



CRITERION II

KEY INDICATOR	2.3 Teaching Learning Process
METRIC NO.	2.3.1

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

PARTICIPATIVE LEARNING

Seminar

Webinar

Poster Making Competition

Guest Lectures

Business Plan Presentation

PowerPoint Presentation

Skit

Language Lab (English)

Poetry Analysis and Writing Workshop

The Department of English organized a Poetry Analysis and Writing Workshop on 15th February 2019 at 9am in room no 207. The contemporary poet Mr. Anish Vyavahare who is the founder of Poetry College, Mumbai was invited to interact with the students. The session was kept open to other colleges as well. We were happy to welcome Ms. Musharrat Khan and her team of students from Uttar Bhartiya Sangh's MPSP Singh College of A/S/C, Bandra.

The students were quick to respond to Mr. Vyavahare. He made them do various exercises that gave them the opportunity to delve deep into themselves and observe their own responses. These exercises made them notice acute details which is priceless in creative writing. Mr. Vyavahare also focused on the importance of sensory details of sight, sound, touch, taste and smell in the art of writing poetry. This iterated Archibald Macleish's theory of "Show, don't tell." Thereby he also threw light on how crucial imagination is in the world of writing. The students were asked to imagine a visit on the beach and write about it. These exercises helped them realize that one rarely pays attention to one's own self.

It was a four hour session. The participants enjoyed some refreshments in the short break after which Mr. Vyavahare continued with his session. Towards the end, he discussed the influence of different poetic devices in the Bollywood songs. This made poetry relatable to the students. It also proved the aim of this workshop which was to make poetry more approachable and appealing to the students.

The students we hope have a lot to take back home and marvel at the images that words make possible.



Report on the visit to the Kala Ghoda festival 2019.

All the English literature students of FY, SY and TYBA were taken to Kalaghoda festival on Friday, 8th February 2019 with a purpose of exposing them to the world of Art, Music and theatre. The students watched a play entitled “**Three Muskateers**” presented by Theatrix at the MC Ghia Hall. The students were extremely happy and entertained by the performance.

Report on the visit to the play “Three Musketeers”

The literature students were taken to a play entitled “**Three Musketeers**” on Friday, 8th February 2019 with an idea of exposing them to the world of performative traditions. It was presented by **Theatrix** in MC Ghia Hall. It is a play about three friends with disabilities. Shravan is deaf, Naina is blind, Subhash is dumb and they witness a murder. The laughter riot begins when the three of them try to communicate through their handicap to find the murderer and catch him. The students were extremely happy and entertained by the performance.



Zoology

- Participated in Mahim beach cleanup organized by Hindustan Uniliver pvt. Limited with theme “Plastic banege Fantastic” in collaboration with Zoology Dept., on 23rd February 2019.
- Participated in “Carter road Mangroove cleanup” session organized by Neo Acropolis in collaboration with Zoology Dept., done on 24th February 2019
 - a) Title of the programme / activity: Mangroove Cleaning
 - b) Duration : 2 days 23rd& 24th Feb 2019
 - c) Number of participants
 - Participated in Mahim beach cleanup organized by Hindustan Uniliver pvt. Limited with theme “Plastic banege Fantastic” in collaboration with Environment Awareness committee, on 23rd February 2019. In which 54 students participated students participated.
 - Participated in “Carter road Mangroove cleanup” session organized by Neo Acropolis in collaboration with Environment Awareness committee done on 24th February 2019. In which 17 students participated.

Photographs



BBI

A Guest Lecture was conducted on Investment Awareness Program

A Guest Lecture was conducted on Investment Awareness Program, on 08th August, 2019; Mr. Ashok Kumar a chartered accountant by profession was invited as the guest lecturer. First Year ,Second Year and Third Year total 90 Students of BBI Department attended the same. Content related to types of investment and its significance was briefly explained, session concluded with question and answer round.



Seminar on Career Counselling and Guidance

Seminar on Career Counselling and Guidance by ICA was scheduled on 25th November, 2019 by C.A. Harish Kumar Vasandani- Central Director and Mr. Gaurav Maunj Field Sales Manager from ICA Areas related to career choices, challenges faced by the student during the time of selecting a profession, alternate choices which are available for a student after completion of degree and skills required in a student to step into the corporate world were covered.



BMS

Orientation Seminars

An orientation programme was arranged by the BMS department on 5th of March, 2020 at 9.00 am to 10.30 am. The idea behind having such Programme was to guide the students and eradicate their perplexity to make a better choice in specialization course in regards to a different field of Marketing, Human Resources and Finance post FYBMS. The Programme was conducted by the co-ordinator of BMS department Mr Mohammad Gaus Ansari, Ms Nagma Shaikh - BMS Faculty, Ms Zahra Dehghani – BMS Faculty, Ms Shabnam Shaikh - BAF Faculty.

Seminar 1 of 3

The *first* session of the workshop was initiated by Prof. Shabnam Shaikh- BAF faculty provided the best knowledge on finance- and its importance in day to day life and as well into companies market and in the industry, She further added about various job opportunities as financial managers, Business Analyst, Financial Analyst which also encompasses managers controllers, Regulators, treasurers, cash managers, credit managers, risk managers and insurance managers etc. She also guided student about adjoining course which they can do to add weightage in their career e.g by doing Chartered Accountant, CMA and MBA in finance. Students were astonished by this session and Students who were dicey whether to go for finance and made definite decisions.



Seminar 2 of 3

Prof. Nagma Shaikh, she initiated her talk by explaining the importance of the workshop and shared her valuable information about Marketing. She further explained about various departments in the marketing in any company and then gave a detail explanation on the same. The departments which were covered under her talk was about Sales, CRM, Media Planning, Activation, Projection, Production Management, Logistics, Packaging Distribution Channel, Product Development, Business Development, Branding, Promotion, Public Relations, Import and Export, advertising

agencies and many more. She further added every company based on their nature might have different requirements and have many more different departments.



Seminar 3 of 3

The third session about Human Resource (HR) was conducted by Prof. Zahra Dehghani. She initiated her words by sharing her experience of MMS and her practical experience in the corporate life in the department of Training and Development. She explained how HR is the most important in any organisation being the only lifeblood in the organisation. She further spoke on how the value of other things depreciates over years but Human Resource value increases as the time passes with experience. She spoke on the various scope for further studies in Human Resources. She further explained about entrance exam for CAT/GGATE for the students looking for further studies and explained the weightage of all the degrees as sharing her own experience of holding MMS and M.Com degree and its value. The upcoming session was initiated with a Q&A session where students asked their doubts with their concerned Faculty. It was fascinating to see student's enthusiasm for their interest in their career. The students were even more confident after all of the above session.



