




**Department
of
Mass Communication
and
Extension**

Innovative activity – PR campaign

The second year students under the guidance of the faculty Ms. Vandana Sharma organized a Public Relations campaign on 09/03/19.

Social initiative	Details of the activity	Image
Public Relations activity to promote Holistic Care Homes	The activity aimed to promote Holistic Care Homes. Mr. Sailesh Mishra from the Care Homes came and shared his presentation and distributed books on dementia. The attempt of the activity was to spread a goodwill about the endeavors undertaken by Holistic Care Homes for the elderly.	
Public Relation campaign to launch a book.	This activity was a launch of the book 'Till love sets us apart' by a young writer Mr. Aditya Nighot from Pune.	
Health and Fitness	To promote the brand Rawpressery. Mr Saneesh Ajay, fitness expert highlighted the role of fruit and vegetable juices in fitness regime.	

FORMAL COLLABORATIONS

A Memorandum of Understanding was signed between Confederation of Empowerment Initiatives (CEI) and Department of Mass Communication and Extension for the projects linked to “Community Outreach” for the period July 1, 2019 to March 31, 2021 .

Community Outreach Program- 2019

The third Year students of the Department conducted Community Outreach program with various NGOs in and around Dharavi and Andheri in collaboration with the NGOs.

The Rural field work program was carried out at Jambhulpada – *Chavani – Alibag in Raigad District* and community work for tribals in Raigad district from March 5 and 6, 2019
Visit to Saguna Village



Workshops- 2019

Activity	Resource Person	Conducted for
Script writing for Radio	Neeta Upadhaya	SY CIII
Slow Shutter Photography workshop	Ms. Bhavya Kotian	TY -Textile Dept-
Product Photography	Ms. Bhavya Kotian	TY -Textile Dept-
Puppet Work shop	Ms. Saba Bandula	FY CIII students
Script writing for Films	Mr Kamlesh Pandey	TY CIII students
Stress Management	NGO- Parisar Asha	TY CIII students

Special Lectures - 2019

- TY students participated in Celebration of 'World Water Day' saw a Documentary film "Plastic Ocean" at Dosti House, U.S. Consulate General, BKC on 22nd March 2019
- Dr. Mukesh Sharma (Dean – Audio Visual Communication) Ramesh Sippy Film &TV Academy conducted a special lecture on "Careers in the field of Mass communication"

SY and TY Students on 8th April 2019

- A TED event on the topic "Wild life Conservation"

organized by, U.S. Consulate General Mumbai, at Dosti House BKC.

- The Department celebrated World Population Day on the 11th of July 2019




Dr. Mukesh Sharma conducts lecture for SY and TY students



World Population Day Celebration by TY students

Visits- 2019

Date	Activity	Aim	Picture
6 th Aug. 2019	Third Year students attended the screening and interactive session of a documentary , India Inked by History Tv 18 at Khar, The Habitat	To understand the process of filming a documentary on India's Election process.	
2 nd Dec. 2019	Third Year students visited Gowardhan- Eco-village, Palghar Dist	To witness and experience the work done in the field of Sustainable Development.	

Staff Activities

Dr. Rohit Pawar attended Broadcast India Conference and Exhibition on 17-18th Oct 2019 at Bombay Exhibition Center, Goregoan (East)



Ms Vipra Banerjee was invited as a subject expert in the Panel of Subject Expert for an Interview of Assistant Professor in Jhunjhunwala College at Ghatkopar on the 7th of December 2019