

RSET's



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

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

Metric No.	Topic	
6.5.1	<p>Internal Quality Assurance Cell (IQAC) has contributed significantly for institutionalizing the quality assurance strategies and processes.</p> <ul style="list-style-type: none">● Training and Placement Cell.● IQAC events● Masterclasses with Industry experts.	



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The Training and Placement Cell at DGMC, functioning under the IQAC (Internal Quality Assurance Cell) initiative, plays a vital role in the institution's quality assurance strategy. This cell is dedicated to enhancing the employability of students and ensuring that academic programs align with industry requirements. The program focuses on:

Skill Development: The cell organizes workshops, seminars, and training sessions that focus on essential skills such as communication, teamwork, and problem-solving. This prepares students for real-world challenges and enhances their job readiness.

Industry Collaboration: By establishing partnerships with various industries, the cell ensures that the curriculum is updated to reflect current market trends and employer expectations, thereby improving the quality of education.

Internship Opportunities: The cell facilitates internships and hands-on experiences, allowing students to apply their knowledge in practical settings. This exposure is critical for bridging the gap between theory and practice.

Placement Drives: Regular placement drives are conducted, connecting students with potential employers. The success of these drives is monitored to assess the effectiveness of the training programs and make necessary improvements.

Feedback Mechanism: The cell collects feedback from employers and students to continuously improve the training process, ensuring that it meets the evolving needs of the job market.

Through these initiatives, the Training and Placement Cell significantly contributes to DGMC's commitment to quality assurance and enhances the overall educational experience for students.



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DGMC TAP

TRAINING AND PLACEMENT DOCUMENT



DGMC TAP

Introduction:

The Training and Placement (TAP) Cell plays a crucial role in locating job opportunities for Undergraduates and Postgraduates passing from the college by keeping in touch with reputed firms and industrial establishments. The Cell operates round the year to facilitate contacts between companies and graduates. The number of students placed is continuously rising. In the year 2018-19 we had a 100% placement record.

We have been successful in maintaining our high placement statistics over the years. Our ingenious alumni have set new standards in the corporate world through their estimable contributions and it is



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DGMC - Tap's firm conviction that we will continue that legacy in the years to come.

The Placement Cell organises career guidance programmes for all the students starting from first year. The cell arranges and conducts training level wise programmes along with Mock Interviews, Group Discussions, Communication Skills Workshop, Soft Skills etc. It also invites HR Managers from different industries to conduct training programmes for final year students.

The Placement Committee is the committee that helps fulfil the corporate dreams of the students. The committee looks after pre-placement talks and organises all formal interactions between the students and corporates for summer and final placements. The placement cell is an ethical and transparent body. Being a part of this committee is a pride in itself as the selection process is rigorous to test a student's dedication and stress level. The committee aims to maintain a record of 100% placements.

Module Brief:

The Modules are dedicated to anyone who feels they need some extra support in their career development. It could be a student who has just started studying in his/her/their undergraduate/postgraduate programme. The TAP modules can help in making the next step in their career. Topics discussed in the modules range from self-understanding and personal branding all the way to topics like CV building, work ethics, and managing pressures. Each module is a self-steering lesson, which can help students achieve their goals.

Levels:

The TAP modules are categorised into levels. Each level is a balanced mix of theory, mocks, practical and assessments. Each module is of 30 hours of in class training. The students would also need to take a test for job readiness from time to time.

Foundation modules — First Year students

Intermediate modules — Second Year students

Advanced modules — Third Year students



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TAKEAWAYS

Level	Hours	Goals
Foundation	30	Basic Proficiency in Language, Public Speaking, Business English, Introduction to Soft Skills and Personality Development
Intermediate	30	Exploring internship opportunities basis specialization, Business Writing, Should be able to understand the principle of effective workplace communication, to identify and develop appropriate conflict resolution skills, to communicate effectively in various written workplace documents such as business letters, emails and phone messages Presentation Skills, Soft skills, SWOT, CV, LinkedIn, Stress Management, Anger Management
Advanced	30	Identify potential career paths, Make a decision on the best option, Develop an action plan Exploring placement opportunities, CV building, company profiling, work ethics, Image building, cultural sensitivity, Stress Management, Anger Management

BASIC GUIDELINES



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- TAP shall aim to provide placement assistance for all graduating students and internships/live projects to students in FY and SY. Placement is a privilege extended to the students, not a right.
- These guidelines are framed to ensure equality and fairness of opportunities to all the students. All the students who opt for placement through the TAP shall abide by the guidelines prescribed herein above.
- Any breach of rules specified above by any student, shall be taken up seriously by the TAP which, in turn, will view the matter and take action against the student, as it may deem fit.
- Students shall not try to gain unauthorised access to communications regarding placements from the Institute's administrative system like the TAP Office. Dispatch and if, in the judgment of TAP, a student has behaved in a manner unbecoming of a graduate of the Institute, the TAP cell would be free to impose a suitable penalty to the extent of withdrawing further placement assistance to the concerned student and taking other action as necessary.
- The Management along with TAP cell reserves the right to modify any or all of the above norms and/or stipulating additional norms for placement which, in its judgment and discretion, are likely to benefit the students, immediately or in the future.
- In case of any dispute the final decision would be taken by the Director/Management which would be final and abiding in all circumstances

