



Nirmala Memorial Foundation College of Commerce and Science

**Permanently Affiliated to University of Mumbai
Accredited by NAAC, ISO 9001-2015 Certified
Recognised under section 2(f) & 12(B) of the UGC Act 1956**

D.S. Road, Asha Nagar, Thakur Complex, Kandivali (East), Mumbai – 400 101. Tel.: 022 69436400

7.1

Institutional Values and Social Responsibilities



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7.1.4

Describe the Institutional efforts/initiatives in providing an inclusive environment i.e., tolerance and harmony towards cultural, regional,



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7.1.4 INDEX

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LINGUISTIC AND CULTURAL INCLUSIVITY - CULTURAL, REGIONAL, LINGUISTIC, COMMUNAL INCLUSIVENESS

A. Language Day- Marathi Diwas, Matrubhasha Vandan

On Wednesday, 27th February 2019, an event is organized “Marathi Bhasha Gaurav Din” as to celebrate by paying tributing on birthday of Vishnu Vaman Shirwadkar (Kusumagraj). (Ekankika) Poems and short stories contributed by students) Felicitation of Mr. Raut for making a remarkable change in the Kamlacha pada of National Park.

Marathi dance form "Lavni" was performed and "Abhang" was sung by a student.

Bharud - folk art of Maharashtra was presented by students.

Different cultures of Maharashtra depicting their language, dressing style were showcased.



Shiv Jayanti Utsav

Date : 17th February, 2023, VENUE : Chowk, TIME : 09:45 am
Shiv-Jayanti Utsav " is celebrated on the Shivaji Maharaj birth occasion. We had a Road Rally with Dhol Tasha Pathak and Lezim on 90 feet road near the college area. Followed by an event in the Chowk area with Dhol Tasha Pathak and Lezim. It was an enthusiastic and overwhelming experience for all the participants.



Marathi Gayan Spradha

Date : 29th November, 2022, VENUE : Mini Auditorium, TIME : 11:30 am

The Marathi Vangmaya Committee takes delight in hosting the "Marathi Gayan Spradha" with an aim to encourage and promote the use of the local language.

Judge : Mr. Sanjay Khandare



Lokrang Utsav

Date : 10th January, 2023, VENUE : Block No. 311, TIME : 11:30 am

An event is organized for enhancing Maharashtra's Folk traditional form of dance and culture. The Judge gave a remarkable view on the event organized by the Marathi Vangmaya Mandal. It was an overwhelming experience for all the participants. Judge : Ms. Vidula Save



Matrubhasa Vandan

Gujarati Association celebrated 'Matrubhasa Vandan' for promotion and preservation of Gujarati language among the students along with Bandhani -Lehariya and Kurta Pyjama day on Monday, 17th February, 2020.

Student turned up in great numbers wearing bandhani -lehariya and kurta pyjama.

Student also performed Singing, Speech, Bhajan, Garba, Poetry etc in Gujarati to show their love towards their mother tongue Gujarati.



Shangar Spardha

Gujarati Association organised Shangar Spardha, its very first event for the Academic Year 2018- 19 with full gaiety and splendour on 28 th September 2018

Students and teachers upheld the colourful spirit of the occasion by turning up in vibrant Baandhani and Leheriya attire as well as other traditional Gujarati wear.

A number of exciting competitions like Arti thali Decoration, Diya Decoration, Toran Making, Garbo Decoration and Dandiya Decoration

were also organised in which students were given an opportunity to depict the beauty of Gujarati art and culture. Several students from across programmes came forward and participated in the competitions, which added to the beauty of the occasion.

Master Chef – ‘Rasoi Ni Rangat’

The Gujarati Association had organized an inter-collegiate event “Master-chef -- Rasoi Ni Rangat” on Tuesday, 05th February, 2019. The event was monitored in the presence of esteemed judges. We had called Chef. Sushant Parab from Hyatt Regency and Mrs. Indrani Sen Recipe developer blogger and Home baker to evaluate all the dishes.



