



ST PAULS INSTITUTE  
OF COMMUNICATION EDUCATION  
FOR WOMEN

# Explorations

In Quest of Truth and Excellence

2021 - 2022

National  
Conferences

MADVERTISING

Visual  
Merchandising

Student's  
Section



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# Explorations 2021–2022

## Magazine Committee

Fr (Dr) Plavendran Irudayasamy (Principal)

## Advisory Board

Ms. Carol Andrade (Editor)

Fr. Renold Pascal (UG: Vice- Principal)

Prof. Yashashree Datar (BAMMC Course Coordinator)

Prof. Vighnesh Shaji (Faculty)

Prof. Mohini Mishra (Faculty)

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Kanak Swamy

Shania D'Costa

Sakshi Lad

Alhan Sayed

Anindita Mukherjee

Zaina Kutty

Pooja Patre

## Design Team

Cover & Layout: Painter Parth





## VISION

To emerge among the World's leading Media Schools that produces the finest media professionals globally.

## MISSION

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

## OUR CORE VALUES



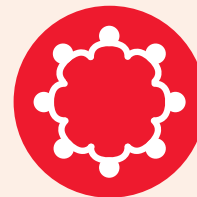
Nobility



Integrity





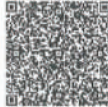


Fraternity



Solidarity

# Proud Moment

## Certificate of Minority Status

<p>महाराष्ट्र शासन अल्पसंख्यक विकास विभाग Government of Maharashtra Minorities Development Department</p>	  <p>महाराष्ट्र शासन Your Service is Our Duty</p>	<p>No.-23112021TRU10075 मादाम कामा रोड, हुतात्मा राजगुरू चौक, मंत्रालय, मुंबई-४०००३२ Madam Cama Road, Hutatma Rajguru Chowk, Mantralaya, Mumbai - 400032 Date :23/11/2021</p>																					
<h3>Grant of Status of Minority Educational Institution</h3>																							
<p>ON CONSIDERATION OF THE DOCUMENTARY EVIDENCE PRODUCED BEFORE THE COMPETENT AUTHORITY AND JOINT SECRETARY, THE COMPETENT AUTHORITY AND JOINT SECRETARY IS SATISFIED THAT THE FOLLOWING EDUCATIONAL INSTITUTION/S MANAGED BY TRUST NAMED <b>THE BOMBAY SAINT PAUL SOCIETY</b>, TALUKA- <b>MUMBAI</b>, DISTRICT-<b>MUMBAI SUBURBAN</b> IS/ARE <b>CHRISTIANITY</b> MINORITY EDUCATIONAL INSTITUTION WITHIN THE MEANING OF SECTION 2 (g) OF THE NATIONAL COMMISSION FOR MINORITY EDUCATIONAL INSTITUTIONS ACT 2004.</p>																							
<table border="1"> <thead> <tr> <th colspan="7">COLLEGES</th> </tr> <tr> <th>Sr.No.</th> <th>Name of College</th> <th>Address</th> <th>District</th> <th>Taluka</th> <th>City/Town</th> <th>College Code</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>ST PAULS INST OF COMM EDUCATION FOR WOMEN</td> <td>24TH ROAD TPS IIBANDRA (W) MUMBAI</td> <td>Mumbai Suburban</td> <td>Mumbai</td> <td>-</td> <td>1082</td> </tr> </tbody> </table>			COLLEGES							Sr.No.	Name of College	Address	District	Taluka	City/Town	College Code	1	ST PAULS INST OF COMM EDUCATION FOR WOMEN	24TH ROAD TPS IIBANDRA (W) MUMBAI	Mumbai Suburban	Mumbai	-	1082
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<p>Total No. of Institutions : 1</p>																							
<ol style="list-style-type: none"> <li>CONSEQUENTLY, IT IS HEREBY DECLARED THAT THE AFORESAID EDUCATIONAL INSTITUTION/S IS/ARE MINORITY EDUCATIONAL INSTITUTION/S COVERED UNDER ARTICLE 30(1) OF THE CONSTITUTION OF INDIA.</li> <li>IT WILL BE MANDATORY FOR THE CONCERNED EDUCATIONAL INSTITUTION TO INVARIABLY FULFILL ALL THE CRITERIA AND CONDITIONS PRESCRIBED VIDE GOVERNMENT RESOLUTION, MINORITIES DEVELOPMENT DEPARTMENT, NO अली-२०१२/प्र.क.२१/काय-५, DATED 27TH MAY 2013, AND AS AMENDED FROM TIME TO TIME.</li> <li>THIS MINORITY STATUS IS APPLICABLE WITHIN THE STATE OF MAHARASHTRA ONLY.</li> <li>THIS STATUS IS SUBJECT TO THE CONDITION THAT MAJORITY OF THE CURRENT TRUSTEES/MEMBERS OF THE SOCIETY/TRUST/COMPANY/FIRM, NAME-<b>THE BOMBAY SAINT PAUL SOCIETY</b> CONTINUE TO BE FROM <b>RELIGION / CHRISTIANITY</b>. IT IS INCUMBENT ON THE HOLDER SOCIETY TO INFORM THE GOVERNMENT ABOUT ANY CHANGE IN THE TRUSTEE/MEMBER, CONTACT DETAILS BY USING THE PORTAL.</li> <li>THE HOLDER OF THE CERTIFICATE MUST INFORM THROUGH THE PORTAL ABOUT ANY ADDITION / DELETION / MODIFICATION IN THE LIST OF EDUCATIONAL INSTITUTIONS. PLEASE NOTE THAT ONLY EDUCATIONAL INSTITUTIONS WHICH ARE <b>ESTABLISHED AND ADMINISTERED</b> BY THE <b>TRUST</b> ARE ELIGIBLE FOR GRANT OF STATUS OF A MINORITY EDUCATIONAL INSTITUTION.</li> <li>GIVEN UNDER MY HAND WITH DIGITAL SIGNATURE AND SEAL OF THE GOVERNMENT OF MAHARASHTRA ON THIS DATE.</li> </ol>																							
 <p>23112021TRU10075</p>	 <p>महाराष्ट्र शासन</p>	<p>Signature valid Digitally Signed By Sardeshmukhi Tadv. (Government Of Maharashtra) Date : 23-Nov-2021 09:54:44 IST</p> <p>S.C.TADVI COMPETENT AUTHORITY AND JOINT SECRETARY, GOVERNMENT OF MAHARASHTRA.</p>																					
<p>Issued on: 23 Nov 2021</p>	 <p>Certificate Number:23112021TRU10075</p>	<p>Page: 1 of 1</p>																					

# Editorial

If you were to ask me what is the best thing about this second issue of ‘Explorations’, I would say that it is when the campus of St Pauls Institute of Communication Education (SPICE) is humming again with life as our students return to college. God (and all of us) willing, it will stay that way, except for rare times when we drop our guard and allow the dreaded Coronavirus to take us over.

So much has happened since the last issue was published, that one is hard put to know where to begin. So I will start by pointing out that, from the wide variety of subjects and forms of writing enclosed within these pages, one thing is obvious – our students are the very essence of the mission statement of SPICE: to build a vibrant and inclusive learning community.

This is also displayed in the enthusiasm with which every project, every programme and every collaboration is met. Whether it is an appeal to participate in the environmental makeover of the campus or the news that we have a “creative space on the landing between the first and second floors of SPICE, that just cries out for selfies, you can count on interest, curiosity and a willingness to make use of opportunities offered. So everything, from Retro Event to Madvertising or Hindi Day, invited great participation.

We like to think that at SPICE, we are helping young women to develop to the best of their abilities so that they can join the industry or the field of their choice. But we also feel that the development of qualities like kindness, helpfulness and a sense of community completes this process, and at SPICE, this seems to be working out. Why else would Blood Donation Day be treated on par with Traditional Day!

All in all, last year may not have started well but it certainly ended on a high note of positivity. And it is this optimism that we will take into the future, where there will always be more and better issues of Explorations to provide the milestones to the development of our students in all fields of media.

I wish them all the very best.



**Carol Andrade**

# Message by: **Principal**

As the issue of Explorations goes to the press, we are delighted to report that our beloved St Pauls COLLEGE & SPICE have crossed another milestone: the completion of three years since their founding. It is indeed a moment of great joy. In SPICE & SPICEFW, days, months and years have simply rolled by. We have named the college magazine Explorations in keeping with the spirit and tradition of Pauline's educational philosophy, this title is to reiterate that we at ST PAULS COLLEGE FOR WOMEN & SPICE place research activities at the core of our curriculum. We believe that research activities ought to comprise an educational philosophy that emphasizes academic excellence, character formation and creating responsible citizens in India.

Explorations is synonymous with academic excellence. We believe that it is a laudable objective. The vision of these institutions is clear: To create an atmosphere of excellence and dedication to uphold life and truth in the world. Mediocrity in higher education will lead to severe knowledge deficit in society. Here in SPCICEFW & SPICE we are aware of the great need to keep improving the quality of our educational offerings. Guided by the Pauline motto of "Press on", we are engaged in ceaseless toil to ensure our students take away a rich treasure of knowledge, skill and orientation.

Explorations draws our attention to the character formation of students. We focus on the inculcation of a deep spirit of compassion; concern for to our fellow-citizens who struggle daily against poverty, discrimination and lack of opportunity.

Another dimension of Explorations is to foster among students a deep sense of responsibility as citizens of India. Through various activities in the college, students learn to cultivate social responsibility.

This issue of Explorations focuses on the various activities, achievements and events held in the campus of ST PAULS COLLEGE and SPICE. It is replete with reports of our advancement in all three dimension that we hold dear in SPC & SPICE. Happy reading!



**Fr (Dr) Plavendran Irudayasamy**

# Message by: **Vice Principal**

Dear Students, Faculty and Friends,

God designed human beings with an in-built Exploratory App that can be freely downloaded by anyone who desires to Explore!

