



Deviprasad Goenka  
**management college of media studies**  
INDIA'S PREMIER MEDIA SCHOOL



# UNDERGRADUATE & POSTGRADUATE PROGRAM PROSPECTUS 2021-2022

Go, Get Education  
Be self-reliant, be industrious  
Work, gather wisdom and riches,  
All gets lost without knowledge  
We become animal without wisdom,  
Sit idle no more, go, and get education  
End misery of the oppressed and forsaken,  
You've got a golden chance to learn.

Savitribai Phule

Continuous updates on college events and activities can be found on the

**Deviprasad Goenka Management College of Media Studies**

website [www.dgmc.org.in](http://www.dgmc.org.in)



# DONOR'S MESSAGE

## Shri Sajjankumar Goenka

We feel extremely happy to associate with Rajasthani Sammelan Education Trust, a 73 years old educational trust known for its bandwidth, depth & penchant for excellence in the field of education. With more than 16,000 students studying under one umbrella, Rajasthani Sammelan Education Trust (RSET) has established itself as an educational landmark in the city of Mumbai, which I have seen growing in all aspects over last 70 years. If someone asks me as to what has been the single significant change agent that our generation has observed over last 5 years... undoubtedly it would be the digital revolution. It has brought us internet, mobile telephony and concepts like 'search' which have given birth to companies like Google, Facebook, YouTube and other giants. Digital Media is also a product of this global revolution which has changed the landscape of media industry. Isn't it true, that we come across media almost in every sphere of our lives starting from information to entertainment to knowledge...not a single aspect of life that one can point at where this media has not played a vital role? Obviously United States is leading this digital revolution. Getting little deeper into this aspect we realized that this was due to structured learning experience in a given domain. Our enquiries lead us to some startling revelations...

The present Facebook population is equal to the entire population of the world in 1804. Just about 200 years ago, that the least affected industry during 2008 global economic meltdown was none other but the media industry. We need to realize that 'Media' is not only film & television any more. It is also Mobile Telephony and Web Media in almost equal measures by now.

I am pleased that Rajasthani Sammelan Education Trust had launched a Management College for Media Studies focused on structured learning, with dedicated media spaces like Shooting floors, Audio Studios, Preview Theatre, State-of-the art Media Lab, etc. The program Architecture is developed to cater to newer challenges in media studies at a national and global level. We are glad to note that this Media Management School is not only catering to traditional media like film & television in its creative aspects but also engaged in in-depth studies dedicated to the business aspects of 'Media and Communication', a sector which is presently one of the biggest industry verticals on a global scale. We were elated to know about this latest venture of Rajasthani Sammelan Education Trust.



Our earnest desire to associate with Rajasthani Sammelan Education Trust got expressed in the form of our commitment to adopt this new media management college and name it after our late beloved father 'Deviprasadji Goenka'. That sums up everything...I am sure that Rajasthani Sammelan Education Trust will spare no efforts in transforming this new media institution, 'Deviprasad Goenka Management College of Media Studies', into one of the preferred destinations for media studies, all across the globe, empowering students to push media education to its zenith. In the process, also help enable the aspirations of vast community to acquire prosperity, peace and happiness..... the ultimate goals of mankind.

“  
*A good  
education is a  
foundation for  
a better future*

- Elizabeth Warren  
”

# About Rajasthani Sammelan Education Trust (RSET)

RSET, a registered public charitable trust's was established in the year 1948 at Malad, Mumbai. With an aim to promote various educational, charitable and social activities, the trust has pioneered in providing educational opportunities to various sections of society. During the last six decades and more, the trust has played a very vital role in promoting and providing better education from primary to post graduation in the fields of Commerce, Management, Information Technology and Media Studies. Apart from its educational pursuits, Rajasthani Sammelan Education Trust also caters to the social and humanitarian needs of the community.

Rajasthani Sammelan Education Trust had started its educational activities for girls, but in due course of time, it has opened its doors co-education. At present more than 16,000 (boys & Girls) students are receiving education in various educational institutions run by the trust.

## The Educational Institutions owned and run by RSET are:

- Kudilal Govindram Seksaria Sarvodaya School
- Kudilal Govindram Seksaria English School
- Ramniwas Bajaj English High School
- Mainadevi Bajaj International School
- Durgadevi Saraf Junior College
- Ghanshyamdas Saraf College of Arts & Commerce
- Kirandevi Saraf Institute of Complete Learning
- Durgadevi Saraf Institute of Management Studies
- Deviprasad Goenka Management College of Media Studies
- Ladhidevi Ramdhar Maheshwari Night College of Commerce
- Kunjbihari S. Goyal Online Academy of Commerce
- Mainadevi Bajaj International Playschool

## Other organizations owned and managed by RSET include:

- Draupadidevi Sanwarmal Women's Hostel
- Ramdhar Maheshwari Career Counseling Centre
- Pravinchandra D. Shah Sports Complex
- Nalini Shah Music Academy

## RSET is also providing many other facilities in its educational complex which include:

- Dhurmal Bajaj Bhavan
- Durgadevi Saraf Hall
- IT Hub
- Food Court
- Ramnarayan Saraf Educational Outlet
- RS CA Study Centre
- IRB Scholarship Endowment Fund
- Vijay Pal Singh Health Centre
- Kirandevi Saraf Library and Reading Room
- BKT Endowment Freeship Fund
- Janakidevi Bilasrai Bubna Endowment Freeship Fund
- Lalchand Dalmia Golf Cart.

The Trust provides financial assistance to needy persons for medical treatment through Trivenidevi Deora Chikitsa Sahayta Kosh. Scholarships are also provided to needy students to complete their education





# PRESIDENT'S MESSAGE

Shri Ashok M. Saraf

It gives me immense pleasure to introduce and welcome you to Rajasthani Sammelan Education Trust's Deviprasad Goenka Management College of Media Studies. Media & Entertainment today is no longer about just Films and Television, but user generated digital content created, published and consumed over various platforms like mobile, gaming, web and beyond. It is about the diverse process of communication where the exchange of message and its meaning has manifold ways of reference

Mumbai being the capital of Media and Entertainment industry of India is exploding with media related creative & business activities. Here, the media production matches its steps with global standards involving a great emphasis on business, branding, management and distribution. This trend is just set to grow bigger in times to come and take this enthralling media experience to a new level.

At this crucial juncture, Rajasthani Sammelan Education Trust is proud to have launched Deviprasad Goenka Management College of Media Studies, a unique media school covering the entire media, entertainment and advertising spectrum. DGMC, a state-of-the-art media school for structured media learning, is at par with any international media school. The school encourages and facilitates students to co-create media products as part of their learning with and under the mentorship of eminent industry experts.

A Hi-Tech Media lab that simulates an ambience for research on media properties, applications and services is the crowning glory of the endeavor. I hope the new icon on the landscape of media education will be appreciated by one and all.

Our management students are given intensive managerial training along with an extensive media production training, thus giving them a 360°



perspective of the media and communication sector. In a short period, DGMC has made its presence felt in media education with innovative media programs. Our batch of fully trained managers have been placed in reputed media organisations.

*An investment  
in knowledge  
pays the best  
interest*

*- Benjamin Franklin*

## Office Bearers, Trustees & Members of the Managing Committee of Rajasthan Education Trust (2017-2022)

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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



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# About Deviprasad Goenka Management College of Media Studies



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. DGMC runs a PGDM program in Media and Communication approved by the AICTE.

## Mission Statement

- To create a pedagogical milestone by nurturing scholastic abilities in the arena of teaching, learning and research.
- To be a beacon for all in the field of media and communications by creating a rich and an intellectually challenging academic environment.
- To train young professionals by inculcating sensitivity, encouraging intersectional approaches to media and management and diversifying entrepreneurial visions with the help of industry experts

## Vision Statement

- To promote creativity and entrepreneurship through pedagogy in the kaleidoscopic world of media and communications.

- To encourage an interdisciplinary approach to understanding media and communications, locally and globally.
- To stress on the importance of imparting social responsibility and high moral and ethical values among students.

## Why Choose DGMC

- Enviable infrastructure facilities in a dedicated campus for media studies.
- Top-notch faculty with vast experience drawn from various industry segments.
- Differentiated Pedagogy which involves hands-on approach to learning.
- Comfortably air – conditioned classrooms, seminar hall and studios.
- A well equipped library with a range of popular and latest books, magazines and journals on Media Entertainment & Advertising
- Latest Digital equipment and gadgets in all studios
- Value added activities like workshop/ conferences / industry visit / Saturday series.
- Just 5 Kms close to major Production Houses, TV channels, studios and media companies
- Draupadidevi Sanwaram Women's Hostel with a capacity for 135 students
- Jankidevi Bilasrai Bubna Boys hostel with a capacity of 152 students



# PRINCIPAL'S MESSAGE

Dr. Amee Vora

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 by modify our behaviour, and our age old practices.

I am proud to say that DGMC is an amalgamation of competent teachers, state of the art infrastructure, studios and supportive environment to provide a perfect balance of academics, artistic, sports and social opportunities. With education transforming itself towards outcome based learning, we at DGMC believe in multi-faceted development of the students to with stand the challenges of global competitiveness.

Our pedagogy is industry and technology integrated to enhance the understanding of inter-linkage between theory and practice. Throughout the year the college arranges guest talks and workshops to acquaint the students with the prevalent trends in industry.

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 festivals help develop the leadership skills, team spirit, communication and presentation skills as well as creativity of the students engaged in organizing and planning the



festivals. The Intra-college activities also help boost the confidence of the students and sharpen their oratory and coordinating abilities.

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. Internships are arranged for students to generate and address critical questions about the knowledge acquired in the classroom.

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

*The whole purpose  
of education is  
to turn mirrors into  
windows*

*- Sydney J. Harris*

# Infrastructure

The state-of-the-art campus of DGMC is modern and conforms to the topography of the media industry. The classrooms are air-conditioned with LCD projectors, including online learning facility. The facilities create an academic ambience.



## **Shooting Studio:**

DGMC offers a state-of-the-art shooting studio equipped with Kino lights, D4R Lights, SOP Boxes, EI Tripod, Flycam DSLR Body Vest, Track Trolleys, a Mini-jib, Chroma-key backgrounds and latest digital cameras with 18-55mm, 24-70mm and 16-35 lenses. The shooting studio in DGMC is a hub of activity where students explore their creative potential, learn and experiment with newer methods of filmmaking. Several industry experts guide the students in the craft of filmmaking using the best of shooting equipment. Students pursuing video production are given this space to try out their ideas as well as practice and perfect the basics.

## **Production Control Room:**

The production control room or studio control room (SCR) is the place in a television studio in which the composition at the outgoing program takes place. PCR is the technical hub of a broadcast operation common among most over-the-air television stations and television networks. PCR in studios is where the activities such as switching from camera to camera are coordinated.



## **iMac Computer Lab:**

The entire Computer Lab is powered by premium quality Apple iMac workstations, equipped with the latest photo and video-editing software, like FCP, Adobe Creative Suites, and other relevant software, which ensures a smooth workflow and teaching-learning experience. The lab lends a truly international environment, where learning is enthused with inspiration and professionalism comes as a second character.



### Colour Grading Lab:

Colour grading lab encompasses both colour correction and the generation of artistic colour effects. Smoke video editing and effects software is designed for video editors who need to do more than just edit. By integrating a familiar timeline workflow and node-based compositing, Smoke connects editing and effects, with finishing tools for 3D compositing, colour correction, and motion graphics.



### Sound Innovation Lab:

DGMC Sound Innovation Lab provides the best of sound recording and designing equipment for Mixing and Editing, mastering, arranging, Sound design and contemporary music production, ADR and Voice over recording, Audio Postproduction for short films, documentaries, Ad films, etc. Professionals from the film and television industry mentor and guide the students. The lab is well equipped with the latest industry standard hardware and software such as Pro Tools, Cubase and Nuendo. All film making, sound engineering students have access to the Sound Innovation Lab, where they can learn, and practice to hone their skills.



### Smart Classrooms:

The 60-seater acoustically built Seminar Hall named after its donor Shri. Madhoprasad Saraf, enables Hi-Tech Learning and knowledge sharing as well as doubles up as a conclave setting.



### Learning Resource Centre:

The library (Smt. Prabhdevi Banwarilal Saraf Library) at DGMC has an exclusive and exhaustive range of books on Media and Advertising, periodicals, journals/magazines and DVDs on curricular as well as co-curricular topics which help students to grasp that additional bit of knowledge that will put them ahead of the rest. The Resource Centre have more than 3305 books, 25 journals and periodicals, DELNET online database of more than 6000 E Journals and books, 14 Audio visuals. It has a Research Cell for scholars pursuing Ph D. It provides OPAC (Open Public Access Catalogue) facility for online searching and reservation of books. Automation is done with the help of KOHA software and a bar-code system.



# Courses @ DGMC



## UNIVERSITY OF MUMBAI – AFFILIATED COURSES

### A. Bachelor of Arts:

- I. Bachelor of Arts – Multimedia & Mass Communication :  
(BA-MMC)
- II. Bachelor of Arts – Film Television & New Media Production :  
(BA-FTNMP)

### B. Master of Arts:

- I. Master of Arts – Communication and Journalism : (MA-CJ)
- II. Master of Arts – Film Television & New Media Production :  
(MA-FTNMP)

### DGMC – Autonomous Courses

#### C. Certificate Courses:

- I. Certificate Course in Graphics and Web design
- II. Certificate course in Audio Video & Editing

- III. Certificate course in 3D Architecture & Interior Designing

- IV. Certificate course in Advance 3D, Animation with Maya

- V. Certificate course in Augmented & Virtual Reality

- VI. Certificate course in Art Direction

- VII. Certificate course in health Journalism

- VIII. Certificate course in Multimedia Journalism

- IX. Certificate course in Broadcast Journalism

- X. Certificate course in MOJO Journalism / Digital Story Telling

- XI. Certificate course in Data Journalism

#### D. Diploma Courses:

- I. Advance Content Creation

- II. Multimedia & Animation

- III. Production Design

# Bachelor of Arts in Film Television New Media Production (BA-FTNMP)

## Program Objective:

- Pol:** To prepare students in the production aspects of Film Television & New Media, as required by the present media environment all across globe.
- Pol:** To empower the students in the production & managerial aspects of the media business with due emphasis on latest production techniques, along with marketing and branding management of various media products and associated services.
- Pol:** To develop creative temperament and mindset needed in the content production segment of media industry.
- Pol:** To inculcate competencies thereby enabling to undertake professional work.
- Pol:** To provide an active industry interface by way of co-learning.
- Pol:** To take the students through the entire pipe line of production process with regards to the content creation for various media pads, providing the students an insight in to the correlation that exists between content creation and associated commercial aspects of media business.

