



**ST PAULS**  
**COLLEGE FOR WOMEN**  
AFFILIATED TO THE UNIVERSITY OF MUMBAI

**B.A.M.M.C.**  
**STUDENT HANDBOOK**  
**2023 -2024**



# **HANDBOOK 2023 -2024**

**St Pauls Media Complex, 2nd Floor, Bandra (West)  
24th Road, TPS III, Bandra (W), Mumbai 400 050  
T: 022-26435709, M: +91 9833806739/ + 91 9167375742,  
Email: [spiceugcc@stpaulsice.com](mailto:spiceugcc@stpaulsice.com),  
Website: [mum.stpaulscollege.edu.in](http://mum.stpaulscollege.edu.in)**

## HANDBOOK 2023-24

### STUDENT DETAILS

NAME: \_\_\_\_\_

COURSE: \_\_\_\_\_

STUDENT ID. NO.: \_\_\_\_\_

TEL. NO.: \_\_\_\_\_

MOB. NO.: \_\_\_\_\_

EMAIL ID.: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

\_\_\_\_\_

We have read the student handbook and will abide by the rules of the college.

\_\_\_\_\_

Signature of the Parent/Guardian

\_\_\_\_\_

Signature of the Student

**CONTENT**

1. A word from the Principal	05
2. About Society of St Paul	06
3. Vision- Mission-Core Values	07
4. Admission Guidelines	08
5. Attendance for Learners	10
6. The Course	12
7. Course Syllabus	13
8. Examinations and Results	14
9. Attitude and Discipline	17
10. Rules and Regulations	18
11. SPICEFW Library	22
12. Office Services	23
13. Important Information & College Committees	24
14. Public Holidays	25
15. Administrative Team	26
16. Letters of Undertaking	27
17. Ragging Circular	29
18. Academic Calendar	31

## **A WORD FROM THE PRINCIPAL**

At St Pauls College for Women, our aim is simple - to enhance students' value systems by training them with solid theoretical and practical knowledge in the areas of communication, media studies and media technology, and to teach them to work with professionalism, ethics, and social responsibility.

Our mission is to help you find your own voice. The study is rigorous and at times, the road may seem arduous, but once at St Pauls, you are part of a family that cares and is committed, where values are treasured, knowledge is prized, responsibilities are acknowledged and media excellence is the goal.

Ours is a college of Communication—that means sharing oneself in order to build a society of integrity, justice, and transparency. So, whether you are joining us as a first-year or second-year student, we are delighted to welcome you and we hope that your time with us will be happy and rewarding.

Parents, you can rest assured that we are just as concerned about our students' well-being as you are. Our determination towards having our students ready for the media industry, with the required skills and training, was noticed, with Assocham India declaring our sister institute St Pauls Institute of Communication Education as the 'Best Vocational Training Institute'.

Hearty congratulations to the students, staff, and management team for their dedication to our mission of training students in the areas of communication media. Last year we received the necessary permissions to conduct six certificate courses approved by the University of Mumbai. Certainly, these courses are a bridge between academics and industry. Another milestone is obtaining minority status for the college. This status will add necessary benefits for the growth of the college.

All these developments are possible with the dedicated staff of St Pauls College For Women who are ready to render service for the growth of the institution and thereby a better experience for our students.

A warm welcome to the St Pauls family!

Dr (Fr) Plavendran Irudayasamy  
Principal

## **ABOUT THE SOCIETY OF ST PAUL**

The Society of Saint Paul is a religious congregation founded in 1914, at Alba, in Italy, by Father (now Blessed) James Alberione.

The historical development of the Society of St Paul follows the evolution of the media of communication.

The members of the Society of St Paul are active in many fields: editorial and bookstores, journalism, cinematography, television, radio, audiovisual, multimedia, telematics; centres of studies, research, digital -media, and animation.

The Society of St Paul is present in 5 continents and in more than 40 countries around the world. Present in Mumbai, since 1948, the Bombay Society of St Paul is faithful to the mission assigned to them by their Founder, Bl. James Alberione, communicate the Christian message with the use of all means that technology put at the disposition of modern man.

In August 2018, the Trust inaugurated now, St Pauls College For Women, affiliated to the University of Mumbai. This new institute dedicated to media studies, offers the Bachelor of Arts in Multimedia and Mass Communication (B.A.M.M.C) undergraduate degree, exclusively for women students.

## **ABOUT ST PAULS COLLEGE FOR WOMEN**

Established in 2018, located in Bandra (West), Mumbai, St Pauls College For Women as the institute is popularly known, is affiliated to the University of Mumbai and managed by a Society registered under the Bombay Public Trust Act, 1950, the members who belong to the Society of St Paul. This society is managed by a Governing Body; whose ex-officio President is the Provincial Superior.

The Religious Priests of the Society of St Paul and lay staff form the staff of the College. Students of all denominations are welcome. Our specific aim is to help improve the employability of women students, in view of the increasing number of jobs available within mass media and understand the complexity of modern communication technology which has a growing impact media consumption has on society.

## **OUR VISION**

To emerge among the world's leading media and management schools that produce the finest industry professionals globally.

## **OUR MISSION**

To build a vibrant and inclusive environment of Communication and Management that effects holistic change. To foster a scientific temperament in media and management studies led by professionals and acknowledged experts using state-of-the-art technology. To continually explore a curriculum that is globally engaging, locally relevant and responsive to the new challenges.

