



R. J. COLLEGE of Arts, Science & Commerce (AUTONOMOUS)

(Hindi Vidya Prachar Samiti's RAMNIRANJAN JHUNJHUNWALA COLLEGE of Arts, Science & Commerce)

Opposite Ghatkopar Railway Station, Ghatkopar (West), Mumbai 400086, Maharashtra, INDIA.

Website: www.rjcollege.edu.in Email: rjcollege@rjcollege.edu.in Tel No: +91 22 25151763 Fax No: +91 22 25150957

College is recognized under Section 2(f) & 12(B) of the UGC Act, 1956

Affiliated to UNIVERSITY OF MUMBAI II NAAC Re-Accredited 'A' Grade (CGPA: 3.50)

Date: 13th June, 2022

NOTICE

The Department of Mass Media (BAMMC) Organizes

Induction Program Deeksharambh for TYBAMMC Advertising and Journalism Students

Day and Date: Saturday, June 18, 2022

Time: 8:00 AM Onwards

Venue: 6th floor, RJ College

As a part of Induction Program Deeksharambh, The Department of Mass Media (BAMMC) is organizing a guest session for the students of TYBAMMC Advertising and Journalism Students on careers in the field of Multimedia and Mass Communication.

Our esteemed guests for the sessions are:

1. Dr Prasadhini Gautam, Academician, Advertising Professional.
2. Ms Nital Kalyani, Photographer, Academician

Looking forward to your participation!!

Ms. Pooja Bhardwaj
BAMMC In-Charge



Dr. Himanshu Dawda

Principal

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RAMNIRANJAN JHUNJHUNWALA COLLEGE
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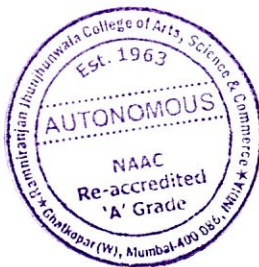
Brochure

 Hindi Vidya Prachar Samiti's
Ramniranjan Jhunjhunwala College of Arts, Science
and Commerce (Autonomous), Mumbai

Department of Mass Media organises
**Deeksharambh: Student Induction Programme
(SIP) for TYBAMMC (AD+JR) (AY 2022-23)**

Guest Speakers
Dr. Prasadhini Gautam | Ms. Nital Kalyani

Date: 18/06/2022 | Time: 08:00 AM
Venue: 6th Floor, Dept. of Mass Media




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Dr Prasadhini Gautam

5/2/1980



Dr Prasadhini Gautam

Personal Details

09820213546

nishagautam17@gmail.com,

drprasadhini.gautam@gmail.com

602, Ariana, Raheja Acropolis, Phase 2
 Dattaguru Housing Society
 Deonar, deonar village road
 Mumbai -88

Achievements

- o Co-authored a book - The Happiness Station
- o Master of ceremony for Several Cultural Events
- o Hosted Multiple Seminars & International and National Conferences , Symposium
- o Outstanding student award for State Level Symposium
- o Nominated to attend the Talent Bank Programme
- o Won in District Level Poetry competition
- o Active Orator –Inter Intra College Meets
- o Certified International Career and Counseling Coach

OBJECTIVES

To be a successful professional by providing value addition to the organisation through my structured learning, understanding and people skills

Education

Ph.D,(Management), M.B.A-Marketing & HR, B.C.A ,

M.A-Advertising(currently doing)

Ph.D- "Talent Management and Perspective and Practices in "IT" Industry- An Emperical Study in Mumbai"

8th December2020

Madurai Kamaraj University, Madurai

M.B.A- Specialisation- Marketing & HR

2004

Bharathiar University,Coimbatore

B.C.A- Computer Application

2002

Bharathidasan University, Tiruchirapalli

TEACHING EXPERIENCE - Highlight

- 12+ years of Teaching Experience as a Faculty For Mass Media, Business Administration and various Undergraduate Courses
- Headed the Mass Media Department for 5+ years
- Mumbai University Mass Media Department Paper Setter for Copywriting Semester 5.
- University appointed for "Ad Design" Examiner for various colleges Project Paper.
- Co-authored a book " The Happiness Station" , which was released in 2021 and is available on Amazon Kindle and in stores for sale.



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Dr Prasadhini Gautam

Professional Achievements

- o Campus to Corporate Trainer
- o Training Placement Officer for 5 years
- o College Magazine Editor In-Charge for 5 years.
- o Editor in Chief for Monthly News Letter
- o Published several articles for the magazines
- o Organized Inter-Collegiate Department Fest for the first time AARAMBH
- o Launched the first Mass Media Dept Magazine, BHRAMSTRA
- o Initiated Several Fund Raisers for Cancer Patients and Social Awareness Drive
- o Nominated to attend the certified Skill Development Programme
- o Appreciated for using Max ICT Tools in teaching and Learning

- Placement In-charge - 5 years Created immense opportunities for final year students.
- Magazine -Chief Editor- Incharge for various Department and exclusive college Magazine for more than 10 years.

