



SNDT Women's University

APRIL
2023



Department of Extension & Communication *Formerly Extension Education*

Juhu Road, Santacruz (W),
Mumbai 400 049

sndt.ac.in

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Email : extensionedu@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

1971

- Inception under SVT College- Home Science Extension Education
- UG Programme in Home Science Extension Education

1982

- Separated as Post Graduate Department under **DPGSR in Home Science**
- MSc Extension Education
- PhD in Extension Education

1994

- PG Diploma in Communication & Media
- From Home Science Extension Education to Media Communication

2016

- Programmes under two faculties- "Science & Technology", "Interdisciplinary Studies" under MPU Act 2016
- MA in Media & Communication
- Separation from DPGSR in Home Science

2020

Department renamed as "**Extension & Communication**"
Restructuring of MSc as 'Extension & Communication'

2021

MAMC Blended offered for former PGDC&M students with one year Master

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]

- PG Diploma program is for one year duration including internship.

PGD

- Masters Programmes are for TWO years duration including internship.

MSc/MA

- PhD programme is minimum for three years maximum for six years.

PhD

Teaching & Learning Resources



- ✓ One **Classroom**
- ✓ One **Laboratory**
- ✓ **Laptops-2,**
- ✓ **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 SNTD4U** Month-long Sessions for 25 days 55 hours (Details: <https://sntd.ac.in/sntd4u-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@SNTD: 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 Curriculum*s' 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 Student	Mentor	Film Name (Duration)
2017-18		
Hina Sharma	Ritu Goel	Nonfiction- Prayas
Seema Gupta	Ritu Goel	Fiction- Maa
Purnima Mukherjee	Ritu Goel	Fiction- Mazariyaa
2018-19		
Devanshi Shah		Nonfiction-
Manjit Bhamra	Self-Guided	Ghar ki Mulgi Daal Baraabar
Shabana Ansari		(13.0)
2019-20		
Poonam Patil Vaishnavi Kadam Ishita Bhardwaj	Manisha Prasad	Fiction- Aakhir Kab Tak
Anshul Singh Noyonika	Manisha Prasad	Nonfiction- Hum Kahaan Hai
2020-21		
Akshada Devkar	Mohinii Mishra	Alfaz (3.03)
Rabia Khan	Mohinii Mishra	From Sorrow to Solance (12.23)
Sayali Wagh	Mohinii Mishra	Wipe it (3.59)
2021-22		
Nidhi Desai & Preksha Shetty	Rishabh Dwivedi	Ravan > Kalyugi (4.16)
Pooja Jagtap, Priya Kumari & Bhuvna Iyer	Rishabh Dwivedi	Maryada (8.00)
Neha Kumar & Deepita G.	Khushaboo Dua	Hayaat (4.00)
Samruddhi Khale & Shambhavi Jha	Khushaboo Dua	Phulwari (16.50)
Aakashi Kotoky & Gargee L Kashyap	Rishabh Dwivedi	Invisible (5.00)

Field work & Internships



प्रगती टाइम्स



An Education Centre for Street & Underprivileged Children



RedWall mediaworks pvt. ltd.

SNDTWU
Department of
Extension Education
celebrates

World Water Day **March 22 2016**

Competitions:

On-the-spot Poster Making Competition (max. 2 in a group)	Jingle Competition Theme: Water for Life Time: 2 minutes (max. 2 in a group)
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Register yourself at mishra92prerna@gmail.com
Last date for Registration: 21.03.2016.

Venue: Room no. 014 (Extension Lab),
Date: March 21, 2016, Time: 10-12a.m.

For further details,
Visit our Facebook Page:
<https://m.facebook.com/sndtudee/>
or, Contact: Prerna Mishra: 9987632580

Kuprkabi LIVING CERAMICS

Organises

SELF DEFENSE PROGRAMME

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

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 9867338636	10th May 2022
Anushka Rungta 9711136779	4 PM - 6 PM
	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> &

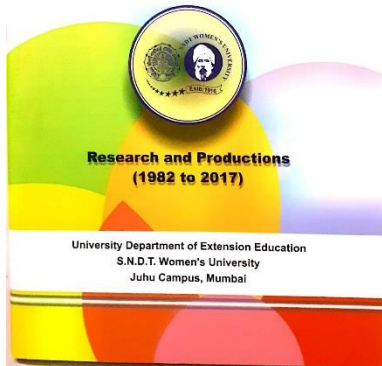
<https://www.instagram.com/mediamantraofficial>



Departmental Publications

The Journey...

of 35 years



Research and Productions (1982 to 2017)

University Department of Extension Education
S.N.D.T. Women's University
Juhu Campus, Mumbai

• **Journal** - Various projects on various fields of social sciences.

