

RSET's



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

**7.1.11. – Institution celebrates / organizes national and international commemorative days, events and festivals**

S.No.	Initiatives
01.	Kargil Vijay Diwas
02.	Yoga Day
03.	Janjatiya Gaurav Diwas Celebration by Student Council
04.	Gandhi Jayanti and Lal Bahadur Shastri Jayanti Celebration by NSS Team
05.	Self Awareness drive
06.	International Literacy Day Celebration by the Rotaract Club
07.	World Book Day
08.	International Yoga Day



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INDIA'S PREMIER MEDIA SCHOOL

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### **Institution celebrates national and international commemorative days**

The institution actively celebrates national and international commemorative days to foster patriotism, civic consciousness, and respect for cultural diversity among students and employees. These celebrations instill a deeper understanding of values, rights, duties, and responsibilities as citizens of India.

Significant events include Kargil Vijay Diwas, which honors the sacrifices of Indian soldiers and reinforces the importance of national security and unity. Gandhi Jayanti and Lal Bahadur Shastri Jayanti, organized by the NSS, promote the values of peace, non-violence, and leadership, inspiring students to embrace the ideals of these visionary leaders.

The institution also emphasizes well-being through International Yoga Day, encouraging students and staff to adopt yoga for mindfulness, self-discipline, and physical health, essential for fulfilling civic responsibilities.

The celebration of Janjatiya Gaurav Diwas by the Student Council recognizes the contributions of tribal communities, fostering respect for cultural diversity and inclusion. Additionally, events like International Literacy Day, World Book Day, and the Self-Awareness Drive promote literacy, education, and personal growth, aligning with the constitutional principles of knowledge and self-awareness.

Through these commemorations, the institution cultivates a sense of national pride, responsibility, and respect for diversity, shaping informed, responsible citizens.



*Alina*



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## Event: Kargil Vijay Diwas

# BULLETIN

## KARGIL VIJAY DIWAS

As Kargil Vijay Diwas strikes 23 years, Media College in Mumbai pays a fitting tribute to the Indian Armed Forces

527 army men martyred, and the numbers of soldiers were in tens of thousands. They shed their blood and many sacrificed their lives in the name of their motherland. 23 years later, the country still remembers their valour and courage, and salutes them for the same.

One such tribute was given by the RSET's Deviprasad Goenka Management College of Media Studies, Mumbai, where The Film Society of the college along with The Advertising and Branding Club and The Rotaract Club organized and successfully implemented an event in honor of Kargil Vijay Diwas on the 26th of July, 2022. The stories of their selflessness and unity were also portrayed through the documentaries that were screened for the students made by the Indian Army itself. "It was a useful and informative event where, through the short films and documentaries, we learnt about how the Indian Army recaptured Kargil" says Isha Soni, a student who participated in the event.

A special invitee for the event was Captain Anant Yagnik, a retired defence official from the Western Naval Command. Capt. Yagnik remembers when the sudden announcement of the intrusion in Kargil sector was sent across the armed forces of the Army, Navy and the Air Force. He recollected the days of Admiral Madhvendra Singh who commandeered the Navy during the war. On a heartfelt note, Capt. Yagnik told the students of the college to be disciplined, brave and punctual in life.

The highlight of the entire event was the gesture of the institution, who decided to elevate the event a step further by sending the soldiers Rakhis and greeting cards with an intent to fill the void in them as a most of them prioritized our protection over going back home for the occasion. "Rakhi in India is not just a string with a knot, it is an emotion. I, as an organizer wanted to convey that emotion to our army men" says Yash Singh, one of the organizers.

DGMC got in touch with Punarvas, a school for the specially abled children in Goregaon, who handmade these Rakhis. "The passion has always been there with the youth when we talk about our country, especially the pride in our armed forces makes them sit up and take notice.

Our students were in fact supportive of what we were trying to achieve and with the inclusion of an NGO, the respect and faith in this initiative has only risen", says Srinivasrao Challapalli, the mentor under whose guidance the event was organized.

"Celebrating 23 years and paying homage to these soldiers who sacrificed their lives to save the country is a thought that needs to be celebrated, remembered and saluted not only on the 26th of July, but every single day. As we daily spend some of our time giving respect to the almighty, similarly our Jawans should be paid respect to, and to that this is a good beginning", says Dr. Ameer Vora, principal of the institution.

As this institution keeps the spirit of pride and patriotism alive in our hearts, just like the eternal flame of the National War Memorial; our respect for the army men should never die down.

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*Ashu*



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SAPNA- EK SACH

SAPNA PURA HO AISA KON NAI CHAHTA..  
HUM SAB CHAHTE HAI!

