

RSET's



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

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

**3.4.3 Number of extension and outreach Programmes conducted by the institution through NSS/ NCC/Government and Government recognized bodies**

**3.4.4 Number of students participating in extension activities**

Sr. No.	Name of the activity	Year of the activity	Number of students participated in such activities
1	Van Mitra	7 <sup>th</sup> August, 2023	47
2	Har Ghar Tiranga	14 <sup>th</sup> August,2023	57
3	Proud-Girl 2.0	19th August, 2023	40
4	Beach Cleanup Drive	26 <sup>th</sup> September,2023	30
5	Coastal Conservation Triumph: Beach Cleanup	30th September,2023	13
6	Swachata Hi Seva	1 <sup>st</sup> October,2023	25
7	Red Dot Campaign	2 <sup>nd</sup> November,2023	13
8	Kargil Vijay Diwas	26 <sup>th</sup> November,2023	25
9	Session at Umela Phatak	10th of October, 2023	39
10	Anti- Bullying Campaign (Nukkad Natak)	18 <sup>th</sup> December,2023	40
11	Donation Drive	18 <sup>th</sup> December,2024- 25 <sup>th</sup> January,2024	42
12	Voter ID Registration	18 <sup>th</sup> December,2023- 20 <sup>th</sup> December,2023	25
13	Blood Donation Drive	22 <sup>nd</sup> February,2024	56



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**Name of the Event:** Van Mitra

**Date:** 07/08/2023

**Venue:** Deviprasad Goenka Management College of Media Studies Campus

**No. of Volunteers:** 47

On 7th August 2023, the NSS Unit of Deviprasad Goenka Management College of Media Studies celebrated Friendship Day with a unique initiative called Van Mitra. The event aimed to strengthen the bond between humans and nature while also promoting sustainability. Instead of the usual friendship bands, the volunteers and faculty tied handmade biodegradable friendship bands to the trees within the campus.

These bands, crafted from marigold flowers, jute string, and cow dung, were not only eco-friendly but also symbolized a commitment to preserving the environment and nurturing our connection to nature. By using natural, biodegradable materials, the event also aimed to raise awareness about sustainable practices that help protect the environment.



The bands were tied around the trees by the volunteers and faculty members, fostering a sense of unity, responsibility, and love for the environment among the participants.

Through this initiative, the NSS unit reinforced the importance of environmental stewardship and sustainable living, while also celebrating the spirit of friendship in a unique and meaningful way.



*Abhinav*

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**Name of the Event:** Har Ghar Tiranga Rally

**Date:** 14/08/2023

**Venue:** Streets of Mumbai

**No. of Volunteers:** 57

On 14th August 2023, the NSS Unit of Deviprasad Goenka Management College of Media Studies organized the “Har Ghar Tiranga Rally” to celebrate the spirit of Independence Day and honor the nation’s sovereignty. The rally saw enthusiastic participation from all the NSS volunteers and was aimed at fostering a collective sense of pride and unity among the citizens.

As the rally moved through the streets of Mumbai, it was filled with energy, echoing with patriotic slogans like “Bharat Mata Ki Jai”, “Vande Mataram”, and “Hum Sab Ek Hai”. Participants actively engaged in the event, proudly displaying the national flag on their homes and vehicles, symbolizing their deep allegiance and commitment to the country.



Children, filled with enthusiasm, waved miniature flags, adding to the vibrant atmosphere. The rally was a powerful reminder of the importance of safeguarding the nation’s unity and sovereignty, especially in the face of various challenges. It highlighted the collective responsibility of every citizen to uphold the values of independence, unity, and patriotism.

Through this initiative, the NSS Unit aimed to promote national awareness and unity, inspiring a strong sense of patriotism among the participants and the broader community. The Har Ghar Tiranga Rally successfully brought people together, reinforcing the idea that, as a nation, we are stronger together.



