



LALA LAJPATRAI COLLEGE OF COMMERCE & ECONOMICS

Accredited 'A' Grade by NAAC

Lala Lajpatrai Marg, Mahalaxmi, Mumbai – 400034. Tel. No. 23548240/ 23548241 Fax: 23532896

E-mail: lcolcom@mtnl.in | principal.llc@gmail.com | website: www.lalacollege.edu.in

FOURTH ESTATE - JOURNALISM FEST



Date: 8th July, 2017

Name of the event: Fourth Estate Journalism

Number of participants: 30

Objectives

- To provide a platform to the students to showcase their individual talents in the field of journalism.
- To provide students an opportunity to nurture their journalism skills for the future.
- To provide students an opportunity to interact with stalwarts and experts from the journalism industry.

Brief report of the activity:

The students of the third year batch initiated a new fest especially for the students interested in journalism. The Chief Guest for the event was Ms. Priyanka Vora who is the health writer and medical correspondent with the Hindustan Times. She informed the students about the nuances of health beat reporting. The students also came together and performed a skit and a dance which had a very social and noble message regarding cleanliness.

Outcomes

- The student were made aware about the career opportunities in the health beat reporting of journalism.
- The motivation levels of the students was visibly enhanced as they were equipped with journalism tools to excel in the real world.
- The students got exposure to a bigger arena as they got to meet the chief guests, and interact with her personally.

Dr. Sangeeta Makkad,

HOD - BAMMC Dept.

Dr. Neelam Arora,

Principal





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NDTV SPOTLIGHT - MUNNA MICHAEL



Date: 13th July, 2017

Name of the event: NDTV Spotlight

Number of participants: 20

Objectives


- The event provided a platform to the students to showcase their talents.
- It also provided the students an opportunity to nurture their skills for the future.
- The event gave them a chance to learn teamwork as it gave an opportunity to the students of managing the event.


Brief report of the activity:

All Students of FY, SY and TY of BMM Department of Lala Lajpatrai College of Commerce attended the NDTV Spotlight Event Which Had the entire cast of the film Munna Michael. It was held at Bombay Cocktail Bar, Andheri.

Outcomes

- The student participants came back with great learning regarding their abilities and skill sets.
- The motivation levels of the students was visibly enhanced as they were charged for the coming events.
- The students got exposure to a bigger arena as they got to meet the chief guests, for absorbing more out of the event.


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NDTV - LIPSTICK UNDER MY BURKHA REPORT



Date: 18th July, 2017

Name of the event: NDTV - Lipstick Under My Burkha

Number of participants: 30

Objectives:


1. To provide students with a platform to interact with personalities from the entertainment industry.
2. To help students witness how celebrities execute their movie promotions.
3. To help students interact with entertainment media professionals.


Brief report of the activity:

An interactive and interesting session of interviews with Konkona Sen Sharma, Ratna Pathak Shah and Director Alankrita Srivastav for their film Lipstick Under My Burkha at Cocktail Bar, Andheri. All students present were keen on knowing more about the film and cinematography.

Outcomes

- The student participants came back with great learning and exposure about industry.
- The motivation levels of the students was visibly enhanced as they were charged for the coming events.
- The students got exposure to a bigger arena as they got to meet stalwarts from the entertainment industry.


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NDTV - INDU SARKAR SPOTLIGHT



Date: 22nd July, 2017

Name of the event: NDTV – Indu Sarkar Spotlight

Number of participants: 20

Objectives

- To provide a platform to the students to interact with the celebs
- To provide students an opportunity to witness how NDTV newsrooms function.
- To provide students with an opportunity to learn teamwork and managerial skills for an event.

Brief report of the activity:

NDTV Spotlight invited Madhu Bhandarkar and few members from his team for his movie Indu Sarkar. Actor Kirti Kulhari also joined him for the same. It was an inspiring and entertaining event where the students from the BMM Department got to learn a lot and experience.

Outcome

- The student participants came back with great learning regarding their abilities and skill sets.
- The motivation levels of the students was visibly enhanced as they were inspired by industry professionals.
- The students got exposure to a bigger arena as they got to meet the director of the movie.

S.M
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Dr. Neelam Arora,
Principal





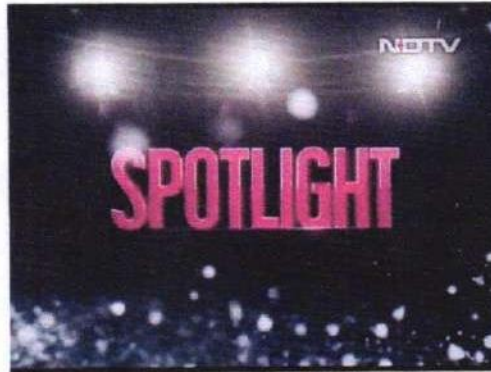
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NDTV SPOTLIGHT - PARTITION 1947 REPORT



Date: 3rd July, 2017

Name of the event: NDTV SPOTLIGHT

Number of participants: 20

Objectives:

- To provide students with a platform to interact with film stars.
- To provide students with a chance to learn how the film was created.
- To provide students with a chance to observe the workings of NDTV newsroom.

