

RSET's



Deviprasad Goenka Management College of Media Studies (DGMC)  
RSET Campus, S. V. Road, Malad (w), Mumbai 400 064, Maharashtra, India

## **Workshop on Research Methodology**



# **WORKSHOP ON RESEARCH METHODOLOGY**

BY

**PROF. SULEKHA  
MUNSHI**



**DATE**

**February 15, 2020**



**TIME**

**9 AM - 1 PM**



**LOCATION**

**Madho Prasad Seminar Hall,  
DGMC Campus, Malad**



*Sulekha*

Deviprasad Goenka Management College of Media Studies (DGMC)  
RSET Campus, S. V. Road, Malad (w), Mumbai 400 064, Maharashtra, India

Ref.: DGMC/ 2020/989

Date: 12<sup>th</sup> Feb 2020

To  
Mrs. Sulekha Munshi  
D 604, Kanakia Sampara  
Opp. Carnival Cinema,  
Borivali East  
Mumbai

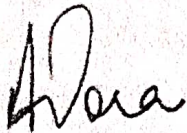
Dear Mrs. Sulekha Munshi,

**Sub: Invitation to Conduct Workshop**

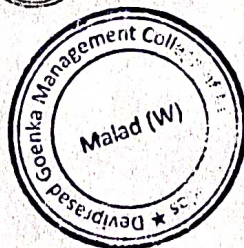
We are pleased to inform you that you will be conducting a Workshop at our institute on the  
**Topic – Research Methodology** for the Academic Year 2019-21 for our students on Saturday  
15<sup>th</sup> Feb 2020 from 9am to 1pm.

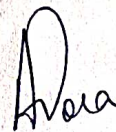
You shall be paid an honorarium of Rs. 5,000/-.

Warm Regards,



Dr. Amee Vora  
Principal - DGMC







### **Objectives of the Workshop:**

1. To make participants understand the significance of research in the field of mass media.
2. To understand the process of research.
3. To guide students about hypothesis formation and development of research design.
4. To guide students about research methodology.
5. To guide students regarding the process of data collection, analysis and report formation.

### **Outcomes of the Workshop:**

At the end of the workshop, the students were able to:

1. Understand the basics of the research process in media.
2. Formulate the hypothesis and determine the methodology to collect the data.
3. Understand the format of the research report.

### **Report of the Workshop:**

The purpose of the workshop was to imbibe the significance of research in the field of media. Insights on how research can be used as an effective decision making tool, and how it can encounter advanced and complex situations was taught. 30 students participated in the workshop where they were able to understand the significance and application of research in the field of mass media. The workshop was designed to instill the value of research among the students, and gave them a thorough understanding of the subject. Basics of the research process were skimmed over, as it has been studied earlier. Right from coming up with a precise title and well-constructed hypothesis, to comparing and evaluating the data, was satisfactorily explained. The students were made to indulge themselves in the discussion of collecting data in the foreign country, and various approaches towards the same. Along with drafting the objectives of research given to the students categorized in groups, neutral presentation of facts, through investigations, explanations and evaluations were talked about.



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The students also presented their preliminary outlines of research, along with the suitable research designs. Attaining the possible opportunities, and techniques to overcome the challenges concerning the research methodology were edified with relevant examples and case studies. Overall, the research methodology workshop guided the students, establishing research as a tool for building knowledge and facilitating learning. The workshop helped students gain an understanding of how research, if inculcated as a skill, can help seize opportunities, raise one's awareness and secure the base the students need in their respective professional arenas.



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Deviprasad Goenka  
management college of media studies

RSET Campus, S. V. Road,  
Malad (W), Mumbai - 400 064  
Tel No.: +91 22 4520 7722  
www.dgmcms.org.in  
info@dgmcms.org.in

Ref.: DGMC/ 2020/989/A

Date: 15<sup>th</sup> Feb 2020

To  
Mrs. Sulekha Munshi  
D 604, Kanakia Sampara  
Opp. Carnival Cinema,  
Borivali East  
Mumbai

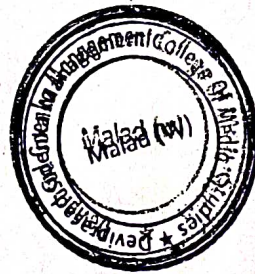
Dear Mrs. Sulekha Munshi,

We thank you for taking the time today 15<sup>th</sup> Feb 2020 to enlighten our students on **Research Methodology** and clearing their doubts and queries for the same.

We look forward for such associations in the future.

Warm Regards,

Dr. Ameer Vora  
Principal - DGMC





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Malad (W), Mumbai 400 064  
Tel No.: +91 22 4520 7722  
www.dgmcms.org.in  
info@dgmcms.org.in

OFFICE COPY

Ref.: DGMC/ 2020/983

Date: 12<sup>th</sup> March 2020

To,  
Dr. Iyer Venkatkrishnan  
Aditya Educational Campus,  
R.M.Bhattad Road, Ram Nagar,  
Borivali (West)  
Mumbai. - 400092.

Dear Dr. Iyer Venkatkrishnan,

**Sub: Invitation to Conduct Workshop**

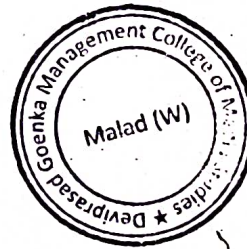
We are pleased to inform you that you will be conducting a Workshop at our institute on the  
**Topic – Quantitative Research** for the Academic Year 2019-20 for MACJ - Part I Program  
students on Saturday 14<sup>th</sup> March 2020 from 7.15am to 11.15am.

You shall be paid an honorarium of Rs. 5,000/-.

Warm Regards,

*Ame*

Dr. Ame Vora  
Principal - DGMC



*Ame*

*Iyer*



## **Workshop on Quantitative Research Methodology**

### **Objectives of the Workshop:**

1. To make participants understand the significance of research in the field of mass media.
2. To understand the process of research.
3. To make students understand the employability of quantitative research in the media industry.
4. To guide students about quantitative research methodologies.
5. To give students the basics of quantitative data analysis and report formation.

