



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

DIRECTIONAL EVENT REPORT



Date: 2nd July, 2018

Name of the event: Directional Event

Number of participants: 20

Objectives:

1. The students got the opportunity to witness the directional event.
2. It also provided the students an opportunity to nurture their skills for the future.
3. The event gave them a chance to learn teamwork as it gave an opportunity to the students of managing the event & also how to academically perform their best.

Brief report of the activity:

The students of SYBMM attended the interview with NDTV Spotlight. The shoot took place at Bombay Adda. The guest for the day were Nawazudin Siddiqui, Anurag Kashyap, Radhika Apte and Vikram Aditya Motwani who were there to promote their Netflix Web series "SACRED GAMES"

Outcomes:

1. The student participants learn various skill sets through the directional events.
2. The motivation levels of the students was visibly enhanced as they were charged for the coming events.

S.M

Dr. Sangeeta Makkad,

HOD - BAMMC Dept.

Dr. Neelam Arora

Dr. Neelam Arora,

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NDTV - SCRIPT WRITING EVENT



Date: 2nd July, 2018

Name of the event: NDTV Script Event

Number of participants: 20

Objectives of the program:

1. The event provided a platform to the students to meet various artists of the industry.
2. It also provided the students an opportunity to nurture their communication skills.
3. The event gave them a chance to interview and talk with the celebs and various other famous people.


Brief report of the activity:

The students of BMM were guided about how to go about preparing the story and a script of a certain act, show, or a film. The students were guided about the procedure, formation and the conclusion of the certain project.

Outcome of the program:

1. The student participants came back with great learning regarding their abilities and skill sets.
2. The students got up their motivation levels while getting inspired from the celebs.
3. The students got exposure to a bigger arena as they got to meet the big celebrities of the Bollywood industry, for absorbing more out of the event.


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NDTV – ACTING EVENT REPORT



Date: 2nd July, 2018

Name of the event: Acting Event

Number of participants: 10

Objectives of the program:

1. The event provided a platform to the students to showcase their individual talents while talking with the celebs
2. It also provided the students an opportunity to nurture their skills for the future in acting.
3. 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:

The students of BMM department visited the office of NDTV where they met the famous Bollywood Actor Nawazuddin Siddique. He gave a few tips about what qualities are required to be an actor, and how one should be as an actor. And how to work in the industry, as an actor?

Outcome of the program:

1. The student participants came back with great learning regarding their abilities and skill sets.
2. The motivation levels of the students was visibly enhanced as they were charged for the coming events.
3. The students got to learn about acting profession Nawazuddin Siddique.


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PR - LECTURE EVENT REPORT



Date: 7th July, 2018

Name of the event: PR lecture

Number of participants: 30

Objectives of the program:

1. The lecturer gave a detailed idea about how a PR works.
2. It also provided the students an opportunity to get their doubts cleared.
3. The session gave them a chance to learn about Public Relations, at a large scale by a professional.

Brief report of the activity:

We had a guest lecturer for public relation sir "Shane Fernandes". He enlightened us in the fields of advertising, marketing and branding. It was a very engaging lecture as he kept up involved in his exciting case studies and examples.

Outcome of the program:

1. The student participants came back with great learning regarding their abilities and skill sets.
2. The motivation levels of the students was visibly enhanced as they were charged for the coming events.
3. 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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REPORT ON TEDX LLM



Date: 7th July, 2018

Name of the event: TedX LLM

Number of participants: 30

Objectives of the program:

1. The session gave students an opportunity to meet various TedX speakers.
2. It also provided the students an opportunity to build up their contacts and get opportunities to meet people.
3. 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:

Dr. Karan Gupta (Educationalist), Anusha Iyer (Animal Activist), Ankush Tiwari (Tech, Poet), Satish Rajarathan (HR, Magician), Subhashish Mukherjee (Film Maker), Archana Pania (RJ, Actress):


These personalities were present, where the BMM students met all of them. Also heard a few concepts from them regarding education, Animals, poetry & literature, Film making and many other things.

Outcome of the program:

1. The student was able to communicate with the available speakers of the day.
2. The motivation levels of the students was visibly enhanced as they were charged by the motivational speech of the speakers.
3. The students got exposure to the industry.