Guest lectures post orientation

After a Brief orientation of the freshmen students, the management sought it better to have people working actively in Industries to come and speak to the students and provide them with guidance and insights. On these basis, 3 sessions with 3 renowned professionals were conducted to not only give freshmen an insight but to guide and talk to SY and TY as well.

Session 1 of 3

After the orientation programme was conducted, an Industrial Talk was arranged by the BMS department in order to make the students aware about the derivate and its importance. The main motive of arranging the guest lecture was to give an idea to all the freshmen students about the working of Finance in real life, its role and importance in business as explained by the faculty in the orientation programme. The expert arranged was Mr. Nazim Firfire, who is a Deputy Financial Manager in Hex aware Technologies. It was an hour long session, commencing at 8.30 a.m. organized in the seminar room of the college. After a brief introduction of the guest the session was carried forward by Mr. Firfire. After an incredibly informative lecture on the future Market and Financial Market, Dr. Anjum Ara was requested to share her views on the Financial Market and Investment. She also advised students to gain experience by trading in mutual funds initially and then into the stock market. Post her Remarkable speech program flowed with the vote of thanks. The lecture came to its final stage with felicitation of Mr. Firfire for the lecture with a huge round of applause from students making it an indeed amazing success from the Department of BMS. It was indeed an interactive and a value addition session which was initiated by the BMS department in order to link the industry with the course curriculum.



Session 2 of 3

In linkage with the orientation programme of the Fresher, to make the student's realise the importance of marketing the department of BMS organised an Industrial talk by Mr. Imtiyaz Punjabi who is currently working as an Associate Group Head in Interactive Avenues.

The lecture commenced at 10.30 am in the Seminar room of the college. Mr. Imtiyaz Punjabi started the lectures by introducing himself to the students. Then the session carried forward by

explaining the differences of Traditional and Digital Media. He briefed about types of Digital Media/Marketing i.e:- SEO and SEM Social Media Marketing, Basic Digital Marketing Service, Website Service, Content Marketing, Drip and E-mail Marketing which was explained in detailed, which was interesting and liked by all. Mr. Punjabi also analysed industry of Social Media and Digital Media. After he completed explaining us the concept of marketing he encourage the students to question him if they had any. Students and professors ask about their queries to Mr. Punjabi to which he satisfactorily answered and cleared their doubts. The session began to wind up with Mr. Imtiyaz Punjabi's assessment about future Social Media/Marketing.

Dr. Paul, a renowned Professor of Rizvi College of Arts, Science and Commerce to give his opinion on Digital Marketing. Dr. Paul's view about Digital Media was how internet is misused and how it can be used in a better way. By 11.30 the lecture came to its final stage with Dr. Paul Raj felicitated Mr. Imtiyaz Punjabi for the lecture with huge round of applause from students making it an indeed wonderful success from the Department of BMS.



Session 3 of 3

The BMS Department organized a guest lecture on 14th of March, 2020 on Enterprise Resource planning by Mr. Abumauzzam Shaikh, who is working as a consultant in XPO logistics. The session was an hour long, commencing at 8.45 a.m. in room no 602. BMS faculties and the coordinator along with 90 students were present for the session. The main motive of the session was to make the students aware about the importance and implication of Information technology in practical world and not just as a subject that they are learning as a part of their curriculum.

Mr. Shaikh then spoke about his work as a consultant in the company. Moving forward he explained the importance and uses of ERP in companies, moreover mentioning the companies making use of ERP, the connection of HR, Finance, Marketing, IT and production departments how they are linked with ERP. Further mentioning how ERP was a boon to large multinational companies, the importance of supply chain and ERP. He further explained how Human Resource department has a major role to play in ERP functioning. Later, he also explained the various modules in ERP i.e. SAP, Oracle and many more.

The session ended with the question and answer round, the students were clarifying their doubts and asking questions related to supply chain management linkage to ERP. Once the session ended the BMS coordinator presented the vote of thanks and handed the token of appreciation to the speaker. It was indeed an interactive and enriching session where the students greatly benefitted from it



Human Collage (Banner Making)

Soon the students realised the need to spread awareness on COVID 19, The students created a Collage Banner which said “Stop the extinction follow the restrictions #HomeDetentionForVirusPrevention” which helped raising awareness amongst the college itself



as to why the lockdown and home quarantining is important. Hence Showing solidarity and teamwork even while social distancing.

Webinar on 7 Deadly habits and Email Etiquettes

It was conducted by Mr. Imran khan on 7th June 2020 and explained them things that should be avoided while drafting a mail.



Library

RUNNING A SELF CONDUCTED VOCATIONAL COURSE IN BIOAESTHETICS SINCE 2015.

- **Online Quiz Competition on Awareness on Open Educational Resources (OER'S)**

17TH March, 2021 (146 participants)

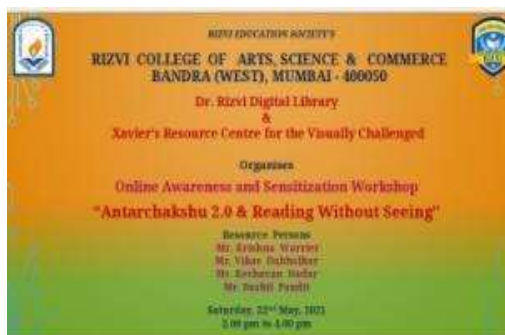
Open Educational Resources are freely accessible, openly licensed text, media, and other digital assets that are useful for teaching, learning, and assessing as well as for research purposes. To know whether the students and teachers are aware of these useful resources an online quiz was conducted. 20 questions were asked in multiple choice format, each question carrying 5 marks, total 100 marks question were given. The passing criteria was minimum 50% marks. Of the total 146 participants, 101 participants qualified.



- **Online Awareness and Sensitization Workshop: Antarchakshu 2.0 & Reading without Seeing.**

22nd May, 2021 (19 participants)













































































































The awareness and sensitization workshop was held for Degree college teachers to help them understand the lives of the visually challenged persons/ students and orient the participants to the concepts of inclusion, accessibility, equal opportunity, employment for the blind persons/students. Participants gained valuable insights towards the needs of the specially abled.



Close

Participants (20)

Search

 SUMA THOMAS (me)	  
 Keshav Nadar (Host)	  
 Krishna Warriar (Co-host)	  
 Sushil Pandit (Co-host)	  
 Vikas Dabholkar (Co-host)	  
 anjum ahmed	  
 Pankaj Shrivastava	  
 Aniket Gupta	  
 Aparna Suryakant Ghandade	  
 Dr.Shadab Syed	  
<hr/>	
 Ganesh Phalke	  
 Javed Pathan	  
 Mahe Zafar Librarian (SFC)	  
 MOHAMMAD MUKHTAR KHAN	  
 Mumtaz Shaikh	  
 Najma	  
 Neha's iPhone	  
<hr/>	
 nitesh joshi	  
 Pankaj Shrivastava	  
 Parinita kumari	  
 Prof Swati Vora	  
 Saima khan Khan	  
 Sam Taraporevala	  
 Shweta Dubey	  
 Subhash Gupta	  
 SYED QAMAR HAIDER	  
 Suhana Khan	  
<input type="button" value="invite"/>	

Foundation Course

The Department organized Poster Competition and Skit on Problems of Women, Substance abuse.

