



**SOMAIYA**  
VIDYAVIHAR UNIVERSITY

Somaiya School of Humanities and Social Science



# **स MEDIA MANTHAN**

***“Screens to Brands: Stories that Connect”***

Organised by  
Department of Mass Communication,  
Somaiya School of Humanities & Social Sciences, Somaiya Vidyavihar University, Mumbai



**03<sup>rd</sup> - 04<sup>th</sup> February 2026**



**Aurobindo Seminar Hall**



**DAY 1 | 10:00 am to 5:00 pm**



**DAY 2 | 9:30 am to 4:00 pm**









## SOMAIYA VIDYAVIHAR UNIVERSITY

Established in 2019, Somaiya Vidyavihar University, Mumbai, is a self-financed university accredited with “A Grade” by NAAC. Somaiya Vidyavihar, with over eight decades of rich experience in building and managing educational institutes of great repute, Somaiya Vidyavihar University is a place where one can explore new possibilities, pursue their passion and shape their future.

To know more: <https://www.somaiya.edu/en/>

## DEPARTMENT OF MASS COMMUNICATION

The Department of Mass Communication, Somaiya School of Humanities and Social Sciences, Somaiya Vidyavihar University, is one of the well-known departments in the field of Media and Communication Studies. It offers Undergraduate, Postgraduate, and Doctoral programs with a strong focus on media theory, practical training, and industry exposure, while nurturing the abilities required for sustained professional growth in the media industry. The department emphasizes critical thinking, creative expression, and hands-on learning across Journalism, Film, Advertising, Public Relations, and Digital Media.

## ABOUT MEDIA MANTHAN

Media Manthan, under Sanchar Manch, is the annual flagship conclave of the Department of Mass Communication, designed as a dynamic platform for creativity, collaboration, and industry-academia engagement. The event explores how compelling narratives and strategies shape successful brands and public personas, and brings together students and professionals from Film, Marketing, PR, and the Media Industry. Through our theme-based sessions, expert-led discussions, and hands-on workshops, Media Manthan offers practical exposure to filmmaking, strategic communication, and emerging media practices.





## Chief Patrons

**Shri Samir Somaia**  
Chancellor  
Somaia Vidyavihar University

**Prof. Ajay Kapoor**  
Vice-Chancellor  
Somaia Vidyavihar University

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In-charge Dean, Somaia School  
of Humanities & Social Sciences

**Convener**  
**Ms. Richa Chaudhary**  
Head of  
Dept. Mass Communication

**Co-convener**  
**Mr. Ritwik Kaikini**  
Assistant Professor  
Dept. Mass Communication

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### Organizing Committee | Dept. Mass Communication

**Dr. Saranya Thaloor**  
Associate Professor

**Dr. Ameya Bal**  
Assistant Professor

**Mr. Rajesh Dhotre**  
Assistant Professor

**Dr. Sameer Patankar**  
Assistant Professor









# Mr. Abhishek Chaubey

*Director, Screenplay Writer and  
Film Producer - MacGuffin Pictures*

## INAUGURATION

## SESSION I

***Timing: 10:00 AM - 10:30 AM***

***Venue: Seminar Hall, Aurobindo Building***

***Casting the Cinematic Vision***

***Timing: 10:30 AM - 11:30 AM***

***Venue: Seminar Hall, Aurobindo Building***





**Dr. Kshitij Kulkarni**

*Writer, Playwright and Theatre Director*

## **SESSION II - THEATRE WORKSHOP**

**Concept to Stage**

***Timing: 11:45 AM - 1:00 PM***

***Venue: Seminar Hall, Aurobindo Building***





**Prof. Shilpa Ranade**

*Animator, Filmmaker, Illustrator and Faculty IIT B*

## **SESSION III**

**Art of Animation**

***Timing: 1:45 PM - 3:30 PM***

***Venue: Seminar Hall, Aurobindo Building***





**Mr. Kedar Athavale**

*Voice Actor and Dubbing Artist*

## **SESSION IV - WORKSHOP**

# **Exploring the Dynamics of Voice**

***Timing: 3:30 PM - 4:30 PM***

***Venue: Seminar Hall, Aurobindo Building***









**Mr. Vijay Ashok Sharma**  
*Actor, Writer, Theatre Director, Workshop  
Facilitator*



**Mr. Neeraj Pandey**  
*Author, Lyricist, Screenwriter*

## SESSION I

# The Art Within - Discover the Artist in you

***Timing: 9:30 AM - 11:00 AM***

***Venue: Seminar Hall, Aurobindo Building***





**Mr. Kunal Danda**  
*Senior Vice President, HiveMind*



**Mr. Hitesh Purohit**  
*Founder, Cutting Fillum Entertainment*



**Mr. Dhairya Bhagat**  
*Brands Director, Ogilvy*

## **SESSION II - PANEL DISCUSSION**

**From Trends to Targeting**

***Timing: 11:00 AM - 12:00 NOON***

***Venue: Seminar Hall, Aurobindo Building***





**Mr. Ratnesh Pandey**  
*Director & Head - Marketing and Communications,  
Lauritz Knudsen (formerly L&T Switchgear)*

## **SESSION III**

# **How to build a Brand**

***Timing: 12:00 NOON - 1:00 PM***

***Venue: Seminar Hall, Aurobindo Building***





# SESSION IV



## **Competition Results Declaration and Ad Screenings**

***Timing: 2:00 PM - 2:30 PM***

***Venue: Seminar Hall, Aurobindo Building***

## **Band Performance by College Students**

***Timing: 2:45 PM Onwards***

***Venue: Seminar Hall, Aurobindo Building***





## Student Coordinators

Yumna Ahmad

Jimmy Abraham

Vashisht Nair

Soni Sahu

**Creatives**  
Keyuri Thorbole  
Pragati Vishwakarma  
Viplav Bhanarkar

**Sponsor Team**  
Nidhi Nemade  
Jennifer Devades

**Technical**  
Prasad Ghaisas

**Anchoring**  
Rianne Martin

**Social Media**  
Riya Shah  
Aaron Jai  
Rashi Shah

**Finance**  
Marcelino Rodrigues  
Varun Syal  
Maahira Shoree

**Hospitality/PR**  
Vanshita Shirke  
Maitri Bhatt  
Shreya Nair

**Content**  
Navya Gupta  
Anannya Shinde  
Tanaya Pitale

For further Details Contact: Yumna Ahmad 7208752609





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@media.manthan

Registration Link:

