



SMT. MITHIBAI MOTIRAM KUNDNANI COLLEGE
OF COMMERCE AND ECONOMICS



BAMMC BUZZ



THE NEW CLASS OF
FOLLOWERS

CREATING TOP
TALENT

THE NEW
CREATORS

Rising Amidst
the Challenges

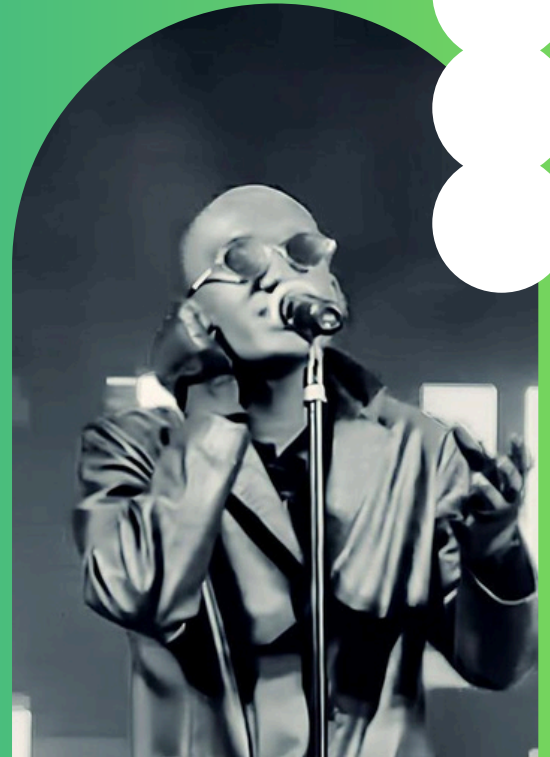


IN THE BUSINESS
OF MEDIA

April
2nd Edition

IN THIS ISSUE

A peek into the BAMMC department activities during the second half of the academic year, Articles by BAMMC students, get a glimpse of the Fests that the students participated in and Awards won at these fests.



Journey Through College Fests

A Reflection on Participation and Experience

College festivals serve as vibrant platforms, injecting doses of fun, laughter, and camaraderie into the otherwise routine lives of students. Among the celebrated events in Mumbai's BAMMC Department is Blitzkrieg, hosted by K.C College (Churchgate). For 21 years, Blitzkrieg has been a symbol of excitement and excellence, drawing participation from institutions across the city. In its 21st edition, Smt. MMK College of Commerce and Economics joined the festivities with gusto. The theme, 'The Good, The Bad, The Ugly,' spurred creative energy among over 10 colleges, igniting a healthy yet competitive spirit for the coveted Podium trophy.

Although MMK College missed the podium, their impact resonated through various victories: 1st position in Fashion Show, Radio Jockey Event, and TVC Event; 2nd position in the Band event; and 3rd position in the Dance Event. Beyond traditional accolades, they clinched titles like Best Assisting Contingent Leader (ACL) and Best Online PR, showcasing their prowess in both physical and digital arenas.





While Blitzkrieg marked a highlight in MMK's calendar, their journey extended to Jai Hind College's "Detour." Led by the dynamic Soham Pawar and supported by Pruthvika Gaikwad, Ratnesh Naidu, and Zoya Murtaza, MMK's contingent, "Kirron Kher," left an indelible mark on the event's vibrant landscape.

"Detour," renowned for its competitive spirit, witnessed MMK's brilliance across various media-related competitions. Their creative endeavors, under Soham Pawar's leadership, propelled them to the first runner-up position, earning accolades for their innovation and execution.

The success at "Detour" underscores MMK's prowess in media and communication, reflecting not just individual brilliance but also teamwork and perseverance. As the curtains close on another festival season, MMK College emerges not only as a powerhouse of talent but also a beacon of excellence in the dynamic world of college festivals.

Their journey, marked by triumphs and camaraderie, epitomizes the spirit of college festivals, where joy, creativity, and competitive zeal intertwine to create unforgettable memories. As MMK College continues to shine, their legacy in the festival circuit remains a testament to their unwavering dedication and boundless creativity.