Poster Competition



Skit



Economics

An Inter College Workshop on Entrepreneurship Skills titled 'Skills for Budding Entrepreneurs', 2nd August, 2018



54th A.D.Shroff Memorial Elocution Competition, 28th August, 2018



Intra College Power Point Presentation Competition, 20th October, 2018



Sociology

Rescue from the evils of the society, 27th August 2019

On 27 August 2019, Department of Sociology, Rizvi College of Arts, Science and Commerce had organized a seminar on youth relationships for which Mr. Abhishek Clifford was invited as a lecturer. Abhishek Clifford is a stats lecturer and social activist from London. Abhishek is founder of Rescue108 NGO which has reached 3 Lakh students in India. Clifford is passionate about social and ethical issues such as human trafficking, female feticide, immoral and unhealthy sexual relationships and the spread of violent and rape pornography addiction among the youth. Clifford has been featured in over 20 prime time TV programs and debates and over 100 newspaper articles have carried Abhishek research.

Abhishek Clifford is believed to be of British origin and claims to be known by many names.

The session started at 10:30. The main discussion was on youth relationships and rescue from the evils of the society. He explained the students about the hazardous effects of watching violent and child pornography and how it can lead to violence and abuse. India is now among the top 3 countries in porn consumption, even child pornography. This is a disturbing trend especially for a nation that has had strong cultural values. A survey conducted said that about 0.5 million of rape videos are watched by college boys alone in Mumbai every day. 38% boys between the age group of 16-21 years watch violent pornography and 76% of boys surveyed that watching porn gives a desire to rape. Also how unhealthy relationships lead to abortions and as he spoke about it graphic images of stillborn children were projected on the stage, a bid to discourage abortion. According to its website, Clifford's NGO Rescue 108 primarily seeks to work with trafficked young girls, and "stop the baby genocide". About 1.2 million girls have been trafficked for prostitution in just one year.

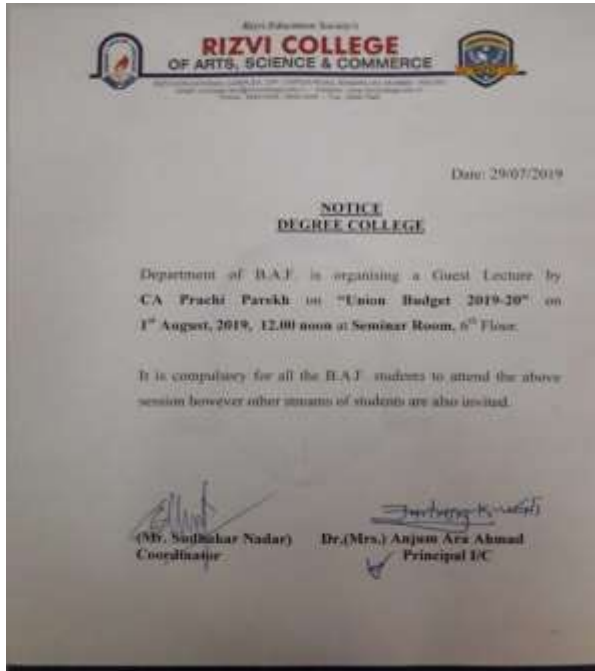
The seminar ended at 12 o'clock and then students were asked to fill a questionnaire based on the lecture. It was a great time for the students and also they learned about such crucial and contemporary issues in world.



BAF

Guest Lecture on Union Budget for the year 2019-20

A Guest lecture on **UNION BUDGET** for the year 2019-20 by the **CA PRACHI PAREKH** a well-known Chartered Accountant with a excellent knowledge in taxation and accounting was organized for the students of FY, SY, and TY BAF students on 1st August 2019 in seminar room of the college. Overall 121 students were present for the guest lecture. The motive of the guest lecture was to enhance the knowledge of the students regarding the recent updates in budget and to understand its impact on the economy.



RIZVI COLLEGE OF ARTS, SCIENCE AND COMMERCE
7.Y.BAF DIV
GUEST LECTURE - UNION BUDGET on 1st Aug. 2019

Roll No.	Roll No.	Roll No.	Name as appear on marksheet	SEM
2122	2	A	ABHIRAM JAYANTH KADAP	A
2123	3	A	ABHIRAM JAYANTH KADAP	A
2124	4	A	ABHIRAM JAYANTH KADAP	A
2125	5	A	ABHIRAM JAYANTH KADAP	A
2126	6	A	ABHIRAM JAYANTH KADAP	A
2127	7	A	ABHIRAM JAYANTH KADAP	A
2128	8	A	ABHIRAM JAYANTH KADAP	A
2129	9	A	ABHIRAM JAYANTH KADAP	A
2130	10	A	ABHIRAM JAYANTH KADAP	A
2131	11	A	ABHIRAM JAYANTH KADAP	A
2132	12	A	ABHIRAM JAYANTH KADAP	A
2133	13	A	ABHIRAM JAYANTH KADAP	A
2134	14	A	ABHIRAM JAYANTH KADAP	A
2135	15	A	ABHIRAM JAYANTH KADAP	A
2136	16	A	ABHIRAM JAYANTH KADAP	A
2137	17	A	ABHIRAM JAYANTH KADAP	A
2138	18	A	ABHIRAM JAYANTH KADAP	A
2139	19	A	ABHIRAM JAYANTH KADAP	A
2140	20	A	ABHIRAM JAYANTH KADAP	A
2141	21	A	ABHIRAM JAYANTH KADAP	A
2142	22	A	ABHIRAM JAYANTH KADAP	A
2143	23	A	ABHIRAM JAYANTH KADAP	A
2144	24	A	ABHIRAM JAYANTH KADAP	A
2145	25	A	ABHIRAM JAYANTH KADAP	A
2146	26	A	ABHIRAM JAYANTH KADAP	A
2147	27	A	ABHIRAM JAYANTH KADAP	A
2148	28	A	ABHIRAM JAYANTH KADAP	A
2149	29	A	ABHIRAM JAYANTH KADAP	A
2150	30	A	ABHIRAM JAYANTH KADAP	A
2151	31	A	ABHIRAM JAYANTH KADAP	A