Activities under Training & Placement Cell

- Interacting with the Potential Recruiters.
- Placement Presentation at various companies.
- Organising Resume Writing and Interview(s) skills development sessions.
- Coordinating all the activities related to Placement.
- To assist students to develop/clarify their academic and career interests, and their short and long-term goals through individual counselling and group sessions.
- Coordinating with companies to learn about their requirements and recruitment procedures.
- Identifying the needs and expectations of the companies to assist them in recruiting most suitable candidates.
- Organising pre-placement training/workshops/seminars for students.
- Arranging periodic meetings with the Human Resources Department of companies and TPO's to promote recruitments.
- To provide resources and activities to facilitate the career planning process.



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- To act as a link between students, alumni, and the employment community.
- To assist students in obtaining placement in reputed companies.

Registration:-

- It is mandatory for the students to register themselves for TAP within the specified date and time mentioned by the department.

Academic and TAP Attendance:-

- Students should have more than 75% attendance in every semester from the beginning of the first semester.
- Students should have more than 90% attendance in all sessions organised by the TAP cell.
- Students should have 90% attendance for all the guest lectures and workshops organised by TAP.

Attendance and Punctuality at Placement Process:-

- A student who applies and gets short listed is bound to go through the entire selection process unless rejected midway by the recruiter.
- Any student who withdraws deliberately in the midst of a selection process will be disqualified from placement for the rest of the academic year.
- Unauthorised absence from the test/interview will lead to cancellation of registration.
- Many a times it can happen that campus recruitment process can stretch till late night, in this regard, all students have to inform this to their parents and should arrange their own transportation.

Academic Performance:-

- Students must have scored 60% or above in their 10th and 12th examination. • Must score 60% or above in every semester from the very first semester.
- Must score 60% or above in every assessment of their TAP sessions. • Students need to attend all the activities/ training and workshops organised. • Must complete his/her summer trainings.

RULES AND REGULATIONS

The placement policy will be applicable to all the eligible students, duly registered with TAP. Any student,



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who does not register, within the stipulated date, will not be permitted to participate in the placement process.

Qualifying Criteria

- A 'Pass' in every subject, separately, in all preceding semesters.
- 'KT' or active back logs cases will not be allowed to appear in the process, till such time the KT' or NO active back logs status is cleared.
- Performance Evaluation Form, duly filled by the industry mentor, assigned during summer internship, will be an essential document, for reference, at the time of final placement. (Applicable post completion of second year only)
- 90% attendance, in all the personality enhancement sessions/aptitude tests/special preparatory classes, being organised, to enhance students' probability of placement, by the college simultaneously.
- Proven good conduct exhibited by the student during his/her entire academic tenure with the College. In case, a student is facing any disciplinary action/committee, shall not be allowed to appear for the placement process, till such time, the committee clears his/her name and approves his/her candidature for being eligible to participate in the subsequent placement process.

Mandatory Dress Code:

During the entire process of campus placement interviews (on campus/off campus) students are required to wear the prescribed formal dressing under college regulation, failing which, (s) he will be liable to be debarred from the placement process.

Process of the College:

- If a student is unable to convert any opportunity into an offer, out of the three opportunities extended, (s) he may be put on hold, till all the remaining eligible students have been extended the requisite opportunities, by the College.
- A student shall not bring in outside influence (including parents / relatives/ well-wishers) at any stage/process of Placement. Doing so, will lead to being "debarred", from the placement process,



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with immediate effect.

- The College shall endeavour to keep in view the student's area of interest while facilitating placement; however, it may not be the only parameter to be adopted and may not be applicable in all the cases. Students must be ready to be flexible with the changing trends of the Industry.
- The decision of the Head – TAP, on all matters pertaining a student's final placement, shall be final.

Clarity

1. Prior short listing based on profile & resumes/Selection/ recruitment criteria and recruitment processes are "company defined". We expect the students to follow the same unconditionally. TAP office does not interfere with any organisations' recruitment criterion.
2. One student is allowed to secure only one job/internship. And therefore, after one secures a appropriate job/internship, he/she would be automatically de-registered from that day onwards.
3. As more than one company would be visiting the campus, there may be a possibility that one student secures more than one job on the same day. Therefore, each eligible student will be required to fill up his/her individual preferences in advance for each placement day, ranking the companies he/she has applied to/has been shortlisted on a particular day, in the descending order of his/her choice.

