



Pune District Education Association's
Anantrao Pawar College, Pirangut,
Tal. - Mulshi, Dist. - Pune.



Academic Year: 2020-21

Name of the Add-on/ Certificate/ Value added program	:	Diploma Course in Mass Communication and Journalism
Duration	:	One Year
Number of Students Enrolled	:	15

INDEX	
Sr.No.	Document
1	List of students enrolled (with signature of students)
2	Syllabus (curriculum, assessment procedures)
3	Time-Table (duration)
4	Report (Summary report)
5	Attendance sheet



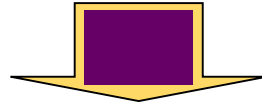
PUNE DISTRICT EDUCATION ASSOCIATION'S

ANANTRAO PAWAR COLLEGE

PIRANGUT. TAL. MULSHI. DIST. PUNE 412 115



COURSES-BROUCHURE



CERTIFICATE, ADD-ON, SHORT-TERM & DIPLOMA COURSES



2020-21

DIPLOMA AND CERTIFICATE COURSES (2020-21)

A Diploma in Mass Communication and Journalism

CLASS: Open to all students of the college

DURATION: 01 YEAR

COORDINATOR: Dr. Kisan Palke

CONTACT NO.:8888173544

Objectives of the Course: To create awareness about Mass Media and its importance in democracy

- To train students to collect data for news and features for newspapers and magazines
- To train them to write news and features for newspapers and magazines
- To educate them about the page design and production process in news media
- To provide the students a broad perspective on social media
- To give them hands on training to shoot news events using a video camera
- To train them to edit video clips for a news bulletin.

Syllabus

Sr. No.	Name of the Course	Course Content(s)	Lectures (Hrs)		Intake	Course Fee (Rs.)
			T*	PP*		
1	Mass Communication and Journalism	National & International affairs	60		50	5500
2		Advertising	60			
3		Public Relation	60			
4		Audio Video Editing		30		
5		Copy Writing & Design in Advertising		30		
6		Soft Skill & Basic of Event Management		30		
7		National & International Affairs-II	60			
8		Introduction to Printing & Publication	60			
9		Media Ethics & Laws	60			
10		TV/ RJ Anchoring Skills		30		
11		Basics of Print Technology & Digital Platform		30		
12		Internship/ On Job Training		30		

T*- Theory P**- Practical

Learning Outcomes:

- Think critically, creatively, independently; carry out journalistic research and take up internships and jobs.
- Write effective contents for news media outlets and build network.
- Understand the rights and responsibilities of journalists and employ personal as well as professional ethics.
- Develop production skills and techniques;
- Demonstrate the ability to make thoughtful decisions within the framework of the principles of Journalism.

Job Opportunities: TV Anchor, News Editor, Screen Writer, Senior Journalist, Junior Journalist.





Sharmila R. Chaudhari
Dr. Sharmila R. Chaudhari
 Principal
 Anantrao Pawar College, Pirangut

"Skills don't die; only people do"

DIPLOMA AND CERTIFICATE COURSES (2020-21)



	SAVITRIBAI PHULE PUNE UNIVERSITY PDEA'S Anantrao Pawar College, Pirangut. Tal- Mulshi, Dist.Pune-412115	
Academic Year 2020-21	DEPARTMENT Of B.VOC. (Mass Communication & Journalism)	Second Year

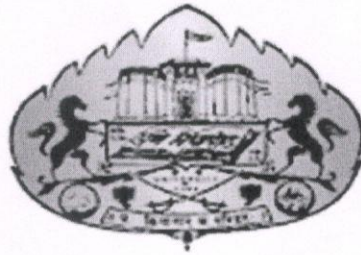
Sr.No	Name Of The Students	Signature
1	AKHADE PRASHANT BABU	<i>Prashant</i>
2	AKHADE PRAVIN DATTATARY	<i>Pravin</i>
3	BHEGADE SAGAR BALASAHEB	<i>Sagar</i>
4	GHAYATADKAR NILESH BHAGWAN	<i>N.B.</i>
5	KAMBLE NILESH MADHUKAR	<i>Kamble</i>
6	MALI NILESH DATTATRAY	<i>M. Niles</i>
7	MARNE NILESH RAMESH	—
8	OVHAL ROHIT SONBA	—
9	PHALE RAJESH SITARAM	<i>Phale</i>
10	SATHE GAURA V SUDAM	<i>Sathat</i>
11	SATHE SHUBHAM SOMNATH	<i>Shubam</i>

[Signature]
Co-Ordinator

[Signature]
Nodal Officer

[Signature]
Principal

Anantrao Pawar College, Pirangut
Tal. Mulshi, Dist. Pune 412115



SAVITRIBAI PHULE PUNE UNIVERSITY

(Formerly University of Pune)

B. Voc. MASS COMMUNICATION & MEDIA CONVERGENCE SYLLABUS **(Second Year Syllabus)**

**Revised Syllabus will be implemented with effect from the
Academic Year : 2020-2021, 2021-2022, 2022-2023**

SEMESTER 3 : (CREDITS : 30)



NO.	TITILE	CREDITS	MARKS			NOS
	GENERAL EDUCATION		INTERNALS	EXAM	TOTAL	
ADMC 01	NATIONAL AND INTERNATIONAL AFFAIRS - I	04	50	50	100	
ADMC 02	ADVERTISING	04	50	50	100	
ADMC 03	PUBLIC RELATION	04	50	50	100	
	SKILL COMPONENT					
ADMC 04	AUDIO VIDEO EDITING	06	100	50	150	MES / N 3003 (Adapt the script to production requirements)
ADMC 05	COPY WRITING & DESIGN IN ADVERTISING	06	100	50	150	
ADMC 06	SOFT SKILLS & BASICS OF EVENT MANAGEMENT	06	100	50	150	
	TOTAL CREDITS	30			750	

