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- **Students' Editorial Team:**
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- **Cover design by:**
  Shalu S. Balan
FORM IV

STATEMENT ABOUT OWNERSHIP AND OTHER PARTICULARS ABOUT THE MAGAZINE “ROAR”

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5. Name and Address of the Individuals who owns the magazine & partner or shareholder holding more than one percent of total capital:

I, Dr. Ameek Vora, hereby declare that the particulars given are true to the best of my knowledge.

[Signature]

Signature of the Publisher
Sd/ Dr. Ameek Vora

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ABOUT
Rajasthani Sammelan Education Trust (RSET)

Rajasthani Sammelan Education Trust (RSET) is a registered public charitable trust established in 1948 at Malad, Mumbai. It began its foray into education with just three girl students, and today boasts of an all-inclusive campus that sprawls across two acres of land with a well-equipped playground. With an aim to promote various educational, charitable and social activities, the trust has pioneered in providing educational opportunities to various sections of society.

The trust also provides financial assistance to those in need to gain medical assistance with the help of Trivenidevi Deora Chikitsa Sahayata Kosh as well as offers freeship and scholarship to meritorious students and those who have a financial need to pursue their education. As a result, over the last seven decades, the trust has played a vital role in promoting and providing better education from primary to post graduation in the fields of Commerce, Management, Information Technology and Media Studies. At present, over 16,000 students are receiving education in various educational institutions run by the trust.
ABOUT
Deviprasad Goenka Management College of Media Studies (DGMC)

DGMC is a premier media and communications institute with a state-of-the-art infrastructure, where students, researchers and media professionals interact to facilitate dynamic career paths. It is supported by its parent body RSET which has been in the field of education for over seven decades. DGMC provides courses on Communication and Filmmaking at undergraduate and postgraduate levels, and offers autonomous Postgraduate Programs (PGP) in various verticals of the media such as Integrated Marketing, Advertising and Communications, Event Management, Filmmaking, Sports Marketing and Management, Game Marketing and Management.
# Office Bearers, Trustees & Members of the managing committee of Rajasthani Sammelan Education Trust (2017-2022)

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### Special Invitees

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<td>Shri Pansari Alok S.</td>
<td>Shri Rajpuria Yogendra K.</td>
<td>Shri Saboo Arun S.</td>
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Note: Names appearing above are printed in alphabetical order of surname and within a family names are printed as per seniority.
"It is my pleasure to introduce the Deviprasad Goenka Management College for Media Studies (DGMC) under the banner of RSET. The Rajasthani Sammelan Education Trust has been pioneering and innovating in the field of education for more than 70 years and DGMC adds to that spirit of dedication and innovation.

DGMC is located in Mumbai which is the financial and the media capital of the country and hence is positioned perfectly to impart to students a unique blend of theory, practical and industry exposure. With the understanding that media today is more omnipresent than ever and more influential than ever, DGMC encourages its students to explore not just traditional but newer forms of media constantly. Keeping an eye on the global trends, DGMC has made sure that the training and exposure given to students is truly international in its approach.

The hi-tech infrastructure enables an ambience for inquiry, research and learning which stimulates a 360 degree engagement with media and provides an altogether new landscape for media education.

DGMC has managed to keep striving for excellence not just in academics but also outside it. The student festivals, national and international conferences, constant engagement with media experts are some of the events where this drive can be witnessed. It has given me great joy to see DGMC pushing its limits irrespective of the hardships that have surrounded higher education in recent years.

DGMC as an institute has made a space for itself within the RSET family and with its continued dedication, will and spirit, it will continue making me and the entire RSET proud of its growth. I wish DGMC and its entire team of faculty, staff and students all the best for their future endeavours."

"An investment in knowledge pays the best interest." - Benjamin Franklin
Vidya Dadaati Vinayam, Vinayad Tati Patrataam, Patratvad Dhanamapanti Dhanadarma Tataha Sukham.

Knowledge makes one humble, humility begets worthiness, worthiness create wealth and enrichment, enrichment leads to right conduct, conduct brings contentment.

As the Principal of this prestigious college in the city of Mumbai, I feel this Shloka aptly conveys what I firmly believe every human being should strive to achieve and the path to achieve the same is only through education.

Education widens the narrow confines of the young eager minds and liberates it from all the bias! An inquisitive mind is a gift to be cherished and nurtured and we at DGMC aspire to make the ordinary come alive, continue to inspire, empower and challenge our students through our holistic approach to imparting education.

The disruption in the education sector because of COVID-19 has inadvertently forced us into actively exploring alternative methods for content delivery, student evaluation, and effective engagement of human resources. All indications point to a future in which we have to modify our behaviour, and our age old practices.

These trying times have taught us not only to educate the young minds but also to educate their hearts.

I am proud to say that DGMC is an amalgamation of competent teachers, state-of-the-art infrastructure, supportive environment to provide a perfect balance of academics, artistic, sports and social opportunities.

The excitement and fervor created by the intercollegiate festivals Media ICE Age and Cinevoyage, has put this college on the map both within India and internationally too.

The teacher driven initiative of the Training and Placement Cell introduced for our students speaks volumes of the commitment the faculties at DGMC have not only towards the college but also towards the students.

I appreciate every student who shared the joy of participation in co-curricular and extra curricular activities along with their commitment to curriculum. That little extra we do, is the icing on the cake. Do more than belong- participate, do more than care- help, do more than believe-practice, do more than be fair-be kind, do more than forgive-forget and do more than dream-work. The activities organised by the Literati Club, the
Film Club, the Rotaract Club and all the other clubs and associations of the college have helped and empowered the students to develop self-esteem, self-awareness and self-confidence.

Our student population is multicultural and multilingual, hence we teach our students the importance of tolerance and respect for each others’ language and culture.

An institution is known by its people and I wish to thank my excellent teaching and non-teaching colleagues for their integrity, their hard work and sincerity. They have worked cohesively with me on any new idea that I floated. I also thank the Management for their support and guidance, parents for their trust, alumni for their involvement and above all my students for their love for this college.

People at the helm may change but this college, which I call the temple of Goddess Saraswati will always be there for us -- a pillar of strength and successio.
Getting To Know The Warrior Within

A lot of times life feels like a race with some or the other hurdle always keeping us from reaching our goal. In fact life is indeed a constant battle, a struggle to keep striking a balance in order to keep moving forward. It is at this point that it’s of utmost importance to be present in the moment and live life to its fullest because we don’t know what lies ahead. However, there comes a point in every individual’s life where everything becomes mechanical and mundane. You do the things that you do, not out of consciousness but mere habit. That’s when you start missing out on the little joys of life. There are also moments of failure and weakness where one feels so lost and helpless that grief seems to be an endless entity. You lose people you rely on over the course of time and you acknowledge their absence in the times of crisis. But that is when the warrior within you awakens. Think of that very hard breakup that you never thought you’d be able to overcome. The loss of a loved one that you thought you’ll never be able to make peace with. The betrayal from a friend that you weren’t sure you’d survive. That lost opportunity that you thought would be the end of the world. And now look where you are today. How many people do you think were with you constantly through this journey? No one more than your own self.

The answers we seek in far off places often end up being right there within us all this while. But it’s important to be lost too, in order to find yourself. As humans it is our natural instinct to fight for survival. We all have come across the saying, "God helps those who help themselves." When it comes to seeking support, it’s still our responsibility to have enough courage to ask for help and find ourselves worthy of receiving it too. When you are let down by everyone else and don’t know who to look for, try looking within. Your gut feeling is never wrong. The voice within you is trying to guide you and look out for you. When you are in tune with yourself not only do you treat yourself right but also teach others how they should treat you, in the process. When you neglect your own needs to please others, they treat you the same way because you show them that you come second. For the world to believe in you, you must believe in yourself first and let your hard work, sincerity and potential speak for itself. So trust your warrior within and keep pushing yourself to be the best possible version of yourself.

By: The editorial board, 2021-2022
Shifa Khan, Priti Vishwakarma, Varun Pandya, Venkatesh Shukla, Aman Singh, Krishna Yadav, Kahkashan Mir

Students' Design Team

Krupa Tandel Loveneet Sonawat
"You do not receive responsibility, unless you prove yourself worth it"

In the couple years of my time in Deviprasad Goenka Management College of Media Studies, I have met beautiful, talented people starting from the first years of bachelors to the seniors in masters, every one of them have an inspiring thought to be a part of this college. Coming to the final year of my masters and being the senior most student I was offered to take up the responsibility to be the President of the Student Council.

The council members wouldn’t have been the way it is if it was not for the one who believed in us, our very own Principal Ma’am, Dr. Amee Vora. She appointed the most elite members in the council because she believed in us so that we make the students believe just as we do and ensure to take up the responsibilities and ensure all success in the activities and events we have conducted.

It is the student council who plans and makes everything possible for the student community however, it is the duty of the council coordinator to ensures that every plan that the council makes and provided are systematically gone though and approved and that wouldn’t have been possible without the help and support of Council coordinator Mr. Saurabh Deshpande along with the support of our faculties, teaching and non-teaching who guided us in all times. It is the President of the student.

council who is supposed to be the one to inspire the students but for me it was the other way around. I have observed a lot during my first year in masters and it truly made me admire this College for what it is and being the premier Media College in India, it surely does stand the reputation it holds and being part of this Institute has only made me feel proud of myself and the Council.

However, no person can work alone and for me I had the pleasure of working with an amazing team. A team who has known the college in its thick and thin and knows what has to be done in a systematic way. The Secretary (Aaliya Khan) and Joint Secretary (Brandon Pereira), they have given me the guidance and without them it would’ve been very difficult, and along with that the rest of the dedicated council members have been proactive in every call that we make and proven to everyone their capability of handling responsibilities that they have taken up dedicatedly.

In my tenure as the president of the student council, if there’s one thing that i’ve learnt is that success is not final, failure is not fatal, in the end it’s the courage to continue that counts.

It has been my privilege to be allowed to head this amazing team of bright and lively students. Together with the teaching and non-teaching staff we’ve made countless memories. Ones that I’ll cherish for long after I have graduated.
Every year, the halls of DGMC sees so many students with different talents and aptitudes. As an educational institute, it is the job of DGMC, all its teaching, non-teaching staff, to see to the growth of these young students. The end of an academic year provides a perfect opportunity to encourage and acknowledge the efforts of these students. This is celebrated through the Annual function for each year, in the form of academic and non-academic awards like student of the year, staff special awards, best editor, the toppers for each semester, etc. This year, the Annual day was celebrated on 1st April, 2022.

It was a splendid event with the entire teaching and non-teaching staff, student body and the management coming together to celebrate their achievements and accomplishments. Amongst the audience, the dignitaries present included Dr. Amee Vora, the principal of DGMC, Shri Ashok Ji Saraf, the President and Trustee of RSET, Shri Narendra Ji Goenka, Chief donor and trustee for DGMC. The chief guest for the evening was Mr Ninad Karpe, Partner at 100X.VC, a venture capitalist firm. He has a key interest in finance and has even published a book titled “BOND to BABA”. He also shares a key interest in theater, especially marathi theater and has produced two Marathi plays. The guest of honor for the evening was an Alumna of DGMC, Ms Anjali Kamath. Ms. Kamath completed her Post Graduation in Advertising and Communication from DGMC and currently is a brand strategist and communication specialist. Her forte lies in understanding the consumer in-depth through research, developing communication for them and identifying the right platforms to deploy the communication.

The evening commenced with introduction and felicitation of the guests along with a beautiful invocation in the form of a mesmerizing Kathak performance. The formal part of the evening was conducted smoothly by Prof. Rubina Mohammad, which was followed by an entertaining program in which the students of DGMC put together a short play (directed by: Mr. Mayank Sood), a fusion dance (choreographed by: Ms. Punita Hirani), poetry performances, RAP song and even a western song presentation.

The event concluded with a formal vote of thanks and was highly appreciated by all present.
Courses Offered:
The college offers undergraduate programs in BAMMC and BAFTNMP at the degree level. At the post graduate level it offers a Masters of Arts in Communication and Journalism and Masters of Arts in Film Television and New Media Production. DGMC is the only college in the city of Mumbai to offer the MAFTNMP course. The college also offers autonomous Post Graduate Programs of 18 months with 11 months of academics and 7 months of internships. The streams offered in the PGP courses are Integrated Marketing, Advertising and Communication, Sports Marketing and Management and Event Management. The college also offers certificate courses in Design viz. Graphic Designing and Web designing, Audio Video Editing, 3d Maya and Animation. Diploma courses in Digital Content Creation, Multimedia and Animation, Art direction and Production Design.

Results of Academic Year 2020-2021

For BAMMC (Advertising):
- Total Number of students who appeared: 99
- Total number of students passed with Grade A: 17
- Total number of students passed with Grade B: 49
- Pass percentage: 71.71%

For BAMMC (Journalism):
- Total Number of Students appeared: 30
- Total number of students passed with Grade A: 07
- Total number of students passed with Grade B: 23
- Pass percentage: 76.76%

For MACJ:
- Total number of students appeared: 15
- Total number of students with grade A+: 02
- Total number of students with grade A: 02
- Total number of students with grade B+: 04
- Total number of students with grade B:
- Pass percentage without ATKT: 78.94%

For MAFTNMP:
- Total number of students appeared: 29
- Total number of students with grade A+: 06
- Total number of students with grade A: 11
- Total number of students with grade B+: 07
- Total number of students with grade B: 04
- Pass percentage: 96.55%

ONLINE and Hybrid Lectures and Examinations:
The teaching learning process witnessed lectures and examinations in the online mode for the 1st half of the academic year. In the second half of the academic year the campus opened up for physical attendance for vaccinated students. The sessions engaged were in the hybrid mode. The examinations for the Third year and Second year students were conducted through the online mode but for all the first year students and the post graduate students, their examinations were written examinations and were conducted in the offline mode as per the directives received from the University of Mumbai.

This academic year the challenges that the teachers faced was sustaining the student engagement in the hybrid mode of teaching and learning process. They had to take care of the students present online as well as those who were physically present in class as well as they had to deliver their lectures had to be enough engaging and interactive to ensure complete participation of all students who were attending the sessions.

An Orientation program was held before the commencement of the academic year to inform the students about the conduct of the lectures and for the discipline rules to be followed whilst attending the classes online. They were also informed about the Examination norms and Attendance norms. They were introduced to the different clubs and
associations in which they could participate as part of their co-curricular and extra-curricular activities thus ensuring their overall holistic development.

**PGDM:**
Our 23 students of the second year batch of PGDM were all placed with an average CTC starting from 30,000/- per month to 55,000/- per month. The companies where all these students were placed are World Jockey Studios, MC Caffeine, Blue Eye Production, Veda Production, Colors, TV, Yash Shetty Films, Bombay Fables to name a few.

**Visit of the Scrutiny Committee:**
The Expert Committee appointed by the University of Mumbai for Scrutiny of the documents for the additional division for BAMMC program and for a new post graduate course in Masters in Arts in Entertainment, Media and Advertising, visited the college on 12th February 2022. The Chairperson of the committee was Dr. Suresh Namdeo Maind and members were Dr Sunderrajdeep and Mr Sudhakar Tamboli.

