

What is Media Mantra?

- Non-commercial academic forum
- Gathering that addresses current concerns of/about media and society
- **Event by students for** learners/students
- Best of the speakers discussing matters close to their heart
- Forum for diverse point of views being shared and debated in academic environment for better understanding

Why Media Mantra?

- Need to create academic spaces for media related issues
- Students to understand media practitioners as well as media consumers
- Experience in event management starting from conceiving theme, creating logo, event schedule, resource persons, audiences, media relations, advertising & PR, documentation and so on.



At the frontiers of communication
March 10-11 2000

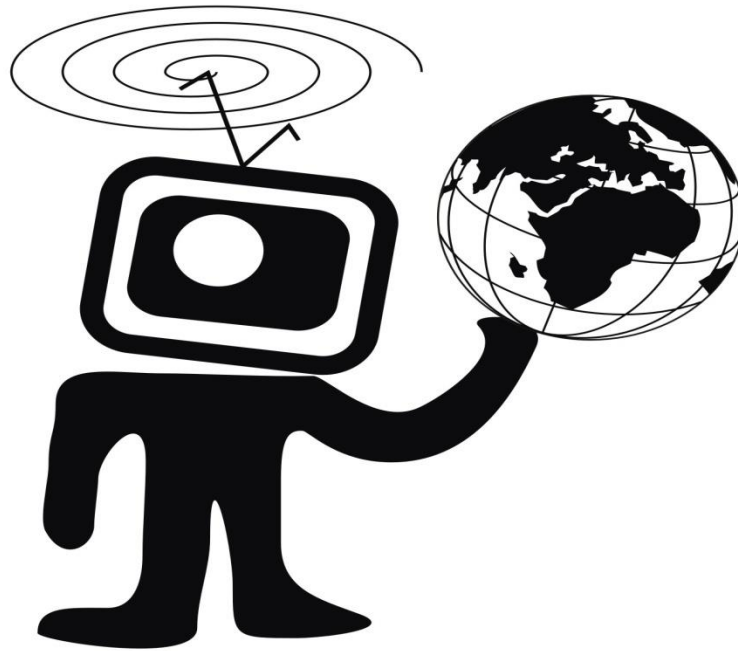
Media Mantra 2000: Outline

- Trends in business journalism
- Role of media in crisis
- Web advertising
- P&G AD-Hoc Ad making contest
- Future trends in advertising
- Middle road cinema...an emerging genre?
film screening of ***Bhopal Express*** and
discussion with the film director

Media Mantra 2000: Speakers

- Ms Sucheta Dalal (Journalist)
- Mr. Prem Panicker (Rediff.com), Mr. Probir Roy (Euro RSG). Mr. Vikas Tandon (Mudra)
- Mr. Ramesh Iyenger (Select Direct), Mr. Ramkrishna (Lintas), Ms. Nandini Dias (Interface)
- Ms. Maithili Rao, Mr. Amol Palekar, Mr. Anjum Rajabali, Ms. Anupama Chopra
- Mr. Mahesh Mathai

Creating Impressions...!!



Media
MANTRA

Creating Impressions
20-23 November 2003

Media Mantra 2003: Outline

- Media Today: Hall of Mirror or Instruments of Change
- Challenge of running a 24 hour NEWS slot
- Careers in Photography
- Present scenario of television channels
- Entry of film stars on small screen
- Cross-over film screening '**My Son, The Fanatic**' and discussion
- In-film advertising: new way of selling
- Indian advertising in global market
- Relevance of M- schools

Media Mantra 2003: Speakers

- Ms. Smruti Koppikar, Mr. Shishir Joshi (Aajtak), Mr. Abhigyan Prakash (NDTV)
- Workshop on News presentation by Ms. Varsha Malvade
- Mr. Martin Xavier, Mr. Jitu Savlani (Photographer), Ms. Ashis Jolte, Mr. Anoop Jotwani
- Ms. Amrita Shah (journalist), Mr. Amar Deb & Mr. Gaurav (Channel V), Mr. Manoj Vidwans, Ms. Sheilja Kejriwal (STAR Plus)