USS MAA KA BHI SAPNA THA KI USKA BETA USKI GOD ME DOBARA SO PATA

USS PITA KA SAPNA THA KI EK BAAR USNE APNE BETE KO MANN BHAR KR THAP THAPA LIYA HOTA

USS DOST KA B SAPNA THA KI VO APNE DOST KO EK AAKHRI BAAR GALE LAGA PATA

USS PATNI KA B SAPNA THA KI VO APNE PATI KO EK BAAR MANN BHAR KR DEKH PATI

USS BETI KA B SAPNA THA KI EK BAAR VO APNE PAPA KI GOD ME KHEL PATI

PER YEH SAB AB SIRF SAPNA REH GAYA

KYUKI YEH SAPNA PURA JISKE SATH KERNA THA VO KAHI APNE SAPNE ME KHO GAYA.

BHARAT MAA KI RAKSHA KARNE KE SAPNE ME..

YEH SAPNA AB BHARAT MAA KI GOD ME SO GAYA

YEH SAPNE KO AB DHARTI MAA THAP THAPA RAHI HAI

ISS SAPNE NE AB APNE DHARTI KI MITTI KO GALE LAGA LIYA

YEH SAPNA AB DHARTI MA KA LADLA BANKR REH GAYA!

**A poem written & recited at the Kargil Divas Din  
By Ms. Krisha Yadav - MACJ**



*Alina*

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## **Report: Janjatiya Gaurav Diwas Celebration by Student Council**

**Date: 24th November 2022**

The Student Council of DGMC celebrated Janjatiya Gaurav Diwas to honor the birth anniversary of Bhagwan Birsa Munda, a revered tribal leader and freedom fighter. This event was part of a nationwide initiative, following the Government of India's declaration to commemorate 15th November as Janjatiya Gaurav Diwas, recognizing the contributions of tribal communities to the nation.

As part of the celebration, a documentary titled "Adivasi Kranti-doot" was screened for students. The film shed light on the heroic efforts of tribal leaders like Bhagwan Birsa Munda, highlighting their struggles for independence and social justice. The documentary emphasized the importance of recognizing these unsung heroes from Janjati communities, whose contributions remain integral to India's history.

The event not only raised awareness about tribal heritage and cultural pride but also encouraged students to appreciate the diversity of India's history and the legacy of marginalized communities.

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Notice: 917/2022 21st Nov 2022

**NOTICE**  
**Janjatiya Gaurav Diwas**

The Student's Council of Deviprasad Goenka Management College of Media Studies will be commemorating **Janjatiya Gaurav Diwas**, that is the birth Anniversary of **Bhagwan Birsa Munda** on 24th of November 2022, a special documentary will be screened for the students, followed by a poem recitation on the contribution of Tribal freedom fighters in the Indian Independence movement.

**Date:** 24th November, 2022  
**Time:** 3:30 pm  
**Venue:** Madhoprasad Saraf Seminar Hall

All the students are cordially invited to be a part of this event and remember the contribution of these heroes.

**Dr. Amee Vora**  
Principal



*Amee Vora*

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## Report: Gandhi Jayanti and Lal Bahadur Shastri Jayanti Celebration by NSS Team

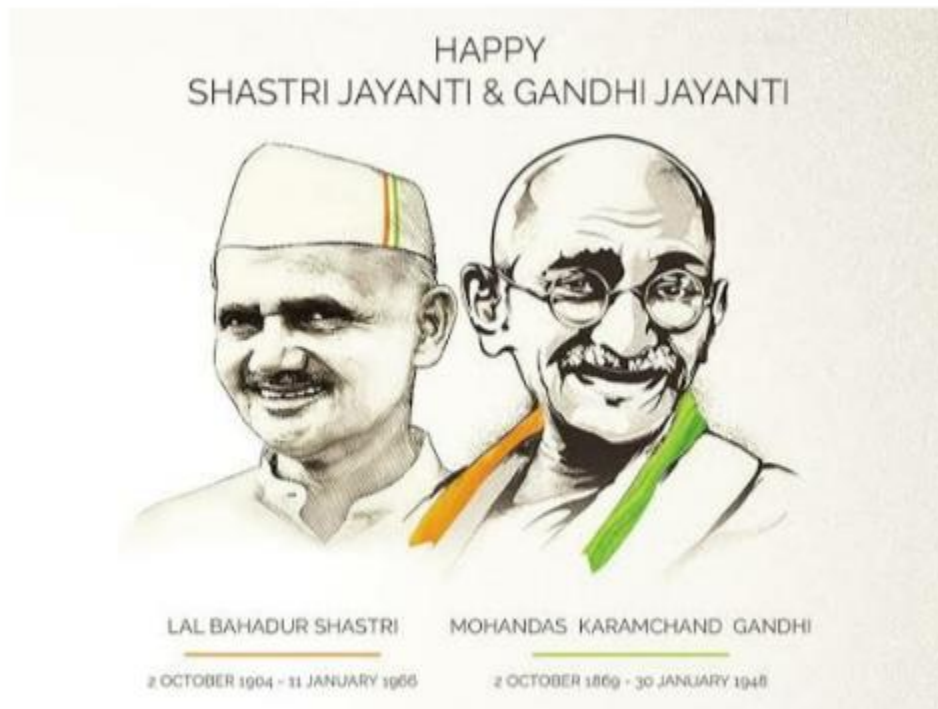
*Date: 2nd October 2022*

The NSS volunteers of DGMC actively participated in the Bhajan Sandhya program organized by the University of Mumbai to commemorate the birth anniversaries of Mahatma Gandhi and Lal Bahadur Shastri. The event included soulful renditions of bhajans that celebrated the values and teachings of these great leaders, emphasizing their contributions to India's freedom and the principles of peace and non-violence.