• **As an** - In various fields of social sciences, research in extension education.

• **Journal** - Various projects on various fields of social sciences.

• **Journal** - Various projects on various fields of social sciences.

ELIGIBILITY

Those who are interested in the job, are encouraged to apply. For more details, please contact the Director, Extension Education, S.N.D.T. Women's University, Juhu Campus, Mumbai. For details, please contact the Director, Extension Education, S.N.D.T. Women's University, Juhu Campus, Mumbai.

ADMISSION PROCEDURE

Applicants should send their resumes to the Director, Extension Education, S.N.D.T. Women's University, Juhu Campus, Mumbai. For details, please contact the Director, Extension Education, S.N.D.T. Women's University, Juhu Campus, Mumbai.

AREAS OF STUDY

• **Journal** - Various projects on various fields of social sciences.

• **Journal** - Various projects on various fields of social sciences.

part of the programme. For more details, please contact the Director, Extension Education, S.N.D.T. Women's University, Juhu Campus, Mumbai. For details, please contact the Director, Extension Education, S.N.D.T. Women's University, Juhu Campus, Mumbai.

ASSESSMENT AND EVALUATION

Assessment and evaluation are carried out by the Director, Extension Education, S.N.D.T. Women's University, Juhu Campus, Mumbai. For details, please contact the Director, Extension Education, S.N.D.T. Women's University, Juhu Campus, Mumbai.

JOB OPPORTUNITIES

For more details, please contact the Director, Extension Education, S.N.D.T. Women's University, Juhu Campus, Mumbai. For details, please contact the Director, Extension Education, S.N.D.T. Women's University, Juhu Campus, Mumbai.

UNIVERSITY DEPARTMENT
OF
EXTENSION
&
COMMUNICATION



S.N.D.T. WOMEN'S UNIVERSITY

For more details, please contact the Director, Extension Education, S.N.D.T. Women's University, Juhu Campus, Mumbai. For details, please contact the Director, Extension Education, S.N.D.T. Women's University, Juhu Campus, Mumbai.

ABOUT THE UNIVERSITY

The year 1982 marks the beginning of a new era in the history of women's higher education in India when the first Women's University was established in India. The first Women's University was established in India in 1982. The first Women's University was established in India in 1982. The first Women's University was established in India in 1982.

PROGRAMMES OFFERED

• **Journal** - Various projects on various fields of social sciences.

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For more details, please contact the Director, Extension Education, S.N.D.T. Women's University, Juhu Campus, Mumbai. For details, please contact the Director, Extension Education, S.N.D.T. Women's University, Juhu Campus, Mumbai.

Total Fees: Approx. Rs. 30,000/-

M. A. IN MEDIA AND COMMUNICATION

Eligibility: Degree holders, for any discipline, with minimum of 45 percent from AICTE/UGC approved institutions. Students scoring 45 marks can be considered for admission. The entrance will be held on 01/01/2018. For more details, please contact the Director, Extension Education, S.N.D.T. Women's University, Juhu Campus, Mumbai. For details, please contact the Director, Extension Education, S.N.D.T. Women's University, Juhu Campus, Mumbai.

Programme Objectives:

1. Understand scope of media and communication in a contemporary society.
2. Know the National perspective about evolution of mass communication.
3. Develop use of mass communication to solve social and national problems.
4. Develop skills of production through words and images.
5. Prepare work relating the expertise developed through programme.

Total Fees: Approx. Rs. 30,000/-

ISBN Number: 9365 | ISBN | 2017 | A
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



Asia 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

- **Prof. Medha Tapiawala, Dean, Faculty of Humanities**
- **Mr. Mehul Khale, PRO**
- **Mr. Shrikant Salekar, Jr. Stenographer**

**Published by
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University, Mumbai**