**Guest Lectures/Conferences/ Seminars/Workshops/ Master Classes:**
The academic year 2021-2022 for all the FY, SY and TY for all the programs started with a Master Class engaged by industry experts in areas like Television direction, Corporate Communications and Public Relations, Production of films, Content Creation and Journalism.

Guest speakers from different field of media were invited to engage a session with the students on every 4th Saturday of the month. We had speakers like Mr. Anand Vyas, Ms Lubna Salim, Dr. Binayak Dutta, Ms. Lipika Darai, Mr Rutvij Barot, Ms Zuby Johal, Mr Karansingh Rajput, Ms Geetha Seshu, Mr Naresh Fernandes, Ms. Shagufta Abrar, Mr Ritesh Bhatia, Ms Nirala Bhatia to name a few.

DGMC conducted a seven day rigorous workshop on Fundamentals of Screen Writing by Vinod Ranganath and Sound Design by Vinayak Dhabke.

The Students Council invited Mr. Shachin Nanavati and Mrs Hima Nanavati, to engage a session on the philosophy of Gandhi and its impact. This event commemorated the 150th Birth Anniversary of the Mahatma and we had a month long celebration where each of the clubs of the college under the guidance of their respective teachers-in-charge presented activities revolving around the philosophy of Gandhi for the entire Month of October.

The IQAC of the college organized a Two Day Virtual International Conference titled: Alternative Narrative: Communicating through the Power of Visuals”, on the 21st and 22nd January 2022. Dr. Swaroop Sampat Rawal was the Guest of Honor, the opening key note address was given by Ms Rikki Hansen, from Denmark. We had illustrious speakers through the two days. The Dean of J. J School of Art: Dr. Santosh Kshirsagar, Mr Anand Gandhi, Mr Shajy Thomas, Ms Jhelum Paranjpe, Revd. Dr. J Ravikumar Stephen G, Mr Joshy Joseph, Mr J Prabhakar, Mr Bharadwaj Rangan, Ms Chithra Sukumar, Ms Subhalakshmi Rajarajeshwari kumar, Vayeda Brothers, MS Sangeetha. N and Mr Rutvij Barot.

The Women Development Cell organized a Talk on Cyber Wellness in association with an NGO Cyber Sakhi.

The IQAC and the WDC also organized jointly with the Women Development Cell of the University of Mumbai a One Day Virtual National Conference titled: She- Heroes”, on the 6th December 2022, celebrating the success of Woman hood. Resource person form an NGO – Second Act was invited, Ms Sarubai Wagnare, Ms Priya Vispute and Ms Hasina Khan were the resource persons invited to engage the sessions.

The Women Development Cell organized a Two Day Virtual International Conference, jointly with the Women Development Cell of University of Mumbai and Maniben Nanavati Women’s College of SNDT University on the 8th and 9th March 2022 titled: REWA- Representation and Expression of Women in Art”.

The Chief Guest was the Pro- Vice Chancellor of University Dr. Ravindra Kulkarni and the Guest of Honor was Dr Swaroop Sampat Rawal. There were panels on: 1) Music graced by: Pandita Anuradha Pal, Dr Dhanashree Pandit, Dr Chetana Banawat moderated by Nandini Trivedi, 2) Dance: Ms Jhelum Paranjpe, Dr Lata Surendran, Dr Subhalakshmi Rajarajeshwari kumar, J’Don Christain akka Enerjaye moderated by Dr Jayashree Rajagopalan, 3) Theatre: Ms Padnavati Rao, Ms Lubna Salim, Mr Pushkar Shroti, Ms Deepa Ghatal Moderated Mr Janak Toprani. 4) Litreature: Key note address by Dr. Shailendra Sharma, panel comprised of Dr. Surya BAla, Dr Madhuri Chheda, Dr Pinakini Pandya, Dr Shyamal Garud moderated by Dr Shailendra Sharma. 5) Films: Ms Renuka Shahn, Ms Monisha Advani, Ms Vibha Singh moderated by Ms Anushing Choudhary and the last session was taken by
Mr Saumya Joshi writer of the National Award winning Gujarati Film Hellaro.

Dr Urvashi Manuprasad Pandya, Chairperson of the Women Development Cell University of Mumbai, Dr Rajshree Trivedi, Principal, Maniben Nanavati Women’s College and Dr. Ameet Vora were the Conveners of the Conference.

The conference was attended by participants from different Colleges in and outside Mumbai.

Orientation Program:
Students in the academic year 2021-2022 were promoted and regular lecture in the online mode commenced from 14th June 2022. The academic year for all the second and third year students commenced with an orientation program for all students along with their parents followed by Master Classes.

For all the incoming students of the first year a similar orientation program was held on 6th and 15th September 2021 for FYBAMMC and FYBAFTNMP respectively. Academic session commenced thereafter.

Training and Placement Cell:
The faculties of DGMC curated the Training and Placement program for all interested students of the college. This was a unique initiative taken up by the institute to train all the students who register for the Program across all the three years of the college and make them placement ready. At the end of the second year of training all such students shall be given an opportunity to intern if they fare well in their evaluations of the first year. Similarly all students who successfully complete all their three years of training as well as internships would be eligible for placements thereafter.

The TAP cell provided internships to 14 students from the SYBAMMC and SYBAFTNMP courses with a stipend varying between 7000/- to 12,000/- per month. One of our student was also given a PPO of 25,000/- per month. The TAP Cell signed 21 MOU’s of which 17 were from advertising agencies and 4 from production houses. The students of TAP are interning with companies like Eggfirst, Blazn Advertising, Frames Production, LN advertising/Events, Minimalist, BBC etc.

Festivals:
The college organized its third edition of its festival Media ICE Age and the International Film Festival – Cine Voyage from the 23rd to 26th February 2022. This year the festival addressed Environmental Consciousness as its CSR initiative in collaboration with ISHAA Foundation and Green Yatra. The third edition of Media ICE Age was a 4 day event organized on the Zoom platform. The event was packed with 4 panel discussions, 4 conclaves, 4 fireside chats, 9 workshops, 3 inspiring stories and 16 fun filled events all revolving around different forms of media.

A total of 55 colleges participated in the festival.

The International Film Festival –Cinevoyage attracted 1400 films from 100+ nations across the globe. The categories were short films amateur and professional. The festival showcased films were from Iraq, Poland, USA, Turkey, Sweden and India.

Both the festivals put together attracted 80 resource persons from all over the country and even internationally who graced the occasion either as panelists, guest speakers, juries or workshop conductors.

The students of DGMC also took up a CSR activity during the festival on Environmental Consciousness where the Festival Kick started with a talk by ISAA Foundation with the blessings of SadhGuru. The 4 day event was interspersed with environment related talks and events. The winners were all gifted a plant from Green Yatra and pencils with seeds that could blossom into plants.

The students of DGMC have volunteered to organize the 17th Mumbai Film Festival at Peddar Road Films Division from 29th May 2022 to 4th June 2022.

The college was the screening partner for Film Division to screen films made by the legend Satyajit Ray. The festival was titled Ray to Ray to commemorate his 101st Birth Anniversary.

Extra-curricular Activities:
The associations formed to cater to various co-curricular and extra-curricular activities organized many activities throughout the year under the guidance of their teacher-in-charge of the club. The college NSS Unit took up the voter registration drive for the students. The NSS Volunteers also made close to 700 paper bags and distributed them to local vendors and discouraged the use of plastic bags.

Each of the associations conducted at least 2 events in each semester with one of the event completely dedicated to celebrating Gandhi in the month of October. The Rotaract club of the college collected
donation for the Konkan Relief Fund. They adopted a tribal village Damakhind, in the Palghar District and mapped the tribals in that village on different parameters. Their aim is to make the Tribal Literate in that village. The paid visits to the orphanage and old age homes and celebrated Diwali and Holi with them. They engaged talks on Entrepreneurship, motivational and leadership, invited Ms Himangi Parab, MALAKHAMBA Arjuna award winner for a talk, stand-up comedy show and prose and poetry recitation. It was a proud moment for the college as well the Rotaract club of DGMC when they were felicitated on 27th March at the District Conference DisCon with a Certificate of Appreciation for showing immense support in World Responsible Youth India.

The students of the Fine Arts Club of the college hosted an Art exhibition- AARAMBH wherein displayed their own canvases painted in oil paints. They were ably guided by the teacher-in-charge Mr Shalu Balan. This exhibition was also converted into a visual art gallery with the help of metaverse. The students of Fine Art Club also created and unveiled the Mascot for the Festival Media ICE Age and Cine Voyage.

The Literati club organized events like VOX-Open Mike, an interactive Session on Documentary Film Making by Lipika Singh Dorai, an elocution Competition on National Voter's day: Electoral Literacy for Stronger Democracy was the topic of the Elocution. During the Gandhi month the literati Club hosted a virtual webinar on: Gandhi and Ethics in Strategic Management by Dr. Narendra Madhav Joshi.

The college also participated in inter collegiate festivals conducted virtually by other colleges. They participated in Umang, Kshiti, Mood Indigo, Kiran and also the 54th Youth festival of the University of Mumbai.

This year the students of DGMC brought laurels to the college by winning the gold medal in Classical Indian Dance and Western Vocal, silver medal in Story telling in Marathi, bronze medal in Mono-Acting in the 54th Youth Festival of the University of Mumbai.

A special prize distribution ceremony was held on the 13th April 2022 to felicitate and recognize the efforts put in by the students to plan, organize and coordinate the virtual events conducted in the entire year. The participants and the winners in all the intra events were also recognized. All of them were given certificate of appreciation.

The Annual Day was celebrated with great vigor on the 1st April 2022 at the Saraf Hall. The chief Guest for the function was Mr Ninad Karpe and the Guest of Honor was our alumnus MS Anjali Kanath. The Annual Day Celebration witnessed the felicitation and recognition of the academic achievers as well as the college award recipients. The students of DGMC staged an entertaining program of Skit, Poetry Recitation, Rap singing, Classical Dance and Fusion dance.

Student Achievements:
A short Film ARAVANI written by G Auribhusan Holkar and directed by Savio Almeida was a monthly winner at World Film Carnival.

Savio Almeida’s Fiction Film: Inside her Head was a monthly winner at World Film Carnival Singapore 24th season. Nominated for best short film in Noble International Film Festival, won the 3rd prize in Spuul International Short film Contest, best score winner at Noble International Film Festival.

Abhinay Kumar- who is shooting and editing for over four years got an opportunity to shoot an Ad Campaign for Deepika Padukone X Adidas and is featured on every Adidas Outlet in India.

“Listen to Me”- written, directed and produced by Kushal Soni with Associate Director as Tanaya Pande both DGMC alumni was released on 4th December 2021.

Staff Achievements:
Mr. Shalu Balan cleared his SET examination.
Ms. Selvi presented a research paper on the Metaphorical Underpinning of Death: Re-examining the Circumstances of Conflict, in a 2 day International Conference on Emerging Dialogues in Peace Linguistics held on 15th and 16th March 2022 organized by the department of English and Foreign Languages Bharatiyar University, Coimbatore.

Ms. Kanchan Luthra published a paper with Global Media Education Council titled “Lost History and Media: Use of Documentaries as a Tool of Education”.

Faculties resigned:
Ms. Dilnaz Boga resigned in the month of October 2021.
Ms. Subhamitra Adhikari resigned in the month of November 2021.
Ms. Anchal Jain resigned in the month of May 2021.
Smt. Shivdevi Deviprasad Goenka Trophy for the Receiver of Best Student 2021-22

To say that receiving this honor feels like a dream is an understatement even then, it is like a dream that leaves a smile on your face. I remember walking into the halls of DGMC seven years ago to confirm my admission into the junior college and I haven’t left since. These last seven years have been nothing less than magical for me. I wasn’t always a bright student or active in extracurricular activities but the faculties at DGMC have truly shaped me into the person I am today.

“A good teacher is like a candle — it consumes itself to light the way for others.” - Mustafa Kemal Ataturk

And I believe that our principal ma’am, Dr. Amee Vora is someone who truly justifies this quote. She is the personification of the fiery flame of the candle that flickers brightly to give us light in the darkness and guide us to the path of glory. I remember when she had just become a part of this institution and I was a third-year student – standing at the very back, with low self-esteem, she was the one who told me ‘you can do it Taiyaba. You can learn if you don’t know and you must grow’. Let me tell you all, she didn’t know me much back then but she still showed confidence in me. As a teacher, as a guru she always strives to do the best for her students. She entrusted me with responsibilities when no one else recognized me and it is not an exaggeration to say that she is the reason why I am standing here today. If she hadn’t pulled me forward, I would just be an average student today.

Ma’am, I never got the chance to say this to you, but I honestly feel you are amazing. I have learnt a lot from you. Thank you for everything.

Whenever someone asks me what is the best feature of your college, the first word that comes out of my mouth are the ‘Faculties’ of DGMC, both teaching and non-teaching. My faculties Saurabh sir who has always told me to believe in my worth and the position I was entrusted with, Rubina ma’am who encourages me to keep improving myself, Selvi Ma’am who always feels proud for me, Shalu sir who taught me the meaning of leadership, Anchal ma’am, Kanchan ma’am, Vidula mam and Partha sir.

Our non-teaching faculties like Shravani ma’am, Sarika ma’am, Sunita ma’am, Devendra sir, Suchit sir and our registrar Baing sir who guided me when I volunteered to help during the admission season and also the visiting faculties who have taught me over the years and have worked so hard on me; I want to thank all of you from the bottom of my heart. I will remember and cherish your teachings for a lifetime. I would also like to thank my family, my classmates and friends who have helped me to become a better person and have shared their knowledge with me. I am deeply grateful to you all. I want to extend my thanks even to the support staff who always helps us out whenever needed.

