



SHRI VILE PARLE KELAVANI MANDAL'S
USHA PRAVIN GANDHI COLLEGE OF ARTS, SCIENCE & COMMERCE
 Bhakti Vedanta Swami Marg, North-South Road No. 1
 Juhu Scheme, Vile Parle (West), Mumbai 400 056.
 NAAC Accredited "A" Grade



ANNUAL REPORT 2021 – 2022

1. Part I

a) **Brief history of the College.**

Usha Pravin Gandhi College of Arts, Science and Commerce was established in the year 2003-04. The college offers four integrated undergraduate programs and three-post-graduate programs.

The vision of the institution is to empower students with knowledge and skills in their chosen fields, by providing opportunities for students to realize their potential by motivating them towards community linked initiatives, thereby shaping them into future leaders.

The mission of the institution is to inculcate life skills by providing value-based education and nurturing scientific spirit of inquiry in the young minds.

College was awarded "A" Grade with CGPA 3.04 in its first cycle by NAAC on 23rd January 2022.

b) 1. **Highlights and New Initiatives during the year 2021-22**

- New admissions for the academic year 2021-22 were done in the college campus through online mode and admissions were confirmed after physical verification of documents in the college campus by following protocols of Covid 19 laid down by Maharashtra Government.
- The college designed and conducted following short term courses to bridge the gaps between curricula and Industry needs :

Name of the course	Duration
New Media and Emerging Technologies	30 Hours
Mobile Filmmaking and Sound Editing	30 Hours
Insights to Hip-Hop Studies	60 Hours
Writing for Web Series	30 Hours
Tools and Techniques for Data Analysis	30 Hours
CAD and Fashion Design	30 Hours
Essential Visual and Technical Skills for Business Development	34 Hours

- Solar Panel was successfully installed by an inhouse team of staff members in Terrace Garden of UPG College for facilitating drip irrigation.
- Media Incubator is an initiative of Department of Mass Media started with an objective of training and mentoring students by industry experts for short film making.
- Second Year Semester – IV, Regular examination for all under-graduate programs was held in March, 2022. It was conducted in online mode from college campus.



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II. Academic and extra-curricular activities, including outstanding achievements by the students, staff and teachers, meritorious achievements by students in Board/University Examinations, new initiatives taken during the year, etc.

• **Following staff members awarded Ph.D.**

1. Dr. Naresh Sukhani, Asst. Prof., BMS from University of Mumbai, Mumbai.
2. Dr. Swapnali Lotlikar, Asst. Prof., BSc(IT) from Poornima University, Jaipur.
3. Dr. Sriram Deshpande, Asst. Prof., BMS from Savitribai Phule University, Pune.

• **Book & Research paper Publication & Presented:**

- ✓ No. of Books published by faculties = 03
- ✓ No. of Research papers published by faculties = 48
- ✓ No. of Research papers published by students = 26
- ✓ No. of Research papers presented by faculties = 41
- ✓ No. of Research papers published by students = 44

➤ **Outstanding achievements by staff and student :**

• **Staff :**

Name	Particulars
	BA(MMC) / MA (EMA)
Dr. Navita Kulkarni, Co-ordinator, MA (EMA)	Invited as a Judge for Avishkar Research Convention: 2020-21 , University of Mumbai on 13/05/2021.
	Attended BOS, University of Mumbai meeting in mass media as a “Special Invitee” on 23/06/2021.
	Invited to be a part of Syllabus sub - committee to prepare the syllabus of Ph.D. program in Mass Media in Mumbai University on 01/07/2021.
	Invited on the interview panel by Department of Mass Communication, University of Mumbai to conduct online Pre-Ph.D interviews on 23 and 24/10/2021.
	Nominated as a member to RESEARCH ADVISORY COMMITTEE (RAC) at the department of Communication & Journalism at the University of Mumbai. She will attend and review the presentations of Ph.D students as an subject expert .
	Appointed as a University Nominee on the Board of Studies of Nagindas Khandwala college on 7 th January 2022 for the period of 3 years.
Mr. Mayur Sarfare Asst. Prof. BA (MMC)	Appointed as a Member, Board of Studies of B.A(MMC) – Bhavan’s College .
Dr. Yatindra Ingle, Asst. Prof. BA(MMC)	Only “Asian” invited for a speech on ‘Hip-Hop : Spreading Consciousness and Universal Brotherhood’ (joined virtually due to the covid-19 lockdown and restrictions on International travelling) at the 1st International awards of Street Culture & Sports (Cardo) . The awards are organized by the Offbeats Youth Public organization with the support of the Streets of Russia All-Russian Public Organization, the Presidential Grants Funds, the Federal Agency for Youth Affairs and the Government of the Stavropol Territory on 20/05/2021.
	Appointed as a Co-Guide in the faculty of Mass Media at the Pacific Academy of Higher Education and Research University, Udaipur.
Mrs. Geeta Sharma, Asst. Prof. BA(MMC)	Invited as a speaker to the ‘Faculty Development Programme (FDP)-ONLINE’ on ‘Understanding Multimodal Approach in Advertisement & PR Research’ Organized by the Adamas University, Kolkata, West Bengal on 11/03/2022.
	BA(FTNMP)