SPICE students, faculty and everyone in the team has joined the exploration through SPICE EXPLORATIONS College Magazine this year. Thanks to Fr Plavendran, Principal of SPICE who led this Exploration 2022!

Every remarkable exploration in human history certainly had the synergy of two vital forces, namely, “Quest” and “Fight”. Quest for the unknown, unexplored and untouched Truth, and the Fight it takes to conquer all odds that could deter that quest.

I am sure that this exercise of SPICE Explorations would have taught the students this truth of Quest & Fight in each one’s life’s explorations. I sincerely wish all SPICE Family and everyone who will glance through these pages of SPICE EXPLORATIONS, in turn to be Explorers par excellence in your Life’s Journey as well.

Wishing you the very best Explorations 2022!



**Fr Renold Pascal**



# Partnerships and Collaborations

## St Pauls Institute of Communication Education signs MoU with Public Relations Society of India, Mumbai Chapter

On February 24, 2022, The Public Relations Society of India (PRSI), Mumbai Chapter signed a Memorandum of Understanding (MoU) with St Pauls Institute of Communication Education.



The MoU signed for the academic year 2021-2022 is renewed each year. As a knowledge partner of St Pauls Institute under the MoU, PRSI, Mumbai Chapter will guide St Pauls Institute in designing the course on Public Relations and Corporate Communications and will also endorse it. PRSI's Mumbai Chapter will share its expertise and collaborate in planning, implementation, and relay of information on the Public Relations/Corporate Communications (PR/CC) related agenda.

The partnership would include collaborating on arranging PR-specific programmes, such as expert lectures or workshops or industry visits or panel discussions on subjects that will benefit the students of St Pauls Institute. Students may also have an opportunity to do internships with leading corporates or PR agencies.

The collaboration would help PRSI, Mumbai Chapter in furthering the objectives and values of PR/Corporate Communication with Gennext.

# Partnerships and Collaborations

## St. Francis de Sales College (SFS COLLEGE), Bangalore signs MoU St Pauls Institute of Communication Education for Women

On October 29, 2021, St. Francis de Sales College (SFS COLLEGE), Bangalore signed an MoU St Pauls Institute of Communication Education for Women.



The purpose of this Memorandum of Understanding (MOU) is to formally create a mutually beneficial working relationship between the two colleges to support Knowledge Exchange through various programmes such as guest lectures, masterclasses, workshops, etc.

Both parties believe that close co-operation between the two would be a major benefit to the student community to enhance their skills and knowledge as well as for faculty members for their research and consultancy.

This collaboration is directed toward Academic exchange (Student/Faculty) Programmes and media, management and soft skill building programmes between both the institutes.

Mrs. Preethi Rao, HOD, Dept. of Multimedia and Mass Communication, Nagindas Khandwala College, Mumbai visited the college campus with her Third-Year Mass Media students to commemorate this partnership.

# Partnerships and Collaborations

## St Pauls Institute of Communication Education for Women signs MoU R.D. and S.H. National College (National College, Mumbai)

On April 9, 2022, St Pauls Institute of Communication Education for Women (SPICE for Women) signed a MoU with National College, Mumbai.



As a part of the 'Career Conclave 2022', the Principal and Management of National College, Mumbai felicitated Fr Dr. Plavendran and signed a MoU signifying the start of a mutually beneficial working relationship between the two colleges.

The partnership will include collaborating on arranging specific programmes, such as faculty exchange, guest lectures, or workshops on subjects that will benefit the students of both colleges.

Joint placement drive and related programmes that will benefit the students are also a part of this collaboration.

# Partnerships and Collaborations

**St Pauls Institute of Communication Education for Women signs MoU with Nagindas Khandwala College of Commerce, Arts & Management Studies and Shantaben Nagindas Khandwala College of Science (Nagindas Khandwala College, Mumbai)**



On February 24, 2022, Nagindas Khandwala College signed an MOU with St Pauls Institute of Communication Education for Women (SPICE for Women).

The purpose of this Memorandum of Understanding (MOU) is to formally create a mutually beneficial working relationship between the two colleges to support Knowledge Exchange through various programmes such as guest lectures, masterclasses, workshops, etc.

Both parties believe that close co-operation between the two would be a major benefit to the student community to enhance their skills and knowledge as well as for faculty members for their research and consultancy.

This collaboration is directed toward Academic exchange (Student/Faculty) Programmes and media, management and soft skill building programmes between both the institutes.

Mrs. Preethi Rao, HOD, Dept. of Multimedia and Mass Communication, Nagindas Khandwala College, Mumbai visited the college campus with her Third-Year Mass Media students to commemorate this partnership.



# Faculty

## Presentations and Achievements


- **Gulabchandra Sharma** - “Creation and Management of Digital Library using Open-Source Software” organized by INFLIBNET, Ahmedabad on 14 to 16 March 2022.
- **Gulab, Savita, Steffi** - “Systematic Data Organisation in Revised Accreditation Framework of NAAC” organised by Guru Angad Dev Teaching Learning Centre, SGTB Khalsa College, University of Delhi under the Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching (PMMMNTT) of Ministry of Education and S.S.T College of Arts & Commerce (Affiliated to University of Mumbai, Mumbai) on February 28, 2021. (This is equivalent to a One Day Regular National Seminar)
- **Fr. Plavendran, Fr. Renold, Gulab, Savita, Mon, Joulyn, Steffi, Karen, Marie**- Faculty Development Programme on NAAC organised by St Pauls Institute of Communication Education for Women, Mumbai, in collaboration with Xavier Board of Higher Education in India, Bangalore on September 13 & 14, 2021.
- National Conference on "Revolution of the Algorithmic Society: Digital trends and Transformations" organised by St Pauls Institute of Communication Education for Women, Mumbai on September 25, 2021.
- National Conference on “Exploring Digital Media: Reshaping the Landscape of Society and Culture” jointly organised by the Department of Communication & Journalism, University of Mumbai and St Pauls Institute of Communication Education for Women, Mumbai on March 26, 2022.
- **Fr. Plavendran, Fr. Renold, Gulab, Joulyn, Steffi** - Two-day online workshop “Transformation Through NAAC Accreditation Process National Workshop For Higher Educational Institutions ” held on 21st & 22nd June 2021 conducted by "Institute for Academic Excellence, Hyderabad" in collaboration with "Collegiate Education & Technical Education Department, Telangana State.



# Faculty

## Research Papers

- **MEDIA ECOLOGY: AN EXPLORATION ON SOCIAL CHANGE** by Dr. Plavendran Irudayasamy. Published in Perspectives in Social Work XXXVI (1) APRIL-2021, p. no. 20-36. ISSN 0974-5114 (Published by COLLEGE OF SOCIAL WORK (Autonomous), NIRMALA NIKETAN)
- **TEACHING MEDIA ENVIRONMENT IN A DIGITAL AGE HOW “THERMOSTATIC’ VIEW OF EDUCATION CAN ENHANCE SOCIAL JUSTICE** by Dr. Plavendran Irudayasamy and Ms. Joulyn Kenny. Published in Modern Thamizh Research (A Quarterly International Multilateral Thamizh Journal-UGC Peer Reviewed Journal), October 12-13, 2021, p. no. 77-82. Special Issue (ISSN: 2321-984X)
- **THE EMERGENCE OF IMMEDIATE MAN IN THE OTT MEDIA ENVIRONMENT** by Dr. Plavendran Irudayasamy and Ms. Joulyn Kenny. Published in Modern Thamizh Research (A Quarterly International Multilateral Thamizh Journal-UGC Peer Reviewed Journal), October 12-13, 2021, p. no. 91-99. Special Issue (ISSN: 2321-984X)
- **OPEN EDUCATIONAL RESOURCES FOR TEACHING-LEARNING AND RESEARCH ACTIVITIES** by Gulabchandra J Sharma. Published in Modern Thamizh Research (A Quarterly International Multilateral Thamizh Journal-UGC Peer Reviewed Journal), October 12-13, 2021, p. no. 70-76. Special Issue (ISSN: 2321-984X)
- **USE OF MEDIA FORENSIC TOOLS IN ASSISTING SOCIAL JUSTICE** by Ms. Joulynn Kenny and Dr. Plavendran Irudayasamy. Published in Modern Thamizh Research (A Quarterly International Multilateral Thamizh Journal-UGC Peer Reviewed Journal), October 12-13, 2021, p. no. 83-90. Special Issue (ISSN: 2321-984X)



**THE FORENSIC ANALYSIS OF ALGORITHMS TO REDUCE CYBER RELATED CRIMES TO SOCIAL MEDIA PLATFORMS** by Ms. Joulynn Kenny and Dr. Plavendran Irudayasamy. Published in Modern Thamizh Research (A Quarterly International Multilateral Thamizh Journal-UGC Peer Reviewed Journal), 12th & 13th October 2021, p. no. 263-273. Special Issue (ISSN: 2321-984X)

**TEACHING MEDIA ENVIRONMENT IN A DIGITAL AGE HOW “THERMOSTATIC’ VIEW OF EDUCATION CAN ENHANCE SOCIAL JUSTICE** by Dr. Plavendran Irudayasamy and Ms. Joulyn Kenny. Published in B.Aadhar International Peer-Reviewed Indexed Research Journal, Issue number 314 (CCCXIV), September 2021, p. no. 84-89, ISSN: 2278-9308

**MEDIA ETHICS: HUMANISM IN A CONNECTED WORLD (PART II)** by Dr. Plavendran Irudayasamy. Published in Indian Theological Studies, Volume 56, Issue number 1, 2019, p. no. 85-102

**St Pauls Institute of Communication Education for Women received two awards at the National Conference – conducted on Saturday, August 7, 2021 – organised by the Department of Communication and Journalism, University of Mumbai. The Conference reviewed presentations on ‘Reformations in Media through the Lens of Social Justice’.**



The session commenced with an inaugural address by the **DG- IIMC, Prof. Sanjay Dwivedi, Ministry of I & B, and Dr. Ganesh Devy, the eminent Padmashree Awardee and Literary Critic** delivered the keynote address. **Dr. Sunder Rajdeep, Head- Dept. of Communication and Journalism** officiated as the Conference Convenor.

