



K.R. MANGALAM UNIVERSITY
THE COMPLETE WORLD OF EDUCATION

The BYLINE– Illuminating Ideas in Ink

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



CONTENTS

FROM THE EDITOR’S DESK.....	3
WORDS FROM THE LEADERSHIP	4
MESSAGE FROM THE IQAC COORDINATOR.....	5
ABOUT SCHOOL : VISION & MISSION	6
MESSAGE FROM ADVISORY COMMITTEE	7
OUR ACHIEVERS- STUDENTS	8
OUR ACHIEVERS- FACULTY	9
OPINION COLUMN	10
CAMPUS BULLETIN.....	11
EVENT CORNER.....	12
FEATURE STORY.....	14
RESEARCH & INNOVATION.....	15
PLACEMENT	16
COMMUNITY CONNECT.....	17
ALUMNI GUILD	18
VISUAL ARCHIVES.....	19

FROM THE EDITOR'S DESK

Dear Readers,

As we enter the final quarter of 2025, this is a moment of reflection, consolidation, and renewed focus. The past months have been dynamic for the School of Emerging Media & Creator Economy (SEMCE), marked by academic rigour, industry engagement, creative exploration, and measurable outcomes.

October began with our mid-term examinations, reinforcing the discipline and intellectual commitment that underpin professional excellence. I commend our students for their sincerity and resilience during this crucial academic phase. Consistency in preparation, depth of understanding, and originality of thought remain the foundations of meaningful success in the media and creative industries.

This quarter also witnessed sustained momentum in placements and industry alignment. Our collaborations are steadily translating into tangible opportunities, reaffirming that SEMCE's model of experiential, outcome-driven education is not aspirational—it is operational. As media ecosystems evolve rapidly with AI integration, platform convergence, and the creator economy's expansion, our focus remains clear: equipping students not merely with tools, but with strategic thinking, adaptability, and ethical grounding.

Research and innovation continue to strengthen our academic ecosystem. Faculty contributions in publications, intellectual property, and interdisciplinary projects reflect a culture that values inquiry alongside practice. For students, this is an important signal—creative excellence must be backed by analytical depth.

As we approach the close of the semester, I encourage every student to engage deeply with projects, portfolios, and proof-of-work. In emerging media, credibility is built through demonstrable competence. Use this quarter to refine your craft—whether in journalism, filmmaking, advertising, podcasting, digital design, or content entrepreneurship.

To our faculty and editorial team of The Byline, I extend my appreciation for documenting and amplifying the intellectual and creative energy of our School. Institutional memory matters. It tells the story of growth, aspiration, and collective effort.

As 2025 draws to a close, let us remain focused, disciplined, and ambitious. The media world rewards those who are prepared, perceptive, and principled.

Let us continue to learn, create, and lead with clarity and purpose.



Warm regards,

Editor in Chief

Prof. (Dr.) Amit Chawla, Dean

School of Emerging Media & Creator Economy

K.R. Mangalam University

Editorial Team:

Mr. Karan Singh, Assistant Professor SEMCE

Dr. Shikha Dutt Sharma, IQAC Coordinator

WORDS FROM THE LEADERSHIP

Dear All,

The media and communication landscape is undergoing an extraordinary transformation driven by digital technologies, new storytelling formats, and the rapid growth of the creator economy. In response to these evolving global dynamics, K. R. Mangalam University has taken a significant step by transforming the School of Journalism and Mass Communication into the School of Emerging Media and Creator Economy (SEMCE).

This transition reflects our commitment to aligning education with the future of media industries. SEMCE is designed to prepare students for a world where digital platforms, content creation, and innovative storytelling play a central role. Our curriculum is being enriched to incorporate emerging technologies, digital media practices, and entrepreneurial thinking so that students not only understand media but also actively shape its future.

One of the highlights of this academic quarter has been IDEAs 3.0, an initiative that celebrates innovation, creativity, and interdisciplinary collaboration among students and faculty. Such platforms encourage our learners to think beyond conventional boundaries, experiment with new ideas, and engage with contemporary challenges in media and communication. Through initiatives like IDEAs 3.0, we aim to nurture a culture of innovation where students become creators, problem-solvers, and thought leaders.

