



# Shri G.P.M. Degree College of Science & Commerce

## DEPARTMENT OF BAMMC

### A MINT OF CREATIVITY

#### Debate Competition – Current Situation (“Is digital advertising more effective than traditional advertising?”)

21/10/2024

The department of (BA - MMC) conducted “Debate Competition – Current Situation (“Is digital advertising more effective than traditional advertising?”) on 21 October 2024. To examine how both digital and traditional advertising contribute to brand building and long-term customer relationships. To analyse whether the effectiveness of digital advertising diminishes over time due to ad fatigue or privacy concerns.

#### Event Details:

Name of the Event : Debate Competition – Current Situation - Is digital advertising more effective than traditional advertising?

Date : 21<sup>st</sup> October 2024.

Time : 11 am to 12 noon.

#### Event Purpose:

- To examine traditional advertising methods (TV, radio, print, billboards) and their historical impact on consumer behavior.
- To evaluate the strengths of traditional advertising in terms of broad reach, brand awareness, and credibility.
- To compare the cost-efficiency of digital advertising with traditional advertising, focusing on factors such as ROI, budget allocation, and scalability.
- To discuss the barriers to entry in traditional advertising (e.g., high costs of TV commercials, print ads) compared to the relatively lower costs of digital platforms.

#### Some more Glimpses of the Event...



After participation in the event, our students gained -

- A better understanding of how each type of advertising impacts consumer behavior and which one leads to more direct interaction, conversions, and lasting impressions.
- Improves confidence in public speaking platform
- Attendees will gain a deeper understanding of how both digital and traditional advertising work, their unique advantages, and their limitations.
- It enhances your listening skills
- The discussion makes the student comfortable with the complexity and ambiguity -

**WISH YOU ALL THE BEST.**



# Shri G.P.M. Degree College of Science & Commerce

## DEPARTMENT OF BAMMC

### A MINT OF CREATIVITY

#### Group Discussion: Electronic Media VS Print Media

17/09/2024

The Department of (BA-MMC) conducted Group Discussion on the “Electronic Media VS Print Media” on 17<sup>th</sup> September 2024. This type of discussion helped them & Understand how electronic and print media have evolved over time. The discussion around **Electronic Media vs. Print Media** centers on comparing these two prominent forms of media, analyzing their strengths, weaknesses, and influence on society.

#### Event Details:

Name of the Event : **Group Discussion: Electronic Media VS Print Media**

Date : 17<sup>th</sup> September 2024.

Time : 11 am to 12 noon.

#### Event Purpose:

- To encourage students' creativity and think out of the box.
- Breeding fresh ideas and taking inputs from a particular group
- Perception of all the students on a particular topic.
- To analyze the costs involved in producing content for both electronic and print media
- To discuss the environmental impact of print media, such as paper usage, versus the energy consumption associated with electronic media.

#### Some more Glimpses of the Event...



After participation in the event, our students gained -

- It is a good way to engage the participants in a fruitful discussion.
- Improves confidence in public speaking platform
- Students gain a better understanding of themselves. Group work allows people to gain a more accurate picture of how others see them. The feedback that they receive may help them better evaluate their interpersonal behavior.
- It enhances your listening skills.
- The discussion makes the student comfortable with the complexity and ambiguity -

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# Shri G.P.M. Degree College of Science & Commerce

## DEPARTMENT OF BAMMC

### A MINT OF CREATIVITY

#### Article Writing: Personality Development

24/07/2024

The Department of (BA-MMC) conducted Article Writing: Personality Development on 24 July 2024. The main goal of the Personality Development is to guide individuals in their journey toward self-improvement. This department provides a structured approach to help people develop a strong sense of self-worth, effective communication abilities, and leadership skills.

#### Event Details:

**Name of the Event:** Article Writing: Personality Development

**Date:** 24 July 2024.

**Time:** 11 am to 12 noon.

#### Event Purpose:

- **Enhancing Communication Skills:** Effective communication is the cornerstone of personal and professional success.
- **Stronger Relationships:** Personal growth fosters better relationships with family, friends, colleagues, and peers.
- **Personal Fulfillment:** Ultimately, personality development empowers individuals to reach their full potential, helping them live a more fulfilling and satisfying life.

#### Some more Glimpses of the Event...



After participation in the event, our students gained -

- It is a good way to engage the participants in a fruitful discussion.
- Improves confidence in public speaking platform
- A well-executed Personality Development Program can have profound and lasting effects on individuals, impacting both their personal and professional lives
- One of the primary outcomes of a personality development event is a noticeable increase in participants' self-confidence.

