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

**5.1.3 Percentage of students benefitted by guidance for competitive examinations and career counselling offered by the institution during the last five years**

Year	Name of the activity	Number of students participated
2018-19	Talk on careers in cinematography by Milind Jog	50
	Talk on careers in crime reporting by Mohammed Thaver	46
2019-20	Webinar on Media takes a new dive: Career and opportunities	129
	Guest Lecture by Neeraj Joshi	250
2020-21	Webinar on "Careers in Sports Marketing & Management - The Next Frontier "	25
	Webinar on Entrepreneurship Development: Break out Of Your Shell	71
	Masterclass by Bishwadeep Chatterjee	86
	Masterclass by Nand Kishor Rajput	45
2021-22	Masterclass by Nilesh Gavale	32
	Masterclass by Parinda Singh	38
	Masterclass by Dhirendra Singh	37
	Masterclass by Srijan Narayan	42
	Masterclass by Prachi Pinglay	39
	Masterclass by Sandip Tarkas	31
	Masterclass by Ashish Vaidya	42
	Masterclass by Sushant Kamble	45



*Ashu*

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Notice 100/2019

17<sup>th</sup> Aug 2019

## NOTICE

### Guest Talk on Cinematography

A special Guest Lecture on **Cinematography** is being organised by DGMC.

**Mr. Milind Jog**, a well-known Cinematographer shall engage in a Guest Talk on **31<sup>st</sup> Aug 2019** from **2pm to 4pm** in the Madhoprad Saraf Seminar Hall.

All BAFTNMP students are required to attend the Guest Talk and clear their doubts with regards to Cinematography.



**Dr. Ameer Vora**  
Principal



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## Report on Guest lecture

### Talk on careers in cinematography by Milind Jog

31<sup>st</sup> August 2019 to 28<sup>th</sup> September 2019

#### About the Guest Lecture

While the digitally-enabled world offers unprecedented opportunities on one hand, the ability to leverage the advantages of this communications revolution requires a sharp understanding of the domain. What cannot be forgotten in this euphoria is that a responsible and socially-oriented media is critical to the functioning of a plural society. Only well-grounded professionals can bring this nuanced understanding to the working of the media industry.

The essence of DGMC lies in creating practitioners who can assimilate intellect, creativity, skill and integrity and achieve highest standards of professional expertise and conduct. Thus DGMC incorporates Guest Lectures into our regular teaching plan.

Practitioners from across multiple media channels engage guest lecture. Guest lectures were held on August 31, 2019 and September 28, 2019 by Mr Anand Subaya, editor (Zindegi na milegi Dohara, etc) and Mr Milind Jog, Cinematographer.

Objectives:

- Providing an overview of the field of cinematography, including its history, development, and current trends
- Exploring the various career paths and opportunities available in cinematography, including working as a camera operator, director of photography, or lighting technician
- Developing an understanding of the technical skills and knowledge needed to succeed in cinematography, such as camera operation, lighting design, and color grading



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Outcomes:

- Increased knowledge and understanding of the field of cinematography, and the various career opportunities available in this field
- Improved ability to assess one's own skills and interests, and to determine the best career path within the field of cinematography
- Enhanced understanding of the technical skills and knowledge needed to succeed in cinematography, and the steps needed to acquire these skills
- Development of a professional network of peers and industry professionals, providing opportunities for ongoing learning and collaboration.



*Mr. Milind Jog being felicitated by Prof. Saurabh Deshpande*



*Sharma*

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*Students in interaction*



*Abhinav*

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## LIST OF PARTICIPATION FOR TALK ON CINEMATOGRAPHY BY MR. MILIND JOG

1. Ashutosh Popat Jare
2. Laukik Sudhir Javkar
3. Himanshu Vaishnno Jetley
4. Shivani Yogen Joshi
5. Abhay Prashant Gandhi
6. Rahul Rajendra Ghadi
7. Oved Raymond Gadkar
8. Vipul Satish Datt
9. Swagnik Samir kumar Das
10. Akshat Mihir Bhuta
11. Faizan Anees Bazmee
12. Yamini Prabhatsingh Bhati
13. Yash Manish Agrawal
14. Aditi Punyashlok Acharya
15. Mayank Ashish Tiwari
16. Siddharth Manish keswani
17. Dimpri Mukesh Kakkad
18. Yash Shailesh Shah
19. Kartik Rajesh Arora
20. Cheryl Biltu Kar
21. Mayur Dhanpat Bhati
22. Nakul Chander shekhar Arora
23. Khushali Rakesh Thakar
24. Mridul Dr. Manoj Shukla
25. Satyendra Kailash Yadav
26. Mihir Prakash Varma
27. Renil Joy Varghese
28. Sushant Sanjay Tirodkar
29. Aakash Vasant Patel
30. Rohit Hitesh Tilawat
31. Krutika Aashish Tanna
32. Mayuresh Subramanyam Sunkara
33. Anjali Jitendra Rai
34. Saurabh Prasoon Srivastava
35. Hriday Raju Sonavane
36. Gyanank Gyanesh Shrivastav
37. Garima Hira lal sachdeva
38. Sahil Rajiv Ravi
39. Vishwaraj Prithviraj Prabhakar
40. Amey Ravindra Pawar
41. Keyur Rajan Patole
42. Darshan Ganesh Patil
43. Kimiko Vinod Patel
44. Shwet Swapnesh Parekh
45. Jacob Joel Nadar
46. Sudhanshu Himanshurai Mittal
47. Ramya Bharat Myatra
48. Megha Jatin Marthak
49. Mihir Mukesh Mangaonkar
50. Vivek Manish Shah



*Milind Jog*

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28th November 2019

## STUDENT NOTICE

### Guest Lecture Series – Guest Talk III

**Guest Lecture Series – Guest Talk III** will be held this **Saturday 30<sup>th</sup> Nov 2019**  
at ~~2.30~~ pm in the 6<sup>th</sup> Floor Seminar Hall.  
*11.30 am*

**This session will be conducted by Senior Correspondent and Crime Reporter at Indian Express Mr. Mohd Thavar.**

All students are requested to attend in large numbers to gain first-hand experience, understanding and knowledge in Crime Reporting.

Please ensure all students report on time.

**Dr. Amee Vora**  
I/c Principal



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## Report on Guest lecture

### Talk on careers in crime reporting by Mohammed Thaver

30<sup>th</sup> November 2019

#### About the Guest Lecture

The lecture was organised by the Guest Lecture Club headed by Dean Dr. Mukesh Sharma, Principal Dr. Ameer Vora, student secretary Nidhi Nair and joint secretary Tanaya Pande.

Mohamed Thaver gave interesting insights on some of the high-profile he had worked on during his career and shared some stimulating stories with eighty-five students who attended his talk. Students from all the classes — undergraduate, Master's and post-graduate — attended the lecture and interacted with the crime reporter, asking him all sorts of questions. The lecture was very informative and interesting and the seminar hall was packed with students.

#### Objectives:

- Providing an overview of the field of crime reporting, including its history, development, and current trends
- Exploring the various career paths and opportunities available in crime reporting, including working as a journalist, reporter, or investigative journalist
- Developing an understanding of the technical skills and knowledge needed to succeed in crime reporting, such as researching, writing, and interviewing techniques

#### Outcomes:

- Increased knowledge and understanding of the field of crime reporting, and the various career opportunities available in this field
- Improved ability to assess one's own skills and interests, and to determine the best career path within the field of crime reporting
- Enhanced understanding of the technical skills and knowledge needed to succeed in crime reporting, and the steps needed to acquire these skills



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Mr.

*Mohammed Thaver engaging students*



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## LIST OF PARTICIPATION FOR TALK ON CAREERS IN CRIME REPORTING

1. Aditi Punyashlok Acharya
2. Sudhanshu Himanshurai Mittal
3. Yash Manish Agrawal
4. Ramya Bharat Myatra
5. Faizan Anees Bazmee
6. Jacob Joel Nadar
7. Abhishek Darshan lal Bhagat
8. Aditya Dinesh Nagwekar
9. Mayur Dhanpat Bhati
10. Shwet Swapnesh Parekh
11. Yamini Prabhatsingh Bhati
12. Aakash Vasant Patel
13. Akshat Mihir Bhuta
14. Kimiko Vinod Patel
15. Swagnik Samir kumar das Das
16. Darshan Ganesh Patil
17. Vipul Satish Datt
18. Rhushikesh Arun Patil
19. Oved Raymond Gadkar
20. Keyur Rajan Patole
21. Abhay Prashant Gandhi
22. Amey Ravindra Pawar
23. Himanshu Navin Gautam
24. Vishwaraj Prithviraj Prabhakar
25. Rahul Rajendra Ghadi
26. Anjali Jitendra Rai
27. Anjali Prahlad Gupta
28. Sahil Rajiv Ravi
29. Preeti Shivshankar Gupta
30. Garima Hira lal Sachdeva
31. Sonal Namdeo Jadhav
32. Sahil Bhagwan Sawlani
33. Divya Pramod Jain
34. Vivek Manish Shah
35. Mihir Shashank Jani
36. Yash Shailesh Shah
37. Ashutosh Popat Jare
38. Mridul Manoj Shukla
39. Laukik Sudhir Javkar
40. Ankit Rabindra Sinha
41. Shivani Yogen Joshi
42. Hriday Raju Sonavane
43. Dimpri Mukesh Kakkad
44. Cheryl Biltu Kar
45. Siddharth Manish Keswani
46. Dhaivat Sanjay Kothari



*Aditya*

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14<sup>th</sup> May 2020

## NOTICE

Deviprasad Goenka Management College of Media Studies and the IQAC of the College organises a webinar on:

### **MEDIA TAKES A NEW DIVE: CAREERS & OPPORTUNITIES**

**A MUST Webinar...FREE for every student aspiring to make a career in  
Media & Entertainment industry**

**Date: Tuesday, 26<sup>th</sup> May, 2020 at 3:00 pm**

**To Register Login to:**

<https://docs.google.com/forms/d/e/1FAIpQLSesZcHdBo4O2jKTeR228e5QEQT7TRDoP9s58ajcW-7q8bjow/viewform>

#### **Objective of the Webinar:**

The webinar will facilitate an opportunity for students to connect directly with the experts in the field of advertising & communication, television & film making, journalism and digital media who have not only made a mark in this media industry but have lead from front to bring the desired change. It will also provide the students a platform to interact and get the appropriate information, knowledge and guidance to explore the world of Media & Entertainment and to choose the right career path.

#### **Our Esteemed Resource Persons:**

- 1) Dr. Amitha Sehgal
- 2) Mr. Sandip Tarkas
- 3) Mr. Vishal Nongbet
- 4) Ms. Ankita Bhatkhande

#### **Takeaways:**

Expert Guidance | Interaction/ Q&A Session | E-Certificate



*Alara*

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**Who should attend:**

Students appeared for HSC, BMM, BMS, BA, BCom, BSC and other Graduates interested in making careers in Advertising, Film Making, Content Creation, Journalism and Digital Media.

**Instructions to Participants:**

No participation Fee | Prior Registration is Compulsory | E-Certificate shall be facilitated after the submission of duly filled feedback form by the participants | E-Link of the session will be shared one day prior of the session.

**To register please login:**

<https://docs.google.com/forms/d/e/1FAIpQLSesZcHdBo4O2jKTeR228e5QEQT7TRDoP9s58ajcW-7q8bzjow/viewform>

Students are requested to forward to friends and family.



**Dr. Ameer Vora**  
Principal



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## Report on Webinar

### “Media Takes A New Dive: Careers and Opportunities”

hosted on Zoom online platform on 26th May, 2020

#### About the Webinar

The webinar “Media Takes A New Dive: Careers and Opportunities” was organised under the leadership of Dr. Ameer Vora by the Internal Quality Assurance Cell of Deviprasad Goenka Management College of Media Studies.

The webinar was hosted on Zoom online platform on 26th May, 2020 (Tuesday) between 4.00 p.m and 6.30 p.m. That the event was very well received was evident from the enormous Google Form registrations from participants across India. The webinar was also live streamed on YouTube. The video record of the event has been made available on the college YouTube channel.

The programme was a completely free of cost arrangement for the participants as the intention behind organising this webinar was to enable the access of meaningful guidance to students of Higher Secondary schools and Under Graduate Colleges who aspire to make a career in Media, Communication, Journalism and Entertainment.

#### Groundwork

Several deliberations, discussions and meetings were conducted on a day-to-day basis to reach out to the prospective participants on the one hand, and to obtain the best possible coordination and cooperation from the resource persons on the other hand, so that the purpose of the webinar is realized in full authenticity.

#### Setting the Stage

The webinar commenced with the Master of the Ceremony Prof. Saurabh Deshpande's brief welcome note followed by the National Anthem.



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The honourable principal, Dr. Ameer Vora, delivered the inaugural speech introducing the audience to the legacy of RSET. She drew the audience's attention to the tech-specific academic campus and career centred learning experience offered at Deviprasad Goenka Management College of Media Studies. Announcements regarding introduction of new dynamic short term courses in the academic year 2020 – 2021 were also made.

After this, the Master of the Ceremony introduced the main speakers and the college alumni who are now growing professionals. Participants were intimated about Online Survey Questionnaires that were arranged to flash on their viewing screen so they could fill in and participate as active listeners.

### **Alumni Perspective**

The alumni of Deviprasad Goenka Management College **Ms. Anushree Shetty, Ms. Seema Tiwari, Mr. Varun Menon and Mr. Rugved Kulkarni** addressed the audience sharing their learning experience at their alma mater and the career opportunities in fields of Media Planning, Journalism, Film Making and Direction respectively.

### **Questions & Answers**

After the Resource Persons and Alumni had addressed the audience, Prof. Dolly Awati moderated a Question and Answer session compiling all the questions participants had put up on the chat boxes of the live Zoom webinar and YouTube platforms.

### **Au revoir**

Following the Question and Answer session, Prof. Ponselvi proposed the Vote of Thanks and announced the closing of the webinar. Online Feedback forms were filled in by participants and submitted later. In the subsequent days, E-Certificates of Participation were emailed to participants.

