



K.R. MANGALAM UNIVERSITY
THE COMPLETE WORLD OF EDUCATION

The BYLINE– Illuminating Ideas in Ink

Newsletter By
**SCHOOL OF EMERGING MEDIA &
CREATOR ECONOMY**



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FROM THE EDITOR'S DESK

Dear Readers,

As we begin the new academic session 2025–26, I extend a warm welcome to our new students joining the School of Emerging Media & Creator Economy (SEMCE). You are now part of a community that thrives on creativity, innovation, and resilience. I encourage you to embrace every opportunity—academic, professional, and cultural—and to immerse yourself fully in experiences that will shape you into future-ready professionals.

This quarter has been one of remarkable achievements and new milestones. Students returned from their summer internships enriched with valuable industry mentorship, bringing back experiential insights that will strengthen their classroom learning and project work. Some even received their pre-placement and job offers from reputed media houses like Zee Media.

On 30th August 2025, SEMCE was proudly recognised at the national level as the Best Emerging Media School. On the same occasion, three of our faculty members received National Level Awards for their outstanding contributions to media, education, and outreach. Adding to this achievement, our students were also commended by our MoU partner, Bhagidari Jan Sahyog Samiti, for their reporting and coverage of the event—further affirming SEMCE's growing reputation for excellence and impact.

We also partnered with the world's largest travelling film festival — Jagran Film Festival 2025 and from 4–7 September at Siri Fort Auditorium, Delhi, 100+ students attended screenings and panel discussions, and interacted with renowned filmmakers, artists, and celebrities—gaining exposure and inspiration from this global cultural platform.

Further strengthening our industry engagement, in September 2025, SEMCE signed a landmark MoU with iTV Network, one of India's leading media conglomerates. This partnership will provide our students with internships, industrial visits, workshops, expert sessions, and even pre-placement opportunities—ensuring they graduate industry-ready.

The quarter concluded with Create-A-Thon 2025, held from 22–26 September. The event saw over 140 students from more than 20 institutions nation-wide, competing across six contests including filmmaking, reel-making, micro-drama, open-mic, photography and podcasting. Over half a dozen influencers and creators graced the occasion, applauding the initiative. Create-A-Thon provided an excellent platform for innovation, collaboration, and showcasing talent, and I congratulate the Winners, participating students and organising team on this grand success.

Together, these achievements underscore SEMCE's growing reputation as a hub of innovation, research, and creative enterprise. To our senior students, I urge you to mentor and inspire your juniors. To our new students, I assure you that this is the beginning of a transformative journey.

As we step into the last quarter of the year, I encourage all students to focus on their learning and prepare well for the upcoming mid-term examinations beginning on 13th October.

Let us continue to learn, create, and lead with excellence.

Editorial Team:

Mr. Karan Singh, Assistant Professor, SEMCE

Dr. Aaqib, Assistant Professor, SEMCE

Dr. Shikha Dutt Sharma, IQAC Coordinator



Warm regards,

Editor in Chief

Prof. (Dr.) Amit Chawla, Dean

School of Emerging Media & Creator Economy

K.R. Mangalam University

WORDS FROM THE LEADERSHIP

Dear All,

As the Vice-Chancellor of K. R. Mangalam University, I want to share with you my thoughts as we begin the process of transformation. School of Journalism and Mass Communication is being transformed into School of Emerging Media and Creator Economy to help us continue to succeed in today's rapidly changing media environment. The new name indicates our commitment to preparing our students for the new demands of the creator economy and to teaching them about digital storytelling while expanding our curriculum offerings.

Through the development of creativity, adaptability, and ethical responsibility I believe we can shape the future of media education. Our students will have the opportunity to use emerging technologies in creative ways and will experiment with innovative and new forms of content. Our students will also understand how the current global influences on communications are evolving including the social media revolution and other global events. We aim to build a school that supports students' academic learning and their experiences working with companies through industry partnerships and entrepreneurship. The result will be graduates who will be leaders in the new media ecosystem rather than just participants.

To our exam preparers, I wish you success! Exam time is a significant event in your learning and development journey; in addition to testing your knowledge, an exam also tests your discipline, critical thinking skills, and perseverance. As you prepare for your exams, remember to be confident, inquisitive, and goal-oriented, because these exams will ultimately lead you to a rewarding and successful career within the fields of media and communication.

I truly believe that this change represents an opportunity for our students and faculty to innovate, collaborate, and create together; this change will also allow us as a community to have a meaningful impact on the media world and society as a whole. We must work hand in hand to support one another in developing our skills and abilities and preparing ourselves for the future of media in India and beyond.



Best Wishes!

Prof. Raghuvir Singh,

Vice Chancellor

K.R. Mangalam University

MESSAGE FROM THE IQAC COORDINATOR

Dear All,

It gives me great pleasure to present The BYLINE – Illuminating Ideas in Ink, the newsletter of the School of Emerging Media and Creator Economy. This publication reflects the academic vibrancy, creative engagement, and quality-driven initiatives undertaken by the School in alignment with the institution’s vision of excellence in teaching, learning, and innovation.

From the perspective of the Internal Quality Assurance Cell (IQAC), The BYLINE serves as an important platform that documents best practices, academic achievements, student-led initiatives, faculty contributions, and industry-oriented engagements. It highlights how emerging media education is evolving through interdisciplinary learning, research, experiential pedagogy, and meaningful collaborations with industry and society.