B. ANNUAL DAY

The Annual Day every year is a celebration of achievements and the rich cultural diversity of India with performances by students



C. FOLK DANCE FROM DIFFERENT PARTS OF INDIA



D. TRADITIONAL DAY

The Student's Council and NSS organizes Traditional Day every year which provides a platform to the students to proudly exhibit their own culture. Students and teachers come in traditional attire of their states /communities.



E. ECO FRIENDLY GANESHOTSAV



F. NAVRATRI FESTIVAL CELEBRATION



G. CHRISTMAS DAY CELEBRATION


Students Representative committee organised Christmas Day Celebration.



SOCIO-ECONOMIC INCLUSIVENESS

Book Bank Facility

Book bank provided by the Learning Resource Center for economically challenged students



NIRMALA MEMORIAL FOUNDATION COLLEGE OF COMMERCE AND SCIENCE
KANDIVALI (EAST), MUMBAI 400 101.

APPLICATION FOR BOOK BANK SCHEME

Academic Year : 20 - 20 _ .

To,
The Principal,
Nirmala Memorial Foundation College of Science,
Kandivali (East), Mumbai-400 101.

Respected Madam / Sir,

I, the undersigned student of your college, request you to grant me books from the College Book-Bank scheme during the current academic year.

Following are the details:

1. Name in full _____
2. Whether belonging to SC/ST/DT/NT etc _____
3. Class _____ Div: _____ Roll: _____
4. Optional Subject/s _____
5. Residential Address _____

Pin Code _____

Mobile No. _____

E-mail ID _____

- 6. Parent's / Guardian's Annual Income (from all sources) _____
- 7. No. of members in the family _____
No. of earning members _____

