

NEWSLETTER

September - November 2021



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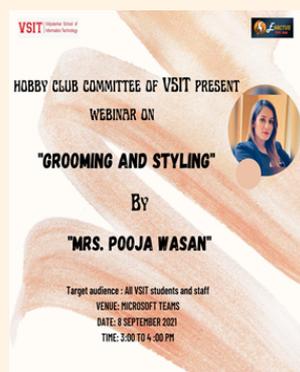
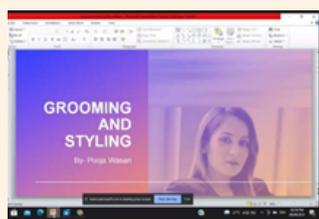
**DEPARTMENT OF MASS
MEDIA - 19**

नवरंग

Marathi Vangmay Mandal

The Marathi Vangmay Manda, VSIT, presented “नवरंग” an event organized on October 15 to celebrate the auspicious festival of Navratri. Alumni students of MVM organized the event. The event witnessed a celebration of culture through the confluence of songs, poems, and dance on Navratri festival.

The entire event was broadcast on Zoom and YouTube live. The event was anchored by Srinath Patil. Poems were recited by Kanchan Takasale and Samiksha Mhatre. Songs were performed by Bhakti Naik and Sunny Langi. Tanishqa Ghag and Vaibhavi Akre preformed dance on Navratri. The importance of the festival was explained by audio-visuals narrated by Kanchan Taksale. An overwhelming response from 440 + audience was received on Youtube live.



Grooming and Styling

Hobby Club

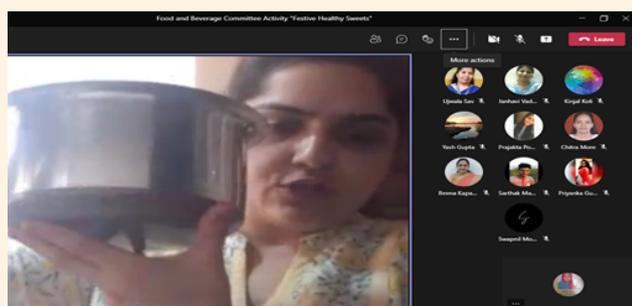
A session on "Grooming and Styling" was organized by the Hobby Club on September 08, between 3 and 4 pm. The resource person, Pooja Wasan, commenced with self-care. She stressed on daily exercise. Skin and body is vital and so is a positive attitude. She stressed on dressing wisely.

She demonstrated how the makeup should be done and explained the different benefits of using creams, foundation, liner, mascara, kajal for eyeshadow, eyebrow filling, use of lipsticks etc. 72 students participated in the session

Festive Sweets

Food and Beverages Committee

A workshop on festive healthy sweets for the students and staff members of VSIT on October 29 from 4 pm - 5 pm. was arranged preceding the Diwali season. Resource person, Ms. Khushboo Julka explained the speciality of *shrikhand* and demonstrated its preparation.



Key to Health

Food and Beverages Committee

A webinar on the "Key to Health" was organised on September 03 between 3 and 4 pm on MS Teams.

The resource person, Renu Chopra, commenced by explaining the food habits of college students. She said that it is easy to eat unhealthy at college because it is cheap and convenient, but most meals served in colleges lack vital nutrients. Most college students do not meet the daily fruit requirement, whole grain requirement and consume excessive amount of sodium. She also talked about some common nutrition myths.

58 students registered and attended the session.



Research problem

FYPQAC

A session for the final year students of BMS & BFM was arranged on September 29. The guest speaker, Dr Sara Kamal, explained how to select the right topic for the final year project. The three scenarios that must be factored are: to understand what the topic is about, review of literature to help refine how and analysing it and identifying sources.

140 students attended the session.

Considerations
2. Magnitude (scope)

- It is extremely important to select a topic that you can manage within the time and resources at your disposal.
- Narrow the topic down to something manageable, specific and clear.

Research Mindedness

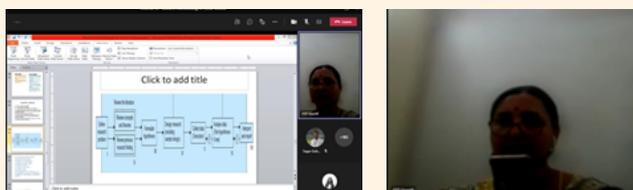
FYPQAC

A session on research mindedness was organised for the final year students of BMS and BFM, to discuss about developing research aptitude among young students, on October 20. The resource person was Ms. Lenny Yusrini, Assistant Professor and Deputy Director for Academic Affairs, Akademi Pariwisata Indonesia, Jakarta, Indonesia. The topics covered include developing an introduction, a literature review, various research methodologies and the skills to craft a research paper. 150 students attended the session.



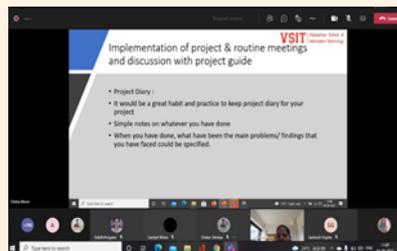
Research Methodology in social science

A session centered on research methodology was organized for the TY students of Commerce and Management on October 09. The guest speaker, Dr Archana Chaudhry, focused on how students can develop a literature survey, collect data for projects, test hypothesis, determining sample size among other important topics. 150 students attended the session.



Project Induction

FYPQAC, VSIT organized an induction for the final year students of Commerce and Management. General instructions regarding the project were announced and explanation of method of evaluation was also discussed. Students were informed how to identify, select the project title and its area and analyze and design their project. Synopsis presentation and project presentation were also explained. Types and topics of projects that the BMS (Finance, HR, and Marketing) and BFM students can select was also discussed.