### **Webinar Outcome**

The following outcomes were achieved through the webinar:



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- Institution received data pertaining to popular knowledge and preferences through surveys participants actively filled in during the course of the webinar.
- Participants received direct access to expert guidance from leading professionals.
- Aspirants received the opportunity to interact and ask questions to get any information they required.
- Participants received inputs on how appropriate educational qualification could give a competitive edge in building careers.
- Participants received an exposure to the conducive learning environment at DGMC for pursuing studies related to Entertainment/Media/Communication/Journalism.
- Participants received directions related to lifestyle management and attitude management which are integral to building sustainable careers.



*Arora*

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**DGMC**

Deviprasad Goenka Management College of Media Studies and the IQAC of the College organises a webinar on  
**MEDIA TAKES A NEW DIVE:  
CAREERS & OPPORTUNITIES**

*A MUST ATTEND WEBINAR...  
free for every student aspiring  
to build a career in the Media  
and Entertainment industry.*

**DATE: 26<sup>th</sup> May 2020**

**TIME: 3:00 pm**

**PLATFORM: Zoom**

**SPEAKERS:**

1. Dr Amitha Sehgal
2. Mr Sandip Tarkas
3. Mr Vishal Nongbet
4. Ms Ankita Bhatkhande

**REGISTER NOW**



*Ankita*



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## LIST OF PARTICIPATION FOR WEBINAR ON MEDIA TAKES A NEW DIVE: CAREERS AND OPPORTUNITIES

1. Devansh Deepak Ahuja
2. Gaisul Md Nurain Azam
3. Apurvai Unmesh Bagwe
4. Muskan Prabhakar Raj
5. Yash Dnyanesh Bhalekar
6. Digbijoy Dipok Kumar Ghose
7. Shreyas Vinod Bhosale
8. Siddhant Shailesh Goenka
9. Prateek Vishal Chandrani
10. Yashodhan Vivek Hardekar
11. Roshni Anil Chaturvedi
12. Gaurav Gajendra Jadhav
13. Arshpreet Kaur Kewal Singh
14. Vinayak Anand Tripathi
15. Jaijeet Yaduraj Metkar
16. Taksh Dinesh Shikari
17. Vaishnavi Vishwanath Mishra
18. Kartikay K K Raghuwanshi
19. Shankho Saptarshi Mitra
20. Neelkanth Narendrabhai Patel
21. Lucky Rajesh More
22. Rishabh Uday Poojary
23. Deryk Devaprasad Nadar
24. Suyog Surendra Powale
25. Dinesh Vijayan Nadar
26. Krishna Ajay Rao
27. Yogalakshmi Prabhakaran Nadar
28. Tushar Shashi Kumar Rawat
29. Sajal B L Soni
30. Kavan Sudhakar Shetty
31. Amit Bhausahab Thete
32. Hrishit Dilip Agarwal
33. Satyam Markandey Tiwari
34. Pratik Pradip Gautam
35. Rohit Purushotham Udyawar
36. Ayush Ramesh Kumar Gupta
37. Dev Sanjay Vankore
38. Shivdutt Rajesh Gupta
39. Sufiyan Sameer Sayed
40. Madhura Adhikrao Rajmane
41. Sneha Namdeo Kamble
42. Sakshi Ganesh Parte
43. Chinmay Rajinder Sharma  
Chandraunshuh
44. Rajesh Shankarlal Chouhan
45. Omkar Pandurang Kalambe
46. Atharv Akhilesh Chowdhary
47. Shreyas Atul Kale
48. Pranav Ramprasad Cp
49. Salil Vikas Kamble
50. Sandeep Runa Das
51. Rakhi Ram Kumar Kashyap
52. Srijan Suniti kumar Das
53. Saloni Amit Khan
54. Parth Paresh Dave
55. Kush Deepak Khanna
56. Parikshit Gangadhar Dekate
57. Jatin Nagesh Kharotmol
58. Sanket Bhagwati Devariya
59. Samanway Harsha ravi Kochhar
60. Dominic Phillip Fernandes
61. Laukik Milind Kuvalekar
62. Chaitralee Umesh Ghalsasi
63. Vivek Chandrasekhar L
64. Siddhanth Chandan Ghosh
65. Muskaan Rajendra Jain
66. Tridisha Dhiraj Goswami



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- |                                   |   |
|-----------------------------------|---|
| 67. Deepsikha Manas ranjan Mandal | 68. Tanya Utpal Samajpati                   |
| 69. Jeet Ravji Mandviya           | 70. Treta Pinaki Sen                        |
| 71. Sneha Sukumar Manna           | 72. Bhargav Rohit Shah                      |
| 73. Priyasha Vinod kumar Mantri   | 74. Rahul Sanjay Sharda                     |
| 75. Abhinav Deepak Mathur         | 76. Aryan Deepak Sharma                     |
| 77. Rohit Late ajay Mendiratta    | 78. Atul kumar Prabhatkumar Sharma          |
| 79. Hrishikesh Bhalchandra Mhetre | 80. Keshav Atul Sharma                      |
| 81. Masanamuthu Chelladurai Nadar | 82. Rakshit Rajiv Sirhindi                  |
| 83. Aaditya Rajesh Nair           | 84. Rugved Aashutosh Sirpotdar              |
| 85. Kartik Rajesh Arora           | 86. Jessy Fredrik Fernandes                 |
| 87. Sonit Rajkumar Bansal         | 88. Ketan Pramod Gajendragadkar             |
| 89. Rupanjana Shantanu bose Bose  | 90. Deepesh Bharat Gajwa                    |
| 91. Saarthak Virendra Chouhan     | 92. Ashwin John Glittus                     |
| 93. Neha Kanaiyalal Davda         | 94. Anirudh Ninad Kadam                     |
| 95. Dharmin Sanjaybhai Dholakiya  | 96. Aditya Kishor Kanaujia                  |
| 97. Rahul Mukesh Dholakiya        | 98. Hriday Hiren Kapadia                    |
| 99. Kanishka Rajendra Kathak      | 100. Mayank Jagadish Keshwani               |
| 101. Nitin Girdharbhai Keda       | 102. Jatin Hemant Khot                      |
| 103. Nidhi Pradeep Nair           | 104. Niket Kishor Kotecha                   |
| 105. Srushti Sanjay Nerkar        | 106. Makarand Hemant Kumbhar                |
| 107. Utkarsh Bhanudas Pachpute    | 108. Samyuktaa Soman Kunnummal              |
| 109. Pranali Abhaykumar Padghan   | 110. Pranav Sunil Lokhande                  |
| 111. Rohan Sunil Pakhiddey        | 112. Gaurav Chaganbhai Mandviya             |
| 113. Shreyas Sanjay Pande         | 114. Ayaan Aslam Mehfooz                    |
| 115. Tanaya Umakant Pande         | 116. Gyanank Gyanesh Shrivastav             |
| 117. Anshika Sanjeev Pandey       | 118. Nikhil Pradeep Singh                   |
| 119. Ashutosh Dilip Pathak        | 120. Shrikrishna Jyotiram<br>Suryawanshi    |
| 121. Deekshit Sadanand Poojary    | 122. Sugandha Pradip kishore Taran          |
| 123. Utsav Uday Pradhan           | 124. Varun Bhavesh Vora                     |
| 125. Abhideep Ramesh Ramesh       | 126. Harsh Binoy Kurup                      |
| 127. Gaurav Shrikumar Rathod      | 128. Yogita Bharat Patil                    |
| 129. Christy Xavier               | 130. Mohammad Salman Abdul<br>Tawwab Ansari |



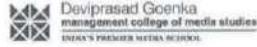
*Abhinav*

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Notice No. 125/2020

24<sup>th</sup> Aug 2020

## NOTICE

Students of BAMMC / BAFTNMP / MAFTNMP / PGDM

### Guest Lecture on Movie Marketing

A special guest lecture on **Movie Marketing** is scheduled for all students on Google Platform. The link for the same is mentioned below.

Please login from your official ID: <https://meet.google.com/nec-wakj-dpt>

**Mr. Neeraj Joshi** with over 15 years of Motion Picture Marketing & Development experience is going to engage a workshop on **Saturday 29<sup>th</sup> Aug 2020 from 3pm onwards on the Google Platform.**

To his credit he has over 20 marketing awards and has done over 70 marketing campaigns for Bollywood, Hollywood and Regional Language Films.

Students are encouraged to participate in this online event to clear all doubts related to the topic.

Attendance is compulsory for all students.



**Dr. Ameer Vora**  
Principal

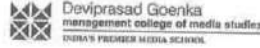


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Ref.: DGMC/ 2020/1110

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. Amee Vora  
Principal - DGMC





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## Event Report Guest Lecture

### Guest lecture by Neeraj Joshi

#### Report of the event:

Guest lecture 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.

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



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### Objectives:

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:

1. At the end of the workshop, the participants were able to:
2. Understand and develop the film marketing research strategies.
3. Understand facets like Content & Communication Research, Market Potential Research in case of regional films.
4. Understand marketing research techniques.
5. Study the case studies of zee studios and other media houses.



*Abha*

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*Snippets from the session*



*Abhinav*

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## LIST OF PARTICIPATION FOR WEBINAR ON GUEST LECTURE BY MR. NEERAJ JOSHI

1. Adwankar Anurag Nilesh
2. Hanje Ajay Sujay
3. Bhanushali Yash Rakesh
4. Karadkar Kunal Dilip
5. Bhatia Sanjana Sanjeev
6. More Raj Deepak
7. Choudhari Ritesh Shesharam
8. Nigde Niket Nitin
9. Gore Nihar Manish
10. Pujari Atharv Madhukar
11. Jain Amar Abhay
12. Sawalkar Arjun Digambar
13. Kadere Madhurima Anand
14. Shetty Divith Rajendra
15. Kumar Rishikesh Bijukumar
16. Singh Tanvi Prithviraj
17. Malhotra Akshat Amit
18. Sandim Nihaal Kishor
19. Singh Tanvi Prithviraj
20. - Krishna Rajesh kumar
21. Trivedi Atharva Ashwin
22. Ahuja Devansh Deepak
23. Mitra Ranit Papash
24. Antao Mikhail Melvin
25. Shivani Sunil Singh
26. Ashar Chintan Pradeepbhai
27. Pandya Prachi Rameshji
28. Azam Gaisul Md Nurain
29. Babar Shivani Sanjay
30. Bagwe Apurvai Unmesh
31. Bhagat Raj Narendra Nath
32. Chavan Vedaant Prakash
33. Bhalekar Yash Dnyanesh
34. Das Madhusmita Kanchan
35. Bhosale Shreyas Vinod
36. Foondun Sana fatima Kalam azad
37. Chandrani Prateek Vishal
38. Gandhi Mann Mangesh
39. Chaturvedi Roshni Anil
40. Dhodapkar Abhinav Abhijit
41. Dasgaonkar Kunal Datta
42. Gautam Pratik Pradip
43. Goenka Siddhant Shailesh
44. Jadoun Khushi Sunil
45. Gupta Shivdutt Rajesh
46. Jain Priyambda Ajay
47. Hardekar Yashodhan Vivek
48. Jaiswal Prakalp Pradeep
49. Joshi Shubhankar Ajay
50. Joshi Jeel Yatin
51. Khandoor Arshpreet Kaur Kewal Singh
52. Kashyap Anubhav Rajesh
53. Kharade Aayush Navnath
54. Khan Suhail Mushahid
55. Koli Sanjeev Rajiv
56. Kulkarni Pranav Prasanna
57. Kumar Atul Anup
58. Kumar Manav Sanjeev
59. Kurup Anushka Rajiv
60. Mahanta Ayush Gopal Krishna
61. Madhani Harsh Chandresh
62. Bathla Manav Pawandeep singh
63. Mallik Jishnu Sudarshan
64. Mahajan Sahil Mahadev
65. Jadhav Gaurav Gajendra
66. Rahul Saloni Anand
67. Mankodiya Dhrumil Mukesh
68. Rajmane Madhura Adhikrao



*Handwritten signature*



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- |                                  |                                 |
|----------------------------------|---------------------------------|
| 69. Metkar Jaijeet Yaduraj       | 70. Mishra Aditya Shakti        |
| 71. Mhatre Sumit Sunil           | 72. Mitra Shankho Saptarshi     |
| 73. Mishra Vaishnavi Vishwanath  | 74. Nar Shubham Sudhakar        |
| 75. Nadar Deryk Devaprasad       | 76. Pandey Suyash Yogesh        |
| 77. Pandya Kashish Dharmesh      | 78. Prajapati Khushboo Naresh   |
| 79. Parmar Twinkle Aman          | 80. Qureshi Arman Jalil         |
| 81. Patel Neelkanth Narendrabhai | 82. Raj Yash Raj Kishor         |
| 83. Poojary Rishabh Uday         | 84. Rao Krishna Ajay            |
| 85. Pisal Mayank Khanduraj       | 86. Sakla Chanakshi Kiran       |
| 87. Pathak Ritwik Atul           | 88. Rawat Tushar Shashi Kumar   |
| 89. Sayed Sufiyan Sameer         | 90. Shetty Prithvi Anand        |
| 91. Shah Ishan Chetan            | 92. Singh Parmendra Sanjay      |
| 93. Sharma Pratik Shyam          | 94. Soni Sajal B L              |
| 95. Shinde Abhijit Bhima         | 96. Tandel Mrunal Mahendra      |
| 97. Tewari Sarthak Sandeep       | 98. Vankore Dev Sanjay          |
| 99. Thete Amit Bhausahab         | 100. Virdi Anjali Balraj        |
| 101. Udyawar Rohit Purushotham   | 102. Aishwarya Kumar            |
| 103. Varavdekar Yash Sanjay      | 104. Gaurang verma              |
| 105. Wadhel Dhruvi Amitkumar     | 106. Sharma Bramhjeet Anil      |
| 107. Vishnu Raj                  | 108. Diksha Sharma              |
| 109. Ranadive Rakshanda Ranjit   | 110. Gaurang verma              |
| 111. Khapekar Harsh Devendra     | 112. Khan Nihal Firoz           |
| 113. Anand Muralidhar Chaturvedi | 114. Janhavi Bhupendra Khanna   |
| 115. Hannah Jayan Varghese       | 116. Kritika Manjunath Rao      |
| 117. Surbhi Arun Mugdia          | 118. Neha Yusuf Sayyed          |
| 119. Dilkush Fatima Kaifi Rizvi  | 120. Devika Pradeep Shinde      |
| 121. Nilesh Ashok Shukla         | 122. Abbas Gauhar Nehal         |
| 123. Karan Jayshankar Singh      | 124. Bagde Ashutosh Dilip Kumar |
| 125. Priya Pramod Tiwari         | 126. Belose Saloni Ravindra     |
| 127. Poornima Ramakrishnan       | 128. Bharti Hrishabh Rajesh     |
| 129. Agarwal Vridhika Rajeev     | 130. Bilya Jayant Balkishan     |
|                                  | 132. Chandraunshuh Chinmay      |
| 131. Almeida Savio Sebastian     | Rajinder sharma                 |
| 133. Chandrani Muskan Vishal     | 134. Chaudhari Saniya Rajeev    |
| 135. Chauhan Rahul Dinesh        | 136. Chouhan Rajesh Shankarlal  |
| 137. Das Sandeep Runa            | 138. Chowdhary Atharv Akhilesh  |
| 139. Devariya Sanket Bhagwati    | 140. Cp Pranav Ramprasad        |
| 141. Gupta Manish Manoj          | 142. Dave Parth Paresch         |



