

## ANNUAL

### BMM REPORT-JUNE 2013-MARCH 2014

The Department of Mass Media of Nagindas Khandwala College is a mini Mumbai in every sense of the word. Truly cosmopolitan it attracts students from all over India and like Mumbai never vacations!

Academically this year we are happy to associate with S.B. Academics. The S.B faculty is training our students in software skills as required by the media industry. This is in addition to the academic requirements .From this academic year under the leadership of our Principal we have started cluster classes for our TY Journalism students. Thakur college and KES are part of this maiden venture. The papers, Reporting, Journalism and Public Opinion,News Media Management and Press Law and Ethics are being offered by us

Helpdesk Montage saw its second edition in the month of June. Manned by a people friendly team headed by Harsh Punmiya, the desk served as an interface between parents seeking admission for their wards and the college. The desk made the entire admission process student parent friendly.



In July,the TY and SY students were taken to the Indian archives of films at Pune for a day's visit.



### Social responsibility

1. Go green is the NKBMM mantra. In keeping with developing a civic consciousness amongst the students of the department a campaign on “Eco-Friendly Ganesha” was launched. The 5th of June saw the launch of the campaign at Siddhivinayak temple, Dadar, headed by Mira Simaria our VCP (PR) About 80 students participated. Since then they have covered about 11 centers in Mumbai including CST, Charni Road, Chowpatty, Vile Parle, Malad, Kandivali and Borivali carrying the pamphlets and posters, our students spoke to people about the need to opt for environment friendly options instead



of POP creations.The initiative was a huge success. BEST bus drivers at CST permitted VidhiLal VCP (Admin) and Pragna Parmar to board their buses and address the passengers about the “Green Ganeshas”. A society in Kandivali has agreed to go green after hearing our students out.

A true social cause asks for no media mention but media attention we got! As our 80 students swarmed the Mumbai by lanes passing journalists were

impressed and chose to cover this initiative. Gujarathi Midday, Marathi Sakal, Times of India online edition and TV9 are some of the many who highlighted our campaign.

#### WE APPLAUD FOR THESE REASONS

- Appointment of Devang Gilitwala as the President of Rrotract Club of Khandwala College.
- Winning the 2<sup>nd</sup> place in the cultural round of Aagaman.
- Participation of our students Ritesh and Mayur in the college drama team that won the 2<sup>nd</sup> place in the Mumbai youth festival.

#### The BMM Fest-Montage

Montage was celebrated on 2<sup>nd</sup>, 3<sup>rd</sup>, & 4<sup>th</sup> of September this year.

Day 1 The director-producer-screen writer Mr. Bejoy Nambiar of Shaitan fame conducted a workshop on direction. Students were asked to write a screenplay for a 2 minute short film and create a poster and a media campaign for the same. Students were teamed according to random o different colleges got to work together. CHOTU KA PHOTU won the first place. Mr Bejoy Nambiar loved the event and has promised to return every montage.



Day 2 saw on campus the famous writer- film maker Mr. Piyush Jha and Mr. Karan Anshuman, film critic with Mumbai Mirror judging students excellence awards for social causes. Dr. Satyapal Singh felicitated the winners of the competition. Lalas college won the first place for their campaign-“Ab maiekaurbajaunkya” He also had an interactive session with the students and shared his thoughts on the definition of ‘Success in life’.



Day 3 A panel discussion with the renowned director Mr. Vikramaditya Motwane (Lootera and Udaan) and a model Ms. Ridhima Pai was scheduled. They interacted with students on ‘Success in the Entertainment Industry’. Three students two inhouse- Karan Soni and Pratik Tondwalkar and Sach Arora from Xavier’s College quizzed the guests on their career choices and decisions taken. Mr Motwane handed the Trophy of excellence to Ajay Panchal for his excellence in tech management and selfless contribution to the department. Mr Motwane was particularly impressed with the success of the alumni who had graced the occasion.



Valedictory function saw parents attend in good numbers to cheer their wards for a work well done.

A footfall of- 800 people for the 3 day event @ NK College testifies to the success of the event. The celebrities congratulated the organising team comprising Hitarth Gandhi, Radhika Asher, Aditya Gandhi, Meera Simaria, Vidhi Lal, Shah Nawaz, Heena Parekh and Jae for the brilliant handling of the show. Siddhu Sai was specially noticed and complimented for his introductory videos.

And the celebration still continues...Keyur of TYBMM made us all proud. His shortfilm 'This City, Mumbai' was shortlisted for the MAMI festival. Mayur and Ritesh were part of the NKD team that won the critics award-the Kafiazmi rolling trophy at IPTA.

### **.CONVERGE-An SY initiative**

The department ended the year 2013 on an emotional note. CONVERGE 2013 under the leadership of Sys-Aashaka Vora, Ritu Mahimkar and Raju Singh, brought all the 3 years of the department together. A treasure hunt took the students on a 'learn your neighbourhood drive,' with hilarious clues! A social awareness campaign in the canteen reminded students that keeping the canteen clean and minding our Ps and Qs are very important to civic life. Under the starry sky with food stalls to feed the hungry stomachs teams playing box cricket. Amul, Kewal Rahil and Jay Panchal regaled spectators with their one-liners. The department also acknowledged the contributions of student chairpersons for the success of Montage-Radhika Asher and Hitarth Gandhi. Vidhi Lal, Naqya Katharia, Shah Nawaz were recognised for their selfless all round contribution in the last 3 years. Under candle light the entire BMM family stood as one and signed off 2013.



January 2014 saw about 70 of us taking a whirlwind tour of Rajasthan. We brought back stories of Rajput chivalry and the beauty of the Thar dotted by forts and history.

Aagaman sports gave us a winner in Sourabh Kothari (SY) who came third in the 100m event. We are thankful to all specially the CR Naqya Katharia (TY) who managed to get students to participate in bigger numbers this year

Peppered with games and music our college trustee Ms Sujata Singhi conducted a one day workshop-the mantra being "Making the Impossible Possible." A 12 member BMM crew headed by Aditya Gandhi and Mira Simaria has been working closely with Ms Singhi in rolling out similar workshops to different groups. This is part of the BMM initiative to extend its talent to the immediate community. As part of this initiative our photography team headed by Pragna Parmar is called upon by the college to cover various events. We are grateful to this team for their energy.

The BMM department works closely with the alumni. With the help of an alumnus Jeet Mashru who is now in the entertainment industry 2 of our students Aditya Gandhi and Harsh Pandya got an opportunity to work as interns for ZEE Cine Awards.

The students of BMM participated in huge numbers in the annual programme of Symphony- an event that brings the entire college together both as organisers and as competitors. Of the 3 student chairpersons of this event 2 are of the BMM department-Devang Gilitwala and Hetansh Chheda.

On 17 February Miami Ad school addressed the TY students on their future options.

It is indeed a matter of pride that for this academic year (2013-14) the general secretary of the college is a BMM student Mayur Sharma. The department congratulates Mayur Sharma for more than this one reason. His short film Azzadiyan won the third prize in short films category at the Kala Ghoda art festival. Further Mayur Sharma and Ritesh Sharma have already launched their own event management company – Peacock Productions.

8 March will see the department bid farewell to its batch of 2011-2014.

Indeed through the academic year 2013-14 NKBMM has lived up to its image of being a department – “Where substance meets style.”

Asst Professor-Preethi Rao.

Coordinator BMM