Lastly, I would like to say that DGMC has enchanted a part of my soul and this spell is so alluring and sweet that I never want it to lift off of me. I promise on the honor that everyone has given me today that I will continue to strive to be a better version of myself.
ACADEMIC AWARDS

Bachelor of Arts in Multimedia & Mass Communication (BAMMC)

Shri. Deviprasad Gangabui Goenka Trophy for topping FY-BAMMC - SEM I (GSCC)

Aanchal Lalit Jain

Shri. Deviprasad Gangabui Goenka Trophy for topping FY-BAMMC - SEM I (DGMC)

Nisha Malviya Jetharam

Shri. Deviprasad Gangabui Goenka Trophy for topping FY-BAMMC - SEM II (GSCC)

Dishant Sanjeev Dash

Shri. Deviprasad Gangabui Goenka Trophy for topping FY-BAMMC - SEM II (DGMC)

Prerna Anil Nair

Shri. Deviprasad Gangabui Goenka Trophy for topping SY-BAMMC - SEM III (GSCC) and SY-BAMMC - SEM IV (GSCC)

Omik Santosh Shikhare

Shri. Deviprasad Gangabui Goenka Trophy for topping SY-BAMMC - SEM III (DGMC)

Kunal Shankar Varma

Shri. Deviprasad Gangabui Goenka Trophy for topping SY-BAMMC - SEM IV (DGMC)

Nishant Tushar Dongre
Bachelor of Arts in Multimedia & Mass Communication (BAMMC) - Advertising

Shri. Deviprasad Gangabai Goenka Trophy for topping TY-BAMMC - SEM V and TY-BAMMC - SEM VI and Shri Chandiprasad Gangabai Goenka Trophy as the overall topper for TY-BAMMC (GSCC)

Tanushree Rituraj Madhu Gupta

Bachelor of Arts in Multimedia & Mass Communication (BAMMC) - Journalism

Shri. Deviprasad Gangabui Goenka Trophy for topping TY-BAMMC - SEM V (GSCC)

Kirti Sanjeev Meena Shukla

Annyesha Arpan Kumar A. Ganguly

Bachelor of Arts in Films, Television & New Media Production (BA-FTNMP)

Shri Chandiprasad Gangabai Goenka Trophy For topping FY-BAFTNMP - SEM 1

Tanvi Singh

Shri Chandiprasad Gangabai Goenka Trophy For topping FY-BAFTNMP - SEM II

Nihar Gore

Shri Chandiprasad Gangabai Goenka Trophy For topping FY-BAFTNMP - SEM III

Rakshanda Ranadive

Shri Chandiprasad Gangabai Goenka Trophy For topping FY-BAFTNMP - SEM IV

Apurva Bagve
Master of Arts in Film, Television & New Media Production (MA-FTNMP)

Smt. Shakuntaladevi Beniprasad Goenka Trophy For topping SEM- I

Rajib Pradhan

Smt. Shakuntaladevi Beniprasad Goenka Trophy For topping SEM III and SEM IV and for being the overall topper of MAFTNMP

Sandeep Gowda

Deepshika Mandal

Rushil Parmar

Master of Arts in Communication and Journalism (MA-CJ)

Smt. Shakuntaladevi Beniprasad Goenka Trophy For topping MACJ Sem I and II

Taiyabba Shaikh

Hannah Varghese

Smt. Shakuntaladevi Beniprasad Goenka Trophy For topping MACJ Sem III and IV and for being the overall topper of MACJ
Aslisha Sunil Kadam
Smt. Shakuntaladevi Beniprasad Goenka Trophy For topping FY-PGDM Batch 2020-2022

Riddhi Amit Chotalia
Shri. Deviprasad Gangabai Goenka Trophy For topping SY-PGDM Batch 2019-2021 (Advt)

Ribeka Kathuria
Shri. Deviprasad Gangabai Goenka Trophy For topping SY-PGDM Batch 2019-2021 (M&E)

COLLEGE AWARDS

Aaliya Khan (TYBAMMC)
Shri Gangabai Goenka Trophy for Best Organizer 2021-22

Chetna Shastri (SYBAMMC)
Shri Gangabai Goenka Trophy for Best Organizer 2021-22

Movie: Fight For a Cause
Apurva Bagwe (TYBAFTNMP)
Shri DeviPrasad Gangabai Goenka Trophy for Best short film (Non-fiction category) 2021-2022

Movie: Inside her head
Savio Almeida (MAFTNMP)
Smt. Ginnidevi Gangabai Goenka Trophy for Best Short Film (Fiction) 2021-2022
**Movie: ARVAANI**
Smt. Ginnidevi
Gangabai Goenka
Trophy for Best Short Film (Fiction) 2021-22

Gauribhushan Holkar (MAFTNMP)

**Smt. Ginnidevi**
Gangabai Goenka
Trophy for Best Cinematographer 2021-22

Amar Jain (SYBAFTNMP)

**Smt. Ginnidevi**
Gangabai Goenka
Trophy for Best Cinematographer 2021-22

Piyush Ochhani (BAFTNMP)

**Shri Deviprasad**
Gangabaux Goenka
trophy for Best Editor 2021-22

Vishnu Raj (TYBAFTNMP)

**Shri Madanlal Gangabai Goenka Trophy for**
Best Sportsperson 2021-22 (for Gymnastics)

Saloni Wadke (SYBAMMC)

**Smt. Ginnidevi**
Gangabai Goenka
Trophy for Best Storywriter 2021-22

Abeer Nilyam (SYBAFTNMP)

**Smt. Ginnidevi**
Gangabai Goenka
Trophy for Best Storywriter 2021-22

Sania Merchant (TYBAMMC)
Akash Sonawane (MAFTNMP- Part 1)

Smt. Shivdevi Deviprasad Goenka Trophy, for Best Director 2021-22

Mandar Tathe (FYBAFTNMP)

Shri Beniprasad Gangabux Goenka Trophy for Best in Fine Arts 2021-22

Krupa Tandel (SYBAMMC)

Shri Beniprasad Gangabux Goenka Trophy for Best in Fine Arts 2021-22

Yogesh Ramteke (MAFTNMP-Part 2)

Smt Shivdevi Deviprasad Goenka Trophy for Best Animation Film 2021-22

Amrik Chakraborty (FYBAFTNMP)

Shri Beniprasad Gangabai Goenka Trophy for Best Speaker 2021-22

Riya Pattwardhan (FYBAFTNMP)

Shri Beniprasad Gangabai Goenka Trophy for Best Speaker 2021-22

Shivani Singh (SYBAFTNMP)

Shri Bhagwati Prasad Gangabux Goenka Trophy for Best Vocalist 2021-22

Anushka Ghag (TYBAMMC)

Shri Madanlal Gangabai Goenka Trophy for Best Dancer 2021-22

Chinmay Chandrush (MAFTNMP)

Shri. Gangabai Goenka Trophy for Best Actor 2021-22

Karanjot Sukhwinder Singh (SYBAMMC)

Shri. Gangabai Goenka Trophy for Best Actor 2021-22
Smt. Saraswati Devi Bhagwatiprasad
Goenka Trophy for Best in Production 2021-22

Prateek Chandrani (TYBAFTNMP)

Shri. Gangabaux Goenka Trophy for Best Screenplay 2021-22

Aditya Sawant (TYBAFTNMP)

Shri. Gangabai Goenka Trophy For best Public Relations and Communications 2021-22

Sanman Hutgikar (FYBAMMC)

**STAFF SPECIAL AWARDS**

Shri Beniprasad
Goenka Gangabai Goenka
Trophy for the Staff Special Prize for the Academic Year 2021-22

Vatsal Gaur (MAFTNMP - Part 1)

Shri Beniprasad
Goenka Gangabai Goenka
Trophy for the Staff Special Prize for the Academic Year 2021-22

Yogalakshmi Nadar (TYBAFTNMP)

Shri Beniprasad
Goenka Gangabai Goenka
Trophy for the Staff Special Prize for the Academic Year 2021-22

Ruben Roy (MAFTNMP - Part 2)

Shri Beniprasad
Goenka Gangabai Goenka
Trophy for the Staff Special Prize for the Academic Year 2021-22

Natasha Das (MAFTNMP - Part 2)

Shri Beniprasad
Goenka Gangabai Goenka
Trophy for the Staff Special Prize for the Academic Year 2021-22

Aditya Nair (TYBAFTNMP)
INTER COLLEGE FESTIVALS

54th Intercollegiate Youth Festival-UOM

As George Bernard Shaw states: The show must go on! -
“Yuva Mahotsav” is known for its high spirit of cultural activities and year on year it raises its own set benchmark. All the students in Mumbai University eagerly wait for the Yuva Mahotsav every year. With dark shadows of covid pandemic hanging over the world, it seemed difficult to conduct the Youth festival. But undeterred by this unprecedented time with the help of technology, the show went on. 54th Youth Festival, 2022 was held online via zoom meeting. Our college, DeviPrasad Goenka Management College of Media studies was a participant in 10 events out of which it got qualified in 6 events at the zonal level.

At the zonal level, the college won prizes in:

<table>
<thead>
<tr>
<th>Name of the Student</th>
<th>Program</th>
<th>Category</th>
<th>Prize</th>
</tr>
</thead>
<tbody>
<tr>
<td>Riya Patwardhan</td>
<td>FYBAFTNMP</td>
<td>Elocution</td>
<td>1st position</td>
</tr>
<tr>
<td>Riya Patwardhan</td>
<td>FYBAFTNMP</td>
<td>Story Telling</td>
<td>2nd position</td>
</tr>
<tr>
<td>Shivani Singh</td>
<td>SYBAFTNMP</td>
<td>Western Vocal (Music)</td>
<td>1st position</td>
</tr>
<tr>
<td>Ansuhka Ghag</td>
<td>TYBAMMC</td>
<td>Indian Classical Dance</td>
<td>1st position</td>
</tr>
<tr>
<td>Vaishnavi Mishra</td>
<td>TYBAFTNMP</td>
<td>Indian Light Vocal</td>
<td>Consolation</td>
</tr>
<tr>
<td>Karanjoth Singh</td>
<td>SYBAMMC</td>
<td>Mono Acting</td>
<td>Consolation</td>
</tr>
</tbody>
</table>

Further at the Finals level the student secured ranks in:

<table>
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<th>Prize</th>
</tr>
</thead>
<tbody>
<tr>
<td>Riya Patwardhan</td>
<td>FYBAFTNMP</td>
<td>Story Telling</td>
<td>2nd position</td>
</tr>
<tr>
<td>Shivani Singh</td>
<td>SYBAFTNMP</td>
<td>Western Vocal (Music)</td>
<td>1st position</td>
</tr>
<tr>
<td>Ansuhka Ghag</td>
<td>TYBAMMC</td>
<td>Indian Classical Dance</td>
<td>1st position</td>
</tr>
<tr>
<td>Karanjoth Singh</td>
<td>SYBAMMC</td>
<td>Mono Acting</td>
<td>3rd position</td>
</tr>
</tbody>
</table>
Winning any competition is the most wonderful accomplishment in life. It is energizing throughout life. There is no substitute for diligent hard work and winners and participants of DGMC at 54th-MYF, have proved each bit of their mettle to reach pinnacles in life.

Besides the Mumbai university youth festival, the students of DGMC also participated in festivals hosted all over the city by different colleges.

<table>
<thead>
<tr>
<th>Name of the festival and college</th>
<th>Event/ category participated in</th>
<th>Participants</th>
<th>Name of the winners with respective categories</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retake (I.S. Raheja College of Arts &amp; Commerce)</td>
<td>Aesthetic frames</td>
<td>Amar Jain</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Own the beat</td>
<td>Anushka Ghag</td>
<td></td>
</tr>
<tr>
<td></td>
<td>कला - Caricature</td>
<td>Divyesh Jaipurwala</td>
<td>Second position</td>
</tr>
<tr>
<td></td>
<td>LOL: League of Laughter</td>
<td>Mrunal Parab</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Cinephilia</td>
<td>Kahkashan Mir</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Under the Spotlight</td>
<td>Sameeran ghosh</td>
<td></td>
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<td></td>
<td>BGMI</td>
<td>Amrik Chakroborty</td>
<td></td>
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<tr>
<td></td>
<td>Pitching Paradise</td>
<td>Abhishek Pandey</td>
<td></td>
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<td></td>
<td>Anakhli Kahaniyaan</td>
<td>Muskaan Shaikh</td>
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<td></td>
<td></td>
<td>Tanmay Rohan</td>
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<tr>
<td></td>
<td></td>
<td>Sameeran Shaikh</td>
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<tr>
<td></td>
<td></td>
<td>Omkar Kherkhikar</td>
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<tr>
<td></td>
<td></td>
<td>Riya Patwardhan</td>
<td>First place</td>
</tr>
</tbody>
</table>

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</tr>
</thead>
<tbody>
<tr>
<td>Prodigy (Lala Lajpatrai college of commerce and economics)</td>
<td>Spellbound</td>
<td>Khushi Agarwal</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Tale of the found</td>
<td>Isha Agarwal</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Seize the change</td>
<td>Riya Patwardhan</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Miraculous moves</td>
<td>Sameeran hudger</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Mr. and Ms. Prodigy</td>
<td>Sameer Ghosh</td>
<td>Runner up</td>
</tr>
<tr>
<td></td>
<td>Open Photography</td>
<td>Aman jaiswal</td>
<td>Runner up</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Aryan Singh Bansal</td>
<td>Runner up</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Amar Jain</td>
<td>Second place</td>
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<tbody>
<tr>
<td>Skillx (NMIMS)</td>
<td>BGMI</td>
<td>Brandon pereria</td>
<td>Runner up</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Dhruv upadhiya</td>
<td>Runner up</td>
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<tr>
<td></td>
<td></td>
<td>Devansh doshi</td>
<td>Runner up</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Prakash Jha</td>
<td>Runner up</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Saurabh</td>
<td>Runner up</td>
</tr>
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<td>Name of the festival and college</td>
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<td></td>
<td></td>
<td>Dhruv upadhiya</td>
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<tr>
<td></td>
<td>Core crusher</td>
<td>Prakash Jha</td>
<td>Runner up</td>
</tr>
<tr>
<td></td>
<td>Chess</td>
<td>Saurabh</td>
<td>Runner up</td>
</tr>
<tr>
<td>Konflux (ICFAI Business School (IBS))</td>
<td>Dramaturgy</td>
<td>Karanjot singh</td>
<td>Second place</td>
</tr>
<tr>
<td></td>
<td>Raag</td>
<td>Divyesh jaipurwala</td>
<td>First place</td>
</tr>
<tr>
<td>Mediation (St. Paul Institute of communication for women)</td>
<td>Shutter up</td>
<td>Sammeran ghosh</td>
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<td></td>
<td>Primetime debate</td>
<td>Amar jain</td>
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<td></td>
<td>Navras</td>
<td>Ramritik dubey</td>
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<td></td>
<td>The voice of tomorrow</td>
<td>Karanjot singh</td>
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<td></td>
<td>Groove &amp; GO</td>
<td>Divyesh jaipurwala</td>
<td>Runner up</td>
</tr>
<tr>
<td>Monthage (Nagindas Khandwala College)</td>
<td>Picture in motion</td>
<td>Aakash Poikavila</td>
<td>First place</td>
</tr>
<tr>
<td></td>
<td>Beyond the voice</td>
<td>Divyesh Jaipurwala</td>
<td>Second place</td>
</tr>
<tr>
<td>Inter collegiate competition (Chandrabhan Sharma College of Arts and Science)</td>
<td>Food photography</td>
<td>Dishant dash</td>
<td>Third place</td>
</tr>
<tr>
<td>Inter collegiate competition (Bk Birla)</td>
<td>Expression photography</td>
<td>Amar jain</td>
<td>First place</td>
</tr>
<tr>
<td>Inter collegiate competition (Lala lajpatrial learning and extension)</td>
<td>Open Photography</td>
<td>Amar jain</td>
<td>Second place</td>
</tr>
<tr>
<td>Gandhi week celebration (Center of Gandhian studies and action)</td>
<td>essay competition</td>
<td>Aditi bhatkar</td>
<td>Runner up</td>
</tr>
<tr>
<td>Vigilance awareness competition</td>
<td>Poster competition</td>
<td>Dhruv borana</td>
<td>First place</td>
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Degree Certificate

Distribution Ceremony

(12th March 2022)

Students of Class 2020-2021 Marching Out.