Our College Principal, **Fr (Dr) Plavendran, SSP** presented a paper on Teaching Media Environment in a Digital Age: How “Thermostatic” view on education can enhance social justice, which was ranked as the third-best presentation, and **Ms. Joullyn Kenny**, the B.A.M.M.C academic coordinator was awarded the second place for her research presentation on the – Use of Media Forensic Tools in assisting social justice. An achievement, indeed! The contenders were outstanding in their field so we are deeply honored on receiving these awards and recognition.

We congratulate the winners and like to thank everyone involved – the management team, staff members, faculty, and jury members and judges who did an amazing job of choosing from such exceptional presentations.

# Conference Proceedings Book Release

St Pauls Institute of Communication Education For Women added another feather to its cap with the Book Release of the 1st National Conference 2021. The conference was held on 25th September 2021. The theme for the conference was “Revolution of the Algorithmic Society: Digital Trends and Transformations”.

Out of the multiple entries received, the top 8 research papers were published in the book. Father Joby Mathew, Director, Marketing of St Pauls Publications, Mumbai was present at the book launch. The first copy was received by Father Francis Xavier, Director, Technical and Production, St Pauls Publications.



Considering the future-oriented thinking and research-oriented character of SPICEFW this book release is just the first step toward future research conferences and conference proceedings to be published in the future.

# Inauguration of the New Creative Area



In the premises of Spice for Women, this creative space has been dedicated for recreational moments, at the same time bringing out the best media reflection of the students. The area is accompanied with walls highlighting the vision and mission of the institution.

These artifacts are added to enrich the overall infrastructure, making it more relevant and contemporary. The selfie mic is created to objectify professionalism and provide a sense of fervor about communication in students. The area looks like a small window for the spectators, who are going to explore the institution and will find a lot more as they explore further. This creative space was inaugurated by Fr Sebastian Elevankal, Director General of Apostolate. Father Renold Pascal has initiated the concept and Pusparaj Anthony and Marie Moopanar designed it.

# Student Toppers

## SY BA MMC

<b>NAME</b>	<b>%</b>
1. PEREIRA RIYA TEREZA WENZIL	84.17
2. PEREIRA SHANTELE STAYDRIK	82.67
3. QURESHI HABEEBAH HASAN	81.33

## TY BA MMC – AD

<b>NAME</b>	<b>%</b>
1. MASCARENHAS ANEVAY	86.17
2. KHAN FAAIZA SHEHZAD	80.67
3. SWATI TRIPATHI	78.83

## TY BA MMC – JOURNALISM

<b>NAME</b>	<b>%</b>
1. RAINA AAROHI SUDESH	83.00
2. SATAVLEKAR ANUSHRI	84.33
3. AKANSHA MISHRA	78.67

# Student Toppers

## FY BVOC-GMM (2020-21)

<b>NAME</b>	<b>Grand Total GP</b>
1. Ms Nidhi Sunil Sarin	9.1
2. Ms Devanshi Dsouza	9.4
3. Ms Rucha Paranjpe	9

## SY BVOC - GMM (2020-2021)

<b>NAME</b>	<b>Grand Total GP</b>
1. Ms Zainab Mohammed Bhindarwala	8.9
2. Mr Melson Miranda	8.8
3. Ms Arlene Constancio Braganza	8.6

## SY BVOC - JOURNALISM(2020-2021)

<b>NAME</b>	<b>Grade Point</b>
1. Ms Aakriti Dhananjay Priyadarshi	8.4
2. Mr Sooraj Jayaprakash Nair	8.3
3. Ms Zainab Murtaza Kapadia	8.2

## TY BVOC - GMM(2020-2021)

<b>NAME</b>	<b>Grade Point</b>
1. Ms Shraddha Rasal	8.9
2. Ms Jayita Panchal	8.8
3. Ms Pushti Jayeshbhai Vachhani	8.7



# Virtual Media Exhibition

## Retro Era 2021


### Diya. D'Souza - SY BA MMC

The Retro-Era Event was held on August 14, 2021 on a beautiful Saturday morning. It was the perfect day to go down memory lane to celebrate the culture of cinema. Our sole purpose as SYBAMMC was to get the golden era back in our small way and reach out through the presentation of our event. This welcomed each one to our event as it gave a glimpse to the audience of what we were getting into. We began the event with a countdown and then travelled through time in the 90's era of cinema. The Hosting team started off with a bang and welcomed everyone to the event. Moreover, we were blessed with our Principal's kind words as he inaugurated the entire event.

This motivated us and gave our class the support to kick start the event. It was followed by a welcome dance that gave a start to the entire event. The next event set for the day was to inaugurate the photography event. In the Contest that we had arranged for all to participate in we had a total of 16 entries and we were honoured to have Ms. Karen Duerado with us to Judge the event.

The next set of entertainment was a skit, which we as a class wrote and performed-The skit added a little humour, and set the audience to what was next on the agenda of the event. We wanted to act like the most popular actresses of that era and that's what we did. A glimpse of six actors- Madhubala, Sridevi, Hema Malini, Jaya Bachchan, Rekha, and Sharmila Tagore was beautifully showcased.

The next part of the event was the interaction with the audience. We made a slideshow of how well people know movies and the entire dates, time, actors, and directors of that era. There was a good response from the audience as they were able to guess well and win prizes for it. Furthermore, we had a dance performance on two of the most famous songs from that era. This set a mood and tone and accelerated the event to another level.



Both were group dances they really put in a lot of effort for the performance. It immediately put a smile on your face and had an energy to it that was shared via the screen. Finally, our last event was the singing performances as well as a Quiz related to all the beautiful music of that era. Again our audience was prompt and surprisingly knew all the answers. Moreover, we were blessed with the constant support from our Vice-Principal Fr. Renold, who spoke with such encouragement and zest that it gave us more confidence and positive feedback and truly appreciated each of our contributions to the entire event.

Finally the credits and to thank the members who made the event possible we collectively made a credits video. As it was 14th August therefore we had a pre-celebration of the 75th Independence Day of India and ended with the National Anthem. The entire event wouldn't have happened without the constant support from our faculty Ms. Steffi Ebnett and all the other teachers and well-wishers who made this event a great success.

# Madvertising 2021



## Anevay Mascarenhas - TY BA MMC AD

The first-ever virtual exhibition “MADVERTISING” organised by the students of TYBAMMC - Advertising was held on Saturday, September 4 2021 at 10 AM on Zoom and Youtube Live.

This was a part of their project for Advertising and Marketing Research. The curator of this exhibition was Ms. Steffi Ebnett. The hosts of this event were Caroline Sequeira, Suhani Sharma, Mirafi Hemnani, and Rachel Jacob with Jemima Gonsalves and Anindita Mukherjee managing the technical aspects. More than 70 people attended the event, including students, staff, their families, and friends. It commenced with an opening by Anevay Mascarenhas, followed by Caroline, who delivered a thorough overview of the exhibition. Before the event began, our Principal, Fr. Plavendran, imparted a few inspirational words and insights. Following that were amazing dance performances by Disha Bhalekar, Swati Tripathi, Mirafi Hemnani, and Caroline Sequeira.

Subsequently, Saloni Sharma and Ruhin Sethi shared an informative presentation on the evolution of advertising with the audience and also how COVID-19 has affected advertising. Later, the chief guest Margaret Dacosta shared her knowledge about the world of advertising today, the changes in trends, and also a few ad videos. Nichelle Dias graced the event with a breathtaking singing performance. Next, the main highlight of the exhibition in which the students of TYBAMMC have poured their hearts into - the ‘HONEST ADS’ videos, a compilation, and recreation of some of the classic ad campaigns and their reality. Later Fr. Renold, the Vice-Principal shared some words of wisdom. Following that, there was a quiz on brand names and slogans in which all attendees participated with great enthusiasm. A short video with hilarious behind-the-scenes and credits was shown. Finally, a vote of thanks was given by Faaiza Khan, which was followed by Divya Aparajit singing the national anthem.

# Hindi day 2021


## Matargashti

**Anupama Ghosh – SY BA MMC**

Once again, SPICEFW Book Club entertained the St Pauls family by hosting yet another successful online event on the occasion of Hindi Divas named Matargashti (means having fun) on September 16, 2021 at 10:30 am on the online platform Zoom. The entire event was hosted and conducted by Anupama Ghosh, Habeebah Qureshi, and Zaina Kutty. This event was known to be the first Hindi event in the glorious history of St Pauls Institute of Communication Education for Women

The event was initiated with lighting the lamp by Father Plavendran, Father Renold, Faculty Members – Steffi Ma'am and Marie Ma'am, and the hosts. It was followed by Father Plavendran's motivating and enlightening speech. To bring up the information regarding the Hindi language, Habeebah Qureshi and Zaina Kutty gave a detailed presentation. After this, fun and engaging game of Hindi Tongue Twisters was moderated by Habeebah, where the attendees were challenged to spell the tongue twisters which turned out to be really entertaining.

To grace this event, the most qualified person in the field of manifesting Hindi, Mr. Deepak Valenkar showed his presence and shared a variety of noteworthy, interesting, and humorous experiences and engaged the audience with some of his own tongue twisters. The event continued with yet another quiz of completing the Hindi idioms with Anupama as the quizmaster in which the audience displayed their knowledge by answering quickly in the chatbox in Zoom. Matargashti provided a platform for the students to portray their poetic artistry which was backed by the audience. Now it was the time for every attendee to show their both Hindi and English skills with a quiz hosted by Zaina where everyone was to guess the Hindi meanings of the English words and vice versa and it wasn't a surprise that the audience showed a commendable performance.



