



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)**

2022-2023



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REPORT ON SEMINAR ON EFFECTIVE RESEARCH PAPER WRITING

Venue: Room No. 12

Date: 24th August, 2022

No. of Students: 100

Resource Person: Dr. Varsha Sawlani, Coordinator of Dept. of Commerce (Accounting and Finance), SST College of Arts and Commerce.

On 24th August, 2022 a Seminar on Effective Research Paper Writing was organized by the Department of Arts (Multimedia and Mass Communication) in which Students from FY, SY and TYBAMMC and BCBI had participated. The students learnt about the importance of Research Paper writing and presentation. Students got in-depth knowledge about flow, rules, tools and methodology of Research.

The Resource Person Dr. Varsha Sawlani, Coordinator of Commerce Dept. (Accounting and Finance) of the programme highlighted the major concepts of innovations and inventions through research. She also shared her experience of writing research papers and presented sample research papers with students. She mentioned the history of research and why we should do research in order to contribute to the development of society.



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GLIMPSES OF ACTIVITY:



Asst. Prof. Suvarna Nikam introduced students Dr. Varsha Sawlani.



Varsha Sawlani addressing students about the flow of research paper writing.



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Dr. Varsha Sawlani addressing the students analysis of problems in Research.



Students attending the seminar in-depth knowledge about Effective Research Paper Writing and how to work on it practically.



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Asst. Prof. Deepak Gavade making students aware of new job opportunities in the area of Research.



Asst. Prof. Deepak Gavade felicitating Dr. Varsha Sawlani for guiding students and conducting the Seminar.



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REPORT ON BOLLYWOOD DAY CELEBRATION

Venue: Media Lab

Date: 23rd September, 2022

No. of Students:47

On 23rd September, 2022 a celebration of Bollywood Day was organized on the occasion of National Cinema by the Department of Arts (Multimedia and Mass Communication) in which – Students from FY, SY and TY from Dept. of BAMMC, participated. National Cinema Day was celebrated in India to commemorate the successful reopening of movie halls. National Cinema Day is celebrated as a ‘thank you’ to the moviegoers and an invitation to those who haven’t made it back to the cinema after the Covid-19 pandemic.

SST College of Arts and Commerce also took the initiative to celebrate the occasion, students of BAMMC came together and organized the whole event. Quiz was conducted in association with the Quiz Club of the college.

Students from the Department of BAMMC were dressed up in costumes of various renowned characters of bollywood actors from famous movies.

To pay a tribute to bollywood the function included an exhibition on bollywood movies from ancient era to latest trending movies. Students from all departments participated by performing dance for the day, it included solo performance as well as group performance. Also a special performance by Dance Mania was performed. Students sung songs of bollywood.

It was a huge success, everyone enjoyed the programme.



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GLIMPSES OF ACTIVITY:



BAMMC Students welcoming Dr. J. C. Purswani, Chairman & Founder Principal, SST College.



Dr. J. C. Purswani, Chairman & Founder Principal and Khusbu Purswani, IQAC Coordinator inaugurating the programme.



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Karan Khatri of FYBAMMC performing on Bollywood Day.



*Students & Faculty Members of Department of BAMMC with Dr. J. C. Purswani, Chairman & Founder
Principal and Khusbu Purswani, IQAC Coordinator.*



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Faculty members with Guest of Honour



Singing Performance by the Students of BAMMC.



Students Attending the Programme.



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BAMMC Students on Bollywood Day Programme.



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REPORT ON SEMINAR ON HOW TO CREATE EFFECTIVE POWERPOINT PRESENTATIONS

Venue: Room No. 12

Date: 26nd September, 2022

No. of Students:70

Resource Person: Asst. Prof. M. A. Khan, Dept. of BAMMC, SST College of Arts and Commerce.

On 26th September, 2022 a Seminar on How to create Effective Powerpoint Presentations was organized by the Department of Arts (Multimedia and Mass Communication) in which – Students from FY, SY and TY from Dept. of BAMMC, participated. The students learnt about the importance and benefits of Powerpoint Presentations. Students got in-depth knowledge about tools and methodology of Powerpoint Presentation.

The Resource Person, **Asst. Prof. Mohammad Aiman Khan, Dept. of BAMMC** of the programme highlighted how PowerPoint offers full control over your slides' appearances. He also shared his experience of making an effective PowerPoint Presentation and presented samples of PowerPoint Presentation with students. He mentioned the benefits of PPT and why we should learn techniques of PPT in order to excel in future.



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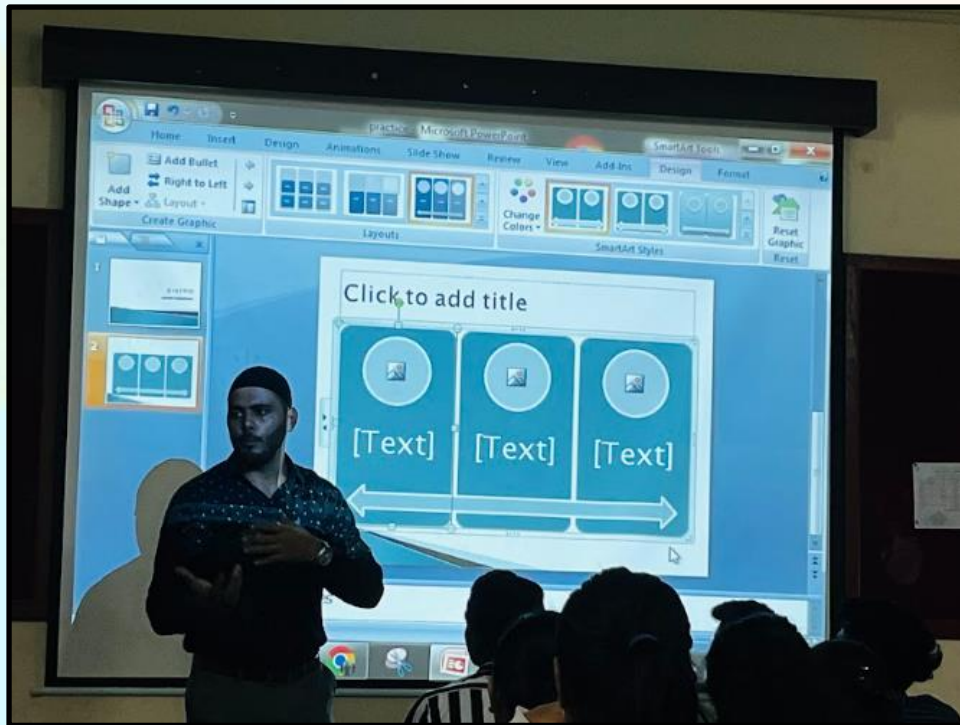


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GLIMPSES OF ACTIVITY:



Asst. Prof. Mohammad Aiman Khan addressing students on how to make effective slides for presentation



Engaged students participate in an interactive Q&A session.



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REPORT ON CRASH COURSE SERIES - BRAND BUILDING

Venue: SST Edupedia

Date: 28th October, 2021

Students participated: Online Mode

Resource Person : Asst. Prof. Shivami Sharma,
V.E.S College of Arts, Science & Commerce.



https://www.youtube.com/watch?v=u0wAzS_mplQ

Department of Arts (Multimedia and Mass Communication), SST College of Arts & Commerce organized a Crash Course Series For TYBAMMC Students for the subject Brand Building. The resource person of the session was Asst. Prof. Shivami Sharma, V.E.S College of Arts, Science & Commerce. The intention of organizing the crash course series for students was to make students revise all the important topics that needed to be covered. She enlightened about brand management, brand loyalty, brand personality, brand leverage, brand repositioning to all the students.

