



LALA LAJPATRAI COLLEGE OF COMMERCE & ECONOMICS

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

CREATIVE EXPRESSION – POEMS & SHORT STORIES



DATE: 17th July, 2020

NUMBER OF PARTICIPANTS: 20

Objectives of the programme

1. To help students enhance their speaking and listening skills.
2. To give few tips and tricks on how to articulate words, both spoken and written.
3. To equip students with various technical literary forms of writing.

Brief report

The Webinar was initiated by the BMM – BAMMC Department of LLRC on ZOOM for Faculty as well as Students. The Host for the day was Ms. Delaveen Tarapore she addressed the participants on the importance of Speaking, Articulating and Comprehending along with the changing use of literary forms like Captions, Tiny tales, emoticons, etc. The speaker also did an activity on the importance of listening.

Outcomes

1. Students learnt how to express their creativity in a structured, constructive way.
2. Students learnt about the underlying technicalities of being an effective speaker and writer.
3. Students enhanced their learning methods through tools and tips provided by the speaker.


Dr. Sangeeta Makkad
HOD – BAMMC Department


Dr. Neelam Arora
Principal





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DUBBSHUBB



DATE: 13th September, 2020

NUMBER OF PARTICIPANTS: 15

OBJECTIVES OF THE PROGRAMME

- 1 To appreciate the students for their outstanding performance.
- 2 To bring to light the creativity of the students.
- 3 To encourage the development of speech skills within the students

BRIEF REPORT

Participants were allotted with muted and unmuted video clippings of famous and iconic scenes from Bollywood. They were asked to dub the particular scene in their own content and were judged on their voice modulation, content, special effects and choice of words

A large number of people participated in the event wherein they showcased their talent of dubbing, voice modulation and choice of words.

Outcomes

1. The students had a fun time and it created a sense of fraternity.
2. The students learned the nuances of dubbing – voice modulation, tone, delivery, etc.
3. The students had a first-hand practical experience in dubbing.


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MEBIDO-GOONJ: THE VIRAL MARKET

GOONJ 2020

Event 2 winners 🏆

THE VIRAL MARKET
3 Minutes short film on Cyber Crime

1st - Iram Syed
(Lala Lajpatrai College, FYBMM)

2nd - Anuja Surve
(Lala Lajpatrai College, FYBMM)

3rd - Lohitaksh Samjiskar
(Lala Lajpatrai College, FYBMM)

All participants and winners will receive their respective certificates via whatsapp in the next hour itself!

DATE: 6th November, 2020

NUMBER OF PARTICIPANTS: 25

Objectives of the programme

1. The students to get an understanding of different types of cybercrime and how to tackle them.
2. The students to be provided with the necessary education in order to avoid being a victim of cybercrime.
3. To equip students with resources in order to help themselves and those around them to stay safe against cybercrime.

Brief report

This event was a SHORT FILM making competition revolving around the theme of CYBER CRIME. An informative discussion and information session kicked off the event. The submissions for the Film were online via WhatsApp. Participants received great insight on the problems discussed. There was an active discussion and interaction. Participants were encouraged to spread awareness about the same.

Outcomes

1. Students were aware about the different kinds of cybercrime and how to avoid being a victim of them.
2. Students were provided with resources and contacts to help in case themselves or someone they know were a victim of cybercrime.
3. Students shared their personal experiences and how they overcame cyber bullying which encouraged an open and honest dialogue.

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MEBIDO- GOONJ: WITHIN FOUR WALLS



GOONJ 2020

Event 3 winners

WITHIN 4 WALLS POETRY AND STORYTELLING ON DOMESTIC VIOLENCE!

1st - Fahad Khan
(Rizvi College)

2nd - Israr Ahmad
(Rizvi College)

3rd - Janvi Chokshi
(Lala Lajpatrai College)

1st Runner Up - Varun Patro (Lala
Lajpatrai College)

2nd Runner Up - Avan Navdar (Lala
Lajpatrai College)

All participants and winners will
receive their respective certificates
via whatsapp in the next hour itself !

DATE: 8th November, 2020

NUMBER OF PARTICIPANTS: 28

Objectives of the programme

1. To sensitize students towards domestic violence.
2. To encourage students to creatively express and spread awareness of domestic violence.
3. To equip students with the necessary resources to help themselves or someone around them in a violent home environment.