Thanking you,

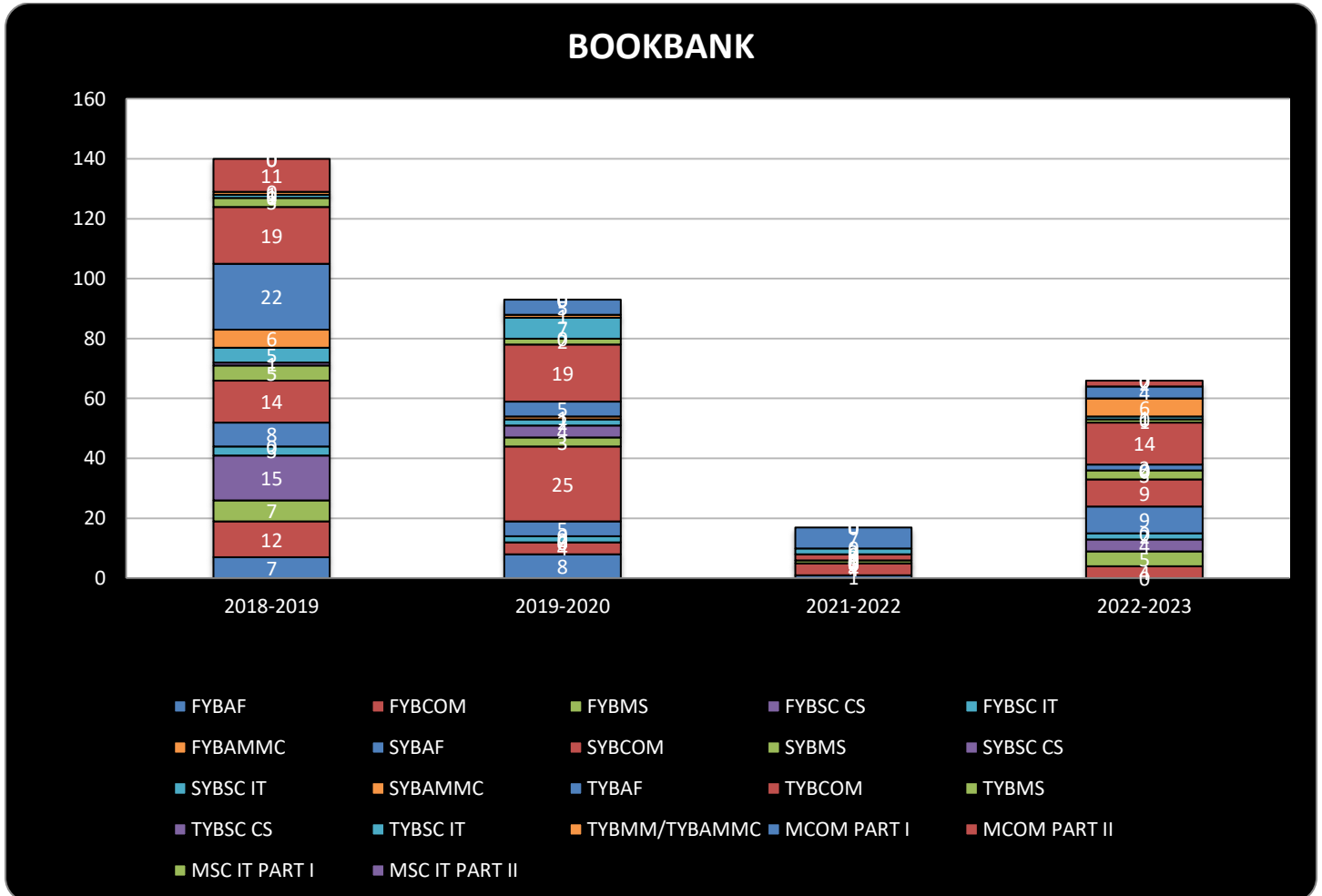
Yours faithfully,

Date: _____

(Student Signature)

NB. : Please attach a copy of Statement of Marks of the last examination,

Book Bank Record for Five Years



SENSITIZATION OF STUDENTS AND EMPLOYEES TO THE CONSTITUTIONAL OBLIGATIONS, VALUES, RIGHTS, DUTIES AND RESPONSIBILITIES OF CITIZENS

A. Constitutional Day

Election Commission
Event 2019: “152
Borivali assembly
constituency”

The Election commission event was held on Oct 21st 2019. The Event's venue was in Borivali sector. 100 students from Nirmala Memorial Foundation College of Commerce & Science actively took participation in this event.

लोकमत

जुन्या याद्या कालबाह्य : विद्यार्थ्यांनी लॅपटॉपच्या आधारे घेतला रोध

एका क्लिकवर, मतदारांचे नाव !

लोकमत न्यूज नेटवर्क

मुंबई : निवडणुकीच्या दिवशी मतदार यादीतला घोळ, मतदार यादीत नाव नसणे, मतदान केंद्र माहीत नसणे या नेहमीच्या समस्या, मात्र सोमवारी थोरीवली मतदान केंद्रावरील मतदारांची ही समस्या हेलप डेस्कवरील विद्यार्थ्यांनी काही सेकंदांतच सोडविली. थोरीवली मतदारसंघाला अनेक मतदान केंद्रांवर निर्मला फाउंडेशनचे विद्यार्थी लॅपटॉप घेऊन मतदार यादीत नाव न सापडणाऱ्या मतदारांना मदत करीत असल्याचे चित्र पाहायला मिळाले. यासाठी ऑफलाईन सर्व्हे इंजीनची मदत घेण्यात आली. थोरीवलीचे उपजिल्हाधिकारी सुदाम परदेशी यांच्या पुढाकाराने ही संकल्पना राबविण्यात आली. यामुळे केवळ नाव कोणत्या मतदारसंघात आहे किंवा केंद्र माहीत नाही यामुळे मतदान न करणाऱ्या अनेक नागरिकांना आपला मतदानाचा हक्क बजावता आल्याची माहिती तेथील अधिकार्यांनी दिली.

