



SMT. MMK COLLEGE

# BAMMC BUZZ

November 2023



## ABOUT NEWSLETTER

"Stay in the know with our BAMMC Department Newsletter! Discover the latest buzz, updates, and exciting happenings within the Bachelor's in Arts in Multimedia and Mass Communication department. Dive into a world of creativity, innovation, and news that keeps you connected to the heart of BAMMC!"

NEWSLETTER

1ST EDITION

## ➤➤ NEWSLETTER ◀◀

# MMK COLLEGE TRIUMPHS AT HSNC UNIVERSITY FILM FESTIVAL, AWARDED BY BOLLYWOOD LEGEND JACKIE SHROFF



On a glitzy night filled with cinematic splendor, MMK College achieved a momentous victory at the HSNC University Film Festival, clinching the coveted award for Best Cinematic Showreel. This competition was organised by RD National College BAMMMC Department under the guidance of Dr. Meghna Kothari. Adding a touch of star-studded glamour to the event, the renowned Bollywood actor, Jackie Shroff, had the honor of presenting the award to the talented students. This accomplishment is not only a testament to the college's dedication to nurturing artistic talent but also a significant milestone for the students involved in the production.

This was HSNC University's First Ever Film Festival that helped the students emerge as young filmmakers on a platform where they could showcase their creativity and storytelling prowess. It provided a unique opportunity for students across various colleges affiliated with the HSNC University to exhibit their cinematic skills. Smt. MMK College, with its rich history of fostering artistic endeavors, has consistently been a forerunner looking forward to such opportunities for their students.



➤➤ **READ MORE**

The winning showreel from MMK College, captivated the audience with its poignant narrative and impressive technical execution. The film's storyline revolved around the struggles and aspirations of a young lady, exploring the delicate interplay between dreams and reality. It was a heartfelt and visually stunning cinematic journey that resonated with both the jury and the viewers. The award ceremony held at RD National College's Auditorium was nothing short of a glitzy affair. As the audience eagerly awaited the announcement of the Best Short Film, the anticipation was electric. Finally, when Jackie Shroff unveiled the name of the winner, there was an eruption of applause, and the MMK College team took the stage amidst cheers and camera flashes. Jackie Shroff, an iconic actor with a stellar career spanning several decades, shared words of wisdom and encouragement with the young filmmakers. He praised their passion, dedication, and creativity, emphasizing the importance of storytelling in the world of cinema. His presence added a layer of prestige to the event and inspired the budding talents in the audience. The victory of MMK College at the HSNC University Film Festival is a testament to the institution's commitment to providing a nurturing environment for artistic expression. It's a reflection of the hard work, dedication, and passion that the students and faculty invested in the production of the Showreel. The award not only recognizes the talent within the college but also sets an example for aspiring filmmakers across the university. As the applause subsided and the festival came to a close, the students of MMK College left the event with their heads held high, clutching their Best Cinematic Showreel trophy. They were not only winners on that night but also ambassadors of creativity and storytelling excellence. The HSNC University Film Festival will undoubtedly continue to be a launchpad for emerging talents, and MMK College's triumph serves as an inspiring chapter in its history.

- Soham Pawar,  
- SYBAMMC



BAMMC DEPARTMENT OF  
SMT. MMK COLLEGE  
INVITES YOU TO

## GOING BEYOND SNAPSHOTS

KNOW MORE ABOUT  
PHOTOGRAPHY

Tips & Tricks | Sharing experiences |

Special Speaker

**VIMAL PARMAR**

MASTER OF PHOTOGRAPHS

**25 | 08 | 2023**

2:00 PM - FRIDAY

**CONFERENCE HALL**

Ground Floor, Smt. MMK College



# GOING BEYOND SNAPSHOT

KNOW MORE ABOUT  
PHOTOGRAPHY



On 25th August '23, amidst the captivating world of shutter clicks & artistic visions, a photography workshop unfolded, namely - "Going Beyond Snapshots". This workshop was organised by the BAMMC department for all the students. The guest speaker was - Mr. Vimal Parmar.