Pre-Placement Offers Policy

All pre-placement offers extended to any student have to be routed through the TAP cell. If one likes the offer, he/she is advised to accept the offer. Such students who accept the PPO would, however, be de-registered from the TAP process. In case the candidate does not accept the PPO, he/she would be allowed to appear for the on-campus placement process till such date that the company visits the campus. After that day, he/she would be de-registered.

Student Conduct and Disciplinary Policy

Absenteeism rules and policy:

- If for whatsoever reason(s) the student remains absent from any stage/round of selection process he/she would be immediately de-registered from TAP and would not be allowed to take part in the placements till he/she gets himself/herself re-registered.
- Impersonation in tests or any kind of malpractice is a serious offence. Such students would be de-registered immediately and referred to the concerned authorities for disciplinary action.



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Unauthorised participation:

- A list of companies on-campus for recruitment is put up on the TAP Notice Board Students must NOT apply to any of these companies off-campus, as under an accord of mutual understanding between the firms and the college placement cell.
- Students are NOT allowed to appear in final selection process (Test/GD/Interview etc) of companies they have not applied to through the TAP system or have not been shortlisted in those companies. Students must refrain from contacting personnel of such companies when they are on-campus. Violation of this will attract de-registration and suitable disciplinary action.

General Guidelines

- Students must carry their I-cards at all times during interviews & screening tests. No one would be allowed to enter the test/interview venue without the I-card. • The date/time/venue of the interviews will be subject to changes which, at times, may be at a short notice. Students must keep themselves well informed by visiting TAP Notice Board.
- Students must carry a complete file with a few copies of the resume, passport size photos, original certificates (If possible) and copies thereof while appearing for the interviews.
- At the time of appearing for interviews, students MUST carry copies of the TAP resume only that was submitted to the concerned company online & NO other resume. Discrepancies in resumes are not appreciated by companies and may become a cause for rejection.
- Keeping the company's convenience in view, selection processes may take place in any city/town in the states. The students may be required to travel and attend the same. The TAP shall pass on the information received from the organization to the concerned students. The students are expected to make their own travel and other arrangements or as deemed fit by the college.

Do's

- a) The students will appear for placement drives in proper formal uniform with neat hairdos.
- b) Carry a professional folder for an interview to carry necessary items. The things students are required to carry for an interview are as follows:
 - I. A portfolio notebook that includes a notepad, pen-holder, file pocket and passport size photograph where a notebook is required to take notes or note down information during the placement process.
 - II. A good pen or pencil and at least one copy of resume and list of references.
 - III. All the



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testimonials in original and photocopies duly verified and self-attested

Don'ts

- The students must observe and adhere to all the codes of conduct and rules specified by the Department of Training & Placements. While answering question in the interview, students should observe proper decorum. They should refrain from making any kind of derogatory remarks about others.
- The impact of the behaviour exhibited by the interviewee has, at times reduces the opportunities available to future batches of students. Irresponsible behaviour, such as efforts to “market” oneself, derogatory remarks about other candidates or the University, negotiations other than those purported under the due process, will be seriously viewed. Such students may be denied further Placement Assistance.

College code of Conduct:-

- Students need to attend every class in prescribed formal dressing.
- Need to be well behaved and well mannered.
- Any misbehaviour or misconduct with faculty members/HODs and senior members of the staff will disqualify them from availing this facility.
- Non-payment of fees and any other dues will also result in the disqualification.
- Cheating, plagiarism, or other forms of academic dishonesty shall not be entertained at any cost.
- Providing false information to any college official, faculty member, office, or hearing board acting in performance of their duties shall be punishable/ disqualifying the candidate from the drive.
- Forgery, alteration, or misuse of any college document, record, or instrument of identification shall also lead to disqualification from the placement drive. • If any student is found absent in any of the process of placement he/she will be disqualified from the program.

TAP Score Card:

- Every semester, TAP will conduct examination based on classes held in that semester.
- There will be two sessional examinations, and one final examination will be held in each semester.
- Minimum passing criteria is 60% and above.
- TAP score card will be updated and maintained by cell time to time. • Based on performance, opportunity of placement will be given to students.



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UNDERTAKING

I, _____, S/o, D/o

understand that successful completion of TAP training under the aegis of DGMC is a mandatory requirement for any future placement related activity and that I shall be graded by the College at the end of the training. I also understand that once any assignment under the training has been allocated to me, the same is final and the College is not liable to make any alternate arrangements for me. I, therefore, undertake as follows:

- I shall successfully complete the TAP training modules allocated to me, by the College.
- No request for change in the same shall be made by me, after allocation.
- In case of my failure of completing any of the modules / level of TAP training, I will be debarred from the placement process.

