

**Nagindas Khandwala College (Autonomous)
Affiliated to University of Mumbai**



**MKES's Nagindas Khandwala College (Autonomous),
Gate No 5, Bhavishya Bharat Campus, S. V. Road,
Malad (West), Mumbai-400 064**

Programme Code: UBAMMC

Bachelor of Mass Media/Multi Media & Mass Communication (BMM/BAMMC)

Three Year Integrated Programme -

Six Semesters

Course Structure

Under Choice Based Credit, Grading and Semester System

Implemented during Academic Year- 2020-21 onwards

INDEX

Sr. No.	Content	Page No.
1	Preamble	3
2	Objectives	3
3	Scheme of Examination	5
4	Course Structure	10
5	Detailed Curriculum	18

1. Preamble

There is a marked change in way the world communicates today and the manner in which technology and media are harnessed to deliver a message or share information. In this age of RTI there is a real time need for professionals trained to use multimedia communication platforms to deliver content efficiently and ethically. The world requires those who are sensitive to human rights and gender issues and be a voice for the marginalized.

This Bachelor of Arts in Multi Media & Mass Communication programme is so created to meet these requirements in both the Journalism and Advertising industry. Learners will be exposed to the right blend of knowledge and practical exposure.

Khandwala College is a multi-faculty institution (Estd. 1983), affiliated to University of Mumbai. It offers 23 UG, 6 PG, 4 Add On, 3 Ph. D with 9 Departments and 2 Research Centres imparting education to more than 6500 students. The Vision of the institute includes Education for all, Education for the youth and Education for the future of our country. The Mission is to serve the society at large and students belonging to linguistic minority in particular with commitment, dedication and devotion. The Quality Policy includes commitment towards imparting Quality Education to youth, enabling them to develop the right attitude, professional competence and inculcating right ethical values.

The institution has been awarded “A” Grade (Third Cycle) by National Assessment and Accreditation Council, Best College by University of Mumbai (2012), lead college for a cluster of colleges, Educational Excellence Award by Indus Foundation, USA and Best Ensemble Faculty (Academic Brilliance Awards – 2013) by Education Expo TV’s Research Wing for Excellence in Professional Education & Industry and ISO 9001:2015 certified by TUV Nord. We have been awarded IMC Ramkrishna Bajaj National Quality Commendation Certificate in 2013-14. Our college has been awarded Autonomous status from 2016. Khandwala College, as an Autonomous College; is offering a new Bachelor of Tourism & Travel Management (BTTM) Programme as a Three-Year Integrated Programme – with Six Semesters Course Structure - Under Choice Based Credit, Grading and Semester System.

1.1 Vision and Mission of Khandwala College

Vision

Education for all
Education for the youth
Education for the future of our country

Mission

The college's focus is on the future of our students irrespective of their gender and place in society. Every student is like a flame reaching out to the brightness of the sun i.e. the bright future of India

2. Eligibility, Selection and Admission Criterion

Candidates for being eligible for admission to the three-year course leading to the Degree of Multi Media and Mass Communication, shall be required to have passed the Higher Secondary School Certificate Examination (10+2) or equivalent qualification from a recognized Board/ University or Body recognized as equivalent thereof by the Senate of the University.

2.1 Eligibility Criterion

Std. XII passed in any discipline with and having English as a subject.

3. Objectives

Graduates of this programme will be trained for:

1. The challenges and opportunities of the advertising industry and be equipped for careers in copywriting, direct marketing, public relations and client servicing.
2. The challenges and opportunities in the field of reporting and journalism. Graduates will be prepared for careers such as reporters, anchors, public relations executives, content writers, bloggers and influencers.
3. Working independently as freelancers and job creators.

3.1 Program Outcomes for the Bachelor of Multimedia and Mass Communication

- Learners will acquire a competency in critical thinking skills, effective oral and written communication and technological know-how.
- Regular industry and alumni interface will prepare learners to varied life experiences and career choices.
- Graduates of the program will be lifelong learners empowered to respond responsibly and ethically to global industry demands and work alongside diversity.
- Learners will apply their class room understanding in internships and extra-curricular activities to critically evaluate their readiness for the industry.
- Learners will create, participate and lead service-learning projects that benefit the community at large which will enhance the learner's civic engagement, organizational skills and industry worthiness.

- Learners will develop an understanding and respect for copy right laws and intellectual property rights.

