

SNEAK PEAK ABOUT THE ADVERTISING LEGEND

I am the Executive Chairman and Creative Director for Ogilvy & Mather India and South Asia, and I have been with Ogilvy since August 1, 1982.

What's unique about Ogilvy India is that we are cheered not just by award juries, but also by thousands of non-advertising, common people of India.

We believe that talent resides beyond the advertising centers and very often at non-traditional sources. It is always our endeavour to look for people from different walks of life, people who have a creative bent, and more importantly,



people who respect the Indian culture and its people. We also believe that it's

not enough to source talent; we have to nurture, encourage and celebrate their ideas on an on-going basis.

My favorite career highlight at Ogilvy was in 2000 when the Abbys named our campaign for Cadbury Dairy Milk "Campaign of the Century" and our TV commercial for Fevikwik

"Commercial of the Century."

My favorite David Ogilvy quote is: "The psychiatrists say that everybody should have a hobby. The hobby I recommend is advertising."

MEDIA AS WE FACE IT

What the mass media offers is not a popular art, But entertainment which is indeed to be consumed, forgotten & replaced .

Here, A single death is a tragedy but a million deaths are a statistic It tells you what to think in It rushes upon so quickly to its own conclusion .

All I know about the media; Media is right arm of anarchy , Where the one who controls the media, Controls the mind .

In the creative world of spotlight For the people like media world Solitude is a victory .

If you'll face it, You'll make it.

-Angel Sanjay, SYBMM

BMM; THE WORLD OF DREAMS!

There is a pathetic misinterpretation among the people that Bachelor of Mass Media is a stream optionally left out for the back benchers! When people hear you saying that you are a BMM Student, the reaction that you could see on their faces literally expresses their drastically fallen orthodox views. Through those reactions they would indirectly convey you the messages that you have taken the wrong field by choosing the stream! But we the BMM students , will give you the reasons to "Why BMM is a field of Dreams?" by clearing the rigorous misunderstandings regarding the Life of BMM...Passing out 12th standard is like winning the Second World War wherein you feel succored from all those bookwormic procedures of by-hearting theories and calculating logarithms. Then enters the main twist in life whereby you have to decide which path to follow that may lead you to your ambitions! And that decision might make you go nuts...Because on one hand there is YOU AND YOUR DREAMS and on the other hand you have YOUR SOCIETY AND THEIR EXPECTATIONS... Which one will you follow? Whom should you convince? In India, we are been bought up as Anthropophobiacs which means the people who are "scared of society". In short , "Log kya Kahenge" disorder. And so to win over the elite group and to satisfy our family and peers, we hide our dreams or rather kill our identity... But here, we the BMM students take up the courage to stand up for what we believe in- Our Creativity that we are Blessed with!!!For others Creativity is "an out-of-box" concept but for us BMMities, we never keep any Box that would limit our Creativity! For all those who think that BMM is a life of an ease, here we take this opportunity to correct you humbly. It is true that we are not bookworms because BMM is not a theoretical stream, it's all about intellectual practicality and so our syllabus is not just limited to one single book wrote by some eminent personalities whom we don't know, here we are expected to showcase our creativity and talents through which makes us independent in this world.BMM teaches us to Dream till you Die and Chase till you are Done! The Life of a BMM student is amazingly breath-taking because no one can ever stop them from chasing their Destiny!While coming to the Academic Perspective, it should be a matter of concern that BMM students too have their own projects, assignments and power-point presentations assigned to them and so they should never be paralyzed and considered less than any other streams. Because when others failed to give wings to their Dreams... We had the guts to do that! They go through various pressures like unpaid internships, too many

options, too many projects...But still manage to balance all these with a wide smile and that is an in-built attitude of a BMM student!BMM moulds one's perception and attitude in each step that they take. It teaches the students to have their own unique character and the bravery to accept it. A BMM student will have a completely different view on each and everything but for sure they will have an independent view. They wouldn't mind sitting with a gay in the bus, they wouldn't stare at a woman like an alien if she has worn sleeveless or shorts, they wouldn't mind celebrating any festivals in accordance with so-called secularism in our country and they wouldn't mind if they are been boycotted for what they believe in!! We are not only been taught "about the problems" in the world but are also given the morals as in "how to solve those problems"!! A BMM student is expected to be updated, from knowing the usage of a DSLR camera to the recent speech of Barack Obama is a matter of our concern!!BMM stream can indirectly be compared to the Hogwarts School of Harry Potter wherein they are free and capable of doing millions of miracles with a magic stick but in this case, they do it with their talents and creativity. It was correctly said by Dr. A.P.J.Abdul Kalam that "The best brains of the nation may be found on the last benches of the classroom." So to all those respected people who deride us on our choice of being a BMM student, with a wide smile let us say "BMM is not your cup-of -tea, if you are one among those who just 'exist' to gratify the society!!!"

