

RSET's



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

Criterion-1-Curricular Aspects
Key-Indicator 1.3 Curriculum Enrichment

1.3.1 Institution integrates crosscutting issues relevant to Professional Ethics, Gender, Human Values, Environment and Sustainability into the Curriculum

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Sr. No.	Particulars
1.	List of Events
2.	Syllabus

List of Events

Sr. No.	Particulars	Date
Gender Sensitization		
1.	Brushstrokes for Balance	4 th Oct, 2023
2.	The Unheard Voices	14 th December, 2023
3.	Self-Defence Workshop	8 th February, 2024
4.	G5- International Conference	6 th and 7 th March, 2024
5.	Proud Girl-2.0	19 th August, 2023
6.	Shades and Spectrum	13 th March, 2024
Human Values		
7.	Nukkad Natak (Anti Bullying)	18 th December, 2023
8.	Blood Donation	9 th March, 2024
9.	Donation Drive	2 nd Jan-15 th Jan, 2024
10.	Har-Ghar Tiranga Rally	14 th August, 2023
11.	Kargil Vijay Diwas	26 th July, 2023



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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

12.	Secret Santa	22 nd December, 2023
13.	Soul Sync	13 th January, 2024
Environment and Sustainability		
14.	Beach Clean-Up	26 th September, 2023 & 30 th September, 2023
15.	Swachhata Hi Sewa	Ist Oct, 2023
16.	Virtual Visionaries	7 th Oct, 2023
17.	Plastic Waste Management	2 nd November, 2023
Professional Ethics		
18.	Workshop on IPR	15 th September, 2023



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

Notice: 1184/2023

25th Sept 2023

NOTICE

IQAC & WDC

Art Competition "Brushstrokes for Balance"

The IQAC & the Women Development Cell of DGMC invites all students to participate in an All RSET Institute Art Competition on the topic **GENDER Equality**, aptly named "**Brushstrokes for Balance**" on **Wednesday, 4th Oct 2023** from 2pm to 4pm at DGMC.

Gender Equality is when people of all genders have equal rights, responsibilities and opportunities.

We encourage all students to participate and voice your opinion in the form of ART.

Rules:

1. The artwork must be your original creation (artworks, painting, sketching, doodling, etc.).
2. Participants should carry their own art materials. Only A3 paper will be provided.
3. The artwork should include a caption on Gender Equality.
4. The Judge's decision will be final.

Register here: <https://forms.gle/4wv9PGLXBvohSESG>



Dr. Ameet Vora
Principal

RSU 1



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

**IQAC
&
THE WOMEN DEVELOPMENT CELL
ORGANIZES AN INTRA-RSEI**

Art Competition

“Brushstrokes for Balance”

STRENGTH HAS NO GENDER

[CLICK HERE TO REGISTER](#)

**WHEN: WEDNESDAY, 4TH OCT 2023
FROM 2PM TO 4PM**

WHERE: DOMC

RSET's



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

Event :- Brushstrokes for Balance

Date:- 4th October 2023

Brushstrokes for Balance - An event by **IQAC** and **Women Development Cell** was held on 4th October 2023 at 2pm to promote gender equality. The competition was open to all ages and skill levels, and entries were judged on their creativity, originality, and overall message.

The theme of the competition was gender equality, and participants were encouraged to create paintings that reflected their own experiences or perspectives on this issue. The event commenced by a welcome speech of the participants and the rules and regulations for the competition. Participants were given 2 hours to complete their artwork. Some of the paintings depicted scenes of women overcoming challenges and achieving their goals, while others explored the social and cultural factors that contribute to gender inequality.

The judges were impressed by the quality and diversity of the entries, and it was clear that the competition had resonated with participants. The winning paintings were selected by a panel of experts.

The Brushstrokes for Balance competition was a great success, and it helped to raise awareness of the importance of gender equality. The competition also provided a platform for artists to share their own stories and perspectives on this issue. The winning paintings will be used to promote gender equality in the community.

Overall the Brushstrokes for Balance was a positive and impactful event.



Adnan

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

Notice: 1229/2023

11th Dec 2023

NOTICE

IQAC & WDC

Gender Sensitization "The Unheard Voices"

The IQAC & the Women Development Cell of DGMC invites all students to attend a talk on **Gender Sensitization** on **14th December 2023** from **11.30am onwards** in the **Madhoprasad Saraf Seminar Hall**.

Speaker **Vickey Shinde**, who is an Actor & Transgender Rights Activist shall speak on behalf of the LGBTQ Community on "The Unheard Voices"

Speaker Sarang **Bhakre**, Author & Public Speaker will address the audience on the "Rights of the Transgender in India-Issue of the Same-Sex Marriages."

Students are requested to attend this session in large numbers to bring about awareness and change in the society.



Dr. Ameet Vora
Principal

alc



Deviprasad Goenka
management college of media studies

RSET Campus, S. V. Road,
Malad (W), Mumbai - 400 064
Tel No.: +91 22 4520 7722
www.dgmc.org.in
info@dgmc.org.in

Ref.: DGMC/2023/3995/A

Date: 14th Dec 2023

To
Mr. Sarang Bhakre
Author & Public Speaker
Mumbai

Dear Sir,

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 esteemed Guest Speaker for our event on “Gender Sensitization”, organised by the IQAC & The Women Development Cell of Deviprasad Goenka Management College of Media Studies on the 14th Dec 2023.

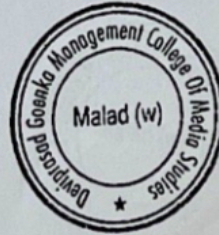
I appreciate your contribution in making this event an enriching experience for all our participants.

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

Warm Regards,

Amee Vora 14/12/23

Dr. Amee Vora
Principal





Deviprasad Goenka
management college of media studies

RSET Campus, S. V. Road,
Malad (W), Mumbai - 400 064
Tel No.: +91 22 4520 7722
www.dgmc.org.in
info@dgmc.org.in

Ref.: DGMC/2023/3994/A

Date: 14th Dec 2023

To
Ms. Vickey Shinde
Actor & Transgender Rights Activist
Mumbai

Dear Madam,

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 esteemed Guest Speaker for our event on “Gender Sensitization”, organised by the IQAC & The Women Development Cell of Deviprasad Goenka Management College of Media Studies on the 14th Dec 2023.

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

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Amee Vora 14/12/23
Dr. Amee Vora
Principal



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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

Ref.: DGMC/2023/3994

Date: 12th Dec 2023

To
Ms. Vickey Shinde
Actor & Transgender Rights Activist
Mumbai

Dear Madam,

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, extend a cordial invitation to be our **Guest Speaker** for our event on “**Gender Sensitization**”, scheduled on the **14th Dec 2023** from **11.30am onwards**, at the **Madhoprasad Saraf Seminar Hall**, organised by the **IQAC & Women Development Cell** of RSET's **Deviprasad Goenka Management College of Media Studies**.

I would be honoured if you accept our invitation for this event.

I look forward to your favourable response.