Mr. Ashish Mehta, Coordinator & Asst. Prof., BA(FTNMP)	Awarded a Certificate of Appreciation by JD Institute of Fashion Technology ' Fine Leadership and Extra- Ordinary Determination ' on 29/05/2021.
	Appointed as member subject expert for Ad-Hoc board of studies by Thakur College of Science and Commerce for their BBA program in Digital business.
Dr. Machunwangliu Kamei, Asst. Prof. BA(FTNMP)	Appointed Council Member Maharashtra Information & Broadcasting Council at WICCI (Women's Indian Chamber of Commerce & Industry).
	Appointed Peer Review Committee for the 9 th International Media Summit and Media Research & Communication Studies Journal (MRCSJ) : Vol 8, Theme : Media: Content, Technology & Business, Kishinchand Chellaram College, Mumbai on 07/04/2022.
	Organizer and Facilitator of Panel Indigeneity, Advocacy, Human Rights – Rethinking Social Contract in the Gopar International Conference organized by Communication, Culture and Diversity (CCD) Research Environment (www.ju.se/ccd/doit) on 08/04/2022.
BMS / MCom (BM)	
Mr. Abhijeet Mohite Asst. Prof. BMS	Won Best Paper award for presenting a paper on "Impact of ICT based education: A Study on use of ICT based methods as an effective tool in the teaching learning environment with special reference to use of smartboards for undergraduate students of the University of Mumbai" at One Day National Multidisciplinary Online Conference organized by Sundarrao More College of Arts on 04/02/2022.
Mr. Lokesh Tardalkar Asst. Prof. BMS	Awarded a Certificate on Exposure Metering by Toehold Academy on 17/06/2021.
Dr. Naresh Sukhani Asst. Prof. BMS	Conducted a session on Google Platform as a Resource Person at Faculty Induction Program at UGC-RDC, Sagar University (MP) on 21/10/2021.
	Submitted the Minor Research Project report and Expenditure statement for the Research project funding on 24/12/2021 at University of Mumbai.
	Invited as a resource person on 21/01/2022 for conducting a Teachers training for Govt. College Tamia Distr. Chindwara (M.P.) organized by the Department of Geography, Sociology & IQAC on " Importance of Online Education to Students & Teachers " under World Bank Project MPHEQIP
	Completed the Yellow Belt Training in Lean Six Sigma on Sunday, 27/03/2022 conducted by the Council for Six Sigma Certification.

BSc(IT) / MSc(IT)	
Dr. Neelam Naik, Asst. Prof. BSc(IT)	Research Paper Reviewer for IEEE 9 th International Conference on Reliability, Infocom technologies and Optimization (ICRITO'2021) , Trends and Future Directions, to be held on 03 & 04/05/2021 organized by Amity University, Noida, India.
Dr. Manisha Divate, Asst. Prof. BSc(IT)	Invited as a Judge for 15th Inter-collegiate / Institute / Department Avishkar Research Convention: 2020-21 organized by Dept. Students' Development, U.O.M.
	Invited as a Session Chair for 2 days Binational Conference on Computer Science Mathematics and Information Technology (ERBC- CSMIT 2022) at IDOL, University of Mumbai on 18 & 19/03/2022.

• **Students :**

Mr. Anuraj Rajadhyaksha BA(FTNMP), Batch 2019-2021	Selected as one of the "75 Creative Minds of Tomorrow" at the 52nd International Film Festival of India (IFFI) by the Directorate of Film Festivals (DFF), Ministry of Information and Broadcasting, Government of
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	India.
Ms. Shifat Seghal BA(FTNMP), Batch 2019-2021	Selected to represent India as MISS FACE OF HUMANITY 2021, TORONTO, CANADA.
Ms. Diksha Sonar, BA(MMC)	The Nominated Films in the Competitive and Non-competitive category selected to be screened at the International Science Film Festival of India scheduled to be held from the 10th of December to 13th December 2021 at Panjim, Goa.