Brief report of the activity:

The students of the BMM Department attended the event namely, NDTV Spotlight, at Junkyard Café which had the cast of the film Partition 1947. Actress Huma Qureshi and Gurinder Chadha were present to promote their film. They also wished good luck for Mebido 2017 to the media students.

Outcomes:

- The student participants came back with great learning about film making.
- The motivation levels of the students was visibly enhanced as they interacted with Huma Qureshi and Gurinder Chadha.

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Neelam
Dr. Neelam Arora,
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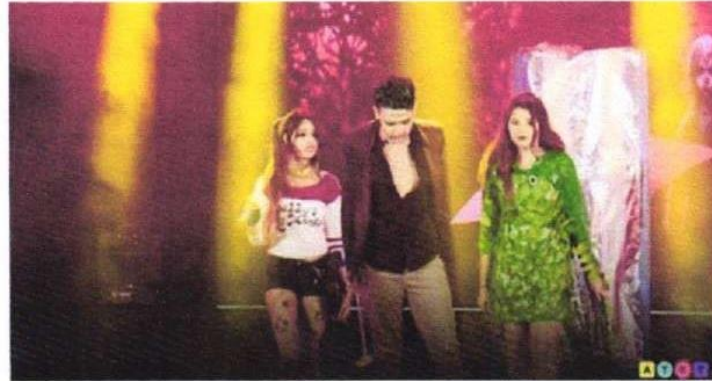
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MEBIDO REPORT



Date: 25th – 29th July, 2017

Name of the event: Mebido

Number of participants: 30

Objectives

- To provide a platform to the students to showcase their individual talents and hone their skills.
- To provide the students an opportunity to nurture their leadership qualities while working for the Fest.
- The event gave them a chance to interact with top notch media professionals.

Brief report of the activity:

Mebido - 2017 was held in the auditorium of Lala Lajpatrai College along with the Top Notch Professionals from the Media Industry. The fest also had brief sessions about their work and how the media industry work.

Outcomes

- The student participants learnt the art of organizing and executing a big event.
- The motivation levels of the students was visibly enhanced as they were exposed to new ideas and opportunities in the field of media.
- The students got exposure to a bigger arena as they got to meet media professionals and interact with them.

S.M
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NDTV - SPOTLIGHT 'GENTLEMAN' REPORT



Date: 4th August, 2017

Name of the event: NDTV -Spotlight

Number of participants: 30

Objectives:

- To provide students with a platform to interact with film stars.
- To provide the students an opportunity to observe industry talents.
- To provide students with an opportunity spot signs of growth within the industry.

Brief report of the activity:

All the students of FY, SY and TY attended the NDTV Spotlight event which had the entire cast of the film Gentleman. The event had Jaquiline Fernandes and Siddharth Malhotra discussing and promoting their film. They shared with us funny incidents during the shoot and also spoke about their co-actors.

Outcomes

- The participants interacted with Jaquiline Fernandes and Siddharth Malhotra.
- The learnt to be confident with speaking live on air.
- The students got exposure about struggles of actors within the industry.

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NDTV - SPOTLIGHT 'SHUBH MANGAL SAVDHAN' REPORT



Date: 18th August, 2017

Name of the event: NDTV -Spotlight 'Shubh Mangal Savdhan'

Number of participants: 20

Objectives:

- To provide students with a platform to interact with celebrities.
- To help students witness how movie promotions take place.
- To help students witness how a live reality news room functions.

Brief report of the activity:

All The Students of FY, SY and TY attended the NDTV spotlight event which had the entire cast of the Film Shubh Mangal Savdhan at Bombay Cocktail Bar. Actor Ayushman Khurana, Bhumi Pednekar and Anand Rai discussed about their movie and promoted it.

Outcomes

- The student got to interact with the cast of the movie.
- The cast of the movie shared their industry experience with the students.
- The students learnt how a panel interview is conducted.

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NDTV - SPOTLIGHT 'BAADSHAHO FILM' REPORT



Date: 23rd August, 2017

Name of the event: NDTV -Spotlight

Number of participants: 20

Objectives:

1. To provide students with a chance to learn how the film was created
2. To provide students with a platform to interact with Actress Illeana D'cruz and Actor Ajay Devgan.
3. To provide students with a chance to observe the workings of NDTV newsroom.


Brief report of the activity:

Students of the BMM Department attended the event NDTV Spotlight which had the cast of The film Baadshaho. Actress Illeana D'cruz and Actor Ajay Devgan were present to promote their film. Students had a quick interactive session and actively participated as an audience and they got to learn a lot about the movie, the film stars and many other things from the Movie.

Outcomes

- The student participants learnt the art to interact with celebrities.
- The motivation levels of the students was visibly enhanced as they were charged for the coming events.
- The students got exposure to various opportunities in the entertainment and film industry.


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