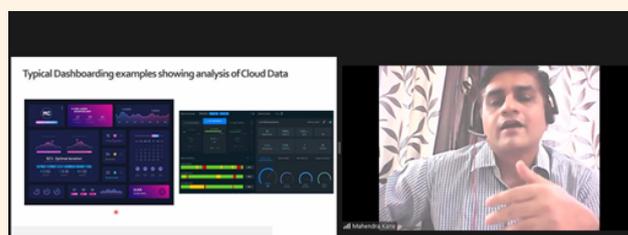


200 students attended the project induction session on MS Teams.

Webinar: Industry 4.0

Industry Interaction Committee

A webinar titled “Industry 4.0 – The 4th Industrial Revolution” was organized on October 23 between 1 and 2 pm. The guest speaker, Mr Mahendra Kane, Sr. Manager – Business Development, Siemens Ltd, commenced with digitalization of industry giving familiar examples such as Uber, Facebook, and spoke on the future of manufacturing: from Mechanization to Electrification to Digitization to Digitalization.



NSS Orientation 2021-22

The Orientation Program for FY volunteers of NSS, VSIT for the academic year 2021-2022 was held on November 27, between 3:30 and 5:30 pm at Auditorium M-block, Vidyankar Campus. The Vice Principal and Program officer of VSIT NSS Unit, Mr. Vijay Gawde sir gave a brief information about what NSS is, various activities conducted by VSIT NSS throughout the year and how the current year will progress. Other faculty members shared their insights as well. The host, Ms. Ishrita Kashte, introduced the current year's heads of NSS as well as previous year's volunteers. Volunteers were informed of how joining NSS unit enabled social as well as personal development.



Radium Collar belts

NSS and Jayshree Foundation

Jayashree Foundation a Navi Mumbai based NGO and the NSS, VSIT organized a Radium Collar Drive for the street dogs in Nerul, Seawoods, Juinagar, Sanpada and the nearby locations. 7 volunteers from VSIT and 18 NGO volunteers participated. The purpose was to create an awareness among people and safeguard the lives of the street dogs.



Swachh Bharat Abhiyan

Volunteers of NSS, VSIT carried out cleanliness drives in collaboration with Nehru Yuva Kendra and Beach Please India organization. Two drives were carried out in the vicinity areas of Bandra Bandstand (October 18) and Gateway of India, Mumbai (October 19) on the occasion of Azadi ka Amrut Mohotsav and one was carried out in the marshy areas of Mangrove forest, Airoli (November 28). 36 sacks of waste was cleaned.



Nirmalya Collection & Traffic control

115 volunteers of NSS, VSIT volunteered 4 days in Ganapati visarjan and 2 days in Navratri Devi visarjan at Sion Talav, helping Mumbai police in handling traffic and maintaining cleanliness. Senior Police officers of Mumbai Police appreciated every volunteer's work and thanked them for their help. The activity occurred between September 11 and October 16.



Polio Immunization

32 volunteers of NSS participated for 2 days in Polio immunization drive at three different areas viz., Korba Mithaghar, Antophill and Donbosco Helath center, Matunga. Volunteers were trained for the immunization drive and taught the importance of Polio Immunization. Total 1951 children were successfully Polio immunized.



Blood Donation Drive

Volunteers of NSS VSIT motivated pedestrians/local travelers to donate blood holding motivational hoardings. Some volunteers helped doctors to fill forms and certificates of donors and helped to check B.P., hb, height, weight and blood groups. 101 volunteers participated in the drive and 810 blood units were collected. The drive was between September 22 and November 28 for 9 days.



Drive Blue Planet

NSS

A program on Green Revolution was organized in the Auditorium on October 12 at 11 am. The important aspects of recycling waste was explained in the meeting and the problems that arise in the process was also explained. A unique way of recycling garbage waste like milk bags and plastic bags into school benches, pencils, public benches, etc. was also displayed.



International Education Program in US and Canada for BMS, BMM and BSc IT students

Career Counselling Committee

A seminar on "International Education Program in US and Canada" for BMS, BMM and BSc IT students was organized by Career Counselling Committee on November 15, 16, 17 and 18. The session provided details of foreign study program under Vidyalankar Institute of International Education (VIIE). During the seminar Rahul Devdhar, Program Coordinator, VIIE, explained that Vidyalankar Institute for International Education (VIIE) is a branch of VSIT that provides opportunities for students to study abroad with proper guidance throughout the course. The partner universities are from countries like USA, Canada, Australia and New Zealand. The Bachelors program is of 2+2/1.5+2-year scheme whereas the Master's program is of 1+1year scheme. VIIE was established in 2002 with a till date success rate of 100% in student visa as well as the placements and 500+ students who passed out with flying colours. During the BMS student's session, he highlighted the programmes available to students through VSIT/VIIE for pursuing offline studies in abroad in various fields such as Finance, Marketing etc. He also gave light on the overall fee structure and scholarships. During the BA MMC session, students were informed about VIIE program offered by VSIT to aspirants who are interested to broaden their horizon in regard to studying abroad and acquiring a degree from top renowned colleges abroad. The session was specifically designed for the FYBAMMC students keeping all the latest trends in Mass Media and Communication.

Day	Date	Time	Stream	No. of Attendees
Monday	15 Nov, 2021	11:30 am to 12:30pm	BMM	68
Tuesday	16 Nov, 2021	Session 1 11:30 am to 12:30 pm	BMS <u>Div</u> -1	66
		Session 2 1pm to 2 pm	BMS <u>Div</u> -2	50
Wednesday	17 Nov, 2021	Session 1 10:15 am to 11:15 am	<u>FYBSc</u> IT - B	39
		Session 2 11:30 am to 12:30 pm	<u>FYBSc</u> IT - A	40
Thursday	18 Nov, 2021	Session 1 10:15 am to 11:15 am	<u>FYBSc</u> IT - C	46
		Session 2 11:30 am to 12:30 pm	<u>FYBSc</u> IT - D	41

Department of Information Technology

Video Competition

A video competition was organized for the students of the department on September 04 between 11 am and 12 noon. The judges of the event were Mr. Pramod Kumar Project Manager and Leadership Development, Arience Strategies, Mr. Pankaj Chahal Co-founder, Director Strategic BU at Grads IT and Ms. Pooja Naik, Territory Manager, IDFC First Bank. 9 groups of students from SY and 15 groups of students from TY IT participated.