I appreciate the efforts of the editorial team, faculty members, and students who have contributed their ideas, insights, and creative expressions to this edition. Their commitment to maintaining academic rigor, ethical communication, and creative originality is truly commendable.

I am confident that The BYLINE will continue to inspire critical thinking, innovation, and quality consciousness among its readers, while strengthening the culture of continuous improvement within the School.

I extend my best wishes to the School of Emerging Media and Creator Economy for continued growth and excellence in the years ahead.



Dr. Shikha Dutt Sharma,

IQAC Coordinator, Editor of Byline

K.R. Mangalam University

ABOUT SCHOOL: VISION & MISSION

Vision

The School of Emerging Media & Creator Economy (SEMCE) aspires to become an internationally recognized Media School through excellence in interdisciplinary project-based student-centric media education. We aim to develop socially responsible life-long learners who contribute to nation building through research and innovation.

Mission

- To provide excellence in education by focusing on futuristic curriculum, progressive, outcome based hands-on education.
- Foster employability and entrepreneurship through industry interface and live projects.
- Instill the notion of lifelong learning through stimulating problem-solving skills, critical thinking, research and innovation.
- Integrate global needs and expectations through collaborative programs with premier universities, research centers, industries and professional bodies.
- Enhance leadership qualities among the youth having an understanding of ethical values and environmental realities.



MESSAGE FROM ADVISORY COMMITTEE

It gives me immense pleasure to share this message for the School of Emerging Media and Creator Economy (SEMCE), an institution that is shaping the next generation of storytellers, creators, and media professionals. In an era defined by rapid technological shifts, evolving audience behaviour, and an explosion of digital platforms, SEMCE stands as a promising hub of innovation, creativity, and industry-aligned education.

Having spent more than 22 years in Indian television journalism, working with leading news networks such as Aaj Tak, Star News, News24, Sahara Samay and Doordarshan, I have witnessed first-hand how the media landscape transforms with each passing year. One constant, however, remains unchanged:

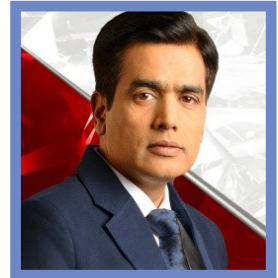
the need for credible, creative, and responsible media professionals.

At SEMCE, I see a commitment to nurturing exactly this kind of talent. The school's approach—blending traditional media education with contemporary disciplines like digital production, content creation, gaming, animation, VFX, and the creator economy—represents the future of communication. By emphasising practical exposure, multidisciplinary learning, and creative problem-solving, SEMCE is preparing students to not just participate in the industry, but to lead it.

Today, the media is no longer limited to broadcast studios or print rooms. It lives in the hands of creators, communicators, and innovators who can combine skill with imagination. SEMCE's vision aligns beautifully with this shift, empowering students to build meaningful careers in journalism, advertising, digital entertainment, filmmaking, design, and independent content creation.

As a member of the Advisory Committee, I am proud to support the school's efforts to strengthen industry-academia collaboration through mentorship, expert interactions, master classes, and real-world project exposure. These collaborations are essential in bridging the gap between learning and practice, and I am confident that SEMCE students will continue to benefit from such opportunities.

I extend my best wishes to the faculty, students, and leadership of SEMCE as they continue to build a vibrant ecosystem for emerging media and the creator economy. The future of communication belongs to the bold and the imaginative—and I believe SEMCE is leading the way.



Mr. Sayeed Ansari

Executive Editor & Senior Anchor, Aaj Tak

Member, Advisory Committee, SEMCE

OUR ACHIEVERS- STUDENTS

TRAILBLAZERS OF SEMCE: STUDENT ACHIEVEMENTS IN MEDIA & FILMMAKING

SEMCE students demonstrated exceptional creativity and professional competence across micro drama, filmmaking, hosting, and media production. Gopi Balkoti (BAJMC 3rd Year) won 1st Prize in Micro Drama for his impactful stage presence, while Prashik Meshram (MAJMC 2nd Year) led his team to secure 2nd position in the 48-Hour Filmography Challenge as director, editor, and cinematographer. Amarta Choudhary (BAJMC 1st Year) stood out as Main Host, Student Coordinator for the Instagram Reel Challenge, and 2nd Prize winner in Filmography for the short film AURAS,

along with earning the Anchor of the Event Certificate. Shubham Banthia (BAJMC 1st Semester) hosted for four days, achieved 2nd place in Filmography, and conducted multiple podcasts with distinguished guests. Reva Pal (BAJMC 1st Year) showcased strong leadership as Filmography Student Coordinator, podcast contributor, independent session host, and volunteer at NDFP SACAC 2025. Together, these achievements reflect SEMCE students' dedication, teamwork, and readiness for the media industry.



(Gopi Balkoti (BAJMC 3rd Year) secured 1st Prize in Micro Drama for his impactful stage presence and powerful performance.)



(Prashik Meshram (MAJMC 2nd Year) leading his team to 2nd position in the 48-Hour Filmography Challenge, contributing as director, editor, and cinematographer.)

OUR ACHIEVERS- FACULTY

SEMCE FACULTY HONOURED WITH PRESTIGIOUS NATIONAL AWARDS

The School of Emerging Media and Creator Economy (SEMCE) at K.R. Mangalam University continues to empower student achievement through excellence in teaching and mentorship. Faculty recognitions this year reflect SEMCE's strong learning ecosystem and its impact on student growth, creativity, and social engagement. Dr. Ritwik Ghosh received the Best Teacher Award 2025 from the K.R. Mangalam University and National Teacher Award from Bhagidari Jan Sahyog Samiti for advancing education and public awareness. Dr. Sarina was honoured with the

Dedication and Service Award 2025 for her sustained student mentoring and academic leadership.