As the event came towards its end, Father Renold, shared his words in accordance with the event, showered its praises, and mentioned the importance of all the language and the Hindi language. Finally, the event ended with Anupama Ghosh delivering the vote of thanks and acknowledging the tireless efforts and constant support of everyone. With this, the event of Hindi Divas ended with a grand success.



# National conference 2021

## Revolution of the Algorithm Society – Digital Trends and Transformation



St. Paul Institute Of Communication Education for Women organised a national conference on the topic 'Revolution of the Algorithm Society: Digital Trends and Transformation' on September 25 from 10:00 am to 5:30 pm. The purpose of the day-long conference was to understand the patterns of algorithm in the digital age of science and technology and study their impact on society. The conference was divided into two parts, the first half was dedicated to the presentations of the chief guest and keynote speaker and the second half was dedicated to the presentations of the participants. The national conference had started in the morning with the lighting of the lamp and a warm welcome by Ms. Steffi Ebnett, followed by a dance performance by Ms. Diya Dsouza a student at SPICEFW.

The Principal, Fr (Dr) Plavendran gave the welcome address and a brief video of the college was played for the participants. The UG course coordinator Ms. Joulyn Kenny introduced the Chief Guest of the conference PROF. B.K. Ravi the Professor and Chairman of the Department of Communication, Bangalore University. He then addressed the audience with an extremely insightful presentation that explained the rise of technology and its impact on society. Post his speech, a short video on the Revolution of Algorithm was shown to give our participants a short glimpse into the technical nature of an algorithm with current examples.

An in-depth presentation was then given by our keynote speaker Dr. M. Haneef, Professor, Department of Electronic Media and Mass Communication, Pondicherry University. He explained the rules of how algorithms work and the challenges of dealing with them. That was the end of session one with a very informative thank you speech by our Vice Principal Fr. Renold Pascal.

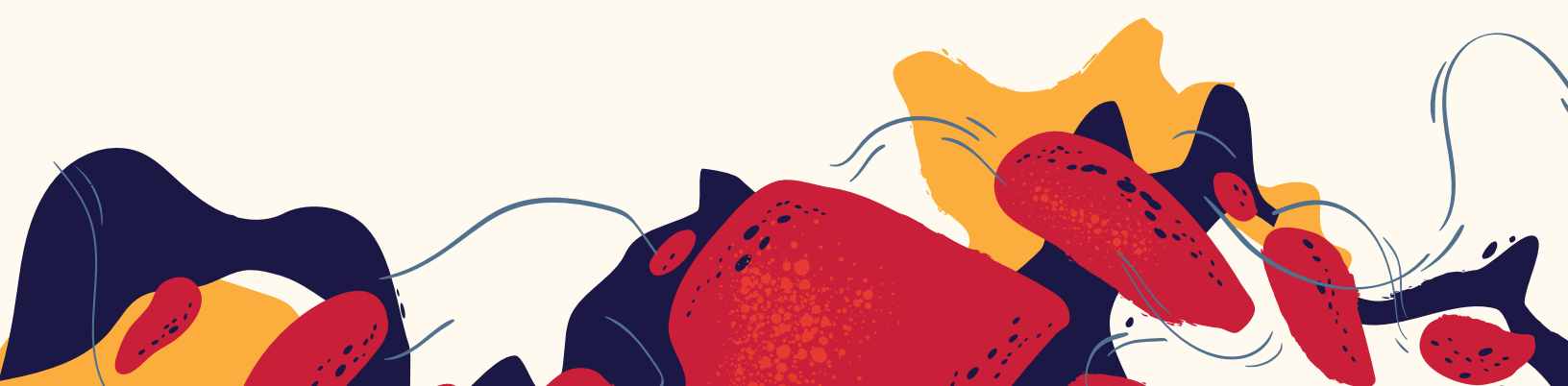




All the participants regrouped at 1:30 pm to continue with the paper presentations that were moderated by the keynote speaker and the principal of SPICEFW. There were a total of nine papers that were presented on the theme of the conference. The conference ended with a valedictory session felicitating the 3 best paper presentations.

The first position was secured by Patricia Michelle Mathias, Joulyn Kenny secured the second spot and the third place went to Dr. K. Venkatalakshmi, Anandharaj N, and Mandira J. The conference ended with the vote of thanks given by the UG course coordinator. Overall the conference was a huge success with over 100 attendees who were very interested in gaining knowledge into the field of algorithms and its functioning in current times.

**Steffi Ebnett- Faculty**



# SPICE Freshers Party

## 2021

The Performing Arts Club at SPICEFW organized an online fresher's party on October 13, 2021 to welcome the new FYBAMMC batch of students on Zoom at 10:30 am. There were more than 80 participants in the meeting which included Fr (Dr) Plavendran (Principal), Father Renold (Vice Principal), Ms. Joulyn Kenny (Course Co-ordinator), and Faculty In-Charge Miss Steffi Ebnett, and students from TYBAMMC, SYBAMMC, and FYBAMMC.

This event was divided into two sessions - the Formal Event and the Informal Event. The formal event was hosted by two SYBAMMC students Ms. Sakshi Lad and Ms. Tanvi Kendrekar. The event began with a welcome dance performed by Ms. Anupama Ghosh followed by the Principal: Fr (Dr) Plavendran's engaging welcome address. To cheer everyone up, Melody Divecha sang a melodious song. Next up, to entertain the audience, a group dance was performed by the SYBAMMC students.

To make the event more exciting, a fun quiz consisting of common topics related to food, music, television shows, etc were which turned out to be a huge success. Ms. Zaina then showcased her artistic skills through her soulful poem to motivate the FY's as they embark on their new college journey.

Vice Principal Father Renold then shared his thoughts on the event and welcomed the new students by sharing a small video that teaches a beautiful life lesson to enjoy small happy moments in life to their fullest. The first part of the event ended with a vote of thanks delivered by Ms.Kanak Swamy.

The second part of the event was a meet and greet among all the students wherein each of the participants was asked to describe themselves with the help of their favorite song or character from any movie or television show. The conversation that followed was very casual yet interesting. It involved all the students interacting with each other and enjoying the event.

# Christmas at St. Pauls 2021

## “Making Memories”

On the December 22, 2021, the entire St Pauls Institute Of Communication Education, Mumbai adorned the most wonderful time of the year. The college organized CHRISTMAS AT St Pauls in the College campus hall which began by 3 pm. The theme for this year's celebration was 'Making Memories'.

The event was a fruitful execution of the core committee consisting of enthusiastic students from all the courses and classes including the Post Graduates formed by the faculty in-charges, Prof. Steffi Ebnett, Prof. Mon Pal, and PG Course Coordinator, Ms. Erica Sequeira, and consisted of President Zaina Kutty, Vice President Riva Sugandhi, Chairperson Vivica D'souza and departments such as Events Department headed by Tanvi Kendrekar and Shania D'costa looked after the events conducted on the very day, the Hosting Department with the heads Caroline Fernandes and Sakshi Lad were dedicated to hosting the event. The Hospitality Department headed by Joanne D'souza and Rebecca Mudliyar looked after the invitee's refreshments. Kanak Swamy and Tanisqua were handling the department of Public Relations and Marketing. The campus was alluringly decorated by the Art and Decor Department with the creative heads Nafisa Mamuwala and Diya D'souza. Anupama Ghosh and Vaishnavi Bhogle headed the Finance Department keeping track of the financial aspects of the event. The event backdrop and the creation of the invitation were executed impeccably by the Graphics department headed by Crezel Crasto and Habeebah Qureshi.



The entire event was streamed live on Youtube with the help of expert Mr. Jefferson along with the students from the Technical Department, Saima Khan, and Kashish Joshi were working as the heads. The live streaming was done as the ongoing pandemic restricted the gathering of people. To ensure that all protocols are followed properly, the Admin and Security Department were afoot with and managed by their heads, Sherwin Dcunha and Anindita Mukherjee.

A board was placed near the gate where the guests were asked to share their memories by writing them on a small decorated piece of paper and hanging it on the board. The other corner had a photo booth to click pictures. The main event started with the Lighting of the lamp and prayer. A welcome Dance which was followed by Father Renold's motivating words. The event then proceeded with fun games like into the Christmas spirit and Height of Heels which were won by Joanne and Stacia respectively. After that, the students' choir named, The Angelic Voice of St Pauls sang carols and we were then joined by the Dean Mrs. Carol Andrade, and Program Director Mrs. Margaret Dacosta. There was a surprise entry of Nathan Misquitta dressed as Santa Claus and distributing chocolates to everyone. The carol singing was then followed by some more fun activities and guessing games for the viewers of YouTube. The chief guest for the event, Father Johnny was then invited on the stage to share his thoughts on the event. The viewers were then entertained by a mesmerizing dance performance by Prof. Marie Moopnar, joined by the students.

The event came to an end successfully with the Vote of Thanks by Father Dr. Plavendran and a surprise and entertaining performance by the entire core committee. This eventful celebration was an achievement of the weeks of tireless planning and working and a slight shift from the complete online events.



**- Anupama Ghosh (SY.BA.MMC)**



# Convocation 2022

The 1st Convocation of the undergraduate programmes offered by St Pauls Institute of Communication Education (SPICE) and St Pauls Institute of Communication Education for Women (SPICE for Women) was held on January 8, 2022, at 11.00 am at Alberione Hall, at the Bandra, Mumbai.



The ceremony was conducted in a hybrid mode taking into consideration appropriate Covid -19 protocols and advice. The programme was also live-streamed. Given that this is a momentous event for all our students, only the graduating students and the student award recipients - who confirmed their attendance and met with campus entry guidelines - were permitted to attend the programme in person.