Deviprasad Goenka Management College of Media Studies (DGMC) celebrated its Degree Certificate Distribution Ceremony on 12th March 2022 as an offline event in the Madhuprasad Saraf seminar hall. As a part of the ceremony, post graduates of Masters of Arts in Film Television and New Media Production and Master of Arts in Communication and Journalism Program and graduates of Bachelors of Mass Media and for Bachelors of Arts in Film Television and New Media Production were felicitated.

The event was replete with the presence of the principal, Dr. Amee Vora, Course Coordinators Prof. Partha Samanta (MACJ and MAFTNMP), Prof. Saurabh Deshpande (BMM) and Prof. Kanchan Luthra (BAFTNMP) and other faculty members of DGMC.
Graduation: A new beginning

Graduating from DGMC has been one of the most magical journeys I have walked though. Life changed, things evolved... From spending hours in the classroom to spending hours in Google classroom, everything changed. Lockdown didn't shut the doors, instead opened new ones to show the wonders we could do even when the circumstances limit us. Finding ourselves brought us such a long way that the day arose when we looked at ourselves wearing those black gown, red stoles and the mortar board hat holding the degree with all pride, hearing all the motivational words by our mentors with smiles, hugs and lots of happiness all being captured in our memory cards for lifetime.

Because as quoted by Orrin Hatch and said by our Principal ma'am that, “Graduation is not the end; it's the beginning...” Yes! Indeed.. Because it's the world that’s waiting for us now...

By: Chaitra Parab
Class of 2018-2021
CONFERENCES

International Conference: Alternative Narratives: Communicating through the Power of Visuals

“History isn’t a single narrative; but thousands of alternative narratives”- Prof. Yuval Noah Harari

It is in this context that the Internal Quality Assurance Cell (IQAC) of Deviprasad Goenka Management College of Media Studies (DGMCM) organized a two-day international conference titled Alternative Narrative: Communicating through the Power of Visuals on 21st & 22nd Jan 2022.

As a media college, DGMCM is aware of how important visuals are in communicating complex narratives, bringing a new world and perspective to the audience and as a means of expression. With an aim to highlight the role of visuals in communication and especially communicating an alternative, DGMCM curated and organized this intense two-day conference. The conference was held virtually with the backing of an excellent technical team so that the conference could truly be international in its appeal, participation and takeaways.

In this two-day event, there was a mix of global academicians and educators like Dr. Santosh Kshirsagar (the Dean of Sir J. J School of Applied Arts), Ms. Rikke Hansen (an accomplished Graphic Designer and an international Educator from Denmark) and Dr. Swaroop Rawal (the Indian Actress, trainer and philanthropic educator) along with filmmakers from across the country like Mr. Joshy Joseph (documentary filmmaker and the head of Films Division, Kolkata), Mr. J. Prabhakar (grassroots documentary film maker and Post Production programme manager at Puthiya Thalaimurai TV channel) and Mr. Anand Gandhi (Film Maker, known for his films like ship of theseus and Tumbadd).

The conference also had technical and industry experts as speakers like Mr. Shajy Thomas (the Regional Head - Technology, Asia Pacific and Technicolor), Mr. Arvind Neelakantan (Tech Evangelist, Epic Games), Rutvij Barot (the Creative Head of Operations, Technicolor), Mr. S. Narasimhan (the President of West &
Executive Creative Director, RK Swamy BBDO.

Finally, the conference was graced by artists from performing art like Ms. Jhelum Paranjape (Odissi dancer), Ms. Chithra Sukumaran (Mohinittam dancer) and Dr. Subhalakshmi Rajarajeshwari Kumar (Bharatnatyam dancer and Nanotechnology scientist) and Wayeda brothers (world renowned warli artists).

Throughout the conference, the galaxy of speakers including Reverend Dr J. Ravikiran Stephan G commented, discussed and explained how visuals are relevant in their field including religion, films, dance, art, design and so on. Further, the slew of industry experts offered their expertise on how to create the visual narratives and what can be possible impact of that narrative created through VFX and other technology. Finally, the conference
dedicated time to understanding not just the existing technologies but also the new and growing field of unreal engine as the emerging technological expression in the field of digital visuals.

The conference was truly an enriching experience with so many experts giving and sharing ideas along with active interaction with the audience.
National Conference:

SHE-HEROES
Celebrating the Success of Womanhood

"Too many women in too many countries speak the same language – of silence." - Hillary Clinton

The past two years have been tremendously challenging as well as stimulating globally and yet, we have seen remarkable stories of womanhood, going beyond the staggering odds in order to conquer their goals while helping many in the process. The women development cell of Deviprasad Goenka Management College of Media Studies (DGMC) with the aim to highlight these amazing stories organized a national conference titled “She-Heroes, Celebrating the Success of Womanhood” to accentuate the voices of women and their struggles.

The conference, organized in collaboration with the Women Development Cell of University of Mumbai was conducted virtually keeping in mind the Covid protocol on Zoom platform on 11 December, 2021 from 10 am to 4 pm. This action packed one day conference was graced by personalities like Dr. R. D. Kulkarni, Hon’ble Pro Vice-Chancellor, University of Mumbai and Dr. Urvashi Pandy, Chairperson, Women Development Cell, University of Mumbai. It had a plethora of speakers ranging from activist like Sumaira Abdulali (an Environmental Activist) and Ms. Hasina Khan, founder of Bebaak Collective (Voice of Fearless), Mumbai-based champion of the cause for gender justice for Muslim women and other minorities to inspiring personalities like Smt. Sarubai Waghamare (rag picker turned world famous poetess) and finally business personalities like Ms. Archana Dutta (CEO of Second Art) and Ms. Priya Vispute.

The conference was not only an intellectually riveting experience but was a successful attempt to highlight the experience and stories of some exceptional women who are and continue to be an inspiration to so many of us.
Poster competition: Final posters

1st Prize Winner
Gotika Das Nagindas
Khandwala College
Mumbai, SYBAMMC

2nd Prize Winner
Nancy Vaghani
Nagindas Khandwala
College, Mumbai

3rd Prize Winner
Aaliya Khan
Deviprasad Goenka
Management College of Media Studies,
Mumbai, TY BACMC (Advertising)

Consolation Prize Winner
Mrunal Parab
Deviprasad Goenka
Management College of Media Studies,
Mumbai, FY BAFTNMP
INTERNATIONAL CONFERENCE

on Representation and Expression of Women in Art (REWA)

Organized jointly by WDC, University of Mumbai, Maniben Nanavati Women’s College and the Women’s development cell of DGMC on the 8th & 9th March 2022.

On the occasion of International women’s day, 2022 the Women’s Development Cell of University of Mumbai, Maniben Nanavati Women’s College and Women Development Cell of DGMC jointly organized a two day International Conference titled REWA – Representation and Expression of women in Art. It was a two-day conference, on 8th and 9th March 2022, facilitated for the participants through the virtual platform.

Inspired by the river Narmada or Reva, this conference was aimed at highlighting the honorable women who have made a space for themselves in the field of literature, cinema and performing arts.

Convened by Dr. Urvashi Manuprasad Pandya (Chairperson of WDC, University of Mumbai) Dr. Rajshree Trivedi (Principal and Head – Dept. of English, Maniben Nanavati College) and our very own principal, Dr. Amee Vora (Principal and Head of DGMC) and inaugurated by the Pro Vice-Chancellor of University of Mumbai, Prof. R.D. Kulkarni, the conference was graced by the presence of patrons like Shrimati Himadri Nanvati (Chairperson, Managing Committee and Trustee of colleges under Shri Chandulal Nanavati Women’s Institute and Girls high school Trust), Shri Ashokji Saraf (President and Trustee of Rajasthan Sammelan Trust) and Shri. Narendraji Goenka (Chief donor and Trustee of Rajasthan Sammelan Trust).

The guests and the delegates for the conference were all key personalities in their respective fields reflected in the keynote addresses by Dr. Swaroop Sampat Rawal (actress and educationist) and Dr. Neerja Gupta. Each panel was carefully curated by the organizing team. For instance the music panel consisted of performers like Dr. Dhanashree Pandit Rai, Dr. Chetana Banawat, Pandita Anuradha Pal and Ms. Nandini Trivedi as the moderator, the theater panel included personalities like Ms. Padmavati Rao, Ms. Lubna Salim, Ms. Deepa Gahlot, Mr. Pushkar Shroti and Mr. Janak Toprani as the moderator. The dance panel consisting of elegant dancers like Dr. Lata Suresh, Guru Jhelum Paranjape, Ja’don Christian aka ‘Enerjaee’, Dr. Subhalakshmi Rajajeshwari Kumar and Dr. Jayshee Rajagopalan as the moderator. While the literature panel had stalwarts like Dr. Suryabala, Dr. Madhuri Chheda, Dr. Pinakini Pandya, Dr. Shyamal Garud and Dr. Shailendra Sharma as the moderator. A special session on Jane Austen’s writings conducted by Dr. Gillian Dooley from Australia added the icing on the metaphorical cake. Lastly, the panel on films was star studded with participation from Ms. Renuka Shahane, Ms. Monisha Advani, Ms. Vibha Singh and Ms. Anu Singh Choudhary as the moderator followed by a special discussion with Mr. Soumya Joshi, writer of the National Award winning Gujarati film Hellaro.

The conference was indeed a success with participation from across the country and riveting discussions. The celebration of the feminine expression and the formidable strength of women artists came through to the audience with a force of nature, in a way justifying reva as the inspiration behind the conference.
There is no limit to what we, as women, can accomplish.

- Michelle Obama
Towards Developing Personalities

Guest lectures and Masterclass Workshops

Faculty incharge

Dr. Amee Vora (Chairperson)  Partha Samanta  Anchal Jain
Kanchan Luthra  Ponelvi S  Sunita Cordeiro

Guest Lecture Series Committee

Dr. Amee Vora (Chairperson)  Partha Samanta  Sunita Cordeiro

To prepare the students of DGMC a series of masterclass, webinars, seminars and guest lectures are organized every fourth saturday of a month. With the understanding that the media industry is always evolving and there is constant growth in the technology and strategies used in various verticals. For every event, industry experts and academicians are invited to interact with students and to help with their practical inquiries giving them indispensable exposure to the nitty gritty of working in the high pressure media industry.

Webinar on Careers in Sports Marketing & Management - The Next Frontier
(17-07-2021)
Guest: Mr. Manuj Agarwal (CEO, Precept Live),
Mr. Ajay Jayaram (International Badminton Player)
and Mr. P.M. Balakrishna (Media Consultant)

Guest lecture on Journey of Advertising Film Production - Script to Screen
(31-07-2021)
Guest: Mr. Anand Vyas
Webinar on Entrepreneurship Development: Break out of Your Shell
(16-07-2021)
Guest: Jaideep Mandal (Founder of Akaar, an enterprise comprising of Aakar Innovations and Aakar Social Ventures)

Tete-e-tete with Lubna Salim, a veteran stage & TV actor
(28.08.2021)
Lubna Salim

Masterclass on Gandhi and Ethics in strategic Management
(21.12.2021)
Guest: Nand kishore Rajput BIO to be inserted

Workshop on Writing for the Small Screen
10-14-01-2022
Guest: Vinod Ranganath (Scriptwriter, Former Course Director of FTII’s TV and Web Writing course, FTII and WWI)

Guest lecture on Journey of Journalism
(18.02.2022)
Guest: Dharmesh Bhatt (News editor and reporter)
The in-house faculty of DGMC has curated a unique and an exciting three-year intensive training program for our students. The aim of this Training program is to make sure that students who are registered for this program are confident and equipped to handle new challenges thrown by the ever-changing work environment. We at DGMC believe that along with subject knowledge, it is also important to imbibe the spirit of professionalism, team work and hard work for a successful career and thus, these are the pillars of TAP. At the end of each level of training (foundation, intermediate and advanced) students are given an opportunity to work with live projects and internships depending on their performance in the previous level. The training along with placement opportunities, truly make TAP a unique and an ambitious initiative of DGMC.

**Faculty in charge**
- Dr. Amee Vora (Chairperson)
- Partha Samanta
- Shravani Vichare

**Teachers for session**
- Saurabh Deshpande
- Kanchan Luthra
- Ponselvi S
- Anchal Jain
- Rubina Mohammad

**Foundation Level: 80 students**
**Intermediate Level: 44 students**
**Advanced Level: 30 students**
Some of the companies where students were placed and interned with last year List of companies students were placed with

List of companies students are interning with
Media I.C.E (Information, Communication, and Entertainment) Age and Cinevoyage, 2022 redefined the contours of what is usually meant by “celebration”. Mentored and guided by the Principal of Deviprasad Goenka Management College of Media Studies, Dr. Amee Vora, the team got its wheels rolling for the festival in its redefined form as early as September 2021.

This year, the hither to famous annual inter collegiate festivals went international! Media I.C.E Age, 2022 was conceptualized on the lines of lighting up hopes, aspirations and dreams in people's lives. The festival could not have had a better theme than the “Legend of the Phoenix - A Dream You Seek”, denoting resurrection in the face of precarity and despair. The tagline “Ever Ascending” was another silver ray added to the dazzling golden hues spread by the fest.

The festival brought within its fold a number of fascinating events, panels, workshops and conclaves spread across four full days starting from morning and continuing till late evening. from 23rd to 26th February 2022. The festivals attracted wide participation from colleges across India and individuals across the world. One of the major highlights of this festival is the CSR initiative 2022 ‘The Environment Conscious Section’.

Cinevoyage had received a whopping 1400 entries from 100 plus countries. Two panels related to films enjoyed overwhelming applause from the audience. One of the panels discussed the challenges that lay hidden in regional film
making and the other panel discussed the nuances involved in making international movies depicting regional cultures.

The festivals included in their program list, workshops, panels, conclaves, events and activities that purely spoke about Environment. The Media I.C.E Age and Cinevoyage team had partnered with the ISHA Foundation for the festival’s most popular series of sessions titled Changemakers.

Over and above what was delivered, the festival team tried to keep their green initiative alive throughout all the four days by gifting plants to the HOIs of other colleges and Institutes who were invited for the fest. Besides, green saplings were gifted to all the winners, juries, faculties and to the core team, multiplying the joy of their achievement manifold times.
The Rotaract Club of Deviprasad Goenka Management College of Media Studies was installed during the pandemic year (8th November, 2020) marking the significance of Institutionalized Help Mobilization modes that systematically develop ethical and smart leadership practices among the youth. In Rotaract, the efforts begin at the community level but transgress to far greater horizons in latitude and magnitude. As a Rotaractor, you make a solemn agreement with yourself, to move out of your zone of complacency and decide how to organize and run your club, manage your own funds, and plan and carry out activities and service projects while learning to honor deadlines, commitments and camaraderie.

Faculty incharge: Ponselvi S. (Chairperson) | Shalu S. Balan
The Rotaract Club of Deviprasad Goenka Management College of Media Studies was installed during the pandemic year (8th November, 2020) marking the significance of Institutionalized Help Mobilization modes that systematically develop ethical and smart leadership practices among the youth. In Rotaract, the efforts begin at the community level but transgress to far greater horizons in latitude and magnitude. As a Rotaractor, you make a solemn agreement with yourself, to move out of your zone of complacency and decide how to organize and run your club, manage your own funds, and plan and carry out activities and service projects while learning to honor deadlines, commitments and camaraderie.

