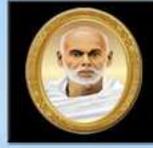


BRAHMASTRA

2018-2019





SREE NARAYANA GURU COLLEGE OF COMMERCE

Vision

Empowerment through higher education to all strata of society

Mission

Create a knowledgeable society for a better tomorrow Quality education to all irrespective of caste socio-economic values and to produce dynamic and able minded youth.

ABOUT THE COLLEGE

Sree Narayanan Guru College of Commerce Was established in July, 1986 by

Sree Narayana Mandira Samiti situated at P.L. Lokhande Marg, Chembur (west)

Mumbai. The College was started to serve the local student community who Were otherwise by and large deprived of higher education. The College is recognized

By UGC under Sections 2 (f) and 12B of UGC Act it is a Malayalam Linguistic Minority Institution.

The College is known for its strict discipline and regularity in holding lectures And has been maintaining excellent academic result. It also promotes sports And cultural activities aiming overall personally development of students. The College gives importance in inculcating the soft skills in its students to Enhance their employment potential.

It regularly organizes national level seminars, conferences and workshops and Also organizes 'Oasis' inter collegiate competitions in sports and cultural Event every year. It also hosts many University Zonal level sports competitions in our spacious campus.

EDITORIAL DESK

AIM AND GOALS ARE THE TWO WORDS THAT RING IN OUR MIND CONSTANTLY, AS A STUDENT, AS A TEACHER, AS A GUIDE, AND AS A WORKING PERSON.

THESE TWO WORDS HAVE MADE PEOPLE GO THROUGH AN EXISTENTIAL CRISIS. IT IS OFTEN SAID THAT "THE POOREST MAN ON EARTH IS NOT A MAN WITHOUT ANY MONEY, BUT A MAN WITHOUT A VISION." IN THIS DIGITAL WORLD WHERE STUDENTS VISION AND MISSION REVOLVES AROUND A PUBG MATCH AND THEY ARE NOT ABLE TO FORESEE THE FUTURE WHICH GOES BEYOND THE SCREEN.

GOALS ARE WHAT YOU ASPIRE TO ACHIEVE WITHIN A SPECIFIC PERIOD OF TIME, THE COLLEGE EDITORIAL TEAM OF BMM DEPARTMENT IS ACHIEVING THE VISION OF YOUNG MEDIA ASPIRANTS BY PROVIDING THEM AN EXTENSIVE PLATFORM TO SHOWCASE THEIR SKILLS.

SO, LEVERAGE THESE RESOURCES YOU HAVE AVAILABLE FOR MAXIMUM EFFICIENCY AND EFFECTIVENESS TO REACH YOUR OBJECTIVE.

"GOALS THAT NEVER FADE, MISSION THAT NEVER MISSES AND VISION THAT NEVER DEVIATES ON THE TARGET!!!!"

PRINCIPAL: DR. RAVINDRAN KARTHADI

CO-ORDINATOR: PROF. PRASADHINI GAUTAM

STAFF INCHARGE: MRS. PRASADHINI GAUTAM
MRS. RACHNA VASAN
MRS. SIDDHI MHASDE

LAYOUT & DESIGN: SURAJ SHIRKE
KARTIK ASOLKAR

CHIEF EDITOR: KIRAN S PANICKER
LOKESH GEDAM

ASSISTANT EDITOR: WAHEEDA SHAIKH, OMKAR SAHANI,
ARBAAZ KHAN, RISHANK

BMM REPORT

MEDIA LAB

ARTICLES

PHOTO COLLAGE

CONTENTS

ART WORK

MEDIA BUZZ

PHOTOGRAPHY

GROUP PHOTOS





PRINCIPALS MESSAGE

I am glad to know that our B.M.M. department is bringing out BRAHMASTRA' a magazine to hone the potential of our Mass Media' students besides the college magazine 'Srishti' B.M.M. students have been bringing laurels by getting various prizes in many intercollegiate fest organised by other colleges competing with Elite college students.