ADMC 1 : NATIONAL AND INTERNATIONAL AFFAIRS – I



Unit-I

[Indian Constitution]

1. Indian Constitution: Salient Features & preamble
2. Fundamental Rights and Fundamental duties.
3. Directive Principles of state policy.
4. States and Union Territories & Centre-State Relations

Unit-II

[Power and functioning of democratic Institutions]

1. President and Vice President: Election and power
2. Prime Minister and the cabinet
3. Governor: Power & functions
4. Chief Minister and the cabinet
5. Parliament – Functions and powers

Unit-III:

[Judicial System]

1. State legislature – Functions and powers
2. Superior Judiciary

Unit-III:

[Judicial System]

1. State legislature – Functions and powers
2. Superior Judiciary - Supreme Court, High Courts
3. Subordinate Judiciary

Unit-IV:

[Electoral System]

1. Election Commission – Functions and powers
2. General Elections, Mid-Term Elections, By Elections
3. Elections of upper and lower houses
4. Election of President and Vice President
5. Multi-Party System - National and Regional Parties

Reference books:

1. Shyam Benegal Bharat Ek Khoj (Series)
2. Ram Chander Guha India After Gandhi: The History of the World's Largest Democracy, Perennial
3. D.B. Vohra History of Freedom Movement, Delhi Admin
4. H.R. Ghosal An Outline History of Indian People
5. A.L. Basham A Cultural History of India: The Wonder that is India: Volume-1 & 2



6. A.N. Aggarwal Indian Economy
 7. Rajni Kothari Caste in Indian politics
 8. Ministry of I & B Facts about India
 9. Pandit Jawahar Lal Nehru The Discovery of India
 10. Shukla V.N. Constitution of India, Eastern Book Company, Lucknow 200a
 11. Bakshi P.M. The Constitution of India, Universal Law Publishing Co. Pvt. Ltd. 2001
 12. Jhabvala, Noshirvan H The Constitution of India, C Jamnadas and Co., Mumbai, 2003
 13. D. D. Basu An introduction to the Constitution of India
 14. J.C. Johri Indian Political System
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ADMC 02 : ADVERTISING

UNIT 1: BASICS OF ADVERTISING

Purpose, development, nature, role in economy. International advertising scenario. Advertising industry in India: size, major ad agencies and campaigns, social and cultural context of Indian advertising, advertising ethics and social responsibility.

UNIT 2: ADVERTISING AS MARKETING COMMUNICATION

Need for integrated communications. Importance of, and role in marketing mix, Advertising goals and strategies: advertising and sales promotion goals. Segmentation and positioning strategies, niche marketing, Brand management and building brand equity, developing brand personality

UNIT 3: TYPES OF ADVERTISING

Advertising in different product categories: consumer, industrial, corporate, service, financial, social marketing etc. Different advertising media and their comparative strengths and weaknesses. Structure of an ad agency, types of ad agencies.

UNIT 4: ADVERTISING PLANNING AND EXECUTION

Brand positioning. Importance of research inputs market research, situation analysis, consumer behavior etc. Developing message strategy, media strategy. Preparing advertising plan. Media planning, media buying.

UNIT 5: ADVERTISING CREATIVITY

Creative brief. Elements of good advertising. Copy and art. Importance of visual

thinking. Appeals and promises. Importance of design and layout. Use of typography, graphics etc.



PRACTICAL ASSESSMENT:

Quiz on advertising, scrap book of ads, analyzing social effects of ads, study of an ad agency, copywriting exercises: writing headlines, slogans, body copy etc.

Reference books

1. Sandage C H, Fryburger Vernon Advertising Theory and Practice: A.I.T.B.S. & Rotzoll Kim Publishers & Distributors, Delhi
2. Mohan Mahender Advertising Management: Concepts & Cases; Tata McGraw Hill Publishers
3. Ogilvy David Ogilvy on Advertising; Prion Books Ltd.
4. Lewis Herschell Gordion The Complete Advertising and Marketing Handbook: East West Books(Madras) Pvt. Ltd., Chennai
5. Little Field James E & Kirkpatrick C.A.: Advertising: Mass Communication in Marketing; Vakils, Feffer & Simons Pvt. Ltd., Bombay
6. White Roderick Advertising: What it is and How to do it: McGrawHill Book Company, London
7. Bulmore Jeremy Behind the scenes in Advertising; NTC Publishers, Henley
8. Douglas Torin The Complete Guide to Advertising: MacMilan, London
9. Jethwaney Jaishri Advertising: Phoenix Publishing House Pvt. Ltd., New Delhi

ADMC 03 : PUBLIC RELATIONS

UNIT 1: UNDERSTANDING PR

Definitions, purpose and utility; relevance to democratic society. Difference between PR, advertising and propaganda. Status of PR in India. Ethics and legalities of the new digital world. Publics of PR- internal, external. Different ways to address them. Concept of 'Communication audit'.

UNIT 2: ROLE OF PR IN DIFFERENT SECTORS

Government, corporate, defence establishments, educational institutions, hospitals, individuals, political parties, trade and commercial organizations, professional associations, labour unions NGOs etc.

UNIT 3: TYPES OF PR

Internal/external, publics of PR, communication audit; qualities required of a PR professional, role and responsibilities of PR professional; in-house PR department, PR consultancy



UNIT 4: PR TOOLS

Internal: house journals, bulletin boards, events, mailing groups, social networking sites; External: exhibitions, trade fairs, external journals, media publicity. Traditional modes of communication (yatra, melas etc.), campaigns, movements etc. Programmes and events, CSR projects; PR during crisis: some recent case studies.