## **CORE VALUES**

**Nobility**

**Integrity**

**Fraternity**

**Solidarity**

## ADMISSION GUIDELINES

- ★ To be eligible for admission to the First Year Degree course in Bachelor of Arts in Multimedia and Mass Communication, a candidate shall have passed the Std XII examination of the Maharashtra Board of Higher Secondary Education or its equivalent from the Science, Arts or Commerce Stream.
- ★ Students who pass the H.S.C., I.S.C., C.B.S.E., or any other qualifying examination from any Board/University other than Maharashtra Board should obtain the “Provisional Eligibility Certificate” from the Registrar, University of Mumbai, Mumbai-400098, before seeking admission to the College.
- ★ For the purpose of confirmation of eligibility for admission to the University, students must submit the following certificates in the original along with photo copies of the same, to the College Office after they have obtained admission to the college:
  - 1) Passing Certificate.
  - 2) Statement of Marks.
  - 3) Migration Certificate.
- ★ At the time of admission to the First Year BAMMC course, students are required to fill in the University enrolment form, without which the admission will not be approved by the University of Mumbai. No student will be deemed as admitted to the college unless she submits the duly filled St Pauls College for Women's college online form and has paid the necessary fees & deposits and obtained approval from the University.
- ★ Admissions are regarded as ‘granted’ only by the authority of the Principal office and subject to the payment of fees within the specified time period as informed during the admission process.
- ★ Once a student is admitted to the college, she shall be liable to pay full fees for the whole year. In case of withdrawal or failure to attend College, the refund, if any, of the fee already paid will be as per the guidelines {(Reference No. UG/412 of 2008) O.2859} prescribed by the University of Mumbai.
- ★ All admissions are valid only for one academic year and have to be renewed by submitting an application in the prescribed format for every subsequent year of study in the college
- ★ All admissions are provisional and subject to enrolment and granting of eligibility by the University of Mumbai and terms and conditions laid down by the college.

## ADMISSIONS PROCESS

For the B.A. in Multimedia and Mass Communication (B.A.M.M.C.) Course affiliated to the University of Mumbai.

### ELIGIBILITY

- A candidate is eligible for admissions to the B.A.MMC degree course, subject to successfully completing the Class XII examination of the Maharashtra Board of Higher Secondary Education or its equivalent from Science, Arts or Commerce.
- There is no entrance exam for submitting an admissions application and admissions are purely on merit.

### For NEW APPLICANTS/ ADMISSIONS

**(Directly to the Second or/and Third Year only, the student has to additionally submit the following documents):**

- Statement of marks of all the previous examinations/semesters
- No Objection Certificate from the Head of the Institution last attended
- Online Application Forms  
(The documentation as mandated by the University of Mumbai has to be ad hered to)

### ELIGIBILITY FOR ADMISSION AMENDED R. 8438

Eligibility criteria for a learner, to be admitted in Semester V (Third year) of UG programs (non - aided) in Faculties of Arts ( B.M.M) is amended as follows:

- Shall have passed Semester I, II, III and IV in full OR
- Shall have passed Semester I and II in full and secured ATKT in the Second year by failing in not more than Two Courses in each of Semester III and Semester IV OR
- Shall have Secured ATKT in First Year by falling in not more than Two Courses in each of Semester I and Semester II and have passed Semester III and Semester IV in full

## **ORDINANCES/CONDITIONS FOR GRANTING TERMS AT THE DEGREE COLLEGE**

### **O.6086 : Attendance for learners**

- ★ There shall be an Attendance Committee in every College/Institute/Department of the University comprising of at least three members (to be nominated from other departments in case of the University Departments having less than 3 teachers), the Vice-Principal/Senior Teacher (Convener), and at least two more teachers ensuring representation of the concerned faculties, nominated by the Principal/Director/Head.
- ★ Every bonafide learner shall ordinarily be allowed to keep terms for the given semester in a program of his/her enrolment only if he/she fulfills at least 75% of the attendance taken as an average of the total number of lectures, practicals, tutorials, etc. wherein short and/or long excursions/field visits/study tours organized by the college and supervised by teachers as envisaged in the syllabus shall be credited to his/her attendance for the total number of periods which are otherwise delivered on the day/s. Further, it is mandatory for every learner to have minimum 50% attendance for each course & average attendance has to be 75%.
- ★ The same ratio shall be applied for computing the attendance of learners by crediting the number of periods which are missed while participating in an extracurricular/co-curricular activity/competition/camp/workshop/convention/symposium/seminar, etc. where the learner is officially representing the College/University/District/State/Country with the permission of the Principal/Director/Head of the College/Institute/ University Department or by the direction of the University Officer as the case may be wherein for the purpose of computing the average attendance the periods missed for what is envisaged here-in-above, at Sr. No 2 shall be deemed to have been attended by the said learner.
- ★ Without prejudice to what is stated here-in-above, the Principal/Director/Head of the concerned College/Institute/Department of the University shall be the competent authority to condone the absence of any learner further up to additional 25% if deemed fit and on recommendation of the Attendance Committee of the College/Institute/Department of the University wherein it is mandatory on the committee to do natural justice by giving a personal hearing to every learner falling short of minimum attendance for keeping terms and recommending case by case to the competent authority having verified the genuineness and gravity of the problem that justifies the learner to remain absent which generally shall be limited to his/her own sickness, sickness of parent, death of parent, etc. supported by valid evidence, documentary or otherwise.

- ★ The Attendance Committee ensures that attendance records are maintained. Warning letters are issued to defaulting learners at least twice in every semester. The Defaulters List is displayed on the college notice board in the first week of every month. The defaulting learners should also be called (along with parent/guardian wherever necessary) to meet the Convener, Attendance Committee in the middle of the semester with a view to make the consequences adequately clear while understanding the difficulties, if any, and encouraging the learner to comply with the requirement of attendance. Needless to say, learners should be made aware of the provisions of the Ordinances for attendance at the time of admission and an undertaking may be obtained from them (countersigned by parent/guardian wherever necessary) assuring regular attendance while understanding the consequences of defaulting.
- ★ At the end of the semester on recommendation of the Attendance Committee the Principal/Director/Head of the college/Institute/University Department shall display the list of the learners who are not allowed to keep terms, allowing them to appeal to the Principal/Director/Head of the college/Institute/Department of the University within 3 days from the date of display of the notice. After disposing of the appeals the Principal/Director/Head shall intimate the same to the In-charge of Examinations/the Controller of Examinations to withdraw the examination forms of such defaulting learners under intimation to those learners ensuring that the communication reaches the concerned at least 10 clear days before the commencement of the respective examinations.
- ★ Learners whose terms are not granted by the college/Institute/Department of the University can appeal to the Controller of Examinations in a prescribed form and by paying fees prescribed by the Management Council within 3 days from the receipt of the intimation and the Controller of Examinations shall arrange a hearing of the learners along with their concerned
- ★ Principals/Directors/Heads of the Department represented in person or through a teacher nominated by them before the Committee (one each for every faculty) nominated by the Management Council comprising of 3 members including the convener. The respective committees shall convey their decisions to the Controller of Examinations which shall be final and binding on the learners once accepted and communicated by the Controller of Examinations.