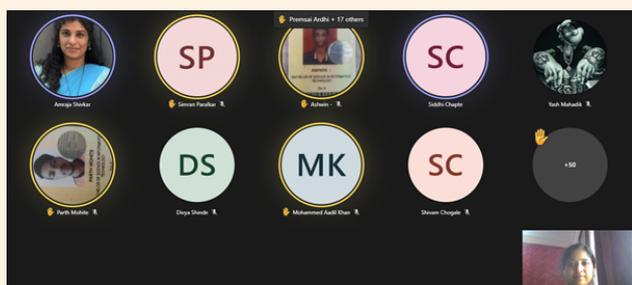


Synopsis Presentation Round 3

FYPQAC

Synopsis Presentation Round 3 was organized on September 03 between 2:30 and 4 pm for TYIT students. 88 students attended the session. Presentation included Introduction, Modules, technology used, hardware and software requirements. Best three topics were selected by the faculty members.

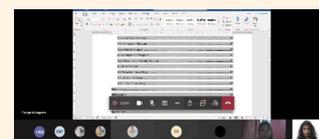
37 groups (72 students) got their project topic approved and guides were allocated based on their area of expertise.



Project Documentation

FYPQAC

A Workshop on Final Year Project Documentation for TY IT students was organized on October 09 between 10 and 11 am.

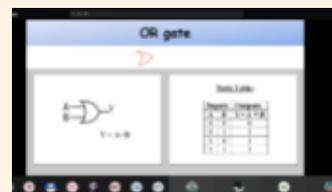
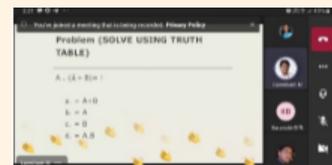


The session included details of Project Documentations for Semester VI. The speakers explained the importance of participating in various competitions and significance of project related course certificates.

DE Bridge Course

Electronics and Mathematics Cluster

A bridge course on Digital Electronics was designed to bridge the gap between non-Science background students and revise prerequisites of subjects such as gates and basic terms of electronics.



70 students registered for the course. It was conducted by Mr. Laxmikant Manchekar and Ms. Amraja Shivkar between September 21 and 24, 1 pm to 2:30 pm.

Panel Discussion

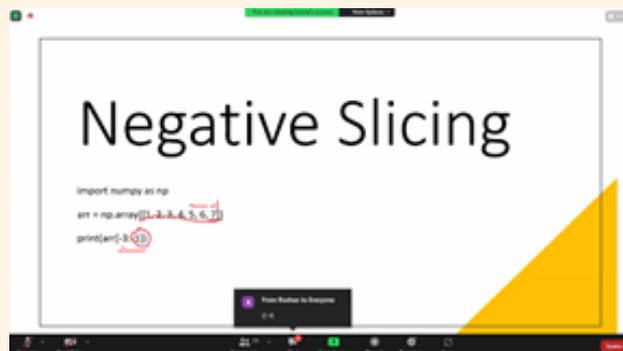
A Panel Discussion was organized on “Recent Trends in IT” on September 25 between 11 am and 1 pm to make students aware about recent trends in IT. 208 students participated. The first panelist Chanda Vijaykar shared her views on latest trends into digital marketing. The second panellist Anamika Chouhan spoke on healthcare and Life sciences. The third panellist Vinay Kumar Alle explained DuckCreek Technologies and this was followed by Swetank Prasad who explored artificial Intelligence for Finance Sector.



VAC - Python

Software Development Cluster

A VAC on Python for Data Science was organised from September 06 to September 09 between 3 and 5.30 pm. it was conducted by Dr. Pallavi Tawde, Ms. Janhavi Vadke and Ms. Leena Jadhav. 30 students enrolled for the course from different colleges.

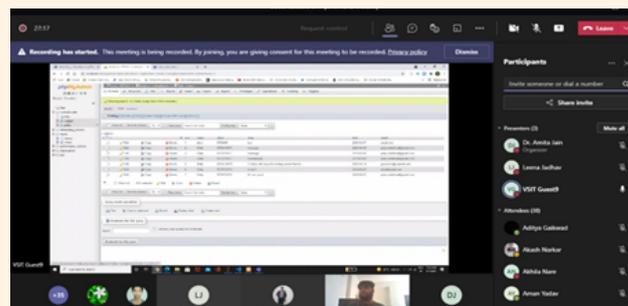
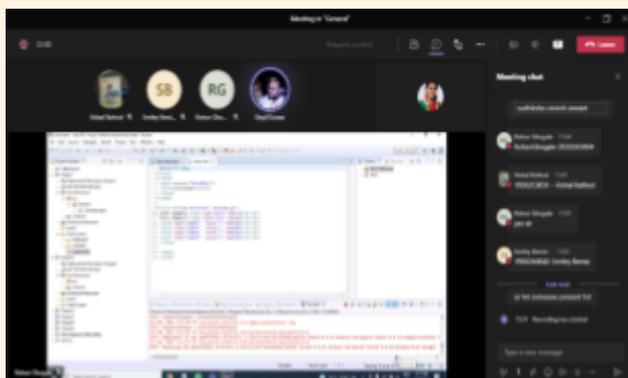


VAC - DBA-SQL Essentials

A VAC on DBA-SQL Essentials was organised from October 04 to 09. 29 students participated. The course aimed at helping the students to learn writing SQL using Oracle and to develop the database for their mini projects and final year projects efficiently. Some of the topics covered include aggregated data using the group functions, displaying data from multiple tables, controlling user access among many others.

VAC - JAVA

Value-Added Course was conducted between September 06 and 09 from 4 to 6 pm with the objective of Developing Enterprise Application for E-Business along with Creating an interactive website for any business domain. 15 students attended the VAC.



