



K.R. MANGALAM UNIVERSITY
THE COMPLETE WORLD OF EDUCATION

THE BYLINE- ILLUMINATING IDEAS IN INK

NEWSLETTER BY SCHOOL OF JOURNALISM AND MASS COMMUNICATION

July-September, 2024



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FROM THE EDITOR'S DESK

Dear Students, Faculty, and Staff of SJMC,

It is a delight to address you through this edition of 'The Byline'. Over the past couple of months at KRMU, I have been deeply inspired by the dedication and energy that defines our school. The faculty's commitment to nurturing talent and the students' enthusiasm for embracing challenges are truly commendable. I find our curriculum to be an excellent balance of academic rigor and experiential learning, supported by our state-of-the-art facilities, including studios, PCR, sound recording equipment, Wi-Fi-enabled smart-classrooms, and more. The last few months have been marked by remarkable achievements. The launch of our fortnightly podcasts on YouTube and Spotify is a significant milestone, providing students with hands-on experience while broadening our digital presence. The educational trip to Hello Haldwani 91.2 FM in Uttarakhand offered valuable learning opportunities, and I'm proud of our students who have excelled, bringing home several awards from various competitions—proof of their talent and hard work.

As we gear up for the NAAC Peer Team visit in November, our goal is clear: to secure nothing less than an A+ grade. I am confident in our collective preparation and spirit, and I look forward to continuing our journey toward excellence.

Best wishes to all!



Editor in Chief

Prof. (Dr.) Amit Chawla

**Dean, School of Journalism and Mass Communication
K.R. Mangalam University**

Editorial Team

Mr. Karan Singh, Assistant Professor SJMC

Dr. Aaqib, Assistant Professor SJMC

Dr. Susan Koshy, Assistant Professor SJMC

Dr. Shikha Dutt Sharma, IQAC Coordinator



WORDS FROM THE LEADERSHIP



Prof. Raghuvir Singh
Vice Chancellor

As we embark on a new semester at K.R. Mangalam University, I am filled with immense pride and anticipation for the exciting opportunities that lie ahead. Our School of Journalism and Mass Communication (SJMC) continues to lead the way in fostering creativity, critical thinking, and innovation in the dynamic world of media.

In today's fast-changing communication landscape, our students are not just participants—they are trailblazers. Through collaborative research, cutting-edge projects, and immersive learning experiences, SJMC empowers students to explore new forms of media and embrace the future with confidence.

This edition of The BYLINE showcases the extraordinary work of our students and faculty, highlighting the commitment to excellence that defines our community. I encourage you to make the most of the opportunities both within and beyond the classroom and to continue pushing boundaries in your pursuit of knowledge and creativity.

Together, let's shape the future of media and communication, and continue to uphold the spirit of innovation that makes KRMU a place of inspiration and progress.

Best wishes for a successful and fulfilling semester!



ABOUT SCHOOL: VISION & MISSION

School Vision

School of Journalism and Mass Communication 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.

School Mission

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



MESSAGE FROM ADVISORY COMMITTEE



Bhaskar Majumdar
Advisory Committee Member
School of Journalism and Mass Communication

It is both an honour and a privilege to be part of the Advisory Committee at the School of Journalism and Mass Communication (SJMC), K R Mangalam University. As someone who has spent years in the world of entrepreneurship and early-stage investment, I truly appreciate the importance of quality education that empowers students to succeed in today's fast-evolving world.

At SJMC, K R Mangalam University, the commitment to fostering creativity, critical thinking and practical knowledge aligns perfectly with the demands of the modern media and communication industry. The curriculum is designed to provide students with a comprehensive understanding of both the theoretical and hands-on aspects of the field, ensuring they are well-equipped to navigate the dynamic media landscape. I have always believed that learning should be both transformative and practical and I am pleased to see that the school is dedicated to empowering students with the skills, knowledge, and real-world exposure they need to thrive.

