

मीडिया मंथन

“Screens to Brands: Stories that Connect”

Organised by

Department of Mass Communication,

Somaiya School of Humanities & Social Sciences, Somaiya Vidyavihar University, Mumbai



03rd - 04th February 2026



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



Aurobindo Seminar Hall



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.



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Assistant Professor
Dept. Mass Communication

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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

Timing: 10:00 AM - 10:30 AM

Venue: Seminar Hall, Aurobindo Building

SESSION I

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



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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



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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. Dhairyा Bhagat

Brands Director, Ogilvy

SESSION II - PANEL DISCUSSION

From Trends to Targeting

Timing: 11:00 AM - 12:00 NOON

Venue: Seminar Hall, Aurobindo Building



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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

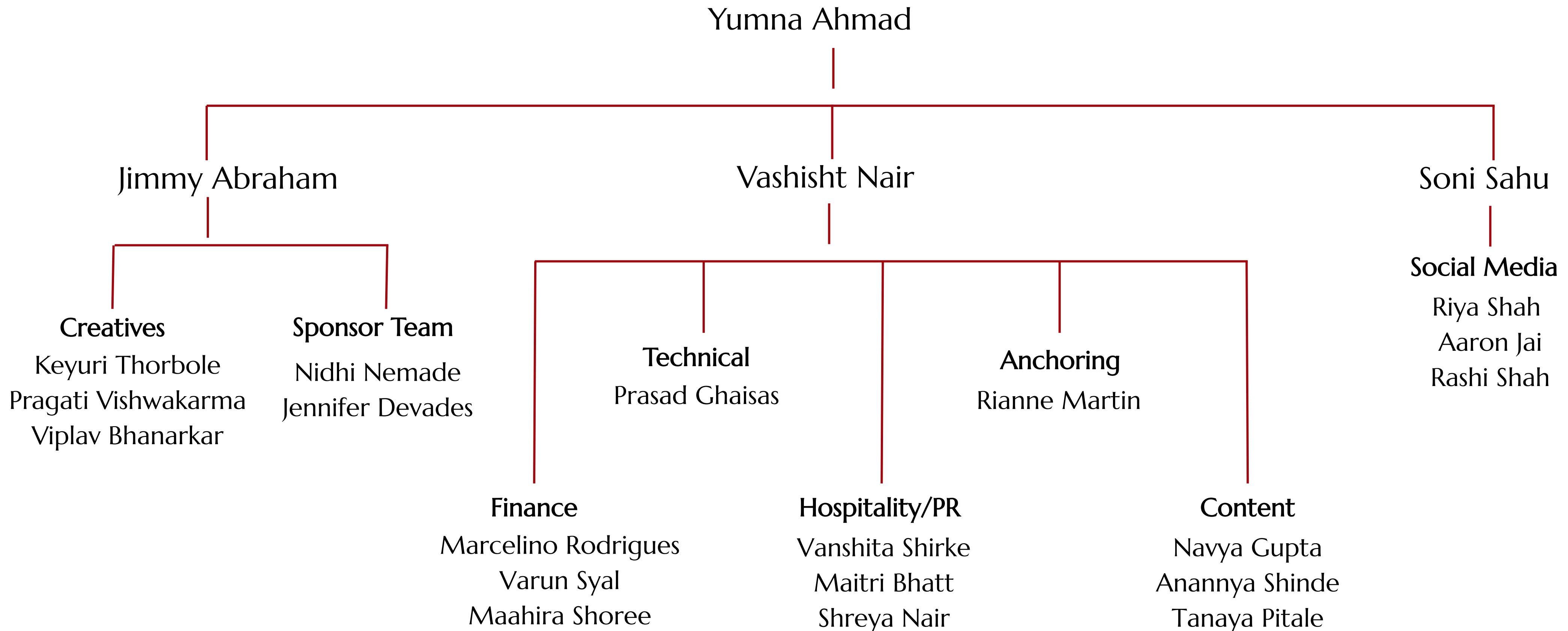
Band Performance by College Students

Timing: 2:45 PM Onwards

Venue: Seminar Hall, Aurobindo Building



Student Coordinators



For further Details Contact: Yumna Ahmad 7208752609



SOMAIYA
VIDYAVIHAR UNIVERSITY

Somaiya School of Humanities and Social Science



Registration Link:

<https://www.somaiya.edu/en/>

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