-Soniya Sunny
TYBMM (2016-17)

CREDENTIALS

Co-ordinator / Faculty, Bachelors of Mass Media
Mrs. Sharanya Sanoj

Editors / Faculty, Bachelors of Mass Media
Ms. Pooja Singh
Ms. Shaoli Mistry

Designing & Conceptualization
Mr. Khushal Solanki (SYBMM)

Content Sourcing & Production
Mr. Amandeep Hans



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MEDIA WORLD

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OTTED

DEPARTMENT OF BACHELORS OF MASS MEDIA VOL.1 2017

BITES WITH STUDENT OF THE YEAR, JANVI BHATKAR

1. Talking first and foremost about BMM, why did you choose this field? What made you seek a position in this field?

Well, I feel that BMM is different from all the other streams and is a course which is totally out of the box. I never wanted to do courses like medical or engineering that almost everyone else did. It was my 9th grade when I decided to be a journalist and hence I took up BMM.

2. What do you think is the best part about BMM as a course?

In comparison to all the other fields, BMM is unique and has creative subjects like photography, short film making, etc. I also remember visiting Elephanta caves for our photography lecture and It was an amazing experience all over.

3. You have been the student of the year as well, what contributed the most for this achievement?

I would have never achieved the 'Student of the year' title without the support of my Principal Dr. Chitra Natrajan Ma'am and Vice Principal Pratima Singh Ma'am. I would also like to thank my HOD Manali Ma'am and teachers like Anjana Ma'am, Tushar Sir, Umesh Sir and most importantly Shruti Ma'am who always pushed us to be a part of various activities. She was the main reason why I was constantly encouraged to participate in almost everything especially Khwaish.

4. What are you currently doing? What influenced you to choose this career?

I am currently working as a social media trainee at 'Maharashtra-1'. I have also done internships at news channels such as IBN 7 and TV 9. I belong to a family with political background and hence I was always interested in politics but never wanted to be a politician. I personally believe in change and ethical change is something we need in the society. Journalism is a way to change system and this was the major reason why I was influenced to choose this career.

5. What are your future plans and next achievements that you are looking forward to?

I am aiming at starting up my own web news channel someday. I also want to be a part of Nana Patekar's NAAM foundation and wish to serve my birth place Ratnagiri as it is still deprived of many facilities. Along with journalism I want to provide social services to my village for a better living of the people residing there.

6. What is the best memory of you in Chandrabhan Sharma College?

My college gave me the biggest title and nothing could be bigger than that. Becoming the 'Student of the year' was indeed the best memory that I will cherish throughout my lifetime. Events such as Khwaish and farewell are one of those memorable days I shall never forget. Being a part of the creativity department gave me some really good friends who were the real reason why college life was fun.

7. Now that you're out of the college, what message would you like to give to your juniors?

Everyone should now take an initiative towards the betterment of the college. Participation is a very important factor as it molds your overall personality and shapes your career. So take a step forward because it is everything that matters!



An interview with the 'Student of the Year'

WHY BMM IS MY FIRST LOVE?

"BMM have opened many doors for me. It has also made me one step closer to my future aims and goals. BMM is not just about studying related to media but also to show how much productive you are. BMM has always been a standalone field and helped most of the students to actually choose their career. The main reason for loving BMM is because it helps one to explore him/herself to the utmost."

-Khushal Solanki
SYBMM

"When you want something, the whole universe conspires to make that happen is something that proved right for me. Nothing exciting for me more than being a part of this field. BMM made me discover myself, my place in this happy world and I am up for anything that could make me a better BMM'ite each day"

-Alfiya Khan
SYBMM

"A person who is more into creativity and when it comes to creativity nothing is better than BMM."

-Amandeep Hans
SYBMM

"BMM is my first love because I strongly believe in the ideology that Formal Education will make you a living but Self-Education will make you a fortune."

-Vijay Chandel
TYBMM

"BMM gives wings to our creativity. Hence it is my very first love."

-Pratibha Kanojia
TYBMM

"My interest for photography after twelfth standard made me join Bachelor of Mass Media. BMM should be an option because it is not just restricted till corporate studies but also includes creative studies. There is so much to learn and explore," I joined to become a successful photographer and ended up enjoying script writing and anchoring" BMM is completely about exploration & expression!"

-Shrishti Pandey
TYBMM (2016-17)

REALITY OF INEQUALITY

She's dressed so beautifully, her clothes made up of fire, poor little did she know that her uncle was a liar.

*They say "it takes two men to quarrel"
Do they mean five year old invited with her skirt floral ?*

*Why didn't you ignore her jeans the same way you ignored the naked women lying on street?
You act like this so often like its become a part of your creed.*

It happens because there are parents that still blame her clothes, and never teach their son to look beyond those.

*He is evil but she becomes society's disgrace,
Stop acting wild with lives this ain't charades.*

*It is complicated to me, how do you call her weak?
When she has the power to bring a new life putting her own at risk.*

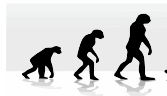
*He proudly says you can't compare me to her.
she said I'm a universe of power and you of a city and that is why being compared to men is called inequality.*
-Shrishti Pandey, TYBMM (2016-17)

WHAT THE FACTS!