We welcome with open mind all students who intend to be pioneers, ready to enhance their thoughts and expression, who dare to dream fulfilled aspiration and can inspire others to dream and take steps along the line. We believe in strength and power in every student and thus effort is solely to bring to light their potentialities.

For that beside the expectancies the college has, we collaborated with the School of Media and culture studies (SMCS) of Tata Institute of Social Science (TISS) Mumbai (A deemed university) to take their expertise to hone our students to build a strong conceptual foundation and equip the students with the confidence and strength to face the challenge in life

Best wishes and blessing to B.M.M. students and sincere appreciation to their teachers for being the strong support in all the endeavors. Congratulations to the editorial team for their determined efforts in bringing out this magazine

DR. RAVINDRAN KARATHADI
PRINCIPAL





CO-ORDINATOR MESSAGE

Mass media department is established as an effort to empower students to engage with their creative energy in the media world. Media studies are a challenging field which greatly dictates the thinking and perception of society. . Ultimately the creative sensibility of the students is enhanced to a level where they can pursue independent work and also get into any media Industry.

The pedagogy involves a mix of lectures, self-study, workshops and project work.

This year the Department of mass Media is happy to be launching it's Dept magazine Bhramastra for the Second time. The students our proud to release it on the cultural Fest Aarambh. The department has come a long way from an under rated department to a productive department.

This year also the Students have left no stone unturned by exhibiting their talent through varies platforms. Students have bagged various awards for sports, cultural programme, art work and intercollegiate competitions.

In this digital world Students are given various activities that enhance their skillset. Being in the media our students have made it possible to contribute to their bit to the society in the best possible way by taking a Pledge to " Support" Justice, Right to education, injustice, digital privacy and the fight for Cancer.

Prof. Prasadhini Gautam
Coordinator BMM





- SIDDHI MA'AM

*IT HAS BEEN VERY REMARKABLE EXPERIENCE TO WORK FOR MOST VIBRANT DEPARTMENT OF COLLEGE. HERE I SURELY WOULD LIKE TO APPRECIATE SUPPORT EXTENDED BY COLLEGE AUTHORITIES TO NURTURE STUDENTS IN EXTRA CURRICULAR ACTIVITIES AS **BMM** STUDENTS ARE ALWAYS KNOWN FOR THEIR SUPERLATIVE PERSONALITIES. I WISH STUDENTS CONTINUES TO SHINE THROUGH THIS DEPARTMENT AND AS A FACULTY MEMBER I ALWAYS WISH THEM TO BE VICTORIOUS MULTICOLOURED PERSONALITY.*

I CONGRATULATE EDITORIAL TEAM FOR EXPANDING KNOWLEDGE BY PUTTING THEIR BEST EFFORTS FOR MAGAZINE.



- RACHNA MA'AM

I WANT TO EXPRESS MY DEEPEST GRATITUDE TO THE ORGANISATION FOR BELIEVING IN ME. THE ORGANISATION HAS INSPIRED ME TO PURSUE MY GOALS WITH HARD WORK AND DEDICAION. IT HAS ALSO HELP ME TO STRENGTHEN MY FAITH HONESTY AND SINCERITY.





Media Lab



Media lab is fully provisioned with the infrastructure that helps students to learn and perform better.

They are also able to perform media activities such as editing, designing, Photoshop, etc.

The students are able to utilize the camera to learn the aspect's of photography.

And the audio room for projects and assignments.