This created a clear picture for the students what all topics they needed to pay attention to, this created confidence in them. 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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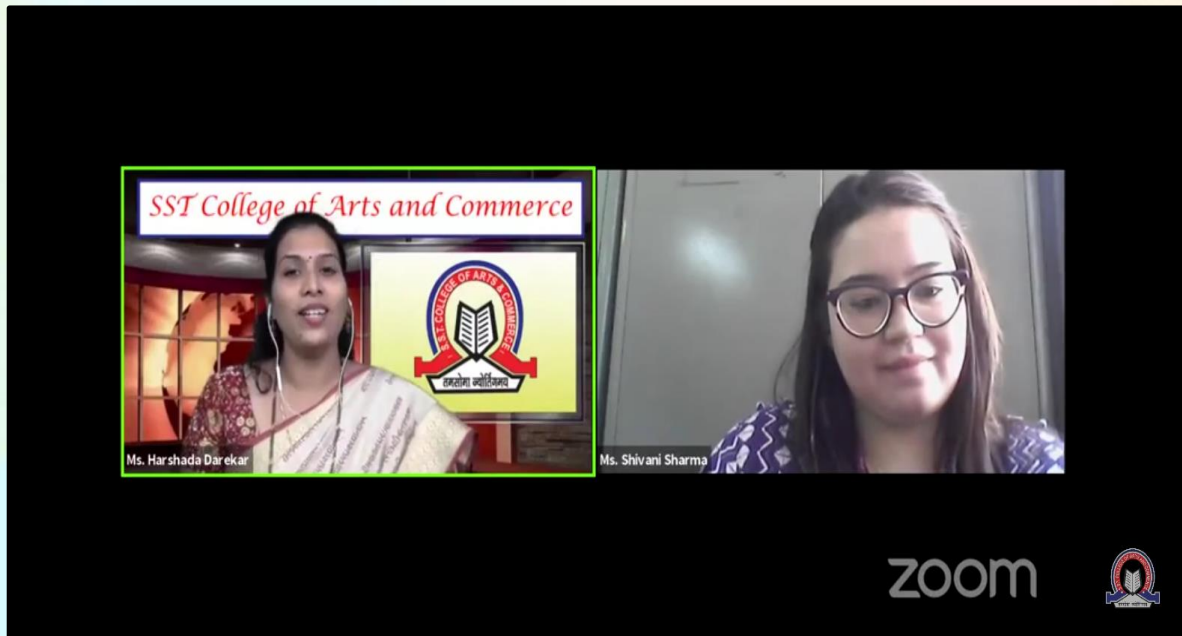


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GLIMPSES OF ACTIVITY:



Asst. Prof. Harshada Darekar welcomed the resource person Asst. Prof. Shivani Sharma.



Asst. Prof. Harshada Darekar introducing the resource person Asst. Prof. Shivani Sharma.



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youtube.com/watch?v=u0wAzS_mp1Q

sst edupedia

- New Product** – a new product is developed with a series of new brand ideas and meanings to the consumer
Example: Cadbury came up with Oreo biscuit
- Flanker Brand** – a new brand is introduced into a category where the organization already has established products.
Example: Cadbury Gems, organization already has established products (chocolates)
- Line Extension** – a current brand name is introduced into a category where the organization already has established products.
- Franchise Extension** – a familiar brand is taken to a product category where it is unknown
Example: Cadbury entering into b...

Ms. Shivani Sh...

Top chat replay

santosh karmani Good afternoon everyone

Smita Jagtap Good Afternoon to all

Amrita Harjani good afternoon everyone

Neha Telani Good afternoon everyone!

Sunil N Shah very Nice explanation

Pramod Salunkhe good afternoon to all

Sanjay Partole Good Afternoon...

Sunil N Shah after the session pl high light on TM

Chetana Karekar nice

Krishna Salgaonkar Very informative session

Aman Shirsat nice initiative 👍👍

Sanghamitra Bendkhale Nice

Mithili R informative

Priti Sonar Very informative

Padma Deshpande very good examples

darshann !! big information mam

TYBAMMC Crash Course - Episode 01

SST Edupedia 5.62K subscribers

23

Share

Clip

20°C Mostly cloudy 09:13 12-12-2022

youtube.com/watch?v=u0wAzS_mp1Q

sst edupedia

Resource person Asst. Prof. Shivani Sharma explaining the concepts of Brand Building.

THE GRAVEYARD MODEL

Ms. Shivani Sh...

Top chat replay

Amrita Harjani good afternoon everyone

Neha Telani Good afternoon everyone!

Sunil N Shah very Nice explanation

Pramod Salunkhe good afternoon to all

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darshann !! big information mam

Brindha Pavadai nice 👍 mam very good example 👍

TYBAMMC Crash Course - Episode 01

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Resource person Asst. Prof. Shivani Sharma highlighted the importance of diagrams and paper presentation.



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REPORT ON CRASH COURSE SERIES - INVESTIGATIVE JOURNALISM

Venue: SST Edupedia

Date: 23rd November, 2022

Students participated: Online Mode

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=Aw996-SiXCQ>

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.

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.

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

- Margaret Fuller



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Batchelor of Arts in Multimedia and Mass Communication
Organizes

“CRASH COURSE SERIES”
for **TYBAMMC**
Subject

INVESTIGATIVE JOURNALISM

Resource Person
Ms. Vibha Singh,
Visiting Faculty, BAMMC,
MACJ and MAPR,
University of Mumbai, Mumbai,
Journalist,
Social Worker and Director WACA.

23rd November, 2022
@ 12.00 PM to 01.00 PM



Crash Course Series Investigative Journalism - (Banner)

TYBAMMC Sem V - Investigative Journalism - Crash Course Series

SST College of Arts and Commerce



zoom

Harshada Darekar 0:10 / 57:45 Scroll for details

Asst. Prof. Harshada Darekar welcomed the resource person Asst. Prof. Vibha Singh



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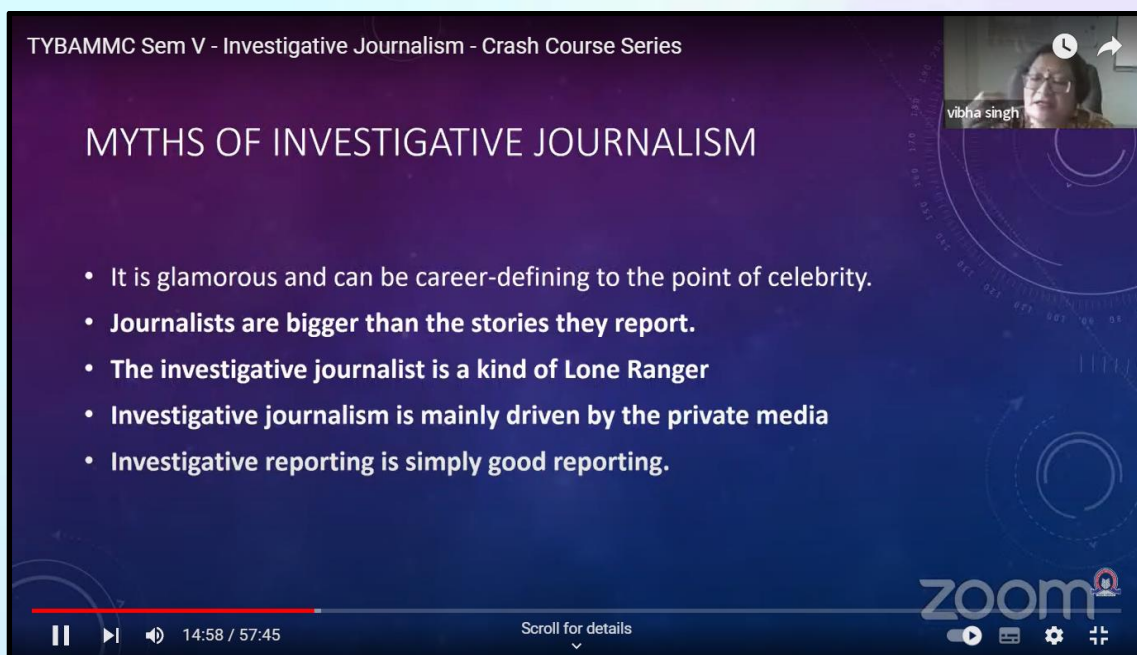
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Resource person Asst. Prof. Vibha Singh addressing students on Investigative Journalism.



