

SYMBIOSIS CENTRE FOR MEDIA AND COMMUNICATION

Symbiosis International (Deemed University)

(Established under section 3 of the UGC Act, 1956)

Re-accredited by NAAC with 'A' grade (3.58/4) | Awarded Category – I by UGC

Founder: Prof. Dr. S. B. Mujumdar, M. Sc., Ph. D. (Awarded Padma Bhushan and Padma Shri by President of India)



Celebrating 50 Years of Excellence

7.1.1_SCMC_Gender Sensitization_2020-2021

Index

Sr. No.	Name of the event	Page No.
01	Elective course on Gender and Sexuality	02-05
02	Guest Session by Neha Choudhary	06-08


Dr. Sreeram Gopalakrishnan
Director, SCMC



Report 2020-21

Why We Need Gender Sensitization On University Campuses? Is a question we ask ourselves when we focus on issues pertaining to gender sensitivity, The answer is that it is a basic requirement to understand the sensitive needs of a particular gender.

The need for this sensitivity has been felt and realised through times immemorial and in almost all kinds of human existence, across the globe. It helps us to examine our personal attitudes and beliefs and question the 'realities' that we thought we know Educational spaces instil thought and make one have a perception that they believe, this can be done on campus through various activities like debates, discussions, seminars, theatrical performances and other forms of arts.

SCMC has taken an initiative to understand the seriousness of this and tried to inculcate this in the curriculum to make an effort to Sensitise not just students, but also the staff members with Workshop focusing on the issue of gender sensitisation.

This Academic Year SCMC students have undergone one Guest Session conducted by Ms.Neha Choudhary and an elective course, specialising on Gender and Sexuality was introduced to the students.



Dr. Sreeram Gopalakrishnan
Director, SCMC

Program Structure_Gender and Sexuality

PS_SCMC_Batch 2021_3rd Rev_30.01.2021 (1).pdf - Adobe Acrobat Reader DC (32-bit)

File Edit View Sign Window Help

Home Tools

PS_SCMC_Batch 20... x



15 / 16



116%



T5968	050422624	Public Relations Campaign Planning	Public Relations	2	50	0	0	50
T5981	050422625	Digital Story Telling	Communication Management - Public Relations	2	30	20	0	50
Total				8	160	40	0	200
Specialization Elective : Mass Communication - Journalism								
T5021	050422626	The Business of Media	Mass Communication - Journalism	2	30	20	0	50
T5531	050422627	Gender & Sexuality	Mass Communication - Journalism	2	30	20	0	50
Total Required Credits				2	30	20	0	50
Specialization Elective : Communication Management								
T2584	050422628	Human Resource Management	Communication Management	2	30	20	0	50
T2938	050422629	Organization Behaviour and Leadership	Communication Management	2	30	20	0	50
Total Required Credits				2	30	20	0	50

Dr. Sreeram Gopalkrishnan
Director, SCMC

8/12/2021

Symbiosis Centre of Media and Communication Mail - Gender and Sexuality - Assignment 2 Marks



Nishita Jain <nishita.jain@scmc.edu.in>

Gender and Sexuality - Assignment 2 Marks

Juhi Rajwani <juhi.rajwani@scmc.edu.in>
To: Batch 2018-21 <21jr@scmc.edu.in>

Mon, May 24, 2021 at 2:59 PM

Dear Students,
PFA the marks for the second assignment for the course gender and sexuality. I am also attaching the answer key for your reference.

Warm Regards
Juhi Rajwani
Assistant Professor

Symbiosis Centre for Media & Communication (SCMC)

Ranked as *India's Best Mass Comm College* by the annual India Today-Nielsen surveys in 2013, 2014 (Story, Video), 2015, 2016 (Story, Video) & 2017


A Department of Symbiosis International University (SIU) under the Faculty of Media, Communication & Design (FoMCD)


Re-accredited by NAAC with 'A' Grade

Survey # 231, off New Airport Road, Viman Nagar, Pune 411 014, Maharashtra, India

Tel : +91 20 26634511, 12, 13, 14, 15; 8319984434 (Personal)

2 attachments

 **Gender and Sexuality - Answer Key - Assignment 2.docx**
14K

 **Gender and Sexuality - Assignment 2 marks.xlsx**
10K


Dr. Sreeram Gopalkrishnan
Director, SCMC

Time Table_Gender and Sexuality

MARCH 08 - 13, 2021

TIME TABLE – SEMESTER VI (MC), BATCH OF 2021

DAY/TIME		1000-1100 hours	1115-1215 hours	1230-1330	1430-1530	1545-1645
MON 08	JR Link	V Arya (I) Contemporary India and The MS Teams	Pooja Bhale (I-II) Core Environmental Studies MS Teams			
	AV Link	Dr. Sreeram Gopalkrishnan Film Marketing and Distributi			Dr. Sreeram Gopalkrishnan Film Marketing and Distributi MS Teams	
TUE 09	JR Link	Vidyabhushan Arya (I) Understanding Public Policy MS Teams	Pooja Bhale (III-IV) Core Environmental Studies MS Teams			
	AV Link	Chandrasekar Sagade (I) Radio Programming MS Teams				
WED 10	JR Link	Sunil B (I) Dissertation MS Teams	Juhi Rajwani (I-II) Gender & Sexuality MS Teams			
	AV Link	Anjali Agarwal (I-II) Introduction to Production Management MS Teams				
	JR	Adv. Aniruddha Kulkarni (I) Media Laws, Ethics and Poli	Juhi Rajwani (I)	Amitabh D (I) Creation of a Newspaper		

