

30th July 2020
Nagpur

To
The Principal
Shrimati Binzani Mahila Mahavidyalaya,
Mahal
Nagpur.

Subject: Collaborative venture with Indradhanu Cluster of Colleges.

Respected Madam,


Shrimati Binzani Mahila Mahavidyalaya as an active member of Indradhanu Cluster of Colleges has successfully organised many programs in collaboration with the Cluster since its inception. This year also I, Dr. Charuta Joshi, Indradhanu Coordinator of the college wishes to organise an 'Online Certificate Course on Media Relations' for the skill development of students. I am also pursuing Media tie up with a good Media house for this Course.

The details of the same are as follows:

- 'Online certificate course on media relations' organised by Shrimati Binzani Mahila Mahavidyalaya in collaboration with Indradhanu Cluster of Colleges.
- A unique course to be conducted for U.G./P.G. students
- Duration - 10th - 14th August 2020
- Time - 8.15 - 9.15 daily through online mode on google meet.
- Resource Persons -
 - ◆ Shri. Ajay Gidwani Trainer and Management Consultant
- Digital Certificate will be awarded after successful completion of the course.
- Registration Fees: Rs. 200/- per head
- Modules :
 - Media Coverage and advertisement
 - Right Media Targeting
 - Media Campaign
 - Writing Press Note
 - Building a strong Brand etc.

This is for your kind information.

Thanking you.


Dr. Charuta V. Joshi
Assistant Professor
S.B. Mahila Mahavidyalaya

Forwarded for approval
[Signature]

Online Certificate Course on Media Relations – A Report

An 'Online Certificate Course on Media Relations' was organised by Shrimati Binzani Mahila Mahavidyalaya and Maharashtra Times in collaboration with Indradhanu Cluster of Colleges. It was a unique course conducted for U.G./P.G. students during 10th – 14th August 2020. Daily one hour sessions were held between 8.15 a.m. to 9.15 a.m. through online mode on google meet.

Shri. Ajay Gidwani Trainer and Management Consultant and Shri. Mandar Morawane from Maharashtra Times were the Resource Persons. The course commenced with formal inauguration on 10th August 2020. President of Nagpur Shikshan Mandal, Shri. A. K. Gandhi was the Chief Guest of the function. Following Modules were covered in the Course:

- Media Coverage and advertisement
- Right Media Targeting
- Media Campaign
- Writing Press Note
- Building a strong Brand etc.

The Course culminated with a Valedictory function on the last day. Dr. Harish Rathi, Secretary, Nagpur Shikshan Mandal was the Chief Guest. After every Session, daily assignments were given to the participants and on the last day, an online exam was conducted. Digital Certificates were awarded to the successful participants after completion of the course. Total 53 students from Nagpur, Maharashtra and outside participated and successfully completed the course.

Smt. Deepashri Patil, Officiating Principal and Dr. Suchita Marathe, Vice-Principal and IQAC Coordinator took pains for the successful organisation of the course. The Certificate Course was conceptualized and coordinated by Dr. Charuta V. Joshi, Indradhanu Coordinator and Assistant Professor, Department of Political Science.

Dr. C. V. Joshi
Coordinator