



**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)

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REPORT ON

Valedictory Function of Three-Month Certificate Course in Mass Communication

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

Chief Guest: - Dr Raj Gajbhiye, Dean, Govt. Medical College & Hospital

Chairperson: - Dr S. C. Gulhane, Secretary, Prerna Sewa Mandal

Guests of Honour: - Shri. Prabhakar Dupare, Senior Journalist, the Manager of Patrakar Bhavan, Dr Ashok Bhad , Dr Pravin Joshi, Director, Dr S C Gulhane Prerna College of Commerce, Science and Arts.

Prominently Present: - Ms. Abhilasha Gudadhe, CEO, Prerna Sewa Mandal. Ms. Aarti Goswami, HRM and Dr Liladhar Rewatkar, Officiating Principal of the college,

Date and Time – 6th Dec, 2023, Wednesday, from 10.30 am onwards

Objectives:

1. To felicitate the student with a platform, this can give them a glimpse of what and how they can approach it.
2. To make them aware about the need of mass communication in present days.
3. To inform students about various opportunities in mass communication.
4. To make the students familiar with role of mass communication in their academic profession.
5. To encourage them for making career in Mass Communication.

Highlights: -

1. Ms. Neha Samundre Asst. Prof. Dept. of Computer Science welcomed the guests of the program.
2. Dr. Pravin Joshi Director, Dr S C Gulhane Prerna College of Commerce, Science and Arts Nagpur, introduced the guests and made introductory remarks, explain the role of media in very simple manner. Also explaining the significant impact of mass communication on society, shaping not only cultural norms and values but also the way people perceive and interact with the world.

Prerna Coordinator
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3. Dr S .C. Gulhane, Secretary of Prerna Sewa Mandal, Dr Pravin Joshi, Director of the college and Ms Abhilasha Gudadhe CEO of Prerna Sewa Mandal welcomed the Chief Dr Raj Gajbhiye with bouquet & memento.
4. Dr Liladhar Rewatkar, Officiating Principal Dr S C Gulhane Prerna College of Commerce, Science and Arts Nagpur welcomed the guest of honour, Shri Prabhakar Dupare, a distinguished journalist and manager of the Patrakar Bhavan.
5. Ms Abhilasha Gudadhe CEO of Prerna Sewa Mandal welcomed Dr S.C. Gulhane the Chairperson of the program.
6. The guest of honour Shri Prabhakar Dupare educates the students about ample opportunities in the field of mass communication and emphasised on the various mass media tools utilised for reaching out to the large number of audience.
7. The chief guest Dr Raj Gajbhiye enlightened the students about mass media courses. He explain how mass communication plays and important and crucial role in the development of the career of the students.
8. Certificate distributed to the participant.
9. A vote of thanks proposed by Mr. Gaurav Gajbe, Asst Prof. Dept. of Commerce.
10. The program concluded with recitation of National Anthem.

Program Outcomes:

1. Students get familiar with mass communication theories and assess their use.
2. The students acquired information about specific paradigms for critical thinking to mass communication.
3. Students came to know about the evaluate and apply diversity, objectivity, and balance to any form of mass communication.
4. The students learnt about finding relevant sources of information, evaluate information critically, and apply information appropriately and effectively to specific purposes.
5. Students understood the relation between society, culture and communication.
6. They acquired advance knowledge of medium of communication.
7. Students learnt how to serve public messages quickly to a large number of people who are far away from the source of information through mass media.
8. It helped the students to build an opinion about the happenings around them.
9. It provided students good comprehensive knowledge, imagination and creativity.

Number of Beneficiaries: 100

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Glimpses of the Program: -



Dr S.C. Gulhane, Secretary of Prerna Seva Mandal, welcomed the Chief Dr Raj Gajbhiye with bouquet & memento



Director, Dr. Pravin Joshi Director, presenting introductory remarks


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Chief guest Dr Raj Gajbhiye, addressing the participants.

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