As we move forward, industry engagement remains a key priority. Through collaborations with media organizations, creative industries, and digital enterprises, SEMCE will provide students with meaningful opportunities for practical exposure, internships, and entrepreneurial exploration. This approach ensures that our graduates emerge not merely as job seekers but as innovators capable of contributing to the evolving media ecosystem.

I would also like to extend my best wishes to all students preparing for their semester examinations. Examinations are an important milestone in your academic journey, reflecting not only your knowledge but also your dedication, discipline, and analytical abilities. Approach this period with confidence and focus, knowing that consistent effort and curiosity will lead you toward success in your academic and professional pursuits.

As a university community, let us embrace this transformation with enthusiasm and a shared vision. Together, we will build a dynamic academic environment where creativity, ethical responsibility, and innovation flourish—preparing our students to make meaningful contributions to the media landscape in India and across the world.



Best Wishes!

Prof. Raghuvir Singh,

Vice Chancellor

K.R. Mangalam University

MESSAGE FROM THE IQAC COORDINATOR

Dear All,

The Internal Quality Assurance Cell (IQAC) at K. R. Mangalam University continues to work towards strengthening academic excellence, institutional development, and a culture of continuous quality enhancement across all schools and departments. The transformation of the School of Journalism and Mass Communication into the School of Emerging Media and Creator Economy (SEMCE) reflects the university's commitment to aligning academic programs with evolving global media trends and industry expectations.

In an era shaped by digital platforms, artificial intelligence, and the rapid growth of the creator economy, it has become essential for higher education institutions to redesign learning environments that encourage innovation, critical thinking, and interdisciplinary engagement. SEMCE represents a forward-looking academic initiative that aims to equip students with contemporary skills in digital storytelling, content creation, media entrepreneurship, and emerging communication technologies.

The IQAC also continues to emphasize academic quality through structured teaching-learning practices, outcome-based education, and active participation in institutional activities. We encourage faculty members and students to actively contribute to quality initiatives, research, and industry collaborations that enhance the overall academic ecosystem of the university.

I look forward to the continued efforts of our faculty, students, and staff in strengthening the academic standards and innovative spirit of SEMCE. Together, we will continue to foster a culture of quality, creativity, and responsible media practices that contribute positively to society and the media industry.



Dr. Shikha Dutt Sharma

IQAC Coordinator, Editor of Byline

K.R. Mangalam University

ABOUT SCHOOL: VISION & MISSION

SEMCE Vision

To become a future-focused centre for the creator economy and emerging media that prepares creators, communicators, and media entrepreneurs for the evolving digital platform ecosystem through interdisciplinary, experiential, research-based, and technology-integrated education, while nurturing ethical, socially responsible, innovative, and industry-ready graduates who contribute meaningfully to society, culture, and nation building.

Mission Statements

1. To deliver future-focused media education that integrates journalism, emerging media, and the creator economy through interdisciplinary, experiential, research-based, and technology-integrated pedagogy aligned with the evolving digital platform ecosystem.
2. To promote inquiry, innovation, and lifelong learning by encouraging critical thinking, applied research, problem-solving, and the responsible use of emerging technologies including artificial intelligence, data analytics, and digital media tools.
3. To foster employability, media entrepreneurship, and professional readiness by enabling hands-on learning through production studios, live industry projects, internships, collaborative learning, and portfolio-driven outcomes.
4. To nurture ethical, socially responsible, and reflective media professionals by embedding journalistic values, credibility, inclusivity, and environmental and societal awareness within contemporary digital and creator-led media practice.
5. To strengthen global perspectives and industry relevance through academic collaborations, research partnerships, professional bodies, and engagement with national and international media, communication, and creator economy ecosystems.
6. To develop confident creators, communicators, and media leaders capable of shaping narratives, building sustainable media ventures, and contributing meaningfully to society, culture, and nation building.
7. To support the growth of the creator economy by nurturing independent creators, digital storytellers, and media entrepreneurs capable of building sustainable and responsible media ecosystems.



