

## Academic Year 2023- 2024

### 7.3.1: Institutional Distinctiveness

**Title: Showcasing the institution in the public domain through **student-driven** media and publication teams**

In our College, students are encouraged to excel in various fields, with journalism being an emerging area of interest. Recognizing the growing demand for media professionals, the college provides valuable opportunities for students to engage in the media field through the Publicity Media Group. This initiative allows students from diverse disciplines to gain hands-on experience in news reporting and public relations.

The process begins with students registering via a Google form, followed by a personal interview to assess their skills. After selection, students receive event management training, which equips them with the necessary skills for organizing and promoting events. They then engage in practical tasks such as preparing press notes, interacting with news channels, and liaising with print media outlets. Internship opportunities are provided through collaborations with renowned media groups like Sakal, Lokmat, and Aakashwani, allowing students to gain real-world experience.

Faculty members, particularly from the Commerce department, play an instrumental role in guiding these students. Each faculty member mentors a group of 15-20 students, offering support and expert advice. The college invites media professionals to interact with students, sharing their expertise and insights. This unique practice fosters the development of future media professionals and ensures a well-rounded educational experience.