

RSET's



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

Criteria 6 - Governance, Leadership and Management

6.5 Internal Quality Assurance System.

6.5.1 - Internal Quality Assurance Cell (IQAC) has contributed significantly for institutionalising the quality assurance strategies and processes.

Sr. No	Contents
1.	IQAC Meetings
2.	Training And Placement
3.	Masterclasses



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

MOM /2023

07th January 2023

Minutes of IQAC Meeting

Attendees:

1. **Dr. Ameer Vora**
2. **Kanchan Luthra**
3. **Sarika Shah**
4. **Sunita Cordeiro**
5. **Yashwant Baing**
6. **Shalu Balan**
7. **Nilanksha Sachdev**
8. **Shruti Joshi**
9. **Viraj Bandekar**
10. **Chandroday Ghosh**
11. **Shruti Joshi**
12. **Srinivasrao Challapalli**

Date: 7th January, 2023

Time: 3:00 pm

Venue: Conference Room, 1st Floor, DGMC

Following was the Agenda for the meeting:

- Discussion about the upcoming NAAC cycle.

The meeting commenced at 3pm with the above agenda to be discussed.

Agenda 1: Discussion about the upcoming NAAC cycle.

1. The significance of the upcoming NAAC cycle for Deviprasad Goenka Management College of Media Studies (DGMCMS) going through the process for the first time was highlighted.
2. In the NAAC (National Assessment and Accreditation Council) accreditation process, there are specific roles and responsibilities for the institution, faculty, and the Internal Quality Assurance Cell (IQAC). These roles and responsibilities are crucial in ensuring a smooth and successful accreditation process.
3. The institution's leadership, including the management and top administration, should demonstrate a strong commitment to achieving accreditation and improving the quality of education and services.
4. Data Collection and Documentation: The institution is responsible for collecting, maintaining, and providing accurate and up-to-date data and documentation required for accreditation.
5. Self-Study Report (SSR): The institution prepares the Self-Study Report, which is a comprehensive document detailing the institution's strengths, weaknesses, and initiatives. It should reflect a candid self-assessment.
6. Faculty members are responsible for delivering quality education and facilitating effective learning processes. They should ensure that teaching methods, curriculum, and assessment practices align with quality standards.
7. Encouraging faculty to engage in research, publications, and innovative practices can contribute to the institution's overall quality improvement.
8. Faculty members are often required to contribute to the Self-Study Report by providing insights and data related to their respective departments and areas of expertise.
9. The IQAC is responsible for coordinating and facilitating the accreditation process. This includes organizing meetings, preparing the SSR, and ensuring compliance with NAAC guidelines.
10. IQAC should compile data and information from various departments and units within the institution to create a comprehensive SSR.
11. IQAC should initiate and oversee activities and mechanisms for quality enhancement within the institution. This includes monitoring and evaluating quality improvement initiatives.
12. The IQAC plays a key role in preparing the institution for the peer team visit, which is an essential part of the accreditation process. They ensure that all necessary arrangements are in place for the visit.
13. Each faculty member has been assigned one of the 7 criteria and the documentation has already been started.

14. Updates were taken for all the criterions and checklists of the data to be submitted were created.
15. The tentative list of the students helping the faculties for the criterions was also created and given to the faculties.
16. Any sort of challenges that can occur during the preparation were discussed along with the solutions for the same.
17. The role of IQAC in the accreditation process was explained.
18. Deadlines were created for the initial submission of the documents

The meeting was adjourned at 4:30 pm with the above agenda discussed thoroughly.



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MOM /2023

10th June 2023

Minutes of IQAC Meeting

Attendees:

- 1. Dr. Ameer Vora**
- 2. Kanchan Luthra**
- 3. Sarika Shah**
- 4. Sunita Cordeiro**
- 5. Yashwant Baing**
- 6. Shalu Balan**
- 7. Nilanksha Sachdev**
- 8. Shruti Joshi**
- 9. Viraj Bandekar**
- 10. Chandroday Ghosh**

Date: 10th June, 2023

Time: 3:00 pm

Venue: Conference Room,1st Floor, DGMC

Following was the Agenda for the meeting:

- Discussion about the upcoming NAAC cycle and document checking and corrections.

The meeting commenced at 3:00 pm with the above agenda to be discussed.

Agenda 1: Discussion about the upcoming NAAC cycle, document checking and corrections.

1. Reviewing and improving the documents required for the NAAC accreditation process is a critical step in ensuring a successful accreditation outcome. Here is a structured approach to accomplish this:
2. Begin by compiling a comprehensive list of all the documents required by NAAC for the accreditation process. This list should include items such as the Self-Study Report (SSR), financial statements, academic records, policies, and any other documents specified by NAAC.
3. Conduct a detailed review of each document to identify areas that require corrections or improvements.
4. Pay close attention to the following aspects:
5. Ensure that all required information is present in the documents.
6. Verify the accuracy of data, statistics, and information presented in the documents.
7. Check for consistency in information presented across various documents.
8. Ensure that the documents align with NAAC guidelines and standards.
9. Evaluate the clarity, formatting, and presentation of the documents to make them reader-friendly.
10. Once areas for improvement are identified, create a document enhancement plan. This plan should outline the specific actions needed to address the identified issues in each document.
11. Assign responsibilities for each task, specifying who will be responsible for making corrections or improvements.
12. Develop a timeline that sets deadlines for completing the corrections and improvements in each document. Ensure that the timeline is realistic and allows for thorough review and revisions.
13. Prioritize tasks based on their urgency and importance. Some documents may require immediate attention, while others can be addressed later.
14. Consider involving peers or colleagues from relevant departments in a peer review process to ensure the quality and accuracy of the enhanced documents.
15. Maintain proper version control for documents to ensure that the latest and most improved versions are used in the accreditation process.

16. Test the effectiveness of the document enhancement by using mock assessments or internal audits to identify any remaining issues.
17. Conduct a final review of all documents to ensure that they are in compliance with NAAC standards, accurate, complete, and well-presented.
18. The floor was opened for queries and discussions.