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**Name of the Event:** Proud Girl 2.0

**Date:** 19/08/2023

**Venue:** Naigaon - Umela Phatak

**No. of Volunteers:** 40

On 19th August 2023, the Rotaract Club of Deviprasad Goenka Management College of Media Studies visited the remote village of Naigaon - Umela Phatak to raise awareness about menstrual hygiene and empower women through their project Proud Girl 2.0, marking their first key project for the Rotary International year 2023-24.



The volunteers gathered at the college early in the morning and were transported to the village by bus. The event began at 12:00 pm with a clean-up drive, followed by a motivational rally aimed at educating the villagers on menstrual hygiene and the importance of proper sanitation. 200 hygiene kits and 100 sanitizers were distributed, and the contents of the kits were explained to the women by Rtr. Anusha Mhatre, the club's joint secretary.

A key highlight of the event was the Memorandum of Understanding (MoU) signed by Mr. Prakash Waghela, officially adopting the village as a part of the club's ongoing initiatives. This event was a continuation of the club's previous year's Proud Girl initiative, which focused on educating villagers about sanitary pads.

The villagers expressed their gratitude, and the day ended with a team-building session at Suruchi, strengthening the bond among club members. The event successfully impacted the lives of many and reinforced the club's commitment to community service and women's empowerment.



*Anusha*

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**Name of the Event:** Beach Cleanup Drive

**Date:** 26/09/2023

**Venue:** Versova Beach, Mumbai

**No. of Volunteers:** 30

On 26th September 2023, the NSS Unit of DGMC organized a Beach Cleanup Drive at Versova Beach to preserve the coastline's beauty and raise environmental awareness. With 30 volunteers participating, the event coincided with the 7 days of Ganpati Visarjan, a time when significant waste accumulates on beaches due to idol immersion and offerings.



The garbage, including plastics, flowers, and other materials, can harm marine life and the ecosystem. The drive aimed to reduce this waste, promote environmental responsibility, and ensure a cleaner, healthier shoreline for the community and wildlife.



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**Name of the Event:** Coastal Conservation Triumph: Beach Cleanup

**Date:** 30/09/2023

**Venue:** Juhu Beach, Andheri (W)

**No. of Volunteers:** 13

On 30th September 2023, the Department of Lifelong Learning and Extension (DLLE) of Deviprasad Goenka Management College of Media Studies organized a Beach Cleanup Event at Juhu Beach with the participation of 13 volunteers. Armed with gloves and bags, volunteers worked diligently to clean the shoreline, removing debris, plastic, and other litter. The team's combined efforts resulted in a significant collection of waste, highlighting the urgent need for environmental conservation and marine pollution awareness.

This event not only helped rejuvenate the coastal ecosystem but also served as an important reminder of the community's role in preserving natural resources. The volunteers' commitment demonstrated a powerful message of environmental stewardship, ensuring the protection of these natural treasures for future generations.



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**Name of the Event:** Swachata Hi Seva

**Date:** 01/10/2023

**Venue:** Malad (E) Railway Station, Shivaji Chowk, Mumbai

**No. of Volunteers:** 25

On 1st October 2023, the NSS Unit of Deviprasad Goenka Management College of Media Studies actively participated in the nationwide Swachata Hi Seva campaign by organizing a cleanliness drive at Malad (E) Railway Station and Shivaji Chowk in Mumbai. The drive aimed to promote awareness about the importance of cleanliness, proper waste management, and hygiene in public spaces.

A group of 25 volunteers, including students and faculty, came together to clean the roads, railway station surroundings, and public areas, collecting waste and disposing of it in an environmentally responsible manner. The event was conducted in collaboration with the Brihanmumbai Municipal Corporation (BMC), which provided support in terms of waste collection and disposal. Volunteers worked alongside BMC staff to ensure proper segregation of waste, promoting the practice of recycling and reducing the environmental impact of littering.



The drive also served as a platform to educate the local community about the significance of cleanliness and the role of individuals in maintaining a clean environment. This event successfully reinforced the values of hygiene, community participation, and environmental responsibility.