2152	32	A	ABHIRAM JAYANTH KADAP	A
2153	33	A	ABHIRAM JAYANTH KADAP	A
2154	34	A	ABHIRAM JAYANTH KADAP	A
2155	35	A	ABHIRAM JAYANTH KADAP	A
2156	36	A	ABHIRAM JAYANTH KADAP	A
2157	37	A	ABHIRAM JAYANTH KADAP	A
2158	38	A	ABHIRAM JAYANTH KADAP	A
2159	39	A	ABHIRAM JAYANTH KADAP	A
2160	40	A	ABHIRAM JAYANTH KADAP	A
2161	41	A	ABHIRAM JAYANTH KADAP	A
2162	42	A	ABHIRAM JAYANTH KADAP	A
2163	43	A	ABHIRAM JAYANTH KADAP	A
2164	44	A	ABHIRAM JAYANTH KADAP	A
2165	45	A	ABHIRAM JAYANTH KADAP	A
2166	46	A	ABHIRAM JAYANTH KADAP	A
2167	47	A	ABHIRAM JAYANTH KADAP	A
2168	48	A	ABHIRAM JAYANTH KADAP	A
2169	49	A	ABHIRAM JAYANTH KADAP	A
2170	50	A	ABHIRAM JAYANTH KADAP	A

RIZVI COLLEGE OF ARTS, SCIENCE AND COMMERCE
5.Y.BAF DIV (A)
GUEST LECTURE UNION BUDGET 2019-20 on 1st Aug. 2019

Roll No.	Roll No.	Roll No.	Name as appear on marksheet	SEM
2171	51	A	ABHIRAM JAYANTH KADAP	A
2172	52	A	ABHIRAM JAYANTH KADAP	A
2173	53	A	ABHIRAM JAYANTH KADAP	A
2174	54	A	ABHIRAM JAYANTH KADAP	A
2175	55	A	ABHIRAM JAYANTH KADAP	A
2176	56	A	ABHIRAM JAYANTH KADAP	A
2177	57	A	ABHIRAM JAYANTH KADAP	A
2178	58	A	ABHIRAM JAYANTH KADAP	A
2179	59	A	ABHIRAM JAYANTH KADAP	A
2180	60	A	ABHIRAM JAYANTH KADAP	A
2181	61	A	ABHIRAM JAYANTH KADAP	A
2182	62	A	ABHIRAM JAYANTH KADAP	A
2183	63	A	ABHIRAM JAYANTH KADAP	A
2184	64	A	ABHIRAM JAYANTH KADAP	A
2185	65	A	ABHIRAM JAYANTH KADAP	A
2186	66	A	ABHIRAM JAYANTH KADAP	A
2187	67	A	ABHIRAM JAYANTH KADAP	A
2188	68	A	ABHIRAM JAYANTH KADAP	A
2189	69	A	ABHIRAM JAYANTH KADAP	A
2190	70	A	ABHIRAM JAYANTH KADAP	A
2191	71	A	ABHIRAM JAYANTH KADAP	A
2192	72	A	ABHIRAM JAYANTH KADAP	A
2193	73	A	ABHIRAM JAYANTH KADAP	A
2194	74	A	ABHIRAM JAYANTH KADAP	A
2195	75	A	ABHIRAM JAYANTH KADAP	A
2196	76	A	ABHIRAM JAYANTH KADAP	A
2197	77	A	ABHIRAM JAYANTH KADAP	A
2198	78	A	ABHIRAM JAYANTH KADAP	A
2199	79	A	ABHIRAM JAYANTH KADAP	A
2200	80	A	ABHIRAM JAYANTH KADAP	A

Sl. No.	Name	Grade	Signature
101
102
103
104
105
106
107
108
109
110
111
112
113
114
115
116
117
118
119
120
121
122
123
124
125
126
127
128
129
130

**NEW COLLEGE OF ARTS, SCIENCE AND COMMERCE
T. V. BAF DIV
GUEST LECTURE LISTING BUDGET 2019-20 ON 08 Aug, 2019**

Sl. No.	Name	Grade	Signature
131
132
133
134
135
136
137
138
139
140
141
142
143
144
145
146
147
148
149
150
151
152
153
154
155
156
157
158
159
160

Sl. No.	Name	Grade	Signature
161
162
163
164
165
166
167
168
169
170
171
172
173
174
175
176
177
178
179
180
181
182
183
184
185
186
187
188
189
190

Guest Lecture on Mutual Fund

A Guest lecture on **MUTUAL FUND** by the **LOTUS KNOWLWEALTH PVT LTD** a well-known non-government financial Intermediation located in Andheri West was organized for the students of FY, SY, and TY BAF students on 8th August 2019 in seminar room of the college. Overall 73 students were present for the guest lecture. The Resource person from the company explain the students about the various investment avenues available for investment and give detail explanations about Mutual Fund, it's types, tax benefits, career prospects in mutual fund. The guest lecture enhance the knowledge of the students regarding the Mutual Fund and proved to be fruitful for our students.

Rizvi Education Society's
RIZVI COLLEGE
OF ARTS, SCIENCE & COMMERCE

18/08/2019

To,
Lata Knowledge Pvt. Ltd.
9-10/706, Fardis Centre,
Off. Vardar Link Road, Andher West,
Mumbai-400053.

Subject: Invitation for a Session on 'MUTUAL FUND AWARENESS'

Respected Madam,

It gives me immense pleasure to invite you as a Guest Speaker to address our students and share your experience on the topic of MUTUAL FUND AWARENESS conducted by the Department of BAF of Rizvi College of Arts, Science and Commerce, scheduled on 8th August 2019 at 11:30 morning in the Seminar Room in the 4th floor.

It is an honor and privilege to invite you to participate in this session as a speaker. I would be grateful if you could put in the time and share your knowledge on this topic with our students. We believe that your contribution in this session is appreciated and will be of great benefit to our students. We look forward to a positive collaboration, as listed in the below.

Yours sincerely,
[Signature]
Dr. (Mrs.) Anjali Ara Ahmad
PRINCIPAL IC

[Signature]
Principal
So. H/O

Rizvi Education Society's
RIZVI COLLEGE
OF ARTS, SCIENCE & COMMERCE

18/08/2019

To,
Lata Knowledge Pvt. Ltd.
9-10/706, Fardis Centre,
Off. Vardar Link Road, Andher West,
Mumbai-400053.

Subject: Letter of Thanks.

Respected Madam,

The Department of BAF of Rizvi College of Arts, Science and Commerce would like to express our sincere thanks and acknowledge your presence at the session and delivering an informative and thought provoking lecture as Guest Speaker on "MUTUAL FUND AWARENESS" held on 8th August 2019 at Seminar Room in the 4th floor at 11:30 morning. We wanted to express our appreciation as the lecture on the above topic was extremely informative.

Looking forward for your co-operation for the promotion of professional education in future as well. Based on comments I have received from our staff and other attendees at your session, your presentation was excellent and well received. The lecture was educational, thought provoking and provided valuable historical perspectives. We appreciate you making time in your busy schedule to speak to our students.

