

## Report

On 5<sup>th</sup> June 2020 a webinar was organised by IQAC and Department of BAFTNMP, UPG College, in association with Mr. Parth Kapadia, a certified technical analyst and an associate researcher at international research council. For students of BAFTNMP on **IMPACT OF COVID ON MEDIA SECTOR AND THE CHANGING INVESTMENT DYNAMICS IN ENTERTAINMENT INDUSTRY**". Altogether 52 students attended the workshop.

Following topics were discussed on the topic from Theatres being closed. The shooting of movies suspended. The release of blockbuster movies like sooryavanshi, Sandeep Aur Pinky Farrar & 83 postponed indefinitely. However, some movies like Shakuntala Devi, Dill Bechara, bulbul, etc. were released on digital platforms like Netflix, amazon prime & Hotstar. Similarly, the shooting of TV serials is also suspended while many series are released on digital platforms regularly. This keeps the audience engaged in lockdown and sales of these digital platforms reaching the sky. While movie and drama theatres have to bear huge losses. Repeated telecasts are aired nowadays on TV and to attract people Ramayana was aired which created a world record of most-watched shows in April with 77 million views. There is a huge rise in the use of the internet nowadays as most of the work is done from home, for entertainment purpose also uses of digital platforms & social media (Facebook, Instagram, and YouTube) are high which is giving a boost to the telecom industry. Banning of TikTok affected people as some social media influencers used to earn from it but due to the decision made by the government of India users had to shift to Instagram reels and YouTube. In replacement of the Chinese app, TikTok India launched its app named MX TakaTak. The use of social media apps like YouTube, Instagram & Facebook is very high and people in India use it for their entertainment purpose and to earn by making videos, posting pictures, etc. YouTubers and social media influencers also faced problems in creating their content due to covid-19. Some major fashion designers released their summer/spring collection online. The print media which include newspapers, magazines, and publishing houses have decreased production and decreasing sales. Few people are reading newspapers & magazines these days, switching to digital news platforms and entertainment websites like pinkvilla, Filmyloop, popxo, etc. That are shifting to subscription-based news. Shutting down of book stores is also one of the problems. Journalists have fear of getting infected while reporting for news. Reporting and telecasting news in times of pandemic is important but risky also as many journalists are not even provided with health insurance by their companies. The heat of this pandemic is faced by people working in radio also. Advertisement is less in the time of covid-19, decreasing the overall revenue of the companies and the effects are faced by employees in the form of fewer paycheques. Many people even fear job loss. To combat the problems due to covid-19 majority of people are working digitally from home. New strategies are made by theatres to reopen. People are adopting this new normal, some are in favor while others are not. But till the vaccine is not made we all have to compromise and accept the change.

*Amelia*



*Harpool*

**Attendance of webinar on impact of covid 19 on media sector and the changing investment dynamics  
in entertainment industry**