3.2 Programme Specific Outcomes for BAMMC: Journalism

- Learners demonstrate an in-depth knowledge of key journalistic concepts. They learn to differentiate between fake news and the real.
- Learners acquire the skill to create and design mass media products such as news stories, press releases, blogs and digital audio-video.
- Learners are equipped in traditional media such as reporting and broadcast journalism as well as in emerging media opportunities such as citizen and photo journalism to present an unbiased commentary sensitive to human rights, gender and thought diversities.
- Learners appreciate originality and understand the consequences of plagiarism.
- Learners are equipped to acquire jobs in Public Relations, Content writing and Reporting, Self-Employment.
- Learners demonstrate readiness for post graduate programmes

3.3 Programme Specific Outcomes for BAMMC: Advertising

- Learners demonstrate an in-depth knowledge of key advertising concepts.
- Learners acquire the skill to employ integrated marketing tools to suit diverse regional, national and world cultures.
- Learners are able to design advertising and marketing products on multi media platforms
- Learners are equipped to apply advertising standards of ethics while doing business
- Learners demonstrate capability to acquire jobs in Digital Advertising Marketing, Client Servicing, Event Management, Self-Employment.
- Learners demonstrate readiness for post graduate programmes

4. Scheme of Examination:

The scheme of Examination shall be divided into parts i.e. Continuous Internal Evaluation including Assignment, Projects, Seminars, Case Studies and Class Tests which will be of 25 marks and the Semester End Examinations which will be of 75 marks for the second and third years. Continuous Internal Evaluation for the first year will be out of 40 and the Semester End Examinations will be out of 60. The semester wise academic Credit Points are 36 Credits in the First year (12x3=36) and 36 Credits in the Second year (12x3=36) and 52 in the Third and Final year(13x4=52) but the value of Credits for Under-Graduate Programme shall be of 132 Credits. Students will have to earn 8 extra credits under autonomy. This will be

achieved by doing 1 Course on Environmental Science, 1 Short Term Course from an approved list of certifications and a Compulsory Certified Online Course from approved digital platforms

BAMMC Comment-The Academic Credits in the Third Year per subject is 4 reflecting the depth of the course in the final year.

The Credits are defined in terms of the learner's hours which are divided into two parts such as Actual and Notional. The value of a particular course can be measured in number of Credit Points. The value of One (01) Credit is equal to 15 Hours of learners' load

Scheme of Total Credits

Sr. No.	Year	Credits
1	Year 1	36
2	Year 2	36
3	Year 3	52
	Total Credits from Academics	124
	Additional Credits	8
	Total Credits for Award of Degree	132

3.1 Credit Based Evaluation System Scheme of Examination

For semesters 3,4, 5 and 6, the performance of the learners shall be evaluated into two components. The first component shall carry 25% marks which will be a Continuous Internal Evaluation while the second component shall carry 75% marks at semester end examination.

The allocation of marks for the Continuous Internal Evaluation 25% and Semester End Examination 75% are as shown below:

3.2 Structure of Continuous Internal Evaluation – 25% = 25 marks

Distribution of Marks for Continuous Internal Examination (CIE)

Second Year students and Third Year students

Evaluation Process	Marks
Class test (20 marks converted to 10 marks)	10
Project, Presentation, Assignment (10 marks)	10
Active Class Participation and Attendance	05
Total	25

Credit Based Evaluation System Scheme of Examination

For semesters 1 and 2, the performance of the learners shall be evaluated into two components. The first component shall carry 40% marks which will be a Continuous Internal Evaluation while the second component shall carry 60% marks at semester end examination.

The allocation of marks for the Continuous Internal Evaluation 40% and Semester End Examination 60% are as shown below:

3.2 Structure of Continuous Internal Evaluation – 25% = 25 marks

Distribution of Marks for Continuous Internal Examination (CIE for First Year)

Evaluation Process	Marks
Project Presentation, Assignments, Journals, Documentary making, Open book testing with case studies, Photography Portfolio etc. The course facilitator can use any or all of the suggested evaluation techniques that will test the application capacity of the student.	30
Active Class Participation	05
Class Attendance	05
Total	40

Distribution of Marks for Continuous Internal Examination (CIE for First Year and Second-Third Years)

Semester End Examination will be organized after all modules of the course are taught in the class. It will be a written examination / or as per the needs of the course a practical examination or a combination of both. This examination will be for 60 marks for first year and 75 marks for second & third years.

