



LALA LAJPATRAI COLLEGE OF COMMERCE & ECONOMICS (AUTONOMOUS)

AFFILIATED TO UNIVERSITY OF MUMBAI
NAAC ACCREDITED - 'A' GRADE (CGPA-3.20)

Lala Lajpatrai Marg, Mahalaxmi, Mumbai - 400 034. Tel.: 2354 8240 / 2354 8241
E-mail : principal@lalacollege.edu.in | principal.llc@gmail.com | Website : www.lalacollege.edu.in

BAMMC VIRTUAL REALITY Seminar





Name of the Event: VIRTUAL REALITY Seminar

Date: 5th August 2024

Time: 1 pm

Venue: Room no. 509

Student Coordinators: Jinal Rami , Sanya Farooqui , Zeenat Shaikh , Tanush Paul , Rayyan Mapari.

OBJECTIVE:

- To help the students know more about VR technology
- To enhance interests and skills of students in the field of Virtual Reality.

● **BRIEF REPORT:**

This workshop was an initiative of the BAMMC department of Lala LajpatRai College in collaboration with Frameboxx 2.0. The event commenced with the host warmly welcoming the guests from Frameboxx 2.0. Akash and his team greeted the audience and kicked off the seminar by introducing the fascinating world of Virtual Reality (VR). They provided an in-depth explanation of how VR technology works and showcased an impressive example using the making of "Pathan." This gave the audience a clear understanding of VR and its capabilities. The seminar was interactive, with students from the BAMMC program asking insightful questions about VR. Akash and his team answered these questions, clarifying doubts and expanding the participants' knowledge on the topic. Following the informative seminar, Frameboxx 2.0 treated us to an incredible hands-on experience with VR. They provided a demo using VR

gadgets, allowing us to immerse ourselves in the virtual world. The event concluded with a heartfelt appreciation of the guests, as they were felicitated and thanked for their engaging seminar that significantly enriched our understanding of Virtual Reality.

Participation Details:

60 audience

OUTCOME:

- The students learned about VR technology .
- Many students developed new interests and skills along with great enthusiasm.



Dr. Sangeeta Makkad
(HOD BAMMC DEPT)



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BAMMC Department : MAAC SEMINAR



Name of the Event: MAAC SEMINAR

Date: 16th August, 2024.

Time: 11am

Venue: Room no. 207

Student Coordinators: Muneeba Khan, Hardik Ramane, Ritanshu Dayedar, Saroj Sharma.

OBJECTIVE:

- To enlighten students about VFX and basics of editing.
- To enhance interests and skills of students in the field of multimedia.

BRIEF REPORT:

The students of the TYBAMMC department of Lala Lajpatrai College organized a symposium in collaboration with MAAC and in affiliation with our departmental fest- MEBIDO SEASON-15. The event started with our hosts introducing the guests of the day, Aashish Garg and Nikita Shelar. The guests were very informative about VFX, editing and various ways wherein this field would help us find careers in the media world. They also stated the various benefits VFX can bring along with recognition for our talents. They also explained how VFX is a wide field and it can help students explore the media world. They even showed us various work their students have done in popular films like Pathaan. The audience was very interactive with the guests and they answered every query. The presidents of Mebido Season-15 felicitated our guests. The event concluded by a vote of thanks by the hosts to the speakers.

OUTCOME:

- The students learned about VFX and Editing and the scope the field provides.
- Many students developed new interests and skills along with great enthusiasm.