The meeting adjourned at 4:30pm with the above agenda discussed thoroughly.

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

MOM 03/2023

10th June 2023

Minutes of IQAC Meeting

Date: 10th October 2023

Time: 3:00 pm

Venue: Conference Room, 1st Floor, DGMC

Attendees:

1. Dr. Ameer Vora
 2. Sarika Shah
 3. Sunita Cordeiro
 4. Yashwant Baing
 5. Shalu Balan
 6. Nilanksha Sachdev
 7. Shruti Joshi
 8. Viraj Bandekar
 9. Chandrodoy Ghosh
 10. Divya Narang
-

Agenda:

1. Preparations for the NAAC visit scheduled for 6th and 7th November 2023.
2. Presentations by departments.
3. Creation of rooms for student exhibitions.
4. Delegation of responsibilities for food and cultural programs.
5. Finalization of files and display boards.

The meeting commenced at 3:00 pm with a discussion on the agenda points.

Deviprasad Goenka Management College of Media Studies (DGMC)

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

Agenda 1: Preparations for the NAAC Visit (November 6th and 7th, 2023)

1. Department Presentations:

- **BA Multimedia and Mass Communication (BAMMC):**
Responsibility assigned to **Nilanksha Sachdev** for preparing and delivering the departmental presentation.
- **BA Film, Television, and New Media Production (BAFTNMP):**
Responsibility assigned to **Chandroday Ghosh** for preparing and delivering the departmental presentation.

2. Art Exhibition Room:

- A dedicated room will be created to exhibit **paintings by students**.
- Another room will be allocated for showcasing **photographs clicked by students**.
- All exhibits must be finalized and set up by the evening of November 5th.

3. Food Arrangements:

- **Snacks:** Responsibility delegated to **DLLE students** to manage and distribute.
- **Lunch:** Principal ma'am will oversee and organize the lunch arrangements for the committee on both days.

4. Cultural Program:

- Students to be **trained and rehearsed** for the cultural program scheduled for the evening of November 6th.
- A coordinator will oversee the program to ensure smooth execution.

5. Files and Documentation:

- All files for NAAC must be finalized, printed, and displayed on the **7th floor NAAC room**, specifically created for presentations.
- Status updates were discussed for individual **display boards for each NAAC criterion**. All boards must be completed and mounted by November 5th.

6. Mock Drill:

- A mock drill to simulate the NAAC visit will be conducted to ensure all preparations are on track.

Queries and Discussions:

The floor was opened for discussions, where specific timelines were finalized for each task. Deadlines were set for file finalization and exhibition setup to ensure timely completion of preparations. The meeting adjourned at 4:30 pm with all agenda points thoroughly discussed and responsibilities assigned.

Action Items and Deadlines:

- **Presentations:** Final draft submissions by 25th October 2023.
- **Art and Photo Exhibitions:** Rooms ready by 5th November 2023.

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- **Files and Display Boards:** Finalized and set up by 1st November 2023.
- **Cultural Program:** Rehearsals to begin by 20th October 2023.

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MOM 3/2023
12th August 2023

Minutes of IQAC Meeting

Members:

1. Dr. Ameer Vora
2. Sarika Shah
3. Sunita Cordeiro
4. Shravani Vichare
5. Devendra Koli
6. Suchit Sawant
7. Mr. Yashwant Baing
8. Shalu Balan
9. Kanchan Luthra
10. Viraj Bandekar
11. Chandroday Ghosh
12. Nilanksha Sachdev
13. Divya Narang
14. Shruti Joshi

Date: 12th August 2023

Time: 3:00 pm

Agenda

1. Discussion on Upcoming Events
2. Introduction of New Policies: Green Policy and Disability Policy

Meeting Proceedings

1. Discussion on Upcoming Events

- Event 1: "You and Your Mind" by Dr. Harish Shetty
 - Objective: To promote mental health awareness among students.
 - Proposal: The event will focus on equipping students with strategies to manage mental health challenges and build emotional resilience.
- Event 2: "Tete-e-Tete" by Film Club and IQAC
 - Guest Speakers: Mr. Mayank Sharma and Mr. Vikram Tuli, directors of the series Breath.
 - Date: 30th September 2023.
 - Objective: An interactive session discussing the nuances of filmmaking, storytelling, and industry insights.

2. Introduction of New Policies

- Green Policy
 - Purpose: To instil sustainable practices across the institution.
 - Key Values: Promote environmental consciousness, reduce carbon footprint, and organize events to create awareness on sustainability.
- Disability Policy
 - Purpose: To ensure inclusivity and support for persons with disabilities in alignment with the University of Mumbai Policy for Disabled Persons.
 - Key Values: Foster equal opportunities, accessibility, and respect for diversity.
 - Awareness: Activities and workshops will be conducted to educate stakeholders about the importance of inclusivity and accessibility.

Decisions Taken:

1. Approval to proceed with the "You and Your Mind" event and "Tete-e-Tete" event.
2. Form a working committee to draft the Green Policy and Disability Policy.
3. Proposal to initiate a green club was discussed.
4. Conduct awareness programs for both policies once finalized.

Next Steps:

- Finalize dates and logistics for the proposed events.
- Draft the Green Policy and Disability Policy for review in the next IQAC meeting.

Minutes Prepared by: Shalu Balan

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The Training and Placement Cell at DGMC, functioning under the IQAC (Internal Quality Assurance Cell) initiative, plays a vital role in the institution's quality assurance strategy. This cell is dedicated to enhancing the employability of students and ensuring that academic programs align with industry requirements. The program focuses on:

Skill Development: The cell organizes workshops, seminars, and training sessions that focus on essential skills such as communication, teamwork, and problem-solving. This prepares students for real-world challenges and enhances their job readiness.

Industry Collaboration: By establishing partnerships with various industries, the cell ensures that the curriculum is updated to reflect current market trends and employer expectations, thereby improving the quality of education.