## THE PROGRAM

B.A. IN MULTIMEDIA AND MASS COMMUNICATION (B.A.M.M.C.)

No. of Seats: 72

Duration 3 Years

Affiliated to the University of Mumbai

## COLLEGE TERMS

FY B.A.M.M.C.	SY B.A.M.M.C.	TY B.A.M.M.C.
1 <sup>st</sup> Term: August - November	1 <sup>st</sup> Term: June - October	1 <sup>st</sup> Term: June - October
2 <sup>nd</sup> Term: December - April	2 <sup>nd</sup> Term: December - April	2 <sup>nd</sup> Term: December - April

- Diwali Break : 7<sup>th</sup> November 2023 to 19<sup>th</sup> November 2023
- Christmas Break : 25<sup>th</sup> December, 2023 to 1<sup>st</sup> January, 2024
- Summer Vacation : 2<sup>nd</sup> May to 11<sup>th</sup> June, 2024

(N.B.: These dates are subject to change as per the Instructions and Guidelines of the University)

## HOLIDAYS

The College will be closed on: -

- Sundays and all public holidays as declared by the Government.
- Holidays prescribed by the University, both for the vacations and for the Christmas break.
- Principal may declare holidays from time to time. These will be announced on the notice board.

## College Office Timings:

Regular working days:

Monday to Friday 10.00 a.m. to 11.30 a.m.  
3.00 p.m. to 3.30 p.m.

Saturday 11.00 a.m. to 12.00 noon

During the vacations:

Monday to Friday 10.00 a.m. to 12.00 noon  
Saturday 11.00 a.m. to 12.00 noon

**COURSE SYLLABUS****FYBAMMC****Semester I (Total 6 Papers- 20 credits)**

BAMMEC-101	Effective communication –I
BAMMEC-102	Foundation course –I
BAMMVC-103	Visual communication
BAMMFC-104	Fundamentals of mass communication
BAMMCA-105	Current Affairs
BAMMHM-106	History of Media

**Semester II (Total 6 Papers- 20 credits)**

BAMMEC-201	Effective communication –II
BAMMFC-202	Foundation course –II
BAMMCW-203	Content Writing
BAMMID-204	Introduction to Advertising
BAMMIJ-205	Introduction to Journalism
BAMMMGC-206	Media, Gender & Culture

**SYBAMMC****Semester III (Total 6 Papers- 20 credits)**

BAMMC EM-301 I	Electronic Media-I
BAMMC CCPR-302	Corporate Communication and Public Relations
BAMMC MS-303	Media Studies
BAMMC IP-304	Introduction to Photography
BAMMC FCO-305	Film Communication-I
BAMMC CMM-306	Computers and Multimedia-I

**Semester IV (Total 6 Papers- 20 credits)**

BAMMC EM-401	Electronic Media-II
BAMMC WEM-402	Writing and Editing for Media
BAMMC MLE-403	Media Laws and Ethics
BAMMC MMR-404	Mass Media Research
BAMMC FCO-405	Film Communication-II
BAMMC CMM-406	Computers and Multimedia-II

**TYBAMMC - ADVERTISING****Semester V (Total 6 Papers- 20 credits)**

BAMMC DRGA-501	Copy Writing
BAMMC DRGA-502	Advertising & Marketing Research
BAMMC EABB-1502	Brand Building
BAMMC EAAM-1503	Agency Management
BAMMC EAAP-1504	Account Planning & Advertising
BAMMC EACB-1507	Consumer Behaviour

**Semester VI (Total 6 Papers- 20 credits)**

BAMMC DRGA-601	Digital Media
BAMMC DRGA-602	Advertising Design
BAMMC EAMP-2603	Media Planning & Buying
BAMMC EAAS-2604	Account Planning & Advertising
BAMMC EAEM-2607	Entertainment & Media Marketing
BAMMC EATP-2608	Television Program Production

**TYBAMMC - JOURNALISM****Semester V (Total 6 Papers- 20 credits)**

BAMMC DRGA-501	Reporting
BAMMC DRGA-502	Investigative Journalism
BAMMC EJWS-1B502	Writing and Editing Skills
BAMMC EJMJ-1B505	Mobile Journalism and New Media
BAMMC EJJP-1B507	Journalism and Public Opinion
BAMMC EJML-1B508	Media Laws and Ethics

**Semester VI (Total 6 Papers- 20 credits)**

BAMMC DRG-601	Digital Media
BAMMC DRG-602	Newspaper and Magazine Design
BAMMC EJCI-2B601	Contemporary Issues
BAMMC EJJL-2B602	Lifestyle Journalism
BAMMC EJPT-2B60	Photo and Travel Journalism
BAMMC EJFNF-2B607	Fake News and Fact Checking

## EXAMINATIONS AND RESULTS

### Examination - Rules

Applicable to all the undergraduate and postgraduate programmes like Bachelor of Commerce, Bachelor of Management Studies (B. M. S.), Bachelor of Science (Information Technology), Bachelor of Commerce (Accounting & Finance), Bachelor of Commerce (Banking & Insurance), Bachelor of Commerce (Financial Markets) Bachelor of Arts in Multimedia and Mass Communication/ Bachelor of Mass Media, Master of Commerce (Accountancy and Business Management) and Master of Science (Information Technology)

### Internal Assessment - (25 marks)

Sr No.	Particular
1	Two periodical class test
2	Presentations/ Projects/Case study/VIVA/ Group discussions
3	Active participation in the classroom and attendance

The learner should score a minimum of 40% marks (i.e., 10 out of 25 marks) to pass the Internal Assessment in each of the courses.