**Duration of the Program: 3 Years**

## Program Architecture:

	Semester I	Practical Marks	Theory Marks	Total Marks
Course Code	Name of Courses			
BAFTNMP 101	Effective Communication Skills	40	60	100
BAFTNMP 102	Introduction to History of Art/Storytelling through other forms of Art	40	60	100
BAFTNMP 103	Initiation to Literature & Creative Writing	40	60	100
BAFTNMP 104	Basics of Photography	40	60	100
BAFTNMP 105	Film Appreciation – Genres	40	60	100
BAFTNMP 106	Graphic Designing (Photoshop, Illustrator, etc.)	40	60	100
	<b>Total</b>	<b>240</b>	<b>360</b>	<b>600</b>

	Semester II			
Course Code	Name of Courses			
BAFTNMP 207	Basics of Post Production			
BAFTNMP 209	Writing for Visual Media			
BAFTNMP 210	Importance of Sound and Sound SFX			
BAFTNMP 211	Basics of Cinematography.1			
BAFTNMP 212	Practical Film Making I (Only non-fiction film)			
	<b>Total</b>	<b>300</b>	<b>300</b>	<b>600</b>

	Semester III			
Course Code	Name of Courses			
BAFTNMP 313	Introduction to Direction for Television	40	60	100
BAFTNMP 314	Basics of Cinematography.2	40	60	100
BAFTNMP 315	Understanding TV formats & Genres	40	60	100
BAFTNMP 316	Concepts of Story Boarding	40	60	100
BAFTNMP 317	Graphics & Post Production (Flash, Editing Software, After Effects) Importance of Sound & SFX	40	60	100
BAFTNMP 318	TV Production / Ad film making	100	–	100
	<b>Total</b>	<b>300</b>	<b>300</b>	<b>600</b>



Semester IV				
BAFTNMP 419	Introduction to Direction for Film	40	60	100
BAFTNMP 420	Basics of Visual Communication/Film Aesthetics	40	60	100
BAFTNMP 421	Convergence and Basics of Web Designing	40	60	100
BAFTNMP 422	Concepts of Post Production & Computer Graphics (including VFX)	40	60	100
BAFTNMP 423	Drama Production/ Writing for Visual Media-2	40	60	100
BAFTNMP 424	Intermediate Practical Film Making (Fiction Film)	100	-	100
<b>Total</b>		<b>300</b>	<b>300</b>	<b>600</b>

Semester V				
BAFTNMP 525	Laws related to Films, TV and Internet	40	60	100
BAFTNMP 526	New Media Theory and Practice (With advanced Web design and app making)	40	60	100
BAFTNMP 527	Aspects of Media Production (Set design, makeup, etc., line production, logistics, etc.) / Understanding Indian Contemporary Cinema	40	60	100
BAFTNMP 528	Introduction to Production Management	40	60	100
BAFTNMP 529	Trends and Technology in Film & Television (will include overview of Media Business, Pitching for funds, distribution, marketing, etc.)/ Basics of Marketing and Publicity Design for Films & TV	40	60	100
BAFTNMP 530	Advanced Practical Film Making (Includes Compositing, Special Effects, etc.) – Music Videos	40	60	100
<b>Total</b>		<b>240</b>	<b>360</b>	<b>600</b>

Semester VI				
BAFTNMP 631	Final Project- Short Film (10.15 minutes)		Viva Voce by	
			External Referee	
BAFTNMP 529	Comprehensive, which will include writing an original story to production and distribution of film in the national and international circuit. It will also involve creating a blog, FB page, website for the film. Write a report	100	(Viva by external examiner)	100





# Bachelor of Arts in Multimedia and Mass Communication (BA-MMC)

## Program Objective:

- Po1:** The program considers media industries and their relationship to culture and society, and the understanding of how communication works. The program emphasizes the development of critical thinking, professional writing skills and effective oral communication.
- Po2:** The Communication and Media Studies major prepares students for a wide variety of careers in business and industry, advertising, public relations and journalism, or advanced study.
- Po3:** This program will equip the learners with professional skills essential for making career in Entertainment industry, Cinema, Television, OTT Platforms, social media platforms etc.
- Po4:** Students would demonstrate the ability to apply rhetorical principles in a variety of creative, cinematic, organizational, professional and journalistic venues.
- Po5:** Learners would develop a global awareness of political, social and corporate issues influenced by communication sensitivity and skills.
- Po6:** Learners will understand mass media as a system of interrelated forces, including historical foundations, technological advances, economic dynamics, regulatory constraints, and ethical concerns.

**Duration of the Program: 3 Years**

## Program Architecture:

Semester I		Semester II	
Course code	Course Name	Course code	Course Name
BAMMEC-101	Effective communication –I	BAMMEC-201	Effective communication –II
BAMMEC-102	Foundation course –I	BAMMFC-202	Foundation course –II
BAMMVC-103	Visual communication	BAMMCW-203	Content Writing
BAMMFMC-104	Fundamentals of mass communication	BAMMID-204	Introduction to Advertising
BAMMCA-105	Current Affairs	BAMMIJ-205	Introduction to Journalism
BAMMHM-106	History of Media	BAMMMGC-206	Media, Gender & Culture

Semester III					
Program	BAMMC				
Title	Credit	Paper	Name of the Course		Course Code
	Learner should choose <b>any one</b> out of following elective courses				
AEEC	02	01	Electronic Media-I		BAMMC EM-3011
			Theatre and Mass Communication-I		BAMMC TMC-3012
			Radio Program Production-I		BAMMC RPP-3013
			Motion Graphics and Visual Effects –I		BAMMC MGV-3014
DSC	(4×3)=12	02	Corporate Communication and Public Relations	DSC-C1	BAMMC CCPR-302
DSC		03	Media Studies	DSC-C2	BAMMC MS-303
DSC		04	Introduction to Photography	DSC-C3	BAMMC IP-304
DSE	04	05	Film Communication-I		BAMMC FCO-305
Practica	02	06	Computers and Multimedia-I		BAMMC CMM-306
	20				

Semester IV					
Program	BAMMC				
Title	Credit	Paper	Name of the Course		Course Code
	Learner should choose <b>any one</b> out of following elective courses				
AEEC	02	01	Electronic Media-II		BAMMC EM-4011
			Theatre and Mass Communication-II		BAMMC TMC-4012
			Radio Program Production-II		BAMMC RPP-4013
			Motion Graphics and Visual Effects –II		BAMMC MGv-4014
DSC	(4×3)=12	02	Writing and Editing for Media	DSC-D1	BAMMC CCPR-302
DSC		03	Media Laws and Ethics	DSC-D2	BAMMC MLE-403
DSC		04	Mass Media Research	DSC-D3	BAMMC MMR-404
DSC	04	05	Film Communication-II	DSC-D4	BAMMC FCO-405
(Practical) DRG	02	06	Computer Multimedia-II		BAMMC CMM-406
	20				

Semester –V (Journalism)		
Course Code	Credits	Course Name
COMPULSORY-CORE	04X2=08	DRG (Discipline Related Generic)
BAMMC DRG-501	04	1. Reporting
BAMMC DRG-502	04	2. Investigative Journalism
ELECTIVES	03X04=12	DSE 1 B (Discipline Specific Electives)
		(Elect Any Four Courses From Below)
BAMMC EJFW 1B501		1. Features and Writing For Social Justice
BAMMC EJWS 1B502		2. Writing and Editing Skills
BAMMC EJGM 1B503		3. Global Media and Conflict Resolution
BAMMC EJBf 1B504		4. Business and Financial Journalism
BAMMC EJMj 1B505		5. Mobile Journalism and New Media
BAMMC EJNM 1B506		6. News Media Management
BAMMC EJJP 1B507		7. Journalism and Public Opinion
BAMMC EJML 1B508		8. Media Laws and Ethics
<b>TOTAL</b>	<b>20</b>	

COMPULSORY- CORE- DRG(DISCIPLINE RELATED GENERIC)		
BAMMC DRG-501	04	1. REPORTING
BAMMC DRG-502	04	2. INVESTIGATIVE JOURNALISM

Semester – VI (Journalism)		
Course Code	Credits	Course Name
COMPULSORY-CORE	04X2=08	DRG (DISCIPLINE RELATED GENERIC)
BAMMC DRG-601	04	1. DIGITAL MEDIA
BAMMC DRG-602	04	2. NEWSPAPER and MAGAZINE DESIGN (PROJECT)
ELECTIVES	03X04=12	DSE 2 B (DISCIPLINE SPECIFIC ELECTIVES)
		(LEARNER SHOULD ELECT ANY FOUR OF THE COURSES)
BAMMC EJCI 2B601		1. CONTEMPORARY ISSUES
BAMMC EJLJ2B602		2. LIFESTYLE JOURNALISM

BAMMC EJPT2B603		3. PHOTO and TRAVEL JOURNALISM
BAMMC EJMJ 2B6504		4. MAGAZINE JOURNALISM
BAMMC EJSJ 2B605		5. SPORTS JOURNALISM
BAMMC EJCR 2B606		6. CRIME REPORTING
BAMMC EJFN 2B607		7. FAKE NEWS and FACT CHECKING
BAMMC EJTJ 2B608		8. TELEVISION JOURNALISM
<b>TOTAL</b>	<b>20</b>	

### Semester – V (Advertising)

Course Code	Credits	Course Name
COMPULSORY-CORE	04X2=08	DRG (DISCIPLINE RELATED GENERIC)
BAMMC DRGA-501	04	1. COPY WRITING
BAMMC DRGA-502	04	2. ADVERTISING & MARKETING RESEARCH
ELECTIVES	03X04=12	DSE 1 A (DISCIPLINE SPECIFIC ELECTIVES-) (ANY FOUR COURSES)
BAMMC EAGI 1501		1. GLOBALIZATION & INTERNATIONAL ADVERTISING
BAMMC EABB 1502		2. BRAND BUILDING
BAMMC EAAM 1503		3. AGENCY MANAGEMENT
BAMMC EAAP 1504		4. ACCOUNT PLANNING & ADVERTISING
BAMMC EASM 1505		5. SOCIAL MEDIA MARKETING
BAMMC EADM 1506		6. DIRECT MARKETING & E-COMMERCE
BAMMC EACB 1507		7. CONSUMER BEHAVIOUR
BAMMC EADF 1508		8. DOCUMENTARY & AD FILM MAKING
<b>TOTAL</b>	<b>20</b>	

COMPULSORY-CORE	04X2=08	1. DRG (DISCIPLINE RELATED GENERIC)
BAMMC DRGA-501	04	3. COPY WRITING
BAMMC DRG-502	04	4. ADVERTISING & MARKETING RESEARCH

### Semester – VI (Advertising)

Course Code	Credits	Course Name
COMPULSORY-CORE	04X2=08	DRG (DISCIPLINE RELATED GENERIC)
BAMMC DRGA-601	04	1. DIGITAL MEDIA
BAMMC DRGA-602	04	2. ADVERTISING DESIGN
ELECTIVES	03X04=12	DSE 1 A (DISCIPLINE SPECIFIC ELECTIVES-) (ANY FOUR COURSES)
BAMMC EAAC 2601		1. ADVERTISING IN CONTEMPORARY SOCIETY
BAMMC EABM 2602		2. BRAND MANAGEMENT
BAMMC EAMP 2603		3. MEDIA PLANNING & BUYING
BAMMC EAAS 2604		4. ADVERTISING & SALES PROMOTION
BAMMC EARM 2605		5. RURAL MARKETING & ADVERTISING
BAMMC EARE 2606		6. RETAILING & MERCHANDISING
BAMMC EAEM 2607		7. ENTERTAINMENT & MEDIA MARKETING
BAMMC EATP 2608		8. TELEVISION PROGRAM PRODUCTION
<b>TOTAL</b>	<b>20</b>	

# Master of Arts in Communication & Journalism (MA-C&J)

## Program Objective:

- Po1:** The Communication and Media Studies major prepares students for a wide variety of careers in business and industry, advertising, public relations and journalism, or advanced study.
- Po2:** Students would demonstrate the ability to apply theoretical principles in a variety of creative, cinematic, organizational, professional and journalistic venues.
- Po3:** Students will find mass media as an array of interrelated forces like historical foundations, regulatory constraints, economical changes, technological advancements, and ethical issues.
- Po4:** Students would develop a global awareness of political, social and corporate matters. Learners will acquire the knowledge and skills required to pursue a career in the specialization of their choice.
- Po5:** This program will also give them an improved sense of self-confidence and self- efficacy and an awareness of their responsibilities as professionals in their field.

**Duration of the Program: 2 Years**

## Program Architecture:

Semester I			
Course code	Name of Course A. Core Courses	Term work	
		Teaching and Extension	Credits
63501	Communication Theory	60	6
63502	Media Economics	60	6
63503	Reporting and Editing	60	6
63504	Media Criticism	60	6
Total		240	24

Semester II			
Course code	Name of Course A. Core Courses	Term work	
		Teaching and Extension	Credits
19601	Introduction to Television Studies	60	6
19602	Introduction to Film Studies	60	6
19603	Introduction to Media Research	60	6
19604	Ethics, Constitution and Media Laws	60	6
Total		240	24



An elective course will be offered only if there are a minimum of ten students opting for it.

Semester –III			
Course code	Name of Course A. Core Courses	Term work	
		Teaching and Extension	Credits
27805	Public Relations in the Private and Public Sector	60	6
27803	Media Management	60	6
27813	Media Advocacy	60	6
27804	Conflict Communication	60	6
27806	Culture studies and Media	60	6
27802	Political Communication	60	6
27816	Video Games and Media	60	6
27808	Sports Journalism	60	6
27818	Concepts Of Storyboarding	60	6
27807	Audio-Visual Production and Post-Production	60	6
27811	Documentary film making	60	6
27812	Multimedia Production	60	6
27818	Storytelling for children	60	6
27814	Interpersonal communication	60	6
27817	Family Communication	60	6
27810	Religion, culture and communication	60	6
27801	Digital Media Marketing	60	6
	Basic Course for Indian Sign Language Communication	60	6
	Media and Disability Communication	60	6
27815	Intercultural Communication	60	6

SEMESTER –IV			
	A. Interdisciplinary/Cross Disciplinary Courses (I/C courses)	Teaching and Extension	Credits
PACJ401	Social science research design	60	6
PACJ402	Perspectives on Communication	60	6
PACJ403	B. Dissertation	100	10
Total		220	22

Note: DGMC is offering the following electives.

- Media Management
- Media Advocacy
- Culture Studies and Media
- Digital Media Marketing
- Basic Course for Indian Sign Language Communication

# Master of Arts in Film Television New Media Production (MA-FTNMP)

## Program Objective:

Po1: To prepare students in the production aspects of Film Television & New Media, as required by the present media environment all across the globe.

Po2: To empower the students in the production & managerial aspects of the media business with due emphasis on latest production techniques, along with marketing and branding management of various media products and associated services.

PO3: To develop creative temperament and mindset needed in the content production segment of the media industry.

Po4: To inculcate competencies thereby enabling to undertake professional work. 5. To provide an active industry interface by way of co-learning.

Po5: To take the students through the entire pipe line of the production process with regards to the content creation for various media pads, providing the students an insight in to the correlation that exists between content creation and associated commercial aspects of media business.

Duration of the Program: 2 Years

## Program Architecture:

Semester I			
Course code SEM : 1	Name of Course	Term work	
		Teaching and Extension	Credits
PAFTNMP101	Writing for Media	60	6
PAFTNMP102	Photography & Cinematography	60	6
PAFTNMP103	Sound Design & Sfx	60	6
PAFTNMP104	Film Television Theory & Appreciation	60	6
Total		240	24

Semester II			
Course Code SEM : 2	Name of Course A. Core Courses	Term work	
		Teaching and Extension	Credits
PAFTNMP205	Post Production & Computer graphics	60	6
PAFTNMP206	New Media Theory and Practice	60	6
PAFTNMP207	Direction	60	6
PAFTNMP208	Practical Film Production (FICTION AND NON FICTION)	60	6
Total		240	24



Semester III			
Course Code SEM : 3	Name of Course A. Optional Courses	Term work	
		Teaching and Extension	Credits
PAFTNMP309	Web Production and Programming	60	6
PAFTNMP310	Visual Communication	60	6
PAFTNMP 311	Electronic Media Criticism	60	6
PAFTNMP 312	Media Economics	60	6
PAFTNMP 313	Laws related to Film, TV and Internet	60	6
<b>Total</b>		<b>300</b>	<b>30</b>
		<b>240</b>	<b>24</b>



Semester IV			
Course Code SEM : 4	Name of Course A. Optional Courses	Term work	
		Teaching and Extension	Credits
PAFTNMP 414	Perspectives in Media Business	60	6
PAFTNMP 415	Marketing & Publicity Design	60	6
	B. Dissertation / Project		
PAFTNMP 416	Practical Film Making	120	12
<b>Total</b>		<b>240</b>	<b>24</b>

# DGMC – Autonomous Courses

## Certificate Course in Graphics and Web design

Graphic & Web design is all around us, in a myriad of forms, both on screen and in print, yet it is always made up of images and words to create a communication goal. This course exposes students to the fundamental skills required to make sophisticated graphic design: process, historical context, and communication through image-making and typography. The course also imparts a basic understanding of how the Web and web pages work; and once they learn these fundamentals, students are taught interaction design and user interface design.

**Duration/Hours: 150 Hours**

## Certificate course in Audio Video & Editing

It is often said that the secret to any great audio-visual experience (feature film, telefilms, television show or soap opera, documentary, advertisement film, corporate film) is great editing. Editing is what makes a programme move up from good to great. Even a well-directed programme can come out as a boring affair if it is not creatively edited. Similarly, a moderately directed programme can become a big hit due to the creative touch of an Editor. Editing is the heartbeat of an audio-visual programme because it gives the programme a suitable pace and rhythm. It is a perfect combination of Art and Technique.

**Duration/Hours: 48 Hours**

## Certificate course in 3D Architecture & Interior Designing

The 3d Architecture & interior design course program at DGMC will help students to bring out the creative skills inside each individual and trains them to implement creative ideas in designing 3d architectural interior courses space. It is about more than just creating blueprints and 3D Interior Software Design Courses. Architects use 3D design tools to understand how the buildings from their imagination can become a reality.

**Duration/Hours: 225 Hours**

## Certificate course in Advance 3D, Animation with Maya

As the industry standard 3D animation software, learning Autodesk Maya is a great skill to help Students land a job in the film, music and gaming industry. In this course, Students will learn how to create entire animation from scratch. Advance 3D Animation with Maya will helps students to get skills to industry-standard. By learning from industry experts who have worked at top animation studios, Students will gain valuable industry insights, build critical job skills, and graduate with a polished portfolio to show employers.