Best regards,



Dr. Ameer Vora
Principal

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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/2023/3995

Date: 12th Dec 2023

To
Mr. Sarang Bhakre
Author & Public Speaker
Mumbai

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Best regards,



Dr. Ameer Vora
Principal



RSET's
Deviprasad Goenka
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INDIA'S PREMIER MEDIA SCHOOL

IQAC

&

Women Development Cell organizes

Self Defence Workshop

(For all students)

Conducted by

Mr. Dilip Sharma - Martial Arts Trainer

Date: Thursday, 8th February 2024

Time : 10:30 am onwards

Venue: PDSA Turf C

Faculty Incharge : Prof. Divya Narang Tinna

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

Notice: 1267/2024

5th Feb 2024

NOTICE

Women Development Cell

Self Defence Workshop

The IQAC & WDC of DGMC is organising a Self Defence Workshop on Thursday 8th Feb 2024 from 10:30am onwards on the PDSA Turf C.

Black Belter Dilip Sharma is a Martial Arts Trainer with 18 years of experience in kung fu and martial arts. He has been a 6 times gold medallist in National Level kick boxing.

We urge students to participate in this event to have an awareness on how to defend oneself in times of unforeseen circumstances. This workshop is open to all genders.

Please register yourselves on the link mentioned below:

<https://forms.gle/q9BQqmHDs33Az8aFA>

We look forward to your wholehearted participation.



Dr. Ameet Vora
Principal



मुंबई विद्यापीठ
University of Mumbai
Re-accredited with A++ Grade
(CGPA 3.65) by NAAC (3rd Cycle 2021)



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WOMEN DEVELOPMENT CELL
UNIVERSITY OF MUMBAI

IQAC | WDC OF DGMC

WOMEN DEVELOPMENT CELL
UNIVERSITY OF MUMBAI

&

DGMC'S

INTERNAL QUALITY ASSURANCE CELL AND WOMEN DEVELOPMENT CELL
JOINTLY ORGANISES

TWO DAY INTERNATIONAL VIRTUAL CONFERENCE

G5:

**GENDER THROUGH ENTREPRENEURSHIP,
DIGITISATION, EQUALITY, ENVIRONMENT,
LAW & ETHICS.**

IN COLLABORATION WITH



6TH - 7TH MARCH 2024 10:00 AM TO 5:30 PM

PLATFORM -

zoom





मुंबई विद्यापीठ
University of Mumbai
Re-accredited with A++ Grade
(CGPA 3.65) by NAAC (3rd Cycle 2021)

University of Mumbai

The University of Mumbai (known earlier as University of Bombay) is one of the oldest and premier Universities in India. It was established in 1857 consequent upon Wood's Education Dispatch, and it is one amongst the first three Universities in India. As a sequel to the change in the name of the city from Bombay to Mumbai, the name of the University has been changed from "University of Bombay" to "University of Mumbai. vide notification issued by the Government of Maharashtra and published in the Government Gazette dated th September. 1996. The University was accorded 5 star status in 2001 & 'A' grade status April 2012 by the National Assessment and Accreditation Council (NAAC). University of Mumbai is currently reaccredited with "A++ grade (2021) by National Assessment and Accreditation Council (NAAC)



ABOUT RSET

Rajasthani Sammelan Education Trust (RSET), a registered public charitable trust was established in the year 1948 at Malad, Mumbai. With the aim to promote various educational, charitable and social activities, the trust has played a very vital role in providing better education from primary to post graduation in the fields of Commerce, Management, Information Technology and Media Studies. At present more than 16,000 students are receiving education in various educational institutions run by the Trust.



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INDIA'S PREMIER MEDIA SCHOOL

ABOUT DGMC

Deviprasad Goenka Management College of Media Studies (DGMC), established in 2014, is a premier media and communications institute, supported by its parent body RSET. DGMC provides courses on Communication and Filmmaking at undergraduate and postgraduate levels such as Bachelor of Multimedia and Mass Communication (BAMMC), Bachelors of Film Television and New Media Production (BAFTNMP), Masters of Arts in Journalism and Mass Communication (MA J&MC)), Masters of Arts in Mass Communication Film Television and New Media (MA MCFTNM) and Postgraduate Programs (PGP) in various verticals like Integrated Marketing, Advertising and Communications & Event Management.

Our Chief Patrons



Prof. Dr. Ravindra Kulkarni
Hon'ble Vice Chancellor

Dr. R D Kulkarni is a dedicated Professor in Chemical Technology and has served the University of Mumbai as the Pro Vice Chancellor before earning the prestigious post of Hon'ble Vice Chancellor. He has 29 years of experience in Academia and research specializing in Renewable Polymers, Nanopigments, Green Functional Paints, Oleochemicals, Surfactants, Essential Oils, Nanotechnology, and Environmental Engineering. Dr. Kulkarni has supervised several Ph.D. studies and M.Tech. degrees. He has received awards such as 'Best Research Funding Award' in 2017, 'Best Teacher Award' in 2014, Best Paper Award in 2006 by JOCCA Surface Coating International etc. He has been a part of more than 65 Invited Talks and 150 Conferences.



Prin. (Dr.) Ajay Bhamare
Pro-Vice Chancellor, University of Mumbai

Prin. Dr. Ajay Bhamare is a distinguished academician currently serving in key roles at the University of Mumbai, including In-charge Dean of Commerce & Management, Senate Member, and University's Academic and Management Councils. He is also an Executive Council member of ICA. Dr. Bhamare has presented papers on diverse topics, such as Total Quality Management in Higher Educational Institutions and a Comparative Study of Hospitality and Transport Services in South Konkan. He actively engages in international conferences, having participated in the INQAAHE 2018 Biennial Forum in Mauritius. Additionally, he received the prestigious "Best International Principal" award in the International Company Secretaries Olympiad for the year 2017-18.

Our Patrons



Shri Narendra Goenka
Donor Trustee,
Deviprasad Goenka
Management College of
Media Studies



Shri Ashok M Saraf
President, RSET



Shri Kailash Kejriwal
Hon'ble Secretary, RSET

Program Convenor



Dr Urvashi Manuprasad Pandya
WDC Chairperson
University of Mumbai

Dr. Urvashi Manuprasad Pandya is a highly accomplished academic and literary figure, currently serving as the Chairperson of the Women Development Cell at the University of Mumbai. With 35 years of experience at the university, she is a Former Head and Associate Professor in the Gujarati Department. Dr. Pandya has received National and State Level Awards for her contributions to Gujarati Literature and was honored with the prestigious UGC Research Award for the academic year 2012-14, being the first researcher in Gujarati Literature to receive this accolade, as well as the 'Women Achiever Award' for valuable contribution in the field of literature and girls education. As a recognized Ph.D. guide, she mentors 10 PhD and 10 M.Phil researches and has published 13 books covering various literary genres. In addition to her academic achievements, she actively oversees the Savitribai Phule Girls Hostel as Warden, University of Mumbai since 18 years and is a valuable member of important committees at the University of Mumbai, showcasing her commitment to academic and institutional development.

Our Collaborator



Women's Indian Chamber of Commerce & Industry, (WICCI)- A National Business Chamber for Women, boosts and builds women's entrepreneurship and businesses through greater engagement with government, institutions, global trade and networks. Supported by the massive global and influential women's networks viz. G100, ALL Ladies League (ALL), Women Economic Forum (WEF) and SHEconomy, with 500,000 members and industry leaders worldwide, WICCI drives fundamental changes in governmental policies, laws, incentives and entrepreneurial ecosystems, with a view to empower women.