The workshop provided a platform for creativity to flourish for everyone - from beginners seeking guidance to enthusiasts looking to refine their skills! Mr. Parmar with over 40 years of experience in his field, imparted us with invaluable & intriguing insights. This workshop was a great success, fulfilling its objectives which were enhancing technical skills and knowledge in photography, developing a deeper understanding of lighting, composition & visual storytelling as well as understanding the importance of print. Moreover, Mr. Parmar's guidance promoted the importance of printing your photographs as the digital storage facilities may change over the years but a printed photograph stays with us till the end! Another point covered was 'different aspects of career making in terms of photography.

We are grateful to the Principal Dr. C.A. K Peshori for giving us the opportunity to organise this photography seminar for our students. And also a big thank you to our fellow audience, and our amazing College for fostering such a vibrant and inspiring community.

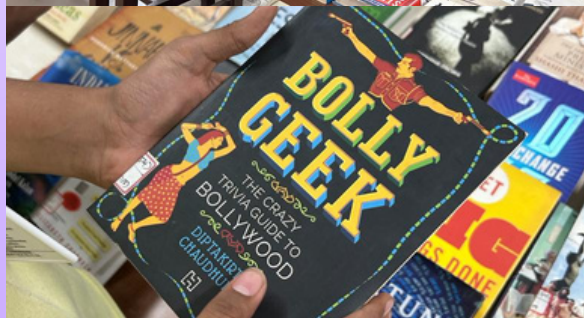
Keep clicking, keep creating, and keep shining!



Vimal Parmar is an independent marketing consultant and digital print evangelist with over 40 years of experience in the imaging industry. His career also includes time as an educator (faculty at Shari Academy of Professional Photography) and communicator (columnist at Smart Photography, Studio News, Corporate Citizen and PrintWeek magazines) and advisor (to branding agency The Digital Paradox). He is a founding member of the Professional Photographers Association of India (PPAI) and has conceptualized the "Why Print" platform for promoting print. He is also the India Editor of Photo Imaging News which is published from the USA since 1983.

- Resham Shindore,  
- FYBAMMC

# EXPLORING THE LITERARY WORLD



The MMK Library organised an inhouse book exhibition and the BAMMC students were invited to the library, where the pages of countless books came to life. The book exhibition, a vibrant tapestry of genres and topics, ignited the curiosity of our young scholars. As students perused the displayed books, they engaged in passionate conversations about their favorite authors, genres, and newfound literary gems. The exhibition not only nurtured their love for reading but also expanded their horizons, sparking fresh ideas and perspectives. With hearts brimming with inspiration and minds filled with new ideas, our BAMMC students left the book exhibition with a renewed sense of curiosity and a deeper appreciation for the power of literature. We look forward to many more such enriching experiences that broaden our students' horizons and ignite their passion for learning. A big thank you to the Librarian Ms. Ligimol Benny Ma'am and her Library Team for this innovative opportunity where we got to explore literature and fiction at the book exhibition.



- Gaurav Patel,  
- FYBAMMC

# COLLEGE TRIP TO THE US CONSULATE LIBRARY TO WATCH THE FILM "SULLY"



On 22nd July 2023, students from MMK College embarked on an educational trip to the US Consulate Library, located in BKC Mumbai. The primary objective of this trip was to watch the film "Sully," directed by Clint Eastwood, which depicts the true story of Captain Chesley "Sully" Sullenberger and the miraculous emergency landing of US Airways Flight 1549 on the Hudson River in 2009. The trip aimed to provide students with insights into aviation, decision-making under pressure, and the importance of teamwork. The college trip to the US Consulate Library to watch the film "Sully" was an immensely enriching experience for all participants. It provided valuable educational insights into aviation, decision-making, and teamwork. Additionally, it fostered cultural exchange by exposing students to a renowned American film and the values it portrayed. This trip not only contributed to the academic growth of the students but also instilled a sense of admiration and respect for the heroes like Captain Sullenberger, who, through their competence and composure, can turn disasters into miracles. We extend our heartfelt gratitude to the US Consulate Library for hosting us and facilitating this exceptional learning opportunity.