Instagram was launched on a Monday, a few hours later; It became the #1 Photo App.
(PS: It still is!)



74% of the couples surveyed said that, social media has influenced their life positively!



EVOLUTION OF MEDIA



Always heard about my parent's childhood stories where they waited for weekends to enjoy another flavour of TV shows like movies, serials, etc aired on the one and only 'Doordarshan'. It's hard to believe that, only a decade ago, social media was a little more than a budding trend which has now become a key part of the modern lifestyle. Everything has officially and permanently changed with the advent of internet in our lives. There is now a generation of kids coming up who can't even conceive of a world without smart phones and social networking. Strange? Not really!

So, Is the traditional media soon about to die? With the birth of internet, the one way conversation got replaced with the two way conversation. Today, the breaking news is learnt while scrolling through social media rather than from the homepage of a newspaper with a cup of coffee in hand. You don't have to compromise on your favourite shows or the most awaited football match because today, everything is merely a click away. Old media (print, tv, radio) are becoming a second option in favour of improved ways of consuming the news such as social platforms, blogs, etc. Facebook's instant articles feature available for publishers has presented new opportunities for platform specific publishing. Youtube is now turning commoners into celebrities. And today, celebrities are just not in the news but they create news. Traditional media has several limitations. Not everyone can afford to physically print their own newspapers or magazines, but it is next to free to produce online versions.

Contemporary media has provided a huge platforms for advertisers wherein they can reach almost everywhere at a fraction of cost. This is why your social media feed today is always flooded with advertisements based on your requirement. Along with this, New media marketing has paved its way and has been a boom lately including pay per click advertising, content marketing, facebook campaigns, twitter ads, email marketing and so on. Inspite of all of these, the problem with new media is that the best practices can change overnight. What if tomorrow Facebook decides that you need to pay for people to see your posts? While new media is important, it has certain drawbacks too. On the other hand, traditional media remains a trusted source of information when it comes to news. Then, there is no substitution for a factual, balanced story. Although the shift to digital media is probably inevitable, the traditional forms won't 'die out'. Both of these media forms have certain pros and cons, so let the battle begin!

-Alfiya Khan, SYBMM

SANDEEP MAHESHWARI; THE MEDIA MAN

Sandeep Maheshwari is a name among millions who struggled, failed and surged ahead in search of success, happiness and contentment. Just like any other middle class guy, he too had a bunch of unclear dreams and a blurred vision of his goals in life. All he had was an undying learning attitude to hold on to. Rowing through ups and downs, it was time that taught him the true meaning of his life.

And once discovered, he consistently kept resigning from his comfort zone and to share the secret of his success



Sandeep Maheshwari mentoring students

56% of the facebook users check their account at least 5 times a day!



Youtube- over 1 billion users!



POLI-TICKLE SATIRE

Amritsar: Aam Aadmi Party (AAP) chief Arvind Kejriwal has found a worthy opponent in the Congress party's Captain Amarinder Singh – at least on Twitter.

If not in matching him repartee to repartee, Amarinder's proven he's a worthy match for Kejriwal when it comes to stick-to-itiveness on the microblogging site – much a la Donald Trump.

But Delhiites are so fed up of of Kejriwal that they are booking tickets for Punjab to go there and vote for Kejriwal as Punjab CM, so that he leaves Delhi.

Kejriwal is aware of all such plans and has tried to block all reservations, but people are finding new ways like travelling by a cycle, no pun intended towards the Samajwadi party here, but Kejri's time in Delhi seems to be numbered, given the thinking shown by the fed up people.

Kejriwal, on other hands wants to be the CM of both Punjab and Delhi at the same time, and is leaving no stone upturned in promoting his party as the only clean party in India

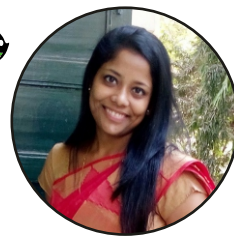
-Khushal Solanki, SYBMM



Mrs. Sharanya Sanoj



Ms. Pooja Singh



Ms. Shaoli Mistry

THE POWERPUFF GIRLSSS!

The backbone of the media department are these three powerful women. This trio has day in and out to bring up the department that has a strength of approximately 200

students having a majority of male population. Incredible enough?! We, the students of this fine department are thankful to be under your guidance and pledge to contribute every bit in the enlistment of BMM.

#FavouriteTrio #WomenPower
#ThePowerPuffGirls.



STORY TELLING PHOTOGRAPHS



ENERGY

Captured by: Suraj Mishra, SYBMM



SURVIVAL

Captured by: Raj Ruparellia, FYBMM

*"A Photograph
is worth a
Thousand words"*



INNOCENCE

Captured by: Alfiya Khan, FYBMM



HUMILITY

Captured by: Pratibha Kanojia, SYBMM



PASSION

Captured by: Khushal Solanki, SYBMM



COMPANION

Captured by: Shrishti Pandey, TYBMM (2016-17)



MOTIVATION

Captured by: Vijay Yadavar, SYBMM