

RSET's



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

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

Rotaract Club

Activities Report

2020 - 2021



Abhinav

Name of the event: Dil Wali Diwali

Date: November 2020

No of Volunteers: 06

Report of the event:

Real experience of difference happens only when one truly makes a difference in someone else's life. Driven by this motive, "Dil-wali Diwali 2020", a philanthropic collection drive was organized by the Rotaract Club of DGMC from 11th to 14th of November.

"We make a living by what we get, we make a life out of what we give." - Winston Churchill

Diwali is celebrated as a festival of lights with colorful Diyas and lamps everywhere. The lighting of Diwali lamps and Diyas symbolize the victory of light over darkness; the victory of selflessness over self-centeredness.

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.

The objective of this drive was to make sure that through the Rotaract Club of DGMC, as many lives as possible were touched. 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".

Planning and deliberations on how to go about with the initiative were done through Google Meet with the guidance of the advisors Prof. Shalu Balan and Prof. Selvi. The students were further guided by the enlightening path shown in this regard by the Principal Dr. Ameer Vora.

The Rotaractors of DGMC happened to be the cause of blossoming smiles on the glowing faces of children. Clothes, Sweets, Toys etc.were donated to an Adoption Centre in Malad East – Balvikas Shishu Sadan.



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Little acts of kindness can work wonders. The Rotaractors were keen on sharing love and kindness more than anything in this initiative undertaken by them. The Rotaractors spent their time with tribal children of Wada, Palghar at Shiva NGO.

Wanting to be the reason someone believes in the goodness of people, the Rotaract club of DGMC lighted up Diwali- 2020 for street wanderers as well. The Rotaractors shared their joy with wanderers on the streets of Mumbai by gifting them with clothes and sweets.



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

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Name of the event: School Supply Drive

Date: April 2021

No of Volunteers: 07

Report of the event:

The Community Service Avenue of Rotaract Club of DGMC had organized a school supply drive. The event was held on 7th December 2020. The collection was held on 5th and 6th December. We had received a hundred story books and novels, twenty notebooks around eight sets of blank papers which were binded, pencils, pens, small pouches of back to school-supplies, some toys and two boxes of crossword. Members of the community service avenue donated all the Stationeries collected to Dreamz Home Center for Girls.

The Community Service Avenue of Rotaract Club of DGMC had organized a school supply drive. The event was held on 7th December 2020. The collection was held on 5th and 6th December.

We had received a hundred story books and novels, twenty notebooks around eight sets of blank papers which were binded, pencils, pens, small pouches of back to school supplies, some toys and two boxes of crossword. After an ample amount of donation, members of the community service avenue donated all the items to Dreamz Home Center for Girls.

Amidst the pandemic schools are being conducted online. DGMC recognised the unaddressed needs of NGOs which are home for underprivileged children and have schools inhouse to educate their kids. The aim was to provide basic and necessary items like pencils, notebooks, pens, etc. to students who need it.

We all know that the theme of RCDGMC for this year is education and elevation. Education is the most important tool in order to bring about a change, and elevation comes along with



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education. This was an initiative taken by RCDGMC to make stationery available to those students who are in need of it, because everyone deserves to have equal opportunities to grow and learn. This was our atom sized effort to help eradicate the educational difficulties experienced by students.

This event helped us to take another step forward towards our goal education empowerment and elevation. The NGO Dreamz Home sent a letter of appreciation to the club after they received the donation.



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Name of the event: Beach Clean Up

Date: 24 January 2021

Venue: Juhu Beach

No of Volunteers: 22

Rotaract Club Of DGMC had organized a Beach Clean-up Drive on 24th January 2021 from 8:00am to 10:00 am at Juhu Beach.

This clean-up drive was conducted because of the determination of our Rotaractors who wanted to be a solution and not the cause of pollution. RCDGMC is a new star emerging in this galaxy and we have a motto to bring about a change in the perspective of the citizens of our country.

Approximately 20 volunteers from RCDGMC participated in this drive. The students functioned under the guidance of Prof. Shalu Balan, the co-advisor of Rotaract Club of DGMC and Prof. Saurabh Deshpande, the convenor of the NSS unit of DGMC.

A few people passing by had also joined the volunteers for the drive. Not only did we set an example for others to look up to but also we made sure that people are informed to not to throw away the tricolor.