MESSAGE FROM ADVISORY COMMITTEE

India is at a remarkable inflection point. The convergence of digital infrastructure, grassroots connectivity, and a burgeoning creator economy is not merely a technological shift — it is a civilizational opportunity.

As someone who has spent years at the intersection of government communications and public policy, serving across ministries that touch the everyday lives of India's citizens — from water security and rural livelihoods to skill development and digital access — I have witnessed first-hand how the power of media and storytelling can transform policy into people's movements.

The School of Emerging Media and Creator Economy arrives at precisely the right moment. Digital India is no longer just a government programme; it is a living ecosystem. Today, a farmer in Bundelkhand can be a content creator. A woman in a self-help group in Odisha can run a digital enterprise. A young graduate in a Tier-3 city can build an audience of millions. The creator economy is democratising voice, visibility, and value — and institutions like SEMCE are essential to ensuring that this democratisation is guided by knowledge, ethics, and purpose.



My association with communications across multiple ministries has reinforced one conviction deeply: content that is rooted in ground reality, crafted with authenticity, and delivered through the right media channels can be the most powerful instrument of social and economic change. The challenge before the emerging generation of media professionals and digital creators is not just to create — but to create with consequence.

SEMCE, in my view, must become the crucible where this consciousness is shaped. Where students learn not only the craft of storytelling but also the responsibility that comes with reach. Where the creator economy is understood not just as a personal livelihood opportunity but as a national resource — capable of amplifying development narratives, holding power accountable, and giving voice to those still on the margins of India's digital story. I am honoured to be part of SEMCE's Advisory Committee and look forward to contributing to an institution that I believe will define the next generation of India's media and communication leadership. The future of Digital India will be written by its creators. Let us ensure they are equipped — in skill, in vision, and in conscience.

- Mr. Shambhunath Chaudhary

Additional Director General (Media and Communications)

Ministries of Rural Development Member

Advisory Committee, SEMCE

October- December, 2025, Quarterly

OUR ACHIEVERS- STUDENTS

DOUBLE TRIUMPH IN CREATIVITY: SEMCE STUDENT SHINES AT TECH FUSION 2.0 & CLICKKAR 2025

In a remarkable display of talent and creative excellence, Bhumika Upadhyay, a 4th Semester student of SEMCE, has brought laurels to the institution by securing First Position in two prestigious competitions, reinforcing the spirit of innovation and artistic brilliance among students.

She clinched 1st Position at “Reel Baaz – Tech Fusion 2.0”, an event organized by the Mediaverse Club at K. R. Mangalam University. The competition celebrated the fusion of technology and storytelling, where participants showcased their creative prowess through engaging and impactful reels. Bhumika’s entry stood out for its originality, technical finesse, and compelling narrative style. Adding another feather to her cap, she also secured 1st Position in the

Photography Competition “ClickKar 2025”, organized under IDEAS 3.0. Her winning photograph reflected a keen eye for detail, aesthetic composition, and the ability to capture moments with artistic depth and meaning.

These achievements highlight not only Bhumika’s versatile creative abilities but also the institution’s emphasis on nurturing talent across multiple domains such as digital media, storytelling, and visual communication. Her success serves as an inspiration for fellow students to explore, experiment, and excel in their respective creative pursuits. SEMCE proudly celebrates this outstanding accomplishment, marking yet another milestone in its journey of academic and creative excellence.



(Bhumika Upadhyay, a 4th Semester student of SEMCE First Position in two prestigious competitions)

OUR ACHIEVERS- FACULTY

INNOVATING THE FUTURE: DR. RITWIK GHOSH AND TEAM SECURES 2ND POSITION AT IDEAS 3.0

Dr. Ritwik Ghosh, Assistant Professor (Senior Scale), achieved a significant milestone by securing 2nd Position at IDEAS 3.0 – Innovation & Start-ups Exhibition held at K. R. Mangalam University. This accomplishment reflects his continuous commitment to fostering innovation, creativity, and experiential learning among students. Under his mentorship, the Collaborative Solutions Lab presented two innovative and engaging projects:

Interactive Ad

A cutting-edge concept integrating Augmented Reality (AR), real-time interaction, and gamification, transforming traditional advertising into an immersive user experience.

