



**ST PAULS INSTITUTE OF COMMUNICATION EDUCATION FOR WOMEN  
(AFFILIATED TO MUMBAI UNIVERSITY)  
24<sup>th</sup> Road, Bandra (W), Mumbai 400 050**

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### **7.2.1: Best Practices**

**7.2.1: Describe two best practices successfully implemented by the Institution as per NAAC format provided in the Manual**

#### **Best Practice I**

**Title of the Practice: SPICE as a Media HUB & Community in Skill Development:** With vocational courses, workshops & partnerships.

#### **Objectives:**

To foster critical thinking, problem-solving, and communication skills essential for students entering the media industry.

To help students acquire practical skills in Media.

To create a learning environment that fosters innovation and creativity

To encourage learning about the media and associated tools, thereby enhancing effective communication

These outcomes were:

In 2021, St. Paul's Institute of Communication Education for Women received University of Mumbai approvals for six certificate courses: Business Communication, Legal Journalism, Radio Jockeying, Sound Engineering, Film Editing, and Documentary Filmmaking. Neighbourhood high schools and colleges were invited for workshops and student tours, such as Apostolic Carmel and Poddar School. Partnerships with local colleges and associations included events like Awesummer and Tata Lit Fest, as well as student tours by Khandwala College and SNTD Nursing students.

#### **The Context:**

The programs introduce students to the concept of continuous learning, enhancing their skills in an evolving economy. University certificate courses target both male and female media enthusiasts, regardless of their background. The courses are open to all genders even though we are a women's college.

Student tours and collaborations with other institutions focus on vocational education, promoting careers in communication studies and adapting to market changes.

#### **The Practice:**

Certificate Courses Affiliated to the University:

The USP of these courses are they are value for money; and may be pursued without any disruption of routine studies/ work. In-house degree college students benefit as these courses are offered at a preferential price point per course. Importantly, the pedagogy is constantly updated to be industry ready

#### Student Tours:

External students and their teaching faculty are invited to participate in study sessions centered on media, communication tools, techniques and practices. Topics covered include mobile journalism, scriptwriting for broadcast journalism, facing a camera (as a news anchor), videography and photography etc.

Partnerships with organizations and fellow colleges ensure our students may participate in curated events, and have an opportunity to meet with eminent authors, journalists, media specialists, storytellers, specialists etc. e.g. the Tata Lit Fest which for the past 2 years organized be- spoke events for the college and conducted writing contests, where winners had High Tea with leading international authors.

Awesummer – conducted in partnership with St Andrew’s College, Mumbai the Diocesan Youth Center and St Andrew’s Centre for Philosophy & Performing Arts, curated activities across genres to hone youth interests, cultivate hobbies or simply to learn something new.

#### **Evidence of success:**

University Courses: In 2022, 180 students completed courses; 11 were external. The college promoted these on social media and locally. In 2023, 173 in-house and 5 external students (1 from Meghalaya) enrolled. Additionally, three new Maharashtra State Board accredited courses were introduced: Graphic Multimedia Animation, Digital Marketing and Entrepreneurship, and Computer Operation with MS Office, the latter being popular. College Tours provided career insights to non-media learners.

Awesummer, Tata Lit Fest was appreciated by students and faculty alike.

#### **Problems Encountered and Resources Required:**

University Certificate courses: Introduced 6 short courses for youth at a women’s college, but male participation was low. Competitive fees accommodated financial constraints. Recruiting faculty was challenging. Dedicated teams are needed for effective implementation. Limited awareness due to the pandemic hindered promotion both internally and externally.

College Tours – requires a buy-in from the (approached) college that a hand-on training/short workshop is a good introduction to a new skill. Colleges also cite college authorities not extending permissions for these workshops. During the pandemic, a few webinars were conducted online, and as colleges were closed, students missed out on practical sessions at the TV studio.

The Awesummer 2023 edition was an in-house event i.e. between St Andrew’s College and SAPP; without any partners.

We prioritize inclusive media education for women, promoting awareness through masterclasses and online channels. Our programs evolve with media trends, aiding skill enhancement for all.



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## **Best Practice II - SPICE Ambassador Programme**

### **Title of the Practice**

SPICE Ambassador - Intensive Internship Program

### **Objectives**

1. To give our students a platform to learn about key 'Marketing' (namely Content writing, Content creation, and Digital Marketing) subsections.
2. To provide hands-on experience working in a professional set-up on campus.

The important element of these internships is the integration of classroom knowledge and theory with practical skills.

### **Context**

Initiated in 2021, the programme has evolved from a student engagement activity (to attract new students to the college) to creating a platform enabling internship opportunities in a professional set-up within the campus. Students should have hands-on experience, which is acquired through internships. So, we offered an internship opportunity on campus itself.

### **Student Participation – SPICE Ambassador 2021 - 2023**

In the 2021-2022 academic year, the SPICE Ambassador program received 30 student interests, with 19 being considered and 6 reconsidered to be ambassadors. Seven activities were planned, focusing on targeting social media, which successfully increased awareness.

For the 2022-2023 academic year, 32 applications were received, and 15 were selected. Additionally, internships were offered in various fields: 3 for content writing, 5 for digital marketing, and 7 for content creation.

### **The Practice**

Interns are grouped into 3 teams based on their skills, each with a dedicated Mentor and custom worksheets. Recognition includes Rs. 500 Amazon vouchers for interns after 2 months and Rs. 4000 stipend upon completion. Mentors receive Rs. 500 vouchers after 2 months. Besides this, the students supported the college with marketing activities by creating innovative videos, social media posts, graphics thus fine-tuning their marketing skills.

### **Evidence of Success**

Programme progressed from an outreach activity to a full-fledged internship opportunity

Each student's work was evaluated on a monthly basis and feedback shared. This session was followed for both sessions.

Over the period of 3 months – the internship format - each student acquired at least 1 new skill.

**Problems encountered -**

As the students were familiar and comfortable with the mentors, bringing the professional outlook was a challenge.

Getting students to coordinate with different teams and work in a hybrid set-up.