Yours sincerely,
[Signature]
Dr. (Mrs.) Anjali Ara Ahmad
PRINCIPAL IC

[Signature]
Principal
9/9/19

RIZVI COLLEGE OF ARTS, SCIENCE AND COMMERCE
S. V. BAF

ACADEMIC YEAR 2018-2020

Section on "Study of Elective Subjects (Gender)

Roll No.	Name of students	Sign
1	ADARSH KUMAR SHARMA	
2	ADARSH KUMAR SHARMA	
3	ADARSH KUMAR SHARMA	
4	ADARSH KUMAR SHARMA	
5	ADARSH KUMAR SHARMA	
6	ADARSH KUMAR SHARMA	
7	ADARSH KUMAR SHARMA	
8	ADARSH KUMAR SHARMA	
9	ADARSH KUMAR SHARMA	
10	ADARSH KUMAR SHARMA	
11	ADARSH KUMAR SHARMA	
12	ADARSH KUMAR SHARMA	
13	ADARSH KUMAR SHARMA	
14	ADARSH KUMAR SHARMA	
15	ADARSH KUMAR SHARMA	
16	ADARSH KUMAR SHARMA	
17	ADARSH KUMAR SHARMA	
18	ADARSH KUMAR SHARMA	
19	ADARSH KUMAR SHARMA	
20	ADARSH KUMAR SHARMA	
21	ADARSH KUMAR SHARMA	
22	ADARSH KUMAR SHARMA	
23	ADARSH KUMAR SHARMA	
24	ADARSH KUMAR SHARMA	
25	ADARSH KUMAR SHARMA	
26	ADARSH KUMAR SHARMA	
27	ADARSH KUMAR SHARMA	
28	ADARSH KUMAR SHARMA	
29	ADARSH KUMAR SHARMA	
30	ADARSH KUMAR SHARMA	
31	ADARSH KUMAR SHARMA	
32	ADARSH KUMAR SHARMA	
33	ADARSH KUMAR SHARMA	
34	ADARSH KUMAR SHARMA	
35	ADARSH KUMAR SHARMA	
36	ADARSH KUMAR SHARMA	
37	ADARSH KUMAR SHARMA	
38	ADARSH KUMAR SHARMA	
39	ADARSH KUMAR SHARMA	
40	ADARSH KUMAR SHARMA	
41	ADARSH KUMAR SHARMA	
42	ADARSH KUMAR SHARMA	
43	ADARSH KUMAR SHARMA	

44	ADARSH KUMAR SHARMA	
45	ADARSH KUMAR SHARMA	
46	ADARSH KUMAR SHARMA	
47	ADARSH KUMAR SHARMA	
48	ADARSH KUMAR SHARMA	
49	ADARSH KUMAR SHARMA	
50	ADARSH KUMAR SHARMA	
51	ADARSH KUMAR SHARMA	
52	ADARSH KUMAR SHARMA	
53	ADARSH KUMAR SHARMA	
54	ADARSH KUMAR SHARMA	
55	ADARSH KUMAR SHARMA	
56	ADARSH KUMAR SHARMA	
57	ADARSH KUMAR SHARMA	
58	ADARSH KUMAR SHARMA	
59	ADARSH KUMAR SHARMA	
60	ADARSH KUMAR SHARMA	
61	ADARSH KUMAR SHARMA	
62	ADARSH KUMAR SHARMA	
63	ADARSH KUMAR SHARMA	
64	ADARSH KUMAR SHARMA	
65	ADARSH KUMAR SHARMA	
66	ADARSH KUMAR SHARMA	
67	ADARSH KUMAR SHARMA	
68	ADARSH KUMAR SHARMA	
69	ADARSH KUMAR SHARMA	
70	ADARSH KUMAR SHARMA	
71	ADARSH KUMAR SHARMA	
72	ADARSH KUMAR SHARMA	
73	ADARSH KUMAR SHARMA	
74	ADARSH KUMAR SHARMA	
75	ADARSH KUMAR SHARMA	
76	ADARSH KUMAR SHARMA	
77	ADARSH KUMAR SHARMA	
78	ADARSH KUMAR SHARMA	
79	ADARSH KUMAR SHARMA	
80	ADARSH KUMAR SHARMA	
81	ADARSH KUMAR SHARMA	
82	ADARSH KUMAR SHARMA	
83	ADARSH KUMAR SHARMA	
84	ADARSH KUMAR SHARMA	
85	ADARSH KUMAR SHARMA	
86	ADARSH KUMAR SHARMA	
87	ADARSH KUMAR SHARMA	
88	ADARSH KUMAR SHARMA	
89	ADARSH KUMAR SHARMA	
90	ADARSH KUMAR SHARMA	
91	ADARSH KUMAR SHARMA	
92	ADARSH KUMAR SHARMA	
93	ADARSH KUMAR SHARMA	
94	ADARSH KUMAR SHARMA	
95	ADARSH KUMAR SHARMA	
96	ADARSH KUMAR SHARMA	
97	ADARSH KUMAR SHARMA	
98	ADARSH KUMAR SHARMA	
99	ADARSH KUMAR SHARMA	
100	ADARSH KUMAR SHARMA	

