

# Report of Mass Communication Department (2021-22)



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

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**Department Name: Mass Communication**

**Session: 2021-22**

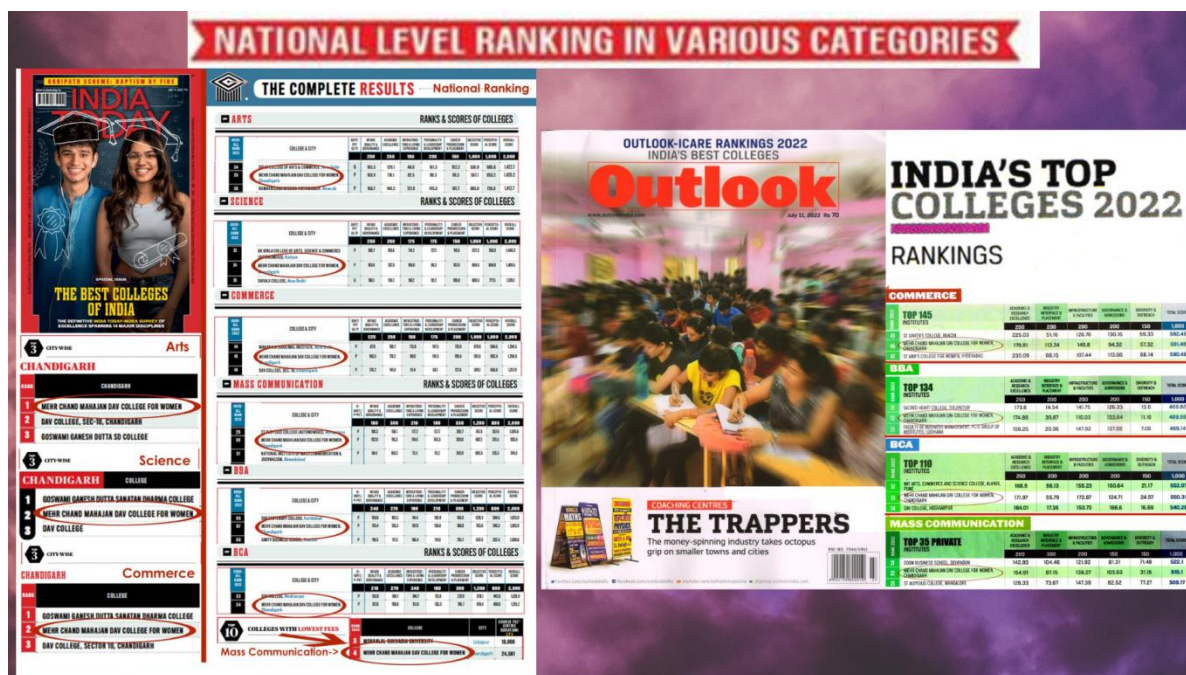
**Names of Programmes/Courses offered:**

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

**Achievements of the Department:**

During the session, the college was ranked among the topmost Mass Communication institutions of the country, which includes the following:

- The college stood at rank 30 among the Top 47 Colleges of India in Mass Communication in the India Today MDR Survey 2022 of Best Colleges of India. The college also ranked 4<sup>th</sup> in the country among Top 10 Colleges with Lowest Fees in Mass Communication.
- Secured rank 22 among Top 35 Private Institutes in Mass Communication in the Outlook India’s Top Colleges 2022 Rankings.
- In the ranking survey by The Week, the college secured rank 24 among the Mass Communication Institutions of the country.
- 1<sup>st</sup> in the Category of Private Colleges in Chandigarh in the Open Magazine’s Best Colleges 2022 ranking survey.



### Activities during the Session:

- Interactive session on ‘The Creative World of Radio Jockey’ held on 6<sup>th</sup> December 2022. Mr. Ansh Grover, Programming Head (Radio and Digital), Mirchi, Chandigarh conducted this session, wherein he also selected a BA III student Meharpreet for internship.



- The Department attended a lecture on ‘Journalism at the time of Corporatisation; Cricket and Beyond’ by renowned journalist and author Pradeep Magazine held at Chandigarh Press Club on 27<sup>th</sup> May 2022.



- Session on ‘Career opportunities in Mass Communication’ organised on 30<sup>th</sup> May 2022. Dr. Preeti Gambhir, Head, Department of Mass Communication at the college, enlightened students about the plethora of lucrative career opportunities in the field of Mass Communication including those in print media, electronic media, new media, advertising, public relations, cinema, event management, web journalism, photography, academics and research.



- An industrial visit was organised to Radio Mirchi studio in Industrial Area, Chandigarh, on 7<sup>th</sup> June 2022 with the objective of enlightening the Mass Communication students about the functioning of a radio station and providing them insights into the world of radio broadcasting.



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

- The Department of Mass Communication shortlisted students and mentored them for the Movie Competition under Swachh Survekshan 2022 organised by Municipal Corporation, Chandigarh. Cdt Aditi of BA II won 2<sup>nd</sup> prize in the competition for her video on 3Rs i.e. Reduce, Reuse and Recycle. The winners were felicitated during ‘Swachh Prerak Samman Samaroh’ held at Rani Lakshmi Bai Mahila Bhawan, Sector 38, Chandigarh on 29 December, 2021. Chief Guest Sh. Dharam Pal, IAS, Adviser to Chandigarh Administrator gave away prizes to the winners.



- Surbhi Mehta, a student of PGDMC, won 1<sup>st</sup> prize in Photography Competition organised during Juvenescere- the Inter-College Annual Philosophy Fest of Post Graduate Government College for Girls, Sector 11, Chandigarh, held on 12<sup>th</sup> April, 2022. The theme of the competition was ‘Free will in solace’.



- Surbhi Mehta, a student of PGDMC, selected as Freelance Content Writer with Treebo Hotels with effect from 25 March 2022.
- Surbhi Mehta, a student of PGDMC, selected as Content Writer at Ruptub Solutions Pvt. Ltd. with effect from 10<sup>th</sup> August 2022.
- PGDMC students Surbhi Mehta, Sarika, Navreet Kaur, Jaskeerat Kaur and Navkirat Kaur attended 3-day skill based course on Video Editing (24-26 May 2022) organised by the college in collaboration with Mahatma Gandhi National Council of Rural Education (MGNCRE), Ministry of Education, Govt. of India.



- PGDMC students Surbhi Mehta, Sarika, Navreet Kaur, Jaskeerat Kaur and Navkirat Kaur attended 3-day skill development online course on Digital Marketing (1-3 June 2022) organised by the college in collaboration with Mahatma Gandhi National Council of Rural Education (MGNCRE), Ministry of Education, Govt. of India.