SKILLS & CERTIFICATION

CERTIFIED Skill Development Trainer for Effective Communication Skills and Youth Leadership

Tata Institute of Social Science(TISS), Mumbai
Since 2017

Computing Skills

Programming skills JAVA,HTML,C,C++, Application software MS Office, Basic, windows, Object relational databases SQL SERVER

Head of the Department – Multimedia and Mass Communication Dept.

Institute - Sree Narayana Guru College of Commerce, Mumbai
Period - 2016- Till Date - (right now -Break - medical grounds)

Responsibilities – Teaching Subjects –Effective Communication, Electronic Media 1&2 , Fundamentals of Mass Communication, Creative Writing, Content Writing, Copywriting, Advertising, Media Planning and Buying, Advertising and Market Research, Principles of Marketing and Management, Organizational Behavior, Mass Media Research, Public Relation, Ad Design, Literature , Psychology, Principles of Marketing,

- College Magazine Editor In-Charge for 5 years.
- Content preparation, E-Notes, Case study analysis, Managing a Team of faculties, Organize Cultural Meet, Intercollegiate and Department Competitions, Organizing and Increasing the sense of Social Responsibility, Organising- Debate Hour, Exposure to Media life by arranging prominent personalities for seminar and workshop

Placement Training and Placement Officer-TPO

Institute - Sree Narayana Guru College of Commerce, Mumbai

Period - 2017-present

Placed – First Time 300+ Graduate Students

Bcom,B.A.F,BMS,BMM,BBI, B.E.

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Recognition

- o Magazine Editor
In-Chief
- o Content Writer
- o Training Placement
Officer
- o Career Counselor
- o Exam Moderator

- o College Union
President

- o **Secretary** for
Rotaract Club
- Coordinator** for
Inter-Intra college
meet

- o **Management
Association
Incharge** for MBA
club Kaizen

Responsibilities - Campus to Corporate Training and Placement - End to End

Training for Job Interviews , CV writing, Effective Communication skills,

EXPERIENCE - Training and Development

FreeLance – Trainer , Skill Development Trainer for Effective Communication Skills and Youth Leadership National Youth Skill Development, TISS, Mumbai

Soft Skill and Effective Communication Trainer

Institute - Tata Institute Social Science, Mumbai

Period - 2017 - 2020

Trained - 1000+ Final year & first year students for employability

Freelance Trainer – Soft Skill Development and Effective Communication

Institute – Final year College Students , Mumbai

Responsibilities- Exposure to Corporate life by arranging prominent personalities for seminar and workshop, How to face Interviews and Resume writing, Campus to Corporate Training facilitator and Trainer

Asst. Professor-Visiting Faculty: Vivekanand Institute of Commerce, Mumbai

Ramniranjan Jhunjhunwala

College, Mumbai

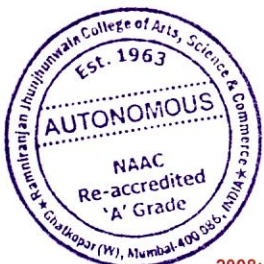
Subjects - Electronic Media, Advertising and Marketing Research, Global and International Advertising, Effective Communication, Bussiness Communication

Asst. Professor – Management and Mass Media Department

Institute – Vivekanand Institute of Commerce, Mumbai

Period 2012- 2016

Responsibilities – Teaching Subjects / Question Paper/ Paper Correction - Effective Communication, Fundamentals of Mass Communication, Creative Writing, Content Writing, Copywriting, Advertising, Media Planning and Buying, Advertising and Market Research, Principles of Marketing and Management, Organizational Behavior



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Dr Prasadhini Gautam

Achievements – Organized for the first time Communication Event where 300+ students performed on stage

- Content preparation, E-Notes, Case study analysis, Practical Projects and Assignments that

Asst. Professor – Communication Department

Institute - Vivekanand Institute of Engineering and Technology, Mumbai

Period- 2011- Dec 2012

Responsibilities : Teaching Subjects –Effective Communication, Fundamentals of Mass Communication, Managing Extra Curricular Activities to improve students Communications Skills and leadership

Achievements : Organized for the first time Communication Event where 300+ students performed on stage