Attendance_Gender and Sexuality

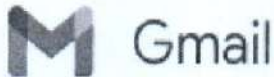
	A	B	C	D	E	F	G	H	I	J	K	L	M	Y	Z
1	50422627 Gender & Sexuality (Elective) Juhi R														7
2	Roll #	Name	PRN	###	###	Apr-7	###	###	###	###	May-5	###	###	12	
3				11.15	11.15	11.15	11.15	11.15	11.15	11.15	11.15	11.15	11.2		
4	0	a	a	2	1	2	2	2	2	2	2	2	2	19	
5	2003	Parvathi Sajiv Kumar	2E+10	2	1	2	2	2	2	2	0	2	2	17	
6	2014	Joanna Ermelina Dias	2E+10	2	0	0	2	2	2	0	2	2	2	14	
7	2021	Neha Pophale	2E+10	2	0	2	2	2	2	2	0	2	2	16	
8	2028	Shradhdha Das	2E+10	2	0	0	0	0	2	0	0	2	2	8	
9	2032	Eepsita Sharada Alok	2E+10	0	1	0	2	2	2	0	0	2	0	9	
10	2041	Tamma Moksha	2E+10	2	1	2	2	2	2	2	2	2	2	19	
11	2042	Shukla Archana Suresh	2E+10	2	1	2	2	2	2	2	0	2	2	17	
12	2043	Tulshibagwale Janaki Vyanka	2E+10	2	0	2	2	0	2	0	0	0	2	10	
13	2047	Tanushi Bhatnagar	2E+10	0	1	2	2	2	2	0	2	0	2	13	
14	2050	Aayushmita Bhattacharjee	2E+10	2	1	2	2	2	2	2	2	2	2	19	
15	2054	Angkuran Dey	2E+10	2	1	2	2	0	2	2	2	2	2	17	
16	2055	Priyal Yadav	2E+10	2	1	2	2	2	0	2	2	2	2	17	
17	2056	Sakshi Sameer Raikar	2E+10	2	1	2	2	0	2	2	0	2	2	15	
18	2065	Abhinav Singh	2E+10	0	0	0	2	0	0	0	2	0	0	4	
19	2067	Priyal Jain	2E+10	2	1	2	2	2	2	2	0	2	2	17	
20	2080	Arya Mishra	2E+10	0	0	0	0	0	2	2	2	0	0	6	
21	2102	Snigdha Mudi	2E+10	2	1	2	2	2	2	2	0	2	2	17	
22	2104	Chavan Aditi Pravin	2E+10	0	1	2	2	0	0	0	0	0	0	5	
23	2115	Pranav Unnikrishnan	2E+10	0	0	2	2	2	2	2	2	2	2	16	
24	2126	Krithika Ravi Iyer	2E+10	2	0	2	2	2	2	2	0	0	2	14	
25	2127	Sandhra Mariam Sam	2E+10	2	0	2	2	2	2	2	2	2	2	18	
26	2146	Patil Samrudhi Ashesh	2E+10	2	0	2	0	2	2	2	0	2	2	14	


 Dr. Sreeram Gopalkrishnan
 Director, SCMC

Invite_Neha Choudhary

8/13/2021

Symbiosis Centre of Media and Communication Mail - INVITATION - SCMC GUEST SESSION



Nishita Jain <nishita.jain@scmc.edu.in>

INVITATION - SCMC GUEST SESSION

Nishita Jain <nishita.jain@scmc.edu.in>
To: Nishita Jain <nishita.jain@scmc.edu.in>

Fri, Aug 13, 2021 at 9:42 AM

Nishita Jain

Teaching Assistant, Symbiosis Centre for Media & Communication (SCMC)

Ranked as India's Best Mass Comm College by the annual India Today-Nielsen surveys in 2013, 2014 (Story, Video), 2015, 2016 (Story, Video) & 2017

A Department of Symbiosis International University (SIU) under the Faculty of Media, Communication & Design (FoMCD)

Re-accredited by NAAC with 'A' Grade

Survey # 231, off New Airport Road, Viman Nagar, Pune 411 014, Maharashtra, India

Tel : +91 20 26634511, 12, 13, 14, 15; +91 20 64109996 / 30037373 (Dir)

Facebook | YouTube | Blog | Instagram | Twitter | LinkedIn | MediaPedia

Former Creative Head (The Three Marketeers)