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



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REPORT ON CRASH COURSE SERIES - MOBILE JOURNALISM AND NEW MEDIA

Venue: SST Edupedia

Date: 28th November, 2022

Students participated: Online Mode

Resource Person: Asst. Prof. Pramod Gaikwad, KLE Society's College of Law, Kalamboli, Navi Mumbai.

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 Mobile Journalism and New Media. The resource person of the session was Asst. Prof. Pramod Gaikwad, KLE Society's College of Law, Kalamboli, Navi Mumbai. The motto of the crash course series is to make students revise all the essential & prime topics that need to be covered.

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

**“CRASH COURSE SERIES”
FOR TY BAMMC**

on

Mobile Journalism and New Media

Resource Person

Asst. Prof. PRAMOD GAIKWAD

K.L.E. SOCIETY'S COLLEGE

Kalamboli

Schedule:

28th November, 2022

@ 11.30 AM



Crash Course Series - Mobile Journalism and New Media (Banner)



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Asst. Prof. Harshada Darekar welcomed the resource person Asst. Prof. Pramod Gaikwad.

Photo from Varsha Bharthi - vars... | REPORTS - Google Drive | Crash Course Series - Mobile Jou... | Bachelor of Arts in Multimed... | +

youtube.com/watch?v=YVm2aZJzto5

YouTube sst edupedia

SST College of Arts and Commerce

Harshada Darekar

Bachelor of Arts in Multimedia and Mass Communication (Crash Course Series)

SST Eduperia 5.63K subscribers

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ENG 09:51 13-12-2022

Asst. Prof. Harshada Darekar introducing the resource person Asst. Prof. Pramod Gaikwad.

Bachelor of Arts in Multimedia and Mass Communication (Crash Course Series)

Mobile Journalism

- Step 1: Adjust the Size of Reports. ...
- Step 2: Design the layout. ...
- Step 3: Rich the widgets. ...
- Step 4: Modify the Details. ...
- Index card. ...
- Step 5: Preview the reports

MOBILE JOURNALISM

Zoom

26:05 / 39:25

Scroll for details

Asst. Prof. Pramod Gaikwad explaining Mobile Journalism with the use of Powerpoint Presentation..



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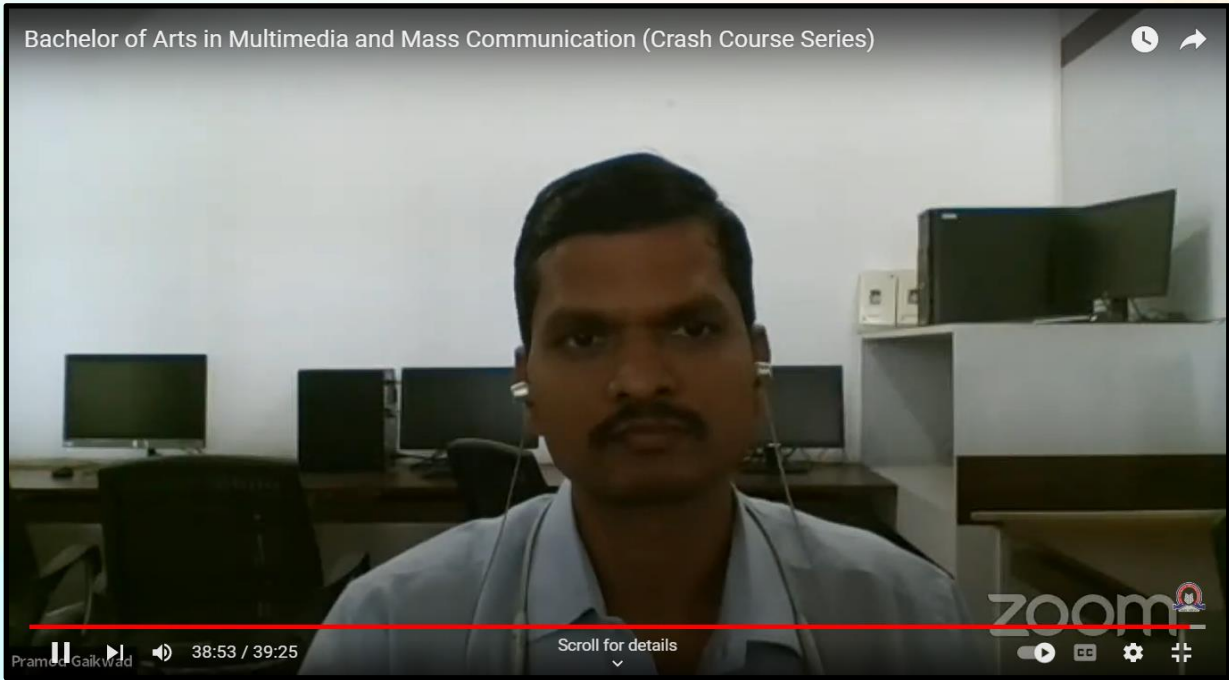
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The Session crash course series - Mobile Journalism and New Media was held successfully.



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REPORT ON “VISIT TO DOORDARSHAN”

Venue: Mumbai Doordarshan Kendra, Worli, Mumbai

Date: 22.12.2022

No. of Students: 27

In January, the Department of Arts in Multimedia & Mass Communication organized a Study Visit to Doordarshan, the national television broadcaster of India, with the aim of providing students an immersive learning experience in the field of broadcasting. The visit commenced with an informative presentation on the history and significance of Doordarshan in shaping the media landscape of the country. Students were then taken on a tour of the various studios, witnessing the behind-the-scenes activities involved in producing television programs. They had the opportunity to interact with professionals from different departments, gaining insights into the diverse roles within the broadcasting industry. The highlight of the visit was observing a live show being filmed, which showcased the meticulous coordination between the host, guests, and technical crew. Overall, the visit to Doordarshan proved to be a valuable and inspiring experience, providing students with a deeper understanding of television production and fostering an appreciation for the efforts behind delivering quality programs to viewers.



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GLIMPSES OF ACTIVITY:



Asst. Prof. Deepak Gavade along with BAMMC students at Doordarshan.



Students getting a firsthand experience of the production process at Doordarshan.



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Students gaining hands-on understanding of the production process at Doordarshan.



Students exploring the art of production under expert guidance at Doordarshan.



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REPORT ON INTER DEPARTMENTAL GK COMPETITION

Venue: 31

Date: 24th December, 2022

Time: 11:00 AM

No. of Students: 35

Student Council, SST College of Arts & Commerce organized a **GK Competition** on 24th **December, 2022**. The activity was organized in order to help the students to become better for competitive exams. To make the students aware of the questions that test the candidate's analytical and problem-solving abilities. To give the students a chance to enhance their knowledge of various national and international events of the world. To boost students' conversational skills. It gave students a platform to test their knowledge and improved their conversational skills. This session was helpful for students.