*Abha*

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- |      |                                    |      |                                   |
|------|------------------------------------|------|-----------------------------------|
| 143. | Das Srijan Suniti kumar            | 144. | Jadhav Ruthvik Anil               |
| 145. | Devariya Sanket Bhagwati           | 146. | Jain Muskaan Rajendra             |
| 147. | Ghalsasi Chaitralee Umesh          | 148. | Kale Shreyas Atul                 |
| 149. | Goswami Tridisha Dhiraj            | 150. | Kashyap Rakhi Ram Kumar           |
| 151. | Holkar Gauribhushan<br>Chandrakant | 152. | Khan Faisal Shakil                |
| 153. | Iyer Samiksha Sundaresan           | 154. | Kochhar Samanway Harsha ravi      |
| 155. | Khanna Kush Deepak                 | 156. | Mahawar Aabha Pannalal<br>Mahawar |
| 157. | Kuvalekar Laukik Milind            | 158. | Mandal Deepsikha Manas<br>ranjan  |
| 159. | Mandot Jinal Mukesh                | 160. | Mandviya Jeet Ravji               |
| 161. | Manna Sneha Sukumar                | 162. | Mendiratta Rohit Late ajay        |
| 163. | Mathur Abhinav Deepak              | 164. | Mhetre Hrishikesh Bhalchandra     |
| 165. | Mishra Jassraj Ramesh              | 166. | Nair Aaditya Rajesh               |
| 167. | Mohite Atharva Girish              | 168. | Nargolkar Amey Sanjay             |
| 169. | Nandwana Chirag Ashwin             | 170. | Nigam Sanidhya Rajesh             |
| 171. | Nautiyal Ayushi Jagdish            | 172. | Badani Shubham Vipul              |
| 173. | Pandey Ankit Brijmohan             | 174. | Parakh Pratik Prafull             |
| 175. | Parihar Pratham Dharmendra         | 176. | Pawar Sanjana Arun                |
| 177. | Parmar Rushil Ramesh               | 178. | Pingle Rahul Pramod               |
| 179. | Pol Sushmit Sudhakar               | 180. | Raikar Mithil Amod                |
| 181. | Puhan Rajsatyam Raghunath          | 182. | Rajput Anju Bhawarsingh           |
| 183. | Raj Rajat Sanjay                   | 184. | Ranjan Priyanshu Prabhat          |
| 185. | Sah Roshankumar Santosh            | 186. | Raut Saloni Rohit                 |
| 187. | Sharda Rahul Sanjay                | 188. | Ravat Kewal Vinod                 |
| 189. | Samajpati Tanya Utpal              | 190. | Sharma Atul kumar<br>Prabhatkumar |
| 191. | Sen Treta Pinaki                   | 192. | Sharma Keshav Atul                |
| 193. | Shah Bhargav Rohit                 | 194. | Singh Parampreet Pritpal          |
| 195. | Sharma Aryan Deepak                | 196. | Sodhi Anhad singh Shailender      |
| 197. | Shetye Prachi Sudesh               | 198. | Solanki Dimple Ramesh Kumar       |
| 199. | Singh Aparna Rajendra              | 200. | Thokal Harsh Virendra             |
| 201. | Sirhindi Rakshit Rajiv             | 202. | Verma Pallavi Ravinder            |
| 203. | Sirpotdar Rugved Aashutosh         | 204. | Yadav Saurav Pramod Kumar         |
| 205. | Sonawane Kaushal Devendra          | 206. | Sawant Aditya                     |
| 207. | Tamang Lochna Lalit                | 208. | Ravi Prajapat                     |
| 209. | Tripathi Siddhant Rajesh           | 210. | Barua Vidhi Bishwanath            |



*Sharma*

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211.	Varun Shashikant Rakesh	212.	Chirania Esha Mahendra
213.	Vikhankar Divya Rajendra	214.	Ghadi Aakash Hari
215.	Vishwakarma Dhruv Arvind	216.	Jain Vidhu Munish
217.	Khan Saloni Amit	218.	Barua Vidhi Bishwanath
219.	Ochani Piyush Hundal	220.	Changi Shabbir Johari
221.	Das Rahul Chittaranjan	222.	Chaturvedi Priyanka Jaydeep
223.	Doshi Devansh Parag	224.	Chauhan Anushka SurenKumar
225.	Jain Pritesh Umeshkumar	226.	Jain Vidhu Munish
227.	Jaiswal Kajal Ramesh	228.	Khatri Simran Shailesh
229.	Kakirde Shubham Nikhil	230.	Khemka Bhavik Anoop
231.	Lavera Snehal Sunil	232.	Kumari Isha Ranjan kumar
233.	Mehta Vanshitaa Sameer	234.	Limbachia Vachan Suresh
235.	Ojha Shivam Devi dayal	236.	Mahajan Aarushi Sanjay
237.	Parihar Raju Bhuraram	238.	Malde Akshita Jitendra
239.	Sakhale Mrunali Haresh	240.	Malviya Nisha Jetharam
241.	Rawat Tejal Shailesh	242.	Patil Vidhi Santosh
243.	Shah Raj Deepan	244.	Pereira Brandon Jude
245.	Singh Karanjot Sukhwinder	246.	Taunk Moksh Manish kumar
247.	Virvadia Niti Prakash	248.	Tiwari Ritik Basant
249.	Wadke Saloni Rajesh	250.	Tomar Vanshika Atul



*Atul*

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*Arora*

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Notice: 436/2021

16<sup>th</sup> July 2021

**NOTICE**

**Webinars on "Careers in Event Management – Understanding the New Normal in this industry" and Careers in Sports Marketing & Management - The Next Frontier"**

DGMC is organizing Webinars on "Careers in Event Management – Understanding the New Normal in this industry" and Careers in Sports Marketing & Management - The Next Frontier" on 17<sup>th</sup> July 2021 via Zoom Platform. Please note respective timings of the events and register accordingly.

**Session 1:**

Careers in Event Management – Understanding the New Normal in this industry

Timing: 11.30am onwards on 17<sup>th</sup> July 2021

Link to Register: <https://chat.whatsapp.com/FalQXGYBjkgC4VR6WntMYT>

**Our Panelist:**

- Mr. Anoop P. S, CBO & Executive Director, IBMC Group EO
- Mr. Rahul Karwa, Fmr COO, Geometry Encompass & Fmr Snr VP - WPP

**Session 2:**

Careers in Sports Marketing & Management - The Next Frontier

Timing: 2pm onwards on 17<sup>th</sup> July 2021

Link to Register: <https://chat.whatsapp.com/EUxrvhw8XIXLNgV4tfMwxG>

**Our Panellist:**

- Mr. Manuj Agarwal, CEO Percept Live
- Mr. Ajay Jayaram, International Badminton Player
- Mr. P. M. Balakrishna, Media Consultant (Sports & Digital)

Event link will be sent to registered participants only.

Students are encouraged to participate in the above webinars to understand the different career opportunities.

*Dr. Ameer Vora*

**Dr. Ameer Vora**  
Principal



*Ameer*

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FOC



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Ref.: DGMC/2021/1928/A

Date: 20th July 2021

To,  
Mr. Manuj Agarwal  
Chief Executive Officer  
Percept Live  
Mumbai

Dear Mr. Manuj Agarwal,

**Sub: Webinar on "Careers in Sports Marketing & Management - The Next Frontier "**  
**on 17th July 2021 from 2:00 pm - 3:30 pm.**

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 **Panellist** for the **Webinar on "Careers in Sports Marketing & Management - The Next Frontier "** organized by Deviprasad Goenka Management College of Media Studies (DGMC) held on **Saturday 17th July 2021 from 2:00 pm - 3:30 pm via ZOOM Platform.**

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. Ameet Vora  
Principal

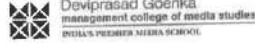


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Ref.: DGMC/2021/1928/B

Date: 20th July 2021

To,  
Mr. Ajay Jayaram,  
International Badminton Player  
Mumbai

Dear Mr. Ajay Jayaram,

**Sub: Webinar on "Careers in Sports Marketing & Management - The Next Frontier "**  
**on 17th July 2021 from 2:00 pm - 3:30 pm.**

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 Panellist for the Webinar on "Careers in Sports Marketing & Management - The Next Frontier " organized by Deviprasad Goenka Management College of Media Studies (DGMC) held on Saturday 17th July 2021 from 2:00 pm - 3:30 pm via ZOOM Platform.

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. Ameet Vora  
Principal



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Ref.: DGMC/2021/1928/C

Date: 20th July 2021

To,  
Mr. P. M. Balakrishna,  
Media Consultant (Sports & Digital)  
Mumbai

Dear Mr. P. M. Balakrishna,

**Sub: Webinar on "Careers in Sports Marketing & Management - The Next Frontier "**  
**on 17th July 2021 from 2:00 pm - 3:30 pm.**

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 Panellist for the Webinar on "Careers in Sports Marketing & Management - The Next Frontier " organized by Deviprasad Goenka Management College of Media Studies (DGMC) held on Saturday 17th July 2021 from 2:00 pm - 3:30 pm via ZOOM Platform.

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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





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## Webinar Report: Careers in Sports Marketing and Management – The Next Frontier

Date: 17<sup>th</sup> July 2021

### Overview:

The Careers in Sports Marketing and Management Webinar was an online event held on 17<sup>th</sup> July 2021. The webinar aimed to provide guidance to college students interested in pursuing a career in the sports industry.

### Activities:

In this webinar the whole objective was to make sports aspirants understand the role of a sports marketing agency within the industry and the various job opportunities in future. There were eminent speakers from the sports industry like Mr. Manuj Agarwal, Chief Executive Officer (Percept Sports & Entertainment) Percept Live, Mr. Ajay Jayaram, International Badminton Player and Mr. Balakrishna, a media industry veteran with over two decades of experience. This webinar also spoke about the impact that the pandemic has had on sports marketing with a focus on social promotion. Some of the ad hoc solutions that marketers turned to will become part of their regular strategies moving forward.

### Outcomes:

The webinar provided students with valuable information and insights into various career options and opportunities in the sports industry. The students were able to learn about the current trends and challenges in the industry and the skills required to succeed in their chosen field. The Q&A session allowed the students to interact with the panel of experts and get their queries answered. The students expressed their appreciation for the guidance provided and felt more confident about pursuing a career in sports marketing and management.



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Conclusion:

The Careers in Sports Marketing and Management Webinar was a successful event that provided students with guidance and information on various career options and opportunities in the sports industry. The webinar allowed the students to learn from experts in the field and get their queries answered. The feedback from the students was positive, and they expressed their interest in attending similar webinars in the future. The webinar was helpful in providing students with the necessary information to make informed decisions about their future careers in the sports industry.

**DGMC** Register Now!

Presents Webinar on  
**Careers in Sports  
Marketing & Management -  
The Next Frontier**

17th July 2021 | 2:00 pm - 3:30 pm

**Panellist**  
  
**Mr. Manuj Agarwal**  
CEO, Peacock Live

**Panellist**  
  
**Mr. Ajay Jayaram**  
International Badminton  
Player

**Moderator**  
  
**Mr. P.M. BalaKrishna**  
Media Consultant  
(Sports & Digital)

*Poster*



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*Abhinav*

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## LIST OF PARTICIPATION FOR WEBINAR ON “CAREERS IN SPORTS MARKETING AND MANAGEMENT – THE NEXT FRONTIER”

1. Dishant sanjeev Dash
2. Kisheta Parth Dave
3. Shruti Suhas Dhuri
4. Joyal Peter Dsouza
5. Ramritik Chandrashekhar Dubey
6. Perna Omprakesh Gupta
7. Abhay Vilas Hase
8. Harshita Nana Jadhav
9. Pratik Prabhakar Jadhav
10. Aanchal Lalit Jain
11. Tisha Vijay Jain
12. Akshi Chetan Joshi
13. Nidhi Mahesh Kadam
14. Saache Sandeep Kalangutkar
15. Manish Raviraj Kapur
16. Sakshi Ashok Kesarkar
17. Shifa Ibrahim Khan
18. Sheena Roshan Khatri
19. Disha Kishor Kolte
20. Rushabh Pravin Makwana
21. Rahul Raghunath Maurya
22. Danica Denail Mendes
23. Ruhita Mahendra Mestry
24. Vidhi Vipul Mishra
25. Samruddhi Rajesh More



*Shikha*

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Notice No. 435/2021

16<sup>th</sup> July 2021

## NOTICE

### Becoming an Entrepreneur

The Rotaract Club of DGMC have organized an online session on "Becoming an Entrepreneur – Break out of your shell" on 16<sup>th</sup> July 2021 from 1pm to 2pm on the Google Meet.

The link for the event is <https://meet.google.com/tui-zmxc-eau>

This is the first of the many events that will be organized by the RCDGMC since their installation on 15<sup>th</sup> July 2021.

The Guest Speaker for this event is **Mr. Jaideep Mandal**, Founder & MD of Aakar Innovations Pvt. Ltd. Mr. Jaideep Mandal will share his story of how he revolutionized the menstrual hygiene & healthcare sector.

All students are requested to be part of this event and encourage your fellow students in their endeavour to create awareness.