Cell : +91 798 737 0930 | E-Mail : nishitawassan@gmail.com

----- Forwarded message -----

From: **Guestrelations SCMC** <guestrelations@scmc.edu.in>

Date: Thu, Mar 25, 2021 at 11:44 AM

Subject: INVITATION - SCMC GUEST SESSION

To: <nehadeepakchoudhary@gmail.com>, <choudharyneha@indianoil.in>

Cc: Sreeram Gopalkrishnan <sreeram.gopalkrishnan@scmc.edu.in>, Liji Ravindran <liji.ravindran@scmc.edu.in>,

Shilpa Daniel <shilpa.daniel@scmc.edu.in>, Nishita Jain <nishita.jain@scmc.edu.in>, Priyanka Patil

<priyanka.patil@scmc.edu.in>

Dear Ms. Neha Choudhary,

Greetings from Symbiosis Centre for Media and Communication

Further to your communication with Dr. Sreeram Gopalkrishnan and our short telephonic conversation this morning, we are pleased to invite you for a guest session with students of **Batch 2023- B.A. Mass Communication (First year)**. The one-hour long session on **'Workplace Challenges for Young Women'** is scheduled on **April 2nd (Friday), 2021 from 10:00 am to 11:00 am (IST)** as discussed. The session will be conducted online, on **Microsoft Teams**. Our IT Team can support you in case you require any assistance on the same.

[Quoted text hidden]

Dr. Sreeram Gopalkrishnan
Director, SCMC

Time-Table_Neha Choudhary

MARCH 29 - 03 APRIL, 2021

TIME TABLE - SEMESTER II, BATCH OF 2023

DAY/TIME	1000-1100 hours	1115-1215 hours	Break	1400-1500 hours	1515-1615 hours
MON 29	A B Link C D Link	Holiday (Dhulivandan)			
TUE 30	A B Link C D Link	Amitabh Dasgupta (XXI-XXII) Introduction to Journalism		Kavitha Iyer (IX) Introduction to Advertising	
		MS Team		MS Team	
WED 31	A B Link C D Link			Dr.Yogita Bhamare & Ms. Apoorva Apte (XXXXV-XXXXVI) Business and Managerial Communication	
				MS Team	
THU 01	A B Link C D Link	Amitabh Dasgupta (XXIII-XXIV) Introduction to Journalism		Kavitha Iyer (X) Introduction to Advertising	
		MS Team		MS Team	
FRI 02	A B Link C D Link	Neha Choudhary Guest Lecture Topic - Workplace Challenges for Young Women	Sunil Belladi (XX) Mass Communication theories and	Jaideep Kumar (IX-X) Design Tools-I	
		MS Team	MS Team	MS Team	
SAT	A B Link	Aviini Ashikho (IX-X) Intro to Public Relations		Baidurya Chakrabarti (XIII-XIV) Lang. Culture & Comm	

Dr. Sreeram Gopalakrishnan
Director, SCMC

Gearing up for the Industry

By Sangamithra M.

Nehha Deepak Choudarry is a corporate communications manager, at Indian Oil corporation limited. She has a post-graduate in mass media, journalism, tv production, corporate communication, new media from Guru Gobind Singh Indraprastha University. She's also worked with Audience Matters Media private limited as their principal correspondent. She started her career with the ministry of information and broadcast during which time she was working as a media monitor with an electronic media monitoring centre.

Miss Choudarry generously took time out of her incredibly busy schedule to interact with the Batch of '23, shedding awareness on the strifes and challenges that awaits us upon entering this increasingly competitive industry. One of her introductory sentiments was one that shall remain ingrained in the minds of every student who attended this guest lecture- that ours will be a career that will be built on cultivating soft skills and not hard skills- essentially causing people to under-estimate our skillset and capabilities. Unfortunately, the harsh truth of life in mass communication is that only through years of unending patience, dedication and labour will we be able to prove ourselves and reap the rewards we so deserve. However, there will still be those who look down on you- who don't respect your work ethic, and brand your entire generation "irresponsible, and with misplaced priorities."

It is in these times that Miss Choudarry's words of wisdom will echo true; some of these being that one must never enter the workplace with expectations, and the significance of adaptability. Through some eye-opening anecdotes and substantial cautionary tales, Miss Choudarry's insights on the challenges that one will face in a professional and personal context as a female employee in this industry- how we will have to be prepared to learn and unlearn, and how integral it is to keep an open mind upon entering the same.

Another element of Miss Choudarry's address was the essentiality of maintaining a work-life balance, and how important it is to master the art of saying no. Not all challenges are worth the emotional and mental labour, and one must learn to prioritize between tasks- skills that are integral to avoiding burn out.

This industry is most definitely not for everyone, but if one has the drive, the creativity and the conviction to make it in this highly competitive, most times toxic industry, it is important to remember that remuneration cannot be your priority. Diligent, continued effort in your chosen niche will garner you experience, and this in turn will bring in the monetary rewards. It is important to not get disheartened and keep doing what you're good at, and keep learning and expanding your skillset.

Dr. Sreeram Gopalkrishnan
Director, SCMC