Industrial Applications of Python

Software Development Cluster

A guest lecture on Industrial applications of Python was organized on October 09 between 11 am and 12:30 pm. The guest speaker Ms. Leesha Nair, Program Manager, Capgemini, Mumbai, commenced the session by discussing the history and future trends of Java. She also guided student on Java projects



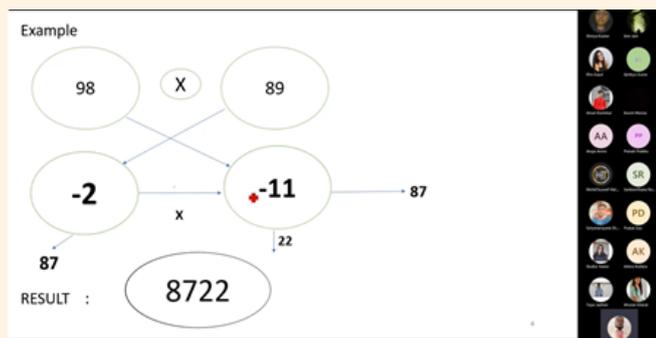
DM Bridge Course

Electronics and Mathematics Cluster

A bridge course on Discrete Mathematics was designed to revise prerequisites of the subject between October 11 and 14.

Basics of trigonometry was covered on Day 1, Integration on Day 2, Probability on Day 3 and ways to solve complex problems simply on Day 4.

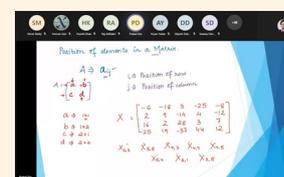
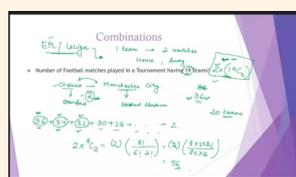
24 students attended the series. The lecture series was conducted to help students cope with the subject and score better in exam.



Algebra and Counting

Electronics and Mathematics Cluster

A bridge course, "Introduction to Algebra and Counting", was organized between September 27 and 30, from 1 to 2:30 pm. Basics of math such as number system and notations, basic concepts of set theory was explained on Day 1, concepts of matrices on Day 2, Permutation on Day 3 and Combinations on Day 4. 66 students participated.



Web Hosting

FYPQAC

A workshop on Webhosting for TY IT students was conducted on October 09 between 12 and 1 pm by Ms Pushpa Mahapatro and Ms Amraja Shivkar.

The workshop provided guidance on world wide web, servers, and web hosting.



The workshop also consisted of online certification course on Microsoft Azure.

76 students attended the session.



FY IT and DS Induction

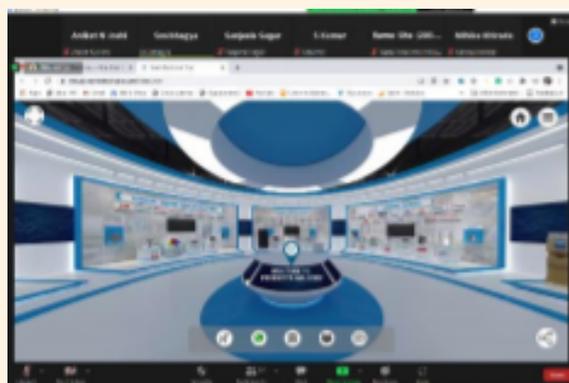
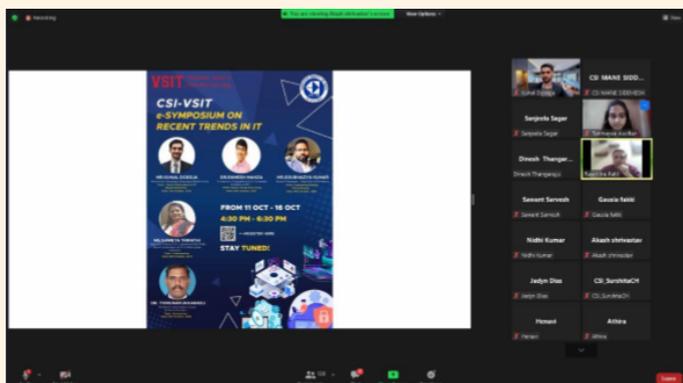
Induction for the first year students of IT and Data Science was organized between September 15 and 25 for 5 days to help orient the students to the academic year, the department and the college. Activities conducted include Online Communication Channels, Know Your Institute & Department, Nurturing Creativity & Intuitive Awareness, Know Your Classmates, Know your Seniors and guest lectures on topics of common interest such as time management.



CSI-VSIT E-Symposium: Recent Trends in IT

A five-day Symposium on "Recent Trends in IT" was organized by CSI-VSIT Committee between October 11 and 16. This e-symposium was held to discuss some of the major trending topics. The first symposium was on Digital Marketing, conducted by Mr. Kunal Dodeja, Associate Campaign Manager and working with Media.net. He provided depths of fundamentals and discussed the power of media. The second symposium was on Cyber Warfare, conducted by Ms. Shweta Tripathi Security, Advisor at CyberSmithSecure. She explained about the cyberspace and its infrastructure. She shared a live demonstration of threat map in real time. The next symposium was on Data Science, conducted by Dr. Thirunavukkarasu Kannapiran, a distinguished academician and researcher. He helped students understand data science using machine learning. The last symposium was conducted by Mr. Soubhagya Kumar, Project Manager at Vashi Electricals Pvt. Ltd., on Augmented-Virtual Reality. He discussed the implementation of AR-VR Reality in advanced countries for education, shopping experiences, etc. He also shared certain test cases.

200+ participated in the symposia.



Membership Drive 2021

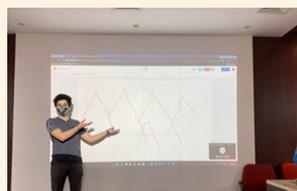
IEEE

IEEE-VSIT Student Branch organized a Membership Drive to encourage students to enroll for an IEEE membership. The event included Valorant and BGMI gaming tournaments for the aspiring new members to participate and win exciting IEEE Goodies. The drive was held on September 24 and 25 between 3 and 6 pm. Resource persons included Tathagat Kumar-SSR(Student Section Representative)-IEEE Bombay Section, Aditya Saraf - Chair, IEEE-VSIT SB and Neeraj Patil – Treasurer, IEEE-VSIT SB.



