



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

NDTV - PAL PAL DIL KE PAAS PROMOTIONS



DATE: 10th September, 2019

NUMBER OF PARTICIPANTS: 20

Objectives of the programme

1. To meet with influential people within the industry.
2. To get insights and anecdotes with regards to the working and psychology behind films.
3. To partake and witness how a movie PR works

BRIEF REPORT

NDTV organized a promotional event for the romantic drama movie Pal Pal Dil Ke Paas. The guest of honour for the event were, Sunny Deol, Karan Deol and Saahher Bamba, the FYBMM students attended the event.

Outcome

1. Students got to interact and create a network with influential people within the film industry.
2. Students developed an understanding of the creative process and psychology behind acting.
3. Students had the opportunity to witness an actual PR event in action

S.M
Dr. Sangeeta Makkad
HOD – BAMMC Department

Neelam
Dr. Neelam Arora
Principal





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WACA SEMINAR ATTENDED BY THE STUDENTS



DATE: 30th November, 2019

NUMBER OF PARTICIPANTS: 20

Objectives of the programme

1. To equip students with the necessary tools and techniques to combat cyber abuse.
2. To make the students more aware about the different sources and types of cybercrime.
3. To talk about the legal rights, processes and framework related to cybercrime.


Brief Report

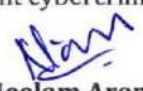
A movement against cybercrime and fraud by students and professors. The main objectives of this workshop were to make everybody aware about cyber abuse, bullying, morphing, stalking and illegal hacking of devices and social platforms that intrudes the personal and social life of the users. API Vishal Gaikwad shared his personal experience working in such cases and telling the audience what a victim goes through once she gets into legal procedures. Ms. Vibha Singh, a journalist and the founder of WACA shared the stories of girls and women who suffered the aftermath of such cybercrimes which helped the audience to know the extent of possibilities that can occur.

Students got trained to tackle common cyber issues and emerge as cybercrime warriors by following tips and procedures given by API Vishal Gaikwad from Bandra police department.

Outcomes

1. Students know about the legal rights and devices that help curb cybercrime.
2. Students know how to identify and combat cybercrime
3. Students are aware of resources and contacts they can approach to help fight cybercrime.


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HOD – BAMMC Department


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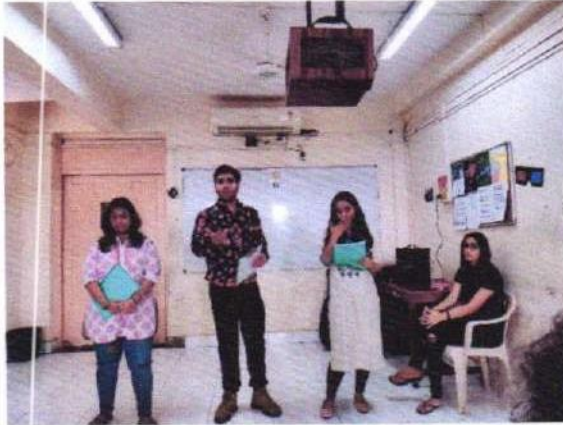


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DATE OF EVENT: 20th and 21st January 2020

Objectives of the program:

1. To learn academic and industry experience
2. To develop a practical approach
3. To build network
4. To build overall personality

Brief report of the activity:

BMM, BAMMC's flagship event 'Mebido ' was arranged by the students of Lala Lajpatrai College on 20th, 21st and 22nd of January 2020. Mebido 2020 was an educational event for a span of three days revolving around the theme "Binge it with Mebido-OTT Platform Personalities from various fields of life enlightened the event with their presence, words on media, and by showcasing their skills. Mebido, this year, did not only educate the students but also cater to their cultural interests.

Day1: Slam Dram

Day2: Walk It Like you talk it

Day 3: The Sound of RYTH RAP

Outcome of the program

1. Introduced them to industry professionals
2. Developed an understanding of the industry
3. Fused cultural exposure with industry experience

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AFFIRMATION CHALLENGE



DATE: 2nd April, 2020

NUMBER OF PARTICIPANTS: 10

Objectives of the programme

1. To encourage students to speak up about the problems they are facing.
2. To teach the students some techniques to keep their mental health flourishing.
3. To teach students how to identify and better control their stress.