In case of Emergency, please contact (Please mention the name and telephone no. of a person, other than your Parent(s), preferably, a local contact)

Signature of Parent(s)/Guardian:

Date:

Place:

Signature of the student:

E-mail of the student:

Mobile no. of the student:



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TIMETABLE

X TAP SY 2022-23.xlsx						+ Open ▾	
A	B	C	D	E	F		
TAP-SY Intermediate TIME-TABLE-2022-23							
	Week 1			Week 2			
Time	11:30 pm to 1:30 pm	11:30 pm to 1:30 pm	11:30 pm to 1:30 pm	2:30 pm to 4:30 pm			
	Sessions & Practical			Evaluation			
	Listening Skills-Selvi. S (Batch A)	Listening Skills-Selvi. S (Batch B)	Listening Skills-Selvi. S (Batch A)	Listening Skills-Selvi. S (Batch B)			
	Week 1			Week 2			
Time	11:30 pm to 1:30 pm	11:30 pm to 1:30 pm	11:30 pm to 1:30 pm	2:30 pm to 4:30 pm			
	Sessions & Practical			Evaluation			
	Formal & Informal Interaction - Prof.Shruti (Batch B)	Formal& Informal Interaction - Prof Shruti (Batch A)	Formal & Informal Interaction - Prof Shruti -(Batch B)	Formal & Informal Interaction- Prof-Shruti (Batch A)			



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SR.No.	TOPIC	FACULTY	DATE	TIME
THIRD YEAR / - ADVANCE MODULE				
2022-23				
1	CONFLICT HANDLING	SRINIVAS RAO	21st Nov 2022	11:30pm to 1:30 pm
			22nd Nov 2022	11:30pm to 1:30 pm
2	SELF MOTIVATION, RESPONSIBILITIES	KANCHAN. LUTHRA	19th Nov 2022	11:30pm to 1:30 pm
3	MOCK TEST			
4	PLACEMENT OPPORTUNITIES/MOCK INTERVIEW	MINIMALIST COMPANY HR HEAD MR.ABHJEET PATIL	3rd Dec 2022	11:30 pm to 1:30 pm

'Listening Skills' Attendance list

1. Shrivastava Nupur Deepak
2. Verma Subhrit Sanjay
3. Buktar Prajakta Raghunath
4. Fulewale Shibani Bapuji
5. Jain Kinshu Anil
6. Poojari Shimona Raju
7. Saklani Chirag Palsingh
8. Singh Tanvi Prithviraj
9. Shaikh Aleena Mushtaq
10. More Prathamesh Chandrakant
11. Rathod Pradhyumn Ganesh
12. Shetty Divith Rajendra
13. Vishwakarma Sweety Ravindra
14. Jain Vidhi Deepak Kumar
15. Chavda Riddhi Rajesh
16. Kadere Madhurima Anand
17. Vishwakarma Namrata Sudarshan
18. Bhatt Angel Niramay
19. Sangle Raunak Bipin
20. Gaikwad Siddhant Milind
21. Iqbal Sadiya Raza
22. Vishwakarma Rimi Sunil
23. Nadar Deryk Devaprasad
24. Choudhari Ritesh Shesharam
25. Mehta Vanshitaa Sameer



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26. Das Srijan Suniti
27. Madne Abhishek Shivaji
28. Singh Shivani Sunil
29. Kesarwani Avi Anil
30. More Urjita Sanjay
31. Shrivastava Nandani Sunil



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'Conflict Handling' Attendance list

1. Jain Vidhi Deepak Kumar
2. Saklani Chirag Palsingh
3. Rathod Pradhyumn Ganesh
4. Buktar Prajakta Raghunath
5. Poojari Shimona Raju
6. Jain Kinshu Anil
7. Singh Shivani Sunil
8. Kadere Madhurima Anand
9. Vishwakarma Namrata Sudarshan
10. Fulewale Shibani Bapuji
11. Iqbal Sadiya Raza
12. Shrivastava Nupur Mr. Deepak
13. Vishwakarma Rimi Sunil
14. Shetty Divith Rajendra
15. Chavda Riddhi Rajesh
16. Nadar Deryk Devaprasad
17. Mehta Vanshitaa Sameer
18. Choudhari Ritesh Shesharam
19. Das Srijan Suniti
20. Madne Abhishek Shivaji
21. More Prathamesh Chandrakant
22. Kesarwani Avi Anil
23. Shaikh Aleena Mushtaq
24. More Urjita Sanjay
25. Vishwakarma Sweety Ravindra
26. Kewlani Ravendra Deepak
27. Pandya Prachi Rameshji
28. Verma Subhrit Sanjay
29. Hanje Ajay Sujay
30. Jadhav Samruddhi Vishwambhar
31. Jain Pritesh Umeshkumar
32. More Shubham Deepak
33. Pathak Abhishek Kumar Rajkumar
34. Ploetz Ashner Klaus
35. Pujari Atharv Madhukar
36. Goel Yash Shravan
37. Sangle Raunak Bipin
38. Wagh Vansh Vijay
39. Barua Vidhi Bishwanath
40. Limbachia Vachan Suresh