*Alina*

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**Name of the Event:** Red Dot Campaign

**Date:** 02/11/2023

**Venue:** DGMC Campus

**No. of Volunteers:** 13

On 2nd November 2023, the Population Education Club (PEC), under the Department of Lifelong Learning and Extension (DLLE), launched the Red Dot Campaign at DGMC Campus. The initiative aimed to promote environmentally responsible disposal of sanitary napkins, ensuring the well-being of the college's support staff and fostering sustainability on campus.

A group of 13 volunteers set up a system in the washrooms, where cloth bags containing cut newspaper pieces were placed behind each door. Volunteers created easy-to-follow instructions, displayed on posters, guiding users on how to wrap used sanitary napkins in the newspaper, mark the package with a red dot, and dispose of it in the designated bin.



The Red Dot Campaign successfully encouraged students and staff to adopt an eco-friendly disposal method, significantly reducing waste and promoting hygiene within the college. It also raised awareness about the importance of sustainable waste management and responsible waste disposal. This campaign contributed to a cleaner, more sustainable campus, marking a significant achievement in the college's commitment to environmental responsibility and community well-being.



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**Name of the Event:** Kargil Vijay Diwas

**Date:** 26/11/2023

**Venue:** D.E.S's Kirti M. Doongursee College, Mumbai (Live Streamed on YouTube)

**No. of Volunteers:** 25

On 26th November 2023, the NSS Unit of Deviprasad Goenka Management College of Media Studies commemorated Kargil Vijay Diwas, observing the 24th anniversary of India's victory over Pakistan in the Kargil War. The day honored the bravery, valor, and sacrifices of the Indian soldiers who fought to protect the nation's sovereignty. The NSS unit organized a live screening of a tribute event held at D.E.S's Kirti M. Doongursee College, which was streamed on YouTube. 15+ NSS volunteers participated in the event, streaming the session and engaging with the content. Through the screening, volunteers learned about the courage and sacrifices of the Indian Armed Forces during the war, which instilled a deep sense of patriotism and respect for the soldiers' service to the nation. The event not only educated volunteers about the historical significance of the Kargil War but also fostered national pride and solidarity with the armed forces, making the occasion a meaningful tribute to India's military triumph and the selfless sacrifices made by its soldiers.



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**Name of the Event:** Session at Umela Phatak

**Date:** 10/10/2023

**Venue:** Umela Phatak

**No. of Volunteers:**

On October 10th, 2023, the residents of Umela Phatak, a village adopted by the Rotaract Club of DGMC, participated in an important session on Nutrition and Healthy Eating Habits. This event, a collaboration between the Rotaract Club of DGMC and The Nourishing Schools Foundation, was led by Miss Divyanshi Hazarika from the NGO, who traveled from Bangalore to conduct the session.

The session began with a warm welcome from Rtr. Sanman Hutgikar, who expressed gratitude to the village head, Mr. Lilke, and presented him with a felicitation. Miss Divyanshi shared her expertise on the importance of a balanced diet for overall health, focusing on essential nutrients, the benefits of locally sourced produce, and the need to include diverse food groups in daily meals. She also addressed common nutritional misconceptions, providing evidence-based advice to promote healthier lifestyles.



The villagers engaged actively, eager to apply the practical tips and insights tailored to their local resources and dietary habits. This session not only enhanced their understanding of nutrition but also fostered a sense of empowerment and community engagement. The collaborative effort between the Rotaract Club of DGMC and The Nourishing Schools Foundation made a lasting impact, promoting healthier eating habits in the village.

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*Divya*

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**Name of the Event:** Anti-Bullying Campaign (Nukkad Natak)

**Date:** 18/12/2023

**Venue:** DGMC Campus

**No. of Volunteers:** 40

On 18th December 2023, the NSS Unit of Deviprasad Goenka Management College of Media Studies organized a Nukkad Natak (street play) as part of an Anti-Bullying Campaign on the college campus. The objective of the campaign was to raise awareness about the harmful effects of bullying in society and to encourage collective action to combat this issue.