UNIT 5: MEDIA RELATIONS AS A PR FUNCTION

Importance of media publicity in PR. Necessity and ways of building and maintaining media relations, organizing press conferences and visits; writing press releases and arranging other publicity material (audio, video, CDs, etc.), citizen journalism

PRACTICAL ASSESSMENT:

Preparing a PR plan for an organization, evaluating media publicity given to various organizations, writing Press Releases etc.

Reference books

1. Black Sam & Melvin L. Sharpe Practical Public Relations, Universal Book Stall, New Delhi
2. JR Henry and A. Rene Marketing Public Relations, Surjeet Publications, New Delhi
3. Jefkins Frank Public Relations Techniques, Butterworth- Heinmann Ltd., Oxford
4. Cutlip S.M and Center A.H. Effective Public Relations, Prentice Hall
5. Kaul J.M. Public Relation in India, Noya Prakash, Calcutta Pvt. Ltd.
6. Heath Robert L Handbook of Public Relations, Sage Publications, New Delhi
7. K.R. Balan Applied Public Relations and Communications, Sultan Chand and Sons
8. Philip Hens lowe Public Relations : A Practical Guide to the Basics, Crest Publishing House
9. Dennis L. Wilcoxe & Glen T Public Relations, Pearson, New Delhi Cameron

ADMC 04 : BASICS OF AUDIO VIDEO EDITING

UNIT-I

Storytelling : what is storytelling, types, characteristics of effective storytelling, the power of visual storytelling.



UNIT-II

Compositing stream, colour grading, animated camera movement, interfaces, 2D & 3D texting, text animations etc.

UNIT-III

Editing software's Adobe after Effects, FCP and so on

UNIT-IV

The process of producing radio programs, concept to production: script writing, Recording, editing software's, broadcasting. Voice over, dubbing.

UNIT-V

Basics of field production, Different types of cameras, Audio and Video Switchers, Video Transmission and Production Servers, Different types of Video Recorders, Graphics Systems, Video Editing, multi camera coverage and multidimensional feeds, Coverage (Live/Recorded) spanning several continents using satellites, Skype, mobile phones, etc. Planning several anchors and production coordination, Planning with virtual studios, animation & graphics and archival inputs.

ADMC 05 : COPY WRITING & DESIGN IN ADVERTISING

Writing and copy for different media. Types of headlines and body copy, slogans; taglines. Translation of copy. Writing for brochures, mailers etc.

UNIT I

Introduction, Responsibility of Copy writer, Attributes of a good copywriter, Principles of copywriting

UNIT II

Creative Strategy : Planning & Development

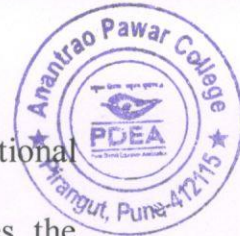
Developing an Advertising Plan, Advertising Creativity: The five stages of creativity, Creative Thought Process, Who is a creative person?, Creative Strategy: Components of the Creative Strategy, Putting the Strategy in writing, Combining Creativity and Strategy, Organizing the Creative Task, The Creative Plan (Copy Platform)

UNIT III

Phases of campaign Creation

Understanding the psychographics of target audience

Finding out what to say -Understanding the barriers to purchase



Interrogating a product or service –Outlining the rational benefit and emotional benefit
Developing an ear for ‘human insights’
How to get an idea -Choosing the idea that effectively communicates the emotional/rational benefit

UNIT IV

Brief - Taking the brief, Product brief, Marketing brief, Agency brief, Converting into creative brief The Big Idea, Arriving at the proposition, From proposition to head line, Understanding tone of voice, The positioning statement

UNIT V

Writing for print media, Headlines, Base line, Sub headlines, Body copy, Slogan, Captions, Structuring the copy, Understanding the medium and writing for TV, Cinema, Radio, Innovative Medium, Internet, SMS, Principles of writing press release copy, Writing copy for mail order, direct mail, trade directory, classified advertisement, B2B advertising

Different types of copy

Advertorial, Infomercial, Comparative copy, Copy for different languages

ADMC 06 : SOFT SKILLS & EVENT MANAGEMENT

Unit I

Concept of Event Management 5 G's of Events, Event Designing Relationship Building, Creating Opportunities for Better Deals with Different Media, Events and the Economy

Unit II

Facets of Event Management Event Infrastructure, Core Concept, Core People, Core Talent, Core Structure, Set Objectives for the Event, Negotiating Contracts with Event Organisers, Locating Interaction Points, Banners , Displays etc., at the Event, Preparing the Staff for the Event, Post-event Follow-up Event Organisers Targeting Clients, Selecting Event Categories to Serve, Selecting and Contracting with Other Key Elements in Chosen Categories. Venue: In-house Venue, External Venue

Unit III

Activities in Event Management Networking Components, Print Media, Radio Television, The Internet, Cable Network, Outdoor Media, Direct Marketing, Sales Promotions, Audience Interaction, Public Relations, Merchandising, In-venue Publicity, Activities in Event Management, Pre-event Activities, During-event Activities, Post-event Activities, Planning, Organizing, Staffing, Leading



and Coordination, Controlling, Event Management Information System, Setting Objectives, Development of the Strategic Market Plan, Environmental Assessment, Competitive Assessment, Gaining Competitive Advantages, Business Potential, Assessment, Market Attractiveness, Business Strengths.

Unit IV

Practical Manage carry out an event with appropriate systems as described in above components such as advertising, staffing, networking etc.