Media Mantra 2003: Speakers

- Ms. Mini Chandran Kurian, Mr. Akashdeep, Ms. Poonam Dhillon, Mr. Farooq Shiekh
- Mr. Navin Shah (Mindshare), Mr. Manish Porwal (Starcom), Mr. Gurudev Bhalla (Director)
- Mr Anjum Rajabali
- Mr. Sanjai Srivastava (Lowe), Mr. Prashant Basrur (Deadline)
- Alumni Representatives of MICA (Navaneeta Das), MCRC (Ritu Goel), XIC (Purva Magan), Gujarat University (Mira Desai)



media mantra
2005

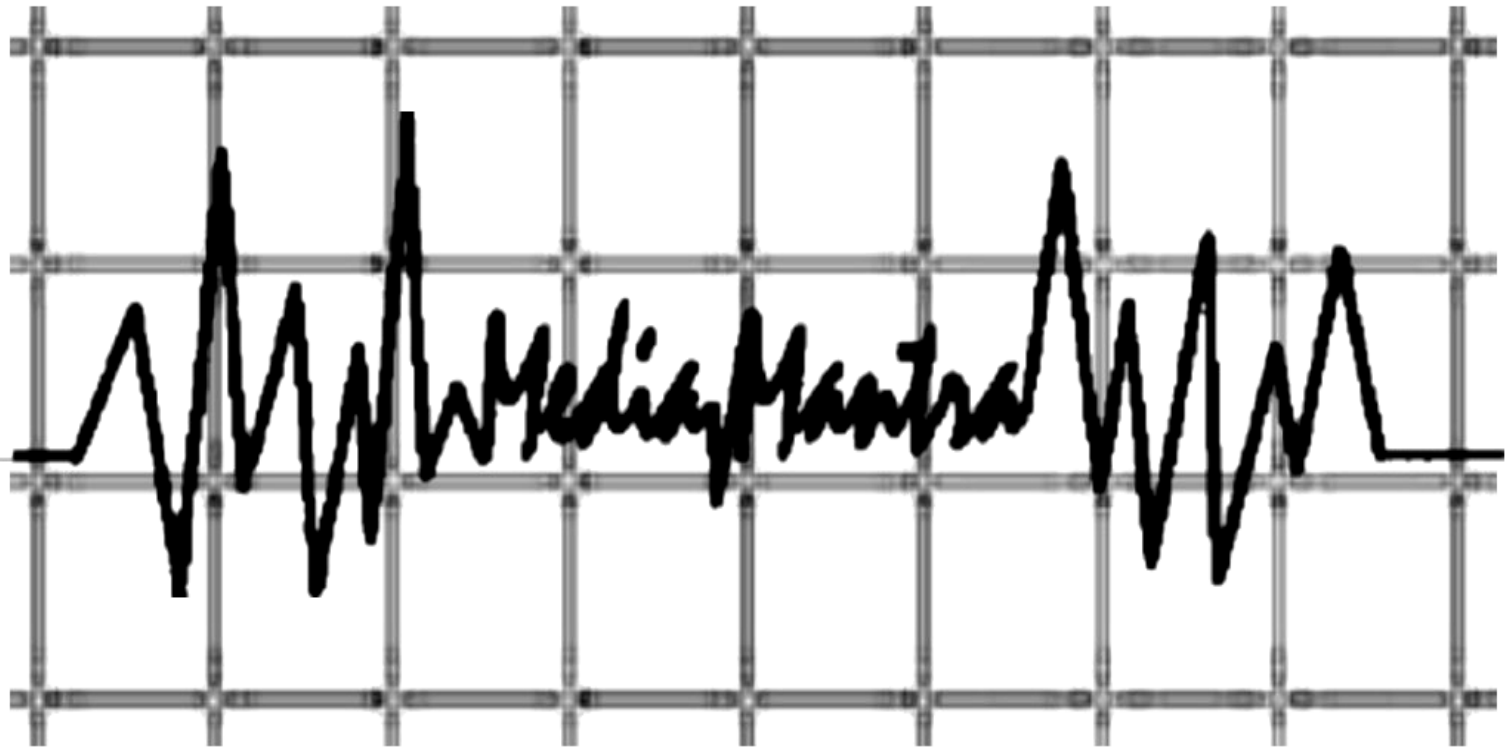
Trends in Media
4-5 March 2005

Media Mantra 2005: Outline

- Challenges in Electronic Journalism
- Sensationalisation in Print Journalism
- Challenges in Photo Journalism
- Changing Trends in Advertising
- Radio - Then and Now
- Trends in Film making

Media Mantra 2005: Speakers

- Dr. Indu Bishnoi
- Ms. Geeta Seshu, Shishir Joshi (Aaj Tak), Ravikant Mittal (Zee News)
- Meena Menon, Neeraj Priyadarshi, Sudhakar Olwe, Shirish Shetye,
- Prahlad Kakkar, (Genesis), Manish Porwal (Starcom), R. Subramany (Dentsu) and Rakesh Vanarse



MEDIA MANTRA 2006

MEDIA: OUR LIFELINE...?!

Media: Our Lifeline?

20-21 January 2006

Media Mantra 2006: Outline

- Disaster and media: 26th July 2005
- Breaking news: what's new in it?
- Journalism in 21st century: Fight for market share
- Workshop on Digital Photography, Fotografia: Photography contest: Prize distribution
- Right to Privacy: New media technologies
- Internet: Avenues for advertisers
- **ORION**: An Amateur film makers showcase

Media Mantra 2006: Speakers

- Ms. Geeta Seshu and Mr. Shishir Joshi (Aajtak)
- Ms Vidyottama Sharma (Janmat), Mr. Manish Porwal (Starcom), Mr. Nitin Sapre (Doordarshan)
