

**VIVEKANAND EDUCATION SOCIETY'S COLLEGE OF ARTS,  
SCIENCE & COMMERCE (AUTONOMOUS)  
DEPARTMENT OF MULTIMEDIA & MASS COMMUNICATION**

**MINUTES OF BOS MEMBERS MEETING TERM II  
A.Y. 2025 - 2026**

Date of the meeting:- 13th March 2026

Time of the meeting:- 11.00 am to 12.00 pm (Friday)

Venue: V.E.S College of Arts, Science and Commerce (Autonomous)

Hybrid Link: [meet.google.com/qdy-eays-jiy](https://meet.google.com/qdy-eays-jiy)

**ATTENDEES:**

1. Chairperson: Ms. Pritika Khedwal
2. The Entire Faculty of Each Specialization: (i) Mr. Nimit R. Sachde  
(ii) Dr. Ankita Malpani
3. Vice Chancellor Nominee: Dr. Sangeeta Makkad
4. External Subject Expert Member: (i) Dr. Moumita De Das
5. Subject Expert (R&D/Industry): Mr. Abhishek Makhwana
6. PG Alumnus: Mr. Pankaj Bathija

**Agenda for the Meeting:**

1. Introduction and MoM of previous meeting
2. Address by the Chairperson
3. Discussion on the 4th year of BAMMC
4. Change in the Nomenclature of MAPR degree
5. Any Other Business (AoB)

**DISCUSSIONS:**

- 1) The meeting commenced with a warm welcome extended to all the respected Board of Studies members by the Chairperson, Ms. Pritika Khedwal. She briefly introduced the agenda of the meeting and thanked all members for their continued support in strengthening the academic quality of the department. The Chairperson then highlighted the progress and achievements of the Department of Multimedia and Mass Communication during the academic year. She emphasized the department's commitment towards aligning its curriculum and activities with contemporary industry requirements.
- 2) Previous Meeting MoM was read by Dr. Nimit R. Sachde and was agreed upon.

- 3) During the discussion, the current syllabus of the department was reviewed by Mr. Raju Kane, a highly respected industry professional with more than 30 years of experience working with some of the best agencies in the industry. He appreciated the structure and design of the syllabus and stated that it closely matches current industry standards and expectations. The BoS members welcomed this validation from an experienced industry professional and acknowledged the department's efforts in maintaining industry relevance.
- 4) It was also announced during the meeting that Dr. Nimit R. Sachde has successfully completed his PhD, which was appreciated and congratulated by all the BoS members.
- 5) Syllabus Structure of Semester 1 and 2 of BAMMC were discussed and appreciated by the BoS for its connection to contemporary times.
- 6) The department further informed the board that five reference books aligned with the university syllabus have been published by the department, aimed at helping students gain structured academic and practical knowledge in the field of media and communication. The members appreciated this academic contribution towards strengthening learning resources for students.
- 7) The board was informed about the outstanding achievements of students during the academic year. Twenty-three TY students successfully published research papers in ISSN International Conference Journals, reflecting the department's growing research orientation and academic rigor.
- 8) Additionally, students of the department collectively won more than 30 awards across various competitions and academic platforms, bringing recognition to the institution. The BoS members appreciated the department's efforts in encouraging students to participate in academic, creative and industry platforms.
- 9) The department also successfully conducted and completed PM USHA activities, which were specially designed to enhance student exposure, engagement and practical learning opportunities.
- 10) It was also highlighted that the specially curated MAPR syllabus has significantly contributed to achieving 100% placement for students, which was widely appreciated by the board members. The members acknowledged that the curriculum effectively bridges the gap between academic learning and industry requirements.
- 11) The board was also informed about several remarkable student achievements in the media and entertainment industry. Anshika Chauhan, a UG student, has signed a contract with Yash Raj Films (YRF) and has already worked in a series on Amazon Mini TV. She also performed in the Ram Leela event in the presence of the Honorable Prime Minister Narendra Modi, which received media coverage across news platforms. Another student, Vikas, is currently working in the popular Marathi television show "Veen Doghachi Tutena" and is expected to soon join the widely watched Hindi television show "Anupamaa". Additionally, Shivrudra, another talented student, represented Maharashtra through a performance that was telecast on DD National.

All the members of the Board of Studies, especially the Vice Chancellor Nominee, expressed deep appreciation and admiration for these exceptional student accomplishments. The members praised the department for creating a strong platform that enables students to achieve recognition at national and industry levels. The meeting then moved towards academic restructuring discussions.

