

Department of Multimedia and Mass Communication (B.A.M.M.C)

Department Profile:

Bachelor of Mass Media Program (B.M.M) started at N.G Acharya and D.K Marathe College in 2008. Now the Program has been renamed as Bachelor of Arts in Multimedia and Mass Communication (BAMMC) and is affiliated to the University of Mumbai. The Department houses some of the best creative minds that will be future journalists, designers, ad and filmmakers. Students enter this course with many passions and dreams. Creativity is not just the way they like to think, it's the way they like to live. The department gives students ample opportunities to learn and excel in their area of choice, after exploring all facets of media. Today the department of Mass Communication has emerged as a vibrant, dynamic and ever enthusiastic department.

Achievements

Acharya 90 FM (Community radio Station) comes under Department of Multimedia and Mass Communication. Dr. Yogesh Dhanjani is the faculty in-charge. BAMMC Students contribute immensely in capacity of interns. Acharya 90 FM, our community radio was inaugurated on 13th July 2022 at the hands of Shri Aadesh Bandekar. While the radio station strongly caters to local community and awareness, it has something for everyone. The content is in English, Hindi and Marathi and deals with various topics from health to sports to academia. The Radio jockeys carefully curate each track you hear and make the content unique and crisp on the ears.

The station has original programming, hosted by Radio jockeys that work full time and has voluntary contributions from Teaching and Non-Teaching staff of N.G Acharya and D.K Marathe College and College of Architecture. The staff of Acharya 90 FM are passionate about music, with an equal passion for radio and spreading good content far and wide. Each day numerous well-established guests from varied fields of Medicine, Fashion, Literature, Music, Arts etc. come to give insights at share their valuable expertise with us. This covers various community concerns of 'M' ward and addresses specific issues that people may face from time to time. It's a 24 hours Radio station and is available to be heard any time of the day.

Activities:

The Department organized industrial visit to Chandigarh, Amritsar and Dalhousie exposing students to actual functioning of Radio Production, Community Radio, Printing Presses etc. This also developed life skills as they learned to be self-reliant and adaptable to different work environments and cultures. As media students, they are encouraged to make presentations for assignments enhancing their communication skills. Avishesh Jha, noted screen writer conducting guest lecture on screen writing. The cognitive abilities are nurtured

through viewing documentaries and discussions as well as creating short films as a part of their curriculum. Workshops and guest lectures are conducted by industry professionals creating an academic-industry connect and making them equipped with real life world of Media. The intercollegiate media festival Pixel, that was held in December 2022 with the theme Mystic Falls allowed students to express and enhance their creativity through many interesting events and bond with other students. The Chief guest, Ms. Vidya Ghare (Ms. Heritage International) motivated the students with her speech. Students are also involved in many programs centered towards serving the community at large.

Dignitaries with Chief Guest, Heritage International Ms. Vidya Ghare at Pixel 2022

BAMMC Students at The Tribune Printing Press at Chandigarh

Placement Insights

Each year around 50 students graduate, out of whom 70% get placed easily. The highest earning package is INR 5 LPA, and the lowest is INR 2 LPA. The top roles in the media industry is that of a news anchor, news journalist and media planner in advertising. Everyone from this course gets an internship easily with the wide range of skills this course has. Top recruiting companies including, Jai Maharashtra News Channel, Grey Advertising, IBN Lokmat News Channel, Lokmat, Loksatta, Ad Factors PR etc.

Future Plan:

- The Department plans to initiate a certificate program in Radio Jockeying, Sound Management and Radio Marketing
- The Department plans to initiate MOU with Media departments of other foreign universities for international exposure
- The Department aims to organize research conferences and strengthen its research climate approach.
- The Department aims to organize interesting media centered workshops

PHOTO & VIDEO GALLERY OF DEPARTMENT