- Saakshi Bindra,  
- FYBAMMC

# COLLEGE FUNBAZZI 2.0 AT IMAGICA



On 30th of September, 2023, students from our college embarked on a journey of excitement and camaraderie at the College Funbazzi Event 2.0 held at Imagica. The event proved to be a pulsating kaleidoscope of fun, laughter, and intense competitions that left an indelible mark on our college memories.

The students had a fun journey by the bus organised by Imagica and reached the destination energized to take on activities and challenges. The day kicked off with an array of competitions that catered to diverse interests. From the energetic beats of the Dance competition to the glamour and charm of the Mr & Mrs. Imagica contest, there was something for everyone. The Photography competition challenged students to capture the essence of the day, freezing moments in time that would be cherished forever. A treasure hunt added an element of mystery and adventure, engaging participants in a thrilling pursuit of hidden clues and surprises.

What made the event even more special was its location at Imagica, providing the perfect backdrop for a day filled with both thrilling competitions and exciting amusement park rides. Students enjoyed a break from the competitions to explore the various rides and attractions, creating an atmosphere of shared joy and excitement.

As the day unfolded, anticipation hung in the air for the results of the competitions. In a moment of pride for our college, Vaibhav Kadam showcased his talent by securing the 2nd position in the Photography competition. Additionally, he demonstrated his versatility by claiming the 3rd spot in the reel-making competition. The announcement of these results was met with cheers and applause, further adding to the overall jubilation of the day. Our College student Bhavesh Jain also won Best CL award.

**>>> READ MORE**

In conclusion, the College Funbazzi Event 2.0 at Imagica was a resounding success from a student's point of view. The diverse range of competitions, the thrilling rides, and the announcement of results all contributed to a day that will be fondly remembered by students for years to come. It not only provided a platform for showcasing talent but also fostered a sense of unity and enjoyment among the student community.

- Subhasis Kander,  
- FYBAMMC





# BOLLYWOOD HUNGAMA OTT FEST'23



An event which was surreal filled with overwhelming experiences - Bollywood Hungama OTT Fest'23 - a day full of stars.

I feel grateful to be a part of this event which was for held on 18th and 19th of October. Being a first year BAMMAC student it just formed a core memory and I am more than excited and joyous to share my experience. Bollywood Hungama organised this event which consisted of renowned filmmakers, Producers and Actors of all time who were the panelists for the panel interviews and media workshops. I remember vividly how star struck I was on seeing each of the big personalities like Karan Johar, Nitesh Tiwari , Raj&Dk , Riddhi Dogra, Aparshakti Khurana , Bhuvan Bum , Suhana Khan and many more who were so humble and interacted not just with the interviewers but with the audience too (us) and it almost felt like they were talking to us which was so genuine but fun at the same time. They answered questions posed by the host as well as the students and talked about their experiences, opinions , struggles in the industry, their highs and lows and resonated with everyone present in that room.

I feel blessed to have an opportunity to ask them questions and they all answered in such a way it felt like listening to it all day, it built a different confidence in me and its a dream for many others like me. I fall short of words trying to express what i witnessed. Those two days will always stay afresh in my mind. Lastly I have to thank Sharon Ma'am who accompanied us and made it possible and MMK College for a day like no other.

- Gungun Singh,  
- FYBAMMC



Recently, on the 18th & 19th of October, the students of the BAMMC department of Smt. MMK College had the amazing opportunity to attend the Bollywood Hungama OTT fest at Taj Lands End - Two days filled with non-stop excitement, surrounded by some of the biggest names in the industry.

From renowned actors to visionary directors and brilliant producers, the fest was a melting pot of talent and creativity.

The heart of the fest lay in the captivating panel discussions. It was fascinating to witness industry experts delve into a wide range of topics, from the ever-present challenge of censorship to the secrets behind creating unforgettable movies.

Each panelist brought their unique perspective, sharing valuable insights and tips that left us all inspired.

As I sat there, soaking in the knowledge and passion that filled the room, I couldn't help but feel a sense of awe. It was a rare opportunity to witness these intellectually stimulating discussions firsthand. I would like to thank our professor and MMK College for this incredible opportunity

- Resham Shindore,  
- FYBAMMC

# LEARN FROM EXPERTS

The students of TYBAMMC and SYBAMMC visited Atlas University BKC for a Bootcamp on Essentials of Digital Marketing on Friday 27th Oct. The interactive session was conducted by Dr. Talish Panwar and was an exciting learning experience for our students.