Conference Convenor



Dr Ameet Vora

Principal & Head

Deviprasad Goenka Management
College of Media Studies

Conference Committee Members



Ms. Nilanksha Sachdev



Ms. Deveeka Shetty



Ms. Divya Narang



Ms. Sunita Cordeiro



Mr. Chandrodoy Ghosh

Conference Theme

Historically, the positivist approach of research has allowed the assessment of the gender-society relationship and its relationship with religion, culture, and media. The feminist political ecology and UN Women's new "**Feminist Plan**" envision addressing and providing a roadmap for evolution and development by combining the various facets of gender, society, political, economic, ecology, and sustainability.

G5: Gender through Entrepreneurship, Digitization, Equality, Environment, Law & Ethics conference intends to assemble academicians, researchers, policy makers, social scientists, and interest groups to cohesively discuss, deliberate and bring forth the interrelationship between gender and sustainable development.

Conference Day 1

INAUGURATION FUNCTION 10:00 AM ONWARDS

KEYNOTE ADDRESS 10:30 AM - 11:00 AM



Speaker - Dr Linda Lane
Senior Lecturer,
Department of Social Work
University of Gothenburg, Sweden

SESSION 1 - GENDER, POLITICS AND LAW IN INDIA 11:30 AM - 1:00 PM



Speaker - Dr Kannamma Raman,
Former Professor,
Department of Civics and Politics
University of Mumbai

SESSION 2: OVERCOMING GENDER BARRIERS 1:30 PM - 3:00 PM



Speaker - Adv. Nirmala Samant Prabhavalkar,
Former Mayor of Mumbai
Ex-Member - National Commission for Women
Ex-Chairperson- Maharashtra State Commission
for Women
Principal Advisor - Center for Study of Social
Change

Panel Discussion: Women Entrepreneurs and MSME

3:30 pm - 5:00 pm

Anita Dongre

Indian Fashion Designer
Founder - House of Anita Dongre.



Sushma Gaikwad

Co-Founder, Ice Global, Wizcraft
MIME and Sukhoon

Sapna Subramanyam

Founder
Blue door event
Sustainable Solutions



Sonal Sumaiya

Co-founder, Theatrix Advertising and
Dark Horse Events and Masterpiece
Creations

Conference Day 2

SESSION 1 - WOMEN, MEDIA,
LITERATURE AND GENDER
STEREOTYPES

09:30 am - 11:00 am



Speaker - Prof (Dr) Anubhuti Yadav,
Head Department of New Media and
Information Technology, Course Director,
Advertising and Public Relations,
Indian Institute of Mass Communication,
New Delhi

SESSION 2 - GENDER AND ENVIRONMENT
SUSTAINABILITY

11:00 am - 12:30 pm

Mr. Sushil Bahuguna
Senior Environment Journalist
Executive Editor NDTV, India



Ms Sharada Balasubramaniam
Independent Environment Journalist
and Development Journalist

Mr Abhay Mokashi
Senior Journalist and Academician
Director - AAMRAS



Panel Discussion: Gender Inclusivity and Cultural Acceptance

02:00 pm - 04:00 pm



Dr. Aqsa Shaikh

Transgender Woman Doctor

Professor of Community Medicine, Hamdard
Institute of Medical Science

Dr Kulveen Trehan

Asst Professor,

University School of Mass Communication
Guru Gobind Singh Indraprastha University



Ms Daivata Patil

Asst Professor,

Department of Communication and Journalism,
University of Mumbai



Kanishka Chaudhry

Co-founder, Samavesh Chamber of Commerce

Director of Business Transformation Services
at Alvarez and Marsal



Valedictory Ceremony 02:00 pm - 04:00 pm



Dr Bharat Khushalani

Senior Educationist and Hindi Writer

Guidelines for Authors

- The deadline to submit abstracts is **25th February 2024**.
- To submit your abstract and papers, please email us on: **conference@dgmcms.org.in**
- Full paper should reach us by or on **3rd March 2024**
- Use APA style format, 7th edition guidelines for writing the research paper
- The word limit for the abstract is 250 words
- The word limit of the Research paper is 2500 - 5000 words

Selected papers will be sent for publication in **UGC care listed journal**.

Papers which won't be selected for UGC care listed journals, would be published in a **Peer Reviewed journal with an ISSN number**

“Gender equality is more than a goal in itself. It is a precondition for meeting the challenge of reducing poverty, promoting sustainable development and building good governance.”

- Kofi Annan



For Registration / Participation Contact us



Emil - conference@dgmcms.org.in
Visit us - <https://dgmc.org.in/>

| +91 900 444 4091 / 92 / 022-45207722

Schedule for the Paper Presentation

G5: Gender through Entrepreneurship, Digitization, Equality, Environment, Law & Ethics.

Historically, the positivist approach of research has allowed the assessment of gender-society relationship and its relation with religion, culture, and media. The feminist political ecology and UN Women's new "Feminist Plan" envision addressing and providing a roadmap for evolution and development by combining the several facets of gender, socio-politics-economics-ecology, and sustainability.

G5: Gender through Entrepreneurship, Digitization, Equality, Environment, Law & Ethics conference intends to assemble academicians, researchers, policy makers, social scientists, and interest groups to cohesively discuss, deliberate and bring forth the interrelationship between gender and sustainable development.

Date and Timings	Name of the Participants	Research Paper
Day 1		
6th March, 12.00-1.30PM	Dr. Shamali Gupta	From Vulnerability to Empowerment - Analysis of Women through Selected Lyrics of Hindi Film Songs
	Dubari Lahkar	Exploring Technology Adoption and Usage Pattern among Women Entrepreneurs of Guwahati City, Assam
	Dr. Yogesh Dhanjani	Swipe Right, Navigate Safely: Examining Digital Literacy and Awareness of Domestic Abuse in Online Dating.
	Dr. Rashmi Lengade	Women and Health (Identity Search - Perturbation and Scrimmage)
	Puneet Gupta	"Breaking Barriers: Gender-Inclusive Entrepreneurship Training for Deaf Communities in Northeast India"
	Dipesh Parmar	Life Skills Education as a means of Promoting Gender Equality and Social Inclusivity

	Rashmi Raja	Finding your place in the job market – a study of how young adult men and women use the social media to find job in the media industry.
Day 2		
7th March, 12.30-2PM	Dr. Neha Karnik and Mukul Bhatt	Progress of Assam towards Sustainable Goal 5 (SDG 5)
	Dhara Patel and Dr. Krutika Bhate	Women's Practices for Conscious Consumerism
	Dr. Rashmi Durgapal	Readability of Pamphlets on Environmental Sanitation by Rural Women
	Priyadarshini Singh	Sexual harassment of women at workplace
	Janhavi Kolte	Unlocking Potential: Self-Help Groups and Women's Empowerment in Urban Settings
	Abdullah Ghazali	Women's Vulnerability and the Building and Other Construction Workers (BOCW) Act, 1996
	Dr. Ashwinder Kaur	Challenging Dominance Through Voice: A Study of Brothel Children in G.B Road, Delhi



Dr. Wijeesh Ron...

S



Dr. Shamali Gu...



D

Dr. Wijeesh Ronit Saim...