### **Outcomes of the Workshop:**

At the end of the workshop, the students were able to:

1. Understand the basics of the research process in media.
2. Importance of quantitative research in the field of media and communication.
3. Formulate the hypothesis and understand quantitative research tools to collect the data.
4. Understand the basics of quantitative data analysis and formation of event reports.

### **Report of the Workshop:**

A workshop on quantitative research methodology on 14 March 2020 from 7.15 am by Dr. Iyer Venkatkrishnan. He guided the students on tools of quantitative research, different stages of statistics, measures of central tendency, Continuous and discrete values, Step deviation method. The workshop was aimed to make students understand the employability of quantitative research in the media industry. 14 students from MACJ part I attended the workshop whereas they framed hypotheses and developed research design during the period of workshop. The students were also able to understand the data collection tools for quantitative research and various methods to



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analyze the quantitative data. Dr. Iyer also guided the students about the importance and usage of quantitative research in different fields of media. He stretched on the application of quantitative research in print media, marketing, broadcast media and public relations. The methodologies to collect the data for different mass media were also discussed with the students. Dr. Iyer also discussed What are the stages of statistics, measures of central tendency (only mean was done with raw data, frequency data and class intervals. He concluded the workshop where he focused on research report writing.



A handwritten signature in blue ink, appearing to read "Arjun".





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Ref.: DGMC/ 2020/983/A

Date: 14<sup>th</sup> March 2020

To,  
Dr. Iyer Venkatkrishnan  
Aditya Educational Campus,  
R.M.Bhattad Road, Ram Nagar,  
Borivali (West)  
Mumbai. - 400092.

Dear Dr. Iyer Venkatkrishnan,

We thank you for taking the time today 14<sup>th</sup> March 2020 to enlighten our students on **Quantitative Research** and clearing their doubts and queries for the same.

We look forward for such associations in the future.

Warm Regards,

Dr. Ameer Vora  
Principal - DGMC



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## **Workshop on Media Research by Mukhlis Alam**



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

WORKSHOP  
ON

# Media Research



**4 & 5**  
**APRIL 2020**  
from 9 AM - 1 PM

RESOURCE PERSON

**Mukhlis Alam**  
(TISS - Mumbai)

PLATFORM : GOOGLE MEET





Deviprasad Goenka Management College of Media Studies (DGMC)  
RSET Campus, S. V. Road, Malad (w), Mumbai 400 064, Maharashtra, India

Ref.: DGMCMS/ MACJ/1074/2020

Date: 28<sup>th</sup> Mar 2020

To  
Mr. Mulkis Alam  
Tata Institute of Social Sciences  
Mumbai

Dear Mr. Mulkis Alam,

**Sub: Appointment to Conduct Workshop**

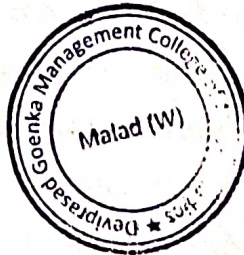
We are pleased to inform you that you will be conducting an online Workshop on the Topic –  
**MEDIA RESEARCH** for the Academic Year 2019-20 for MACJ Part I students on 4<sup>th</sup> & 5<sup>th</sup>  
April 2020

With best regards,

Yours sincerely,



Dr. Ameet Vora  
Principal





### **Objectives of the workshop:**

1. To provide participants with a solid understanding of the key concepts, theories, and methods used in media research.
2. To provide participants with an understanding of the importance of media research in the current media landscape and its role in shaping public opinion.
3. To introduce participants to various research methods and techniques used in media research, such as surveys, content analysis, focus groups, and case studies.
4. To enhance the understanding and skills of participants in conducting research.

### **Outcomes of the workshop:**

At the end of the workshop, the students were able to:

1. Understand the key concepts of media research.
2. Understand and employ the tools and techniques of media research.
3. Understand the process of writing a research report.

### **Report of the workshop:**

On 4-5 April 2020 a workshop on media research was organized for MACJ students of DGMC on Google Meet platform. It aimed to provide participants with an understanding of various aspects of media research, including its importance, different methods, and the latest trends. It was conducted by the faculty of Media research, Tata Institute of Social Sciences (TISS - Mumbai).

It was a two day workshop whereas day one was focused on the challenges of conducting media research in the digital age. The session discussed the impact of new media technologies on research methodologies and the challenges of collecting and analyzing data in an era of big data. The importance of qualitative research in media studies was also discussed. The session





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highlighted the value of qualitative research in providing rich, in-depth insights into media audiences, cultures, and practices. Day 01 was attended by 12 students of MACJ.

On day two, the resource person Mukhlis Alam discussed various facets of statistical research such as nature, scope and limitations of statistics, Descriptive and Inferential statistics, Kinds of Variables, Bell-shaped curve, Median, Mode, Variance and Covariance, Correlation and Regression, Parametric, Non-parametric tests, Spearman's rank, Correlation Coefficient, Chi-square test and Anova and Kendall Rank Correlation. In the question and answer session that followed both the sessions, students dispelled all their doubts on the complex topics. Day 01 was attended by 10 students of MACJ.

Overall, the workshop was a great success in providing valuable insights into media research. The students gained a better understanding of the research methodologies used in media research and their practical applications.



A handwritten signature in blue ink, appearing to read "Mukhlis Alam".

Deviprasad Goenka Management College of Media Studies (DGMC)  
RSET Campus, S. V. Road, Malad (w), Mumbai 400 064, Maharashtra, India

Ref.: DGMCMS/ MACJ/1074A/2020

Date: 7<sup>th</sup> April 2020

To  
Mr. Mulkis Alam  
Tata Institute of Social Sciences  
Mumbai

Dear Mr. Mulkis Alam,

We thank you for taking the time out on 4<sup>th</sup> and 5<sup>th</sup> April 2020 to enlighten our students on the topic – Media Research and clearing their doubts and queries for the same.