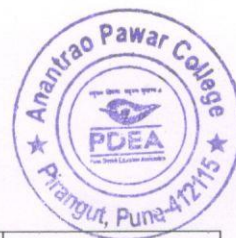
Reference books

1. Bruce E Skinner Event Sponsorship, Publisher Vladimir Rukavina Wiley 2002, ISBN 0471126012
2. Anton Shene, Bryn Parry Successful Event Management Thomson Learning ISBN 1844800768, 2004
3. Judy Alley Event Planning, John Wiley and Sons ISBN 0471644129, 2000


Principal

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SEMESTER 4 : (CREDITS : 30)



NO.	TITILE	CREDITS	MARKS			NOS
			INTERNALS	EXAM	TOTAL	
	GENERAL EDUCATION					
ADMC 07	NATIONAL AND INTERNATIONAL AFFAIRS - II	04	50	50	100	
ADMC 08	INTRODUCTION TO PRINTING & PUBLICATION	04	50	50	100	
ADMC 09	MEDIA ETHICS & LAWS	04	50	50	100	
	SKILL COMPONENT					
ADMC 10	TV / R J ANCHORING SKILLS	06	100	50	150	
ADMC 11	BASICS OF PRINT TECHNOLOGY & DIGITAL PLATFORMS	06	100	50	150	
ADMC 12	INTERNSHIP/ ON JOB TRAINING	06	100	50	150	
	TOTAL CREDITS	30			750	



ADMC 07 : NATIONAL AND INTERNATIONAL AFFAIRS II

UNIT-I

Environmental issues : World without borders, Resource use and sustainability, Environmental degradation– ozone depletion pollution

UNIT-II

Universal human rights – universal declaration (1949); declaration of the right to development (1986; examining the concept of universal human rights and the individual context : Self determination–issues Of secession; issues and antistate violence, Population, consumption and sustainability, Emancipator movements, Trade union, Peasants movements (with global vision), Environment movements –chipko movement, Rachel Carson silent spring ; 72UN summit on environment, Women's movement, Homosexual rights, The development debate, anti large movements, rehabilitation, development choices, people's involvement, Tribal movements.

UNIT-III

Governance and related issues: Decline of law, Corruption, Nexus between crime and politics, Political apathy, Secularism, Issues of accountability. Concept: State, Society, Nation.

UNIT-IV

Political ideologies: Liberalism, Fascism, Socialism, Communism, Democracy. Indian Constitution: Brief history of Indian constitution, Salient features, Preamble, Fundamental rights and duties, Indian federalism.

UNIT-V

Indian Political System: Features of Indian political system, Nature of Indian political system - Political parties, features of Indian political parties, significant political parties, Identity politics : caste, reservation, politics parties, Regionalism and secessionism, Elections in India: understanding election process, opinion and exit polls, landmarks in electoral process – 52, 77,89 elections.

ADMC 08 : INTRODUCTION TO PRINTING & PUBLICATION

UNIT - I

What is publication, History of Marathi, English and other regional publication business. Major Marathi Publications e. g. Majestic, Mouj, Manovikas,

Continental, Raajhans, Mehata, Padmgandha etc. Publication business in English (Oxford, Harper colline, Rupa etc) and other regional languages. Their role in literature world



UNIT - II

General Structure of Publication house-Editorial, Production, sales & Marketing, Research, Event, Legal etc, Importance and co-relation between Editorial and other departments. Editorial board and its responsibility, Process of book publishing (Sample chapters or taintative chaptrization sending to publisher, Editorial board meeting, Suggestions/Discussions, agreement, DTP, proofreading, rechecking, final reading, Cover design, printing, publication, marketing etc).

UNIT - III

basics of Printing-letterpress, offset etc, types of paper, sizewise types of books (Coffeytable, cutsize etc), Print on Demand, network of booksellers, challege of online business to traditional couter sale. art of Translating books, best seller books. types of books like autobiography, Poems, fiction, nonfiction, informative, cookerie etc. catloge, library world.

UNIT - IV

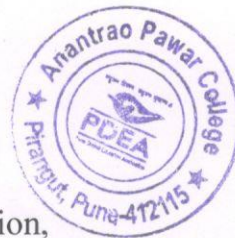
Plagiarism - Plagiarism is the use of others' published and unpublished ideas or words (or other intellectual property) without attribution or permission, and presenting them as new and original rather than derived from an existing source. Plagiarism is serious scientific misconduct. Pirated Copies-, -ISBN-, -Copyrights - author, publisher, translator, -Law and Order

UNIT - V

Online, e-book, websites,amazon, bookganga etc. case studies, Governtment schemes, Government agencies related to publication industry like NBT, Sahitya Akedeme, Prominant Prizes for books , dnyanpeeth, saraswati sanmaan, saahitya Akademi, lit fests - Delhi lit fest, Jaypur lit fest etc, Akhil Bharatiya marathi saahitya sammelan and book sale. ethics of publication industry.

Reference books

1. K.S. Duggal Book Publishing
2. A.K. Dhar Printing and Publishing
3. N. N. Sarkar Art and Production, Sagar Publishers, New Delhi, 2001
4. N.N. Sarkar Designing Print Communication, Sagar Publishers, New Delhi, 1998



ADMC 09: MEDIA ETHICS & LAWS

UNIT 1: CONSTITUTION AND FREEDOM OF SPEECH AND EXPRESSION

Indian constitution, freedom of speech and expression, Meaning of defamation, Contempt of court, Right to information

UNIT 2: STUDY OF ACTS

Press and Registration of Books Act 1867, Working, Copyright act 1957, Cinematography Act 1952, Prasar Bharti Act 1990 Cable Television Networks (Regulations) Act 1995, I T Act 2000

UNIT 3: ETHICS IN MEDIA

Invasion of privacy and vulgarity, Advertising and ethics Issues of ethics in media, violation of ethics in various mediums, case studies. Paid news, Page-Three culture, plagiarism, revealing confidential sources, hoax, off-the-record, on-therecord. Ombudsman.