**SREE NARAYANA GURU COLLEGE OF COMMERCE
BMM DEPARTMENT 2018-2019
EVENTS /SEMINAR/ COMPETITION**

DATE	SPEAKER	TOPIC	Timing	No. of Participants
8th-July-2018	Mr Neil Maheshwari	PhotoShop	10.30-2.00 pm	90
DATE	SPEAKER	TOPIC	Timing	No. of Participants
6th-Aug-2018	Dr Jayashankar & Dr Anjali Monterio- TISS HOD for Cultural and Media Studies	Media Studies <u>Inauguration of the Competition</u>	10.00am	All BMM
DATE	COMPETITION	TOPIC	SUBMISSION	SIZE
6th-Aug-2018	Article writing Poster making Photography Blogging	Nature Modern Art Illusion Social issues	6- Aug-2018 Link to be sent	A4
<u>24-Aug-2018</u>	<u>CULTURAL PROGRAMME</u>			

DATE	COMPETITION	TOPIC	Performance	Duration
24-Aug-2018	Ad Making	Ban on Plastic Pamphlet/ video/ Radio	Admaking/ Poster making/ Ps of marketing	Video- 45secs Radio – 40sec max
24 Aug-2018	Short Film	Mobile Addiction	Students created a shortfilm	8-10 mins
24 Aug-2018	Skit Competition	Women Equality	group	Max 15 mins
24 Aug-2018	Dance Competition	Fusion	Group performance 3 teams	5-7 mins

14th January	Ms Harmant - TISS	<u>MOVIE</u> <u>CLUB</u> Inauguration of the <u>CLUB</u> (Talkies	Screening & Seminar 10.00am	BMM
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SOCIAL AWARENESS DAY

DATE	ACTIVITY	TOPIC	Performance	Duration
18th January	Mission Impossible -"Dare To Care" Fund Raiser- Cancer Children supported by NGO - AccessLife	SOCIAL AWARENESS - Cancer - pledge To support	Mimicry, Singing, Dancing, Artifacts . Painting & Games were organised to raise the funds for cancer children.	1 days
25th January	AccessLife - Spent time with Cancer Children and gifted the children			
14March	Workshop	Animation/3d Max	Mrs Seetha Nair	Half a day
Upcoming event	BHRAMAstra -Magazine launch	AARAMBH	CULTURAL FEST	





TOP 10

GAMES

1. PUBG MOBILE
2. ALTO'S ADVENTURE
3. BATTLEHEART 2
4. SEGA HEROES
5. BATTLELANDS
6. ROYALE
7. SHADOWGUN LEGENDS
8. MONUMENT VALLEY
9. KNIGHTS OF PEN & PAPER
10. THE ESCAPISTS SPACE MARSHALS

MEDIA COMPANY'S

1. ZEE ENTERTAINMENT ENTERPRISES
2. SUN TV NETWORKS
3. TV18
4. INOX LEISURE
5. HT MEDIA
6. HATHWAY CABLE AND DATACOM
7. DEN NETWORKS
8. EROS INTL
9. DB CORP LTD
10. PVR

FOOD FAST JOINTS

1. BADEMIYA, COLABA
2. K. RUSTOM ICE CREAM, CHURCHGATE
3. CAFÉ MADRAS, MATUNGA
4. BRITANNIA AND COMPANY RESTAURANT, FORT
5. IMBISS, BANDRA
6. SION LUNCH HOME:
7. CANDIES, BANDRA
8. SARDAR REFRESHMENTS, TARDEO
9. AMAR JUICE CENTRE, VILE PARLE
10. CAFÉ NOORANI, TARDEO

ADVERTISING AGENCY'S

1. DDB MUDRA
2. DENTSU COMMUNICATIONS PVT LTD
3. FCB ADVERTISING AGENCY
4. GROUP M
5. MULLEN LOWE LINTAS GROUP
6. JWT
7. MADISON COMMUNICATIONS
8. MCCANN ERICKSON INDIA PVT LTD
9. OGILVY & MATHER PVT LTD
10. TLG INDIA PVT (LEO BURNETT)

ARTICLES

IT'S NOT RAINING ON THE FIELDS
(A FARMER'S SITUATION)

