



Bunts Sangha's
S.M Shetty College of Science, Commerce & Management Studies, Powai, Mumbai
Affiliated to University of Mumbai
NAAC Accredited 'A' Grade
IMC RBNQ Certificate of Merit 2019
ISO 9001 : 2018 Certified



THE DEPARTMENT OF MASS MEDIA & COMMUNICATION SKILLS
'THE STUDIO'
Bunts Sangha's

S.M. Shetty College of Science, Commerce and Management Studies, Powai.

Department: Mass Media & Communication Skills

Program: Path wise on Advertising and Film Making

Need: This workshop provides students with best insights on how the advertising and film making industry works

Date: 01st March 2023

Time: 12:00 pm

Venue: 6th Floor AV Room

Proposed by: Prof. Neena Sharma

Verified by: Prof Kalpana Rai Menon

Prof. Kalpana Rai Menon
(Head of Department)

Dr. Sridhara Shetty
(Principal)



Bunts Sangha's S.M. Shetty College Of Science, Commerce And Management Studies
Affiliated to University of Mumbai
NAAC ACCREDITED 'A' GRADE
ISO 21001:2018 CERTIFIED IMC RBNQ CERTIFICATE OF MERIT 2019



The Department of Mass media & Communication Skills



Presents

PATHWISE

ON ADVERTISING & FILM MAKING



Resource person:

JAY DODIA

Line producer at Offroad Films



Date: 1st March,
2023

Time: 12:00 PM

Venue: AV Room



Bunts Sangha's
S.M Shetty College of Science, Commerce & Management Studies, Powai, Mumbai
Affiliated to University of Mumbai
NAAC Accredited 'A' Grade
IMC RBNQ Certificate of Merit 2019
ISO 9001 : 2018 Certified



THE DEPARTMENT OF MASS MEDIA & COMMUNICATION SKILLS
'THE STUDIO'
Bunts Sangha's

S.M. Shetty College of Science, Commerce and Management Studies, Powai.

Date: 01st March , 2023

Time: 12:00 PM

Venue: 6th floor AV Room

Teachers Present

Prof. Kalpana Rai Menon

Members Present:

Farhan Khan

Dolcee Shah

Mandeera Ramgir

Vijyalaxmi Poojary

Points Discussed

- Honorarium for the resource person.
- Technical team needed
- On the spot activity to be conducted

- Thank You letter for the resource person
- Colour coordinated outfits for the team.

A handwritten signature in blue ink, appearing to read 'Kalpana', with a horizontal line underneath.

Prof. Kalpana Rai Menon
(Head of Department)

A handwritten signature in blue ink, appearing to read 'Sridhara Shetty', with a horizontal line underneath.

Dr. Sridhara Shetty
(Principal)



Bunts Sangha's
S.M Shetty College of Science, Commerce & Management Studies, Powai, Mumbai
Affiliated to University of Mumbai
NAAC Accredited 'A' Grade
IMC RBNQ Certificate of Merit 2019
ISO 9001 : 2018 Certified



THE DEPARTMENT OF MASS MEDIA & COMMUNICATION SKILLS
'THE STUDIO'
Bunts Sangha's

S.M. Shetty College of Science, Commerce and Management Studies, Powai.

Teachers

Prof. Kalpana Rai Menon

Prof. Neena Sharma

Overall Incharge

Farhan Khan

Anam Choudhary

Studio Team

Vaishnavi Moolya

Harman Kaur Badwal

Vijayalaxmi Poojary

Pratham Gore

Kumkum Gaikwad

Saisarnyya Menon

Dolcee Shah

Mandeera Ramgiri



Bunts Sangha's
S.M Shetty College of Science, Commerce & Management Studies, Powai, Mumbai
Affiliated to University of Mumbai
NAAC Accredited 'A' Grade
IMC RBNQ Certificate of Merit 2019
ISO 9001 : 2018 Certified



THE DEPARTMENT OF MASS MEDIA & COMMUNICATION SKILLS
'THE STUDIO'
Bunts Sangha's

S.M. Shetty College of Science, Commerce and Management Studies, Powai.

