



SNDT Women's University

Mumbai, India

Department of Extension and Communication

Formerly Department of Extension Education

[Renamed in July 2020]

{Established in 1971- PG Department in 1982}

Professor Mira K Desai

Head, Department of Extension and Communication

SNDT Women's University

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- M.Sc. in Extension Education (1982) / **MSc Extension Communication Management (2023)**
- Ph.D. in Extension Education (1982)
- M.A. in Media & Communication (2016) / **MA Mass Communication & Journalism (2023)**

Programmes under TWO Faculties:

Faculty of Science & Technology-

BOS in Extension & Communication

Faculty of Interdisciplinary Studies-

BOS in Communication & Media Studies



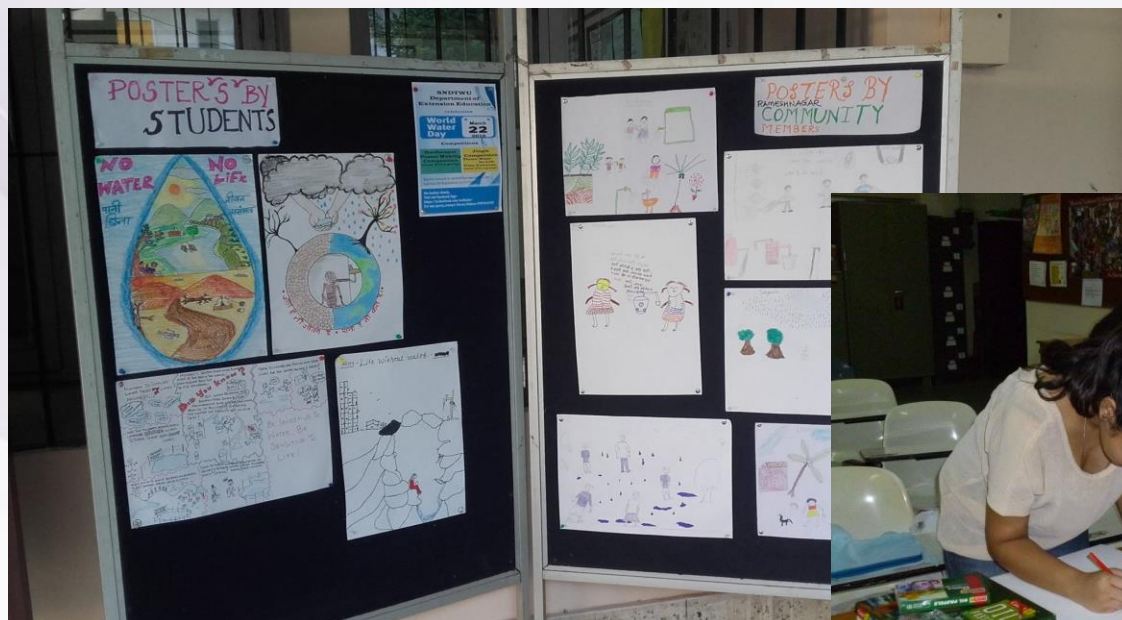
Teaching, Learning & Evaluation

- Weekly Field work, Internship
- Student Event Media Mantra
- Enrichment Workshops and Lectures are regular feature
- Client/Live Research projects by students
- Integration of Teaching-Research-Outreach
- Value Addition Workshops: Theatre, Puppet, Film Appreciation, TV Promo, Design thinking, Animation
- Learning by doing
- Field work
- Seminars
- Reviews
- Group activities
- Dissertation/Film
- Presentations
- Continuous assessment
- Community outreach





Merging Communities



Community outreach in the Curriculum

DEPARTMENT OF WOMEN & CHILD DEVELOPMENT
Mumbai City

In Collaboration with

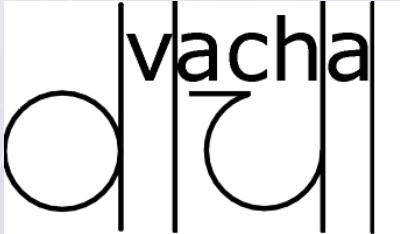
University Department of Extension & Communication
SNDTWU, Juhu Campus Mumbai
&
UNICEF, Maharashtra

Invites you for the Inauguration of
Integrated
Personality & Skill Development (Livelihood)
CERTIFICATE COURSE of 30 hours

at
Dongri Children's Home,
Umerkhadi, Mumbai
September 14 2023, 11:00 am



Interaction with International scholars



प्रगती टाइम्स

Field work, Internships & OJT

- ❑ 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, **February 1, 2020**
- ❑ Numerous Online international, national and local activities during **Covid-19**
- ❑ National online symposium "independent India & Indian Television: Women On/Off Screen in collaboration with Gujrat Vidyapith, Ahmedabad, **March 8, 2022.**
- ❑ Azadi Ka Amrit Mohtsav Independence 75@SNDT with Bureau of Quebec Mumbai office titled "Women OF/IN Media: Comparative narratives from India and Quebec" held online on **April 9, 2022.**