### Semester End Examination - (75 Marks)

These written examinations shall be of 2.5 Hours duration for 75 marks and in Self Financing programmes.

The learner should score a minimum of 40% marks (i.e.,30 out of 75 marks) to pass the Semester End Examination in each of the courses.

### Examination Process

- The examinations for Internal Assessment, Practical Examination and Semester End Examinations for the Semesters I to IV shall be processed by the College / Institution. However, the question papers for the practical and semester end examination will be delivered online by University. The College / Institution shall issue the grade cards to the learners after the conversion of marks into grade as per the procedure prescribed by the University of Mumbai.
- The examinations for Internal Assessment of Semesters V & VI shall be processed by the College / Institution while the University shall conduct the assessment of Practical Examination and Semester End Examination for Semesters V & VI. The Internal Assessment marks of learners appearing for Semesters V & VI shall be submitted to the University by the respective College/ Institution before the commencement of respective Semester End Examinations.
- The responsibility of Examination evaluation during the first four Semesters shall rest with the College / Institution where the students are admitted for the Course. The College / Institution shall carry out the Internal Assessment for the papers in Semesters V and VI while the University shall conduct the Semester End Examination for these two Semesters.
- Carry Forward of Internal Marks: A candidate who fails in any particular paper / course shall be allowed to re-appear the theory component. However, the marks of Internal Assessment shall be carried forward.

## Performance Grading

Letter Grades And Their Equivalent Grade Point		
Percentage of Marks Obtained	Grade	Performance
80 and above	O	Outstanding
70 to 79.99	A+	Excellent
60 to 69.99	A	Very Good
55 to 59.99	B+	Good
50 to 54.99	B	Above Average
45 to 49.99	C	Average
40 to 44.99	D	Pass
Less than 40	F	Fail
SGPI - Semester Grade Performance Index		
TH - Theory, PR - Practical, IA - Internal Assessment		

SGPA	GRADE
10	O
9 to 9.99	A+
8 to 8.99	A
7 to 7.99	B+
6 to 6.99	B
5 to 5.99	C
4 to 4.99	D

Symbols	Description
F	Head of Failure
----	Not Applicable
Ab	Absent
/	Female
@	0.5043
#	0.229
\$	Carried forward Grade of the Head

The performance grading shall be based on the aggregate performance of Internal Assessment and Semester End Examination.

- ★ Carry forward of marks in case of a Learner who fails in the Internal Assessment and/or Semester End Assessment in one or more subjects:
- ★ A learner who PASSES in the Internal Examination but FAILS in the Semester End Examination of the course shall reappear for the Semester End Examination of that course. However, his/her marks of the Internal Examinations shall be carried over and he/she shall be entitled for grade obtained by him/her on passing.

- ★ A learner who PASSES in the Semester End Examination but FAILS in the Internal Assessment of the course shall reappear for the Internal Examination of that course. However, his/her marks of the Semester End Examination shall be carried over and he/she shall be entitled for grade obtained by him/her on passing.
- ★ Allowed to Keep Terms (ATKT) Rules Applicable to The Courses as Per Ordinance R 8438
  - a) A learner shall be allowed to keep term for Semester II irrespective of number of heads of failure in the semester I.
  - b) A learner shall be allowed to keep term for Semester III if he / she passes each of Semester I & Semester II

**OR**

A learner who fails in not more than four courses of Semester I and Semester II taken together with not more than two courses each in semester I & II.

- c) A learner shall be allowed to keep term for Semester IV irrespective of number of heads of failure in Semester III.
- d) A learner shall be allowed to keep term for Semester V if he / she passes Semester I, Semester II, Semester III and Semester IV

**OR**

A learner shall pass Semester I and Semester II and fails in not more than four courses of Semester III and Semester IV taken together with not more than two courses each in Semester III & Semester IV.

**OR**

A learner shall pass Semester III and Semester IV and fails in not more than four courses of Semester I and Semester II taken together with not more than two courses each in Semester I & Semester II.

- e) A learner shall be allowed to keep term for Semester VI irrespective of number of heads of failure in the Semester V.
- f) The result of Semester VI shall be kept in abeyance until the learner passes each of Semester I, Semester II, Semester III, Semester IV and Semester V.

## **ATTITUDE AND DISCIPLINE**

Students who have signed- up with the college for a degree, must recognize their responsibilities towards the faculty, office staff and fellow classmates.

The college maintains that responsibility, duty and discipline are the hallmarks of a good student. These qualities along with level-headedness and a keen sense of learning go a long way in preparing a student for a career in the communication and media industry.

With Conduct and Discipline being paramount, the following acts will be considered acts of indiscipline:

- Any act of eve-teasing or any act leading to ragging
- Disruption during class
- Hampering the operations of the institute or its educational activities, or harming the health and safety of the staff and other students
- If any student is found guilty of damaging the institute's property, this damage will have to be compensated for by the said student
- Using unfair means during examinations
- Use of fraudulent means, false information, forged documents to seek and acquire admission with the institute
- Not paying the program/tuition fees on time, and the failure to settle any open debts with the institute within the mandated time period
- Stealing from the institute, damaging a fellow student's reputation, any other violations will face disciplinary action.

The cleanliness of the study areas and surrounding areas in the institute is to be maintained.

Given the importance of creating an eco-friendly environment, using water judiciously, and switching off electricity when not in use is appreciated. Use the dustbins provided and avoid littering the campus.

## CODE OF CONDUCT FOR STUDENTS

### Professionalism and General Conduct

The College holds itself to high standards of professionalism and personal conduct on the part of its staff. St Pauls College's staff shall serve as positive role models for students in conduct, presentation and communication. When students need to be exposed to religious customs, festivals or practices as part of their education about society and its diversity, these will be taught with neutrality and academic objectivity. Students are expected to conduct themselves in a manner worthy of an educated Indian citizen. Such conduct is based on respect for the dignity and right of individuals, respect for public and personal property, and personal and academic honesty. Students are answerable to the Principal for their conduct in College.