- Mr. R. N. Bhaskar (e-convergent Tech.)
- Mr. Nilesh Mistry (Lexmark)
- Mr. Shirish Shete (PTI)
- Mr. Arun Sadhu (Journalist & Author) and Mr. Syedain Zaidi (India TV)
- Mr.Vamsi V (Starcom),Mr. R. Vishvanath (O&M), Mr. Anoop Wanvari (Indiantelevision.com), Mr. Sumanta Ganguly
- Mr. Vinay Shukla (Writer-Director) and Mr. Ashok Mishra (Writer)

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Minting moolah.... Telling stories....

Minting Moolah..Telling stories
March 5, 2007

Media Mantra 2007: Outline

- Story telling in Bollywood today
- Film: advertisement, Product, Brand?!!!!
- Film screening: **DOR**
- Followed by panel discussion

Media Mantra 2007: Speakers

- **Mr. Kundan Shah** (Director)
- **Mr. Amrik Gill** (Writer)
- **Mr. Rajesh Joshi** (Cinematographer)
- **Ms. Anita Noronha** (Reliance entertainment)
- **Mr. Tarun Tripathi** (Yashraj Films)
- **Ms. Reeta Gupta** (WOW Factor PR)
- **Mr. Sam Fernandes** (Sahara Ones Motion Pictures)
- **Ms. Rinki Bhattacharya** (Film Maker & Author)
- **Ms. Geeta Sheshu** (Journalist)



Managing Media in Today's Time
March 21, 2009

Media Mantra 2009: Speakers

Panel discussion on managing media in today's time (economic recession)

- **Facilitator- Ms Geeta Seshu**, Journalist
- **Mr. Arun Ohri**, Director Planning, Adfactor PR
- **Ms Anita Noronha**, Marketing Head, Sahara One Television
- **Mr. Pradyuman Maheshwari**, Group Chief Editor, Exchange4media
- **Mr. Sushruta Samanta**, VP - Strategy & BD International Mkts Zee Entertainment
- **Mr Vijendra Tewari**, Chief Editor, Mahanagar