'Formal and Informal Interactions' Attendance list



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1. Singh Yogi Sunil
2. Tomar Vanshika Atul
3. Ploetz Ashner Klaus
4. Mehta Vanshitaa Sameer
5. Iqbal Sadiya Raza
6. Jain Khushboo Ajay Kumar
7. Das Rahul Chittaranjan
8. Agarwal Jeet Manish
9. Shaikh Armaan Jani Rehan
10. Chavda Riddhi Rajesh
11. Agarwal Sakshi Vishnu
12. Tiwari Ritik Basant
13. Agrawal Kshitij Anurag
14. Sharma Ayush Arvind
15. Choudhari Ritesh Shesharam
16. Barua Vidhi Bishwanath
17. Bhosale Rohit Ashok
18. Gore Nihar Manish
19. Sangle Raunak Bipin
20. Verma Gaurang Dinesh Kumar
21. Nagar Atisha Hemant Kumar Nagar
22. Jain Vidhi Deepak Kumar
23. Shaikh Aleena Mushtaq
24. Bhardwaj Harsh Suresh Bhardwaj
25. Sengar Yashvardhan Bhramar
26. Nigde Niket Nitin
27. Roy Ankita Amulya Dhan Roy
28. Agarwal Kshitij Anurag



Aleena

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'Mock Interviews' Attendance list

1. Isha Kumari Ranjan Kumar
2. Jain Payal Kantilal Jain
3. Singh Gaurav Ramswaroop
4. Jain Manas Rajeev Jain
5. Chaturvedi Priyanka Jaydeep
6. Ghai Harleen Kaur Amarjit Singh
7. Joshi Esha Milind
8. Jain Pritesh Umeshkumar
9. Singh Shivani Sunil
10. Chaliha Arunabh Hiranya Kumar Chaliha
11. Agrawal Jeet Manish
12. Jadhav Loukik Sanjay
13. Kadere Madhurima Anand
14. Tiwari Ritik Basant
15. Jadhav Samruddhi Vishwambhar
16. Uday Kumar Avinash
17. Sharma Tulsi Deepak



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'Placement Opportunities" Attendance list

1. Sharma Sunanda Arvind
2. Shaikh Aleena Mushtaq
3. Jadhav Samruddhi Vishwambhar
4. Agrawal Sakshi Vishnu
5. Buktar Prajakta Raghunath
6. Malde Akshita Jitendra
7. Jadhav Akash Ravi
8. Agarwal Jeet Manish
9. Singh Tanvi Prithviraj
10. Ghai Harleen Kaur Amarjit Singh
11. Jain Manas Rajeev Jain
12. Pednekar Aditya Pradeep
13. Agarwal Kshitij Anurag
14. Tripathi Shubham Shivaji
15. Bhuyan Dorina Narayan Bhuyan
16. Chaliha Arunabh Hiranya Kumar Chaliha
17. Jain Pritesh Umeshkumar
18. Goel Yash Shravan
19. Sharma Tulsi Deepak
20. Khanooja Gursheen Charanjeet
21. Sharma Ayush Arvind
22. Sangle Raunak Bipin
23. Dadheech Shree Mahesh
24. Jain Payal Kantilal Jain
25. Nilyam Abeer Prashant
26. Singh Mrityunjay Harishchandra
27. Sengar Yashvardhan Bhramar
28. Poojari Shimona Raju
29. Jain Kinshu Anil
30. Sen Srija Samir Sen
31. Verma Subhrit Sanjay
32. Khapekar Harsh Devendra Khapekar
33. Agrawal Kshitij Anurag
34. Kesarwani Avi Anil Kesarwani
35. Jadhav Loukik Sanjay



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'Self-Motivation and Responsibilities' Attendance list

1. Chaturvedi Priyanka Jaydeep
2. Jain Payal Kantilal Jain
3. Jadhav Loukik Sanjay
4. Agarwal Jeet Manish
5. Patil Vidhi Santosh
6. Ghosh Sameeran Shantanu
7. Dadheech Shree Mahesh
8. Pednekar Aditya Pradeep
9. Jadhav Akash Ravi
10. Sen Srija Samir Sen
11. Tripathi Shubham Shivaji
12. Imsong Tekanungla Imo Imsong
13. Khapekar Harsh Devendra Khapekar
14. Shaikh Khizer Hanif
15. Sharma Ayush Arvind
16. Virvadia Niti Prakash
17. Fulewale Shibani Bapuji
18. Shrivastava Nandani Sunil
19. Shinde Abhijit Bhima
20. Khandvi Gurmeet Nirmal
21. Jain Khushboo Ajay Kumar
22. Daryk Deryk Devaprasad
23. Tejani Yati Milan
24. Agrawal Kshitij Anurag
25. Sangle Raunak Bipin
26. Singh Gaurav Ramswaroop



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IQAC Events

The Internal Quality Assurance Cell (IQAC) at DGMC plays a crucial role in promoting a culture of quality enhancement through various events and initiatives. These events contribute significantly to the institution's quality assurance strategy and processes.

