



GOKHALE MEMORIAL GIRLS' COLLEGE

Activity report on Workshop on Digital Filmmaking

1. Date of the event: **8th May, 2025**
2. Number of participants: 62
3. Venue: Gokhale Memorial Girls' College
4. Sponsorship (if any): NA
5. Collaboration (if any): Apeejay Institute of Mass Communication, Delhi
6. Name, designation, affiliation and topic of lecture of each and every speaker

| Name of Speakers | Topic of Speech | Designation | Affiliation |
|--------------------------|---|---|-------------|
| Prof. Sajal Mukherjee | Digital Filmmaking | Director, Apeejay Institute of Mass Communication, Delhi | NA |
| Prof. Naveen Gautam | Ad. Filmmaking & Storytelling | Associate Professor, Apeejay Institute of Mass Communication, Delhi | |
| Prof. Ankit Kumar Malyan | Filmmaking Techniques & Usage of Filmmaking Equipment | Assistant Professor, Apeejay Institute of Mass Communication, Delhi | |

7. Details about the resource person/brief resume/introduction:-

Prof. Sajal Mukherjee is the Director of Apeejay Institute of Mass Communication (AIMC), Dwarka, New Delhi, bringing over 40 years of rich experience in media, advertising and brand-strategy. He commenced his professional journey with the legacy newspaper house Ananda Bazar Patrika, and subsequently held key positions in leading advertising agencies such as Contract Advertising, Mudra Communications, JWT India, RK Swamy BBDO, Rediffusion DY&R and Everest Worldwide. During his advertising tenure, Prof Mukherjee contributed significantly to brand-building efforts for major companies such as Nestlé, Hero, Adidas, Maruti, Oral-B and others. He has also held senior leadership roles such as Vice President (Media) at Emami Group (Kolkata) and Media Head of RSPL Group.

Prof. Naveen Gautam brings over 20 years of industry experience in editing television news shows and documentaries, combining professional expertise with a passion for teaching and training. He has taught at a reputed TV Training Institute and has conducted over 50 workshops on DSLR Filmmaking across universities and colleges in India, mentoring aspiring media professionals. Internationally, he has led workshops on Graphics and Animation at the Open University, Penang, Malaysia. With hands-on experience as an online editor for more than 2,500 live shows, Prof. Gautam has a deep understanding of broadcast production workflows and visual storytelling. He holds an M.A. in Mass Communication, a 2-year Advanced Diploma in Multimedia & Video Editing, and a Film Appreciation Certificate from the Film and Television Institute of India (FTII), Pune. Currently, he is pursuing a Ph.D., further extending his academic and research pursuits in the field of media and communication.

Prof. Ankit Kumar Malyan is a certified drone pilot for the Directorate General of Civil Aviation (DGCA) with over 6 years of experience in Digital Video Production. He is proficient at Camera Operations and Video Editing. He has taken various workshops and trained students across the country. He has hands on experience on content creation for social media and digital marketing. He is an Alumni of Apeejay Institute of Mass communication. He also pursued MA in Mass Communication.

8. Other necessary information (if any) – The students of the Department of Communicative English of our college attended the workshop. The students of the departments of Communicative English and English from Asutosh College were present along with students of Communicative English from Basanti Devi College and Jogomaya Devi College.





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