The Nukkad Natak featured powerful performances that depicted various forms of bullying, such as physical, verbal, and cyberbullying, while emphasizing the importance of empathy, respect, and kindness in creating a bully-free environment. A petition drive was also launched, urging students and faculty to commit to supporting anti-bullying initiatives and promoting a positive, inclusive atmosphere on campus.



Through the combination of the street play and petition drive, the Anti-Bullying Campaign successfully mobilized support, raised awareness, and sparked important conversations about bullying. The event not only educated the college community on the significance of preventing bullying but also encouraged active participation in creating a safer, more respectful environment for everyone.



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**Name of the Event:** Donation Drive

**Date:** 18/12/2023 - 25/01/2024

**Venue:** DGMC Campus

**No. of Volunteers:** 42

The NSS Unit of Deviprasad Goenka Management College of Media Studies organized a Donation Drive from 18th December 2023 to 25th January 2024 to support those in need and bridge the gap between people willing to help and those requiring assistance. The primary objective of the drive was to collect clothes, books, utensils, and other reusable items that could benefit underprivileged communities.



Students of DGMC were encouraged to donate items that could make a difference in the lives of people facing financial hardship. The campaign received a tremendous response, with the college community coming together to contribute generously.

The donations collected during the drive were later distributed to a village during the NSS camp, where volunteers personally handed over the items to the people in need. The drive not only helped provide essential resources to those less fortunate but also fostered a sense of community support, compassion, and social responsibility among students and volunteers.

The Donation Drive was a huge success, with the combined effort of volunteers and students, making a meaningful impact on the lives of many people in the surrounding areas.



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**Name of the Event:** Voter ID Drive

**Date:** 18/12/2023 - 20/12/2023

**Venue:** DGMC Campus

**No. of Volunteers:** 25

The NSS Unit of Deviprasad Goenka Management College of Media Studies organized a Voter ID Drive from 18th to 20th December 2023, aiming to encourage students to register for their voter IDs and raise awareness about the importance of voting in the democratic process.

NSS volunteers used a multi-pronged approach to ensure maximum participation in the campaign.

They placed posters with QR code scanners on notice boards across the campus, providing students with an easy method to register. Volunteers also visited classrooms to deliver informative sessions about the significance of voting and guided students step-by-step through the voter ID registration process.



The drive culminated with a registration stall set up during the December Fever event at the college, where enthusiastic volunteers assisted students with the registration process and addressed any questions or concerns.

As a result, 92 individuals successfully registered for their voter IDs during the drive.

The campaign's success was a testament to the collective efforts of volunteers and students, and the NSS Unit plans to continue the voter registration drive during the residential camp to involve more individuals and further encourage participation in civic duties.



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**Name of the Event:** Blood Donation Drive

**Date:** 22/02/2023

**Venue:** Durgadevi Saraf Hall, DGMC Campus

**No. of Volunteers:** 56

On 22nd February 2023, the NSS Unit of Deviprasad Goenka Management College of Media Studies organized a successful Blood Donation Drive. The event was meticulously planned, with two registration desks and an observation area to ensure smooth



operations. Donors were provided with snacks to keep them comfortable throughout the process. Volunteers worked tirelessly to ensure the event's success, with the Fine Arts Team creating engaging props like a photobooth and a large blood drop display to raise awareness. The Social Media Team effectively promoted the drive with reels and posts across platforms, while on-campus promotion included posters and video messages.

The event, held at Durgadevi Saraf Hall, saw an overwhelming response, with 85 blood bags successfully collected. Navjivan Blood Bank supported the drive and facilitated the participation of students from both DGMC and RSET campuses. The drive was a testament to the collective efforts of volunteers and the college community, contributing to a life-saving cause.



*Abhinav*