INTERNAL ASSESMENT:

Case studies, debates about current ethical issues in the media, analytical essay/s about change in journalistic practices etc.

Reference books

1. Relevant Sections of IPC from Criminal Law Manual, Universal
2. Constitution of India (Article 19 (1) and 19 (2) 105, 194) The Law Dictionary, Universal
3. Vidisha Barua Press & Media Law Manual, Universal Law Publishing Co. Pvt. Ltd. New Delhi
4. P.K. Ravindranath Press Laws and Ethics of Journalism, Author Press, New Delhi
5. R.K. Ravindrana Press in the Indian Constitution
6. K.S. Venkateshwaran Mass Media Laws and Regulations in India, Published by Asian Mass Communication Research and Information Centre, Distributed by N M Tripathi Pvt. Ltd. Bombay
7. Dr. Ambrish Saxena Freedom of Press and Right to Information in India, Kanishka Publication, New Delhi



ADMC 10 : TV & RJ ANCHORING SKILLS

Unit I

Basics of News reading presentation, Fundamentals of Anchoring, Process of Electronic News gathering ,Electronic field production ,etc . understanding different audience How to Anchor programs involving audience categories/levels, interest and participation. Medium, skills required for being a News anchor, News Anchor presenting news in the broadcast, Role and responsibilities of a News reader.

Unit II

Anchoring and news reading skills: general awareness, presence of mind; clarity, diction, pronunciation; RJ'ing for FM Channels, voice over, voice culture, dubbing. Audio recording, editing software; transmission: AM, FM, medium wave, short wave; internet radio, webcasting podcasting.

Unit III

Process of Electronic News gathering .

What is the news here?

why should readers care?

what does this mean to the audience?

what question the reader will have?

Unit IV

Electronic field production, etc, basic production elements Required:

- (1) the camera, (2) lighting, (3) audio,
- (4) switching, (5) videotape Recording,
- (6) tapeless system
- (7) post production editing, and
- (8) special effects.

ADMC 11 : BASICS OF PRINT TECHNOLOGY & DIGITAL PLATFORMS

Unit I

Introduction to Printing

Letter printing, screen printing, Digital Printing, Printing Process

Unit II

Relief Printing Process Fundamentals of Computer (OS, MS Office) Graphic Design and Typography Computer Application in Printing Industries DTP (Word Process)



Unit III

Photoshop, Coral Draw, Pagemaker, Print Finishing

Unit IV

Packaging Technology, Printing Science (Paper & Ink) Gravure Printing Process

Unit V

Fundamentals of Management Accounting Costing & estimating Print on demand

ADMC 12 : INTERNSHIP/ON JOB TRAINING

This internship has to be done at the end of every Semester. It is mandatory to do it in a **public relation company office** for the II Semester. The minimum requirement is 60 hours of work for 15 days @ four hours a day. A file containing a detailed report about the Internship (containing details of schedule and nature work, copies of published and unpublished material, and assessment by concerned authority); and all the written assignments for other subjects has to be submitted.


Principal

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Department Of B.VOC. Mass Communication & Journalism

Academic Year : 2020 - 2021

F.Y., S.Y., T.Y. B.J. 1st, 2nd, 3rd Semester : 01/08/2020


TIME TABLE

Time	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
08:30 am. To 09:20 am.	503 - KP	101(LS) - AB	506 - AB	302 - KP	105 - AB	304 - KP
09:20 am. To 10:10 am.	501 - AB	103 (MC) - KP	502 - KP	303 - AB	104 - KP	305 - AB
10:30 am. To 11:20 am.	502 - KP	102 (IJ) - AB	504 - AB	301 - KP	106 (IJ) - AB	306 - KP

- 1) Dr. KISAN PALKE – KP
- 2) Prof. AMOL BORSE – AB
- 3) (VACENT)


Co-ordinator


Nodal Officer


Principal
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Tal. Mulshi, Dist. Pune-412115.

Pune District Education Association's
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Department Of B.VOC. Mass Communication & Journalism

Academic Year : 2020 - 2021

F.Y., S.Y., T.Y. B.J. 2nd, 4th, 6th Semester : 01/02/2021


TIME TABLE

Time	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
08:30 am. To 09:20 am.	603 - KP	201 - AB	606 - AB	402 - KP	204 - AB	404 - KP
09:20 am. To 10:10 am.	601 - AB	203 - KP	602 - KP	403 - AB	204 - KP	405 - AB
10:30 am. To 11:20 am.	602 - KP	202 - AB	604 - AB	401 - KP	206 - AB	406 - KP

- 1) Dr. KISAN PALKE – KP
- 2) Prof. AMOL BORSE – AB
- 3) (VACENT)


Co-ordinator


Nodal Officer


Principal
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Tal. Mulshi, Dist. Pune-412115.