Student from FYBAMMC, Anuradha Chavan has secured 1st Rank in GK Competition. Encouraging students of BAMMC, because the students of Media should be aware of all the current events, to enhance their overall personality.



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GLIMPSES OF ACTIVITY:

Certificate of Winner awarded to recognize outstanding achievement and excellence.



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Student Council

Organizes

G.K. COMPETITION

Certificate of Participation

This is proudly given to



Mr./Ms.

ANURADHA SANJAY CHAVHAN

of

FYBAMMC

Grade:

1st Rank

who has participated in "GENERAL KNOWLEDGE COMPETITION" held on 24th December, 2022.

Sunil N. Shah

Asst. Prof. Sunil N. Shah
Co-ordinator

Dr. Khusbu J. Purswani

Dr. Khusbu J. Purswani
IQAC Co-ordinator

Dr. J.C. Purswani

Dr. J.C. Purswani
Principal



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REPORT ON SAVITRIBAI PHULE JAYANTI

Venue: Room No: 31, SST College

Date: 03rd January, 2023

Students participated : 37

Department of Arts (Multimedia and Mass Communication), SST College of Arts & Commerce celebrated the Birth Anniversary of Savitribai Phule on 03rd January, 2023. Savitribai Phule's work is facilitating women's education, and the abolition of discrimination against people of different genders and castes. The motto of organizing the event is to recognize the achievements and significant contributions of India's first female teacher. To make students understand the important role in the formation, articulation and pronunciation of speech. It helps students to exhibit their oratory skills. Students got a good opportunity to combat with 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:



BAMMC students honoring their esteemed Vice Principal and Coordinator for their remarkable guidance and support.



Students deliver a heartfelt speech honoring the legacy of Savitribai Phule on her birth anniversary.



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REPORT ON PATRAKAR DIN

Venue: Room No: 12, SST College

Date: 06th January, 2023

Students participated : 50

Department of Arts (Multimedia and Mass Communication), SST College of Arts & Commerce celebrated the Patrakar Din on 06th January, 2023. 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 with 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:



Patrikar Din banner prepared / designed by Students of BAMMC.



Skit performed by BAMMC Students for showing live reporting on Patrakar Din.



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PPT Presentation by Student of BAMMC, Shubham Kamble.



Faculty Members & Students attending the celebration of Patrakar Din.



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A dynamic team of BAMMC Department and students orchestrates a successful celebration.



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REPORT ON EXTERNAL PROJECT GUIDANCE SESSION

Venue: Room No. 12

Date: 07th January, 2023

Time: 9:00 AM to 11:00 AM

No. of Students: 11

Resource Person: Asst. Prof. Mohammad Aiman Khan & Asst. Prof. Varsha Bharthi of BAMMC Department, SST College of Arts & Commerce.

Department of Bachelor of Arts in Multimedia and Mass Communication, SST College of Arts & Commerce organized an External Project Guidance session for the students of TYBAMMC on 07th January, 2023.

Asst. Prof. Mohammad Aiman Khan took a Project Guidance session on Newspaper & Magazine Design for External Project Submission of TY Journalism students.

Asst. Prof. Varsha Bharthi took a Project Guidance session on Ad-Design for External Project Submission of TY Advertising Students.

The Session was very fruitful for all the students who attended it. They got a proper idea of how and what they need to do in Project. The guidance given by the resource person solved all the doubts of the students.



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GLIMPSES OF ACTIVITY:

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**Bachelor of Arts in
Multimedia & Mass Communication
Organizes
Project Guidance Session
on
“Newspaper & Magazine Design”**

**For
TYBAMMC (Journalism)**

**Date: 07th January, 2023
Time: 09:00 AM
Venue: Room No. 12**


Resource Person
Asst. Prof. M. A. KHAN
SST College of Arts And Commerce
Ulhasnagar 421 004

 **S.S.T. College Of Arts & Commerce**
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Ulhasnagar - 421 004, Dist. Thane.

**Bachelor of Arts in
Multimedia & Mass Communication
Organizes
Project Guidance Session
on
“Advertising Design”**

**For
TYBAMMC (Advertising)**

**Date: 07th January, 2023
Time: 10:00 AM
Venue: Room No. 12**


Resource Person
Asst. Prof. Varsha Bharthi
SST College of Arts And Commerce
Ulhasnagar 421 004

*Project Guidance session on Newspaper & Magazine Design for External Project Submission of TY
Journalism*

Project Guidance session on Ad-Design for External Project Submission of TY Advertising Students.



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Resource Person Asst. Prof. Mohammad Aiman Khan



Resource Person Asst. Prof. Mohammad Aiman Khan addressing students about types of magazines.



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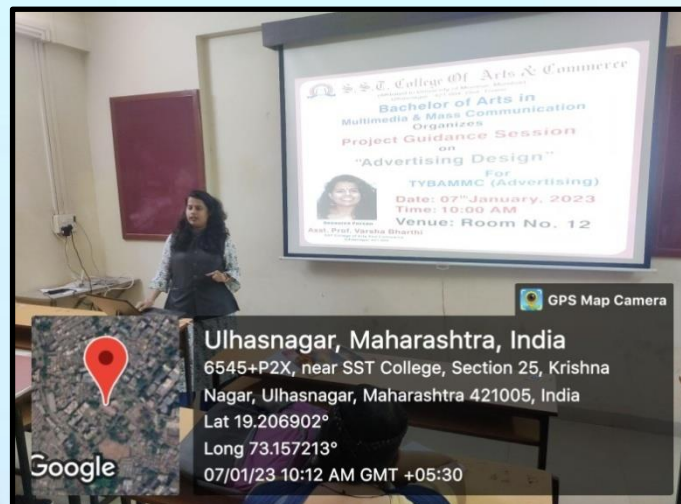
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Resource Person Asst. Prof. Varsha Bharthi.



Students attending the External Project Guidance Session



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REPORT ON HERITAGE - PHOTOGRAPHY WALK ACTIVITY

Venue: Mumbai

Date: 07th January, 2023

No. of Students: 15

Resource Person : Asst. Prof. Sanghmitra Bendkhale of BAMMC Department, SST College of Arts & Commerce.

On 07th January, 2023 the Department of Arts (Multimedia and Mass Communication) organized a "Heritage – Photography walk Activity" for SYBAMMC – STUDY TOUR – For Photography – Purpose of visit to give practical knowledge to students. The Resource Person of the activity was Asst. Prof. Sanghmitra Bendkhale of BAMMC Department, SST College of Arts & Commerce.

The walk started from Csmt station and spent some time around this area. we check out the beautiful structures and busy crowded streets. CSMT is an outstanding example of Victorian Gothic Revival architecture in India, we photograph its building using different angles and shades of light. We capture remarkable stone domes, painted arches.

Second building Mumbai municipal corporation- we capture beautiful exteriors of this historic building. We got good photos of beautiful arches and Windows design. 3rd place we saw and covered the Times of India building. 4th place we visited the J J School of Arts, we saw their sculptures, observed them and photographed.

(5th place) We visited Hutatma Chowk earlier known as a Flora fountain. Photograph this too. We saw the beautiful ancient Church St Thomas Cathedral. The exterior yellow white looks Grand and the interior memorials are very holy. We stopped at the central city point, (Harnimal Circle) . The garden is surrounded by important buildings such as city houses and so on. The garden represents lush green. The students took flower photographs over there.



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Then the team photographed the Bombay Stock Exchange building, covering the building from all sides. Further walk stretched towards Kala Ghoda statue and lane, covered the photographs

Next we entered in Jehangir Art Gallery where we saw various painting and talk to many artist, we learn many things of aesthetic art while talking with Artist

Finally they visited Gateway Of India and the Taj Mahal Hotel.