➤ **Details of the various Refresher courses/FDP/training sessions completed by the staff :**

Course	Faculty Development Program	Orientation Program	Refresher Course	Certificate Course	Short Term Course
B.A. (MMC)	02	01	01	---	04
B.A. (FTNMP)	---	---	---	---	02
B.M.S.	03	01	---	---	05
B.Sc.(I.T.)	07	---	01	02	06

➤ **Details of the Seminar, Workshop & Guest Lecture attended by students :**

Seminar	Workshop	Guest Lecture
01	01	06

➤ **Details of the Seminar, Workshop & Guest Lecture organized by College:**

Seminar	Workshop	Guest Lecture	Screening of Short Films
02	16	35	19

➤ **Extra- Curricular Activities and Co-curricular Activities :**

◆ **TECHNOVATION' 2021 :**

The Department of Information Technology of SVKM's Usha Pravin Gandhi College of Arts, Science and Commerce conducted the event **TECHNOVATION'21**, an exhibition of IT projects. The exhibition was conducted on Monday 28/06/2021 from 11:30 am to 2.30 pm on Microsoft Teams platform. The event was inaugurated by Principal Dr Anju Kapoor and further led by her motivational and Enthusiastic speech. Later, the faculty members shared their views on the exhibition held. The exhibition was attended by faculty members of other departments and office staff. Total 15 participants had presented their project work. 200 plus attendees from various other departments had attended the exhibition.

◆ **E-Ganesh Celebration :**

The college celebrated E-Ganesh in the college campus on the occasion of Ganesh Chaturthi in the month of September, 2021 following all protocol of lockdown.

◆ Department of Information Technology organized "**Techvanza**" – an inter collegiate technical event online on 24 and 25/11/2021 with an objective to provide platform for students to showcase their talent with a competitive spirit. The event attracted as many as 30 teams from various colleges in Mumbai registered for a two-day event. The event was attended by more than 300 students from 19 colleges.

◆ Interdisciplinary Program in "**Essential Visual and Technical Skills for Business Development**" was organized by Department of Information Technology in association with IQAC from 25th November 2021 to 22nd December 2021. Total 15 students from BMS, BMM, BA and BScIT participated in this program.



◆ **UPG Filmy Mela 2022 – Short Film Festival** was organized by department of BA(FTNMP) at Mukesh Patel Auditorium between 21/03/2022 to 22/03/2022.

◆ The students of Usha Pravin Gandhi College of Arts, Science and Commerce organized the first **TEDx** event of the college on 28/01/2022 between 5.00 pm to 8.00 p.m. to introduce the students to diverse ideas, fresh perspectives and unique art forms. There were a total of 6 speakers and 3 performers delivering talks and performances under the theme Metamorphosis. Total no. of attendees are 312.

◆ **Special Mention :**

• SVKM's Usha Pravin Gandhi College of Arts, Science and Commerce received an award of **“Consistently Imparting High Standard of Quality Education in Mass Media Communication, Film Television and New Media Production”** on 29/05/2021.

• Under NAAC activity following audit were conducted

1. Academic and Administrative audit conducted on 03/08/2021.
2. Intellectual Resource audit conducted on 20/12/2021.
3. Environment audit, Green Campus audit and Energy audit were conducted on 20/12/2021 by Nature Science Foundation, Coimbatore, Tamil Nadu.

• SSR for NAAC Cycle - 2 submitted on 22/04/2022.

◆ **International Conference (ICETDT-2022) :**

The Department of Information Technology in association with IQAC organized one-day International Conference on Emerging Trends in Digital Technologies-2022 (ICETDT-2022) on 22nd February 2022. Total 137 students, staff and research delegates attended the conference. Total 45 papers were received and 28 were presented.

◆ **One-day National Conference :**

The department of BA(MMC) organized a one-day National Conference on **“Mediated Communication: Challenges and Opportunities in Digital Environment”** on Wednesday, 13/04/2022 in hybrid mode. The advisory committee comprised of Dr. Sanjay Ranade – Department of Communication and Journalism, University of Mumbai and Dr. Mangesh Karandikar-Director, MET Institute of Mass Media.

The keynote speakers at the conference were:

1. Prof. Sameer Honward, Assistant Professor of Learning and Instruction, University at Buffalo Graduate School of Education, Buffalo, New York.
2. Dr. Mahul Brahma Professor and Dean - School of Media and Communication, Adamas University, Kolkata, West Bengal.
3. Dr. Nima Jerrit John. Officiating Head of the Institute. Mass Communication. Amity School of Communication (ASCO), Panvel Campus, Mumbai.
4. Prof. Kei Nakano Lab, Osaka University of Arts Liberal Art course, Fine Art and Music branch, Kei Nakano Lab, Osaka, Japan.