Internship Opportunities: The cell facilitates internships and hands-on experiences, allowing students to apply their knowledge in practical settings. This exposure is critical for bridging the gap between theory and practice.

Placement Drives: Regular placement drives are conducted, connecting students with potential employers. The success of these drives is monitored to assess the effectiveness of the training programs and make necessary improvements.

Feedback Mechanism: The cell collects feedback from employers and students to continuously improve the training process, ensuring that it meets the evolving needs of the job market.

Through these initiatives, the Training and Placement Cell significantly contributes to DGMC's commitment to quality assurance and enhances the overall educational experience for students.



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TRAINING AND PLACEMENT DOCUMENT



DGMC TAP

Introduction:

The Training and Placement (TAP) Cell plays a crucial role in locating job opportunities for Undergraduates and Postgraduates passing from the college by keeping in touch with reputed firms and industrial establishments. The Cell operates round the year to facilitate contacts between companies and graduates. The number of students placed is continuously rising. In the year 2018-19 we had a 100% placement record.

We have been successful in maintaining our high placement statistics over the years. Our ingenious alumni have set new standards in the corporate world through their estimable contributions and it is DGMC - Tap's firm conviction that we will continue that legacy in the



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years to come.

The Placement Cell organises career guidance programmes for all the students starting from first year. The cell arranges and conducts training level wise programmes along with Mock Interviews, Group Discussions, Communication Skills Workshop, Soft Skills etc. It also invites HR Managers from different industries to conduct training programmes for final year students.

The Placement Committee is the committee that helps fulfil the corporate dreams of the students. The committee looks after pre-placement talks and organises all formal interactions between the students and corporates for summer and final placements. The placement cell is an ethical and transparent body. Being a part of this committee is a pride in itself as the selection process is rigorous to test a student's dedication and stress level. The committee aims to maintain a record of 100% placements.

Module Brief:

The Modules are dedicated to anyone who feels they need some extra support in their career development. It could be a student who has just started studying in his/her/their undergraduate/postgraduate programme. The TAP modules can help in making the next step in their career. Topics discussed in the modules range from self-understanding and personal branding all the way to topics like CV building, work ethics, and managing pressures. Each module is a self-steering lesson, which can help students achieve their goals.

Levels:

The TAP modules are categorised into levels. Each level is a balanced mix of theory, mocks, practical and assessments. Each module is of 30 hours of in class training. The students would also need to take a test for job readiness from time to time.

Foundation modules — First Year students

Intermediate modules — Second Year students

Advanced modules — Third Year students



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Deviprasad Goenka
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INDIA'S PREMIER MEDIA SCHOOL

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TAKEAWAYS

Level	Hours	Goals
Foundation	30	Basic Proficiency in Language, Public Speaking, Business English, Introduction to Soft Skills and Personality Development
Intermediate	30	Exploring internship opportunities basis specialization, Business Writing, Should be able to understand the principle of effective workplace communication, to identify and develop appropriate conflict resolution skills, to communicate effectively in various written workplace documents such as business letters, emails and phone messages Presentation Skills, Soft skills, SWOT, CV, LinkedIn, Stress Management, Anger Management
Advanced	30	Identify potential career paths, Make a decision on the best option, Develop an action plan Exploring placement opportunities, CV building, company profiling, work ethics, Image building, cultural sensitivity, Stress Management, Anger Management



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BASIC GUIDELINES

- TAP shall aim to provide placement assistance for all graduating students and internships/live projects to students in FY and SY. Placement is a privilege extended to the students, not a right.
- These guidelines are framed to ensure equality and fairness of opportunities to all the students. All the students who opt for placement through the TAP shall abide by the guidelines prescribed herein above.
- Any breach of rules specified above by any student, shall be taken up seriously by the TAP which, in turn, will view the matter and take action against the student, as it may deem fit.
- Students shall not try to gain unauthorised access to communications regarding placements from the Institute's administrative system like the TAP Office. Dispatch and if, in the judgment of TAP, a student has behaved in a manner unbecoming of a graduate of the Institute, the TAP cell would be free to impose a suitable penalty to the extent of withdrawing further placement assistance to the concerned student and taking other action as necessary.
- The Management along with TAP cell reserves the right to modify any or all of the above norms and/or stipulating additional norms for placement which, in its judgment and discretion, are likely to benefit the students, immediately or in the future.
- In case of any dispute the final decision would be taken by the Director/Management which would be final and abiding in all circumstances

Activities under Training & Placement Cell

- Interacting with the Potential Recruiters.
- Placement Presentation at various companies.
- Organising Resume Writing and Interview(s) skills development sessions.
- Coordinating all the activities related to Placement.
- To assist students to develop/clarify their academic and career interests, and their short and long-term goals through individual counselling and group sessions.
- Coordinating with companies to learn about their requirements and recruitment procedures.
- Identifying the needs and expectations of the companies to assist them in recruiting most suitable candidates.



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- Organising pre-placement training/workshops/seminars for students.
- Arranging periodic meetings with the Human Resources Department of companies and TPO's to promote recruitments.
- To provide resources and activities to facilitate the career planning process.
- To act as a link between students, alumni, and the employment community.
- To assist students in obtaining placement in reputed companies.

Registration:-

- It is mandatory for the students to register themselves for TAP within the specified date and time mentioned by the department.

Academic and TAP Attendance:-

- Students should have more than 75% attendance in every semester from the beginning of the first semester.
- Students should have more than 90% attendance in all sessions organised by the TAP cell.
- Students should have 90% attendance for all the guest lectures and workshops organised by TAP.

Attendance and Punctuality at Placement Process:-

- A student who applies and gets short listed is bound to go through the entire selection process unless rejected midway by the recruiter.
- Any student who withdraws deliberately in the midst of a selection process will be disqualified from placement for the rest of the academic year.
- Unauthorised absence from the test/interview will lead to cancellation of registration.
- Many a times it can happen that campus recruitment process can stretch till late night, in this regard, all students have to inform this to their parents and should arrange their own transportation.