We took various angles of the Taj *Mahal* Hotel in evening light and also covered Gateway of India (historic place) with Seascapes.

SYBAMMC – STUDY TOUR –For Photography – Purpose of visit to give practical knowledge to students.

Very interactive activity, students enjoyed and learnt many things such as Camera angles, camera settings, adjustment, and sense of viewing frames before taking actual photographs, study of lights and direction too.



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GLIMPSES OF ACTIVITY:



Students embrace the outdoors, uncovering hidden gems as they embark on a photography walk.



Unleashing Creativity Through the Lens: Students embrace their artistic vision as they capture captivating images during an inspiring photography walk.



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REPORT ON STUDENT EXCHANGE PROGRAM

Venue: Room No. 12 & 22 (Extension Building)

Date: 10th January, 2023

Time: 09:00 AM

No. of Students: 44

Department of Arts (Multimedia and Mass Communication), SST College of Arts & Commerce organized a “**Student Exchange Program**”, whereby the students of FYBAMMC presented to BMS, BCBI, BAF students on 10th January, 2023.

The motto of the activity is to enhance presentation skills among students, to help them improve their skills students are encouraged to use systematic methods to facilitate their presentations in the classroom and to make students use presentations more interestingly, the creation of such aids can help develop students’ confidence. This activity enhanced presentation skills among students. Students understood the importance of Presentational skills. This session was helpful for students in every way possible.

1. Anuradha Chavn from FYBAMMC presented on Introduction to Advertising,
2. Yadnesh Salunkhe from FYBAMMC presented on Fundamentals of Mass Communication.
3. Srushti Pawar from FYBAMMC presented on Corporate Communication.
4. Aditi Hardas from FYBAMMC presented on Fundamentals of Research.



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GLIMPSES OF ACTIVITY:


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Department of Arts
(Multimedia & Mass Communication)
organizing

Inter Department Student Exchange Program
in association with
Department of Commerce
(Banking & Insurance)
session on
Fundamentals of Research
Speaker: Ms. Aditi Hardas
Student of FYBAMMC

Time.: 09:00 to 10:00 AM
Date: 10th January, 2023
Room No. 11


S.S.T. College Of Arts & Commerce
(Affiliated to University of Mumbai, Mumbai)
Ulhasnagar - 421 004, Dist. Thane.

Department of Arts
(Multimedia & Mass Communication)
organizing

Inter Department Student Exchange Program
in association with
Department of BAF
Corporate Communication
Speaker: Ms. Srushti Pawar
Student of FYBAMMC

Time.: 10:00 to 11:00 AM
Date: 10th January, 2023
Room No. 12


S.S.T. College Of Arts & Commerce
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Ulhasnagar - 421 004, Dist. Thane.

Department of Arts
(Multimedia & Mass Communication)
in association with
Department of BMS
organizing

Inter Department Student Exchange Program
for FYBMS

Time.: 09:00 to 10:00 AM
Date: 10th January, 2023


S.S.T. College Of Arts & Commerce
(Affiliated to University of Mumbai, Mumbai)
Ulhasnagar - 421 004, Dist. Thane.

Department of Arts
(Multimedia & Mass Communication)
in association with
Department of BMS
organizing

Inter Department Student Exchange Program
for SYBMS

Time.: 09:00 to 10:00 AM
Date: 10th January, 2023



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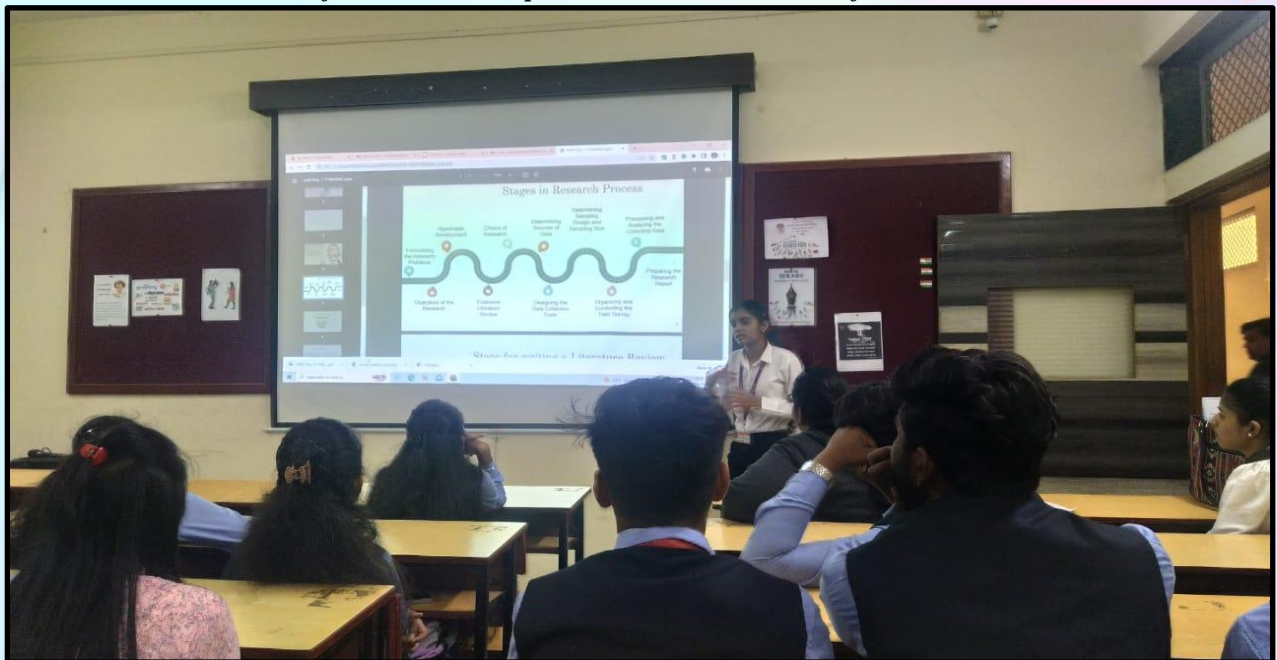
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Yadnesh Salunkhe from FYBAMMC presented on Fundamentals of Mass Communication.



Aditi Hardas from FYBAMMC presented on Fundamentals of Research.



