



Bunts Sangha's
S.M Shetty College of Science, Commerce & Management Studies, Powai, Mumbai
Affiliated to University of Mumbai

NAAC Accredited 'A' Grade
IMC RBNQ Certificate of Merit 2019
ISO 9001 : 2015 Certified



THE DEPARTMENT OF MASS MEDIA & COMMUNICATION SKILLS
'THE STUDIO'

APPROVAL FORM

Program: Pathwise 2021 (Job Options in Advertising)

Objectives: Industry interface for students

Need: To solve the doubts of students regarding Advertising and Journalism Field.

Resource Persons:

PATHWISE - Specialization in Journalism

Date: 10th March 2022 Time:

12:00 pm Venue: Zoom

MS Divya Shaj - our BAMMC Alumni - who is a Celebrity Journalist and a Copywriter with Instant Bollywood.

PATHWISE - Specialization in Advertising

Date: 12th March 2022

Time: 12:00 pm Venue: Zoom

Mr. Mohan Shetty -Associate Vice President, Dentsu International-Oman.

Cost/Budget:Rs. 2800/-

Proposed by: Prof. Neena Sharma

Verified by: Prof. Kalpana Rai Menon

Prof. Kalpana Rai Menon
(Head of Department)

Dr. Sridhara Shetty
(Principal)



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Program: Pathwise 2021 (Job Options in Advertising and Journalism)

Budget

08 March, 2022

To,
The Principal,
SM Shetty Degree College,
Powai.

Sub: Allocation of funds for BAMMC Event PATHWISE ✓

Respected Sir,

The Department of Mass Media and Communication Skills is organizing PATHWISE - a program to help students select their specialisation in TY. For the same we require your approval for remuneration for the resource persons:

S.No.	Description	Amount required
1	Resource Person for Journalism - Ms Divya Shaj - Alumni	800/- ✓
2	Resource Person for Advertising - Mr. Mohan Shetty	2000/- ✓
	Total	2800/-

Kalpana
Kalpana Rai Menon
Coordinator - Department of Mass Media & Communication Skills

Principal
Principal
10/3/2022

To Mr. Viswanth Shetty
Phase make the payment

General Manager (A & A)

Treasurer Secretary Vice Chairman

Vice Chairman Chairman



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Program: Pathwise 2021 (Job Options in Advertising)

PURPOSE

Pathwise is kept to help students decide on the specialization that they would like to take in their third year.

The program is primarily for SY students who need to decide between Advertising and Journalism.

The session is also helpful for TY students to understand the realities of their work environment.

Prof. Kalpana Rai Menon
(Head of Department)



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NOTICE

The Department of Mass Media and Communication Skills of Bunts Sangha's S. M. Shetty College of Science, Commerce, and Management Studies presents

✨PATHWISE✨

Day 1

Speaker : Divya Shaj

→ A session full of knowledge on "Careers in Journalism"

→ Journalism opens doors to many careers where your creativity, writing, communication and research skills are invaluable

→ This session will introduce you to Journalism and will cover the career paths this subject can lead to.

Date : March 10 2022

Time : 12:30 pm

Zoom link

<https://us02web.zoom.us/j/81022746725?pwd=TXNMdGRkSGsvR0d4bkJuSUUyc0lIUT09>.

Day 2

Speaker : Mohan Shetty

→ A session full of knowledge on "Careers in Advertising"

→ With robust experience in Advertising, Brand Management and Marketing, Mohan Shetty will be introducing various career prospects in the field of Advertising

Date : 11 March 2022

Time : 12:30 pm

Zoom link

<https://us02web.zoom.us/j/81022746725?pwd=TXNMdGRkSGsvR0d4bkJuSUUyc0lIUT09>.