The Department of Mass Media and Communication Skills of Bunts Sangha's S. M. Shetty College of Science, Commerce, and Management Studies, Powai on 1 March 2023, conducted a Pathwise session for the students of the BAMMC department looking for career options in careers in advertising and filmmaking'. The host of this event Vallary Dubey from SYBAMMC introduced the resource person, Mr Jay Dodia. Jay Dodia is an alumnus of S.M Shetty college who completed his graduation in BAMMC in 2016. Studio President Farhan Khan from TYBAMMC felicitated the resource person. Mr Jay Dodia is also an accomplished Line producer at Offroad films. He has done more than 200 commercials for brands like – Tresemme, gainer, dove , jeep , Orra, knor , signature, etc. And Worked with many celebrities to name a few Shahruk Khan, Karan Johar, Deepika Padukone, etc. Mr. Dodia has been a part of some amazing projects and has noteworthy accomplishments to his credit, including Jay Dodia explained to the students about how Advertising and filmmaking are two exciting and creative fields that offer a variety of career opportunities such as copy writing, art director, media planner, creative director etc. Having worked in the industry as a professional for quite some time, Mr.Dodia's insights helped many students in the audience. At the conclusion of the session, a Question-and-Answer session was held for the students to clear their doubts and have a better understanding of the profession. Host of the event, Vallary Dubey gave the vote of thanks to Mr. Jay Dodia and all the attendees.

Kalpana

Prof. Kalpana Rai Menon
(Head of Department)

Sridhara Shetty

Dr. Sridhara Shetty
(Principal)



Mumbai, Maharashtra, India
Bunts Sangha's S.M.Shetty
College of Science, Commerce
and Management, Powai
03/01/23



Bunts Sangha's
S.M Shetty College of Science, Commerce & Management Studies, Powai, Mumbai
Affiliated to University of Mumbai
NAAC Accredited 'A' Grade
IMC RBNQ Certificate of Merit 2019
ISO 9001 : 2018 Certified

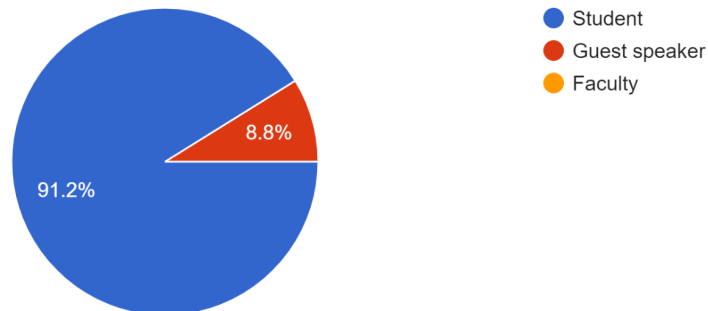


THE DEPARTMENT OF MASS MEDIA & COMMUNICATION SKILLS
'THE STUDIO'
Bunts Sangha's

S.M. Shetty College of Science, Commerce and Management Studies, Powai.

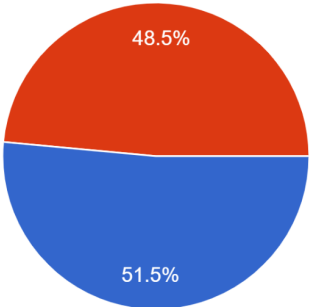
Which of the following best describes you ?

