

SNDT Women's University

APRIL 2023

Department of Extension & Communication Formerly Extension Education

Juhu Road, Santacruz (W), Mumbai 400 049 Tel : +91-22-26613550 Email : extensionedu@sndt.ac.in

sndt.ac.in

Staff Members



Prof. Mira K Desai Head

Rupesh Jadhav &

Other Staff of PG Home Science Administrative office is shared by Five Departments of Home Science.

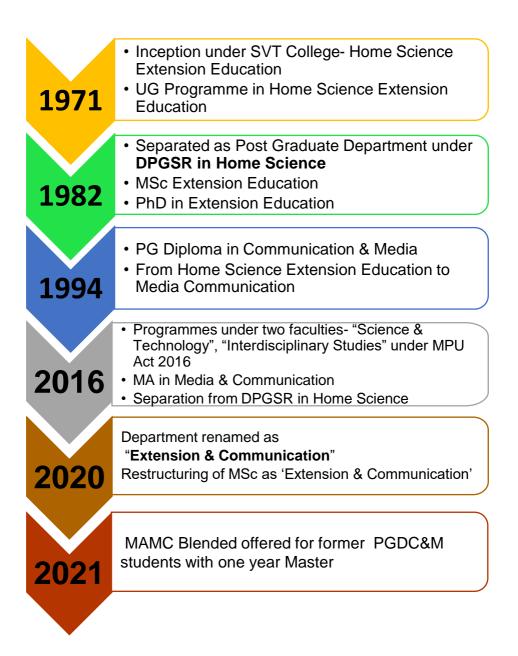


Santosh Sarvaiya Peon

Visiting Faculty Members (2015-2021)

No	Person	Subject Area	
1	Sangeeta John	Journalism	
2	Bhavna Shah	Finance, Cyber Law	
3	Manisha Prasad	Production, Sociology	
4	Manjiri Gupte	Anthropology	
5	Dr. Meenakshi Uppadhyay	Law, Ethics, Mass Media, Advt. & PR	
6	Dr. Deeksha Chamola	Advertising and PR, Media Research	
7	Oli Ghosh	Visual Communication	
8	Mr. Rahul Vispute	Visual Communication	
9	Mr. Atul Dube	Advertising & Management	
10	Dr. Nitin Malekar	PR, Communication	
11	Dr. Sumedha Bajpai	Management	
12	Mr. Manohar Kunte	Sound production	
13	Kirti Bhoite	Law	
14	Manisha Lakhe	Advertising	
15	Anita Parihar	Video Production	
16	Suhana Bhatia	Creative writing	
17	Sagarika Golder	Media studies	
18	Dr. Bandana Prasad	Extension Education	
19	Dr. Garima Gupta	Extension Education	
20	Dr. Rekha Battalwar	Nutrition	
21	Mr. Narendra Khare	Statistics	
22	Ritu Goel	Television studies	
23	Mr. Ashok Kumar	Media Production	
24	Dr. V Jayashree	Special education, Research	
25	Meenal Sule	Communication	
26	Manisha Ohlan	Extension Education	

About The Department



Departmental Goals

संस्कृता स्त्री पराशक्ति

Home Science Extension

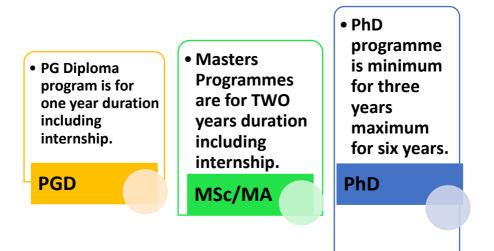
- Gain knowledge in the areas of extension, development, management and media communication.
- •Strengthen the professional competence for work in the areas of research, education, extension, and communication.
- Pursue higher education and research in Home Science Extension, Media Communication and Community Development and Development Studies.
- •Train in facilitating skills and employability in the areas of community outreach, community development and social change communication.

Media & Communication

- Understand scope of media and communication in a contemporary society.
- Know the historical perspective on evolution of media to present
- Examine role of media communication in day-to-day social and cultural life.
- **Develop skills of production** in words and visuals.
- **Produce work** reflecting the expertise organized during the programme.