Shweta Chadha

Palak Chauhan

Dr. Shamali Gupta

Sorial Ullal

Deepika Lobo



Shama Gaikwad



Nilanksha Sachdev



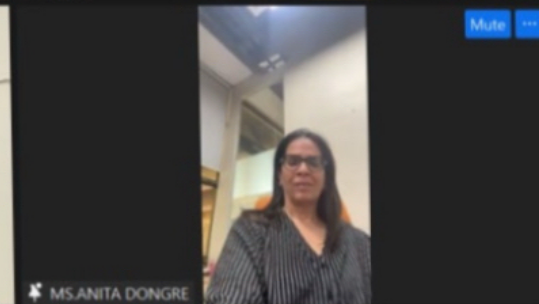
Sapna



Ameeta Vora



Sonal Somaiya



MS. ANITA DONGRE

Mute

Recording

Sign in View

Panel Discussion.pptx - PowerPoint

File Home Insert Design Transitions Animations Slide Show Record Review View Help Tell me what you want to do

1
2
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DIFFERENT WAVES OF FEMINISM

- 1ST**
Emerged in the late 18th and Early 19th centuries, focusing on legal rights, high education and property ownership.
- 2ND**
First phase in 1920-1960s. Focused on legal, reproductive rights, workplace discrimination and challenging societal norms.
- 3RD**
Emerged from the 1960s to the 1990s. Focus on social, racial, and ethnic diversity, intersectionality, and challenging gender norms.
- THE NEW WAVE?**
Emerged from the 1990s. Focus on digital technology, intersectionality, and challenging gender norms.

FEMINISM IN THE NINETEEN CENTURY SPECTRUM

SECOND WAVE OF FEMINISM

THIRD WAVE OF FEMINISM

THE NEW WAVE?

Slide 2 of 14 English (India) Accessibility: Investigate

Notes Comments

24°C Pune

ENG IN 14:31 07-03-2024

Nilanksha Sachdev

Daivata Chavan-Patil

Aqsa Shaikh (She/Her)

Dr Kulveen Trehan

Unmute Stop Video Security Participants 28 Chat 2 Share Screen Record Reactions Apps Whiteboards Notes 23 More Leave

Windows taskbar: Search, File Explorer, Microsoft Edge, Microsoft Teams, Outlook, OneDrive, YouTube, Facebook, Spotify, Google, and other system icons.

System tray: ENG IN, 14:30, 07-03-2024, and other system icons.

Zoom Meeting

Participants (37)

Find a participant

- RR Rashmi Raja
- S shravani.vichare
- Sonal Ullal
- VB Viraj Bandekar
- VY vivo Y35

Recording Remove Spotlight Sign in

View

vivo Y35 Divya Tinna amee.vora

Nilanksha Sachdev vivo Y35 Divya Tinna amee.vora

International Conference

meeting, system messages for those who joined or left have been disabled

sunita.cordeiro 10:37

Now we are hearing Dr. Linda Lane the keynote speaker from Sweden.

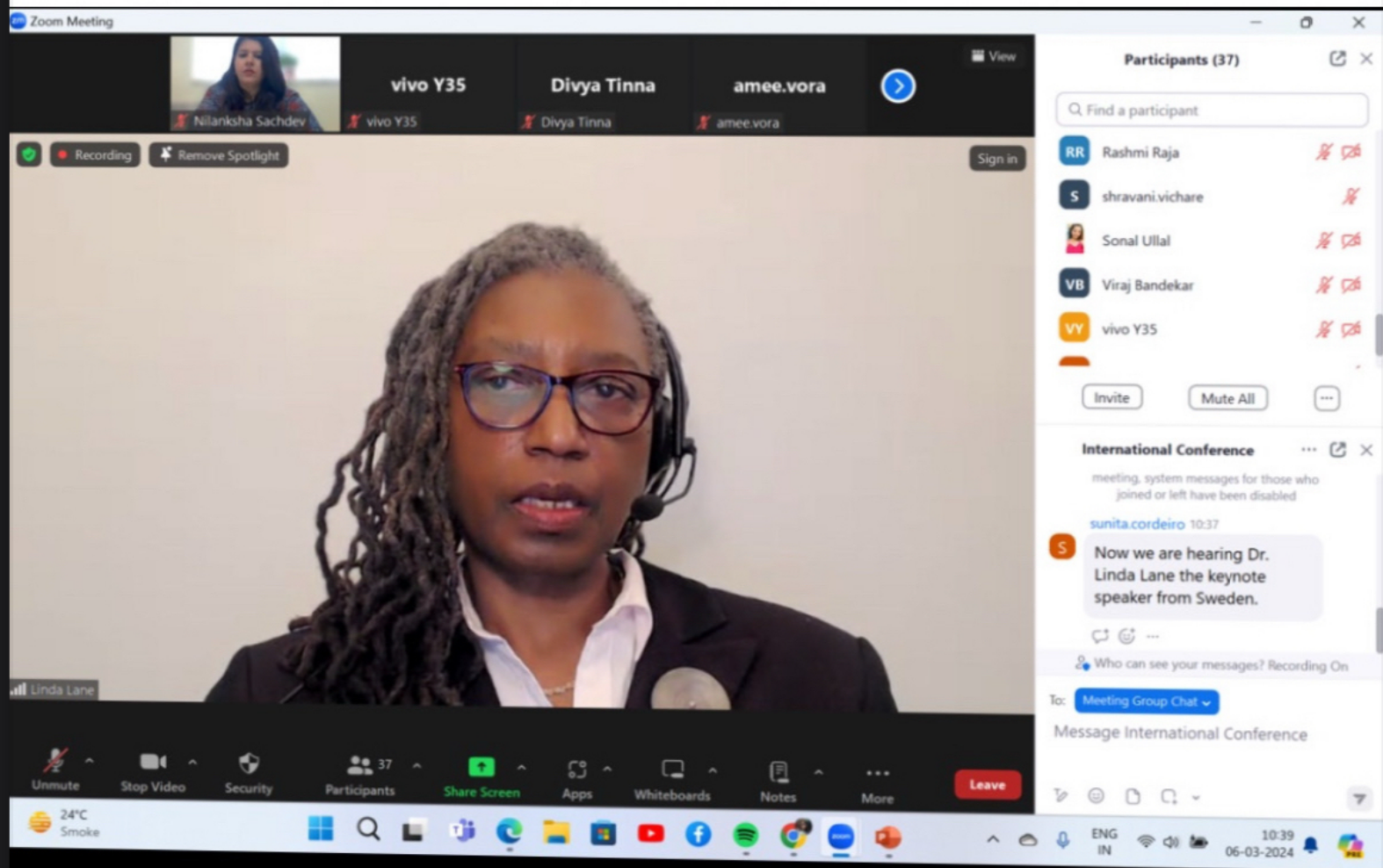
Who can see your messages? Recording On

To: Meeting Group Chat

Message International Conference

Unmute Stop Video Security Participants 37 Share Screen Apps Whiteboards Notes More Leave

24°C Smoke ENG IN 10:39 06-03-2024



Deviprasad Goenka Management College of Media Studies (DGMC)

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

Anti bullying Campaign (Nukkad Natak)

The NSS unit of Deviprasad Goenka Management College Of Media Studies organised a Nukkad Natak portraying Anti Bullying Campaign performed in college campus. The Nukkad Natak aimed to raise awareness about the importance of an anti-bullying campaign in our society. Through powerful performances and engaging storytelling, the play addressed the various forms of bullying and emphasised the need for collective action to combat this pervasive issue. the anti-bullying campaign also featured a creatively designed photo booth and a petition drive, The combination of the petition drive and photo booth added depth and breadth to the anti-bullying campaign, providing multiple avenues for engagement and activism. Through these initiatives, the campaign successfully mobilised support and raised awareness.