*Dr. Amee Vora*

Dr. Amee Vora  
Principal



*Dr. Amee Vora*

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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/2021/1924

Date: 16<sup>th</sup> July 2021

To,

Mr. Jaideep Mandal  
Founder of Aakar Innovation & Aakar Social Ventures  
Mumbai

Dear Mr. Jaideep Mandal,

**Sub: Rotaract Club Event - "Becoming an Entrepreneur – Break out of your shell"**

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 Online session on **"Becoming an Entrepreneur – Break out of your shell"** organized by the Rotaract Club of Deviprasad Goenka Management College of Media Studies (DGMC) to be held on **Friday 16th July 2021 from 1:00 pm - 2 pm via Google Meet.**

The link for the event is <https://meet.google.com/tui-zmxc-eau>

We look forward to a successful interaction.

With best regards,



Dr. Ameer Vora  
Principal

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

Ref.: DGMC/2021/1924/A

Date: 17<sup>th</sup> July 2021

To,

Mr. Jaideep Mandal  
Founder of Aakar Innovation & Aakar Social Ventures  
Mumbai

Dear Mr. Jaideep Mandal,

**Sub: Rotaract Club Event - "Becoming an Entrepreneur – Break out of your shell"**

Dear Mr. Jaideep Mandal,

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 the Online session on **"Becoming an Entrepreneur – Break out of your shell"** for the **Academic Year 2021-2022** organized by the Rotaract Club of Deviprasad Goenka Management College of Media Studies (DGMC) on **Friday 16<sup>th</sup> July 2021** from **1pm to 2pm** 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. Ameet Vora  
Principal

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## Report: Entrepreneurship Development Webinar – Break out of your shell

The Entrepreneurship development webinar was the first event organised by the Rotaract Club of Deviprasad Goenka management College of Media Studies ever since their installation for 2021-22 and was indeed a session from which the audience squeezed every drop of knowledge. The session was organised by the Entrepreneurship Development Avenue of RCDGMC and was anchored by the Board Of Director, Neha Jude, who gave a very hospitable welcome to the guest, Mr. Jaydeep Mandal, the founder of Akaar, an enterprise comprising Aakar Innovations and Aakar Social Ventures. Through Aakar innovations, they enable women to produce and distribute affordable, high quality, 100% compostable sanitary napkins within their community.

The stage was taken by Mr. Jaydeep, who began by giving a presentation delineating how Aakar was started more than a decade back when Mr. Jaydeep used to work with NGOs during his school & college days in West Bengal and how commercialisation helped in the process to set up sanitary pads machines and the challenges they faced in making the perfect sanitary pad. He also talked about what Aakar is currently indulging in. Aakar does not just sell menstrual hygiene products through Aakar Innovations, but also creates awareness on menstrual hygiene, sexual education, maternal health, gender, etc through Aakar Social Ventures. Aakar also keeps a balance of financial sustainability and environment in the manufacture of their products and other services. Mr. Jaydeep also gave a business perspective to the audience by introducing the basic business model, schemes, the accolades and recognition given to Aakar. The seminar then proceeded to a question & answers round. In the end, Rtr. Shubham Gosai proposed the vote of thanks and a group picture of the webinar was taken to end the meeting.

### Objectives:

- Developing an entrepreneurial mindset and a strong understanding of the entrepreneurial process
- Providing guidance on business idea generation, market research, and feasibility analysis
- Providing knowledge and skills related to financial management, marketing, sales, operations, and other aspects of business management

### Outcomes:





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- Increased understanding of the entrepreneurial process and the knowledge and skills needed to start and manage a successful business venture
- Improved ability to generate and evaluate business ideas, conduct market research, and assess the feasibility of a business concept
- Enhanced knowledge and skills related to financial management, marketing, sales, operations, and other aspects of business management
- 

**GUEST SPEAKER**

**MR. JAIDEEP MANDAL**  
Founder and MD  
Aakar Innovations Pvt. Ltd

A session where Mr. Jaideep will be sharing his experiences and grooming us on leadership

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Rotaract

ROTARACT CLUB OF DGMCMS  
CLUB NO: 215544

ROTARACT CLUB OF DGMC PRESENTS  
AN ONLINE SESSION ON  
"BECOMING AN ENTREPRENEUR"

EVERY MASTER WAS ONCE A BEGINNER

**BREAK OUT OF YOUR SHELL**

ON FRIDAY 16<sup>TH</sup> OF JULY 2021, AT 1:00 PM

Virtually on Google Meet

Poster



*Abhinav*

RSET's

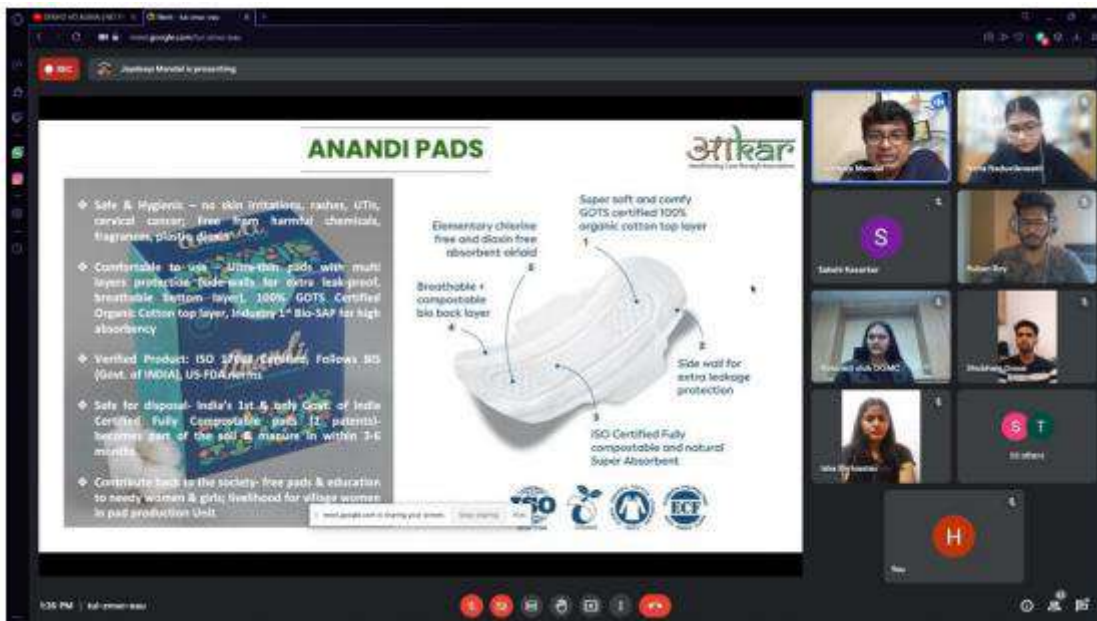


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*Screenshots of the interaction*



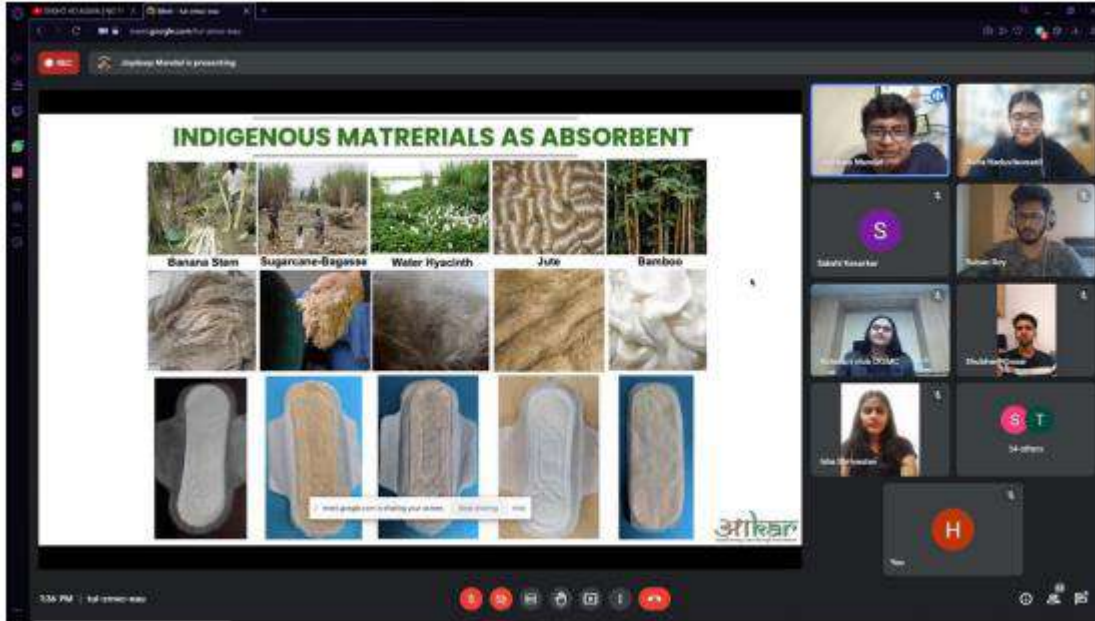
*Abhinav*

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*Snippets from the session*



*Abhinav*

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## LIST OF PARTICIPATION FOR WEBINAR ON ENTREPRENEURSHIP DEVELOPMENT: BREAK OUT OF YOUR SHELL

1. Aaliya Khan
2. Abeer Nilyam
3. Atharv Pujari
4. Brandon Pereira
5. Dhruvi Joshi
6. Ekta Arora
7. Isha Shrivastav
8. Krupa Tandel
9. Neha Naduvileveetil
10. Nishant Dongre
11. Neha Patel
12. Ruben Roy
13. Rutuja Kadam
14. Sanjana Rathod
15. Harsh Khapekar
16. Guransh Sandhu
17. Ankit Tiwary
18. Gautam Parihar
19. Abhishek Madne
20. Alan Karketta
21. Taiyaba Shaikh
22. Chetna Shastri
23. Yogalakshmi Nadar
24. Vaidavi Nare
25. Vanshita Mehta
26. Varsha Purohit
27. Saloni Wadke
28. Sakshi Kesarkar
29. Shubham Gosai
30. Shivani Bhansali
31. Ruhita Mestry
32. Shimona Poojari
33. Maahi Singh
34. Sapna Kanaujiya
35. Samad Khan
36. Nikita Yadav
37. Melisa Monecy
38. Shaikh Sohel
39. Sakshi Shetty
40. Rushabh Makwana
41. Riya Shah
42. Sakshi Khanvilkar
43. Rashi Kumawat
44. Riddhi Chavda
45. Pratik Jadhav
46. Tejal Rawat
47. Bhavik Khemka
48. Siddhesh Bangar
49. Tanish Jain
50. Aaditi parab
51. Yukta Parab
52. Aliakbar Kanorewala
53. Tisha Raval
54. Vishal Gala
55. Vidhi Patil
56. Vidhi Mishra
57. Vanshika Tomar
58. Vanshika Hada
59. Tulsi Sharma
60. Vidhi Barua
61. Amar Jain
62. Dishant Dash
63. Mrunali Sakhale
64. Neel Siddhpura
65. Nidhi Kadam
66. Sandeep Gowda
67. Sanjana Bhatia
68. Taniya Das



*Aliakbar*

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Notice No. 307/2021

17<sup>th</sup> Feb 2021

**NOTICE**

**Students of FYBAFTNMP, SYBAFTNMP, TYBAFTNMP and MAFTNMP**

**Masterclass on Sound Design**

A Masterclass for students of FYBAFTNMP, SYBAFTNMP, TYBAFTNMP and MAFTNMP will be conducted on **Saturday 20<sup>th</sup> Feb 2021** from **3pm to 5pm** on the **GOOGLE** platform by the renowned Indian Film Sound Designer, Sound Editor and Audio Mixer **Mr. Bishwadeep Chatterjee**. Mr. Chatterjee has won the National Film Award for Best Audiography four times for the movie *Madras Café*, *Bajirao Mastani*, *Uri: The Surgical Strike* and *Children of the Soil*. He is also the Member of The Oscar Academy's Class of 2018.

**Instructions to students:**

- It is mandatory for all students to attend the masterclass.
- Students **must** watch the following films on the headphones / home theatre systems.
  - Padmavat
  - Madras Cafe
  - Bajirao Mastani
  - Uri
  - Chintu Ka Birthday (Zee 5)
- The entry to the masterclass will be on first come first Serve basis. **Login from Official Email ID will only permitted**. Click here to join: <http://meet.google.com/iuv-nypw-xun>

Students are encouraged to participate in this online masterclass to clear all doubts related to the topic.

*Amea*



**Dr. Amea Vora**  
Principal



*Amea*

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Ref.: DGMC/2021/1411

Date: 22<sup>nd</sup> Feb 2020

To  
Mr. Bishwadeep Chatterjee  
Sound Designer, Sound Editor and Audio Mixer  
Mumbai

Dear Mr. Bishwadeep Chatterjee,

**Sub: Masterclass on Sound Design**

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 the **MASTER CLASS** scheduled on **20<sup>th</sup> Feb 2021** organised by Deviprasad Goenka Management College of Media Studies on the Google Platform.

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

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

Warm Regards,

Dr. Ameer Vora  
Principal



bshwdp9@gmail.com  
bshwdp9@gmail.com

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## Event Report on Master class

### Master class on sound design by Bishwadeep Chatterjee

#### About the Master class:

Mr. Chatterjee has won the National Film Award for Best Audiography four times for the movie Madras Café, Bajirao Mastani, Uri: The Surgical Strike and Children of the Soil. He is also the Member of The Oscar Academy's Class of 2018.

The workshop aimed at providing an insight into and the requirements of Sound Design and its importance in the field of film making. Sound design gives the required impact to the vision of the director and makes it come alive on the screen. The master class also aimed at making the students understand the nature of sound and recording devices.

