



Little Flower Degree College

(Affiliated to Osmania University)

Uppal, Hyderabad

Managed by Brothers of St. Gabriel Educational Society

DEPARTMENT OF ARTS

FACULTY OF MASS COMMUNICATION AND JOURNALISM

ACADEMIC YEAR: 2023-24

Faculty: Mr Nobin Charly

Cell: 6282625245

S.No	Month	Name of the Event/ Title/ Venue	Attended/ conducted	No. of Participants
1.	22/02/24 To 25/02/24	Cultural Exchange programme with Salesian College, Siliguri, Sonada	Conducted	22
2.	05/02/24	Session: Public Relations and Event Management	Conducted	50
3	10/01/24	MoU- Salesian College, Siliguri	Conducted	31
4.	12/10/23	Session- Public Relations and Corporate Communications	Conducted	50
5.	09/10/23	Intra Collegiate Competition	Conducted	9
6.	04/10/23	Short Film Production	Conducted	12
7.	08/08/23	MOU- St. Xaviers College, Mumbai	Conducted	100



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Cultural Exchange- Little flower Degree College, Uppal & Salesian College Siliguri

Name of the event: Cultural Exchange btw Salesian College & LFDC, Uppal

Venue: Salesian College Siliguri & Sonada

Date: 22/02/24 to 25/02/24

Time: 10:00 am to 3: 00 pm

No of Participants: 22

The Department of Mass Communication and Journalism, Little Flower Degree and PG College organized a cultural Exchange programme along with Salesian College Siliguri, Sonada under the MoU signed by both colleges. Twenty-Two students of LFDC pursuing their BA in Mass Communication & Journalism visited the Salesian college, Siliguri on 22nd February 2024 accompanied by Principal Mrs. Jayanthi Reddy and Mr Nobin Charly (HoD Mass Communication and Journalism). The programme fostered the bond between two colleges and agreed upon organising more events together extending a helping hand in promoting quality education.



Fig 1. Group Picture of students From LFDC with Principal Mrs. Jayanthi Reddy and Mr Nobin Charly



Fig. 2 Students Exploring the Dali Monastery



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Fig 3. Students interacting in the Television Production room of Salesian College Sonada.



Fig 4. Principal of LFDC Mrs. Jayanthi Reddy felicitating Fr. CM Paul Vp Sciences of Salesian College Siliguri with a memento.



Fig 5. Group Photo of Students and Faculties of Mass Communication and Journalism



Fig 6. Shailaja Jadav from LFDC performing Kuchipudi in Salesian College Sonada.



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Session: Public Relations and Event Management

Name of the event	: Session: Public Relations and Event Management
Venue	: Room No. Montfort Hall
Date	: 05/02/24
Time	: 10:40 am to 12:00 pm
No of Participants	: 50
Resource Person	: Mr. Aishwarya Iyer Chakraborty

The Faculty of Mass Communication and Journalism conducted a session on the topic, **Public Relations and Event Management** in Montfort Hall on 05 February, 2024 from 10.40 A.M. to 12:00 P.M. **Ms. Aishwarya Iyer Chakraborty** the speaker of the session gave wonderful talk about the challenges in the field of Public Relations. She shared her wide experience in the field of Public Relations and Event Management. He was accompanied by Mr. Pratik Chakraborty, CeO, Bend the Spoon Marketing who also took initiative to share his knowledge with the students. Students of BA1, BA 2 and BA 3 participated in the event. The guest was felicitated by Mrs. P. Jayanti Reddy, Principal of the college.



Figure 1 Students attending the session on Public Relations and Event Management.



Figure 2. Principal Mrs Jayanthi Reddy Felicitating Mrs. Aishwarya Iyer Chakraborty



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FIG 3. Felicitation of the Guest by Principal Mrs. Jayanthi Reddy

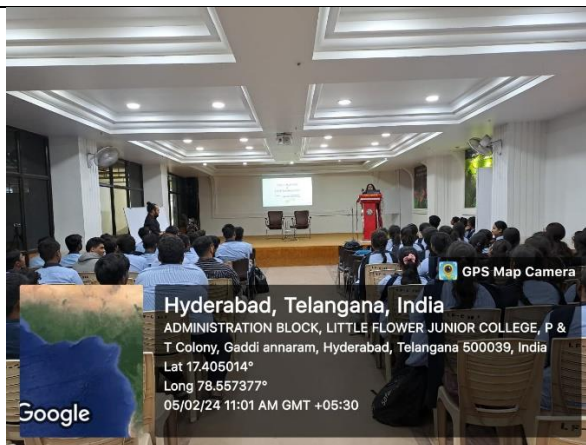


Figure 2/ Mrs. Aishwarya Iyer conducting the session. Students actively participating in the session