With best regards,

Yours sincerely,



Dr. Amee Vora  
Principal



Deviprasad Goenka Management College of Media Studies (DGMC)  
RSET Campus, S. V. Road, Malad (w), Mumbai 400 064, Maharashtra, India

Ref.: DGMC/ 2020/1110

Date: 21st Aug 2020

To  
Mr. Neeraj Joshi  
Marketing Head  
Zee Studio  
Mumbai


Dear Mr. Neeraj Joshi,

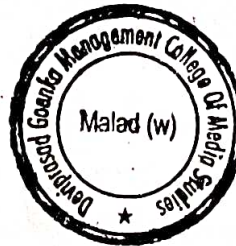
**sub: invitation to Conduct Guest Lecture Series @ DGMC**  
**For the Academic Year 2020-21**

On behalf of Shri Ashok M Saraf – President RSET, members of the Managing Committee, both the teaching and non-teaching Staff as well as on my personal behalf, I extend a cordial invitation to be our **Guest Speaker** on our Guest Lecture Series for the Academic Year 2020-21 on the **Topic – Movie Marketing** scheduled on **Saturday 29<sup>th</sup> Aug 2020** from 2.30pm onwards on the **Google Platform**.

I look forward to your favourable response.

Warm Regards,

  
Dr. Ameer Vora  
Principal - DGMC









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## **Workshop on Content, Communication and Marketing Research**

**DGMC**

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  
**Zee Studios**

Date: Saturday, 29th Aug 2020  
Time: 3pm to 5pm  
Venue: Google Platform

### **Objectives of the workshop:**

1. To explore the latest trends and advancements in the field of content and communication research.
2. To discuss the challenges and opportunities in conducting research on content and communication.
3. To develop marketing research skills.
4. The workshop could provide participants with an overview of marketing research methods and techniques and how to use them to gather insights about their target audience and improve their marketing strategy.



### **Outcomes of the workshop:**

At the end of the workshop, the participants were able to:

Understand and develop the film marketing research strategies.

Understand facets like Content & Communication Research, Market Potential Research in case of regional films.

Understand marketing research techniques.

Study the case studies of zee studios and other media houses.

### **Report of the workshop:**

Workshop on Content, Communication and Marketing Research was organized on 29 August 2020 from 2.30 pm on Google meet platform. 250 participants involving students of BAFTNMP and BAMMC and faculty members of DGMC attended the workshop. Mr. Neeraj Joshi has a vast experience in handling reputed films. He has been involved with multiple films at various stages of its marketing life cycle viz. Strategy, Communication & Campaign Planning. During the workshop he highlighted various aspects of movie marketing.

The session started with a brief introduction of the movie industry and movie marketing. He shared many inside stories, which gave students an insight on the facts and helped them develop a nuanced understanding. He presented many detailed graphs and charts during the course of his session.

The lecture highlighted many facets like Content & Communication Research, Market Potential Research in case of regional films. Formulating consumer and 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.

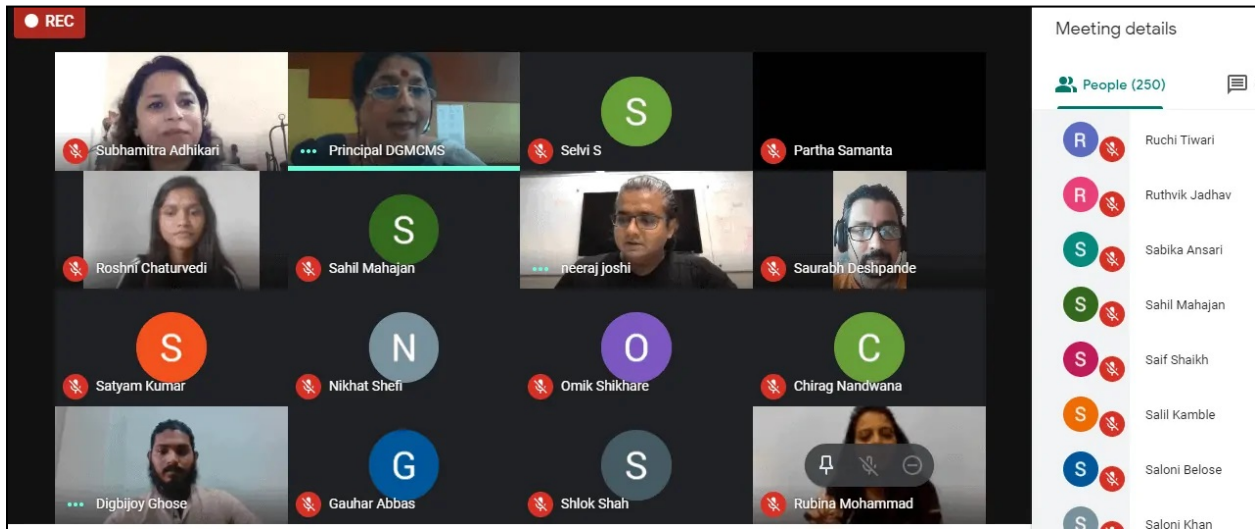
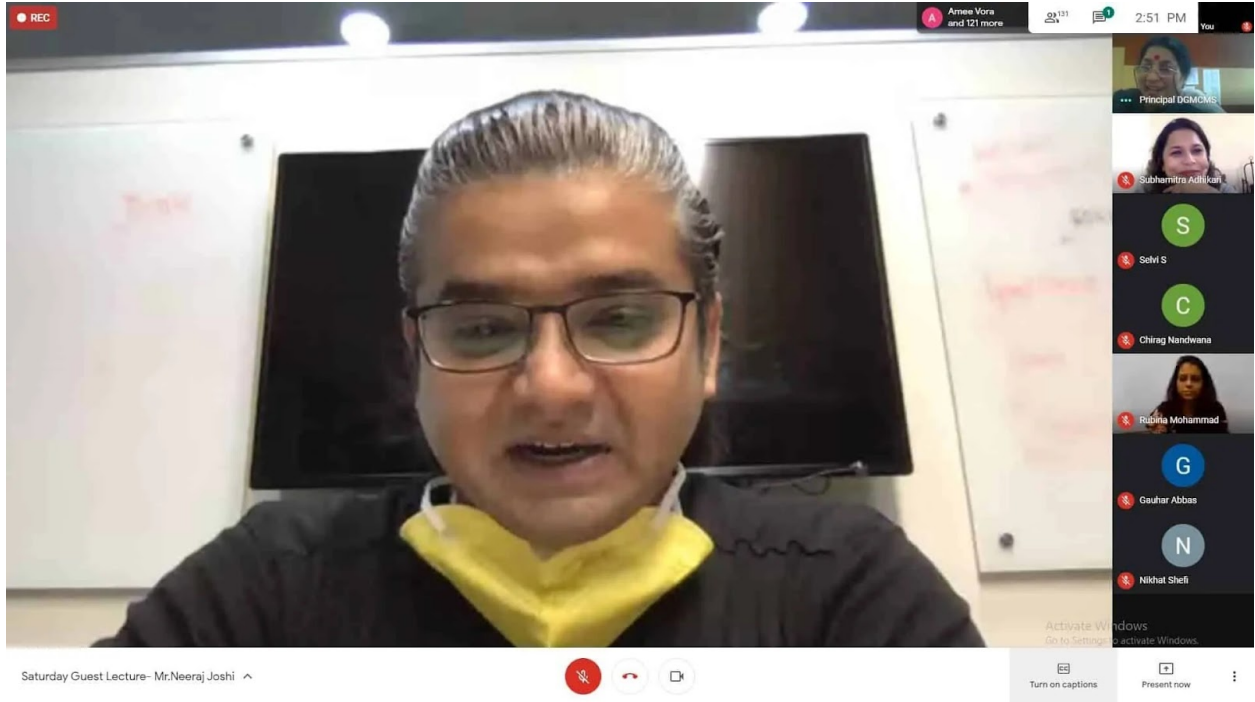