#### Objectives:

- Providing an in-depth understanding of the principles of sound design, including sound recording, editing, and mixing techniques
- Developing the technical skills needed to use industry-standard software and hardware for sound design, such as Pro Tools, Logic Pro, and Ableton Live
- Providing practical experience in creating sound designs for a wide range of media, including film, television, video games, and other interactive experiences
- Developing a critical ear and the ability to analyze and evaluate sound designs in terms of their effectiveness and impact on the audience

#### Outcomes:

- Increased technical proficiency in sound recording, editing, and mixing techniques
- Development of a professional-quality sound design portfolio that demonstrates the student's skills and creativity



*B. Chatterjee*

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- Improved ability to analyze and evaluate sound designs in terms of their effectiveness and impact on the audience
- Enhanced understanding of the business aspects of sound design, and the ability to negotiate contracts and work effectively with clients and collaborators

**DGMC**

Presents Masterclass on  
**SOUND DESIGNING**



**Mr. Bishwadeep Chatterjee**  
*Four times National Award Winner for Sound Design*

**Bajirao Mastani | Uri | Padmavat | Madras Cafe**

Date: **20th February'21 | 3:00 pm onwards**

Platform: **Google Meet**

*Poster*



*Abhinav*



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*Screenshot from the conversation*



*Handwritten signature*

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## LIST OF PARTICIPATION FOR MASTERCLASS ON SOUND DESIGN BY MR. BISHWADEEP CHATTERJEE

- 1.
2. Vaidavi Vilas Nare
3. Janvi Vijay Limbachiya
4. Vaishnavi Dinesh Nirala
5. Tanmay Shashikant Maghade
6. Dhruv Dilip Panchal
7. Parth Manoj manocha Manocha
8. Akansha Vedprakash Pandey
9. Harsh Anand Mayekar
10. Aaditi Santosh Parab
11. Siddharth Shreekumar Menon
12. Yukta Milan Parab
13. Akash Suraj Pandit
14. Gautam Rajesh Parihar
15. Mrunal Hemant Parab
16. Parnavi Ashok Patil
17. Keshav Harish Patidar
18. Labhesh Sharad Pednekar
19. Omkar Santosh Patil
20. Devendra Gokulram Prajapati
21. Riya Sachin Patwardhan
22. Ashish Ramu Rapak
23. Vikram Satish Reddy
24. Tisha Kirit Raval
25. Sakshi Ram Salvi
26. Aasim Aarif Shaikh
27. Omkar Rahul Sathe
28. Arsalan ahmed Aijaz ahmed Shaikh
29. Farzaan Siraj Sayed
30. Farish Shamim Shaikh
31. Soumya Anup Sharma
32. Siddeeka Mohd mastikar Shaikh
33. Kumar Sanjay kumar pal Shivam
34. Tanmay Diwaker Sharma
35. Anish Shrikant Thorve
36. Sakshi Umesh Shetty
37. Payas Vinayak Divekar
38. Isha Dinesh Shrivastav
39. Tejas Mahadev Gaikwad
40. Pritha Gopal Sikder
41. Manan Uday Shah
42. Aman Sachendra Singh
43. Siya Prakash Soni
44. Amisha Ashish Singh
45. Mandar Vivek Tathe
46. Swati Shitala Singh
47. Rashmi Omprakash Gupta
48. Kanishka Manohar Soni
49. Prince Sureshkumar Mali
50. Chirag Paramanand Vaishnav
51. Ajinkya Vishwanath Sarang
52. Ananya Dipak Vasant
53. Mayur Dilip Jain
54. Bhoor Raman Vedd khatri
55. Faizan asraf Suleman nasirali Shaikh
56. Ajitkumar Avadhesh Yadav
57. Tushar Mavji Solanki
58. Nikita Dharmendrakumar Yadav
59. Arya Atul Gogavale
60. Yash Jaydeep Chauhan
61. Sahil Sunil Harwande
62. Tisha Rajeev Chhabra
63. Satyam Ram Salvi
64. Preet Sandeep Chheda
65. Ananya Krishnakumar Iyer
66. Indrajeet Sikandar Choudhary
67. Yash Atul Nhivekar



*Shiva*

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- |                                  |                               |
|----------------------------------|-------------------------------|
| 68. Ronit Mahadev Gaikwad        | 69. Ria Kaushik Asher         |
| 70. Shailesh Kedar Gawande       | 71. Karan Kailash Goharia     |
| 72. Jinal Surendra Jain          | 73. Yash Vinay Singh          |
| 74. Maanavi Rajesh jais Jais     | 75. Dhruvi Mahavir Borana     |
| 76. Yash Ritesh Jha              | 77. Shikha Indrabali Upadhyay |
| 78. Pratyay Vijay Kamble         | 79. Avinash Mahesh Mukhiya    |
| 80. Shubham Milan Kargutkar      | 81. Vedant Vijay Sawant       |
| 82. Saagar Deepak Sharma Kaushik | 83. Sahil Ravindra Jadhav     |
| 84. Kashish Anil Khosla          | 85. Roshan Dinesh Prajapati   |
| 86. Rounak Rajendra Kushwaha     | 87. Harshad Kishor Rao        |



*Ashu*

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Notice No. 595/2021

16<sup>th</sup> Dec 2021

## NOTICE

### Master Class

#### SY & TY BAMMC

#### The Relevance and Application of Law and Ethics in Today's Media

Special Masterclass session on the topic **The Relevance and Application of Law and Ethics in Today's Media** is being organized for our SY & TY BAMMC students on **Tuesday, 21 December, 2021** from 11am to 1pm via Google Meet.

Video call link: <https://meet.google.com/quz-gicy-pby>

#### Guest Speaker's Brief Profile

Mr. Nand Kishore Rajput is a Lawyer, Accredited Mediator (ADR ODR International (UK) & Media Advocacy MNLU), Ornithologist & a Wildlife Photographer with 23 + years of professional experience in Media Sales & Marketing.

Attendance is compulsory.



Dr. Ameer Vora  
Principal

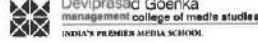


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Ref.: DGMC/2021/2215

Date: 18<sup>th</sup> Dec 2021

To,  
Mr. Nand Kishore Rajput  
Lawyer & Accredited Mediator  
Mumbai

Dear Mr. Nand Kishore Rajput,

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 **Masterclass** on the topic **The Relevance and Application of Law and Ethics in Today's Media** for the Academic Year 2021-22 students organized by Deviprasad Goenka Management College of Media Studies (DGMC) on **Tuesday 21<sup>st</sup> Dec 2021** from **11am to 1pm** via **Google Meet**.

**Google Meet link to join the event:** <https://meet.google.com/quz-gicy-pby>

We look forward to a successful interaction.

With best regards,



**Dr. Ameet Vora**  
Principal

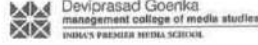


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Ref.: DGMC/2021/2215/A

Date: 18<sup>th</sup> Dec 2021

To,  
Mr. Nand Kishore Rajput  
Lawyer & Accredited Mediator  
A/14 Sai Giri Building,  
Mohan Gokhale Marg  
Goregaon East  
Mumbai 400063

Dear Mr. Nand Kishore Rajput,

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 the **Guest Speaker** for the **Masterclass** on the topic **The Relevance and Application of Law and Ethics in Today's Media** for the Academic Year 2021-22 students organized by Deviprasad Goenka Management College of Media Studies (DGMC) on **Tuesday 21<sup>st</sup> Dec 2021** from **11am to 1pm** via **Google Meet**.

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

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

With best regards,



Dr. Amee Vora  
Principal



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## Event Report on Master class

### Master class by Nand Kishor Rajput on The Relevance and Application of Law and Ethics in Today's Media

#### About the Master class

The aim of the session was to acquaint the students with the practical aspects of law and ethics within the framework of media.

The resource person for the Masterclass session was Mr. Nandkishore Rajput. He is a professional with dynamic experience as Lawyer, Accreditor, Mediator, Ornithologist and a Wildlife Photographer who has been in the field of media in sales and marketing for more than 23 years. It was felt by the organisers that this combination of media background and experience in litigation and activism would give an edge to the students in having an enhanced understanding of the topic at hand.

The Masterclass covered aspects that included legal behaviour, ethical behaviour and social behaviour, the dilemmas covered by ethics, various types of ethics such as meta ethics, normative ethics and applied ethics, relation between law and ethics. The session threw highlights on how some actions are unethical but legal and some are ethical but illegal. It also provoked students to think if law can promote ethical behaviour.

The Masterclass ended with the following words of Mahatma Gandhi, an eminent journalist himself:

“The sole aim of journalism should be service. The newspaper press is a great power; but just as an unchained torrent of water submerges the whole countryside and devastates crops, even so an uncontrolled pen serves but to destroy. If the control is from without, it proves more poisonous than want of control. It can be profitable only when exercised from within”.

Objectives:



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- Providing an overview of the legal and ethical frameworks that govern media industries, including regulations, codes of conduct, and professional standards
- Exploring the key legal and ethical issues that arise in media industries, such as freedom of speech, intellectual property, privacy, and defamation
- Developing an understanding of the role of media in society and the responsibilities that come with that role
- Providing practical guidance on how to navigate legal and ethical issues in media industries, including best practices for reporting, editing, and publishing content
- Encouraging critical thinking and analysis of legal and ethical issues in media, and promoting a culture of ethical responsibility and accountability

**Outcomes:**

- Increased knowledge and understanding of the legal and ethical frameworks that govern media industries
- Improved ability to navigate legal and ethical issues in media industries, and to make informed decisions about content creation and dissemination
- Enhanced understanding of the role of media in society, and the responsibilities that come with that role
- Development of a professional network of peers and industry professionals, providing opportunities for ongoing learning and collaboration
- Increased confidence and credibility as a media professional, with a strong foundation in legal and ethical principles
- Development of a commitment to ethical responsibility and accountability in media industries, and a commitment to upholding professional standards



*Abhinav*



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# MASTERCLASS

## The Relevance & Application of Law & Ethics in Today's Media

21 December 2021 (Tuesday)

11:00 AM - 01:00 AM



Google Meet



### NAND KISHORE RAJPUT

Lawyer, Accredited Mediator  
(ADR ODR international (UK) & Media Advocacy MNLU),  
Ornithologist & a Wildlife Photographer with 23 + years  
of professional experience in Media Sales & Marketing



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**LIST OF PARTICIPATION FOR MASTERCLASS ON THE RELEVANCE  
AND APPLICATION OF LAWS AND ETHICS IN TODAY'S MEDIA BY  
MR. NAND KISHOR RAJPUT**

1. Isha Kumari Ranjan kumar
2. Niharika Krishna Joshi
3. Om Santosh Chavan
4. Chetna Krishna Shastri
5. Esha Mahendra Chirania
6. Neel Ashok Siddhpura
7. Rahul Chittaranjan Das
8. Karanjot Sukhwinder singh Singh
9. Aakash Hari Ghadi
10. Maahi Sanjeev Singh
11. Harleen kaur Amarjit singh Ghai
12. Moksh Manish kumar Taunk
13. Sadiya Raza Iqbal
14. Ritik Basant Tiwari
15. Samruddhi Vishwambhar Jadhav
16. Vanshika Atul Tomar
17. Pritesh Umeshkumar Jain
18. Shreyas Ashok Vadatkar
19. Shubham Nikhil Kakirde
20. Ankit Satayanaratan Varma
21. Bhavik Anoop Khemka
22. Niti Prakash Virvadia
23. Snehal Sunil Lavera
24. Namrata Sudarshan Vishwakarma
25. Vachan Suresh Limbachia
26. Sweety Ravindra Vishwakarma
27. Vanshitaa Sameer Mehta
28. Vansh Vijay Wagh
29. Prathamesh Chandrakant More
30. Sahin Jamil Akhtar
31. Shubham Deepak More
32. Priyanka Jaydeep Chaturvedi
33. Prerana Anil Nair
34. Anushka SurenKumar Chauhan
35. Shefali Manoj Patel
36. Devansh Parag Doshi
37. Brandon Jude Pereira
38. Vidhu Munish Jain
39. Shimona Raju Poojari
40. Simran Shailesh Khatri
41. Mrunali Haresh Sakhale
42. Akshita Jitendra Malde
43. Viraj Rajesh Sanghvi
44. Vidhi Santosh Patil
45. Armaan jani Rehan Shaikh



*Ashu*

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Ref.: DGMC/ 2021/1386

Date: 1<sup>st</sup> Feb 2021

To  
Mr. Nilesh Gavale  
Founder of NG Art Studio  
Mumbai

Dear Mr. Nilesh Gavale,

We thank you for taking the time on Friday 29<sup>th</sup> January 2021 to conduct a <sup>Master Class</sup> session on Sense of Art organised by DGMC's Fine Arts Club on the GOOGLE Platform.

Please find enclosed a Certificate of Appreciation.

We look forward for such associations in the future.

Warm Regards,

*Amea*



Dr. Amea Vora  
Principal - DGMC

*Amea*

*nilesh.gavale@ngart.com*

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## E-Certificate

This certificate is awarded to Mr. Nilesh Gavale..... in  
*Master Class*  
recognition of him conducting a session on "Sense of Art" organized by The Fine Arts Club of  
RSET's Deviprasad Goenka Management College of Media Studies on 29<sup>th</sup> January 2021.

Shalu Balan  
Convener, Fine Arts Club



Dr. Ameet Vora  
Principal

*Ameeta*

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## Report on Master class

### Master class by Nilesh Gavale on The Sense of Art

#### About the Master class

The Fine Arts Club of Deviprasad Goenka Management College of Media Studies organized a workshop for art enthusiasts – Sense of Art. The workshop was conducted by Mr. Nilesh Gavle, a painter whose art takes reality by surprise. The objective of the workshop was to expose the students to dynamic conversations and deepen their appreciation of any form of art.

Mr. Nilesh Gavle enthralled the participants by taking them on a virtual tour of his workshop. Students witnessed various things that underlie artwork and its creation. Then, Mr. Gavle proceeded to help students understand the core principles of creating art. He talked about sketching with a vision, clear workflow and how it helps you to build a solid foundation for creating a masterpiece.

The session addressed various forms of art and not just surface level things like “how to draw a head” or “how to paint a sky”. The workshop helped students get an in-depth background understanding of why an image looks good, and feels good to look at. The attendees will now look at topics with the right artistic mind set and a comprehensive set of skills

#### Objectives:

- To introduce participants to the different senses involved in experiencing art, such as sight, hearing, touch, and even taste and smell.
- To examine the relationship between sensory perception and emotional response to art, and how they contribute to our understanding and appreciation of art.
- To encourage participants to engage with art in a more sensory and experiential way, rather than just intellectual or conceptual.