RIZVI COLLEGE OF ARTS, SCIENCE AND COMMERCE T.Y.BAF ACADEMIC YEAR 2019-2020 Session of "Work of Education Society Employees" Name of Students		
Roll No.	Name of Students	Signature
1	ABDUL RAHMAN KHAN	
2	ABDUL RAHMAN KHAN	
3	ABDUL RAHMAN KHAN	
4	ABDUL RAHMAN KHAN	
5	ABDUL RAHMAN KHAN	
6	ABDUL RAHMAN KHAN	
7	ABDUL RAHMAN KHAN	
8	ABDUL RAHMAN KHAN	
9	ABDUL RAHMAN KHAN	
10	ABDUL RAHMAN KHAN	
11	ABDUL RAHMAN KHAN	
12	ABDUL RAHMAN KHAN	
13	ABDUL RAHMAN KHAN	
14	ABDUL RAHMAN KHAN	
15	ABDUL RAHMAN KHAN	
16	ABDUL RAHMAN KHAN	
17	ABDUL RAHMAN KHAN	
18	ABDUL RAHMAN KHAN	
19	ABDUL RAHMAN KHAN	
20	ABDUL RAHMAN KHAN	
21	ABDUL RAHMAN KHAN	
22	ABDUL RAHMAN KHAN	
23	ABDUL RAHMAN KHAN	
24	ABDUL RAHMAN KHAN	
25	ABDUL RAHMAN KHAN	
26	ABDUL RAHMAN KHAN	
27	ABDUL RAHMAN KHAN	
28	ABDUL RAHMAN KHAN	
29	ABDUL RAHMAN KHAN	
30	ABDUL RAHMAN KHAN	
31	ABDUL RAHMAN KHAN	
32	ABDUL RAHMAN KHAN	
33	ABDUL RAHMAN KHAN	
34	ABDUL RAHMAN KHAN	
35	ABDUL RAHMAN KHAN	
36	ABDUL RAHMAN KHAN	
37	ABDUL RAHMAN KHAN	
38	ABDUL RAHMAN KHAN	
39	ABDUL RAHMAN KHAN	
40	ABDUL RAHMAN KHAN	
41	ABDUL RAHMAN KHAN	
42	ABDUL RAHMAN KHAN	
43	ABDUL RAHMAN KHAN	
44	ABDUL RAHMAN KHAN	
45	ABDUL RAHMAN KHAN	
46	ABDUL RAHMAN KHAN	
47	ABDUL RAHMAN KHAN	
48	ABDUL RAHMAN KHAN	
49	ABDUL RAHMAN KHAN	
50	ABDUL RAHMAN KHAN	
51	ABDUL RAHMAN KHAN	
52	ABDUL RAHMAN KHAN	
53	ABDUL RAHMAN KHAN	
54	ABDUL RAHMAN KHAN	
55	ABDUL RAHMAN KHAN	
56	ABDUL RAHMAN KHAN	
57	ABDUL RAHMAN KHAN	
58	ABDUL RAHMAN KHAN	
59	ABDUL RAHMAN KHAN	
60	ABDUL RAHMAN KHAN	
61	ABDUL RAHMAN KHAN	
62	ABDUL RAHMAN KHAN	
63	ABDUL RAHMAN KHAN	
64	ABDUL RAHMAN KHAN	
65	ABDUL RAHMAN KHAN	
66	ABDUL RAHMAN KHAN	
67	ABDUL RAHMAN KHAN	
68	ABDUL RAHMAN KHAN	
69	ABDUL RAHMAN KHAN	
70	ABDUL RAHMAN KHAN	
71	ABDUL RAHMAN KHAN	
72	ABDUL RAHMAN KHAN	
73	ABDUL RAHMAN KHAN	
74	ABDUL RAHMAN KHAN	
75	ABDUL RAHMAN KHAN	
76	ABDUL RAHMAN KHAN	
77	ABDUL RAHMAN KHAN	
78	ABDUL RAHMAN KHAN	
79	ABDUL RAHMAN KHAN	
80	ABDUL RAHMAN KHAN	
81	ABDUL RAHMAN KHAN	
82	ABDUL RAHMAN KHAN	
83	ABDUL RAHMAN KHAN	
84	ABDUL RAHMAN KHAN	
85	ABDUL RAHMAN KHAN	
86	ABDUL RAHMAN KHAN	
87	ABDUL RAHMAN KHAN	
88	ABDUL RAHMAN KHAN	
89	ABDUL RAHMAN KHAN	
90	ABDUL RAHMAN KHAN	
91	ABDUL RAHMAN KHAN	
92	ABDUL RAHMAN KHAN	
93	ABDUL RAHMAN KHAN	
94	ABDUL RAHMAN KHAN	
95	ABDUL RAHMAN KHAN	
96	ABDUL RAHMAN KHAN	
97	ABDUL RAHMAN KHAN	
98	ABDUL RAHMAN KHAN	
99	ABDUL RAHMAN KHAN	
100	ABDUL RAHMAN KHAN	

41	SHARIH GABRIEL HASAN	
42	SHARIH HUDA RAHMAN	
43	SHARIH IMRAN MOHAMMED SHARIH	
44	SHARIH FRODOZ SHARIH ALI	
45	SHARIH MOHAMMED HUSSEIN CHAND	
46	SHARIH HANIFA HANIFA	
47	SHARIH FARUK SHARIFUDIN	
48	SHARIH FARUK SHARIFUDIN	
49	SHARIH FARUK SHARIFUDIN	
50	SHARIH FARUK SHARIFUDIN	
51	SHARIH FARUK SHARIFUDIN	
52	SHARIH FARUK SHARIFUDIN	

Webinar on Resume Building

Webinar on Resume Building- Resume Building webinar was conducted by Mr. Imran Khan on 29th April 2020 and 545 students participated from various colleges.

RIZVI COLLEGE OF ARTS SCIENCE AND COMMERCE

PRESENTING A WEBINAR ON RESUME BUILDING

**SPEAKER
MR. IMRAN KHAN**

- MR. IMRAN KHAN IS A CORPORATE TRAINER SINCE LAST 16 YEARS HOLDING EXPERTISE IN BEHAVIORAL TRAINING.
- HE HOLDS A POSITION AS "NATIONAL SECRETARY EDUCATION" IN ALL INDIA ULAMA BOARD, NEW DELHI BEING A MEMBER OF AMPS ALL INDIA MUSLIM PROFESSIONAL MEMBERSHOLD A MAJOR POSITION AS TRAINER FOR BOTH FACULTY AND STUDENT DEVELOPMENT PROGRAM.
- HE INSPIRES AND ENCOURAGES PEOPLE TO REALIZE THEIR TRUE POTENTIAL.
- AND HAS RECEIVED INNOVATIVE TRAINER AWARD BY HIMIL, PUNE AND MANY MORE.

Webinar on Fundamentals and Significance of Accounting in your Career

Webinar on Fundamentals and Significance of Accounting in your Career was conducted on 30th April 2020 by Prof. Mukesh Kanojia and 182 students participated in the webinar.

**RIZVI COLLEGE OF ARTS SCIENCE AND
COMMERCE**

**PRESENTING A WEBINAR
ON
FUNDEMENTALS AND SIGNIFICANCE OF
ACCOUNTING IN YOUR CAREER**

SPEAKER - PROF. MUKESH KANOJIA

- GRADUATED FROM L S RAHEJA COLLEGE
- POST GRADUATE FROM MUMBAI AND PUNE UNIVERSITY
- B.ED FROM MUMBAI UNIVERSITY
- COMPLETED M.PHIL FROM MADURAI KAMRAJ UNIVERSITY
- PASSED USC NET EXAM
- PURSUING FOR PHD IN COMMERCE IN THE SUBJECT OF E TECHNOLOGY AND PRODUCTS FROM UNIVERSITY OF MUMBAI
- ENRICHED CORPORATE EXPERIENCE - 10 YEARS IN AMERICA'S PIONEER COURIER COMPANY FEDERAL EXPRESS AS SENIOR ACCOUNTANT.
- ENTREPRENEUR OF MR MARKETING GROUP, OWNED IN TOURS AND TRAVELS..
- CHAIRPERSON AND PAPER SETTER IN UNIVERSITY OF MUMBAI...
- VISITING FACULTY IN MANY REPUTED INSTITUTE LIKE JAI HIND COLLEGE, LALA LAJPATHRAI COLLEGE, L S RAHEJA AND MANY MORE
- CURRENTLY ASSOCIATED WITH R D NATIONAL COLLEGE DESIGNATED AS COURSE COORDINATOR OF ACCOUNTING AND FINANCE...