As a founding partner of Unicorn India Ventures, I have had the privilege of investing in over 30 start-ups in India and the UK, and I can say with confidence that the future of innovation and entrepreneurship lies in the hands of young leaders. The drive to succeed, coupled with a deep understanding of the global market and a passion for problem-solving, will shape the businesses and industries of tomorrow. It is this mind-set that I believe SJMC nurtures within its students, preparing them not only for a career in journalism and communication but also for leadership roles across various industries.

I encourage all students at SJMC to take full advantage of the incredible resources and opportunities available to them. The world needs creative, adaptable, and forward-thinking individuals who are ready to drive change, and I am confident that the education and experiences offered at SJMC will empower you to reach your highest potential. As I continue to divide my time between London, Cotswolds, and Mumbai, I remain committed to supporting the growth and success of SJMC and its students. I look forward to seeing how the next generation of communicators, journalists, and leaders continue to make a positive impact on society.

Best wishes for your continued success.



OUR ACHIEVERS- STUDENTS

SJMC Students Shine at Delhi Times Fashion Week: A Celebration of Creativity and Talent

Vanshika Tayal, MA (JMC) 2nd Year, September 21, 2024: Covering the Delhi Times Fashion Week provided an incredible opportunity to witness and report on an event where fashion, creativity, and talent converged. This experience was particularly special as it highlighted the participation of SJMC's fashion department students, who showcased their innovative designs on a prestigious platform. The coverage allowed me to observe the dedication, artistry, and passion our students brought to the runway, capturing the attention of an elite audience while proudly representing SJMC. From contemporary outfits to designs inspired by cultural elements, the students' collections demonstrated remarkable versatility and imagination, standing out among established and emerging designers.

I aimed to emphasize how these young designers embodied both individuality and a collaborative spirit, making an impact in a competitive field. Their work reflected the pride we share in supporting and celebrating the achievements of our talented students at SJMC. This coverage transcended mere reporting; it served as a platform to amplify the voices



and aspirations of young designers, illustrating how hard work and creativity can elevate university pride on a prominent stage.



SJMC STUDENTS SHOWCASE THEIR PHOTOGRAPHY SKILLS AT "WHAT A SHOT" COMPETITION



(Winners and participants were honoured for their hard work and creativity during the Competition)

Gurugram, September 26, 2024 – Students from the School of Journalism and Mass Communication at K.R. Mangalam University showcased their photography skills in the "What a Shot" Photography Competition, an event that fostered creativity and provided a platform for emerging photographers to explore their artistic potential.

Participating in this competition allowed students to express creativity and demonstrate skills in a vibrant and competitive environment. The atmosphere was charged with excitement as captured unique

perspectives, celebrating the art of visual storytelling through lenses.

The event culminated in a recognition ceremony, where students were honoured for hard work and creativity. Certificates were awarded to winners and participants alike, acknowledging their efforts and achievements. This initiative not only allowed students to showcase their talent but also reinforced the university's commitment to nurturing growth as photographers and supporting aspirations in the field.

A MILESTONE IN JOURNALISM: INTERVIEWING RENOWNED RJ NAVED

Vanshika Tayal, MA (JMC) 2nd Year, September 23, 2024: In a significant milestone for aspiring journalists, I had the privilege of interviewing the renowned RJ Naved, a prominent figure in the media industry known for his wit, social messages, and popularity as the voice behind Radio Mirchi's "Mirchi Murga." During our conversation, Naved shared valuable insights into the evolving media landscape, emphasizing the critical role of radio in entertainment and the art of connecting with audiences. His perspectives on balancing humor with social responsibility offered a profound understanding of how mass media can drive social change. Beyond the interview, I played a crucial role in coordinating the event, managing logistics, ensuring seamless communication, and overseeing the schedule. Juggling multiple tasks and collaborating with various teams helped me develop strong organizational and leadership skills, enabling me to maintain the event's flow and ensure everything ran smoothly. This enriching and



educational experience enhanced my interviewing techniques and event management capabilities, deepening my understanding of the intricacies involved in organizing such events. It underscored the importance of being detail-oriented and has significantly boosted my confidence as both a journalist and event coordinator, preparing me for future challenges in the media industry.