Get Fit day
Date: 27th July 2021
Guest: Zubin Patel (Personal Trainer, consultant & counselor who is also internationally certified with ACSM and ISSA.)

The format of the session was in the form of an Interview. Interviewer Rtr Saloni asked very apt questions regarding breathing techniques, eating habits, etc. Mr. Zubin answered every question with a lot of enthusiasm. He also demonstrated the correct way to do push-ups and correct posture. He emphasized that everyone should take care of themselves and stay away from commercial trends.

Konkan Flood Relief Donation Drive
Date: 30th July to 3rd August 2021
To rebuild the lives of over 80,000 villagers, who lost their homes and livelihoods due to floods and landslides in the Konkan coast the Rotarians in their own way made efforts to reach out to those in need. The students painstakingly collected essentials like Packaged drinking water, Soaps, (bathing/washing), Blankets, Utensils, Sanitary napkins, Vaseline / soframycin among other items. They achieved even monetary donations. All the proceeds were sent through Khushiyaan Foundation is a Non Governmental Organization. It helped students build empathy towards those in need.
World Breastfeeding Promotional Ad Campaign
Date: 1st August, 2021 and 7th August, 2021
The campaign drew attention to a very significant and sensitive side BFW-2021” Protect Breastfeeding: A Shared Responsibility”.

The Ad campaign subtly addressed topics on indispensable benefits of breastfeeding and the need to root out the stigma attached to breastfeeding in public among other topics. The Ad campaign also served as a learning ground for participating Rotaractors in developing both design and word content to promote a social message on new media. Be the voice for change.

Becoming a tribal literate: a field visit
Date: 19th August 2021
A rural one-day Field Visit titled “Becoming Tribal Literate” proved to be an immersive exercise. The purpose of conducting this Field Visit was to facilitate the Media and Film Studies students in learning and exploring various creative research tools that are applicable in studying a rural landscape in a holistic manner.

Students interacted with the tribal people and had the privilege of experiencing their food and culture. Many activities were arranged and all aimed towards understanding of the community and their resources. Problem solving activities enabled students to learn how to probe in order to lead and bring results in any bottom to top model of discussion. Students documented their findings. The data thus collected during the visit would be further processed and made into a booklet with the collective efforts of the participating students.

Shades and Spectrum
Date: 25th, 27th and 28th September, 2021
Guest: Mr. Tinesh Chopad (Advocacy Manager at The Humsafar Trust) and Mr. Curtis Galloway (Advocate of LGBTQIA+ Rights. Conversion & Therapy Survivor.) After 3 years of decriminalization of section 377 in India, the Editorial Avenue of the Rotaract Club of DGMC organized a 3 day commemoration in support of the LGBTQIA+ community. Three different events

Webinar on "Gandhi and Ethics in Strategic Management"
Date: 8th October 2021
Guest: Narendra Joshi (Expert in management and philosophy) Was organized to understand the vision of Gandhi beyond the traditional scope of lifestyle values, Dr. Narendra Madhav Joshi, an expert in Management & Philosophy, was invited to be the guest speaker. The webinar provided insights on how Management niche is currently influenced by the knowledge imparted by Gandhi. The programme captivated young minds by urging them to incorporate the Gandhian principles and apply the Gandhian approach to the field of Management Studies to enrich the field without and within.
The Women Development cell was established for the pursuance of the policies of women empowerment on campus. The aim is to build a gender-sensitive campus. The college has set up the WDC to address the concerns of gender discrimination and recommend measures and policies for gender parity. The club aims at promoting general well-being of female students, teaching and non-teaching women staff in the college. The cell is also responsible and undertakes awareness programmes on gender sensitisation, women’s rights and women empowerment.

**FACULTY INCHARGE**

- Kanchan Luthra (Chairperson)
- Saurabh Deshpande
- Vidula Deo
- Geetanjali Wani
- Sunita Cordeiro
- Vachha-Dashana Joshi (NGO partner)

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**Interactivesession: How to Handle Sexism in Class**

Date: 18th AUGUST 2021  
Guest: Pooja Nair (Counselor of the NGO-Labia)

The guest specified the do's and don't's with students and elaborated on the nature of abuse people from the queer community face during their lifetime and how it influences them socially, psychologically, economically, physically etc.
Interactive session: Cyber Wellness and responsible online behavior awareness session in association with Cyber Sakhi.

DATE: 29th September 2021
Guest: Ms. Manisha Salvi.

This was an initiative to educate the students about Responsible Online Behavior. DGMC’S WDC organized a session for students to deal with the cause of online child protection and safety within the state. It covered the following issues, Crimes against women, Digital addiction, Technical tips, Safety and Crime & Punishments.
The Literati Club aims to develop analytical and creative thinking skills. It offers opportunities to appreciate different types of literature and increase their own literary skills. The Literary Club aims at not only refining the literary skills of the students but also developing in them critical thinking, logic and curiosity to know more and to instill in them a confidence to speak well. It is a club made for people who love literature, and want to share their experiences, readings and thoughts with others who have the same interest and talent. It is also a great opportunity to meet new people and make new friends with common interests. It is a place for cooperative learning. Students help each other understand a text and make sense of it thus making it a place of collaboration.

FACULTY INCHARGE:

- Ponselvi S. (Chairperson)
- Anchal Jain

Events

Online Symposium – Freedom & Partition: Experience in Northeast India

Date: 21st August 2021
Guest: Dr. Binayak Dutta (Author, scholar, researcher, and professor of History at North-Eastern Hill University located in Shillong.)
The Symposium was ideated with an aim to understand and explore the invisible stories and narratives from the Partition history in India. The major topic of discussion was on North-East India. There were discussions on Bangladesh too. There were dialogues on how the Partition affected so many people and their livelihood. Dr. Dutta also spoke about Tribes which the students had no knowledge of. This interesting and educating symposium was appreciated by all.

Screening of Documentary Film and Chat

Date: 6-8th September 2021
Guest: Lipika Singh Darai (Award Winning Director)
This event was curated to establish dialogue around idea generations and excursus of a documentary. Two documentary films by Lipika were screened for the students in an online movie session on Monday 6th Sept 2021, which was a prerequisite for the interactive session. On 8th Sept 2021, at the main event the guest Ms. Lipika Singh Darai took her time to answer the questions put forward by the students. It was an interactive session where the students learnt about the craft of filmmaking from the award winner Lipika Singh Darai.
Essay Competition - The Gandhian idea of Nationalism as an antidote to Majoritarianism & Populism in India.

Date: 5th October 2021
On the occasion of celebrating Gandhi at DGMC, the Literati Club arranged for an essay competition. The topic of the essay was “The Gandhian idea of Nationalism as an antidote to Majoritarianism and Populism in India”. The winner of the essay competition was Ashner Ploetz SYBAFTNMP

Debate-Gandhi was just an episode in the history of India, not an epoch maker.

Date: 6th October, 2021
The debate highlighted various aspects of the said topic. Every debater was cheered for their fair presentation and sharp arguments. The debate lasted for 40 minutes bringing in various philosophies and practices of both the leaders, Gandhi and Ambedkar. Such healthy discourse not only helps one become better articulation but also ends up in enriched exposure for the audience.

Celebrating National Voters Day - Pledge
Date: 25th January 2022

The Literati Club of DGMC presents
Elocution Competition
A digital space for all the young voters to share your thoughts and present your vision to the world.
25th Of January, 2022
3:00 P.M.

TOPIC:
Electoral Literacy For Stronger Democracy

An Open Mic Event:
Stellar 2022
Date: 7th Feb 2022

An open mic by Tape A Tale.
With cheers of love and support, we inviting you to share your stories with us on:
7th February, 2022
3.00 PM - 5.00 PM
Registration on the link

Contact for more details:
Shreya Jindal - 970656.7034
World Poetry Day

Date: 21.03.2021

"Do join us into giving life to your wordsmith rhymes and harmonies of your poetries. The clubs lovingly present World poetry Day."

Venue: Seminar Hall, DGMC
Date: 21st March / Time: 3 PM
FINE ARTS CLUB

A campus poised on sheer media thrills requires a balancing dose of art so that aesthetics and beauty around us are not forgotten. The motto of the Fine Arts Club is to inspire and enable our students to actively learn and develop their talent and skills that will develop artistic expression. DGMC Fine Arts Club gives our students a broader view of art and many forms like Painting, Poster Designing, Clay Modeling, Collage, Cartooning, Pencil Drawing etc.

Faculty incharge:
Shalu S. Balan

Student team: Fine Arts Club Head:-
Gurmeet Kaur

Fine Arts Installation Team:-
Mandar Tathe
Rituja Kadam
Riya Patlekar
Neha Pammi
Tisha Chhabra
Rashmi Gupta
Om chavan

Fine Arts Painting Team:-
Krupa Tandel
Roshini Putti
Mishu Chakraverty
Vikram Reddy
Maanavi Jaise
Jinal Jaina
Siya Soni
Mrunal Parab
Riya Patwardhan
Dhruvi Borana
Kalpana
Date: 27th September, 2021
We received a multitude of amazing broad talent from our DGMC students who sent their art via our Fine Arts event KALPANA. It helped the young artists of our college to spread their inspiration, thoughts, and creativity through their artworks with the help of this platform. These beautiful pieces of art will not only be judged by geometrical points and lines but also by the idea and inspirations behind each art.

Wire Sculpture
Date: 9th October 2021
The Fine Arts Club organized a Mahatma Gandhi Wire-Sculpture Making event. To celebrate the birth anniversary of Father of the Nation - Mahatma Gandhi. The idea behind the event was to motivate the students to create art through sculpting. The students were guided to create a 3D wire sculpture of Mahatma Gandhi. The event helped the students to showcase their art and hand-work talent and inspired them to connect with Mahatma Gandhi in a very different and constructive manner.

MIA Mascot
Date: February 2022
To add more flavor to the annual festival of DGMC Mia and Cinevoyage 2022, the fine arts club conceptualized and made a mascot for the event. This mascot along with an 8ft model of the same was unveiled in the events leading up to the annual fest of college.
Art Exhibition: Aarambh:
Date: 23rd February 2022
An exhibition of more than 32 Oil and Acrylic Base Paintings, including the sketches created by students and faculty members were put on display by the fine arts club. This all-women art exhibition titled ‘Aarambh’ was inaugurated by eminent Artist Mr. Kazi on 22nd of Feb 2022 at the Lata mangeshkar hall of DGMCS. Film Personality Mr. Rajesh Jaish graced the event. The multi-dimensional art show, exhibiting works of young and budding students showcased their art in the form of Figurative Paintings, Portraits and Tribal Art.
National Service Scheme (NSS)

‘Not Me But You’ has been the motto of the National Service Scheme (NSS), and the NSS volunteers at Deviprasad Goenka Management College of Media Studies (DGMC) have strived hard to honor this motto. The NSS Committee of Deviprasad Goenka Management College of Media Studies (DGMC) aims to organize events and bridge the gap between societal issues and academic learning. For this purpose, the NSS volunteers at DGMC believe in rising up to challenges and overcoming them.

FACULTY INCHARGE:

- Saurabh Deshpande (Chairperson)
- Shalu Balan
- Anchal Jain

STUDENT TEAM:

NSS CORE COMMITTEE

Isha Kumari
SY-BAMMC A
Abhishek Pathak
SY-BAMMC A
Rahul Das
SY-BAMMC A
Ankit Tiwary
SY-BAMMC A
Namrata Vishwakarma
SY-BAMMC A
Vatsal Gaur
MA-FY-FTNMP
Jayraj Solanki
MA-FY-FTNMP
Kaushal Padiye
MA-FY-FTNMP
Kalyani Math
FY-BAMMC A
Akshay Chaturvedi
FY-BAMMC A
Activities

Tree Plantation Drive “Green Gandhi”
Date: 7th October 2021
It was led by NSS Program Coordinator and more than 40 student volunteers. The NSS Volunteers planted more than 40 trees near their house as well as in public places, students also placed bricks as barricades and each student took the responsibility of nurturing and maintaining the allotted plants. The committee decided to proceed with the same inspiration, enthusiasm and zeal to enhance the beauty of the environment.

Rashtriya Ekta Diwas Pledge
Date: 31st October 2021
NSS Volunteers, students and teachers took a pledge on Rashtriya Ekta Diwas with great enthusiasm and zeal to enhance the unity, integrity and security of the nation in the spirit of unification of the country.

Paper Bag Making
Date: December 2021
To encourage recycling and upcycling of newspaper, NSS volunteers got together to make upwards of 700 paper bags to be distributed to vendors near college campus.

Selfie with girl child:
DATE: 24TH JANUARY 2022
An initiative of NSS on the occasion of National girl child day to encourage appreciation of women and young girls within the community.

Organ Donation Drive
Date: February, 2021
50 student volunteers went through an Organ donation awareness course organized by ‘V4organ’ NGO. After the course, the students prepared a presentation to be shown to their individual communities, thereby not just learning but amplifying the message and need for organ donation.

Voter’s Registration Drive
Date: February, 2021
To spread awareness and to encourage their fellow students to register for voter’s ID and to encourage voting within the students community, the voter ID registration drive was held by the Student volunteers of NSS.

Road Safety & Traffic Rules Awareness Program
Date: 13th March, 2022
The Film Club at DGMC organizes regular screening of artistic cinema, documentaries and short films. This forum provides the students an opportunity to watch, discuss and review films. Moreover, it is a fantastic launch pad for the student aspirants in the field, exposing them to liberal arts and critical thinking.

**Faculty Incharge**  
Partha Samanta (Chairperson)  
Kanchan Luthra

**Student team:**  
Anjaneya Upadhyaya (Secretary)  
Natasha Das (Jt.Secretary)  
Abhishek Madne (Treasurer)

**Film club initiative: Bioscope** - a series of film screenings is being conducted every Saturday in different languages. This is organized by the FilmClub.

Movies screened under Bioscope  
Charulata (18.09.2021)  
Marathi Movie Harish chandrachi Factory (25.09.2021)  
Mahatma Gandhi-Dying for Freedom (2.10.2021)  
Where is the friend’s home (9.10.2021)  
Vertigo (16.10.2021)
"If a million people see my movie, I hope they see a million different movies" - Quentin Tarantino

Did you know the film speaks a lot of things to you, there is some message for sure in each and every movie and we just need to grab a bucket of popcorn and a lot of attention to hear them. Keeping the same thing in mind "FILM CLUB of DGMC" tried to present some beautiful movies containing ecstatic and inspirational messages in them. With the help of a screening team, guest team, research team and social media team, the film club pioneered "BIOSCOPE" - SCREENING SATURDAY. Every Saturday we held a screening of unique yet amazing movies, movies from which you can gain a bunch of knowledge. We screened movies like Harishchandra factory, Where is the Friend's home, Vertigo, Charulata etc. On the account of Gandhi Jayanti we screened an inspirational documentary named Mahatma Gandhi- Dying For Freedom which showed how baapu led all of us towards freedom. A picture is not worth watching till we try to make one, while thinking the same film club organized a Ganpati short film making competition with an elementary theme 'I Have a Dream'. Understanding filmmaking, behind the scenes of a film is much more important than the whole film sometimes and this is what the film club of DGMC is trying to show. We hope to watch more film screenings next year with more audience in it.