Shalu

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Name of the event: Republic Day

Date: 26 January 2021

Report of the event:

Flag is the symbol of our National Pride. Over the last six decades, respective people have generously laid down their lives to keep the tri color flying high in the sky in its full glory.

On the other hand, it hurts to see flags on the ground. Trampled upon. Piled up in the trash. What do we do about it? Despite our unrelenting patriotism and love for the flag, we end up disrespecting it.

This Republic Day, Rotaractors of DGMC stepped out to pick up soiled national flags and dispose of them in a befitting manner.

On 26th January 2021, The Rotaractors of Deviprasad Goenka Management College of Media Studies, thought of what's a better way to celebrate our 72nd Republic Day than spreading awareness to our citizens to pay respect to our National Flag not just by hoisting it, but also to pick it up when you see a Flag lying down on the streets after the celebration ends.

The Rotaract Club pledged that we'll make sure we can spread this awareness to as many people as we can and also to pick up any Flag we find in our way.



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Name of the event: Rang De

Date: 3-5 February 2021

Venue: Malad Municipal Secondary School

No of Volunteers: 12

Report of the event:

On the 3rd of February 2021, The Rotaractors of Deviprasad Goenka Management college of media studies along with other fellow classmates inspired and invited by them assembled at Malad Municipal secondary school for Rang De to paint the walls of the school and display their artistic talents.

Students who volunteered to take part in this event were asked to give back to the society by getting together and painting the walls of the Malad Municipal Secondary School. After all, a picture can say more than what a thousand words cannot.

The event lasted across 5 days. 12 student volunteers showed up to express their artistic talents in a colorful manner from the 3rd of February to the 5th of February, 2021.

All the necessary art supplies were provided to the participants. Volunteers started by giving the wall a base of white paint, then outlining what they wished to paint and finally getting to work on their masterpiece. Every student volunteer and faculty member present in the event arrived with high spirits and worked with extreme enthusiasm.

Mr. Vinod Shellar was the chief guest for this event, and Grishma Ma'am played a major role in helping out, also bringing along with her 5 students who also actively participated in the event. .



Shruti

Name of the event: Valentine Day Drive

Report of the event:

The Rotaract Club of Deviprasad Goenka Management College of Media Studies took the initiative to share their love and gratitude to the Covid warriors in the Valentine's week of 2021.

From doctors and nurses to bank workers, grocery store owners and safai karamcharis, the team shared the Rotaract Club of DGMC's token of love and appreciation. It was found that some Covid warriors refused to accept our gifts while some accepted reluctantly and a few were extremely pleased. The event finally came to an end on 17th February 2021.

They say everything is fair in love and war. But do warriors receive the love they deserve? The Rotaract Club of Deviprasad Goenka Management College of Media Studies took the initiative to share their love and gratitude to the Covid warriors this Valentine's week. Before the execution of this plan a strategy had to be built up and for that a team of dedicated members was required, who under the guidance of Prof. Selvi and Prof. Shalu would make this a successful event. Starting from the 8th February 2021, they reached out to the heroes who helped Mumbaikars survive the pandemic.

Three online and two offline meetings were conducted to brainstorm and build an execution strategy and a calendar plan. Consequently it was decided that seven categories of covid warriors would be 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.

The places to visit were finalized with the help of the club advisors. The principal of Deviprasad Goenka Management College Of Media Studies, Dr. Ameer Vora approved the proposal of the Valentine's Drive For Covid Warriors. She further supported the team by providing T-shirts which had DGMC printed on them to help project the uniformity in appearance.

The college also provided official permission seeking emails to the respective authorities of the various Covid Warriors and No Objection Certificates for the Rotaractors.



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The team worked hard and did a commendable job meeting authorities, seeking permission, buying goodies, arranging DSLRs, carrying tripods, designing and collecting certificates. The drive lasted for eleven long laborious days.

In the span of eleven days, the team made sure that all the warriors were felicitated and graced with the respect they truly deserve.

From doctors and nurses to bank workers, grocery store owners and safai karamcharis, the team shared the Rotaract Club of DGMC's token of love and honor.

It was found that some Covid warriors refused to accept our gifts while some accepted reluctantly and a few were extremely pleased. The event finally came to an end on 17th February 2021.