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# SHRI G.P.M. DEGREE COLLEGE

## DEPARTMENT OF BA-MMC

*A mint of Creativity*

### Power point Presentation

15/09/2023

With the guidance and support of our Trustee Mr. Rajkumar Mishra Sir and our Principal Dr. Vandana Sinha Madam, The Department of (BA-MMC) conducted '**Power point presentation event**' on 15 September 2023. The main purpose of the event is to focus on students who were from BA-MMC background. The Activity help students to gain confidence to present their topic to audience. It increases their internal communication, boost morale, and reduce stress. In this event, one team participated, rest students handled eventmanagement.

#### Event Details:

Name of the Event : Presentation [Art of compelling pre and post multimedia contents].

**Date :** 19 Sept. 23.

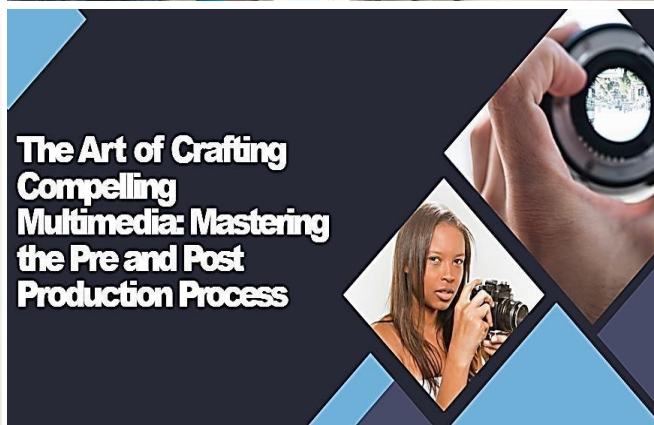
**Time :** 8.50 am to 9.40 am

**Joint participation :** SY BAMMC and TY BAMMC

#### Event Purpose:

- To encourage students to focus on their subject related concepts.
- Inculcating their vocabulary and motivate them to focus on public presentation.
- Convey knowledge to audience about what happens behind the screen. Example, how set is prepared, how shoot happens.

#### Some more Glimpses of the Event...



#### Outcome of the Event...

- One student of TYBAMMC having practical experience of film industry, shared his view and earned applause of audience.
- Event ended with a conclusive message from chief guest, Coordinator.

**WISH U ALL, THE BEST.**



The Department of (BA-MMC) conducted 'Book Review Competition' on 24 February 2023. This event focused on students who were from BA-MMC background. The Activity enabled students to gain a technique of reviewing the book of their choice. This type of activity helped them to flourish their confidence in summarizing a book. In this competition, many students participated.

### Event Details:

Name of the Event : Book Review Competition.

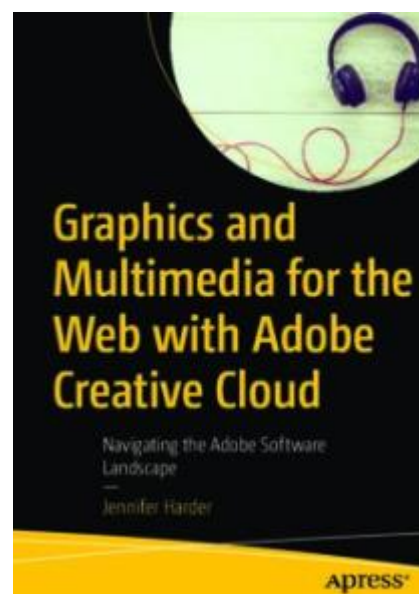
Date : 24 February 2023.

Time : 8 Am to 10 Am.

### Event Purpose:

- To encourage students to focus on their subject related books.
- Inculcating their vocabulary and motivate them to focus on other books.
- Develop Perception of all the students on a particular topic.
- Broaden the outlook of the participants through new and different experiences and ideas and enrich their understanding of the issues in the book.
- Students are asked to write summary of the book they reviewed.

### Some more Glimpses of the Event...



### Outcome of the Event...

After participation in the event, our students gained –

- A good way to engage with the books.
- It Improves confidence in reading and understanding the concepts.
- Students gain a better understanding of their chosen field. Book review is not just a way of understanding a book, instead it's a way of cultivating knowledge. The feedback that they receive may help them better evaluate their Intrapersonal behaviour.
- It enhances reading skills.

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# SHRI G.P.M. DEGREE COLLEGE

DEPARTMENT OF BA-MMC

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## Story Telling Competition

13/10/2022

The Department of (BA-MMC) conducted 'Story Telling Competition' on 13 October 2022. This event focused on students who were from BA-MMC background which enabled students to express themselves and present their point of view and morals of stories of their choice. This type of activity helped them to create their imagination in a lively and natural form and help boost their confidence. In this competition, many students participated.