68 responses



Gender

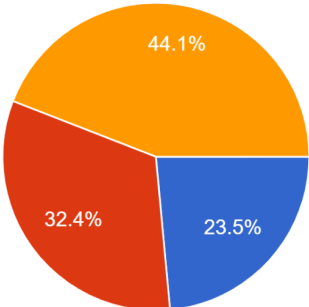
68 responses



- Male
- Female
- Other
- Prefer not to say

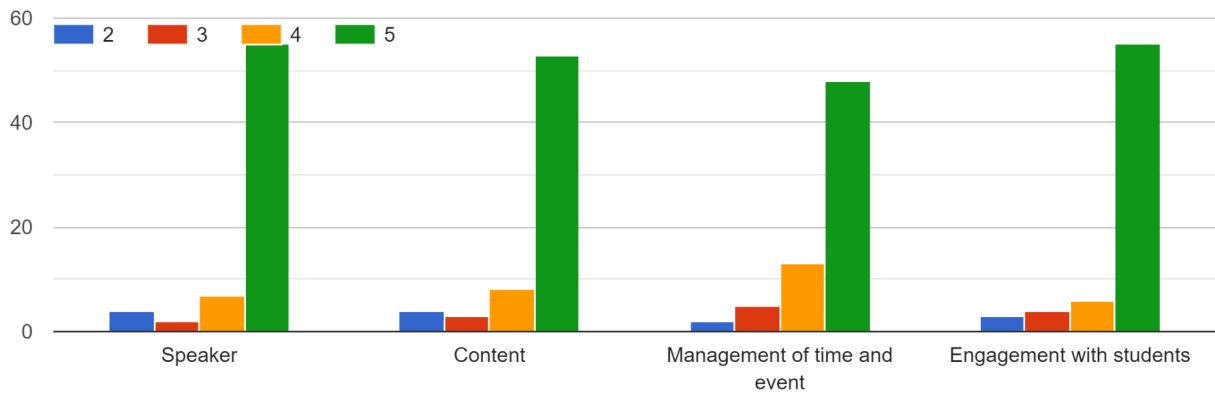
Class

68 responses



- FY
- SY
- TY

Rate the following (1 being the lowest , 5 being the highest



The entire response has been really favorable, and the students enjoyed the session because it was extremely beneficial to each one of them. More such sessions will be kept in the coming future.



Bunts Sangha's

**S.M Shetty College of Science, Commerce & Management Studies, Powai, Mumbai
Affiliated to University of Mumbai**

**NAAC Accredited 'A' Grade
IMC RBNQ Certificate of Merit 2019
ISO 9001 : 2018 Certified**



**THE DEPARTMENT OF MASS MEDIA & COMMUNICATION SKILLS
'THE STUDIO'
Bunts Sangha's**

S.M. Shetty College of Science, Commerce and Management Studies, Powai.

The entire response has been really favorable, and the students enjoyed the session because it was extremely beneficial to each one of them. More such sessions will be kept in the coming future.