पुणे जिल्हा शिक्षण मंडळ

अनंतराव पवार महाविद्यालय

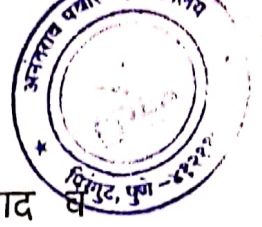
जनसंवाद व पत्रकारीता विभाग (बी.व्होक)

शैक्षणिक वर्ष २०२०-२१

विभागीय अहवाल

महाविद्यालयाने पारंपरिक शिक्षणाबरोबर विद्यार्थ्यांना कौशल्यआधारीत शिक्षण द्यायला हवे. या हेतूने संस्थेने बी. व्होक अंतर्गत जनसंवाद आणि पत्रकारीता हा पदवी अभ्यासक्रम १६ जून २०१८ रोजी सुरू केला. विद्यापीठ अनुदान आयोगाअंतर्गत या पदवीच्या अभ्यासक्रमाला मान्यता मिळालेली असून २०१८-१९ या वर्षात ३२ विद्यार्थ्यांनी प्रवेश घेतला होता. तसेच शैक्षणिक वर्ष २०१९-२०२० या वर्षात प्रथम वर्षात २१ तर द्वितीय वर्षात १६ विद्यार्थ्यांनी प्रवेश घेतला होता. शैक्षणिक वर्ष २०२०-२१ या वर्षात प्रथम वर्षात १५ तर द्वितीय वर्षात ११ विद्यार्थ्यांनी प्रवेश घेतला आहे तर तृतीय वर्षात १५ विद्यार्थ्यांनी प्रवेश घेतला आहे जनसंवाद व पत्रकारीता या विभागामुळे विद्यार्थ्यांनी विविध क्षेत्रामध्ये नोकरी आणि स्वयंरोजगाराच्या संधी उपलब्ध झाल्या आहेत. यामध्ये पत्रकारीता, जनसंपर्क अधिकारी, डिजिटल मार्केटिंग अशा अनेक संधींचा समावेश आहे.

शैक्षणिक वर्ष २०२०-२१ मध्ये या विभागाच्यावतीने अनेक उपक्रम आणि कार्यक्रमांचे आयोजन करण्यात आले. २०२०-२१ या वर्षामध्ये न्यायमूर्ती पी बी. सावंत यांना विभागाच्यावतीने श्रद्धांजली वाहण्यात आली. या कार्यक्रमासाठी महाविद्यालयाच्या प्राचार्या. डॉ.शर्मिला चौधरी, उपप्राचार्य. महेंद्र अवघडे, उपप्राचार्य. प्रवीण चोळके, उपस्थित होते विभागातील विद्यार्थी गणेश मांडेकर, भाऊ केदारी, मोहन गोळे, यांनी न्यायमूर्ती पी बी. सावंत यांच्या कार्याबद्दल माहिती सांगितली.



दि. १९/०८/२०२१ रोजी जागतिक फोटोग्राफी दिनानिमित्त ब जनसंवाद वृत्तपत्रविद्या विभाच्यावतीने एक दिवसीय गेस्ट लेक्चर घेण्यात आले. प्रमुख पाहुणे म्हणून श्री.पराग पोतदार, दै. लोकमतचे माझी संपादक होते. पराग पोतदार यांनी “फोटोग्राफीतील रोजगाराच्या संधी” याविषयी व्याख्यान दिले. व्याख्यानामध्ये वाईल्ड फोटोग्राफी, फोटोग्राफीचे प्रकार, वेडिंग, कल्चरल फोटोग्राफी, स्पोर्ट्स फोटोग्राफी, चिल्ड्रन फोटोग्राफी अशा विविध विषयावर त्यांनी प्रकाश टाकला या कार्यक्रमासाठी महाविद्यालयातील प्राध्यापक प्राध्यापकतर कर्मचारी आणि विद्यार्थी उपस्थित होते या कार्यक्रमाच्या अध्यक्ष स्थानी महाविद्यालयाच्या प्राचार्या डॉ. शर्मिला चौधरी होत्या. प्राचार्या डॉ. शर्मिला चौधरी यांनी मार्गदर्शन केले व याप्रसंगी उपप्राचार्य. महेंद्र अवघडे, उपप्राचार्य. प्रवीण चोळके हे ही कार्यक्रमासाठी उपस्थित होते. कार्यक्रमाचे प्रास्ताविक व सूत्रसंचालन डॉ. किसन पालके यांनी केले प्रमुख पाहुण्यांचा परिचय डॉ.श्रीकांत देशमुख यांनी करून दिला तर आभार डॉ. प्रवीण चोळके यांनी मानले.

या विभागाअंतर्गत असलेल्या प्राध्यापकांचा विविध उपक्रमातील सहभाग


डॉ. किसन पालके

- १) कवयित्री बहिणाबाई चौधरी, उत्तर महाराष्ट्र विद्यापीठ जळगाव येथे एम.ए इतिहास भाग १ आणि भाग २ सामाजिक शास्त्र प्रशाला अभ्यासमंडळावर सदस्य म्हणून नियुक्ती करण्यात आली.




२) शिवजागृती महाविद्यालय नळेगाव. ता. चाकूर, जि. लातूर येथे एक दिवसीय
राष्ट्रीय चर्चासत्रात महात्मा गांधी आणि अस्पृश्यता या विषयावर शोधनिबंध
सादर केला.

३) यशवंतराव चव्हाण मुक्त विद्यापीठ, नाशिक, मार्गदर्शक प्राध्यापक नियुक्त.