**Duration/Hours: 92 Hours**

## Certificate course in Augmented & Virtual Reality

Take your imagination & creative skills to the next level with Augmented & Virtual Reality with DGMC. This course will break down complex AR & VR concepts to make them easy to understand, while also sharing expert tips and knowledge from Daydream's AR Core team. The course is great for beginners who are just getting started with AR.

**Duration/Hours: 30 Hours**



### Certificate course in Art Direction

Art Direction course are the courses which include the work such as creation and management of visual style and images in magazines, newspapers and product packaging, movies and television productions. Artwork, illustrations or layouts are created for various purposes and are used in advertising, newspaper and magazines, theatre, movies, and video games. These courses include the learning of giving direction for the perfection of creation, management and style of particular work in different industries. Candidates may read the whole article for complete details regarding the Art Direction courses.

**Duration/Hours: 6 Months**

### Certificate course in Health Journalism

Here, the students will be initiated into the world of health journalism in India by an experienced health journalist. Considering the uncertain times we live it, it is essential for budding journalists to be familiar with the inner workings of the health system in India, in both urban and rural areas, and be familiar with the differences that these systems entail. How the public health system works, how the private health system works, impact of globalisation on the sphere of health, how to find a health story, what makes a good story, how to pitch stories to editors and the kind of spins required to package and present it are some of the facets that will be discussed in this class.

**Duration/Hours: 3 Months**

### Certificate course in Multimedia Journalism

Students who want to study Photography will be familiarised with various forms of Photography, editing (Photoshop) and Story Making. The students will also learn how to conceive photograph and videos, incorporate them into slideshows learn how to appropriately captions in the style of international news agencies, edit videos and photos with Photoshop on Mobile phones and SLR cameras.

**Duration/Hours: 3 Months**

### Certificate course in Broadcast Journalism

Here, topics such as evolution of broadcast news in India, basics of broadcast in a newsroom, merging newsrooms in broadcast and digital spheres, current international trends, basics of reporting for broadcast, visual thinking, styles of reporting and storytelling in broadcast, broadcast writing, producing for broadcast, news bulletin versus news debate, and anchoring for broadcast news will be covered

**Duration/Hours: 3 Months**

### Certificate course in MOJO Journalism / Digital Story Telling

This course is for writers who want to be equipped with all-round skills that all publications demand. Fundamentals of photography and video and editing, exploring all the features of a camera and phones for maximum output and how to conceive of stories will be taught in this class.

**Duration/Hours: 3 Months**

### Certificate course in Data Journalism

This course will enable students to get comfortable with numbers, to think about data stories, finding the data, using tools to convert the data, cleaning and analysing the data and finally, interviewing the data. This specialised new branch of journalism has helped shed light on important global and national issues and students will find themselves on par with others from universities of international repute.

**Duration/Hours: 3 Months**

# Diploma Courses @ DGMC

## Diploma in Advance Content Creation

Content Creation for Business will provide opportunities for participants to deepen their skills and knowledge needed for producing engaging digital content for the typical distribution platforms businesses use in today's market.

**Duration/Hours: 11 Months**

## Diploma in Multimedia & Animation

Diploma in Animation and multimedia is an Diploma program offered to those who have interest in the Animation sector and their uses nowadays in various fields like cartoons, 3D/4D movies etc. can take admission to this course. The aim of the course is to offer eligible students basic learning in the field of animation and multimedia with their applications in real world.

**Duration/Hours: 11 Months**

## Diploma in Production Design

The course will impart knowledge about the facets involved in a media project management. The students will also learn production Workflow and will be able to understand the details involving a new business project or proposal.

**Duration/Hours: 11 Months**





# Admission Guidelines

## A. Bachelor of Arts Program:

Admissions to FY-BAMMC & FY-BAFTNMP at RSET's Deviprasad Goenka Management College of Media Studies will be through online system only.

### Pre Admission online Registration on the University of Mumbai Website:

1. Please fill the Pre-Enrollment form on University of Mumbai website by logging on to : <https://mum.digitaluniversity.ac/> and select Deviprasad Goenka Management College of Media Studies as the option and follow the instructions displayed on the website . After registering, they must save the Pre enrollment form and upload the same with the college admission form.
2. The registration number of University of Mumbai's Pre-Enrollment form is required and mandatory to be entered in the College online Application form.
3. The college application form is an online form, available on website.
4. A student can apply for ONLY ONE CATEGORY in each application form. If he /she wishes to apply for more than one category he/she shall have to fill a separate admission form.

### Please fill the online application and upload the scanned copy of the following documents:

- a)University Pre- Enrolment form
  - b)Passport Size Photo
  - c)XII Standard Marksheet
  - d)X Standard Marksheet
  - e)Leaving Certificate
  - f)Transfer/Migration Certificate
  - g)All relevant documents (as required and applicable in different categories)
5. On successful submission of Online Application form and scanned documents, the application will be verified by the Admission Committee of the college.
  6. All verified applications will be considered for selection in merit list and will be offered provisional admission on the basis of merit.
  7. The merit list will be displayed on the college website and on the notice board in college.
  8. On selection in the Merit-list, the student would be sent an SMS and Email for payment of fees. Fee is to be paid online, using Net Banking, Debit Card or Credit card.
  9. The admission will be provisionally granted and it shall be subject to verification and submission of the original documents.
  10. On successful fee payment, an acknowledgment shall be sent to the registered email ID of the student.

### Note:

- \*\*Please upload a proper passport size photo taken on a clear background.
- \*\*Documents should be properly scanned. An image/ Photo taken from a mobile shall not be accepted as a valid document.
- \*\*Documents required in different categories is already mentioned in the Prospectus.
- \*\* Incomplete Admission forms shall not be considered for the merit list.
- \*\* It is mandatory to register on the university of Mumbai portal and register for DGMC.
- \*\* Candidates are not allowed to create multiple id's while enrolling at university sites.

If a student fails to submit the original documents or if the details provided in the application form do not match with the original documents, the provisional admission shall stand cancelled and the fees paid shall not be refunded.

# Documents Required for various categories for Admission ( UG Programs )

- ▶ Hard copy of Pre Admission Online Registration Form of University of Mumbai
- ▶ Hard copy of the Online Admission form of DGMC
- ▶ Attested Photocopy of HSC/ Equivalent Examination Mark sheet and HSC/ Equivalent Examination Leaving Certificate.
- ▶ Attested Photocopy of SSC/ Equivalent Examination Marksheet.
- ▶ Prima Facie Statement of Eligibility issued by University of Mumbai for students who have passed the IB/ IGCSE/ Cambridge Boards.
- ▶ Copy of the Aadhar Card of the student or the UPIN number if Aadhar Card not yet received.
- ▶ Any other certificates as applicable.
- ▶ 5 recent identity card size photographs.
- ▶ 6 self-addressed envelopes with stamp of Rs.5/- pasted on the envelope.

**In addition to the above the following documents will be required for the students from other than Maharashtra board for the purpose of confirming the eligibility:**

- ▶ Original 12th Standard Migration with 2 photocopies
- ▶ Original 12th Passing certificate with two photocopies
- ▶ Original TC/LC with two photocopies

## **Mandatory document required for students seeking Admission under Hindi linguistic Minority Category**

- ▶ The Institution recognized for "Hindi Speaking Linguistic Minority" Status, therefore 50% seats are reserved for Hindi speaking Linguistic Minority Community Students:
- ▶ Hard copy of Pre Admission Online Registration Form of University of Mumbai
- ▶ Hard copy of the Online Admission form of DGMC
- ▶ Attested Photocopy of HSC/ Equivalent Examination Mark sheet and HSC/ Equivalent Examination Leaving Certificate.
- ▶ Attested Photocopy of SSC/ Equivalent Examination Marksheet
- ▶ Prima Facie Statement of Eligibility issued by University of Mumbai for students who have passed the IB/ IGCSE/ Cambridge Boards.
- ▶ Copy of the Aadhar Card of the student or the UPIN number if Aadhar Card not yet received
- ▶ Any other certificates as applicable
- ▶ Proof of local residence
- ▶ 5 recent identity card size photographs

- ▶ 6 self-addressed envelopes with stamp of Rs.5/- pasted on the envelope
- ▶ Original School leaving certificate clearly stating HINDI as a mother tongue
- ▶ Affidavit submitted by the Parent/ Guardian stating Hindi speaking - Minority status

## **Mandatory document required for Students seeking Admissions under defence, Freedom Fighters, Transfers, Sports, Cultural Activities ,physically handicapped and Learning disability:**

- ▶ Hard copy of Pre Admission Online Registration Form of University of Mumbai
- ▶ Hard copy of the Online Admission form of DGMC
- ▶ Attested Photocopy of HSC/ Equivalent Examination Mark sheet and HSC/ Equivalent Examination Leaving Certificate.
- ▶ Attested Photocopy of SSC/ Equivalent Examination Marksheet
- ▶ Prima Facie Statement of Eligibility issued by University of Mumbai for students who have passed the IB/ IGCSE/ Cambridge Boards.
- ▶ Copy of the Aadhar Card of the student or the UPIN number if Aadhar Card not yet received
- ▶ Any other certificates as applicable
- ▶ Proof of Local residence
- ▶ 5 recent identity card size photographs
- ▶ 6 self-addressed envelopes with stamp of Rs.5/- pasted on the envelope
- ▶ Certificate issued by the Central Govt., State Govt., Zilla Sainik Welfare Association,
- ▶ Copy of Tamrapatra
- ▶ Government Transfer Order specifying the date of Transfer
- ▶ Photocopies of certificates indicating achievements in sports at the International, National, State and District level competitions during the years 2017-18, 2018-19
- ▶ Certificate from KEM, NAIR or Sion hospital for learning disability not older than 2018
- ▶ Transference Certificate
- ▶ Migration Certificate.
- ▶ Proof of local residence

## **B. Master of Arts Program:**

**Eligibility:** No candidate shall be eligible to register for the program/ courses if he/she is already registered for any full-



time program of study in the University or in any other University/Institution.

Students who have passed a Bachelor's course from any discipline/faculty of a recognised (by UGC-DE Council or any other competent body appointed for the said purpose by the due authority) university in India, or the degree from any foreign university, which has been approved by UGC/Association of Indian Universities and is considered equivalent and at par with Indian degrees. In case of more applications are received than the sanctioned strength then Merit-Wise entrance test will be the criteria for selection. Reservations as per University rules will be applicable.

**Process:** Students seeking admission to the college for a master's degree course must accomplish the following:

**The Written Test:** The college shall conduct a test comprising of a written examination. Candidates who have passed their bachelor's degree in any faculty from the University of Mumbai or any other University recognised by the University of Mumbai, shall be eligible to appear for this examination. The student shall be given four questions/statements to debate and discuss. Broadly the questions shall cover local, national, international issues and ideas.

**The Interview:** Each student will be given three minutes to present herself/himself and clearly state her/his purpose and motivation of doing the course, orally. No electronic devices such as laptops are allowed. The student can present in English, Hindi or Marathi. The student will be assessed for language, presentation, clarity of purpose and overall impression.

## Documents Required for MA Programs

- ▶ Hard copy of the Online Admission form of DGMC
- ▶ Attested Photocopy of Bachelor Program (3 years degree course)
- ▶ Attested Photocopy of HSC/ Equivalent Examination Mark sheet and HSC/ Equivalent Examination Leaving Certificate.
- ▶ Migration and Transfer Certificate

### C. Certificate and Diploma Courses:

**Eligibility:** 10+2 from any recognised Board or equivalent

#### Process:

**Step 1:** Fill the Application Form available on our website.

**Step 2:** Submit Application Fees

**Step 3:** Selected students will also be intimated by SMS/Phone call. Candidate has to then pay the fees within the stipulated period as communicated to secure his/ her admission. On payment of fees, provisional admission will be confirmed.

## Attendance Norms

### Ordinances 6086 relating to the attendance for learners

Every bonafide learner shall ordinarily be allowed to keep terms for the given semester in a program of his enrolment, only if he fulfills at least seventy five percent (75%) of the attendance taken as an average of the total number of lectures, practicals, tutorials etc. wherein short and/ or long excursions/field visits/study tours organized by the college and supervised by the teachers as envisaged in the syllabus shall be credited to his attendance for the total no of periods which are otherwise delivered on the material day's. Further it is mandatory for every learner to have min 50% attendance for each course & average attendance has to be 75%.

\*\*\*For detailed attendance ordinance norm 6086 kindly refer to the link:

<http://archive.mu.ac.in/syllabus/O.6086%20attendance%20for%20learners.pdf>

# Experience that Drive Excellence

## LEAD MENTORS

### Principal

Faculty Name	Dr. Ameet Vora
Qualification	Ph.D in Virtual Brand Community
Experience	
Academic	27 Years
Area of Interest/ Specialization	Advertising, Marketing, Management

### Registrar

Faculty Name	Yashwant Baing
Qualification	M.Com
Experience	
Academic	36 Years
Area of Interest/ Specialization	Administration

### Chief Officer – Marketing, Communication and External Affairs

Faculty Name	Joyanto Mukherjee
Qualification	MA International Relations and CPT
Experience	
Industry	10 Years
Academic	11 Years
Area of Interest/ Specialization	Media Education, Print Journalism, Agency Management, Event Management, Creative Writing, Digital Media, Media Management

## TEACHING FACULTY

Faculty Name	Saurabh Deshpande
Qualification	M.A English, PGDJMC, Pursuing PhD (Communication Journalism)
Experience	
Industry	
Academic	17 Years
Area of Interest/ Specialization	Language, Literature, Media, communication, Journalism, Advertising.

Faculty Name	Kanchan Luthra
Qualification	M.A. Psychology P.G Diploma in Adv. PR
Experience	
Industry	21 Years
Academic	Over all
Area of Interest/ Specialization	Media Economics, Research, Methodology, Psychology

**Faculty Name**

Qualification

Experience

Industry

Academic

Area of Interest/ Specialization

**Vidula Deo**

M.Sc. (Physics / Microcomputers), Technical Communication- Technowrites

17 Years

7 Years

Advertising, Visual Communication and Design, Branding, Strategizing, Copywriting, Creative Writing, Script Writing, Consumer Behavior and Insight, Technical Writing, Corporate Communication / PR, Mixed Media, Typography, Conceptualization, Creative Visualization

**Faculty Name**

Qualification

Experience

Industry

Academic

Area of Interest/ Specialization

**Subhamitra Adhikari**

MA English Literature, MA Women's Studies.

5 Years

16 Years

Literature, Gender, Culture studies.

**Faculty Name**

Qualification

Experience

Industry

Academic

Area of Interest/ Specialization

**S. Ponselvi**

M.A English Literature ,MA Mass

20 Years

2 Years

Peace &amp; Conflict, Media Criticism, Media Management, Introduction to Journalism, Perspective on communication

**Faculty Name**

Qualification

Experience

Industry

Academic

Area of Interest/ Specialization

**Dr. Dilnaz Boga**

PHD in Development Studies

20 Years

2 Years

Peace &amp; Conflict, Media Criticism, Media Management, Introduction to Journalism, Perspective on communication

**Faculty Name**

Qualification

Experience

Industry

Academic

Area of Interest/ Specialization

**Rubina Mohammad**

MMS - Marketing

3 Years

14 Years

Marketing &amp; Advertising, Marketing Consumer Behavior Insights, Integrated Marketing Communication and Media Planning &amp; Buying



**Faculty Name**

Qualification

Experience

Industry

Academic

Area of Interest/ Specialization

**Shalu Balan**

Mass Communication &amp; Journalism

5 Years

7 Years

Graphics, Animation and Multimedia

**Faculty Name**

Qualification

Experience

Industry

Academic

Area of Interest/ Specialization

**Anchal Jain**

MA women's studies, pursuing Ph.D.

6 Years (Research)

1 Year

Gender studies, minority studies, sociology of religion, identities and communities

**Faculty Name**

Qualification

Experience

Industry

Academic

Area of Interest/ Specialization

**Partha Pratim Samanta**

Master In marketing Management – MMM Post Graduate Diploma in Media- PGDM (Communication &amp; Journalism).

3 Years

12 Years

Project Management, Film Making, Photography, Cinematography, TV &amp; Film Direction, Lighting and TV Production, Post Production .