La Primera Interacción

On November 30, IEEE -VSIT SB organized an interaction session with the new IEEE Student Members. The event was conducted in Hybrid Mode. Only doubly vaccinated students were allowed to attend this session offline. 15 students attended offline and 20, online. The session was held primarily to welcome and interact with the new members.



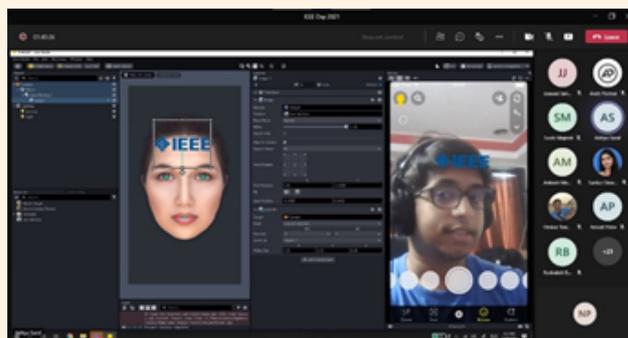
IEEE DAY 2021

IEEE-VSIT Student Branch celebrated the IEEE day on October 09. between 3 and 5 pm.

The event commenced with Aditya Saraf, Chair, IEEE-VSIT SB and Omkar Tawate, General Secretary, IEEE-VSIT discussing the significance and the benefits of being an IEEE member. Dr. Sarika Chouhan, Branch Counsellor, IEEE-VSIT SB explained its significance. Arya Shankarling, Vice Chairperson of IEEE-WIE VSIT, Chetna Bendale, General Secretary WIE, IEEE-VSIT SB and Priyadarshini Sawant Chairperson of IEEE-WIE VSIT explained about WIE.

Harsh Mishra a IEEE workforce member explained about AR. Aditya Saraf conducted a workshop on making AR filters using snapchat Lens Studio.

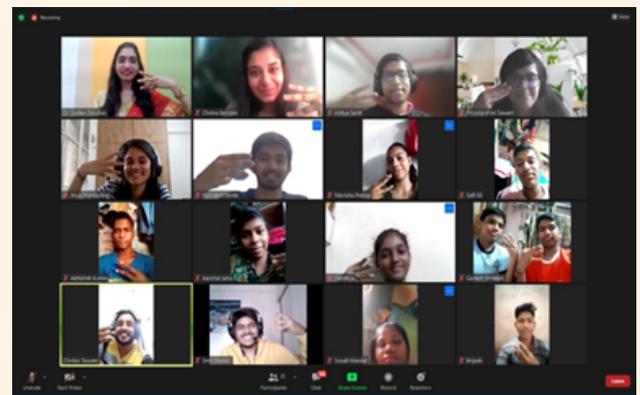
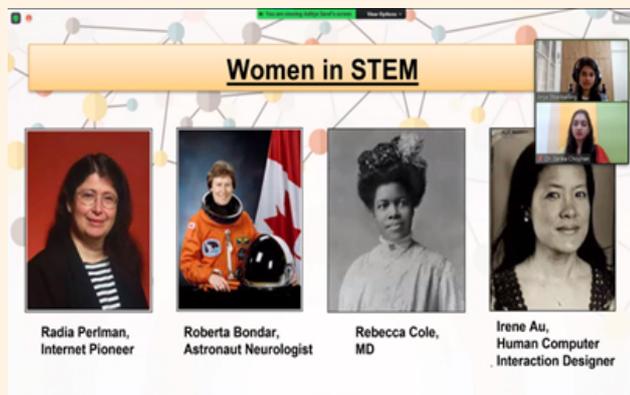
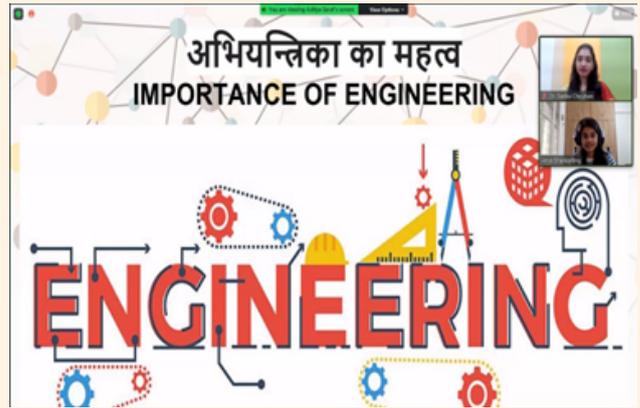
The participants played a game named Scribble where the participants and the organisers played together.



STEM 2021

IEEE

On October 08, IEEE-WIE-VSIT SB organised STEM (Science, Technology, Engineering, Mathematics) Awareness drive for the students of Angel Express Foundation NGO. 80 students from the NGO attended the session. The drive aimed to encourage students to join STEM education and careers.

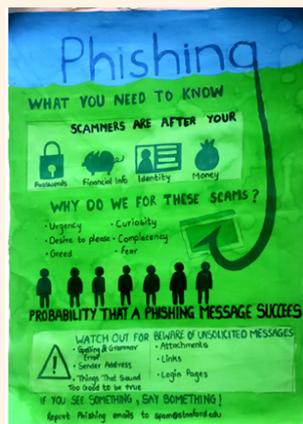


Department of Commerce and Accountancy

Poster Presentation

Banking and Insurance

A Poster Presentation competition was organized for the students of SY BBI on October 13 between 4 and 5 pm. The judge for the competition was Mr. Murali Anantha, an expert in Information Technology field and is also a training and placement officer at VSIT. Students were given various topics for the presentation such as denial of service attack, phishing, virus, worms, trojan horse, eavesdropping, e-mail spam, password attack, man-in-the-middle attack, online shopping fraud among others.