The codes depicted underneath shall apply to all sorts of conduct of students within the College premises and their off-campus mannerisms which may have serious consequences or adverse impact on the Institution's interests or reputation. At the time of admission, each student would have to sign a statement consenting to abide by the framed codes and should also affirm undertakings that:

1. The student shall be regular in the classes and must complete his / her studies in the institute.
2. In the event, the student is forced to discontinue studies for any legitimate reason; he/she may be relieved from the Institution subject to the written consent of the College authority.
3. In case of relieving the student, he/she shall have to clear all pending dues and if the student had joined the Institute on a scholarship, the said grant shall be revoked. The College believes in promoting a safe and efficient climate by enforcing behavioural standards. All students must uphold academic integrity, be respectful to all persons, to their rights, to the College property and to the safety of others. All students must deter from indulging in any and all forms of misconduct including partaking in any activity off-campus which may affect the Institute's interests and reputation substantially.

### Discipline

1. The student must observe and strictly follow the disciplinary rules and regulations of the institute.
2. The student should follow the Academic Calendar as per the instructions of the Principal.
3. Any act of indiscipline or misbehaviour by any student will attract severe punishment.
4. Damage to institute and campus property due to negligence/lack of care would attract punishment and compensation for loss caused.

5. Students shall only use the waste bins for disposing waste materials in classrooms, hostels and offices to make the College campus free from plastic and other litter.
6. No person shall be invited to address or entertain the students of the College, without the prior written permission of College authorities.
7. Students are prohibited from indulging in anti- Institutional, anti-national, antisocial, communal, immoral or political expressions and activities within the campus and hostels.
8. Disciplinary action will be initiated against students indulging into eve teasing, molestation, ragging, harassment, bullying and untoward incidents.
9. All educational tours or industrial visits shall be accompanied by the faculty members after obtaining necessary undertaking from the parents / guardian of the students' and with the written consent of the Management.
10. Any case of criminal activity or violation of law and order in the College campus will be reported to the police.

### **I-Card**

1. Every student must carry with him / her College and campus I-card every day while attending lectures and appearing for various examinations. The student should take his / her identity card and library card for home lending, from the library at the beginning of the year.
2. The student should collect his / her I- Card within 15 days from the date of admission.
4. The student should wear the identity card with him / her regularly and the identity card should be produced when demanded by the authorized persons of the Institute.
3. At the time of issuing a book, the Identity Card must be presented. Without a valid I- Card the reader may be refused the use of the home lending facility.
4. If a student has lost their I-card, it should be reported immediately to the administrative staff with an application.

### **Human Values**

We expect students to be scrupulously honest in all academic activities and with all the stakeholders of the institute. Be attentive, fair and cooperative to your teachers and peers in various academic and non-academic activities. Reach out to everyone in need with love and kindness.

various academic and non-academic activities. Reach out to everyone in need with love and kindness.

## **Various forms of misconduct students should refrain from include:**

1. Any act of discrimination (physical or verbal) based on an individual's gender identity, caste, race, religion or religious beliefs, colour, region, language, disability, marital or family status, physical or mental disability.
2. Intentionally damaging or destroying institute's property or property of other students and / or Faculty members and Support staff.
3. Any disruptive activity in a classroom or in an event sponsored by the College.
4. Participating in activities including:
  - i. Organizing meetings and processions without permission from the Institution.
  - ii. Accepting membership of religious or terrorist groups banned by the Institution and/or by the Government of India.
  - iii. Unauthorized possession, carrying or use of any weapon, ammunition, explosives or potential weapons, fireworks contrary to law or policy.
  - iv. Unauthorized possession or use of harmful chemicals and banned drugs.
  - v. Smoking within the College campus.
  - vi. Possessing, consuming, distributing, selling of alcohol in the institute; and /or throwing empty bottles on the campus of the institute.
  - vii. Not disclosing a pre-existing health condition, either physical or psychological which may cause hindrance to the academic progress of the student.
  - viii. Pilfering or unauthorized access to the resources of others.
  - ix. Misdemeanour and/or exhibiting disruptive attitude at the time of Students' body elections or during any activity of the institute.
  - x. Engaging in disorderly, lewd or indecent conduct including, but not limited to, creating unreasonable noise, pushing and shoving, inciting or participating in a riotous or group disruption at the institute.
5. Students are expected not to interact, on behalf of the Institution, with media representatives or invite media persons on to the campus without the permission of the institute authorities.
6. Students are not permitted to do recording of either audio or video of the lectures delivered in classrooms, actions of other students, faculty or staff without prior permission.
7. Students are not permitted to provide audio and video clippings of any activity on the campus to print and/or electronic media without prior permission.
8. Students are expected to be careful and responsible and exercise restraints while using social media. They should desist from posting derogatory comments about other

individuals of the Institute and refrain from indulging in such other related activities having grave ramifications on the reputation of the institute.

9. Stealing or damaging of Institution's computers and / or other ICT instruments and Institution's services are not allowed. Unauthorized entry, tampering of property or facilities of private residences of teaching / support staff, offices, classrooms, LAN connectivity and other restricted facilities and interference with the work of others is punishable.

10. Causing damage to, or destruction of any property of the College, or any property of others on the Institution premises would invite punishment.

11. Making video / audio recording, taking photographs, or streaming audio/video of any person in a location causing thoroughfare into the person's privacy without his/her knowledge or consent, is punishable. If there is a case against a student for any possible breach of the mentioned codes of conduct, then a committee will be formed, which shall inquire into the alleged violation and accordingly recommend suitable disciplinary action against the said student. The committee may give a hearing to the student to ascertain the misconduct and suggest one or more disciplinary actions based on the nature of misconduct.

## **Dress Code**

We believe in inculcating a sense of reverence, discipline and professionalism among the students by observing a dress code, for we believe that the College is a 'Temple of Learning'.

Visitors and students are required to follow our dress code on the College campus.

Dress code: caps, half pants, bermudas, skin tight dresses, short dresses/skirts/ pants , sleeveless, short tops, crop tops, low necklines, pedal pushers and three fourth pants are not allowed.