Workshops and Seminars: IQAC organizes regular workshops and seminars focusing on best practices in teaching, research, and administration. These events encourage faculty and staff to adopt innovative approaches that enhance educational quality.

Faculty Development Programs: IQAC hosts training sessions aimed at professional development for faculty members, covering topics such as curriculum design, assessment methods, and the use of technology in education.

Student Engagement Activities: Events such as feedback sessions and focus groups allow students to voice their opinions on academic and support services, contributing to continuous improvement efforts.

EVENTS for 2022- 23

The IQAC in association with Board of Studies - Mass Media, University of Mumbai conducted an Orientation Workshop on Suggestive Examination Pattern in the offline mode on 17th September, 2022

IQAC of Deviprasad Goenka Management College of Media Studies, in association with Board of Studies - Mass Media, University of Mumbai, organized a One Day Orientation Workshop on Suggestive Examination Pattern in the offline mode for TYBAFTNMP, TYBAMMC - Journalism, and TYBAMMC - Advertising, semester V.

BOS Members of Media Studies, University of Mumbai along with 20 Chairpersons and 59 participants from different colleges in Mumbai registered for the orientation workshop. The inaugural ceremony started with lamp lighting by Chief Guest Dr. Sundar Rajdeep, Principal, Dr. Amee Vora. Dr. Amee Vora delivered the welcome speech, in which she highlighted the key aspects of conducting exams in the offline mode, the necessity of the workshop and outcomes of the workshop. Chief Guest Dr. Sundar Rajdeep in his address to the media faculties stressed on the TYBAMMC and TYBAFTNMP examination details, the role and responsibilities of the faculties, chairpersons, paper setters, and translators to be played as the teamwork during the examination tenure.

After the inaugural ceremony, faculties were divided into three categories, based on the TYBAFTNMP, TYBAMMC - Journalism, TYBAMMC - Advertising in the classrooms 783, 784, and 782 respectively. The entire orientation session was a think tank session for all the faculties present during the workshop. It was concluded with the vote of thanks by Dr. Kanchan Luthra, Dr. Kiran Walia, and Prof. Selvi in Advertising, Journalism and FTNMP classes respectively.

The IQAC & Woman Development Cell organized a Guest Talk "Humari Pehchaan" on Gender Sensitization on the 10th December 2022.



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Principals, staff and students of other colleges and schools were invited to attend this talk on Trans Gender Sensitization.

A talk was delivered by Speaker Ms. Maya Awasthy, CEO & Board Member of the Transgender Welfare Equity and Empowerment Trust (TWEET) Foundation. She has been working towards empowering the Transgender Community in India by focusing on aspects such as Health, Social and Economic development. One of her proud achievements at Tweet Foundation has been setting up and running a Shelter home for transgenders who come from a low-socioeconomic background or those who are not accepted at home. She spoke on the history of Trans people, their treatment and the taboo that exists around the issue. She imparted knowledge to the attendees about the various dimensions of Trans people and the several identities that exist which are not recognized or identified by the government and the people in general.

The event was graced by Principal and students of Mainadevi Bajaj International School, Faculty, staff and students from Ramniwas Bajaj English Highschool, Ghanshyam Saraf College, M.L. Dhanukar College of Commerce, Arya Ayesha Charitable Trust and SPD College, Ladhidevi Maheshwari Night College

International Conference on “Changing Dynamic of Human Securities was held on 10th & 11th March 2023 via Zoom Platform

The Internal Quality Assurance Cell (IQAC) organized its 3rd International Virtual Conference on 10th and 11th of March, 2023 titled “The Changing Dynamics of Human Security”.

The conference was organized in collaboration with Misr University for Science and Technology, Egypt as our Academic Partners; Global Communication Research and Association (GCRA), and Women's Indian Chamber of Commerce and Industry (WICCI).

The conference was inaugurated in the presence of esteemed guests - Our Chief Guest was Ms Dhamayanthi, Our Guest of Honour, Professor Mira Desai from SNDT University and Ms Daivata Patil from WICCI, Our Keynote speaker Dr Diosnel Centurion, President GCRA and Director UNIDA southern branch; our Academic collaborators for the conference, Prof Amani Omar and Dr Ahmed El-Saman from Misr University of Science and Technology, Egypt and DGMC Principal Dr. Ameer Vora.