## LIBRARIAN

**Faculty Name**

Qualification

Experience

Academic

Area of Interest/ Specialization

**Geetanjali Wani**

MLISC, PHD Pursuing

17 Years

Library Science

## NON – TEACHING STAFF

**Faculty Name**

Qualification

Experience

Industry

Academic

Area of Interest/ Specialization

**Sunita Corderio**

BA

23 Years

Admin, PR and Print Production

**Faculty Name**

Qualification

Experience

Industry

Academic

Area of Interest/ Specialization

**Sarika Shah**

B.E. (Computers), MBA-IT

14 Years

5 Years

Computer Science, Information Technology

**Faculty Name**

Qualification

Experience

Industry

Academic

Area of Interest/ Specialization

**Shravani Vichare**

B.com

1 Year

15 Years

Placement &amp; Corporate Relations

**Faculty Name**

Qualification

Experience

Industry

Academic

Area of Interest/ Specialization

**Vinayak Nagula**

B.com

6 Months

14 Years

Administration

**Faculty Name**

Qualification

Experience

Industry

Academic

Area of Interest/ Specialization

**Devendra Koli**

B.com

1 Year 8 Months

5 Years

Administration

**Faculty Name**

Qualification

Experience

Industry

Academic

Area of Interest/ Specialization

**Suchit Sawant**

B.Sc. (I.T)

4 Years

15 Years

Exam Administration, Information &amp; Technology

# Training and Placement Cell (TAP)



DGMC's Training & Placement Cell - TAP is primarily responsible in ensuring that students across all courses are provided with necessary training to ensure they are equipped with the right skill sets to be placed upon their exit from the college.

## Objective:

- a) Providing Training & Placement process awareness to first year students.
- b) To build the bridge between industry and academia.
- c) Organizing Pre- Placement Training's.
- d) Planning and organizing various Placement drives in campus.

## The Process encompasses three stages :

### Stage 1 – Basic (FY BAMMC/BAFTNMP and FY MA)

The goal here is to register, introduce and train students in the basic modalities of training skill sets. Topics such as basic proficiency in language, public speaking, business English, Introduction to soft skills and personality development among various others will be delivered. This will be followed by an evaluation and then the students who satisfy the evaluation criteria shall be given a live project to work on.

### Stage 2 – Intermediate (SY BAMMC/BAFTNMP and SY MA)

In this module, emphasis shall be placed on exploring internship opportunities based specialization. Students should be able to understand the principle of effective workplace communication; to identify and develop appropriate conflict resolution skills; to communicate effectively using various written workplace documents such as business letters, emails and phone messages. An emphasis will be on the presentation skills, soft skills, SWOT, CV, LinkedIn presence,

stress and anger management. After evaluation, students who satisfy the evaluation criteria shall be provided with an internship opportunity.

### Stage 3 – Advance (TY BAMMC/BAFTNMP and TY MA)

In the final part, the emphasis shall be on Identifying potential career paths, make a decision on the best option and develop an action plan. This will also include exploring placement opportunities, CV building, company profiling, work ethics, and cultural sensitivity. After the final evaluation, students who satisfy the evaluation criteria shall be offered a full time job opportunity in the select field of their specialisation.

## Highlights:

**H1:** At the end of First Year, Tap Students are provided with LIVE PROJECTS. The evaluation is concluded on the basis of the student performance in these live projects and only then the student is allowed to proceed further.

**H2:** At the end of the Second Year, the qualified TAP students are provided with 60 day Internships. These internships are based on the internal performance of the students during their second year and their 'macro' are of interest. Their evaluation is concluded on the basis of their performance in the internship and the feedback received from their industry in charge.

**H3:** At the end of the third year, the qualified TAP students are provided with 90 day internships with an option to further the same into a permanent job. This means that the student at the end of third year stands to enter a job in the field of their choice and training and walk away with a competitive package in the media sector.



## Partners & Recruiters @ DGMC



L O W E L I N T A S

Ogilvy & Mather

# Clubs, College Committee, Institutional Committee @ DGMC



## Students' Council Committee

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 organising relevant activities for the enrichment of the students.



## 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 celebrating cultural diversity by nurturing the inner talent of students. The objective is to organise a 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 and to encourage and promote the talent of the students in our college.



## NSS

'Not Me But You' has been the motto of the National Service Scheme (NSS), and the NSS volunteers at DGMC have strived hard to honour this motto. The NSS club at DGMC was established in 2021, and despite the ongoing pandemic, as well as this being the inaugural year, the club, within a few weeks of its establishment, had performed a Beach Clean Up Drive and an Organ Donation Awareness Activity. The NSS volunteers at DGMC believe in rising to the challenge and overcoming it.



## Rotaract Club

The Rotaract Club of DGMC was installed during the pandemic year (8th November 2020) marking the significance of Institutionalised Help Mobilisation modes that systematically develop ethical and smart leadership practices - whether there is a crisis or not. 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 conduct activities and service projects while learning to honour deadlines, commitments and camaraderie.

## Sports Club

The Sport Club at DGMC is defined as a registered student organization that exists to promote and develop interest in a particular sport or physical activity. The Club offers the community an opportunity to participate in a broad variety of



sports and recreational activities. All programs are based on student interest and designed to enhance the DGMC experience by creating an environment where students can unite in diverse groups to achieve common goals and objectives while encouraging healthy lifestyles. The clubs with the most success and stability are those with active members and dedicated mentors.



### Fine Arts Committee

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 Modelling, Collage, Cartooning, Pencil Drawing etc. Students are encouraged to participate in inter collegiate and other competitions through fine arts. The club fosters a sense of camaraderie for fellow art students so that they can support each other in their artistic pursuits.



### Literati Club

The Literati Club aims to develop analytical and creative thinking skills. It offers opportunities to appreciate diverse 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 instil 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 wonderful 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.



### Film Club / Society

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.



### Photography & Cinematography 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.

### Advertising and Brand Club

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 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.



## Club Events @ DGMC

### 2-Day Sports Event – CHETAK organised by the Sports Committee – DAY1 – Sprint, Walk & Trash Takers – S. W. A. T. T



Fit India freedom run: Initiative by Ministry of youth affairs and sports. The objective was to infuse students with a sense of activity. The sports committee of DGMC, convened by Mr. Partha Samanta, organized a Fit India freedom run as part of a two-day event 'CHETAK'. The purpose of the event was to engage students in physical activity through the college platform. This is was done in part to counter the stagnancy set in by online courses and virtual interaction and partly to keep the students aware of importance of physical activity. As many of the first-year students had not have the opportunity to interact with other students of the college, the run was also to encourage student participation and healthy social interaction amongst the student body. The event was organized in two parts. The first part was the relay run starting at Borivali station and ending at college campus through Kandivali and Malad which was led by the student representative of the sports committee, Mr. Ritesh Gupta and four other students who participated in the run.

The second part focused on individual participation allowing all students to be a part of the activity from their respective location. This was keeping in mind the current pandemic and ensuring that students could participate without compromising their health and safety. On the 18th of September, between 6:00 AM and 9:00 AM, any student of DGMC could participate using a common application and then share the details of their participation with the college committee. As a result of the activity, a total of 9 students covered a cumulative distance of over 37 Kms within three hours. All who participated were cheered on by their peers through Facebook Live and were also awarded a certificate for participation in the Fit India Freedom challenge Online Carrom and Chess was held on 18th September 2020. The second day comprised of 2 events, namely Carrom and Chess on online

forums. While carrom was organized from 9 am to 12 noon, chess was played from 12: 30 PM to 3:30 PM. A total of 48 students participated in both the games. All the students were pre-given a platform where they could register and participate. Once the students registered, the initial pairing of partners was done by the sports committee in random order. Slowly, with each round student were eliminated. After much excitement and nail biting finish, one winner was selected in each respective game

### The VOX organised by The Literati Club



The Literati Club organized an event was called 'VOX 2020'. It wasn't a competitive event but an open mic where students interested in writing or oration came forward to share their thoughts and ideas with everyone. The idea of the event was for students to write a piece of prose or poetry on the theme 'Isolation and Solitude' and present it in front of the audience. A total of 12 participants had registered for the event. Most of the students performed poetry. Students like Devansh Ahuja, Rishikesh Kumar and Gaisul Azam were especially appreciated for their efforts and thoughts. While the event was in progress, certain members of the audience expressed the desire to perform impromptu as well.

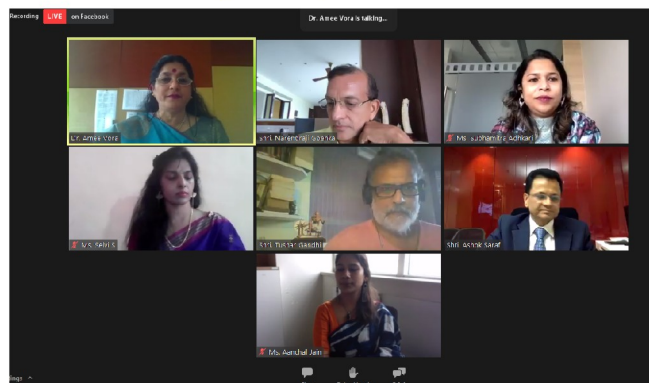
The Principal and the panellists all agreed to let them perform at the end. As a result, three students came up to perform. Students and Teachers also appreciated Ramritik Dubey & his power packed rendition of poetry written by him. In conclusion, the event was very interactive and enjoyable for everyone. It was a healthy session where literature was discussed with great passion and enthusiasm.

### Gandhi- Then and Now by The Fine Arts Club

To celebrate birth anniversary of Father of the Nation – Mahatma Gandhi, the DGMC's Fine Arts Club organized their very first event called 'Gandhi – Then and Now', where students

were asked to create artworks related to the theme. To showcase the selected creative entries, an online event was organized on 3rd October, 2020. In between the showcasing of students' work, there were also glimpses of traditional art work from eminent artist Rajesh Ranjan, whose work conveyed the thought of giving Traditional Art as much importance as that of digital art. Also the artwork related to Mahatma Gandhi by Krishnan Kannan, the Creative Content Developer of BYJU'S, gave a wonderful creative outlining to the event.

### **"The Role of Gandhism in Resolving Interpersonal Conflicts" A Panel Discussion organized by The Students' Council**



Considering that the legacy of Mahatma Gandhi remains extraordinary and that his principles continue to have had an impact worldwide, the Students' Council (2020–21) of DGMC organized its first activity for the Academic Year 2020–21 in the form of a Panel Discussion themed "The Role of Gandhism in Resolving Interpersonal Conflicts" on 16th October 2020. The objective behind such a Panel Discussion was to interchange views and opinions about how we can implement Gandhian principles in our relationships & communication.

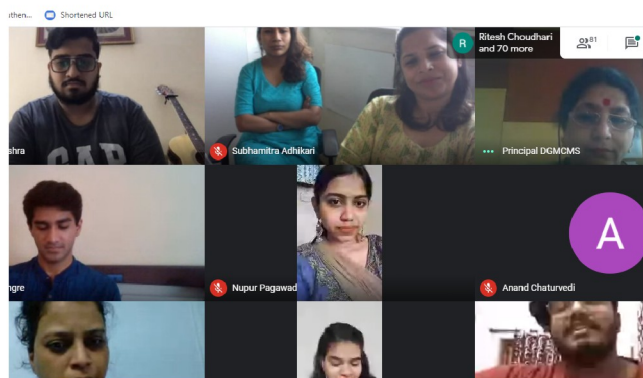
### **Interaction with Actor Darshan Jariwala by The Film Club**



The Film Club of DGMC organized an interactive session with the veteran actor, Darshan Zariwala within the larger context of celebrating completion of 150 years of Mahatma Gandhi. Since the actor essayed the role of Mr. Gandhi in a national award winning movie, he was called to shed some light on the relevance of Gandhi today as well as his own understanding of Gandhi's principle. The discussion was based around two

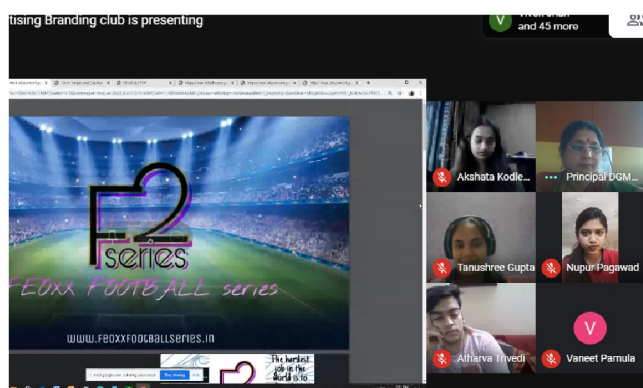
movies namely, Lagey raho Munna Bhai and Gandhi. The session was very interactive where the students were taken through the journey of an actor and also a filmmaker and Mr. Jariwala was resourceful to answer all the questions that were posed to him.

### **Charkha by the Cultural Club**



The Cultural Committee of DGMC organized an event 'Charkha'. Visually representing the life of Mohandas Karamchand Gandhi, the idea for the event was executed well. The organization was concluded by reflecting on the reality and hypocrisy of the people of the nation, the "patriots".

### **Branding Activity by Ad Brand Club**



"In a gentle way, you can shake the world." This quote by Mahatma Gandhi demonstrates the idea that even small things can make a big difference. As part of a series of Gandhi month events, DGMC's Ad and Branding Club organized Gandhigiri – Do it like Gandhi. Students took up the challenge to make their favorite brands spread Gandhi's words.

The Students who had participated in this event designed a Gandhi Jayanti special Social media Post for existing brand of various categories. The event was judged by a panel of three people – Prof. Joyanto Mukherjee, Prof. Smitin Belchada and Dr.Rekha Kateeth from NM College of Commerce and Economics. A total of 22 students participated in the event. All participants presented their chosen brand and the ideas of Gandhi.



# Guest Lecture @ DGMC

DGMC

## Guest Speaker : Neeraj Joshi

An interactive session with Mr. Neeraj Joshi was organized on "Movie Marketing Strategies on Saturday, 29th August 2020 for the student of DGMC. Mr. Neeraj Joshi, Marketing Head, Zee Studios comes with over 15 years of experience in Motion Picture Marketing & Development. The lecture highlighted many facets like Content & communication research, Market potential research in case of regional films, Formulating the consumer pitch and the trade pitch, creative communication planning, PR planning, Campaign planning – Media & strategy, Earned media & revenue focus through tactical & strategic alliances, Campaign budgeting & Cash flows, contingencies etc, Campaign execution & timelines, Agency Identification for various allied activities, Vendor management & QC regulations, Aligning with partnering companies / group companies – audio labels, TV networks etc, Box Office Analysis. It was indeed a very comprehensive exchange.



DGMC STUDENTS TO  
BENEFIT FROM THE  
SATURDAY GUEST  
LECTURE SERIES ON  
**DYNAMICS OF  
MOVIE MARKETING**

Industry insights  
from a practitioner

**MR. NEERAJ JOSHI**

Head of Marketing at



**Date:** Saturday, 29<sup>th</sup> Aug 2020

**Time:** 3pm to 5pm

**Venue:** Google Platform

## Guest Speaker : Sachin Khedekar

An award winning actor and director of the Indian film industry is a well-known film, television and theatre personality, Mr. Khedekar was invited as the first guest speaker in our Guest Lecture Series at DGMC. Mr. Khedekar conducted an interactive workshop on the Art of Acting – Theatre and Screen on 26th September 2020. The purpose of the Guest Lecture was to engage future media aspirants in a live interaction with a veteran actor who was well-versed with the multiple facets of acting. Mr. Khedekar then answered questions put forth by the audience and we received positive feedback from the students expressing the helpfulness of the sessions.



**MASTER CLASS**  
**JOURNALISM**  
Ashraf Engineer  
Journalism is the lifeblood of a democracy. It is the voice of the people and the conscience of the nation. In this session, Ashraf Engineer will share his insights and experiences in the field of journalism.

**MASTER CLASS**  
**Media Studies**  
Sushant Kamble  
Media is a powerful tool that shapes our lives. In this session, Sushant Kamble will explore the various facets of media and its impact on society.

**MASTER CLASS**  
**Acting**  
Sachin Khedekar  
Acting is a journey of self-discovery. In this session, Sachin Khedekar will share his secrets and techniques for becoming a successful actor.

**MASTER CLASS**  
**Screenwriting**  
Vandana Kaker  
Screenwriting is the foundation of a great film. In this session, Vandana Kaker will guide you through the process of writing a compelling screenplay.

The Academic Year  
2020-2021

For our UG Students,  
Kickstarted with

**MASTER  
CLASS  
SESSIONS**

from Industry Experts



**DGMC**

'Give Words to Your Thoughts'

ttt

Master Class on  
How to write tiny stories  
for BIG IMPACT



Guest Speaker

**MR. ANUJ GOSALIA**

Founder and CEO of  
Terribly Tiny Tales

Date: 23rd February | 3:00 pm

## Guest Speaker : Anuj Gosalia

The Literati Club of DGMC organized a guest talk on "How to write Tiny Stories for a Big Impact" by Anuj Gosalia - CEO of Terribly Tiny Tales. Mr. Anuj, champions the micro fiction genre of writing extremely tiny tales. TTT in the recent times has become a name synonymous with digital and content marketing. Students learnt the heart of expressing ideas and weaving it into a short cob web of incidents, conflicts, resolutions, facts, and feeling. The session was an interactive one from start to end engaging active participation in the form of activities and question and answers.



