



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

Metric No.	Topic	
6.3.2	Number of teachers provided with financial support to attend conferences/ workshops and towards membership fee of professional bodies during the year. • Introduction • ASCI • DOSTI HOUSE	









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DGMC's collaboration with professional bodies like Dosti House and the Advertising Standards Council of India (ASCI) focuses on fostering professional development and enhancing industry standards. Through this partnership, DGMC aims to bridge the gap between academic learning and practical application, providing students with valuable insights and experience.

Sample activities include workshops and seminars where industry experts from ASCI share best practices in advertising ethics and consumer protection. These sessions encourage students to engage with real-world case studies, enhancing their critical thinking and analytical skills.

Additionally, DGMC organizes cultural exchange programs with Dosti House, promoting cross-cultural understanding and collaboration. Students participate in joint projects, such as community outreach initiatives, that emphasize social responsibility and ethical practices in advertising.

Networking events are also a key component, allowing students to connect with professionals, gain mentorship, and explore internship opportunities. Through these collaborative efforts, DGMC not only enriches its curriculum but also prepares students to meet the dynamic demands of the industry, ensuring they are well-equipped to contribute meaningfully to the field.





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May 12, 2022

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