



MARATHWADA MITRA MANDAL'S
COLLEGE OF COMMERCE

Affiliated to Savitribai Phule Pune University, Re-Accredited by NAAC

ISO 9001:2015 Certified, Awarded as Best College by Savitribai Phule Pune University

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**Department of Mass Communication and Journalism
Report on Two Day Arogya Film Festival**

1. **Nature of the event:** Two Day Workshop
2. **Title of the event:** Arogya Film Festival
3. **Organized by:** PM Shah Foundation
4. **Date:** Fri-Sat 12th and 13th December 2025
5. **Time:** 10:30 AM – 5:30 PM
6. **Venue:** NFAI
7. **Resource Person:** Dr. Ravi Kannan and Ms. Devika Daftardar

8. Objectives of the Program:

The primary objectives of conducting this workshop were:

1. To learn the required skills to organize an event like film festival.
2. To learn visual communication, semiotics, and film appreciation.
3. To develop skills like interpersonal communication, social media management, and team work etc.

9. Audience:

The workshop was specifically arranged for students of MA-Journalism and Mass Communication, MA-I and MA-II students.

10. Number of Participants:

A total of 50 participants actively took part in the film festival, contributing to its overall success. About 200+ registrations received for the festival.

Brief description of the event:

11. While health has become one of the biggest 'business sectors' in the world, several ground-level aspects regarding the same remain unaddressed. With roots in the socio-economic situations of masses, health issues become a cultural problem. It must be understood from the perspective of people's way, style and standard of living. As this analysis can be done through various methods, awareness regarding it can be spread through different mediums. Aarogya Film Festival, an initiative of the P.M. Shah Foundation, combines the zest to spread awareness about health with the ever-effective medium of cinema. Beginning with 2011, we have showcased films that have focused on, explored and portrayed a health issue with all its contextual gravity.

Graced with the presence of several respected film personalities and eminent social activists, the festival has proved to be stimulus for discourses on the ignored facets of health. With the 11th edition this year, Aarogya Film Festival expanding its horizons. With an overwhelming response in the past 10 years, our motive is to discover films that are made in nooks and corners of various countries. That bring out untold stories regarding health and weave them in a cinematic

experience. We also want to encourage making of such films and ultimately, build a substantial awareness about health across all sections of society.

Learning Outcome:

- To understand the scope of the media industry and the nature of film festival.
- To know more about the required skills especially technical skills.
- To understand the challenges and the changing nature of the media and press.

12. Photographs:



Students of MAJMC, MMCC with Hon. Dr. Ravi Kannan

13. Feedback:

Student volunteers of MMCC actively participated in the film festival. They awarded with certificates. The MMCC team were appreciated by the film festival organizers for their wonderful Co-ordination.

14. Acknowledgement:

Hon'ble Executive President Mr. B.G. Jadhav Sir for their kind support and valuable time to grace the event.

- Principal Dr. Kishore Nikam for sparing his valuable time, sharing his expertise, and motivating the students with his insightful talk.
- Head of Department, Mr. Santosh Shenai, whose time-to-time support is very important for all of us.

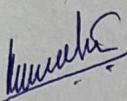
Co-ordination.

14. Acknowledgement:

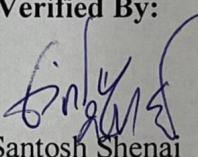
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- Head of Department, Mr. Santosh Shenai, whose time-to-time support is very important for all of us.
- The student volunteers who worked with enthusiasm, dedication, and teamwork in handling logistics, registrations, seating arrangements, and technical support, ensuring the smooth flow of the event.
- Team Coordinator and Dr. Nutan Kanegaonkar, Event Coordinator of the Film Festival coordinated the festival

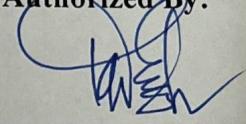
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