The assessment of Continuous Internal Evaluation and Semester End Examination as mentioned above for the Semesters I to VI shall be processed by the College – ‘Institutions of their Learners’ and issue the grade cards to them after the conversion of marks into grade as the procedure mentioned below.

The learners to pass a course shall have to obtain a minimum of 40% marks in aggregate for each course where the course consists of Continuous Internal Evaluation & Semester End Examination. The learner shall obtain minimum of 40% marks (i.e. 16 out of 40 in the first year and 10 out of 25 in the second and third years) in the Continuous Internal Evaluation and 40% marks in Semester End Examination (i.e. 24 Out of 60 in the first year and 30 Out of 75 in the second and third years) separately, to pass the course and minimum of Grade D in each project, wherever applicable, to pass a particular semester. A learner will be said to have passed the course if the learner passes the Continuous Internal Evaluation & Semester End Examination together.

Paper Pattern for Semester I & II End Exams.

Question No.	Particulars	Marks
Q1	Application based (No Choice)	15 Marks
Q2. A	Full Length Question	15 Marks
Q2. B	OR Full Length Question ➤ 15 marks questions can be split to 8/7 or 10/5 or 5 marks each. ➤ There will be an Internal Choice.	15 Marks
Q3. A	Full Length Question	15 Marks
Q3. B	OR Full Length Question ➤ 15 marks questions can be split to 8/7 or 10/5 or 5/5/5 marks ➤ There will be an Internal Choice.	15 Marks
Q4.	Short Notes ➤ 3 out of 5.	15 Marks
TOTAL		60 Marks

Note:

The question can be asked from any part of the syllabus however the facilitator is expected to cover the whole syllabus.

Paper Pattern for Semesters III, IV, V & VI End Exams.

Question No.	Particulars	Marks
Q1	Application based (No Choice)	15 Marks
Q2. A	Full Length Question	15 Marks
Q2. B	OR Full Length Question ➤ 15 marks questions can be split to 8/7 or 10/5 or 5/5/5 marks each. ➤ There will be an Internal Choice.	15 Marks
Q3. A	Full Length Question	15 Marks
Q3. B	OR Full Length Question ➤ 15 marks questions can be split to 8/7 or 10/5 or 5/5/5 marks each. ➤ There will be an Internal Choice.	15 Marks
Q4. A	Full Length Question	15 Marks
Q4. B	OR Full Length Question ➤ 15 marks questions can be split to 8/7 or 10/5 or 5/5/5 marks each. ➤ There will be an Internal Choice.	15 Marks
Q5	Short Notes (Any 3 out of 5)	15 Marks

Note:

The question can be asked from any part of the syllabus however the facilitator is expected to cover the whole syllabus.

4.1 Passing Standards

Grade	Marks	Grade Points
O	80 & Above	10
A+	70 to 79.99	9
A	60 to 69.99	8
B+	55 to 59.99	7
B	50 to 54.99	6
C	45 to 49.99	5
D	40 to 44.99	4
F	Less than 40	0

4.2 Approved Certifications for Additional Credits

Table for Additional Autonomy Credits

Table for Autonomy Credits					
Semester	Component	Duration	No. of Courses	Credit/Course	Total Credits
A. Ability Enhancement Compulsory Course (AECC)					
3	AECC I Environment Science	1 Sem	1	2	2
4	AECC II Online Course from approved digital platforms.	60 Hrs. (1 Sem)	1	4	4
B. Skill Enhancement Course (SEC)					
1-5	SEC I (Short Term Courses)	30 hrs (Table – 1)	--	2	2
				Total	8

All B. Com., B-Section (BAF, BBI, BFM) BMS (Finance) BAMMC students graduating from Nagindas Khandwala College will earn 8 (Eight) additional credits under autonomy. It is compulsory for every student to earn these credits for grant of a degree.

The scheme of credits is explained below.

Course on Environmental Science (EVS)

This course is offered in sem. III for 2 credits. It is compulsory for all students to complete this course.

Lectures for this are arranged in college.

Online Course from Digital Platforms

This is a compulsory course offered to students during their second year. This course is for 4 credits. Students take a course available from online platforms such as Coursera and UD Academy of interest to them and submit the certificate of completion for the same.