Live Projects by TYBAMMC students



As part of the subjects ‘Entertainment and Media Marketing and Media Planning and Buying the students of TYBAMMC presented live projects where they put to practical use the theory that they learnt in the classroom. The criteria were to fulfill requirements of target audience, understanding demographics and psychographics, audience appeals, planning and executing entertainment events and analyzing the findings. The projects taken up by the students are mentioned below:

On 21st February 2024 a panel discussion on ‘Navigating the Truth: Authenticity in the Digital Age’ with eminent journalists like Sonil Dedhia, Chief Sub Editor at News 18.com, Sonup Sahadevan, Founder and Editor in chief Bollywoddwallah.com, Ainee Nizami Ahmedi, Editor in chief of ELLE, India and Fenil Seta, a freelance entertainment journalist covering news for Bollywood Hungama. The discussion covered the various issues seen in media today and the students got an insight into how to verify news that is shared on multiple platforms. The discussion focused on polarization of information, fact checking and fact sharing and the students were able to get a better understanding of how to judge the authenticity of the information that we are bombarded with on a daily basis.





MEDIA BUZZ

A session where Creative Director, Content Writer and Stand-up Comedian - Jackie Thakker, Production Sound Mixer – Farhaan Siddiqui and Associate Director, Second Unit Director & First Assistant Director – Awaiz Electricwala shared their experiences in the media industry.

STUDIO RALLIA, DESIGN

The Impact Summit, a seminar tailored for aspiring filmmakers, unfolded as an immersive exploration into the world of cinematic storytelling. Held on March 11th, the event aimed to provide invaluable insights and guidance to budding filmmakers eager to navigate the complexities of the industry. Central to the seminar were distinguished speakers- Rohit Sharma (AD) & Nikhil Khemka (AD, Line Producer alumni)



SKETCHING WORKSHOP BY TYBAMMC

On February 28, 2024, a captivating art workshop was held at SMT. MMK Bandra from 11:30 am to 1:00 pm, focusing on sketching, drawing shapes, and figures, etc. The art workshop drew a large audience, creating an atmosphere filled with creativity and enthusiasm. Participants from various backgrounds and skill levels gathered to delve into the world of sketching and drawing, guided by expert instructors (Gautam Rajbhar and Payal Balasara). The workshop provided a platform for attendees to explore different techniques, and unleash their artistic potential.



Key Highlights:

- Expert instructors led engaging sessions on sketching, drawing shapes, and figures, providing participants with valuable insights and guidance.
- Attendees had the opportunity to practice their skills through hands-on exercises and interactive demonstrations, fostering a supportive learning environment.
- The workshop encouraged experimentation and exploration, empowering participants to push the boundaries of their creativity and express themselves through art.
- A diverse range of attendees, including students, faculty members, and members of the community, contributed to the rich tapestry of ideas and perspectives shared during the workshop. Success Factors:

Several factors contributed to the overwhelming success of the art workshop:

- Effective promotion and outreach efforts attracted a large and diverse audience, ensuring maximum participation and engagement.
- Well-planned logistics and organization facilitated the smooth execution of the event, creating a seamless experience for both participants and instructors.
- The dedication and expertise of the workshop facilitators inspired and motivated attendees, fostering a sense of camaraderie and mutual support.

The art workshop was a resounding success. Through the exploration of sketching, drawing shapes and figures, participants were able to hone their artistic skills, unleash their creativity, and connect with fellow art enthusiasts. The workshop not only enriched the cultural fabric of the college but also served as a testament to the transformative power of art in fostering personal growth and engagement.



CINEMAGIC CARNIVAL

On March 13, 2024, the TYBAMMC Students hosted Cinemagic Carnival. This event served as a platform for budding filmmakers to showcase their talents through the screening of various short films in the College Conference Room.

SCREENING OF BHAKSHAK

Bhakshak is a stilted social drama where an independent TV reporter and her colleague uncover a human trafficking racket in Bihar, striving to expose the truth and rescue minor orphan girls from an abusive shelter home owned by a powerful political leader. A sensitive topic the movie brings out the truth about the challenges faced due to human trafficking and is a eye opening expository movie that creates awareness among the masses.



CITY STREET CANVAS

"City Street Canvas" was a delightful experience where the students showcased the liveliness and creativity inherent in cities, akin to a vibrant canvas teeming with stories. The theme encapsulated the dynamic essence of urban life. Students submitted the photographs they clicked of the city streets and these photographs were displayed, discussed and truly brought out the experiences we face on an every day basis. The event was a success with a large number of participants actively submitting photographs.

Bollywood Day

On 12th March 2024 BAMMC celebrated the vibrant and colourful world of Indian cinema. Bollywood is not just about movies; it's a reflection of our culture, traditions, and emotions. Through music, dance, and storytelling, Bollywood has captivated hearts worldwide. The TYBAMMC team organised Bollywood Day. The conference room came alive with the energy of Bollywood vibes, people were expressing their creativity through their Bollywood movie character costumes, which adds an extra flair to the event. The games and rewards added excitement and engagement with audience.