Working in line with the Rotaract club of Deviprasad Goenka management college of Media Studies' decision to work on the education and elevation of the student community, the team has tried to encourage and motivate fellow Rotaractors to appreciate and thank the unsung heroes who have literally experienced a life and death situation. After all, there are living martyrs too and in the journey to find such living martyrs, the Rotaractors learnt planning, strategising, social networking and a myriad other things that matter!



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Name of the event: Rays and hues

Date: 30-31 March 2021

Report of the event:

The Rotaract Club of Deviprasad Goenka Management College of Media Studies organized a two days Altruistic Visit titled "Rays and Hues" to an orphanage with the idea of cheering up the children given the emotional challenges such underprivileged children are left to grapple with, in the midst of the prolonged Covid crisis period.

The planning for this event began from 24th March, 2021 onwards. A students' team was created for running this event and three meetings were called for by Prof. Shalu Balan to strategize and finalize the structure of the event. Touch Foundation's Bal Sadan orphanage at Borivali was identified as the orphanage for intervention. The calendar dates of 30th and 31st March, 2021 were fixed for the Altruistic Visit after consultation with the authorities at Bal Sadan.

An outline of the activities such as Singing, Dancing and Gaming activities that were finalized to be performed at the orphanage, was put up in writing and the Rotaract Club of DGMC team divided its members and assigned them the task of announcing about the initiative among students of DGMC for further volunteer and talent recruitment.

Singers and dancers readily volunteered to participate.



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Alina

Name of the event: Feeding Stray Dogs

Date: 4 October 2020

Report of the event:

During the pandemic stray dogs were also struggling just like us, food was scarce and most of the street dogs were starving. In Collaboration with "House of Strays" which is a NonProfit organization, the Rotaract Club of DGMC organized an activity wherein our young Rotractors took a stroll on the streets outside their homes to feed all the starving stray dogs they could find.

On the 4th of October, a Sunday morning, young rotaractors took to the streets near their homes to feed any stray dogs they could find.

The members were asked to feed any stray dogs they could spot outside their homes and document their interactions with the canines by taking pictures. During the pandemic, our little four-legged friends have found it even more challenging than usual to fill up their stomachs.

The aim of International Animal Day is to raise awareness about the welfare of animals all around the globe. The Rotaractors of DGMC decided to play their role by making sure these voiceless, innocent, creatures received at least one meal.

By interacting with the dogs our members discovered a new found empathy in their hearts for these voiceless creatures. Participants' vision enlarged with the realization that strays are fed with not one meal but three square meals with dignity thus upholding the spirit of compassion for four- legged co-habitants on Earth.



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Media Publication - Udaan

Newsletter by Rotary Club of Bombay Airport

2020 - 2021



Udaan

ROTARACT CLUB OF DEVIPRASAD GOENKA MANAGEMENT COLLEGE OF MEDIA STUDIES

RANG DE - CSR project



Under the guidance of our Respected Principal & Rotarian Dr. Amee Vora, RCDGMC organised a CSR activity wherein they adopted The Malad Municipal High School for its annual college fest MIA & Cinevoyage 2021. Rang De was an event where beautification of the school was done which created a positive & lively ambience for the students. All the participants visited the school & painted walls allotted to them. The total area of 8 classrooms of 9th & 10th std was approx. 4000 sq. ft. The art on these walls is related to education & academics.

Beach Clean-up Drive



Rotaract Club of Deviprasad Goenka Management College of Media Studies had organized a Beach Clean-up Drive at Juhu Beach. It was conducted because of the determination of our Rotaractors who wanted to be a solution & not the cause of pollution. RCDGMC is a new star emerging in this galaxy & we have a motto to bring about a change in the perspective

of the citizens of our country.

Approximately 20 volunteers from RCDGMC & NSS participated in this drive. The highlight of the event would be the mindset of our youth, our volunteers have proved that they are responsible citizens of India. The students were under the guidance of Prof. Shalu Balan & Prof. Saurabh Deshpande. Not only did we set an example for others to look up to but also ensured that people are informed to not to throw away the tricolour. This year Rotaract Club of DGMC decided to work on the education & elevation of the student community. This drive was a small step towards encouraging other students to inspire everyone & create a healthy environment for our surroundings.



