



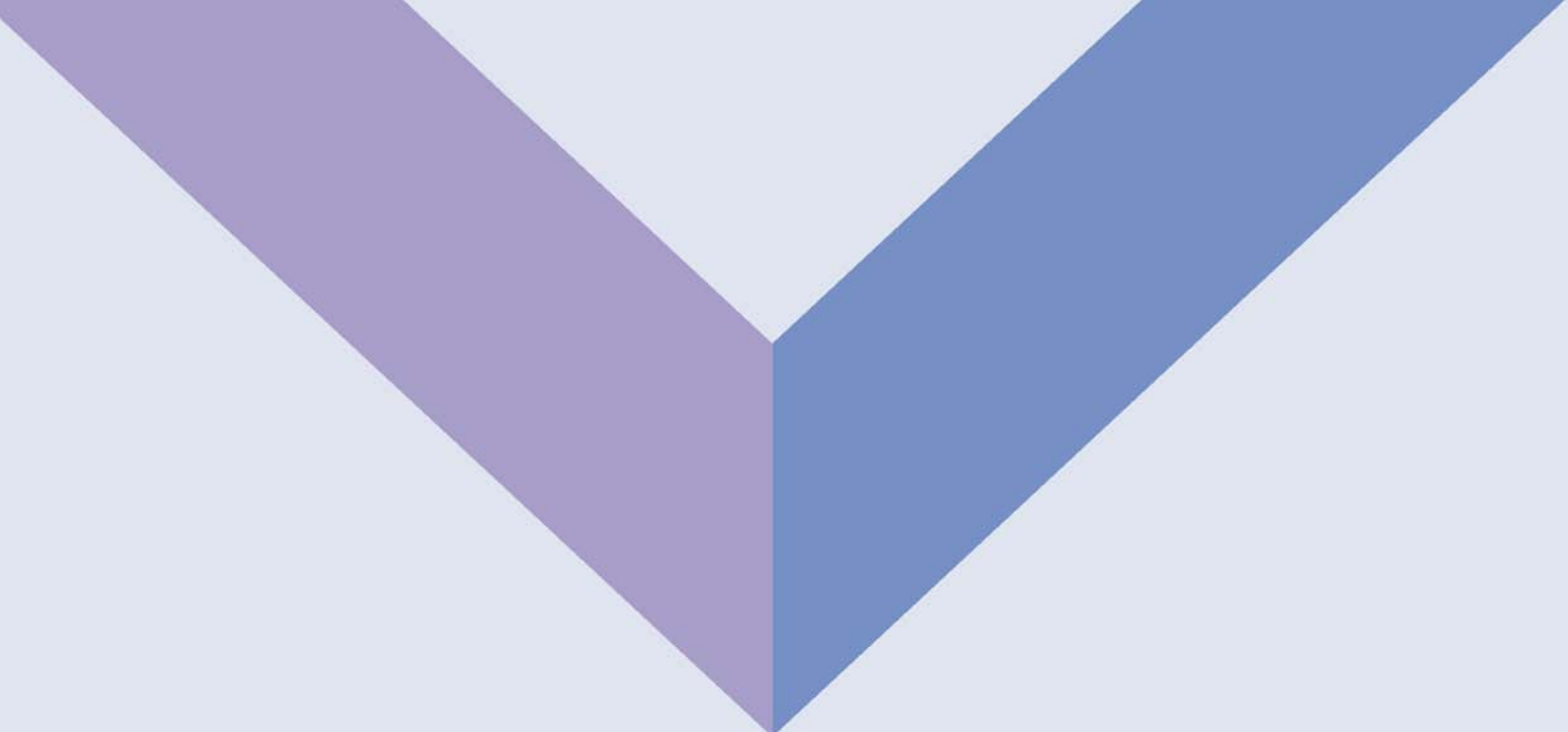
RSET's

**Deviprasad Goenka
management college of media studies**

INDIA'S PREMIER MEDIA SCHOOL



**UNDERGRADUATE &
POSTGRADUATE PROGRAM
PROSPECTUS 2022-2023**



Go, Get Education
Be self-reliant, be industrious
Work, gather wisdom and riches,
All gets lost without knowledge
We become animal without wisdom,
Sit idle no more, go, and get education
End misery of the oppressed and forsaken,
You've got a golden chance to learn.

Savitribai Phule

Continuous updates on college events and activities can be found on the
Deviprasad Goenka Management College of Media Studies
website www.dgmc.org.in



DONOR'S MESSAGE

Shri Sajjankumar Goenka

We feel extremely happy to associate with Rajasthani Sammelan Education Trust, a 73 years old educational trust known for its bandwidth, depth & penchant for excellence in the field of education. With more than 16,000 students studying under one umbrella, Rajasthani Sammelan Education Trust (RSET) has established itself as an educational landmark in the city of Mumbai, which I have seen growing in all aspects over last 75 years. If someone asks me as to what has been the single significant change agent that our generation has observed over last 5 years... undoubtedly it would be the digital revolution. It has brought us internet, mobile telephony and concepts like 'search' which have given birth to companies like Google, Facebook, YouTube and other giants. Digital Media is also a product of this global revolution which has changed the landscape of media industry. Isn't it true, that we come across media almost in every sphere of our lives starting from information to entertainment to knowledge...not a single aspect of life that one can point at where this media has not played a vital role? Obviously United States is leading this digital revolution. Getting little deeper into this aspect we realized that this was due to structured learning experience in a given domain. Our enquiries lead us to some startling revelations...

The present Facebook population is equal to the entire population of the world in 1804. Just about 200 years ago, that the least affected industry during 2008 global economic meltdown was none other but the media industry. We need to realize that 'Media' is not only film & television any more. It is also Mobile Telephony and

Web Media in almost equal measures by now.

I am pleased that Rajasthani Sammelan Education Trust had launched a Management College for Media Studies focused on structured learning, with dedicated media spaces like Shooting floors, Audio Studios, Preview Theatre, State-of-the art Media Lab, etc. The program Architecture is developed to cater to newer challenges in media studies at a national and global level. We are glad to note that this Media Management School is not only catering to traditional media like film & television in its creative aspects but also engaged in in-depth studies dedicated to the business aspects of 'Media and Communication', a sector which is presently one of the biggest industry verticals on a global scale. We were elated to know about this latest venture of Rajasthani Sammelan Education Trust.

Our earnest desire to associate with Rajasthani Sammelan Education Trust got expressed in the form of our commitment to adopt this new media management college and name it after our late beloved father 'Deviprasadji Goenka'. That sums up everything....I am sure that Rajasthani Sammelan Education Trust will spare no efforts in transforming this new media institution, 'Deviprasad Goenka Management College of Media Studies', into one of the preferred destinations for media studies, all across the globe, empowering students to push media education to its zenith. In the process, also help enable the aspirations of vast community to acquire prosperity, peace and happiness..... the ultimate goals of mankind.



Rajasthani Sammelan Education Trust – RSET

RSET, a registered public charitable trust's was established in the year 1948 at Malad, Mumbai. With an aim to promote various educational, charitable and social activities, the trust has pioneered in providing educational opportunities to various sections of society. During the last six decades and more, the trust has played a very vital role in promoting and providing better education from primary to post graduation in the fields of Commerce, Management, Information Technology and Media Studies. Apart from its educational pursuits, Rajasthani Sammelan Education Trust also caters to the social and humanitarian needs of the community.

Rajasthani Sammelan Education Trust had started its educational activities for girls, but in due course of time, it has opened its doors co-education. At present more than 16,000 (boys & Girls) students are receiving education in various educational institutions run by the trust.

The Educational Institutions owned and run by RSET are:

- Kudilal Govindram Seksaria Sarvodaya School
- Kudilal Govindram Seksaria English School
- Ramniwas Bajaj English High School
- Mainadevi Bajaj International School
- Durgadevi Saraf Junior College
- Ghanshyamdas Saraf College of Arts & Commerce
- Kirandevi Saraf Institute of Complete Learning
- Durgadevi Saraf Institute of Management Studies
- Deviprasad Goenka Management College of Media Studies
- Ladhidevi Ramdhar Maheshwari Night College of Commerce
- Kunjbihari S. Goyal Online Academy of Commerce
- Mainadevi Bajaj International Playschool

Other organizations owned and managed by RSET include:

- Draupadidevi Sanwarmal Women's Hostel

- Ramdhar Maheshwari Career Counseling Centre
- Pravinchandra D. Shah Sports Complex
- Nalini Shah Music Academy

RSET is also providing many other facilities in its educational complex which include:

- Dhurmal Bajaj Bhavan
- Durgadevi Saraf Hall
- IT Hub
- Food Court
- Ramnarayan Saraf Educational Outlet
- RS CA Study Centre
- IRB Scholarship Endowment Fund
- Vijay Pal Singh Health Centre
- Kirandevi Saraf Library and Reading Room
- BKT Endowment Freeship Fund
- Janakidevi Bilasrai Bubna Endowment Freeship Fund
- Lalchand Dalmia Golf Cart.

The Trust provides financial assistance to needy persons for medical treatment through Trivenidevi Deora Chikitsa Sahayta Kosh. Scholarships are also provided to needy students to complete their education



PRESIDENT'S MESSAGE

Shri Ashok M. Saraf

It gives me immense pleasure to introduce and welcome you to Rajasthani Sammelan Education Trust's Deviprasad Goenka Management College of Media Studies. Media & Entertainment today is no longer about just Films and Television, but user generated digital content created, published and consumed over various platforms like mobile, gaming, web and beyond. It is about the diverse process of communication where the exchange of message and its meaning has manifold ways of reference

Mumbai being the capital of Media and Entertainment industry of India is exploding with media related creative & business activities. Here, the media production matches its steps with global standards involving a great emphasis on business, branding, management and distribution. This trend is just set to grow bigger in times to come and take this enthralling media experience to a new level.

At this crucial juncture, Rajasthani Sammelan Education Trust is proud to have launched Deviprasad Goenka Management College of Media Studies, a unique media school covering the entire media, entertainment and advertising spectrum. DGMC, a state-of-the-art media school for structured media learning, is at par with any international media school. The school encourages and facilitates students to co-create media products as part of their learning with and under the mentorship of eminent industry experts.

A Hi-Tech Media lab that simulates an ambience for research on media properties, applications and services is the crowning glory of the endeavor. I hope the new icon on the landscape of media education will be appreciated by one and all.

Our management students are given intensive managerial training along with an extensive media production training, thus giving them a 360° perspective of the media and communication sector. In a short period, DGMC has made its presence felt in media education with innovative media programs. Our batch of fully trained managers have been placed in reputed media organisations

“

An investment
in knowledge
pays the best interest

- Benjamin Franklin

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Note: Names appearing above are printed in alphabetical order of surname and within a family names are printed as per seniority

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About Deviprasad Goenka Management College of **MEDIA STUDIES**

DGMC is a premier media and communications institute with a state-of-the-art infrastructure, where students, researchers and media professionals interact to facilitate dynamic career paths. It is supported by its parent body RSET which has been in the field of education for over seven decades. DGMC provides courses on Communication and Filmmaking at undergraduate and postgraduate levels, and offers autonomous Postgraduate Programs (PGP) in various verticals of the media such as Integrated Marketing, Advertising and Communications; Event Management; Filmmaking; Sports Marketing and Management; Game Marketing and Management. DGMC runs a PGDM program in Media and Communication approved by the AICTE.

Mission Statement

- To create a pedagogical milestone by nurturing scholastic abilities in the arena of teaching, learning and research.
- To be a beacon for all in the field of media and communications by creating a rich and an intellectually challenging academic environment.
- To train young professionals by inculcating sensitivity, encouraging intersectional approaches to media and management and diversifying entrepreneurial visions with the help of industry experts

Vision Statement

- To promote creativity and entrepreneurship through pedagogy in the kaleidoscopic world of media and communications.

- To encourage an interdisciplinary approach to understanding media and communications, locally and globally.
- To stress on the importance of imparting social responsibility and high moral and ethical values among students.

Why Choose DGMC

- Enviable infrastructure facilities in a dedicated campus for media studies.
- Top-notch faculty with vast experience drawn from various industry segments.
- Differentiated Pedagogy which involves hands-on approach to learning.
- Comfortably air – conditioned classrooms, seminar hall and studios.
- A well equipped library with a range of popular and latest books, magazines and journals on Media Entertainment & Advertising
- Latest Digital equipment and gadgets in all studios
- Value added activities like workshop/ International conferences / industry visit / Saturday series.
- Just 5 Kms close to major Production Houses, TV channels, studios and media companies
- Draupadidevi Sanwormal Women's Hostel with a capacity for 135 students
- Jankidevi Bilasrai Bubna Boys hostel with a capacity of 152 students



PRINCIPAL'S MESSAGE

Dr. Ameer Vora

Vidya Dadaati Vinayam, Vinayad Tati Patrataam,
Patratvad Dhanamapanti Dhanadarma Tataha Sukham
Knowledge makes one humble, humility begets
worthiness, worthiness create wealth and enrichment,
enrichment leads to right conduct, conduct brings
contentment.

As the Principal of this prestigious college in the city of Mumbai, I feel this Shloka aptly conveys what I firmly believe every human being should strive to achieve and the path to achieve the same is only through education. Education widens the narrow confines of the young eager minds and liberates it from all the bias! An inquisitive mind is a gift to be cherished and nurtured and we at DGMC aspire to make the ordinary come alive, continue to inspire, empower and challenge our students through our holistic approach to imparting education.

The outset of the pandemic forced higher education institutions to respond and to rapidly adopt technology to maintain academic and operational continuity. Be it delivering content, student evaluation or effective engagement of human resources. This shift and change could be described as heroic, and it most certainly displayed a level of organizational agility and the organizations' ability to change. However, this shift while very impressive, has proven to be no replacement for the campus experience that so many students covet. Students want to return to campus. Students and faculties feel and express that the traditional classrooms are more engaging, more accessible, and more inclusive and are accretive to the learning process. As DGMC prepares to return to campus, many of the technologies that helped us simply survive and sustain classroom continuity will become permanently embedded in our educational methods. They shall play a pivotal role in the refinement of practices consistent with an ongoing shift to more student-centered learning.

I am proud to say that DGMC is an amalgamation of competent teachers, state of the art infrastructure, studios and supportive environment to provide a perfect balance of academics, artistic, sports and social opportunities. With education transforming itself towards outcome based learning, we at DGMC believe in multi-faceted development of the students to with stand the challenges of global competitiveness.

Our pedagogy is industry and technology integrated to enhance the understanding of inter-linkage between theory and practice. Throughout the year the college organizes conferences, seminars, guest talks, and workshops to acquaint the students and faculties with the prevalent trends in industry and to meet and network with industry experts.

The excitement and fervor created by the intercollegiate festivals Media ICE Age and Cinevoyage, has put this college on the map both within India and internationally too. The festivals help develop the leadership skills, team spirit, communication and presentation skills as well as creativity of the students engaged in organizing and planning the festivals.

The Intra-college activities also help boost the confidence of the students and sharpen their oratory and coordinating abilities.

The teacher driven initiative of the Training and Placement Cell introduced for our students speaks volumes of the commitment the faculties at DGMC have, not only towards the college but also towards the students. Internships are arranged for students to generate and address critical questions about the knowledge acquired in the classroom.

At DGMC, we not only to educate the young minds but also educate their hearts.

Infrastructure

The state-of-the-art campus of DGMC is modern and conforms to the topography of the media industry. The classrooms are air-conditioned with LCD projectors, including online learning facility. The facilities create an academic ambience.



Shooting Studio:

DGMC offers a state-of-the-art shooting studio equipped with Kino lights, D4R Lights, SOP Boxes, El Tripod, Flycam DSLR Body Vest, Track Trolleys, a Mini-jib, Chroma-key backgrounds and latest digital cameras with 18-55mm, 24-70mm and 16-35 lenses. The shooting studio in DGMC is a hub of activity where students explore their creative potential, learn and experiment with newer methods of filmmaking. Several industry experts guide the students in the craft of filmmaking using the best of shooting equipment. Students pursuing video production are given this space to try out their ideas as well as practice and perfect the basics.