The conference room transformed into a runway, and students stepped onto it like stars descending from the silver screen. Dressed as Bollywood legends, they embodied the spirit of their favorite actors and actresses. From the timeless elegance of Kareena Kapoor to the flamboyance of Munna bhai MBBS, every costume told a story. The spirit of Bollywood had seeped into every corner, leaving behind a trail of stardust.



**Success Ke
Peeche Mat
Bhaago, Kabil
Bano. Kamyabi
Jhak Marke
Peeche Aayegi**



STYLE ICONS



I am elated to say that i can confidently walk into a room full of people and have a conversation with them in ease since i had an once in a lifetime experience not once but twice and none of this would come true if it wasn't for our fabulous BMM coordinator, Miss Sharon M. The BH Style Icons Summit and Awards Panel Discussion 2024 was a star studded and succinctly curated event with numerous Bollywood style where beauty and style came along with unforgettable conversation and lively moments. There were moments where Celebrities have asked me questions such as which college was I from and what was I studying as a student and I gracefully answered them all as i felt exhilarated to represent my College. The whole day feels like a remarkable core memory which i always take home and cherish. My friends and family wait eagerly to hear my experience and although it may sound cliché but im always short of words as there's so much that i have observed and words cant suffice or do justice to describe this whole occasion through my lens. As i said its a once in a lifetime experience making my 2,i wonder had i been blessed/lucky to attend and make the most out of such exposure again? Or do we call it faith and many opportunities that our teacher has for us to be a part of it? Or both? I guess we'll never know!

Gungun Singh
FYBAMMC

WORKSHOP ON

Brand
Collaboration

&

Brand
Management

For TYBMS and TYBAMMC students
on 16th Feb at 12.30 pm

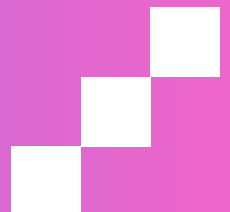


Pratik Hinduja
FOUNDER

WORKSHOP ON BRAND COLLABORATION & MANAGEMENT

The TYBAMMC Students attended a Brand Collaboration and Brand Management Workshop with special reference to Sports Branding by Pratik Hinduja, Founder of ISM Globe.

Explore the world of brand synergy in our
workshop on collaboration and management.



हार नहीं मानूंगा



On Saturday 27th January 2023, students and faculty of M.M.K college gathered for an unforgettable cinematic experience as the B.A.M.M.C Department of the college hosted an engaging and thought-provoking movie screening event featuring the film "12th Fail." This event aimed to explore the challenges and pressures faced by students in the Indian education system, while also promoting meaningful discussions on mental health and societal expectations.

The screening took place in the Dr. L. H. Hiranandani conference hall, where students and faculty gathered to watch the film together. The atmosphere was charged with anticipation as attendees eagerly awaited the screening of this impactful and relevant movie. As we had a house full, additional Chairs were arranged ensuring everyone had a spot as well as a clear view of the film.

"12th Fail" is a poignant drama that follows the journey of a student who struggles with academic pressure and the fear of failure in the competitive world of Indian education. The film delves into themes of resilience, self-discovery, and the importance of pursuing one's passion in the face of adversity. Its raw portrayal of the education system resonated deeply with the audience, sparking introspection and empathy among viewers.

As the lights dimmed and the movie began, the audience was captivated from the very first scene. Emotions ran high as viewers empathized with the struggles faced by the protagonist and reflected on their own experiences within the education system. Moments of tension, humor, and introspection kept everyone fully engaged throughout the film.

The event concluded with closing remarks session, where participants were invited to share their key takeaways and reflections on the movie. Some students shared their feedback. There was a palpable sense of camaraderie and solidarity among attendees, united by their shared experience of watching "12th Fail"

Overall, the movie screening event by the department was a resounding success, fostering meaningful dialogue and promoting awareness of important social issues. It served as a reminder of the power of cinema to provoke thought, inspire change, and bring communities together in pursuit of a common cause.