BEACH CLEAN-UP

The NSS unit of DGMC conducted a Beach Cleanup Drive on 26th September 2023 at Versova Beach to preserve the beauty of the coastline and to promote awareness towards our environment. 30 volunteers participated in The Beach Cleanup Drive which was conducted on the occasion of 7 days of Ganpati Visarjan. Ganpati Visarjan often ends up in a large quantity of waste being gathered on beaches due to the immersion of idols and offerings. This garbage, which includes plastic, flowers, and other items, can have negative effects for marine life and the ecosystem.



BLOOD DONATION DRIVE

The event took place on March 9, 2024, at Durgadevi Saraf Hall, with a remarkable turnout resulting in the collection of 85 blood bags. Navjivan Blood Bank provided invaluable assistance, facilitating the participation of students from DGMC & RSET campus.

The NSS unit of Deviprasad Goenka Management College of Media Studies organized a blood donation drive that exemplified dedication and teamwork.

Two registration desks and an observing area were set up, ensuring smooth proceedings, complemented by snacks provided to the donors. Volunteers worked tirelessly, day and night, to ensure its success. Fine arts played a significant role, with the team creating props like a photobooth and a huge blood drop resembling a blood. The social media team contributed by creating diverse reels to promote the event effectively on social media platforms. Within the college, promotion was widespread through posters and video messages, aimed at raising awareness about the drive and guiding students on how to register.



Donation Drive

The NSS unit of Deviprasad Goenka Management College of Media Studies organized a donation drive in the campus. The primary objective of organizing the Donation Drive was to help bridge the gap between people who are willing to aid the less fortunate and those in positions of necessity. The students of DGMC were asked to donate clothes, books, utensils, or other items which could be reused by the people in need. The campaign was running till the month January of 2024, whereas the unit received a massive response. The volunteers hence handed over the collected donations at the village during the NSS camp.



HAR GHAR TIRANGA

The NSS unit of Deviprasad Goenka Management College Of Media Studies organized a “HAR GHAR TIRANGA RALLY” on 14 August, 2023. On that day all NSS volunteers participated in the “Har Ghar Tiranga Rally” to commemorate the upcoming Independence Day. The streets echoed with chants of “Bharat Mata Ki Jai” and “Vande Mataram” and “Hum Sab Ek Hai”. The rally aimed to instill a sense of pride and unity among citizens. Participants adorned their homes and vehicles with the national flag, symbolizing their unwavering allegiance to the country. Children waved miniature flags with Enthusiasm. It also highlighted the importance of safeguarding the nation’s sovereignty and unity in the face of various challenges.

Kargil Vijay Diwas

Kargil Vijay Diwas is celebrated every 26 July in India, to observe India's victory over Pakistan it marked the 24th anniversary of this significant military triumph, honouring the bravery and sacrifice of Indian soldiers who fought valiantly to protect the nation's sovereignty. The NSS unit of Devi Prasad Goenka Management College of Media Studies.

Organised a screening which was live on Youtube platform from D.E.S's Kirti M Doongursee College. NSS Volunteers also streamed on Youtube. Volunteers also learned about the valor and sacrifices made by Indian soldiers during the war, fostering a sense of patriotism and respect for the armed forces.



SWACCHATA HI SEVA

In line with the nationwide Swachhata Hi Seva campaign, the NSS unit of Deviprasad Goenka Management College of Media Studies had actively engaged in the cleanliness drive which was conducted on 1st October 2023 at Malad (E) railway station, Shivaji Chowk, where NSS volunteers cleaned the roads. The event was conducted to spread awareness to educate people about the importance of cleanliness and proper waste management. The NSS Unit of DGMC collaborated with BMC to increase the value of cleanliness among citizens.



Van Mitra

The NSS unit of Deviprasad Goenka Management College Of Media Studies celebrated friendship's day on 7th August 2023 with handmade biodegradable friendship bands tied to the trees. Our objective for this was the sustenance of the trees in our vicinity. Friendship bands made with marigold flowers, Jute string and cow dung were tied to trees. It was a beautiful gesture that symbolizes our connection to nature and our commitment to its preservation. The volunteers and faculties tied these bands to Trees within the campus.



Proud Girl 2.0- Embracing Change, Celebrating Strength

DATE: -19/08/2023

VENUE: - Umela phatak, Naigaon, Maharashtra.

The Rotaract club of Deviprasad Goenka Management College of Media Studies visited a remote village in Naigaon - Umela Phatak on 19th of August 2023 to raise awareness about menstrual hygiene and empower women as part of its first key project, Proud Girl 2.0 for the Rotary International year 2023-24. The event also aimed to distribute hygiene kits comprising essential items to empower women.

The participants gathered in the college at 7:30 am, and from there a bus transported them to the village. The event commenced at 12 a.m. with a clean-up drive, followed by a motivational rally aimed at enlightening the villagers about the objectives of the visit. The club's president, Rtr. Sanman Hutgikar, greeted the villagers and the club's joint secretary, Rtr. Anusha Mhatre, explained the contents of the hygiene kits to the females. A total of 200 kits and 100 sanitizers were distributed during the event. The highlight of the event was the Memorandum Of Understanding signed by Mr. Prakash Waghela, signifying the official adoption of the village by RCDGMC. The event is the sequel of the club's previous year's "Proud Girl" initiative, in which they educated and raised awareness about sanitary pads.

The event left a positive impact on the lives of the villagers, who expressed their happiness and satisfaction for the activities exclusively done by the club for them. The day came to end with a team building session at Suruchi, fostering a sense of unity between the members, directors and the core of the club.





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



District 3141
Rotaract



Club of
DGMCMS
Rotary Club of Bombay Airport
Club ID: 218546

The Rotaract Club of Deviprasad Goenka Management
College of Media Studies

Presents

Proud Girl 2.0

Embracing Change - Celebrating Strength



19th August, 2023
8:00 am onwards
Umela Phatak Village

Experience it Again - The new way!

Register Now!

@rc_dgmcms

Beach Cleanup Drive

Date : September 30, 2023

Venue : Juhu Beach, Mumbai

On September 30, 2023, the Rotaract Club of Deviprasad Goenka Management College of Media Studies, in collaboration with the Department of Lifelong Learning and Extension (DLLE) of Deviprasad Goenka Management College of Media Studies, came together to organize a highly successful beach clean-up drive at the Juhu Beach in Mumbai. This initiative aimed to address the pressing issue of environmental degradation by actively participating in the removal of litter and waste from this iconic beach.

The event commenced promptly at 8 a.m. and witnessed an enthusiastic participation of 40 dedicated Rotaract members and 11 DLLE volunteers. Throughout the morning, participants scoured the beach, tirelessly collecting litter and waste that had been left behind by visitors and washed ashore by the tides.

