

Bunts Sangha's

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

Student Enrichment Activity Approval Form 2019-20

Department: Mass Media & Communication Skills

Program: Studio Awaaz launch with RJ Dilip – departments online radio podcast

Objectives: Radio is one of the most known platforms also included in the curriculum of the BMM / BAMMC programme. The podcast is an opportunity for students to explore this by using an alternative i.e an online podcast medium which is released fortnightly on Thursdays.

Need: With radio undergoing something of a digital revolution at the moment, it's an opportunity for those of who wish to pursue a career behind the mic as an RJ or pursue script writing or editing etc.

Content: A session on the workings of a commercial radio station, career in radio was followed by a question answer session where the resource person answered queries and doubts of attendees

Resource Person: RJ Dilip

Date: 4th July 2020 Time: 11am Venue: Zoom

Cost/Budget: 5000/-

Proposed by: Prof. Neena Sharma

Verified by: Prof. Kalpana Rai Menon

Purpose of Studio Awaaz

We live in a world where the students do have a voice, but a very limited one. Studio Awaaz is a brand new platform for students, where they can express their emotions, where they will

be able to speak about their opinions. It is to give students a voice and empowerment. It is also meant to give student of BMM/BAMMC hands on experience of creating a radio programme.



Bunts Sangha's S.M. Shetty College of
Science, Commerce and Management
Studies, Powai



The Department of Mass Media
and Communication Skills is
organizing

ONE DAY NATIONAL WEBINAR BY

RJ DILIP

92.7 BIG FM, MUMBAI



“Webinar on the power and influence of Radio
and how to be a part of this world “

“

The power of radio is not that it speaks to
millions, but that it speaks intimately and
privately to each one of those millions.

”

Date & time of webinar: 4th July, 2020
(Saturday) at 11 a.m

Have you ever heard of a communication that appeals to the masses, but appears very personal?

From the eternal days, Radio has been one such platform available which creates that one to one connect with its listeners.

Radio as a platform that is not only informative but entertaining and enriching. It brings people from all walks of life together.

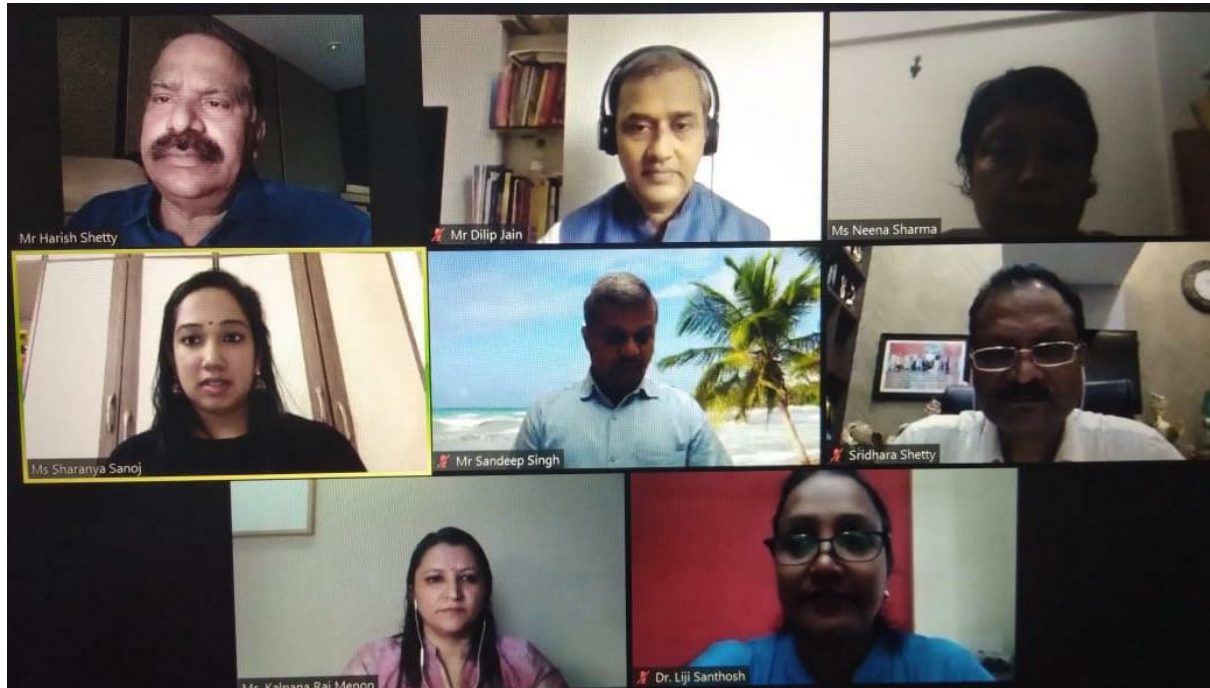
The Department of Mass Media and Communication Skills of S.M Shetty College, Powai introduced its newest addition under the Studio - "Studio Awaaz".