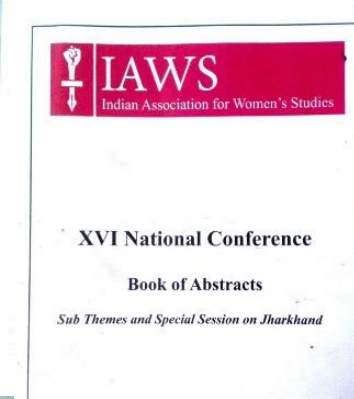
- National Commission for Women, New Delhi project *Prevalence, Nature and Awareness of Cyber Violence for Young Women and Web 2.0: A Study from Maharashtra* as Co-PI by Mira K Desai
- ICSSR Post-Doctoral student Dr. Deeksha Chamola worked on '*Portrayal of women in films directed by Gulzar*' (2018-2021).
- IIMC National Project '*Women in News and Entertainment Media in India-Maharashtra*' for data collection (2020)
- Two students were awarded PhD in January 2020 Convocation.
- Internationally funded research project CoSoNo (*Co-creation across the global South and global North. International teacher instruction for inclusive, multilingual and digitally supported learning*) with Jonkoping University, Sweden (2021)
- 26 Masters Dissertations 14 AV Projects during 2018 to 2024.



- **PhD Student Garima Gupta** was shortlisted for Young Scientist's Award Session at the 51st Annual National Conference of Nutrition Society of India, **8-9 November 2019** at Kerala.
- **MA MC students** presented multiple papers at International Symposium on Social media and freedom of expression organized by BMN College Matunga on **March 13, 2019**
- **Vibhuti Sanchala** and **Ruta Trapasya** made separate presentations of their Masters dissertation at IAWS Conference at New Delhi, **27-31 January 2020**
- **MA MC students** presented online at a collaborative session at the Indian Association for Women's Studies(IAWS) Western Regional Conference, 25-28th **November 2020**.
- **Kavita Marwari Jr. MSc E&C** presented poster at **HSAI conference in December 2022 at Kerala**. She in her Second year presented her research at Avishkar Research Convention in January 2024 at Nashik.
- **MSc Extension Communication Management batch of 2023-25** presented papers at NSI Mumbai, HSAI Meghalaya conferences.



Conferences & Awards of students



- × **AMIC INDIA FUND** instituted at the Department since 2018
- × **Media Mantra: 19 editions** starting from the year 2000 till date.
- × **'Self to Society'** approach and 'Process FIRST' Policy
- × **Individual Mentoring:** Teacher student ratio since 2014 is 1:19
- × Exposure to **research environments** outside Department
- × **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/>





2025



2024



2023



2022



2021



2019



2020

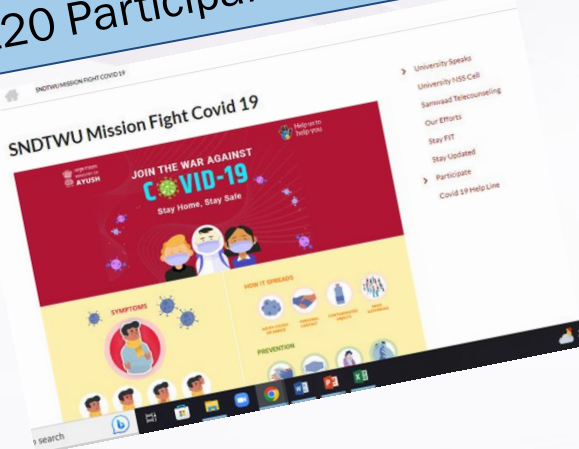
Started in the year 2000

Work During Covid 19



Everyday@11 SNDT4U S1 2020
25 days * 27 July 28 August
* 1063 Participants

EVERYDAY@11 S2 34 days
17-07-2021 to 05-09-2021
1120 Participants



- ✗ **SNDTWU Mission Fight Covid 19 Page** was created and maintained on University Website.
- ✗ **SNDT4U Everyday@11:** Three Seasons of virtual platform for outreach conceptualized and supported from 2020 to 2022.
- ✗ **Google Classroom** instituted for EACH Paper and Batch.
- ✗ **Media Mantra** continued as TWO online editions.
- ✗ **Coursera on Campus** benefited free certifications for students and faculty members.
- ✗ **INDEPENDENCE 75@SNDT# AZADI KA AMRUT MAHOTSAV** Collaboration With Québec Government office in Mumbai (BQM) was conceptualized and inaugurated on August 15, 2021 running for 12 online sessions.
- ✗ **THREE online STUDIES** by Prof Mira K Desai: *Information Seeking Behaviour & LOCK DOWN 1.0 of Covid 19 : Survey of Connected Indians* (Preliminary Findings)(March-April 2020) & *Digital Media and Lock Down 3.0: Study of Connected Indians* (June 2020) **Project ROTL** (Feb 2021) with 11 researchers across India.



SNDT Women's University
Mumbai, India

Thank you for your time & attention

**UDEC > <University Department of
Extension & Communication>**

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