ADDITIONAL RESPONSIBILITIES –Training and Placement Officer Exposure to Corporate life by arranging prominent personalities for seminar and workshop, How to face Interviews and Resume writing

Designation HR-Recruitment consultant

Company Fine Solution ,Mumbai

May 2008 – June 2010

Responsibilities : - Sourcing appropriate candidates - Coordinating with the company heads - Scheduling Interviews

Designation : Relationship Manager

Company : G.E. MONEY ,Coimbatore - 2004 -Jan 2005

Responsibilities : - Achieving targets - Coordinating with the lead cells - Managing the team

Project highlights

Company : ASHOK LEYLANDD, 2004

Title : Analysing the "Design implementation of an ERP SYSEMTEM at ASHOK for LEYLAND"




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NITAL JATIN KALYANI

“Dynamic lecturer who is focused on providing best to the students of the new generation, by being there friend, guide and philosopher”.

I will always be in the process of making students advanced to the framework of success, through upgraded course work and stimulating projects. I motivate students to speak out courageously through innovative thinking and being unique in the field of media.

PERSONAL DETAILS:

- Birth date-22 Jan 1981
- Postal address-5, Poornima bldg., R. B. Mehta Road, Ghatkopar (E), Mumbai 77.
- mediamind.kalyani@gmail.com
- Mobile-9323906696 Telephone-02221020666

EDUCATION:

- MAJM (Masters of Arts in journalism and mass communication)
From Sikkim Manipal University in the year of 2010-11.with Distinction.
- BHSc (Bachelors of home science) in the specialization of communication and still photography
From SNDT University, Juhu, in the year of 2003-04.with First Class.

PROFESSIONAL SYNOPSIS:

- Owner of N Image ...one stop for all photography requirements (from 2015)
- Currently working as Visiting faculty at Lala Lajpat Rai college (2018-2019)
- Visiting faculty at Don Bosco College (2016-2017)
- Work as Full time lecturer at Sies arts, commerce and science college. Sion.
- Also worked as CO-ORDINATOR at the same.(2012-2016)
- Full Time lectureship in R.A.D.A.V. College, Bhandup.(2008 to 2011)




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Also worked as CO-ORDINATOR at the same.

- Full Time lectureship in SNTD College, Jalgaon.(2004-2006)
- Visiting Faculty for teaching in UPG College (Kelvani Mandal) Vile Parle.(2007-2008)

OPPORTUNITY:

- Admission offered from Rochester Institute.U.S.A., for post graduation in Photography.

MEDIA PROFESSION -

- 2003-2004 Editorial Exudative at TATA PRESS for the Better Photography Magazine. Mumbai.
- 2003 Recording and dubbing at Swar-Raaj sound recording studio. Jalgaon
- 2004-2006 Lokmat, half page photo feature for daily newspaper at Jalgaon

RESERCH PROJECT UNDERTAKEN:

- Bio-medical photography technology and its uses.
- Rating Research and its methods.

OTHER SKILLS:

- Knowledge of multiple languages like English Hindi, Marathi, Gujarati, etc.
- Skillful in using editing software like Photoshop, CorelDraw, movie maker etc.
- Knowledge as well as experience of photography, sound recording, writing for media, understanding cinema.



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Department of Mass Media - BAMMC Academic Year 2022-2023

Report on Deeksharambh Induction Programs TYBAMMC- Advertising and Journalism

Venue: 6th floor, RJ College

Date: June 17, 2022

A remedial session for the students of TYBAMMC (Advertising+Journalism) was organized to identify the fast and slow learners in respective classes. The session was followed by an interactive talk by Ms Prachi Vankiani and Mr. Akash Purswani with the students regarding their academic course division in each specialization, lecture timings, evaluation procedures for internal and external examination, brief outline on application practical and theoretical approaches in each subject, career and higher studies options followed by a Q & A session and addressing students' query.

Student Beneficiaries: 17

Teacher Beneficiaries: 02 (Prachi Vankiani, Akash Purswani)

Venue: 6th floor, RJ College

Date: June 18, 2022

As a part of deeksharambh induction program, a session was organised for the students of TYBAMMC by Dr. Prasadhini Gautam followed by Ms. Nital Kalyani followed by addressing the need of hands-on practical approach to expertise in the field of media industry. Our esteemed guest speaker Dr Prasadhini Gautam, elaborated on the importance of theoretical knowledge and its application in the field of advertising and journalism. The session concluded with answering students' queries by the speakers in their respective subject expertise.