Brief report

The informative session on a very sensitive topic was conducted by Ritika Zaveri, where she spoke about Mental Health, along with some tips and tricks on how one can relieve themselves from stress. She also spoke about mental issues and therapeutic treatments.

Outcomes:

1. Students spoke about their stressors and problems.
2. Students learnt how to meditate and a few more techniques to control their stress.
3. Students were encouraged to spread the message and information to all in need.


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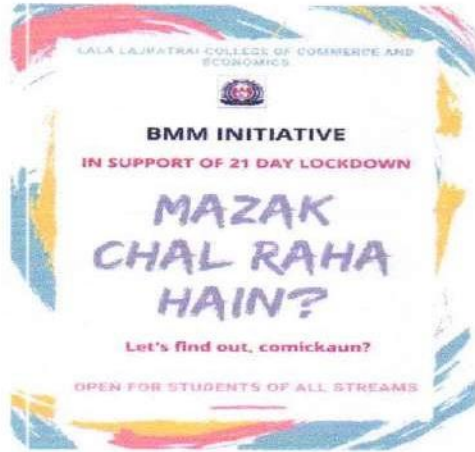
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MAZAK CHAL RAHA HAI KYA?



DATE: 4th April, 2020

NUMBER OF PARTICIPANTS: 20

Objectives of the programme


1. To break down the creative process involved in writing comedy.
2. To equip participants with tips and techniques to write jokes.
3. To encourage participants to come up with their own comedy pieces.


Brief Report

The virtual meeting was hosted by Reyansh Jain where he spoke about how to create comedy in everything and also gave some guidance. He also shared his tips on structuring a joke and writing creatively.

Outcomes

1. The students were encouraged and cheered to put themselves out there and share their creative comedy.
2. The students learnt about certain techniques and tips to write their own jokes.
3. The students learnt how to look at things from a comedic perspective and help express themselves through that channel.


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CAPTURE STORIES



DATE: 17th May, 2020

NUMBER OF PARTICIPANTS: 20

Objectives of the programme

1. To provide students a creative outlet to express themselves.
2. To gain first hand practical experience of photography
3. To encourage students to explore and try something new to push their creative boundaries.

Brief report

To direct participants to look at objects, events and scenarios from a photographic perspective and to bring out creativity through photography. The webinar also introduced a photography challenge

Outcomes

1. The students learnt how to explore and look for different perspectives of the same object.
2. The students learnt about the different technicalities that go into photography.
3. The students produced some beautiful submissions within the given time period.

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ACADEMIC YEAR 2019-20

26. CYBER CRIME INSIGHTS & AWARENESS



DATE OF EVENT: 30th November 2019

NUMBER OF PARTICIPANTS/ BENEFICIARIES: 52

OBJECTIVES OF THE PROGRAM:

- To provide insights to the students to understand the concerns of cyber frauds.
- To give them a chance to learn how to protect self and share with society the knowledge.

BRIEF REPORT OF THE ACTIVITY:

On 6th September 2018 the BAMMC department of Lala Lajpatrai College arranged an event "Cyber Crime Insights & Awareness" to enhance student skills. The main objectives of this workshop was to make everybody aware about cyber abuse, bullying, morphing, stalking and illegal hacking of devices and social platforms that intrudes the personal and social life of the users. **API Vishal Gaikwad** shared his personal experience working in such cases and telling the audience what a victim goes through once she gets into legal procedures. **Ms. Vibha Singh**, a journalist and the founder of WACA shared the stories of girls and women who suffered the aftermath of such cybercrimes which helped the audience to know the extent of possibilities that can occur.

OUTCOME OF THE PROGRAM

- Students got knowledge to tackle common cyber issues and emerge as cybercrime warriors by following tips and procedures given by API Vishal Gaikwad from Bandra police department.
- They gained knowledge about the provisions of Police department as a support for safeguarding against cyber frauds.


Dr. Sangeeta Makkad
(Convenor)




PRINCIPAL