During this pandemic of Covid-19 and lockdown situation, radio is one such measure which is safe, entertaining and taking this platform to utmost use, S.M Shetty College organized a national level webinar on 4th July 2020 on the topic "The Power and Influence of Radio and how to be a part of this world".

Under the guidance of Principal Dr.Sridhara Shetty and Vice -Principal Dr. Liji Santosh, Vice Principal Assistant Professor Sandesha Shetty and other esteemed personalities, Shri.Harish Vasu Shetty Secretary, Powai Education Committee inaugurated the "Studio Awaaz" portal

at the National Level Webinar.



The webinar commenced with the National Anthem.



Assistant Prof. Sharanya Sanoj introduced the College and its faculties to the Guests followed by a Video Presentation of BMM Students and their various platforms for the betterment of them.



Principal Dr. Sridhara Shetty welcomed the Guest “RJ DILIP JAIN” with a short speech on radio and some information about the guest who started his career as a Radio Jockey in All India Radio (AIR).

RJ Dilip made it clear at the beginning of the webinar that anyone even from a non-media background can get a Job Opportunity in Radio.

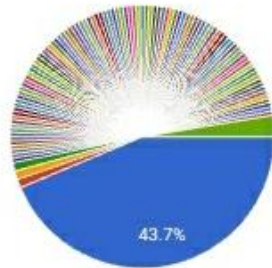
The Guest also spoke about the costs of advertisements on Radio as in a city with more population will have more cost of the ads { 1200 approx. in Mumbai and 600 in Pune just for a 10-second ad }.

He also spoke about the different roles in radio stations - RJ, Sound Engineer, Editor, etc. This major event winded up by the Vote of thanks by Prof. Kalpana Rai Menon and also at the end of the Webinar, there was a Question and answer session for the students to clear any doubts.

FEEDBACK: National Webinar on "Power and Influence of Radio and how to be a part of this World" with RJ Dilip by Bunts Sangha's S.M Shetty College, Mumbai.

College Name

190 responses

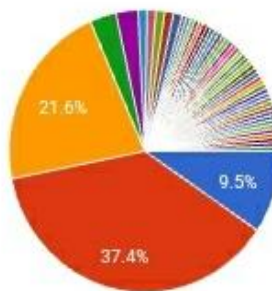


- S. M. Shetty College, Powai.
- IHRD college of applied science adoor
- College of applied science adoor
- Mulund college of Commerce
- Wilson College, Guru Nanak Khalsa Col...
- K.J.somaiya Arts and commerce
- Canara College, Mangaluru
- G.R.Patil College Dombivli

▲ 1/13 ▼

Class

190 responses

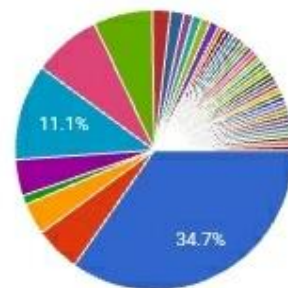


- FY
- SY
- TY
- Graduate
- Faculty
- Assistant professor
- Student
- Lecturer

▲ 1/7 ▼

Department

190 responses

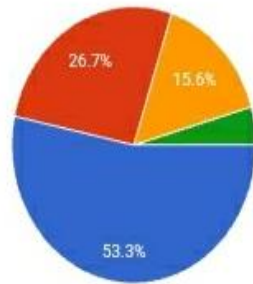


- BMM
- BMS
- BAF
- BSCIT
- BBI
- FACULTY
- BBA
- Bcom

▲ 1/6 ▼

For TY BMM only

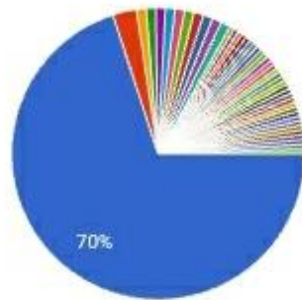
45 responses



- Advertising
- Journalism
- Ad.
- Journo.

