

RSET's



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

**3.2.2. Number of Workshops/Seminars conducted on Research Methodology, Intellectual Property Rights (IPR) and entrepreneurship during the year**

Sr. No.	Name of the activity	Year of the activity	Number of students participated in such activities
1.	Faculty Development Program on Research Proposal & Academic Writing	3 <sup>rd</sup> July, 2023-8 <sup>th</sup> July, 2023	70
2.	Session on Intellectual Property Rights with Ms. Anuradha Maheswari	14 <sup>th</sup> August, 2023	30
3.	Quick Case Writing	12 <sup>th</sup> July, 2024-13 <sup>th</sup> July, 2024	9
4.	Success Stories of Entrepreneur	29 <sup>th</sup> Aug, 2024	20
5.	An Evening of Conversation with Sanjay Leela Bhansali	24 <sup>th</sup> Sept, 2024	15
6.	Guest Talk on "Social Media Mastery and Careers in the Digital World"	4 <sup>th</sup> Oct, 2024	30



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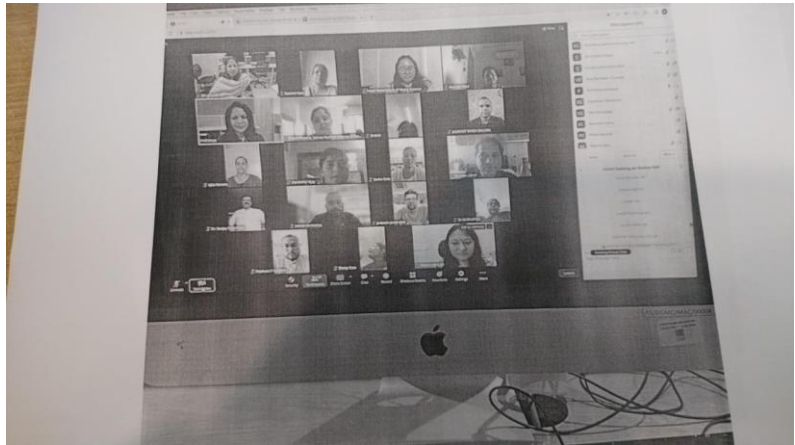


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**Name of the Event:** Faculty Development Program on Research Proposal & Academic Writing  
**Date:** 3/07/2023

From 3rd to 8th July 2023, the "Research Cell" and Internal Quality Assurance Cell (IQAC) of Deviprasad Goenka Management College of Media Studies organized an online Faculty Development Program (FDP) on "*Research Proposal and Academic Writing*". The program, attended by 70 faculty members and research scholars, was structured into six sessions.

The inaugural session, conducted by Dr. Kulveen Trehan from Guru Gobind Singh Indraprastha University, focused on mixed-method research methodologies and challenges in report writing. On the second day, Dr. Sheetal Zalte from Kapila Khandwala College of Education discussed research paradigms and approaches like positivism and post-positivism.



Dr. Smita Gupta from Kapila Khandwala College led the third session on *Hypothesis and Sampling*, explaining various sampling methods. The fourth session, by Dr. Shraddha Bhome, Vice-Principal of Satish Pradhan Dnyanasadhana College, provided practical guidance on writing academic proposals and papers, with a focus on title selection and hypothesis formulation.

Dr. Rommani Sen Shitak from KPB Hinduja College emphasized the importance of publishing in UGC-CARE listed journals during the fifth session. The FDP concluded with a *Paper Clinic*, where participants presented their research, receiving feedback from Dr. Bhome.

The FDP was conducted on Zoom and provided valuable insights to improve faculty research and academic writing skills.



*Shraddha Bhome*

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**Name of the Event:** Session on Intellectual Property Rights with Ms. Anuradha Maheshwari  
**Date:** 14/08/2023

On 14<sup>th</sup> August, 2023 the Student's Council of Deviprasad Goenka Management College of Media Studies organized an insightful session on *Intellectual Property Rights (IPR)*, featuring Ms. Anuradha Maheshwari, an expert in trademarks, copyrights, logos, and related legal matters. The session, attended by students specializing in advertising, film studies, and content creation, offered valuable insights into the world of intellectual property.

Ms. Maheshwari began with an overview of IPR, emphasizing its importance in protecting creative works and innovations. She explained how trademarks safeguard brand identity and how copyright laws preserve original literary, artistic, and cinematic creations. The session covered the process of trademark registration, highlighting the significance of unique logos and symbols in establishing a brand's presence in a competitive market.



Shifting to copyrights, Ms. Maheshwari discussed the legal rights of creators, stressing the importance of copyright registration in protecting creative works from infringement. The session also explored the practical applications of IPR in advertising, film, and content creation, with real-life examples and case studies illustrating its role in safeguarding intellectual assets.