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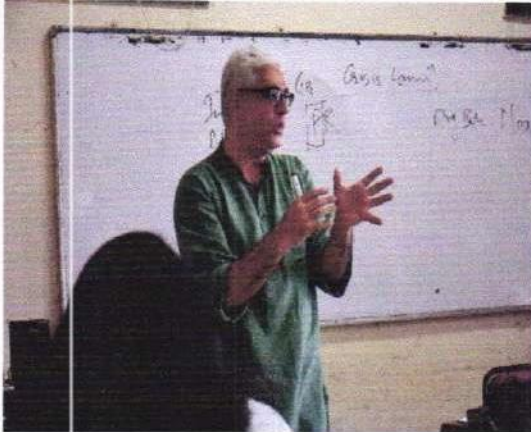
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CRISIS COMMUNICATION REPORT



Date: 19th July, 2018

Name of the event: Crisis Communication

Number of participants: 25

Objectives of the program:

1. The students learn about how to communicate about whatever crisis they face.
2. It also provided the students an opportunity to speak up about their various insecurities and how to deal with that.
3. The event gave an opportunity to the students to manage the event and also how to communicate with people, under guidelines given by the speaker.

Brief report of the activity:

The students of the BMM department had a session on the crisis. How the people hesitate to communicate about the crisis they face in the community.

Outcome of the program:

1. The student/participants learned various skills to communicate.
2. The motivation levels of the students was visibly enhanced as they were encouraged by the speaker.
3. The students got to learn a lot as they got to meet the chief guest and also clear the doubts.

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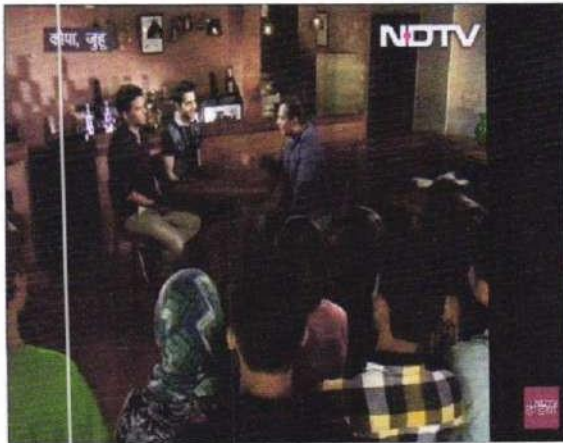
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NDTV SPOTLIGHT - HUMA QURESHI AND GURINDER CHADHA



Date: 23rd July, 2018

Name of the event: NDTV SPOTLIGHT - Huma Qureshi and Gurinder Chadha

Number of participants: 20

Objectives of the program:

1. The NDTV spotlight was a part of the educational fest - Mebido.
2. It allowed the students to actively participate in the event, while the anchor interviewed the actors.
3. The event gave them a chance to learn teamwork and manage the it as it was a part of MEBIDO

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.

Outcome of the program:

1. The students asked a few questions to the actors about the movie.
2. Also, the actors shared some iconic & highlights during their shoot days for partition 1947.
3. The students got exposure as they got to meet celebs and talk with them.

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REPORT ON MEDIA WRITING



Date: 2nd August, 2018

Name of the event: Media Writing

Number of participants: 18

Objectives of the program:

1. An event was organized to learn about media writing.
2. The lecturer guides the participants about how to polish the writing skills.
3. The session was full of all required details that are necessary for writing in media.

Brief report of the activity:

We were fortunate enough to receive a guest lecture from Ms. Vibha Singh. She opened our eyes to the various professions in which one can use their writing skills. It was an incredibly interesting lecture and she engaged us with a multiplicity of insight about the Media industry and its operations. She is columnist for Free Press journal and editorial freelance writer for The Times of India and housing.com.

Outcome of the program:

1. The student learned how to properly write and re-check the article
2. The speaker made sure the participants understood every aspect that she spoke and tried to explain.
3. The students got to know how the print media works in real life.

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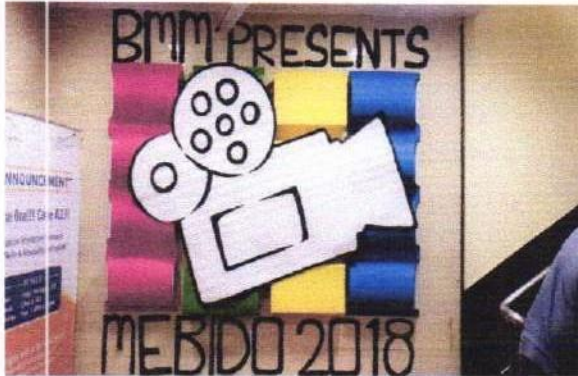
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BMM FLAGSHIP EVENT - MEBIDO



Date: 7th – 9th August, 2018

Name of the event: Mebido

Number of participants: 20

Objectives of the program:

1. Mebido is a 3-day long educational fest of the BMM department.
2. It also provided the students to be part of various competitions and be the winner.
3. The event was actively open for all departments in the college.

Brief report of the activity:

The BMM Department of Lala Lajpatrai College conducted a 3 days fest "MEBIDO" where professionals from different field of media came and informed us about that field. Many students from different colleges also participated in this fest.