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It was indeed a very comprehensive discussion on the various aspects of Movie Marketing Strategies.

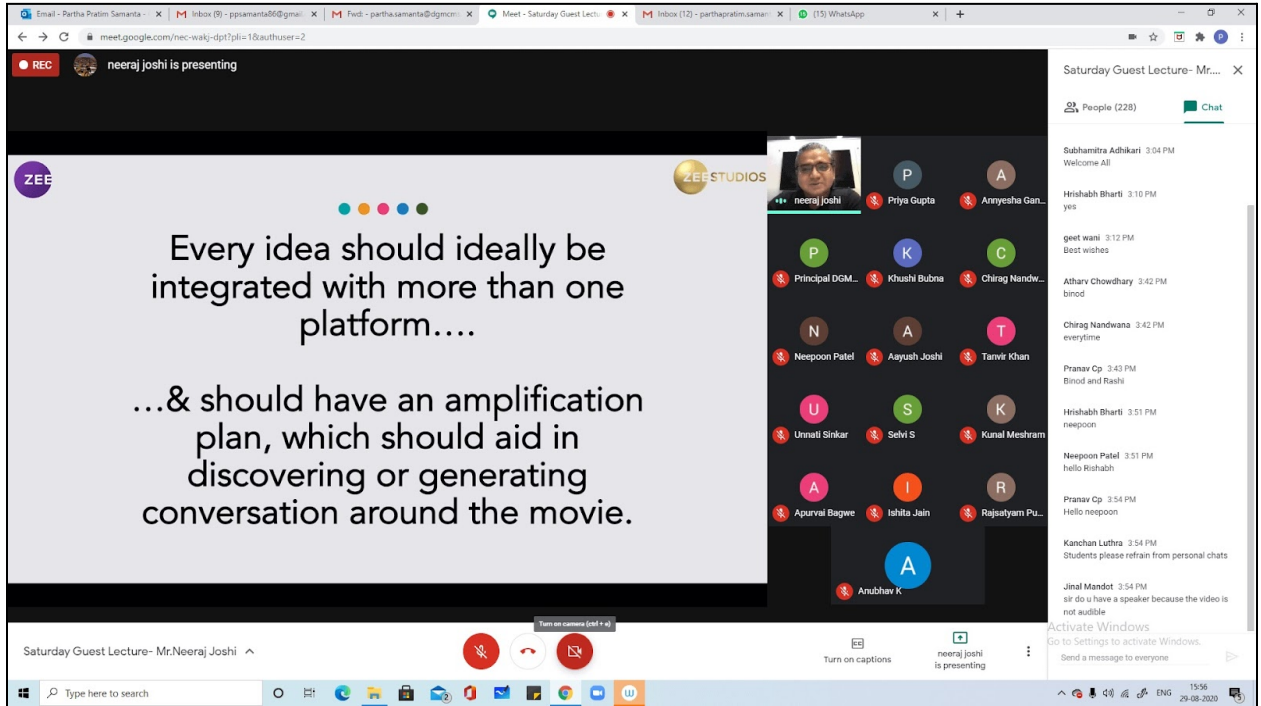




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Deviprasad Goenka Management College of Media Studies (DGMC)  
RSET Campus, S. V. Road, Malad (w), Mumbai 400 064, Maharashtra, India

Ref.: DGMC/ 2020/1110/T

Date: 31st Aug 2020


To  
Mr. Neeraj Joshi  
Marketing Head  
Zee Studio  
Mumbai

Dear Mr. Neeraj, Joshi,

We thank you for taking the time on Saturday 29<sup>th</sup> Aug 2020 to kick-start our Guest Lecture Series for the Academic Year 2020-2021 for our students of DGMC and enlighten them on the Topic: **Dynamics of Movie Marketing** and helping them clearing their doubts and queries for the same.

We look forward for such associations in the future.

Warm Regards,



Dr. Amee Vora  
Principal - DGMC





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Deviprasad Goenka Management College of Media Studies (DGMC)  
RSET Campus, S. V. Road, Malad (w), Mumbai 400 064, Maharashtra, India

**FDP on Research Methodology and Grant Proposal Writing**

**IQAC**  
**D G M C** **DGMC**

**Faculty Development Program (FDP)**  
on Research Methodology and Grant Proposal Writing

**24<sup>th</sup> - 29<sup>th</sup> May 2021 | 10.30 am - 5.00 pm**

**Platform - Google Meet**



**Dr. Sunitha  
Chitrapu**



**Dr. Lakshmi  
Lingam**



**Dr. Shamim  
Meghani Modi**

For further details kindly contact Dr. Dilnaz Boga on [dilnaz.boga@dgmcms.org.in](mailto:dilnaz.boga@dgmcms.org.in)



A handwritten signature in blue ink, appearing to read "Dilnaz".