## Guest Speaker : Shrushti Rao

An erstwhile entrepreneur, artist, author, social media influencer and content creator, Ms. Rao spoke on the topic - Personal Branding. Ms. Rao gave 7 tips to improve Personal Branding: Figure out who you are, Determine what you want to be known for, Define your audience, Research your desired industry, Follow the thought leaders, Don't oversell yourself, Stand out. Be yourself. She even detailed examples of 5 people from different industries who have nailed Personal Branding like Steve Jobs, Elon Musk, Rekha, Ankur Warikoo and Kusha Kapila.

GUEST SESSION SERIES ON

## SOCIAL MESSAGING VIA ADVERTISING CAMPAIGNS

AN INTERACTIVE SESSION BY

**TARUN SINGH CHAUHAN**

Fmr Managing Partner JWT, Fmr President Lowe Lintas

ON FRIDAY 30<sup>TH</sup> OCTOBER 2020

11:AM ONWARDS &gt;



## Guest Speaker : Tarun Singh Chauhan

Mr. Tarun Singh Chauhan has been in responsible positions with Lowe Lintas and JWT etc. He has been in the advertising field for 17 years, having started out in Lintas as Vice President and then became the President of the company. At DGMC, his talk primarily focused on ads with social messaging. The key points that he made were advertisements are more than promoting brands, they could also be considered as a mode of influencing people on a broader platform. He said promoting brands was one thing but creating awareness and promoting a brand that is connected to what the brand is selling was a task.



**10<sup>TH</sup> FEBRUARY  
TO  
13<sup>TH</sup> FEBRUARY  
2021**



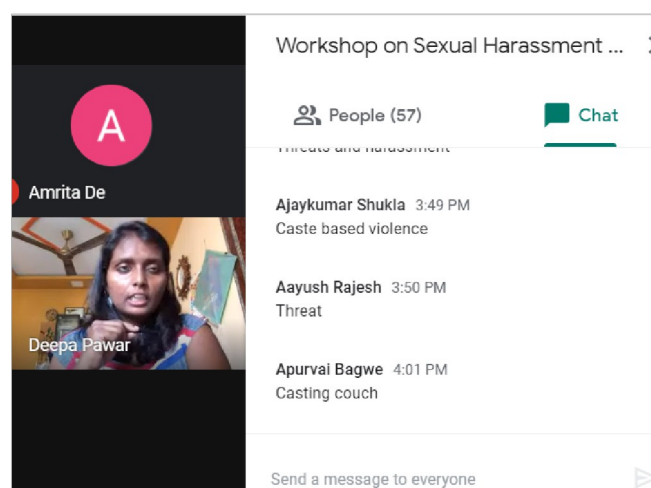
## Workshops @ DGMC

### Workshop on Mental Well Being by Mrs. Hirral Merchant

The Rotaract Club of Deviprasad Goenka Management College of Media Studies organized a Webinar on Mental Well Being on 12th January 2021 to address overall Mental Health. The guest speaker Mrs. Hirral Merchant, an international practitioner in Neuro-Linguistic Programme, an excellent angel card reader, a numerologist, an internationally certified sound healer and a peak life coach for over eight years conducted the webinar. This webinar aimed at creating a healthy environment for students so that they feel free to talk about their issues. Being an initiative taken by RCDGMC in order to normalize talking about anxiety, depression and other mental health related issues, the webinar invited participants from other Rotaract Clubs as well.



and makes it come alive on the screen. The workshop was an interactive session with the students looking for guidance



### Workshop on Sexual Harassment at Workplace by Ms. Deepa Pawar

The Women Development Cell of DGMC organized a one day Workshop on "Sexual Harassment at Workplace" on 20th January, 2021 on the Google Platform. The resource person for the Workshop was Ms. Deepa Pawar, a social activist and Founder of 'Anubhuti', a feminist organization working to build socio-political leadership of youth towards a more just, equitable and democratic society.

### Workshop on Production Design & Art Direction by Ms. Boishali Sinha

A workshop on Production Design & Art Direction was conducted by Ms. Boishali Sinha Sharma, a well-known name in the Indian film industry. The workshop was organized on 23rd Jan 2021 on Google Platform for the students of MAFTNMP, TYBAFTNMP & SYBAFTNMP students. The workshop aimed at providing an insight into and the requirements of Production Design and its importance in the field of film making. Production design gives the look to the vision of the director

### Workshop on How to crack ATMA Entrance Exam and Career Opportunities in Sports Management for Aspiring Management Students

A webinar was held on 'Preparation for ATMA and Careers in Sports Management' under the ambit of a specially devised webinar series 'Beyond the Classroom'. This was held on Saturday January 23, 2021. The first session was taken by Dr. C Babu, Director DSIMS who spoke to students about the ATMA entrance exam and what comes under it with regards to curriculum, ways to prepare and its advantages. The webinar went on to discuss the benefits of sitting for ATMA and why it is another accepted line of testing / entrance exam for admissions into PGDM programs across the country. The second session of the webinar was taken by Mr. Sandip Tarkas. He spoke about all career opportunities available in the field of sports marketing and management. He took the audience through a well-researched presentation which elaborately spoke about options in the said field, how the dynamics of the field has changed and what are the future prospects of the same. The webinar was well received by the audience which contained students from outside colleges too. It was also attended by parents and certain media course coordinators from colleges such as LS Raheja, MMK, Rutumbhara, KC, Dhanuakar to name a few. The overall webinar was informative and provided proper insight for the audience.

### Workshop conducted on Film Making by renowned filmmaker Aditya Kripalani

Aditya Kripalani is a filmmaker, writer, musician and producer. He is best known for his books Backseat, Frontseat, Tikli and Laxmi Bomb. It was truly an honour to have amidst us Mr. Aditya Kripalani. His film Tikli and Laxmi Bomb along with many other

awards won the Best Feature Film at the 10th Berlin independent Film Festival and the Best Film on Gender Equality at the 20th UK Asian Film Festival in London, both in 2018. The students of DGMC interacted with Mr. Kripalani about the art of filmmaking keeping his film Tikli and Laxmi Bomb as the subject of discussion. Mr. Kripalani gave a brief about the entire journey of this particular film along with a few Trivia about the film. During the discussion students also explored the area of low budget filmmaking and its pros and cons. He also shared his knowledge of casting and characterization in a film with the students. Since students were aware that this film was an adaption of his own book with the same title, he also informed the students about a few dos and don'ts when they are dealing with an adaptation. With his experience he guided the budding filmmakers towards the right path and told them how cinema could be a powerful tool to convey a message.

### Mic & Gyaan Series and Workshops

DGMC began a stellar series of Mic and Gyan sessions over zoom wherein the best of media minds and entertainment would speak virtually to students and faculty of DGMC.

The first such session in the Mic and Gyan series was conducted by Mr Partha Sinha, President- Response Bennett Coleman and Co. Ltd (Times Group). Mr Partha Sinha After a short and brief introduction of himself and his work he started throwing light on the business aspect of India's successful newspaper during Covid. He mentioned about the plans for the readers and advertising partners- from exciting promotions, incentives to initiatives that can make a change in society. Second Session was with Ms Apurva Purohit, an Indian Business Woman and President of Jagran Prakashan, Jagran Group. With over three decades of experience in the media and entertainment industry, she leads digital, print, radio and outdoor in the group. With her interaction with the students, she cited about her tenure at Jagran, and how she has pivoted the group from a deep-rooted reliance on its traditional print businesses to a focus on new age emerging businesses. The strategies adopted under her tutelage and her emphasis on excellence in implementation have increased both the scale and the profitability of these businesses manifold. She emphasised on how the media and entertainment industry has seen seismic shifts in the last decade and how there has been a recurring buzz on the street, traditional forms are their way out, and newer forms of media and ways of working, especially those that are digital led & are leading the transformation of the sector. While the latter is true, the former is definitely disputable. And the most recent instance has taken place during the virus outbreak. She also spoke on how Radio City has been focussing on initiatives around the pandemic since March. Whether it's to motivate people to practice social distancing to flatten the curve, salute our

frontline workers, conduct relief measures wherever required, entertain listeners with concerts from home and other novel initiatives or use the power of radio to help citizens wherever possible, Radio city has taken the responsibility being the medium of the masses rather strongly. And also the industry players are working tirelessly during the pandemic to continue to keep listeners entertained, informed and motivated.

### Workshop on Nature and Wildlife Photography at Sanjay Gandhi National Park

A 'Photo Walk' was organized at the Sanjay Gandhi National Park, Borivali, Mumbai by the Photography Club in collaboration with the Rotaract Club of DGMC. 76 Students participated in the one of its kind Photo Walk. The Walk was deliberately organized on a Sunday to amalgamate the holiday mood into the trail. With Social distancing norms, smaller groups and safety protocols, camera enthusiasts toured the national park, witnessed the serenity and captured the flora and fauna there. The photo walk was led by Prof. Shalu Balan and Mr Sudeep Mehta, a visiting faculty at DGMC, a professional photographer who has won over 150 international awards and over 7 international exhibitions and publication. Apart from getting a chance to get close to nature and get their hands on a refreshing photography session with the beauties of nature, the participants also had the opportunity to showcase what they had clicked.





## Conferences @ DGMC

### Living Gender: Recognition, Repression and Representation Conference

In today's world, it is impossible to define gender. Initially, gender as a word was used to move beyond the simplistic biological determinism of 'sex'. However, in common parlance the term was used as a synonym for women. With the efforts of movements worldwide, gender as a category is no longer restricted to just men and women, but has evolved to go beyond the binary and is inclusive of all the identities that fall anywhere between the binary or beyond it. Years of feminist scholarship has stressed that gender is more a spectrum than a binary.

However, when one further inspects gender and its relevance to individuals, one is encountered with multitudes of meaning. The WHO defines gender as a social construct which governs the behaviour and expectation of men and women in the society. Although this understanding of gender is able to capture the structural essence of gender as a construct, it not only represents the unequal power distribution amongst the society. It is also something that is performative and an expression of one's identity and how they see the world.

Whatever meaning one associates with gender, it is evident that gender is inherently political. It not only governs the interactions of individuals, but also informs the interactions of social groups. It intersects with other social, economic and political structures like those of caste, class and race to further create situations of discrimination, marginalization and silencing. Thus gender becomes not a mere result of the accident of our birth, but an identity that mutates, that we inhabit and which grows with us. It becomes something we live with and experience the world through.

It is because of this pervasive presence of gender that it has been used instrumentally, as a rallying cry for people across the globe to seek recognition of specific atrocities and needs of different people. Through this recognition, people have sought not just an acknowledgement, but also redressal of their issues and demands, and most significantly, representation in mainstream society and in positions of decision making.

Keeping this in mind, Deviprasad Goenka Management College of Media Studies (DGMC) organized an entirely virtual international conference titled **Living Gender: Recognition, Repression and Representation**.

This one day international conference was structured by the Internal Quality Assurance Cell of DGMC (IQAC) and had

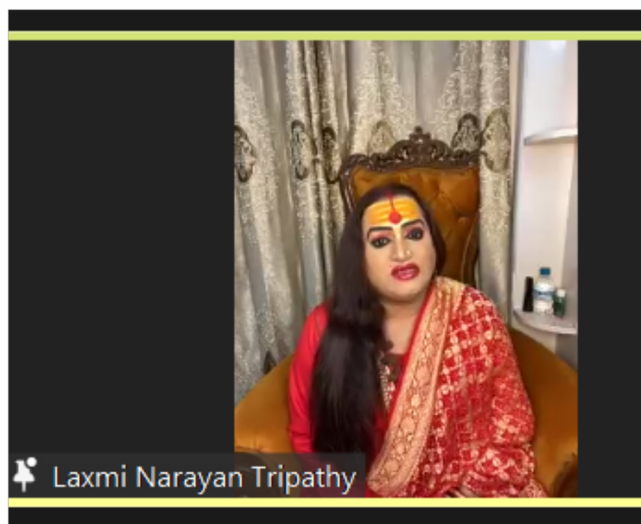
participation from academicians, journalists and activists across the country and representatives from US and UK academia. The day was divided into roughly three parts, each focusing on a theme of Recognition, Repression and Representation each.

It truly attempted to represent not just the global understanding of Living gender with academicians like Dr. Nitasha Kaul and Dr. Deepti Misri who brought in their critique of the colonial narrative, but also the national and the local perspective with panellists like Sampat Pal, the Chief of Gulaabi Gang, activists like Dr. Akaai Padmashali and Dr. Shamim Modi, academicians like Dr. Anita Ghai, Dr. Smita Patil and social influencers like Acharya Laxmi Narayan Tripathi.

Along with the speakers, there was also a parallel session of student's presentations, which is significant to boost confidence in young scholars and researchers. In an interesting move, there was one paper selected for each theme out of all the submissions. These three papers were then presented after each panel as an extra discussion and engagement for the students.

Despite the virtual medium, the conference was organized smoothly, running from one panel to the other with small breaks and discussions in between. The organizers also made sure that the entire conference was disability friendly through visual cues and sign language interpretations throughout the day.

Along with the thrilling social media campaign, the event was covered live on twitter and the thread can still be accessed at <https://twitter.com/DGMediaSchool/status/1350425958931595264>





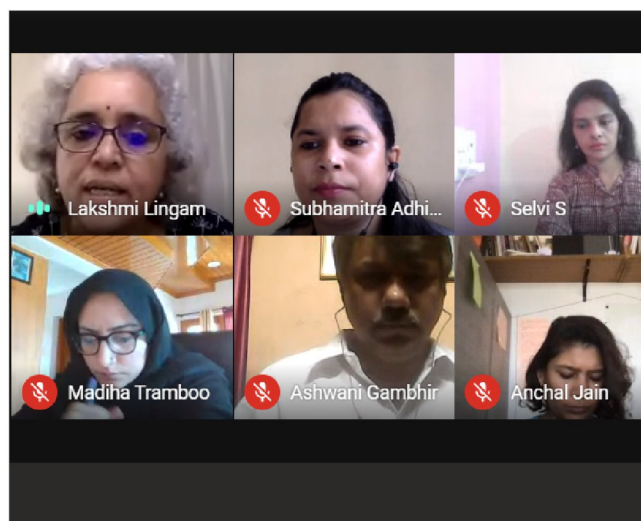
## Changing Roles of Women amidst Covid Lockdown with Dr. Sangeeta Khullar

A Sociologist and an Associate Professor in Psychology at MKP PG College, Dehradun Dr. Khullar gave a very engaging and enlightening talk on the different changes that have been adapted by women and men too. She emphasised on how the Covid-19 lockdown has pushed us beyond the physical into the virtual and has given more time with the family. Dr Sangeeta Khullar gave an enriching session and her views truly left the students with a new direction and perspective to ponder upon and seek mental help whenever required.

### It's a Girl Thing

Zee live in association with the Women's Development Cell of DGMC presented the event (IAGT). It's A Girl Thing, a three day long virtual festival of International and Indian influencers in a live show encompassing talks, panel discussions, performances and virtual meet to discuss various subjects including Fashion, Health, Education and Self Love from 16th-18th October 2020. The event was hosted by the talented Anisha Dixit who is a well known YouTuber. A very cheerful Environment was fabricated as the guest at the panel "CELEBRATING SISTERHOOD" were joined by Barkha Singh, Dolly Singh and Scherezade Shroff. Talented artists like Malia and Sainee Raj with their spoken word performance on celebrating friendship was definitely speechless.

Next in the panel of "KEEPING SCORE (OR NOT)" was Akriti Kakar, Lisa Mishra, Raja Kumari, Wendy Ong and Nirmika Singh who spoke about women as a leader. The young and talented women shared their experiences and even answered few of the questions of the audiences. The "HITTING THE RIGHT NOTE" session and "BEING AT ONE WITH YOURSELF" with Merrell Twins,



Sejal Kumar and Priyam Shah left everyone charged and packed with confidence and as they shared their real life inspiring incidents.

Robert Swan, Dia Mirza, Liza Mishra, Merrell Twins were on the Panel, the second day where they spoke about the increasing pollution problems, the highlight of the event was when Robert Swan Spoke on behalf of their 105 years old mother who addressed the message of helping the Antarctica from melting. He threw light on his journey to India as well. It was an eye opener for everyone watching.