- 12) A proposal was placed before the board stating that the 4th Year of the UG Programme (BAMMC) will be merged with the 1st Year of the MAPR Programme, considering that the institution now offers a University-recognized Postgraduate Degree – MAPR. This integration aims to create a seamless academic progression from undergraduate to postgraduate studies while strengthening the academic structure of the program.
- 13) Another important proposal discussed during the meeting was the change in the nomenclature of the MAPR programme. The proposed new title is:

Master of Arts in Public Relations and New Media Intelligence (MAPRNMI)

The justification for the proposed change included:

1. Alignment with the contemporary media environment
2. Reflection of the existing curriculum content
3. Broadening of the academic scope of the programme
4. Improving student attractiveness and employability
5. Feedback received from students, alumni and industry experts

The Board members carefully reviewed the proposal and appreciated the forward-looking approach adopted by the department. The members acknowledged that the proposed title better represents the evolving landscape of media, communication, digital platforms and emerging technologies.

All the Board of Studies members, including the Vice Chancellor Nominee, unanimously accepted the proposed changes. The board also commended the college and the department for proactively updating the academic structure to match contemporary media industry requirements. The initiative taken by the department received significant appreciation from all members, who acknowledged the department's efforts in maintaining academic innovation, industry alignment and student success.

**ACTION TAKEN:**

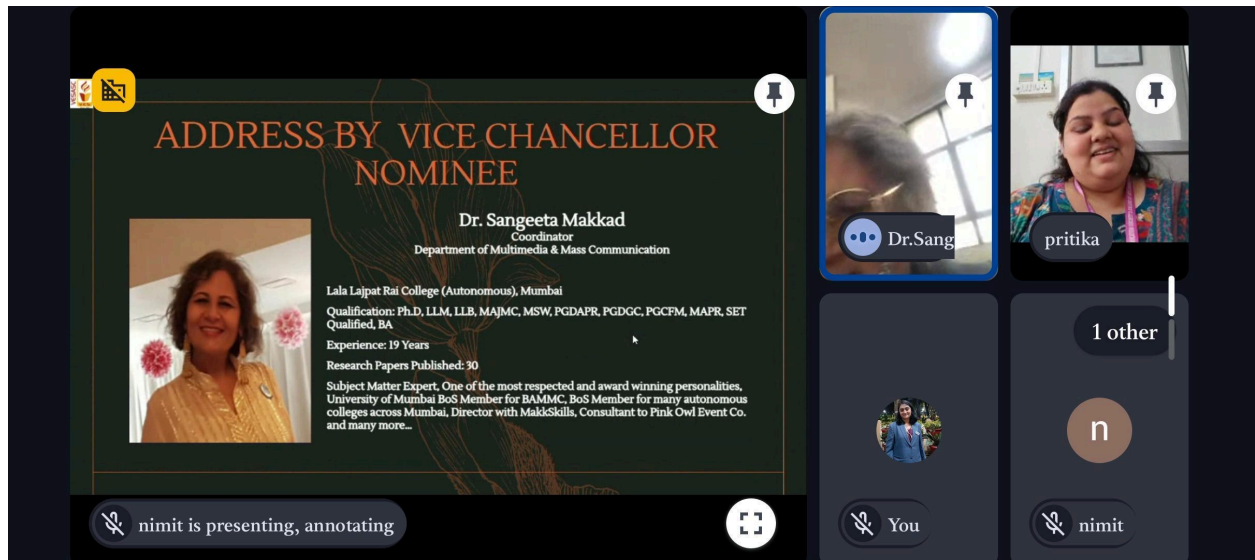
1. The Board appreciated the existing syllabus and acknowledged its alignment with industry standards.
2. Academic and research achievements of faculty and students were formally recognized and appreciated.

3. The proposal to merge the 4th Year UG Programme with the 1st Year MAPR Programme was approved.
4. The proposal for change in nomenclature of MAPR to Master of Arts in Public Relations and New Media Intelligence (MAPRNMI) was approved.
5. The Board appreciated the department's initiatives in curriculum development, student placements and industry engagement.

### ADJOURNMENT:

The meeting concluded with a vote of thanks proposed by the member Dr. Ankita Malpani, who thanked all the Board members for their valuable time, guidance and contributions towards the academic development of the department.

Sd/-  
Chairperson.



The screenshot shows a Zoom meeting interface. The main content is a presentation slide titled "ADDRESS BY VICE CHANCELLOR NOMINEE" for Dr. Sangeeta Makkad. The slide includes her photo, name, title (Coordinator, Department of Multimedia & Mass Communication), and a list of qualifications and experience. The qualifications listed are Ph.D, LL.M, LL.B, MAJMC, MSW, PGDAPR, PGDGC, PGCFM, MAPR, SET Qualified, BA. Her experience is 19 years, and she has published 30 research papers. A bio note describes her as a Subject Matter Expert and a respected personality with various roles at the University of Mumbai and other institutions.