Webinar on online awareness programme

Webinar on online awareness programme - Webinar on online awareness programme was conducted for students to make them aware about future job market scenario, what skills are required and how ICA Institute can help them to secure job by Mr. Harish from ICA Bandra institute on 1st May, 2020.

**FREE LIVE WEBINAR
ON 1ST MAY AT 3 PM**

*Master Class on How to be Job
Ready*

*What Skills will be in
demand*

*How to be ahead in
competition*

*future technology in
accounts and finance*

**Speaker
CA Harish Kumar
Vasandani**

About Speaker
15 years of working experience in corporate,
associate with MNCs, entrepreneur and motivation
speaker.

**Organised
By ICA Bandra
9930223010**



BMM

On Record-Product Launch

The FY and SY BMM students launched products that had been conceptualized by the students themselves on the 4th of March, 2020. This was a curriculum centric and group activity.

The SYBMM students had to conceptualize a new product. They had to make a marketing plan, study competitors apply the 5 Forces model and write marketing briefs for their products. They were required to study their target audience by making a questionnaire and circulating it amongst their target audience, collecting data analyzing it. This activity helped the students in understanding the needs of their target audience, features of their products, pricing strategies USP that should have been highlighted in their ads.

The students conducted a photo-shoot of their products as per the subject they had studied, print production and photography. The photo-shoot gave the students insights to the technical aspects of photography, lighting and printing of ads. The students had to give taglines and create a print ad from the photo-shoot activity. The students also had to create radio jingles and TV ads of their products as per the subject, Radio and Television. This helped the students in understanding the nuances of script writing and recording the ad.



The students were required to write a feature on parameters given to them. This helped them understand various aspects of journalism and creative writing such as reflective current trends and patterns, a detailed look at a story in feature article writing. Students wrote feature articles with background details of their products, and communicated to their readers the products 'relevancy through important aspects of a feature article such as headline, sub-headline and by line. They included different kinds of leads, statistics, and quotations from different sources and experts.

They got their articles published on the broadsheet created by each group. They decided on various methods to fill the large expanse of white paper where they designed the broadsheet; added multiple angles of the product through features and photos clicked by them; and chose creative ways to grab the attention of the

readers. At the end of the semester they had to collate all the Semester III subjects into a broadsheet and present the same.

www.dailypropheet.com | www.dailypropheet.com | www.dailypropheet.com

DAILY PROPHET

THE AEGIS PEN COMPANY LAUNCHES ITS FIRST EVER GPS PEN, SAYS THE PRODUCT LAUNCH WILL BE MADE PUBLIC SOON. | PG NO. 3 |

PEN INDUSTRY SALES TO BE AFFECTED WITH THE LAUNCH OF NEW AEGIS GPS PEN? | PG NO. 3 |

"KYUNKI HUMEIN FARK PADHTA HAI"

After the launch of the Aegis GPS Pen, the pen industry is expected to witness a significant change. The Aegis GPS Pen is a revolutionary product that combines the functionality of a pen with the precision of a GPS device. This pen is designed to help users track their location and provide real-time updates. The Aegis GPS Pen is a must-have for anyone who needs to stay on top of their location. The Aegis GPS Pen is a revolutionary product that combines the functionality of a pen with the precision of a GPS device. This pen is designed to help users track their location and provide real-time updates. The Aegis GPS Pen is a must-have for anyone who needs to stay on top of their location.



The Aegis GPS Pen is a revolutionary product that combines the functionality of a pen with the precision of a GPS device. This pen is designed to help users track their location and provide real-time updates. The Aegis GPS Pen is a must-have for anyone who needs to stay on top of their location. The Aegis GPS Pen is a revolutionary product that combines the functionality of a pen with the precision of a GPS device. This pen is designed to help users track their location and provide real-time updates. The Aegis GPS Pen is a must-have for anyone who needs to stay on top of their location.

AFTER THE LAUNCH OF AEGIS GPS PEN, MANY PEN COMPANY SHARES HAVE DROPPED. EXPERTS SAY THAT THE PEN MIGHT HAVE AN IMPACT ON CRIME RATES IN VARIOUS PARTS OF INDIA.



www.dailypropheet.com | www.dailypropheet.com | www.dailypropheet.com

The Security of Women shall be the Highest Law.

www.dailypropheet.com | www.dailypropheet.com | www.dailypropheet.com

UP INDIA.

2

The Security of Women shall be the Highest Law.

The Aegis GPS Pen is a revolutionary product that combines the functionality of a pen with the precision of a GPS device. This pen is designed to help users track their location and provide real-time updates. The Aegis GPS Pen is a must-have for anyone who needs to stay on top of their location. The Aegis GPS Pen is a revolutionary product that combines the functionality of a pen with the precision of a GPS device. This pen is designed to help users track their location and provide real-time updates. The Aegis GPS Pen is a must-have for anyone who needs to stay on top of their location.



UNFOLD THE FOLDABLE PEN!



The Aegis GPS Pen is a revolutionary product that combines the functionality of a pen with the precision of a GPS device. This pen is designed to help users track their location and provide real-time updates. The Aegis GPS Pen is a must-have for anyone who needs to stay on top of their location. The Aegis GPS Pen is a revolutionary product that combines the functionality of a pen with the precision of a GPS device. This pen is designed to help users track their location and provide real-time updates. The Aegis GPS Pen is a must-have for anyone who needs to stay on top of their location.

The Aegis GPS Pen is a revolutionary product that combines the functionality of a pen with the precision of a GPS device. This pen is designed to help users track their location and provide real-time updates. The Aegis GPS Pen is a must-have for anyone who needs to stay on top of their location. The Aegis GPS Pen is a revolutionary product that combines the functionality of a pen with the precision of a GPS device. This pen is designed to help users track their location and provide real-time updates. The Aegis GPS Pen is a must-have for anyone who needs to stay on top of their location.

3

PEN IS MIGHTIER THAN SWORD

www.dailypropheet.com | www.dailypropheet.com | www.dailypropheet.com

India's First Ever GPS Pen

Connect to your nearby police station by holding the button for 5 seconds.

This pen GPS is connected to over 15,000+ police stations in India.



Aegis Pen
Special Features: Torch, Double Tap

By: 400
Success Story in Progress

CAREER, FAMILY OR SAFETY ?

1 IN 10 WOMEN AGED 15-49 HAS EXPERIENCE SEXUAL VIOLENCE



INDIA AT A GLANCE

2,78,886 rapes cases over the last 10 years under Section 376 of IPC.