President Chaitra Parab



Sri Sathya Sai Sanjeevani Centre for Child Heart Care
Kharghar, Navi Mumbai, Maharashtra, India



Chaitra Parab



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ROTARACT CLUB OF DGMCMS

Valentine's Drive for Covid Warriors

They say everything is fair in love and war. But do warriors receive the love they deserve? The Rotaract Club of Deviprasad Goenka Management College of Media Studies took the initiative to share their love & gratitude to the Covid Warriors during the Valentine's week. Under the guidance of the club advisors, Prof. Salvi, Prof. Shalu & the support of Rtn. Dr. Ameet Vora, the Principal of DGMCMS, this event was extremely successful. Starting from the 8th February, 2021 to 17th February, 2021, members reached out to seven categories of Covid Warriors from doctors & nurses to bank workers, grocery store owners & safai karamcharis, who helped Mumbaikars survive the pandemic



felicitating them with certificates, roses, goodies & greetings as a token of love & honor & graced them with respect that they truly deserve. It was found that some Covid Warriors refused to accept our gifts while some accepted reluctantly & a few were extremely pleased. The Advisors & the Principal finalized the places to visit & ensured all the official permissions from the respective authorities along with No Objection Certificates & all necessary precautions for the students were taken.

Working in line with the RC of DGMCMS decision to work on the education & elevation of the student community, the team has tried to encourage & motivate fellow Rotaractors to appreciate & thank the unsung heroes who have literally experienced a life & death situation. After all, there are living martyrs too & in the journey to find such living martyrs, the Rotaractors learnt planning, strategising, social networking & a myriad other things that matter!

Rays and Hues: An Altruistic Visit to Bal Sadan

RC of DGMCMS organized a two days Altruistic Visit on 30th & 31st March, 2021 to an orphanage with the idea of cheering up the children given the emotional challenges such underprivileged children are left to grapple with, in the midst of the prolonged Covid crisis period. On 30th March, 2021, the event started at 12:00 PM with action songs. Games were played, kids danced, had lots of fun & they were given chocolates. A wholesome lunch was arranged with them. Following the lunch, the singers performed & the kids responded to the songs humming back like bees. Nodding to the beats, they even requested them to sing other songs. Another game "Halt at the station" had the children dancing out of joy as they won in the end.



Day 1 then had come to an end with a photo session & distribution of Oreo biscuits & Dairy Milk chocolates to the children. Day 2 started with the "Freeze" game & "Lagori Cups" game after which the dancers performed their numbers. The children were overwhelmed with joy & tapped their feet too. While lunch was a fulfilling experience for the volunteers, the "Treasure Hunt" game lit the



children's face with bright flames of exciting smiles. After that, each child of Bal Sadan cheerfully came forward to place their imprints with colorful paints. The stationery purchased & packed with chocolates & key chains were distributed to the children. It was time to say "Goodbye" & the volunteers left the orphanage sensing the need to spread joy & hope at all times, covering more places & more people across the world.



A. Vora

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Rotaract Club

Activities Report

2021 - 2022



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Name of the event: Flood Relief Donation Drive and Distribution

Date: Donation Drive: 30 July to 3 August 2021

Distribution: 16 September 2021

Venue: Hantoli Wadi, Karjat

No of Volunteers: 19

Report of the event:

'Donation Drive' is a project that was undertaken to help the Rotaractors understand the importance of giving back to the society and tribal communities around the world.

The team worked diligently to help people in the affected areas. As many clubs and NGOs were already on their way to donate to the cause, the team decided to research and ask the people there what they need rather than sending them stuff which we think they might need.

The donation drive began on 30th July, 2021 and concluded on 6th August, 2021. RCDGMC collaborated with Khushiyan foundation and on 16th September, 2021 the volunteers of RCDGMC completed the distribution process at a village in Karjat.

16th September, the Rotaractors traveled to Hatnoli Wadi village at half past 10 am. All the local residents were called to Samaj Mandir, their assembly area, wherein all the donation materials and multiple hygiene kits were accumulated. The residents were explained how to use each product in the kit and the importance behind making proper use of the products provided. The hygiene kit consisted of various necessary goods like Dettol antiseptic, soap, packaged water, sanitary napkins, Colgate toothbrush and toothpaste, Soframycin, mask and a cleaning cloth. It was also ensured to distribute blankets to households in the village who had elder members residing there.

Another Wadi was visited in the same village, following the same routine. Distribution of a variety of clothes to the men, women and children that were present in the village was done, along with 1kg of rice and packets of masoor dal to every family that showed up. After the



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donation process was over, the residents chatted with the volunteers cheerfully which made the experience of the donation drive feel even more fruitful.