Participant video feeds are visible on the right side of the screen. The top row shows two participants: "Dr.Sang" and "pratika". Below them is a "1 other" indicator. At the bottom, there are controls for "You" and "nimit", with a status bar indicating "nimit is presenting, annotating".

Google Drive | Board of Studies 2nd Meet | Meet - ohy-eyyy | BAMMC: BOS PPT 2 2023-2 | BoS 25-26 Term I MoMdoc

docs.google.com/document/d/1u8t8G7tZ1uNew-5W59R0Y2R-gN1k6zZ/edit

BoS 25-26 Term I MoM

Time of the meeting - 01.00 pm to 02.00 pm  
Venue: V.E.S College of Arts, Science and Commerce (Autonomous)  
Hybrid Link: [meet.google.com/vgn-dtbe-zf](https://meet.google.com/vgn-dtbe-zf)

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3. Vice Chancellor Nominee: Dr. Sangeeta Makkad
4. External Subject Expert Member: (i) Dr. Mousmita De Das (ii) Dr. Nafija John
5. Subject Expert (R&D Industry): Mr. Abhishek Makhwana
6. PG Alumnus: Mr. Paikaj Bathija

**Agenda for the Meeting:**

1. Introduction and Welcome of the New BoS Team
2. Address by the Chairperson and VC Nominee
3. Discussion on the Structure, Subjects and Syllabus of the BAMMC and MAPR Departments
4. Any Other Business (AoSB)

**DISCUSSIONS:**

1. The meeting commenced with a warm welcome extended to all BoS members by the Chairperson, Ms. Pritika Khedwal, who also introduced the new BoS team members. She

nimit is presenting, annotating

Dr.Sangeeta

pritika

1 other

You

nimit

1) 4th Year BAMMC Degree Merge with 1st YEAR MAPR Degree.

2) One Year MAPR will Degree will be Diploma

3) Two Year MAPR Degree will be Masters

nimit is presenting, annotating

Dr.Sangeeta

pritika

1 other

You

nimit

Change in the Nomenclature  
MAPR - Master of Arts in Public Relations  
to  
MAPRNM - Master of Arts in Public Relation and New Media

- 1) Alignment with Contemporary Media Environment
- 2) Reflection of Existing Curriculum Content
- 3) Broadening the Academic Scope
- 4) Improved Student Attractiveness and Employability
- 5) Students, Alumni & Industry Expert Feedback

nimit is presenting, annotating

pratika

nimit

2 others

You

Dr.Sang

A screenshot of a Zoom meeting. The main window displays a slide with orange text on a dark green background. The slide title is "Change in the Nomenclature" and it lists the change from "MAPR - Master of Arts in Public Relations" to "MAPRNM - Master of Arts in Public Relation and New Media". Below the title is a numbered list of five points. At the bottom of the slide, a status bar says "nimit is presenting, annotating". To the right of the slide is a grid of video thumbnails. The top-left thumbnail shows a woman with a name tag labeled "pratika". To its right is a circular icon with the letter "n" and a name tag labeled "nimit". Below "pratika" is a circular icon with a woman's face and a name tag labeled "You". To the right of "You" is a thumbnail of a woman with glasses and a name tag labeled "Dr.Sang". A label "2 others" is positioned above the "Dr.Sang" thumbnail. The bottom of the screen shows a status bar with a microphone icon and the text "nimit is presenting, annotating".

ANY OTHER BUSINESS / POINTERS

nimit is presenting, annotating

pratika

nimit

3 others

You

Dr.Sang

A screenshot of a Zoom meeting. The main window displays a slide with orange text on a dark green background. The slide text is "ANY OTHER BUSINESS / POINTERS". At the bottom of the slide, a status bar says "nimit is presenting, annotating". To the right of the slide is a grid of video thumbnails. The top-left thumbnail shows a woman with a name tag labeled "pratika". To its right is a circular icon with the letter "n" and a name tag labeled "nimit". Below "pratika" is a circular icon with a woman's face and a name tag labeled "You". To the right of "You" is a thumbnail of a woman with glasses and a name tag labeled "Dr.Sang". A label "3 others" is positioned above the "Dr.Sang" thumbnail. The bottom of the screen shows a status bar with a microphone icon and the text "nimit is presenting, annotating".