The third day was more of celebrating what it truly means to be a girl as some of the very important and common myths, opinions, trolls were the topics on which the Indian and the International influencers depicted their views, experiences. Raja Kumari and Rytasha Rathore spoke about "Redefining Beauty Standards". They shared their personal experiences and also about the body shaming comments they had to hear from outsiders, family members and spoke about how they went through all this and yet stood strong and came out of it more confidently. It was followed by sessions like "It's okay not to be okay" with Sonali Gupta, Jasleen Royal, Shaheen Bhatt, Shaili Chopra who gave a message going through Therapy is not a bad thing at all. "Spoken Word Performance" by Meghan Rao and "Ask Us Anything" by Pooja Dhingra and Reha Kapoor were about Breaking all those myths and taboos associated to women. The session "Passion Comes First" with Fatima Sana Shaikh and Janice Sequeria was indeed empowering. "You got this girl" was another session which featured Liza Koshy and Prajakta Koli where they shared their experiences of the event where they happened to Meet Michelle Obama.



## Special Events @ DGMC

### **Talk with Tushar Gandhi – In commemoration of 150th Birth Anniversary of Mahatma Gandhi**

As part of commemoration of 150th Birth Anniversary of Mahatma Gandhi (from October 2, 2018 to October 30, 2020), DGMC organized an Institute Lecture by Mr. Tushar Gandhi – great-grandson of Mahatma Gandhi. He is the Director of the Gandhi Research Foundation in Jalgaon, Maharashtra.

The Literati Club of DGMC invited Mr Tushar Gandhi to speak on "How Gandhi used available Media Tools for his Activism and his Mass Movements and Gandhi and his Ethics for Mass Media as an Instrument of Protest & Reforms". This was held on Zoom. RSET chairperson Mr. Ashok M Saraf welcomed the guest. The other dignitary present for this session was the Trustee donor Mr Naren ji Goenka. The event started with invocation song followed by a welcome address. The guest lecture was preceded by a short talk by the Principal of DGMC, Dr. Ameet Vora. Mr Gandhi spoke about Bapu as a journalist and a leader who understood the potential of media and thus used media in this work. He also clarified certain misconceptions about Gandhi. In his talk he emphasized the importance of basic media strategies used by Bapu for Protest & Reforms. The students received the lecture with admiration and they also found it appropriate. The points made by Mr Gandhi opened new avenues to understand and study Gandhi.

### **Rotaract Club of DGMC – Installation Ceremony of the Rotaract Club of DGMC**

The first Installation of the Rotaract Club of Deviprasad Goenka Management College of Media Studies was held on 8th November 2020 at 6.00 p.m. The meeting was called to order by Rtn. Nitin Mehta who is also the president of Rotary club of Bombay Airport. The ceremony started with the Master of the Ceremony welcoming all the dignitaries and audience. The Chief Guest of the evening was Rtn. Ashmi Parekh, Guest of Honour Rtn. Nitin Mehta and Rtn. Mohit Jeswani. The Club Secretary of Rotary Club of Bombay Airport Rtn. Apurva Patel and the Youth Director Rtn. Pragna Mehta also graced the occasion with their august presence. To show their support towards the seventh child of RCBA, there were ZRRs Aastha Parekh and Ankit Yadav, present in the Installation ceremony. Rtn. Chaitra Parab was announced as the President of the Rotaract Club of Deviprasad Goenka Management college of Media Studies for the year 2020–21 and she was collared by her mother. This was followed by her acceptance speech. The Secretary then revealed the theme which was Education and Elevation. The club also informed the Parent body about their goal to work towards the development of student community. The ceremony was continued with introducing the office bearers for the year 2020–21. The names of the members who formed a part of the core team and the Board of Directors were announced. The introduction was done through the means of a short video wherein all the office bearers had

played the role of an interesting comic character along with a revelation of the vision and mission of their respective avenues for the year 2020–21. Being a media school our students wrote, shot, acted and edited the short film introducing the board of directors which was a very innovative and creative way and was never till date explored in any installation ceremony of the Rotaract Clubs in district 3141.

### **Orphanage Drive – DGMC Rotaract Club**

The Rotaractors of Deviprasad Goenka Management College wanted Diwali – 2020 to be a different experience. Real experience of difference happens only when one truly makes a difference in someone else's life. Driven by this motive, a collection drive was organized by the Rotaract Club of DGMC from 11th to 14th of November 2020. The Rotaractors decided that this Diwali would be celebrated whole heartedly in the service of others and thus rightly named the drive as "Dil-wali Diwali 2020". Clothes, Sweets, Toys, etc. were donated to an Adoption Centre in Malad East – Balvikas Shishu Sadan.

The Rotaractors also spent their time with tribal children of Wada, Palghar at Shiva NGO. The Rotaract club of DGMC lighted up Diwali- 2020 for street children too by gifting them with clothes and sweets.

### **Beach Clean Up Drive – DGMC NSS Volunteers & Rotaract Club**

The NSS Unit & Rotaract Club of DGMC conducted a "Beach Clean Up Drive" at Juhu Beach on Sunday, 24th January 2021 from 9 am to 11 am. 22 volunteers along with faculty members, Saurabh Deshpande & Shalu Balan, gathered at the beach at the scheduled time and spot, and tirelessly worked along a 500 meters stretch of the famed beach to painstakingly pick up large amounts of garbage carelessly littered around unconscientiously by citizens. The entire activity was carefully planned. Small bands of volunteers methodically collected the garbage and brought it together at a predetermined central point, from where it was disposed of in one of the large garbage bins that have been setup by the authorities.

### **Valentine's Drive for Covid Warriors – DGMC Rotaract Club**

The Rotaract Club of DGMC took the initiative to share their love and gratitude to the Covid warriors during the Valentine's week. Starting from 8th February 2021, students reached out to the heroes who helped Mumbaikars survive the pandemic. The event finally came to an end on 17th February 2021. Seven categories of Covid warriors from doctors and nurses to bank workers, grocery store owners and safai karamcharis were felicitated with certificates, roses, goodies and greetings. It was also decided that the moments would be videographed to be later converted into a rich documentary as a tribute to the living martyrs who are none other than the Covid warriors.



# College Festivals @ DGMC

## MIA – Media Ice Age 2021

The second edition of Media I.C.E. (I – information, C – communication & E – entertainment) Age organised by DGMC was back with a big bang, this time the festival went on to become the international inter-collegiate media festival. Even the COVID-19 pandemic couldn't curb the enthusiasm of the students, teaching and non-teaching staff members from organising the festival. The team of Media I.C.E. Age was heavily reliant on technology and online communication tools and software's and managed to conduct the entire festival virtually. It was held from 10th – 13th February, 2021 with a theme of 'Lost & Found'.

The four-day festival was jam packed with conclaves, panel discussions, workshops, fireside chat, events and online games. There were several workshops organised which intended to impart knowledge among the participants about the work in the media industry. The workshops like stand-up comedy, podcasting, anchoring, screenwriting, film criticism did get lots of participation.

The change maker sessions were organised with the sole purpose of inspiring the student participants from the lives of the speakers. The two conclaves were based on two dynamic and contemporary topics that are artificial intelligence and environment respectively. The idea was to make the participants consciously aware of the underlying issues and give solutions for the same. The panel discussion on Contextualising Rap was most looked forward to. The subject was relatable to the collegians and it's a part of their everyday life and they always want to know more about it. In between the panel discussions, conclaves and workshop, online games were organised which also had lots of participation and the slots were full.

This year again, 'Youth Parliament' was organised. This event

gave a perfect opportunity for students to showcase how much they are willing to bring about the change in the society and the country as a whole. The four-day virtual event came to an end with the prize distribution ceremony. This year the team of Media I.C.E. Age showed the ability of how one can pull off an entire inter-collegiate festival online, that too with ease.

## Cinevoyage 2021

Cinevoyage Film Festival, the three-day international intercollegiate film festival of DGMC, commenced on the 11th Day of February, 2021. The festival went on with the theme 'Freedom And Confinement', and had 1400 film entries from 90+ countries across the globe. Through the theme of this festival, an attempt to shift people's concentration towards projecting how media and entertainment helped us survive the pandemic unrest in the current scenario was made.

Through this festival, ideas like the art of how to make films was given an innovative twist with the element of low-budgeting being added to it. Issues like what may be the future of the global entertainment industry and the hardships it may face because of the shifting economic paradigms got the opportunity to witness the daylight. How did the art of making movies succeed in making itself a place in the global economy index was widely discussed. The festival ended with a glorious Prize Distribution ceremony for the film entries that got huge acclamation and appreciation from the jury members belonging to various branches of the industry. "Minatour" from Spain secured the podium for the Best Film, Sound Design, and Cinematography in the professional category. The second position was bagged by "Driving Lesson" from Iran for Best Direction, Editing and Screenplay in the same category. In the amateur category the first position was secured by "Bioscope" from Bangladesh for Best Direction, Cinematography, Screenplay and Sound Design. The second position was bagged by "Cycle" from Poland for best Editing.



## Fees Structure for the year 2021-22.

### Bachelor in Arts : Film Television & New Media Production

B.A. FTNMP				
Sr. No.	Fee Head	FY	SY	TY
1	Admission Form	100	100	100
2	Admission Processing Charges	1,000	1,000	1,000
3	Alumni Association Fees	25	25	25
4	Ashvamedh Fees			
5	Caution Money (Refundable)	2,000		
6	Computer Lab (Practical) Fees	12,000	12,000	12,000
7	Convocation	0	0	250
8	Development Fees	500	500	500
9	Disaster Relief Fund	10	10	10
10	E-Charges	20	20	20
11	Enrollment Fees	220		
12	E-Suvidha	50	50	50
13	Examination Fees	2,036	2,036	
14	Examination Form Fee	20	20	20
15	Extra Curricular Activity / Other Fees	250	250	250
16	Group Insurance Fees	40	40	40
17	Gymkhana Fees	400	400	400
18	Identity Card & Library Card	50	50	50
19	Industrial Visit Fees			
20	Laboratory Deposit (Refundable)	5,000		
21	Laboratory Fees	1,000	1,000	1,000
22	Library Deposit (Refundable)	3,000		
23	Library Fees	2,000	2,000	2,000
24	Magazine Fees	100	100	100
25	Marksheet Fees	100	100	100
26	NSS Ekak Yojana	10	10	10
27	Project Fees			500
28	Registration fee			
29	Registration form fee			
30	Student Welfare Fund	50	50	50
31	Tuition Fees (Sem. I/III/V)	16,000	16,000	16,000
32	Tuition Fees (Sem. II/IV/VI)	16,000	16,000	16,000
33	Univ. Cultural Activities Fund	6	6	6
34	Univ. Sports & Cultural Activities	30	30	30
35	University Exam Fees (Sem V & Sem VI)			2,036
36	Utility Fees	250	250	250
37	Vice Chancellors Fund	20	20	20
	<b>Total</b>	<b>62,287</b>	<b>52,067</b>	<b>52,817</b>

# Fees Structure for the year 2021-22.

## Bachelor in Arts: Multimedia & Mass Communication

BAMMC				
Sr. No.	Fee Head	FY	SY	TY
1	Admission Form	100	100	100
2	Admission Processing Charges	200	200	200
3	Alumni Association Fees	25	25	25
4	Ashvamedh Fees			
5	Caution Money (Refundable)	150		
6	Computer Lab (Practical) Fees	1,000	1,000	1,000
7	Convocation			250
8	Development Fees	500	500	500
9	Disaster Relief Fund	10	10	10
10	E-Charges	20	20	20
11	Enrollment Fees	220		
12	E-Suvidha	50	50	50
13	Examination Fees	2,036	2,036	
14	Examination Form Fee	20	20	20
15	Extra Curricular Activity / Other Fees	250	250	250
16	Group Insurance Fees	40	40	40
17	Gymkhana Fees	400	400	400
18	Identity Card & Library Card	50	50	50
19	Industrial Visit Fees	500	500	500
20	Laboratory Deposit (Refundable)	400	400	
21	Laboratory Fees	1,000	1,000	1,000
22	Library Deposit (Refundable)	250		
23	Library Fees	300	300	300
24	Magazine Fees	100	100	100
25	Marksheet Fees	100	100	100
26	NSS Ekak Yojana	10	10	10
27	Project Fees			500
28	Registration fee			
29	Registration form fee			
30	Student Welfare Fund	50	50	50
31	Tuition Fees (Sem. I/III/V)	5,000	5,000	5,000
32	Tuition Fees (Sem. II/IV/VI)	5,000	5,000	5,000
33	Univ. Cultural Activities Fund	6	6	6
34	Univ. Sports & Cultural Activities	30	30	30
35	University Exam Fees (Sem V & Sem VI)			2,036
36	Utility Fees	250	250	250
37	Vice Chancellors Fund	20	20	20
	<b>Total</b>	<b>18,087</b>	<b>17,467</b>	<b>17,817</b>



## Fees Structure for the year 2021-22.

### Masters in Arts : Film Television & New Media Production

M.A. FTNMP			
Sr. No.	Fee Head	FY	SY
1	Admission Form	100	100
2	Admission Processing Charges	1,000	1,000
3	Alumni Association Fees	25	25
4	Ashvamedh Fees	20	20
5	Caution Money (Refundable)	10,000	
6	Computer Lab (Practical) Fees	12,000	12,000
7	Convocation		250
8	Development Fees	500	500
9	Disaster Relief Fund	10	10
10	E-Charges	20	20
11	Enrollment Fees		
12	E-Suvidha	50	50
13	Examination Fees		
14	Examination Form Fee	20	20
15	Extra Curricular Activity / Other Fees	250	250
16	Group Insurance Fees	40	40
17	Gymkhana Fees	400	400
18	Identity Card & Library Card	50	50
19	Industrial Visit Fees		
20	Laboratory Deposit (Refundable)		
21	Laboratory Fees		
22	Library Deposit (Refundable)		
23	Library Fees	2,000	2,000
24	Magazine Fees	100	100
25	Marksheet Fees	100	100
26	NSS Ekak Yojana		
27	Project Fees		
28	Registration fee	1000	
29	Registration form fee	25	
30	Student Welfare Fund	50	50
31	Tuition Fees (Sem. I/III/V)	41,000	41,000
32	Tuition Fees (Sem. II/IV/VI)		
33	Univ. Cultural Activities Fund	6	6
34	Univ. Sports & Cultural Activities	30	30
35	University Exam Fees (Sem V & Sem VI)	3,052	3,052
36	Utility Fees	250	250
37	Vice Chancellors Fund	20	20
	<b>Total</b>	<b>72,118</b>	<b>61,343</b>

## Fees Structure for the year 2021-22.

### Masters in Arts: Communication & Journalism

M.A. CJ			
Sr. No.	Fee Head	FY	SY
1	Admission Form	100	100
2	Admission Processing Charges	200	200
3	Alumni Association Fees	25	25
4	Ashvamedh Fees	20	20
5	Caution Money (Refundable)	10,000	
6	Computer Lab (Practical) Fees	4,000	4,000
7	Convocation		250
8	Development Fees	500	500
9	Disaster Relief Fund	10	10
10	E-Charges	20	20
11	Enrollment Fees		
12	E-Suvidha	50	50
13	Examination Fees		
14	Examination Form Fee	20	20
15	Extra Curricular Activity / Other Fees	250	250
16	Group Insurance Fees	40	40
17	Gymkhana Fees	400	400
18	Identity Card & Library Card	50	50
19	Industrial Visit Fees		
20	Laboratory Deposit (Refundable)		
21	Laboratory Fees		
22	Library Deposit (Refundable)		
23	Library Fees	2,000	2,000
24	Magazine Fees	100	100
25	Marksheet Fees	100	100
26	NSS Ekak Yojana		
27	Project Fees		1,000
28	Registration fee	1,000	
29	Registration form fee	25	
30	Student Welfare Fund	50	50
31	Tuition Fees (Sem. I/III/V)	40,000	40,000
32	Tuition Fees (Sem. II/IV/VI)		
33	Univ. Cultural Activities Fund	6	6
34	Univ. Sports & Cultural Activities	30	30
35	University Exam Fees (Sem V & Sem VI)	3,052	3,052
36	Utility Fees	250	250
37	Vice Chancellors Fund	20	20
	<b>Total</b>	<b>62,318</b>	<b>52,543</b>

# Certificate & Diploma Courses ( Autonomous )

Name of The Course	Total Fees		
Graphics and Web Design	29,382		29,382
Audio Video Editing	22,420		22,420
Advance Content Creation	70,800		70,800
3D Architecture and Interior Designing	53,100		53,100
Advance 3D Animation with Maya	37,760		37,760
Augmented and Virtual Reality	17,700		17,700
Diploma in Multimedia and Animation	84,960/-		84,960/-
Art Direction	29,500/-		29,500/-
Production Design	47,200/-		47,200/-
	<b>DGMC&amp;RSET Students</b>	<b>Non RSET Students</b>	
Health Journalism	2,870 + 630 (18% GST) = <b>3,500</b>	7,500 + 1,350 (18% GST) = <b>8,850/-</b>	<b>NA</b>
Multimedia Journalism	2,870 + 630 (18% GST) = <b>3,500</b>	7,500 + 1,350 (18% GST) = <b>8,850/-</b>	<b>NA</b>
Broadcast Journalism	2,870 + 630 (18% GST) = <b>3,500</b>	7,500 + 1,350 (18% GST) = <b>8,850/-</b>	<b>NA</b>
MOJO Journalism/Digital Story telling	2,870 + 630 (18% GST) = <b>3,500</b>	7,500 + 1,350 (18% GST) = <b>8,850/-</b>	<b>NA</b>
Data Journalism	2,870 + 630 (18% GST) = <b>3,500</b>	7,500 + 1,350 (18% GST) = <b>8,850/-</b>	<b>NA</b>





# Annual Day Performances

# Admission Cancellation Policy

Application for cancellation of admission should be made in the prescribed form. Cancellation should be authorised by the Principal. For all Mumbai University Programmes, the cancellation policy stipulated by the University of Mumbai will apply.