| Timestamp | Email Address | College name / Institute | Email | Full name | Which of the following bet | Gender | Class | Rate the following (1 beir | Rate the following (1 beir | Rate the following (1 beir | Rate the following (1 beir | Any suggestion that can help us make this program better. |
|-------------------|---------------|--------------------------|--------------------------|--------------------------|----------------------------|--------|-------|-----------------------------|-----------------------------|-----------------------------|-----------------------------|---|
| 3/1/2023 13:35:58 | | SM SHETTY POWAI | scottrodrigues40@gmail.c | Scott Rodrigues | Student | Male | TY | 5 | 5 | 5 | 5 | No |
| 3/1/2023 13:36:01 | | Sm Shetty Powai | deepashaswamy18@gma | Deepasha swamy | Student | Female | TY | 5 | 5 | 5 | 5 | . |
| 3/1/2023 13:36:01 | | Sm shetty | vireshpanchal252@gmail | Viresh tukaram panchal | Student | Male | TY | 5 | 5 | 5 | 5 | No |
| 3/1/2023 13:36:01 | | Sm shetty powai | Kashishshetty03@gmail | Kashish shetty | Student | Female | FY | 5 | 5 | 5 | 5 | It was great already |
| 3/1/2023 13:36:06 | | Sm shetty powai | smsdeglybanmc3097217 | Sahil Pol | Student | Male | SY | 4 | 4 | 4 | 4 | It was best |
| 3/1/2023 13:36:06 | | Sm shetty | pooparipratham28@gma | Pratham poojari | Student | Male | TY | 5 | 5 | 5 | 5 | . |
| 3/1/2023 13:36:08 | | Sm shetty college | dolicesha2@gmail.com | Dolice shah | Student | Female | TY | 5 | 5 | 5 | 5 | . |
| 3/1/2023 13:36:10 | | Sm shetty | istarnmaygohil@gmail.co | Tanmay Gohil | Student | Male | TY | 5 | 5 | 5 | 5 | . |
| 3/1/2023 13:36:13 | | SM Shetty | moresunegh@gmail.com | Sunegh More | Student | Male | TY | 5 | 5 | 4 | 4 | Keep more of jay sirs lectures |
| 3/1/2023 13:36:14 | | SM Shetty College | aashadabola111@gmail | Aashita Dabola | Student | Female | FY | 5 | 5 | 5 | 5 | . |
| 3/1/2023 13:36:15 | | S m shetty | diskhatlak1970@gmail.c | Deeksha Devadiga | Student | Female | FY | 5 | 5 | 5 | 5 | It was too good |
| 3/1/2023 13:36:17 | | Sm shetty | matrikashukla04@gmail | matrika shukla | Student | Female | FY | 5 | 3 | 5 | 5 | . |
| 3/1/2023 13:36:19 | | Sm Shetty (bunts) | sahirane302@gmail.com | Sahil Y Rane | Student | Male | TY | 3 | 3 | 3 | 3 | No |
| 3/1/2023 13:36:22 | | Sm Shetty | nidhisalian05@gmail.co | Nidhi Salian | Student | Female | FY | 5 | 5 | 4 | 4 | No |
| 3/1/2023 13:36:24 | | Sm shetty college | hawaladarsanin75@gma | Sanin Hawaldar | Student | Male | TY | 5 | 5 | 5 | 5 | No |
| 3/1/2023 13:36:30 | | SM Shetty College | tanushivaidya@gmail.co | Tanushi Vaidya | Student | Female | SY | 5 | 5 | 5 | 5 | Better sound |
| 3/1/2023 13:36:31 | | Sm shetty | shettyshridevi5@gmail | Shridevi shetty | Student | Female | SY | 5 | 5 | 5 | 5 | We need one moreeeeeeee session |
| 3/1/2023 13:36:33 | | Sm shetty | kumkumgaikwad69@gma | Kumkum Gaikwad | Student | Female | TY | 5 | 5 | 5 | 5 | None |
| 3/1/2023 13:36:34 | | S M SHETTY COLLEGE | deeshahash2004@gmaul | DEESHA SHAH | Student | Female | FY | 5 | 5 | 5 | 5 | No |
| 3/1/2023 13:36:34 | | Sm Shetty | khushimehta2613@gmail | Khushi Mehta | Student | Female | SY | 5 | 5 | 5 | 5 | No |
| 3/1/2023 13:36:36 | | SM Shetty College | adi.raval1234@gmail.co | Adi Raval | Student | Male | SY | 5 | 5 | 5 | 5 | . |
| 3/1/2023 13:36:39 | | Sm shetty college | Prathamgore2002.pg@g | Pratham Gore | Student | Male | TY | 5 | 5 | 5 | 5 | Na |
| 3/1/2023 13:36:40 | | S.M shetty | Suthamans46@gmail.co | Suthar mansi | Student | Female | FY | 5 | 5 | 5 | 5 | No |
| 3/1/2023 13:36:40 | | Sm shetty | ronitthakar10@gmail.c | Ronitthakar | Student | Male | TY | 5 | 5 | 5 | 5 | . |
| 3/1/2023 13:36:41 | | Sm Shetty college | bangerasukesn2@gmail.c | Sukesn Bangera | Student | Male | SY | 3 | 3 | 3 | 3 | No |
| 3/1/2023 13:36:45 | | Sm Shetty | Vrushipadhyay25131@v | Vrushiti Upadhyay | Student | Female | TY | 5 | 5 | 5 | 5 | . |
| 3/1/2023 13:36:46 | | Bunts sangha sm shetty | naiksamksha30@gmail.c | Samksha Naik | Student | Female | TY | 5 | 5 | 4 | 4 | No |
| 3/1/2023 13:36:47 | | S.M Shetty Degree Colleg | smsdeglybanmc3153811 | Aishwarya Rajput | Student | Female | SY | 5 | 4 | 4 | 4 | Better sound and internet speed |
| 3/1/2023 13:36:48 | | Sm shetty college powai | sanveshkothavale28@gm | Sanvesh Kothavale | Student | Male | TY | 4 | 4 | 4 | 4 | . |
| 3/1/2023 13:36:49 | | Smshetty | shettypranany02@gma | Prananya Ramesh Sheth | Student | Female | FY | 5 | 5 | 5 | 5 | . |
| 3/1/2023 13:36:54 | | S m Shetty clg | harshchheda370@gmail | Harsh Kishore chheda | Student | Male | FY | 5 | 5 | 5 | 5 | Make more events like this |
| 3/1/2023 13:36:57 | | S.M.Shetty | sorathiaujjal@gmail.co | Ujjal Sorathia | Student | Male | SY | 5 | 5 | 5 | 5 | The event was great |
| 3/1/2023 13:36:58 | | Sm shetty | surbhisingh1403@gmail | c Surbhi Singh | Student | Female | SY | 4 | 4 | 4 | 4 | Such more sessions with some other fields.. |
| 3/1/2023 13:37:02 | | Sm Shetty college | thakulkomal5@gmail.co | Komal Thakulla | Student | Female | FY | 2 | 2 | 2 | 2 | No the session was best |