Mr. Karan Singh was conferred the "Kalam Ke Siphahi" Award by the Newspapers Association of India at the Constitution Club of India and also received a National Teacher Award from Bhagidari Jan Sahyog Samiti for his contributions to media education and youth engagement. These honours underline SEMCE's commitment to nurturing skilled, socially responsible students and preparing them for impactful careers in media and communication.



Karan Singh receiving the "Kalam Ke Siphahi" Award from the Newspapers Association of India at the Constitution Club of India, New Delhi.)



(Dr. Sarina receiving the Dedication and Service Award 2025 in recognition of her sustained student mentoring and academic leadership.)



(Dr. Ritwik Ghosh receiving the Best Teacher Award 2025 from K.R. Mangalam University in recognition of his excellence in teaching.)



(Students and faculty celebrate National Teacher's Day honours awarded by Bhagidari Jan Sahyog Samiti during the National Teachers' Award ceremony in New Delhi.)

COLLABORATIONS

K.R. MANGALAM UNIVERSITY SIGNS MOU WITH ITV NETWORKS TO STRENGTHEN INDUSTRY-ACADEMIA COLLABORATION

The School of Emerging Media and Creator Economy (SEMCE), K.R. Mangalam University, signed a Memorandum of Understanding (MoU) with iTV Networks on 19th September 2025, one of India's leading news and infotainment conglomerates, to nurture academic-industry partnership and enhance practical learning opportunities for students. Under the agreement, SEMCE students will gain hands-on experience through structured internships, industrial visits, and live projects across iTV Network's national and regional news platforms, including India News and NewsX. The collaboration aims to provide exposure to newsroom operations, content creation, television broadcasting, and digital media production, while outstanding interns may also receive Pre-Placement Offers (PPOs).

The MoU further outlines provisions for career development workshops, mentorship programs, and networking opportunities with media professionals. Students will also participate in guided tours of iTV Media House and interactive sessions designed to bridge the gap between classroom learning and industry realities. The partnership, signed by Dr. Rahul Sharma, Registrar of K.R. Mangalam University, and Mr. Imran Zahid, Authorized Signatory of iTV Network, marks a significant step towards integrating education with real-world media practices. The MoU reaffirms SEMCE's commitment to preparing students for dynamic careers in the evolving media and creative industries.



(K.R. Mangalam University and iTV Network officials sign a MoU to boost industry-academia collaboration.)

OPINION COLUMN

SEMIOTICS OF SOCIAL MEDIA IN INDIA

By Dr. Sarina, Assistant Professor (Senior Scale), SEMCE

A widely circulated line, “Signs and symbols rule the world, not words or laws.” Often misattributed to Confucius, a philosopher and teacher, captures today’s reality well. The essence of this statement reflects today’s reality—symbols, emojis, memes, and visual cues often influence people more strongly than written content. Social media is now more than just a platform for communication; it’s a dynamic semiotic playground where codes, signs, and symbols continuously influence how we perceive the world and ourselves. The main symbolic tools influencing how Indians convey meaning on social media are hashtags, memes, emojis, filters, reactions, custom fonts, colours and aesthetics, audio clips/trending sounds, and reaction buttons. Through signs rather than lengthy text, they assist users in expressing identity, emotion, humour, dissent, support, and cultural belonging.

The rise of symbolic usage reflects how India has embraced a universal visual language. A simple smiley may denote warmth in one conversation and sarcasm in another, depending on the cultural and social context—an idea strongly connected to the text’s emphasis on connotation and subjectivity in sign interpretation. Similarly, memes

have evolved into powerful socio-cultural commentaries. They compress humour, critique, and emotion into instantly recognisable visual signs. Hashtags, too, operate as symbolic tools that mobilise narratives. For example #MeTooIndia reflects women’s voices against harassment, while #FarmersProtest shows solidarity with farmers. #CAAProtest signals political dissent and #JusticeForSSR expresses public grief and demand for truth. Together, they show how social media symbols shape collective emotions and identities.

The unique aspect of this semiotic landscape in India lies in the interaction of tradition, ambition, and digital modernity. A meme that alludes to mythology and pop culture showcases the mix of traditional and contemporary codes that Indian users regularly navigate. Social media trends in India illustrate changing power structures, developing identities, and the vibrant cultural creativity of a billion individuals. Analysing these trends through a semiotic lens enables us to gain insights into who we are—not merely as users browsing through content, but as contributors crafting the interpretations of our digital era.



CAMPUS BULLETIN

SEMCE STUDENTS BRING AARAMBH 2025 TO LIFE THROUGH EXPERIENTIAL LEARNING

Mr. Aman, a second-year BAJMC student, along with his team from The School of Emerging Media and Creator Economy (SEMCE), K.R. Mangalam University, successfully covered Aarambh 2025, the university's Freshman Orientation Programme capturing the energy and enthusiasm that marked the beginning of a new academic journey for incoming students.

Rooted in SEMCE's strong focus on experiential learning, the assignment was designed to transform theoretical classroom knowledge into practical media experience. Through on-ground reporting and visual storytelling, Aman

and his team documented key moments of the orientation, student interactions, and welcoming sessions, reflecting the vibrant campus atmosphere.