## **Mobile Phones / Electronic Devices**

1. Students should switch off their mobile phones while in the Classroom, Computer Labs, Library or any other location that has been notified.

2. Use of the mobile phone is strictly prohibited in the exam hall during exams. The College will not be responsible for loss or theft of bags, wallets, mobiles, I-pads, laptops or other such devices or any valuables. If students bring them to college, it is at their own risk.

## **St Pauls College for Women's Library**

The St Pauls College for Women's Library is the heart of the college. The library aims at fulfilling the information needs of the college. The air-conditioned library is located in the basement of the Media Complex. The Library resources of the institute include a good collection of the latest books, journals and periodicals. It subscribes to online journals, magazines and periodicals. With a collection of more than 1300 books, including various subjects like Journalism, Communication, Advertising, Public Relations, Management etc. St Pauls College for Women's library can fulfill the learning requirements of undergraduate and postgraduate students.

St Pauls College for Women's Library has also subscribed to the British Council Digital Library to provide additional resources to its users. The Library facilitates various services like Circulation Service (for Books, Periodicals and CDs), New Arrivals, and Reference Service etc. The Library collection is completely computerized and all bibliographic details of books. The library has its own OPAC (Online Public Access Catalog) where students can browse library collections

**STUDENT RELATED OFFICE SERVICES**

<b>COUNTER WORK</b>	<b>FEE IN RS.</b>	<b>DAY</b>	<b>REQUIRED DOCUMENTS</b>
RAILWAY CONCESSION (LOCAL)	Re.20/-	Monday to Saturday	College I-Card & application
BONAFIED CERTIFICATE	Rs. 20/-	Monday to Saturday	Application & DOB Proof
NO OBJECTION CERTIFICATE (NOC)	Rs. 20/-	Monday to Saturday	Application All Attempted Mark sheet
Application & DOB Proof	Rs. 20/-	Monday to Saturday	Application All attempted Mark sheet
DUPLICATE MARK- SHEET	Rs. 50/-	Monday to Saturday	Application Police FIR (Original) Affidavit on Stamp Paper (Original)
TRANSFER CERTIFICATE (TC)	Rs. 25/-	Monday to Saturday	Current College TC Form, Original & Attested Copies of all mark sheets (including ATKT if any). Attested Copy of DOB Proof
TRANSCRIPT CERTIFICATE	Rs. 1000/-	Monday to Saturday	Application Original & Attested Copies of all mark sheets (including ATKT if any)
MIGRATION CERTIFICATE	Rs. 100/-	Monday to Saturday	Migration Form (Download from Mumbai University Website) Original & Attested Copies of all mark sheets including SSC and HSC (including ATKT if any) Original & Attested Copy of DOB Proof DD of Rs. 220/- in the name of "Finance and Accounts Officer, University of Mumbai"
RECOMMENDATION LETTER	Rs. 100/- for	Monday to Saturday	Application Soft Copy of Recommendation Letter required (Should be bring in Pen drive) All mark sheet (attested)
ALL MARKSHEET & CONVOCATION DISTRIBUTION		Monday to Friday	Hall Ticket of the Exam / Gazetted Copy of Result / Any Identity Proof of Student (Original) If collected by Parents or Relatives, Authority Letter signed by Student and the Original Identity Proof of both

## IMPORTANT INFORMATION

- ★ All students are responsible to the Principal and to the Vice Principal for their conduct in College.
- ★ Lecture hours will be announced on the notice board at the beginning of the academic year.
- ★ Students should take particular care to be punctual. They are advised to attend all lectures regularly. Students are required to carry with them daily their identity cards.
- ★ Students applying for certificates, testimonials, etc. and those requiring the Principal's signature on any kind of document or application form should contact the Course Coordinator. No papers should be taken by students directly to the Principal or Vice Principal for signatures.
- ★ In case of withdrawal or failure to attend College, the refund, if any, of the fee already paid will be in accordance with the rules laid down by the University of Mumbai.
- ★ Parents and guardians are requested to keep themselves informed of their daughter's/ward's academic progress.

## COLLEGE COMMITTEES

- Student Council
- Examinations Committee
- Unfair Means Enquiry Committee
- Women's Development Cell
- Entrepreneurship Development Cell
- Research & Development Cell
- Grievance Redressal Cell
- Anti-Ragging & Discipline Committee
- Literary Committee
- Magazine Committee
- Performance Art Club
- Attendance Committee
- National Service Scheme
- Placement & Higher Education Cell
- Alumni Committee
- Library Committee

**PUBLIC HOLIDAYS 2022-23**

<b>Sr No.</b>	<b>Occasion</b>	<b>Date</b>	<b>Day</b>
1	Bakri ID (Id-Uz-Zuha)	28th June 2023	Wednesday
2	Moharum	29th July 2023	Saturday
3	Independence Day	15th August 2023	Tuesday
4	Parsi New Year (Shahenshahi)	16th August 2023	Wednesday
5	Ganesh Chaturthi	19th Sep-23rd September 2023	Tuesday-Saturday
6	Anant Chaturdashi	28th September 2023	Thursday
7	Mahatma Gandhi Jayanthi	2nd October 2023	Monday
8	Dasara	24th October 2023	Tuesday
9	Diwali Amavasya (LaxmiPujan)	12th November 2023	Sunday
10	Guru Nanak Jayanti	27th November 2023	Monday
11	Blessed James Alberione	26th November 2023	Sunday
12	Christmas	25th December 2023	Monday
13	Republic Day	26th January 2024	Friday
14	Chhatrapati Shivaji Maharaj Jayanti	19th February 2024	Monday
15	Mahashivratri	8th March 2024	Friday
16	Holi	25th March 2024	Monday
17	Good Friday	29th March 2024	Friday
18	Gudi Padwa	9th April 2024	Tuesday
19	Eid-UI-Fitr	11th April 2024	Thursday
20	Ram Navami	17th April 2024	Wednesday