Brief report

This event was a poetry recitation/story telling competition revolving around the theme of domestic violence. An informative discussion and information session kicked off the event. The submissions for the literary was online via WhatsApp.

Outcome

1. Students came up with wonderfully profound literature on domestic abuse and its implications.
2. Students were sensitized to the issue of domestic violence and were also taught how to identify it.
3. Students were encouraged to spread the message and use the necessary resources to overcome domestic abuse to someone who may be facing it.

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HOD – BMMAC Department

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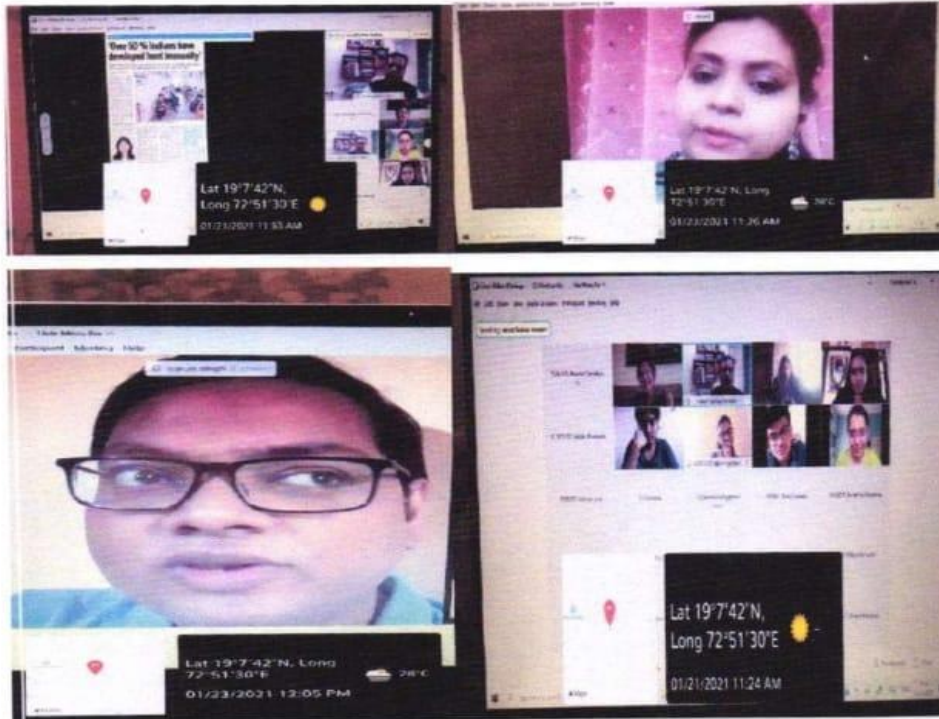


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FOURTH ESTATE



DATE: 21st January, 2021 – 23rd January, 2021

NUMBER OF PARTICIPANTS: 24

OBJECTIVES OF THE PROGRAMME

1. To create an understanding and appreciate journalistic methods and skills.
2. To hear from and connect with seasoned journalists to get an understanding of the real life applications.
3. To understand how various beats are reported and the common problems journalists face.

THE BRIEF REPORT

- **DAY 1:** The speaker for the day, Vinod Kumar Menon, shared his experience in the field and spine chilling investigative stories and inspired all the budding journalists and audience to strive for our goals. He shared valuable tips and tricks that would help each student to do better in the field.
- **DAY 2:** 3 virtual activities were conducted on Day 2 where a humungous amount of participation was seen. Event 1: #nofilterBMM (Podcast) Event 2: Photo Journalism & Event 3: Who is the reporter!?

These three events were conducted at National – Inter-collegiate level.



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- DAY 3: Irmeen Farhat Ali spoke about her experience in the field and explained how travelling has had a great impact in her stories. Varun Singh spoke about intriguing stories and gave helpful tips and tricks for a healthy and successful career in journalism

Outcome

1. The students were exposed to and understood the nuances of different and current journalistic methods and issues.
2. The students got to interact and create a network with seasoned journalists within the field.
3. The students were also encouraged to participate in journalism centric activities that were fun and educational at the same time.


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MOVIE MANIAC



DATE: 28th – 29th January, 2021

NUMBER OF PARTICIPANTS: 20

Objectives of the programme

1. To expose students to the intricate world of film-making.
2. To talk about technicalities of film-making and how to navigate them.
3. To gain first hand practical experience in film-making.