OUR ACHIEVERS- FACULTY

SJMC FACULTY MEMBER HONOURED WITH BEST TEACHER AWARD AT KRMU

Gurugram, September 15, 2024: Ms. Aditi Agarwal, a distinguished faculty member of the School of Journalism and Mass Communication (SJMC) at K.R. Mangalam University, has been awarded the prestigious Best Teacher Award for the academic year 2023-24. The award, presented during the university's Teachers' Day celebration, recognizes Ms. Agarwal's outstanding contributions to public relations education and her innovative teaching methodologies.

Ms. Agarwal's dedication to student success and her innovative teaching approach have set new standards in PR education," said a university spokesperson. Her teaching methods have been particularly noted for combining theoretical knowledge with practical industry insights. Under her guidance, PR students have shown remarkable improvement in both academic performance and practical skills. Her classroom initiatives have successfully bridged the gap between traditional learning and industry requirements.

The Best Teacher Award acknowledges not only her teaching excellence but also her role in mentoring and inspiring the next generation of public relations professionals. Ms. Agarwal's achievement reflects KRMU's commitment to maintaining high standards in education through exceptional faculty members.



(Ms. Agarwal was honoured for her outstanding teaching in PR at the university's Teachers' Day celebration)

COLLABORATIONS

KRMU STUDENT'S DESIGN INTERNSHIP STRENGTHENS INDUSTRY-ACADEMIA PARTNERSHIP WITH NDFF

Under the Memorandum of Understanding (MOU) between K.R. Mangalam University and New Delhi Film Foundation (NDFF), a KRMU student recently completed a successful three-month graphic design internship, showcasing the effectiveness of industry-academia collaboration.

During the internship from July to September 2024, the student contributed to significant projects including reimagining NDFF's brand identity and creating the logo for the upcoming Blue Green Film Festival. The internship provided hands-on experience in professional design work, focusing on brand development, logo design, and video production. This collaboration with NDFF demonstrates our commitment to providing students with real-world industry exposure," said a KRMU spokesperson. "Such partnerships enhance our students' professional readiness while benefiting our industry partners."

Key achievements included designing presentation videos for client engagement and developing comprehensive branding strategies. The student gained practical experience with industry-standard software including Adobe Creative Suite, while developing crucial skills in research, concept development, and visual storytelling. The successful internship highlights the value of KRMU's industry partnerships in bridging the gap between academic learning and professional practice, setting a benchmark for future collaborative initiatives under the university's MOU program.



(SJMC student completed graphic design internship with NDFF, contributing to Blue Green Film Festival branding)

OPINION COLUMN

THE GREAT DEBATE: IS INDIA READY FOR ONE NATION, ONE ELECTION?



The proposal for "One Nation, One Election" (ONOE) has sparked intense debate across India. Proponents argue that simultaneous elections could streamline governance by reducing the disruptions caused by frequent polls. Financial savings would be substantial, considering the high costs of organizing recurring elections. Additionally, such a system could reduce voter fatigue, encourage greater participation, and allow policymakers to focus on long-term governance instead of constantly campaigning. However, the challenges are not insignificant. India's federal structure, which ensures that state governments remain autonomous, could be threatened by aligning their election cycles with national polls. Such a move risks undermining regional concerns, as state issues might be overshadowed by national narratives. Logistically, synchronizing elections across such a vast and diverse nation would be a monumental task. Constitutional amendments to alter the tenure of state and national governments could raise ethical concerns, particularly regarding curtailing or extending mandates. One alternative to ONOE is clustered elections, where states are grouped regionally, and holding elections in fixed phases, such as every two years. This would still

reduce election frequency but would alleviate some administrative burdens and allow for regional autonomy. Another viable solution is digital voting integration. By leveraging robust digital platforms for voting, India could simplify the election process, reduce logistical costs, and increase voter turnout, particularly in remote areas. Such an approach would enhance accessibility and efficiency while maintaining democratic participation.