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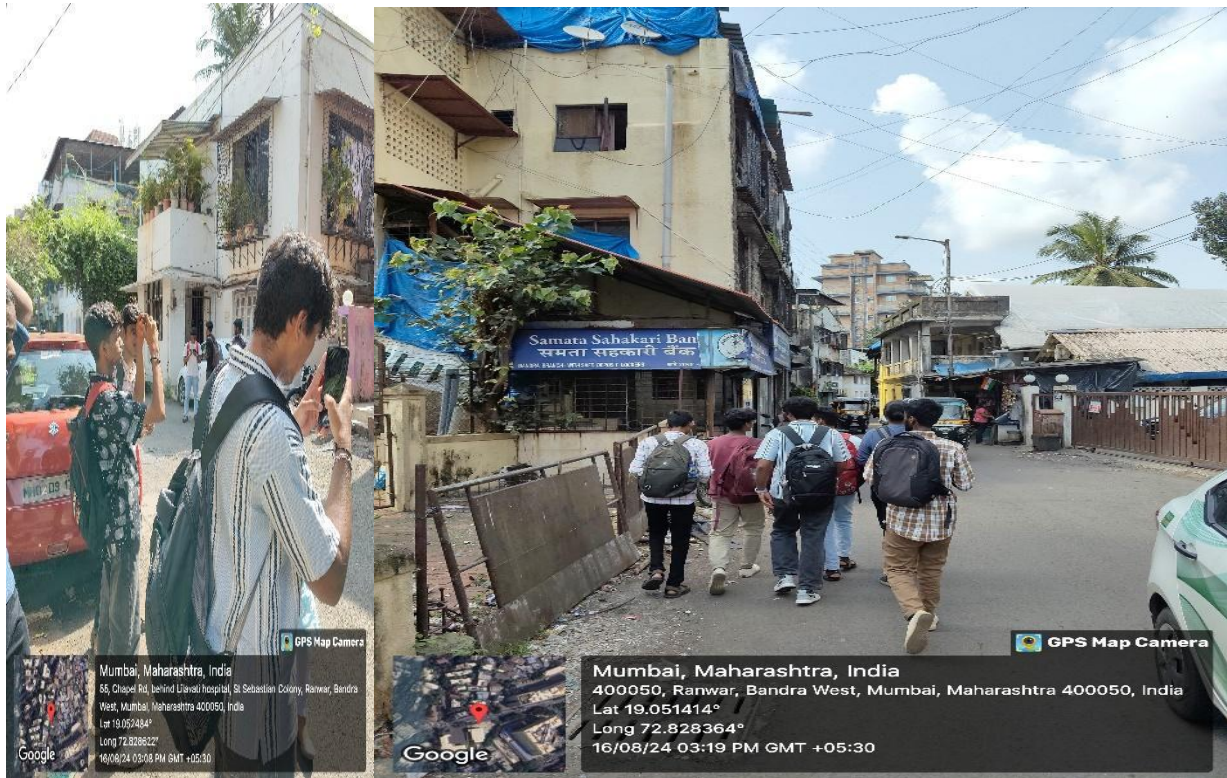
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BAMMC DEPARTMENT

Photography RUNWAR WALK





Name of the Event: Photography Day Runwar Village Walk

Date: 16th August, 2024.

Time: 3 p.m.

Venue: Runwar Village, Bandra

Student Coordinators: Ashmeet Alag and Heet Gohil

OBJECTIVE:

- To bring out their creativity towards photography,
- Teach them different perspective towards pictures and art.

BRIEF REPORT:

The students of the STBAMMC department of Lala Lajpatrai College organized **RUNWAR WALK**. The event started with introduction of the chairpersons, Ashmeet Alag and Heet Gohil. The event took place on World Photography Day in order to celebrate its essence.

The main aim of this event was to showcase how in early times promotions were done and how one can create a creative meaning of a normal picture of wall painting. The event took place in Runwar Village, Bandra. The Participants were the student of FY and SY Bammc Department. Before beginning the event the students were provided with refreshments to beat the heat of Summer and begin the event with a blast of energy. The participants were told to click any 3 best pictures of their choice around the lane and post them on drive link provided after the event by the CPs.

The walk around the village was for 30-45 mins. The start point of the event was near SABKO Café, Bandra and the end point was Veronica Café, Bandra.

OUTCOME:

- The students learned about the composition rule of photography too in a subtle way.
- Many students developed new interests and skills along with great enthusiasm.



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BAMMC Department : THROUGH THE LENS – DAY 2



Name of the Event: Photography Workshop Through the Lens - Day 2

Date: 17th August, 2024.

Time: 1 pm

Venue: Room no. 509

Student Coordinators: Jinal Rami , Sanya Farooqui , Zeenat Shaikh , Tanush Paul , Rayyan Mapari.

OBJECTIVE:

- To help the students know more about photography and Cinematography.
- To enhance interests and skills of students in the field of Photography.