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Outcomes:

- Participants will have a deeper appreciation and understanding of the role of the senses in experiencing and creating art.
- Participants will be able to identify and describe how different art forms appeal to different senses and create different aesthetic experiences.
- Participants will be able to articulate how their sensory perception and emotional response contribute to their interpretation and appreciation of art.
- Participants will have a more embodied and sensory approach to engaging with art, which may enhance their overall enjoyment and understanding of art.



*Arora*

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## MASTERCLASS SERIES

**MR. NILESH GAVALÉ**

SENSE OF ART

29th January 2021  
11 AM to 1 PM



*Arora*

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## LIST OF PARTICIPATION FOR MASTERCLASS ON THE SENSE OF ART BY MR. NILESH GAVALE

1. Madhurima Anand Kadere
2. Divith Rajendra Shetty
3. Gaurav Mukund Lokhande
4. Tanvi Prithviraj Singh
5. Raj Deepak More
6. Atharva Ashwin Trivedi
7. Abeer Prashant Nilyam
8. Riddhi Rajesh Chavda
9. Tanish Mahendra Raajul
10. Neha Vidhya Singh
11. Aryan Ravindra Sawant
12. Aruna Madanlal Solanki
13. Pratik Rajesh Shelke
14. Isha Suresh Soni
15. Disha Dilip Shigavan
16. Afrid Zahid Syed
17. Mrinali Shivaji Bhakta
18. Pragati Madan Jaiswal
19. Aayush Suresh Bhansali
20. Karishma Jitendra Chauhan
21. Akshay Mahendra Chaturvedi
22. Sneha Goutam Mondal
23. Dev Paras Jain
24. Anurag Santosh Pandey
25. Aleena Mushtaq Shaikh
26. Divya Vishwanath Jangid
27. Vidhi Bishwanath Barua
28. Mishu Anil Chakravarty
29. Tisha Rajeev Chhabra
30. Shubhangi Chandrakant Gupta
31. Maanavi Rajesh jais Jais
32. Siya Prakash Soni



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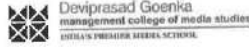


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Notice: 422/2021

14th June 2021

**NOTICE**

**Master Class - Academic Year 2021-2022**

**TYBAMMC and SYBAMMC**

Special Masterclass sessions are being organized for the benefit of our students. These Masterclasses will be conducted by eminent guest speakers.

**Brief Profile of our Speakers:**

- **Ms. Parinda Singh**, a Marketing Consultant, Content Marketing Expert, Performing Artist, Dreaming of Social Entrepreneurship has worked with Brands such Zee, NDTV etc. Ms. Parinda shall speak on Career Growths in the industry.
- **Mr. Dharendra Singh**, an expert in the field of Media shall concentrate on Media Planning and Media Strategy.
- **Mr. Srijan Narayan**, Editor & Journalist has worked with NDTV, etc. will talk about Careers in Journalism.
- **Ms. Prachi Pinglay**, a Bangalore-based Journalist with Outlook Magazine, BBC and HT. Ms. Prachi will discuss on the various roles in journalism.
- **Mr. Sandip Tarkas**, Director Songdew Media, with nearly three decades of experience, he has worked with companies such as GroupM, MPG (Havas Media), Mudra, Media Direction and Reliance India. Mr. Tarkas will talk about Corporate Communication & PR.

Students kindly make note of your respective Masterclass Timetable and ensure to attend the same. ATTENDANCE IS MANDATORY.

Class	Timings	Guest Speakers	Link
TYBAMMC Advertising	Thursday 17 <sup>th</sup> June 2021 11.30am to 1.30pm	Ms. Parinda Singh	<a href="https://meet.google.com/hvu-kevd-aur">https://meet.google.com/hvu-kevd-aur</a>
TYBAMMC Journalism	Thursday 17 <sup>th</sup> June 2021 2pm to 3.30pm	Mr. Srijan Narayan	<a href="https://meet.google.com/rav-mzmz-mfo">https://meet.google.com/rav-mzmz-mfo</a>



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TYBAMMC Advertising	Saturday 19 <sup>th</sup> June 2021 10am to 12.30pm	Mr. Dharendra Singh	<a href="https://meet.google.com/mwc-brxd-gea">https://meet.google.com/mwc-brxd-gea</a>
TYBAMMC Journalism	Saturday 19 <sup>th</sup> June 2021 1.30pm to 3.30pm	Ms. Prachi Pinglay	<a href="https://meet.google.com/xxu-pegf-hwy">https://meet.google.com/xxu-pegf-hwy</a>
SYBAMMC	Saturday 19 <sup>th</sup> June 2021 11am to 1pm	Mr. Sandip Tarkas	Tentative <a href="https://meet.google.com/gbt-cdeu-gqn">https://meet.google.com/gbt-cdeu-gqn</a>

We wish you all the best for the new academic year.

*Ame*



Dr. Ame Vora  
Principal



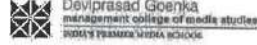
*Ame*

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Ref.: DGMC/2021/1577

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

To  
Ms. Parinda Singh  
Marketing Consultant & Expert  
Mumbai

Dear Ms. Parinda Singh,

Sub: Masterclass

Academic Year 2021 - 2022

On behalf of Shri Ashok M Saraf – President RSET, members of the Managing Committee, Staff and on my personal behalf, it gives me great pleasure to invite you for being our **Resource Person** to conduct a special **MASTERCLASS** for the **Academic Year 2021-2022** organized by Deviprasad Goenka Management College of Media Studies (DGMC) on **Thursday, 17th June 2021** from **11.30 am to 1.30 pm** via **Google Meet**.

The Google Meet Link to join: <https://meet.google.com/hvu-kev-d-aur>

We look forward to a successful interaction.

With best regards,



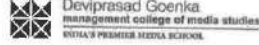
Dr. Amee Vora  
Principal

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Ref.: DGMC/2021/1577/A

Date: 18th June 2021

To  
Ms. Parinda Singh  
Marketing Consultant & Expert  
Mumbai

Dear Ms. Parinda Singh,

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 **Masterclass Session for the Academic Year 2021-2022** organized by Deviprasad Goenka Management College of Media Studies (DGMC) on **Thursday, 17<sup>th</sup> June 2021** from **11.30 am to 1.30 pm** via **Google Meet**.

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

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## Event Report on Master class

### Master class by Parinda Singh on Career growths in industry

#### About the Master class

Introduction:

On 17<sup>th</sup> June 2021, a career growths in industry masterclass was taken by Ms. Parinda Singh, a marketing consultant, and content marketing expert. The workshop was aimed at providing practical insights and strategies for professionals seeking career growth in the media industry. The event was attended by 38 students on Google Meet.

Objectives:

The primary objectives of the workshop were to:

- Provide participants with practical insights and strategies for advancing their careers in the media industry.
- Help participants identify their strengths and weaknesses and develop a personalized career growth plan.
- Provide opportunities for participants to network and connect with other professionals in the media industry.

Outcomes:

The workshop was a success, and the participants gained valuable insights and strategies for advancing their careers in the media industry. The key outcomes of the workshop were:

- Insights into Industry Trends: The workshop provided participants with an overview of current industry trends and emerging technologies in the media industry. This helped participants stay informed and prepared for new opportunities.
- Personalized Career Growth Plan: The workshop included interactive sessions that helped participants identify their strengths, weaknesses, and career goals. Participants were then guided in developing personalized career growth plans that aligned with their goals.



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- **Networking Opportunities:** The workshop provided ample opportunities for participants to network and connect with other professionals in the media industry. This helped participants expand their professional networks and gain valuable insights into other areas of the media industry.
- **Practical Strategies:** The workshop included practical sessions on building a personal brand, developing content marketing strategies, and creating effective social media campaigns. These sessions provided participants with practical strategies for advancing their careers in the media industry.

#### Conclusion:

Overall, the one-day career growth workshop organized by Ms. Parinda Singh was a valuable learning experience for media professionals seeking to advance their careers. The workshop provided participants with practical insights and strategies for staying current, developing a personalized career growth plan, and expanding their professional networks. The event was well-organized, and the participants left with a clear understanding of how to take their careers to the next level in the media industry.



*Parinda Singh*

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MASTERCLASS ON  
**CAREER  
GROWTHS  
IN INDUSTRY**

By Ms. Parinda Singh

17th June 2021



*Parinda*

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## LIST OF PARTICIPATION FOR MASTERCLASS ON THE CAREER GROWTHS IN INDUSTRY BY MS. PARINDA SINGH

1. Omkar Devendra Bhalerao
2. Mayur Dilip Jain
3. Riya Sachin Patwardhan
4. Arya Atul Gogavale
5. Siya Prakash Soni
6. Yash Atul Nhivekar
7. Rashmi Omprakash Gupta
8. Ria Kaushik Asher
9. Ajinkya Vishwanath Sarang
10. Mayur Dilip Jain
11. Dishant sanjeev Dash
12. Pratham Sanjay Patel
13. Shruti Suhas Dhuri
14. Disha Dilip Shigavan
15. Purna Omprakesh Gupta
16. Isha Suresh Soni
17. Abhay Vilas Hase
18. Sakshi Jagdish Tamhane
19. Aanchal Lalit Jain
20. Mrinali Shivaji Bhakta
21. Vaishnavi Shashikant Jangam
22. Aayush Suresh Bhansali
23. Shruti Dharmendra Kachhia
24. Akshay Mahendra Chaturvedi
25. Divyanshi Sushil Kalkhor
26. Siddhi Uttam Chavan
27. Nimmy Ranjeet Dhanetia
28. Shreya Pravin Jachak
29. Monika Jitendra Gehlot
30. Nidhi Anand Kadere
31. Devansh Shashikant Indoria
32. Arisha Kausar ali Saifi
33. Deendayal Babulal Jangid
34. Nupur Santosh Pagawad
35. Kisheta Parth Dave
36. Komal Janardan Pandey
37. Yash Vinay Singh
38. Amrik Bijan Chakraborty



*Parinda Singh*

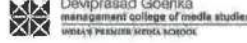


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Ref.: DGMC/2021/1578

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

To  
Mr. Dharendra Singh  
Media Planner & Strategist  
Mumbai

Dear Mr. Dharendra Singh,

**Sub: Masterclass**

**Academic Year 2021 - 2022**

On behalf of Shri Ashok M Saraf – President RSET, members of the Managing Committee, Staff and on my personal behalf, it gives me great pleasure to invite you for being our **Resource Person** to conduct a special **MASTERCLASS** for the **Academic Year 2021-2022** organized by Deviprasad Goenka Management College of Media Studies (DGMC) on **Saturday, 19th June 2021 from 10am to 12.30pm via Google Meet.**

**The Google Meet Link to join: <https://meet.google.com/mwc-brxd-gea>**

We look forward to a successful interaction.

With best regards,



Dr. Ameer Vora  
Principal



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Ref.: DGMC/2021/1578/A

Date: 19th June 2021

To  
Mr. Dhirendra Singh  
Media Planner & Strategist  
Mumbai

Dear Mr. Dhirendra Singh,

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 **Masterclass Session** for the **Academic Year 2021-2022** organized by Deviprasad Goenka Management College of Media Studies (DGMC) on **Saturday, 19<sup>th</sup> June 2021** from **10am to 12.30 pm** via **Google Meet**.

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. Ameet Vora  
Principal

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## Report on Master class

### Master class by Dhirendra Singh on Media Planning and media strategy

#### About the Master class

The Masterclass on Media Planning and Media Strategy provided an in-depth understanding of media planning and strategy in the advertising industry. The class covered various topics, including the basics of media planning, the role of media in the advertising process, and different types of media available for advertising campaigns. The session also provided insights into the skills and qualifications required for success in media planning and strategy roles, offering practical advice and resources for career development and advancement.

The masterclass also discussed the latest trends and challenges in media planning and strategy, such as the impact of digital media, the rise of programmatic advertising, and the importance of data-driven insights. It examined the importance of audience targeting and media measurement in developing effective media plans and strategies.

Furthermore, the session offered practical exercises for participants to work on to better understand the concepts and strategies discussed. Participants were given real-world scenarios to develop media plans and strategies, allowing them to apply the skills and knowledge gained during the session.

The Masterclass was led by Mr. Dhirendra Singh, an experienced industry professional, who shared his expertise and insights from his work in the advertising industry. Overall, the session was a valuable learning experience for participants to deepen their knowledge of media planning and strategy and to gain practical skills for their careers in the advertising industry.

#### Objectives:

- To provide participants with a comprehensive understanding of media planning and media strategy in the advertising industry.
- To explore key concepts, tools, and techniques used by media planners and strategists to help clients achieve their advertising goals.



*Dhirendra*

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- To provide insights into the skills and qualifications required for success in media planning and strategy roles.
- To offer practical advice and resources for career development and advancement in media planning and strategy.

Outcomes:

- Participants gained a deep understanding of media planning and media strategy and their role in advertising campaigns.
- Participants learned about the different types of media and tools available for media planning and strategy.
- Participants were equipped with practical skills and knowledge to make informed decisions and navigate the opportunities and challenges in the industry.
- Participants received career development advice and resources to advance in media planning and strategy roles.
- Participants gained insights into the latest trends and challenges in the industry, including the impact of digital media and the importance of audience targeting and media measurement.