Code Sound

An experimental project blending code-generated music with audio-reactive visuals, offering a unique and immersive user interface that merges technology with creative expression. The projects were effectively conceptualized and demonstrated by students Aditey Mehra and Ashika Mishra, whose presentations received wide appreciation from visitors and evaluators.

The exhibition witnessed a remarkable footfall over two days, with the Lab's stall emerging as a key attraction. The audience included eminent dignitaries from government and industry, along with students from various schools across Delhi NCR. Notably, over 200 participants actively engaged with the Interactive Ad game, while CodeSound captivated visitors with its dynamic audio-visual experience. This achievement underscores Dr. Ghosh's dedication to integrating innovative pedagogy with practical exposure, thereby preparing students to excel in the evolving landscape of media, technology, and the creator economy.



(Photo: Group photo during IDEAS 3.0 – Innovation & Start-ups Exhibition)



(Dr Ghosh share view on his innovation idea with Students)

OPINION COLUMN

SEASONAL OUTRAGE AND MEDIA APATHY: REVISITING DELHI-NCR'S POLLUTION CRISIS

How hazardous air turns into headlines every winter, only to disappear from public discourse without sustained accountability

Dr. Ritika Choudhary, Assistant Professor (Senior Scale), SEMCE

As winter set in during late 2025, Delhi-NCR once again found itself engulfed in a thick blanket of smog, pushing the Air Quality Index (AQI) into the hazardous category. Schools were shut, construction activities were halted, and restrictions under the Graded Response Action Plan (GRAP) were imposed across the region. Emergency measures, including discussions around the odd-even traffic rule, resurfaced, while the age-old debate on stubble burning once again dominated public discourse. For a brief period, air pollution became the most urgent issue—visible, alarming, and impossible to ignore.

Yet, as has become a familiar pattern, this urgency proved to be short-lived.

Media coverage surged dramatically as pollution levels peaked, with continuous updates, expert panels, and ground reports capturing the severity of the crisis. However, this intense focus gradually declined as air quality improved marginally or as newer, more immediate stories took precedence. The issue, despite its recurring nature and long-term implications, slipped out of sustained public and media attention.

This raises an important question: is environmental journalism in India becoming reactive rather than responsible?

The Delhi-NCR pollution crisis is not an isolated or unexpected event—it is a predictable, annual phenomenon. Despite this, media narratives often treat it as a sudden emergency rather than a chronic structural issue. The episodic nature

of coverage, driven largely by visual severity and public outrage, fails to address the deeper systemic causes, such as policy gaps, urban planning failures, and lack of long-term environmental governance.

Moreover, the framing of the issue frequently narrows down to blame games—particularly around stubble burning—oversimplifying a complex, multi-causal problem. While such narratives may generate immediate engagement, they do little to foster informed public understanding or sustained policy dialogue.

The role of the media, ideally, extends beyond highlighting crises at their peak. It involves maintaining continuity in reporting, holding institutions accountable, and ensuring that public discourse does not fade as quickly as the smog itself. Without this continuity, environmental issues risk becoming seasonal spectacles rather than subjects of serious, ongoing concern.

“The annual pollution crisis in Delhi-NCR once again dominated headlines briefly in late 2025, only to fade without long-term accountability.”

This pattern reflects a broader challenge within Indian media—where attention is often dictated by immediacy rather than impact. If environmental crises continue to be covered in fragments rather than as part of a sustained narrative, meaningful change will remain elusive.

In the end, the real danger may not just lie in the air we breathe, but in the short memory with which we choose to confront it.



CAMPUS BULLETIN

SEMCE STUDENTS SHINE AT IDEAS 3.0 WITH INNOVATION, CREATIVITY & MEDIA EXCELLENCE

The students of SEMCE proudly marked their presence at the prestigious IDEAS 3.0 Innovation & Startups Exhibition held at K.R. Mangalam University, securing an impressive 2nd Position and showcasing a remarkable blend of technology, creativity, and communication skills.

At the heart of the exhibition, the Collaborative Solutions Lab presented two innovative projects that attracted widespread attention Augmented Reality (AR), Real-time Interaction, Gamification, User Engagement, Code-generated Music, Audio-Reactive Visuals, Immersive User Experience.