IT'S RAINING IN THE CITIES
FLOODING EVERY STREET
IT'S RAINING EVERYWHERE
BUT IT'S NOT RAINING ON THE
FIELDS

IT'S RAINING ON THE MALLS
AND ON SKY-SCRAPER WALLS
IT'S RAINING EVERYWHERE
BUT IT'S NOT RAINING ON THE
FIELD'S

IT'S RAINING POLITICS
AND CANDLE-MARCH ON CAPI-
TAL'S STREET
IT'S RAINING EVERYWHERE
BUT IT'S NOT RAINING ON THE
FIELDS

Dosti jo aapse ki hai , is rishte ka hakk ada ka-
renge
Aapse door bhale hi hain magar, aapki salamti ki
dua zarur karenge
Agar koi musibat aai tho dost, dosti mejaan nicha-
war kar denge
Apka shukriya ada karna chahunga, aap meri jaan
ka jo khayal rakhti ho
Sirf aap hi to hmari mohabbat ka khyal rakti ho
Jab bhi aati use yaad meri, aap use mere pyaar ka
ehsas deti ho
Apni baato ko kuch is tarha khatam karunga
Ki hmari dosti chamke ese ki koyle ki khan me hira
chamke hai jaiseeee

NIKITA-SYBMM

NATURE IS A MYSTERY

Ocean seems to be blue
And we believe it to be true
But ever wondered how it shows your reflection
And also what's beneath when you look through

The clouds are said to be just vapours
A stroke of air and it's destiny is done
But even they have the power
To completely hide the sun

The giant Himalayan mountains
Stands as tall as if it will touch the sky
But when you try to know who rules it
You discover it's the small birds which fly

You can't predict it's future
And will be left amazed by it's history
No wonder everyone says
Nature is a mystery

-LOKESH -TYBMM

NEPOTISM

In Bollywood, The star kids getting
more chance without having enough
talent than people who are not from
the industry, So it is a big issue for
the youngsters who have the ability
and talent but no work for them. We
can see many struggling artist who
have the ability but not getting the
chance.

"This is all happening, Why?
As The star kids get the first
priority"
In bollywood, there are so many
who are unrated actors who
suffer a lot in these industry.
So make a voice for this, Not now
then when " STOP NEPOTISM "

-SIAF -FYBMM
(BLOGPOST)