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RSET Campus, S. V. Road, Malad (w), Mumbai 400 064, Maharashtra, India

Ref.: DGMC/2021/1519/A

Date: 15th May 2021

To,  
Dr. Lakshmi Lingam  
Dean & Professor,  
School of Media and Cultural Studies, TISS,  
Mumbai

Dear Dr. Lakshmi Lingam,

**Sub: Six-day Faculty Development Programme on  
Research Methodology and Grant Proposal Writing**

On behalf of Shri Ashok M Saraf – President RSET, members of the Managing Committee, Staff and on my personal behalf, it gives me pleasure to invite you for being our Resource Person for the six-day Faculty Development Programme on Research Methodology and Grant Proposal Writing for the Academic Year 2020-21 organized by The Internal Quality Assurance Cell (IQAC) of Deviprasad Goenka Management College of Media Studies (DGMC) from 24th May – 29th May, 2021 via Google Meet from 10.30am to 5pm.

We have created social media posts for this workshop and would kindly request if you could share the same on your social media handles.

DGMC's Social Media Link: FDP

Instagram: [https://www.instagram.com/p/CO40\\_kwLzZa/](https://www.instagram.com/p/CO40_kwLzZa/)

Linkedin: <https://www.linkedin.com/school/3542093/admin/>

Facebook: <https://www.facebook.com/dgmediaschool/posts/3946763925440045>

Twitter: <https://twitter.com/DGMediaSchool/status/1393496293868064772?s=19>

Please find below the event schedule and GOOGLE Meet link for your perusal.

Google Meet link to login:

Video call link: <https://meet.google.com/jxs-rqqz-goh>

We look forward to a successful interaction.

With best regards,



Dr. Amee Vora  
Principal

Deviprasad Goenka Management College of Media Studies (DGMC)  
RSET Campus, S. V. Road, Malad (w), Mumbai 400 064, Maharashtra, India

Ref.: DGMC/2021/1522/A

Date: 15<sup>th</sup> May 2021

To,  
Dr. Sunitha Chitrapu  
Shubhangi, First Floor,  
Military Road, Juhu,  
Mumbai, India – 400 049

Dear Dr. Sunitha Chitrapu,

**Sub: Six-day Faculty Development Programme on  
Research Methodology and Grant Proposal Writing**

On behalf of Shri Ashok M Saraf – President RSET, members of the Managing Committee, Staff and on my personal behalf, it gives me pleasure to invite you for being our **Resource Person** for the six-day Faculty Development Programme on **Research Methodology and Grant Proposal Writing** for the Academic Year 2020-21 organized by The Internal Quality Assurance Cell (IQAC) of Deviprasad Goenka Management College of Media Studies (DGMC) from 24<sup>th</sup> May – 29<sup>th</sup> May, 2021 via **Google Meet** from 10.30am to 5pm.

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**DGMC's Social Media Link: FDP**

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Linkedin: <https://www.linkedin.com/school/3542093/admin/>

Facebook: <https://www.facebook.com/dgmediaschool/posts/3946763925440045>

Twitter: <https://twitter.com/DGMediaSchool/status/1393496293868064772?s=19>

Please find below the event schedule and GOOGLE Meet link for your perusal.

**Google Meet link to login:**

Video call link: <https://meet.google.com/jxs-rqqz-goh>

We look forward to a successful interaction.

With best regards,







Dr. Ameer Vora  
Principal



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Deviprasad Goenka Management College of Media Studies (DGMC)  
RSET Campus, S. V. Road, Malad (w), Mumbai 400 064, Maharashtra, India

Ref.: DGMC/2021/1518/A

Date: 15th May 2021

To,  
Dr. Shamim Meghani Modi  
Tata Institute of Social Sciences (TISS),  
Mumbai.

Dear Dr. Shamim Meghani Modi,

**Sub: Six-day Faculty Development Programme on  
Research Methodology and Grant Proposal Writing**

On behalf of Shri Ashok M Saraf – President RSET, members of the Managing Committee, Staff and on my personal behalf, it gives me pleasure to invite you for being our **Resource Person** for the **six-day Faculty Development Programme on Research Methodology and Grant Proposal Writing** for the Academic Year 2020-21 organized by The Internal Quality Assurance Cell (IQAC) of Deviprasad Goenka Management College of Media Studies (DGMC) from **24th May – 29th May, 2021 via Google Meet from 10.30am to 5pm.**

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DGMC's Social Media Link: FDP

Instagram: [https://www.instagram.com/p/CO40\\_kwLzZa/](https://www.instagram.com/p/CO40_kwLzZa/)

Linkedin: <https://www.linkedin.com/school/3542093/admin/>

Facebook: <https://www.facebook.com/dgmediaschool/posts/3946763925440045>

Twitter: <https://twitter.com/DGMediaSchool/status/1393496293868064772?s=19>

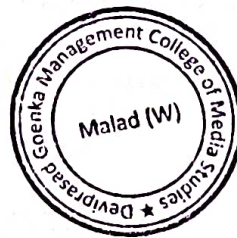
Please find below the event schedule and GOOGLE Meet link for your perusal.

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Video call link: <https://meet.google.com/jxs-rqqz-goh>

We look forward to a successful interaction.

With best regards,



Dr. Amee Vora  
Principal



### **Report of the FDP:**

The Internal Quality Assurance Cell (IQAC) of Deviprasad Goenka Management College of Media Studies conducted a Faculty Development Programme (FDP) on “Research Methodology and Grant Proposal Writing” from 24 th May 2021 to 31st May 2021 from 10:30 am to 5 pm on Google Meet platform. The sessions were conducted by Dr. Shamim Modi, Dr. Lakshmi Lingam and Dr. Sunitha Chitrapu. Faculty members from various institutes across India attended the FDP. On the first day, Dr Dilnaz Boga, Convener of IQAC Cell also presented her views and the objectives of conducting the FDP. Dr Lakshmi Lingam began her session on Social Sciences Research: Types of Research, and explained the similarities in research in the social sciences and research in the physical sciences. She went on to the differences between Qualitative Research & Quantitative Research,

Dr Sunitha Chatrapu addressed the topic of Media Research, where she talked about some basic media theories. On the following day, Dr Lingam elaborated on the various paradigms of research, and discussed Positivism, Post-Positivism, Social Constructivism, Critical Theory, Postmodernism, as well as Post-structuralism. Dr Lingam then went on to explain Quantitative Research Designs, Inductive and Deductive logic, Analytical Causal Designs and modeling and types of causal relationships.