Academic Performance:-

- Students must have scored 60% or above in their 10th and 12th examination. •
- Must score 60% or above in every semester from the very first semester.
- Must score 60% or above in every assessment of their TAP sessions. • Students



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need to attend all the activities/ training and workshops organised. • Must complete his/her summer trainings.

RULES AND REGULATIONS

The placement policy will be applicable to all the eligible students, duly registered with TAP. Any student, who does not register, within the stipulated date, will not be permitted to participate in the placement process.

Qualifying Criteria

- A 'Pass' in every subject, separately, in all preceding semesters.
- 'KT' or active back logs cases will not be allowed to appear in the process, till such time the 'KT' or NO active back logs status is cleared.
- Performance Evaluation Form, duly filled by the industry mentor, assigned during summer internship, will be an essential document, for reference, at the time of final placement. (Applicable post completion of second year only)
- 90% attendance, in all the personality enhancement sessions/aptitude tests/special preparatory classes, being organised, to enhance students' probability of placement, by the college simultaneously.
- Proven good conduct exhibited by the student during his/her entire academic tenure with the College. In case, a student is facing any disciplinary action/committee, shall not be allowed to appear for the placement process, till such time, the committee clears his/her name and approves his/her candidature for being eligible to participate in the subsequent placement process.

Mandatory Dress Code:

During the entire process of campus placement interviews (on campus/off campus) students are required to wear the prescribed formal dressing under college regulation, failing which, (s) he will be liable to be debarred from the placement process.

Process of the College:

- If a student is unable to convert any opportunity into an offer, out of the three opportunities extended, (s) he may be put on hold, till all the remaining eligible students have been



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extended the requisite opportunities, by the College.

- A student shall not bring in outside influence (including parents / relatives/ well-wishers) at any stage/process of Placement. Doing so, will lead to being “debarred”, from the placement process, with immediate effect.
- The College shall endeavour to keep in view the student’s area of interest while facilitating placement; however, it may not be the only parameter to be adopted and may not be applicable in all the cases. Students must be ready to be flexible with the changing trends of the Industry.
- The decision of the Head – TAP, on all matters pertaining a student’s final placement, shall be final.

Clarity

1. Prior short listing based on profile & resumes/Selection/ recruitment criteria and recruitment processes are “company defined”. We expect the students to follow the same unconditionally. TAP office does not interfere with any organisations’ recruitment criterion.
2. One student is allowed to secure only one job/internship. And therefore, after one secures a appropriate job/internship, he/she would be automatically de-registered from that day onwards.
3. As more than one company would be visiting the campus, there may be a possibility that one student secures more than one job on the same day. Therefore, each eligible student will be required to fill up his/her individual preferences in advance for each placement day, ranking the companies he/she has applied to/has been shortlisted on a particular day, in the descending order of his/her choice.

Pre-Placement Offers Policy

All pre-placement offers extended to any student have to be routed through the TAP cell. If one likes the offer, he/she is advised to accept the offer. Such students who accept the PPO would, however, be de-registered from the TAP process. In case the candidate does not accept the PPO, he/she would be allowed to appear for the on-campus placement process till such date that the company visits the campus. After that day, he/she would be de-registered.

Student Conduct and Disciplinary Policy

Absenteeism rules and policy:



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- If for whatsoever reason(s) the student remains absent from any stage/round of selection process he/she would be immediately de-registered from TAP and would not be allowed to take part in the placements till he/she gets himself/herself re-registered.
- Impersonation in tests or any kind of malpractice is a serious offence. Such students would be de-registered immediately and referred to the concerned authorities for disciplinary action.

Unauthorised participation:

- A list of companies on-campus for recruitment is put up on the TAP Notice Board Students must NOT apply to any of these companies off-campus, as under an accord of mutual understanding between the firms and the college placement cell.
- Students are NOT allowed to appear in final selection process (Test/GD/Interview etc) of companies they have not applied to through the TAP system or have not been shortlisted in those companies. Students must refrain from contacting personnel of such companies when they are on-campus. Violation of this will attract de-registration and suitable disciplinary action.

General Guidelines

- Students must carry their I-cards at all times during interviews & screening tests. No one would be allowed to enter the test/interview venue without the I-card. • The date/time/venue of the interviews will be subject to changes which, at times, may be at a short notice. Students must keep themselves well informed by visiting TAP Notice Board.
- Students must carry a complete file with a few copies of the resume, passport size photos, original certificates (If possible) and copies thereof while appearing for the interviews.
- At the time of appearing for interviews, students MUST carry copies of the TAP resume only that was submitted to the concerned company online & NO other resume. Discrepancies in resumes are not appreciated by companies and may become a cause for rejection.
- Keeping the company's convenience in view, selection processes may take place in any city/town in the states. The students may be required to travel and attend the same. The TAP shall pass on the information received from the organization to the concerned students. The students are expected to make their own travel and other arrangements or as deemed fit by the college.



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Do's

- a) The students will appear for placement drives in proper formal uniform with neat hairdos.
- b) Carry a professional folder for an interview to carry necessary items. The things students are required to carry for an interview are as follows:
 - I. A portfolio notebook that includes a notepad, pen-holder, file pocket and passport size photograph where a notebook is required to take notes or note down information during the placement process.
 - II. A good pen or pencil and at least one copy of resume and list of references.
 - III. All the testimonials in original and photocopies duly verified and self-attested

Don'ts

- The students must observe and adhere to all the codes of conduct and rules specified by the Department of Training & Placements. While answering question in the interview, students should observe proper decorum. They should refrain from making any kind of derogatory remarks about others.
- The impact of the behaviour exhibited by the interviewee has, at times reduces the opportunities available to future batches of students. Irresponsible behaviour, such as efforts to “market” oneself, derogatory remarks about other candidates or the University, negotiations other than those purported under the due process, will be seriously viewed. Such students may be denied further Placement Assistance.