By: Isha Kumari (SV BAMMC), member of the film club
DGMC’s Photography Club was started to provide a professional touch to the budding photographers and to those who have photography in their dream. The club comprises a blend of students who want to capture and create beauty. It aims to create the opportunities for every student to discover the artist within themselves and also gives them the platform to paint their dreams into reality.

**Faculty Incharge**

Partha Samanta (Chairperson)
Shalu S. Balan
Sudeep Mehta VF

**Photography Competition**
Date: 2nd-8th OCTOBER 2021
Based on the Gandhi Ideology ‘Sarvodaya-Upliftment & Equality’ the Photography Club organized a photography competition. Three students from BAMMC participated in this event. The winner of the event was Shreyas Bhosle from TY- BAMMC. The results were declared on 9th Oct 2021.
The advertising and branding club of DGMC, is a group of ardent "creative" minds striving to put all the branding theories into practice. The club aims to offer students an all-round experience of advertising through industry interactions and on-campus activities. These activities aim to offer the budding advertisers of DGMC an all-round development opportunity. Among the numerous initiatives are various guest interactions, quiz competitions and some fun events. All of these events are carefully designed to ignite the brilliant minds of students and to offer them a visible platform where they can unleash their creativity and wits.

The Cannes Lions Are-Roaring For You
Date: 1st September 2021
This event focused on the “Cannes Lions’ Award - Winning Advertisements” that won people’s hearts with their Originality, Creativity and that had the most impact. 20 ADs were analyzed and scrutinized by members of the club. This event threw light on the various aspects of the Cannes Lions’ Festival.

Tagline Competition
Date: 9th October 2021
Students were asked to pick up any of their favorite brands and add a tagline that denotes ANY of the three Philosophies of Gandhi i.e. idealism, naturalism, and pragmatism. All participants presented their chosen brand and the ideas of Gandhi.
Winner: Omkar Kelshikar

Brand communications through Brand stories
Date: 18th December 2021
Guest: Shoaib Alim (Management superior at Ogilvy) and Parinda Singh (Marketing Expert)
The Ad Branding Club organized a one-day Workshop, partnering with marketing & advertising on field-experienced guest-speakers such as Parinda Singh, a marketing expert and performing artist and Shoaib Alim, Management supervisor at Ogilvy.

Ms. Parinda explained about the importance of emotions in ads and the impact it has. She also provided great insights on the details of it along with how they play a role in shaping up advertisements for the specific Audience. Mr Shoaib Alim, focused on how the industry works and all the strategies used for the communication of brands. He also emphasized on how the target audience is important to the organization and the backlash received today in the form of cancel culture. He also explained how companies have been conceiving roles to define the various moods and feelings which the target audience possess.
Library Committee formation is for the purpose of collection development of the library with adding the latest collection and withdrawing old unused out of syllabus collection. Role of Library committee to supervise the different functions of library including library services, guidance for the various activities to be conducted as library activity like book exhibition, various days celebration to promote reading like vachan prerna din. Organization of various competitions to promote reading.

- Geetanjal Wani (Chairperson)
- Saurabh Deshpande
- Vidula Deo
- Ponselvi S
- Anchal Jain

Anti-plagiarism workshop
Date: 23rd July, 2021

Guest: Dr. Shantashree Gupta (Librarian/Associate Professor Grade at Modern College of Arts, Science and Commerce, Pune)

Dr. Sengupta elaborated the concept of plagiarism, types of plagiarism, its harmfulness, and measures to be taken by the particular academic institute for the pure research from the students, faculty and the research scholar of the institute. She also explained the UGC guidelines of 2018 in detail and suggested starting a new course on Research Publication. As per the norms each department of the institute should have Institutional Academic Integrity Panel (IAIP) and Departmental Academic Integrity Panel (DAIP). Each Institute should have their own Plagiarism policy to decide the percentage of plagiarism to be allowed in assignments, project reports, thesis and dissertations.
Open Access Resources Online Session  
Date: 30th July 2021  
Guests: Dr. Shantashree Gupta  
(Librarian/Associate Professor Grade at Modern College of Arts, Science and Commerce, Pune.)

The pandemic has created the availability of many educational resources online, however, Dr. Sengupta mentioned that researchers and faculty should visit authentic & relevant e-resources to obtain the required information. She explained about the various resources, their advantages and limitations. Dr. Sengupta also emphasized about sharing information through approved sites and also keeping in mind the copyright act and rules.

Vaanch Prerna Diwas  
Date: 22nd October, 2021

The Library Committee of DGMC organized the “Vaanch Prerna Divas' or Reading Day, to pay homage to our former President Dr. APJ Abdul Kalam who loved reading and writing. The event was held on 22nd Oct 2021 at Madhaoprasad Saraf Seminar Hall. DGMC teaching and non-teaching staff took to reading their favourite piece of poemorstory.

Marathi Bhasha Diwas  
Date: 28th February 2022
The Students' Council of a college is one of the greatest assets, whose chief role is to represent the interests of the students within the college ecosystem. Over the years, the Students' Council of DGMC has been effectively coordinating with different stakeholders and organizing relevant activities for the enrichment of the students.

Faculty Incharge

Saurabh Deshpande (Chairperson)
Kanchan Luthra
Ponselvi S

Azadi ka Amrit Mahotsav – Rendering of National Anthem
Date: 12th August 2021

As part of the celebrations of “Azadi ka Amrit Mahotsav” an initiative of the University Grants Commission’s office, DGMC encouraged all its students to contribute to the rendering of the National Anthem by uploading their videos on http://rashtragaan.in. DGMC students Brandon Pereira, Druv Upadhyay & Vanshita Mehta successfully uploaded their individual renderings of the National Anthem and received certificates for the same.
75th Independence day
DATE: 15th August 2021

The Student Council of DGMC organized and celebrated our 75th Independence Day with great pomp and show. The idea was conceived, developed and executed by the students themselves. There was a colorful outpouring of patriotic art from the students in individual as well as group performances. The celebration showcased a dramatic monologue, a classical solo dance, individual and group songs, a fashion show and a multilingual poem composed and recited by the students themselves on various patriotic themes.

Nasha Mukt Bharat Abhiyaan
Date: 16-18th August 2021

“Nasha Mukt Bharat Abhiyan” was addressed in a series of acts, namely Quiz, Skit, Short-film and Podcast. The objective of the Quiz was to test the knowledge amongst the general public about drug abuse. Dozens of people viewed & attempted the quiz on DGMCs social media handles, and the overall feedback was encouraging.

The Skit aptly titled “Ecstasy” is not just a state of the mind, but also a mood altering drug, and the two are interconnected. Our play talks about the emotion of love, and how relationships get ruined by the entry of this drug in the lives of the play’s protagonists. The play underlines the value of understanding one’s confusion, and adapting to one’s demons.

The Short-film titled “The Walk” explains the journey of the protagonist’s mind in this fast paced metropolitan city and how he engages in drugs to deal with his anxiety.

The film has a social message for people of all walks – old, young, rich or poor.
Suicide related statistics are displayed at the end of the film.

Continuing with the campaign a Podcast with guest speaker Mr. Kiran Gurunath Chipkar, a Founder of Nirved Foundation was organized. Mr Kiran Chipkar was invited to the DGMC studio for an awareness-generating interview on the ill-effects of addiction. Mr Kiran Chipkar, once an addict himself, today runs a successful Addiction Rehab Center in Malad (W). He shared his insightful thoughts & experiences with our host Sadiya Iqbal.
Teacher's Day Celebrations
Date: 6.09.2021

Gandhi, The Unifier: A Tete-A-Tete
Date: 4th October 2021

Guest: Mr Shachin & Himadri Nanvati (Trustee & Chairman in Nanavati School & College as well as Trustee on the board of Nanavati Hospital & Joint Secretary of Khadi Mandir, Vile Parle)

Ms. Himadri Nanvati started the discussion with how Gandhi’s philosophy is related with Discipline and how people are getting off discipline these days. She also mentioned the importance of Fasting and how it is beneficial for us physically, mentally and spiritually. Also Shachin Nanvati shared that he was brought up in a family which was influenced by Gandhi’s teachings. They concluded by saying that Gandhi’s philosophy is simple and we need to abide by it.

Flair for FY students
Date: 20th October 2021

It was an online event showcasing the talents of the First Year Students, many of whom presented their skills to the entire college - including the Faculty and the Principal. The audience got to see many unique acts like stand up comedy, dances and poetry.
Studnt Council Committee invites you to

FLAIR
SHOWCASE YOUR TALENT

4 PM | October 30, 2021

For any query contact
Ruben Roy: +91 8587998957
Aaliya Khan: +91 8547760309
Brandon Periera: +91 9835866426

Tribute to Gen. Bipin Chandra
Date: 13th December 2021

The Student Council organized a glowing tribute to Chief of Defense Staff Bipin Rawat who died in a chopper crash. The entire college observed a 2 min of silence in the classes at 11:45 am to honor General Bipin Rawat.

2nd place
Vote for development. Vote for future. Vote for better India
NATIONAL VOTERS DAY
25 January

Mitali Shrestha

1st place
My Vote My Future

Mrunal Parab

Consolation Winner
NATIONAL VOTERS’ DAY
25TH January

Chinmay Chandraunshuh

Celebrating National Voters Day - Pledge Date: 25th January 2022
Cultural Committee

The cultural committee seeks to create a platform that provides the students with an opportunity to display creative talents in a variety of ways. At DGMC we aim to promote ethnicity amongst students by organizing and conducting various events and also celebrating cultural diversity by nurturing the inner talent of students. The objective is: To organize a really successful cultural festival which helps our college in terms of recognition amongst other colleges. To attain maximum visibility of our college by the events we conduct. To encourage and promote the talent of the students in our college.

Faculty in-charge:

Dr. Amee Vora (Chairperson)
Rubina Mohammad

Student team:

Siddhi Sharma (Secretary)
Aaliya Khan and Neha Patel (Jt. Secretary)
Omik
Karan Singh
Dhruv Upadhayay

Ahinsa
Date: 5th October 2021
Report: Students and Faculty Members shared their thoughts and paid their tribute to Mahatma Gandhi through a cultural celebration – Ahinsa to commemorate the birth anniversary of Mahatma Gandhi.
‘My life is my message’ - Mahatma Gandhi

On the occasion of 153rd Gandhi Jayanti the Deviprasad Goenka Management College of Media Studies (DGMC) celebrated the entire week (2-9th October, 2021) as a homage to Mahatma Gandhi. This ‘Gandhi week’ was a collective effort of all the different clubs and committees and was an attempt to highlight different expressions of Mahatma’s ideas. Mahatma Gandhi was known for the practice of non-violence and supreme humanism. In order to kickstart the celebration of his birth, the Cultural committee of DGMC organized an event "Ahimsa".

Following it, a screening of the documentary film "Mahatma Gandhi - Dying for Freedom" was organized by the film club. A photography competition on the basis of Gandhian ideology of "Sarvodaya - Upliftment and Equality" was also organized by the photography club of DGMC. An essay competition by the Literati Club titled "The Gandhian idea of Nationalism as an antidote to Majoritarianism & Populism in India" followed by a 40 minute debate competition amongst students was also held on the topic “Gandhi was just an episode in the History of India, not an epoch maker". These events focused on students and their participation in learning and their expression of Gandhian thought.

Furthering this, the Student council of DGMC organized a tete-a-tete with Mr. Sachin nanavati who discussed the Gandhian way of life along with Mrs. Himadri Nanavati spoke about the importance of Fasting and its benefits mentally and spiritually. Along with this, the Rotaract club of DGMC organized a webinar on "Gandhi and Ethics in Strategic Management". The guest speaker for the event, Mr. Narendra Joshi shared his insights in management and how it is still influenced by Gandhi’s philosophy.

The NSS club of DGMC were inspired by the more practical approach of Gandhian philosophy and therefore organized a Tree plantation programme "GREEN GANDHI ACTIVITY" to honor Gandhi’s ecological way of thinking in which more than 40 students participated.

Highlighting the creative ways in which Gandhi and his thoughts can be remembered, the Ad Branding Club organized a Tagline Competition wherein the Students were asked to create a tagline for their favorite brands which represented any of the three Philosophies of Gandhi i.e. idealism, naturalism, and pragmatism. In the same spirit, the students of the fine arts club made a beautiful 3D wire sculpture of the Father of the nation.

The week ended with the announcement of winners of various competitions.
December Fever

To uplift the mood of the student body and to enter the mood of festivities, the Students’ Council, along with the Cultural Committee celebrated the annual mini-festival, “December Fever” with pomp and aplomb. Spanning across 3 days, 20th December 2021 to 22nd December 2021, a lot of fun activities were planned for all students of DGMC. The first day was designated as ‘Retro day’ wherein Students came dressed up in gay, cinematic slices from the past churning up nostalgic moment. The second day was designated as ‘Blue and White day’ where students participated actively and enthusiastically. Last but not the least, the last day was celebrated as ‘traditional day’.

The last day was coupled with a Personality contest of Mr. & Ms DGMC. Students had the opportunity to participate in a number of activities celebrating culture, tradition and diversity. After a very enjoyable session and a jury of internal faculties, the titles of Mr. & Ms DGMC were awarded to: Ms. Anushka Ghag (Ty BMMC) and Mr. Aryan Singh Bansal (Fy BMMC).
The staff of DGMC is a small yet happy family, making sure to celebrate small and big events of the academic year. Some glimpses from the staff interaction are:
Students of TYBAMMC, TYBAFTNMP, MACJ-Part II & MAFTNMP-Part II were accorded a grand farewell by SYBAMMC, SYBAFTNMP, MACJ-Part I & MAFTNMP-Part II students on Saturday, 7th May, 2022 in Durgadevi Saraf Hall.

187 students and staff were present for the glittering function, which lasted for two hours, from 4:30 pm to 6:30 pm.

Dr Amee Vora, Principal, DGMC addressed the students and advised them to never stop learning in life. She also appealed to them to return to DGMC, their Alma Mater, whenever their institute may need them.

“ADIOS AMIGOS”, as the event was named, proved to be a glittering one, with students decked up in all their finery, and thoroughly enjoying the evening.

Representative students from all outgoing batches shared their experiences with DGMC during the course of the evening. A few teachers also shared their good thoughts with the gathering.

The evening ended on a happy note with all students dancing to the music and clicking their selfies at the “Selfie Point” that had been created and put up in the hall.
Ms. Geetanjali Wani
Librarian, DGMC

ती मांगमारी
काल अचर्जेत्रत गया गार्मनत असलांना सहि गयी ओबिए अर्जा सोंग नं दु दा महिलाइने बाल काल गया अर्जे होता? अबी माँगमारी... काल मैं ते महिलाइने बाल काल गया अर्जे होता?

मुझे असलांना सहि गया ओबिए अर्जा सोंग नं दु दा महिलाइने बाल काल गया अर्जे होता?