### Event Details:

Name of the Event : Story Telling Competition.

Date : 13 October 2022.

Time : 8 Am to 10 Am.

### Event Purpose:

- To encourage students' creativity and think out of the box.
- Breeding fresh ideas and taking inputs from a particular group
- Perception of all the students on a particular topic.
- Broaden the outlook of the participants through cross-fertilization and exposure to new and different experiences and ideas and enrich their understanding of the issues under discussion.
- Valuable means of obtaining feedback for the team on verbal skills, motivation level and personal traits of the participants and characteristics of the group.

### Some more Glimpses of the Event...



### Outcome of the Event...

After participation in the event, our students gained –

- It is a good way to engage the participants in a fruitful way.
- It Improves confidence in public speaking platform
- Students gain a better understanding of themselves. Story telling is not just a way of presenting a story, instead it's a way to express imagination. The feedback that they receive may help them better evaluate their interpersonal behaviour.
- It enhances speaking skills.
- The On stage presentation makes the student comfortable with the complexity and ambiguity –

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# SHRI G.P.M. DEGREE COLLEGE

DEPARTMENT OF BA-MMC

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Group Discussion : Importance of Social Media Marketing

15/09/2022

The Department of (BA-MMC) conducted Group Discussion on the “**Importance of Social Media Marketing**” on 15 September 2022. This event focused on students who were from similar backgrounds enable to discuss a specific topic given by the professor. This type of discussion helped them to create their group and participate in a lively and natural discussion amongst themselves. In this competition, many students participated.

## Event Details:

Name of the Event : Group Discussion: Importance of Social Media Marketing

Date : 15 September 2022.

Time : 11 am to 12 noon.

## Event Purpose:

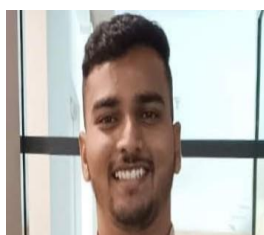
- To encourage students’ creativity and think out of the box.
- Breeding fresh ideas and taking inputs from a particular group
- Perception of all the students on a particular topic.
- Broaden the outlook of the participants through cross-fertilization and exposure to new and different experiences and ideas and enrich their understanding of the issues under discussion.
- Valuable means of obtaining feedback for the team on verbal skills, motivation level and personal traits of the participants and characteristics of the group.

## Some more Glimpses of the Event...



## Winners of Essay Writing Competition...

**Rank -1**



Khan Sajid Sultan

**Rank -2**



Shaikh Mohammad Kaif

**Rank -3**



Chaudhary Vaishali Babu

## Outcome of the Event...

After participation in the event, our students gained -

- It is a good way to engage the participants in a fruitful discussion.
- Improves confidence in public speaking platform
- Students gain a better understanding of themselves. Group work allows people to gain a more accurate picture of how others see them. The feedback that they receive may help them better evaluate their interpersonal behaviour.
- It enhances your listening skills.
- The discussion makes the student comfortable with the complexity and ambiguity -

**WISH U ALL, THE BEST.**



# SHRI G.P.M. DEGREE COLLEGE

DEPARTMENT OF BA-MMC

*A mint of Creativity*

## Essay Writing Competition: If I Was One of the Famous Actor/Actress/Director 24/02/2022

Department of (BA-MMC) had conducted an Intra-College Essay Writing Competition on **If I Was One of the Famous Actor/Actress/Director** on 24<sup>th</sup> February 2022. This event focused on student's subject matter that comes out of their own individual life experience and from their imagination. In this competition 7 students were participated.

### Event Details:

**Event :** Essay Writing Competition on If I Was One of the Famous Actor/Actress/Director.

**Date :** 24<sup>th</sup> February, 2022.

**Time :** 2p.m. To 3p.m.

### Event Purpose:

- To encourage students creativity and leadership skills through essay writing.
- To identify the differences between reel and real world.
- To produce clear and coherent writing in which the development, organization, and style are appropriate enough to perform well.
- Students get themselves placed to that person whom they are portraying while writing an essay.

### Some more Glimpses of the Event...



### Winners of Essay Writing Competition...

#### 1st Rank



**Srishti Ruia**  
(SYBAMMC)

#### 2nd Rank



**Sakshi Ruia**  
(SYBAMMC)

#### 3rd Rank



**Vaishali Choudhary**  
(SYBAMMC)

### Outcome of the Event...

After participation in the event, our students gained with -

- Students became familiar with correct grammar and literary devices.
- It pushes students to evaluate and create action verbs while writing an essay.
- It helped students demonstrate actor's life to their lives.
- It also fosters their ability to explain and refine their ideas to other.