**ATLAS SKILLTECH UNIVERSITY** **ISME**  
School of Management & Entrepreneurship

## ESSENTIALS OF DIGITAL MARKETING BOOTCAMP

for BAMMC & BMS students of

on  
**Friday,**  
**27 Oct 2023 | 11AM**

**SESSION HIGHLIGHTS**

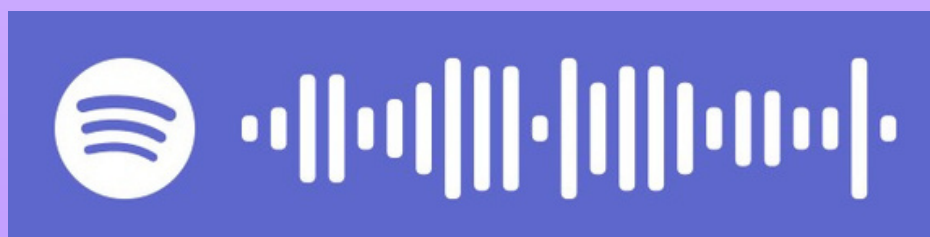
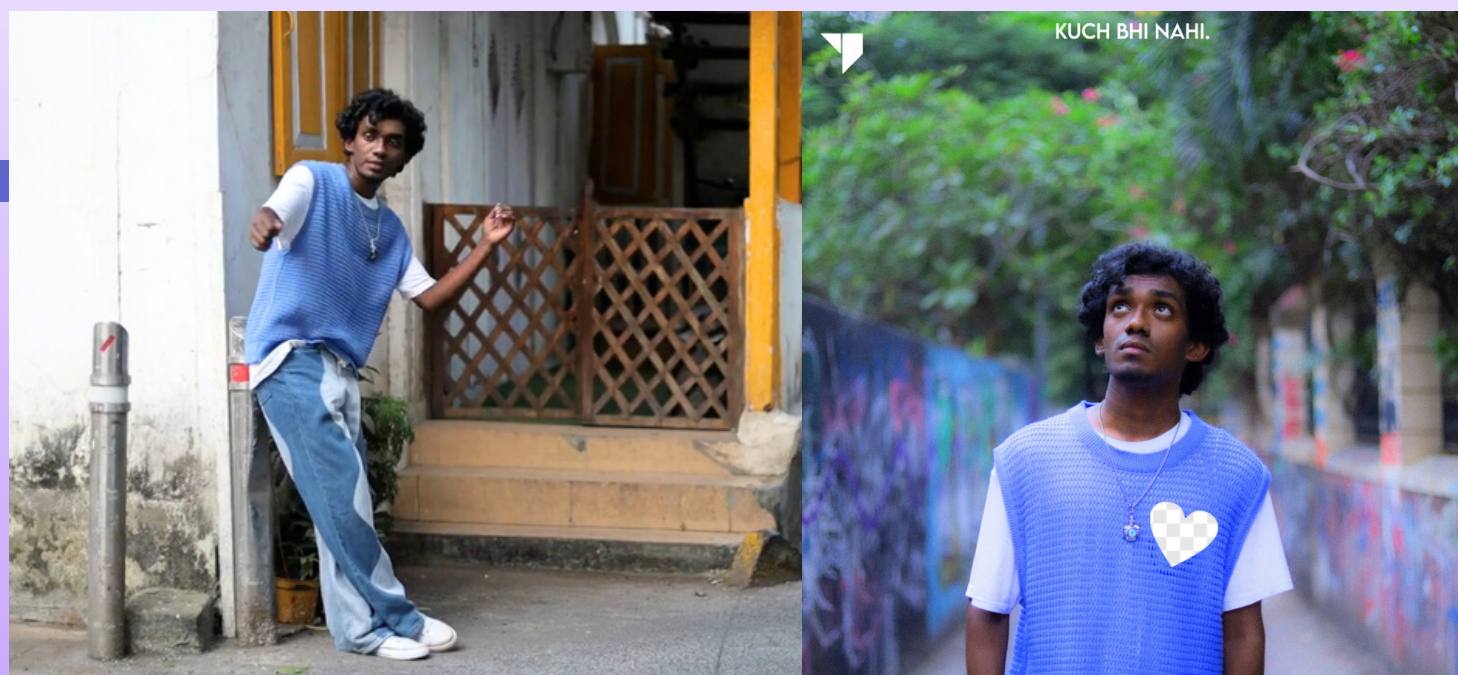
- SEO for Success
- Social-Verse
- The AI-Ambush