## Refund Policy – UOM

Rules regarding refund of fees in case of cancellation of admission are applicable as per University norms (University Circular No. UG/412 of 2008 dated 11th Sept 2008).

**Table-I: Fee Deduction on cancellation of admission**

Period and percentage of deduction charges					
(I)	(II)	(III)	(IV)	(V)	(VI)
Prior to commencement of academic term and instruction of the course	Upto 20 days after the commencement of academic term of the course	From 21st day upto 50 days after commencement of the academic term of the course	From 51st day upto 80 days after the commencement of academic term of the course or August 31st whichever is earlier	From September 1st to September 30th	After September 30th
Rs. 500/- lump sum	20% of the total amount of fees	30% of the total amount of fees	50% of the total amount of fees	60% of the total amount of fees	100% of the total amount of fees

**Note: \*** All candidates applying for admission cancellation should note that for all admission cancellation purpose -- commencement of Academic Term will be applicable for 2019-20 is from 06th June, 2019.

## Ordinance 2859 of University of Mumbai

### Refund of Tuition, Development and all other fees after cancellation of admissions:

The candidates who have taken admission in under graduate courses in Govt. colleges, in Govt. aided and unaided courses conducted by affiliated colleges, and recognised Institutions may request for refund of fees after applying in writing for cancellation of their admission to the course. The refund of fees as applicable shall be made on or before 30th day after the date of cancellation and thereafter. The percentage of fee for the course shall be refunded to the candidate after deducting charges as follows:

The total amount considered for the refund of fees from the commencement of academic term of the courses includes the following:

- I. All the fee items chargeable for one year are as per relevant University circulars for different Faculties.

(excluding the courses for which the total amount is fixed by other competent authorities).

- II. The fee charged towards group insurance and all fee

components to be paid as University share (including Vice-Chancellor fund, University fee for sports and cultural activities, E-charge, disaster management fund, exam fee and Enrollment fee) are non-refundable.

- III. Fee collected for Identity card and Library card, admission form and prospectus, enrolment and any other course specific fee are not refundable after the commencement of the academic term.
- IV. All refundable deposits (Laboratory, Caution Money and Library etc.) shall be refunded at the time of Cancellation on production of original fee receipt. Deposits not claimed within one year of leaving the college or cancellation of admission will be forfeited.
- V. Provided that wherever admissions are made through centralised admission process for professional and/or for any other courses by other competent authorities (as per the rules of relevant agencies) for the 1st year admissions. In case of admission to subsequent years of the courses, O.2859 is applicable for cancellation of admission.
- VI. provided further that this refund rule is concurrent with the rules and guidelines of other professional statutory bodies appointed for admission for relevant courses.

For the students who are leaving the college after completion of studies, schedule for the refund of deposit will be put up on the college notice board after the declaration of the University



result of the relevant course. For those students who cancel their admission in the middle of the course, the amounts of deposits will be refunded to the student after 30 days from the date of receipt of their application duly signed by student and NOC from departments concerned.

#### **Post Graduate Courses:**

**Vide University Circular UG/ 253 OF 1996.(0.3574)**

- I. The registration fees once paid for the PG course will not be refunded for any reason.
- II. The Tuition fee paid by the candidate for the course in which he/she is registered as a PG student will be refunded to him/her if he/she leaves the said course without attending any lectures, seminars or practical, subject to a deduction of 25% of the tuition fee. The application by the candidate for such refund will only be entrained if it is received by the Principal/Registrar/Head of Department within Fifteen days of the date of commencement of the

lectures of the academic year in which the fees is paid.

- III. The Tuition fee paid by the candidate for the course in which he/she is registered as a PG student will be refunded to him/her if he/she leaves the said course and joins another course of this University for which he/she applied at the same University admission is made later, subject to a deduction of 25% of the tuition fee.

#### **NOTES RELATING TO FEE CONCESSION:**

Students belonging to reserved category are eligible for fee concession. Those who are desirous of availing such facility should produce Caste Certificate duly certified by the government authority at the time of admission and should fill the prescribed Government free-ship / scholarship form with necessary documents within the due date on notification by the college and relevant notice for the same will be circulated in the Classrooms as well as will be displayed in the Notice Board. Those students who fail to fill the form in time are liable to pay the full fees

## Prevention And Prohibitions of Ragging

In view of the directions of the Hon'ble Supreme Court in SLP No. 24295 of 2006 dated 16-05-2007 and in Civil Appeal number 887 of 2009, dated 08-05-2009 to prohibit, prevent and eliminate the scourge of ragging including any conduct by any student or students whether by words spoken or written or by an act which has the effect of teasing, treating or handling with rudeness a fresher or any other student, or indulging in rowdy or undisciplined activities by any student or students which causes or is likely to cause annoyance, hardship or psychological harm or to raise fear or apprehension thereof in any fresher or any other student or asking any student to do any act which such student will not in the ordinary course do and which has the effect of causing or generating a sense of shame, or torment or embarrassment so as to adversely affect the physique or psyche of such fresher or any other student, with or without an intent to derive sadistic pleasure or showing off power, authority or superiority by a student over any fresher or any other student, in all higher education institutions in the country, and thereby, to provide for the healthy development, physically and psychologically, of all students, Ragging in any form/act/word/deed is STRICTLY PROHIBITED. Student(s) found indulging in ragging will be handed down exemplary punishment and justifiable harsh to act as a deterrent against recurrence of such incidents.

Depending upon the nature and gravity of the offence as established the possible punishments for those found guilty of ragging at the institution level shall be any one or any combination of the following:-

- a. Cancellation of admission
- b. Suspension from attending classes
- c. Withholding/withdrawing scholarship/ fellowship and other benefits
- d. Debarring from appearing in any test/examination or other evaluation process
- e. Withholding results
- f. Debarring from representing the institution in any regional, national or international meet, tournament, youth festival, etc.
- g. Suspension/expulsion from the hostel
- h. Rustication from the institution for a period ranging from 1 to 4 semesters
- i. Expulsion from the institution and consequent debarring from admission to any other institution.
- j. Collective punishment: when the persons committing or abetting the crime of ragging are not identified, the institution shall resort to collective punishment as a deterrent to ensure
- k. community pressure on the potential raggers.

# Code of Conduct And College Regulations

- Students joining the college are strictly bound by the rules and regulations of the college. Every student must obtain on admission, and wear his / her Identity Card affixed with latest photograph duly attested.
- In case of illness, a student must apply for leave, with a doctor's certificate. He / She must personally report to the Prof. In-Charge/Principal on resuming classes.
- Students must not loiter in the College premises while classes are going on.
- Students shall not do anything either inside or outside the College that will in any way interfere with its orderly conduct and discipline.
- No Society or Association can be formed in the college and no person can be invited to address a meeting without the Principal's prior permission and sanction.
- No student shall collect any money or contribution for picnic, trip, and educational visit to any place, get-together, study-notes, charity or any other activity without prior sanction of the Principal.
- Students are expected to take proper care of college property and to help in keeping the premises neat and clean. Causing damage to the property of the College, e.g. disfiguring walls, doors, fittings, or breaking furniture, etc., is a breach of discipline and the guilty will be duly punished.
- Students should not leave their books, valuables and other belongings in the classroom or any other place in the college. The College is not responsible for lost property. However, students may contact the College Office regarding the same.
- Students applying for Certificates, testimonials, etc. and those requiring the Principal's signature on any kind of documents or applications should first contact the Office Superintendent. Students should not bring any paper directly to the Principal for signature.
- If, for any reason, the continuance of a student in the College, is, in the opinion of the Principal, detrimental to the best interest of the College, the Principal may ask such a student to leave the College
- In subordination and unbecoming language or misconduct on the part of a student are sufficient reasons for his/her suspension or dismissal from the college.
- Students receiving Government or College Scholarships or any remission in fees, must note that the grant and continuance thereof are subject to their good behaviour, regular attendance and satisfactory academic performance at College and University Examinations.
- All College activities must be organized under the guidance and supervision of the Principal and Professor In-Charge with prior permission only.
- Students must not associate themselves with any activity not authorized by the College Principal. Serious view will be taken of students found organizing or participating in such unauthorized activities.
- Students using unfair means at examinations will be dealt with strictly in accordance with University rules.
- It is the responsibility of the student to read the notice boards regularly for important announcements made by the College authorities from time to time. They will not be excused or be given any concession on grounds of ignorance.
- Use of cell phones is banned inside classrooms, college office & library.
- Students are prohibited from using college name for any private or individual event. Violation may lead to permanently debarring such students from the college.
- Ragging is strictly prohibited in higher educational institutions, as per the directions of Hon'ble Supreme Court and University Grants Commission has made provision of 6.1 (o) of the UGC Regulations, 2009. Students involved in any form of ragging will be severely punished.
- Matters not covered under the existing rules will rest at the absolute discretion of the Principal.





Deviprasad Goenka  
**management college of media studies**  
INDIA'S PREMIER MEDIA SCHOOL

**ADMISSON CANCELLATION FORM**

**INFORMATION OF THE STUDENT**

DATE \_\_\_\_\_

STUDENT NAME \_\_\_\_\_ CLASS \_\_\_\_\_

FEES RECEIPT NO \_\_\_\_\_ DATE \_\_\_\_\_ AMOUNT \_\_\_\_\_

ADDRESS \_\_\_\_\_

CONTACT NO. \_\_\_\_\_ EMAIL ID \_\_\_\_\_

DIVISION / ROLL NO. \_\_\_\_\_

**REASON FOR CANCELLATION**

Indicate your reason for cancellation in the space provided below

\_\_\_\_\_  
\_\_\_\_\_

Signature of the Student \_\_\_\_\_ Signature of the Parent \_\_\_\_\_

\_\_\_\_\_

**COLLEGE USE ONLY**

Head of the College Remarks for Cancellation

\_\_\_\_\_  
\_\_\_\_\_

Signature of Course Co-ordinator/Vice-Principal \_\_\_\_\_ Principal \_\_\_\_\_

\_\_\_\_\_

**FOR MANAGEMENT USE ONLY**

APPROVED BY \_\_\_\_\_ DATE \_\_\_\_\_

COMMENTS \_\_\_\_\_

SIGNATURE OF APPROVER \_\_\_\_\_ DATE \_\_\_\_\_







# Refund Of Security Deposit

Name of the Student \_\_\_\_\_

Contact No. \_\_\_\_\_

To,

The Principal

RSET's

DGMCMS

R.S. Campus, SV Road, Malad (W)

Mumbai - 400 064

SUB : Security Deposit.

Respected Madam,

I, Mr./Ms \_\_\_\_\_ hereby request you to refund

of Security Deposit Which I had paid during the First Year admission vide-

Receipt No \_\_\_\_\_ date \_\_\_\_\_ in the class of Fy \_\_\_\_\_ Div \_\_\_\_\_ Roll No \_\_\_\_\_

Yours faithfully,

\_\_\_\_\_  
Signature of the Student

Please provide the following Bank details-

Name of the Bank : \_\_\_\_\_

Bank Saving A/C. No. : \_\_\_\_\_ IFSC Code \_\_\_\_\_

Encl :

1 ] Original Fees Receipt

2 ] Xerox copy of the Bank Pass Book (1<sup>st</sup> Page)

Received application for refund of Security Deposit From

Ms \_\_\_\_\_ of Class

Fy \_\_\_\_\_ Div \_\_\_\_\_ Roll No \_\_\_\_\_ Receipt No \_\_\_\_\_ Date \_\_\_\_\_

Date: \_\_\_\_\_

Receiver's Signature \_\_\_\_\_



## Courses @ RSET



Kudlal Govindram Seksaria  
sarvodaya school  
INSPIRE, INVENT, INITIATE

Established in 1959

The school is authorised by the Maharashtra State Board of Education to offer SSC syllabus & the medium of instruction is Hindi.



**KGSS**  
www.kgss.org.in



Kudlal Govindram Seksaria  
english school  
INSPIRE, INVENT, INITIATE

Established in 2010

The School is authorised by the Maharashtra State Board of Education to offer SSC syllabus & the medium of instruction is English.



**KGES**  
www.kges.org.in



Ramniwas Bajaj  
english high school  
UNLEASH YOUR POTENTIAL

Established in 1985

The School is affiliated to the Council for the Indian School Certificate Examinations and follows the ICSE curriculum from Nursery to Std.X.



**RBHS**  
www.rbhs.org.in



Mainadevi Bajaj  
international school  
GIVING WINGS TO YOUR DREAMS

Established in 2009

Authorised International Baccalaureate Diploma Programme (IBDP).  
Authorised - Cambridge Primary Programme (CPP),  
International General Certificate of Secondary Education (IGCSE).



**MBIS**  
www.mbis.org.in



Durgadevi Saraf  
junior college  
IN PURSUIT OF EXCELLENCE

Established in 1975

The Junior College is authorized by HSC Board of Government of Maharashtra to offer higher secondary courses in arts, commerce & science. College has started Bi-focal in science stream. The students have the option of selecting Computer Science & Electronics as their subjects of choice.



**DSJC**  
www.dsjc.org.in



Ghanshyamdas Saraf  
college of arts & commerce  
EDUCATION EMPOWERS

Established in 1983

Affiliated to University of Mumbai

**Undergraduate courses:**

B.Com  
B.Com (Accounting & Finance),  
B.Com (Banking & Insurance)  
B.Com (Financial Markets), B.M.S.,  
B.M.M., & B. Sc IT.

**Post Graduate Courses:**

M.Com (Accountancy),  
M.Com (Business Management)  
MCJ - Masters in Communication &  
Journalism.  
MFTNMP - Masters in Film Television and  
New Media Production.



**GSCC**  
www.sarafcollege.org



Kirandevi Saraf  
institute of complete learning  
WIDENING HORIZONS

Established in 2005

**University / Institute**

Tilak Maharashtra University  
ICOFP (Mysore University)  
Helen O'Grady International

**Courses**

BCA, BBA  
MBA- Finance, MBA+APFP, CFP  
Teacher Training Program



**KSIL**  
www.ksil.org.in



# Courses @ RSET



Durgadevi Saraf  
Institute of Management Studies  
WE CREATE LEADERS

Established in 2010

## University & AICTE Approved courses:

- Two years full-time Master in Management Studies (MMS)
- Two years full time Post Graduate Diploma in Management (PGDM)

## Autonomous Programs

- Global Entrepreneur Program
- Family Managed Business Administration
- Entrepreneurship Program
- Women Entrepreneurship Program
- Event Management
- Supply Chain Management



**DSIMS**  
www.dsims.org.in



Deviprasad Goenka  
management college of media studies  
INDIA'S PREMIER MEDIA SCHOOL

Established in 2010

## Courses Offered at DGMC : University of Mumbai - Courses

Master of Arts - Communication and Journalism : (MA-CJ)  
Master of Arts - Film Television & New Media Production : (MA-FTNMP)  
Bachelor of Arts - Multimedia & Mass Communication : (BA-MM)  
Bachelor of Arts - Film Television & New Media Production : (BA-FTNMP)

## DGMC Autonomous - Courses: Post Graduate Program : (PGP)

- a. PGP in Integrated Marketing, Advertising & Communication (IMA&C), b. PGP in Event Management (EM)  
c. PGP in Film Making (FM), d. PGP in Sports Marketing & Management (SM&M)



**DGMC**  
www.dgmcms.org.in



Ladhidevi Ramdhar Maheshwari  
night college of commerce  
ENLIGHTENING FUTURE

Established in 2014

Rajasthani Sammelan Education Trust has started a Night College in its educational campus in the name of Ladhidevi Ramdhar Maheshwari Night College of Commerce from the academic year 2014-15. The college is affiliated to the University of Mumbai and offers B.Com course. Ladhidevi Ramdhar Maheshwari Night College of Commerce has accommodated students who have passed out from evening section of Durgadevi Saraf Junior College as well as other deserving students from the nearby areas.