निवडणूक अधिकार्यांना मदत करताना विद्यार्थी.

मतदान केंद्रांवर निवडणूक आयोगाकडून द्यावेकी हेलप डेस्कची सुविधा करण्यात येते. त्यांच्याकडे सगळ्या बाबी या पुस्तक स्वरूपात असून ज्या मतदाराचे नाव गहाळ आहे त्याचे नाव त्या यादीत जोडले जाते. मात्र या प्रक्रियेला खूप वेळ लागत होता.

यावर उपाय म्हणून निवडणूक आयोगाकडून सर्व्हे इंजीन नावाचे सॉफ्टवेअर डेव्हलप केले गेले. थोरीवलीतील उपजिल्हाधिकारी सुदाम परदेशी यांनी ही सुविधा आपल्या मतदारसंघातील प्रत्येक मतदान केंद्रावर उपलब्ध व्हावी यासाठी पुढाकार घेतला आणि निर्मला फाउंडेशनच्या चौएस्सी आयटी विभागाच्या १०० विद्यार्थ्यांना याचे स्वतः मार्गदर्शन केले. त्यासबब त्यांची कार्यशाळाही घेण्यात आल्याची माहिती चौएस्सी आयटी विभागाच्या प्रमुख वैशाली मिश्रा यांनी दिली. एरवी मतदार यादीत नाव न सापडल्याने जी ताराथळ उडते त्यापोसा

मतदारांना या सोयीमुळे आपल्या मतदान केंद्रावर जाण्याची सुविधा झाल्याची माहिती या उपक्रमामुळे झाल्याची माहिती त्यांनी दिली.

दिलोप म्हणजे अनेक ठिकाणी इंटरनेट सेवा उपलब्ध नसल्याने सर्व्हे इंजीनवर नाव शोधताना अडचण येऊ शकते यासाठी ही सुविधा ऑफलाईन देण्यात आली. थोरीवली, मनोरी अशा मतदारसंघात या विद्यार्थ्यांनी चौएलओ अधिकार्यांच्या हजेराखाली मतदारांना या उपक्रमानुसार मदत केल्याची माहिती मिश्रा यांनी दिली.

सर्व्हे इंजीनवरून नाव शोधताना कोणत्या यादीत, कोणत्या विभागात नाव शोधायचे या तांत्रिक बाबी असल्याने चौएस्सी आयटीच्या विद्यार्थ्यांची मदत घेतली गेली असल्याचे त्यांनी सांगितले. या उपक्रमामुळे माध्यमातून डिजिटल इंडिया बनविण्यासाठी व लोकशाहीला चळवट कारण्यासाठी खऱ्या अर्थाने डिजिटल तंत्रज्ञानाची काम धरल्याची प्रतिक्रिया वैशाली मिश्रा यांनी दिली.

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B. NSS Voter Registration Drive

Voter Awareness Rally on the occasion of Voter's Day on 25th January, 2023



Voter's ID Awareness on 2nd May, 2023



C. Short Film making competition for creating awareness of voting rights amongst youth on National Voter's Day 25th January, 2022.





Nirmala Memorial Foundation College of Commerce & Science
in association with
Chief Electoral Officer, Maharashtra

NOTICE

2021 -2022 / CSR -01

Date: 20th Jan 2022

With an aim to contribute in society awareness and welfare, The Internal Quality Assurance Cell of the College have organised a short film making competition for creating awareness of voting rights amongst youth of the country on account of **National Voters' Day 2022**. The rules and regulations for making of short film are as follows :

1. The Language can be English, Hindi & Marathi
2. The Short Film can be based on "Right to Vote".
3. The total runtime of the Short Film must be 3 minutes.
4. Judges' decision will be final and binding.
5. The Final video should be submitted latest by Monday 24th January 2022

by 3.00 pm on the below given link

https://drive.google.com/drive/folders/1m9AKjQzMkkrWGUTJ2Hh28M58c0bl_KS?usp=sharing

The winning video will be posted on social media platforms to promote the message of "Each one vote one."