4.3 Exemptions from STC

Students satisfying any one of the criteria listed below will be granted exemption from registering for a short-term course. 2 credits under autonomy will be granted to students who have :-

1. Passed IPCC examination; either one group or both groups; conducted by Institute of Chartered Accountants of India. (ICAI)
2. Passed Executive level of examination conducted by Institute of Company Secretaries of India (ICSI)
3. Passed Intermediate level of examination conducted by Institute of Cost and Works Accountants of India (ICWAI)
4. Passed all Knowledge level papers F1 to F4 at the examination conducted by ACCA after registering from our college
5. Registered with NSS unit of Khandwala College, who have completed 120 hours with participation at the rural camp, and authorities in charge of NSS at college level have recommended their name for exemption.
6. Won prizes at University, State , National or International level in any sports activity- individual or team - and their name has been recommended by authorities in charge of Gymkhana at college level.
7. Enrolled for NCC unit of Khandwala College, have completed mandatory hours of training and have attended all programs of NCC at Khandwala College and their name has been recommended by authorities in charge of NCC at college level.
8. Represented Khandwala College at any University Cultural Festival and have won prize will be entitled to exemption on recommendation of their name by the Students Council in charge.

Multimedia & Mass Communication Programme

(Under Choice Based Credit, Grading and Semester System)
Three Year Integrated Programme - Six Semesters

Basic Structure: Distribution of Courses

Journalism

1	Ability Enhancement Compulsory Course (AECC)	2 Papers of 3 Credits Hrs. each (Total Credits Hrs. $2*3$)=	06
2	Skill Enhancement Compulsory Course (SEC)	2 Papers of 3 Credits Hrs. each (Total Credits Hrs. $2*3$) = 2 Papers of 4 Credits Hrs. each (Total Credits Hrs. $2*4$) =	06 08
3	Core Course (CC)	5 Papers of 4 Credits Hrs. each (Total Credits Hrs. $5*4$)= 15 Papers of 3Credits Hrs. each (Total Credits Hrs. $15*3$)=	20 45
4	Discipline Specific Compulsory Course (DSC)	6 Papers of 4 Credits Hrs. each (Total Credits Hrs. $6*4$) = 5 Papers of 3 Credits Hrs. each (Total Credits Hrs. $5*3$) =	24 15
	Total Credits Hours		124

Basic Structure: Distribution of Courses

Advertising

1	Ability Enhancement Compulsory Course (AECC)	2 Papers of 3 Credits Hrs. each (Total Credits Hrs. $2*3$)=	06
2	Skill Enhancement Compulsory Course (SEC)	2 Papers of 3 Credits Hrs. each (Total Credits Hrs. $2*3$) = 2 Papers of 4 Credits Hrs. each (Total Credits Hrs. $2*4$) = =	06 08
3	Core Course (CC)	5 Papers of 4 Credits Hrs. each (Total Credits Hrs. $5*4$)= 15 Papers of 3Credits Hrs. each (Total Credits Hrs. $15*3$)=	20 45
4	Discipline Specific Compulsory Course (DSC)	6 Papers of 4 Credits Hrs. each (Total Credits Hrs. $6*4$)= 5 Papers of 3 Credits Hrs. each (Total Credits Hrs. $5*3$) = =	24 15
	Total Credits Hours		124

Bachelor of Arts in Multimedia and Mass Communication (BAMMC) Programme
Under Choice Based Credit, Grading and Semester System
Curriculum Framework
(Implemented from Academic year 2020-21 onwards)

FIRST YEAR

Sr. No.	Semester I	Subject code	Credits	Sr. No.	Semester II	Subject code	Credits
	<i>Ability Enhancement Compulsory Course (AECC)</i>				<i>Ability Enhancement Compulsory Course (AECC)</i>		
1	AECC-1 Effective Communication Skills-I	2011UMCEC	3	1	AECC-2 Effective Communication Skills-II	2021UMCEC	3
	<i>Core Course</i>				<i>Core Course</i>		
2	CC-1 Mass Communication	2012UMCM C	3	2	CC- 5 Political concepts and Indian political system	2022UMCPC	3
3	CC-2 Landmark Events of the World and India- A Mass Media Approach	2013UMCLE	3	3	CC-6 Introduction to Literature	2023UMCIL	3
4	CC-3 Introduction to Economics	2014UMCIE	3	4	CC-7 Principles of Marketing	2024UMCPM K	3
5	CC-4 Introduction to Sociology	2015UMCIS	3	5	CC-8 Principles of Management	2025UMCPM G	3
	<i>Discipline Specific Compulsory Course (DSC)</i>				<i>Discipline Specific Compulsory Course (DSC)</i>		
6	DSC-1 Introduction to Computers	2016UMCIC	3	6	DSC-2 Media Psychology	2026UMCPSY	3
	TOTAL		18		TOTAL		18