This ceremony celebrated the successes of our undergraduate students across three disciplines, i.e. Bachelor of Mass Media offered at St Pauls Institute of Communication Education for Women (SPICE for Women), affiliated to the University of Mumbai; B. Vocation - Graphics & Multimedia in association with Tata Institute of Social Sciences - School of Vocational Education (TISS\_SVE), and in association with Bharathiar University for the B.Sc. in Visual Communication, and Bachelor of Business Administration in Media & Entertainment degrees respectively.

At this convocation ceremony, 81 students were awarded their Degrees. The proportion of Bachelor of Mass Media Degrees (30) was the highest followed by the two Bharathiar University programmes (30) and B. Vocation Degrees (21). A total of 35 of 81 students attended the programme.

Our alumni were looking forward to receiving their certificates. The programme started with a warm welcome, with all the graduates walking into Alberione Hall, to a round of applause. Our visiting dignitaries, Principal, Dean, and Superior General, along with a student representative, Ms. Deepa Sujith lit the commemorative lamp. This was followed by a solemn solo prayer dance led by very own T.Y.B.A.M.M.C student – Ms. Disha Bhalekar.

**Fr. Dr. Plavendran, Principal – SPICE for Women, and Director– SPICE**, welcomed the audience and shared the convocation report. He also updated the audience on the initiatives taken by the college during the lockdown, such as Career Counselling and Internship Assistance, Counselling and Mental Health Awareness, Online Webinars and cultural programmes as well as other academic and extracurricular activities. SPICE for Women and SPICE fully digitized their admission processes during the pandemic and successfully conducted online semester examinations for all their departments during the pandemic.

**His Excellency Prof. R. D Kulkarni, Honourable Pro-Vice Chancellor, University of Mumbai** virtually presided over the function. Fr Renold Pascal, SSP, the Vice Principal, SPICE for Women welcomed the Pro-Vice Chancellor in person. Delivering his keynote address online, using four stories as reference points, Prof. Kulkarni emphasized the principles of education and pragmatism and reminded the outgoing students to be realistic, apply what they learn as well to remember their origins as they step out into the corporate arena.

**Hon'ble Chief Guest, Dr. Sunder Rajdeep, Head of Department, Communication and Journalism, University of Mumbai** in his address congratulated the outgoing students on entering a new phase in life and wished them well while elaborating on the influence of media and its importance in society today. In addition to awarding students their degrees, Dr. Sunder Rajdeep handed over the Best Student Awards, where he advised students that learning is constant, citing the continual developments in communication media and reminding them about the role of ethics in society as they pursue their career goals.



**The Best Student Awards** were declared and the winners are as follows:

- Best B.M.M Journalism and Best B.M.M Advertising Student: **Ms. Shivani Nair & Ms. Zeba Shaikh**
- Best Student in B. Voc – Graphics & Multimedia: **Ms. Jayati Panchal**
- Best Student in the B.B.A and B.Sc: **Mr. Ankit Singh and Mr. Jack Jacob**

The ceremony drew to a close with Fr. Renold Pascal delivering the vote of thanks. After a rousing rendition of the National Anthem, all graduating students were invited for a class photograph with Dr. Sunder Rajdeep, Principal Fr Plavendran, Dean Carol Andrade, and Course Coordinator Joulyn Kenny.

Our sincere thanks to all contributors who helped make this 1st UG Convocation Ceremony a grand success.



# Traditional day 2022

After a long break from offline events due to the unfortunate COVID 19 pandemic, this year on 21st February 2022, St. Paul's Institute Of Communication Education physically came together to celebrate Traditional Day 2022. The theme for the event was "Indian Culture Your Way."

The event took place at the campus hall on the 2nd floor, it began at 11 am with the honorable presence of the Principal Fr (Dr) Plavendran, Vice Principal Father Renold, UG Course Coordinator Joulyn Kenny, Faculty-In-charge Steffi Ebnett along with the Chief Guests Dean Carol Andrade and PG Program Director Margaret Dacosta and entire teaching and non-teaching staff at SPICE.

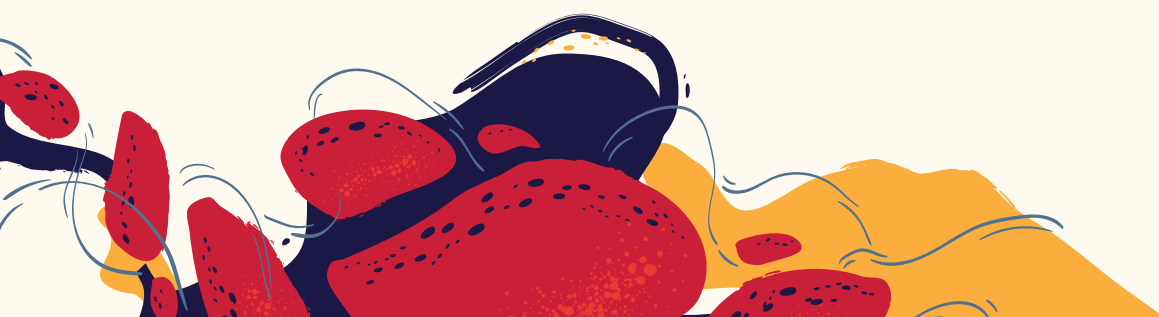


The event commenced with the students warmly welcoming everyone and inviting the Chief Guests to light the lamp. This was followed by the Lighting of the lamp and a welcome dance performed by the SYBAMMC students Anupama Ghosh and Divya Nandurkar.

To engage the audience, the hosts Kanak Swamy, Zaina Kutty, Tanvi Kendrekar, Nafisa Mamuwala, and Sakshi Lad conducted some quick games and some interesting spot prizes. To entertain the audience the SYBAMMC students sang some beautiful songs and invited the staff of SPICE to join in. Later the TYBAMMC Advertising and a few journalism students walked the ramp in their very own fashion show. The last performance for the event was a dance by the FYBAMMC students.



Towards the end, the Faculty In-charge Steffi Ebnett spoke a few words about the event. The event ended with the national anthem, followed by snacks and an impromptu dance session for all the students.



# Blood Donation Drive

## 2022

St Pauls Institute of Communication Education for Women conducted a blood donation drive in association with Holy Family Hospital Bandra West on Tuesday, March 8 from 12.30 pm to 3.30 pm. Posters for the donation drive were shared on all Social Media portals as well.

There were around four beds set up in the hall for blood donation. Those students who were found eligible could donate their blood as their weight, blood pressure level, and hemoglobin levels were checked.

There was an overwhelming response. There were volunteers who took care of those that donated their blood. All those who donated their blood were given juice and biscuits. A total of 19 students, staff, and fathers from the Society of St Pauls donated their blood.

**Erika Sequira (PG Coordinator)**





# Women's Day Celebration

## 2022

Women's Day was celebrated at SPICE on 22nd March 22. The event's theme was 'Gender equality for a sustainable tomorrow', corresponding to the UN Women theme for the year. This infotainment was organised by the B.Voc students of SPICE.

Mr. Suhas Naik was the honorary chief guest along with respected Fr (Dr) Plavendran, Fr Reynold, Ms. Carol Andrade, and Ms. Margaret D'Costa.

The major highlight of this programme was the panel discussion on- 'The need for gender-inclusive communication in the work environment' with esteemed dignitaries; Amrita Kadam, Aparna Sharma, Fr. Johnson Chacko, and Daivata Patil. The panel discussion summarised the concept of gender roles in professional as well as personal life along with their interpretation and the biases that yet prevailed. The dignitaries spoke about various real plus reel life incidents. It was an insightful and knowledgeable discourse



The students enacted a shadow skit portraying the different roles a woman plays throughout her life. It shed light on the fact that a woman before anything else, is her own person with her own sense of individuality. The act was meaningful and the second major highlight of the program.

An interactive conversation was done with the audience regarding the achievements of acid attack victims and transgender women. The story of their courage became an inspiration to many.

Canadian singer Alessia Cara's song- "Scars to Your Beautiful" was redefined featuring the students as their own confident, comfortable, and unapologetic selves; as shown in the original video.

The programme also included dances, games, prizes, etc for the audience that comprised students from all the courses at SPICE. The vote of thanks was given by Fr. Reynold and Ms. Joulyn Kenny; overall making this event a successful and fun experience.

**Devanshi Dsouza (SY B.Voc GMM)**





# National Conference 2022

## Exploring Digital Media: Reshaping the Landscape of Media and Culture

St. Paul Institute of Communication Education for Women in collaboration with the Department of Communication and Journalism, University of Mumbai organized a national conference on the topic 'Exploring Digital Media: Reshaping the Landscape of Media and Culture' on March 26 from 10:00 am to 5:30 pm. The purpose of the conference was to understand how the digital world has grown by leaps and bounds over the years. The factors that led to this tremendous growth in access, reach, speed, and velocity through which information is transmitted. The conference was divided into two parts, the first half was dedicated to the presentations of the chief guest and keynote speaker and the second half was dedicated to the presentations of the participants. The national conference had started in the morning with the lighting of the lamp and a warm welcome by Ms. Amrin Moger, followed by a dance performance by Ms. Diya Dsouza a student at SPICEW.

Dr. Sunder Rajdeep, HOD Communication and Journalism gave the welcome address. Post that Prof. Dr. Suhas Pednekar (Vice-Chancellor University of Mumbai), gave the presidential address. K. G. Suresh (Vice-Chancellor Makhmal Chaturvedi National University of Journalism & Communication, Bhopal) the keynote speaker took the participants through the importance of digital media and Hindi cinema. Prof. K V Nagaraj (Former Pro-Vice Chancellor, Central University, Silchar, Assam) the final keynote address speaker gave a very insightful and informative view on the topic. There were a total of 30 papers that were presented on the theme of the conference in three parallel sessions which started from 1 pm till 3.30 pm. These 3 sessions were moderated by Mr. Sagar Bhalerao, Fr Jerry Joseph, Fr Anil Paul and Mr. Noumaan Qureshi. Lastly, Prof. Manjula Srinivas (Head of Department at Kishinchand Chellaram College) gave the Valedictory speech and announced the 3 best papers from each of the 3 technical sessions. The conference ended with the vote of thanks given by the DEAN of SPICE Ms. Carol Andrade. Overall the conference was a huge success with over 300 attendees who took away new insights and gained knowledge in the field of digital media.

