



K.R. MANGALAM UNIVERSITY
THE COMPLETE WORLD OF EDUCATION

School of Journalism and Mass Communication (SJMC)

WELCOMES



NAAC Peer Team

16-18 JUNE 2025

A presentation by
Dr. Amit Chawla, Professor and Dean – SJMC

PART 1

SJMC as on date

What is covered?

In which slide number

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What is covered?

In which slide number

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SJMC Overview



K.R. MANGALAM UNIVERSITY
THE COMPLETE WORLD OF EDUCATION

- Est. in 2015.
- Offers 3 programs.
- 128 Alumni; 101 Students enrolled (UG+PG) from 12+ states; 69% females.
- 9 Faculty (6 PhDs, 3 enrolled); 3 support staff; 50% females. STR – 12.77:1
- TV Studio, Production Control Room.
- Radio Studio, Computer Lab.
- Design & Production Centre.
- WiFi Enabled Smart Classrooms.
- LMS-Moodle, ERP-Serosoft.

BA(J&MC) – 78 enrolled
168 credits, 8 sem, 52 courses

MA(J&MC) – 23 enrolled
107 credits, 4 Sem, 27 courses

Ph.D – 12 enrolled
11 awarded

ACADEMIA
by SEROSOFT



Vision, Mission and Core Values



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.

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.

Core Values

The KASAM approach is a core value of KRMU that stands for:

