



# PLACEMENT DECK

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DGMC's  
TRAINING AND PLACEMENT CELL





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

## ABOUT DGMC

DGMC is a premier media and communications institute with a state-of-the-art infrastructure, where students, researchers and media professionals interact to facilitate dynamic career paths. It is supported by its parent body RSET which has been in the field of education for over seven decades. DGMC provides courses on Communication and Filmmaking at undergraduate and postgraduate levels, and offers autonomous Postgraduate Programs (PGP) in various verticals of the media such as Integrated Marketing, Advertising and Communications; Event Management; Filmmaking; Sports Marketing and Management. DGMC runs a PGDM program in Media and Communication approved by the AICTE.

## PRINCIPAL'S DESK

As the Principal of this Institute, I believe that an inquisitive mind is a gift to be cherished and nurtured and we at DGMC aspire to make the ordinary come alive, continue to inspire, empower and challenge our students through our holistic approach to imparting education. Our students are fortunate that the Faculties at our institute have designed the The Training program, that covers modules on soft skills, trains the students to be good listeners, prepares them for an interview, written tests and group discussion, enhances their skills in public speaking and thus helps them to become employable. This program designed by the faculties of the Training and Placement Cell teaches the students to be professional in their approach and also gives them an understanding to meet deadlines and handle peer pressure. All these extra efforts are undertaken by our faculties with no extra cost to the students enrolled with the Training and Placement Cell. The sessions of the Training program are planned keeping their academic calendar in mind and are conducted accordingly.



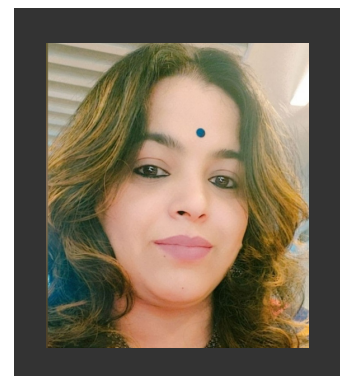
## PLACEMENT OFFICER

**Shravani Vichare**

Experience:

- Industry: 3 Years
- Academic: 13 Years

Area of interest/specialization: Media & Entertainment



## WHAT IS TAP?

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Deviprasad Goenka Management College of Media Studies - Training & Placement Cell – TAP is primarily responsible in ensuring that students across all courses are provided with necessary training to ensure they are equipped with the right skill sets to be placed upon their exit from the college.



## WHY DID WE START?

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- Providing Training & Placement process awareness to first year students.
  - To build the bridge between industry and academia.
  - Organizing Pre- Placement Training's.
  - Planning and organizing various Placement drives on campus.
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# TAP STRUCTURE

## BASIC LEVEL

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(FY BAMMC/BAFTNMP and FY MA)

The goal here is to register, introduce and train students in the basic modalities of training skill sets. Topics such as basic proficiency in language, public speaking, business English, Introduction to soft skills and personality development among various others will be delivered. This will be followed by an evaluation and then the students who satisfy the evaluation criteria shall be given a live project to work on.

## INTERMEDIATE LEVEL

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(SY BAMMC/BAFTNMP and SY MA)

In this module, emphasis shall be placed on exploring internship opportunities based specialization. Students should be able to understand the principle of effective workplace communication; to identify and develop appropriate conflict resolution skills; to communicate effectively using various written workplace documents such as business letters, emails and phone messages. An emphasis will be on the presentation skills, soft skills, SWOT, CV, LinkedIn presence, stress and anger management. After evaluation, students who satisfy the evaluation criteria shall be provided with an internship opportunity.

## ADVANCE LEVEL

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(TY BAMMC/BAFTNMP and TY MA)

In the final part, the emphasis shall be on Identifying potential career paths, making a decision on the best option and developing an action plan. This will also include exploring placement opportunities, CV building, company profiling, work ethics, and cultural sensitivity. After the final evaluation, students who satisfy the evaluation criteria shall be offered a full time job opportunity in the select field of their specialization.

## HIGHLIGHTS

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1: At the end of First Year, Tap Students are provided with LIVE PROJECTS. The evaluation is concluded on the basis of the student performance in these live projects and only then the student is allowed to proceed further

2: At the end of the Second Year, the qualified TAP students are provided with 60 day Internships. These internships are based on the internal performance of the students during their second year and their 'macro' are of interest. Their evaluation is concluded on the basis of their performance in the internship and the feedback received from their industry in charge.