In total, an impressive 32 bags of garbage were collected, weighing over 400 kilos of waste. This remarkable achievement demonstrated the effectiveness of the beach clean-up drive in addressing the issue of pollution and preserving the natural beauty of Juhu Beach.

The President of RCDGMC, Rtr. Sanman Hutgikar expressed his heartfelt gratitude to all participants for their unwavering commitment and hard work. He emphasized that such initiatives were not only vital for the environment but also for fostering a sense of responsibility and community among the participants.

As the event concluded, participants gathered for a group photo session, capturing the spirit of unity and environmental stewardship. This provided a memorable moment to commemorate their collective efforts and commitment to a cleaner and healthier environment.

To end the day on a positive note, participants were treated to well-deserved refreshments, further strengthening the sense of achievement that had developed throughout the event. This event stands as a shining example of what can be achieved when individuals come together with a shared goal of preserving our environment for future generations.



RSET
Rotaract Service Team
Be the change you want to see in the world.
- Mahatma Gandhi

THE ROTARACT CLUB OF DEVIPRASAD GOENKA MANAGEMENT COLLEGE OF MEDIA STUDIES
Rotaract SCGCM

The Department of Lifelong Learning and Extension (DLLE) of Deviprasad Goenka Management College of Media Studies

Educate and raise the masses and thus alone a nation is possible.
- Balmiki Vaidyanath

"Virtual Visionaries" Save Electricity Poster Making Competition

Date : October 07. 2023

Location : Mahabirprasad Poddar Computer Lab, DGMC

The Rotaract Club of DGMC successfully organized the "Virtual Visionaries" Poster Making Competition on October 7, 2023. Held at the Mahabirprasad Poddar Computer Lab, the event commenced at 3:30 PM and lasted for 60 minutes. The central theme of the competition, "Save Electricity," aimed to instill a sense of responsibility towards energy conservation among the participants and the community.

Participants were provided with access to advanced software and technology in the IT Lab. The competition garnered an enthusiastic response, with numerous participants displaying their imaginative interpretations and commitment to promoting sustainable practices.

The event started with an enthusiastic welcome by the Club Secretary, Rtr. Jinto Joy, who briefed the participants about the rules and the regulations of the competition. The evaluation process emphasized creativity and artistic expression, recognizing the diverse perspectives and efforts showcased by the participants. After meticulous consideration, Mrunal Parab's outstanding entry emerged as the deserving winner, showcasing exceptional talent and a deep understanding of the theme.

The event's success underscored the Rotaract Club of DGMC's dedication to fostering a culture of positive change within the community.



Plastic Waste Management

The Rotaract Club of Deviprasad Goenka Management College of Media Studies organized a significant Plastic Waste Management Session at the Madhoprasad Saraf Seminar Hall on November 2, 2023, at 11:00 AM. The event aimed to raise awareness and promote responsible plastic waste management practices among students and participants.

The session featured two distinguished speakers who shared their insights and experiences in the field of plastic waste management.

Mr. Sanjay Merchant, representing the Rotary Club of Bombay Airport, is an individual with a strong commitment to community-level projects that make a tangible impact on the world. His speech emphasized the need for collective action and the Rotary Club's active involvement in projects aimed at tackling plastic pollution.

Along with that, we were joined by Miss Harleen Kaur, a representative from Team Bisleri, who introduced the brand as a symbol of commitment to providing safe, pure, and healthy mineral water to millions. She discussed the significance of sustainable packaging and the steps taken by Bisleri to reduce plastic waste through innovative recycling and upcycling initiatives.

The students were provided with waste bags to collect plastic waste from their respective homes and return it back to the team Bisleri via the club. The key highlight of the event was the signing of the MOU between the college and team Bisleri under their CSR initiative titled bottles of change. The event was well-received, and it is expected that the knowledge and awareness shared during the session will inspire participants to take practical steps towards reducing plastic waste in their daily lives and within their communities.



Secret Santa

On December 22nd, 2023, RCDGMC hosted a heartwarming event called Secret Santa. The event started on 18th of December, 2023 by selling Tickets, each bearing a special code, for a mere 20 rupees, with the proceeds destined for a noble cause: bringing joy to children in need.

The funds collected from ticket sales were used to purchase a mountain of gifts, which were then personally given to the 16 underprivileged children of Being Child Care, A local NGO that works towards the upliftment of children in the city of Mumbai.

Adding to the excitement, three lucky ticket numbers were drawn, with the holders receiving additional special gifts. The event ended with Mr. Rakesh Khairnar, the caretaker of the NGO thanking RCDGMC for this noble initiative. RCDGMC's Secret Santa event was more than just a fun activity; it was a testament to the power of community and shared compassion. By bringing joy to underprivileged children, the event embodied the true spirit of Christmas, reminding us that the greatest gifts are often those given from the heart.

Soul Sync

The Soul Sync event, organized by the Rotaract Club of Deviprasad Goenka Management College of Media Studies on 13th January, 2024 at Madhoprasad Saraf Hall. It was centered around fostering meaningful connections between parents and children. Distinguished guest speakers, Mr. Sheetal Tanna and Mr. Jayesh Tanna, experts in the realm of parent-child relationships, journeyed from Nashik to lead a transformative session.

The primary focus of the event was to establish a platform for open discussions, emphasizing the significance of communication and understanding within families. Mr. Sheetal and Mr. Jayesh Tanna's insights delved into various aspects of parent-child dynamics, providing valuable perspectives on building strong, supportive relationships.

Beyond strengthening family ties, the session also addressed the critical issue of mental health awareness. Participants were encouraged to engage in dialogue about mental well-being, fostering an environment that promotes emotional understanding and support.

Soul Sync successfully united children and parents in a shared exploration of the complexities of their relationships while shedding light on the importance of mental health in the family unit. The event served as a catalyst for positive change and deeper connections within the community.

Shades & Spectrum II

On the 13th of March, 2024 the Rotaract Club of DGMC orchestrated a profoundly enlightening event, Shades and Spectrum II, with a central focus on "Hidden Histories: Unearthing LGBTQ+ Narratives in Ancient Text" at Bajaj Hall, Malad (W). The event commenced at 10:30 a.m. with the National Anthem, symbolizing unity followed by a traditional lamp lighting ceremony. An invocation performance by Rtr Angel Bhatt, Rtr. Divya Mohapatra, and Rtr. Shravani Khairmode further enhanced this solemn moment.

Rtr. Sanman Hutgikar, the President of the Club, delivered an address, emphasizing the importance of inclusivity and diversity. The launch of the club's quarterly newsletter, "The Bridge: Volume 3," in the presence of college Principal, Dr. Ameer Vora and dignitaries from the Rotary Club of Bombay Airport, Rtn. Pragna Mehta & Rtn. Yogini Sheth, marked a significant milestone. Rtn. Rahul Patel, the Youth Director was duly recognized and felicitated for his noteworthy contributions to RCDGMC's Success.

Dr. Ameer Vora delivered a speech reaffirming the institution's unwavering support for initiatives promoting equality and inclusivity. The subsequent panel discussion, featuring distinguished speakers from various walks of life. Mr. Utkarsh Patel, a luminary in the realm of mytho-fiction, R Balaji, a visionary challenging societal norms and championing gender inclusion and lastly, Daniella Mendonca, a leading figure in intersex advocacy and inclusivity, shared their remarkable insights. The panel was moderated by Dr. Sarita Vichore, Director at Durgadevi Saraf Global Business School, bringing her wealth of academic and industry experience.

