



## **IQAC IN ASSOCIATION WITH DEPARTMENT OF BAMMC**

organizes a national level  
intercollegiate research  
colloquium for students on

**24th September, 2022**

**Venue: UPG College**

**Registration fee - ₹200 per  
student**

**"Tell me and I forget. Teach me and  
I remember. Involve me and I  
learn".**

This colloquium offers an interdisciplinary forum for students to share knowledge, discuss ideas, exchange information on issues and topics that excite, engage and tense us. This platform will unite diverse researches and case studies from various disciplines. Let's meet and discuss our works, opinions, and ideas. The participants will get ample opportunities to widen their knowledge and network.



Mass Media Program at Usha Pravin Gandhi College of Arts, Science and Commerce focuses on the development of critical thinking, professional writing skills and effective oral communication. It majorly prepares students for a wide variety of careers in business and industry, advertising, public relations and journalism, or advanced study.

**Research projects will be chaired  
by an expert panel. Certificate of  
presentation will be awarded**

### **Organizing committee:**

Ms. Rashmi Gahlowt- Convener

Dr. Navita Kulkarni

Ms. Madhuvanti Date

Mr. Mayur Sarfare

Dr. Yatindra Ingle

Ms. Geeta Sharma

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**Student Research Colloquium- 24th September 2022**

Student Name	College	Topic
Isha Mitesh Shah/Nisha Rajesh Chauhan	KES Shroff College of Arts and Commerce	Comparitive Study On Online Food Platforms Zomato and Swiggy
Anupama Alok Ghosh	St. Pauls Institute of Communication	Media Bias Ft. American Media (World's Biggest Influencer)
Khushi Anand Bhuta	SVKM'S Usha Pravin Gandhi College of	The Counterfeit Fashion Industry of Mumbai
Sana Bhandari/Aditi Ajay Jhunjunwala	SVKM'S Usha Pravin Gandhi College of	India's Love for Pakistani Drama
Tanya Rohan Borkar/Lisha Anahita	SVKM'S Usha Pravin Gandhi College of	Consumer Awareness and Buying Behaviour Towards Sustainable Fashion
Saachi Manoj Shriyan/Vama Sandeep	SVKM'S Usha Pravin Gandhi College of	McDonald's vs Jumboking: A Detailed Analysis on the more Efficient Food Chain
Habeebah Qureshi	St.Pauls Institute Of Communication	Impact of Social Media Marketing on Home-Based Ventures During Covid-19 Pandemic
Joanne D'Souza	St.Pauls Institute Of Communication	Misleading Advertisements and it's Impact on Society
Gauravi Arvind Teli/Swati Padave	Sathaye college	Costume Building Characters in Hindi Films
Kashvi Sanghvi/Midhi Mehta	SVKM'S Usha Pravin Gandhi College of	Study on Packaging of Cosmetic Products for Consumers
Zidane Nikita Dcosta	KES Shroff College of Arts and Commerce	Research on Consumer Behaviour on Click Through Rate of Instagram Paid Advertisement/Sponsored
Sharmeen Nasir Zariwala/Yashvi Nimesh	SVKM'S Usha Pravin Gandhi College of	How Colour Psychology in Food Packaging Affects Consumers Purchasing and Behavioral Patterns
Nayanika Chandraprakash Dwivedi/Khushi	SVKM'S Usha Pravin Gandhi College of	Portrayal of LGBTQ+ Community in Hindi Cinema
Diti Palan/Rutu Mayur Dedhiya	SVKM'S Usha Pravin Gandhi College of	Study on Impact of Mobile Gaming on The Mental Health of Youth
Swizel Albert Fernandes	St. Pauls Institute of Communication	Modern Technology's Complement to Marketing and Advertising
Christelle Maria Carneiro Alphonso	St Paul's institute of communication	The Impact of Journalistic Practices in Times of The Russia-Ukraine War
Pooja Vipul Sainya	Kes Shroff College	Comparitive Study on JioMart and DMart
Pratham Jinesh Shah /Deepank Kumar	SVKM'S Usha Pravin Gandhi College of	Influence of Korean Culture on Gen-Z
Rohini Wahul/Atharv Shirke	Sathaye College	Comparison and Analysis of News Apps



## LET THE RESEARCH BEGIN- AN INTERCOLLEGIATE STUDENT COLLOQUIUM

An exciting day on the premises of UPG brought a platform for 27 research students to explore and express their work. IQAC in association with BAMMC department organized an **INTERCOLLEGIATE STUDENTS RESEARCH COLLOQUIUM on 24<sup>th</sup> September 2022**. While the academic event gave students across Mumbai a stage to showcase their research skills, an enthusiastic crowd of students from various colleges, including KES Shroff College, St. Paul's Institute, and Sathaye College, gathered in UPG, ready with presentations. Along with these esteemed students, the in-house students of UPG also curated informative presentations revolving around their respective research papers.

As the day proceeded, a warm welcome was extended by enthusiastic hosts Harsh Vora and Priyanka Singh. This was followed by an address from UPG's respected principal, Mrs. Anju Kapoor, who enlightened the students about her experience in research and the research culture in her college. She concluded her speech by saying, *"Don't have fear, just enjoy the process and there'll be wonderful outcomes."* This was followed by a short speech by the Vice Principal and IQAC coordinator Mrs. Smruti Nanavaty, who congratulated the coordinators and the BAMMC Department. The students were encouraged to present confidently by Mrs. Rashmi Gahlowt, a professor and coordinator of the BAMMC department of the college.

The students were then divided in two rooms, A and B, where presentations were conducted simultaneously. The opening presentation was brought forward by the students of KES Shroff College on the topic *"Comparative study on online food platforms Swiggy and Zomato."* Another insightful research project was presented on the topic of *"Media Bias in American Media"* by a journalism student of St. Paul's Institute, who gave a microscopic view into the American news media and all its aspects. Every presentation was followed by a question answer session by the faculties and students belonging to all the colleges present.

A dynamic research project was presented on the topic, *"Impact of Journalistic practices in Russia-Ukraine war"* by a student of St. Paul's Institute. Another interesting project was *"How colour psychology in food packaging influences consumer's purchasing and behavioral patterns"* by third year advertising of UPG college. The efforts and research of the students shone through the presentations as the judging faculty, Mrs. Rashmi Gahlowt, Mrs. Navita Kulkarni and Mr. Yatindra Ingle, gave their valuable feedback. Mr. Gajendra Deoda, the Head of the Mass Media Department of Sathaye College, also gave his insights on the presentations.

Mrs. Geeta Sharma played an essential role in managing and organizing the Research Colloquium. The entire experience gave students from all colleges to showcase their work to a larger audience, while also receiving knowledgeable feedback. The event concluded successfully with the distribution of certificates that encouraged participation and praised the ever-increasing curiosity of young students.

