

## 7.2 Best Practices

### 7.2.1 Describe two best practices successfully implemented by the Institution as per NAAC format provided in the Manual.

#### 1. CINELITT: Film and Literary club of Department of Mass Media

➤ **Objectives:**

To provide a platform for, soft skills, creative outlet and event management (anchoring, hospitality, logistics, public relations, technical).

➤ **Context:**

Creativity and soft skills are often overlooked in conventional curriculum. CINELITT tries to address this drawback by providing the student participants important exposure in Media and Presentation.

➤ **Practices:**

- Intercollegiate Short Film Competitions: Participation from the colleges of Mumbai region.
- Intercollegiate Documentary Competitions (Mumbai Region)
- Film Screenings & Guest Lectures (Both Regional and English Films and lectures by filmmakers and Media Personalities)
- Commemorative Events of Icons of Cinema and Literature
- Poetry Open Mics

➤ **Evidence of Success:** CINELITT is a film and literary club run by teachers and students of the Department of Mass Media. CINELITT has organised national-level poetry competitions, open mics in association with other departments and industry partners such as KitabKhana and Untold Tales. CINELITT events received participation from 10 states of India. Through CINELITT YouTube Channel, the department has organised an online live interactive workshop on film reviewing. The department also released an e-publication of Lockdown Musings containing 40 shortlisted poems written by several undergraduate and postgraduate students of India. Through CINELITT events, the invited alumni who are now employed in the media industry as Journalists, Copywriters, Designers and Academicians mentor the students to make an informed career choice.

➤ **Problems Encountered and Resources Required:**

Limited Funds for honorarium to guests and prizes for participants.

## 2. TITLE OF THE PRACTICE: VACHANPRERNADIN

Vaachan Prerna Din is celebrated on 15<sup>th</sup> October, to commemorate the Birth Anniversary of Dr. Kalam.

### ➤ Objectives of the practice:

- To inspire the students to read books.
- To motivate the students by showcasing the inspiring life of Dr. Kalam.

### ➤ The Context:

The exhibitions organised in the library had two dimensions to it. One was exhibiting the collection of books written by Dr. Kalam and on Dr. Kalam. And the other was selecting a different theme / subject every year for exhibiting books in the library collection.

### ➤ The Practice:

In 2020, two sessions highlighting the importance of reading and good reading habits were organized. Principal Dr. B.B. Sharma Sir was the first speaker for the day. He spoke on 'Book Reading - Demystified'. The speaker for the second session was Dr. Ashutosh Potdar, Associate Professor of Drama at Flame University. He Spoke about "Vachan Kashasathi?"

### ➤ Evidence of the Success:

The Photographs of the events held every year and in 2020 feedback form filled by the students are the evidence of the events held. Feedback from the students was taken, on a 5-point scale, 74.2% students rated the programme with 5 points, 16.7% rated the programme with 4 points and 9.1% rated the programme with 3 points.

### ➤ Problems Encountered:

This virtual exhibition organised in the year 2020 was a substitute for the Exhibition organised by the library every year on Vaachan Prerna Din, which could not be held this year due to the lockdown.