

Bachelors of Mass Media

About the Department

The Bachelor of Mass Media program is an innovative and comprehensive course for future media professionals. It combines theoretical learning with hands-on experience, emphasizing critical analysis, storytelling, and ethical journalism. The program offers specialized tracks in digital media, broadcasting, and film studies, allowing students to focus on their specific interests. With opportunities for internships and media projects, students gain practical insights and real-world experience, preparing them to excel in the dynamic and ever-evolving field of mass media.

About the Coordinators



Naziya Rashid Khan : Joint Coordinator

- Qualification: BMM, MACJ, NLP
- Specialisation: Media Management, Media Literacy, and Marketing Communication
- Experience in years: 15
- E-mail Id: naziya.khan@jaihindcollege.edu.in

Saiprasad Shetty : Joint Coordinator

- Qualifications: MA, PGDIS
- Specialisations: Content Marketing, Internship Ideation, Curriculum Drafting

- Experience: 16 years
- Email: saiprasad.shetty@jaihindcollege.edu.in

Message From Joint Coordinators

The Department of Mass Media at Jai Hind College offers a top-notch undergraduate program that equips students for careers in journalism, broadcasting, advertising, public relations, and digital media. Taught by experienced professionals, the program blends classroom learning with hands-on practice using advanced media lab and equipment. Students gain real-world experience through internships and a curriculum that spans media ethics, digital storytelling, and more. Graduates leave as skilled, ethical communicators ready to make a mark in the media industry. Throughout semesters, students work on projects & assignments that are especially curated to apply their theoretical knowledge and develop skills suitable for the real-world challenges in the world of media.

Faculty Details

Mohit Patel : Assistant Professor



- Qualifications: BMM, MBA, DGD & W
- Specializations: Digital Marketing, Graphic & Web Designing
- Experience: 7 years
- Email: mohit.patel@jaihindcollege.edu.in

Ms. V.R. Balaporia
MA, M.Phil

Dr. Hanif Lakdawala
MA, M.Phil, MMM, Diploma (Mass Comm, Ad)

Mr. Sanskar Desai
PG in Film and Video Production, (Music) (Vocal), Acting and Stage-Craft

Mr. Arvind Hate
PG In Fine Arts

Ms. Anjana Vaswani
B.Com [Founder, Uppercase]

Ms. Yasmin Hashmatullah
MA (History)

Ms. Lubna Lakdawala
MA (Psychology)

Ms. Rubina Khan
BMM & MACJ

Mr. Pushkaraj Arte
Mcom, Diploma in Computer Studies

Mr. Arun Varghese
PG Diploma in Filmmaking, Bachelors in Physical Therapy (Bpth)

Mr. Nirav Ghate
Bachelors in Mass Media, Master's in Electronic Media

Mr. Tejasvi Khatry
BMM, MACJ, Diploma in Photography

Mr. Jigar Shah
BMS, Post Graduate in Photography from New York Film Academy

Mr. Sohit Mishra
BMM, MAEMA

Mr. Ashwinkumar Patel
BMM, MBA

Ms. Rubina Mohammed
MMS

Ms. Kajal Iyer
B.Com, PG Diploma in Journalism and LLB

Programs offered:

Bachelors of Mass Media

Society/ Cell Under Department

a. Constellation

It offers a deep dive into the media industry through interactive sessions with experienced professionals. Over the past editions, Constellation has included industry insiders like actors Adil Hussain, Amole Gupte, Saahil Shroff alongside Manish Kharage and writers like Mayank Tewari and Rahul Desai. It aims at covering diverse fields such as Improv and Public speaking, AI Specialisation, Public Relations, Journalism, Costume Design, Meme Marketing, and more. Constellation is committed to creating the most compelling and informative mass media conclave in the college for the media's excellence and curious student minds.

b. Detour

An extravaganza with a legacy of over one and a half decade, 'Detour' promises a blend of friendly competition, fun and an abundance of memories (in the form of DSLR images and video montages). It encompasses a variety of events such as dance, drama, band, fashion show, quizz, J.A.M., etc. as well as enjoyable pre-events like the arrival of the 'minions' of 'Despicable Me 4' in the Jai Hind Campus (2024) and social activities to give back to the community.

c. Cinema Club

The Cinema Club is a vibrant community for movie enthusiasts, offering diverse events such as film screenings and insightful discussions. Launched in June 2021, this club immerses students in filmmaking through screenings, discussions, and projects. It helps them learn film analysis, production, and storytelling, deepening their media skills. Join us to explore the art of cinema, engage in stimulating conversations, and celebrate the magic of movies. Join us to explore the art of cinema, engage in stimulating conversations, and celebrate the magic of movies.

d. Literary Club

The Literary Club is a haven for book lovers and writers, hosting events like discussions on cancel culture, book exchanges, and open mic sessions. Started in June 2021, this club focuses on writing and storytelling. It offers book discussions, writing workshops, and literary events, enhancing students' narrative skills and written communication. Join us to share your literary passion, engage in thought-provoking dialogues, and connect with fellow enthusiasts.

e. Performing Arts Club

The Performing Arts Club is a dynamic group celebrating artistic expression through events like Bollywood Day, festive karaoke sessions, and nostalgic performances. Established in June 2021, this club explores media and live performance. It includes theatre, improvisation, and multimedia projects, helping students develop stagecraft and audience engagement skills. Join us to showcase your talent, enjoy creative collaborations, and immerse in the world of performing arts.

f. Outreach Club

The Outreach Club is dedicated to fostering community engagement through various events like local awareness initiatives, pet outreach programs, and entrepreneurial drives. Created in June 2021, this club utilises the media for social impact. It runs community projects and awareness campaigns, allowing students to address social issues and drive positive change. Join us to make a positive impact, connect with diverse groups, and unleash your potential in community service.

Student Achievements

Research Publications