## ADMINISTRATIVE TEAM

**Fr. (Dr) Plavendran Irudayasamy**  
Principal

Fr. Renold Pascal  
Vice Principal

Ms. Carol Andrade DEAN	Ms. Margaret Da Costa Programme Director Advertising & PR/CC
Ms. Yashashree Mhatre BAMMC Course Coordinator & Assistant Professor	Ms. Aparna Kulkarni BMS Course Coordinator & Assistant Professor
Ms. Erika Sequeira Course Coordinator Postgraduate Certificate	Ms. Rashmi Raja Assistant Professor
Mr. Vighnesh Shaji Asst. Professor & Content Writer	Ms. Marie Moopnar Graphic Designer & Faculty
Mr. Parth Painter Graphic Designer, Film Editor & Faculty	Mr. Gulabchandra Sharma Librarian
Ms. Savita Sutre BAMMC Academic Admin	Mr. Shyam Kumar Mane BMS Academic Administrator
Mr. Denish Vora I.T. Administrator	Ms. Janki Swamy Account Asst. Manager
Ms. Karen Monteiro Business Development & Marketing	Mr. Odell Dias Digital Marketing Manager
Mr. Mario Chauhan Administrator	Ms. Liane D'souza Front Desk Manager
Mr. Pushparaj Anthony Production Assistant	Mr. Vivek Lad Office Assistant



Dear Parent/Guardian,

Greetings from St Pauls College for Women, Department of Mass Media. We are happy you have chosen our college to help pursue your child/ward's educational dreams. To help her meet this goal, we need your support and co-operation.

The purpose of this letter is to keep you posted on the attendance rules & regulations of University of Mumbai and St Pauls College for Women.

We believe class attendance is critical to education and has a correlation with results. This is why we repeatedly emphasize its importance to the students.

*The University norms in this regard are very clear. Every child/ward is required to fulfil the criteria of 75% (O. 6086-Attendance for learners, University of Mumbai) to appear for Internal and Semester Examinations.*

*Failure to comply with the required attendance as per Ordinance O.6086 will disqualify the student from answering the internal and Semester-end-Examinations.*

*Kindly return this letter duly signed as indicated below.*

*Your signature will stand as evidence that you have been notified that the eligibility for all examinations is subject to class attendance.*

You may also meet with the Course Coordinator (BAMMC) Ms.Yashashree Mhatre for attendance related matters.

Thank you for being part of St Pauls and God bless you.



## Department of Mass Media

### UNDERTAKING BY STUDENT, PARENT/GUARDIAN

I,

\_\_\_\_\_

(Full name of student with admission / registration/enrolment number)

D/o. Mr. /Mrs. /Ms. \_\_\_\_\_

Having been admitted to **FY BAMMC at St Pauls College for Women, Bandra, have received a copy of the Policy on Prevention of Substance Abuse** at St Pauls College for Women hereinafter called the ("Regulation).

I have carefully read and fully understood the provisions contained in the said Regulation.

I hereby solemnly aver and undertake that I will not indulge in any behaviour or act that may be constituted as substance abuse.

I hereby solemnly affirm that, if found guilty, I am liable for sanctions according to clause 6 of the Regulations, without prejudice to any other action that may be taken against me.

I hereby declare that as of today I have not been expelled or debarred from admission in any institute/ College in India on account of being found guilty of, abetting or being part of a conspiracy to promote substance abuse.

I further affirm that, in case the declaration is found to be untrue, I am aware that my admission is liable to be cancelled.

Declared this Day

Signature of Parent / Guardian

Name:

Address:

Name:

Signature of Student

Mob. /Tel. No.

## RAGGING CIRCULAR

Action against ragging: Maharashtra Prohibition of Ragging Act 1999 which is in effect from 15th May 1999 has the following provisions for Action against Ragging.

- a) Ragging within or outside of any educational institution is prohibited,
- b) Whosoever directly or indirectly commits, participates in, abets, or propagates ragging within or outside any educational institution shall, on conviction, be punished with imprisonment for a term up to 2 years and / or penalty which may extend to ten thousand rupees.
- c) Any student convicted of an offence of ragging shall be dismissed from the educational institution and such student shall not be admitted in any other educational institution for a period of five years from the date of order of such dismissal.
- d) Whenever any student or, as the case may be, the parent or guardian or a teacher of an educational institution complains, in writing, of ragging to the head of the educational institution, the head of the educational institution shall, without prejudice to the foregoing provisions, within seven days of the receipt of the complaint, enquire into the matter mentioned in the complaint and if, prima facie, it is found true, suspend the student who is accused of the offence, and shall, immediately forward the complaint to the police station having jurisdiction over the area in which the educational institution is situated, for further action. Where, on enquiry by the head of the educational institution, it is found that there is no substance, prima facie, in the complaint received; he /she shall intimate the fact, in writing, to the complainant. The decision of the head of the educational institution shall be final.

### FORMS OF RAGGING

Ragging is found to take the following forms (the list is only indicative and not exhaustive)

Crisp orders

- to address seniors as 'Sir', 'Madame'
- to perform mass drills,
- to copy class notes for the seniors;
- to serve various errands,
- to do menial jobs for the seniors;
- to ask/answer vulgar questions,
- to look at pornographic pictures to 'shock the fresher's out of their innocence';
- to force to drink alcohol, scalding tea, etc.,
- to force to do acts with sexual overtones, including homosexual acts;
- to force to do acts which can lead to physical harm

**ANTI-RAGGING UNDERTAKING****UNDERTAKING BY THE CANDIDATE / STUDENT**

I, \_\_\_\_\_  
 D/o. of Mr. /Mrs. /Ms. \_\_\_\_\_ have carefully read and fully understood the law prohibiting ragging and the directions of the Supreme Court and the Central/State Government in this regard.

2. I have received a copy of the UGC Regulations on Curbing the Menace of Ragging in Higher Educational Institutions, 2009, and have carefully gone through it.

3. I hereby undertake that

- I will not indulge in any behaviour or act that may come under the definition of ragging,
- I will not participate in or abet or propagate ragging in any form,
- I will not hurt anyone physically or psychologically or cause any other harm.

4. I hereby agree that if found guilty of any aspect of ragging, I may be punished as per the provisions of the UGC Regulations mentioned above and/or as per the law in force.

