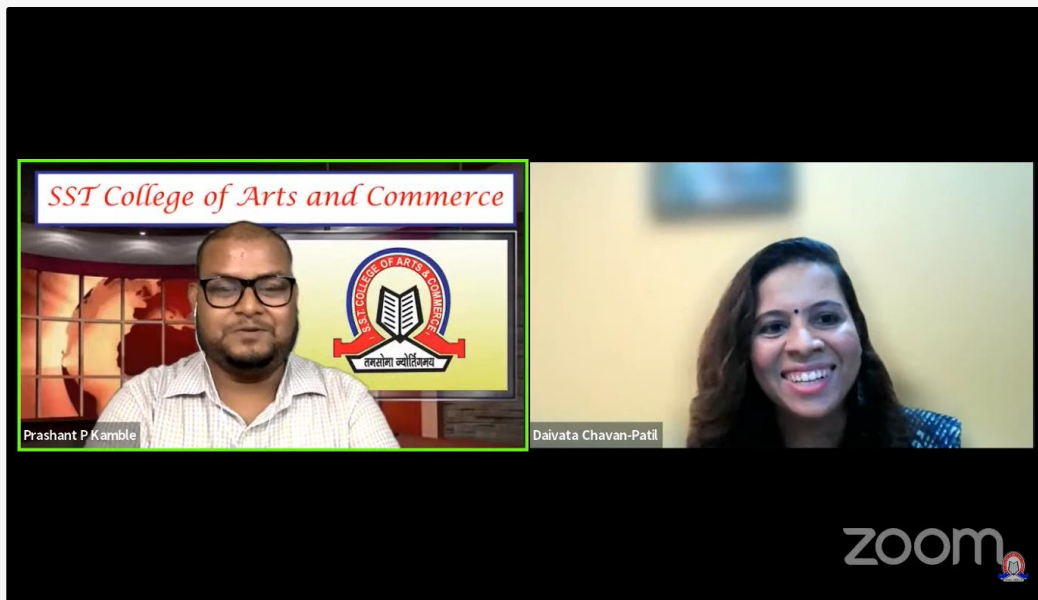
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(Assistant Professor. Prashant p. Kamble along with Guest Ms. Daivata Patil)



(In this Frame: Ms. Daivata Patil addressing audience on positive representation of woman in media industry)



REPORT ON VISIT TO ND'S FILM WORLD (N. D. STUDIO)

Venue: ND's Film World (N. D. Studio), Karjat

Date: 01st May, 2022

No. of Students:

Organisers: Department of Arts (Multimedia and Mass Communication)

On 01st May, 2022, a one-day Industrial visit was organized by the Department of Arts in Multimedia & Mass Communication to ND's Film World (N. D. Studios), Karjat. The students got to witness first-hand the actual sets used for scenes in movies such as Sanju, PK, Jodha Akbar, Prem Ratan Dhan Payo, Slumdog Millionaire, Bajirao Mastani etc. The studio not only houses the first set for TV Shows such as Kaun Banega Crorepati and Bigg Boss but also has additional readymade sets for Jail, Disco, Club, Village Rooms and Gaming Zone. To what extent can a thought be turned into reality and what is the effort a content creator takes to have absolute control over the details of its content, is what was witnessed in the visit.



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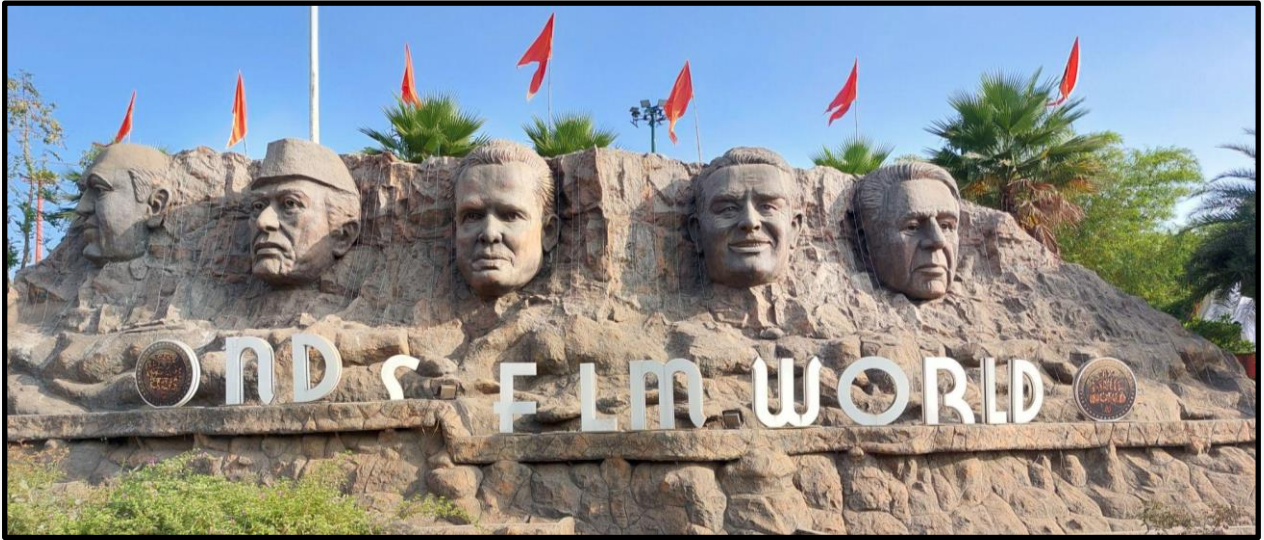


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GLIMPSES OF ACTIVITY:



ND's Film World (N. D. Studio), Karjat



BAMMC Students along with Asst. Prof. Deepak Gavade, Asst. Prof. Harshada Darekar & Asst. Prof. Suvarna Nikam inside ND's Film World (N. D. Studio), Karjat.