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THE DEPARTMENT OF MASS MEDIA & COMMUNICATION SKILLS
'THE STUDIO'
Program: Pathwise 2021 (Job Options in Advertising)

Teacher in Charge: Asst. Prof. Kalpana Rai Menon, HOD

Students Incharge: Hrithika Shetty - TYBAMMC Ad
Vaishnavi Moolya - SYBAMMC
Tanmay Gohil - SYBAMMC\

Prof. Kalpana Rai Menon
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THE DEPARTMENT OF MASS MEDIA & COMMUNICATION SKILLS
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Program: Pathwise 2021 (Career in Advertising and Journalism)

REPORT

The Department of Mass Media and Communication Skills organized PATHWISE - a session to help students understand the area of specialization and to enable them to decide between Advertising and Journalism.

The first session was on the field of Journalism, held on 10 March. The Guest Speaker for the session was MS Divya Shaj - our BAMMC Alumni - who is a Celebrity Journalist and a Copywriter with Instant Bollywood.

Students interested in pursuing Journalism attended the session. In all there were 46 Participants. The students got to know about career opportunities after a specialization in Journalism.

The second session was held on specialization in Advertising. The Guest Speaker for the session was Mr. Mohan Shetty -Associate Vice President, Dentsu International-Oman.

95 Participants attended the session and got to know about career opportunities in the field of advertising. They also cleared their doubts about pursuing PG and working after graduation.

The overall feedback for both the sessions was very good. Students were happy with the information shared.

Prof. Kalpana Rai Menon
(Head of Department)



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Program: Pathwise 2021 (Career in Advertising and Journalism)
SCHEDULE

Bunts Sangha's S.M Shetty College of Science, Commerce & Management Studies, Powai Mumbai
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THE STUDIO
PRESENTS

PATHWISE

DAY 2 TOPIC- Career in Advertising

Speaker- Mr. Mohan Shetty
Associate Vice President at
Dentsu M21

Date- 12th March, 2022
Time-11:30 am
Venue- Zoom



**Bunts Sangha's S.M Shetty College of Science, Commerce
& Management Studies, Powai Mumbai**

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PRESENTS

PATHWISE

DAY 1 TOPIC- Opportunities in Journalism



Speaker- Ms. Divya Shaj
Copywriter at
Instant Bollywood



Date- 10th March, 2022
Time-12:30 am
Venue- Zoom

Zoom Meeting

Recording

mohanshetty

Participants (90)

Find a participant

- 11 12 Tanmay Gohil SYBAMMC (Me)
- Mahesh Savale (Host)
- M mohanshetty
- TY 60 Hirthika Prakash Shetty
- 0C 06 chandan chaurasia
- 1 1 Jimmy Abraham SYBAMMC
- Z 1 Zaid FYBAAMC
- 15 10 Shweta Gada SYBAMMC
- 15 10 Sumeet Devnath
- 11 SaloniGawayi Sybamm
- 13-ManavBarai-TYBAMMC
- 14 Sachin halli sybmm
- 15 16 Sarvesh Kothavale
- 1A 17 Aliya Hawaldar FYBAMMC
- 18 Hrutika Mayekar SYBAMMC
- 20 Vaishnavi Moolya SYBAMMC