**Dr. Tapish Panwar**  
Assistant Professor,  
ATLAS SkillTech University

**Venue:**  
ATLAS Campus



## HARMONY IN CREATIVITY: MMK COLLEGE STUDENTS UNVEIL CAPTIVATING MUSIC VIDEO FOR 'KUCH BHI NAHI' BY DROTOLIX



In the bustling cultural hub of Bandra, Mumbai, creativity knows no bounds. This sentiment is perfectly encapsulated in the latest music video produced by the talented students of MMK College. The video accompanies the soul-stirring song "Kuch Bhi Nahi" by the college's own musical prodigy, Soham Pawar who goes by the stage name Drotolix. In a harmonious blend of artistry, passion, and youthful energy, these students have brought to life a visual masterpiece that complements the emotive power of the music.

The inception of this extraordinary project began with Drotolix, a budding musician and student at MMK College. His composition "Kuch Bhi Nahi" resonated deeply with his peers, capturing the essence of the uncertainties and complexities of youth. Inspired by the profound impact of the song, a group of passionate students from MMK BAMMC joined forces to create a music video that would visually narrate the emotions embedded in the lyrics.

The MMK College students involved in the project brought diverse skills to the table, including videography, editing, choreography, and acting. The collaborative spirit of the team was palpable, as students from BAMMC of different batches worked seamlessly together, pooling their talents to give life to Drotolix's music. Our prodigies Vaibhav Kadam, Jiten Pamnani, Subhasis, & Gaurav Patel collaborated to make this Music Video possible. This collaborative effort is a testament to the power of unity in bringing creative visions to fruition.



The music video for "Kuch Bhi Nahi" is not just a visual accompaniment to the song but a compelling narrative in itself. It is an apt example of Visual Storytelling. The students utilized the vibrant backdrop of Mumbai, particularly the iconic locales in and around Bandra, to weave a visual story that mirrors the song's emotional depth. From the chaotic streets to serene rooftops, the video captures the diverse moods and moments that make up the tapestry of life in the city. The MMK College students employed innovative techniques to elevate the music video's visual appeal. From striking cinematography that captures the raw energy of live performances to creative editing that seamlessly blends scenes, every aspect of the video reflects the students' commitment to pushing artistic boundaries. The use of symbolism and metaphorical imagery adds an extra layer of depth to the storytelling, inviting viewers to interpret the visuals in their own unique ways.

Beyond the artistic realm, the creation of this music video has had a profound impact on the student community. It has become a source of inspiration for students, showcasing the possibilities that arise when diverse talents converge in a collaborative environment. The video has not only elevated the profile of Drotolix but has also shone a spotlight on the collective creativity thriving within the college. The MMK College students' music video for "Kuch Bhi Nahi" is a testament to the power of artistic collaboration and the boundless creativity that resides within the youth. It not only adds a visually compelling dimension to Drotolix's poignant song but also stands as a testament to the vibrant artistic spirit of MMK College in Bandra.

As students continue to push boundaries and explore new horizons, the legacy of this music video will undoubtedly resonate within the college community and beyond, leaving an indelible mark on the cultural landscape of Mumbai.

- Soham Pawar,  
- SYBAMMC



We would like to thank our Principal Dr. CA. Kishore S. Peshori for giving us the opportunity to express our thoughts, ideas and creativity through our department newsletter.



Looking forward to an exciting new term with a lot more fun activities and learning experiences:

The Editorial Team

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Resham Shindore

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Gaurav Patel

Gungun Singh

Under the Guidance of:

Ms. Sharon Menezes (BAMMC Co-ordinator)