Om Gosavi
FYBAMMC



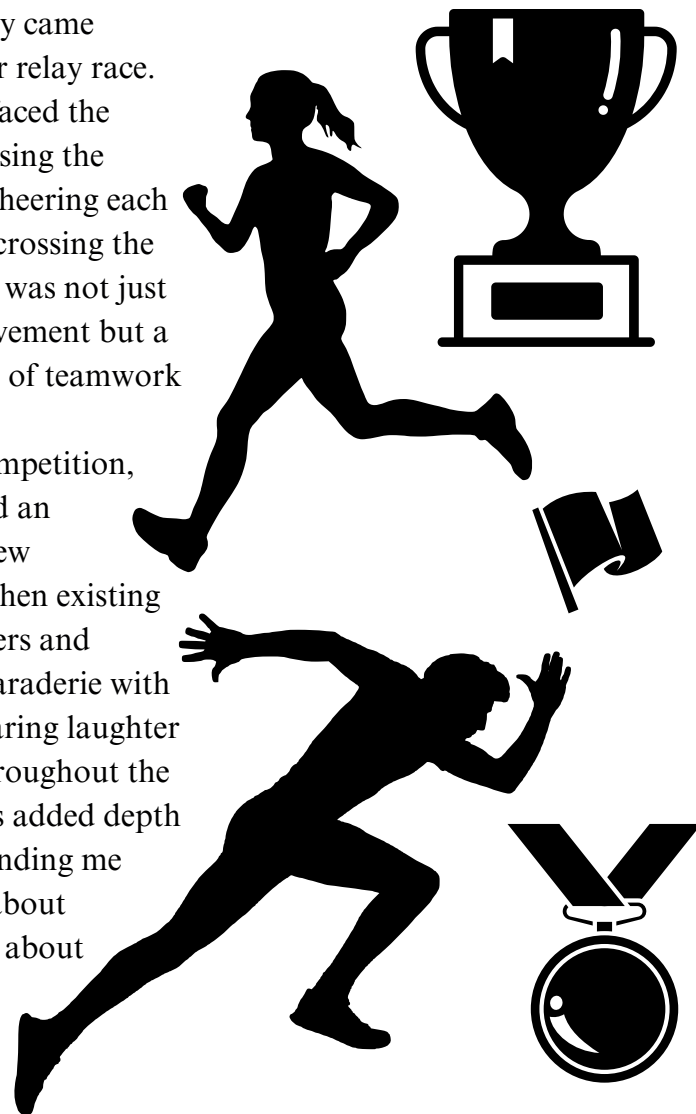


Annual Sports Day

By Tafseer Haider.

On the 7th of February 2024, our college gathered at Supari Talao Ground for our annual sports day. Despite a delayed start, the excitement was palpable. After the college flag was raised and our principal delivered an encouraging speech, the track events kicked off, marking the beginning of a day filled with spirited competitions and memorable moments. Students eagerly participated in various races, each filled with its own set of emotions. Winning first place in the 100-meter race was a moment of pure joy, a rush of adrenaline as I crossed the finish line ahead of my competitors. However, the 200-meter race brought a mix of feelings as I secured second place. Despite the slight disappointment, I reminded myself of the importance of perseverance and sportsmanship.

The highlight of the day came during the 400×2 meter relay race. As part of a team, we faced the challenge together, passing the baton seamlessly and cheering each other on. The thrill of crossing the finish line in first place was not just about individual achievement but a testament to the power of teamwork and collaboration. Beyond the thrill of competition, the sports day provided an opportunity to forge new friendships and strengthen existing bonds. Amidst the cheers and applause, I found camaraderie with fellow participants, sharing laughter and encouragement throughout the day. These connections added depth to the experience, reminding me that sports are as much about community as they are about competition.



As the sun began to set, casting a warm glow over the grounds, a sense of accomplishment and fulfillment settled in. Despite the physical exhaustion, there was a renewed energy in the air, a shared sense of pride in our collective achievements. The sports day wasn't just about winning races; it was about pushing boundaries, building friendships, and embracing the spirit of sportsmanship. In its essence, the sports day at Supari Talao Ground was a celebration of resilience, teamwork, and the pursuit of excellence. As we bid farewell to a day filled with triumphs and camaraderie, the memories created will serve as a lasting reminder of the bonds forged and the moments shared on this memorable day.



**SMT. MITHIBAI MOTIRAM KUNDNANI COLLEGE
OF COMMERCE & ECONOMICS**



organizes

"KHELO MMK"

ANNUAL SPORTS DAY



07th February 2024

Venue:

Orman Francis Lewis Ground (Supari Talao)



**"Champions keep playing, until they get it right"
-Billie King**



BAMMC BUZZ NEWSLETTER

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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.