K: Knowledge

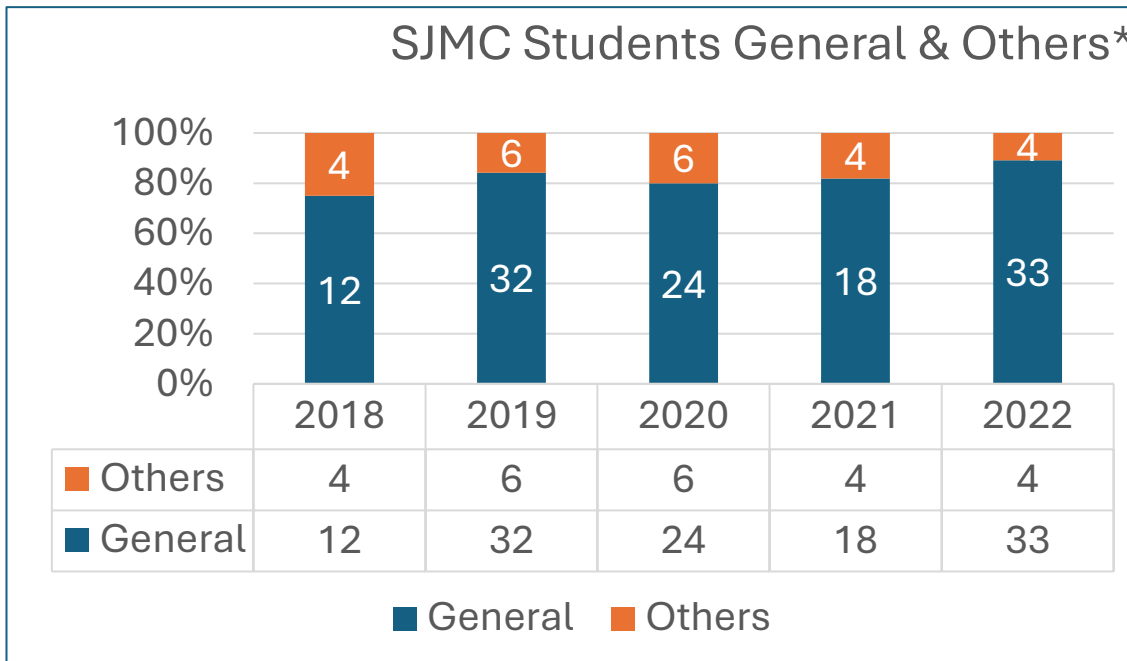
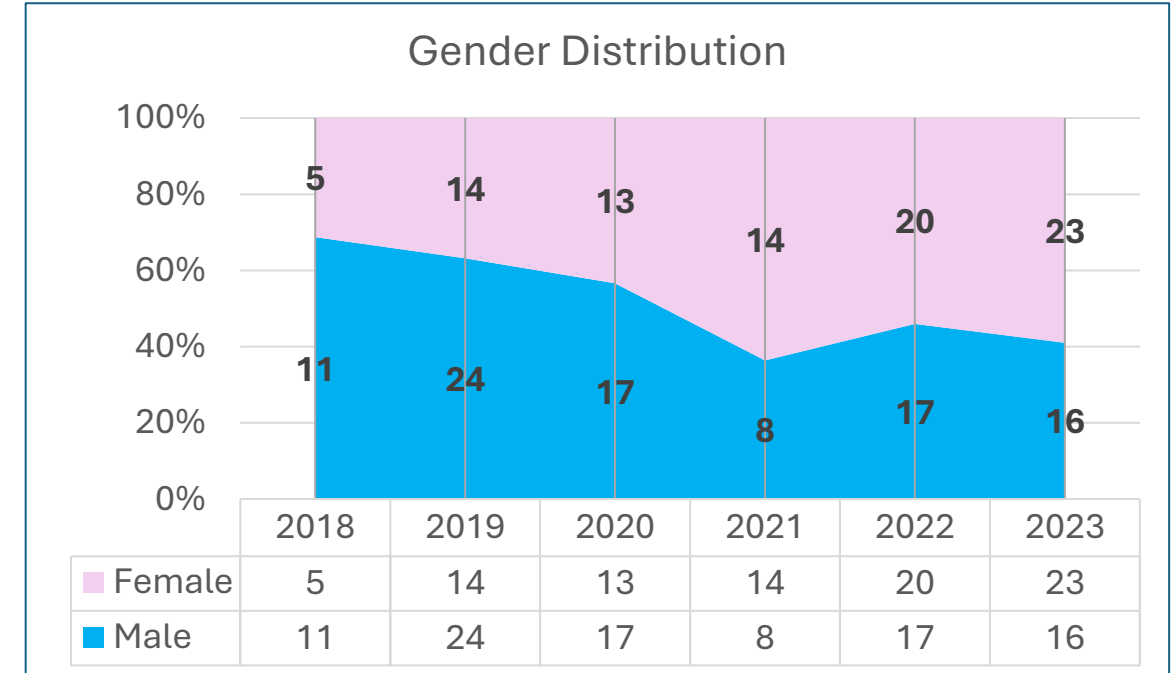
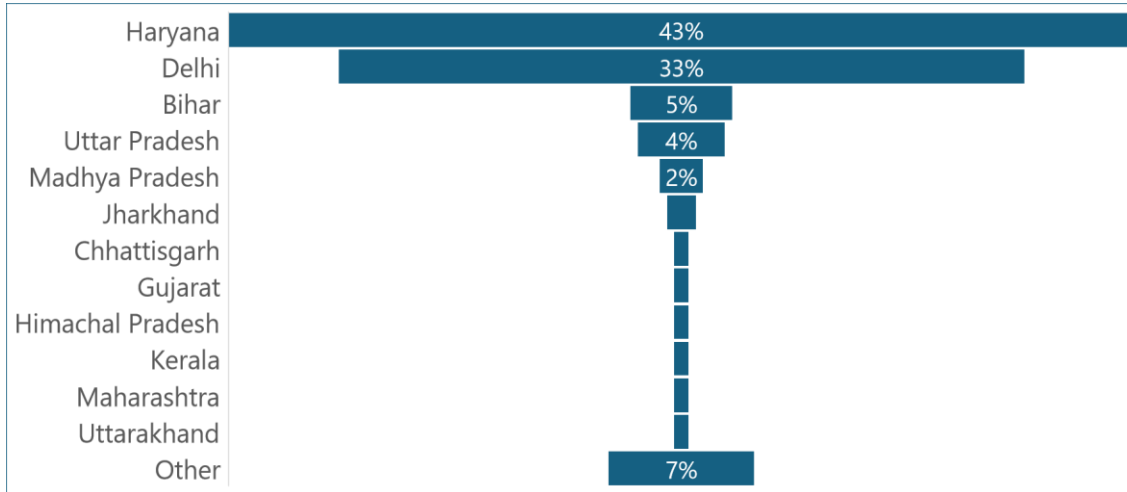
A: Attitude