College code of Conduct:-

- Students need to attend every class in prescribed formal dressing.
- Need to be well behaved and well mannered.
- Any misbehaviour or misconduct with faculty members/HODs and senior members of the staff will disqualify them from availing this facility.
- Non-payment of fees and any other dues will also result in the disqualification.
- Cheating, plagiarism, or other forms of academic dishonesty shall not be entertained at any cost.
- Providing false information to any college official, faculty member, office, or hearing board acting in performance of their duties shall be punishable/ disqualifying the candidate from the drive.



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• Forgery, alteration, or misuse of any college document, record, or instrument of identification shall also lead to disqualification from the placement drive. • If any student is found absent in any of the process of placement he/she will be disqualified from the program.

TAP Score Card:

- Every semester, TAP will conduct examination based on classes held in that semester.
- There will be two sessional examinations, and one final examination will be held in each semester.
- Minimum passing criteria is 60% and above.
- TAP score card will be updated and maintained by cell time to time. • Based on performance, opportunity of placement will be given to students.



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UNDERTAKING

I, _____, S/o, D/o

understand that successful completion of TAP training under the aegis of DGMC is a mandatory requirement for any future placement related activity and that I shall be graded by the College at the end of the training. I also understand that once any assignment under the training has been allocated to me, the same is final and the College is not liable to make any alternate arrangements for me. I, therefore, undertake as follows:

- I shall successfully complete the TAP training modules allocated to me, by the College.
- No request for change in the same shall be made by me, after allocation.
- In case of my failure of completing any of the modules / level of TAP training, I will be debarred from the placement process.

In case of Emergency, please contact (Please mention the name and telephone no. of a person, other than your Parent(s), preferably, a local contact)

Signature of Parent(s)/Guardian:

Date:

Place:

Signature of the student:

E-mail of the student:

Mobile no. of the student:



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Criteria 6 - Governance, Leadership and Management

6.5 Internal Quality Assurance System.

6.5.1 - The institution reviews its teaching learning process, structures & methodologies of operations and learning outcomes at periodic intervals through IQAC set up as per norms and recorded the incremental improvement in various activities.

IQAC Masterclasses

The Internal Quality Assurance Cell (IQAC) at Deviprasad Goenka Management College of Media Studies has initiated masterclasses with industry experts as part of its commitment to teaching and learning reforms. These masterclasses provide students with direct exposure to current trends and best practices in the media and communications field. By engaging with professionals who bring real-world insights and experiences, students gain practical knowledge that enhances their academic learning. This interaction not only bridges the gap between theory and practice but also helps students develop essential skills and industry connections. Overall, the IQAC's initiative enriches the educational experience at DGMC, fostering a culture of continuous learning and preparing students for successful careers in a rapidly evolving industry.

14 th June 2023

- Dharmesh Thakkar, an Environmental Journalist.

A "Master Class" was organized on the topic "Climate and Environmental Challenges" on 14th June, 2023. The guest speaker for the session was Mr. Dharmesh Thakkar, Editor, The Free Press Journal, who enlightened the students about the issues related to environment and climate change. He also guided the students about how they should hone their reporting skills and how an add-on course along with their regular studies can be an additional advantage when they go out in the industry. He spoke on the topics such as sustainable development, wildlife conservation, different types of pollution and how we can protect the environment so that the future generation also gets to breathe clean air.

- Shivani Saran, Independent Filmmaker & Producer

Shivani Saran who is an independent film maker and producer, interacted with students speaking about being a film maker and a business person. She hit upon one important point and that was how reading a newspaper or book, shapes the human intellect and makes them think of stories



Shivani

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too. Her view on students making the most of their time travelling to new cultures and cities shapes their perspective and helps in honing their skills, making them better at film making. Shivani gave a very important perspective on not to be judgmental about who they work with and in case of a conflict, should take it up personally rather than creating an unhealthy work atmosphere.

15 th June 2023

- Ankita Anthony, PR Manager at Altair

In the glamorous world of celebrities, advertising, branding it is crucial to grasp and possess the essential skills. A master class on building a brand through public relations was organized to deliver the industry insights to the students and to highlight the difference and correlations between branding and public relations. Ms Ankita Anthony, founder of Altair PR, conducted a master class 'We Build Brand - A PR Perspective'. The class commenced with the brief introduction of the concepts of branding, public relations, corporate communication, and media as a tool for public relations. Ankita stressed on the strategies for brand building and defined PR as image management or perception management.

- Sidharth Sengupta, Director, Producer & Writer

Mr Sengupta started the session with his experience journey of Television. The challenges and scope that the Television Industry offers in the changing landscape of the audience shifting to OTT Platform. Television according to him still has a lot of scope. The medium can be very taxing at times as there are always deadlines to meet. The makers have to think on their feet and try and create scenarios within minimum budget. This can be very challenging. OTT, on the other hand offers a lot of scope in terms of creative freedom. The writing, techniques and treatment is very different from Television and Films. In terms of Comparison and for easier understanding, he referred to Television as Print, films as Books and OTT as an encyclopedia.

16th June 2023

- Aashish Agarwal, Digital Marketing Head, TOI

With the technological advancements and ever evolving environment of the digital world, it is vital to understand the employment of the digital media. A master class was conducted by Mr. Aashish Agarwal, Head of Digital Marketing, Times of India Group, to help students understand digital marketing from students' as well as marketing perspective. Mr Agarwal, gave an explicit explanation of the necessity of transformation and the importance of taking risks at the initial stage of the career. He directed students by stating "Marketing is also about selling your skills internally in an organization". He guided the students about the main domains of marketing,



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branches of digital marketing, skills that are required in the world of digital marketing and 5 steps to become a successful digital marketer.