Production Control Room:

The production control room or studio control room (SCR) is the place in a television studio in which the composition at the outgoing program takes place. PCR is the technical hub of a broadcast operation common among most over-the-air television stations and television networks. PCR in studios is where the activities such as switching from camera to camera are coordinated.



iMac Computer Lab:

The entire Computer Lab is powered by premium quality Apple iMac workstations, equipped with the latest photo and video-editing software, like FCP, Adobe Creative Suites, and other relevant software, which ensures a smooth workflow and teaching-learning experience. The lab lends a truly international environment, where learning is enthused with inspiration and professionalism comes as a second character.

Infrastructure



Learning Resource Centre:

The library (Smt. Prabhdevi Banwarilal Saraf Library) at DGMC has an exclusive and exhaustive range of books on Media and Advertising, periodicals, journals/magazines and DVDs on curricular as well as co-curricular topics which help students to grasp that additional bit of knowledge that will put them ahead of the rest. The Resource Centre have more than 3305 books, 25 journals and periodicals, DELNET online database of more than 6000 E Journals and books, 14 Audio visuals. It has a Research Cell for scholars pursuing Ph D. It provides OPAC (Open Public Access Catalogue) facility for online searching and reservation of books. Automation is done with the help of KOHA software and a bar-code system.



Colour Grading Lab:

Colour grading lab encompasses both colour correction and the generation of artistic colour effects. Smoke video editing and effects software is designed for video editors who need to do more than just edit. By integrating a familiar timeline workflow and node-based compositing, Smoke connects editing and effects, with finishing tools for 3D compositing, colour correction, and motion graphics.



Sound Innovation Lab

DGMC Sound Innovation Lab provides the best of sound recording and designing equipment for Mixing and Editing, mastering, arranging, Sound design and contemporary music production, ADR and Voice over recording, Audio Postproduction for short films, documentaries, Ad films, etc. Professionals from the film and television industry mentor and guide the students. The lab is well equipped with the latest industry standard hardware and software such as Pro Tools, Cubase and Nuendo. All film making, sound engineering students have access to the Sound Innovation Lab, where they can learn, and practice to hone their skills.



Smart Classrooms:

The 60-seater acoustically built Seminar Hall named after its donor Shri. Madhuprasad Saraf, enables Hi-Tech Learning and knowledge sharing as well as doubles up as a conclave setting.

Courses @ DGMC

University of Mumbai - Affiliated Courses

A. Bachelor of Arts:

- I. Bachelor of Arts : Multimedia & Mass Communication : (BA-MMC)
- II. Bachelor of Arts : Film Television & New Media Production : (BA-FTNMP)

B. Master of Arts:

- I. Master of Arts : Communication and Journalism : (MA-CJ)
- II. Master of Arts : Film Television & New Media Production : (MA-FTNMP)

DGMC - Add-on Value addition Skill Based Courses



C. Certificate Courses

- I. Certificate Course in Graphics and Web design
- II. Certificate Course in Audio Video & Editing
- III. Certificate course in Broadcast Journalism
- IV. Certificate Course in Advance 3D, Animation with Maya
- V. Certificate Course in Augmented & Virtual Reality
- VI. Certificate Course in Art Direction

D. Diploma Courses

- I. Advance Content Creation
- II. Multimedia & Animation

Bachelor of Arts in Film Television New Media Production (BA-FTNMP)

Program Objective:

- Po1:** To prepare students in the production aspects of Film Television & New Media, as required by the present media environment all across globe.
- Po1:** To empower the students in the production & managerial aspects of the media business with due emphasis on latest production techniques, along with marketing and branding management of various media products and associated services.
- Po1:** To develop creative temperament and mindset needed in the content production segment of media industry.
- Po1:** To inculcate competencies thereby enabling to undertake professional work.
- Po1:** To provide an active industry interface by way of co-learning.
- Po1:** To take the students through the entire pipe line of production process with regards to the content creation for various media pads, providing the students an insight in to the correlation that exists between content creation and associated commercial aspects of media business.

Duration of the Program: 3 Years

Program Architecture:

	Semester I	Practical Marks	Theory Marks	Total Marks
Course Code	Name of Courses			
BAFTNMP 101	Effective Communication Skills	40	60	100
BAFTNMP 102	Introduction to History of Art/Storytelling through other forms of Art	40	60	100
BAFTNMP 103	Initiation to Literature & Creative Writing	40	60	100
BAFTNMP 104	Basics of Photography	40	60	100
BAFTNMP 105	Film Appreciation – Genres	40	60	100
BAFTNMP 106	Graphic Designing (Photoshop, Illustrator, etc.)	40	60	100
	Total	240	360	600

	Semester II			
Course Code	Name of Courses			
BAFTNMP 207	Basics of Post Production	40	60	100
BAFTNMP 208	History of Non -fiction Film	40	60	100
BAFTNMP 209	Writing for Visual Media	40	60	100
BAFTNMP 210	Importance of Sound and Sound SFX	40	60	100
BAFTNMP 211	Basics of Cinematography - 1	40	60	100
BAFTNMP 212	Practical Film Making 1 (Only Non Fiction)	100	-	100
	Total	300	300	600

	Semester III			
Course Code	Name of Courses			
BAFTNMP 313	Introduction to Direction for Television	40	60	100
BAFTNMP 314	Basics of Cinematography-2	40	60	100
BAFTNMP 315	Understanding TV formats & Genres	40	60	100
BAFTNMP 316	Concepts of Story Boarding	40	60	100
BAFTNMP 317	Graphics & Post Production (Flash, Editing Software, After Effects) Importance of Sound & SFX	40	60	100
BAFTNMP 318	TV Production / Ad film making	100	-	100
	Total	300	300	600



Semester IV				
BAFTNMP 419	Introduction to Direction for Film	40	60	100
BAFTNMP 420	Basics of Visual Communication/Film Aesthetics	40	60	100
BAFTNMP 421	Convergence and Basics of Web Designing	40	60	100
BAFTNMP 422	Concepts of Post Production & Computer Graphics (including VFX)	40	60	100
BAFTNMP 423	Drama Production/ Writing for Visual Media-2	40	60	100
BAFTNMP 424	Intermediate Practical Film Making (Fiction Film)	100	-	100
Total		300	300	600
Semester V				
BAFTNMP 525	Laws related to Films, TV and Internet	40	60	100
BAFTNMP 526	New Media Theory and Practice (With advanced Web design and app making)	40	60	100
BAFTNMP 527	Aspects of Media Production (Set design, makeup, etc., line production, logistics, etc.) / Understanding Indian Contemporary Cinema	40	60	100
BAFTNMP 528	Introduction to Production Management	40	60	100
BAFTNMP 529	Trends and Technology in Film & Television (will include overview of Media Business, Pitching for funds, distribution, marketing, etc.)/ Basics of Marketing and Publicity Design for Films & TV	40	60	100
BAFTNMP 530	Advanced Practical Film Making (Includes Compositing, Special Effects, etc.) – Music Videos	40	60	100
Total		240	360	600
Semester VI				
BAFTNMP 631	Final Project. Short Film (10-15 minutes)		Viva Voce by External Referee	
BAFTNMP 529	Comprehensive, which will include writing an original story to production and distribution of film in the national and international circuit. It will also involve creating a blog, FB page, website for the film. Write a report	100	(Viva by external examiner)	100

Bachelor of Arts

Multimedia and Mass Communication (BA-MMC)

Program Objective:

- PO1:** The program considers media industries and their relationship to culture and society, and the understanding of how communication works. The program emphasizes the development of critical thinking, professional writing skills and effective oral communication.
- PO2:** The Communication and Media Studies major prepares students for a wide variety of careers in business and industry, advertising, public relations and journalism, or advanced study.
- PO3:** This program will equip the learners with professional skills essential for making career in Entertainment industry, Cinema, Television, OTT Platforms, social media platforms etc.
- PO4:** Students would demonstrate the ability to apply rhetorical principles in a variety of creative, cinematic, organizational, professional and journalistic venues.
- PO5:** Learners would develop a global awareness of political, social and corporate issues influenced by communication sensitivity and skills.
- PO6:** Learners will understand mass media as a system of interrelated forces, including historical foundations, technological advances, economic dynamics, regulatory constraints, and ethical concerns.

Duration of the Program: 3 Years

Program Architecture:

Semester I		Semester II	
Course code	Course Name	Course code	Course Name
BAMMEC-101	Effective communication –I	BAMMEC-201	Effective communication –II
BAMMEC-102	Foundation course –I	BAMMFC-202	Foundation course –II
BAMMVC-103	Visual communication	BAMMCW-203	Content Writing
BAMMFMC-104	Fundamentals of mass communication	BAMMID-204	Introduction to Advertising
BAMMCA-105	Current Affairs	BAMMIJ-205	Introduction to Journalism
BAMMHM-106	History of Media	BAMMMGC-206	Media, Gender & Culture

Semester III				
Program Title	BAMMC Credit	Paper	Name of the Course	Course Code
			Learner should choose any one out of following elective courses	
AEEC	02	01	Electronic Media-I	BAMMC EM-3011
			Theatre and Mass Communication-I	BAMMC TMC-3012
			Radio Program Production-I	BAMMC RPP-3013
			Motion Graphics and Visual Effects –I	BAMMC MGV-3014
DSC	(4×3)=12	02	Corporate Communication and Public Relations	DSC-C1 BAMMC CCPR-302
DSC		03	Media Studies	DSC-C2 BAMMC MS-303
DSC		04	Introduction to Photography	DSC-C3 BAMMC IP-304
DSE	04	05	Film Communication-I	BAMMC FCO-305
Practica	02	06	Computers and Multimedia-I	BAMMC CMM-306
	20			

Semester IV					
Program Title	BAMMC Credit	Paper	Name of the Course		Course Code
Learner should choose any one out of following elective courses					
AEEC	02	01	Electronic Media-II		BAMMC EM-4011
			Theatre and Mass Communication-II		BAMMC TMC-4012
			Radio Program Production-II		BAMMC RPP-4013
			Motion Graphics and Visual Effects -II		BAMMC MGV-4014
DSC	(4×3)=12	02	Writing and Editing for Media	DSC-D1	BAMMC CCPR-302
DSC		03	Media Laws and Ethics	DSC-D2	BAMMC MLE-403
DSC		04	Mass Media Research	DSC-D3	BAMMC MMR-404
DSC		05	Film Communication-II	DSC-D4	BAMMC FCO-405
(Practical) DRG	02	06	Computer Multimedia-II		BAMMC CMM-406
	20				

Semester –V (Journalism)			
Course Code	Credits	Course Name	
COMPULSORY-CORE	04X2=08	DRG (Discipline Related Generic)	
BAMMC DRG-501	04	1. Reporting	
BAMMC DRG-502	04	2. Investigative Journalism	
ELECTIVES	03X04=12	DSE 1 B (Discipline Specific Electives)	
		(Elect Any Four Courses From Below)	
BAMMC EJFW 1B501		1. Features and Writing For Social Justice	
BAMMC EJWS 1B502		2. Writing and Editing Skills	
BAMMC EJGM 1B503		3. Global Media and Conflict Resolution	
BAMMC EJBF 1B504		4. Business and Financial Journalism	
BAMMC EJMJ 1B505		5. Mobile Journalism and New Media	
BAMMC EJNM 1B506		6. News Media Management	
BAMMC EJJP 1B507		7. Journalism and Public Opinion	
BAMMC EJML 1B508		8. Media Laws and Ethics	
TOTAL	20		

COMPULSORY- CORE- DRG(DISCIPLINE RELATED GENERIC)			
BAMMC DRG-501	04	1. REPORTING	
BAMMC DRG-502	04	2. INVESTIGATIVE JOURNALISM	

Semester – VI (Journalism)			
Course Code	Credits	Course Name	
COMPULSORY-CORE	04X2=08	DRG (DISCIPLINE RELATED GENERIC)	
BAMMC DRG-601	04	1. DIGITAL MEDIA	
BAMMC DRG-602	04	2. NEWSPAPER and MAGAZINE DESIGN (PROJECT)	
ELECTIVES	03X04=12	DSE 2 B (DISCIPLINE SPECIFIC ELECTIVES)	
		(LEARNER SHOULD ELECT ANY FOUR OF THE COURSES)	
BAMMC EJCI 2B601		1. CONTEMPORARY ISSUES	
BAMMC EJLJ2B602		2. LIFESTYLE JOURNALISM	

BAMMC EJPT2B603		3. PHOTO and TRAVEL JOURNALISM
BAMMC EJMJ 2B6504		4. MAGAZINE JOURNALISM
BAMMC EJSJ 2B605		5. SPORTS JOURNALISM
BAMMC EJCR 2B606		6. CRIME REPORTING
BAMMC EJFN 2B607		7. FAKE NEWS and FACT CHECKING
BAMMC EJ TJ 2B608		8. TELEVISION JOURNALISM
TOTAL	20	

Semester – V (Advertising)

Course Code	Credits	Course Name
COMPULSORY-CORE	04X2=08	DRG (DISCIPLINE RELATED GENERIC)
BAMMC DRGA-501	04	1. COPY WRITING
BAMMC DRGA-502	04	2. ADVERTISING & MARKETING RESEARCH
ELECTIVES	03X04=12	DSE 1 A (DISCIPLINE SPECIFIC ELECTIVES-) (ANY FOUR COURSES)
BAMMC EAGI 1501		1. GLOBALIZATION & INTERNATIONAL ADVERTISING
BAMMC EABB 1502		2. BRAND BUILDING
BAMMC EAAM 1503		3. AGENCY MANAGEMENT
BAMMC EAAP 1504		4. ACCOUNT PLANNING & ADVERTISING
BAMMC EASM 1505		5. SOCIAL MEDIA MARKETING
BAMMC EADM 1506		6. DIRECT MARKETING & E-COMMERCE
BAMMC EACB 1507		7. CONSUMER BEHAVIOUR
BAMMC EADF 1508		8. DOCUMENTARY & AD FILM MAKING
TOTAL	20	

COMPULSORY-CORE	04X2=08	1. DRG (DISCIPLINE RELATED GENERIC)
BAMMC DRGA-501	04	3. COPY WRITING
BAMMC DRG-502	04	4. ADVERTISING & MARKETING RESEARCH

Semester – VI (Advertising)

Course Code	Credits	Course Name
COMPULSORY-CORE	04X2=08	DRG (DISCIPLINE RELATED GENERIC)
BAMMC DRGA-601	04	1. DIGITAL MEDIA
BAMMC DRGA-602	04	2. ADVERTISING DESIGN
ELECTIVES	03X04=12	DSE 1 A (DISCIPLINE SPECIFIC ELECTIVES-) (ANY FOUR COURSES)
BAMMC EAAC 2601		1. ADVERTISING IN CONTEMPORARY SOCIETY
BAMMC EABM 2602		2. BRAND MANAGEMENT
BAMMC EAMP 2603		3. MEDIA PLANNING & BUYING
BAMMC EAAS 2604		4. ADVERTISING & SALES PROMOTION
BAMMC EARM 2605		5. RURAL MARKETING & ADVERTISING
BAMMC EARE 2606		6. RETAILING & MERCHANDISING
BAMMC EAEM 2607		7. ENTERTAINMENT & MEDIA MARKETING
BAMMC EATP 2608		8. TELEVISION PROGRAM PRODUCTION
TOTAL	20	

Master of Arts Communication & Journalism (MA-C&J)

Program Objective:

- PO1:** The program considers media industries and their relationship to culture and society, and the understanding of how communication works. The program emphasizes the development of critical thinking, professional writing skills and effective oral communication.
- PO2:** The Communication and Media Studies major prepares students for a wide variety of careers in business and industry, advertising, public relations and journalism, or advanced study.
- PO3:** This program will equip the learners with professional skills essential for making career in Entertainment industry, Cinema, Television, OTT Platforms, social media platforms etc.
- PO4:** Students would demonstrate the ability to apply rhetorical principles in a variety of creative, cinematic, organizational, professional and journalistic venues.
- PO5:** Learners would develop a global awareness of political, social and corporate issues influenced by communication sensitivity and skills.
- PO6:** Learners will understand mass media as a system of interrelated forces, including historical foundations, technological advances, economic dynamics, regulatory constraints, and ethical concerns.