City

190 responses

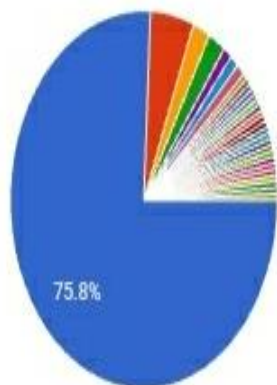


- Mumbai
- Adoor
- Thane
- Hyderabad
- Charummoodu
- Pune
- Pandalam
- Kuwait

▲ 1/6 ▼

State

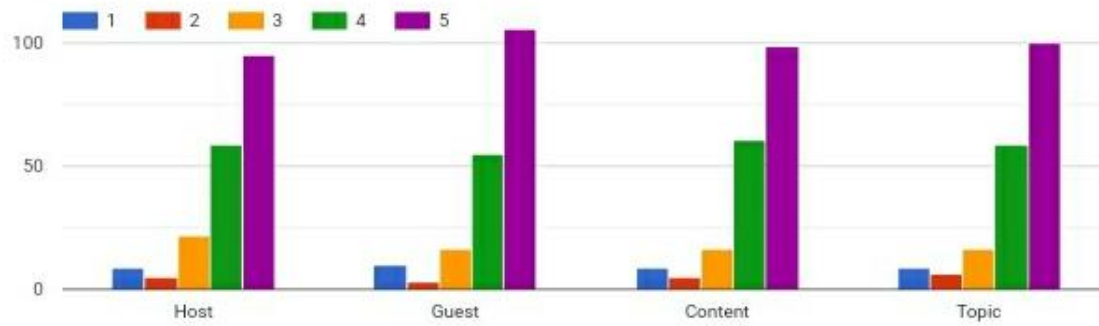
190 responses



- MAHARASHTRA
- Kerala
- Kerala
- Karnataka
- Karnataka
- Kuwait
- Goa
- kuwait

▲ 1/4 ▼

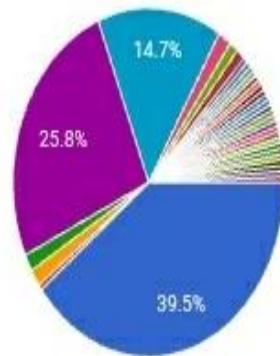
Rate the following (1 being lowest,5 being highest)



How did you get to know about this session?



190 responses

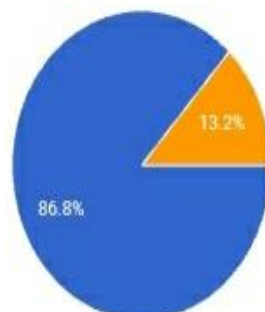


- College WhatsApp group
- CL groups
- Instagram
- Facebook
- SM Shetty Shetty WhatsApp group
- SM Shetty telegram group
- Friend
- Apeksha Shetty

▲ 1/5 ▼

Would you like to attend sessions like this in future?

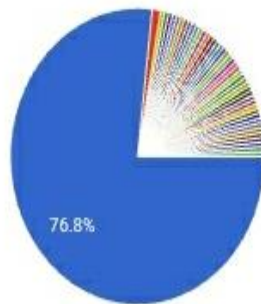
190 responses



- Yes
- No
- Maybe

Suggestions for next session.

190 responses



- None
- Yes
- On Advertising Designing
- Amazing Session
- More informative and enriching session
- I would like to attend the session
- It was nice
- Mental health awareness

▲ 1/6 ▼

SUGGESTIONS:

- **Session on digital marketing.**
- **Session on Animation and VFX industry**
- **Duration should be longer.**
- **Session on voice modulation**
- **Career opportunities on journalism.**
- **Session on advertising, marketing etc.**
- **More detailed sessions .**

ANALYSIS:

The webinar proved to be helpful and informative most of the attendees, they suggested on extending such session (time) and want to be a part more such sessions in future.