I/C Principal

D. Republic Day Celebration

Women Development Cell of the college organized a street play on 'BETI BACHO, BETI PADHAO' on **Saturday, 26th January 2019** in the slum pockets of Painsur, Kandivali (East). Students of the college performed skit in this slum pockets to create awareness about importance and care for girl child.



E. Independence Day Celebration

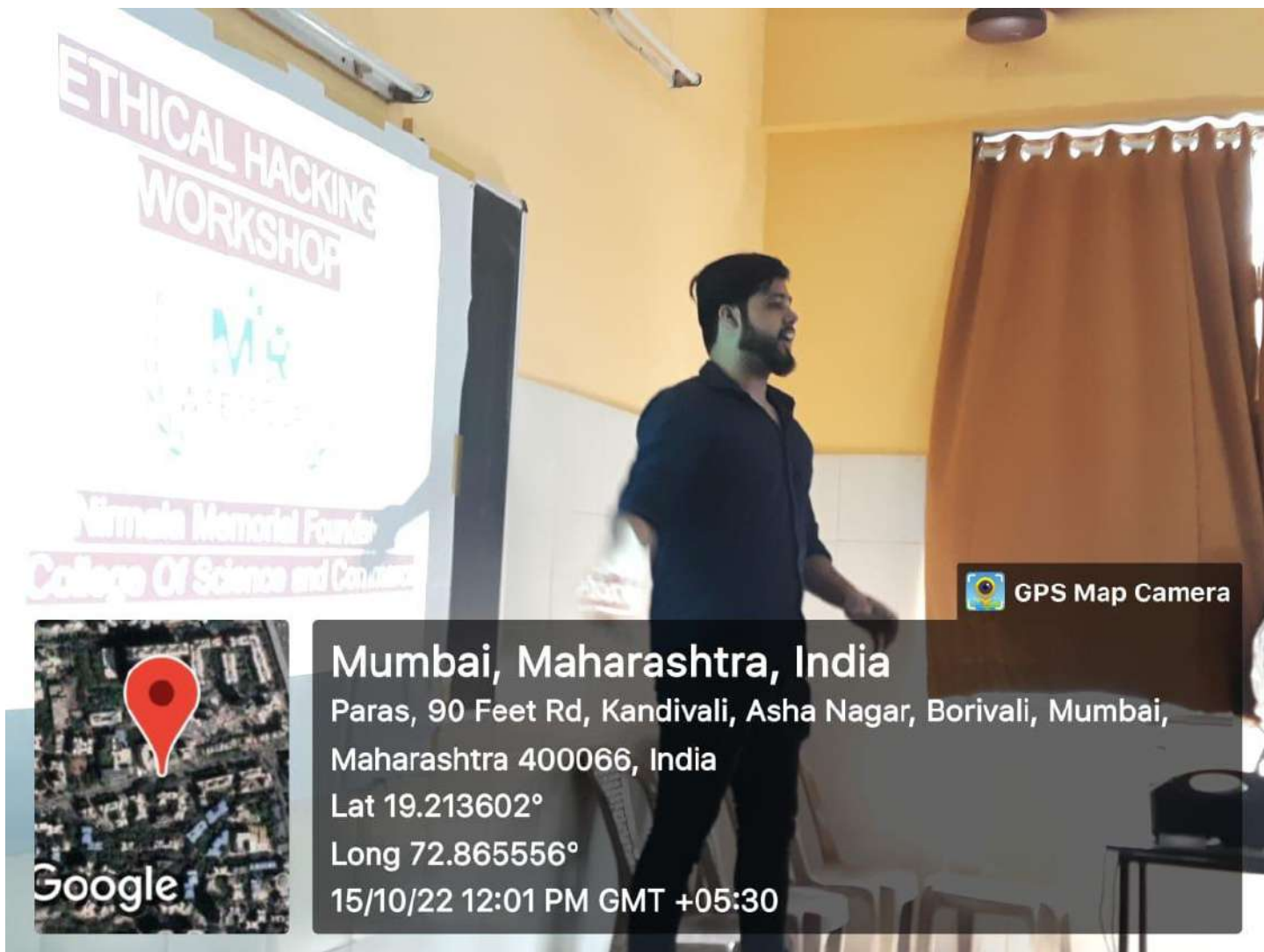


NIRMALA MEMORIAL FOUNDATION COLLEGE OF COMMERCE AND SCIENCE
KANDIVALI (EAST) – MUMBAI - MAHARASHTRA

F. Women's Rights

Cyber security and Ethical Hacking workshop.

Speakers: Mr. Parshuram Vhatkar, Mr. Websecure Infosolutions Pvt Ltd. Date: 15th October, 2022 (Saturday). The introductory part was very informative to kick start the cyber security session



G. Incorporating Constitutional Duties and Values into the Curriculum.

FOUNDATION COURSE (B.COM)

B.Com Programme
Under Choice Based Credit, Grading and Semester System
Course Structure

F.Y.B.Com

(To be implemented from Academic Year- 2016-2017)

No. of Courses	Semester I	Credits	No. of Courses	Semester II	Credits
1	Elective Courses (EC)		2	Elective Courses (EC)	
1A	Discipline Specific Elective(DSE) Courses		1A	Discipline Specific Elective(DSE) Courses	
1	Accountancy and Financial Management - I	03	1	Accountancy and Financial Management - II	03
1B	Discipline Related Elective(DRE) Courses		1B	Discipline Related Elective(DRE) Courses	
2	Commerce - I	03	2	Commerce - II	03
3	Business Economics - I	03	3	Business Economics - II	03
2	Ability Enhancement Courses (AEC)		2	Ability Enhancement Courses (AEC)	
2A	Ability Enhancement Compulsory Courses (AECC)		2A	Ability Enhancement Compulsory Courses (AECC)	