Duration of the Program: 3 Years

Program Architecture:

Semester I			
Course code	Name of Course A. Core Courses	Term work	
		Teaching and Extension	Credits
63501	Communication Theory	60	6
63502	Media Economics	60	6
63503	Reporting and Editing	60	6
63504	Media Criticism	60	6
Total		240	24

Semester II			
Course code	Name of Course A. Core Courses	Term work	
		Teaching and Extension	Credits
19601	Introduction to Television Studies	60	6
19602	Introduction to Film Studies	60	6
19603	Introduction to Media Research	60	6
19604	Ethics, Constitution and Media Laws	60	6
Total		240	24



An elective course will be offered only if there are a minimum of ten students opting for it.

Semester –III			
Course code	Name of Course A. Core Courses	Term work	
		Teaching and Extension	Credits
27805	Public Relations in the Private and Public Sector	60	6
27803	Media Management	60	6
27813	Media Advocacy	60	6
27804	Conflict Communication	60	6
27806	Culture studies and Media	60	6
27802	Political Communication	60	6
27816	Video Games and Media	60	6
27808	Sports Journalism	60	6
27818	Concepts Of Storyboarding	60	6
27807	Audio-Visual Production and Post-Production	60	6
27811	Documentary film making	60	6
27812	Multimedia Production	60	6
27818	Storytelling for children	60	6
27814	Interpersonal communication	60	6
27817	Family Communication	60	6
27810	Religion, culture and communication	60	6
27801	Digital Media Marketing	60	6
	Basic Course for Indian Sign Language Communication	60	6
	Media and Disability Communication	60	6
27815	Intercultural Communication	60	6

SEMESTER –IV			
	A. Interdisciplinary/Cross Disciplinary Courses (I/C courses)	Teaching and Extension	Credits
PACJ401	Social science research design	60	6
PACJ402	Perspectives on Communication	60	6
PACJ403	B. Dissertation	100	10
	Total	220	22

Note: DGMC is offering the following electives.

- Political Communication
- Media Advocacy
- Culture Studies and Media
- Digital Media Marketing
- Basic Course for Indian Sign Language Communication

Master of Arts

Film Television New Media Production (MA-FTNMP)

Program Objective:

- PO1:** To prepare students in the production aspects of Film Television & New Media, as required by the present media environment all across the globe.
- PO2:** To empower the students in the production & managerial aspects of the media business with due emphasis on latest production techniques, along with marketing and branding management of various media products and associated services.
- PO3:** To develop creative temperament and mindset needed in the content production segment of the media industry.
- PO4:** To inculcate competencies thereby enabling to undertake professional work. 5. To provide an active industry interface by way of co-learning.
- PO5:** To take the students through the entire pipe line of the production process with regards to the content creation for various media pads, providing the students an insight in to the correlation that exists between content creation and associated commercial aspects of media business.

Duration of the Program: 2 Years

Program Architecture:

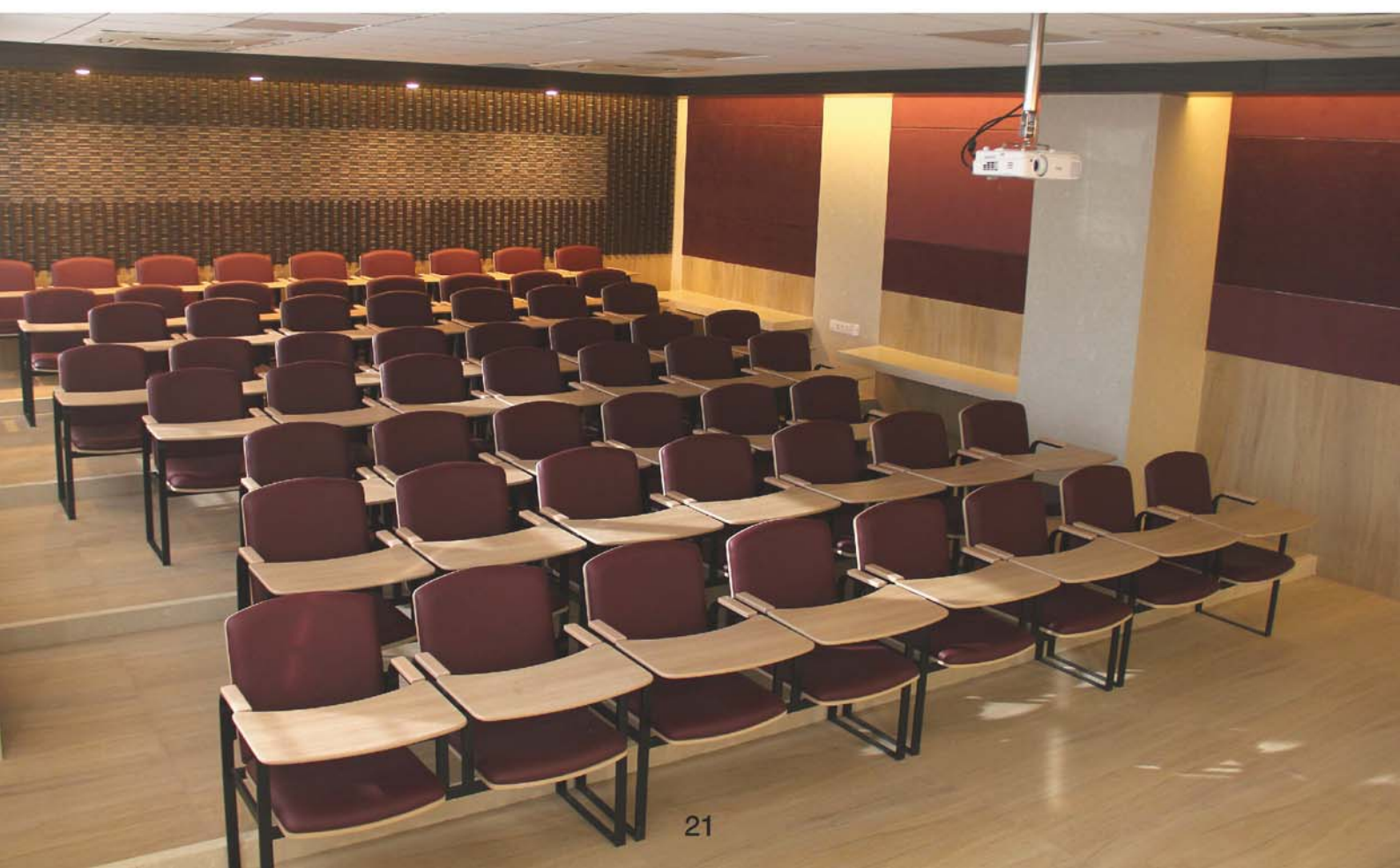
Semester I			
Course code SEM : 1	Name of Course	Term work	
		Teaching and Extension	Credits
PAFTNMP101	Writing for Media	60	6
PAFTNMP102	Photography & Cinematography	60	6
PAFTNMP103	Sound Design & Sfx	60	6
PAFTNMP104	Film Television Theory & Appreciation	60	6
Total		240	24

Semester II			
Course Code SEM : 2	Name of Course A. Core Courses	Term work	
		Teaching and Extension	Credits
PAFTNMP205	Post Production & Computer graphics	60	6
PAFTNMP206	New Media Theory and Practice	60	6
PAFTNMP207	Direction	60	6
PAFTNMP208	Practical Film Production (FICTION AND NON FICTION)	60	6
Total		240	24



Semester III			
Course Code SEM : 3	Name of Course A. Optional Courses	Term work	
		Teaching and Extension	Credits
PAFTNMP309	Web Production and Programming	60	6
PAFTNMP310	Visual Communication	60	6
PAFTNMP 311	Electronic Media Criticism	60	6
PAFTNMP 312	Media Economics	60	6
PAFTNMP 313	Laws related to Film, TV and Internet	60	6
Total		300	30
		240	24

Semester IV			
Course Code SEM : 4	Name of Course A. Optional Courses	Term work	
		Teaching and Extension	Credits
PAFTNMP 414	Perspectives in Media Business	60	6
PAFTNMP 415	Marketing &Publicity Design	60	6
	B. Dissertation / Project		
PAFTNMP 416	Practical Film Making	120	12
Total		240	24



DGMC

Add-on Value Addition Skill Based Courses

Certificate Course in Graphics and Web design

Graphic & Web design is all around us, in a myriad of forms, both on screen and in print, yet it is always made up of images and words to create a communication goal. This course exposes students to the fundamental skills required to make sophisticated graphic design: process, historical context, and communication through image-making and typography. The course also imparts a basic understanding of how the Web and web pages work; and once they learn these fundamentals, students are taught interaction design and user interface design.

 **Duration/Hours: 150 Hours**

Certificate course in Audio Video & Editing

It is often said that the secret to any great audio-visual experience (feature film, telefilms, television show or soap opera, documentary, advertisement film, corporate film) is great editing. Editing is what makes a programme move up from good to great. Even a well-directed programme can come out as a boring affair if it is not creatively edited. Similarly, a moderately directed programme can become a big hit due to the creative touch of an Editor. Editing is the heartbeat of an audio-visual programme because it gives the programme a suitable pace and rhythm. It is a perfect combination of Art and Technique.

 **Duration/Hours: 48 Hours**

Certificate Course in Broadcast Journalism

Topic Such as evolution of Broadcast news in India, basics of broadcast in a newsroom, merging newsrooms in broadcast and digital spheres, current international trends, basics of reporting for broadcast, visual thinking, style of Reporting and storytelling in broadcast, broadcast writing, producing for broadcast, news bulletin, producing for broadcast, news bulletin verses news debate and anchoring for broadcast news will be covered.

 **Duration/Hours: 60 Days**

Certificate course in Advance 3D, Animation with Maya

As the industry standard 3D animation software, learning Autodesk Maya is a great skill to help Students land a job in the film, music and gaming industry. In this course, Students will learn how to create entire animation from scratch. Advance 3D Animation with Maya will helps students to get skills to industry-standard. By learning from industry experts who have worked at top animation studios, Students will gain valuable industry insights, build critical job skills, and graduate with a polished portfolio to show employers.

 **Duration/Hours: 92 Hours**

Certificate course in Augmented & Virtual Reality

Take your imagination & creative skills to the next level with Augmented & Virtual Reality with DGMC. This course will break down complex AR & VR concepts to make them easy to understand, while also sharing expert tips and knowledge from Daydream's AR Core team. The course is great for beginners who are just getting started with AR.

 **Duration/Hours: 30 Hours**

Diploma Courses @ DGMC

Certificate course in Art Direction

Art Direction course are the courses which include the work such as creation and management of visual style and images in magazines, newspapers and product packaging, movies and television productions. Artwork, illustrations or layouts are created for various purposes and are used in advertising, newspaper and magazines, theatre, movies, and video games. These courses include the learning of giving direction for the perfection of creation, management and style of particular work in different industries. Candidates may read the whole article for complete details regarding the Art Direction courses.



Duration/Hours: 6 Months

Diploma in Advance Content Creation

Content Creation for Business will provide opportunities for participants to deepen their skills and knowledge needed for producing engaging digital content for the typical distribution platforms businesses use in today's market.



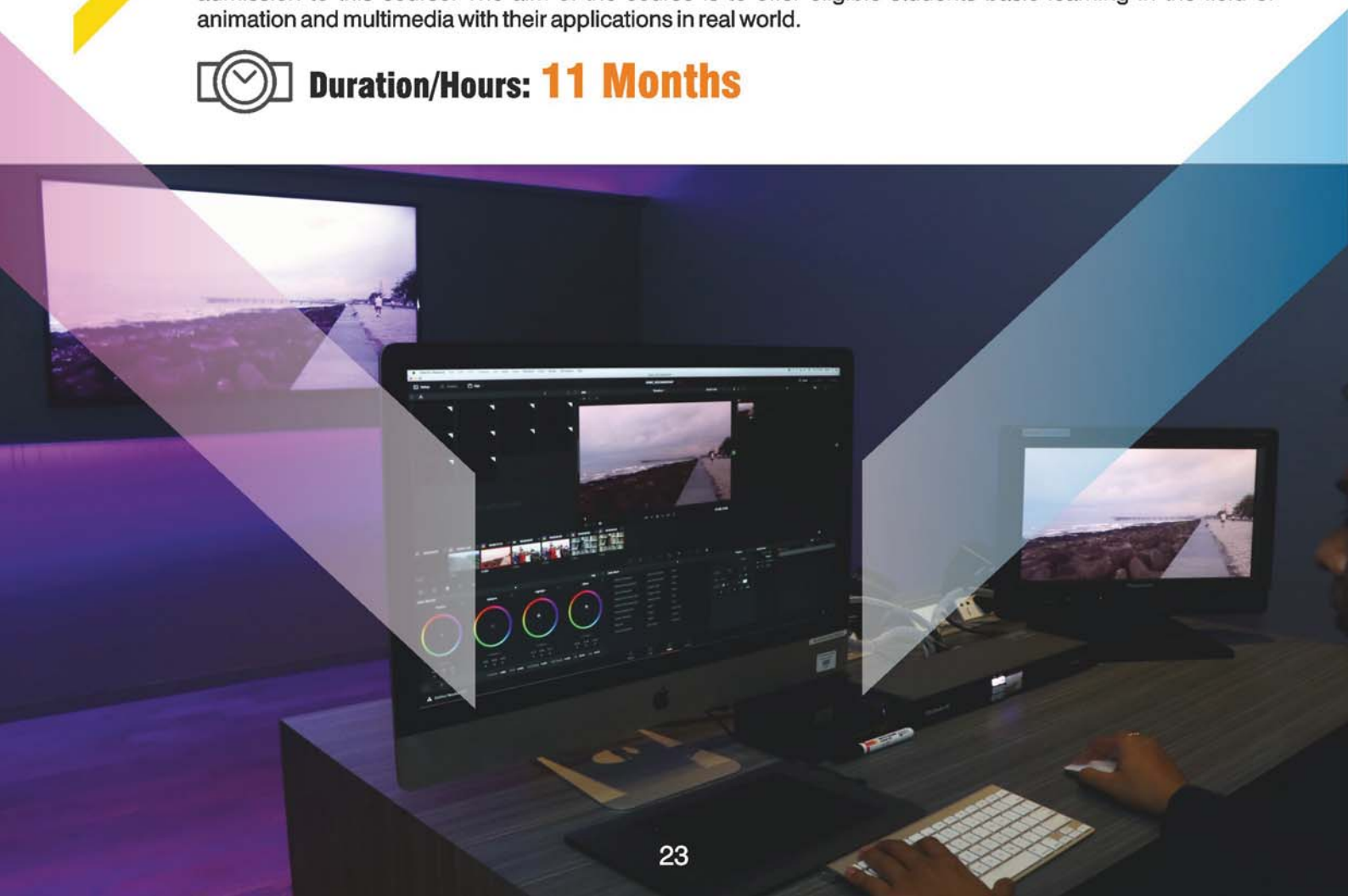
Duration/Hours: 11 Months

Diploma in Multimedia & Animation

Diploma in Animation and multimedia is an Diploma program offered to those who have interest in the Animation sector and their uses nowadays in various fields like cartoons, 3D/4D movies etc. can take admission to this course. The aim of the course is to offer eligible students basic learning in the field of animation and multimedia with their applications in real world.



Duration/Hours: 11 Months





Admission Guidelines :

A. Bachelor of Arts Program:

Admissions to FY-BAMMC & FY-BAFTNMP at RSET's Deviprasad Goenka Management College of Media Studies will be through online system only.

