



## Multimedia Club

### Report

### 2023-24

Multimedia Club & Green Club 2023-24 in association with the Internal Quality Assurance Cell (IQAC) of Marwadi Sammelan's B. M. Ruia Girls' College, Mumbai, NAAC Accredited B+ (Third Cycle), Maharshi Karve Best College Award 2022-23, affiliated to S.N.D.T Women's University, Mumbai organised A Guest lecture cum workshop on "Creating and Sharing Social Media Content" on October 25, 2023, at 11.40 am onwards. The Resource Person was Ms Apurva Pitale, Coordinator, BAMB, Sitaram Deora Institute of Management Studies, Gamdevi, Mumbai.

Dr Usha Kiran Tiwari, Associate Professor & Head of the Department of Sociology welcomed all the participants and introduced the Resource person. Resource person Ms Apurva Pitale spoke about the concept and importance of visuals in the contemporary world. She mentioned various social media platform and their pros and cons. She kept the session lively, continuously encouraged the students to reply to the questions, and suggested the major precautions to take while using any social media platform. She explained how to create and share social media content on different social media platforms. Some of the students who were already using various social media platforms shared their experiences and asked their doubts about that. Overall the session was very interactive, informative and useful for student participants.

The total number of student participants who attended the event was 36 with 3 faculty members. In the end, Dr Usha Kiran Tiwari, Associate Professor & Head of the Department of Sociology proposed a vote of thanks.