Their coverage highlighted SEMCE's hands-on training approach, where students are encouraged to engage directly with real-world media environments. The experience not only strengthened Aman and his team members' field reporting and storytelling skills but also reinforced the School's commitment to nurturing industry-ready professionals empowering students to step confidently into media roles while still on campus.



(SEMCE Student Aman Covering Aarambh 2025 event)

EVENT CORNER

SEMCE CREATE-A-THON 2025: FIVE INSPIRING DAYS OF CREATIVITY, COLLABORATION, AND INNOVATION

The SEMCE campus at K.R. Mangalam University came alive from 22nd to 26th September 2025 with SEMCE CREATE-A-THON 2025, bringing together 140+ participants from across India for five days of creativity and collaboration. The event featured inspiring sessions by Anushka Bajpai, Abhishek Vaid, Nikhil Chandra, and Devesh Sharma, who shared insights on authenticity, freelancing, and creative technology, while Ritika Suryavanshi highlighted cinematic storytelling and Gurpreet Singh motivated students to

turn passion into profession. Competitions across two categories—Short Films, Micro Dramas, Podcasts, Instagram Reels, Photo Stories, and Open Mic—received over 140 entries, showcasing diverse storytelling formats. The grand finale celebrated winners and coordinators, marking the successful close of an immersive creative experience that reaffirmed SEMCE’s commitment to innovation, collaboration, and preparing students for the future of media and communication.



(Industry expert session at K.R. Mangalam University during SEMCE CREATE-A-THON 2025, inspiring students through creativity and storytelling.)



(Students and faculty of SEMCE gathered for the CREATE-A-THON 2025, celebrating creativity, collaboration, and innovative storytelling.)



(Judge reviewing the displayed photographs during the SEMCE Create-a-Thon 2025 exhibition.)



(A participant sharing his point of view during the SEMCE Create-a-Thon 2025, showcasing creativity and innovative ideas.)



(Students engage in an interactive session during SEMCE CREATE-A-THON 2025 at K.R. Mangalam University, celebrating creativity, storytelling, and collaborative learning.)



(Participants and organizers come together at SEMCE CREATE-A-THON 2025 at K.R. Mangalam University, celebrating five days of creativity, collaboration, and storytelling.)

SEMCE ORGANIZES WEEK-LONG FDP ON ACADEMIC WRITING AND RESEARCH EXCELLENCE

Gurugram, August, 2025: The School of Emerging Media and Creator Economy (SEMCE) at K.R. Mangalam University, in collaboration with the Internal Quality Assurance Cell (IQAC) and Guided Self-Publishing India LLP, successfully organized a one-week Faculty Development Programme (FDP) on “Quality Research Writing, formatting and Grant Proposal Writing.” The programme, held from July 28 to August 1, 2025, aimed to strengthen research competencies, academic writing skills, and understanding of modern publishing tools among faculty members.

The FDP was inaugurated by Prof. Raghuvir Singh, Hon’ble Vice Chancellor, KRMU, who delivered the keynote session on “Importance of Research and Publications in Higher Education.” He emphasized the growing need for quality research output to enhance institutional excellence. The following sessions covered a range of topics including epistemology of research, AI-driven writing tools, intellectual property rights, bibliometric analysis, qualitative methods,

and ethical publishing practices.

Distinguished speakers such as Dr. Aaqib Anwar Butt, Dr. Rupesh Kumar Tipu, Dr. Narender Yadav, Dr. Suman R. Pathak, Dr. Ritwik Ghosh, Dr. Ruhi Lal, and Dr. Sumit Narula conducted engaging sessions blending theory with practical exposure. Participants gained hands-on experience with tools like VOSviewer, Grammarly, and Mendeley, and learned to identify credible journals and research opportunities.

A key highlight of the FDP was the announcement of a forthcoming edited volume titled “Tradition Meets Technology Bridging Indigenous Wisdom and Artificial Intelligence,” which will compile key insights, best practices, and contributions from the sessions. The week-long FDP received enthusiastic participation and was lauded for its relevance to modern research challenges, empowering faculty with digital tools, ethical perspectives, and practical frameworks for impactful academic writing.



(Dignitaries inaugurating the FDP with a traditional lamp-lighting ceremony at SEMCE)



(Faculty members of SEMCE during the FDP on Quality Research Writing, Funding, and Grant Proposal Writing held at K.R. Mangalam University)

DEEKSHARAMBH 2025

THE SEMCE STORY – WHERE YOUR CHAPTER BEGINS

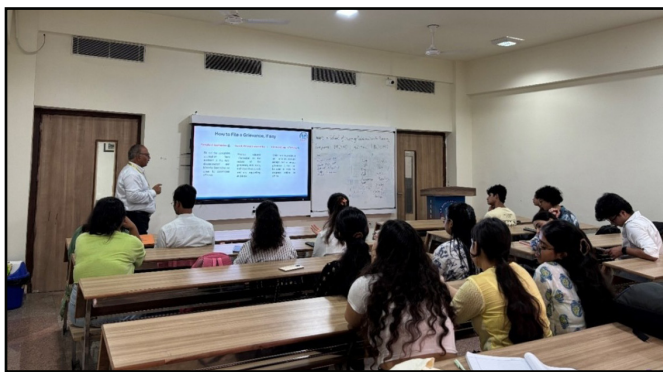
The School of Emerging Media and Creator Economy (SEMCE) welcomed its new batch through Deeksharambh 2025, a thoughtfully designed orientation programme at K.R. Mangalam University that blended academic guidance, experiential learning, and professional exposure.