The brief report

The 2 Day National Level Webinar was conducted by the BMM – BAMMC Department by eminent film makers.

Day 1 Speaker: Mr. Aniket Stella Shirish Khabade: Casting Director, Screenwriter, Producer, Director and the CEO of Khabade and Sons Media Private Limited.

On 28th January, 2021 the speaker of Webinar Mr. Aniket spoke in detail about the experience in Industry and how he manages work – life balance in such a challenging industry. He also spoke about the actors he worked with.

Day 2 Speaker: Mr.Sanil Gosavi, Director and Writer, known for “My Mother’s wedding”

On 29th January, 2021 the speaker of Webinar Mr. Sanil spoke about how to be a creative writer, tips on being an actor and how to step-in in the industry.

The students were also welcomed to create their own short films and get them viewed.



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Outcome

1. The students were encouraged to think out of the box and their creativity was pushed to great limits.
2. The students experienced first-hand the difficulties, technicalities and how to navigate them.
3. The students had a fun time working and creating their films

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REMEMBERING S. SUKHDEV – FILM SCREENING



DATE: 1st March, 2021

NUMBER OF PARTICIPANTS: 27

Objectives of the programme

1. To create an understanding and appreciation for film legends amongst students.
2. To expose students to different types of media outside the conventional content they consume today.
3. To add to the students repertoire of existing films.

Brief report

The BMM – BAMMC Department conducted an Online Screening of the Movies of legendary director S. Sukhdev on his Birth anniversary. The students enjoyed the documentaries, it was a delight.

Outcome

1. The students got to see and identify practical application of the theory taught in class.
2. The students were made to be aware of the great S. Sukhdev on his birth anniversary.
3. The students got a shared experience of the great legend and inspire their drive and creativity.


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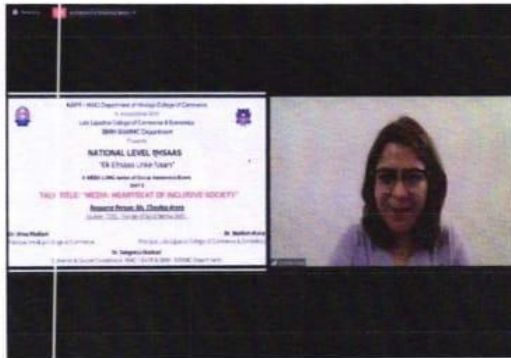
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ACADEMIC YEAR 2020-2021

27. 'EHSAA'S', WEEKLONG SERIES ON SOCIAL AWARENESS ISSUES RELATED TO WOMEN (ONLINE)



DATE OF EVENT: 15th February to 21st February 2021

NAME OF EVENT: Ehsaas (Social Awareness on Women)

NUMBER OF PARTICIPANTS/ BENEFICIARIES: 80

OBJECTIVES OF THE PROGRAM:

4. To provide insights to the students to understand the concerns of various social issues .
5. To give them a chance to sensitise and generate awareness for self and share the knowledge with society via media.
6. To provide the students an opportunity to nurture their knowledge and be the voice of the society via media.

BRIEF REPORT OF THE ACTIVITY:

The National Level Week Long Series – Ehsaas was conducted virtually to sensitize the issues faced by Women. Speakers across India were invited to speak on issues like, Social Inclusivity, Violence, POSH Act, etc.

Sr. No	Date	Name of Speaker / Activity	Talk Title
1	15 th Feb., 2021	Drishti – PPT	Competition
2	16 th Feb., 2021	Webinar by Mrs. R.A. Sayyed (Indore) Administrator OSD, Women & Child Development Department.	Violence against Women
3	17 th Feb., 2021	Reel – A – Thon	Competition



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4	18 th Feb., 2021	Webinar by Dr. Vanchana Parihar (Indore)	POCSO Act
5	19 th Feb., 2021	Webinar by Adv. Neel G. Helekar (Mumbai High Court)	POSH Act & University Guidelines
6	20 th Feb., 2021	Webinar by Ms. Cheshta Arora (Founder of TOSS - Delhi)	Media: Heartbeat of Inclusive Society.
7	21 st Feb., 2021	Digital Campaign	Social Media Campaign

Various workshops in context to social issues were conducted for students and professors.

OUTCOME OF THE PROGRAM

1. Knowledge expansion about issues and laws related to social concerns of society.
2. Created a platform for media students to be the voice of society with an empathetic and knowledge based spirit.



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