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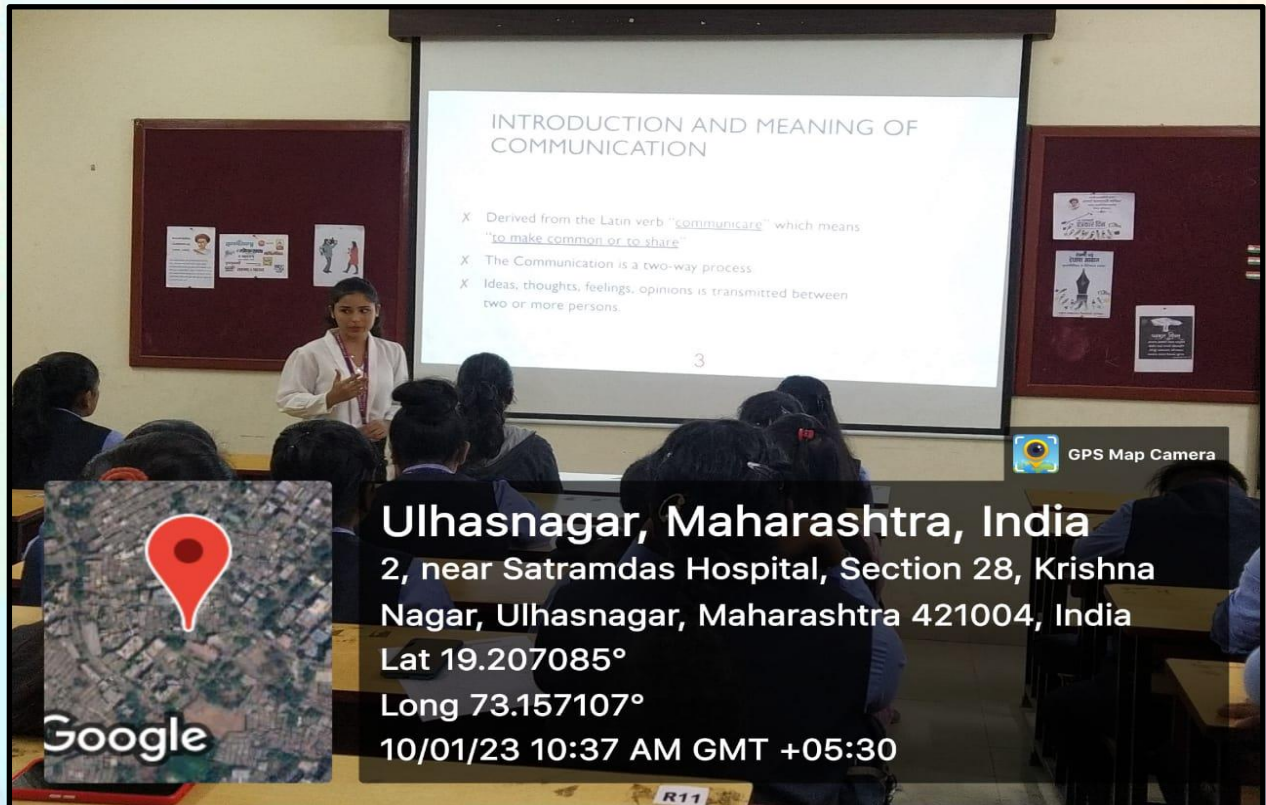
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Ulhasnagar, Maharashtra, India

2, near Satramdas Hospital, Section 28, Krishna
Nagar, Ulhasnagar, Maharashtra 421004, India

Lat 19.207085°

Long 73.157107°

10/01/23 10:37 AM GMT +05:30

Srushti Pawar from FYBAMMC presented on Corporate Communication.



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REPORT ON STUDENT EXCHANGE PROGRAM

Venue: Room No. 12, 22

Date: 11th January, 2023

Time: 09:00 AM

No. of Students: 68

Department of Bachelor of Arts in Multimedia and Mass Communication, SST College of Arts & Commerce organized a “**Student Exchange Program**”, whereby the students of SYBAMMC presented to BA students on 11th January, 2023.

The motto of the activity is to enhance presentation skills among students, to help them improve their skills students are encouraged to use systematic methods to facilitate their presentations in the classroom and to make students use presentations more interestingly, the creation of such aids can help develop students’ confidence. This activity enhanced presentation skills among students. Students understood the importance of Presentational skills. This session was helpful for students in every way possible.

Vedang Bhandari from SYBAMMC presented on History & Basic Camera Settings.

Shubham Kamble from SYBAMMC presented on Film Communication.



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GLIMPSES OF ACTIVITY:




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Department of Arts
(Multimedia & Mass Communication)
in association with
Department of BA
organizing
**Inter Department
Student
Exchange Program**

Time.: 09:00 to 10:00 AM
Date: 11th January, 2023




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Ulhasnagar - 421 004, Dist. Thane.

Department of Arts
(Multimedia & Mass Communication)
in association with
Department of BA
organizing
**Inter Department
Student
Exchange Program**

Time.: 10:00 to 11:00 AM
Date: 11th January, 2023

Student Exchange Program (Banners)



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Ulhasnagar, Maharashtra, India
2, near Satramdas Hospital, Section 28, Krishna
Nagar, Ulhasnagar, Maharashtra 421004, India
Lat 19.206983°
Long 73.156954°
11/01/23 09:57 AM GMT +05:30

Shubham Kamble from SYBAMMC presented on Film Communication.



Ulhasnagar, Maharashtra, India
2, near Satramdas Hospital, Section 28, Krishna
Nagar, Ulhasnagar, Maharashtra 421004, India
Lat 19.206971°
Long 73.157132°
11/01/23 09:26 AM GMT +05:30



Ulhasnagar, Maharashtra, India
2, near Satramdas Hospital, Section 28, Krishna
Nagar, Ulhasnagar, Maharashtra 421004, India
Lat 19.207025°
Long 73.157125°
11/01/23 09:26 AM GMT +05:30

Vedang Bhandari from SYBAMMC presented on History & Basic Camera Settings.



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REPORT ON CAREER DISHA : CAREER OPPORTUNITIES IN MEDIA INDUSTRY

Venue: Room No -14

Date: 11th January, 2022

Students participated : 52

Resource Person: Mr. M. A. Khan, Asst. Prof. BAMMC, SST College of Arts and Commerce

The Department of Arts (Multimedia and Mass Communication) organized a Session on **Career Disha : Career Opportunities in Media Industry** by Resource Person: Mr. M. A. Khan, Asst. Prof. BAMMC, SST College of Arts and Commerce, on 11th January, 2023.

In today's scenario, media stands as an attractive career option to the Indian youth, and a degree in BAMMC offers a wide range of job opportunities to candidates. It teaches students all the technical skills required to be successful in the field of media. This course also trains you in other essential skills such as research, presentation as well as written and verbal communication skills. To solve all the doubts of the students regarding the Media Industry. To make students understand what are the perks of choosing BAMMC Course for graduation.

This activity cleared all the doubts regarding the Media Industry. Students understood the importance of growing opportunities in the media industry. Students were enlightened about BAMMC Course, it will constantly push students out of their comfort zone and will help them in developing an exquisite hold over your communication skills. Careers in Mass Communication are not only high paying but also bring in a great deal of job satisfaction and expression of creativity. It will guide you to broaden your prospects, have a conventional knowledge and a better understanding of the media industry.



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GLIMPSES OF ACTIVITY:



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Bachelor of Arts in Multimedia & Mass Communication organizes

'Career Disha: Career Opportunities in Media Industry'



**Resource Person -
Mr. M. A. Khan
Assistant Professor, BAMMC**

**For the students
of Std.12**

**On Wednesday,
11.01.2023**

**Time: 1.30 p.m.
In room no.14**

Career Disha : Career Opportunities in Media Industry (Banner)



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Asst. Prof. Mohammad Aiman Khan engaged with students, provided valuable insights and guidance on career exploration and aspirations in the Mass Media Industry.



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REPORT ON - GUEST LECTURE FOR VOICE MODULATION UNDER THE CERTIFICATE COURSE IN VOICE OVER

Venue: Media Lab

Date: 13th January, 2023

Time: 11:00 AM

No. of Students: 12

Resource Person: Asst. Prof. Sudarshan Patil

Department of Arts (Multimedia and Mass Communication), SST College of Arts & Commerce organized a Guest Lecture for The Certificate Course in Voice Over on the topic "**Voice Modulation**", on 13th January, 2023.

The activity was organized in order to enhance presentation skills among students, to help them improve narration, line delivery, to enhance their story telling skills and make them aware of all the benefits of learning to help them improve narration and Voice Modulation. To enhance the story reading and telling skills of the students.

Voice Over Course and the career opportunities in it such as Dubbing Artist, Voice over Artist. Students got meaningful tips to be a professional Voice Artist. This session was helpful for students.