गृह संगीतत अनिवार
सन्म नियुक्ती तो
कार्यालयी का नियन्त
कार्यालयी का नियन्त

गृह संगीत अनिवार
सन्म नियुक्ती तो
कार्यालयी का नियन्त
कार्यालयी का नियन्त

नीरा संगीत अनिवार
सन्म नियुक्ती तो
कार्यालयी का नियन्त
कार्यालयी का नियन्त

अवस्था तत्त्वाच
पहर हो मूर्ती
किया ऐसा खरीदार
गती तेरी स्मृतिकृत

कई लक्ज अत्याने
अर्ज वय टूटना तर
cलंबा भी करता हो
हैदा है तेह दुख्या

अभिभव अभिभाबा
निर्मली हेतु
cरा सहित नरी
मूर्तिहृत का हो दिन

उक्ति स्थिर धारिता
ैसी तेरी मूर्ति
अज महिलाइ हिवित
cरा जनता तत्त्वाच

Readers fragrance
In the year 2020, the contagious epidemic Corona came to India from all over the world and everything stopped. Teaching and rehearsals, various educational and cultural programs
throughout the year were also conducted online, and most importantly, examinations were also conducted online. Technology had never been necessary to do everything but now there was no option without it. Awareness of the use of media available in various forms, adopting the ability to analyze, evaluate and create it has become essential for communities at all levels of society. During this whole time, it took a lot for the library to remain active with a focus on keeping the library service working. At that time, the readership in the library was completely paralyzed. The daily routine before the epidemic and the happiness, energy, satisfaction that would come from it was lost somewhere.

Eventually, strict closure rules were relaxed and some schools and colleges were started online for students but also offline for teachers and non-teaching staff. The fragrance of the books that will be handed over to the readers and the experience of the same fragrance again after the return of the book was a rarity. However, with the opening of campuses. The college campus was packed with students. After all, the use of both masks and sanitizers was mandatory, allowing readers to read and write in the library. The splendor of books and their fragrance was rekindled, and it was reassuring to know that the five laws of the library science for the books of Dr. Ranganathan, the father of library science, are being repeatedly proved forever.

By: Geetanjali Wani, Librarian, DGMC

Ms. Rubina Mohammed
Assistant Professor

Body Stereotyping: The complicated truth about social media’s influence.

Body stereotyping can be defined as a way of generalizing the way specific types of individuals or groups are intended to behave and look.

Mumbai being a fashion and Bollywood hub, the people here are highly influenced by a certain lifestyle and body image. The need for an appealing body image is so intense in all the college-going students, having a perfect body or looking a certain way makes them feel like they fit in the society and due to this body stereotyping is on the rise in our society. Due to body stereotyping, people have started perceiving every individual in the wrong way, because you aren’t considered to be who you are but more of how you look like.

Almost everybody is judged today on the parameters of height, weight, body structure and what not. This concept of body stereotyping has seeped so deep in our minds that we all come across it every now and then but don’t realize it.

Much has been made over the years about how mainstream media presents unrealistic beauty standards in the form of photoshopped celebrities or stick-thin fashion models. Now that influences fill up our feeds, it’s easy to imagine that social media too, is all bad when it comes to body image. But the reality is nuanced and there may be ways to curate our social media feed to make one feel happier in your own skin, or- at least, stop feeling worse.

Social media platforms not only expose young girls to certain beauty standards but also propel them to follow the cultural ideals of womanhood. An emerging research is evidence of such social
networking behavior which is contributing to the rise of Body Dysmorphic Disorders. Social Media hence can be a vulnerable and dangerous body image and shaming environment. New Research is monitoring the effects of use of Social Media such as FaceBook, Instagram etc. The research revealed that people frequently using these platforms have a body image problem. Social Media as a platform is ultimately toxic for a body image and hence it cultivates a risk of being the target of someone else's body shaming comments. Its emphasis on high visualizations, creative interaction and appealing appearances as a chief point to success.

No doubt the internalization of body shaming and weight bias in social media platforms hangs heavy on the minds of women, especially girls and teenagers, living in a society where their bodies define who they are.

There is a dire need for Colleges and Universities to start with attempts for body-positive initiatives. An awareness program to focus on one's identity to not be swayed by social conventions and how self-esteem should never be dependent on one's appearance, is the key to instill the fact that character, values and skills, are the attributes that one must seek to acquire or develop.

By Rubina Mohammed
Assistant Professor

Hybrid Learning - The "In" Thing

A new addition has been made to the already rich English vocabulary - "Hybrid Learning" aka "Blended Learning" - a methodology that combines online teaching resources with the traditional teaching-learning methods. This new phrase has appeared because this new concept has appeared. Concepts precede terms.

This reveals how an exciting future of opportunities awaits the domain of academia, as more and more people acquire not only basic literacy, but also enter the spaces of higher education in even greater numbers. With digital penetration happening like never before, it is only a matter of time before the country gets sufficiently digitized to cater to an emerging audience.

Now the expectations of this emerging audience would be different as they would be conditioned in a technological environment that differs substantially from the one preceding it. The upcoming learning environments are expected to be even more student-friendly than the current one, considering how the future students (and their parents) are likely to be more comfortable in a virtual-actual teaching-learning space where the student can learn online as well as off-line, as the need be, and deriving the best of both the worlds.

It is the teaching community that must get intimately acquainted with this mixed-modal system, cultivating the skills required to teach in a transitional system and hand over the reins to the future teachers, who in all probability will depend on the mixed-modal foundations that this generation of teachers will eventually build. The ongoing digital revolution will unquestionably build up a technologically driven academic infrastructure involving the creation & delivery of textual-audio-visual content incorporating a global network.

The contemporary student will be obliged to take advantage of this emerging architecture as
institutions add on to this evolving academic landscape. Finally, the government too, in its wisdom, will be guided by the situation to set up a futuristic educational policy that complements the existing policy, thus creating a win-win situation for all stakeholders.

Saurabh Deshpande  
Assistant Professor  
BMMC Course coordinator

Identity Conflict
The youth is always in a conflict between the image they have and the image they want to create. Moreover there is also a clash between the self-image and the social image. The youth is always striving to be what they think they want to be. This at times has led to an identity crisis and the youth continues with an image that he doesn’t want but because of circumstances has got it.

The pandemic has increased this conflict to another level altogether. In normal circumstances the youth had a social image which they would have liked or got accustomed to. The pandemic has forced the youth to stay at home where the gratification of this social image is not happening.

The image of the youth at home is fulfilling partially or is clashing with the social image. This is leading to an identity crisis which earlier wasn’t there. The nuclear family setup further has alienated them. Both the parents are busy with their professional life and don’t have time to acknowledge the changes occurring in their child’s lives.

Technological Advancements
As digital natives, this generation has always has easy access to technology. Because of this access, the impact of screen time spent on various devices has been more than what is advisable. Dr. Naman in a study has found that excessive screen time has negative impact on social and mental health of the adolescents. The fear of getting addicted to social media is no longer just a thought, it has become very much a reality.

The pandemic has led to an increase in the screen time by almost 30%. In a survey conducted, we found that on an average the young generation was spending more than 10 hours on various devices. The probability of addiction during the pandemic has increased many fold.

Changes in the Sleep patterns
Binge watching on OTT, time spent on Social media has led to a change in the sleep patterns and even sleep deprivation amongst the youth. Most of the individuals go to sleep with the mobile phones or other devices besides them. This has been a major cause in sleep disturbances. Lack of sleep or restful sleep or not getting the required 8 hours of sleep can lead to sleep disorders.

During the pandemic we found through the survey that binge watching during the night had
increased. The sleep patterns are changing leading to restlessness and aggression. We found that students were citing instances of being physical and mentally tired but not able to sleep. The fatigue is piling on with online lectures during the day and binge watching during the nights.

**Increase in anxiety and depression**

The youth is as it is a stage of life development with lot of anxiety. Trying to adjust to so many life situations can be taxing and can take a toll on the mental health. According to the WHO, depression is one of the major concerns amongst the youth today. Mental health organizations are reporting more and more cases of anxiety disorders, extreme isolation and depression amongst the younger generation.

The pandemic has increased these issues. Being isolated at home, the youth is not getting the outlet or the ventilation for their emotions. Neither is it getting channelized in a manner that helps in coping. Apart from that the fear of losing the loved ones is adding to the already increased anxieties.

The challenges faced by the youth are immense. It is not that coping mechanisms or help is not there. The only thing is that an effort has to be made by the parents and the individual to acknowledge that there is a problem. This first step is the most difficult and the most crucial. A lot needs to be done in the field of mental health. But acceptance will go a long way in resolving these issues.

**Prof. Kanchan Luthra**

Course Coordinator - BAFTNMP
Synopsis in English: Golden Sunrise

Listen to the motivating muse within you. Where you find a hundred reasons to die, find one reason to live and that is good enough to lead you to greatness. Let animosity not bog you down. It is in the face of adversity that you discover your core essence. Throw your fears to the wind and lock horns with the nemesis in such a manner that death steps aside looking at your grit. Even when you are on the verge of losing, let your integrity not be compromised. Any battle you choose, be it against deforestation or against oppression or against imperialism, be determined and fight till the last drop of blood oozes out of your wounded self. Let all your combats, weapons and war cries be directed only towards redeeming the golden sunrise of peace, love and equality on earth.

By Ponselvi S
Asst Professor
Review of the book "Improving Your Company Image"- Creating a positive first Impression by 'Sylvia Ann Blishak' - Akansha Pandey SYBAMMC

Books are considered as 'tools for communication between two minds'. This amazing book 'Improving Your Company Image' by Sylvia Ann Blishak is the perfect pick for you if you are keen on enhancing your company image and developing your identity in the market.

Besides illustrating how a brand name or image can make or break an organization’s future, this book leaves you with practical step by step guidance on how to make an ideal image of a company in the market and society. It alerts you about how a neglected or poorly communicated and outdated image could burn all bridges by confusing people who interact with you and your brand.

What attracted me, as a reader, was the fact that the author does not jump to conclusions. Rather, the book unveils to you the steps that invalidate or validate a particular brand approach. The book is filled with numerous examples and multiple case studies which makes it easier for the reader to connect and comprehend.

The writing style adopted by the author gives you the vibe of an interesting two way communication happening throughout. This book is waiting at Smt. Prabhadevi Banwarilal Saraf library, Knowledge Home on the fifth floor of Deviprasad Goenka Management College of Media Studies, for you to read and make the most of it.
रिप्या?
कहीं न कहीं,
मुझको भी है,
जिदगी जीने की आशा।
ऊँचा उड़ने की,
मुझको भी है आकांक्षा।
आसमान पर किसी का जोर नहीं,
पंख पसारने की,
मुझको भी हैं अभिलाषा।
मार क्यों ये जहां मुझपर,
लावन होने का मोहर लगाता हैं?
क्यों ये जहां मुझको,
कमजोर बताता है?
माना कि, मैं इस समाज में जबती नहीं,
मार हूं तो ईशान ही ना।
इसमें गेह बना कसूर,
कि मैं तुम जैसी नहीं।
शायद यही है दुनिया का दस्तूर,
कि हमें अपनाना पुरानी फिक्सरत नहीं।
कुदरत का हमेशा से ही,
ये अनाय रहा हैं,
हमें ज़माने से कमजोर बताकर,
जलाता करने सा बताता रहा हैं।
क्यों कोई समझता नहीं,
कि मुझमें भी,
जी भर के जीने की हैं अभिलाषा।
ध्वार करने और ध्वार पाने की,
मुझमें भी हैं आकांक्षा।
पहले अंग्रेजों की,
अब बड़े साहब की,
गुलामी करते करते थक चुकी हैं।
हो, थक चुकी हैं।
पूंछौं कैद में जी-जी कर,
जब सा आजाद होकर है,
लेकिन मुझको भी हैं,
बिंदगी जीने की आशा।

और अगर मैं ये भी ना पा सकूं,
तो तू ही बता दे,
“पै कैड सी जिन्दी मेरी”
क्या है मेरी परिभाषा?
– आंचल

By: Aanchal Jain
Class : SYBAMMC / C

Aaj ek alag si hawa hai...
Aaj mausam bhi, kuch toh keh raha hai..
Woh khaab bhi Khil uthe hain aaj,
jinpar kabhi jhijhak ka pehra raha hai..
Aaj ek alag si hawa hai...
Kyun ki aaj maine... khud ko suna hai..

By: Akansha Pandey
SYBAMMC

तुम ...
तुमें क्या बताऊँ .. की तुम मेरे लिए क्या हो,
तुम उस बारिश की पहली बुंद की तरह हो,
जिसका इंतज़ार ये बंजर जमीन न जाने कब से कर रही है।
तुम उस चौंद की तरह हो,
जो घनी अंधेरी रात को भी खुबसुरत बना देता है।
तुम उस उसका की तरह हो,
जो ऐसा दिन को सुबह न दे जाती है।
तुम उस फूल की तरह हो,
जो वीर्य बनाया को भी महका देती है।
तुम ... तुम उस कविता की तरह हो,
जिसको सुनते ही मेरी रूह को राहत सी मिल जाती है।

- Akansha pandey
SYBAMMC

INDIA'S PREMIER MEDIA SCHOOL
Kya kabhi apne bhi ye sab feel kia hai?

Kabhi aisa hua hai raat ke 2 baje neend aayi, subah 5 baje ka alarm ho, 5min snooze kia aur 8 baje jagna hua
Aapki phone ki ringtone baje, aur isse pehle ke koi aur usse uthaye, tezi se uske taraf bhagna hua
Itna bada msg type karke, reply ‘Hm’ aur ‘Kk’ mei pakar, kya kabhi aapko bhi gussa aaya hai?
Aadhar card par apni hi photo dekhkar, kya kabhi apne bhi wo irritating sa face banaya hai?
Facebook aur insta par kisiko stalk karne ka aur WhatsApp par kisiko block karne ka maza, kya kabhi apne bhi liya hai. Kya kabhi aapne bhi yeh sab feel kiya hai?

Kabhi aisa hua hai bachpan mein your parents asked you why did u go there aur aap kehte ho coz mere dost bhi wahi gaye the, bcoz mere best frnd ne ye sab kiya isliye meine bhi ye sab kiya tha.
And ur parents are like ‘agar wo kue mei kudenge toh tum bhi kudoge kya? Aree, agar woh talab mei dubki marenge toh tum bhi maaroge kya?”

Waise aap mall mein shopping karne jate ho ya selfies kheech ke kaam chalate ho?

Class bunk karke apne dosto ke saath ghumne jane ka wo special moment kya apne bhi jiya hai, kya apne bhi kabhi ye sab feel kia hai?

Bachpan mein kabhi aisa hua hai ke aap bimar hue ho and ur mother is like aur ‘Khao maide wale Pizza-Burger. You never eat a healthy sabzi’.
Papern hot mein marks kam aane par, father gives a lecture, ‘padhai bilkul mat Karo, aur khelo pub-g’.