Outcome of the program:

1. The student organized various competitions, workshops & seminars.
2. Several speakers were called up for being a part of the Mebido fest.
3. The students enjoyed a lot while planning and executing the whole 3-days fest, successfully.

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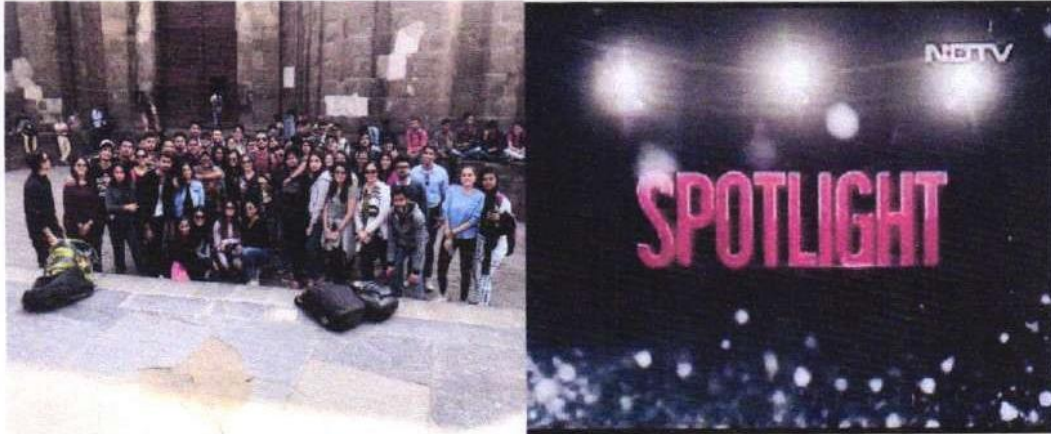
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REPORT ON NDTV – IN CONVERSATION WITH KAJOL



Date: 16th August, 2018

Name of the event: Kajol - different camera & shooting angle

Number of participants: 23

Objectives of the program:

1. The NDTV event brought up an opportunity to meet the Bollywood actress "Kajol".
2. The show was set-up to take her interview, where the BMM students were present.
3. The event was on for quite a long time where the actor shared a lot about her new film.

Brief report of the activity:

"She loved her little boy very much, even more than she loved herself & Helicopter", Eela shows a beautiful relationship between a mother and son. We were delighted to have received the opportunity of attending the introductory interview of the movie Helicopter Eela, which stars Kajol devgan and Riddhi scene .The show was hosted by NDTV spotlight.

Outcome of the program:

1. The students equally participated while asking a few questions to her.
2. She (Kajol) also shared some of the fun moments during her shoot days and how to become camera friendly, while acting.
3. She also gave a few tips on how to be confident while playing any role, of any situation.

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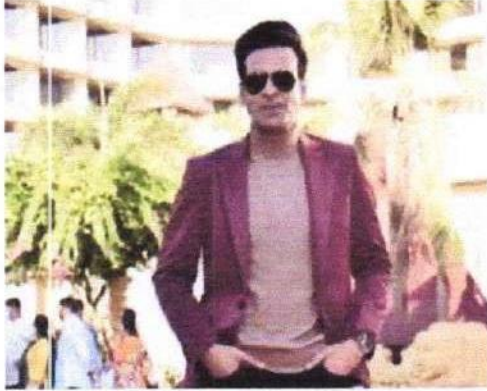
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REPORT ON NDTV SPOTLIGHT- BOLLYWOOD JOURNEY: MR. MANOJ BAJPAYEE



Date: 27th August, 2018

Name of the event: The Bollywood Journey

Number of participants: 20

Objectives of the program:

1. The event provided a platform to the students to meet Mr. Manoj.
2. It also provided the students an opportunity to interact with him.
3. The event made it possible for the students/participants to join the celeb and the anchor, in the studio

Brief report of the activity:

Various questions were asked by the host and later we got a chance to interact with Manoj sir. Manoj sir in his life has faced a lot of ups and downs and he feels that there is no actor in the industry up till now who could justify his character in his biopic but he himself. He loves interacting with the young energetic public and he wishes to see most of us supporting and encouraging good scripts.

Outcome of the program:

1. The students/participants came up with various questions for him, where he answered well.
2. He also motivated the students to follow the passion for life and work hard for it.
3. The students also asked about his journey, as being the superstar in the industry.