5. I hereby affirm that I have not been expelled or debarred from admission by any institute.

Signed this on day \_\_\_\_\_, date (dd/mm/yy) \_\_\_\_\_

Signature

Name in full:

Year / Branch:

Address:

**UNDERTAKING BY PARENT/GARDIAN**

I, \_\_\_\_\_  
 F/o. M/o. G/o. \_\_\_\_\_  
 have carefully read and fully understood the law prohibiting ragging and the directions of the Supreme Court and the Central/State Government in this regard as well as the UGC Regulations on Curbing the Menace of Ragging in Higher Educational Institutions, 2009.

2. I assure you that my daughter / ward will not indulge in any act of ragging.

3. I hereby agree that if he/she found guilty of any aspect of ragging, he/she may be punished as per the provisions of the UGC Regulations mentioned above and/or as per the law in force.

Signed this on day \_\_\_\_\_, date (dd/mm/yy) \_\_\_\_\_

Signature:

Name in Full:

Address:

## ACADEMIC CALENDAR FOR ACADEMIC YEAR 2023-24

Date	Day	Day
<b>June</b>		
12th June 2023	Monday	Inauguration of Semester
13th June 2023	Tuesday	Mentoring sessions
17th June 2023	Saturday	Environment Day Celebration
21st June 2023	Wednesday	International Yoga Day
29th June 2023	Thursday	Student Council meeting
<b>July</b>		
5th of July 2023	Wednesday	First Defaulters list
15th July 2023	Saturday	World Youth Skills Day
28th July 2023	Friday	Student Council meeting
<b>August</b>		
2nd to 4th August 2023	Wednesday-Friday	SY and TY Mid Term- I Examination
5th August 2023	Saturday	Second Defaulters List
12th August 2023	Saturday	International Youth Day
14th August 2023	Monday	Independence Day celebration
15th August 2023	Tuesday	Independence Day
16th August 2023	Wednesday	Parsi New year
19th August 2023	Saturday	World Photography Day
21st August 2023	Monday	First Students feedback about Faculty
26th August 2023	Saturday	Fresher's Party

<b>September</b>		
5th September 2023	Tuesday	Teachers Day
6th September 2023	Wednesday	Third Defaulters List
11th to 16th September 2023	Monday-Saturday	Organizing Co-Curricular Sessions
14th September 2023	Thursday	Hindi Bhasha Diwas Celebration
29th September 2023	Friday	Student council meeting
<b>October</b>		
2nd October 2023	Monday	Mahatma Gandhi Jayanti
3rd October 2023	Tuesday	Swacch Bharat Abhiyaan
5th October 2023	Thursday	Fourth Defaulters List
10th October 2023	Tuesday	World Mental Health Day
16th to 18th October 2023	Monday-Wednesday	SY and TY Mid term examination - II/ FY Mid Term - I
24th October 2023	Tuesday	Dusherra
27th October 2023	Friday	Student council meeting
<b>November</b>		
6th November 2023	Monday	Fourth Defaulters List
7th November 2023	Tuesday	National Cancer Awareness Day
30th October to 6th November 2023	Monday-Monday	Semester End Examination
As Per University Guidelines		ATKT Examinaton
As Per University Guidelines		Revaluation of Semester End Examination
As Per University Guidelines		Diwali Break
21st November 2023	Tuesday	World Television Day
24th November 2023	Friday	Student council meeting

25th November 2023	Saturday	National Conference
25th November 2023	Saturday	International Day for the Elimination of Violence Against Women
26th November 2023	Sunday	Blessed James Alberione
27th November 2023	Monday	Guru nanak jayanti
<b>December</b>		
11th December 2023	Monday	Human rights day
13th and 14th December 2023	Wednesday -- Thursday	2nd Chapter Literary fest
15th December 2023	Friday	Declaration of Semester Results
16th December 2023	Saturday	Application for Revaluation
23rd December 2023	Saturday	Chirstmas at St. Pauls
25th December 2023	Monday	Christmas
<b>January</b>		
5th January 2024	Friday	First Defaulters list
11th to 13th January 2024	Thursday-Saturday	Mediathon
15th to 20th January 2024	Monday-Saturday	Industrial visit
25th January 2024	Thursday	Republic day Celebration
26th January 2024	Friday	Republic day
29th January 2024	Monday	Student council meeting
<b>February</b>		
5th February 2024	Monday	Second Defaulters List
12th to 17th February 2024	Monday-Saturday	Organizing Co-Curricular Sessions
13th February 2024	Tuesday	World Radio day
19th February 2024	Monday	Chatrapati Shivaji maharaj Jayanti
21st February 2024	Wednesday	Prabhandan ( National Management day)

27th February 2024	Tuesday	Marathi Bhasha Diwas
28th February 2024	Wednesday	Student council meeting
<b>March</b>		
2nd March 2024	Saturday	Third Defaulters list
8th March 2024	Friday	Maha shivratri
9th March 2024	Saturday	Women's Day Celebration
20th - 22nd March 2024	Wednesday-Friday	Mid term Examination - II
25th March 2024	Monday	Holi
27th March 2024	Wednesday	World theater day
29th March 2024	Friday	Good friday
30th March 2024	Saturday	Student Council elections
<b>April</b>		
As Per University Guidelines		Convocation/Prize Distribution
9th April 2024	Tuesday	Gudi Padwa
16th April 2024	Tuesday	Farewell Party
As Per University Guidelines		Semster End Examination
As Per University Guidelines		ATKT Examinaton

**Note:**

The academic calendar is a tentative schedule for the academic year (2023-2024); any programme can be added or cancelled as per the requirement. Days given in the bracket will be the celebration day at the campus.



## ST PAULS COLLEGE FOR WOMEN

St Pauls Media Complex, 24th Road, TPS III,  
Bandra (West), Mumbai 400 050  
+91-91673 75742 | [spiceugcc@stpaulsice.com](mailto:spiceugcc@stpaulsice.com)  
Web: <https://mum.stpaulscollege.edu.in/>