On the third day, Dr Lingam addressed key concepts in qualitative research and data presentation, explaining the key elements, sampling and types of sampling, variables and types of variables, and devising a survey tool.

Dr Shamim Modi introduced Qualitative Research, elaborating on the philosophy and steps of qualitative research, the methodologies employed, and the importance of having a Field Notes Diary, as well as cultivating Emotional Intelligence and empathy while dealing with people. In the

In the next session, she spoke of Narrative Inquiry, Ethnographies and Case Study Research. She further spoke on phenomenology, grounded theory and exploratory study.

A handwritten signature in blue ink, appearing to read "Shamim".

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On the fourth day, Dr Modi talked about writing and presenting Qualitative Research. She emphasized on Reflexivity, the ethical aspects in data collection, and the various methodologies of data collection including the role of oral histories in narratives. The next session was conducted by Dr Modi on Developing Emotional Intelligence for Qualitative Research, where she had a small classroom activity demonstrating the concept of difficulties in communication while listening, especially while decoding experiences. Based on her own experience, Dr Modi described various exercises and activities that one can conduct to heighten empathic listening and acknowledging what the subjects say. She also highlighted the importance of listening sensitively, mindfully, skillfully and positively.

Dr. Modi highlighted ethics in research and publications. She highlighted the roles of ethical committees and consent forms, and the need to address trust issues with subjects of the study. Dr. Lingam spoke on what motivates academic writing, and insisted on adhering to the established norms to refrain from indulging in plagiarism. She went on to give an overview about plagiarism.

On the sixth day, Dr. Lingam divided the participants into small groups and requested them to enter their respective breakout rooms. All teams had come prepared for the activity after doing their work on their respective research proposals. The following day, Dr. Modi laid out the importance of understanding the study subjects' feedback.

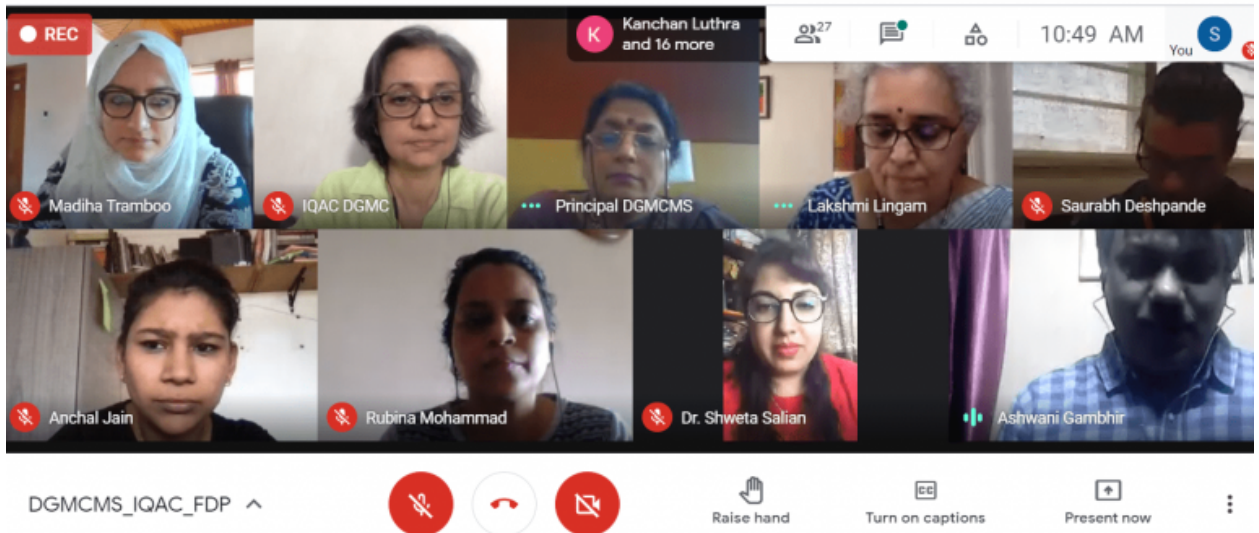
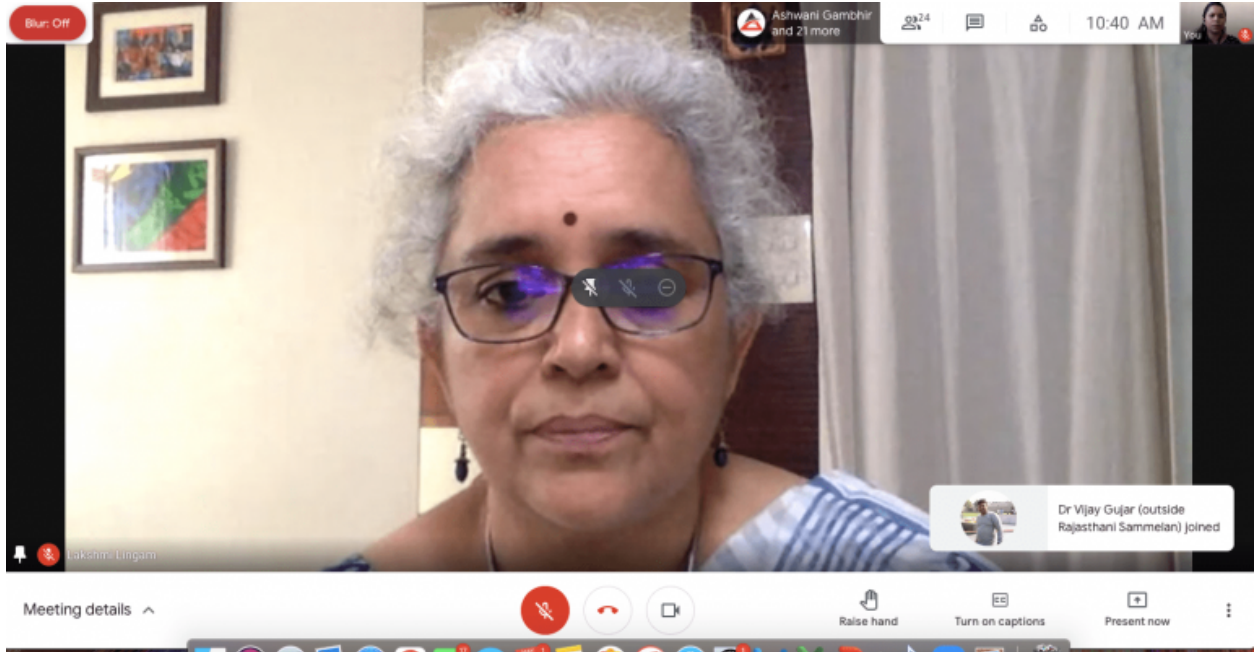
On the seventh day, the second session was the Valedictory Function, presided over by IQAC convenor Dr. Boga, who summed up the highlights of each session of each day. Various attendees were requested to present their feedback. The attendees were informed that their participation certificates would be made available online. Dr. Boga ended the FDP with a vote of thanks.