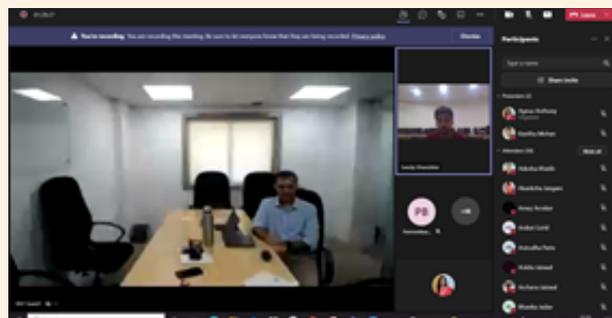
Financial Literacy

Accountancy and Finance

A Financial Literacy Awareness Program was organized on November 20 between 10 and 11 am. Mr. Janak Patel (NJ FLAP-Coordinator) commenced the session by explaining the Indian Financial Market.

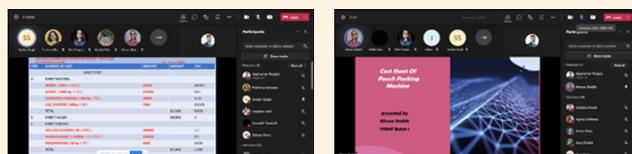
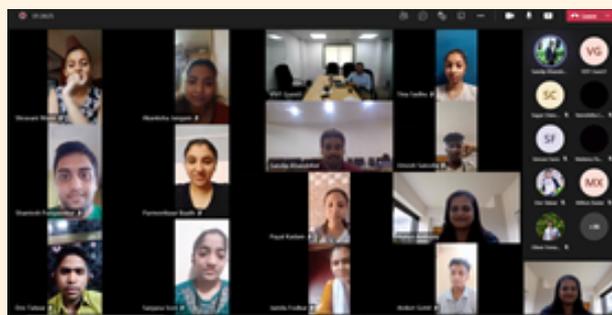
He discussed topics such as savings and investment, basics of equity & debt, basics of mutual fund, risk in investments, basics of insurance, introduction to Indian financial market, goal planning, risk profiling & asset allocation, tax savings through investments, and business opportunities.

72 students attended the session.



Lightning Talk

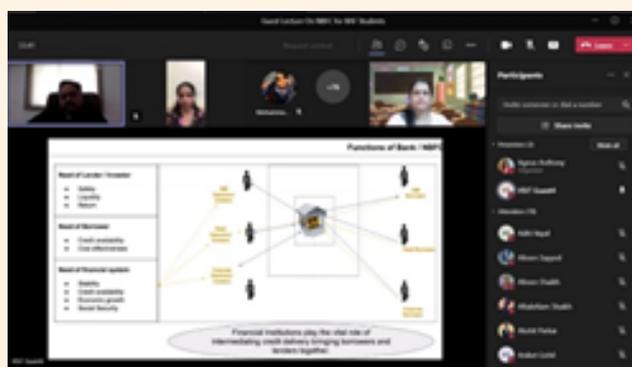
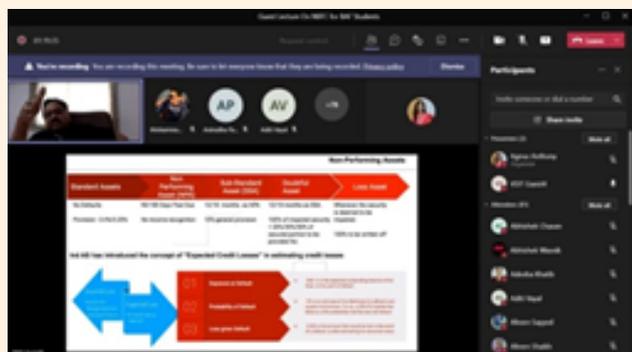
An activity for TYBAF (Accounting & Finance) - Batch 1, "A Lightning Talk", a mini project presentation, in the subjects of Financial Accounting-VI & VII, Cost Accounting I & III was conducted on September 25, October 01 and 05 between 3 and 4 pm. The students were divided into groups and presented their topics.



NBFC: The future of India

Accountancy and Finance

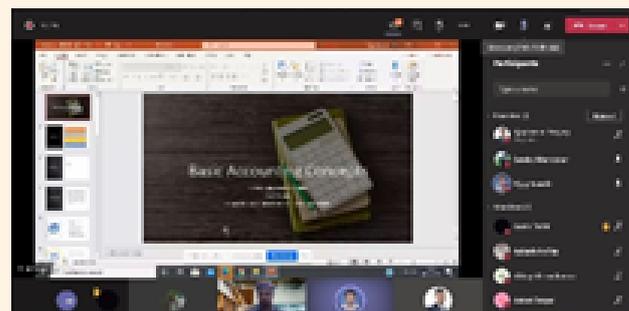
A Guest Lecture on “NBFC: The future of India” was organized on September 18 between 4 and 5 pm. The guest lecture commenced with an introduction of our Guest Speaker Mr. Chaitanya S. Chunduri, Director and Chief Operating Officer of NJ Capital Private Limited. Mr. Chaitanya S. Chunduri commenced the guest lecture by giving an introduction on ‘NBFC’. Additionally he elaborated on many topics such as Mutual Funds, Financial Product, Functions of NBFC, Structure of NBFC, Types of NBFC, Regulation of NBFC by RBI, Financial statements of NBFC, Capital Adequacy Ratio and lastly the Asset Liability Management.



Bridge Course on Basic Accounting Concepts and Techniques

A Bridge Course on Basic Accounting Concepts and Techniques for Non-Commerce Students from November 15 to 18 November. The session was conducted on MS Teams platform. The target audience were Science students who took admission for Commerce/ Management and faced difficulty in understanding the basic concepts of Accounting. The workshop was divided in two parts, consisting of 8 sessions in total, on various accounting topics which the students will learn in the current semester.