S: Skills

A: Ambition

M: Moral Values

Program and Student Diversity



BA(J&MC) **MA(J&MC)**

Ph.D. Scholars



Adobe Acrobat Document



Adobe Acrobat Document



Microsoft Excel Worksheet

[Details of SJMC Ph.D. Scholars](#)

Handbooks

Total Alumni 128



YEAR	BA(J&MC)	MA(J&MC)	Ph.D.
2022-2023	19	03	-
2021-2022	24	01	1
2020-2021	11	-	-
2019-2020	15	-	03
2018-2019	7	-	01
Before 2018	40	-	03

SJMC Placement Data - [2018-2023](#) and [2023-2024](#)

Higher Education Data - [2018-2023](#) and [2023-24](#)

List of [Top 30 SJMC Alumni](#) with photos



SJMC Faculty and Staff



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Dr. Amit Chawla
PhD (Mass Communication)
Professor and Dean



Dr. Ritwik Ghosh
PhD (Journalism & Mass Communication)
Asst Professor & Prog. Coordinator



Dr. Sarina
PhD (Journalism & Mass Communication)
Assistant Professor



Dr. Ujval Das
PhD (Journalism & Mass Communication)
Assistant Professor



Dr. Ritika Choudhary
PhD (Journalism & Mass Communication)
Assistant Professor



Ms. Aditi Agarwal
PhD (Pursuing)
Asst Professor & Prog. Coordinator



Dr. Aaqib Anwaar Butt
PhD (Media & Communication Studies)
Assistant Professor



Mr. Karan Singh
PhD (Pursuing)
Assistant Professor



Mr. Trilok Kumar Singh
PhD (Pursuing)
Teaching Assistant & Research Scholar



Ms. Deepika
Office Assistant
SJMC, KRMU



Mr. Ujjwal Kumar
Lab Assistant
SJMC, KRMU



Mr. Salaam Mohammad
Video Content Creator
SJMC, KRMU

Support Staff

Detailed faculty profiles available on <https://www.krmangalam.edu.in/school-of-journalism-and-mass-communication/>

Compliance with New Education Policy 2020



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SCHOOL OF JOURNALISM AND MASS COMMUNICATION

Incorporation of National Education Policy 2020 by School of Journalism and Mass Communication

The School of Journalism and Mass Communication (SJMC) has embraced the National Education Policy (NEP) 2020 by integrating its core principles into the curriculum, teaching methods, and institutional practices. The following key aspects highlight how SJMC is incorporating the NEP guidelines:

1. Holistic Development (Annexure I)

The curriculum at the School of Journalism and Mass Communication (SJMC) is designed to foster **holistic development** by addressing all three domains of learning—**Cognitive, Affective, and Psychomotor**—through a **student-centric approach** that emphasizes **problem-solving, participatory, and experiential learning**.

1.1 Cognitive Domain (Aligned with Bloom's Taxonomy)

- The cognitive domain focuses on enhancing students' intellectual abilities, such as knowledge acquisition, analytical thinking, and critical reasoning.
- Courses are designed to engage students in higher-order thinking processes following Bloom's Taxonomy, which includes levels such as Remembering, Understanding, Applying, Analyzing, Evaluating, and Creating.
- Students are encouraged to apply theoretical concepts to real-world scenarios, fostering a deeper understanding of journalism, media, and communication.