While the idea of ONOE offers several benefits, a more tailored approach may be necessary. By adopting phased reforms like clustered elections and integrating digital voting, India can address the challenges of electoral fatigue and administrative strain without compromising its democratic foundations. A balanced approach is the key to ensuring that the world's largest democracy continues to thrive efficiently and inclusively.

Note: The views expressed in this article are personal and do not represent the official stance of any organization.

Dr. Ritika Choudhary,

SJMC

CAMPUS BULLETIN

THE GREAT DEBATE: IS INDIA READY FOR ONE NATION, ONE ELECTION?



Gurugram, September 23, 2024: The School of Journalism and Mass Communication (SJMC) at K.R. Mangalam University organized a dynamic and interactive workshop featuring the renowned RJ Naved, a celebrated radio jockey from Radio Mirchi 98.3 FM and founder of Purple Wings Entertainment. The offline session took place in Room No. A-213, A Block, with over 150 enthusiastic students in attendance. Coordinated by Prof. (Dr.) Amit Chawla and Dr. Aaqib Anwaar Butt, the workshop was a testament to SJMC's commitment to providing students with hands-on learning experiences and a nuanced understanding of the media landscape.

RJ Naved captivated the audience with his wit and wisdom, sharing personal anecdotes and professional insights into the world of radio, podcasts, and social media. He emphasized the growing significance of digital platforms, highlighting

how they coexist with traditional media. From his signature pranks to the art of impactful podcasting, RJ Naved offered practical strategies for thriving in the ever-evolving media industry. The workshop encouraged students to embrace creativity, authenticity, and innovation in their approach to media. "This session was not just about learning the technicalities of radio and podcasts; it was about understanding how to connect with audiences and make a lasting impact," RJ Naved shared. The event aligned with SJMC's mission to prepare its students for real-world challenges by blending theoretical knowledge with practical expertise. Participants left the session inspired and better equipped to navigate the dynamic media environment. The workshop underscored the university's dedication to fostering skill development and industry readiness among its students, setting a benchmark for future academic initiatives.

EVENT CORNER

- SJMC STUDENTS BLEND MEDIA SKILLS WITH NATURE AT HALDWANI NAINITAL AND JIM CORBETT EDUCATIONAL VISIT



(Media meets nature: SJMC students hone skills at Jim Corbett and Haldwani)

The School of Journalism and Mass Communication (SJMC) at K.R. Mangalam University organized a transformative three-day educational visit from September 13-15, 2024, to Haldwani, Nainital and Jim Corbett. Twenty-four students, accompanied by coordinators Mr. Karan Singh, Ms. Ritika Choudhary participated in this unique learning expedition.

The visit centred around Hello Haldwani Community Radio 91.2 FM, where students gained first-hand experience in community broadcasting and content production. The program seamlessly integrated practical exposure to wildlife and nature photography at Jim Corbett National Park with professional media training. Students engaged in hands-on photography sessions, exploring

techniques for capturing wildlife and landscapes, while also learning about environmental reporting. The visit to Hello Haldwani Community Radio provided valuable insights into local broadcasting operations and community-driven journalism.

The initiative, organized by SJMC, achieved its core objectives of bridging classroom theory with industry practice. Students developed critical skills in photography, journalistic writing and broadcast production while building professional networks with industry experts. This experiential learning opportunity has equipped SJMC students with industry-relevant skills and a deeper understanding of environmental journalism, preparing them for future careers in media and communication.