The topic for Day 1 was Basic Accounting Concepts conducted by Mr. Sandip Khandekar, HoD, BAF. 30 students attended the session. On Day 2, Mr. Ajaykumar Poojary explained the basics of Subsidiary Books to the students. On Day 3, Ms. Kavitha Mohan, explained Ledgers and Trial Balance to the students. On Day 4, Mr. Vijay Gawde, Vice-Principal, explained Capital & Revenue Expenditure to the students.



Department of Management Studies

HR Retention Strategies

Enactus

A session on HR Retention Strategies for Hospitality Industries during Covid-19 was organized on October 05. The guest speaker Prof. Shirish Bokde, elaborated on elements of the retention strategies (benefits, professional development, rewards and recognition, environment and culture) and thus helped to understand retention strategies, benefits, elements of retention strategies, activities carried out by popular hotel brands during pandemic. 109 students participated.



Skipper Limited AGM

A session was conducted by Prof Hetvi Dedhia, wherein the AGM Meeting of Skipper Limited was played and also the online e voting for the meeting was done. The activity was conducted for SYBMS F on September 28 between 2:30 and 4 pm. Students were given administrative and legal requirements and protocol of conduct of a successful AGM. Experience of Physical AGM and the difference between the previously physically conducted AGM and online AGM were explained. 6 students participated.

Digital Marketing

The department of BMS and BAMMC of VSIT conducted a Seminar on Digital Marketing for the student of BMS and BAMMC on September 09. 100 students attended the session. The guest speaker Deepak Garg gave the attendees an introduction of NASTECH Company which means New Age Solution and technology. He explained digital marketing, its advantages, application and difference from traditional marketing,

Business Law Overview

The Management club of VSIT BMS Department Organised the “Overview of Business Law”. Advocate Ankit Shah Sir started this overview by the question “What Is our present legal system of India?”, “What is essential for business law in India”. Advocate Ankit Shah sir explained the significance of studying law as a subject and the career opportunities in the field of law.



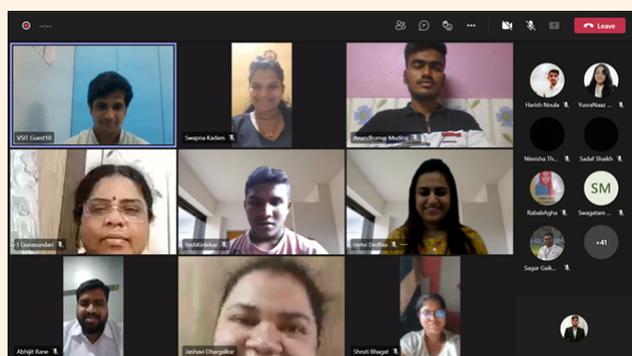
Spoken Tutorial

Vidyalankar Multidisciplinary Online Learning (VMOL) has conducted an online examination on Spoken Tutorial on Front Accounting course for SY (November 13) and TY BMS (October 30) and Introduction to Computers course for FYBMS (December 01). 119 students were certified.

Credit Rating Webinar

Enactus

A webinar on Impact Lecture Series on Credit Rating was conducted on October 11 between 3:30 and 5 pm. The speaker, CA Sankit Porwal, Manager, CGCA & Associated LLP, explained the significance of credit rating, use and user of the credit rating such as Institution investors (Banks, Insurance company, Mutual Funds), Retail investor for Debt and Equity investment, Issuers (Corporation, Financial Institution, Government, Municipalities, Business/Financial Institution (whether to lend money or not) & Companies (MSME, startup). Rating Criteria Framework of the Credit Rating are Business Risk Profile determines an issuers capacity to generate cash flow to service its obligation in a timely fashion.



Poster Competition

Enactus

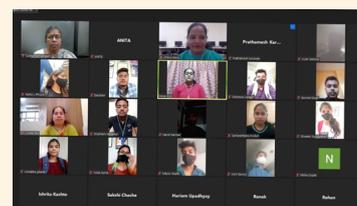
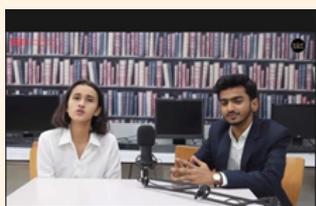
The SYBMS and TYBMS students were given topics for Poster Competition according to their specialization i.e. HR, Finance and Marketing. The competition was conducted between - 2:15 and 3:15 pm on September 30. Dr. Poonam Mirwani & Dr. Swagatika Nanda judged the competition.

The winners of the competition:



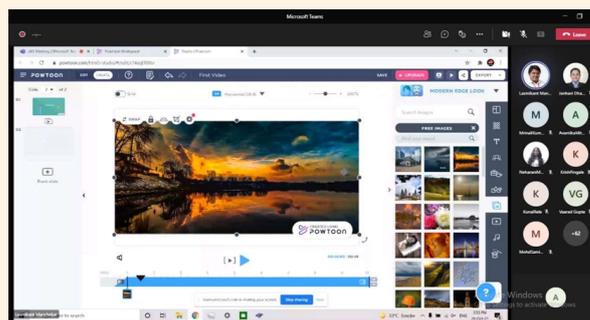
Legal Club Inauguration

The Inauguration of the Legal Club was held on November 30 between 3 and 4 pm. The Chief Guest, Adv. Sudha Ramalingam, explained the concept of 'Law', its purposes, and objectives and opportunities of the Legal Club. She explained how the Indian Construction of law is equal for all citizens of the country, and that the preamble itself says the Fundamental Rights apply to all with no discrimination. She also talked about different Human Rights and Laws that all should be aware about, including Women's Rights and laws which are amendments to protect women's rights. The session concluded with a documentary on the Evolution of Law.



Video-making Session

Enactus arranged a webinar on Video-Making for FYBMS students. The resource person, Mr. Laxmikant Manchekar demonstrated the creation of videos using POWTOON application. The purpose of arranging the video-making workshop was to prepare FY students for the competition to be held in Foundation of Human Skills subject



SYBMS Induction

An Induction session was arranged for SYBMS on November 23 at 12:30 pm to make the students aware of their programme in terms of both academic and professional options available after completing the semesters.