Pre Admission online Registration on the University of Mumbai Website:

1. Please fill the Pre-Enrollment form on University of Mumbai website by logging on to : <https://mum.digitaluniversity.ac/> and select Deviprasad Goenka Management College of Media Studies as the option and follow the instructions displayed on the website . After registering, they must save the Pre enrollment form and upload the same with the college admission form.
2. The registration number of University of Mumbai's Pre-Enrollment form is required and mandatory to be entered in the College online Application form.
3. The college application form is an online form, available on website.
4. A student can apply for ONLY ONE CATEGORY in each application form. If he /she wishes to apply for more than one category he/she shall have to fill a separate admission form.
Please fill the online application and upload the scanned copy of the following documents:
 - a) University Pre- Enrolment form
 - b) Passport Size Photo
 - c) XII Standard Marksheet
 - d) X Standard Marksheet
 - e) Leaving Certificate
 - f) Transfer/Migration Certificate
 - g) All relevant documents (as required and applicable in different categories)
5. On successful submission of Online Application form and scanned documents, the application will be verified by the Admission Committee of the college.
6. All verified applications will be considered for selection in merit list and will be offered provisional admission on the basis of merit.
7. The merit list will be displayed on the college website and on the notice board in college.
8. On selection in the Merit-list, the student would be sent an SMS and Email informing him/her of the same.
9. The student would be required to visit the campus offline along with the printed copy of the online application form, 2 copies for the University pre-enrolment form, original & self-attested copies of the marksheets , leaving certificate, Transfer / Migration certificate, 6 stamped self-attested envelope and 5 passport size photo, all other relevant documents required in different categories.
10. The student would also have to carry a DD (Demand Draft), drawn in favour of Deviprasad Goenka Management College of Media Studies for the exact amount of fees as stipulated in the course applied for.
11. The admission will be provisionally granted and it shall be subject to verification and submission of the original documents.
12. On successful fee payment, an acknowledgment shall be sent to the registered email ID of the student.

Note:

- **Please upload a proper passport size photo taken on a clear background.
- **Documents should be properly scanned. An image/ Photo taken from a mobile shall not be accepted as a valid document.
- **Documents required in different categories is already mentioned in the Prospectus.
- ** Incomplete Admission forms shall not be considered for the merit list.
- ** It is mandatory to register on the university of Mumbai portal and register for DGMC.
- ** Candidates are not allowed to create multiple id's while enrolling at university sites.

If a student fails to submit the original documents or if the details provided in the application form do not match with the original documents, the provisional admission shall stand cancelled.





Documents Required for various categories for Admission

UG Programs

- Hard copy of Pre Admission Online Registration Form of University of Mumbai
- Hard copy of the Online Admission form of DGMC
- Attested Photocopy of HSC/ Equivalent Examination Mark sheet and HSC/ Equivalent Examination Leaving Certificate.
- Attested Photocopy of SSC/ Equivalent Examination Marksheet.
- Prima Facie Statement of Eligibility issued by University of Mumbai for students who have passed the IB/ IGCSE/ Cambridge Boards.
- Copy of the Aadhar Card of the student or the UPIN number if Aadhar Card not yet received.
- Any other certificates as applicable.
- 5 recent identity card size photographs.
- 6 self-addressed envelopes with stamp of Rs.5/- pasted on the envelope.

In addition to the above the following documents will be required for the students from other than Maharashtra board for the purpose of confirming the eligibility:

- Original 12th Standard Migration with 2 photocopies
- Original 12th Passing certificate with two photocopies
- Original TC/LC with two photocopies

Mandatory document required for students seeking Admission under Hindi linguistic Minority Category

- The Institution recognized for "Hindi Speaking Linguistic Minority " Status, therefore 50% seats are reserved for Hindi speaking Linguistic Minority Community Students:
- Hard copy of Pre Admission Online Registration Form of University of Mumbai
- Hard copy of the Online Admission form of DGMC
- Attested Photocopy of HSC/ Equivalent Examination Mark sheet and HSC/ Equivalent Examination Leaving Certificate.
- Original & Attested Photocopy of SSC/ Equivalent Examination Marksheet
- Prima Facie Statement of Eligibility issued by University of Mumbai for students who have passed the IB/ IGCSE/ Cambridge Boards.
- Copy of the Aadhar Card of the student or the UPIN number if Aadhar Card not yet received
- Any other certificates as applicable
- Proof of local residence
- 5 recent identity card size photographs
- 6 self-addressed envelopes with stamp of Rs.5/- pasted on the envelope
- Original School leaving certificate clearly stating HINDI as a mother tongue
- Affidavit submitted by the Parent/ Guardian stating Hindi speaking -Minority status

In addition to the above the following documents will be required for the students from other than Maharashtra board for the purpose of confirming the eligibility:

- Original 12th Standard Migration with 2 photocopies
- Original 12th Passing certificate with two photocopies
- Original TC/LC with two photocopies

Mandatory document required for Students seeking Admissions under defence, Freedom Fighters, Transfers, Sports, Cultural Activities, Physically Handicapped and Learning disability:

- Hard copy of Pre Admission Online Registration Form of University of Mumbai
- Hard copy of the Online Admission form of DGMC
- Original & Attested Photocopy of HSC/ Equivalent Examination Mark sheet and HSC/ Equivalent Examination Leaving Certificate.
- Attested Photocopy of SSC/ Equivalent Examination Marksheet
- Prima Facie Statement of Eligibility issued by University of Mumbai for students who have passed the IB/ IGCSE/ Cambridge Boards.
- Copy of the Aadhar Card of the student or the UPIN number if Aadhar Card not yet received
- Any other certificates as applicable
- Proof of Local residence
- 5 recent identity card size photographs
- 6 self-addressed envelopes with stamp of Rs.5/- pasted on the envelope
- certificate issued by the Central Govt., State Govt. , Zilla Sainik Welfare Association,
- Copy of Tamrapatra
- Government Transfer Order specifying the date of Transfer
- Photocopies of certificates indicating achievements in sports at the International, National, State and District



level competitions during the years 2018-19, 2019 -2020, 2021 -2022.

- Certificate from KEM, NAIR or Sion hospital for learning disability not older than 2020
- Transference Certificate
- Migration Certificate.
- Proof of local residence

In addition to the above the following documents will be required for the students from other than Maharashtra board for the purpose of confirming the eligibility:

- Original 12th Standard Migration with 2 photocopies
- Original 12th Passing certificate with two photocopies
- Original TC/LC with two photocopies

B. Master of Arts Program:

Eligibility: No candidate shall be eligible to register for the program/ courses if he/she is already registered for any full-time program of study in the University or in any other University/Institution.

Students who have passed a Bachelor's course from any discipline/faculty of a recognised (by UGC-DE Council or any other competent body appointed for the said purpose by the due authority) university in India, or the degree from any foreign university, which has been approved by UGC/Association of Indian Universities and is considered equivalent and at par with Indian degrees. In case of more applications are received than the sanctioned strength then Merit-Wise entrance test will be the criteria for selection. Reservations as per University rules will be applicable.

Process: Students seeking admission to the college for a master's degree course must accomplish the following:

The Written Test: The college shall conduct a test comprising of a written examination. Candidates who have passed their bachelor's degree in any faculty from the University of Mumbai or any other University recognised by the University of Mumbai, shall be eligible to appear for this examination. The student shall be given four questions/statements to debate and discuss. Broadly the questions shall cover local, national, international issues and ideas.

The Interview: Each student will be given three minutes to present herself/himself and clearly state her/his purpose and motivation of doing the course, orally. No electronic devices such as laptops are allowed. The student can present in English, Hindi or Marathi. The student will be assessed for language, presentation, clarity of purpose and overall impression.





Documents Required for various categories for Admission

MA Programs

- Hard copy of the Online Admission form of DGMC
- Original & Attested Photocopy of Semester V & VI (If Received) of the Bachelor Program (3 years degree course).
- Attested Photocopy of the Degree
- Original & Attested Photocopy of HSC/ Equivalent Examination Mark sheet and HSC/ Equivalent Examination Leaving

Certificate

- Migration and Transfer Certificate
- C. Certificate and Diploma Courses:

Eligibility: 10+2 from any recognised Board or equivalent

Process :

Step 1 : Fill the Application Form available on our website.

Step 2 : Submit Application Fees

Step 3 : Selected students will also be intimated by SMS/Phone call. Candidate has to then pay the fees within the stipulated period as communicated to secure his/ her admission. On payment of fees, provisional admission will be confirmed.



Attendance Norms

Ordinances 6086 relating to the attendance for learners

Every bonafide learner shall ordinarily be allowed to keep terms for the given semester in a program of his enrolment, only if he fulfills at least seventy five percent (75%) of the attendance taken as an average of the total number of lectures, practicals, tutorials etc. wherein short and./ or long excursions/field visits/study tours organized by the college and supervised by the teachers as envisaged in the syllabus shall be credited to his attendance for the total no of periods which are otherwise delivered on the material day's. Further it is mandatory for every learner to have min 50% attendance for each course & average attendance has to be 75%.

*****For detailed attendance ordinance norm 6086 kindly refer to the link:**

<http://archive.mu.ac.in/syllabus/O.6086%20attendance%20for%20learners.pdf>

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Sachin Khedekar

Sachin Khedekar is an Indian actor and director known for his work in Hindi, Marathi, Telugu, Tamil, Malayalam and Gujarati language films. His well-known films include Kakspars, Astitva and Shyam Benegal's Netaji Subhas Chandra Bose: The Forgotten Hero in which he portrayed Subhas Chandra Bose. Notable TV series include Sallaab Imtihaan and Samvidhaan in which he played B. R. Ambedkar



Darshan Jariwala

Darshan Jariwala (is an Indian actor who works in Hindi films, television and stage. He won the National Film Award for Best Supporting Actor for Gandhi, My Father.[1] He is popular for his show in which he was seen as Chedilal Chaturvedi in the show Saas Bina Sasural which aired on Sony Entertainment Television (India) between 18 October 2010 to 6 September.[2] He is currently seen on Sony Set's show Sargam Ki Sadhe Satii which is the sequel of his popular show Saas Bina Sasural in which he is essaying the character of Chedilal Awasthi, the female protagonist Anjali Tatrari's father-in-law and has garnered appreciation for his character and performance.



Binod Ranganathan

Vinod Ranganathan is a story writer and an actor in the Bollywood industry. He is known for writing films and TV series like 'Mast' (1999), 'Laagi Tujhse Lagan' (2010-2011), 'Swabhimaan' (1995-1997), 'Kya Hua Tera Vaada' (2012-2013), 'Mere Angane Mein' (2015-2017), 'Kittie Party' (2002), 'Ishq Vishq' (2003), 'Apno Ke Liye Geeta Ka Dharmayudh' (2010-2011), 'Saaya' (1998), and 'Itihaas' (1996). He had been the head instructor for the TV and web series writing course at FTII (Film and Television Institute of India) Pune. "One thing you should like about being a screenwriter is to be happy with yourself," Vinod once said in a career advising interview. Currently, Vinod Ranganathan is the general secretary at the Script Writers Association (SWA) in Mumbai.



S Narasimhan

Narasimhan runs R K SWAMY BBDO Integrated Digital as a Senior Vice President & Chief Digital Officer, R K SWAMY BBDO. Be it the creation of India's largest on-line engagement platform with over 5 million registered members for P&G or building an internationally acclaimed and awarded on-line customer engagement platform for ISUZU V-Cross or creating a Compelling multimedia campaigns Shriram Transport Finance or supporting a path-breaking public advocacy campaign on-line to push the Government of India to form of an alternative financial architecture (MUDRA) to support Small Businesses, Narasimhan and his team are helping clients derive superior ROI from their investments.



Biswadeep Chatterjee

Bishwadeep Chatterjee is an Indian film sound designer, sound editor and audio mixer. He won the National Film Award for Best Audiography thrice for the films Madras Café in 2013, Bajirao Mastani in 2015, Uri: The Surgical Strike in 2018. He is also the Member of The Oscar Academy's Class of 2018.

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Rutvij Barot

Rutvij Barot is the Head of Creative Operations, Technicolor VFX – MPC Film. He started his career as a junior hair simulation artist and over the years gradually progressed in a management role by working up the ladder in the departments like layout, CFX & Animation.



Lubna Saleem

Lubna Saleem is an Indian theatre and television actress. She won the Indian Telly Award in 2008 for her role in Baa Bahoo Aur Baby. In 2010, she acted in the play Lakeerein, written by Gulzar and directed by Salim Arif, opposite actor, Yashpal Sharma. She is now seen in the serial Khidki.



Monisha Advani

Monisha Advani is an Indian film producer, who is known for her work in the Hindi film industry. She is the sister of filmmaker Nikkhil Advani and they, along with Madhu Bhojwani, founded the production company Emmay Entertainment Private Limited. Monisha debuted as a producer with the 2013 Nikkhil Advani movie, D-Day. She went on to produce movies like Hero (2015), Katti Batti (2015) and Airlift (2016), of which only Airlift was successful. She also produced the hit TV show P.O.W. - Bandi Yuddh Ke (2016-2017), which aired on Star Plus. In 2017 Monisha produced debutant director Ranjit Tiwari's Lucknow Central. The cast has Farhan Akhtar, Diana Penty, Ronit Roy and Deepak Dobriyal in prominent roles. Her other releases include Batla House, directed by Nikkhil Advani and Indoo Ki Jawani, directed by Abir Sengupta. Her 2021 projects include the Netflix film Sardar Ka Grandson, Bell Bottom (2021) and Satyameva Jayate 2 (2021).



Parinda Singh

Parinda Singh is a Marketing professional with 20 years' experience of working with India's top brands, advertising companies and Fortune 500 companies. While her specialization for 12 years has been in Content Marketing, her expertise and experience apply to a range of industries from FMCG, Health Care, Food, Fashion & Fintech. She is also the Co-founder of a dance company driven by the vision to promote Indian culture through dance and progressive artistic expressions.



Rukmini Iyer

Rukmini Iyer works at intersection of business, leadership, peacebuilding and systems design. Over the last 21 years, she has worked across the globe with corporate organizations, the development sector, communities and individuals through the modalities of consulting, facilitation, coaching and dialogue.

Her consulting practice Exult! Solutions was set up in 2008 after having spent the first few years of her career in employment in India and Singapore with leading corporate organizations and educational institutions. The inspiration to be an entrepreneur came from her need to integrate her work in conscious leadership and organizational development, and peacebuilding, and to create a bridge between these spaces.

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Industry Academia Expert



Arvind Kakkar

Arvind Kakkar is the Chief Technology Officer - CTO at Globacom , Logas with an experience of 25 years in Service Assurance Program, Delivery Management, Stakeholder Management, Network Engineering, Operations & Maintenance, Performance Management for Telecom & Data Networks. Skilled in performing a gamut of operations encompassing Operation Planning, Network design, configuration, implementation, monitoring, troubleshooting of Carrier Class PSTN, GSM (2G/3G/4G), CDMA (1x/ EvDO), Data (IP/ MPLS, Access & Backhaul), Broadband, Transmission (Optical/MW), Routing, Switching, Surveillance & IT Networks. He have Interfaced with top management for evolving strategic vision, driving change, infusing new ideas and taking enterprise system performance and productivity to the next level. He has the abilities in motivating large workforces for exceeding customer expectations in delivery of committed services.



Sandip Tarkas

Sandip has had the privilege of creating, transforming and working with some of the most exciting businesses and brands in over 30 years of working, in areas as diverse as Oil production, Sales, Marketing, Media, Retail, Sports team management and Music publishing. Sandip works as a consultant with Future Group looking after the Bengal Warriors Kabaddi team. He is advising a couple of start ups and has invested in a couple as well.

In his previous avataar as a full time employee at Future Group, Sandip looked after many diverse portfolios, including Group Marketing, Group Media investment, Loyalty, T24 (telecom cum loyalty programme), Future Media, Bengal Warriors Kabaddi Club, Special Projects among others. Prior to Future Group, Sandip was with Reliance ADA Group as the Head (Media) for 2 years.



Dr. Binayak Dutta

Dr. Binayak specializes in the history of Modern India, the Partition of India and the discourse around displacement, migration and citizenship in North-East India. The major topic of discussion was on North-East India. There were discussions on Bangladesh too. There were dialogues on how the Partition affected so many people and their livelihood.



Neeraj Joshi

Mr. Neeraj Joshi, Marketing Head, Zee Studios comes with over 15 years of experience in Motion Picture Marketing & Development. The lecture highlighted many facets like Content & communication research, Market potential research in case of regional films, Formulating the consumer pitch and the trade pitch, creative communication planning, PR planning, Campaign planning – Media & strategy, Earned media & revenue focus through tactical & strategic alliances, Campaign budgeting & Cash flows, contingencies etc, Campaign execution & timelines, Agency Identification for various allied activities, Vendor management & QC regulations, Aligning with partnering companies / group companies – audio labels, TV networks etc, Box Office Analysis.