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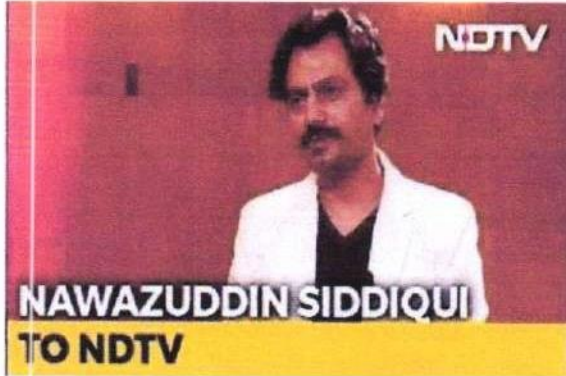
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REPORT ON NDTV - MANTO - NAWAZUDDIN SIDDIQUI



Date: 6th September, 2018

Name of the event: The Plotting of the characters

Number of participants: 30

Objectives of the program:

1. The NDTV interview event was started with the Bollywood superstar Nawazuddin Siddiqui.
2. The BMM students also witnessed the interview, & looked forward to meeting the celeb.
3. Various opportunities were provided by NDTV, where the students could meet the celebs.

Brief report of the activity:

Tahir Bhasin plays the 40's Bollywood superstar Shyam Chadda who was Manto's friend and an inspiration for a lot of his work. Rasika Duggal plays the role of Manto's wife, Safia. The plot revolves around the circumstances Manto faced throughout his life from several court cases to alcoholism and is seamlessly interspersed with five of his poignant stories. Nawazuddin Siddiqui confirmed that he has charged only a rupee for the film as a tribute to the great Manto and is thankful to Das for presenting him with this opportunity.

Outcome of the program:

1. The student equally participated while communicating with Nawazuddin Siddiqui.
2. Also, the students got a chance to ask a few questions to him, where he acknowledged as well.

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FOURTH ESTATE REPORT



Date: 8th September, 2018

Name of the event: The Fourth Estate

Number of participants: 29

Objectives of the program:

1. The students got the opportunity to meet various journalists, who were present for the event.
2. It also provided the students an opportunity to nurture their journalist skills for the future.
3. The speakers guided the students on how the industry is actually working in real life.

Brief report of the activity:

The students of TYBMM Journalism batch conducted "Fourth Estate" which was an enlightening educational and interactive session with professionals having significant experience in Journalism.

The experts that came were-

- 1) Nikit Surve: Winner of Sanctuary Young Naturalist Award
- 2) Ranjeet Jadhav: Journalist and is working as special correspondent with midday
- 3) Bhagyashree Karkare: Senior Editor

Outcome of the program:

1. The student learned a lot about the journalism field along with participants in various activities.
2. The motivation levels of the students was visibly enhanced as they were charged for the coming events.
3. The students got to know more about the industry in much more detail, as the speakers shared their experiences.

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SUMMIT - SURGING INDIA –

A POLITICAL SOCIO PANEL DISCUSSION BY REPUBLIC TV



Date: 19th December, 2018

Name of the event: Political & social Panel discussion

Number of participants: 21

Objectives of the program:


1. The panel discussion was based on the numerous Political & social activities of the country.
2. The panel discussion provided the opportunity to the students to watch it live.
3. Various politicians & celebs were present for the discussion.


Brief report of the activity:

The Republic TV news channel organized a high security and elite panel discussion session with Shri. Amit Shah, Shri. Devendra Fadnavis, Shri. Nitin Gadkari, Bhavish Aggarwal, Baba Ramdev, PV. Sindhu, Gautam Gambhir, Babita Phogat, Mukesh Ambani, Smriti Irani, Kamal Hassan, Arnab Goswami, Sadguru and many more on 'Republic Summit Surging India' at the Republic TV studios. The channel welcomes BMM Students of Lala Lajpatrai College to be the viewers and audience present on the sets during this Political Socio Panel Discussion.

Outcome of the program:

1. The student actively participated in this activity and took down the appropriate notes from the discussion
2. The participants got to learn about how the discussions are officially made.
3. The students got a chance to meet a few of the personalities.


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SEMINAR ON AVIATION JOURNALISM



Date: 27th February, 2019

Name of the event: A Journalism Seminar

Number of participants: 24

Objectives of the program:

1. The event provided a platform to the students to showcase their individual talents while talking with people.
2. It also provided the students an opportunity to nurture their skills for the future.
3. 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:

A seminar was conducted by Ms. Neha Tripathi about 'Journalism and Challenges Faced While Reporting on Aviation' on the 27th of February, 2019. She is an aviation correspondent, covering this niche beat for over 5 years now. Currently a journalist for Hindustan Times, she has previously worked with the Asian Age and Mid-Day. Nena has been covering various issues from the security

Outcome of the program:

1. The student learnt the nuances of the journalism industry with special reference to the beat of Aviation.
2. The students built important contacts as sources for their future stint in the industry.


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