Kabhi aisa hua hai that ur Frnd told you that they know a secret about you par wo secret kya hai, wo soch-soch kar aapki raat nai kaatti
Motivational video 2 din dekh kar wapas pehle jaisa ban,jane ka,
5 dosto ki selfie mei srf aap hi ka face kharab aane ka,
Rishtedaro ko call karke ‘aree aap toh yaad hi nahi karte’ ye pact line sunane ka
500 rupees ki cheez 350 mei lane ka,
Apna khana chod, doston ka khana khane ka maza, Kya apne bhi kabh kya hai?
Kya apne bhi kabh ye sab feel kya hai?

By: Dhvani Piyush Shah
FYBAMMC
I am living in a Country

I am living in a country where we export lots of Masalas and jaggery
But I am also living in a country
Where poor people sleep hungry

I am living in a country
Where girls are ghar ki Laxmi in a sense
But I am also living in a country where Rape and domestic violence happens

I am living in a country where Girls and boys are equal
But I am also living in a country where We say "U r a boy don't cry like a girl"

I am living in a country where guests are compared to God
But I'm also living in a country where That same guest suffer through fraud

I am living in a country where unity takes place
But I am also living in a country where Everybody wears religious mask on their face

I am living in the country where There was a warrior like ram
But I am also living in a country where The youth dances on kacha badam

Bhot sapne dekhe the saath mein
Ab iss rishtey ki raakh hai haath mein
Tumhe ab bhool jaunga humesha ke liye
Aur dekhna aage mere kapde honge laakh mein
Tum aaoge mujhse fir dosti karne
Par bata du itna waqt nahi hai mere haath mein Ab bologe ye to sirf baatein hai kuch kar nahi sakta tu Ruko meri jaan aage puri kayanat hai mere saath mein Bewajah khud ko bhot kosa hai mene
Par ab lagta hai main nahi hu tumari aukaat mein Main kabhi gaali nahi dunga tumhe
Kyuki humne kuch pal bitaye the saath mein
Chain se shayad mar bhi nahi paonga
Kyuki jannat tak sapne dekhe the saath mein Maa ne sahi kaha tha mujhe
Tera haath hai kisi galat haath mein.
Mujhe maa ke karna tumhari zindagi mein aaya
Apni zindagi mein bhuchaal main khud le aaya
Tumne mujhe khilona samjha shayad
Par main apna saara pyaar tum pe le aaya
Accha hua yesab hua mere saath
Tumara asli rang saamne to aaye
Roz roya kerti thi mere liye
Roz itna jhoot kaha se laaya?
Main bhi kitna bevakoo hu
Tumhe apna samaj kar mene dusro ko jalaya
Aaj haste honge mujhpe
Itna bachpan kaha se laaya?

Dusro ki yaadon mein khoke neend ki kimat
samjh aayi hai Aaj neend lagi hai acchi..... khud ki kimat samjh aayi hai Ab pyaar sirf khudse krunga
Kyuki logo ko niyat aur sirat aaj samjh aayi hai

Uski hasi bhare baaton ko pyaar samjh liya hai mene Kuch saanpo ko yaar samjh liya hai mene
Log burai kare ya na kare meri ab farak nhi padta hai mujhe Dusre ke vicharo par khud ko badalna chod diyha hai mene

By: Jeet Agarwal
SY BAMMC

BY: Omkar Kelshikar
Fybammc (A)
Marital Rape – The Oxymoron

"Woman is the companion of man, gifted with equal mental capacities.” – M.K. Gandhi

Women deserve love, respect and trust. Marital rape breaks that trust. However, it is rather disappointing to see that the right to say NO seems to have evaded the Indian women in a marital relationship.

History has been a witness to this fact as seen in the popular age old Phulmani case of Bengal. A 35 year old man raped his 11 year old wife which led to her death in 1889. According to Hindu beliefs, denying sex goes against the tenets of an ideal Hindu wife, irrespective of the age, physical and mental readiness of the spouse for sexual intercourse.

Many would argue that these issues are covered in the Protection of Women from Domestic Violence Act, 2005 and there is no need for a special law. However, we need to remember that the Domestic Violence Act has been deemed as a civil law. So, the accused can get away without a jail term which means the victim is still in danger of subjection to such recurring acts let alone the deprivation of justice to the victim.

Section 375 of the Indian Penal code is the only go to remedy available for all rape cases, whether inside marriage or outside marriage. As per the provisions of this section, a man is said to commit "rape if he-

(a) penetrates his penis, to any extent, into the vagina, mouth, urethra or anus of a woman or makes her to do so with him or any other person; or

(b) inserts, to any extent, any object or a part of the body, not being the penis, into the vagina, the urethra or anus of a woman or makes her to do so with him or any other person; or

(c) manipulates any part of the body of a woman so as to cause penetration into the vagina, urethra, anus or any part of body of such woman or makes her to do so with him or any other person; or

(d) applies his mouth to the vagina, anus, urethra of a woman or makes her to do so with him or any other person, under the circumstances falling under any of the following seven descriptions:

First. Against her will.
Secondly. Without her consent.
Thirdly. With her consent, when her consent has been obtained by putting her or any person in whom she is interested, in fear of death or of hurt.

Fourthly. With her consent, when the man knows that he is not her husband and that her consent is given because she believes that he is another man to whom she is or believes herself to be lawfully married.

Fifthly. With her consent when, at the time of giving such consent, by reason of unsoundness of mind or intoxication or the administration by him personally or through another of any stupefying or unwholesome substance, she is unable to understand the nature and consequences of that to which she gives consent.

Sixthly. With or without her consent, when she is under eighteen years of age.

Seventhly. When she is unable to communicate consent.

Explanation 1. For the purposes of this section, "vagina" shall also include labia majora.

Explanation 2. Consent means an unequivocal voluntary agreement when the woman by words, gestures or any form of verbal or non-verbal communication, communicates willingness to participate in the specific sexual act:

Provided that a woman who does not physically resist to the act of penetration shall not by the reason only of that fact, be regarded as consenting to the sexual activity.

Exception 1: A medical procedure or intervention shall not constitute rape.

Exception 2: Sexual intercourse or sexual acts by a man with his own wife, the wife not being under fifteen years of age, is not rape.

The letter and spirit of Section 375 does not, with complete certainty, recognise or acknowledge rape
in a marital relationship. If unmarried women gets raped, then it is an offence but not with married women being raped by her own spouse. Exception 2 Of Section 375 IPC stands in violation of Articles 14, 19 and 21 of the Constitution of India dealing with the Right to Equality, Freedom of Speech and Expression and Protection of Life and Personal Liberty, respectively.

Justice Pardwala, in the landmark judgement of Nimesh Bhai, Bharat Bhai Desai Vs. State of Gujarat rightly observed, "A law that does not give married and unmarried women equal protection creates conditions that lead to the marital rape. It allows the men and women to believe that wife rape is acceptable."

The law governing rape has to change to address the incidences of marital rapes in our country. Contenders against criminalisation of marital rape cite misuse of law, illiteracy, poverty, lack of financial empowerment and closed mindset as key challenges. In this respect, the way forward is - to spread intense awareness on the enormity of the problem and the seriousness of the draconian effects it is bound to have on the society at large. It is high time we started arranging more consultations and getting more data to create a road map for criminalising this cankerous social evil.

Aryan Shetty,
FYBAMMC - Division A

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परवाज

लहंगों की रोशनी में दो में पाए।
या जो जेरन दो दो है तुम
उस धर्म राखिये जहां मे फर से दीप जलायो तुम

अब जो परवाज बिखरा तो, परवाज ना कर पाओगे।
इस होस्ले के अलग को फिर से, जुनस की मीठी में वहसाद होगू।

समक्ष पत्र भर के लिये ही सही, शम्शीर से कई दर्शा आँप है
उस रूख बदलती कहसी का, मल्लाह ही मल्लाह है

दिया अब भी मदरा है, तुं दीद दीदा दे दर्शन में
दरमिया तेरे व सिंकंदर के कुछ भी नहीं, भले ही दर्शन करने तू,
मदरा के।

नैन को करके चोरी तुम, जेरन को जशोरा कर धाला
क्रू हरन्ता ता जिस राह में तुझको, उसी का रूख तुने बदल दाला

गर फिर भी गया तो क्या हुआ, तेरे मह सी मोहर न मारी जाएगी
जी भर के फिर परवाज तु करना, तुह से ऊंचाई की गुंजाइश न
मांगी जाएगी

हां, हरिशजी होस्ला परत हुआ है
मागर परवाज नहीं है परवाजगी का

तु परबत परवाज ध्वनि रे मन मोहा
सलविद कहाँ तू मोल माया का द्वा
कह कह के घुसू का करस्त भी बदल देवे
सिलेन पर आवे तो कंकड़ को भी बुन देवे
प्याज को कभी परवाज चढ़ते देखा है तुम्हें
मे ही हूं जो सतरंज का अंत भी बदल देवे।

Dawood Siddiqui.
(MA-FTNMP, Batch : 2019-21)
AZURE ETHER
Clicked by:
Sanman Hutgikar
(FY-BAMMC)

NATURE'S SMILE
Clicked by:
Sanman Hutgikar
(FY-BAMMC)

DHOBİ GHAT
Clicked by:
Varun Pandya (MACJ)
WHERE LIGHT AND SHADOW PLAY WITH EACH OTHER

Clicked by:
Varun Pandya
(MACJ)

JOYOUS EYES

Clicked by:
Sameeran Ghosh
(SY BA FTNMP)
TOWARDS THE SKY
Clicked by:
Aman Singh
(SY BAMMC)

CLOUDS WANDERING
Clicked by:
Rutuja Kadam
(SY BAMMC)

THE POSE
Clicked by:
Raunak Sangle
(SY BAFTNMP)
I BELIEVE I CAN FLY
Clicked by: Raj More (SY BAFTNMP)

THE FLIGHT
Clicked by: Rahul Parkar (SY BAFTNMP)

TRADITION
Clicked by: Namrata Vishwakarma (SY BAMMC)

NOVELTY NESTS
Clicked by: Dinesh Kosgi (SY BAFTNMP)
1. Gauribhushan Holkar’s (MAFTNMP)

Short film "ARAVANI" got Official Selection at First-Time Filmmaker Sessions December 2021

2. Tanaya Pandey (BA MMC) Associate Director Production Manager | Casting Associate for Listen to me

Presented by - Brown Pitch Productions and United White Flag Produced by - Shahzeb Azad | Ramji Gulati | Kushal Soni | Alumnus Abhinay Kumar
3. Savio Almeida’s (MAFTNMP) film Inside Her Head was the Monthly Winner at World film Carnival Singapore 24th Season, Nominated for best short film in Noble International film festival, 3rd prize in Spuul International short film contest, Best score winner at Noble International Film Festival.

4. Akash Sonawane of MAFTNMP - Part I

Film "HOLIDAY", was shot during lockdown.

Aakash just had the idea in his head of showing how a normal women's holiday would look like. The cast in the film was his mother, and the film had been documented when the actual household activities were happening throughout the day.

It won 13 awards in all.
3rd place in Jyoti Filmato 2022
Bioscope Cine Film Festival 2022
- Best Creative Art Film
- Best Narrative Film
Vintage Reels Film Festival 2022
- Best Short Film
- Best Concept
- Best Writer

Indian Talents Film Festival 2022
- Best Short Film
Official Nomination for IFH 2022

Bharat Independent Cinema Film festival
- Best Screenplay
- Best Dramatic Art Film
Official selection at First-Time Filmmaker Sessions @ PinewoodStudios
National Award for Youngest Achieving Filmmaker by Be Star Studio
5. Alumnus Abhinay Kumar from BAFTNMP Program 2017-2020

Currently studying Cinematography at the New York Film Academy, LA Campus, had the opportunity to shoot an Ad Campaign for Deepika Padukone X Adidas which is featured on every Adidas Outlet in India.

Students Achievement

Alumni Corner

“I miss the vibe of college, the freedom that I had here, the exploring I could do here” - Anjali Kamath

An Alumni of the college is not just a student who has graduated from the institution but an alumna represents the values, the ethics and skills that one college imparts to their students. Hence, to keep in touch with our alumni and more importantly to give our current students an idea of the future awaiting them, DGMC called Ms. Anjali Kamath as guest of honor for the Annual day function 2022. Ms. Kamath has finished her post Graduation in Advertising and Communication from Deviprasad Goenka Management College of Media Studies in the year 2015-2017.

She is currently a brand strategist and communication specialist. Her forte is understanding the consumer in-depth through research, developing communication for them and identifying the right platforms to deploy the communication. Therefore, she takes on the role of being customer’s advocate on the brand/agency side. She believes that it’s the impact on the end consumer that makes all the difference and hence digital first in her approach. In the last five years, she kicked started her career with an internship at Grey worldwide, she then worked with agencies like The Glitch, Leo Burnett and is currently posted on the business side with Kotak Mahindra Bank as Chief Manager Marketing. She has worked on some marquee brands such as Spotify, HDFC Life, LinkedIn and across brands within the Unilever, GSK & P&G network over the length of her career.

When asked about her experience of college and how it helped in her career, she responded that “Here at DGMC we learn everything right! From advertising to marketing to videography... like all those skills helped me somewhere. For instance, in my first job there were a lot of things I was able to do just because of the multiplicity of training DGMC allowed me.”

Fun Corner

Riddles

I am something people love or hate. I change people’s appearances and thoughts. If a person takes care of themselves, I will go up even higher. Some people might want to try and hide me, but I will show. No matter how hard people try, I will never go down. What am I?
(Answer: Age)

Only one color, but not one size,
Stuck at the bottom, yet easily flies.
Present in sun, but not in rain,
Doing no harm and feeling no pain.
What is it?
(Answer: A shadow)

Can you write down eight eights so that they add up to one thousand?
(Answer: 888 + 88 + 8 + 8 + 8 = 1,000)

It can’t be seen, can’t be felt, can’t be heard, and can’t be smelled. It lies behind stars and under hills, and empty holes it fills. It comes first and follows after, ends life, and kills laughter. What is it?
(Answer: The dark)

What is it that, given one, you’ll have either two or none?

Answer: (A choice)

SUDOKU

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RESULTS

TYBMM (Advt) (SEMESTER 6) May 2021
Total no. of students appeared - 99

- Grade 'A'
- Grade 'B'
- Result held
- Failed

TYBMM (Jour) (SEMESTER 6) May 2021
Total no. of students appeared - 30

- Grade 'A'
- Grade 'B'
- Failed

TYBAFTNMP (SEMESTER 6) April 2021
Total no. of students appeared - 108

- Grade 'O'
- Grade 'A+'
- Grade 'A'
- Grade 'B+'
- Reserve
RESULTS

SY - MACJ - SEMESTER IV

- Total No. of Students Passed With Grade ‘A+’
- Total No. of Students Passed With Grade ‘A’
- Total No. of Students Passed With Grade ‘B+’
- Total No. of Students Passed With Grade ‘B’
- Total No. of Students Passed With Grade ‘C’
- No. of Students Failed

SY - MAFTNMP - SEMESTER IV

- Total No. of Students Passed With Grade ‘A+’
- Total No. of Students Passed With Grade ‘A’
- Total No. of Students Passed With Grade ‘B+’
- Total No. of Students Passed With Grade ‘B’
- Total No. of Students Passed With Grade ‘C’
- No. of Students Failed