**Steffi Ebnett (Faculty)**



# CommFest 2022

## DIGITAL. MEDIA. FUSION.

CommFest '22 was held this year at St Pauls Institute of Communication Education (SPICE), on the 3rd floor Alberione Hall. A small dance was organised by the PG students, Vivica D'Souza and Pranita Sawant. The dance was a mix of Indian and Fusion.



We later had our Chief Guest and our eminent Speakers – Rahul Rawail and Vinta Nanda, speak to us about their careers and media. Rahul Rawail is an Indian Film Director and Editor who is well known for his super hit movies – Love Story, Betaab, Arjun, Anjaam and many more to his credit.

And Vinta Nanda, a well known filmmaker, producer, writer and Co-founder of The Third Eye. The session was then taken forward, by the panelist.



## THE ROLE OF TRADITIONAL AGENCIES IN A DIGITAL WORLD

Tapan Mody and Sean Andrade, are two strong Advertising pillars and faculty at St Paul's. Both the speakers, who have a great knowledge of Media, spoke about the mediums given to them.

The cricket analogy was used as an example to speak about Traditional Media and Digital Media. T-20, for a clear picture.

A strong point that was put out was – “THERE IS NO V/S BETWEEN BOTH THE TOPICS”.

They both happen to be in sync with each other. Sean spoke about the usage of a DSLR, and that it is not a necessity one should have while clicking the pics.

The session ended with a few takeaways:

- 1) You don't need to have a DSLR to click good pics. Even a normal smart-phone would do a better job. – Learn the art, with the right application and medium.
- 2) Make sure you target the right audience and have their complete attention.

The session ended with Q&A, where a couple of students voiced their opinions and asked questions.

## DEMOCRACY AND GODI MEDIA

The Journalism segment had experienced Panelists, who had their valuable inputs given out. The panelist included :

**Naresh Fernandes** – Editor at Scroll

**Sharlene Lobo** – Senior reporter and anchor at Mirror Now

**Purva Chitnis** – Principal Correspondent at The Print

**Neeta Kolhatkar** – Award Winning and City Editor at The Freepress Journal

The discussion began with what is Fake News and True News. The discussion further led to Aryan Khan's case and the Major issues including Sexual Harassment and Political Issues.



The session ended with Q&A, where a couple of students voiced their opinions and asked questions.

## **PR – IS PR GOING THE ENTERTAINMENT WAY?**

Ms. Rochelle Pinto and Ms. Swati Iyer, had a great discussion on how PR is evolving today in the media industry. Both speakers emphasized how the Bad PR or the Fake PR has taken place over the years.

Today's Generation has forgotten the most important thing, which is "EMBRACING ONESELF".

Ms. Swati spoke on how you should embrace yourself and your beauty, and not look for validation from everyone.

Adding to her talk, she also spoke about how people tend to use a lot of filters while adding a photo to their Instagram page. They cover their real image and show the world their fake side. Why? Lack of Acceptance is what we term it as.

Being Real in today's world is very essential and important, especially in the field of PR.

Apart from all these, both are speakers spoke on the following –

- a) Importance of Story Telling
- b) Upskilling is important as the years pass
- c) Soft Skills Development
- d) Lastly, Energy and Enthusiasm

The session ended with Q&A, where a couple of students voiced their opinions and asked questions.

Lastly ended with Quiz Competition which was conducted by Sherwin D'cunha, from the PR section.

**Caroline Fernandes (PG – PR AND CORPORATE COMMUNICATIONS)**





# Guest lecture

## Visual Merchandising: What's that?

**Guest Lecturer: Rahul Mukherjee**

St Pauls Institute of Communication Education for Women hosted a guest lecture in Visual Merchandising on 10th February 2022. Mr. Rahul is an industry expert who was called in by our faculty Mrs. Ankita Naik to conduct a session and workshop on 'Why Visual Merchandising matters more than ever'.

He began the class by introducing himself and giving a brief of his education and career. After introducing himself, he dived us right into the world of retailing and merchandising. He gave us a wild amount of information that enlightened us. The information he gave us contained insights, industry insiders, tips, and tricks that opened our eyes. During the session, he conducted a small workshop for the students in which everyone participated.

This session was even conducted online, many students attended and were engrossed and participative in the discussion and case examples presented. This session was concluded with a wonderful PowerPoint presentation made by Mr. Rahul himself, and then the students were allowed to question anything that we wished to ask him. In the end, in the session, we all were a bit smarter in the world of Retailing. The students were grateful to the institution for giving them such a delightful opportunity to conduct this session.

**Rachel Jacob (TYBAMMC- Advertising)**



# Guest Lecture

## Campaigning Strategies

**Guest Lecturer: Vincy Abraham**

On August 4, 2021, on Zoom our Corporate Communication Class was taught by guest speaker Vincy Abraham on Campaigning Strategies. Abraham is a well-accomplished Campaign Manager for climate change and has been working meticulously for years to bring an impactful change through her organization - 'Purpose'.

Ms. Vincy began the session for the SYBAMMC with a very warm and positive attitude which made the session really interesting and interactive. Her passion for her work was well presented and translated through her communication and her presentations. Anecdotes and experiences made us want to know more about how we can also channel a change in our own ways.

She began with an Index that was very unique and interesting, that helped our class know what we were delving into, moreover a very organized and systematic approach to the topic. There was a lot of clarity of thought behind the presentation that made us reflect and interact.

There were a lot of key messages such as PCL ( Purpose Climate Lab), Re-Fashion, Karkhana Chronicles and many more campaigns that she has successfully led.

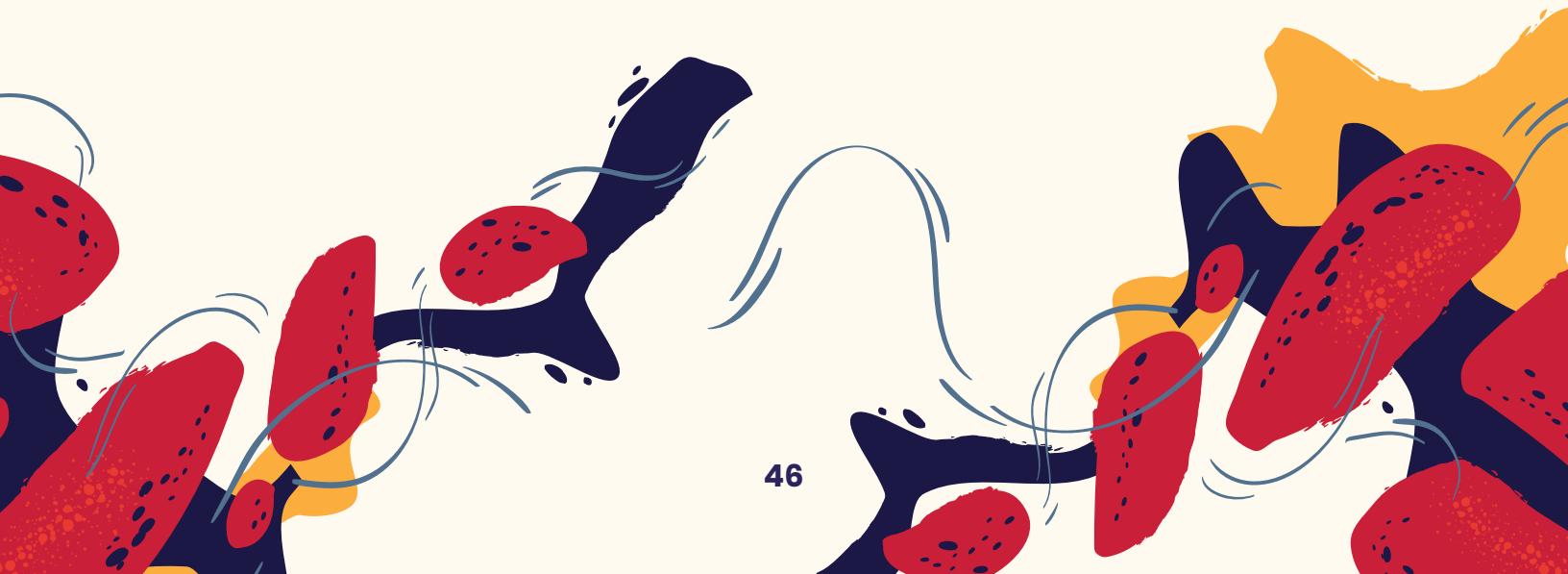
Her work focuses on climate campaigns to bring about sustainable ways to recycle and reuse energy for a safer world. She leads many such campaigns and in her spare time when she isn't working she continues to volunteer with multiple NGOs and other social sectors.

Ms.Vincy believes that connecting with the right people, ideas and sustainable organizations can create a spark of change that ignites eventually into Action. Her sole purpose is to spread awareness about climate change to all she meets and motivates all those around her.

The entire presentation was filled with visuals as well as text that was informative and just enough to understand and process all that she was explaining. She ended the session with a group activity which gave us an insight into what goes behind making a campaign successful. Also, a question-answer session to solve our doubts if we had any.

Overall her approach from the beginning to the end was consistent and really positive which made the Guest session really successful and fun. She left with a question about what we took from the session, there feedback was positive from all the students as it was a memorable and worthwhile session.

**Diya Dsouza- (SYBAMMC)**



# Students Section

## Travel log: Hills of Tamil Nadu

What is happiness?

It is when you forget everything that concerns you and expresses that emotion effortlessly. Happiness is effortless. Happiness is when you don't control or hold back.

Breathing the cool air and looking at the white fog enveloping the mountains, a wide grin escapes effortlessly. Lamb's Rock hill ranges at Coimbatore was one such mystical place that made me cry with joy. Held back nuances, wanted to break free from within and I cried to my full.