| 3/1/2023 13:37:02 | | Sm shetty | badwalharmankaur@gma | Harman kaur Badwal | Student | Female | TY | 5 | 5 | 5 | 5 | More Sessions like these with alumnis in the ad industry or marketing industry |
| 3/1/2023 13:37:05 | | S.M Shetty College | aastha.shetty1604@gma | Aastha Shetty | Student | Female | SY | 4 | 4 | 4 | 4 | . |
| 3/1/2023 13:37:10 | | SM Shetty College | vishnu.sbnair@gmail.co | Vishnu Suresh Babu Nair | Student | Male | FY | 5 | 5 | 5 | 5 | . |
| 3/1/2023 13:37:14 | | Sm shetty | pavitraraulo6@gmail.co | Pavitra Raulo | Student | Female | SY | 5 | 5 | 5 | 5 | Would love to attend more such sessions and would even like to see the whole process of production in real by visit |
| 3/1/2023 13:37:20 | | Sm Shetty | mail2hlok@gmail.com | Shlok Shrivastava | Student | Male | TY | 5 | 5 | 5 | 5 | . |
| 3/1/2023 13:37:20 | | Sm shetty | Sandeep Sandeep | Sandeep raulo | Student | Male | FY | 2 | 2 | 2 | 2 | No |
| 3/1/2023 13:37:22 | | Sm Shetty | sarveshsharma122003q | Sarvesh Sharma | Student | Male | FY | 5 | 5 | 5 | 5 | Better speaker operators |
| 3/1/2023 13:37:22 | | Sm shetty | sachali1817@gmail.com | Sachin halli | Student | Male | TY | 5 | 5 | 4 | 4 | . |
| 3/1/2023 13:37:26 | | Sm shetty college | Jaypanchal1697@gmail | c Jay panchal | Student | Male | TY | 4 | 4 | 4 | 4 | Its good this way |
| 3/1/2023 13:37:26 | | Sm shetty | ramsarang1800@gmail.co | Ram Sarang | Student | Male | TY | 5 | 5 | 5 | 5 | No he was really good and concise as well as very professional |
| 3/1/2023 13:37:29 | | SM Shetty College | tanushivaidya@gmail.co | Tanushri Vaidya | Student | Female | SY | 5 | 5 | 5 | 5 | Better sound |
| 3/1/2023 13:37:29 | | Bunts Sangha's SM Shett | chinmayshn@gmail.com | Chinmay Saliان | Student | Male | SY | 5 | 5 | 4 | 4 | Just a friendly speaker for everytime.) |
| 3/1/2023 13:37:29 | | Bunts Sangha's SM SHEI | smsdeglybanmc3041251 | Garima Tiwari | Student | Female | SY | 5 | 5 | 5 | 5 | We need more such sessions with such experienced people and with some job opportunities |
| 3/1/2023 13:37:46 | | SM SHETTY college | tanishqashetty6@gmail | c Tanishqa Shetty | Student | Female | TY | 5 | 5 | 5 | 5 | . |
| 3/1/2023 13:37:51 | | S M Shetty College , Pow | atharvahagwat0606@g | n Atharva Sanjay Bhagwat | Student | Male | TY | 5 | 5 | 5 | 5 | Lecture was good |
| 3/1/2023 13:37:53 | | S.M Shetty College | shreyalpadhyay01@gm | i Shreyal Upadhyay | Student | Female | SY | 5 | 5 | 4 | 4 | Great and informative |
| 3/1/2023 13:37:56 | | S.M.Shetty | takwanevivek@gmail.co | Vivek takwane | Student | Male | FY | 5 | 5 | 5 | 5 | Change the av room speakers |
| 3/1/2023 13:37:57 | | Sm shetty | JayantJayant046@gma | i Jayanth lyengar | Student | Male | FY | 2 | 2 | 2 | 2 | No |
| 3/1/2023 13:38:02 | | S M Shetty Degree Colleg | atharvapantte30@gma | i Atharva Panpatte | Student | Male | TY | 5 | 5 | 5 | 5 | You were already so open minded and that was easily understandable. |
| 3/1/2023 13:38:07 | | Bunts Sangha's S.M Shett | jimmyabraham92@gmail | i Jimmy Abraham | Student | Male | TY | 5 | 5 | 5 | 5 | Need more sessions from the guest speaker |
| 3/1/2023 13:38:08 | | Sm Shetty | parthreale1971@gmail | i Parth Ashok Rewale | Student | Male | TY | 5 | 5 | 5 | 5 | No |
| 3/1/2023 13:38:21 | | Sm shetty | ashishchoudhary0104@g | Ashish choudhary | Student | Male | FY | 5 | 5 | 5 | 5 | Good |
| 3/1/2023 13:38:53 | | Sm shetty | avehsorathia472@gma | i Avesh sorathia | Student | Male | SY | 5 | 5 | 5 | 5 | Overall good |
| 3/1/2023 13:38:54 | | Sm shetty college | 1630divyasvc@gmail.co | r Divya Shetty | Student | Female | SY | 5 | 5 | 5 | 5 | . |
| 3/1/2023 13:38:55 | | Sm Shetty college | adityashetty0507@gma | i Aditya Shetty | Student | Male | SY | 4 | 4 | 3 | 3 | The event was great |
| 3/1/2023 13:39:10 | | Bunts Sangha's SM Shett | smilingakshi9@gmail.c | o Sakshi Poojari | Student | Female | SY | 2 | 2 | 2 | 2 | No thank you for giving guidelines about this field |
| 3/1/2023 13:40:02 | | SM Shetty College | Vimoolyab007@gmail.co | n Vaishnavi Moolya | Student | Female | TY | 5 | 5 | 5 | 5 | We want more such sessions |
| 3/1/2023 13:40:55 | | Smshetty | Siddheshpart@gmail.co | r Siddhesh parte | Student | Male | TY | 5 | 5 | 5 | 5 | . |
| 3/1/2023 13:40:57 | | S.M shetty college | jayeshhinde3522@gma | i Jayesh Shinde | Student | Male | TY | 4 | 4 | 4 | 4 | . |
| 3/1/2023 18:19:53 | | S.M Shetty college | farhanat3987@gmail.co | m Farhan Khan | Student | Male | TY | 5 | 5 | 5 | 5 | NA |
| 3/1/2023 18:21:53 | | Sm shetty college | shettyshridevi5@gmail | c Shridevi shetty | Student | Female | SY | 5 | 5 | 5 | 5 | One more session |
| 3/1/2023 18:27:06 | | Sm Shetty college | vallyarydubey2@gmail | c Vallyary Dubey | Student | Female | SY | 5 | 5 | 5 | 5 | Would like attend such events in future |
| 3/1/2023 18:55:27 | | Sm Shetty | khushimehta2613@gmail | Khushi Mehta | Student | Female | SY | 5 | 5 | 5 | 5 | . |
| 3/2/2023 7:48:21 | | Mandeera Ramgiri | mandeeraramgirin25@gm | i Mandeera Ramgiri | Student | Female | TY | 5 | 5 | 5 | 5 | . |