- Milind Jog, Cinematographer

Milind Jog, a seasonal cinematographer, has shot films like Muramba, Lukka Chippi, Pondicherry amongst many others. He also has shot many documentaries and ad films. He shared his vast experiences of the film industry during the masterclass. He talked about the importance of cinematography in the filmmaking process. He also highlighted the evolution of craft due to change in technology. He talked about his experience and challenges of shooting the film 'Pondicherry' on the mobile phone and how shooting on mobile is a different process than shooting on professional cinematic cameras. He also talked about the aesthetics and approach towards cinematography in the context of story. He also made a specific point about the importance of collaborative effort in the entire process of filmmaking. He encouraged students to shoot films or content on their mobile phones as it's very economical and accessible. The session was definitely an informative one for aspiring filmmakers.

17th June 2023

- Shweta Purandhare, Advertising Compliance Expert & Digital Creator

Ms. Shweta Purandare, former ASCI Secretary General, conducted an insightful masterclass on conflicts in advertising campaigns. Attendees gained a deeper understanding of why conflicts occur, how to address them, and the role of ASCI in maintaining ethical standards. The session featured compelling case studies of Indian brands, illustrating real-life conflicts and their resolutions. The master class provided marketers, advertisers, and industry professionals with practical knowledge and skills to effectively manage conflicts in advertising campaigns. Ms. Purandare's expertise and use of ample case studies ensured an enriching learning experience, leaving participants equipped with valuable insights to navigate conflicts and understand how to tactfully deal with them.

- Rima Melwani, Costume Designer, Celebrity Fashion Stylist & Educator

A masterclass was organized on the topic "Understanding the difference between Fashion Styling and Fashion designing. Ms. Rima Melwani, is a well-known Costume Designer, Celebrity Fashion Stylist and an Academician. She busted several myths related to fashion styling and designing. She also talked about the bright future prospects for students in the fashion industry. Along with this, she encouraged the students to add some or the other skill in their resume. She also talked about taking even the smallest job assigned to them with utmost



Shweta

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sincerity. The session was received well by the learners and they satisfied their curiosity by asking numerous questions in the Q&A round after the session.

- Abhijeet Deshpande, Editor

In a captivating master class, renowned film editor Abhijeet Deshpande shared his remarkable journey of success and delved into the intriguing world of editing aesthetics. With a wealth of experience in his repertoire, Deshpande focused on shedding light on his editing style in some prominent series such as “Criminal Justice,” “Vaalvi”. One of the main highlights of the master class was Deshpande’s exploration of the editing style employed in “Criminal Justice.” He revealed the intricacies involved in crafting the suspense and tension of the series, emphasizing the significance of pacing and precise timing in building a compelling narrative. He shared his insights on the creative choices made in the editing room to enhance the viewers’ experience and immerse them in the gripping storyline.

July 6, 2023

The Future of AR-VR and Virtual Technologies

The Fine Arts Club hosted an engaging event titled “The Future of AR-VR and Virtual Technologies.” Industry experts, Ms. Persica Picardo and Mr. Mohnish Raut from XRF Studio, shared their insights on July 6, 2023, captivating an audience of 82 participants. The workshop facilitated direct engagement with the speakers, enabling participants to grasp the terminologies and envision the potential applications across industries. Both speakers outlined educational routes for students seeking careers in this evolving field. A focal point of the workshop was addressing challenges contemporary artists face in the digital age. The session also tackled the gap between academic teachings and industry demands, offering strategies to bridge this difference.

25th of July 2023

Photography workshop titled “All about A Click”

On the 25th of July 2023, an enriching photography workshop titled “All about A Click” was held, with Prathik Panchamia leading the event. As an acclaimed photographer, Prathik aimed to impart essential photography concepts to enthusiasts, focusing on the exposure triangle and composition rules.



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The four-hour workshop began at 10:00 AM, where Pratik Panchamia introduced himself and shared valuable insights from his professional journey. He emphasized the significance of mastering photography & technical aspects for capturing visually compelling images. The participants were introduced to the exposure triangle, which encompassed aperture, shutter speed, and ISO, and how these factors work together to achieve well-exposed photographs.

September 6th, 2023

Special Guest Talk: “You & Your Mind”- Mental Health Wellness by Dr. Harish Shetty

The Internal Quality Assurance Cell (IQAC) extended a warm invitation to all students to a transformative Guest Talk on Mental Health Wellness. Scheduled for Wednesday, September 6th, 2023, this enlightening event took place at the Madhoprasad Saraf Seminar Hall. The esteemed guest speaker for this event was none other than Dr. Harish Shetty, a renowned Psychiatrist with expertise in Anger Management, Depression Treatment, and Suicidal Behavior. Dr. Shetty's wealth of knowledge and experience in the field of mental health made him an invaluable resource for all attendees. During this Guest Talk, Dr. Shetty delved into the critical topic of mental health, providing insights, strategies, and guidance on how to navigate the complex landscape of our minds. His expertise extends to areas like addressing depression due to relationships and rejection and understanding and preventing suicidal behavior. In a world where the importance of mental health is increasingly recognized, this Guest Talk served as a beacon of knowledge and support for all DGMC students. It was an opportunity to gain essential tools for understanding, managing, and fostering mental well-being, not just for oneself but for those around us.

15th Sept 2023

The Student Council hosted an event on IPR with Ms. Anuradha Maheshwari. The Student's Council hosted a Guest Lecture session on Intellectual Property Rights (IPR). Ms. Anuradha Maheshwari on the 15th Sept 2023, 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,



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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. This session has equipped students with the knowledge and awareness necessary to navigate the world of intellectual property and protect their creative endeavours effectively.

8th Dec 2023

Relationship Management Session was hosted by the Rotaract Club on the 8th Dec 2023. The Rotaract Club held a symposium on the spectrum of Relationship Management on December 8, 2023, wherein Guest Speaker Mrs. Kamakshi Gupte was invited. The topic of this session was on a refined exploration of interpersonal and professional relationships. Mrs. Kamakshi Gupte spoke about the ever-flourishing sphere of what it means to have or be in a "relationships". She mentioned Communication was an undercurrent. Mrs. Kamakshi Gupte talked about relationships - how to deal with one-sided love, overcoming situationships, how to tell if one is in love, etc.. and there was also a tingling sensation of relatability among students. The event was a success as the students interacted with Ms. Kamakshi.

