

7.3 Institutional Distinctiveness

Publication of Magazine 'Unleashed'

The institutional distinctiveness of our institution is cultivating and developing in students, attitudes that will enable them to face life's challenges. The important objective of the institution is preparing students for varied careers in the field of business by imparting education and training by offering direction for career development and inculcating a broad and humane outlook which will equip them to fill responsible positions in the world of Banking, Finance, Commerce and Industry.

Publication of Magazine 'Unleashed' is a unique practice which helps the students to get hands on training during their course which help them to enhance their skills for better employment opportunity. Journalism students require hands-on training in writing news, editing and designing of newspaper/magazine pages - skills that make them employable in the industry. It is with this objective that the BMM department started this practice of publishing a magazine, in its first edition, we brought out a newspaper titled 'Breaking Mundane Mode' in 2013 which was later converted into a magazine with a new name 'Unleashed'.

The magazine publication entails covering stories from various field by students, editing of stories by concerned subject teacher and student editing team, and later on designing the magazine by students in consultation with the faculty of the department. In the 2018-19 editions, students have reported stories from the hinterland of Maharashtra on mob-lynching incidents. There is a article on religious education, one article is on the impact of GST on small-scale business of Surat are among other such field-based stories.

Since both students and the concerned teacher do this exercise which coincides with other regular work, at times the pace of work slows down a bit. To overcome this exercise, relevant student teams are formed so that the editing and other work gets divided. Further, department faculty and visiting faculty also review the magazine to look at it from a new perspective.

Impact - As mentioned earlier this practice gives necessary hands-on training to our students which makes them highly employable. Our final-year Journalism students, therefore, have got placed at leading media institutions such as Thomson Reuters, Republic TV (2018-19 batches).

Resources - classroom, library books for research, laptop, field survey etc.