BRIEF REPORT:

The students of the BAMMC department of Lala Lajpatrai College organized Photography Day where Mr. Bhavik Charania a professional photographer and Cinematographer was called to take forward the event by their experience in the field of Photography. The host introduced Mr. Bhavik Charania and he shared his journey and insights. He is not just a master behind the camera as a cinematographer, but also an exceptional professional photographer who has captured countless stories through his lens. His journey in the world of visual storytelling has been nothing short of inspiring, during the event he shared with us his personal experiences, the challenges he faced, and the insights he gained along the way. Mr. Bhavik Charania not only shared about his experience but also helped the students through a QandA round. The event then continued with a trailer of his first movie in which he was a Cinematographer. Then the host gave a vote of thanks to Mr. Bhavik Charania, our HOD Dr. Sangeeta Makkad ma'am, Vice Principal Dr. Arun Poojari Sir, Principal Dr. Mahalakshmi Kumar And Our Academic Dean Dr. Neelam Arora.

OUTCOME:

- The students learned relevant nuances about film making .
- Many students developed new interests and skills along with great enthusiasm.



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BAMMC Department

Yellow CREATIVE AGENCY



Name of the Event: ITS ALL ABOUT CREATIVITY SEMINAR

Date: 24TH August, 2024

Time: 10:20am-12:30pm

Venue: Room no. 509

Student Coordinators: Shweta Yadav & Hardik Ramane

OBJECTIVE:

- To enlighten students about the Advertising Industry.
- To introduce our audience how an advertising agency works from inside and what all skills you need to sharpen up to work in this field.

BRIEF REPORT:

This workshop was an initiative of the BAMMC department of Lala Lajpat Rai College in collaboration with YELLOW CREATIVE AGENCY. The chief guest for the day was Mr. Shrey Doshi. Our speaker took the seminar and introduce us with all the departments in advertising agency, he also introduced us to the skills one must have to further work in an advertising agency. He also shared we us some of the campaigns and ads his Agency has made. We also had questions answers round after all this. At the end of the event, the pillars of the BAMMC department- Dr. Sangeeta Makkad spoke a few words. The event concluded with a vote of thanks by incharges of FY, SY and TY.

OUTCOME:

- The students learned about Advertising Agency and it's basics.
- Many students developed new interests and skills along with great enthusiasm.



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BAMMC Department : HEALTH YA WEALTH



 GPS Map Camera

Mumbai, Maharashtra, India

XRJ7+FRR, Lala Lajpatrai Marg, Haji Ali Government Colony, Mahalakshmi,

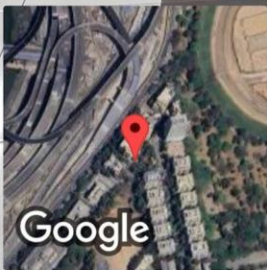
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Long 72.814477°

29/08/24 11:55 AM GMT +05:30

Google



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Mumbai, Maharashtra 400034, India
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Name of the Event: Health Ya Wealth
Date: 29th August, 2024.
Time: 11am

Venue: Room no. 507

Coordinator: Dr.Sangeeta Makkad.

OBJECTIVE:

- To educate everyone about the importance of savings and health
- To guide everyone to be responsible with health and money.

BRIEF REPORT:

This workshop was an initiative of NEP 2020-IKS. The chief guest for the day was Mr. Prashant Desai. The topic for the day was Health Ya Wealth. The workshop started with a short introduction about Mr. Prashant Desai by the host. In this workshop, we learnt how important it is to earn and spend money responsibly for our future. Also how to maintain our health and be fit in the future. He gave details and explained how we can manage both health and wealth to have a great future. He then answered some questions by the students. At the end of the event, the coordinator and HOD of the BAMMC department- Dr. Sangeeta Makkad spoke a few words. The event concluded with a vote of thanks to Dr. Sangeeta Makkad, Vice Principal Dr. Arun Poojari, Academic Dean Dr. Neelam Arora and I/C Principal Dr. Mahalakshmi Kumar

OUTCOME:

- The students learned how to spend money responsibly and do savings.
- Everyone learned that health very important to have a good future.