There were 21 papers were presented during the technical session chaired by Dr. Divya Nair, Assistant Professor at SIES (Nerul) College of Arts, Science and Commerce. The paper presenters were given duly signed certificates at the valedictory.

◆ Department of Information Technology has signed an MoU (dated: 12/11/2021) for Faculty Exchange Programme with Ayya Nadar Janaki Ammal College, Sivakasi, Tamilnadu, (Madurai Kamraj University, Tamilnadu) for teaching subjects of M.Sc.I.T. at Usha Pravin Gandhi College and M.C.A. at Ayya Nadar Janaki Ammal College.



◆ College Annual Day 2022 :

The College celebrated 18th Annual Day, 2022 on Friday, 01/04/2022 at Mukesh Patel Auditorium. The Chief Guest for the occasion was Dr. Harish Shetty, Practicing Psychiatrist and Guest of Honor was Mr. Anuraj Rajadhyaksha, UPG Alumna. Meritorious students were felicitated on this day.

◆ Activities conducted by various committees :

Name of the Committee	Activities organized	Sessions organized	Webinars organized	Webinars attended	Sessions attended	Workshop organized
N.S.S.	29	11	18	03	09	--
D.L.L.E.	11	08	--	--	--	--
W.D.C.	08	06	--	--	--	06
R.C.U.P.G.	125	--	--	--	--	--

2. Part II :

a. Results of the Institute

Annexure - I

- Result for the University examination held in March/April 2022 for academic year 2021-22 for UG & PG courses are as follows:

Stream	Sem.	Name of the Institution	Students		Institute %
			Appeared	Passed	
BA (Film Making)	VI	SVKM's UPG College of Arts, Science and Commerce	122	122	100.00%
BA (MMC)	VI		118	118	100.00%
BMS	VI		117	117	100.00%
BSC IT	VI		119	119	100.00%
MA	IV		48	48	100.00%
MCOM	IV		51	51	100.00%
MSC IT	IV		47	47	100.00%

b. Strength of students

Annexure – II

Sr. No.	Name of the Institution	Strength of Students		Staff		Total Staff	
		Course	No. of students	Teaching	Non-Teaching		
1	SVKM's UPG College of Arts, Science and Commerce			Principal - 1	16	41	
2				Librarian - 1			
3		F.Y.B.A.(M.M.C.)	122	Asst. Prof. 05 + #1			
		S.Y.B.A.(M.M.C.)	116				
		T.Y.B.M.M.	118				
4			F.Y.B.M.S.	127			Asst. Prof. 06 + @1
			S.Y.B.M.S.	117			
			T.Y.B.M.S.	117			
5			F.Y.B.Sc.(I.T.)	128			Asst. Prof. 06 + # 2
			S.Y.B.Sc.(I.T.)	121			
		T.Y.B.Sc.(I.T.)	121				



6	F.Y. B.A. (FTNMP)	125	Asst. Prof 01 + *01		
	S. Y. B.A. (FTNMP)	111			
	T. Y. B.A. (FTNMP)	123			
7	M.Sc.(I.T.) – Part I	42			
	M.Sc.(I.T.) – Part II	47			
8	M.A. (E.M.A.) – Part I	61			
	M.A. (E.M.A.) – Part II	50			
9	M.Com (B.M.) – Part I	65			
	M.Com (B.M.) – Part II	52			
TOTAL STUDENTS		1763			

Asst. Prof.: Stage 3 @ Asst. Prof.: Stage 2 *Non NET / SET
\$ NET / SET qualified and appointed on Temporary basis on scale.

List of contract agencies and support staff on contract:

Sr. No.	Name of Agency	Nature of Work	No. of persons working
1	Satguru Enterprises	Office Boy	08
2	Satguru Enterprises	Sweepers	It is common for entire Mithibai Campus
3	Satguru Enterprises	Supervisors-Sweepers	
4	Super Protection Security	Watchman	05

c. Bouquet of Courses

Annexure – III

Sr. No.	Name of the courses	Duration
1.	Bachelor of Mass Media (BMM)	3 years
2.	Bachelor of Management Studies (BMS)	3 years
3.	Bachelor of Science Information Technology [BSc(IT)]	3 years
4.	Bachelor of Arts (Film, Television & New Media Production) [BA (FTNP)]	3 years
5.	Master of Science Information Technology [MSc(IT)]	2 years
6.	Master of Commerce (Business Management) [M.Com (BM)]	2 years
7.	Master of Arts (Entertainment, Media & Advertising) [MA (EMA)]	2 years