Panelists explored diverse instances from ancient Indian texts like the Mahabharata and Ramayana. These narratives challenge conventional notions and highlight the inherent diversity of human experiences, transcending temporal and cultural boundaries. By delving into the depths of historical texts, we not only reclaim lost stories but also validate the existence and contributions of LGBTQ+ individuals throughout history. The event saw many participants join both online and offline from different walks of life spread across different age groups. Collaborating with the Qknit Foundation as the organization partner amplifies the impact of such endeavors. This year, the event was streamed internationally on platforms like Zoom & YouTube and the involvement of representatives from different parts of the world underscores the global relevance of LGBTQ+ narratives in ancient texts.

Shades and Spectrum II served as a pivotal platform for fostering dialogue, raising awareness, and promoting understanding of LGBTQ+ narratives in ancient texts. It catalyzed a broader societal discourse on inclusivity and acceptance, leaving an indelible mark on all attendees.

IPR Workshop

The Student's Council of Deviprasad Goenka Management college of Media Studies hosted a session on Intellectual Property Rights (IPR). Ms. Anuradha Maheshwari, an esteemed expert in the fields of trademarks, copyrights, logos, and related legal aspects, shared her wealth of knowledge with a captivated audience. This session was attended by students of DGMC specializing in advertising, film studies, and content creation, making it a valuable learning experience for all.

Ms. Maheshwari began by providing a comprehensive overview of Intellectual Property Rights, emphasizing their critical role in safeguarding creative works and innovations. She highlighted the significance of trademarks in brand protection and copyright in preserving original literary, artistic, and cinematic creations.

The session delved into the intricacies of trademark registration, shedding light on the importance of unique logos and symbols in building brand identity. Students gained insights into the legal procedures involved in securing trademarks, ensuring the exclusivity of their brands in a competitive market.

The discussion then shifted to copyrights, where Ms. Maheshwari elucidated the rights of creators in protecting their literary and artistic works. She emphasized the value of copyright registration as a crucial step in defending one's creative endeavors against infringement.

One of the most engaging aspects of the session was the practical application of IPR in the fields of advertising, film, and content creation. Ms. Maheshwari provided real-life examples and case studies, illustrating how IPR can be a powerful tool for content creators and marketers to protect their intellectual assets and gain a competitive edge.

Throughout the session, students actively participated, posing insightful questions and engaging in discussions, further enriching their understanding of IPR. Her expertise and engaging delivery not only deepened our understanding of IPR but also highlighted its practical significance in the creative industries. This session has equipped students with the knowledge and awareness necessary to navigate the world of intellectual property and protect their creative endeavors effectively.



Aditya

02	
PROGRAM	BAMM
YEAR	FYBMM
SEMESTER	I
COURSE:	FOUNDATION COURSE -I
COURSE CODE	BAMMFC-101
PAPER	2
TOTAL MARKS	100 (75 : 25)
NO OF LECTURES	48

SEMESTER 1	
COURSE CODE	COURSE NAME & DETAILED SYLLABUS
BAMMFC-101	FOUNDATION COURSE -I



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COURSE OUTCOME :			
1. To introduce students to the overview of the Indian Society. 2. To help them understand the constitution of India. 3. To acquaint them with the socio-political problems of India.			
Note:	Revised FC (Foundation Course) Syllabus sanctioned vide Agenda Item No. 4.49 of AC. 6.6.2012 for the B.A. Sem-1 / B.Sc. Sem-1 of University of Mumbai. The BMM BoS has unanimously decided to follow the syllabus for BAMB for Semester -I.		
MODULE	Topics	COURSE OUTCOME:	Lectures
Unit : 1 :	Overview of Indian Society:	Understand the multi-cultural diversity of Indian society through its demographic composition: population distribution according to religion, caste, and gender; Appreciate the concept of linguistic diversity in relation to the Indian situation; Understand regional variations according to rural, urban and tribal characteristics; Understanding the concept of diversity as difference.	05
Unit : 2 :	Concept of Disparity - 1:	Understand the concept of disparity as arising out of stratification and inequality; Explore the disparities arising out of gender with special reference to violence against women, female foeticide (declining sex ratio), and portrayal of women in media; Appreciate the inequalities faced by people with disabilities and understand the issues of people with physical and mental disabilities.	10
Unit : 3 :	Concept of Disparity - 2 :	Examine inequalities manifested due to the caste system and inter-group conflicts arising thereof; Understand inter-group conflicts arising out of communalism; Examine the causes and effects of conflicts arising out of regionalism and linguistic differences.	10
Unit : 4 :	The Indian Constitution :	Philosophy of the Constitution as set out in the Preamble; The structure of the Constitution-the Preamble, Main Body and Schedules; Fundamental Duties of the Indian Citizen; tolerance, peace and communal harmony as crucial values in strengthening the social fabric of Indian society; Basic features of the Constitution.	10
Unit : 5 :	Significant Aspects of Political Processes :	The party system in Indian politics; Local self-government in urban and rural areas; the 73rd and 74th Amendments and their implications for inclusive politics; Role and significance of women in	10

COURSE OUTCOME :			
<ol style="list-style-type: none"> 1. To introduce students to the overview of the Indian Society. 2. To help them understand the constitution of India. 3. To acquaint them with the socio-political problems of India. 			
Note:	Revised FC (Foundation Course) Syllabus sanctioned vide Agenda Item No. 4.49 of AC. 6.6.2012 for the B.A. Sem-1 / B.Sc. Sem-1 of University of Mumbai. The BMM BoS has unanimously decided to follow the syllabus for BAMB for Semester -I.		
MODULE	Topics	COURSE OUTCOME:	Lectures
Unit : 1 :	Overview of Indian Society:	Understand the multi-cultural diversity of Indian society through its demographic composition: population distribution according to religion, caste, and gender; Appreciate the concept of linguistic diversity in relation to the Indian situation; Understand regional variations according to rural, urban and tribal characteristics; Understanding the concept of diversity as difference.	05
Unit : 2 :	Concept of Disparity - 1:	Understand the concept of disparity as arising out of stratification and inequality; Explore the disparities arising out of gender with special reference to violence against women, female foeticide (declining sex ratio), and portrayal of women in media; Appreciate the inequalities faced by people with disabilities and understand the issues of people with physical and mental disabilities.	10
Unit : 3 :	Concept of Disparity - 2 :	Examine inequalities manifested due to the caste system and inter-group conflicts arising thereof; Understand inter-group conflicts arising out of communalism; Examine the causes and effects of conflicts arising out of regionalism and linguistic differences.	10
Unit : 4 :	The Indian Constitution :	Philosophy of the Constitution as set out in the Preamble; The structure of the Constitution-the Preamble, Main Body and Schedules; Fundamental Duties of the Indian Citizen; tolerance, peace and communal harmony as crucial values in strengthening the social fabric of Indian society; Basic features of the Constitution.	10
Unit : 5 :	Significant Aspects of Political Processes :	The party system in Indian politics; Local self-government in urban and rural areas; the 73rd and 74th Amendments and their implications for inclusive politics; Role and significance of women in politics.	10