1.2 Affective Domain

- The affective domain addresses students' emotional development by fostering empathy, ethics, and emotional intelligence.
- SJMC's programs include discussions on media ethics, social responsibility, and communication, helping students internalize values and improve their interpersonal skills.
- Participatory learning activities, such as debates, role-playing, and case studies, engage students emotionally and help them develop a sense of responsibility as future media professionals.

1.3 Psychomotor Domain

- The psychomotor domain focuses on developing students' practical and technical skills through hands-on activities like internships, real-time projects, and media production work.
- SJMC emphasizes experiential learning, allowing students to engage in simulated newsroom environments, multimedia projects, and fieldwork, honing their technical and production abilities.
- Problem-solving tasks, such as producing media content or conducting investigative reporting, enable students to apply what they have learned and demonstrate competency in creating and executing tasks.

2. Multidisciplinary Approach (Annexure-II)

SJMC provides a wide range of multidisciplinary learning opportunities:

Documents supporting NEP
Compliance by SJMC

■ Publications, Patents & Projects

Academic year 2018 onwards



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Average publication/faculty/year – 3 | Total Publication in Nos. - **153**

H-index. – **20** | Highest cited publication - **16 citation** | Citations/faculty - **06**

Policies related to research and innovation

established by KRMU to promote research and innovation ecosystem, available on university website.

<https://www.krmangalam.edu.in/research-policy/>



Extension activities, Conferences and FDP



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87

• Faculty's **Participation in FDPs/Workshops** etc.

8

• FDPs **Organized**, 279 participants

2

• Conferences **Organized**, 294 participants

Faculty participation in Extension Activities

FDPs Details

Detail of Conferences Organized by SJMC

International Conference 1
Issues of Community, Agenda and News
#conference4change

Organized by DME Media School, Gurugram

25* - 28* March, 2020

For more information, contact:
Dr. Anil Arora 9810409062
Mohit Kishore Tattva 9818928949
Sachin Nair 7836799944

3-Day International Conference
CONNECT 360
SUSTAINABILITY AND INNOVATION INCORPORATING INDIAN KNOWLEDGE SYSTEM

Dates: 15, 16, 17 April 2025 (Tuesday, Wednesday, Thursday)
Venue: K.R. Mangalam University, Gurugram & Jamia Millia Islamia, New Delhi

Supported by: KVIC, INSTITUTIONS INNOVATION COUNCIL, IQAC, aecc, GMEC, KORMA, PURPLE WINGS, RSP

K. R. Mangalam University IQAC
Gurugram, Haryana, India
School of Journalism and Mass Communication (SJMC)
And
Internal Quality Assurance Cell (IQAC)
Present

A week-long Short-Term Training Program (STTP) titled "Enhancing Research Impact: Tools and Techniques For Effective Publishing"

Dr. Sailesh Suryanarayan Iyer
Dr. Vanu Vasudevan
Dr. Sudhanshu Maheshwari
Dr. Abhilasha Sharma
Dr. Ashneet Kaur

03.02.2025 to 10.02.2025
01:00 PM to 04:00 PM (IST)

Mode of conduction : online
Registration link: tinyurl.com/KRMsttp2025

Event Convener : Prof. (Dr) Amit Chawla, Dean, SJMC, KRMU
Faculty Coordinators : Dr. Ritwik Ghosh, Dr. Sarina, Dr. Aaqib