NON TEACHING STAFF

Name	Qualification	Experience		Area of Interest/specialization
		Industry	Academic	
Yashwant Baing	M.Com		37 Years	Administration
Sarika Shah	B.E. (Computers), MBA-IT	14 Years	6 Years	Computer Science, Information Technology
Sunita Corderio	BA	23 Years	4 years	Admin, PR and Print Production
Shravani Vichare	B.com	1Year	16 years	Training & Placement
Vinayak Nagula	B.Com	6 Months	15 Years	Administration
Devendra Koli	B.Com	1 Y. 8 M.	6 years	Administration
Suchit Sawant	B.Sc. (I.T)	4 Years	16 Years	Exam Administration, Information & Technology
Rakhi D Patekar	UGC - NET. Masters of Library Science M.L.i.Sc. B.Com		2 Years	Library



LEAD MENTORS

Name	Qualification	Experience		Area of Interest/specialization
		Industry	Academic	
Kanchan Luthra	MA Psychology PG Diploma in Advt. & PR	6 Years	14 Years	Advertising & Marketing Research, Psychology, Media research, Media Economics, Understanding TV Formats & Genres,
Shalu S Balan	Masters in Mass Media and Journalism	6 Years	7 Years	Design , 3D Animation , Audio Video Editing, Visual Effects and AR-VR
S. Selvi	M.A Mass Communication and Journalism M.A English Literature L.L.B	7 Years	5 Years	IPR, Criminology, Literature, Communication and Visual Story Telling
Sudeep Mehta	Bachelor of Arts (Computer) Professional Graduate in Visual Arts	16 Years	5 Years	Photography, Film Direction, Cinematography, Editing, Screenwriting
Viraj Bandekar	Bachelors of Mass Media. Master of Arts in Communication and Journalism. UGC NET	1 Years	2 Years	Current Affairs, History of media and arts, media theories, Photography
Chandroday Ghosh	Post Graduate Certificate In Television Engineering & Sound Recording, FTII (Pune). Audio Engineering, SAE Institute. B-Tech Computer Science and Engineering	12 Years	10 Years	Audio Engineering, Sound Design for Film & TV, Music Production, Audio Mixing & Mastering
Kinjal Sheth Tandon	M-SET PGD in Clinical and Community Psychology M.A Advertising & Public Relations	2 Years	4 Years	Human Behaviour, Copywriting, Corporate Communication and Public Relations, Effective Communication, Media Laws and Ethics, Advertising in Contemporary Society, Agency Management
Srinivasrac R Challapalli	B.Com (Management). M.Com (Management)	20 Years	3 Years	Non fiction film making, New Media Technologies, Film Making, Television Production
Dr Kiarn Walia (Trivedi)	PhD, MJMC, B.Sc., B.Ed.	13 Years	9 Years	Reporting, Creative Writing, Research, Commiunication, Media laws, Public Relations, Media Management, Development Communication
Bhavisha Shah	M.Phil in Englisht Literature. MA in English Literature. NET and SET	3 Years	3.5 Years	Business Communication, Communicating Skills, Literature
Dr. Anirrbhan Ghosh	PhD in Marketing MBA in Marketing	27 Years	10 Years	Branding , Advertising & Marketing

Training & Placement Cell (TAP)

DGMC's Training & Placement Cell - TAP is primarily responsible in ensuring that students across all courses are provided with necessary training to ensure they are equipped with the right skill sets to be placed upon their exit from the college.

Objective:

- a) Providing Training & Placement process awareness to first year students.
- b) To build the bridge between industry and academia.
- c) Organizing Pre- Placement Training's.
- d) Planning and organizing various Placement drives in campus.

The Process encompasses three stages :

Stage 1 - Basic (FY BAMMC/BAFTNMP and FY MA)

The goal here is to register, introduce and train students in the basic modalities of training skill sets. Topics such as basic proficiency in language, public speaking, business English, Introduction to soft skills and personality development among various others will be delivered. This will be followed by an evaluation and then the students who satisfy the evaluation criteria shall be given a live project to work on.

Stage 2 - Intermediate (SY BAMMC/BAFTNMP & SY MA)

In this module, emphasis shall be placed on exploring internship opportunities based specialization. Students should be able to understand the principle of effective workplace communication; to identify and develop appropriate conflict resolution skills; to communicate effectively using various written workplace documents such as business letters, emails and phone messages. An emphasis will be on the presentation skills, soft skills, SWOT, CV, LinkedIn presence, stress and anger management. After evaluation, students who satisfy the evaluation criteria shall be provided with an internship opportunity.

Stage 3 - Advance (TY BAMMC/BAFTNMP and TY MA)

In the final part, the emphasis shall be on Identifying potential career paths, make a decision on the best option and develop an action plan. This will also include exploring placement opportunities, CV building, company profiling, work ethics, and cultural sensitivity. After the final evaluation, students who satisfy the evaluation criteria shall be offered a full time job opportunity in the select field of their specialisation.


















Highlights:

H1: At the end of First Year, Tap Students are provided with LIVE PROJECTS. The evaluation is concluded on the basis of the student performance in these live projects and only then the student is allowed to proceed further.

H2: At the end of the Second Year, the qualified TAP students are provided with 60 day Internships. These internships are based on the internal performance of the students during their second year and their 'macro' are of interest. Their evaluation is concluded on the basis of their performance in the internship and the feedback received from their industry in charge.

H3: At the end of the third year, the qualified TAP students are provided with 90 day internships with an option to further the same into a permanent job. This means that the student at the end of third year stands to enter a job in the field of their choice and training and walk away with a competitive package in the media sector.

Knowledge Partners & Recruiters @ DGMC

Students Speak @ Training & Placement Cell

“

As a student of DGMC I have been a part of The Training and placement cell a initiative by DGMC to make students employable ready, TAP session are conducted simultaneously with our regular lectures, it is classified into three stages just as our degree, the main thing that I like about TAP is that they focus and pick such topics for their sessions that are really interesting like Meeting and greeting, Professional communications, Resume making etc. all these concepts when heard for the first time sound really simple and easy but after attending these sessions I realised that there are so many in depth things that I did not know about them, I feel really fortunate that I have a initiative like The Training and Placement cell in my college which helps me and also many other students to get ready professionally for the industry free of cost.



- Sanman Hutgikar

”

“

It was an amazing experience to be a part of the training and placement program (TAP) for the past two years. It helped me in improving my communication skills and also helped me in personality development, where I learnt the insight to crack an interview. Professor's associate with training and placement program helped me getting career opportunity LN Events and Entertainment.



- Vanshitaa Mehta

”

“

It was a great experience to be a part of the training and placement program (TAP), where I got to learn so many things apart from the college curriculum and every other college should have such kinds of programs to enhance one's capabilities. I was lucky enough to crack my first interview at Contiloe Pictures Pvt. Ltd., got my internship, and later got placed there as an Associate Creative Head. Thank You DGMC !!!



- Harsh .V.Thokal

”

“

I am Shifa Khan from SY BAMMC. I am currently working at an advertising agency called Blazn. Being a student with a mere experience of 6 months and getting hired full time with a pretty decent pay wouldn't have been possible if our college DGMC wouldn't have taken the initiative of training us via the training and placement program. I think we are privileged to have professors to have taken two hours out of their busy schedules to train us after our lectures, they helped us build apt resumes, they helped us with our confidence our interview skills and made us ready enough to crack any interview with valour.



- Shifa Khan

”

Clubs, College Committee, Institutional Committee @ DGMC

Students' Council Committee

The Students' Council of a college is the apex body in the college which acts as a liaison between the students and the college authorities. The Students' Council of DGMC has been effectively coordinating with different stakeholders and organising relevant activities for the enrichment of the students.

The Cultural Club

The cultural club is one such club which provides a platform to the students to showcase their talent in dance, music & Theatre. It is through this club that we aim not only to promote & recognise talent but also give them due training and send this pools of talented student to participate in various Intercollegiate festivals and the Youth Festival of the University of Mumbai. The objective of this club is to Tap the talent, cultivate it, train the student and help them to master the art.

NSS Club

'Not Me But You' has been the motto of the National Service Scheme (NSS), and the NSS volunteers at DGMC have strived hard to honour this motto. The NSS

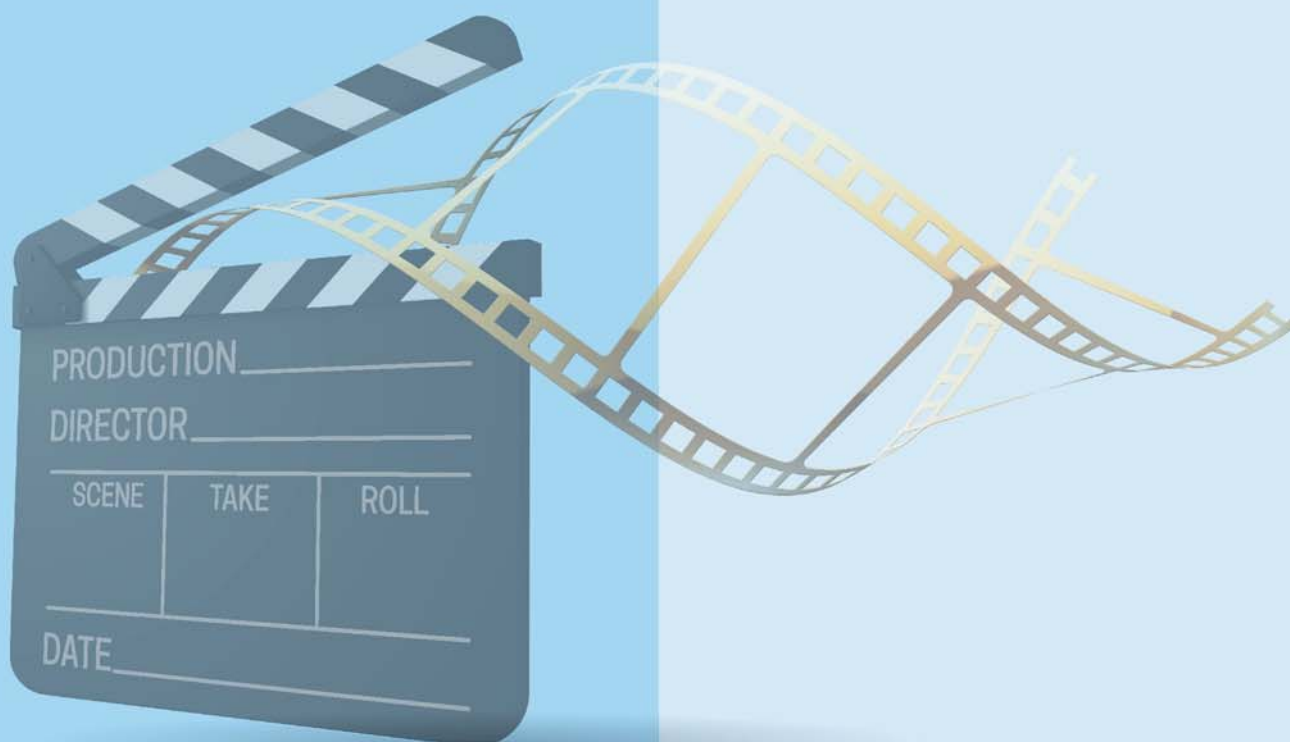
club at DGMC was established in 2021, it is a sub unit of the National Service Scheme under University of Mumbai. Students who wish to make a difference to the society bring a smile on the faces of the not so privileged members of the society, what to give back to the society, happily join and working this club . Every students who joins the NSS and completes 120 hrs is eligible od 10 Grace marks under ordinance 0.229 of the university of Mumbai and if the student completes 240 hrs is eligible for a Govt. Certificate.

Rotaract Club

The Rotaract Club of DGMC was installed during the pandemic year 2020 In Rotaract, the efforts begin at the community level but transgress to far greater horizons in latitude and magnitude. As a Rotaractor, you make a solemn agreement with yourself, to move out of your zone of complacency and decide how to organize and run your club, manage your own funds, and plan and conduct activities in the various avenues like entrepreneurship development, professional development, community service, physical fitness and sports to name a few. Rotaractor, also takes up stand-alone service project of either adopting a village or a school in a tribal area or any relevant project that would make a difference to society around .

Sports Club

The Club offers the students an opportunity to organise and participate in variety of sports and recreation activity. The spots club is also responsible to organise talks on



healthy lifestyle, importance of mental and physical fitness and health, Inter – Institute sports festival and all-time favourite annual sports day.

Fine Arts Club

A campus poised on sheer media thrills requires a balancing dose of art so that aesthetics and beauty around us are not forgotten. The motto of the Fine Arts Club is to inspire and enable our students to actively learn and develop their talent and skills that will develop artistic expression. DGMC Fine Arts Club gives our students a broader view of art and many forms like Painting, Poster Designing, Clay Modelling, Collage, Cartooning, Pencil Drawing etc. Students are encouraged to participate in inter collegiate and other competitions through the fine arts. The club fosters a sense of camaraderie for fellow art students so that they can support each other in their artistic pursuits.

Literati Club

The Literati Club aims to develop analytical and creative thinking skills. It offers opportunities to appreciate diverse types of literature and increase their own literary skills. The Literary Club aims at not only refining the literary skills of the students but also developing in them critical thinking, logic and curiosity to know more and to instil in them a confidence to speak well. It is a club made for people who love literature, and want to share their experiences, readings and thoughts with others who have the same interest and talent. It is also a wonderful opportunity to meet new people and make new friends with common interests. It is a place for cooperative

learning. Students help each other understand a text and make sense of it thus making it a place of collaboration.

Film Club

The Film Club at DGMC organizes regular screening of artistic cinema, documentaries and short films under their Friday series session "BIOSCOPE". This forum provides the students an opportunity to watch, discuss and review films. Moreover, it is a fantastic launch-pad for the student aspirants in the field, exposing them to liberal arts and critical thinking. The Film club also represents the Mumbai India Film festival held by the films division of Mumbai, it also encourages students to participate and send their short films to various film festivals.

Photography & Cinematography Club

DGMC's Photography & Cinematography Club caters to develop the skills of young talented students into being good photographers and cinematographers. The aim of the club is to conduct workshops in this domain and teach different aspects of photography, Cinematography and importance of Lighting.

Advertising and Brand Club

The advertising and branding club of DGMC, is a group of ardent "creative" minds striving to put all the branding theories into practice. The club aims to offer students an all-round experience of advertising through industry interactions and on-campus activities. All events and activities that are curated are designed to ignite the creative minds of the students and to offer them a platform to apply their curricular learnings.





#OURGIRLOURPRIDE

NSS - Selfie with daughter



54th Youth Fest - Anushka Ghag



Farewell 2022 - 8



Dec Fever



Annual day 19



Arambh 3



Degree Certificate distribution - maftnmp group



Fine Arts Team 2



Fine Arts 1



Dec Fever



Rotaract- Comedy



Yoga



MIA Mascot team

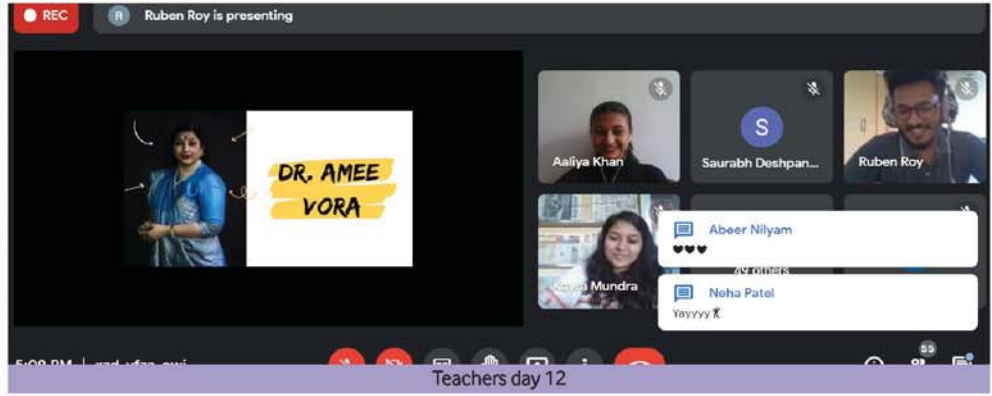


Annual Day 18



MIA Banner

NSS CORE COMMITTEE



Guest Lecture, Webinar & Workshop @ DGMC

The Guest Lecture committee organized a guest talk with Mr. Anand Vyas - "Journey of Advertising Film Production – Script to Screen":

The whole objective of the seminar is to make the students to know & to understand the importance of corporate film making with knowledge of branding & marketing as a key tool for the day. The guest engaged the students with the various corporate film and advertisement with an appropriate example of branding and its value. To make the session more interesting and interacting and demonstrate technological development incorporate film making.