Media Mantra 2010

Hide and Seek with reality

March 20, 2010

Media Mantra 2010: Outline

Panel discussions on:

- Paid Journalism: New age reality
- TV: How real are reality shows?
- Films: New ways of making and selling them
- Internet: Reaching out to the world virtually

Media Mantra 2010: Speakers

- **Ms. GEETA SESHU** Journalist, **Mr. MILIND KOKJE** Asia Media Forum, **Ms. GEHNA MEHRA** Journalist & PR professional, **Ms. MEENA MENON** The Hindu, **Mr. ARUN OHRI** Ad factors PR
- **Mr. ELESH PARUJANWALA-** Rakhi ka Swayamvar, **Mr. RAGHU RAM** Roadies, **Ms. MINI MATHUR** Iss Jungle Se Mujhe Bachao
- **Ms. MANISHA LAKHE**, **Mr. SANJAY SRINIVAS**, **Mr. ANIRUDH CHAWLA**
- **Mr. MOKSH JUNEJA**, **Ms. BHAVNA GIANI** Director of Walnut Digital **Mr. JOEL PANNIKOT** founder of Athena India **Mr. JASON MENEZES** Wat Consult, **Mr. JAYESH VERALKAR** Sony Music

MEDIA MANTRA 2011



Connecting with ~~dis~~Abilities
February 10, 2011

Media Mantra 2011- Outline

- **Collaboration with Brotherhood-Delhi based NGO to host 8th edition of WE CARE film festival 2011**
- **Screening of 15 documentaries** of varied duration on issues related to disabilities which were rated by the audience who was given certificate of participation.
- **Panel discussion on 'Disability and Media'-
Speakers-** Mr P J Mathew Media officer-AYJNIHH-Mumbai, Dr Priti Verma, Head-Dept of Special Education SNDT, Dr Ali Irani Physiotherapist and actor

Media Mantra 2012

Media mantra 2012

CARNIVAL
OF
PIXELS

Mumbai digital film showcase...
Mumbai Digital Film Showcase

March 7, 2012

MM 2012: Carnival of Pixels

7th March 2012

- 10 films made by students were showcased and judged by Mr Narendra Panjwani, Mr Ashok Kumar and Ms Paromita Vohra
- 16 Animation films made by students and staff of SNDT **as a part of** Experimental Animation Films workshop were showcased by Mr Nitin Dhonde
- My First Cut- a film company made presentation



presents



Magic of Apps

15th March 2014, Saturday

BBM Media Mantra 2014

Outline



- Understanding Apps
- Meet the App-Makers
- Inside The App Industry
- App Development Workshop

BBM Media Mantra 2014

Speakers

- **Mr. Rajiv Belani** (Entrepreneur)
- **Mr. Ritesh Agarwal** (Game Developer)
- **Dr. Mangesh Karandikar** (University of Mumbai)
- **Mr. Sameer Narkar** (Konnectsocial.com)
- **Mr. Mahip Vyas** (Head – Alliances & Distribution, Games2win)
- **Mr. Harshal Jain** (SAB TV)
- **Mr. Prakash Sainani** (BlackBerry)
- Team from **Nazara Technologies**- Abhishek Kadam and Aniruddha Joglekar



Celebration of Visuals
February 7, 2015

Media Mantra 2015 Outline

- *Photographs are our past, present and future: **Shumik Kar***
- *There are no shadows that cant be illuminated: **Ibrahim Afghan***
- *Presentation – Challenges in Digital World: **Harsh Desai***
- *Capture every minute reality: Photo Contest judged by **Mr. Aditya Sheth and Mr. Ashok Kumar***



Certificate of Participation

This is to Certify that had submitted his/her entry for Photo Contest organized as a part of Media Mantra 2015 held on 7th February 2015 at the J.H. Mini Auditorium, S.N.D.T. Women's University, Juhu Campus, Mumbai. Media Mantra is an event by students of Post Graduate Diploma Communication and Media organized since the year 2000.