SECOND YEAR

(Implemented from Academic year 2020-2021)

Sr. No.	Semester III	Subject code	Credits	Sr. No.	Semester IV	Subject code	Credits
	<i>Skill Enhancement Compulsory Course (SEC)</i>				<i>Skill Enhancement Compulsory Course (SEC)</i>		
1	SEC-1 Introduction to Public Relations	1731UMCPR	3	1	SEC-2 Photography and Print Production	1741UMCPPP	3
	<i>Core Course (CC)</i>				<i>Core Course (CC)</i>		
2	CC- 9Media Studies	1732UMCMS	3	2	CC- 12 Introduction to Journalism	1742UMCIJ	3
3	CC-10 Understanding Cinema	1733UMCUC	3	3	CC- 13 Introduction to Advertising	1743UMCIA	3
4	CC-11 Introduction to Cultural Studies	1734UMCCS	3	4	CC-14 TV and Radio	1744UMCTVR	3
	<i>Discipline Specific Compulsory Course (DSC)</i>			5	CC-15 Organizational Behaviour	1745UMCOB	3
5	DSC-3-Creative Writing	1735UMCCW	3		<i>Discipline Specific Compulsory Course (DSC)</i>		
6	DSC –4 Advance Computers	1736UMCAC	3	6	DSC- 5 Mass Media Research	1746UMCMMR	3
	TOTAL		18		TOTAL		18

THIRD YEAR JOURNALISM
(Implemented from Academic year 2020-2021)

Sr. No.	Semester V	Subject code	Credits	Sr. No.	Semester VI	Subject code	Credits
	<i>Skill Enhancement Compulsory Course (SEC)</i>				<i>Skill Enhancement Compulsory Course (SEC)</i>		
1	SEC-3 Digital Media	2051UMMDIM	4	1	SEC-4 Newspaper and Magazine Making	2061UMMNM	4
	<i>Core Course (CC)</i>				<i>Core Course (CC)</i>		
2	CC- 16 Journalism and Public Opinion	1852UMMJJP	4	2	CC-19 Contemporary Issues	1962UMMCI	4
3	CC-17 Indian Regional Journalism	1853UMMIR	4	3	CC-20 Press Law and Ethics	1863UMMPLE	4
4	CC-18 Global and New Media	1954UMMGNM	4		<i>Discipline Specific Compulsory Course (DSC)</i>		4
	<i>Discipline Specific Compulsory Course (DSC)</i>		4	4	DSC-08 Broadcast Journalism	1864UMMBJ	4
5	DSC-6- Reporting	1855UMMRP	4	5	DSC-09 Business and Magazine Journalism	1865UMMBMJ	4
6	DSC –7 Cross Media Writing & Editing - I	1956UMMCME	4	6	DSC-10 News Media Management	1866UMMNMM	4
				7	DSC-11 Cross Media Writing & Editing - II	1967UMMCME	4
	TOTAL		24		TOTAL		28

THIRD YEAR ADVERTISING
(Implemented from Academic year 2020-2021)

Sr. No.	Semester V	Subject code	Credits	Sr. No.	Semester VI	Subject code	Credits
	<i>Skill Enhancement Compulsory Course (SEC)</i>				<i>Skill Enhancement Compulsory Course (SEC)</i>		
1	SEC- 3 Digital Media	2051UMMDIM	4	1	SEC- 4 Advertising Design	2061UMMAD	4
	<i>Core Course (CC)</i>				<i>Core Course (CC)</i>		
2	CC- 9 Brand Building	1852UMMBB	4	2	CC-19 Contemporary Issues	1962UMMCI	4
3	CC-10 Advertising in Contemporary Society	1853UMMAC	4	3	CC-20 Legal Environment and Advertising Ethics	1863UMMLE	4
4	CC-11 Consumer Behaviour	1854UMMCB	4		<i>Discipline Specific Compulsory Course (DSC)</i>		
	<i>Discipline Specific Compulsory Course (DSC)</i>			4	DSC-08 Financial Management for Marketing and Advertising	1864UMMFM	4
5	DSC-3- Media Planning and Buying	1855UMMMP	4	5	DSC-09 Principles and Practices of Direct Marketing	1865UMMDM	4
6	DSC –4 Copywriting	1856UMMCW	4	6	DSC-10 Agency Management	1866UMMAM	4
				7	DSC-11 Advertising and Marketing Research	1867UMMAMR	4
	TOTAL		24		TOTAL		28