Academic Programmes

- M.Sc. in Extension Education (1982) [Single Site programme with no UG]
- Ph.D. in Extension Education (1982)
- P.G. Diploma in Communication & Media (1994)
- M.A. in Media & Communication (2016) [BA Mass Media in affiliated colleges]



Teaching & Learning Resources



- One Classroom \checkmark ✓
 - One Laboratory
 - Laptops-2,

✓

✓

✓

 \checkmark

- ✓ Desktops-6,
- ✓ LCD Projectors-2, ✓
 - Visual Presenter,
 - Digital Professional Camera & Still Cameras-3,
 - **Lights & Tripods**
 - Student access to **WiFi** and Computers IN class
- ✓ Access to University Library Facilities Departmental Library access (for extended time period)
- Soft copies of essential subject books and conference proceedings, thesis, monographs and other literature

Conferences/Seminars Organized by Department January 2016 – December 2022

- □ UGC Sponsored: National Seminar '*Role and Relevance of Extension* Education: Vision 2020', September 10-11, 2017
- □ UGC Sponsored: National Conference on 'Status of Home Science Education in 21st Century: Vision 2020', September 13-14, 2017
- International Communication Association First Asia Regional Conference on 'Communication Research in Digital Age' 36 international and 87 national delegates from 51 institutions from 16 countries during December 14-16, 2017.
- Rotary Mumbai Green City Seminar & Exhibition on 'Swachh Mumbai' with other Departments, February 16-17, 2018
- Women's Studies and Gender Roles in Quebec: Film Festival For Bureau of Quebec with other Departments, November 20, 2018
- Cyber crime: Prevention & Psychological Impact in collaboration with other Departments, February 1, 2020
- 'Digital Communications: Platforms, Content and Tools' series of Zoom Workshop during lockdown in collaboration with Avignyata Inc. 8-11 & 17-20 April, 2020
- Everyday@11 SNDT4U Month-long Sessions for 25 days 55 hours (Details: https://sndt.ac.in/sndt4u-everyday-at-11) 27 July to 28 August 2020
- National Symposium Independent India & India Television: Women On/Off Screen, March 8, 2022
- Women In/Of Media: An online Exploration- Comparative Narratives from India & Quebec INDEPEDENCE75@SNDT: AZADI KA AMRUT MAHOTSAV, April 9,2022
- SIX Editions of Media Mantra from 2015 to 2022







Conferences & Seminars



Research

- UNESCO IPDC project 'Mapping Educational Strategies for Creating Gender-sensitive Journalism, Media and ICT Curriculums' was implemented as a part of University Network of Gender, Media and ICT during January to March 2018- Value of USD 1500
- ICSSR Post-Doctoral student Dr. Deeksha Chamola worked on *Portrayal of women in films directed by Gulzar*' from Feb 2018 to Feb 2021.
- IIMC national Project '*Women in News and Entertainment Media in India- Maharashtra*' was coordinated by the Department during December 2018 to April 2019 for data collection involving Human Development students also.
- **22** Masters Dissertations **14** AV Projects during Academic Years 2015-16 to 2021-22.
- **Two** Doctoral students- Kamini Pradhan & Garima Gupta- were awarded Ph.D. in January 2020, prior to which Ph.D. was awarded in January 2004 Convocation to Mira K Desai.



AV Projects by MA Students

Name of the StudentMentorFilm Name (Duration)2017-18Hina SharmaRitu GoelNonfiction- PrayasSeema GuptaRitu GoelFiction- MaaPurnima MukherjeeRitu GoelFiction- MaaariyaaPurnima MukherjeeRitu GoelFiction- MaaariyaaDevanshi ShahInternet Self-GuidedGhar ki Mulgi Daal BaraabarManjit BhamraSelf-GuidedGhar ki Mulgi Daal BaraabarShabana AnsariColore(13.0)Poonam PatilManishaFiction- Aakhir Kab TakVaishanavi KadamPrasadFiction- Aakhir Kab TakIshita BhardwajManishaPrasadAnshul SinghManishaNonfiction- Hum Kahaan HaiNoyonikaPrasadInternet Self-GuidedAkshada DevkarMohiniiAlfaz (3.03)MishraInternet Self-GuidedInternet Self-GuidedRabia KhanMohiniiWipe it (3.59)MishraInternet Self-GuidedInternet Self-GuidedNidhi Desai & PrekshaRishabhMaryada (8.00)ShettyDwivediInternet Self-GuidedPoija Jagtap, PriyaKiushabooHayaat (4.00)Samruddhi Khale &KhushabooPhulwari (16.50)Shambhavi JhaDuaInvisible (5.00)Gargee L KashyapDwivediInvisible (5.00)					
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Gargee L Kashyap Dwivedi	Aakashi Kotoky &	Rishabh	Invisible (5.00)		
	Gargee L Kashyap	Dwivedi			

Field work & Internships















Aseema

An Education Centre for Street & Underprivileged Children



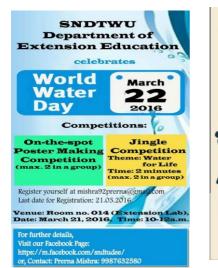
A D V E R T I S I N G

प्रगती टाइम्स













Organises

SELF DEFENSE PROGRAMME

Kuprkabi and Recreate is organizing a self-defence program for women and youtb!