During the program, the Vice-Chancellor of the University of Mumbai led the attendees in taking a pledge on Swachata, reinforcing the significance of cleanliness and hygiene in our daily lives.

In addition, 20 NSS students participated in a rally that began at Churchgate station and concluded at the Gateway of India. The volunteers carried placards promoting messages of peace, non-violence, and Swachhata, creating awareness and encouraging the public to embrace these values in their lives.

This initiative not only honored the legacies of Gandhi and Shastri but also engaged students in meaningful community service, promoting a sense of responsibility towards societal issues and fostering a spirit of unity and commitment to the nation's ideals.



*Alina*

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## Self-Awareness Drive

**Venue - DGMC Campus**

**DATE: 28 Sep, 22**

## Report

On the occasion of Gandhi Jayanti, The Rotaract Club of Deviprasad Goenka Management College of Media Studies conducted a 'Self-Awareness Drive'.

Rotaractors decided to launch a peace march to spread the moral ideas and duties mentioned in our constitution. The walk started at Marine Drive from 8:30 am onwards. The march was done by holding handmade banners and posters. The students walked all through the marine drive to spread awareness.

In a country with a vote-based system of Government, one should adhere to our duties while appreciating our privileges and rights. Fundamental obligations for every citizen are stated under Article 51A in our Constitution. They are forgotten and lost due to busy life. Thus, the march was to remind people of the fundamental duties and their significance of the same.



**Self-Awareness Drive on the occasion of Gandhi Jayanti**

**Date: 2nd Oct 2022**

On the occasion of Gandhi Jayanti, the Rotaract Club conducted a 'Self-Awareness Drive'.

The Rotaractors decided to launch a peace march to spread the moral ideas and duties mentioned in our constitution. The walk started at Marine Drive from 8:30am onwards. The march was done by holding handmade banners and posters about our fundamental duties. The students walked all through the Marine Drive to spread awareness of the same.



*Abha*



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## Report: International Literacy Day Celebration by the Rotaract Club

*Date: 8th September 2022*

The Rotaract Club of DGMC celebrated International Literacy Day by organizing a 'Bookmark Making' event, emphasizing the importance of literacy and creativity. Participants crafted unique bookmarks that showcased their artistic skills and thoughtful designs, promoting the love for reading and literature.

Following the creative session, the Rotaractors visited Desire Society, an orphanage located in Malad (West), where they distributed the handmade bookmarks along with books to the girls residing there. This initiative aimed not only to encourage literacy but also to inspire a passion for reading among the young residents of the orphanage.

The event was a meaningful blend of creativity and social responsibility, highlighting the Rotaract Club's commitment to community service and the empowerment of underprivileged children through education. By providing books and bookmarks, the Rotaractors contributed to fostering a nurturing environment for literacy and personal growth.



*Alina*

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## Report: Participation in International World Book Day

Date: 23<sup>rd</sup> April 2022

### International/World Book Day Celebration

Date: 23 April 2022

Smt. Prabahdevi Banwarilal Saraf Library" DGMC celebrated the International/World Book Day. The library committee made bookmarks with the thought "Books are the mirrors of the soul." and gifted them to faculty, staff and students to encourage their reading habits. Celebration of Library Day "GET BOOKED", the birth anniversary of Dr. S. R. Ranganathan, father of Library Science in India.

It was a fun-filled event where there was a crossword round, a Book talk – where students spoke about their favourite book and a last surprise round where students wrote a letter to their favourite author. Students enjoyed the event and exchanged their thoughts about their favourite books and authors, encouraging fellow students to read them, highlighting their favourite quotes or scenes from these books. The winners of the 'Write a letter to your Favourite Author / Character' contest were Rupali Rachelkar (FY BAMMC DIV B) and Loveneet Sonawat (TY BAMMC DIV C)



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## **International Yoga Day**

**Date: 21st June 2022**

The International Yoga Day was celebrated on the PDSA turf of the RSET Campus. This was a great opportunity to imbibe the value of discipline. Yoga is a mental, physical and spiritual practice that needs to be carried every day. Students of the undergraduate level got the chance to know how yoga embodies unity of mind and body. Our principal Dr. Amee Vora, conducted the sessions with the students. Ms. Mansi Jade who demonstrated yogasanas like shirshasan, etc.

A separate yoga session for the teaching and non-teaching staff was later held, Prayers were recited before and after the program, and Dr. Amee Vora once again took the staff through a few asanas and breathing exercises.



*Amee Vora*

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*Alina*