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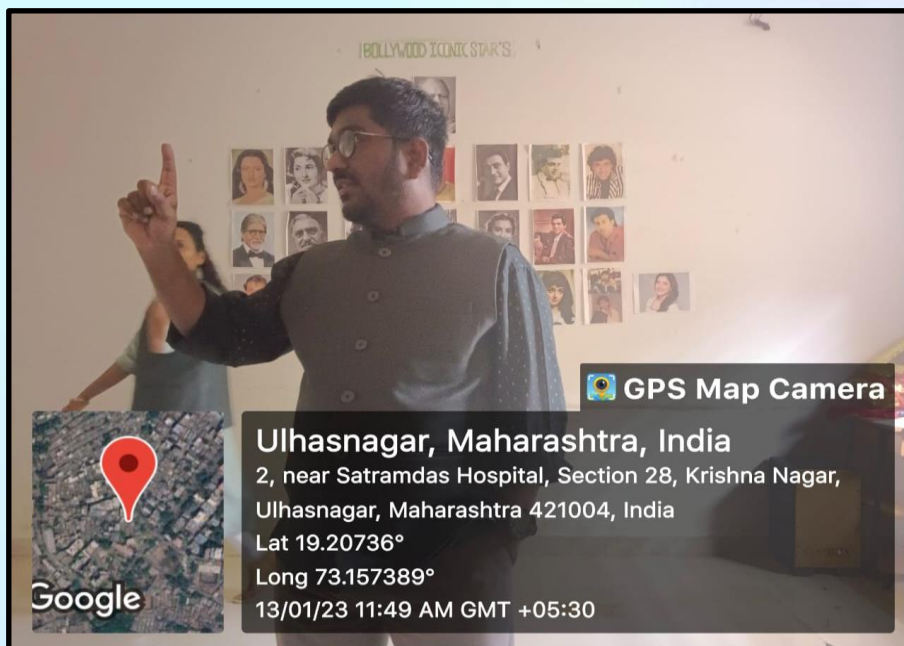


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GLIMPSES OF ACTIVITY:



Department of Arts (Multimedia and Mass Communication) felicitating Asst. Prof. Sudarshan Patil.



Resource Person Asst. Prof. Sudarshan Patil addressing students about Voice Modulation.



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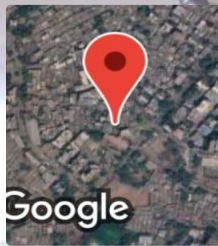
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GPS Map Camera



Ulhasnagar, Maharashtra, India

6544+MHH, Santoshi Mata Colony, Manera Gaon,

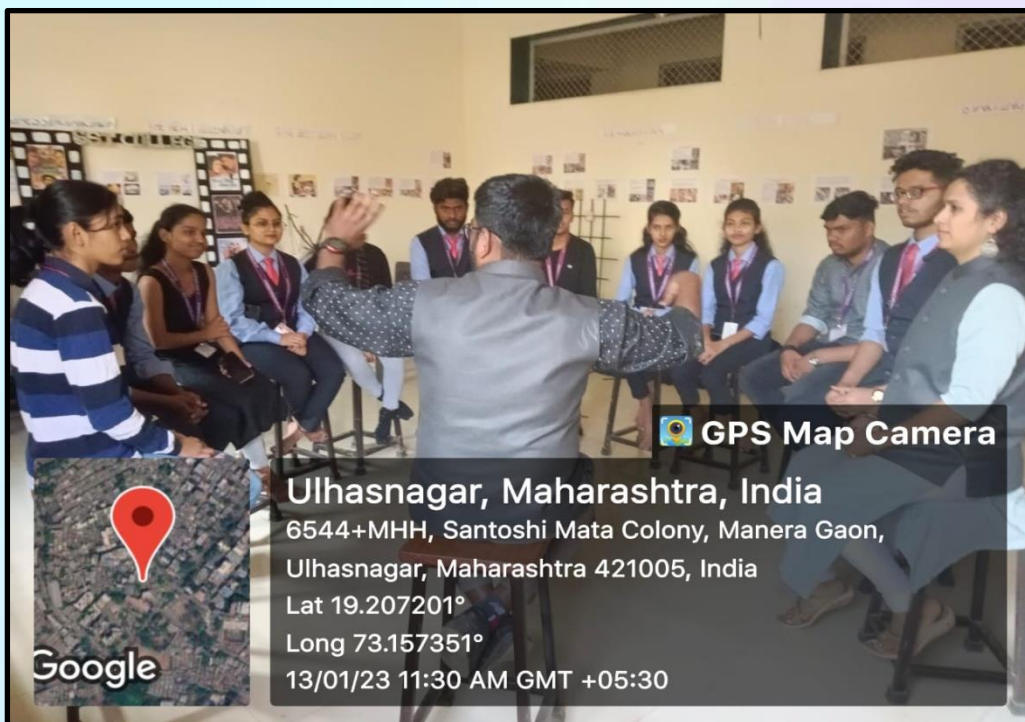
Ulhasnagar, Maharashtra 421005, India

Lat 19.207114°

Long 73.157246°

13/01/23 11:35 AM GMT +05:30

Resource Person Asst. Prof. Sudarshan Patil demonstrated how to modulate voice.



GPS Map Camera



Ulhasnagar, Maharashtra, India

6544+MHH, Santoshi Mata Colony, Manera Gaon,

Ulhasnagar, Maharashtra 421005, India

Lat 19.207201°

Long 73.157351°

13/01/23 11:30 AM GMT +05:30

Resource Person Asst. Prof. Sudarshan Patil taught students exercises helpful for voice modulation.



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Asst. Prof. Sudarshan Patil enlightens students with transformative meditations for enhancing voice modulation.



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GUEST LECTURE FOR THE CERTIFICATE COURSE IN VOICE OVER ON TOPIC “HOW TO MAKE AN EFFECTIVE VOICE OVER”

Venue: Room No. 12

Date: 14th January, 2023

Time: 11:00 AM

No. of Students: 36

Resource Person: Ms. Komal Kamra, Voice Over artist.

Department of Arts (Multimedia and Mass Communication), SST College of Arts & Commerce organized a Guest Lecture for The Certificate Course in Voice Over on the topic “**How to make an Effective Voice Over**”, on 14th January, 2023.

The activity was organized in order to enhance presentation skills among students, to help them improve narration, line delivery, to enhance their story telling skills and make them aware of all the benefits of learning Voice Over Course and the career opportunities in it such as Dubbing Artist, Voice over Artist. Students got meaningful tips to be a professional Voice Artist. This session was helpful for students.



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GLIMPSES OF ACTIVITY:



Resource Person Ms. Komal Kamra addressing students about the meaning of Voice over.



Resource Person Ms. Komal Kamra makes students understand the basic concepts of Voice Over.



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REPORT ON MARATHI BHASHA DIWAS

Venue: Room No. 208, Main Building

Date: 27th February, 2023

Students participated: 48

Resource Person:

On 27th February, 2023, the Department of Arts (Multimedia and Mass Communication) of SST College of Arts and Commerce organized an event called "Marathi Bhasha Diwas". This annual celebration honors the birth anniversary of Gyanpeeth award winner late poet V.V. Shirwadkar, also known as Kusumagraj. As Marathi is the official language of Maharashtra, the focus of the event was to promote use of Marathi Language among the students.