**LRMC**  
www.lrmc.org.in



Ramdhar Maheshwari  
career counselling centre  
STEERING TO SUCCESS

Established in 2011

- Career Assessment and Guidance
- Professional Consultancy
- Personalised Skill building
- Learning Difficulty Assessments
- Remedial solutions for Academic Difficulty
- IQ & Aptitude Assessments
- Occupational Therapy
- Personal Counseling
- Workshops for Teachers, Parent and Students
- Study Abroad Counseling
- SAT/GRE/GMAT/ILTES/TOEFL Coaching
- Speech & Drama Programme

**RMCC**  
www.rmcc.org.in



Kunjibihari S. Goyal  
online academy  
LEARNING BEYOND BOUNDARIES

Established in 2014

Rajasthani Sammelan Education Trust has started an Online Academy to extend educational facilities to a large number of students who are unable to attend regular lectures in a college. At the same time, there are many students who are anxious to study further. Through online academy, lectures of well qualified lecturers will be available on the website and students will be able to study from the convenience of their own home. Besides, the student will be able to view the lecture on the website again and again to clear his/her concept. The online academy will provide lectures of degree and post-graduate courses.

**GOLD**  
www.goldelearning.com



Mainadevi Bajaj  
International playschool  
YOUNG EVOLVING MINDS

Established in 2014

Rajasthani Sammelan Education Trust continues with its endeavors in the field of education with its new initiative for Toddlers which is, Mainadevi Bajaj International Playschool. The Trust aims to lay the foundation of learning for tomorrow's Global Citizen. Mainadevi Bajaj International Playschool is the first IPC Accredited Playschool in Mumbai, India and offers a Playgroup and Pre Nursery.



**MBIP**  
www.mbip.org.in



RS CA  
study centre  
INTELLECTION HUB

Established in 2015

Rajasthani Sammelan Education Trust has started RS CA Study Centre. In the city like Mumbai there are space constraints in many houses and students often face inconvenience to study in a peaceful atmosphere. This study centre proves to be a boon to many students, as they are able to study in a quite environment. The study centre remains open from morning till late evening for the benefit of students. The ICAI Extension counter has also been opened at the RS CA Study Centre for the benefit of its students and members, for submission of various documents and distribution of study material to CA students.



**RS CA**  
www.rsca.org.in

## Facilities @ RSET



Dhurmal Bajaj  
bhavan  
COMMUNITY PARADISE

**Established in** 1975

Dhurmal Bajaj Bhavan is a community hall which was constructed in the year 1975-76 with the handsome donations received from Shri Dhurmal Bajaj Charity Trust & other philanthropists of the community. It is situated on S.V. Road, on the opposite side of the Educational Complex of Rajasthani Sammelan Education Trust. It has a spacious, air conditioned hall on the ground floor with a seating capacity of 350 persons. The building has two more halls on the first & second floors. There are air conditioned rooms adjacent to the hall on all the floors. Dhurmal Bajaj Bhavan caters to the needs of the community, as it is rented out to the people for marriage & other social & business purposes. Many cultural activities of the schools & colleges of the trust are also conducted in Dhurmal Bajaj Bhavan.



Trivenidevi Deora  
chikitsa sahayata kosh  
HELPING TO HEAL

**Established in** 2001

Rajasthani Sammelan Education Trust has set up Trivenidevi Deora Chikitsa Sahayta Kosh to provide medical help to needy people. It is managed by Trivenidevi Deora Chikitsa Sahayta Kosh Committee. The committee receives applications for medical help from needy people and on scrutiny of the applications, sanctions and disburses medical aid to the concerned persons who have applied for the same. Many people including the staff of all the institutions have availed of this facility from time to time.



Durgadevi Saraf  
hall  
TREASURING MEMORIES

**Established in** 2002

Durgadevi Saraf Hall is constructed in the educational complex of Rajasthani Sammelan Education Trust & is an air conditioned, sound proof hall with state of the art facilities. It has a seating capacity of approximately 300 persons & is mainly used for organizing seminars, conferences & cultural activities of the educational institutions of the trust. Besides, it is sometimes also given to the members of the community for marriage & other social needs. The hall has all the facilities to cater to business meetings. It has 2 air conditioned rooms adjacent to the hall.



Rajasthani Sammelan  
I.T. hub  
LINKING GLOBALLY

**Established in** 2010

To maintain universally accepted IT Standards in security, availability and data management, Rajasthani Sammelan Education Trust has decided to have an IT Hub as proper data centre which is supported and managed 24 x 7. The IT Hub is constructed on the 10th floor of the new building, in a built-up area of 3800 sq. ft. It is fully air conditioned and is operational. The main aim of constructing the IT Hub is to make all course material available on line to our students, easy flow of interaction between student and teacher through electronic medium, to create alumni data and keep students attached to our organization life-long through web, to safe guard the campus using video vigilance and electronic access control, to control the entire admission process of all institutions centrally, to safe guard all available data and provide fast internet services within the campus.



Rajasthani Sammelan  
food court  
FOOD FOR THOUGHT

**Established in** 2010

Rajasthani Sammelan Education Trust has started a cafeteria in its premises to provide snacks of large varieties to students. The cafeteria is situated on the ground floor on the south side of Durgadevi Saraf Hall in a total built-up area of approximately 4500 sq. ft. It is used by staff and students of all institutions. Various food items of different price range are supplied by the cafeteria to the students & staff of all our institutions. The cafeteria supplies all kinds of snacks and beverages to the canteens of all the institutions of Rajasthani Sammelan Education Trust.



Ramnarayan Saraf  
educational outlet  
ONE STOP EDUC-SHOP

**Established in** 2010

Rajasthani Sammelan Education Trust has started an educational outlet in its campus by the name of Ramnarayan Saraf Educational Outlet. This educational outlet is dedicated to the memory of late Shri Ramnarayanji Saraf. The educational outlet is constructed on the ground floor of the new building of Ramniwas Bajaj English High School on the rear side, in a built-up area of 5000 sq. ft., with an independent entrance. In this educational outlet, all stationery items, text books etc. are sold at a reasonable price so that students need not go out to purchase such items elsewhere. It also has xeroxing facility for staff and students.



Vijay Pal Singh  
health centre  
WEALTH OF WELLBEING

**Established in** 2014

Rajasthani Sammelan Education Trust has constructed Vijay Pal Singh Health Centre on the ground floor of the new building of Ramniwas Bajaj English High School and Deviprasad Goenka Management Institute of Media Studies, in a built-up area of approximately 1200 sq. ft. The health centre is fully air-conditioned and has a well equipped clinic, managed by trained and experienced staff and qualified medical professional prepared to meet the emergencies. The health centre caters to the students of all institutions of Rajasthani Sammelan Education Trust for health check-up. It will also conduct health and wellness educational seminars for staff, students and parents.



## Other Initiatives



Kirandevi Saraf  
library and reading room  
WORLD OF KNOWLEDGE

Kirandevi Saraf Library and Reading room offers reading room facilities to such students who do not have a peaceful environment at their house. The reading room is open to all students from Standard 8th onwards. The Kirandevi Saraf Library and Reading room facility is available to the students from 6pm in the evening to 9pm and from 9am to 9pm on Sundays & holidays. The library is manned by staff of Rajasthani Sammelan Education Trust and the students are enrolled on payment of nominal fees to access the facilities.



Draupadidevi Sanwormal  
women's hostel  
HEAVENLY DOMICILE

University Grants Commission (UGC) has given a special grant to GSCC under X Plan to start residential facilities for women students to pursue higher education. RSET's Draupadidevi Sanwormal Women's Hostel is state-of-the-art infrastructure with two and three bedded A.C. and non A.C. rooms, Wi-Fi enabled recreational area, a dining room, a dry pantry and laundry facility. The hostel has round the clock vigilant security services with CCTV surveillance.

[www.dswhostel.org.in](http://www.dswhostel.org.in)



Pravinchandra D. Shah  
sports academy  
FITNESS REGIME

Pravinchandra D. Shah Sports Academy is built on a 24,000 sq ft area with the most modern infrastructure. The Academy offers sports facility like Tennis, Basketball, Box Cricket, Futsal, Handball, Netball, Hockey, Skating & a walking track. Pravinchandra D. Shah Sports Academy will perhaps be the new sports landmark in the north western part of Mumbai and will add a new dimension to the educational endeavour of Rajasthani Sammelan Education Trust.

[www.pdsa.org.in](http://www.pdsa.org.in)



B K T  
freeship endeavour fund  
FOSTERING KNOWLEDGE

Rajasthani Sammelan Education Trust has started BKT Endowment Freeship Fund to provide freeship to those students who cannot afford education due to lack of funds. BKT Endowment Freeship Fund is going to provide opportunity to many deserving students to obtain suitable education and thereby make progress in their life by becoming properly qualified.



Remsons Group  
management research centre  
MANAGEMENT RESEARCH

Rajasthani Sammelan Education Trust has started Remsons Group Management Research Centre (in memory of Radhadevi Harlalka) in Durgadevi Saraf Institute of Management Studies. Research is an important part of management education for its growth and development. Remsons Group Management Research Centre has been playing an active role in the area of research in management studies. This has given an opportunity of interaction with scholars of reputed universities all over the globe. The Director as well as faculty members of DSIMS have been presenting research papers in many international and national seminars and workshops. We are sure that in future, many scholars will successfully complete Ph. D Programme from Durgadevi Saraf Institute of Management Studies.



I R B  
scholarship endowment fund  
HONOURING EXCELLENCE

Rajasthani Sammelan Education Trust has started IRB Scholarship Endowment Fund to provide scholarships to all meritorious students of all the institutions of Rajasthani Sammelan Education Trust. This will give encouragement to many brilliant students to achieve further excellence in education. Meritorious students will be further motivated to work hard and give their best performance in the field of studies.



Jankidevi Bilasrai Bubna  
endowment freeship fund  
EMBOLDENING STRENGTHS

Rajasthani Sammelan Education Trust has started Jankidevi Bilasrai Bubna Endowment Freeship Fund to give freeship to the needy and deserving students studying in various educational institutes of RSET. The Jankidevi Bilasrai Bubna Endowment Freeship Fund will provide the much needed financial support to such students who do not have the financial means to pursue their education.



## New Initiatives



Jankidevi Bilasrai Bubna  
**boys hostel**  
A WISE MOVE

Jankidevi Bilasrai Bubna Boys' Hostel is the latest addition in the educational endeavours of Rajasthani Sammelan Education Trust. The hostel provides safe and secured accommodation to male students coming from other states and abroad in Mumbai for obtaining higher and professional education. It is housed in an independent building with seven floors and is situated near RSET campus. It has all state of art facilities such as a canteen, air-conditioned study area on all the floors, lounge and TV room, games room etc. All the rooms are air-conditioned.



Nalini Shah  
**music academy**  
MUSICAL HARMONY

Nalini Shah Music Academy is the latest addition in the educational endeavour of Rajasthani Sammelan Education Trust. Nalini Shah Music Academy is a Hindustani classical and semi classical vocal and Indian and western Instrumental Music training Institute with an aim to train the learner with basic and technical knowledge of Music offering varied music learning courses across all age groups.



Rajasthani Sammelan  
**finishing school**  
A NEW BEGINNING

With the increasing globalisation and the foray of multinationals, organisations are looking at globally savvy individuals. To meet the fast changing requirements of the corporate world, RSET's proposes to start a Finishing School that will impart training in soft skills, communications, personality development etc with a view to groom the students for challenges of internationally benchmarked corporate world.



Rajasthani Sammelan  
**skill development centre**  
SCULPTING SKILLS

The proposed Skill development centre aims to advance the skill sets of the students to compete in a global environment. The objective is to provide necessary information and training to develop the skills sets of the students and make them industry ready. The Skill Development Centre will help bridge the industry-academia gap for employability.



Rajasthani Sammelan  
**teachers' training institute**  
BUILDING FOUNDATIONS

The Teacher's training institute aims to be a prominent name in the field of providing teacher's training courses. The Institute will aim to provide high quality training programs to aspiring teachers who want to get into the teaching profession as well as to those who are in the teaching profession to transform them into experts and prepare them for the rapidly changing dynamics of the global teaching methodologies and new approaches of teaching.























The Pledge One program provides an opportunity to pledge undertaking education for the under privileged strata of the society studying in the aided section of the educational institutions of Rajasthani Sammelan Education Trust. The donations received under the Pledge One program is utilised in an equitable manner to ensure that these students receive Quality Education in an environment that nurtures growth.



To encourage bright students studying in the Kudilal Govindram Seksaria School, Rajasthani Sammelan Educational Trust has come up with an endowment fund titled "Bright Sparks Endowment Fund". This fund has been conceived to provide educational enrichment to talented and deserving students studying in Grade 5 and above.

## Institutions

 <p>Kudilal Govindram Seksaria <b>sarvodaya school</b> INSPIRE, INVENT, INITIATE</p>	 <p>Kudilal Govindram Seksaria <b>english school</b> INSPIRE, INVENT, INITIATE</p>	 <p>Ramniwas Bajaj <b>english high school</b> UNLEASH YOUR POTENTIAL</p>	 <p>Mainadevi Bajaj <b>International school</b> GIVING WINGS TO YOUR DREAMS</p>
 <p>Durgadevi Saraf <b>junior college</b> IN PURSUIT OF EXCELLENCE</p>	 <p>Ghanshyamdas Saraf <b>college of arts &amp; commerce</b> EDUCATION EMPOWERS</p>	 <p>Kirandevi Saraf <b>institute of complete learning</b> WIDENING HORIZONS</p>	 <p>Durgadevi Saraf <b>global business school</b></p>
 <p>Deviprasad Goenka <b>management college of media studies</b> INDIA'S PREMIER MEDIA SCHOOL</p>	 <p>Ladhidevi Ramdhar Maheshwari <b>night college of commerce</b> ENLIGHTENING FUTURE</p>	 <p>Ramdhar Maheshwari <b>career counseling centre</b> STEERING TO SUCCESS</p>	 <p>Kunjbihari S. Goyal <b>online academy</b> LEARNING BEYOND BOUNDARIES</p>
 <p>Draupadidevi Sanwarmal <b>women's hostel</b> HEAVENLY DOMICILE</p>	 <p>Pravinchandra D. Shah <b>sports academy</b> FITNESS REGIME</p>	 <p>RS CA <b>study centre</b> INTELLECTION HUB</p>	 <p>Mainadevi Bajaj <b>International playschool</b> YOUNG EVOLVING MINDS</p>
 <p>Jankidevi Bilasrai Bubna <b>boys hostel</b> A WISE HIVE</p>	 <p>Nalini Shah <b>music academy</b> MUSICAL HARMONY</p>	 <p>Rajasthani Sammelan <b>skill development centre</b> SCULPTING SKILLS</p>	 <p>Rajasthani Sammelan <b>teachers' training Institute</b> BUILDING FOUNDATIONS</p>

## Endowment Funds & Research Chair

 <p>Remsons Group <b>management research centre</b> MANAGEMENT RESEARCH</p>	 <p>IRB <b>scholarship endowment fund</b> HONOURING EXCELLENCE</p>	 <p>BKT <b>endowment freeship fund</b> FOSTERING KNOWLEDGE</p>	 <p>Jankidevi Bilasrai Bubna <b>endowment freeship fund</b> EMBOLDENING STRENGTHS</p>
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## Facilities

 <p>Dhurmaal Bajaj <b>bhavan</b> COMMUNITY PARADISE</p>	 <p>Durgadevi Saraf <b>hall</b> TREASURING MEMORIES</p>	 <p>Trivenidevi Deora <b>chikitsa sahayata kosh</b> HELPING TO HEAL</p>	 <p>Ramnarayan Saraf <b>educational outlet</b> ONE STOP EDUC-SHOP</p>
 <p>Vijay Pal Singh <b>health centre</b> WEALTH OF WELLBEING</p>	 <p>Kirandevi Saraf <b>library and reading room</b> WORLD OF KNOWLEDGE</p>	 <p>Rajasthani Sammelan <b>I.T. hub</b> LINKING GLOBALLY</p>	 <p>Rajasthani Sammelan <b>food court</b> FOOD FOR THOUGHT</p>