The programme opened with an institutional overview and introduction to SEMCE’s vision, NEP 2020 alignment, mentoring framework, and student support systems. Students were oriented to academic structures, assessment policies, and university best practices, helping them gain clarity on their educational roadmap.

A key highlight was SEMCE Spark, where students explored TV and radio studios through hands-on production activities, gaining early exposure to real-world media environments.

Library Orientation further empowered learners with access to physical and digital resources, research tools, and referencing systems.

Deeksharambh also featured impactful sessions on placements, professional ethics, gender sensitisation, code of conduct, international relations, alumni interaction, industry engagement, and community immersion. Creative engagement was encouraged through Talent Hunt and Media Games, while Documentation Day enabled reflection on learning experiences. Deeksharambh 2025 marked a meaningful beginning—equipping students with academic clarity, creative confidence, and professional awareness, and setting the foundation for a purpose-driven journey at SEMCE.



(Students engage in a Training Program on Professional Ethics, gaining essential insights into responsible conduct and professional values at SEMCE.)



(SEMCE students with resource person Dr. Diwakar Padalia after the Code of Conduct training on ethical and inclusive campus culture at K.R. Mangalam University.)



SEMCE students with resource person Dr. Vineet Dhaiya COE after the exam pattern at K.R. Mangalam University.)



Prof. Dr. Amit Chawla, Dean, SEMCE sharing with School vision and mission during Deeksharambh.)



(Students getting Practical knowledge during Deeksharambh)



(CDC team conducting placement workshop for fresher's at KRMU's Deeksharambh orientation.)



(Fresher orientation on international programs by KRMU's International Office during Deeksharambh.)



(Student showing his talent during Deeksharambh)

WORKSHOP ON IPR EQUIPS FACULTY WITH SKILLS TO PROTECT IDEAS AND FOSTER RESEARCH

July 26, 2025, The School of Emerging Media & Creator Economy (SEMCE), in collaboration with the IPR Legal & Ethical Matters Cell, Research & Development Council (RDC), K.R. Mangalam Entrepreneurship & Innovation Cell (KEIC), and the Internal Quality Assurance Cell (IQAC), organized a workshop on “IPR for Educators: Protecting Ideas, Fostering Research” at K. R. Mangalam University. The resource person for the workshop was Dr. Gargi Singh, Assistant Professor, School of Legal Studies (SOLS) and member of the IPR Legal & Ethical Matters Cell. The workshop, coordinated by Ms. Aditi Agarwal, Assistant Professor, SEMCE, was attended by 10 faculty members of the university.

The workshop aimed to provide participants with conceptual understanding and practical exposure to copyrights, patents, and trademarks, with a particular focus on their relevance in media and creative industries. Dr. Singh highlighted the importance of securing design patents for protecting original work and underlined the role of IPR in fostering innovation in line with SDG Goal 9 – Industry,

Innovation, and Infrastructure. Adopting an interactive approach, the workshop began with faculty members presenting innovative ideas with potential for patenting. Dr. Singh guided them on assessing novelty, documentation, and criteria for eligibility. A live demonstration of the patent filing process was also conducted, enabling participants to gain hands-on experience with online submission and legal requirements. Real-life case studies further enriched the discussion, ensuring practical understanding.

The workshop outcomes were significant, as participants reported enhanced knowledge of intellectual property laws and greater confidence in identifying, evaluating, and protecting their intellectual assets. The session not only provided technical insights but also encouraged faculty members to think strategically about innovation and ethical practices in research. The event concluded with a token of appreciation presented to the resource person, followed by a group photograph marking the successful completion of the workshop.



(Faculty members participate in the Workshop on IPR, gaining essential skills to protect creative ideas and strengthen research innovation.)

SEMCE ORGANIZES CAPACITY DEVELOPMENT PROGRAMME FOR STUDENTS WITH FUTURE-READY MEDIA AND AI SKILLS

Five-day “Technology Trends Awareness” series at K.R. Mangalam University trains emerging media students in web design, AI tools, Hindi digital typography, creator economy and AI-driven advertising aligned with SDGs 4, 9 and 12.

K.R. Mangalam University’s School of Emerging Media and Creator Economy (SEMCE) organized a five-day Capacity Development Programme titled “Technology Trends Awareness – Visual Moves: Animation and Motion Graphics in Modern Storytelling” from 12 September to 31 October 2025. Designed for MA (JMC) and BA (H) JMC students, the offline series blended theory and practice to strengthen digital literacy and creative media competencies.

Day 1, led by industry expert Mr. Trilok, focused on website design and digital content management using beginner-friendly tools and content management systems, enabling students to build functional, visually appealing web pages. Day 2, conducted by Dr. Ritwik Ghosh, introduced AI for

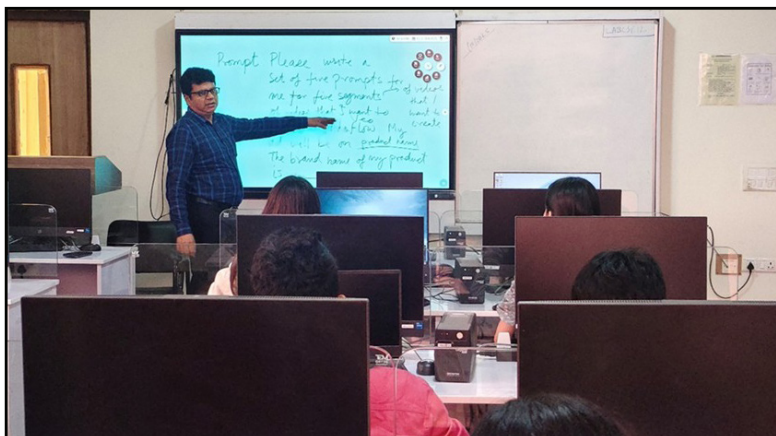
digital readiness, where participants explored platforms such as ADIRA and experimented with AI-supported visual generation and motion graphics workflows.