Gender Sensitization Event "The Unheard Voices" organised by the IQAC & the Women Development Cell on the 14th Dec 2023

On December 14th, 2023, DGMC hosted a thought-provoking event on Gender Sensitization at the Madhuprasad Saraf Seminar Hall, organized by the Institute's IQAC and Women Development Cell.

The event commenced with a powerful address by Vickey Shinde, renowned actor and transgender rights activist speaking on behalf of the LGBTQ community. Shinde's address titled "The Unheard Voices" highlighted the challenges faced by marginalized genders and the urgent need for amplifying their voices. Her personal experiences and passionate advocacy resonated deeply with the audience, igniting a conversation about empathy and acceptance.



Shinde

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Following Shinde's impactful talk, Mr. Sarang Bhakre, author and public speaker, took the stage to address the audience on & Rights of the Transgender in India-Issue of the Same-Sex Marriages.

Known for his insightful writings and engaging presentations, Bhakre provided a comprehensive overview of the LGBTQ+ rights in India. Their discussion on the ongoing debate surrounding same-sex marriage sparked lively debate and introspection within the audience.

The event then transitioned into a vibrant question-and-answer session, where attendees had the opportunity to engage with the speakers and delve deeper into the discussed topics. It allowed the attendees to gain understanding of the complexities surrounding gender and inclusivity.

IQAC hosted a Guest Session “A Conversation with Vipul Shah”

Vipul Amrutlal Shah, director and producer of many films like The Kerala Stories, Commando, Namaste London, etc. was invited for a guest lecture on 31 st Jan 2024. The session was well received by the students, Mr. Shah gave insights about the Industry as a producer. He explained how the Industry works and how to acquire a job in the Industry.

A Sky Full of Stories was held on 21 st Feb 2024

A Masterclass ‘A Sky Full of Stories’ was conducted by the Film Club and IQAC of DGMC. The speakers, Mr. Utkarsh Patel, a Mythologist, Author and a TedX speaker, and Ms. Arundhati Dasgupta, an Author, Senior Journalist and a specialist in Mythology were invited. It was a session explaining the different stories available for ideas & characters to be converted into good scripts for films – It explored Epics, Folk Tales. Students were exposed to the Art of telling a story.

“Forensic in Films” was held on 22 nd Feb 2024

‘Forensics in Films’ was another event organized by the Film Club and IQAC of DGMC. Ms. Titiksha Desai Kamble, a Forensic Expert was invited to interact with the students. She explained how Forensics is used in Films depicting crime and how forensics is used in films based on true events.

26 th Mar 2024

IQAC hosted a Guest Session “A Session with Ashim Sen – Director of Shark Tank” Mr. Ahsim Sen, director of Shark Tank and many shows, was invited for a session with students on 26 th Mar 2024 in the college studio. Mr. Sen came to the campus with the entire PCR setup and crew. The 7 th floor studio was converted to a shooting floor of a reality show and the student were



Ahsim

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taken through an entire shoot process with multi camera setup. He cleared all the doubts asked by the students in the interactive session. The students gained a new perception on direction.



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Towards Developing Personalities

Masterclasses, Workshops & Guest Series Committee

Faculty incharge

- Dr. Ameer Vora • Nilanksha Sachdev • Divya Narang • Deveeka Shetty
- Chandroday Ghosh • Ziegler Colaco • Viraj Bandekar • Prasoon Prabhakar
- Sunita Cordeiro

Masterclass to Master the Craft



Masterclasses are crucial for students as they provide a unique chance to learn directly from experts in their field. These sessions offer practical advice, innovative techniques, and personalized feedback, which can significantly improve students' skills. Throughout the academic year, DGMC ensures students have the opportunity to learn from industry experts by organizing masterclasses on various subjects. From the beginning of the 2023-24 academic year until its conclusion, a diverse range of masterclasses were conducted to enrich the student learning experience.

A “Master Class” was organized on the topic “Climate and Environmental Challenges” on 14th June, 2023. The guest speaker for the session was **Mr. Dharmesh Thakkar**, Editor, The Free Press Journal, who enlightened the students about the issues related to environment and climate change. He also guided the students about how they should hone their reporting skills and how an add-on

course along with their regular studies can be an additional advantage when they go out in the industry. He spoke on the topics such as sustainable development, wildlife conservation, different types of pollution and how we can protect the environment so that the future generation also gets to breathe clean air.



On the same day, another insightful masterclass was conducted by **Shivani Saran**, an independent filmmaker and producer. She engaged with students, sharing her experiences of balancing filmmaking and entrepreneurship. Emphasizing the significance of reading newspapers or books, she highlighted how they stimulate the intellect and inspire storytelling. Additionally, she encouraged students to seize opportunities to explore new cultures and cities, asserting that such experiences enrich their perspectives and refine their filmmaking skills. Shivani also stressed the importance of maintaining professionalism and resolving conflicts personally rather than fostering negativity in the work environment.



Public Relations plays a vital role in shaping one's personal and professional life by managing their reputation and relationships with various stakeholders. Whether it's building trust with clients, maintaining a positive image in the community, or handling crises effectively, PR skills are essential for fostering strong connections and achieving success in today's interconnected world. One such session was organized on 15th June, 2023, wherein **Ankita Anthony**, PR Manager at Altair Media was invited to address the gathering of the students. The class commenced with the brief introduction of the concepts of branding, public relations, corporate communication, and media as a tool for public relations. Ankita stressed on the strategies for brand building and defined PR as image management or perception management.