*Abha*

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MASTERCLASS  
**MEDIA PLANNING  
&  
MEDIA STRATEGY**

Mr. Dharendra Singh  
19th June 2021  
10:00 AM to 12:30 PM



*Ashu*

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## LIST OF PARTICIPATION FOR MASTERCLASS ON MEDIA PLANNING AND MEDIA STRATEGY BY MR. DHIRENDRA SINGH

1. Amrik Bijan Chakraborty
2. Zeel Nitesh Trevadia
3. Jinal Surendra Jain
4. Akanksha Piyush Tripathi
5. Shubham Milan Kargutkar
6. Himanshu Suresh Vyas
7. Janvi Vijay Limbachiya
8. Amardeepkaur Kashmirsingh Wadalia
9. Akash Suraj Pandit
10. Janhavi Vijay Yashwantrao
11. Tushar Pradeep Dungarwal
12. Disha Dinesh Jain
13. Nidhi Anand Kadere
14. Vaishnavi Shashikant Jangam
15. Komal Janardan Pandey
16. Karishma Jitendra Chauhan
17. Nupur Santosh Pagawad
18. Aditya Sameer Kulkarni
19. Vaidehi Devendra Bhongale
20. Aarti Birendar Mahto
21. Amrik Bijan Chakraborty
22. Tanmay Shashikant Maghade
23. Indrajeet Sikandar Choudhary
24. Akash Suraj Pandit
25. Maanavi Rajesh Jais Jais
26. Omkar Santosh Patil
27. Saagar Deepak Sharma Kaushik
28. Riya Sachin Patwardhan
29. Riddhi Arun Borse
30. Sheena Roshan Khatri
31. Dishant sanjeev Dash
32. Vidhi Vipul Mishra
33. Shruti Suhas Dhuri
34. Vaishnavi Dinesh Nirala
35. Harshita Nana Jadhav
36. Amarjeet Jagga singh Yadav
37. Tisha Vijay Jain
38. Aman Shambhu Prasad Kumar



*Abhinav*

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Ref.: DGMC/2021/1580

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

To  
Mr. Srijan Narayan  
Journalist  
Noida, UP, 201305

Dear Mr. Srijan Narayan,

Sub: Masterclass

Academic Year 2021 - 2022

On behalf of Shri Ashok M Saraf – President RSET, members of the Managing Committee, Staff and on my personal behalf, it gives me great pleasure to invite you for being our **Resource Person** to conduct a special **MASTERCLASS** for the **Academic Year 2021-2022** organized by Deviprasad Goenka Management College of Media Studies (DGMC) on **Thursday, 17th June 2021** from 2pm to 3.30pm via **Google Meet**.

The Google Meet Link to join: <https://meet.google.com/rav-mzmz-mfo>

We look forward to a successful interaction.

With best regards,



Dr. Ameet Vora  
Principal

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Ref.: DGMC/2021/1580/A

Date: 18<sup>th</sup> June 2021

To  
Mr. Srijan Narayan  
Journalist  
Noida, UP, 201305

Dear Mr. Srijan Narayan,

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 **Masterclass Session for the Academic Year 2021-2022** organized by Deviprasad Goenka Management College of Media Studies (DGMC) on **Thursday, 17<sup>th</sup> June 2021** from 2pm to 3.30pm via Google Meet.

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





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## Report on Master class

### Master class by Srijan Narayan on Careers in journalism

#### About the Master class

##### Introduction:

On 17th June 2021, a masterclass on Careers in Journalism was conducted by Mr. Srijan Narayan, an editor and journalist with experience working at NDTV. The masterclass was held virtually on Google Meet and aimed at providing participants with an understanding of the skills and requirements needed to pursue a career in journalism.

##### Objectives:

The primary objectives of the masterclass were to:

- Help participants understand the skills and qualities needed to succeed in journalism.
- Provide insights into the different career paths available in journalism.
- Offer practical tips and guidance on how to start and advance a career in journalism.
- Provide an opportunity for participants to engage with an experienced journalist and ask questions.

##### Outcomes:

The masterclass was successful in achieving its objectives, and the participants gained valuable insights into the field of journalism. The key outcomes of the masterclass were:

- Understanding of the Skills and Requirements: Mr. Narayan discussed the skills and qualities needed to succeed in journalism, such as excellent writing skills, critical thinking, and the ability to work under pressure. He also emphasized the importance of being well-read and having a strong command of language.
- Knowledge of Different Career Paths: Mr. Narayan provided insights into the different career paths available in journalism, such as print, broadcast, and digital journalism. He



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also discussed the various roles within these career paths, such as reporters, editors, and producers.

- **Practical Tips and Guidance:** Mr. Narayan offered practical tips and guidance on how to start and advance a career in journalism, such as building a strong portfolio, networking, and taking advantage of internship opportunities.
- **Interactive Session:** The masterclass was interactive, and the participants had the opportunity to engage with Mr. Narayan and ask questions. This helped participants gain a better understanding of the field and its requirements.

**Conclusion:**

In conclusion, the Careers in Journalism Masterclass by Mr. Srijan Narayan was a valuable learning experience for participants seeking to pursue a career in journalism. The masterclass provided insights into the skills and requirements needed to succeed in journalism, the different career paths available, and practical tips and guidance on how to start and advance a career in journalism. The masterclass was well-organized, and the participants left with a clear understanding of the field and its requirements.



*Arora*

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# MASTERCLASS ON Careers in Journalism

BY SRIJAN NARAYAN

17TH JUNE 2021

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*Srija*

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## LIST OF PARTICIPATION FOR MASTERCLASS ON THE CAREERS IN JOURNALISM BY MR. SRIJAN NARAYAN

1. Isha Kumari Ranjan kumar
2. Niharika Krishna Joshi
3. Om Santosh Chavan
4. Chetna Krishna Shastri
5. Esha Mahendra Chirania
6. Neel Ashok Siddhpura
7. Rahul Chittaranjan Das
8. Karanjot Sukhwinder singh Singh
9. Aakash Hari Ghadi
10. Maahi Sanjeev Singh
11. Harleen kaur Amarjit singh Ghai
12. Moksh Manish kumar Taunk
13. Sadiya Raza Iqbal
14. Ritik Basant Tiwari
15. Samruddhi Vishwambhar Jadhav
16. Vanshika Atul Tomar
17. Pritesh Umeshkumar Jain
18. Shreyas Ashok Vadatkar
19. Shubham Nikhil Kakirde
20. Ankit Satayanaratan Varma
21. Bhavik Anoop Khemka
22. Niti Prakash Virvadia
23. Snehal Sunil Lavera
24. Namrata Sudarshan Vishwakarma
25. Vachan Suresh Limbachia
26. Sweety Ravindra Vishwakarma
27. Vanshitaa Sameer Mehta
28. Vansh Vijay Wagh
29. Prathamesh Chandrakant More
30. Sahin Jamil Akhtar
31. Shubham Deepak More
32. Priyanka Jaydeep Chaturvedi
33. Prerana Anil Nair
34. Anushka SurenKumar Chauhan
35. Shefali Manoj Patel
36. Devansh Parag Doshi
37. Brandon Jude Pereira
38. Vidhu Munish Jain
39. Shimona Raju Poojari
40. Simran Shailesh Khatri
41. Mrunali Haresh Sakhale
42. Akshita Jitendra Malde
43. Viraj Rajesh Sanghvi
44. Vidhi Santosh Patil



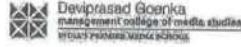
*Ashu*

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Ref.: DGMC/2021/1581

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

To  
Ms. Prachi Pinglay  
Print and radio journalist  
Mumbai

Dear Ms. Prachi Pinglay,

**Sub: Masterclass**

**Academic Year 2021 - 2022**

On behalf of Shri Ashok M Saraf – President RSET, members of the Managing Committee, Staff and on my personal behalf, it gives me great pleasure to invite you for being our **Resource Person** to conduct a special **MASTERCLASS** for the **Academic Year 2021-2022** organized by Deviprasad Goenka Management College of Media Studies (DGMC) on **Saturday, 19th June 2021 from 1.30pm 3.30pm** via Google Meet.

The Google Meet Link to join: <https://meet.google.com/xxu-pegf-hwy>

We look forward to a successful interaction.

With best regards,



Dr. Ameet Vora  
Principal



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Ref.: DGMC/2021/1581/A

Date: 19th June 2021

To  
Ms. Prachi Pinglay  
Print and Radio Journalist  
Mumbai

Dear Ms. Prachi Pinglay,

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 **Masterclass Session for the Academic Year 2021-2022** organized by Deviprasad Goenka Management College of Media Studies (DGMC) on **Saturday, 19<sup>th</sup> June 2021** from **1pm to 3.30pm** 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. Ameet Vora**  
Principal



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## Report on Master class

### Master class by Prachi Pinglay on various roles in Journalism

#### About the Master class

##### Introduction:

On 19th June 2021, a masterclass on Various Roles in Journalism was conducted by Ms. Prachi Pinglay, a journalist with experience working for Outlook Magazine, BBC, and HT. The masterclass was held virtually on Google Meet and aimed to provide participants with an understanding of the different roles available in journalism.

##### Objectives:

The primary objectives of the masterclass were to:

- Help participants understand the various roles available in journalism.
- Provide insights into the responsibilities, skills, and requirements for different roles.
- Offer practical tips and guidance on how to pursue and excel in various roles in journalism.
- Provide an opportunity for participants to engage with an experienced journalist and ask questions.

##### Outcomes:

The masterclass was successful in achieving its objectives, and the participants gained valuable insights into the different roles available in journalism. The key outcomes of the masterclass were:

- Understanding of Various Roles: Ms. Pinglay provided insights into the different roles available in journalism, such as reporter, editor, producer, correspondent, and freelancer. She discussed the responsibilities, skills, and requirements for each role.



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- **Knowledge of Skills and Requirements:** Ms. Pinglay emphasized the importance of having excellent writing and communication skills, being curious, having the ability to work under pressure, and being flexible. She also discussed the need for journalists to stay informed and updated on current events and trends.
- **Practical Tips and Guidance:** Ms. Pinglay offered practical tips and guidance on how to pursue and excel in various roles in journalism, such as building a strong portfolio, networking, and taking advantage of internship opportunities. She also discussed the need to have a clear understanding of one's goals and to seek mentorship from experienced journalists.
- **Interactive Session:** The masterclass was interactive, and the participants had the opportunity to engage with Ms. Pinglay and ask questions. This helped participants gain a better understanding of the various roles available in journalism and their requirements.

#### Conclusion:

In conclusion, the Masterclass on Various Roles in Journalism by Ms. Prachi Pinglay was a valuable learning experience for participants seeking to pursue a career in journalism. The masterclass provided insights into the various roles available in journalism, the responsibilities, skills, and requirements for different roles, practical tips and guidance on how to pursue and excel in various roles, and an opportunity for participants to engage with an experienced journalist and ask questions. The masterclass was well-organized, and the participants left with a clear understanding of the different roles available in journalism and their requirements.



*Prachi*



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**MASTERCLASS ON  
VARIOUS ROLES  
IN JOURNALISM**



**PRACHI PINGLAY**

**19TH JUNE 2021**



*Prachi*

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## LIST OF PARTICIPATION FOR MASTERCLASS ON VARIOUS ROLES IN JOURNALISM BY MS. PRACHI PINGALE

1. Amrik Bijan Chakraborty
2. Divith Rajendra Shetty
3. Jinal Surendra Jain
4. Tanvi Prithviraj Singh
5. Shubham Milan Kargutkar
6. Atharva Ashwin Trivedi
7. Janvi Vijay Limbachiya
8. Riddhi Rajesh Chavda
9. Akash Suraj Pandit
10. Neha Vidhya Singh
11. Tushar Pradeep Dungarwal
12. Aruna Madanlal Solanki
13. Nidhi Anand Kadere
14. Isha Suresh Soni
15. Komal Janardan Pandey
16. Afrid Zahid Syed
17. Nupur Santosh Pagawad
18. Pragati Madan Jaiswal
19. Vaidehi Devendra Bhongale
20. Karishma Jitendra Chauhan
21. Amrik Bijan Chakraborty
22. Sneha Goutam Mondal
23. Indrajeet Sikandar Choudhary
24. Anurag Santosh Pandey
25. Maanavi Rajesh jais Jais
26. Divya Vishwanath Jangid
27. Saagar Deepak Sharma Kaushik
28. Mishu Anil Chakravarty
29. Riddhi Arun Borse
30. Shubhangi Chandrakant Gupta
31. Dishant sanjeev Dash
32. Siya Prakash Soni
33. Shruti Suhas Dhuri
34. Vidhi Santosh Patil
35. Harshita Nana Jadhav
36. Viraj Rajesh Sanghvi
37. Tisha Vijay Jain
38. Vidhu Munish Jain
39. Shubham Nikhil Kakirde
40. Vanshika Atul Tomar



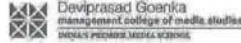
*Prachi*

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Ref.: DGMC/2021/1582

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

To  
Mr. Sandip Tarkas  
Founder of Songdew Media (Ind) Limited,  
Mumbai

Dear Mr. Sandip Tarkas,

**Sub: Masterclass**

**Academic Year 2021 - 2022**

On behalf of Shri Ashok M Saraf – President RSET, members of the Managing Committee, Staff and on my personal behalf, it gives me great pleasure to invite you for being our **Resource Person** to conduct a special **MASTERCLASS** for the **Academic Year 2021-2022** organized by Deviprasad Goenka Management College of Media Studies (DGMC) on **Saturday, 19th June 2021 from 11am to 1pm via Google Meet.**

**The Google Meet Link to join: <https://meet.google.com/gbt-cdeu-gqn>**

We look forward to a successful interaction.

With best regards,



Dr. Ameer Vora  
Principal

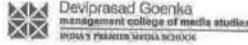


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Ref.: DGMC/2021/1582/A

Date: 19<sup>th</sup> June 2021

To  
Mr. Sandip Tarkas  
Founder of Songdew Media (Ind) Limited,  
Mumbai

Dear Mr. Sandip Tarkas,

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 **Masterclass Session** for the **Academic Year 2021-2022** organized by Deviprasad Goenka Management College of Media Studies (DGMC) on **Saturday, 19<sup>th</sup> June 2021** from **11am to 1pm** 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



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## Report on Master class

### Master class by Sandip Tarkas on Corporate Communication and Public Relations

#### About the Master class

##### Introduction:

On 19th June 2021, a masterclass on Corporate Communication and Public Relations was conducted by Mr. Sandip Tarkas, Director of Songdew Media, with over three decades of experience in the field. The masterclass was held virtually on Google Meet and aimed to provide participants with an understanding of the role of corporate communication and public relations in organizations.

##### Objectives:

The primary objectives of the masterclass were to:

- Help participants understand the importance of corporate communication and public relations in organizations.
- Provide insights into the different aspects of corporate communication and public relations.
- Offer practical tips and guidance on how to develop and execute effective communication and PR strategies.
- Provide an opportunity for participants to engage with an experienced professional and ask questions.

##### Outcomes:

The masterclass was successful in achieving its objectives, and the participants gained valuable insights into corporate communication and public relations. The key outcomes of the masterclass were:

- Understanding of the Importance: Mr. Tarkas provided insights into the role of corporate communication and public relations in organizations, and how it can help build a positive



*Sandip Tarkas*

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image and reputation for the organization. He discussed the importance of effective communication with various stakeholders, including employees, customers, investors, and the media.