SHRINATH JADHAV



OMKAR SAHANI



SUBHANSHI



KHAN ARBAAZ



ALEENA PANIKAR



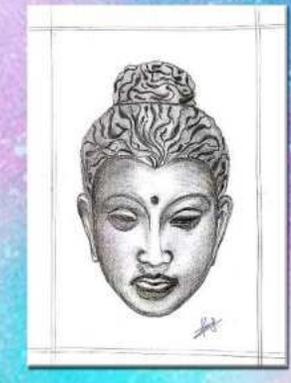
VAIBHAV THOKAL



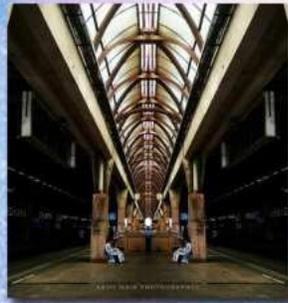
PRATIK KAMBLE



SIDHIKA



ALEENA PANIKAR



FYBMM



SYBMM





TYBMM 2018-19

PHOTOGRAPHERS TEAM



SENIOR PHOTOGRAPHERS

TYBMM

ANILRAJ VENELLA, VIGNESH, SACHIN BHASKARAN, SHUBHAM JAISWAL,
VIVEK GANESH

SYBMM

KARTIK ASOLKAR, AKSHAY JADHAV

FYBMM

SAGAR DALVI, KRISHNA

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SYBMM - SHRINATH JADHAV, AYUSH, SAJIL, SURAJ, SUMESH

FYBMM - AKASH, ARBAAZ, VAIBHAV

EDITORIAL TEAM

STAFF INCHARGE



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PROF. PRASADHINI GAUTAM

MRS. RACHNA VASAN



SURAJ SHIRKE

LAYOUT & DESIGN



KARTIK ASOLKAR

CHIEF EDITOR



KIRAN S PANICKER



LOKESH GEDAM

ASSISTANT EDITOR



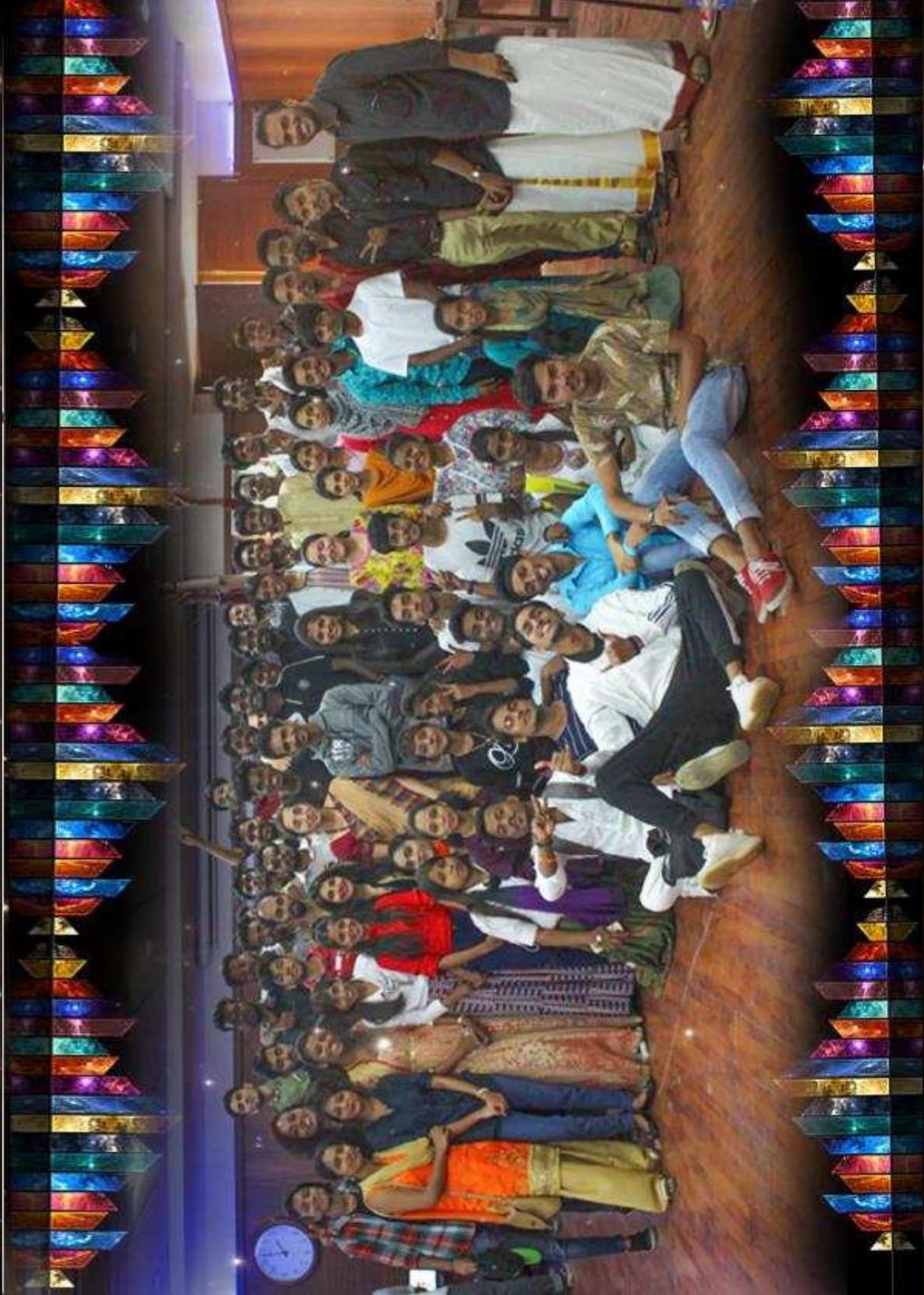
OMKAR SAHANI



WAHEEDA SHAIKH



RISHANK



Meet
you next
year...

2020