Workshop on Brand Communications through Brand Stories:

The Ad Branding Club organized a one-day Workshop, with Ms Parinda explained about the importance of emotions in ads and the impact it has. She also provided with great insights on the details of it along with how they play a role in shaping up advertisements for the specific Audience. Mr Shoaib Alim, focused on how the industry works and all the strategies used for the communication of brands. He also emphasized on how the target audience is important to the organization and the backlash received today in the form of cancel culture.

Master Class on The Relevance and Application of Law and Ethics in Today's Media:

The aim of the session was to acquaint the students with the practical aspects of law and ethics within the framework of media. The resource person for the Masterclass session was Mr. Nandkishore Rajput. He is a professional with dynamic experience as Lawyer, Accreditor, Mediator, Ornithologist and a Wildlife Photographer who has been in the field of media in sales and marketing for more than 23 years.. The Masterclass covered aspects that included legal behaviour, ethical behaviour and social behaviour, the dilemmas covered by ethics, various types of ethics such as meta ethics, normative ethics and applied ethics, relation between law and ethics. The session threw highlights on how some actions are unethical but legal and some are ethical but illegal. It also provoked students to think if law can promote ethical behaviour.

Webinar on "Careers in Sports Marketing & Management - The Next Frontier:

In this webinar the whole objective was to make sports aspirants understand the role of a sports marketing agency within the industry and various job opportunities in future. There eminent speakers from the sports industry like - Mr. Manuj Agarwal, Chief Executive Officer, (Percept Sports & Entertainment) Percept Live, Mr. Ajay Jayaram, International Badminton Player & Mr. Balakrishna is a media industry veteran with over two decades of experience. This webinar also spoke about the impact that the pandemic has had on sports marketing with a focus on social promotion. Some of the ad hoc solutions that marketers turned to will become part of their regular strategies moving forward.

Webinar on Entrepreneurship Development: Break out Of Your Shell conducted on Google Meet on (17th July 2021):

The Entrepreneurship Development webinar "Break out of Your Shell" was organized by the Rotaract Club. **Jaydeep Mandal**, founder of Akaar, an enterprise comprising of Aakar Innovations and Aakar Social Ventures was our Guest Speaker. Through Aakar innovations, this NGO enables women to produce and distribute affordable, high quality, 100% compostable sanitary napkins within their community. The webinar on Entrepreneurship Development successfully managed to give a business perspective to the audience by introducing the basic business model, schemes, the accolades and recognition given to Aakar.



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

FINE ARTS CLUB

कल्पन

A PLACE TO SHOWCASE
YOUR TALENT

SUBMIT YOUR BEST ART WORK EVER CREATED
DATE OF SUBMISSION: 27th SEPT 2021

Fine Arts Club - Kalpana Poster

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

MASTERCLASS

The Relevance & Application of Law & Ethics in Today's Media

21 December 2021 (Tuesday)
11:00 AM - 01:00 AM

NAND KISHORE RAJPUT
Lawyer, Accredited Mediator
(ADR Code International (UK) & Media Advocacy (MAU)),
Deviprasad Goenka Institute, associated with D.G.M.C.S.

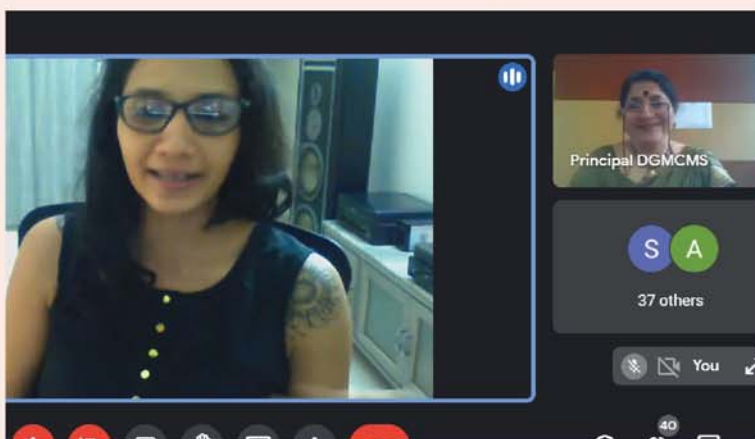
Master Class - Nand Kishore Rajput Poster



Rotaract - Mahesh Karkera - 15th Jan



Guest Lecture - Anand Vyas - 1



Masterclass - Parinda Singh



Sport Webinar



Workshop - Vinod Ranganath

Conferences @ DGMC – The IQAC – WDC

National Conference

“SHE-HEROES” :

“Too many women in too many countries speak the same language – of silence.”

– Hillary Clinton

The past two years have been tremendously challenging as well as stimulating globally and yet, we have seen remarkable stories of womanhood, going beyond the staggering odds in order to conquer their goals while helping many in the process. The women development cell of Deviprasad Goenka Management College of Media Studies (DGMC) with the aim to highlight these amazing stories organized a national conference titled “She-Heroes, Celebrating the Success of Womanhood” to accentuate the voices of women and their struggles.

The conference, organized in collaboration with the Women Development Cell of University of Mumbai was conducted virtually keeping in mind the Covid protocol on Zoom platform.

This action packed one day conference was graced by personalities like Dr. R. D. Kulkarni, Hon'ble Pro Vice-Chancellor, University of Mumbai and Dr. Urvashi Pandya, Chairperson, Women Development Cell, University of Mumbai. It had a plethora of speakers ranging from activist like Sumaira Abdulali (an Environmental Activist) and Ms. Hasina Khan, founder of Bebaak Collective (Voice of Fearless), Mumbai- based champion of the cause for gender justice for Muslim women and other minorities to inspiring personalities like Smt. Sarubai Waghmare (rag picker turned world famous poetess) and finally business personalities like Ms. Archana Dutta (CEO of Second Art) and Ms. Priya Vispute.

The conference was not only an intellectually riveting experience but was a successful attempt to highlight the experience and stories of some exceptional women who are and continue to be an inspiration to so many of us.



Conferences @ DGMC – The IQAC – WDC

International conference on Representation and Expression of Women in Art (REWA)

International conference on Representation and Expression of Women in Art (REWA) organized jointly by WDC, University of Mumbai, Maniben Nanavati Women's College and the Women's development cell of DGMC (8 & 9th March 2022)

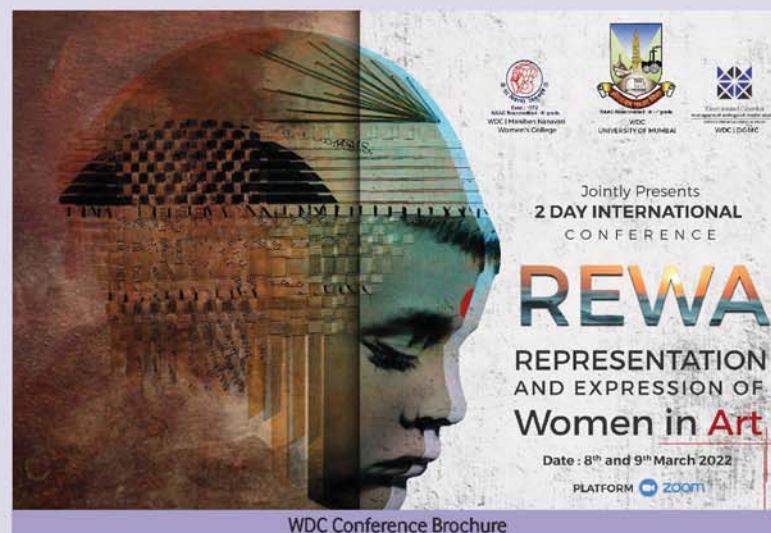
On the occasion of International women's day, 2022 the Women's Development Cell of University of Mumbai, Maniben Nanavati Women's College and Women Development Cell of DGMC jointly organized a two day International Conference titled REWA – Representation and Expression of women in Art. It was a two-day conference, on 8th and 9th March 2022, facilitated for the participants through the virtual platform. Inspired by the river Narmada or Reva, this conference was aimed at highlighting the honorable women who have made a space for themselves in the field of literature, cinema and performing arts.

Convened by Dr. Urvashi Manuprasad Pandya (Chairperson of WDC, University of Mumbai) Dr. Rajshree Trivedi (Principal and Head – Dept. Of English, Maniben Nanavati College) and our very own principal, Dr. Ameet Vora (Principal and Head of DGMC) and inaugurated by the Pro Vice-Chancellor of University of Mumbai, Prof. R.D. Kulkarni, the conference was graced by the presence of patrons like Shrimati Himadri Nanvati (Chairperson, Managing Committee and Trustee of colleges under Shri Chandulal Nanavati Women's Institute and Girls high school Trust), Shri Ashokji Saraf (President and Trustee of Rajasthani Sammelan Trust) and Shri. Narendrajji Goenka (Chief donor and Trustee of Rajasthani Sammelan Trust).

The guests and the delegates for the conference were all key personalities in their respective fields reflected in the keynote addresses by Dr. Swaroop Sampat Rawal (actress and educationist) and Dr. Neerja Gupta. Each panel was carefully curated by the organizing team. For instance the music panel consisted of performers like Dr. Dhanashree Pandit Rai, Dr. Chetana Banawat, Pandita Anuradha Pal and Ms. Nandini Trivedi as the moderator, the theater panel included personalities like Ms. Padmavati Rao, Ms. Lubna Salim, Ms. Deepa Gahlot, Mr. Pushkar Shrotri and Mr. Janak Toprani as the moderator. The dance panel consisting of elegant dancers like Dr. Lata Surendran, Guru Jhelum Paranjape, Ja'don

Christian aka 'Enerjaee', Dr. Subhalakshmi Rajrajeshwari Kumar and Dr. Jayshree Rajagopalan as the moderator. While the literature panel had stalwarts like Dr. Suryabala, Dr. Madhuri Chheda, Dr. Pinakini Pandya, Dr. Shyamal Garud and Dr. Shailendra Sharma as the moderator. A special session on Jane Austen's writings conducted by Dr. Gillian Dooley from Australia added the icing on the metaphorical cake. Lastly, the panel on films was star studded with participation from Ms. Renuka Shahane, Ms. Monisha Advani, Ms. Vibha Singh and Ms. Anu Singh Choudhary as the moderator followed by a special discussion with Mr. Soumya Joshi, writer of the National Award winning Gujarati film Hellaro.

The conference was indeed a success with participation from across the country and riveting discussions. The celebration of the feminine expression and the formidable strength of women artists came through to the audience with a force of nature, in a way justifying reva as the inspiration behind the conference.



WDC Conference Brochure



IC - REWA

Conferences @ DGMC

The IQAC

Alternative Narrative : Communicating through the Power of Visuals

"History isn't a single narrative; but thousands of alternative narratives"- Prof. Yuval Noah Harari. It is in this context that the Internal Quality Assurance Cell (IQAC) of Deviprasad Goenka Management College of Media Studies (DGMC) organized a two day international conference titled Alternative Narrative : Communicating through the Power of Visuals.

As a media college, DGMC is aware of how important visuals are in communicating complex narratives, bringing a new world and perspective to the audience and as a means of expression. With an aim to highlight the role of visuals in communication and especially communicating an alternative, DGMC curated and organized this intense two day conference. The conference was held virtually with the backing of an excellent technical team so that the conference could truly be international in its appeal, participation and takeaways.

In this two day event, there was a mix of global academicians and educators like Dr. Santosh Kshirsagar (the Dean of Sir J.J School of Applied Arts), Ms Rikke Hansen (an accomplished Graphic Designer and an international Educator from Denmark) and Dr. Swaroop Rawal (the Indian Actress, trainer and philanthropic educator) along with filmmakers from across the country like Mr Joshy Joseph (documentary filmmaker and the head of Films Division, Kolkata), Mr J. Prabhakar (grassroots documentary film maker and Post Production programme manager at Puthiya Thalaimurai TV channel) and Mr. Anand Gandhi (Film Maker, known for his films like ship of theseus and Tumbadd).

The conference also had technical and industry experts as speakers like Mr. Shajy Thomas (the Regional Head - Technology, Asia Pacific and Technicolor), Mr. Arvind Neelakantan (Tech Evangelist, Epic Games), Rutvij Barot (the Creative Head of Operations, Technicolor), Mr. S.Narasimhan (the President of West & Executive Creative Director, RK Swamy BBDO).

Finally, the conference was graced by artists from performing art like Ms. Jhelum Paranjape (Odissi dancer), Ms. Chithra Sukumaran (Mohinittam dancer) and Dr. Subhalakshmi Rajarajeshwari Kumar (Bharatnatyam dancer and Nanotechnology scientist) and Wayeda brothers (world renowned warli artists)

Throughout the conference, the galaxy of speakers including Reverend Dr J. Ravikiran Stephan G commented, discussed and explained how visuals are relevant in their field including religion, films, dance, art, design and so on. Further, the slew of industry experts offered their expertise on how to create the visual narratives and what can be possible impact of that narrative created through VFX and other technology. Finally, the conference dedicated time to understanding not just the existing technologies but also the new and growing field of unreal engine as the emerging technological expression in the field of digital visuals.

The conference was truly an enriching experience with so many experts giving and sharing ideas along with active interaction with the audience.



College Festivals @ DGMC

Media I.C.E (Information, Communication, and Entertainment) Age and Cinevoyage – International Film Festival, 2022

Media I.C.E (Information, Communication, and Entertainment) Age and Cinevoyage, 2022 redefined the contours of what is usually meant by “celebration”. Mentored and guided by the Principal of Deviprasad Goenka Management College of Media Studies, Dr. Ameet Vora, the team got its wheels rolling for the festival in its redefined form as early as September 2021.

This year, the hitherto famous annual intercollegiate festivals went international! Media I.C.E Age, 2022 was conceptualized on the lines of lighting up hopes, aspirations and dreams in people’s lives. The festival could not have had a better theme than the “Legend of the Phoenix - A Dream You Seek”, denoting resurrection in the face of precarity and despair. The tagline “Ever Ascending” was another silver ray added to the dazzling golden hues spread by the fest.

The festival brought within its fold a number of fascinating events, panels, workshops and conclaves spread across four full days starting from morning and continuing till late evening. from 23rd to 26th February 2022. The festivals attracted wide participation from colleges across India and individuals across the world. One of the major highlights of this festival is the CSR initiative 2022 ‘The Environment Conscious Section’.

Cinevoyage had received a whopping 1400 entries from 100 plus countries. Two panels related to films enjoyed overwhelming applause from the audience. One of the panels discussed the challenges that lay hidden in regional film making and the other panel discussed the nuances involved in making international movies depicting regional cultures.

The festivals included in their program list, workshops, panels, conclaves, events and activities that purely spoke about Environment. The Media I.C.E Age and Cinevoyage team had partnered with the ISHA Foundation for the festival’s most popular series of sessions titled Change makers.

Over and above what was delivered, the festival team tried to keep their green initiative alive through out all the four days by gifting plants to the HOIs of other colleges and Institutes who were invited for the fest. Besides, green saplings were gifted to all the winners, juries, faculties and to the core team, multiplying the joy of their achievement manifold times.