05-06-2020

53008190002	AGNIHOTR	MANAN	VIVEK	PALLAVI	A
53008190004	AHUJA	DEVISH	SANDIP	SANGEETA	A
53008190005	BARAIYA	GOPAL	HIMMATBI	HANSABEN	A
53008190006	BHAGAT	SHIVAM		HETAL	A
53008190007	BHATIA	VRINDPRIY	MANOJ	DEEPTI	P
53008190008	BHATIA	TEERTH	SANJAY	AVANI	P
53008190009	BHATIA	SHANTEEV	SANJAY	SHIPRA	P
53008190010	BHAVSAR	VAIBHAV	GHANSHYA	MEGHNA	P
53008190011	BHAVSAR	YATHARTH	JITENDRA	MANISHA	P
53008190013	BONDRE	POORVI	MAKARANI	MEENAL	P
53008190014	CHHABRA	MANAV	VINOD	PINKY	P
53008190015	DANGETI	MAHIMA N	RAJESH KU	PRASANTHI DANGETI	P
53008190016	DAS	UTTARA	DEEPAK	ROMY	P
53008190017	DAS	SUSMITA	RATAN	APARNA	P
53008190018	DATTA	GARIMA	VISHAAL	RUCHI	A
53008190019	DAVE	ARYAN	ASHISH	BHAVNA	A
53008190020	DESAI	OM	SANJAY	REETA	A
53008190021	DESAI	ARYAMAN	VISHAL	PRANIKA	A
53008190022	DHAKAN	MANAV	UMESH	VANDANA	A
53008190023	DUNGARPI	HARSHWAI	LALIT	CHANCHAL DUNGARPURIA	A
53008190024	GADA	JAINAM	VASANT	CHETNA	A
53008190025	GADANI	NIDHI	YOGESH	RUPA	A
53008190026	GAIKWAD	KAYNATH	PARSHURA	SHAMAL	P
53008190027	GANDHI	MANN	MANISH	KRUTI	P
53008190028	GANJOO	LARIL	AMIT	SHALINI	P
53008190029	GAONKAR	MUDIT	PRATIK	SWAPNA	A
53008190030	GARG	KAVYA	ANSHUL	RASHMI	P
53008190031	GOR	AAKASH	ASHIT	BHAVIKA	P
53008190032	GUPTA	SURYANSH	SUNIL	SALONI	A
53008190033	GUPTA	ARYAN	GAURAV	MUDITA GUPTA	P
53008190034	HALKARA	KHUSHI	CHETAN	AARTI	P
53008190035	HIRANI	BURHANUI	MUSTAFA	SAKINA	P
53008190036	JADHAV	HARSHAD	VIKRANT	JYOTI	P
53008190037	JAIN	AVANTIKA	ASHOK	PRATIBHA	P
53008190039	JHA	APURV	PRASHANT	RICHA	P
53008190040	JOSHI	JANISHT	NAMRAJ	PRABHA	P
53008190041	JOSHI	DHRUV	DEEPAK	DIVYA	P
53008190042	JOSHI	HARSH	BIPIN	RENUKA	P
53008190043	JOSHI	HEM	RAKESH	GRISHMA	P
53008190044	JOSHI	SHUBHAM	HIMANSHU	SANDHYA	A
53008190045	JYOTIR JHA	ANMOLL	PRASHANT	RICHA JHA	A
53008190046	KALSJ	SIMARJEET	SARABJEET	NARINDER	A
53008190047	KANSARA	SHREYAS	VIKAS	PALLAVI	A
53008190048	KARIA	SIDDHANT	RAJESH	MITA	A
53008190049	KEDIA	HIRAL	KANAHAYA	SHRADDHA	A
53008190050	KHAMBHAI	SUYASH	VINOD	REKHA	A



53008190051	KINI	SIDDHANT	NARESH	DEEPALI	A
53008190053	KOTHARI	KHUSHI	VIPUL	NANDITA KOTHARI	A
53008190054	KOUSHIK	HARSHITA	PRAKASH	GEETA	A
53008190055	LAD	KANISHKA	AMISH	ILA	A
53008190056	MAHEWAR	VEDANT	RAMESH	HEMA	A
53008190057	MAHISKAR	SAKIB		GAZALA	A
53008190059	MATHUR	DHWANI	SANJEEVA	SANGEETA	A
53008190060	MEHTA	DEV	ANOOP	JAGRUTI	A
53008190061	MEHTA	KHUSHI	JAYESH	SONAL	A
53008190062	MISHRA	ABHISHEK	AJAY	SANGEETA	A
53008190063	MODI	DEV	RAJESH	SEJAL	A
53008190064	MODI	TANMAY	AMIT	SMITA	A
53008190065	MOTANI	SIDDHANT	JATIN	LAXMI	A
53008190066	MUKHERJE	ARADHITA	ANNU	ARUNITA	A
53008190067	NAGDEV	LUNIKA	JAIRAM	DIMPLE	A
53008190068	OKA	TEJAS	GIRISH	SANDHYA	P
53008190069	PANDIT	ROHANSH	LALITRAJ	MEENA	P
53008190070	PAREKH	DISHITA	HITESH	JASMINE	P
53008190072	PATEL	HERCHELLE	AKSHAY	POONAM	P
53008190073	POPAT	VIRAJ	HITESH	ASHA	P
53008190074	POPLY	YASHASWII	RAKESH	REETA	P
53008190075	PRAJAPATI	RONAK	RASIK	ANSUYA	P
53008190077	PRAKASH	TEJ	RAVI	AMBU KUMARI PRAKASH	P
53008190078	RAJANI	ROHIN	VIKRAM	PUJA	A
53008190079	RAJESHIRKI	BHAGYESH	UMESH	USHA	A
53008190080	RAJPAL	MOIRA	RAJESH	MUNISHA	A
53008190081	RANGPARI	AAYUSH	DHIREN	RUPALI	A
53008190082	RAO	TANVI	RAVI	PRAMILA	A
53008190083	RAO	ANJALI	RAMANA	SHOBA	A
53008190084	SAGAR	KARAN	VIJAY	NEELAM	A
53008190085	SALGAONK	TANISHA	SUHAS	ARATI	A
53008190086	SANKPAL	JAYANTIKA	RAVINDRA	SUJATA	P
53008190087	SARKAR	SHINJINI	KUMARJEE	PAPIYA	P
53008190088	SHAH	NAMIT	NIKHIL	PRAGNYA	P
53008190089	SHAH	KREENA	YOGESH	BHAVNA	P
53008190090	SHAH	TANVI	BHAVESH	MILI	P
53008190092	SHAH	KHUSHI	PANKAJ	RANJAN	P
53008190093	SHAH	ISHAN	ASHISH	MANISHA	P
53008190094	SHAH	HEET	KETAN	JAGRUTI	P
53008190095	SHAH	VYOM	NEMISH	MEGHNA	P
53008190096	SHAH	RAJ	KAMLESH	PARUL	P
53008190097	SHARMA	SONIKA	RAVISH	TWINKLE	P
53008190098	SHARMA	AKSHAT	DILIP	ARCHANA SHARMA	P
53008190099	SHINGALA	BHARGAV	PRAKASHJ	JANKHANA	A
53008190100	SIDDIQUEE	NABIHA	RIZWAN	TASNEEM	A
53008190101	SINGH	SOUMYA	SHIVSHANI	NAMITA	A
53008190102	SINGH	SHAURYA		SANDEEPA	A
53008190103	SONI	AMAN	RAJIV	DIPALI	A
53008190104	SUBRAMAI	KREESHAY	SHIVA	JAYASHREE	A
53008190105	SWAR	MILIND	AUDUMBA	SWAPNA	A