ALUMNI CONNECT

SJMC WELCOMES MS. SAMIKA RATHORE FOR INSIGHTS ON NEW FRONTIERS IN VIDEOGRAPHY



(Ms. Samika Rathore, Associate Producer at Surya Samachar, shares videography insights with SJMC students at the Alumni Connect event)

On September 27, 2024, the School of Journalism and Mass Communication (SJMC) at K.R. Mangalam University hosted an enriching event titled Alumni Connect: Exploring New Frontiers in Videography. The event featured Ms. Samika Rathore, an accomplished alumna, who is currently serving as an Anchor and Associate Producer at Surya Samachar. The session brought together students and alumni to foster deeper connections and provide insights into the rapidly evolving field of videography. Ms. Rathore, who graduated with a BAJMC degree from SJMC, shared her extensive experience and expertise in media production. Her presentation delved into the intricate process of videography, covering aspects such as creative storytelling, content creation, and the challenges faced during production. She discussed how technological advancements and creative approaches have significantly transformed the landscape of videography, offering students a detailed understanding of how to integrate innovation and creativity into their work.

The primary objectives of the event were to provide students with an understanding of the emerging trends in the field of videography, discuss real-world media experiences, and motivate aspiring videographers by showcasing Ms. Rathore's journey from an SJMC student to a professional in the media industry. By sharing her personal experiences and professional growth, she offered invaluable advice on how students can successfully navigate careers in the ever-changing media landscape. She also emphasized the importance of adaptability, continuous learning, and building versatile skills that are essential for long-term career success. The session proved to be not only an inspiring and informative experience for the students but also a means of strengthening the connection between the SJMC alumni and current students. It highlighted the importance of networking and professional growth within the media industry while providing students with practical insights to shape their future careers.

SJMC STUDENTS TO GAIN REAL-WORLD JOURNALISM INSIGHTS ON INDUSTRIAL VISIT TO AAJ TAK

On September 6, 2024, the School of Journalism and Mass Communication (SJMC) at K.R. Mangalam University organized an industrial visit to Aaj Tak, a leading news channel under The India Today Group. The visit aimed to bridge the gap between academic knowledge and real-world journalism practices, offering SJMC students valuable first-hand experience in news production and broadcasting.

The highlight of the visit was students' attendance at the live recording of *Halla Bol*, hosted by renowned journalist Anjana Om Kashyap. This allowed students to observe the dynamic environment of live broadcasting,

including the careful planning, preparation, and execution behind each news segment. Following the live session, students participated in an exclusive Q&A with Ms. Kashyap, discussing journalism, media ethics, and current industry challenges. This interaction provided students with insights into the real-life demands of journalism, helping prepare them for future careers in the media field. The industrial visit underscored SJMC's commitment to blending theoretical learning with practical applications, inspiring students to think critically about the media's role in society. It proved to be an inspiring milestone in students' educational journeys.



(SJMC students visit Aaj Tak's Halla Bol for insights into news production with Anjana Om Kashyap)

HINDI DIWAS OPEN MIC: SJMC HOSTED INTER-SCHOOL EVENT ON GENDER DIVERSITY AND SUSTAINABLE DEVELOPMENT

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(SJMC students showcase creative performances on gender diversity for Hindi Diwas)

"WHAT A SHOT" COMPETITION SPOTLIGHTS STUDENT PHOTOGRAPHY TALENT AT KRMU

On Sept 26, 2024 - K.R. Mangalam University's School of Journalism and Mass Communication (SJMC) hosted its annual photography competition "What a Shot," showcasing emerging talent and creative excellence among student photographers.