05	
PROGRAM	BAMM
YEAR	FYBMM
SEMESTER	I
COURSE:	CURRENT AFFAIRS
COURSE CODE	BAMMCA 105
PAPER	5 (CORE-II)
TOTAL MARKS	100 (75 : 25)
NO OF LECTURES	48
	SEMESTER I
COURSE CODE	COURSE NAME & DETAILED SYLLABUS
BAMMCA 105	CURRENT AFFAIRS
COURSE OUTCOME	

Arjun



1. To provide learners with overview on current developments in various fields.
2. To generate interest among the learners about burning issues covered in the media
3. To equip them with basic understanding of politics, economics, environment and technology so that students can grasp the relevance of related news.
4. Twenty minutes of newspaper reading and discussion is mandatory in every lecture

Syllabus			Lectures
Module	Details		10
1	Current National stories		04
	1.	Three political stories of national importance.	02
	2.	Political leaders : news makers of the season (Brief profile of any three)	02
	3.	One dominating economic /business news	01
	4.	One dominating environment news stories	01
	5.	One story of current importance from any other genre.	08
2	Polity and governance		01
	1	Ministries of Government of India Autonomous government bodies	01
	2.	Ministry of Home Affairs Enforcement Organizations Internal Security Police	02
	3	Communal tensions Review of latest episodes of communal tensions	02
	4.	The tensions in J&K Background, Political players Update on the current situation	02
	5.	Review of any three Central Government projects and policies	10
3	International Affairs		10
	1	Security Council Structure and role	01
	2.	Issues that currently engage the SC	2
	3	Role of United Nations ,General Assembly ,Other main organs of the UNO	2
	4.	Issues that currently engage the UNO	2

02

PROGRAM	BAMM		
YEAR	FYBMM		
SEMESTER	II		
COURSE:	FOUNDATION COURSE		
COURSE CODE	BAMMFC 202		
PAPER	2		
TOTAL MARKS	100 (75 : 25)		
NO OF LECTURES	48		
	SEMESTER II		
COURSE CODE	COURSE NAME & DETAILED SYLLABUS		
BAMMFC-202	FOUNDATION COURSE		
	<p>Course Outcome: 1. To introduce students to the overview of the Indian Society.</p> <ol style="list-style-type: none"> To help them understand the constitution of India. To acquaint them with the socio-political problems of India. 		
	<p>Note : Revised FC (Foundation Course) Syllabus sanctioned vide Agenda Item No. 4.49 of AC. 6.6.2012 for the B.A. Sem-1 / B.Sc. Sem-1 of University of Mumbai. The BMM BoS is unanimously decided to follow the same syllabus to BA in Multimedia and Mass Communication (BAMMC) Semester -II as it is.</p>		
Module	Topics	Details	Lectures
1	Globalisation and Indian Society	Understanding the concepts of liberalization, privatization and globalization; Growth of information technology and communication and its impact manifested in everyday life; Impact of globalization on industry: changes in employment and increasing migration; Changes in agrarian sector due to globalization; rise in corporate farming and increase in farmers' suicides.	07

2	Human Rights	Concept of Human Rights; origin and evolution of the concept; The Universal Declaration of Human Rights; Human Rights constituents with special reference to Fundamental Rights stated in the Constitution.	10
3	Ecology	Importance of Environment Studies in the current developmental context; Understanding concepts of Environment, Ecology and their interconnectedness; Environment as natural capital and connection to quality of human life; Environmental Degradation- causes and impact on human life; Sustainable development- concept and components; poverty and environment.	10
4	Understanding Stress and Conflict	Causes of stress and conflict in individuals and society; Agents of socialization and the role played by them in developing the individual; Significance of values, ethics and prejudices in developing the individual; Stereotyping and prejudice as significant factors in causing conflicts in society. Aggression and violence as the public expression of conflict.	10
5	Managing Stress and Conflict in Contemporary Society	Types of conflicts and use of coping mechanisms for managing individual stress; Maslow's theory of self-actualisation; Different methods of responding to conflicts in society; Conflict-resolution and efforts towards building peace and harmony in society.	08
6	Contemporary Societal Challenges	<ul style="list-style-type: none"> a. Increasing urbanization, problems of housing, health and sanitation; b. Changing lifestyles and impact on culture in a globalised world. c. Farmers' suicides and agrarian distress. d. Debate regarding Genetically Modified Crops. e. Development projects and Human Rights violations. f. Increasing crime/suicides among youth. 	15
<p>Note: 15 lectures will be allotted for project guidance Unit Number 6 will not be assessed for the Semester End Exam.</p>			

06	
PROGRAM	BAMM
YEAR	FYBMM
SEMESTER	II
COURSE:	MEDIA GENDER & CULTURE
COURSE CODE	BAMMMGC 206
PAPER	6
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48
	SEMESTER II
COURSE CODE	COURSE NAME & DETAILED SYLLABUS
BAMMMGC-206	MEDIA GENDER & CULTURE

COURSE OUTCOME			
<ul style="list-style-type: none"> To discuss the significance of culture and the media industry. To understand the association between the media, gender and culture in the society. To stress on the changing perspectives of media, gender and culture in the globalised era. 			
MODULE	TOPICS	TOPICS	LECTURES
		INTRODUCTION TO CULTURAL STUDIES	
I	EVOLUTION, NEED, CONCEPTS AND THEORIES	Evolution, features of cultural studies, Need and significance of cultural studies and media Concepts related to culture- Acculturation, enculturation, ethnocentrism, cultural relativism, cultural shock and its relevance in media	(12)



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		<p>Theories:</p> <ul style="list-style-type: none"> • Stuart Hall : encoding and decoding, Circuit of culture • John Fiske: culture and industry • Feminism and Post feminism • Techno culture and risk - Ulrich Beck 	
CULTURE AND MEDIA			
II	CONSTRUCTION, COMMODIFICATION, IMPACT AND RECENT TRENDS	<ol style="list-style-type: none"> 1. Construction of culture- social, economic, political, religion and technology 2. Culture, industry and media- commodification, memes, representation, articulation, popular culture, power, cyber culture 3. Media and its impact on the cultural aspect of the society. 4. Culture industry and communication - with reference, to film, TV, social media, advertisements etc., 5. Recent trends in Culture consumption: Changing values, Ideologies & its Relevance in the Contemporary society. 	(12)
GENDER AND MEDIA CULTURE			
III	ROLE AND INFLUENCE OF MEDIA	<ol style="list-style-type: none"> 1. The influence of media on views of gender (theme, under representation, stereotypes, women and men, stereotype images, roles etc.) 2. Role of media in social construction of gender, Changing attitudes & behaviour for empowerment of women : Movements of change 3. Gender equality and media 4. Hegemonic masculinity in media 5. Gender issues in news media (TV, radio, newspapers & online news) 	(12)
GLOBALISATION AND MEDIA CULTURE			
IV	GLOBAL, LOCAL, CONSUMER AND THE RECENT TRENDS	<ol style="list-style-type: none"> 1. Media imperialism 2. Globalisation and Local culture- Issues and Perspectives, threat to regional and local identities, Impact of global culture and its relevance in media and gender 3. Consumer culture and media in the era of globalisation. 4. Digital Media culture: Recent trends and challenges 5. Media and Globalisation: Global economic flows, global cultural flows, homogenization & fragmentation, 	(12)