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MoU with Salesian College, Siliguri

Name of the event: MoU with Salesian College

Topic: Community Radio

Venue: Room No. Montfort Hall

Date: 10/01/24

Time: 10:00 am to 11:00 am

No of Participants: 31

Resource Person: Fr. C.M. Paul

The Faculty of Mass Communication and Journalism conducted an online Webinar on the topic, **Community Radio** in Montfort Hall on 10 October, 2024 from 10 A.M. to 11:00 A.M. **Fr. C.M. Paul** the speaker of the session gave wonderful talk about the challenges in the field of Radio Production. He shared his wide experience in the field of Radio Production and Community Radio. He was accompanied by Mr. Bhabya Chandra Khati, HoD Dept. Mass Communication Salesian College Siliguri, who also took initiative to share his knowledge with the students. It was an interactive session where students actively participated enquiring about the importance and influence of Radio in rural India. The aim of the seminar was to inculcate interest in students about the growing field of Internet of Things and to equip them to fill the lacuna in the field. The speaker shared his insights on how Community Radio inspire and empower local communities in building a sustainable culture.

The session made the students understand the basic concepts, nature and scope of Community Radio and the courses that they have to pursue for a career in the field.

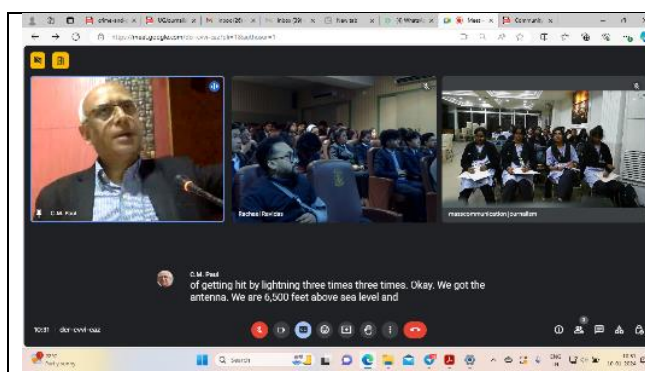


Figure 3 Father CM Paul Explaining about Difficulties in establishing a community Radio

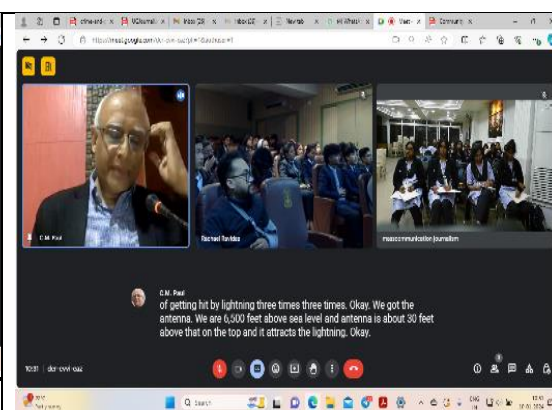


Figure 4 Students of Both LFDC and Salesian College attending the webinar, listening to Fr. C.M Paul on Radio Production



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Short Film Production

Name of the event: Short Film

Topic: Creating hope through action

Venue: LFDC

Date: 4th October

No of Participants: 11

The Faculty of Mass Communication and Journalism produced a short film on Suicide prevention and Mental Health awareness. Pre- Production work of the movie began on 20th September 2023. The film was shot in multiple indoor and outdoor locations. The post-production work was completed by 4th Oct 2023. The short film aimed at giving hands -on experience to students on film production, cinematography, editing and other pre requisites for an on-field production of a movie. Students learnt about the art of writing for screen and how to conceive it. On the first day of shooting students came across many difficulties regarding the angles and shots. It was a typical example of learning by doing. Students understood the importance of scripting and storyboarding it. The short film aimed at giving hands -on experience to students on film production, cinematography, editing and other pre requisites for an on-field production of a movie. The film was produced by students of BA 2.



Fig 1: Students engaging in Pre-Production Work like scripting and storyboarding

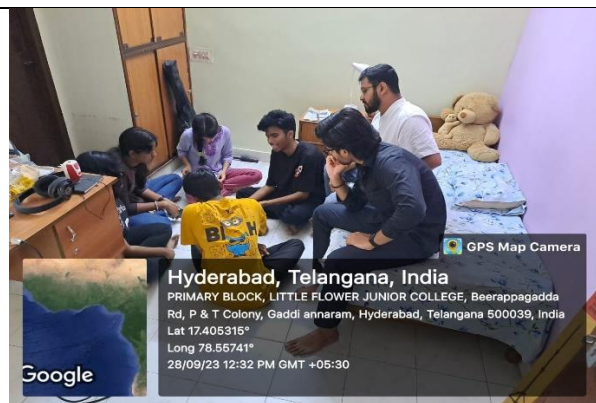


Fig 2. Students having an On set Discussion before shooting



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Fig 3. Filming of the Short Film