The program "Kavitheche Muktangan" was organized in collaboration with the "Kokan Marathi Sahitya Parishad," Ulhasnagar Branch, and the Department of Arts (Multimedia and Mass Communication) of SST College. The event saw the participation of writer and director Mr. Anil Kavathekar, Mr. Sunil Badgajar (President of KOMSAAP Ulhasnagar branch), Dr. Prakash Mali (Working President), and members Dr. Narsingh Ingle, Mrs. Priya Mayekar, Mr. Nikam, and Mr. Sable. The Vice Principal of the college, Asst. Prof. Jeevan Vichare, Vice Principal and BAMMC Coordinator Asst. Prof. Deepak Gavade, along with the teaching staff and students, were present in large numbers.

During the program, there was a delightful exchange of poetry performances between the students and the literary figures. The students presented their own written poems as well as collected ones, which received applause from the dignitaries in attendance. The members of the Konkan Marathi Sahitya Parishad captivated the students with their unique style of poetry. The event featured a variety of poems, including love poems and political jokes that brought laughter to the audience. The program showcased the strong connection between the youth and the Marathi language, reflecting the bond they shared. SST College successfully organized a joyful Marathi Bhasha Diwas program, showcasing its distinctive approach.



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GLIMPSES OF ACTIVITY:



Participants presenting their poem in the programme



Students presenting poem in the programme



Students Attending Marathi Bhasha Diwas programme



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REPORT ON WOMEN'S DAY CELEBRATION

Venue: Room No: 12

Date: 08th March, 2023

Students participated : 31

On the occasion of International Women's Day, the Department of Arts (Multimedia and Mass Communication), SST College of Arts & Commerce organized a celebration on 08th March, 2023. The celebration took place at Room No: 34, the event was organized by the students. International Women's Day is not about asserting the dominance of one gender over the other. International Women's Day is marked by celebrating all aspects of a woman's life. From being a housewife and taking care of her family to working as a professional outside home, the day aimed to celebrate everything a woman does for her loved ones and for society.

Students celebrated this day by telling teaching staff and female students how special they are. The day is also significant to make people aware of women's rights, safety and gender equality. The celebration was memorable as it was fun for all.



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GLIMPSES OF ACTIVITY:



Students & Faculties enjoying Cake Cutting Ceremony



Asst. Prof. Suvarna Nikam felicitating Faculties of other departments in Women's Day Programme



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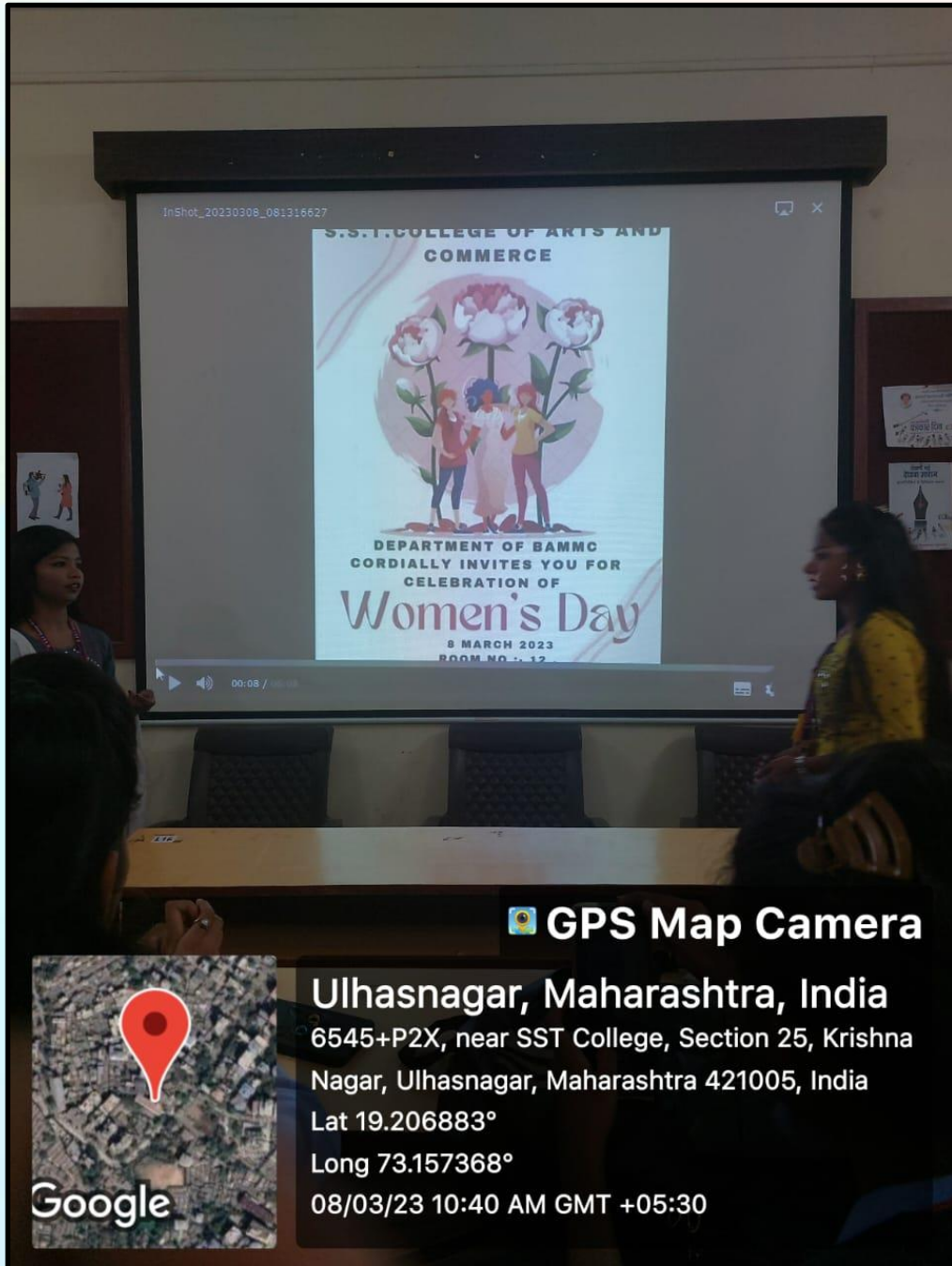
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Women's Day Tribute by Manisha Ainkar and Komal Lokhande



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REPORT ON EUPHORIA

Venue: Multipurpose Hall (New Building)

Date: 24th March, 2023

Students participated : 47

The Department of Arts (Multimedia and Mass Communication) organized a **BAMMC Annual Event “Euphoria”** on 24th March, 2023 from 10:00 am at Multipurpose Hall (New Building)

In today’s scenario, media stands as an attractive career option to the Indian youth, and a degree in BAMMC offers a wide range of job opportunities to candidates. It teaches students all the soft skills required to be successful in the field of media. This course also trains students in other essential skills such as communication, presentation as well as written and verbal skills.

This activity encouraged talent from students of different departments. This activity resulted in the joy of learning by going beyond the syllabus and engaging in real-world, hands-on activities.



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GLIMPSES OF ACTIVITY:

S.S.T COLLEGE
OF ARTS AND COMMERCE
ULHASNGAR - 4

EUPHORIA

ENTHUSIASM
WITHIN

ORGANIZED BY BACHELOR OF ARTS IN
MULTIMEDIA AND MASS COMMUNICATION

FRIDAY 24/03/2023 | 10:00AM
MULTIPURPOSE HALL (NEW BUILDING)

WE ARE DELIGHTED TO INVITE YOU FOR THE EVENT.
KINDLY SPARE YOUR TIME TO GRACE THE
OCCASION

Regards,
Team Euphoria

Banner of the Event Euphoria - Enthusiasm Within



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BAMMC Second Year Students



Winning Department - Bachelors of Commerce



BAMMC First Year Students



Shining Stars of Euphoria 22-23



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Bammc Euphorian Volunteers - Organizing Team