DAILY PROPHET

THE AEGIS PEN COMPANY LAUNCHES ITS FIRST EVER GPS PEN, SALES THE PRODUCE LAUNCH WILL BE MADE PUBLIC SOON. (PG NO. 34)

PEN PURCHASE SALES TO BE AFFECTED WITH THE LAUNCH OF NEW AEGIS GPS PEN? (PG NO. 3)



ARE YOU SAFE ?

India's First Ever GPS Tracking Pen

PEN IS MIGHTIER THAN SWORD

A study found that schoolchildren produce longer essays and compose them at a faster pace than writing with a pen compared to a computer.



The FY BAMMC students had to conceptualize a product and make a poster ad. The students had to create a product, understand their target audience by making questionnaires and collecting data

and analyzing it. The students had to come up with taglines, headlines and do the artwork of their poster.



The students had to work on this activity throughout the semester and interrelate their curriculum with their activity giving them a hands-on learning of the subjects of Semester II and III.

ORIENTATION PROGRAMME FOR SYBMM STUDENTS

The Department of BMM conducted an orientation programme of TYBMM electives:

Advertising and Journalism for SYBMM students on 27th February, 2020. The resource person for the orientation was Mr. Vaibhav Bansode, an assistant producer for ET Now. The objective of this programme was to give direction to the students in their area of interest and also give them direction in their future career options with respect to post graduate program and or work options

He explained to the students the current scenario in the field of Journalism. He spoke about various profiles in this field, pay scales, growth in the field of journalism. He also informed them about different avenues in the field of journalism that can be pursued in today's times. He also spoke about the various facets of journalism like editing, reporting, legal environment, contemporary issues, feature writing, newspaper and magazine making and Indian regional journalism.

The orientation was continued by Prof. Saira Tumbi, BMM Coordinator for the advertising elective. The students were informed about the various profiles pay scales and career options that exist in the field of advertising. The students were also oriented towards various aspects of advertising like copywriting, ad design consumer behavior, brand building, direct marketing, financial management, advertising and market research and digital media. The students were also informed about the subjects that the students will have to study in Semester V and VI. All the subjects were explained with their objectives thus giving the students clarity and direction in making an apt choice of specialization.

The students were also informed about their 100 marks practical papers, Ad Design and Newspaper and Magazine Making which students have to compulsorily attempt in semester V.



Report on Digital Marketing

Saturday, 21st December, 19

The Department of BMM organized a guest lecture on 'Digital Media Marketing' by Mr. Shreyas Deshmukh for the students of FYBMM, SYBMM, TYBMM - Advertising & Journalism on 21st December, 2019 at 10.00 a.m. in the seminar room of Rizvi College of Arts, Science and Commerce.



Mr. Deshmukh, with 7 years of work experience has helped to create social media strategies; content and helped brands achieve their goals. Currently working with FCB interface, IPG Group Company, he is leading social media & ORM team. Mr. Deshmukh has handled brands like Kimberly Clark, Mahindra Commercial Vehicle Business, Mondelez (Oreo), Saregama, Singapore Tourism Board, Mahindra Passenger Segment

Vehicles, Kansai Nerolac Paints, Tata Steel, Tata Sons, Godrej Interio, Parle-G, Mumbai Airport and more.

Mr. Deshmukh commenced the lecture by asking few questions related to the brands that the students use or like. Mr. Deshmukh pointed out the most crucial strategy for Marketing and attracting the audience or the users is the humanistic approach towards any content. He further spoke about the Golden Circle theory in detail - emphasising on the idea on how humans respond best when messages communicate with those parts of their brain that control emotions, behaviour and decision-making.

Mr. Deshmukh highlighted the importance of asking Qs when it comes to Social Media - the 'Why' question becomes the most crucial question after 'What' and 'How' - as it is very important to understand the reasons behind consumers' actions in relation to its products, content, generating interest and relevance. For ex. Why consumers like certain products and dislike others - as its only 20% about the product and 80% about the kind of content generated to appeal to the audience/consumers.

Mr. Deshmukh played a few visuals of advertisements including classic ads like Tata Motors and so on - in order to explain how emotional appeal becomes one the powerful strategies in influencing the audience. Story telling is another important strategy to appeal to the audience.

He, further, spoke about the difference in the formats and strategies of different social media platforms. Each social media has its own way of targeting the audience in large numbers.



Mr. Deshmukh, with 7 years of work experience has helped to create social media strategies; content and helped brands achieve their goals. Currently working with FCB interface, IPG Group Company, he is leading social media & ORM team. Mr. Deshmukh has handled brands like Kimberly Clark, Mahindra Commercial Vehicle Business, Mondelez (Oreo), Saregama, Singapore Tourism Board, Mahindra Passenger Segment Vehicles, Kansai Nerolac Paints, Tata Steel, Tata Sons, Godrej Interio, Parle-G, Mumbai Airport and more.



Mr. Deshmukh commenced the lecture by asking few questions related to the brands that the students use or like. Mr. Deshmukh pointed out the most crucial strategy for Marketing and attracting the audience or the users is the humanistic approach towards any content. He further spoke about the Golden Circle theory in detail – emphasising on the idea on how humans respond best when messages communicate with those parts of their brain that control emotions, behaviour and decision-making.

Mr. Deshmukh highlighted the importance of asking Qs when it comes to Social Media – the ‘Why’ question becomes the most crucial question after ‘What’ and ‘How’ – as it is very important to understand the reasons behind consumers’ actions in relation to its products, content, generating interest and relevance. For ex. Why consumers like certain products and dislike others – as its only 20% about the product and 80% about the kind of content generated to appeal to the audience/consumers.

Mr. Deshmukh played a few visuals of advertisements including classic ads like Tata Motors and so on – in order to explain how emotional appeal becomes one the powerful strategies in influencing the audience. Story telling is another important strategy to appeal to the audience.

He, further, spoke about the difference in the formats and strategies of different social media platforms. Each social media has its own way of targeting the audience in large numbers.

As an established Social Influencer himself, he spoke about the laws of Social Media Marketing – focusing on points like listening; focus; quality; compounding; influences; value; acknowledgment; accessibility; and reciprocity.

Translation and its Importance in Mass Communication



The BMM Department organized a guest lecture on 'Translation and its importance in Mass Communication' by Mrs.Sandhya YAdav for the FYBMM and TYBMM Journalism students on 10th of October,2019 from 9.30 am to 11. Am in the Seminar room of Rizvi College of Arts,Science and Commerce.

Mrs.Yadav is a writer and an educator. She has been associated with the Hindi Department of R.D & S.H National College for more than 20years.She has published two books 'Door hoti nazdikiyaan' and 'Cheeniya ke Papa'. Mrs Yadav has presented her poems on television and radio and also presented her poems at the Lal Kila.



The students were explained the importance of translating words and sentences from one language to another without changing the meaning with the help of a lot of examples. She also explained the significance of language in mass communication and the need to understand meanings of words so that feelings and emotions while communicating is not lost during the process of translation.