4	Business Communication - I	03	4	Business Communication II	03
5	Environmental Studies I	03	5	Environmental Studies II	03
2B	*Skill Enhancement Courses (SEC)		2B	**Skill Enhancement Courses (SEC)	
6	Any one course from the following list of the courses	02	6	Any one course from the following list of the courses	02
3	Core Courses (CC)		3	Core Courses (CC)	
7	Mathematical and Statistical Techniques - I	03	7	Mathematical and Statistical Techniques - II	03
Total Credits		20	Total Credits		20

*List of Skill Enhancement Courses (SEC) for Semester I (Any One)		**List of Skill Enhancement Courses (SEC) for Semester II (Any One)	
1	Foundation Course - I	1	Foundation Course - II
2	Foundation Course in NSS - I	2	Foundation Course in NSS - II
3	Foundation Course in NCC - I	3	Foundation Course in NCC - II
4	Foundation Course in Physical Education - I	4	Foundation Course in Physical Education - II

Note: Course selected in Semester I will continue in Semester II

*Revised Syllabus of Courses of B.Com. Programme at Semester I
with Effect from the Academic Year 2016-2017*

Skill Enhancement Courses (SEC)

6. Foundation Course - I

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Overview of Indian Society	05
2	Concept of Disparity- I	10
3	Concept of Disparity-2	10
4	The Indian Constitution	10
5	Significant Aspects of Political Processes	10
Total		45

Faculty of Commerce, University of Mumbai | Page

a chapter of The Indian Constitution in the curriculum of the students to given them a perspective about the rights of India

MEDIA GENDER CULTURE (FYBAMMC)

SEMESTER II

Semester II			
Title	Credit	Paper	Name of the Course
AECC	03	01	Effective Communication (EC -II)
AEEC	02	02	Foundation Course