Bunts Sangha's
S.M Shetty College of Science, Commerce & Management Studies, Powai, Mumbai
Affiliated to University of Mumbai
NAAC Accredited 'A' Grade
IMC RBNQ Certificate of Merit 2019
ISO 9001 : 2018 Certified



THE DEPARTMENT OF MASS MEDIA & COMMUNICATION SKILLS
'THE STUDIO'
Bunts Sangha's

S.M. Shetty College of Science, Commerce and Management Studies, Powai.

24th February, 2023

To,
The Principal,
SM Shetty Degree College,
Powai.

Sub: Allocation of funds for BAMMC 'Pathwise' Career Guidance Session.


Respected Sir,

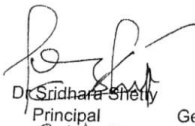
The Department of Mass Media & Communication Skills is organizing 'Pathwise' the career guidance session for SY and TY students. The session will help students to understand the requirements of the industry and will assist them in selecting their specializations and career options. We intend to invite our Alumni and resource persons from the industry to interact with the students.

For the same, we require the fund for the following:

| PATHWISE BUDGET-2023 | | |
|----------------------|-----------------------------|-----------------------------|
| Sr No. | Description | Amount Required (in Rupees) |
| 1 | Guest Gift (4 Guests X1000) | 4000 |
| 2 | Miscellaneous | 500 |
| Total | | 4,500 |

Regards,


Kalpana Rai Menon
BAMMC- Coordinator


Dr. Sridhar Shetty
Principal
24/02/2023

Dr. Sandeep Singh
General Manager (A & A)

CS Uttam Shetty
Secretary

CA Jagdish Shetty
Treasurer

Ulthur Mohandas Shetty
Vice Chairman

Vasant Shetty Palimar
Vice Chairman

B. R. Shetty
Chairman