



*BMM/BAMMC*

*Presents*

One day International Webinar on

**Cultural Diplomacy and Unity of Nations**



**Date: Thursday, 4th March 2021**

**Time: 2:30 p.m. to 4:30 p.m.**

*For registration*  
<https://bit.ly/3aP9oSL>

*Connect with us on Zoom*  
<https://bit.ly/3pRi3bE>

## *About the college*

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The Vidyalankar Dnyanapeeth Trust established in 1960 by Prof. Chandrashekhar S. Deshpande. Vidyalankar Group of Institutes has been leading in the field of education since 1960. Vidyalankar School of Information Technology (VSIT) is a part of Vidyalankar Dnyanapeeth Trust and is affiliated to the University of Mumbai. It was established in the year 2002. VSIT offers both graduate and post-graduate programmes in the subjects of Information Technology, Commerce and Management. The programmes offered are B.Sc. IT, M.Sc. IT, B.M.S., B.M.M, B.Com. with specialization in Accounting & Finance, Banking & Insurance , Financial Markets; M.Com in Banking & Finance. It also offers management programmes at post- graduate level with specialization in Human Resource Development, Marketing Management and Financial Management.

VSIT has tie-ups with renowned International Universities like Penn State University, University of Toledo and University of South Carolina, Aiken, University of Rutgers, Camden, Royal Roads University, Canada.

## *About the department*

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The essence of VSIT lies in creating practitioners who can assimilate intellect, creativity, skill and integrity and achieve highest standards of professional expertise and conduct.

VSIT introduced BMM in the academic year 2016-2017. But within a very short span the students have made inroads by participating in various inter-collegiate events, highlighting their keen desire to create a presence amongst the mass media under graduate fraternity.

Our vision for the future spans greater recognition as an institute with proven academic standards, higher industry interactions and collaborations with other academic institutions also focusing on the Media and Communications fields, and developing ourselves as the Centre of Excellence in Communications Research in the country.

We are also laying greater emphasis on Training and Capability Enhancement Programs (for industry and academia) in the field of Media and Communications, leveraging our excellent infrastructure, in-house capabilities and also the unique strengths of our industry network . So it has been our constant endeavour to organize various workshops and guest lectures to train students to be ready to face the media industry with style and confidence .

## *About the International webinar*

Cultural Diplomacy argues that today, more than even before, culture has a vital role to play in international relations. This stems from the culture which has wider, connective and human values ; culture is both the means by which we come to understand others, and an aspect of life with innate worth that we enjoy and seek out. Cultural exchange gives us the chance to appreciate points of commonality and, where there are differences, to understand the motivations and humanity that underlie them. This event will focus on objectives of Cultural Diplomacy and its role in today's world. This webinar will have a positive impact on the mind of students and provide a wonderful opportunity to learn about Hungary, Netherlands and South Korea. This will help create global citizens of the future.

## *Eminent Speakers*



***Tanuja Shankar***  
Director

Amrita Sher-Gil Cultural Centre  
Embassy Of India  
Budapest (Hungary)



***Sonu Trivedi***  
Director

Swami Vivekananda Cultural Centre,  
Embassy of India  
Seoul (South Korea)



***Prof. Dr. Nirmala Sharma***  
Director

The Gandhi Centre  
Embassy of India  
Hague (Netherlands)

## *Artists from Hungary*



***Panni Somi***

Indologist & Bharatanatyam Dancer



***Gábor Kőrösi***

Musician & Sound Therapist

### *Seminar Team*

**Chairperson:**

Dr. Mrs. Rohini Kelkar (Principal)

**Advisor:**

Mr. Asif Rampurawala (Vice- Principal)

Mr. Vijay Gawde (Vice- Principal)

Dr. Mrs. Lakshmi Kavitha (Chief Academic Officer)

### *Seminar Organiser*

**Co-ordinator, Department of Mass Media,**

**Mrs. Anindita Banerji**

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