Invite Unmute Me

ENG IN 12:05 12.03.2022

Zoom Meeting

Recording

mohanshetty

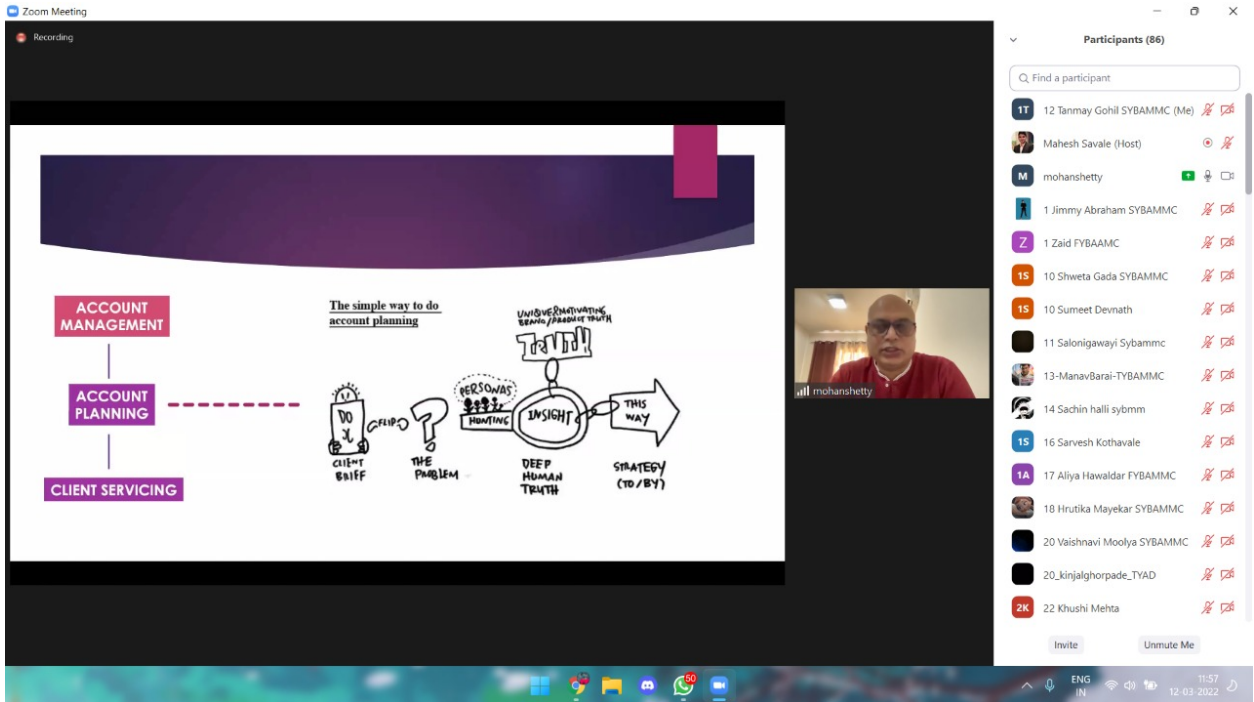
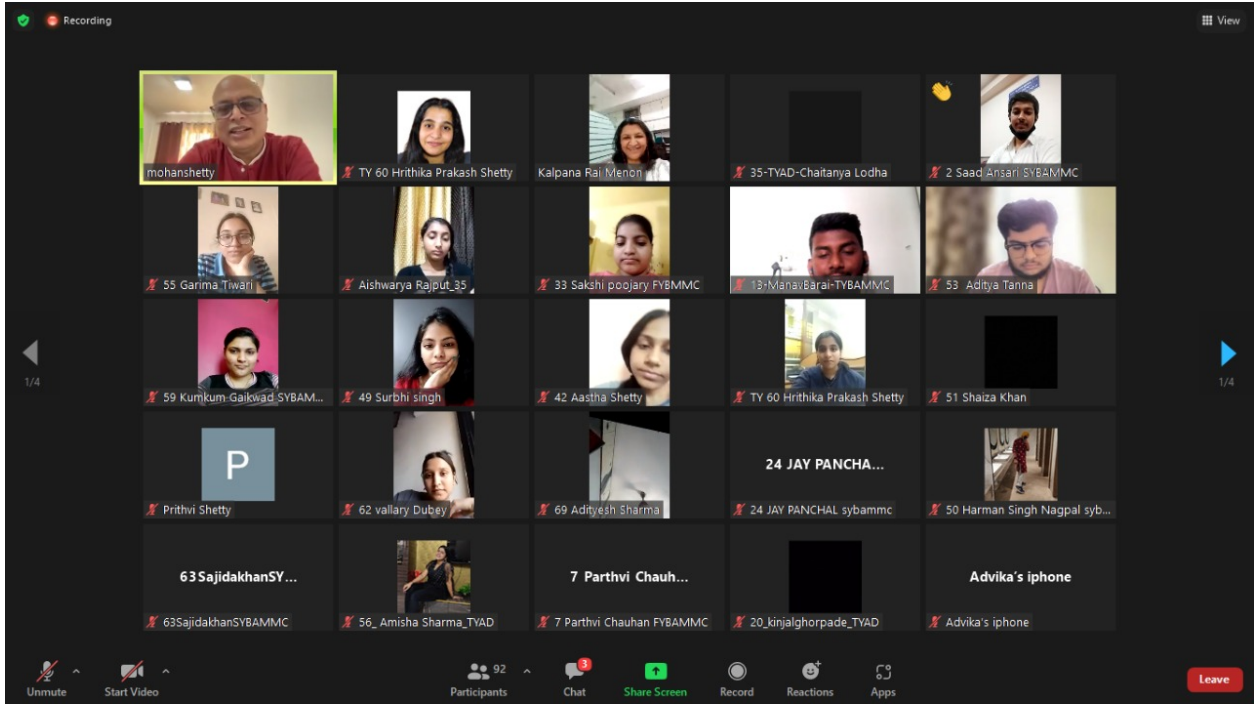
Participants (95)