These projects were effectively demonstrated by Aditey Mehra and Ashika Mishra, who captivated the audience with their technical expertise and engaging presentation style.

The SEMCE stall witnessed a significant footfall throughout the two-day event, welcoming eminent dignitaries from government and industry, along with enthusiastic participation from school students across Delhi NCR. Notably, over 200 participants actively engaged with the Interactive Ad game, while many visitors were fascinated by the immersive and rhythmic experience of CodeSound.

Adding to the vibrancy of the showcase, SEMCE students also demonstrated their on-the-spot anchoring and photography skills, reflecting their versatility and strong foundation in media and communication practices. This achievement not only highlights the innovative capabilities of SEMCE students but also reinforces their commitment to experiential learning, creativity, and industry-relevant skills.



EVENT CORNER

LEARNING BY CREATING: SEMCE'S CREATOR BOOTCAMP TAKES EDUCATION BEYOND THE CLASSROOM

When 41 students from the School of Emerging Media and Creator Economy (SEMCE), K.R. Mangalam University, boarded for Dehradun and Mussoorie in November 2025, they weren't heading on a college trip — they were reporting for duty.

The Creator Bootcamp (3rd–6th November 2025) was SEMCE's bold experiment in replacing passive learning with live industry immersion. Organised under the coordination of Mr. Karan Singh and Ms. Deepika Kaur, the four-day program pushed students to conceptualise, shoot, edit, and publish real content — under real deadlines, for real clients.

Day one placed students inside the Hindustan newspaper newsroom in Dehradun, where they had 90 minutes to produce a 90-second broadcast-ready news video. Day two moved to the scenic hills of Mussoorie, where students created three Instagram Reels each — educational,

aesthetic, and informative — tracking live engagement metrics as their content went live. Day three shifted to long-form storytelling, with students producing YouTube vlogs complete with storyboards, B-roll, and thumbnail strategy. By day four, they were pitching and delivering full digital campaigns for actual brands — Aavas Finance, JiViSa, and Jai Hind Academy — under the mentorship of Word of Mouth Media Agency.

Students worked in eight rotating teams, each member cycling through roles: Content Strategist, Camera Director, Editor, Social Media Manager, and Presenter. The outcome was not just a portfolio — it was proof. Published content. Measurable reach. Industry-evaluated campaigns. And 41 students who left with the confidence of professionals. The Bootcamp aligned with SDG 4 (Quality Education) and SDG 9 (Industry, Innovation and Infrastructure).



(SEMCE students at Creator Bootcamp 2025, Hindustan Printing Press, Dehradun.)



(SEMCE students at Creator Bootcamp 2025, Word of Mouth Media – Digital Creative Agency.)

SEMCE ORGANIZED THREE-DAY VIDEO EDITING WORKSHOP TO ENHANCE PRACTICAL MEDIA SKILLS

The School of Emerging Media and Creator Economy (SEMCE), K.R. Mangalam University, organized a three-day Video Editing Workshop from 12–14 November 2025 at C-203, Chanakya Block. The workshop was conducted by Mr. Nikhil Chandra, Founder of Bihari Motions, to provide students with practical exposure to professional video editing and visual storytelling.

On the first day, students were introduced to the fundamentals of video editing and the interface of Adobe Premiere Pro, including timeline management, trimming, cutting, and audio synchronization. The second day focused on advanced techniques such as Lumetri Color correction,

sound editing, keyframing, motion graphics basics, and creative editing cuts. Students also participated in hands-on activities by shooting and editing short video clips. The final day involved a live group project, where students practiced filming, editing, and storytelling using techniques like L-cut, J-cut, and sound design, along with an introduction to Adobe After Effects.

The workshop enhanced students' practical editing skills, improved their understanding of visual storytelling, and strengthened teamwork and creative thinking. Participants gained confidence in handling professional editing software and applying industry-standard workflows in media production.