Students actively participated throughout the session, engaging in discussions and asking questions that enhanced their understanding of IPR. This session provided them with the knowledge to navigate and protect their creative endeavors effectively in the competitive landscape of media and content creation. A total of 30 students attended this workshop.



*Anuradha Maheshwari*

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**Name of the Event:** Quick Caselet Writing  
**Date:** 12/07/24-13/07/24

The IQAC of Deviprasad Goenka Management College of Media Studies organised a 3-day workshop on **Quick Case Writing** on 27<sup>th</sup> June and two sessions on 12 & 13<sup>th</sup> July 2024 for its faculty. The knowledge partner was DSIMS Case Study Centre. The resource person was Dr. C. Babu. The objectives of the workshop were to expose the faculty members to caselet writing and increase their abilities to identify a problem and convert the same into an interesting caselet



for future teaching reference. The program focused on showcasing newer techniques and perspectives to amend current teaching methods and leadership skills. The topics covered were on interactive, experimental and application-oriented learning along with developing strategic thinking, teamwork, leadership, innovation and creativity for the new-age teachers.



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**Name of the Event:** Success Stories of Entrepreneur

**Date:** 29/09/ 2024

Success Stories of Entrepreneur under IIC was conducted by Ronak Gala. Mr. Gala on 29<sup>th</sup> Aug 2024. From 2014 onwards Mr. Gala started with investments advisory business. Rebranded it as Pararthy Capital in 2018. Managing a sum of Rs. 170 crores in the business.

In 2017, he started teaching finance based upskilling courses in finance under brand name LeapUp. Currently offer plethora of courses from a basic 30 hour Excel course to CFA coaching to a full-fledged 3 year degree program with Gujarat University. Annually train 20,000+ students. Tie-ups with all major commerce colleges in Mumbai, Ahmedabad and Goa. Also help colleges with NEP implementation.



He shared his process to build the brand and business. He also advised students to initiate the process for their start up and consistently work towards it on daily basis. It was overwhelming experience for the students to interact with him.



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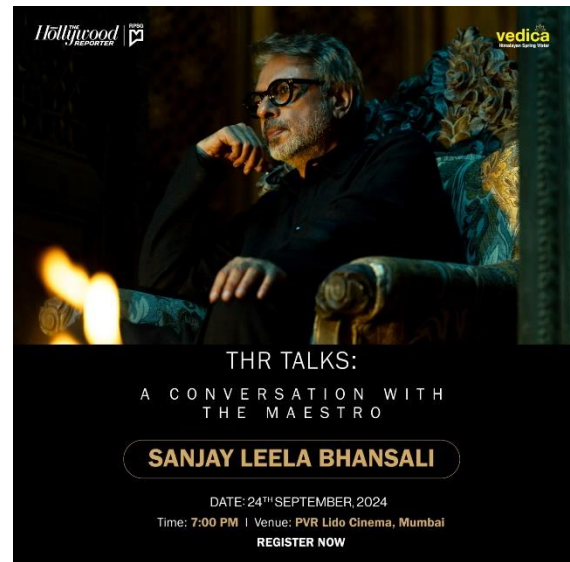
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**Name of the Event:** An Evening of Conversation with Sanjay Leela Bhansali  
**Date:** 24/09/24

Students of Deviprasad Goenka Management College of Media Studies were invited by The Hollywood Reporter India to listen to the live interview of Sanjay Leela Bhansali on 24<sup>th</sup> Sept 2024 at PVR Juhu. Sanjay Leela Bhansali shared his process of making Saawariya and Guzarish. He also advised students to evolve their own process towards filmmaking and storytelling. It was an overwhelming experience for the students to listen to Sanjay Leela Bhansali. The aim was to ideate, incubate and create start-ups, films, and project business plans.



*Alina*

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INDIA'S PREMIER MEDIA SCHOOL

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**Name of the Event:** Guest Talk on “Social Media Mastery and Careers in the Digital World”

**Date:** 4/10/2024

IIC organised a Guest Talk on “**Social Media Mastery and Careers in the Digital World**” on 4<sup>th</sup> Oct 2024. Mr. Rishav Kumar, an accomplished entrepreneur with extensive experience in various industries talked about the scope of professional career in social media marketing. This workshop offered insights into building a professional path in the social media industry, covering skills like content creation, platform management, analytics, and branding. Participants learnt how to develop effective strategies, engage audiences, and leverage trends across platforms to drive engagement and growth. The workshop also explored career opportunities, personal branding, and tips for freelancing or joining agencies and companies.



*Arora*