Find a participant

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- Mahesh Savale (Host)
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- 18 Hrutika Mayekar SYBAMMC
- 20 Vaishnavi Moolya SYBAMMC
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Invite Unmute Me

ENG IN 12:15 12.03.2022



Kalpana Rai Menon

Prof. Kalpana Rai Menon
(Head of Department)



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Participants

Tanushri Vaidya	FY	Female
Mandeera Ramgiri	SY	Female
Palak Srt	TY	Female
Bhavik mourya	FY	Male
Anisha Damodar Hatle	TY	Female
Siddharth Mishra	SY	Male
Mohammed Saad Ansari	SY	Male
Sachin halli	SY	Male
Farhan Khan	SY	Male
Aditya tanna	FY	Male
Deepasha swamy	SY	Female
Chandan chaurasia	SY	Male
Shreyal Upadhyay	FY	Female
Kumkum gaikwad	SY	Female
Shrutika Dhavde	FY	Female
Neha gupta	TY	Female
Manisha ghanchi	FY	Female
Ram Sarang	SY	Male
Pratham Poojari	SY	Male
Scott Rodrigues	SY	Male
Sarvesh Kothavale	SY	Male
Harman kaur badwal	SY	Female

Raksha Singh	SY	Female
Dolcee shah	SY	Female
Karan solanki	FY	Male
Vaishnavi Moolya	SY	Female
Parthvi Chauhan	FY	Female
Jayesh Shinde	SY	Male
Malti ratudi	SY	Female
Neha gupta	TY	Female
Atharva Panpatte	SY	Male
Nikhil Poojari	SY	Male
Sakahi Ramesh Poojary	FY	Female
Abel Benjamin Samuel	FY	Male
Tanmay Gohil	SY	Male
Sahil manjrekar	SY	Male
Riya Soni	SY	Female
Jimmy Abraham	SY	Male
Sumegh	SY	Male
Komal sandip bhosale	FY	Female
Atharva Panpatte	SY	Male
Pragati Tiwari	TY	Female
Shlok Shrivastava	SY	Male
Pratham Gore	SY	Male
Harman Singh Nagpal	SY	Male
Nitya Shinde	TY	Female



Prof. Kalpana Rai Menon
(Head of Department)