> Learn to defend yourself so that you aren't afraid to walk out alone!

Register and Participate in our programme FREE OF COST

Anjali Deva G 9867338636

9711136779 Anushka Rungta



SNDT Women's University (Juhu Campus) Room No 14 Main Building - Extension Lab

Community Outreach

Best Practices

- AMIC INDIA FUND instituted at the Department since 2018 after ICA ARC Conference in 2017
- Media Mantra: Flagship event of our Media students with 17 editions have continued starting from the year 2000. On March 4, 2023 the theme "Hustle Bustle Media Culture" was addressed in Media Mantra 2023.
- Self to Society' approach and 'Process FIRST' Policy for all the activities making student reconnect to society.
- Individual Mentoring: Teacher student ratio since 2014 is
 1:19 giving one to one support & guidance.
- Exposure to research environments outside Department, University & at professional conferences.
- Reaching diverse Communities through varied contents-Numerous events reaching out to other students, media professionals, women...
- × Vibrant Social Media Presence:

https://www.facebook.com/sndtudec

https://www.instagram.com/sndt.udec & https://www.instagram.com/mediamantraofficial





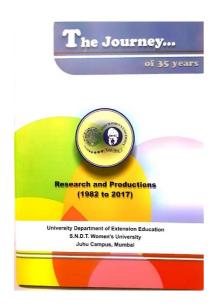








Departmental Publications



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programme: As one of the specialization within hence. Science, the programme prepares the students to scheduler and expanditure capacities and solid for extension periodes. It mans the subjects in planning, management, monitoring and evaluation of developmentativery. Programme Objectives

Gain knowledge in the areas of extension, development, management and modia communication.

Strengthen the protectional competence for work in the project of research education, intersion, and communication.

Passe higher execution and research in Pone Science Eduction. Modia Communication and Community Development Station.

Train in fabilititing skills and employability is areas of community outrasch, comm covelopment and social change communication Total Fees : Approx. Rs. 38.000-

UNIVERSITY DEPARTMENT 0F EXTENSION

2 COMMUNICATION

S.N.D.T. WOMEN'S UNIVERSITY B. H. Lu, T. & WORKEN, B. J. United Standards and Stand

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- to Examine sole of media communication social emicrature of society.
- to Develop skills of production through wants and visight.
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Total Fees: Approx. Rs. 91,000-



INTERNATIONAL COMMUNICATION ASSOCIATION ASIA REGIONAL CONFERENCE

Communications Research in Digital Age

Book of Abstracts



S.N.D.T. Women's University Mumbai, India

ISBN Number: 9365 | ISBN 1201714 Published on December 14, 2017

Students & Faculty Awards





Departmental Alumnae



Aparna Acharekar

Co-Founder, coto



Bijal Vachharajani

Children's book editor, writer, and climate worrier

Rimmi Harindran

Global Head of Communications, CM&E & Regional Head of Communications, APAC Healthcare at Merck Group



Aasia Radiowala

In Charge Principal Anjuman-I-Islam's Begum Jamila Haji Abdul Haq College of Homescience



Sumedha Bajpai

Founder KKN- Kanpur Ki Naari



एस्. एन्. डी. टी. महिला विद्यापीठ

* कुलगीत *

"संस्कृता स्त्री पराशक्ति" स्वर हमारा है विश्व है परिवार, भारत घर हमारा है। हम नहीं हैं दीन, कहता कौन हम अबला है सबल संस्कृति हमारी, हम सभी सबला ज्योती से जगमग हुआ, अंतर हमारा है।। स्वप्न ठाकरसी हुआ साकार है इसमें महर्षि कर्वे तपस्या - सार है इसमें हम दिशाएँ और यह दिनकर हमारा है।। "संस्कृता स्त्री पराशक्ति" स्वर हमारा है विश्व है परिवार, भारत घर हमारा है।

Booklet Committee

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- Mr. Mehul Khale, PRO
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