- **Knowledge of Different Aspects:** Mr. Tarkas discussed the different aspects of corporate communication and public relations, including crisis management, media relations, branding, and digital communication. He also emphasized the importance of monitoring and measuring the impact of communication and PR efforts.
- **Practical Tips and Guidance:** Mr. Tarkas offered practical tips and guidance on how to develop and execute effective communication and PR strategies. He discussed the need for organizations to have a clear understanding of their audience, messaging, and objectives, and to use a mix of traditional and digital communication channels.
- **Interactive Session:** The masterclass was interactive, and the participants had the opportunity to engage with Mr. Tarkas and ask questions. This helped participants gain a better understanding of corporate communication and public relations and its application in different industries and contexts.

#### Conclusion:

In conclusion, the Masterclass on Corporate Communication and Public Relations by Mr. Sandip Tarkas was a valuable learning experience for participants seeking to understand the role of corporate communication and public relations in organizations. The masterclass provided insights into the importance of effective communication and PR, the different aspects of corporate communication and public relations, practical tips and guidance on how to develop and execute effective communication and PR strategies, and an opportunity for participants to engage with an experienced professional and ask questions. The masterclass was well-organized, and the participants left with a clear understanding of the importance of corporate communication and public relations and its role in building a positive image and reputation for an organization.



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MASTERCLASS ON  
**CORPORATE  
COMMUNICATION  
& PUBLIC  
RELATIONS**

JUNE 19TH 2021 |



**MR. SANDIP TARKAS**  
DIRECTOR OF SONGDEH MEDIA



*Handwritten signature*

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## LIST OF PARTICIPATION FOR MASTERCLASS ON CORPORATE COMMUNICATION & PR BY MR. SANDIP TARKAS

1. Zeel Nitesh Trevadia
2. Aditi Samir Bhatkar
3. Akanksha Piyush Tripathi
4. Vaidehi Devendra Bhongale
5. Himanshu Suresh Vyas
6. Tisha Rajeev Chhabra
7. Tisha Vijay Jain
8. Jinal Surendra Jain
9. Janhavi Vijay Yashwantrao
10. Rounak Rajendra Kushwaha
11. Disha Dinesh Jain
12. Harsh Anand Mayekar
13. Vaishnavi Shashikant Jangam
14. Keshav Harish Patidar
15. Karishma Jitendra Chauhan
16. Omkar Rahul Sathe
17. Aditya Sameer Kulkarni
18. Manan Uday Shah
19. Aarti Birendar Mahto
20. Mandar Vivek Tathe
21. Tanmay Shashikant Maghade
22. Prince Sureshkumar Mali
23. Akash Suraj Pandit
24. Arya Atul Gogavale
25. Omkar Santosh Patil
26. Amaan Mehruddin Jilani
27. Riya Sachin Patwardhan
28. Aayush Suresh Bhansali
29. Sheena Roshan Khatri
30. Siddhi Uttam Chavan
31. Vidhi Vipul Mishra
32. Vandini Manish Dawda
33. Vaishnavi Dinesh Nirala
34. Sadiya Raza Iqbal
35. Amarjeet Jagga singh Yadav
36. Shefali Manoj Patel
37. Aman Shambhu Prasad Kumar
38. Armaan jani Rehan Shaikh
39. Prachi Jaisingh Yadav
40. Aditi Ashok Taparia



*Aditi*

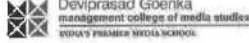


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RSET Campus, S. V. Road, Malad (w), Mumbai 400 064, Maharashtra, India

Ref.: DGMC/2021/1575

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

To,  
Mr. Aashish Vaidya  
Cinematographer  
Mumbai

Dear Mr. Aashish Vaidya,

**Sub: Masterclass**

**Academic Year 2021 - 2022**

On behalf of Shri Ashok M Saraf – President RSET, members of the Managing Committee, Staff and on my personal behalf, it gives me great pleasure to invite you for being our **Resource Person** to conduct a special **MASTERCLASS** for the **Academic Year 2021-2022** organized by Deviprasad Goenka Management College of Media Studies (DGMC) on **Thursday, 17<sup>th</sup> June 2021 from 10.30 am to 12.30 pm via Google Meet.**

**The Google Meet Link to join: <https://meet.google.com/eev-osbr-pta?hs=224>**

We look forward to a successful interaction.

With best regards,



Dr. Ameer Vora  
Principal

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Ref.: DGMC/2021/1575/A

Date: 18<sup>th</sup> June 2021

To,  
Mr. Aashish Vaidya  
Cinematographer  
Mumbai

Dear Mr. Aashish Vaidya,

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 **Masterclass Session** for the **Academic Year 2021-2022** organized by Deviprasad Goenka Management College of Media Studies (DGMC) on **Thursday, 17<sup>th</sup> June 2021** from **10.30 am to 12.30 pm** via **Google Meet**.

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

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## Report on Master class

### Master class by Ashish Vaidya on Cinematography

#### About the Master class

The cinematography masterclass by Ashish Vaidya provided film students with insights into the world of cinematography and its importance in filmmaking. Vaidya shared his knowledge and experience as a cinematographer and covered a wide range of topics, including lighting, camera angles, shot composition, and color grading.

He demonstrated how cinematography is an art form that can be used to convey emotions, create mood, and tell stories visually. He also emphasized the importance of collaboration between the director and cinematographer to achieve the desired visual style and tone.

Mr. Vaidya showcased his work in a range of projects, including feature films, short films, music videos, and commercials. He also provided practical advice and tips on how to build a career in cinematography, such as the importance of networking and building relationships with industry professionals.

Overall, the masterclass provided film students with valuable insights into the art and craft of cinematography. They learned how to use camera techniques and lighting to enhance the storytelling and create a visual language that captures the essence of the narrative. They also gained an understanding of the key skills and qualities required for success in the field of cinematography.

#### Objectives:

- Providing students with advanced knowledge and techniques in cinematography, lighting, composition, and camera operation
- Developing students' understanding of the role of cinematography in visual storytelling and film production
- Encouraging students to explore their creativity and develop their own visual style and aesthetic



*Ashish*

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- Fostering critical thinking and analysis of visual storytelling in films and other media
- Providing opportunities for hands-on experience in planning, shooting, and editing visual narratives
- Building professional networks and connections with industry professionals and peers.

Outcomes:

- Improved technical skills in camera operation, lighting, and composition
- Increased understanding of visual storytelling and the role of cinematography in film production
- Development of a personal style and aesthetic in visual storytelling
- Enhanced critical thinking and analysis skills in evaluating visual narratives in films and other media
- Development of a portfolio of high-quality visual storytelling projects that demonstrate skills and creativity
- Increased confidence and readiness to pursue careers in cinematography or related fields.



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MASTERCLASS  
**CINEMATOGRAPHY**

**ASHISH VAIDYA,  
CINEMATOGRAPHER**

17TH JUNE 2021  
10:30 AM TO 12:30 PM



*Ashish*

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## LIST OF PARTICIPATION FOR MASTERCLASS ON CINEMATOGRAPHY BY MR. ASHISH VAIDYA

1. Aditi Samir Bhatkar
2. Shubham Milan Kargutkar
3. Vaidehi Devendra Bhongale
4. Tanmay Shashikant Maghade
5. Tisha Rajeev Chhabra
6. Akash Suraj Pandit
7. Jinal Surendra Jain
8. Riya Sachin Patwardhan
9. Rounak Rajendra Kushwaha
10. Soumya Anup Sharma
11. Harsh Anand Mayekar
12. Payas Vinayak Divekar
13. Keshav Harish Patidar
14. Siya Prakash Soni
15. Omkar Rahul Sathe
16. Ajinkya Vishwanath Sarang
17. Manan Uday Shah
18. Ananya Krishnakumar Iyer
19. Mandar Vivek Tathe
20. Ria Kaushik Asher
21. Prince Sureshkumar Mali
22. Shikha Indrabali Upadhyay
23. Arya Atul Gogavale
24. Sahil Ravindra Jadhav
25. Amaan Mehruddin Jilani
26. Rahul Ganesh Das
27. Aayush Suresh Bhansali
28. Aaryan Sanjeev Dubey
29. Siddhi Uttam Chavan
30. Shreyash Sunil Gaikwad
31. Vandini Manish Dawda
32. Sushant Anil Gurav
33. Sadiya Raza Iqbal
34. Sanjana Sanjeev Bhatia
35. Shefali Manoj Patel
36. Nihar Manish Gore
37. Armaan jani Rehan Shaikh
38. Akash Ravi Jadhav
39. Aditi Ashok Taparia
40. Abeer Prashant Nilyam
41. Prachi Jaisingh Yadav
42. Akanksha Piyush Tripathi



*Ashish*

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Ref.: DGMC/2021/1576

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

To  
Mr. Sushant Kamble  
Visiting Faculty  
Deviprasad Goenka Management College of Media Studies  
RSET Campus  
Malad – West  
Mumbai 400064

Dear Mr. Sushant Kamble,

**Sub: Masterclass**

**Academic Year 2021 - 2022**

On behalf of Shri Ashok M Saraf – President RSET, members of the Managing Committee, Staff and on my personal behalf, it gives me great pleasure to invite you for being our **Resource Person** to conduct a special **MASTERCLASS** for the **Academic Year 2021-2022** organized by Deviprasad Goenka Management College of Media Studies (DGMC) on **Friday, 18<sup>th</sup> June 2021 from 10.30 am to 12.30 pm via Google Meet.**

**The Google Meet Link to join:** <https://meet.google.com/wpo-ywob-jhs>

We look forward to a successful interaction.

With best regards,



Dr. Ameet Vora  
Principal



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Ref.: DGMC/2021/1576/A

Date: 18<sup>th</sup> June 2021

To  
Mr. Sushant Kamble  
Visiting Faculty  
Deviprasad Goenka Management College of Media Studies  
RSET Campus  
Malad – West  
Mumbai 400064

Dear Mr. Sushant Kamble,  
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 **Masterclass Session** for the **Academic Year 2021-2022** organized by Deviprasad Goenka Management College of Media Studies (DGMC) on **Friday, 18<sup>th</sup> June 2021** from **10.30 am to 12.30 pm** via **Google Meet**.

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. Amee Vora  
Principal



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## Report on Master class

### Master class by Sushant Kamble on Ad film making

#### About the Master class

The masterclass on ad film making by Mr. Sushant Kamble provided participants with an overview of the art and craft of creating compelling ad films. The session covered the key elements of the ad film making process, including ideation, scripting, casting, production, and post-production.

Mr. Kamble shared his expertise in creating ad films for various brands and discussed the nuances of capturing the attention of the target audience through creative storytelling and visual elements. He also emphasized the importance of collaboration between the creative and production teams to achieve the desired results.

The masterclass included a screening of some of Mr. Kamble's award-winning ad films and provided participants with insights into the techniques and tools used in ad film making. Participants also had the opportunity to ask questions and engage in discussions with Mr. Kamble and other industry experts.

Overall, the masterclass provided participants with a comprehensive understanding of the ad film making process and equipped them with practical skills and knowledge to create effective ad films. By understanding the key elements of ad film making, participants are now equipped to make informed decisions about pursuing a career in ad film making and to navigate the opportunities and challenges that lie ahead.

#### Objectives:

- To provide an overview of the ad film making process, from ideation to post-production.
- To share practical insights and techniques used in creating effective ad films.
- To equip participants with the skills and knowledge needed to pursue a career in ad film making.



*Shiva*

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- To showcase award-winning ad films and engage participants in discussions with industry experts.
- To provide practical advice and feedback on participants' ad film making projects.
- To inspire participants to create effective ad films and pursue a successful career in the field.

Outcomes:

- Participants gained a deeper understanding of the ad film making process and techniques used to create effective ads.
- Participants received practical advice and feedback on their ad film making projects, which they can apply in their future work.
- Participants were inspired by the award-winning ad films and discussions with industry experts to pursue a successful career in ad film making.
- Participants gained new skills and knowledge that will help them stand out in the highly competitive field of advertising.
- Participants developed a network of industry professionals and peers who can provide support and opportunities for career advancement.



*Abha*

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# MASTERCLASS

# Ad Film Making

Sushant Kamble

18TH JUNE 2021  
10:30 AM TO 12:30 PM



*Abhinav*

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## LIST OF PARTICIPATION FOR MASTERCLASS ON AD FILM MAKING BY MR. SUSHANT KAMBLE

1. Arya Atul Gogavale
2. Ajinkya Vishwanath Sarang
3. Amaan Mehruddin Jilani
4. Ananya Krishnakumar Iyer
5. Aayush Suresh Bhansali
6. Ria Kaushik Asher
7. Siddhi Uttam Chavan
8. Shikha Indrabali Upadhyay
9. Vandini Manish Dawda
10. Sahil Ravindra Jadhav
11. Sadiya Raza Iqbal
12. Rahul Ganesh Das
13. Shefali Manoj Patel
14. Aaryan Sanjeev Dubey
15. Armaan jani Rehan Shaikh
16. Shreyash Sunil Gaikwad
17. Aditi Ashok Taparia
18. Sushant Anil Gurav
19. Prachi Jaisingh Yadav
20. Sanjana Sanjeev Bhatia
21. Amrik Bijan Chakraborty
22. Nihar Manish Gore
23. Jinal Surendra Jain
24. Akash Ravi Jadhav
25. Shubham Milan Kargutkar
26. Abeer Prashant Nilyam
27. Janvi Vijay Limbachiya
28. Akanksha Piyush Tripathi
29. Akash Suraj Pandit
30. Shubham Milan Kargutkar
31. Jinal Surendra Jain
32. Tanmay Shashikant Maghade
33. Rounak Rajendra Kushwaha
34. Akash Suraj Pandit
35. Harsh Anand Mayekar
36. Riya Sachin Patwardhan
37. Omkar Rahul Sathe
38. Soumya Anup Sharma
39. Manan Uday Shah
40. Payas Vinayak Divekar
41. Mandar Vivek Tathe
42. Siya Prakash Soni
43. Prince Sureshkumar Mali
44. Divith Rajendra Shetty
45. Vaidehi Devendra Bhongale
46. Tanvi Prithviraj Singh



*Ahmed*