

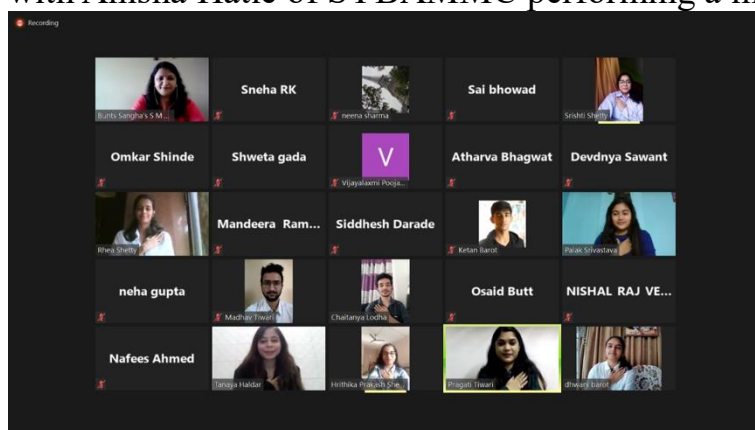
Debutants 2020-2021



Bunt Sangha's S. M. Shetty College of Science, Commerce and Management Studies' 'The Studio' of the Department of Mass Media and Communication Skills organized 'DEBUTANTS 2020-2021' on 18th and 19th of September, 2020. The two-day event is arranged for the First Year BAMMC students, to interact and acquaint themselves to the degree program, their seniors and the department with guests invited from the industry to have interactive sessions and some fun & games. Due to the lockdown, the event was conducted online through the Zoom application.

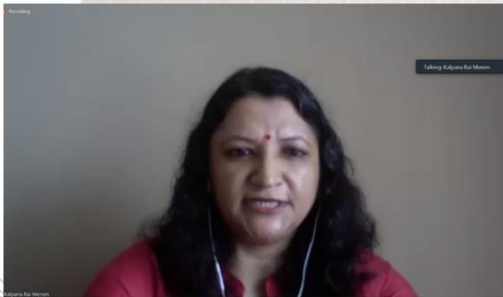
Day 1

The program commenced with the host Mr. OsaidButt of TYBMM welcoming the FY batch and the introductory remarks by department coordinator Prof. Kalpana Rai Menon. This was followed by a presentation by the media club of the department –The Studio and the Investiture ceremony headed by Prof. Kalpana. Short games were conducted along with Anisha Hatle of SYBAMMC performing a musical.



The chief guest for the day Mr. Bharat Dabholkar joined the session along with Principal Dr. Sridhara Shetty and Vice Principals Dr. LijiSantosh and Prof Sandesha Shetty gracing the occasion. After the formal welcome address shared by the Principal, Prof. Kalpana started the interactive session with Mr. Dabholkar. Being an Ad Guru as well as a theater personality, writer and actor he shared his intricate knowledge on the advertising industry, branding, the career options, importance of various skills that the students should contemplate upon. He also shared his experiences on working with big brands like the popular Amul Campaign and shared insights on various aspects of advertising, branding and consumer perception and positioning. The students also shared their

questions and interacted with him. The extensive 3-hour long session came to its close with thanks shared by Prof Neena Sharma.