3: At the end of the third year, the qualified TAP students are provided with 90 day internships with an option to further the same into a permanent job. This means that the student at the end of third year stands to enter a job in the field of their choice and training and walk away with a competitive package in the media sector.

4: The package that our students have received through TAP ranges maximum upto Rs 5,00,000 per annum

## HOW MANY STUDENTS ON AN AVERAGE ENROLL EVERY YEAR

Sno	Academic Year	Basic Level	Intermediate Level	Advance Level	Students Placed
1	2020-2021	100	67	38	24
2	2021-2022	85	52	31	21
3	2022-2023	110	-	-	-

## OUR KNOWLEDGE PARTNERS

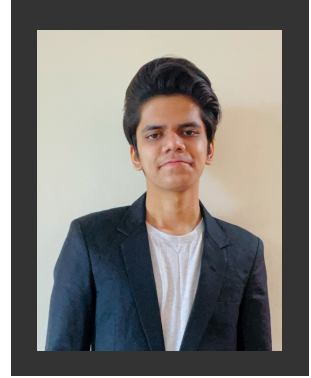
Sno	Name of the Company
1	Egg First Advertising
2	NH Studios
3	The Minimalist Advertising
4	LN Events and Entertainment
5	EMS Global and Events
6	Mindstorm
7	Media Storm Advertising
8	Blazn India Advertising
9	Coconut Media Company
10	Friday Film Works
11	Endemol Shine
12	Frame Productions
13	The Gracel Advertising
14	Benaras Media Works

## STUDENT'S SPEAK

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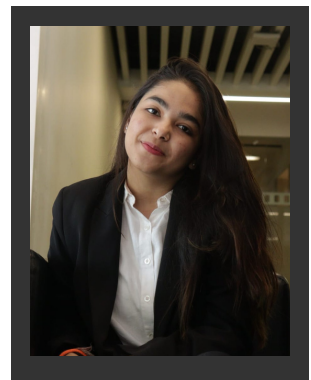
### SANMAN HUTGIKAR

As a student of DGMC I have been a part of The Training and Placement cell, an initiative by DGMC to make students employable ready. TAP sessions are conducted simultaneously with our regular lectures, it is classified into three stages just as our degree, the main thing that I like about TAP is that they focus and pick such topics for their sessions that are really interesting like "Meeting and Greeting", Professional communications, Resume making etc. all these concepts when heard for the first time sound really simple and easy but after attending these sessions I realized that there are so many in depth things that I did not know about them, I feel really fortunate that I have an initiative like The Training and Placement cell in my college which helps me and also many other students to get ready professionally for the industry free of cost.



### VANSHITAA MEHTA

It was an amazing experience to be a part of the Training and Placement program (TAP) for the past two years. It helped me in improving my communication skills and also helped me in personality development, where I learnt the insight to crack an interview. Professors associated with the training and placement program helped me with career opportunities. Special thanks to the professors who believed in me and helped me clear my first interview with LN Events and Entertainment.



### HARSH THOKAL

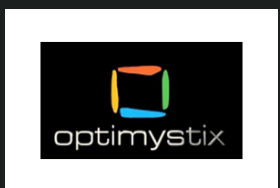
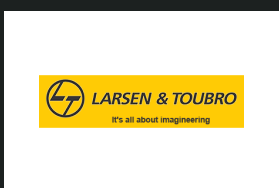
It was a great experience to be a part of the Training and Placement program (TAP), where I got to learn so many things apart from the college curriculum. Every college should have such kinds of programs to enhance one's capabilities. I was lucky enough to crack my first interview at Contiloe Pictures Pvt. Ltd., where I got my internship, and later got placed there as an Associate Creative Head. All thanks to DGMC and its faculty.



### SHIFA KHAN

My name is Shifa Khan from SYBAMMC. I am currently working at an advertising agency called Blazn. Being a student with a mere experience of 6 months and getting hired full time with a pretty decent pay would not have been possible if our college DGMC would not have taken the initiative of training us via the Training and Placement program. I think we are privileged to have professors who have taken two hours out of their busy schedules to train us after our lectures. They helped us build apt resumes, they helped us with our confidence in our interview skills and made us ready enough to crack any interview with valor. It has been of great help in getting us placements, she constantly strives and puts efforts for getting us a good job according to our caliber. Lastly, I personally believe that it's a great opportunity for us students to learn and get ready for achieving our goals.





RSET's



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