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## H - Certificate

This certificate is awarded to

**Dr. Amandeep Kaur**

of Shri Guru Ram Rai University, Dehradun

in recognition of his/her participation in the LIVE Seven Day Faculty Development Program

on **"Research Methodology, Media Research and Grant Proposal Writing"**

organised by the **Internal Quality Assurance Cell**

of **RSET's Deviprasad Goenka Management College of Media Studies**

from **24th to 31st May, 2021** on the **GOOGLE Platform**.

A Rajasthani Sammelan  
Educational Endeavour

DR. DILNAZ BOGA  
Convener - IQAC

DR. AMEE VORA  
Principal





Deviprasad Goenka Management College of Media Studies (DGMC)  
RSET Campus, S. V. Road, Malad (w), Mumbai 400 064, Maharashtra, India

Ref.: DGMC/2021/1523/B

Date: 31st May 2021

To,  
Dr. Lakshmi Lingam  
Dean & Professor,  
School of Media and Cultural Studies, TISS,  
Mumbai

Dear Dr. Lakshmi Lingam,

**Sub: Seven-day Faculty Development Programme on  
Research Methodology and Grant Proposal Writing**

On behalf of Shri Ashok M Saraf – President RSET, members of the Managing Committee, Staff and on my personal behalf, I take this opportunity to thank you for being our **Resource Person** during the seven-day **Faculty Development Programme on Research Methodology and Grant Proposal Writing** for the Academic Year 2020-21 organized by The Internal Quality Assurance Cell (IQAC) of Deviprasad Goenka Management College of Media Studies (DGMC) from 24th May – 31st May, 2021 via **Google Meet** from 10.30am to 5pm.

I appreciate your contribution in making this online event an enriching experience for all our faculty and participants.

I look forward to further collaborating and establishing a good Academia Industry relation with you in future

With best regards,



Dr. Ameer Vora  
Principal



Deviprasad Goenka Management College of Media Studies (DGMC)  
RSET Campus, S. V. Road, Malad (w), Mumbai 400 064, Maharashtra, India

Ref.: DGMC/2021/1523/B

Date: 31st May 2021

To,  
Dr. Sunitha Chitrapu  
Shubhangi, First Floor,  
Military Road, Juhu,  
Mumbai, India – 400 049

Dear Dr. Sunitha Chitrapu,

**Sub: Seven-day Faculty Development Programme on  
Research Methodology and Grant Proposal Writing**

On behalf of Shri Ashok M Saraf – President RSET, members of the Managing Committee, Staff and on my personal behalf, I take this opportunity to thank you for being our **Resource Person** during the seven-day **Faculty Development Programme on Research Methodology and Grant Proposal Writing** for the Academic Year 2020-21 organized by The Internal Quality Assurance Cell (IQAC) of Deviprasad Goenka Management College of Media Studies (DGMC) from 24th May – 31st May, 2021 via Google Meet from 10.30am to 5pm.

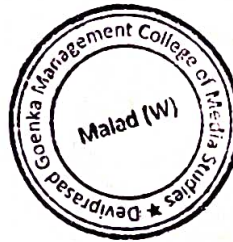
I appreciate your contribution in making this online event an enriching experience for all our faculty and participants.

I look forward to further collaborating and establishing a good Academia Industry relation with you in future

With best regards,



Dr. Ameer Vora  
Principal





Deviprasad Goenka Management College of Media Studies (DGMC)  
RSET Campus, S. V. Road, Malad (w), Mumbai 400 064, Maharashtra, India

Ref.: DGMC/2021/1523/B

Date: 31st May 2021

To,  
Dr. Shamim Meghani Modi  
Tata Institute of Social Sciences (TISS),  
Mumbai.

Dear Dr. Shamim Meghani Modi,

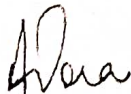
**Sub: Seven-day Faculty Development Programme on  
Research Methodology and Grant Proposal Writing**

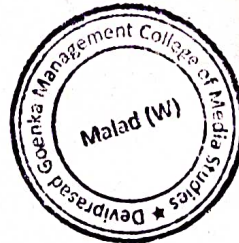
On behalf of Shri Ashok M Saraf – President RSET, members of the Managing Committee, Staff and on my personal behalf, I take this opportunity to thank you for being our **Resource Person** during the seven-day **Faculty Development Programme on Research Methodology and Grant Proposal Writing** for the Academic Year 2020-21 organized by The Internal Quality Assurance Cell (IQAC) of Deviprasad Goenka Management College of Media Studies (DGMC) from **24th May – 31st May, 2021** via **Google Meet** from **10.30am to 5pm**.

