

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 SYBAMMC Students

Day and Date: Saturday, June 18, 2022 Time: 8:00 AM Onwards Venue: Room no.64, 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 SYBAMMC on careers in the field of Multimedia and Mass Communication.

Our esteemed guests for the sessions are:

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

Looking forward to your participation!!

Ms. Pooja Bhardwaj BAMMC In-Charge



Dr. Himanshu Dawda

Principal PRINCIPAL RAMNIRANJAN JHUNJHUNWALA COLLEGE OF ARTS, SCIENCE & COMMERCE (AUTONOMOUS) Ghatkopar (W), Mumbai-400 086, Maharashtra, INDIA

2019: Star College Status by DBT

2008: Best College by University of Mumbai 2010: IMC RBNQ Award 'Performance Excellence' for the year 2009 2011: 'Best Teacher Award' by Government of Maharashtra 2013: DST-FIST 2014: DBT STAR College 2013 & 2014: 'Jagar Jaanivancha Award' by Govt, of Maharashtra 2016: ISO 14001:2015 2016: ISO 9001:2015 2017: ISO 27001:2013 2018: Autonomous Status by University Grants Commission (No. F. 22-1/2018(AC) - 28.05.2018) & by University of Mumbai (No.Aff./ICD/18-19/440 - 08.06.2018)



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Brochure





PRINCIPAL

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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 facuity at Don Bosco College (2016-2017)
- Work as Full time lecturer at Sies arts, commerce and science college. Sion.
- Also worked as CO-ORDINETAR 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-ORDINETAR at the same.

- Full Time lectureship in SNDT 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, Guajarati, 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.



VCIPA! RAMNIRANJAN JHUNJHUNWALA COLLEGE OF ARTS, SCIENCE & COMMERCE (AUTONOMOUS) Ghatkopar (W), Mumbai-400 086, Maharashtra, INDIA

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Dr Prasadhini Gautam

09820213546 nishagautam17@gmail.com, drprasadhini.gautam@gmail.com

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

Dr Prasadhini Gautam

OBJECTIVES

Personal Details

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

Achievements

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

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
- Training Placement Officer for 5 years
- o College Magazine Editor In-Charge for 5 years.
- 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
- 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 -Period -

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

grounds)

- <u>Responsibilities</u> 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





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ition					
Magazine Editor In-Chief	End				
Content Writer	Training for Job Interviews, CV writing, Effective				
Training Placement	Communication skills,				
Officer					
Career Counselor	Counselor EXPERIENCE - Training and Development				
Exam Moderator	FreeLance - Trainer, Skill Development Trainer for Effective				
	Communication Skills and Youth Leadership National Youth Skill				
College Union	Development, TISS, Mumbai				
President	Soft Skill and Effective Communication Trainer				
restaeth	Institute - Tata Institute Social Science,Mumbai Period - 2017 - 2020				
	Trained - 1000+ Final year & first year students for				
Secretary for	employability				
Rotaract Club	Chiployability				
Coordinator for	Freelance Trainer - Soft Skill Development and Effective				
nter-Intra college	Communication				
meet	Institute - Final year College Students , Mumbai				
	Responsibilities- Exposure to Corporate life by arranging prominent				
Management	personalities for seminar and workshop, How to face Interviews and				
Association	Resume writing, Campus to Corporate Training facilitator and				
Incharge for MBA	Trainer				
club Kaizen					
	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,				
	Global and International Advertising, Effective Communication, Bussiness Communication				

Asst. Professor - Management and Mass Media Department

 Institute –
 Vivekanand Institute of Commerce, Mumbai

 Period
 2012-2016

<u>Responsibilities</u> – 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

Page 3



RAMNIRANJAN JHUNJHUNWALA COLLEGE OF ARTS, SCIENCE & COMMERCE (AUTONOMOUS) Ghatkopar (W), Mumbai-400 086, Maharashtra, INDIA PRICIPAL

Dr Prasadhini Gautam

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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 : Relationship Manager Designation 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 Analaysing the "Design implementation of an ERP Title SYSEMTEM at ASHOK for LEYLAND"



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Department of Mass Media - BAMMC Academic Year 2022-2023

Report on Deeksharambh Induction Programs

SYBAMMC

Venue: Computer Lab, 6th floor, RJ College Date: June 17, 2022

A remedial session for the students of SYBAMMC 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, lecture timings, evaluation procedures for internal and external examination, overview of practical and theoretical approaches applied in each subject, career and higher studies options followed by a Q & A session.

Student Beneficiaries: 27

Teacher Beneficiaries: 02 (Prachi Vankiani, Akash Purswani)

Venue: Room No: 64, 6th floor, RJ College

Date: June 18, 2022

As a part of deeksharambh induction program, a session was organised for the students of SYBAMMC by Ms. Nital Kalyani, followed by Dr. Prasadhini Gautam highlighting the introduction of theoretical subjects and its correlation to meeting industry expectations. Students were also briefed about the practical approach and techniques required to expertise in the field of media industry. The interactive session was followed by a Q & A session and addressing students' query.

Student Beneficiaries: 20 Teacher Beneficiaries: 02 (Prachi Vankiani, Akash Purswani)



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Photographs of the Induction Program on 18th June 2022

Guest Speaker Dr. Prasadhini Gautam interacting with the students



The students interacting with Ms. Nital Kalyani



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	Department of Mass Media	
Class: SY		
Semester		
Academic	Year: 2022-2023	
Topic:	DEEKSHARAMBH - FNDUCTION	PROCHRAM
Date: 17th		- 9:00-10:30 A
Roll No	Students Name	Signature
05	URMILA CHOUDHARY	Quila
35	SHIKHA SINGH	· Seeda
07	NAVTEJ GATKULAD	A
37	SAAKSHI TADGONDA	bookshis.
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	Sarupa Grupta	Bouper
56	Sakshi Gawai	Birawa.
02	<u>Dhanashrke</u> <u>pendulkar</u>	phone
32	Avishkar Chabukswar Khushi Singh	tichlog
47	Apganva, Kulal	Bringh
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25	Anhet Sallus	tooley
17	Abdullah Khan	Adjunt
28	OMKAR SAWANT	- Marine
60	Harehad Jadhav	Hauston .
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06	TEJAS CHURMURE	Aller.
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		Department of Mass Media	
Class: S	SYBAMMC		
Guest s	peaker: Dr.	Prasadhini Gautam	
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	8/06/2022		Time: 9:00 - 10:00A
Sr No	Roll No	Students Name	Signature
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14	60	Harshad Jadhan	Howstee
15	11	Risu Gupto	Rifu
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17	37	Khushi Singh	REingh
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Ramniranjan Jhunjhunwala College Of Arts Science And Commerce (Autonomous), Ghatkopar (W)					
		Department of Mass Media			
Class: S	SYBAMMC				
Guest s	peaker: Ms	. Nital Kalyani			
Торіс	-	SHARAMBH INDUGION PR	2DGUARNI		
	nic Year: 20		CUTCHM		
	8/06/2022		Time: 2:00-9:00 AN		
Sr No	Roll No	Students Name	Signature		
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2	05	URMILA CHOUDHARY	Quila		
3	56	Salcshi yawai	BGawal.		
5	24	Dhandshree Pendulkar	phanut		
6	06	Tejas Chusmuse	Depart		
7	02	Avishkar Chablakswar	timber		
8	64	Robert . D. Rane	e		
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14	60	Harshad Jadhav	Here thee		
15	11	Risu Grupta	Risu		
16	07	Narti Gaikwad	Hot		
17	32	Khushi Singh	DSirah		
18	53	Divya Bharati	Alinga		
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