Prof. Kalpana Rai Menon



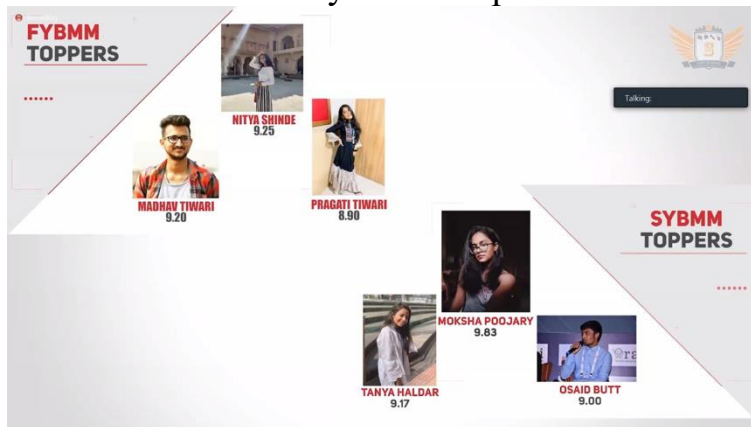
Prof. Neena Sharma

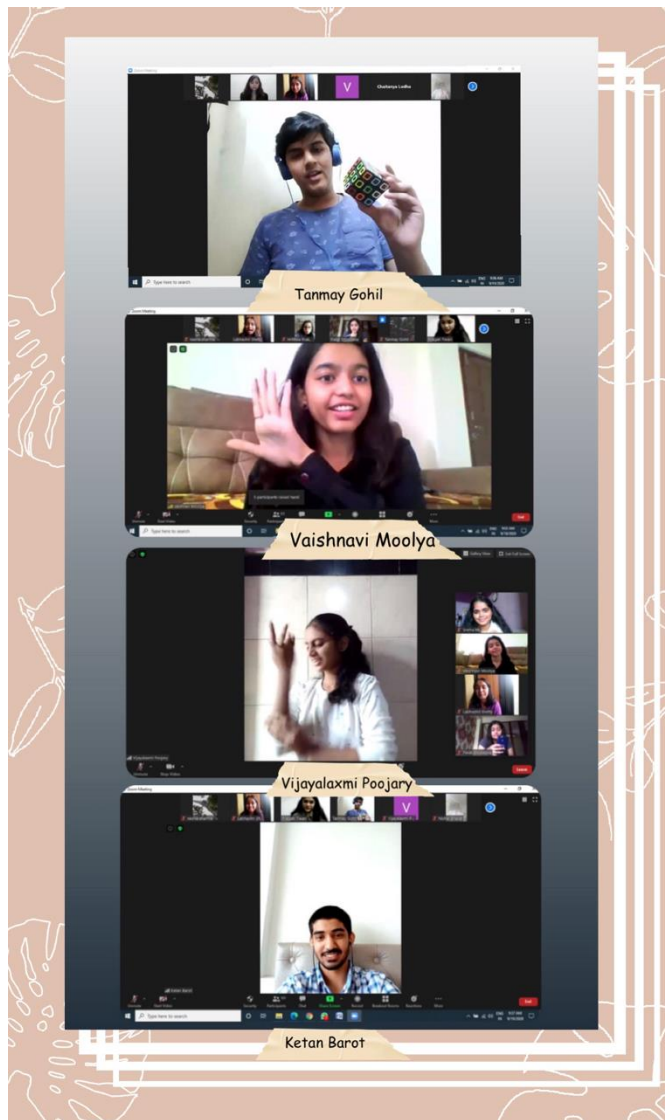


Prof. Sharanya Sanoj

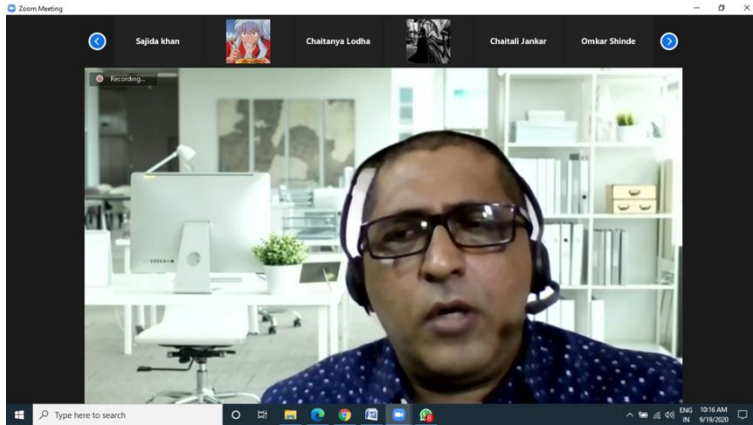
Day 2

Day 2 of debutantes started with an appreciation for the 2019-20 academic toppers felicitated by Prof. Kalpana Rai Menon. It continued with games and the much awaited Mr. & Ms. Debutants hosted by Labhashri Shetty from the SY class. The Studio also presented a comical video about the media club and the teachers. The four FY's who were qualified for Mr. and Miss. Debutants were Ketan Barot, Tanymay Gohil, Vijayalaxmi Poojary, Vaishnavi Moolya . A last special round was composed as a sudden tie breaker round where the students were made to present themselves and exhibit their abilities and talents. Finally, Mr. Tanmay Gohil and Ms. Vaishnavi Moolya were declared as the current year's victors of Mr. and Ms. Debutants 2020 by Prof. Kalpana Rai Menon.





The second host of the day Ms. Khushi Dhakad of TYBMM continued with the session and invited the guest speaker for the day, Mr. George Smith Alexander - Senior Vice President, Financial services, Adfactors PR. Mr. Alexander discussed all the Aspects of Journalism be it from the ethics that must be followed by the journalists or who should take up Journalism as a lifelong alternative, he likewise talked about the difficulties faced by the journalists. He shared some light on issues where media ethics were addressed and how he himself faced challenges while reporting against them. He upheld Bloomberg as the best and right News channel stage for the students. Additionally, he showed the aspiring journalists the legitimate terms and guidelines that they have to keep in mind before writing as it plays a significant part in one's career.



Alumni members of the department also attended the program. The occasion reached a conclusion with a statement of gratitude shared by Prof. Sharanya Sanoj.