Fig 4: Students filming the short film



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Session: Public Relations and Corporate Communications

Name of the event: Session: Public Relations and Corporate Communications

Venue: Room No. Montfort Hall

Date: 12/10/23

Time: 11:00 am to 12:40 pm

No of Participants: 50

Resource Person: Ms Rajeshwari Iyer

The Faculty of Mass Communication and Journalism conducted a seminar on the topic, Public Relations and Corporate Communications in Montfort Hall on 12th October, 2023 from 11 A.M. to 12:40 P.M. **R. Rajeswari Iyer**; the speaker of the session gave wonderful talk about the challenges in the field of PR. She was accompanied by her daughter Aishwarya Iyer who also took initiative to share her knowledge with the students. It was an interactive session where students actively participated enquiring about the field of corporate communications. The aim of the seminar was to inculcate interest in students about the growing field of PR and to equip the to fill the lacuna in the field. The speaker shared her insights on how public relations and corporate communications are essential in a company's growth and sustainability. Vice Principal Mrs. Jayanthi Reddy felicitated the guest.

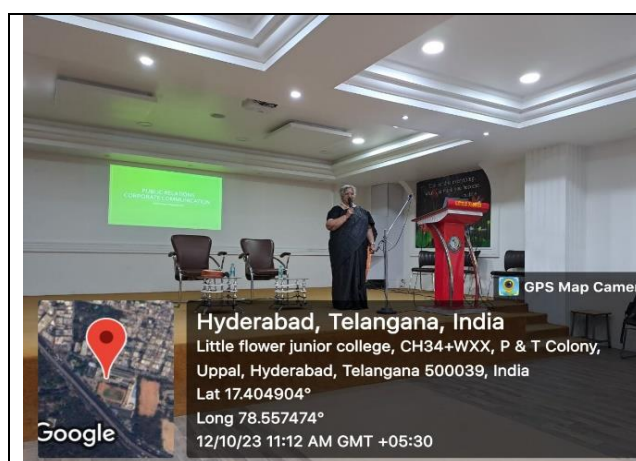


Fig1: Speaker Mrs Rajeshwari Iyer presenting slides before students



Fig 2: Principal Mrs. Jayanthi Reddy felicitating the guest



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Fig 3. Students listening to the session and taking notes down



Fig 4: Q& A session, students Ms. Netal Ozha and Ms. Shipra Jordan raising their doubts about the topic



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Intra Collegiate Competition

Name of the event: Intra Collegiate Competition

Topic: Dialogue Delivery

Venue: Room No. I 21

Date: 09/10/23

Time: 11:40 am to 12:40 pm

No of Participants: 10

Judge: Ms. D Swetha

The Faculty of Journalism and Mass Communication conducted Intra- Collegiate “Dialogue Delivery Competition” on 9th October, 2023 at 11.40 am to 12.40 pm. The competition was conducted for students of all streams. The aim of program was to encourage students to watch and learn about classical movies and to test their skills in acting, presentation and dialogue delivery. 10 students from streams of B. Com, BSc and BA participated in the event. D. Swetha of Department of Psychology was the judge for the comp

etition. K. Christopher of BCom CA (A) won the first prize followed by Esha Batak (BA 3 Psy) and Gopivallabh (BA 1 Psy) bagging the 2nd and 3rd prize respectively.



Fig: 1 Students participating the competition



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Fig 2: Audience enjoying the competition, along with Judge D. Swetha.



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MOU with St. Xavier's College, Mumbai

Name of the event: MOU with St. Xavier's College, Mumbai

Topic: Introduction to Digital Marketing

Venue: Room No. D13

Date: 08/08/23

Time: 10:00 am to 11:00 am

No of Participants: 120

Resource Person: Mr. Saurabh Kanwar

The objective of the session was to enhance the knowledge of students in the field of Marketing and Public Relations. The speaker started with the importance of Digital marketing in the field of business and economics. He shared his wide experience in the field as a Digital marketer as well as an adjunct faculty. The aim was to encourage students to take part in the cutting - edge technology that is required for the new internet age. The speaker spoke how Web 2.0 is influencing everyday life and why it is important for Mass Communication students to learn Online Marketing. It was very informative and enhanced the knowledge of students about digital marketing. The session made the students understand the basic concepts, nature and scope of digital marketing and the courses that they have to pursue for a career in the field.



Fig 1: Students of St Xaviers Listening to speaker's presentation about SEO.



Fig 2: Students of Mass Comm LFDC Listening to the speaker



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Fig 3: Speaker speaking on Pay-per- Click



Fig 4: Students engaging in Q&A