(Photo: Expert Session of three-day Video Editing Workshop)



(Photo: Students learning Video Editing Skills during three day workshop)

FEATURE STORY

CINEMA AND THE PUBLIC: A REFLECTION OF SOCIETY AND INFLUENCE

Cinema has been a very strong medium for bridging storytelling and society throughout history by both constructing and reflecting the public thought, culture and aspirations of society at any given time. Since the inception of cinema and through to the current period of digital streaming, film/television has developed into one of the most prominent forms of mass communication and has had a considerable impact on how the audience perceives and understands their reality, identity and social issues.

Cinema is experienced, by the public, as much more than just entertainment; according to the viewer, Cinema can be viewed as both a physical and emotional experience. Cinema serves the public by allowing them to escape their daily routines; however, cinema also serves as a medium for the public through which to see or hear stories that reflect the struggles, dreams and values that people have in everyday life. Whether we are talking about dramatic films that deal with social issues, biopics about famous individuals, or commercial blockbuster films, cinema often serves to reflect

many aspects of life as they exist within society, including such themes as gender roles, nationalism, and social justice.

In addition to the ways in which cinema reflects society, cinema also plays a large role in influencing public opinion and in doing so may serve to create awareness, inspire social change, and challenge stereotypes. Many times, by altering how a stereotype is portrayed in films, or by altering the characteristics of a character's portrayal, filmmakers may present their audience with new or different ways of thinking about and behaving toward those who may have previously been represented in a negative light. With the emergence of online digital platforms, the accessibility of most films/television has increased, thereby making the influence of cinema on public opinion even greater due to the large numbers of individuals who may be reached via modern technology. Just as cinema influences audience members, the types of content produced in film and television are also influenced by viewer preferences. Thus, cinema continues to evolve.



RESEARCH & INNOVATION

Type	Title	Authors	Date/Month
Conference Proceedings	Aicte Vaani Conference 2025 proceedings (energy, sustainability, and climate change: exploring diverse perspectives in business management)	Dr. Ritwik Ghosh	November 2025
Conference Proceedings	Enhancing social and emotional skills of university students through fisher score sparse auto encoder technique	Dr. Amit Chawla	December 2025
Journal	Decentralized digital twin swarms: a multi-agent blockchain approach to autonomous infrastructure monitoring	Dr. Amit Chawla	October 2025
Journal	Digital transformation in public HRM: harnessing analytics and computational modelling for sustainable local governance	Dr. Amit Chawla	December 2025
Patent	The role of AI in enhancing English speaking skills	Mr. Karan Singh	
Patent	Anti-spill textured fabrics for reflection control in digital imaging	Ms. Aditi Agarwal	26 December 2025
Patent	Anti-jitter fabrics for moiré-free digital imaging	Ms. Aditi Agarwal	26 December 2025
Patent	Anti-colour bleeding fabrics for digital imaging applications	Ms. Aditi Agarwal	26 December 2025
Book Chapter	Comparative study of Kautilya's Arthashastra political ideology and contemporary democratic governance specific to India, Britain and America	Dr. Ritwik Ghosh	October 2025
Book Chapter	The role of digital media in promoting sustainable business practices in Delhi NCR	Dr. Ritwik Ghosh	October 2025
Book Chapter	ऊर्जा, स्थिरता और जलवायु परिवर्तन: व्यापार प्रबंधन में विविध दृष्टिकोणों की खोज	Dr. Ritwik Ghosh	November 2025
Book Chapter	Visual communication, UX, and educational design strategies for inclusion	Mr. Karan Singh	November 2025

PLACEMENTS

S.No	Student Name	Name of Company	Designation
1	Riya Singh	BombayBoy	Social Media Associate
2	Atul Raj Verma	Lagoom	Senior Photographer & Cinematographer
3	Aananya Yadav	Creative Lane	Social Media Associate
4	Ansh Kataria	The Spian	Photographer
5	Kunal Yadav	THESPIAN	Social Media Executive
6	Jiya Raj	GVM Public School	Social Media Manager
7	Bhoomika Gupta	GVM Public School	Marketing Specialist
8	Abdu Rehman	Bin Jamil World Pvt Ltd	Chief Marketing Officer
9	Upasna Bajaj	Himtas Biotech	Digital Marketing Executive
10	Palak Verma	G.S.Power Controls	Marketing Associate
11	Aditya Kumar Jha	THESPIAN	Content Writer
12	Jaya Mishra	Shri Krishna Constructions	Assistant Manager HR
13	Kartik Bhardwaj	One Digital	Cinematographer