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I look forward to further collaborating and establishing a good Academia Industry relation with you in future

With best regards,







Dr. Ameer Vora  
Principal



Deviprasad Goenka Management College of Media Studies (DGMC)  
RSET Campus, S. V. Road, Malad (w), Mumbai 400 064, Maharashtra, India

Ref.: DGMC/2021/1936

Date: 22<sup>nd</sup> July 2021

To,  
Dr. Shantashree Sengupta  
Librarian (Associate Professor Grade),  
Progressive Education Society's Modern College of Arts, Science and  
Commerce, (Autonomous),  
Shivajinagar,  
Pune - 5

Dear Dr. Shantashree Sengupta,

**Subject: Invitation to be our Guest Speaker**

On behalf of Shri Ashok M Saraf – President RSET, members of the Managing Committee, Staff and on my personal behalf, it gives me pleasure to invite you as our **Guest Speaker** for the following Workshop and Online Session organized by the Smt. Prabahdevi Banwarilal Saraf Library of Deviprasad Goenka Management College of Media Studies (DGMC) to be held via Google Meet.

**Workshop and Online Session:**

1. Anti-Plagiarism Workshop: Friday, 23<sup>rd</sup> July 2021 2.30pm to 4.30pm
2. Open Access Resources Session: Friday, 30<sup>th</sup> July 2.30pm to 4.30pm

The link for the above events will be sent shortly.

We look forward to a successful interaction.

With best regards,



Dr. Ameer Vora  
Principal







## **Anti - Plagiarism Workshop**

### **Objectives of the Workshop:**

1. To update faculty members about the new plagiarism guidelines.
2. To provide information about concepts and types of plagiarism.
3. To provide guidance about anti plagiarism.
4. To orient the faculties about Open Access Resources.

### **Outcomes of the Workshop:**

1. Knowledge enhancement about plagiarism and types of plagiarism.
2. Faculties could gain knowledge about methods of reducing plagiarism while referencing.
3. Faculties will be able to easily access the referencing material with the help of open access library.

### **Report of the Workshop**

As per the UGC guidelines 2018 on plagiarism, and University of Mumbai notification, Anti plagiarism awareness workshop for all the DGMC faculty members was organized by Smt. Prabhadevi Banwarilal Saraf Library, DGMC on 23rd July 2021.

Dr. Shantashree Sengupta (Librarian/Associate Professor Grade) Modern College of Arts, Science and Commerce, Pune was the resource person for the workshop.

Dr. Sengupta elaborated the concept of plagiarism, types of plagiarism, its harmfulness, and measures to be taken by the particular academic institute for the pure research from the students, faculty and the research scholar of the institute. She also explained the UGC guidelines of 2018 in detail and suggested starting a new course on Research Publication. As per the norms each department of the institute should have Institutional Academic Integrity Panel (IAIP) and Departmental Academic Integrity Panel (DAIP). Each Institute should have their own Plagiarism

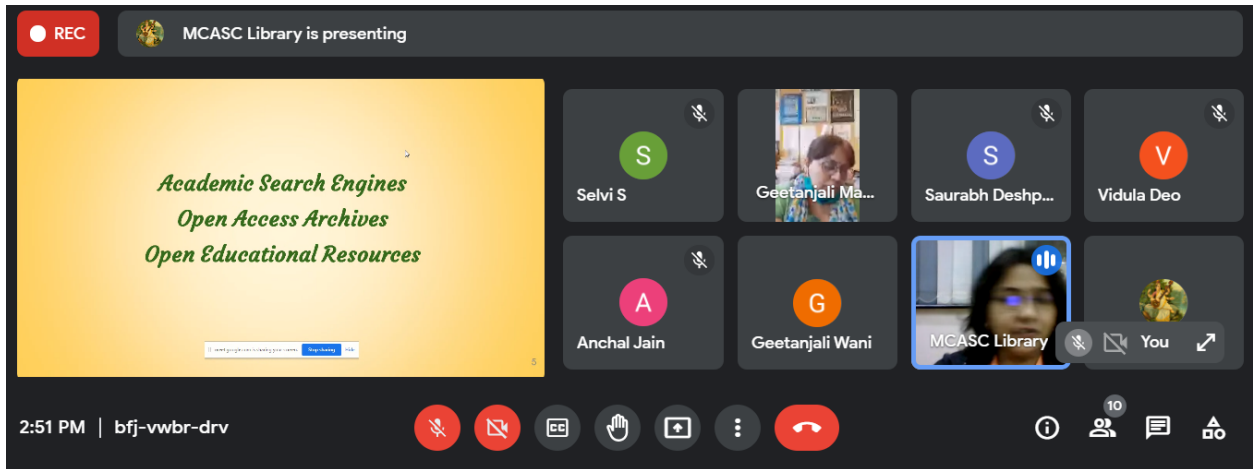


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policy to decide the percentage of plagiarism to be allowed in assignments, project reports, thesis and dissertations.



A handwritten signature in blue ink, appearing to read "Anchal".

Deviprasad Goenka Management College of Media Studies (DGMC)  
RSET Campus, S. V. Road, Malad (w), Mumbai 400 064, Maharashtra, India

Ref.: DGMC/2021/1936/A

Date: 30th July 2021

To,  
Dr. Shantashree Sengupta  
Librarian (Associate Professor Grade),  
Progressive Education Society's Modern College of Arts, Science and Commerce,  
(Autonomous),  
Shivajinagar,  
Pune – 5

Dear Dr. Shantashree Sengupta,

**Sub: Online Workshop**

On behalf of Shri Ashok M Saraf – President RSET, members of the Managing Committee, Staff and on my personal behalf, I take this opportunity to thank you for being our **Guest Speaker** for **Anti-Plagiarism Workshop** and **Open Access Resources Session** organized by the Smt. Prabahdevi Banwarilal Saraf Library of Deviprasad Goenka Management College of Media Studies (DGMC) held on 23<sup>rd</sup> and 30<sup>th</sup> July 2021 respectively via Google Meet.

I appreciate your contribution in making this online event an enriching experience for all our students.

I look forward to further collaborating and establishing a good Academia Industry relation with you in future.

With best regards,







Dr. Amee Vora  
Principal