**WISH YOU, ALL THE BEST.**



# **SHRI G.P.M. DEGREE COLLEGE**

## **DEPARTMENT OF BA-MMC**

*A Hint of Creativity*

### Presentation: Effective Communication

13/10/2021

Department of B.A.M.M.C has organized the Presentation on “Effective Communication” by the speaker Prof. Arshia Khan on 13<sup>th</sup> October 2021 whereby nearly 20 students participated in the presentation from FY & SY classes. This presentation was especially organized so that it builds confidence in students while communicating with the people around them. And will help them to develop their communication skills more in a better way.

Due to the covid pandemic, the event was conducted online **via Google form.**

### **Event Details**

Event : Presentation on “Effective Communication”

Date : 13<sup>th</sup> October 2021

Time : 2.00 to 3.00 pm

### **Event Purpose**

- Quick and informal assessment of student knowledge.
- To engage the community’s interest in any issues and reveal community issue and work for betterment.
- To make students aware about the skills to speak.
- To develop imagination subject by using debate or speech learning.

### **Some glimpse of the event...**



### **Outcome of the Event...**

After participation in the event, our students gained with -

- The experience that the things they learn in class room at college can be applied in their daily life.
- Communicating in a more confident manner can change their personality and give them more and more opportunities to go ahead in their personal and professional life.

**WISH YOU ALL THE BEST.**



# SHRI G.P.M. DEGREE COLLEGE

DEPARTMENT OF BA-MMC

*A Hint of Creativity*

## Guest Lecture: Nature Photography

08/10/2021

A special guest lecture was organized by the BA-MMC Department on 8<sup>th</sup> October 2021. This exciting guest lecture was an igniting event for the students. The fire of imagination, awareness and creativity in the students was explored highly. Before starting the competition, instructions were given to the participants. The major aim of session was to create knowledge among the students to show towards the nature as they are also created by the same creator for which 10 marks were undertaken for all students of college in which forty-one students participated.

Due to the covid pandemic, the event was conducted **online via Google form.**

### Event Details

Event : Guest lecture on "Nature Photography."  
Date : 8<sup>th</sup> October 2021  
Time : 12.00 to 1.00 pm  
Guest Speaker:



**Mr. Nishant Brown**

Professional Cinematographer

Advanced Diploma: Film Cinematography

### Event Purpose

- To create a colorful vision.
- To enhance creativity side of student.
- To learn photography in a better career opportunity.

### Some glimpse of the event...



### Outcome of the Event...

Comprehends the outcome so as how today's photographic camera works and records images. Explains the working mechanism and production of the camera at the basic level in the context of the historical process.

**WISH YOU ALL THE BEST.**



# SHRI G.P.M. DEGREE COLLEGE

DEPARTMENT OF BA-MMC

*A Hint of Creativity*

## Poster Making Competition: World Animal Day

15/09/2021

An Intra-College poster making competition was organized by the Department of BA-MMC on 15<sup>th</sup> September 2021. This exciting poster making competition was an igniting event for the students. The fire of imagination, awareness and creativity in the students was explored highly. The theme of the competition was “World Animal Day”. Before starting the competition, instructions were given to the participants. The major aim of competition was to create awareness among students to show respect towards the animals as they are also created by the same creator for which 20 marks were undertaken for all students of college in which nine students participated.

Due to the covid pandemic, the event was conducted online via **Google form**.

### Event Details

Event : Poster making competition on “World Animal Day”

Date : 15<sup>th</sup> September, 2021

Time : 9:00 am to 10:00 am

### Event Purpose

- Quick and informal assessment of student knowledge.
- To engage the community’s interest in any issues and reveal community issue and work it betterment.
- To make students aware about the importance of animals.
- To develop imagination subject by using quiz-based learning.

**Heartiest congratulations to these winners ...**

**Rank -1**



**Rohit Sharma**  
SYBAMMC/A/09

**Rank -2**



**Haroon Nazakani**  
SYBAMMC/10

**Rank -3**



**Atul Sharma**  
SYBAMMC/08

### **Outcome of the Event**

After participation in the event, our students gained with -

- The experience that the things they learn in class room at college can be applied in their daily life.
- Poster competitions can generate publicity and provide information.
- To engage the community's interest in any issue, reveal community issue and raise awareness of an issue in a way that is visual inclusive and fun.
- The participation certificate, a matter of pride, decorates their academics over a decade.
- To care about the animals and its importance.

**WISH YOU ALL THE BEST.**