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BAMMC WHISTLING WOODS INTERNATIONAL (WWI)



Name of the Event: WHISTLING WOODS INTERNATIONAL (WWI)

Date: 19th SEPTEMBER, 2024

Theme/Topic: WORKSHOPS

Collaborating Agency: Whistling Woods International

Student Coordinators: Saroj Sharma, Sanya Farooqui & Mehandi Khan

Details

The students of the BAMMC department of Lala Lajpat Rai College visited the workshops which was in Goregaon on 20th September. Upon arriving at Goregaon, we gathered at the designated time and place outside the station. After coordinating with the bus service, we were guided to the bus near McDonald's and proceeded to our destination. Upon reaching the institute, we completed the attendance process and dispersed to our respective workshops. We participated in workshops on film studio photography and filmmaking, which provided an insightful and engaging

experience. These sessions were particularly valuable for us as BAMMC students, helping us explore new skills, communicate effectively, and uncover our inner potential. Although renowned filmmaker Intiaz Ali was a guest at the event, we were unable to attend his session due to the large crowd and limited seating inside the auditorium. Overall, the entire experience was enjoyable, educational, and memorable. We took group photos to commemorate the day and returned by bus, enjoying the beautiful scenery along the way. A special thanks to our HOD, Dr. Sangeeta Makkad, for giving us this wonderful opportunity, and our gratitude to our Principal, Prof. Dr. Harmeet Kaur Bhasin sir, Vice Principal Dr. Arun Poojari sir, and Academic Dean Dr. Neelam Arora ma'am, for their support.

Participation Details:

27 participants



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BAMMC Department : CREATIVE SYNERGY



Name of the Event: CREATIVE SYNERGY Workshop

Date: 23RD SEPTEMBER, 2024

Student Coordinators: SAROJ SHARMA & MAHEK PANCHAL.

Details:

The students of the BAMMC department of Lala Lajpat Rai College organized Creative Synergy workshop. The “Creative Synergy” event, organized by FYBAMMC with the help from TY and SY in charges, was a fun and exciting day packed with learning on creativity. We kicked things off with a colorful Rangoli competition, judged by Khadija from TY. It was great to see our seniors judging us and guiding us along the way. While the Rangoli was happening, participants also started their painting competition, choosing one of three topics, with Kshitij as the judge. We collected digital art, collages, and posters from participants, and Hardik was in charge of judging those. Next up was the Mehndi competition, where participants showed off beautiful designs on their friends’ hands, judged by Muneeba. At the same time, others were busy with spot photography, they were said to click rangoli and mehndi designs photos judged by Rohit and Dhruv. After a short break, we dove into the quiz, judged by Muneeba again, followed by story writing, judged by Khadija, and a lively debate, judged by Saroj. We wrapped up the day with a dance competition, also judged by Saroj, and ended the event on a high note. We clicked some photos with our HOD, Dr. Sangeeta Makkad ma’am, who made this event possible. It was a day filled with experiencing CREATIVE aspects of learning, fun, and great memories, all thanks to our amazing seniors for being there and guiding us throughout the event.



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BAMMC Animation & UI/UX seminar






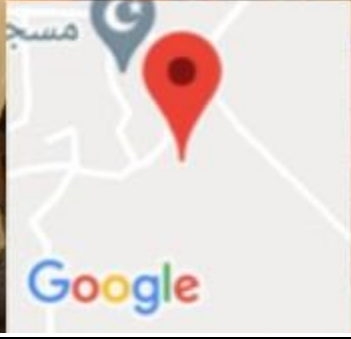
 GPS Map Camera



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 GPS Map Camera



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Name of the Event: Animation & UI/UX seminar

Date: 17th December,2024

Theme/Topic: WORKSHOP

Collaborating Agency: Arena Animation

OBJECTIVE:

- To enlighten students about the Media Industry UI &UX
- To introduce our audience how an functions with these skills.

Details

The students of the BAMMC department of Lala Lajpat Rai College in collaboration with Arena Animation conducted a UI/UX seminar, providing students with a valuable opportunity to delve into the fascinating world of user interface and user experience design. The event began with a warm welcome and an introduction of the guest speaker, Mr. Amar Trivedi, a renowned specialist in the field. Mr. Trivedi shared his expertise, offering insightful knowledge about the principles and applications of UI/UX design. The session was enriched with engaging illustrations, helping students visualize how UI/UX concepts are applied in real-world scenarios, including television, movies, and various digital platforms. Spanning two hours, the seminar was both interactive and informative, allowing students to ask questions and gain practical understanding of the field. The event concluded with a heartfelt vote of thanks to the guest for his valuable contribution, leaving participants inspired and better equipped to explore the domain of UI/UX.

OUTCOME:

- The students learned about Media Industry UI &UX & it's basics.
- Many students developed new interests and skills along with great enthusiasm.



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