

# **Report of Mass Communication Department (2020-21)**



**Mehr Chand Mahajan DAV  
College for Women  
Sector-36, Chandigarh**

[www.mcmdavcwchd.edu.in](http://www.mcmdavcwchd.edu.in)

### **Names of Programmes/Courses/ offered:**

- Postgraduate Diploma in Mass Communication
- Add On in Video Reporting

### **Faculty Publications/Awards/Achievements/Activities:**

- Dr. Preeti Gambhir, Assistant Professor, Mass Communication, was a resource person during ‘Arise: Expanding Horizons Across the Globe’- a 2-day (19-20 December, 2020) online international workshop wherein more than 900 participants from all over the world including countries like Philippines, Myanmar, Sri Lanka, England, Jordan, Saudi Arabia, Sweden, Portugal and Iraq registered. The workshop was organised by Mehr Chand Mahajan DAV College for Women, Chandigarh, in collaboration with Maryam Ajmal Women’s College of Science and Technology, Hojai, Assam. Dr. Gambhir delivered a talk on the topic ‘Digital Marketing for Global World’.

### **Students Publications /Awards/Achievements/Activities:**

- Abhilasha, a student of PGDMC, started internship with India Lost and Found.
- Purnima, a PGDMC student, started working in Touchstone, Sector 17, Chandigarh.