The event which drew enthusiastic participation from across the university provided a platform for budding photographers to demonstrate their artistic vision and technical skills. Students competed in various categories, pushing creative boundaries through their lens work. This competition serves as a vital platform for our students to express their creativity and build confidence in their photographic abilities," said a spokesperson from SJMC. The event aligned with the school's commitment to nurturing practical skills alongside academic excellence. The competition concluded with an awards ceremony where outstanding photographers received certificates and recognition for their work. Winners were evaluated based on creativity, technical



proficiency, and artistic composition. "What a Shot" has become a significant event in KRMU's academic calendar, reflecting the university's emphasis on practical skill development in media education. The competition not only celebrated photographic talent but also provided valuable experience in competitive professional environments. The successful event highlighted SJMC's dedication to fostering creative excellence and providing real-world exposure to aspiring media professionals.



(SJMC's 'What a Shot' photography competition highlights student talent and creativity)

FEATURE STORY

THREE DAYS OF LEARNING AND ADVENTURE: A BAJMC STUDENT'S JOURNEY

Navyosha-BAJMC 3rd Year, K.R. Mangalam University Gurugram, September 13-15, 2024: I never thought a college field trip would teach me more than a semester in class. As a third-year Bachelor of Arts in Journalism and Mass Communication student, our recent three-day expedition to Uttarakhand was more than just an escape from routine – it was a crash course in real-world broadcasting and natural beauty. Day one kicked off with what I'd consider a journalism student's dream. At Hello Haldwani Community Radio, we weren't just observers; we were broadcasters. For the first time, my heart racing as the 'On Air' light glowed, was an experience no textbook could replicate. Watching our classroom theories transform into practical skills was exhilarating. Our evening at Khurpa Tal near Nainital was a welcome contrast to the day's excitement. As we sat sharing our broadcasting experiences, the serene mountain backdrop reminded us why people fall in love with Uttarakhand.

Mall Road in Nainital was our next stop. Between bites of local delicacies and hunting for souvenirs, I couldn't help but think how different this tourist

hotspot was from our usual Delhi hangouts. The street's buzz had its own story to tell – one of local life, tourism, and the perfect blend of tradition and modernity. As a mass communication student, I found myself mentally drafting stories about wildlife conservation and tourism's impact on natural habitats. Our visit to Girija Devi Temple and British Pool near Ram-ganga River added cultural depth to our wildlife adventure.

This wasn't just a field trip; it was a master class in experiential learning. From hands-on broadcasting experience to understanding the intersection of tourism, culture, and media, every moment contributed to our professional growth. As we headed back to Delhi, my camera roll full and notebook fuller, I realized something important: journalism isn't just about reporting stories – it's about experiencing them first-hand. This trip didn't just teach us about radio broadcasting; it showed us how to be better storytellers. Back in our campus classroom now, we're different students. We don't just study journalism anymore; we've lived it, even if just for three days.



(Live broadcasting at Hello Haldwani Radio, immersed in Uttarakhand beauty – a transformative experience)

RESEARCH & INNOVATION

RESEARCH PAPER

Authors Name	Paper Title	Journal Name	Publication Date
Dr. Amit Chawla	The Influence of Economic Factors on the Ethical Mindset of Media Students and Planetary Sustainability	Journal of East-West Thought (JET)	9/24/2024

PLACEMENTS & INTERNSHIPS

PLACEMENTS

Name	Designation	Industry Name
Ms. Vanshika Tomar	Cabin Attendant	Indigo Airlines
Ms. Mahima Bhardwaj	Content Writer	HT Media
Ms. Diya T. Rana	Content Writer	HT Media
Mr. Himanshu	Content Writer	HT Media
Mr. Shubham Sharma	Manager creative strategy	Viral Pitch
Mr. Harsh Rana	Content Writer & Podcaster	Best For Him Studio And Magazine
Mr. Reetom Rakshit	Trainer COR	K12 Techno Services Pvt. Ltd.