10

DSC	04	03	Content Writing	Language
DSC CORE III	(4×2)= 08	04	Introduction to Advertising	DSC-1B
DSC CORE IV		05	Introduction to Journalism	DSC-2B
DSE	03	06	Media Gender & Culture	
	20			

Semester II		
Course code	Credits	Course Name
BAMMEC-201	03	Effective communication -II
BAMMFC-202	02	Foundation course -II
BAMMCW-203	04	Content Writing
BAMMID-204	04	Introduction to Advertising
BAMMIJ-205	04	Introduction to Journalism
BAMMMGC-206	03	Media, Gender & Culture

01	
PROGRAM	BAMMC
YEAR	FYBMMH
SEMESTER	II
COURSE:	EFFECTIVE COMMUNICATION -II

III	ROLE AND INFLUENCE OF MEDIA	<p align="center">GENDER AND MEDIA CULTURE</p> <ol style="list-style-type: none"> 1. The influence of media on views of gender (theme, under representation, stereotypes, women and men, stereotype images, roles etc.) 2. Role of media in social construction of gender, Changing attitudes & behaviour for empowerment of women : Movements of change 3. Gender equality and media 4. Hegemonic masculinity in media 5. Gender issues in news media (TV, radio, newspapers & online news) 	(12)
IV	GLOBAL, LOCAL, CONSUMER AND THE RECENT TRENDS	<p align="center">GLOBALISATION AND MEDIA CULTURE</p> <ol style="list-style-type: none"> 1. Media imperialism 2. Globalisation and Local culture- Issues and Perspectives, threat to regional and local identities, Impact of global culture and its relevance in media and gender 3. Consumer culture and media in the era of globalisation. 4. Digital Media culture: Recent trends and challenges 5. Media and Globalisation: Global economic flows, global cultural flows, homogenization & fragmentation, glocalization, creolization, globalization & power. 	(12)
SYLLABUS DESIGNED BY:-			
<ol style="list-style-type: none"> 1. PADMAJA ARVIND(CONVENOR) 2. RANI D'SOUZA 3. RUMINA RAI 			
INTERNAL EVALUATION METHODOLOGY			
<ol style="list-style-type: none"> 1. CONTINUOUS ASSIGNMENTS 2. ORAL & PRACTICAL PRESENTATIONS 3. GROUP/INDIVIDUAL PROJECTS 4. CLASS TEST 5. OPEN BOOK TEST 6. GROUP INTERACTIONS 7. QUIZ 			
REFERENCE			
<ol style="list-style-type: none"> 1. MEDIA AND CULTURAL STUDIES: MEENAKSHI GIGI DURHAM AND DOUGLAS M.KELLNER 2. CULTURAL STUDIES- THEORY AND PRACTICE - CHRIS BARKER 3. AN INTRODUCTION TO CULTURAL STUDIES- PROMOD K. NAYAR 4. CULTURE CHANGE IN INDIA- IDENTITY AND GLOBALISATION - YOGENDRA SINGH 5. INDIAN MEDIA IN A GLOBALISED WORLD- MAYA RANGANATHAN USHA M. RODRIGUES 6. MEDIA GENDER AND POPULAR CULTURE IN INDIA- TRACKING CHANGE AND CONTINUITY - SANJUKTHE- DASGUPTA 			

I. Blood Donation Drive

On Friday, 24th August 2018, the NSS unit organised Blood Donation Camp. Altogether, 193 blood bags were collected by the unit. On the same day, thalassemia check up was also organised by the unit. Students, volunteers, ex - volunteers, teachers and support staff actively participated to make the event successful. The event

was supported by Meenatai Thackeray Blood Bank and Lions Club.



J. Inculcating Indian Values

Various college programs, seminars, and conferences begin with lighting of sacred lamps and offering a prayer. Programs are concluded with proudly singing of the national anthem.



NIRMALA MEMORIAL FOUNDATION COLLEGE OF COMMERCE AND SCIENCE
KANDIVALI (EAST) – MUMBAI - MAHARASHTRA

Lamp Lightening