Teaching Methodology

5. Teaching Methodology

In NKBAMMC, we recognise that our students are audio-visual & kinaesthetic learners. The teaching-learning methodology is to match the requirements.

In the Classroom

A problem-solving approach with a hands-on learning experience is encouraged. Current case studies are used as a tool to understand current trends in the media industry. For students, newspapers and media-related magazines are textbooks. Role plays, management games and group discussions supplement the teaching-learning process. Starting from the first semester, students are trained to make presentations. This is to encourage them to work in teams and develop a spirit of leadership and accommodation.

Field Trips:

1. Students are taken to institutions such as SPICE (St. Pauls' Institute of Communication and Education) where the students get hands-on experience on anchoring and dubbing in a real studio environment. PRCAI- The Public Relations Consultants Association of India conducts seminars to educate our students about the demands and rigors of Public Relations Industry as most want to take up Public Relations as a Career.
2. Students in Advertising & Journalism are taken to malls to observe window dressing, consumer behaviour, product placements and direct marketing techniques that are followed.

Participative and Experiential Learning

Student centric methods, such as experiential learning, participative learning and problem-solving methodologies are used for enhancing learning experiences

Industry Readiness

Learners are trained to organise college programmes, design community sensitive outreach initiatives and serve as mentors to their juniors. Internships are encouraged

Constant and Relevant Syllabi Revision

Our teaching-learning methodology is strengthened by our autonomous status. Periodic revision of the syllabi in tandem with industry trends sends out batches of students ready to face well the current opportunities and challenges of the dynamic media industry. The Subject Board comprises industry captains, academicians with rich experience and global exposure and student representatives

The Subject Board Composition

Sr. No.	Category	Name	Affiliation	Signature
1	Head of the Department (Chairperson)	Preethi Rao	Mumbai University	
2	Entire faculty of each Specialisation	Nelson Daniel	Mumbai University	
3	Subject experts from outside the parent university	(i) Dr Suddhaseel Sen	Department of Humanities and Social Sciences IIT Bombay	
		(ii) Dr Mangesh Karandikar Director-Mass Media	MET Mumbai Educational Trust	
4	Expert to be nominated by the Vice-Chancellor	Prof. Gajendra Deoda, BMM & MACJ Coordinator, Sathaye College	Mumbai University	
5	Representative from industry/corporate sector/allied area relating to placement	Mr. Vishal Parekh	Director, Yahoo India	
6	Postgraduate meritorious alumnus	Ms. Shreya Bhandary	Asst Editor Hindustan Times	
7	Chairperson, with the approval of the principal, may co-opt (a) Experts from outside the college whenever special courses of studies are to be formulated. (b) Other members of staff of the same faculty.	1. Mr. Arvind Parulekar	Mumbai University	
		2. Ms Shobha Venketesh	Mumbai University	
		3. Dr. Hanif Lakhdawala	Mumbai University	
		4. Ms. Renu Nauriyal	Mumbai University	
8	Student Representatives (Special Invitees)	Rajvi Shukla TYBMM (Journalism)		
		Aastha Doshi TYBMM (Advertising)		
		Kush Shah- TYBMM (Advertising)		

		Sanya Solanki (SYBAMMC) Harmeet Kaur Lotay (SYBAMMC)		
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Learning Outcome; Our students learn how to interact with Government bodies such as the Police Department and BMC for the necessary permissions. Taglines for each campaign (Maybe Darna Zaroori Hai for Road Safety Campaigns, Na Phunk Zindagi for No Smoking Campaign, Zindagi Milegi Dobara for Organ Donation), poster and banner designing and scripting& directing street plays are all done by students under Faculty guidance. They appreciate the power of traditional tools of mass media as well as the power and reach of the digital and harness both for effective and ethical influence. They inculcate a global perspective and are prepared with 21st Century skills to fulfil their responsibility of citizenry.

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