On Day 3, Mr. Karan Singh conducted a hands-on workshop on Hindi digital typography, highlighting the role of Devanagari Unicode fonts in journalism, advertising and digital storytelling. Day 4 returned to Dr. Ghosh, who unpacked the fast-growing creator economy, guiding students through content monetization models, platform algorithms and digital branding strategies.

The final day centred on AI-integrated advertising, with students designing 10-second AI-assisted digital ads, from concept to execution. Across all five days, the programme advanced Sustainable Development Goals 4, 9 and 12 by promoting quality education, innovation in media practices and sustainable, digital-first production methods for emerging media professionals.



(SEMCE students and faculty during a Capacity Development Program on Tech Awareness at K.R. Mangalam University.)



(Resource person Instruct students to AI Advertising making session under Capacity development programme)

SEMCE HOLDS ORIENTATION ON PROFESSIONAL ETHICS FOR TEACHING AND NON-TEACHING STAFF

The School of Emerging Media and Creator Economy (SEMCE), K.R. Mangalam University, organized an Orientation on Professional Ethics for its teaching and non-teaching staff on July 26, 2025. The orientation was led by Prof. (Dr.) Amit Chawla, Dean, SEMCE, and coordinated by Mr. Karan Singh and Mr. Trilok Singh. The programme aimed to strengthen understanding of ethical standards, workplace responsibilities and the institutional code of conduct among faculty members and support staff, with eight participants in attendance.

Prof. (Dr.) Chawla highlighted the importance of adhering to the institutional code of conduct, clearly outlining the duties and responsibilities of academic and administrative staff. He stressed workplace integrity, mutual respect, confidentiality, fair practices, non-discrimination and the need to balance academic freedom with accountability. Through real-world examples and practical guidelines, he addressed common ethical dilemmas in academic and administrative settings.

The orientation was highly interactive, featuring questions, reflections and group discussions on ethical challenges and best practices. Participants reported enhanced awareness of



(SEMCE faculty during an interactive Orientation on Professional Ethics led by Prof. (Dr.) Amit Chawla at K.R. Mangalam University.)

professional ethics, renewed commitment to transparent and responsible conduct, and stronger interpersonal respect within the department. The initiative directly supported SDG 16.6 by promoting effective, accountable and transparent institutional culture, reinforcing SEMCE's focus on integrity, trust and collaborative work environments.

SEMCE HOSTS INTER-UNIVERSITY PODCAST CONTEST - SPEAK YOUR STORY: PODCASTERS CHALLENGE

The School of Emerging Media and Creator Economy (SEMCE), K.R. Mangalam University, organized the Inter-University Podcast Contest "Speak Your Story: Podcasters Challenge" on 25 September 2025 at the Chanakya Block, bringing together aspiring podcasters from multiple institutions in alignment with SDG 4: Quality Education. A total of 42 participants submitted 7–10 minute podcasts in Hindi, English, and bilingual formats, evaluated on creativity, clarity, structure, technical quality, and thematic relevance across storytelling, educational, and interview categories.

Judged by Dr. Ritwik Ghosh, Mr. Karan Singh, and Mr. Trilok Kumar Singh, the event was coordinated by Dr. Sarina with support from student volunteers. Shashi Shekhar from Galgotias University won first prize (₹7,500), followed by Aditya Raj from K.R. Mangalam University (₹5,000), while Namrata Chauhan from Bharati Vidyapeeth Institute of Computer Applications and Management secured third prize (₹3,000). A consolation certificate was awarded to Akshat



(Inter-University Podcast Contest Screening of contest entries in SEMCE Studio)

Chawla. The contest strengthened students' storytelling and technical skills, reinforcing SEMCE's role as a dynamic hub for emerging media and podcast innovation.

SEMCE ORGANIZES “WE THE PEOPLE” CIVIC DUTIES AND RESPONSIBILITY AWARENESS PROGRAM

The School of Emerging Media and Creator Economy (SEMCE), K.R. Mangalam University, organized a civic awareness program titled “We the People: A Civic Duties and Responsibility Awareness Program” on August 11, 2025, in Room C-104, Chanakya Block. The offline session, coordinated by Dr. Ritika Choudhary, was attended by students of B.A. (JMC) and M.A. (JMC), with support from student coordinators Manukriti Sharma, Kenneth Macknight and students of B.A. (JMC) V Semester.

Resource person Dr. Megha Garg, Assistant Professor, School of Legal Studies, sensitized students to their fundamental rights, civic duties and broader legal responsibilities as citizens of India. She explained key constitutional provisions and emphasized how informed, responsible citizenship

strengthens democratic institutions. Through real-life examples and case studies of active citizenship, she highlighted the power of individual and collective action in driving social change.