Student Beneficiaries: 16

Teacher Beneficiaries: 02 (Prachi Vankiani, Akash Purswani)




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Photographs of the Induction Programs for TYBAMMC students held on 18th June 2022

Guest Speaker Dr. Prasadhini Gautam interacting with the students



Students interacting with Ms. Nital Kalyani





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**Ramniranjan Jhunjhunwala College Of Arts Science And Commerce (Autonomous),
Ghatkopar (W)**

Department of Mass Media

Class: TYBAMMC (Advertising+Journalism)

Guest speaker: Dr. Prasadhini Gautam

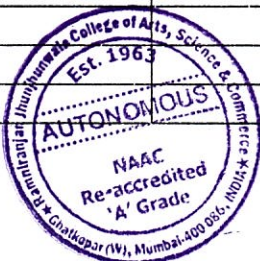
Topic: DEEKSHARAMBH - INDUCTION PROGRAM

Academic Year: 2022-2023

Date: 18/06/2022

Time: 8:00 - 9:00 AM

Sr No	Roll No	Students Name	Signature
1	19	JYOTI R. SHUKLA (JR)	<u>Shukla</u>
2	16	ANUSHKA SB. PATHAK (JR)	<u>Pathak</u>
3	01	NUHA SHARUBERE (JR)	<u>Nubere</u>
5	28	Rishabh ojha (Ad)	<u>Rajha</u>
6	39	Tanvi Mahesh Kale (Ad)	<u>Tanvi</u>
7	14	Tushar D. Pandey (JR)	<u>Tushar</u>
8	26	Shubham R. Yadav (Ad)	<u>Yadav</u>
9	27	Tushar S. Jaiswal (Ad)	<u>Jaiswal</u>
10	20	Kirti Shakla (Ad)	<u>Kshakla</u>
11	07	AKASH G. Gaikwad (Ad)	<u>AKASH</u>
12	30	Amulika K. Poojari (JR)	<u>Amulika</u>
13	34	Anjali Varma (Ad)	<u>anjali</u>
14	49	Anjeeta goud (Ad)	<u>Anjeeta</u>
15	37	RINDAH PATHAN (Ad)	<u>Pathan</u>
16	43	Shruti Parkar (Ad)	<u>SL</u>
17	05	Vaishnavi Joshi (JR)	<u>Voshi</u>
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Guest speaker: Ms. Nital Kalyani

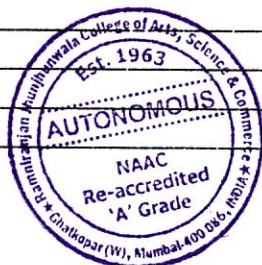
Topic: DEEKSHARAMBH- INDUCTION PROGRAM

Academic Year: 2022-2023

Date: 18/06/2022

Time: 9:00 - 10:00AM

Sr No	Roll No	Students Name	Signature
1	19	JYOTI R. SHUKLA (JR)	<u>shukla</u>
2	16	ANUSHKA S.B. PATHAK (JR)	<u>Pathak</u>
3	01	NIHA SHAR BUBERE (JR)	<u>Bubere</u>
5	38	Rishabh ojha (Ad)	<u>Rojha</u>
6	39	Jarvi Kulk (Ad)	<u>Jarkulk</u>
7	14	Tushar D. Pondey (JR)	<u>tushar</u>
8	26	Shubham R. Yedav (Ad)	<u>Shubham</u>
9	27	Tushar S. Jaiswal (Ad)	<u>Jaiswal</u>
10	20	Kirti Shukla (Ad)	<u>Kshukla</u>
11	04	Akash G. Gaikwad (Ad)	
12	30	Anushka K. Poojari (JR)	<u>anushka</u>
13	34	Anjali Varma (Ad)	<u>varma</u>
14	49	Anjeeta Gaud (Ad)	<u>Anjeeta</u>
15	43	Shruti Parikar (Ad)	<u>Shruti</u>
16	37	RIYAN PATHAN	<u>Pathan</u>
17	05	Vaishnavi Joshi (JR)	<u>Joshi</u>
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 Ghatkopar (W), Mumbai-400 086, Maharashtra, INDIA

Ramniranjan Jhunjhunwala College Of Arts Science And Commerce (Autonomous),
Ghatkopar (W)

Department of Mass Media

Class: TYBAMMC (JOURNALISM)

Semester: V

Academic Year: 2022-2023

Topic: DEEKSHARAMBH - INDUCTION PROGRAM.

Date: 17th June 2022

Time: 10:30AM-12:00PM

Roll No	Students Name	Signature
30	Amushka Kishor Poojari	
05	Vaishnavi Purushottam Joshi	
16	Amushka Shashi Bhushan Pathak.	
01	Nuha Sheeb Buhari	
19	Jyoti R. SHUKLA	
07	Vighnesh B. Koyande	



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