Legal _ Ethical



Caught Cypher



Closing



Cyber Health



Beat Boxing



Chronical Behinds Comics



Designer Mask



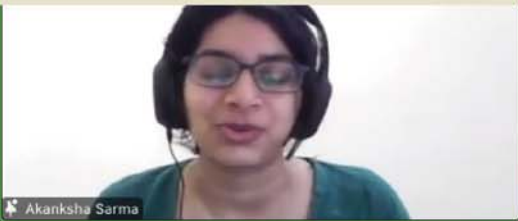
Media Ethics



Sound Foley



International Unity



Akanksha Sarma



Abhishek Bhatte



Shardul Kadam



Crypto



Certificate & Diploma Courses (Autonomous)

Sr. No.	Name of The Course	Total Fees	
1	Graphics and Web Design	29,382	29,382
2	Audio Video Editing	22,420	22,420
3	Broadcast Journalism	8,850	8,850
4	Advance Content Creation	70,800	70,800
5	Advance 3D Animation with Maya	37,760	37,760
6	Augmented and Virtual Reality	17,700	17,700
7	Diploma in Multimedia and Animation	84,960	84,960
8	Art Direction	29,500	29,500

*** Please contact DGMC office to know more about the fees of
BAFTNMP, BAMMC,MAFTNMP & MACJ.**





Scholarships

IRB Scholarship Endowment Fund To encourage the meritorious students, DGMC has introduced IRB Scholarship Endowment Fund. The IRB Scholarship is a merit-based award that recognizes high academic achievement within the institute. IRB Scholarship Endowment Fund is sponsored by Infrastructure Developers Ltd. which provides scholarships to meritorious students of all the institutions of Rajasthani Sammelan Education Trust. This initiative aims to encourage brilliant students to achieve further excellence in education. By these scholarship, meritorious students will be further motivated to work hard and give their best performance in academics. The scholars are selected by a panel of faculty from DGMC and forwarded to the trustees of the Rajasthani Sammelan Education Trust for final

BKT Endowment Freeship Fund has been introduced to provide freeship to those students who cannot afford education due to lack of funds. BKT Endowment Freeship Fund provides opportunity to many deserving students to obtain suitable education and thereby make progress in their life by becoming adequately qualified. BKT Endowment Freeship Fund is sponsored by Balkrishna Industries Ltd. to award freeships to deserving students of all the institutions of Rajasthani Sammelan Education Trust.

Jankidevi Bilasrai Bubna Endowment Freeship Fund gives freeships to the needy and deserving students studying in various educational institutes of RSET. The Jankidevi Bilasrai Bubna Endowment Freeship gives the much needed financial support to such students who do not have the financial support to pursue their education

Admission Cancellation Policy

Application for cancellation of admission should be made in the prescribed form. Cancellation should be authorised by the Principal. For all Mumbai University Programmes, the cancellation policy stipulated by the University of Mumbai will apply.

Refund Policy – UOM

Rules regarding refund of fees in case of cancellation of admission are applicable as per University norms (University Circular No. UG/412 of 2008 dated 11th Sept 2008).

Table-1: Fee Deduction on cancellation of admission

Period and percentage of deduction charges					
(I)	(II)	(III)	(IV)	(V)	(VI)
Prior to commencement of academic term and instruction of the course	Upto 20 days after the commencement of academic term of the course	From 21st day upto 50 days after commencement of the academic term of the course	From 51st day upto 80 days after the commencement of academic term of the course or August 31st whichever is earlier	From September 1st to September 30th	After September 30th
Rs. 500/- lump sum	20% of the total amount of fees	30% of the total amount of fees	50% of the total amount of fees	60% of the total amount of fees	100% of the total amount of fees

Note: * All candidates applying for admission cancellation should note that for all admission cancellation purpose -- commencement of Academic Term will be applicable for 2022 -2023 is from 06th June, 2022.

Ordinance 2859 of University of Mumbai Refund of Tuition, Development and all other fees after cancellation of admissions:

The candidates who have taken admission in under graduate courses in Govt. colleges, in Govt. aided and unaided courses conducted by affiliated colleges, and recognised Institutions may request for refund of fees after applying in writing for cancellation of their admission to the course. The refund of fees as applicable shall be made on or before 30th day after the date of cancellation and thereafter. The percentage of fee for the course shall be refunded to the candidate after deducting charges as follows:

The total amount considered for the refund of fees from the commencement of academic term of the courses includes the following:

- I. All the fee items chargeable for one year are as per relevant University circulars for different Faculties. (excluding the courses for which the total amount is fixed by other competent authorities).
- II. The fee charged towards group insurance and all fee components to be paid as University share (including Vice-Chancellor fund, University fee for sports and cultural activities, E-charge, disaster management fund, exam fee and Enrollment fee) are non-refundable.
- III. Fee collected for Identity card and Library card, admission form and prospectus, enrolment and any other course specific fee are not refundable after the commencement of the academic term.
- IV. All refundable deposits (Laboratory, Caution Money

and Library etc.) shall be refunded at the time of Cancellation on production of original fee receipt. Deposits not claimed within one year of leaving the college or cancellation of admission will be forfeited.

- V. Provided that wherever admissions are made through centralised admission process for professional and/or for any other courses by other competent authorities (as per the rules of relevant agencies) for the 1st year admissions. In case of admission to subsequent years of the courses, O.2859 is applicable for cancellation of admission.

- VI. provided further that this refund rule is concurrent with the rules and guidelines of other professional statutory bodies appointed for admission for relevant courses.

For the students who are leaving the college after completion of studies, schedule for the refund of deposit will be put up on the college notice board after the declaration of the University result of the relevant course. For those students who cancel their admission in the middle of the course, the amounts of deposits will be refunded to the student after 30 days from the date of receipt of their application duly signed by student and NOC from departments concerned.

Post Graduate Courses:

Vide University Circular UG/ 253 OF 1996.(0.3574)

- I. The registration fees once paid for the PG course will not be refunded for any reason.
- II. The Tuition fee paid by the candidate for the course in which he/she is registered as a PG student will be refunded to him/her if he/she leaves the said course without attending any lectures, seminars or practical, subject to a deduction of 25% of the tuition fee. The application by the candidate for such refund will only be entrained if it is received by the Principal/Registrar/ Head of Department within Fifteen days of the date of commencement of the lectures of the academic year

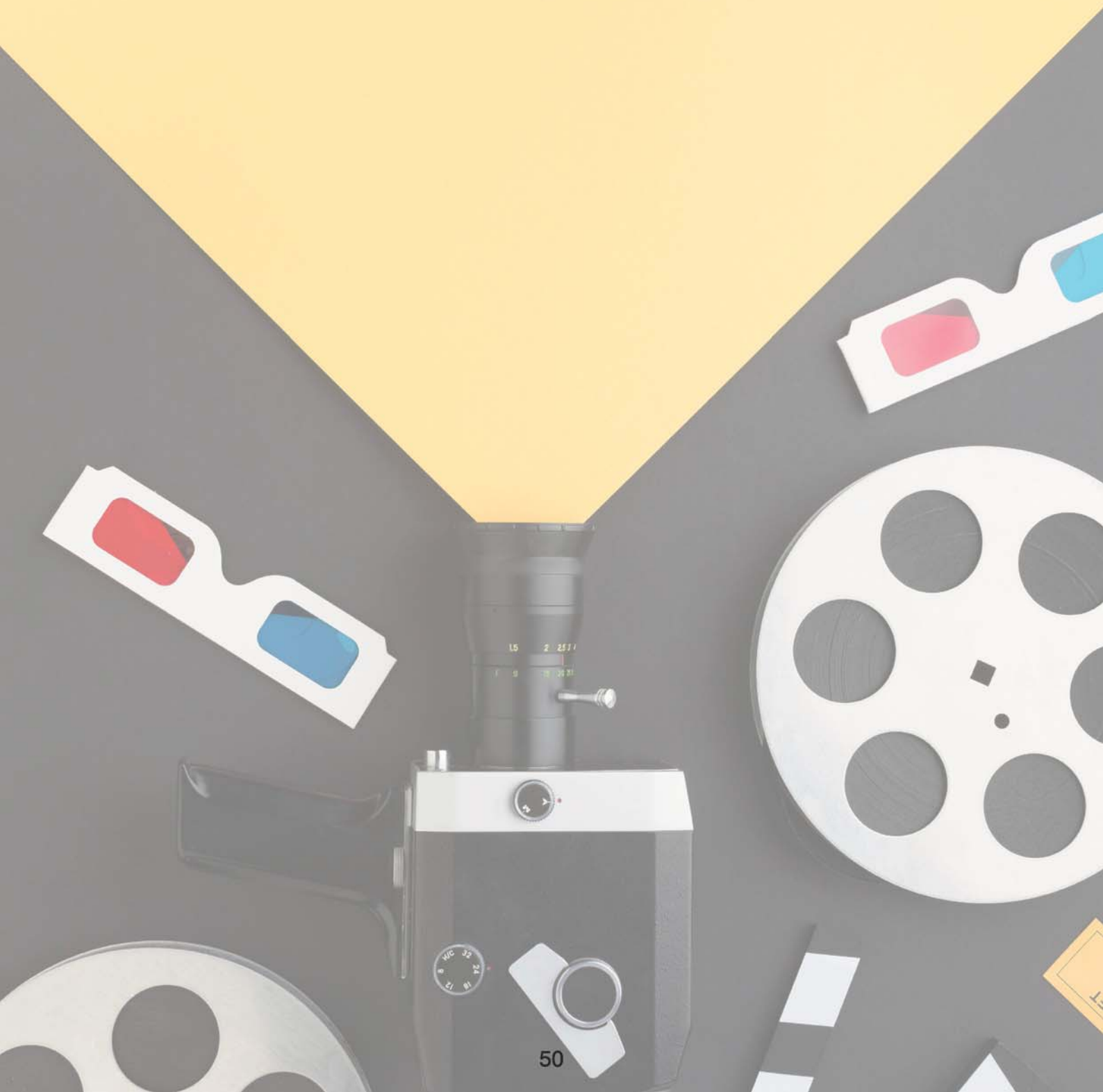
in which the fees is paid.

III. The Tuition fee paid by the candidate for the course in which he/she is registered as a PG student will be refunded to him/her if he/she leaves the said course and joins another course of this University for which he/she applied at the same University admission is made later, subject to a deduction of 25% of the tuition fee.

NOTES RELATING TO FEE CONCESSION:

Students belonging to reserved category are eligible for

fee concession. Those who are desirous of availing such facility should produce Caste Certificate duly certified by the government authority at the time of admission and should fill the prescribed Government free-ship / scholarship form with necessary documents within the due date on notification by the college and relevant notice for the same will be circulated in the Classrooms as well as will be displayed in the Notice Board. Those students who fail to fill the form in time are liable to pay the full fees





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

ADMISSON CANCELLATION FORM

INFORMATION OF THE STUDENT

DATE _____

STUDENT NAME _____ CLASS _____

FEES RECEIPT NO _____ DATE _____ AMOUNT _____

ADDRESS _____

CONTACT NO. _____ EMAIL ID _____

DIVISION / ROLL NO. _____

REASON FOR CANCELLATION

Indicate your reason for cancellation in the space provided below

Signature of the Student _____ Signature of the Parent _____

COLLEGE USE ONLY

Head of the College Remarks for Cancellation

Signature of Course Co-ordinator/Vice-Principal _____ Principal _____

FOR MANAGEMENT USE ONLY

APPROVED BY _____ DATE _____

COMMENTS _____

SIGNATURE OF APPROVER _____ DATE _____

Blank

Refund Of Security Deposit

Name of the Student _____

Contact No. _____

To,

The Principal

RSET's

DGMCMS

R.S. Campus, SV Road, Malad (W)

Mumbai - 400 064

SUB : Security Deposit.

Respected Madam,

I, Mr./Ms _____ hereby request you to refund

of Security Deposit Which I had paid during the First Year admission vide-

Receipt No _____ date _____ in the class of Fy _____ Div _____ Roll No _____

Yours faithfully,

Signature of the Student

Please provide the following Bank details-

Name of the Bank : _____

Bank Saving A/C. No. : _____ IFSC Code _____

Encl :

1] Original Fees Receipt

2] Xerox copy of the Bank Pass Book (1st Page)

Received application for refund of Security Deposit From

Ms _____ of Class

Fy _____ Div _____ Roll No _____ Receipt No _____ Date _____

Date: _____

Receiver's Signature _____

Blank

Prevention and Prohibitions of Ragging

In view of the directions of the Hon'ble Supreme Court in SLP No. 24295 of 2006 dated 16-05-2007 and in Civil Appeal number 887 of 2009, dated 08-05-2009 to prohibit, prevent and eliminate the scourge of ragging including any conduct by any student or students whether by words spoken or written or by an act which has the effect of teasing, treating or handling with rudeness a fresher or any other student, or indulging in rowdy or undisciplined activities by any student or students which causes or is likely to cause annoyance, hardship or psychological harm or to raise fear or apprehension thereof in any fresher or any other student or asking any student to do any act which such student will not in the ordinary course do and which has the effect of causing or generating a sense of shame, or torment or embarrassment so as to adversely affect the physique or psyche of such fresher or any other student, with or without an intent to derive sadistic pleasure or showing off power, authority or superiority by a student over any fresher or any other student, in all higher education institutions in the country, and thereby, to provide for the healthy development, physically and psychologically, of all students, Ragging in any form/act/word/deed is **STRICTLY PROHIBITED**. Student(s) found indulging in ragging will be handed down exemplary punishment and justifiable harsh to act as a deterrent against recurrence of such incidents.

Depending upon the nature and gravity of the offence as established the possible punishments for those found guilty of ragging at the institution level shall be any one or any combination of the following:-

- a. Cancellation of admission
- b. Suspension from attending classes
- c. Withholding/withdrawing scholarship/ fellowship and other benefits
- d. Debarring from appearing in any test/examination or other evaluation process
- e. Withholding results
- f. Debarring from representing the institution in any regional, national or international meet, tournament, youth festival, etc.
- g. Suspension/expulsion from the hostel
- h. Rustication from the institution for a period ranging from 1 to 4 semesters
- i. Expulsion from the institution and consequent debarring from admission to any other institution.
- j. Collective punishment: when the persons committing or abetting the crime of ragging are not identified, the institution shall resort to collective punishment as a deterrent to ensure
- k. community pressure on the potential raggers.



Courses @ RSET

 <p>Kudilal Govindram Seksaria sarvodaya school INSPIRE, INVENT, INITIATE</p> <p>Established in 1959</p>	<p>The school is authorised by the Maharashtra State Board of Education to offer SSC syllabus & the medium of instruction is Hindi.</p>	 <p>KGSS www.kgss.org.in</p>
 <p>Kudilal Govindram Seksaria english school INSPIRE, INVENT, INITIATE</p> <p>Established in 2010</p>	<p>The School is authorised by the Maharashtra State Board of Education to offer SSC syllabus & the medium of instruction is English.</p>	 <p>KGES www.kges.org.in</p>
 <p>Ramniwas Bajaj english high school UNLEASH YOUR POTENTIAL</p> <p>Established in 1985</p>	<p>The School is affiliated to the Council for the Indian School Certificate Examinations and follows the ICSE curriculum from Nursery to Std.X.</p>	 <p>RBHS www.rbhs.org.in</p>
 <p>Mainadevi Bajaj International school GIVING WINGS TO YOUR DREAMS</p> <p>Established in 2009</p>	<p>Authorised International Baccalaureate Diploma Programme (IBDP) Authorised - Cambridge Primary Programme (CPP) International General Certificate of Secondary Education (IGCSE) Cambridge International AS & A Levels Programme (A Levels)</p>	 <p>Cambridge Assessment International Education Cambridge International School MBIS www.mbis.org.in</p>
 <p>Durgadevi Saraf junior college IN PURSUIT OF EXCELLENCE</p> <p>Established in 1975</p>	<p>The Junior College is authorized by HSC Board of Government of Maharashtra to offer higher secondary courses in arts, commerce & science. College has started Bi-focal in science stream. The students have the option of selecting Computer Science & Electronics as their subjects of choice.</p>	 <p>DSJC www.dsjc.org.in</p>
 <p>Ghanshyamdas Saraf college of arts & commerce EDUCATION EMPOWERS</p> <p>Established in 1983</p>	<p>Affiliated to University of Mumbai Undergraduate courses: B.Com B.Com (Accounting & Finance) B.Com (Banking & Insurance) B.Com (Financial Markets) BMS, B. Sc IT.</p> <p>Post Graduate Courses: M.Com (Accountancy) M.Com (Business Management)</p> <p>Ph.D. Programs Ph.D. in Commerce Ph.D. in Economics</p>	 <p>GSCC www.sarafcollege.org</p>
 <p>Kirandevi Saraf institute of complete learning WIDENING HORIZONS</p> <p>Established in 2005</p>	<p>University / Institute Tilak Maharashtra University Phasor Education Pvt. Ltd. Financial Planning Standards Board</p> <p>Courses BCA, BBA JEE Mains/NEET/MH CET/ NRA CET Certified Financial Planner</p>	 <p>KSIL www.ksil.org.in</p>
 <p>Durgadevi Saraf Institute of management studies WE CREATE LEADERS</p> <p>Established in 2010</p>	<p>University & AICTE Approved Program: • Two years full-time Master in Management Studies (MMS)</p>	 <p>DSMS www.dsims.org.in</p>

Courses @ RSET



Durgadevi Saraf
global business school
LEARN AND INSPIRE

Established in 2020

Two years full time AICTE Approved Post Graduate Diploma in Management (PGDM)

Autonomous Programs

- Global Entrepreneur Program
- Family Managed Business Administration
- Entrepreneurship Program
- Women Entrepreneurship Program
- Event Management
- Supply Chain Management



DSGS
www.dsgs.org.in



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

Established in 2010

University of Mumbai - Courses:

MA - Communication and Journalism : (MA-CJ)
MA - Film Television & New Media Production : (MA-FTNMP)
BA - Multimedia & Mass Communication : (BA-MMC)
BA - Film Television & New Media Production : (BA-FTNMP)

DGMC Autonomous - Courses: Post Graduate Program (PGP)

- PGP in Integrated Marketing, Advertising & Communication (IMA&C),
- PGP in Event Management (EM)
- PGP in Sports Marketing & Management (SM&M)

Certificate Courses:

Audio & Video Editing
Graphic Design
Multimedia & Animation
Digital Communication



DGMC
www.dgmc.org.in



Ladhivevi Ramdhar Maheshwari
night college of commerce
ENLIGHTENING FUTURE

Established in 2014

Rajasthani Sammelan Education Trust is running a Night College in its educational campus by the name of Ladhivevi Ramdhar Maheshwari Night College of Commerce from the academic year 2014-15. The college is affiliated to the University of Mumbai and offers B.Com & M.Com courses. Ladhivevi Ramdhar Maheshwari Night College of Commerce has accommodated students who have passed out from evening section of Durgadevi Saraf Junior College as well as other deserving students from the nearby areas.