The conference started with a welcome address by Dr Ameer Vora, followed by a few words by Dr Amani Omar, Vice Dean and Professor of Mass Media and Communication Technology, MUST University, Egypt and Dr Ahmed Hassan El-Saman, an Associate Professor of Political Communication at the Department of Journalism in MUST University, Egypt. Our Guest of Honour Dr Mira K Desai and Ms

Daivata Patil followed suite by addressing the importance of the theme of the conference and its relevance to the current scenario and the generations to come, followed by Chief Guest Ms Damayanthi, who spoke with focus on the subtle power play in man-woman relationships in a family and dynamics of gender and human security. The Keynote Speaker of the conference was Dr. Diosnel Centurion, President of GCRA, highlighted the need for human security in his address. He emphasized that human security is a



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crucial issue in the current global scenario, and there is a need to address the challenges faced by individuals to ensure their safety and well-being.

Day 1 of the conference saw 3 sessions by individual speakers on varied fields affecting Human security. The sessions started with Adv. Shreyas Shetty speaking on the theme of Fundamental Rights and Human Security. This was followed by an interview based discussion session with Padmashri Bhawana Soomaya, a film critic with 40 years of experience. This discussion highlighted the role that media plays in the pursuit of human security and also influencing minds. Mr. Ritesh Bhatia was the speaker for the last session of the day, that discussed at great length the issues of Cyber Security and Human Security and how one can ensure safety in the cyber space.

Day 2 of the conference was a packed day with 2 individual sessions and 2 panel discussion on topics of great concern. Speaker for the first session was Mrs. Bhagyashree Kulkarni, HOD, Department of Forensic Psychology from Institute of Forensic Science, Mumbai. Her session focused on understanding criminal minds through forensic science and it's essence in human security followed by the Second session for the day by Dr. A.P. Jayaraman, chairman.

National Centre for Science Communicators and President, STEAM and the trustee of the Indian Development Foundation. His session was on Human security and nuclear science and whether science and technology are A peril or A perk?

The panel discussions were the main highlight of the day. The first panel discussion was on the issue of climate change, sustainability, and human security, chaired by eminent academicians and environmental journalists, Ms Sharada Balasubramaniam, Dr Unmesh Patnaik, Dr Swati Kwatra and Ms Komal Daal. Ms. Daal moderated this session. The second panel discussion touched upon the issue of Social Exclusion and human security and highlighted the aspects of caste, class, gender, race and colour impacting the livelihoods of people. This panel was moderated by Prof. Daivata Patil and on the panel was eminent journalist Geeta Seshu, Lawyer Regina Paulose, Author and entrepreneur Shweta Barge and Transgender advocate Mx. Maya Awasthy.

The two days of the conference also saw a range of paper presentations by academicians and research scholars. These presentations were held in the parallel sessions of the conference. Dr. Abbas Attarwala, Dr. Sameer Kulkarni & Dr. Pooja Singh were the chairs for the paper presentation.

The Valedictorian of the virtual conference was Dr. Alex Okoroji, from WICCI, a Nigerian actress, writer, television personality, Radio host, speaker, author, mentor and podcaster and her story was a tale of inspiration for everyone.

The participants left with a new understanding of human security. The participants were given e-certificates.



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IQAC Masterclasses

The IQAC at DGMC has implemented masterclasses with industry experts as part of its commitment to enhancing quality assurance strategies and processes. These masterclasses provide invaluable insights into current industry practices and trends, directly benefiting students and faculty alike.

The masterclasses allows students to prioritize:

1. **Industry Relevance:** By inviting experts from various fields, the masterclasses ensure that academic content remains relevant and aligned with industry standards. This exposure helps bridge the gap between theoretical knowledge and practical application.
2. **Skill Development:** The sessions focus on essential skills such as critical thinking, problem-solving, and innovative practices. Participants gain hands-on experience and learn to tackle real-world challenges, enhancing their employability.
3. **Networking Opportunities:** These events facilitate networking between students, faculty, and industry professionals, fostering relationships that can lead to internships, job placements, and collaborative projects.
4. **Curriculum Enhancement:** Feedback from industry experts helps inform curriculum development, ensuring that courses are updated to meet the evolving needs of the job market.
5. **Continuous Improvement:** The insights gained from masterclasses contribute to the ongoing quality assessment and improvement processes within the institution, reinforcing DGMC's commitment to excellence.

Through these initiatives, IQAC not only enhances the educational experience but also strengthens DGMC's position as a forward-thinking institution dedicated to quality assurance.