We had an immense pleasure organizing and contributing for this donation drive with the help of Mohar and Khushiyan Foundation. This drive helped the locals get access to necessary resources and goods during tough times, and also gave us an opportunity to lend a helping hand, encouraging us to make use of our platform and resources to contribute to causes leading to valuable impact. The joy and smile of the locals at the end of the drive made this whole journey worth it.



Name of the event: Becoming Tribal Literate

Date: 19 August 2021

Venue: Dhamkhind Village

No of Volunteers: 17

Report of the event:

We already had plans on adopting a village and through vigorous research done by our Principal Dr. Ameer Vora and Club Advisor Prof. Selvi S., we learnt that a village in Palghar was in need of such assistance. On 9th August, 2021, on the occasion of International Day of the World's Indigenous Peoples, the project of 'Becoming Tribal Literate' was inaugurated and on 19th August, 2021, which marks the World Humanitarian Day, a team from the club was set on a journey to Palghar to carry out this intensive research project.

On 19th August, the members of RCDGMC embarked on a journey to Damkhind village, where throughout the day, they socialized and interacted with the local residents there, in an attempt to understand the lifestyle of the people living there. Through a variety of activities like:

Season Mapping: Season mapping is a valuable tool that can help one understand the crops that grow in a region during a particular month. We organized this activity with the intention of gaining knowledge about the villagers' cropping patterns and also to get a better understanding of their yield and incomes.

Village Timeline: To learn more about the history of the village & educate ourselves, Rtr. Sakshi Kesarkar proceeded to course through the village to interview the elder residents.

Problem Tree: Problem tree analysis (also called Situational analysis or just Problem analysis) uses a pictorial representation of an existing problem, its causes, and effects which aims to get a clear and shared understanding of the issue.

The project came to life when there was no barrier acting between us and the people we wanted to help. We could talk to them directly, hear their stories, share wisdom and experiences, learn their traditional way of living and knowledge, and delve deeply into their problems and come up with traditional solutions by working alongside them.



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Abhinav

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Name of the event: Twinkle in the Wrinkle

Date: 16 November 2021

Venue: Nityanand Ashram

No of Volunteers: 10

Report of the event:

A visit to an old age home. In efforts to spread the positive energy of Diwali, we spent time organizing this donation drive during the festive season.

We successfully collected the required donations with the help of generous supporters and were thrilled to spend time on 16th November, 2021 at Parash Dyan Shikshan Prasarak Mandal to bring some light and spark into the lives of the residents there!

On 16th November, 2021, the Rotaract Club of Deviprasad Goenka Management College of Media Studies visited Shri Nityanand Ashram in Masacha Pada, Kashi Gaon. The club was represented by the President, Rtr. Chetna Shastri, the secretary, Rtr. Taiyaba Sheikh, HRD Officer, Aaliya Khan, Sergeant At Arms, Rtr. Abeer Nilyam, BOD of community service, Rtr. Atharv Pujari and Rtr. Khushi Kandwal. The team reached the NGO at around 4:10 pm, wherein they firstly took a seat with one of the founders of the NGO, Mrs. Seema Kaade.

The NGO is jointly founded by Mr. Rupesh Patil, Mr. Shashikant Patil, Mrs. Seema Kaade works primarily for the homeless & beggar senior citizens, single parent children and orphans wherein they provide shelter with all the basic facilities.

The team visited the residents and talked to them, getting acquainted with their stories and backgrounds. A donation drive was also held wherein the goods that were researched by the team to be required by the NGO such as wheat, cooking oil, sugar, Tea leaves, salt and pulses were donated in large amounts. After spending a day with them, the team returned home at 7 pm. It was undoubtedly a well accomplished donation drive.



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Name of the event: Holi Celebration in the NGO

Date: 19 March 2022

Venue: Nityanand Ashram

No of Volunteers: 13

Report of the event:

On 19th March, 2022, the Rotaract Club of Deviprasad Goenka Management College of Media Studies once again visited Shri Nityanand Ashram in Masacha Pada, Kashi Gaon, as they did in the month of November. This time, the visit was on the account of Holi, to celebrate it with the occupants in the NGO. The NGO is jointly founded by Mr. Rupesh Patil, Mr. Shashikant Patil, Mrs. Seema Kaade, who work predominantly for the homeless senior citizens, single parent children and orphaned children wherein they provide them with shelter and all the basic facilities.