There is no denying the fact that OTT and Social Media is more popular than Television, but TV still remains relevant today because of its unmatched ability to reach a wide and diverse audience, particularly through live events and scheduled programming. To give insight about how television industry works, Mr. Sidharth Sengupta, Director, Producer & Writer was invited for a Masterclass on the future of Television.



Mr. Sidharth Sengupta highlighted that television retains ample potential despite its challenges, such as tight deadlines and budget constraints, which demand quick thinking and resourcefulness from creators. Conversely, OTT platforms provide significant creative freedom, marked by distinct writing styles, techniques, and treatments compared to television and films.

With the technological advancements and ever evolving environment of the digital world, it is vital to understand the employment of the digital media. A master class was conducted by **Mr. Aashish Agarwal**, Head of Digital Marketing, Times of India Group, on 16th June, 2023 to help students understand digital marketing from students' as well as marketing perspective. Mr Agarwal, gave an explicit explanation of the necessity of transformation and the importance of taking risks at the initial stage of the career. He directed students by stating "Marketing is also about selling your skills internally in an organization". He guided the students about the main domains of marketing, branches of digital marketing, skills that are required in the world of digital marketing and 5 steps to become a successful digital marketer.



Students at DGMC had the pleasure of hosting (16th June, 2023) **Mr. Milind Jog**, a talented Cinematographer known for his work in movies

like "Muramba" and "Lukka Chippi." During his visit, Mr. Jog shared his experiences in making documentaries and ad films, making the session both informative and engaging.

Mr. Jog spoke about the importance of cinematography in filmmaking, explaining how it helps tell stories and connect with audiences emotionally. He also talked about how technology has changed cinematography over time, giving filmmakers new tools to work with.

One fascinating topic Mr. Jog discussed was his experience shooting the movie 'Pondicherry' entirely on a mobile phone. He explained the challenges and differences between shooting with a phone and a professional camera, highlighting the creative possibilities of mobile cinematography.



Learning ethics in advertising is essential for maintaining credibility and trust with consumers, ensuring that advertising practices are fair, transparent, and respectful. Therefore, on 17th June, **Ms. Shweta Purandare**, former Advertising Standards Council of India (ASCI) Secretary General, conducted an insightful masterclass on conflicts in advertising campaigns. Attendees gained a deeper understanding of why conflicts occur, how to address them, and the role of ASCI in maintaining ethical standards. The session featured compelling case studies of Indian brands, illustrating real-life conflicts and their resolutions. The master class provided students with practical knowledge and skills to effectively manage conflicts in advertising campaigns. Ms. Purandare's expertise and use of ample case studies ensured an enriching learning experience, leaving participants equipped with valuable insights to navigate conflicts and understand how to tactfully deal with them.



Dressing up nicely instills confidence and professionalism, enhancing students' self-image and leaving a positive impression in academic and social settings. It also reflects respect for oneself and others, contributing to a conducive environment for learning and interaction. To build the confidence and the personality of the students **Ms. Rima Melwani**, Costume Designer, Celebrity Fashion Stylist & Educator was invited to give valuable tips on fashion designing and styling. She busted several myths related to fashion styling and designing. She also talked about the bright future prospects for students in the fashion industry. Along with this, she encouraged the students to add some or the other skill in their resume. She also talked about taking even the smallest job assigned to them with utmost sincerity. The session was received well by the learners and they satisfied their curiosity by asking numerous questions in the Q&A round after the session.



In an another captivating master class, renowned film editor **Abhijeet Deshpande** shared his remarkable journey of success and delved into the intriguing world of editing aesthetics. With a wealth of experience in his repertoire, Deshpande focused on shedding light on his editing style in the prominent series such as "Criminal Justice," "Betaal," "Vaalvi" and "Pondicherry."

One of the main highlights of the master class was Deshpande's exploration of the editing style employed in "Criminal Justice." He revealed the intricacies involved in crafting the suspense and tension of the series, emphasizing the significance of pacing and precise timing in building a compelling narrative. He shared his insights on the creative choices made in the editing room to enhance the viewers' experience and immerse them in the gripping storyline.

On the vibrant morning of January 31, 2024, the Film Club of DGMC, in collaboration with IQAC, orchestrated an enlightening event that left students captivated. Welcoming esteemed Director and Producer, **Mr. Vipul Amrutlal Shah**, known for his masterpieces like "The Kerala Stories," "Commando," and "Namastey London," the session promised to unveil the intricacies of the film industry.

With a wealth of experience under his belt, Mr. Shah graciously shared his insights into the workings of the industry, particularly from the perspective of a producer.

As students leaned in eagerly, Mr. Shah explained the pathway to employment in the industry,

shedding light on the requisite skills, networks, and determination needed to succeed. His words resonated deeply, instilling a sense of direction and purpose among the aspiring filmmakers present. Students at DGMC were treated to an enriching two-day workshop led by documentary filmmaker **Pankaj Rishi Kumar** on February 28th and 29th. In the workshop, students learned the ins and outs of documentary filmmaking, from conceptualization to production. Each participant received a certificate signed by Mr. Kumar, who is renowned for his mentorship and his solo work as a producer, director, shooter, and editor on feature documentaries. His films have garnered international acclaim and grants, including the prestigious Harvard Asia Centre Fellowship in 2003.

Additionally, DGMC's Film Club and IQAC organized two captivating events for students to delve into different aspects of storytelling. The event "A Sky Full of Stories" featured guest speakers **Mr. Utkarsh Patel**, a Mythologist and Author, and **Ms. Arundhati Dasgupta**, a Senior Journalist specializing in Mythology. Students had a blast while learning the basics of storytelling from these experts. Another intriguing event, "Forensics in Films," invited guest speaker **Titiksha Desai Kamble**, a Forensic Expert, to discuss the portrayal of forensics in movies.

Through these events, students gained valuable insights into the diverse facets of Filmmaking, TV, Advertising, Public Relations, Fashion Designing and storytelling. The interactive session proved to be a beacon of inspiration, igniting aspirations and fueling dreams within the hearts of attendees