LRMCC
www.lrmcc.org.in



Ramdhar Maheshwari
career counselling centre
STEERING TO SUCCESS

Established in 2011

- Career Assessment and Guidance
- Professional Consultancy
- Personalised Skill building
- Learning Difficulty Assessments
- Remedial solutions for Academic Difficulty
- IQ & Aptitude Assessments
- Personal Counseling
- Workshops for Teachers, Parent and Students
- Study Abroad Counseling
- SAT/GRE/GMAT/ILTES/TOEFL Coaching

RMCC
www.rmcc.org.in



Kunjibihari S. Goyal
online academy
LEARNING BEYOND BOUNDARIES

Established in 2014

Rajasthani Sammelan Education Trust has started an Online Academy to extend educational facilities to a large number of students who are unable to attend regular lectures in a college. At the same time, there are many students who are anxious to study further. Through online academy, lectures of well qualified lecturers will be available on the website and students will be able to study from the convenience of their own home. Besides, the student will be able to view the lecture on the website again and again to clear his/her concept. The online academy will provide lectures of degree and post-graduate courses.

GOLD
www.goldelearning.com



RS CA
study centre
INTELLIGENCE HUB

Established in 2015

Rajasthani Sammelan Education Trust has started RS CA Study Centre. In the city like Mumbai there are space constrains in many houses and students often face inconvenience to study in a peaceful atmosphere. This study centre proves to be a boon to many students, as they are able to study in a quite environment. The study centre remains open from morning till late evening for the benefit of students. The ICAI Extension counter has also been opened at the RS CA Study Centre for the benefit of its students and members, for submission of various documents and distribution of study material to CA students.

RSCA
www.rsca.org.in



Mainadevi Bajaj
international playschool
YOUNG EVOLVING MINDS

Established in 2014

Rajasthani Sammelan Education Trust continues with its endeavors in the field of education with its new initiative for Toddlers which is, Mainadevi Bajaj International Playschool. The Trust aims to lay the foundation of learning for tomorrow's Global Citizen. Mainadevi Bajaj International Playschool is the first IPC Accredited Playschool in Mumbai, India and offers a Playgroup and Pre Nursery.

MBIP
www.mbip.org.in



Nalini Shah
music academy
MUSICAL HARMONY

Established in 2020

Nalini Shah Music Academy is the latest addition in the educational endeavour of Rajasthani Sammelan Education Trust. Nalini Shah Music Academy is a Hindustani classical and semi classical vocal and Indian and western Instrumental Music training Institute with an aim to train the learner with basic and technical knowledge of Music offering varied music learning courses across all age groups.

NSMA
www.nisma.org.in

Facilities @ RSET



Dhurmal Bajaj
bhavan
COMMUNITY PARADISE

Established in 1975

Dhurmal Bajaj Bhavan is a community hall which was constructed in the year 1975-76 with the handsome donations received from Shri Dhurmal Bajaj Charity Trust & other philanthropists of the community. It is situated on S.V. Road, on the opposite side of the Educational Complex of Rajasthani Sammelan Education Trust. It has a spacious, air conditioned hall on the ground floor with a seating capacity of 350 persons. The building has two more halls on the first & second floors. There are air conditioned rooms adjacent to the hall on all the floors. Dhurmal Bajaj Bhavan caters to the needs of the community, as it is rented out to the people for marriage & other social & business purposes. Many cultural activities of the schools & colleges of the trust are also conducted in Dhurmal Bajaj Bhavan.



Trivenidevi Deora
chikitsa sahayta kosh
HELPING TO HEAL

Established in 2001

Rajasthani Sammelan Education Trust has set up Trivenidevi Deora Chikitsa Sahayta Kosh to provide medical help to needy people. It is managed by Trivenidevi Deora Chikitsa Sahayta Kosh Committee. The committee receives applications for medical help from needy people and on scrutiny of the applications, sanctions and disburses medical aid to the concerned persons who have applied for the same. Many people including the staff of all the institutions have availed of this facility from time to time.



Durgadevi Saraf
hall
TREASURING MEMORIES

Established in 2002

Durgadevi Saraf Hall is constructed in the educational complex of Rajasthani Sammelan Education Trust & is an air conditioned, sound proof hall with state of the art facilities. It has a seating capacity of approximately 300 persons & is mainly used for organizing seminars, conferences & cultural activities of the educational institutions of the trust. Besides, it is sometimes also given to the members of the community for marriage & other social needs. The hall has all the facilities to cater to business meetings. It has 2 air conditioned rooms adjacent to the hall.



Rajasthani Sammelan
I.T. hub
LINKING GLOBALLY

Established in 2010

To maintain universally accepted IT Standards in security, availability and data management, Rajasthani Sammelan Education Trust has decided to have an IT Hub as proper data centre which is supported and managed 24 x 7. The IT Hub is constructed on the 10th floor of the new building, in a built-up area of 3800 sq. ft. It is fully air conditioned and is operational. The main aim of constructing the IT Hub is to make all course material available on line to our students, easy flow of interaction between student and teacher through electronic medium, to create alumni data and keep students attached to our organization life-long through web, to safe guard the campus using video vigilance and electronic access control, to control the entire admission process of all institutions centrally, to safe guard all available data and provide fast internet services within the campus.



Rajasthani Sammelan
food court
FOOD FOR THOUGHT

Established in 2010

Rajasthani Sammelan Education Trust has started a cafeteria in its premises to provide snacks of large varieties to students. The cafeteria is situated on the ground floor on the south side of Durgadevi Saraf Hall in a total built-up area of approximately 4500 sq. ft. It is used by staff and students of all institutions. Various food items of different price range are supplied by the cafeteria to the students & staff of all our institutions. The cafeteria supplies all kinds of snacks and beverages to the canteens of all the institutions of Rajasthani Sammelan Education Trust.



Ramnarayan Saraf
educational outlet
ONE STOP EDU-SHOP

Established in 2010

Rajasthani Sammelan Education Trust has started an educational outlet in its campus by the name of Ramnarayan Saraf Educational Outlet. This educational outlet is dedicated to the memory of late Shri Ramnarayanji Saraf. The educational outlet is constructed on the ground floor of the new building of Ramniwas Bajaj English High School on the rear side, in a built-up area of 5000 sq. ft., with an independent entrance. In this educational outlet, all stationery items, text books etc. are sold at a reasonable price so that students need not go out to purchase such items elsewhere. It also has xeroxing facility for staff and students.



Vijay Pal Singh
health centre
WEALTH OF WELLBEING

Established in 2014

Rajasthani Sammelan Education Trust has constructed Vijay Pal Singh Health Centre on the ground floor of the new building of Ramniwas Bajaj English High School and Deviprasad Goenka Management Institute of Media Studies, in a built-up area of approximately 1200 sq. ft. The health centre is fully air-conditioned and has a well equipped clinic, managed by trained and experienced staff and qualified medical professional prepared to meet the emergencies. The health centre caters to the students of all institutions of Rajasthani Sammelan Education Trust for health check-up. It will also conduct health and wellness educational seminars for staff, students and parents.



Kirandevi Saraf
library and reading room
WORLD OF KNOWLEDGE

Established in 2014

Kirandevi Saraf Library and Reading room offers reading room facilities to such students who do not have a peaceful environment at their house. The reading room is open to all students from Standard 8th onwards. The Kirandevi Saraf Library and Reading room facility is available to the students from 6pm in the evening to 9pm and from 9am to 9pm on Sundays & holidays. The library is manned by staff of Rajasthani Sammelan Education Trust and the students are enrolled on payment of nominal fees to access the facilities.

Other Initiatives



**Draupadidevi Sanwormal
women's hostel**
HEAVENLY DOMICILE

Established in 2012

Draupadidevi Sanwormal Women's Hostel is one of the most prestigious and renowned Women's Hostel in western suburbs of Mumbai. It is located on the 11th and 12th floor of the building facing S.V. Road in RSET campus. The hostel has state of the art infrastructure with three bedded A.C. rooms, Wi Fi enabled recreational area, dining room, dry pantry and laundry and Gym facility. The hostel has round the clock vigilant security services with CCTV surveillance.

www.dswhostel.org.in



**Pravinchandra D. Shah
sports academy**
FITNESS REGIME

Established in 2015

Pravinchandra D. Shah Sports Academy is a state-of-the-art facility, built on an approximate area of 24,000 sq.ft. with the most modern infrastructure. The Academy offers sports facilities like Tennis, Basketball, Box Cricket, Football Volleyball etc. and the turfs, imported from New Zealand, are made to international standards. This is perhaps, the first of its kind in-house sports academy in any of the educational institutions in the north-western part of Mumbai suburbs which caters to the growing needs of the students for sporting facilities. Recently another turf has been created for students to play various games.

www.pdsa.org.in



**Jankidevi Bilasrai Bubna
boys hostel**
A WISE HIVE

Established in 2018

Jankidevi Bilasrai Bubna Boys' Hostel provides safe and secured accommodation to male students coming from other states and abroad in Mumbai for obtaining higher and professional education. It is housed in an independent building with seven floors and is situated near RSET campus. It has all state of art facilities such as a canteen, air-conditioned study area on all the floors, lounge and TV room, games room etc. All the rooms are air-conditioned.

www.jbbh.org.in



**Remsons Group
management research centre**
MANAGEMENT RESEARCH

Rajasthani Sammelan Education Trust has started Remsons Group Management Research Centre (in memory of Radhadevi Haralka) in Durgadevi Saraf Institute of Management Studies. Research is an important part of management education for its growth and development. Remsons Group Management Research Centre has been playing an active role in the area of research in management studies. This has given an opportunity of interaction with scholars of reputed universities all over the globe. The Director as well as faculty members of DSIMS have been presenting research papers in many international and national seminars and workshops. We are sure that in future, many scholars will successfully complete Ph. D Programme from Durgadevi Saraf Institute of Management Studies.



**IRB
scholarship endowment fund**
HONOURING EXCELLENCE

Rajasthani Sammelan Education Trust has started IRB Scholarship Endowment Fund to provide scholarships to all meritorious students of all the institutions of Rajasthani Sammelan Education Trust. This will give encouragement to many brilliant students to achieve further excellence in education. Meritorious students will be further motivated to work hard and give their best performance in the field of studies.



**BKT
endowment freeship fund**
FOSTERING KNOWLEDGE

Rajasthani Sammelan Education Trust has started BKT Endowment Freeship Fund to provide freeship to those students who cannot afford education due to lack of funds. BKT Endowment Freeship Fund is going to provide opportunity to many deserving students to obtain suitable education and thereby make progress in their life by becoming properly qualified.



**Jankidevi Bilasrai Bubna
endowment freeship fund**
EMBOLDENING STRENGTHS

Rajasthani Sammelan Education Trust has started Jankidevi Bilasrai Bubna Endowment Freeship Fund to give freeship to the needy and deserving students studying in various educational institutes of RSET. The Jankidevi Bilasrai Bubna Endowment Freeship Fund will provide the much needed financial support to such students who do not have the financial means to pursue their education.























**Rajasthani Sammelan
skill development centre**
SCULPTING SKILLS

The proposed Skill development centre aims to advance the skill sets of the students to compete in a global environment. The objective is to provide necessary information and training to develop the skills sets of the students and make them industry ready. The Skill Development Centre will help bridge the industry-academia gap for employability.

PROPOSED

Institutions

 <p>Kudilal Govindram Seksaria sarvodaya school INSPIRE, INVENT, INITIATE</p>	 <p>Kudilal Govindram Seksaria english school INSPIRE, INVENT, INITIATE</p>	 <p>Ramniwas Bajaj english high school UNLEASH YOUR POTENTIAL</p>	 <p>Mainadevi Bajaj International school GIVING WINGS TO YOUR DREAMS</p>
 <p>Durgadevi Saraf junior college IN PURSUIT OF EXCELLENCE</p>	 <p>Ghanshyamdas Saraf college of arts & commerce EDUCATION EMPOWERS</p>	 <p>Kirandevi Saraf institute of complete learning WIDENING HORIZONS</p>	 <p>Durgadevi Saraf global business school</p>
 <p>Deviprasad Goenka management college of media studies INDIA'S PREMIER MEDIA SCHOOL</p>	 <p>Ladhidevi Ramdhar Maheshwari night college of commerce ENLIGHTENING FUTURE</p>	 <p>Ramdhar Maheshwari career counseling centre STEERING TO SUCCESS</p>	 <p>Kunjbihari S. Goyal online academy LEARNING BEYOND BOUNDARIES</p>
 <p>Draupadidevi Sanwormal women's hostel HEAVENLY DOMICILE</p>	 <p>Pravinchandra D. Shah sports academy FITNESS REGIME</p>	 <p>RS CA study centre INTELLECTION HUB</p>	 <p>Mainadevi Bajaj International playschool YOUNG EVOLVING MINDS</p>
 <p>Jankidevi Bilasrai Bubna boys hostel A WISE HIVE</p>	 <p>Nalini Shah music academy MUSICAL HARMONY</p>	 <p>Rajasthani Sammelan skill development centre SCULPTING SKILLS</p>	 <p>Rajasthani Sammelan teachers' training institute BUILDING FOUNDATIONS</p>

Endowment Funds & Research Chair

 <p>Remsons Group management research centre MANAGEMENT RESEARCH</p>	 <p>IRB scholarship endowment fund HONOURING EXCELLENCE</p>	 <p>BKT endowment freeship fund FOSTERING KNOWLEDGE</p>	 <p>Jankidevi Bilasrai Bubna endowment freeship fund EMBOLDENING STRENGTHS</p>
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Facilities

 <p>Dhurnal Bajaj bhavan COMMUNITY PARADISE</p>	 <p>Durgadevi Saraf hall TREASURING MEMORIES</p>	 <p>Trivenidevi Deora ohkitesa sahayata kosh HELPING TO IDEAL</p>	 <p>Ramnarayan Saraf educational outlet ONE STOP EDUC-SHOP</p>
 <p>Vijay Pal Singh health centre WEALTH OF WELLBEING</p>	 <p>Kirandevi Saraf library and reading room WORLD OF KNOWLEDGE</p>	 <p>Rajasthani Sammelan I.T. hub LINKING GLOBALLY</p>	 <p>Rajasthani Sammelan food court FOOD FOR THOUGHT</p>