The Rotaractors reached the NGO at 9:45 am with hydrating, fiber-rich fruits like watermelons, bananas and grapes as gifts from their side. With their second visit to the place, the residents were very gleeful to have the Rotractors back with them again. They remembered them well from their first visit and with immense love and affection welcomed them with embraces and also talked with them for a while.



To have the spirit of the festive mood prevailed, Rotaractors, along with the residents, sweetly played with safe, eco-friendly colors and marigold petals and celebrated Holi together. They also sang together, surrounding themselves in the aura of love, warmth, unity and peace in each other's company.



Shreya

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Name of the event: World Breastfeeding Awareness Week Digital Campaign

Date: 1 - 7 August 2021

Report of the event:

To bring more attention to Breast-feeding Awareness Week, commemorated from 1st to 7th August 2021, the Rotaract Club of Deviprasad Goenka Management College of Media Studies organized a digital campaign to highlight the importance of breastfeeding and its impact on mothers' and child's health. To bring more attention to Breast-feeding Awareness Week, commemorated from 1st to 7th August 2021, the Rotaract Club of Deviprasad Goenka Management College of Media Studies organized a digital campaign to highlight the importance of breastfeeding and its impact on mothers' and child's health.

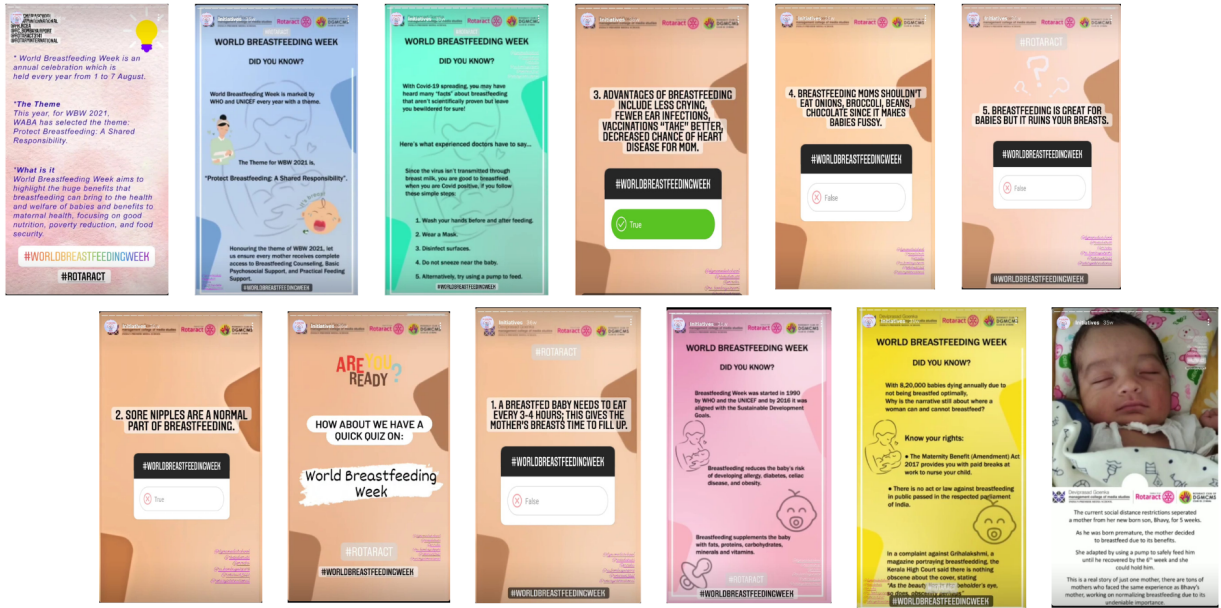
A social media content calendar was formed by the Digital Communications avenue along with help of Editorial Avenue and Club Advisors. Aesthetic visual graphics by Digital Communications Avenue. were designed to accompany the content.

The content threw light on various facts and delved into the history and significance of breastfeeding and World Breastfeeding Week along with quizzes, polls, and story features to help the audience understand and engage with the project. The content was then uploaded on the social media of RCDGMC daily throughout the week in the form of stories, where the audience could find the content, interact with it and educate themselves.

Through engaging activities like series of facts, quizzes, and many real-life stories being featured on social media stories, a powerful awareness drive took place that served the purpose of enlightening people about the importance and necessity of breastfeeding and educating the people with properly-researched facts.



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Shweta