Business Statistics and Quantitative Methods

The Department of BMS in association with ENACTUS, the management club of VSIT conducted a Bridge Course On Business Statistics and Quantitative Methods for FY BMS on November 14. The session commenced with the resource persons, Amit Kabra and Swapna Kadam, who provided an explanation about the use of Statistics to collect a fact or data which is in a numerical form in a systematic manner. The functions of statistics were also explained along with the basic concepts of primary and secondary data.

57 students participated in the bridge course.

Redesigning of Marketing Strategies

Enactus

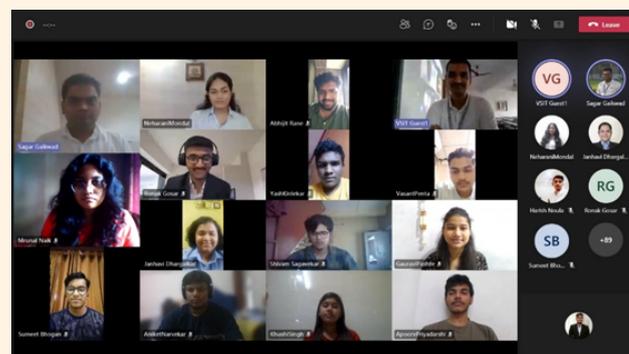
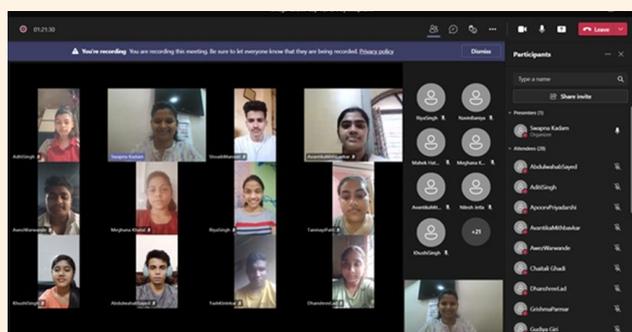
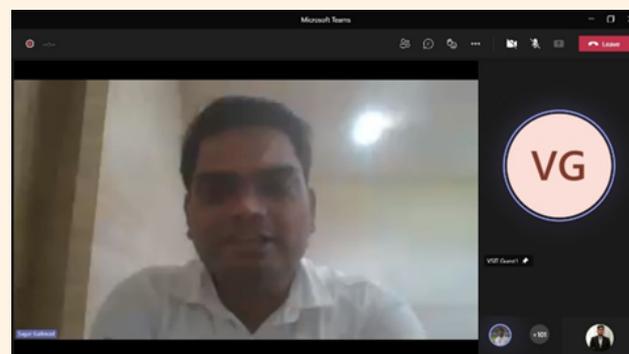
A seminar on Redesigning of Marketing Strategies and use of Robotics Marketing was conducted by Dr. Jignesh B. Valand. The session focused on the changing times and how technology is now used in development of unique marketing strategies.

The fact that use of technology in our day to day life is still something people are not comfortable with and doubt a little bit. The resource person explained to the attendees about the process of promoting a business using digital marketing tool and generate income. The application of Artificial Intelligence (A.I) to understand and track down our targeted audience was also discussed.

• From the following frequency distribution find: Class Boundaries, Cumulative frequencies and relative frequencies

Weight	10-19	20-29	30-39	40-49	50-59
No. of Students	6	10	25	15	12

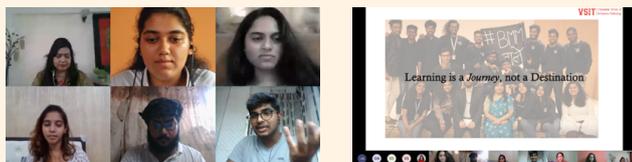
Weight	No. of Students	Cumulative Frequency	Relative Frequency	Class Boundaries
10-19	6	6	$6/68 = 0.09$	9.5 - 19.5
20-29	10	16	$10/68 = 0.15$	19.5 - 29.5
30-39	25	41	0.37	29.5 - 39.5
40-49	15	56	0.22	39.5 - 49.5
50-59	12	68	0.17	49.5 - 59.5
	68			



Department of Mass Media

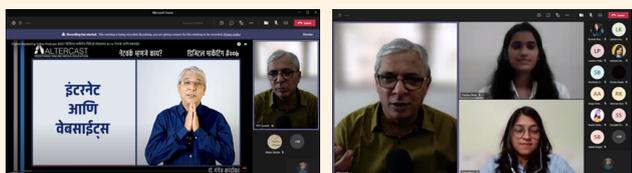
FYBAMMC Induction

An induction for the freshers, students of FYBAMMC, 2021-22 was organized on September 18. The first half of the session focused on acquainting the students with the department. The second half of the session commenced in the afternoon. Vice-Principal, Vijay Gawde addressed the students and encouraged them to pursue different opportunities that the department and the institute provides. The faculty members actively interacted with the students and the seniors interacted with the students to motivate and welcome them.



Video Podcasting

A workshop was organised for the students of SYBAMMC on “Video Podcasting” on October 10 between 4 and 6 pm. The resource person, Mr. Mangesh Karandikar, director, (MET Institute of Mass Media) and an educator, film maker, digital marketer and a blogger. He explained different video angles and shots, and discussed the tools for video podcasting such as tripod, the type of a camera, external microphones, 2 to 3 lights etc. 79 students attended the workshop.



Scriptwriting workshop

A workshop was organized for the students of SY and TYBAMMC on “Scriptwriting for films, television and the web” on October 07. The workshop commenced at 10 am and concluded at 4 pm. The workshop was conducted by Akshaditya Lama, screenwriter and Film-maker, and Chetan Mathur, Director, Writer, Film lecturer and Media trainer.



SYBAMMC Induction

An induction programme for the academic year 2021-22, even semester was arranged for the SYBAMMC students on November 23. The aim was to make students aware of their program in terms of academic and professional options available in the even semester and its connectivity to the real-life applications.