विभागीय प्रमुख




प्राध्यापक
Anantrao Pawar College, Piranqui
Mulshi, Dist. Pune



Pune District Education Association's
Anantrao Pawar College, Pirangut, TAL. MULASHI, DIST. PUNE - 412115



Class : 5.Y.B.J. Sub : News Editing Sem : III Teacher : Dr. Palke K-R Month : Jan - 2021

Sr. NO.	Students Name	Period No.																	
		Date	7/01	08/01	21/01	22/1	23/1												
1	AKHADE PRASHANT BABU		AKHADE	AKHADE	AKHADE	AKHADE	AKHADE												
2	AKHADE PRAVIN DATTATARY		AKHADE	AKHADE	AKHADE	AKHADE	AKHADE												
3	BHEGADE SAGAR BALASAHEB		BHEGADE	BHEGADE	BHEGADE	BHEGADE	BHEGADE												
4	GHAYATADKAR NILESH BHAGWAN		GHAYATADKAR	GHAYATADKAR	GHAYATADKAR	GHAYATADKAR	GHAYATADKAR												
5	KAMBLE NILESH MADHUKAR		KAMBLE	KAMBLE	KAMBLE	KAMBLE	KAMBLE												
6	MALI NILESH DATTATRAY		MALI	MALI	MALI	MALI	MALI												
7	MARNE NILESH RAMESH																		
8	OVHAL ROHIT SONBA																		
9	PHALE RAJESH SITARAM		PHALE	PHALE	PHALE	PHALE	PHALE												
10	SATHE GAURA V SUDAM		SATHE	SATHE	SATHE	SATHE	SATHE												
11	SATHE SHUBHAM SOMNATH		SATHE	SATHE	SATHE	SATHE	SATHE												

Principal
Principal

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Tal. Mulshi, Dist. Pune 412115



Pune District Education Association's

Anantrao Pawar College, Pirangut, TAL. MULASHI, DIST. PUNE - 412115



Class: S.Y.B.J. Sub: Landmark Events In Sem: IV Teacher: Dr. Pooja K R Month: Feb 2021
20th Century History with Engr

Sr. NO.	Students Name	Period No.																
		Date																
1	AKHADE PRASHANT BABU	6/12	6/12	6/12	11/12	13/12	18/12	25/12	27/12									
2	AKHADE PRAVIN DATTATARY	6/12	6/12	6/12	11/12	13/12	18/12	25/12	27/12									
3	BHEGADE SAGAR BALASAHEB	6/12	6/12	6/12	11/12	13/12	18/12	25/12	27/12									
4	GHAYATADKAR NILESH BHAGWAN	6/12	6/12	6/12	11/12	13/12	18/12	25/12	27/12									
5	KAMBLE NILESH MADHUKAR	6/12	6/12	6/12	11/12	13/12	18/12	25/12	27/12									
6	MALI NILESH DATTATRAY	6/12	6/12	6/12	11/12	13/12	18/12	25/12	27/12									
7	MARNE NILESH RAMESH	6/12	6/12	6/12	11/12	13/12	18/12	25/12	27/12									
8	OVHAL ROHIT SONBA	6/12	6/12	6/12	11/12	13/12	18/12	25/12	27/12									
9	PHALE RAJESH SITARAM	6/12	6/12	6/12	11/12	13/12	18/12	25/12	27/12									
10	SATHE GAURA V SUDAM	6/12	6/12	6/12	11/12	13/12	18/12	25/12	27/12									
11	SATHE SHUBHAM SOMNATH	6/12	6/12	6/12	11/12	13/12	18/12	25/12	27/12									

Dr. Paik KR.

Principal
Principal

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Pune District Education Association's

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Class: S.Y.B.J. Sub: Landmark Events in 2nd Sem: IV Teacher: Dr. Pille KR Month: March 2021
C & History of world, India

Sr. NO.	Students Name	Period No.																				
		Date	01/3	02/3	03/03	4/3	05/3															
1	AKHADE PRASHANT BABU		01/3	02/3	03/03	4/3	05/3															
2	AKHADE PRAVIN DATTATARY		01/3	02/3	03/03	4/3	05/3															
3	BHEGADE SAGAR BALASAHEB		01/3	02/3	03/03	4/3	05/3															
4	GHAYATADKAR NILESH BHAGWAN		01/3	02/3	03/03	4/3	05/3															
5	KAMBLE NILESH MADHUKAR		01/3	02/3	03/03	4/3	05/3															
6	MALI NILESH DATTATRAY		01/3	02/3	03/03	4/3	05/3															
7	MARNE NILESH RAMESH		01/3	02/3	03/03	4/3	05/3															
8	OVHAL ROHIT SONBA		01/3	02/3	03/03	4/3	05/3															
9	PHALE RAJESH SITARAM		01/3	02/3	03/03	4/3	05/3															
10	SATHE GAURA V SUDAM		01/3	02/3	03/03	4/3	05/3															
11	SATHE SHUBHAM SOMNATH		01/3	02/3	03/03	4/3	05/3															

Dr. Pulley K.R.

Principal

Anantrao Pawar College, Pirangut
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Pune District Education Association
Anantrao Pawar College,
Department of Mass Communication and Journalism (B.Voc)
Academic year 2020-21

College should impart skill based education to students along with traditional education. For this purpose, the organization B. Mass Communication and Journalism degree course under VOCA started on 16 June 2018. This degree course has been approved under the University Grants Commission and 32 students were admitted in the year 2018-19. Also, in the academic year 2019-2020, 21 students were enrolled in the first year and 16 students were enrolled in the second year. In the academic year 2020-21, 15 students have taken admission in the first year, 11 in the second year and 15 students have taken admission in the third year. The Department of Mass Communication and Journalism has provided students with job and self-employment opportunities in various fields. This includes many opportunities like Journalism, Public Relations Officer, Digital Marketing.

In the academic year 2020-21, many activities and programs were organized on behalf of this department. In the year 2020-21, Justice P.B. Tributes were paid to Sawant on behalf of Vibha. The principal of the college Dr. Sharmeela Chaudhary, vice principal for this program. Mahendra Dike, Vice Principal. Praveen Cholke, students of the department Ganesh Mandekar, brother Kedari, Mohan Gole were present, Justice P.B. Information about Sawant's work was told.