The awareness program was highly interactive, with students raising questions on voting, environmental responsibility, community participation and youth engagement in governance. By the end of the program, participants reported a deeper understanding of civic duties, social accountability and the role of legal and constitutional values in everyday life. The initiative reinforced SEMCE’s commitment to value-based education and encouraged students to contribute meaningfully to nation-building and community development.



(Dr. Megha Garg receives a token of appreciation during the event - “We the People” Civic Duties and Responsibility Awareness Program at SEMCE, K.R. Mangalam University.)

SEMCE HOSTS “QUALITY FIRST” ORIENTATION ON ACADEMIC EXCELLENCE AND BEST PRACTICES

The School of Emerging Media and Creator Economy (SEMCE), K.R. Mangalam University, organized an orientation titled “Quality First: Orientation on Academic Excellence & Institutional Best Practices” on 18 August 2025. It was attended by 17 faculty and staff members, aimed to foster a culture of quality, innovation and continuous improvement in teaching and institutional processes, in line with SDG 4 on Quality Education.

Prof. (Dr.) Tania Gupta, IQAC Director and Dean, School of Education, delivered the keynote address on institutional quality culture and faculty engagement in academic excellence. She outlined the role of IQAC, NAAC-linked benchmarks and systematic documentation in sustaining high academic standards. Dr. Vineet Dahiya, Controller of

Examinations, discussed assessment reforms, stressing transparent evaluation, outcome-based education and the need for ongoing enhancement of examination practices.

Discussions focused on accreditation readiness, innovative pedagogy, curriculum alignment and faculty accountability in achieving institutional goals. An interactive Q&A session enabled participants to share perspectives on improving quality metrics and adopting reflective teaching practices. Event in-charge Prof. (Dr.) Amit Chawla thanked the speakers and participants, reaffirming SEMCE’s commitment to a “Quality First” approach and to strengthening K.R. Mangalam University’s position as a hub of ethical, innovative and quality-driven higher education.



(Resource persons during the “Quality First: Orientation on Academic Excellence & Institutional Best Practices” session at K.R. Mangalam University.)

SEMCE HOSTS “FILMOGRAPHY 2025” 48-HOUR INTER-UNIVERSITY SHORT FILM CHALLENGE

The School of Emerging Media and Creator Economy (SEMCE), K.R. Mangalam University, organized “FILMOGRAPHY 2025 – 48 Hour Short Film Making Challenge” from 22 to 26 September 2025, bringing together budding filmmakers from multiple universities in an intense inter-university creators’ contest. Designed to promote creativity, collaboration and storytelling, the offline event saw 23 teams with 107 participants produce short films within a strict 48-hour window, with more than 75 attendees joining the screening on 24 September.

Entries were judged by a distinguished panel comprising Mr. Karan Singh, Mr. Rahul Kumar Jha, Mr. Harikant and Mr. Ujjwal Kumar, who evaluated films on originality, narrative depth, cinematic execution and overall creativity. “Shadow Work” from Manav Rachna International Institute

of Research and Studies won the first prize of ₹7,500, while K.R. Mangalam University’s “Auras – Born of Womb” secured the second prize of ₹5,000, and “Echoes Within” from Delhi University’s School of Open Learning bagged the third prize of ₹3,000. Consolation prizes went to “Chhav” by ITM SLS Baroda and “Priye” by MAIMS, IPU, with certificates awarded to all participating teams.

Coordinated by Dr. Ritwik Ghosh and Mr. Ujjwal Kumar, along with student leaders Arsalan, Jiya Raj, Aditya Raj, Reva Pal and Unnati, the event ran smoothly from planning to screening. Aligned with SDGs 4, 8 and 10, FILMOGRAPHY 2025 strengthened quality education, creative work opportunities and inclusive storytelling, reaffirming its status as a landmark platform for emerging filmmakers and inter-university cultural exchange.



(Participants and faculty stand together after the screening session of "FILMOGRAPHY 2025 – 48 Hour Short Film Making Challenge" at K.R. Mangalam University.)

FEATURE STORY

UNLOCKING THE DIGITAL CANVAS

By Dr. Ritwik Ghosh, Assistant Professor SEMCE

In the age of digital innovation, the art world is experiencing a paradigm shift, one where the boundaries between physical and digital art are blurring like never before. At the forefront of this revolution lies Non-Fungible Tokens (NFTs), a groundbreaking technology that has reshaped the way we perceive, create, and collect art. NFTs are unique digital assets stored on Block chain networks, each possessing distinct properties and ownership records. Unlike crypto currencies such as Bit coin or Ethereum, which are fungible and can be exchanged on a one-to-one basis, NFTs represent one-of-a-kind items, from digital art pieces and collectibles to virtual real estate and beyond.

For art creators, NFTs represent newfound freedom and opportunity in the digital realm. Traditionally, digital artists struggled to monetize their work, facing issues of copyright infringement and limited avenues for selling their creations. However, with NFTs, artists can tokenize their art, imbuing it with provable ownership and authenticity, while retaining control over its distribution and resale. NFTs also introduce a new revenue stream for artists through royalties. Smart contracts embedded within NFTs allow creators to earn a percentage of every subsequent sale, ensuring they continue

to benefit from the increasing value of their work even after it changes hands multiple times.

NFTs enable artists to engage directly with their audience and build communities around their art. Through decentralized platforms, creators can interact with fans, offer exclusive content and even collaborate on projects, allowing a more inclusive and interactive art ecosystem. For art lovers, NFTs offer unprecedented access to a diverse range of digital artworks, from digital paintings and sculptures to immersive virtual experiences. By acquiring NFTs, collectors gain ownership of unique pieces of art, each with its own immutable provenance recorded on the Block chain.