INTERNSHIPS

Name	Designation	Industry Name
Mr. Abhinav Kumar	Social Media	Seaway Tours & Travels
Ms. Lovely	Scriptwriter	Xenohadi's Media Corporation
Mr. Love Singh	Graphic Designer	Belora Paris
Ms. Shrishti	Graphic Designer	New Delhi Film Foundation
Mr. Neeraj Singh Mehta	Social Media	Guided Self-Publishing India LLP
Ms. Kashish Yadav	Social Media	VIZIGROW
Mr. Abdu Rehman	Business Developer	Qirat Ventures
Mr. Ansh Kataria	Digital Marketing Assistant	Ishmeet Organics



K. R. MANGALAM UNIVERSITY JOURNALISM STUDENTS COMPLETED PHASE ONE OF LONG-TERM E-GOVERNANCE AWARENESS STUDY IN BERKA VILLAGE

September 25, 2024: K. R. Mangalam University, School of Journalism and Mass Communication students completed Phase One of the long-term study on e-governance awareness in Berka village, Gurugram. Under the guidance of faculty members Dr. Aaqib Butt, Dr. Sarina, and Dr. Susan Koshy, the students conducted an exploratory survey to assess the barriers to using e-governance services. The study revealed that only 25% of the respondents had ever accessed online government services. The survey, which covered 100 villagers, identified lack of information and poor internet connectivity as the primary obstacles to accessing e-governance services. To gain deeper insights, the students conducted interviews with farmers and women in the village, highlighting the difficulties they faced due to limited awareness of available platforms and technical challenges related to slow internet. The findings underscored the need for capacity-building workshops to educate the villagers on how to use e-governance services effectively. Respondents expressed that having information about relevant apps and websites



would help save time and improve access to government services.

Phase one successfully provided valuable insights into e-governance awareness and usage patterns. It laid the foundation for the next phases of the study, which will include in-depth interviews and capacity-building workshops to improve villagers' understanding and use of e-governance platforms. The project highlighted the importance of bridging the digital divide in rural communities, offering a step forward in promoting digital literacy and inclusive governance.



ALUMNI GUILD

FROM CLASSROOM TO NEWSROOM: A TESTIMONIAL BY SAMIKA RATHORE, SJMC ALUMNA AND ANCHOR AT SURYA SAMACHAR

As an alumnus of the School of Journalism and Mass Communication (SJMC), I can confidently say that my time at SJMC was instrumental in shaping my career. The school offers a unique blend of academic rigor and practical exposure, making it one of the best institutions for aspiring media professionals.

When I first joined SJMC, I had a clear vision of pursuing a career in journalism, but I was unsure of how to navigate the complexities of the media industry. The comprehensive curriculum and hands-on learning approach at SJMC provided me with the essential skills and knowledge I needed to excel. The classes were not just about theory; they focused on real-world applications, encouraging us to think critically and develop a deeper understanding of media ethics, storytelling and production.

The emphasis on practical training played a pivotal role in my growth. Through workshops, live news coverage, internships and projects, I gained first-hand experience of working in the media industry. I was able to refine my skills in anchoring, reporting, and editing, all of which proved to be invaluable in my professional journey. The school's state-of-the-art facilities, including recording studios and broadcast equipment, allowed me to experiment with the latest technologies and stay ahead of the curve. One of the most significant takeaways from my time at SJMC was the support and mentorship from the faculty. Their guidance not only in academics but also in career development has been crucial in my success. The connections I made with industry professionals and the opportunities to work on live assignments prepared me to face the challenges of the fast-paced media world.



Today, as an Anchor and Associate Producer at Surya Samachar, I am proud to say that SJMC laid the foundation for my career. The skills I learned and the practical experiences I gained at the school gave me the confidence to pursue my dreams. I am incredibly grateful for the education and training I received at SJMC and I can say without a doubt that it was a key factor in my professional success.

If you're looking to build a career in journalism or mass communication, SJMC is the place to be—where learning goes beyond textbooks and real-world experiences turn dreams into reality.

VISUAL ARCHIVES





K.R. MANGALAM UNIVERSITY

THE COMPLETE WORLD OF EDUCATION

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