According to science, it is harder to breathe at high altitudes but on the top of Lamb's Rock things were lightening up. It felt peaceful and light. It felt like breathing was a lot easier and fresh on the top. The beauty was gushing inside like some sort of radiation.



Everything about Lamb's Rock was just effortless be it the uncountable steps one had to take or the altitude. The peace and ecstasy the place had to offer prevailed all. Back at the foothill, we had sweet corn with lemon tea, a tender snack just like the aura of the place. You can rent binoculars at Rs 60 and a refundable deposit of Rs 100 as of the year 2019.

The feasible mode of transport for traveling around the state of Tamil Nadu is the city buses. They take you across the snake roads and hairpin turns rather sportingly. Trigger warning! At times you would feel like a scream escaping from your mouth on the mountains of Coimbatore but believe in the drivers. They have seen their hometown more than you can imagine.



The next destination was the tea factory on the Nilgiri Hills. On the way I came across the Hindustan Photo Films Ltd, a company that used to manufacture black and white reels for capturing videos and photos. And it no longer functions with the advent of Digital cameras. Later in my life, I learned at a workshop that these reels used to be kilometers long, and they were kept in big storerooms. With digital cameras on the rise from the late 1900s people believed that they no longer required the heavy bundles of reels and discarded them by burning them. In the process, we lost a lot of good films from our history.



At the tea Factory, I discovered how every comforting cup of tea reaches me. As a souvenir, they gave us 7 teas to taste. White tea was the costliest and has medicinal advantages. Green tea, lemon tea and Nilgiri tea were the other types.

To see farms and farms of tea in Tamil Nadu was new to me. Hills and moist climate make the place just fine to grow tea and coconut at the same time. A few unusual things I found at the place include Jackfruit. The way the jackfruit is savoured and sold at stalls is quite interesting. Jackfruit is known for its messiness and hugeness. For me, it was utterly interesting to watch that fruit being sold by making it so easy to consume.

The best time to visit Coimbatore is between September and March. I went there in mid-June, light showers and a bearable cold made it an amazing stay. Our very first purchase were these white priceless jewels. June didn't disappoint us and we could find gajra in that season. Growing up watching Bollywood films I have been unconsciously fed that a gajra is a symbol of people belonging to South India.



Coimbatore receives heavy rainfall during monsoons while summers are a little hot and humid. Hence, winters and late monsoons are a good time to visit Coimbatore when the weather is pleasant.

As soon as I reached Chennai, I couldn't have imagined that within 3 hours of traveling ahead I would feel the winter. You have to take a special train to Coimbatore. Lastly, another 3 hours in a Bus to reach the Nilgiri Hills. It is hard to find rice's friend grain, wheat in Tamil Nadu.

Apparently, chapati would cost you a kidney there, as rice is a staple food. One eatery we entered had an interesting rule. Rice was kept free per meal, you could keep asking for whatever quantity of rice it would not cost you any extra penny.

Don't miss out on free food at temples in Tamil Nadu at Noon! It is a good vacation spot to debug your life. Language can be a barrier for people traveling from the North as not all Tamilians understand Hindi, two common languages there are English and Tamil. You can always find cheap food and travel. Tamil Nadu offers hiking, water sports, boating, beaches, temples, mosque, churches and other religion's prayer halls, a variety of veg and non-veg food, scrumptious seafood, seasonal fruits, and chaats (soya chaap being my favorite) and so much more. With a balance of warm and cool climates just adjacent, smooth transport, cleanliness and smart citizens Tamil Nadu is undoubtedly a great venue to spend your next long holiday.





# Student's Section

## Poems



A baton in the hands of little rookies  
A struggle just like its name

Chaos and hardworks  
Failures and sleepless nights

But together the core  
Serves the mess

Mess to masterpiece  
Creating makeshifts

And giving out motivating speeches  
Or Decorating the hall sometimes

To reporting events on Social Media  
The fest goes on and on

Disappointments in shortcomings  
Or praises sometimes

Being on the camera or behind it  
The fest goes on and on

Getting known faces  
Or getting colleges onboard

Dealing with people of all kinds  
The fest goes on and on

Dealing with people of all kinds  
The fest goes on and on

Making posters  
Or clicking the core

Curating the face and pace of Medi-  
athon  
The fest goes on and on

Handling Uncertainties  
Or Organizing events in Covid

We stood strong and tall  
And let the fest go on and on

**- Mamata Gupta:  
(TYBAMMC - JOURNO)**

# Student's Section

## Poems



### Love Life?

The sun kissed the soil,  
One more day.  
The sky painted itself in tints of blue,  
One more day.  
The birds played the symphony,  
The trees swayed to which,  
The Universe opened her eyes,  
Breathed, and spread her love  
Through the cosmos, Just so that I  
can live not just exist, for one more  
day.

The Universe continued to show me,  
How beautiful she is.  
Flirting with me every nighttime  
Hoping, I would fall back in love with  
her, For one more day.

But love takes courage,  
Courage to accept her,  
in her realness.  
To dive into her core and not fear  
getting burnt, But how do I play that?  
Discern the reality from illusory,  
For my eyeballs were blanketed  
by this very fabric, Making my cere-  
brum, hulking and unhandy,

Every single day.

But it takes more strength, to love,  
This time of the year,  
As I feel a whirlwind of emotions,  
Enter deep within my flesh  
Beyond the veins and bones,  
It forges inside this vessel,  
A frail, intertwined mesh.

Bleak or lucid,  
Dire or merry,  
Everything feels like a drop of acid,  
Burning away my very own exis-  
tence,  
Sucking out my ability to  
Love the Universe,  
Even for a day.

Formidable to learn,  
That my heart can, again, love  
For this air I am breathing, this  
moment, had convinced me  
I would not be existing,  
For one more day!

- **Samruddhi Shinde (TY.BVoc GMM)**



# Student's Section

## Poems



### Metamorphosed Love

Lightning were the changes,  
metamorphosis, a euphemism.

Your immaculate heart, I've lost forever.  
Filthy accusations, furnished with a fault;  
My love was undying, I would never revolt.

I've watched you oscillate from dire to bold;  
It was shocking for me to watch you unfold.

In streams and splashes you burnt my soul;  
Irrevocable love had taken its toll.

Seasoned with misery, my heart was ablaze;  
Heart broken forever; it'll never be the same.

- Anushri S (TYBAMMC - JOURNO)

# Student's Section

## Poems



### Mirror

You want me to spend the winter nights  
All wrapped in you;  
You want me to kiss you passionately  
Every time we bid adieu.

You want me to change what's said and done;  
You want me to dance under the Tuscan Sun.

You want me to stop loving the Beatles,  
You want me to eradicate all my concealed evils.  
You want me to stop playing the blame game.

But I always wonder if you'd ever,  
Ever do the same.

**- Anushri S (TYBAMMC - JOURNO)**

# Student's Section

## Poems

### The Meaning of Life

Tell me you remember your first walk,  
As your feet tremble and you're caught in a deadlock.

You can feel the moves and the beats from the dance of death,  
As you're struggling to catch your last breath.

As the darkness is slowly replacing the light,  
You squeeze your eyes shut so tight  
And all you can see is her fading into the party lights.  
As your wrinkled hands wipe off your forehead sweat,  
All you've got your mind filled with is regret.  
I hope you remember the questions you asked,  
When you're lying on the dirty ground aghast.

As your mind plays the melodies of the drums and fife,  
You'd hear yourself whisper, "what's the meaning of life?"

You spent it all hiding your crimes,  
Now you beg the demons for some more time.

You let go of your love for the fatal brawl,  
Now you promise yourself to live it all,  
With peace, and harmony, instead of strife.

You know, that promise? That is the meaning of life

- Ankita Dubey (FYBAMMC)

# Student's Section

## Poems



### A Bunch of Emotions

And my heavy heart...!

Heavy heart,  
where hiding emotions is hard.

But it's an art, and it's a part,  
part of my life.

As, In this era this is considered  
smart.

A bunch of emotions,  
But silence is what I have chosen.

Tho I want my heart free-spoken  
But questioning 'does the world  
really care?' is a part of my notion.

A bunch of emotions,  
But it's been frozen.

And It's a decision which is well  
chosen.

Because I don't want my peace to be  
stolen.

A bunch of emotions which has been  
buried under too many conclusions!

I let go.

The mistakes, the harshly spoken words,  
the not-so-good conversations,  
the ugly fights.

By a fellow or a solo  
I let everything go.!

Not because I believe in forgiving and  
forgetting and not because I am heart-  
less.

But because I wanna flow and glow  
I wanna Grow and show.



Show that being generous is not low.

People consider this dumb though  
and that's the reason people nowadays  
are 'Yesterday a friend, today a foe.'

I know,  
It's not a cup of tea, tho.

But why not give it a shot?

And in spite of swallowing what we feel,  
We must allow mind and heart to sync  
for a beautiful 'HELLO'



In this world with different flavours  
Can you do me a favour?  
A favour, by being my diary.

With pages infinite,  
Where I can write  
My direct heartfelt tales,  
from my happy as well as unhappy days.

Everyone wanna go high  
In the world where everything is a lie.

But, can you do me a favour?  
In this world with different flavours  
A favour, by being my genuine ally.  
On whom I can rely with my open hands  
and closed eye.

Nobody is less.  
In the world full of noise,  
but, can you do me a favour?  
In this world with different flavours  
a favour, by being my permanent peace  
till the time I decease.

Yes, Just like sugar for sweets.