Workshop on Essentials of Photoshop was conducted on 10th May 2022 DGMC organized a Workshop on Essentials of Photoshop. The workshop was attended by 30 designing enthusiasts; students and faculty members and was lectured by Prof. Shalu Balan, Faculty of DGMC. It was an enriching experience for all members to know the basics concepts of designing and improving their Photoshop skills. Knowledge of everything from basic tools to efficient techniques were imparted.

Masterclass on Writing for Visual Media for MACJ & MAFTNMP Students

A masterclass was conducted on **22nd September, 2022** for the students of the Post Graduate program in Communication & Journalism (MACJ) by Ms. Manisha Lakhe and for the students of the Post Graduate program in Film Television & New Media Production (MAFTNMP) by Mr. Parth Vyas.

Students were introduced to the subject "Writing for Visual Media. The masterclass laid due emphasis on latest writing techniques that help in developing a creative temperament and mindset needed in the content production segment of the media industry.



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Masterclass conducted by Mr. Sudarshan Chavan on 25 th Aug 2022

A masterclass session in Promo writing techniques, was initiated by the Film Society of DGMC on the 25th of August 2022. The session was conducted by Mr. Sudarshan Chavan, who is an On Air Promo Writer, for Sony Marathi and many other media outfits. The session began with a detailed terminology explanation of teasers, promos and trailers. The audience was participative regarding the Q&A session which gave them insights into the craft of promo writing. Examples from films, and television shows were shown to the students which was truly insightful.

Masterclass on scripting of Jingles and AD copy was held on 26th Aug 2022

The Advertising & Branding Club, ABC of DGMC organized its first ever master class on Scripting of Jingles and AD copy, called "Jingle Jingle". The masterclass was graced by industry expert Darshit Mody of Capture Eye & Gaurang Soni - Music Composer (Netflix) conducted the sessions.

A part of the session conducted by Darshit Mody spoke about the impact of voice in ads, films, and podcasts. There were examples shared and a presentation on what it takes to be a voice over artist was shared with the students.

Gaurang Soni, presented TVC and teased the minds of the students with simple foundation rules that one should follow when editing and mastering a TVC. It was a fun session with a lot of questions put across by the students regarding the industry, and how they could pursue the same after their academics.

A Session on "Art of Voice Over" was conducted by Neshma Chemburkar on the 27th Jan 2023

An orientation on the art of voice over was conducted by Ms. Neshma Chemburkar. It was an interesting session as the students were given an insight into voice modulation. Neshma even gave students a few pointers on how to train their voice and modulate it. Students were enlightened when Neshma played a few movie clips for which she had done the voice overs before the students.

Sunil Gawai took a Workshop on Cinematography on the 14th Feb 2023

It was a cinematography orientation which was conducted by Sunil Gawai from Sony. The camera that was featured was a cinema camera and he took the students through its operations and its features. Students asked a lot of questions regarding cinematography, and their learnings as cinematographer. They were recommended the FX6 or FX9 from the Sony Cine Camera stables for better results.

Uday Mohite of XP Pen took a workshop on Storyboarding on 16th Feb 2023

Uday Mohite, a well-known cartoonist, interacted with the students on caricature, cartooning, and graphics. His workshop focused on the use of the XP Pen, a tablet tool that is a fine blend. The fluidity of the XP Pen was demonstrated, and examples of how the graphics are integrated with different mediums was demonstrated. Students were thrilled at how easy it was to work on art and caricature.



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“Writing for OTT” a workshop conducted by Parth Vyas on the 27th Feb 2023

OTT is the next big game changer, and there was a sizable presence of the students for this event. Parth spoke about the creative aspects of pitching a concept, how things can be monetized, and above all will OTT take over the TV space going forward. Students were also given insights into how they can improve their skills to write stories, and above all had to watch movies if they were to go forward

Masterclass on Journalism was conducted by Urvashi Sarkar from the 1st to 3rd Mar 2023

A 3-day masterclass on journalism was conducted by Ms. Urvashi Sarkar, an independent journalist, at the Madhoprasad Saraf Seminar Hall. The masterclass was held from March 1 to March 3, 2023, and it was attended by around 50 students from the college. The masterclass was designed to provide students with an in-depth understanding of various aspects of journalism. The first day of the masterclass focused on the missing half story and gender reporting in media, where Ms. Sarkar emphasized the importance of using gender-sensitive language in news reporting and discussed the need to avoid stereotypes. The second day of the masterclass focused on the Right to Information Act and its importance in responsible journalism. The third day of the masterclass focused on reporting in rural India. Ms. Sarkar discussed the challenges faced by journalists while reporting from rural areas and highlighted them.



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Orientation Workshop on Suggestive Examination Pattern in the Offline Mode Date: 17th September, 2022

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WORKSHOPS



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