On 19/08/2021 on the occasion of World Photography Day, a one-day guest lecture was conducted by the Department of Mass Communication and Journalism. Mr. Parag Potdar, Dai as Chief Guest. Lokmat was my editor. Parag Potdar delivered a lecture on "Employment Opportunities in Photography".

In the lecture, he highlighted various topics like wild photography, types of photography, wedding, cultural photography, sports photography, children photography, etc. Sharmila Chaudhary was. Principal Dr. Sharmila Chaudhary guided and Vice Principal on the occasion. Vice Principal. Mahendra Awghade, Vice Principal. Praveen Cholke was present for this event. The program was introduced and moderated by Dr. Kisan Palke introduced the chief guests and Dr. Shrikant Deshmukh introduced them. Dr. Praveen Cholke believed.

Participation of faculty under this department in various activities

Dr. Kisan Palke

- 1) Poet Bahinabai Choudhary was appointed as a member on the Board of Study of M.A. History Part 1 and Part 2 Social Science School at Uttar Maharashtra



University Jalgaon.

2) Shivajagruti College Nalegaon.hChachur, Dist. Presented paper on Mahatma Gandhi and Untouchability in one day national seminar at Latur.

3) YashwantraoChavan Open University, Nashik, appointed as Guide Professor.

Department Head

Principal

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CERTIFICATE

DEPARTMENT OF B.VOC.

ACADEMIC YEAR -2021-22

This is to certify that Mr./Ms/Mrs. **Akhade Prashant Babu** has actively participated and successfully completed the ***Diploma Course in Mass Communication & Journalism*** in the academic year **2021-22**, offered by Department of D.Voc., PDEA's Anantrao Pawar College, Pirangut, Tal. Mulshi, Dist. Pune.

Coordinator

Nodal Officer



Dr. Sharmila R. Chaudhari
Principal



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ACADEMIC YEAR -2021-22

This is to certify that Mr./Ms./Mrs. **Akhade Pravin Dattatray** has actively participated and successfully completed the ***Diploma Course in Mass Communication & Journalism*** in the academic year **2021-22**, offered by Department of D.Voc., PDEA's Anantrao Pawar College, Pirangut, Tal. Mulshi, Dist. Pune.

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This is to certify that Mr./Ms./Mrs. **Bhegade Sagar Balasaheb** has actively participated and successfully completed the ***Diploma Course in Mass Communication & Journalism*** in the academic year **2021-22**, offered by Department of D.Voc., PDEA's Anantrao Pawar College, Pirangut, Tal. Mulshi, Dist. Pune.

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ACADEMIC YEAR -2021-22

This is to certify that Mr./Ms/Mrs. **Ghayatadkar Nilesh Bhagwan** has actively participated and successfully completed the ***Diploma Course in Mass Communication & Journalism*** in the academic year **2021-22**, offered by Department of D.Voc., PDEA's Anantrao Pawar College, Pirangut, Tal. Mulshi, Dist. Pune.



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ACADEMIC YEAR -2021-22

This is to certify that Mr./Ms/Mrs. **Kambale Nilesh Madhukar** has actively participated and successfully completed the ***Diploma Course in Mass Communication & Journalism*** in the academic year **2021-22**, offered by Department of D.Voc., PDEA's Anantrao Pawar College, Pirangut, Tal. Mulshi, Dist. Pune.



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ACADEMIC YEAR -2021-22

This is to certify that Mr./Ms/Mrs. **Mali Nilesh Dattatray** has actively participated and successfully completed the ***Diploma Course in Mass Communication & Journalism*** in the academic year **2021-22**, offered by Department of D.Voc., PDEA's Anantrao Pawar College, Pirangut, Tal. Mulshi, Dist. Pune.



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Nodal Officer

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ACADEMIC YEAR -2021-22

This is to certify that Mr./Ms/Mrs. **Marne Nilesh Ramesh** has actively participated and successfully completed the ***Diploma Course in Mass Communication & Journalism*** in the academic year **2021-22**, offered by Department of D.Voc., PDEA's Anantrao Pawar College, Pirangut, Tal. Mulshi, Dist. Pune.

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ACADEMIC YEAR -2021-22

This is to certify that Mr./Ms./Mrs. **Ovhal Rohit Sonba** has actively participated and successfully completed the ***Diploma Course in Mass Communication & Journalism*** in the academic year **2021-22**, offered by Department of D.Voc., PDEA's Anantrao Pawar College, Pirangut, Tal. Mulshi, Dist. Pune.

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ACADEMIC YEAR -2021-22

This is to certify that Mr./Ms/Mrs. **Phale Rajesh Sitaram** has actively participated and successfully completed the ***Diploma Course in Mass Communication & Journalism*** in the academic year **2021-22**, offered by Department of D.Voc., PDEA's Anantrao Pawar College, Pirangut, Tal. Mulshi, Dist. Pune.

Coordinator

Nodal Officer



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ACADEMIC YEAR -2021-22

This is to certify that Mr./Ms/Mrs. Sathe Gaurav Sudam has actively participated and successfully completed the ***Diploma Course in Mass Communication & Journalism*** in the academic year **2021-22**, offered by Department of D.Voc., PDEA's Anantrao Pawar College, Pirangut, Tal. Mulshi, Dist. Pune.

Coordinator

Nodal Officer



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ACADEMIC YEAR -2021-22

This is to certify that Mr./Ms./Mrs. Sathe Shubham Somnath has actively participated and successfully completed the ***Diploma Course in Mass Communication & Journalism*** in the academic year **2021-22**, offered by Department of D.Voc., PDEA's Anantrao Pawar College, Pirangut, Tal. Mulshi, Dist. Pune.

Coordinator

Nodal Officer



Dr. Sharmila R. Chaudhari
Principal