NFTs also democratize the art market, breaking down barriers to entry and empowering individuals to participate in collecting regardless of their geographic location or financial status. With fractional ownership models, collectors can purchase shares of high-value artworks, enabling broader participation and investment in the art market. NFTs enhance the collectible experience by introducing elements of interactivity and programmability. Owners can display their digital art in virtual galleries, showcase their collections

in virtual reality environments, and even integrate their NFTs into augmented reality applications, blurring the lines between the physical and digital worlds.

For art collectors, NFTs represent a paradigm shift in asset ownership and investment. By digitizing art on the Block chain, NFTs offer enhanced security, transparency and liquidity compared to traditional art assets. Owners can verify the authenticity and ownership history of their NFTs instantly, mitigating the risk of counterfeit or fraudulent artworks. NFTs also allow new possibilities for diversification and portfolio management. Collectors can easily trade NFTs on decentralized marketplaces, access a global pool of buyers and sellers and participate in emerging trends and genres within the digital art space.

NFTs enable collectors to engage in innovative forms of patronage and support for artists. By directly purchasing NFTs from creators or participating in crowd funding campaigns, collectors can provide financial backing and encouragement to emerging talent, contributing towards a more sustainable and equitable art ecosystem. Thus NFTs are revolutionizing the art world by democratizing access, empowering creators, and transforming the way we perceive and interact with art. As this technology continues to evolve, it has the potential to redefine the boundaries of creativity and ownership, ushering in a new era of digital expression



(Source: <https://ritwikghosh.blogspot.com/>)

and cultural exchange. Whether you're an art creator, lover, or collector, the rise of NFTs offers a glimpse into a future where art knows no bounds.

RESEARCH & INNOVATION

RESEARCH PAPER/ BOOK CHAPTER/ PATENT

Authors Name	Paper Title	Publisher	Publication Date	Category
Mr. Karan Singh	An Analytical Study on Smartphone Usage and Its Effects Among the Youth	Madhya Pradesh Journal of Social Sciences (MPISSR, Ujjain)	Jul-25	Research Paper
Dr. Sarina	A Study on Bollywood Driven Fashion Trends in Urban India	Madhya Pradesh Journal of Social Sciences (MPISSR, Ujjain)	Jul-25	Research Paper
Dr. Amit Chawla	Prediction and Enhancing Construction Processes Through Machine Learning and Recent Optimization Techniques	IGI Global Scientific Publishing	Sep-25	Book Chapter
Mr. Karan Singh	An Analysis on AI Based IQ Level Detection Device	India Patent	Aug-25	Patent

PLACEMENT

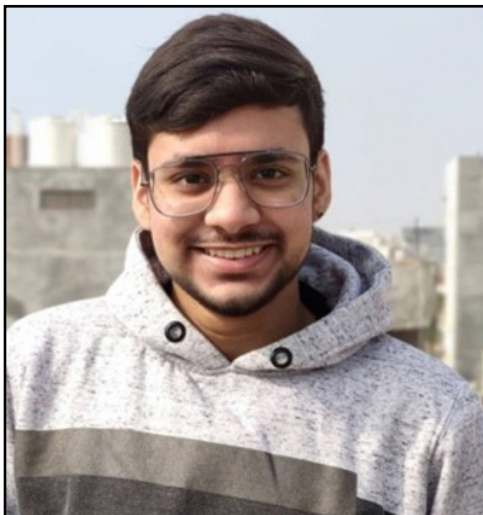


Ms. Riya Singh, a third-year BAJMC student from the The School of Emerging Media and Creator Economy (SEMCE), K.R. Mangalam University, has taken a significant step into the professional world by joining Bombay Boy as a Social Media Associate.

Reflecting on her journey, Riya credits SEMCE's experiential learning approach for shaping her career readiness. "SEMCE provided hands-on projects, digital workshops, and invaluable faculty guidance that helped me build a strong portfolio and develop industry-relevant skills.

The practical learning environment and networking opportunities prepared me perfectly for this role transforming classroom knowledge into real career success," She shares. Her achievement highlights SEMCE's commitment to blending academic excellence with practical exposure, empowering students to transition confidently from campus to career.

ALUMNI GUILD



I am Khushal Malhotra, a graduate of the Bachelor's program in Journalism and Mass Communication from K.R. Mangalam University. My journey at the university has been extremely enriching and full of learning. From academics to extracurricular activities, every experience contributed positively to my personal and professional growth.

The School of Emerging Media and Creator Economy (SEMCE) provided excellent practical exposure with well-equipped studios, professional cameras, sound systems, and editing labs. The curriculum was well-structured and helped us understand both the theoretical and practical aspects of the media industry. Our teachers were highly knowledgeable, supportive, and always encouraged us to give our best. Their guidance played a major role in shaping our skills and confidence.

Along with academics, I actively participated in various music competitions at the university and was proud to win two university-level awards. I also earned recognition by winning an award at the Central University of Haryana. The constant encouragement from the university helped me balance both academics and my passion for music.

Overall, my experience at K.R. Mangalam University was truly wonderful. The positive learning environment, advanced infrastructure, supportive faculty, and platforms for holistic development made my college life memorable. The university not only prepared me for my future career in media but also helped me grow as an individual. I will always be grateful for the opportunities, guidance, and unforgettable experiences I gained here.

Mr. Khushal Malhotra, BAJMC

(Batch 22-25)

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