**- Aayushi Jain (TYBAMMC - Journo)**

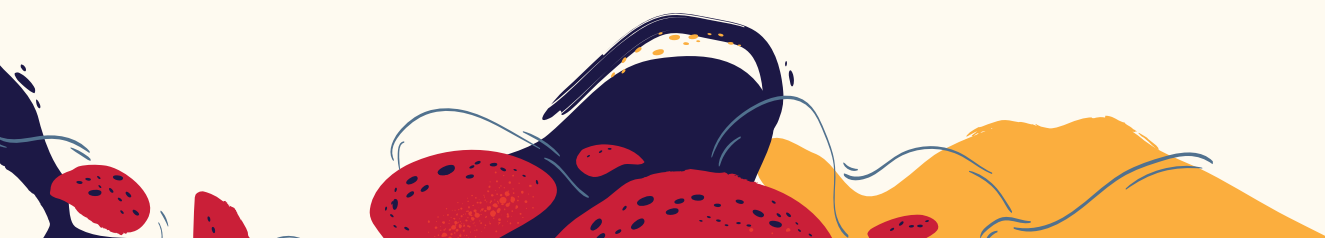
# Virtual Classrooms Experience Still Impact Many Students

**By: Mohini Mishra, Assistant Professor**

After reeling under the most detrimental pandemic for years, we even now don't stand in a position to exactly diagnose and testify the shocks and after-shocks of Covid-19, especially on the education system. UNESCO has reported that the pandemic has affected nearly 1.6 billion learners in more than 190 countries and all continents. Globally, having witnessed for the first time closures of schools; and other learning spaces have impacted 94 per cent of the world's student population, up to 99 percent in low and lower-middle income countries.

In India, the education panorama had seen a paradigm shift when online education began with a lot of fumbles and grappled with various technical and tutorial flaws since 2020. Gradually, the foundation of online education grew stronger. However, the abrupt shift to online education has offered more challenges for the socially and economically marginalized groups, including Scheduled Caste (SC), Scheduled Tribes (ST), Other Backward Class (OBC), females, and students in rural areas, due to factors like the value of high-speed Internet (78.20% identified it as a barrier to online learning), inadequate infrastructure (23.52% needed to share their device frequently or very frequently), pitiable Internet connectivity, etc. Moreover, the bugs in the teaching and learning process have unfavourably affected mainly the students deprived of smartphones and computers, those with poor Internet speed or lack of stable Internet connection, electricity failures, etc.

As the Indian government has endeavoured to mitigate the losses for students by introducing the virtual classroom, uploading and sharing e-study materials, and through virtual interaction, all such tools and techniques have limitations. This damage control mechanism will certainly have long-term concerns on the quality, approachability, and deliverability of the educational content database.



The analysis and interpretation of the data revealed that the students acclimatized in a short span of time to online learning, with only 33.21% saying they were not satisfied with the online learning mode based on the digital divide.


In a short span of time, these overnight changes have led to considerable development in the education system, where the method of teaching has been altered from teacher-centered education to student-centered education.

Availing the internet for entertainment is easy, but for online lessons is a huge challenge. Body language and eye contact, which are significant cues for the teacher, are problematic to observe in an online class. “I have received a mixed response in the past 3 years of online teaching experience. The third-year students of the Mass Media Department were least distracted in comparison to first and second-year students. As they had attended all the semesters and interacted with their teachers the whole year. While the new entrants took some time to acclimatize with the mode as well as faculties,” says Manjula Srinivasan, the head of the Department of Mass Media, KC College.

She added, “As far as further challenges are concerned, a primary teacher would have been facing more problems to deal with small kids in comparison to college professors.”

“Many times, attention span became the major issue to conduct the class smoothly. It was difficult to gauge how many students understood the lectures. The pace of teaching was correct or not. Were some students getting left behind? And most important when students chose to become non-responsive. Online mode has open new dynamics of teaching, where problems need to be tackled every day,” opines Rashmi Gahlowt, Course Coordinator, Bachelor of Mass Media Department, Usha Praveen Gandhi, NMIMS.

The other hackles during online education had been notified were physical health and psychological health of students that as per Rinkesh Chheda, Assistant Professor and Research Guide, SIES College of Commerce and Economics. “They took for granted all these years due to some mental blockages resulted in mental stress, eye strain, headache, backache, neck ache, spondylitis, sleeplessness, irritation, aloofness, lack of physical peer interaction, etc.”



Lastly, the most underscored challenge has been bringing back students' physical presence in educational institutions again. Bringing back students to their classrooms have almost marked the time of transition. When they have to accustom to classroom teaching, regular travelling, and most importantly appearing for subjective questions during offline exams.

There have been concerns regarding student assessments carried out online, with a lot of trial and error, and doubt among the teachers, students and parents. The method assumed to execute online examination varies as per the suitability and expertise among the educators and the compatibility of the learners. This has somewhere affected internal assessments and examinations depending on the duration of the lockdown, postponement or cancellation of the entire examination assessment.

According to United Nations, 2020 report, “Various state-level board exams, recruitment exams, university-level exams and entrance exams have been postponed across India due to the COVID-19 outbreak and national lockdown. Various entrance examinations (such as BITSAT 2020, NATA 2020, CLAT 2020, MAT 2020, and ATMA 2020) have also been postponed/rescheduled. The education system in schools, colleges, and universities across the country has been severely impacted due to the ongoing situation.

# Class Photos



**AY 2022 - 2023**

# Student Council



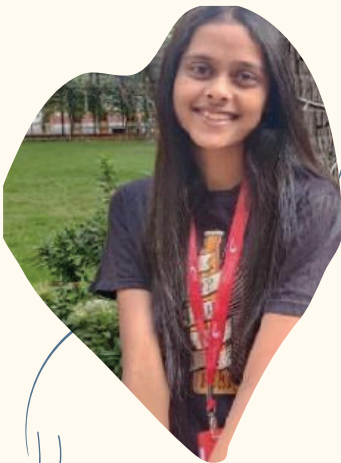
*Kanak Swamy*  
**PRESIDENT**



*Riva Sugandhi*  
**VICE-PRESIDENT**



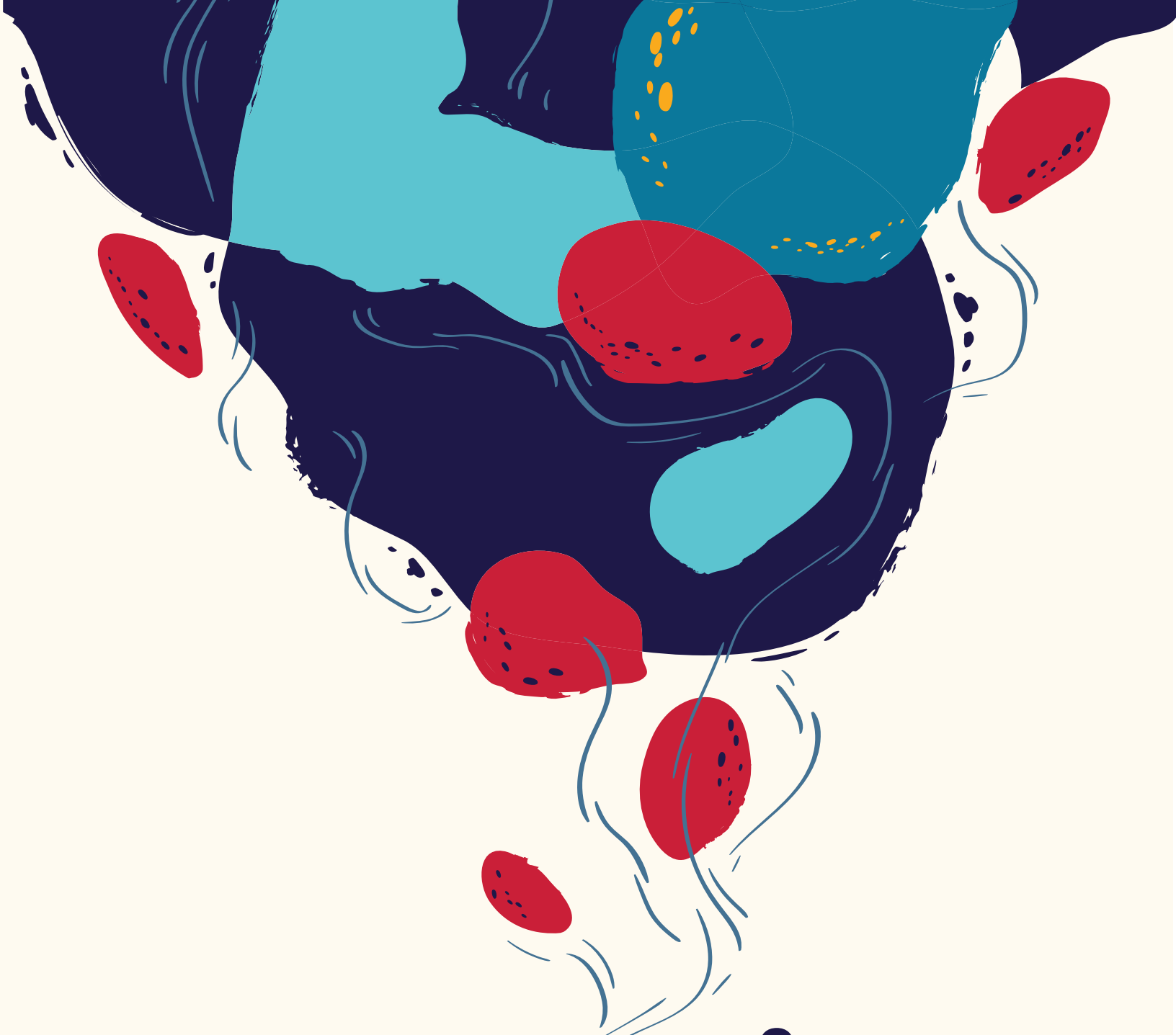
*Joanne Dsouza*  
**SECRETARY**



*Sakshi Lad*  
**TREASURER**

# Teaching and Non-Teaching Staff





# Explorations

*2021 - 2022*



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**St Paul Media Complex, Rd Number 24, TPS III, Bandra West  
Mumbai, Maharashtra 400050.**