COMMUNITY CONNECT

DIGITAL DANGER IN RURAL INDIA: SEMCE TAKES MEDIA LITERACY TO SOHNA'S DOORSTEP

When students met community and discovered how vulnerable India's digital newcomers really are

On 27th November 2025, the School of Emerging Media and Creator Economy (SEMCE), K.R. Mangalam University, brought its classrooms to the community organising a research-cum-extension activity on e-governance in Sohna, Haryana. What began as an awareness initiative quickly revealed a sobering ground reality: residents were falling victim to cyber fraud, consuming misleading social media content, and most alarmingly had no idea where to turn for help.

The digital revolution has reached rural India. But awareness hasn't kept pace. In Sohna, residents were navigating smartphones, social media, and online transactions largely without a safety net. Fraudulent calls, fake links, and fabricated content had already claimed victims in the community. Yet most people neither recognised the warning signs nor knew that reporting mechanisms existed.

Fifty SEMCE students fanned out across the area, conducting public sessions, one-on-one video interviews, and structured surveys with local residents. The interviews were particularly revealing residents candidly shared personal experiences of being duped by cyber criminals and lured by fake online connections, putting a human face on what policy documents often reduce to statistics.

Survey findings confirmed what the conversations suggested: awareness levels were critically low, and demand for practical, accessible guidance was high. Community members didn't just want information they wanted tools.

For the students, the experience was equally transformative. Engaging directly with a rural population navigating the digital world brought textbook concepts of media literacy, e-governance, and misinformation to life. They returned not just with data, but with perspective understanding that the stakes of their future profession extend far beyond content metrics and engagement rates.

The Sohna initiative underscored a critical truth: digital inclusion without digital literacy is vulnerability, not an opportunity. As India accelerates its e-governance agenda, efforts like these ground-level, and people-first, student-driven are not supplementary. They are essential.

SEMCE's message was clear. Awareness is the first firewall. And it must reach every corner of the country. The activity aligned with SDG 4 (Quality Education) and SDG 16 (Peace, Justice and Strong Institutions).



students conduct a street interview with a Sohna resident during the E-Governance and Media Literacy outreach activity)



(SEMCE students engage local women in Sohna's marketplace, conducting on-ground surveys on cyber fraud awareness and digital literacy.)

ALUMNI GUILD



My journey at KR Mangalam University will always remain an incredible memory. Having acquired practical experiences in media , journalism mass communication right from reporting , scripting to digital marketing , photography , graphic designing and video editing integrated with artificial intelligence tools , all taught by my wonderful teachers. This was far more important than just theoretical examinations and aided me in putting them to use in whatever I do professionally in life with confidence and understanding. Not to forget my friends Anupam , Vanshika and Ekta who have been a wonderful support in all my endeavours .These two years 2023-25 made me a totally different and changed person. The guest visits , interviews , field visits and the mediaverse club were further contributing factors in my training and added to my practical learning experience. Besides the fests like Edude Fiesta and Rendezvous, the NAAC visits also taught me basics of event planning management and gave me overall exposure. My special thanks to Ms. Aditi Aggarwal Mam for being an involved mentor in addressing all my problems and not to forget Dr. Ritwik Ghosh Sir who has always been a guide and inspiration. I shall always feel very proud to have been a part of such a wonderful University.

Mr. Shreyas Chaudhary

Batch: MAJMC- 2023-25

VISUAL ARCHIVES





K.R. MANGALAM UNIVERSITY

THE COMPLETE WORLD OF EDUCATION

📞 08800697010-15 📞 011-48884888 📞 8800697012

www.krmangalam.edu.in | admissions@krmangalam.edu.in

📘 krmuniv 📺 krmuniv 📺 K.R. Mangalam University

📷 Krmangalamuniv 📷 K.R. Mangalam University

Sohna Road, Gurugram, Haryana 122103