53008190106	TAMBDAY	SAKHI	SUMUKH	SHRADDHA	A
53008190107	TAMBDE	RISHONA	ASHISH	HELGA	A
53008190108	TANK	ARYAN	JAI	KIRAN	P
53008190109	TAYLOR	KHUSHE ZE	JAMES	TARLIKA	P
53008190110	TRIVEDI	ASHISH	PRAMOD	ARCHANA TRIVEDI	P
53008190111	UDHWANI	JAY	VINOD	MEGHAL	P
53008190112	UPADHYAY	CHENAB	AMAR	HETAL	A
53008190113	VICHARE	TANAYA	MAHESH	DEEPALI	A
53008190114	VICHHAWA	VIJESH	SHAILESH	NIMISHA	P
53008190115	VIJAN	AGAMBIR	KAMALJEE	SONIA	P
53008190116	VORA	KEVAL	JIGNESH	MADHAVI	P
53008190117	WAGHCHA	ANANT	RAJENDRA	VANDANA	P
53008190118	YANNAWA	SHANTANU	BHANUDAS	SANTOSHI	P
53008190119	BARAR	VEDANT	RAHUL	SHALLOO	A
53008190121	PANDEY	SHIV	ANUJ	BHUMIKA	A
53008190123	RANTA	PRATIBHA	RAJESH	MRS SANDISHNA RANTA	A
53008190124	MOHANAN	SANJANA	BARKHA	BALRAM	A
53008190125	GANGWAN	CHESHTA	SUNIL	K	A
53008190126	MEHRA	AMAN	SUMIT	KANCHAN	A
53008190127	CHHOKAR	SUDEETI	RAVI	SAPANA	A
53008190128	JAMAL	KINZA	NAZIM	SAMINA	A
53008190129	JODHANI	PRISHA	UDAY	RITU	A
53008190130	KAPADIA	RIDDHI	D	KAJAL	A
53008190131	PANDEY	KAUSHIKI	RAJESH	SHASHI PANDEY	A
53008190133	SANGHVI	KARAN	JITENDRA	SHILPA SANGHVI	A
53008190134	SHAH	HARSH	AMIT	LATA	A
53008190136	WAGHMAF	AMIT KUM	MANOHAR	SHANTA	P



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SHRI VILE PARLE KELAVANI MANDAL'S

USHA PRAVIN GANDHI COLLEGE OF ARTS SCIENCE AND COMMERCE

(AFFILIATED TO UNIVERSITY OF MUMBAI)

(NAAC ACCREDITED 'A' GRADE)



# Certificate of Participation

This is to certify that

## KARAN SANGHVI

### SAP No. 53008190133

has attended a webinar on

'IMPACT OF COVID 19 ON MEDIA SECTOR AND THE CHANGING INVESTMENT DYNAMICS IN ENTERTAINMENT INDUSTRY' organized by Department of BAFTNMP in association with IOAC conducted by

Mr. PARTH KADAKIA on 5<sup>th</sup> June 2020; 4:00 pm to 5:30 pm.

*Akar*



*Ashish Mehta*

PROF. ASHISH MEHTA

Course Coordinator  
BA FTNMP

*Parth Kadakia*

MR. PARTH KADAKIA

Course Conductor

*Anju Kapoor*

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Principal  
UPG College