Dr. Mira K Desai
I/C Head, Extension Education

Media Mantra Team

Media Mantra 2017



Into the Spotlight
March 8-9, 2017

Media Mantra 2017: Outline

- **Fantastic Beats**
- **The Fatal Frontiers**
- **No Country for old women?**
- **Breaking Fad**
- **Presentation: Kashmir Hum Kya Chahate?**
- **Workshop : How to train your voice**
- **Lost in Transit**
- **A Social Odyssey**

Media Mantra 2017: Speakers

- Dhwani Bhatt, Erica D'Souza, Tracy D'Souza
- Freny Manecksha, Neeta Kolhatkar
- Barul Mukhtiar, Jyoti Kapur Das, Suhasini Mulay, Manisha Lakhe
- Aditi Joshi, Rajsingh Verma
- Neeraj Pratap Sangani
- Vandana Sengupta
- Gajra Kottary, Rekha Babal
- Parull Gossain, Puja Agarwal

Media Mantra 2019



Digital Life: Cult and Occult
February 2, 2019

Media Mantra 2019: Outline

PANEL DISCUSSIONS

- **“Next generation Influencers”**
Moderated by Mr. Moksh Juneja
- **“Margins and Mainstreams”**
Moderated by Manisha Lakhe
- **“Virtual reality or Surreality”**
Moderated by Mr. Rajesh Bhatia,
Cybercrime investigator

Media Mantra 2019: Panelists

- **“Next generation Influencers”**: Mr. Moksh Juneja, Dr Sumedha Bajpai, Mr. Ronak Banka, food blogger Ms. Indrajeet Nishad and Ms. Ms. Kashish Chhabda.
- **“Margins and Mainstreams”**: Manisha Lakhe, Specially abled motivational speaker Ms. Virali Modi, activist Vicky Shinde, Siddhant Mohite – Founder and President (OYE), Bidisha Mohanta – Singer, Shreya Ila Anasuya from Point of View.
- **“Virtual reality or Surreality”** Technologist Anuradha Bhatia, Cybercrime investigator Rajesh Bhatia, Advocate Vicky Shah and Psychologist Nirali Bhatia.

Media Mantra 2020



Decoding Media Violence
January 4, 2020

Media Mantra 2020- Events

- **Click the Moment:** Photography- Critics Choice and Viewers Choice on Theme of Media Violence
- **Light, Camera, Violence:** Live Reporting- Themes given on Current Affairs
- **Express to Impress:** Open Mic -Theme of Masculinity
- **Spotlight on Violence-** Workshop on “Understanding Media Violence”

Media Mantra 2020: **PEOPLE**

- **Inauguration:** Himani Sisodia
- **Click the Moment:** Akshay Kasar
- **Light, Camera, Violence:** Abhijeet Kulkarni (Scroll), Kajal Iyer (Times Now)
- **Express to Impress:** Munawar Faruqui, Ramya Pandyan
- **Spotlight on Violence-** Workshop by One Future Collective Nishma Jethwa

Post Graduate Diploma in Communication & Media

- Offered during 1994 to 2017
- University recognized PG Diploma
- One Year Full-Time Course (July to June)
- Covers various dimensions of media and communication with two internships in a year
- Reasonably priced programme (12K to 40K)
- All the students jointly manage an event, make a short film and create a magazine
- Around 250 students have passed out by 2017

M.A. in Media & Communication

- Started in the year 2016
- University recognized Degree
- Two Years Full-Time Masters Programme
- Covers various dimensions of media and communication
- Having internships and dissertation
- Reasonable Fees (Rs. 50K+/year)
- All the students jointly manage an event, make a short film or undertake Dissertation
- First batch passed out in 2018