



Dr S.C. Gulhane Prerna College of Commerce, Science and Arts

Run by Prerna Sewa Mandal
Reshimbag Square, Nagpur-24

Govt Recognized and Affiliated to Rashtrasant Tukadoji Maharaj Nagpur University
NAAC (UGC) ACCREDITED INSTITUTION 'B' GRADE (CGPA-2.32)

Ph.: 2745296, 2746840

E-mail: prernacollegengp@gmail.com



Report on

Three Months Certificate Course in Mass Communication

Faculties-1. Shri. PrabhakarjiDupare, Senior Reporter, Lokmat, Nagpur

2. Shri.RahuljiAwasare, Senior Reporter, Lokmat, Nagpur

3. Dr Ashok Bhad, Professor, Mass. Comm. Dept., DNC, Nagpur

4. Ms. Arti Goswami, HRM, Prerna Sewa Mandal, Nagpur

5. Ms. ShrushtiParchake, Asst. Prof., Mass. Comm. Dept., DNC, Nagpur

**6. Mr. Gaurav Gajbe, Asst. Prof. Dr S. C. Gulhane Prerna College of Commerce, Science &
Arts, Nagpur**

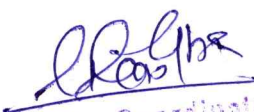
Time: - 04.00 pm to 6.30 pm

Date: - 06. Sep. 2023 to 06. Dec, 2023

Total No. of Students: - 89

OBJECTIVES

1. To aware students about career options in Mass Communication.
2. To make them aware about Importance of Mass Communication in modern times.
3. To inform about opportunities in Mass Communication
4. To encourage students for career in Mass Communication.
5. To Make Students familiar with role of Mass Communication in their academic profession.
6. To acquire knowledge and skills in Mass Communication.
7. To give practical knowledge by Visit in Printing Press (Lokmat)
8. To give them chance to interact with printing press workers.
9. To understand how newspaper are distributed and their circulation strategies can be informative.
10. To develop self-confidence and public speaking skills among the students.
11. To create awareness about effective use of imagination & creativity.


Program Coordinator
Dr. S. C. Gulhane Prerna College of
Commerce, Science & Art's, Nagpur.



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HIGHLIGHTES

1. Inauguration of the three months Certificate Course done by Shri. Pradip Maitra, President, Press Club, Nagpur
2. Shri. Prabhakarji Dupare, Senior Reporter, Lokmat, Nagpur & Shri Rahulji Awasare, Senior Reporter, Lokmat, Nagpur started with basic of Mass Communication.
3. Dr Ashok Bhad, Professor, Mass. Comm. Dept., DNC, Nagpur started with the Basic of Effective Communication.
4. Ms. Shrushti Parchake, Asst. Prof., Mass. Comm. Dept., DNC, Nagpur started basic of advertising
5. Ms. Arti Goswami, HRM, Prerna Sewa Mandal, Nagpur started with the Social and moral responsibility of newspaper owner.
6. Mr. Gaurav Gajbe, Asst. Prof. Dr S. C. Gulhane Prerna College of Commerce, Science & Arts, Nagpur started with Media Law, How independent media helps public to aware.
7. Mr. Ramesh Mehta, Retired, Assistant Police Commissioner gave guest lecture on relation between police and general public.
8. Students visited in the printing press in Lokmat, MIDC, Buttibori, Nagpur
9. Students interact with the production manager of the printing press
10. Students made press note of the lokmat Press Visit
11. For the valedictory function Dr Raj Gajbhiye, Dean, Government medical College and Hospital Nagpur motivate students about their career.

OUTCOMES

1. Students understand how newspaper are distributed and their circulation strategies can be informative.
2. Students encourage for career in Mass Communication.
3. Students gain practical knowledge by Visit in Printing Press (Lokmat)
4. Students learnt career option in Mass Communication.
5. Students aware about Importance of Mass Communication in modern times.
6. Students developed self-confidence and public speaking skills among the students.
7. Students aware about effective use of imagination & creativity

CO-ORDINATOR and REPORT MADE BY: -

- **Mr. Gaurav Gajbe**, Asst. Prof. Dr S. C. Gulhane Prerna College of Commerce, Science & Arts, Nagpur

Program Coordinator
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GLIMPSES OF THE CERTIFICATE COURSE



Dr. Liladhar Rewatkar, Officiating Principal Presenting memento to Shri. Prabhakarji Dupare, Senior Reporter, Lokmat, Nagpur in Inaugural Program



Dr. S. C. Presenting shawl & shirwal to Shri. Pradip Maitra, President, Press Club, Nagpur in Inaugural Program

S. C. Gulhane

Program Coordinator
Dr. S. C. Gulhane Prerna College of
Commerce, Science & Art's, Nagpur.

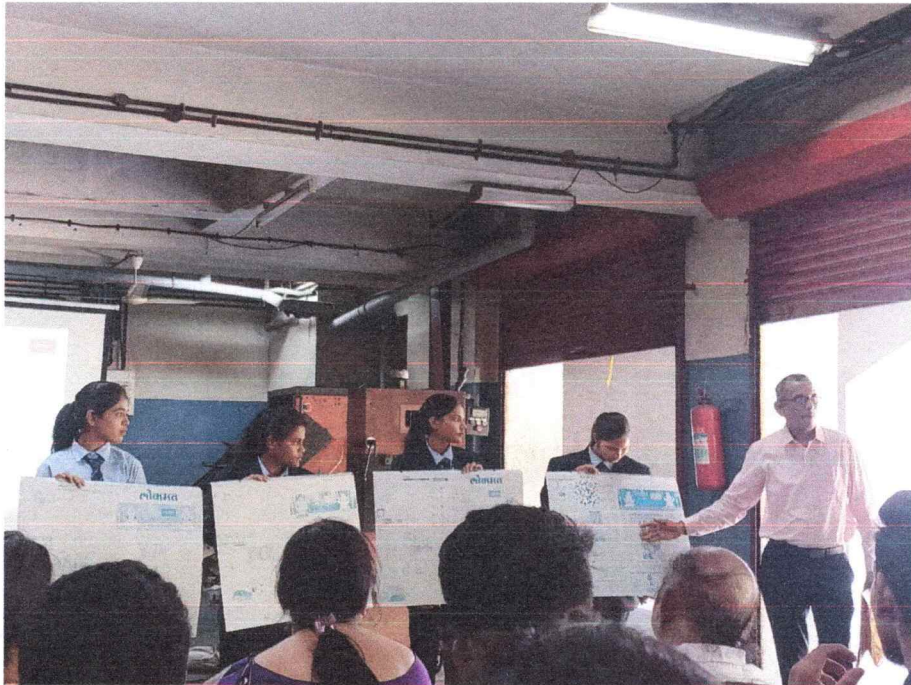


Shri. PrabhkarjiDupare, Senior Reporter, Lokmat, Nagpur giving lecture on Reporting in the Class.



Inauguration is attended by the Participant of the Certificate Course

G. S. Gulhane
Program Coordinator
 Dr. S. C. Gulhane Prerna College of
 Commerce, Science & Art's, Nagpur.



Production Manager explaining how paper is print



Lokmat Group self-published News of Visit in their News-Paper on Eye-Witnessed Page

S. C. Gulhane
Program Coordinator
Dr. S. C. Gulhane Prerna College of
Commerce, Science & Art's, Nagpur



Students looking at the Printing Machinery



Dr. Raj Gajbhiye, Dean, Govt. Medical College & Hospital in Speaking Valedictory function

[Handwritten Signature]

Program Coordinator
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