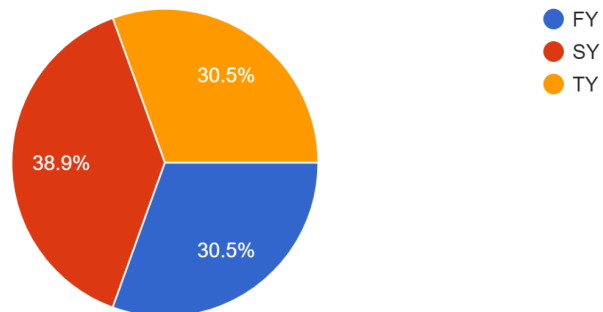


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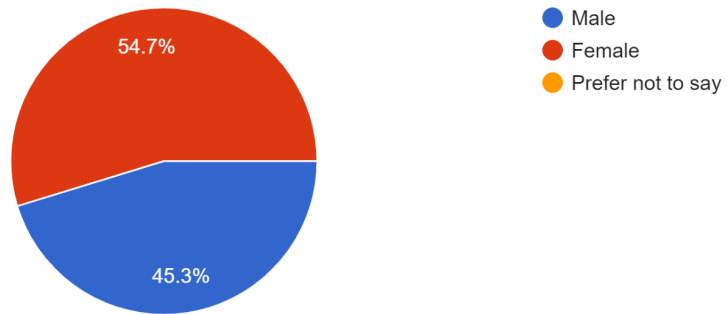


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FEEDBACK

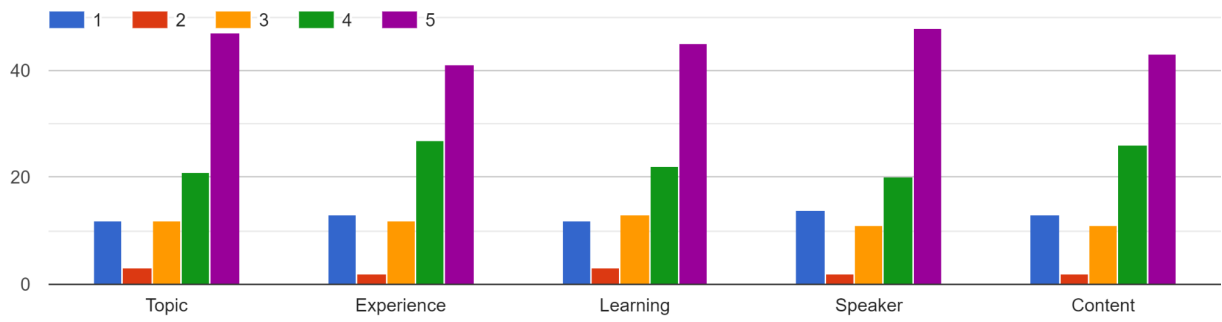
Class
95 responses



Gender
95 responses

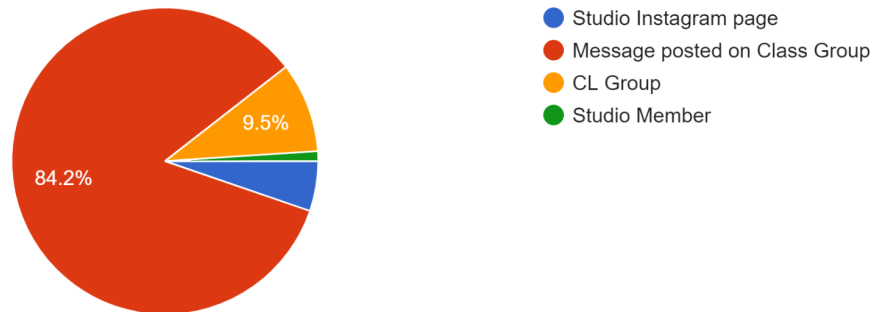


Rate the following (1 being the lowest and 5 the highest)



How did you get to know about this workshop?

95 responses



Suggestions

It was already a good one

It was a nice and helpful program

It was great, I loved it!

Good and informative

Nothing

AMAZING but also share some links to share resume

Something similar to this

None for now, this was an amazing Webinar.

The session was really helpful for me. All the doubts were clear. Thank you

It was nice

We need more such interesting topics to talk about and gain knowledge.

No suggestions. It was an amazing session 😊.

It was an amazing session would like to talk about mental health of Youngsters

Good

Its was good

None

Awesome message

A session on perks of doing a job in an event management company.

No suggestions very good 👍

Great learning experience

It was good and informative

It was a good session.

Very good program

Offline session

It was a great session to know so much about advertising

The seminar was good

Want to know more about advertising field..

Great

N/A

Nice

No suggestions

It was great!