International Conference 1

International Conference 2

FDP/STTP Brochure

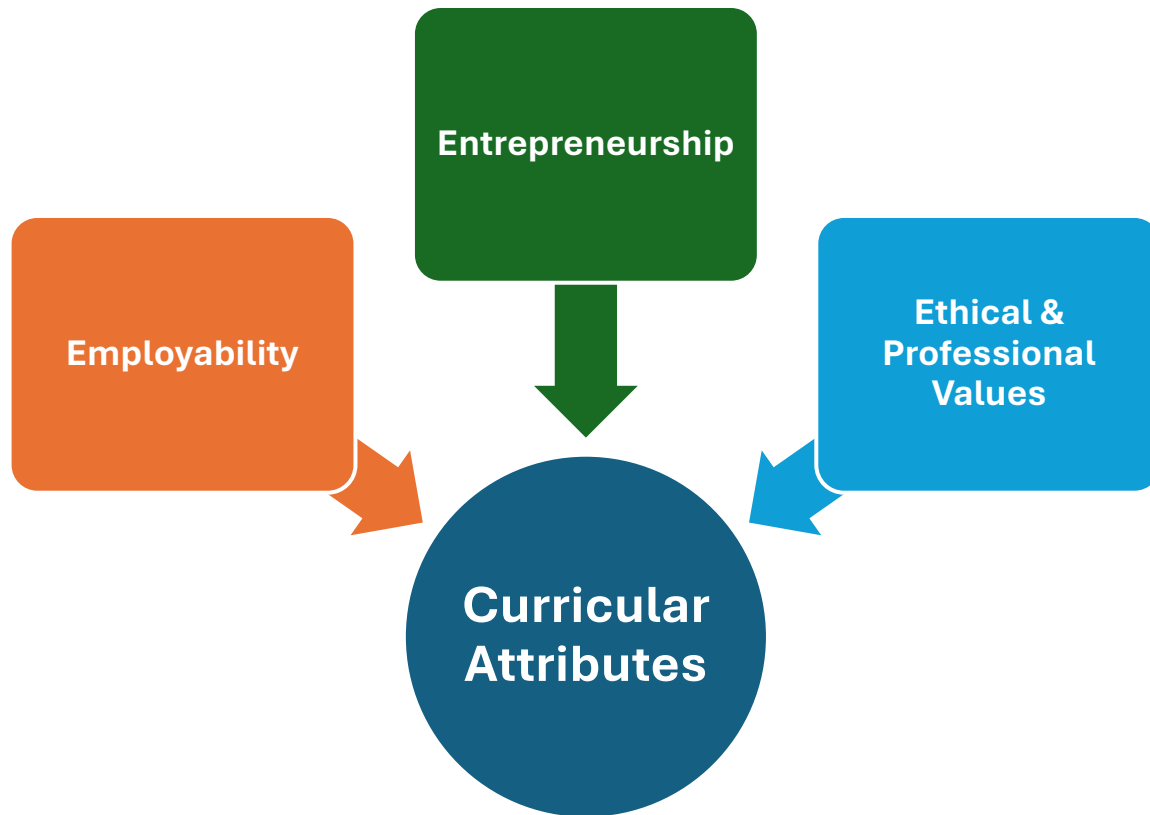


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S.J.M.C.

During the Assessment Period

Curricular Aspects & Enrichment



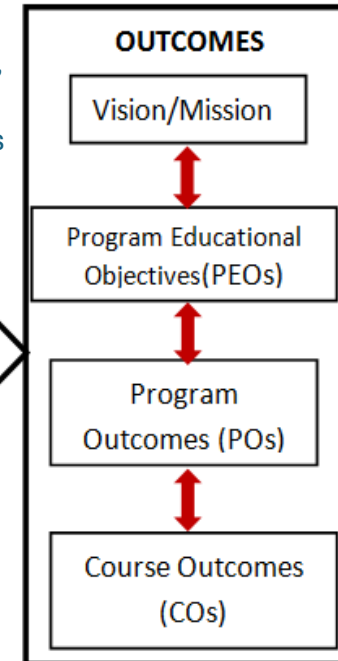
Supporting document
Vision, Mission, PEO, PO, PSO,
aligned with Graduate Attributes & Learning Outcomes

Purpose: To enhance the quality, relevance, and effectiveness of educational programs and institutional practices.

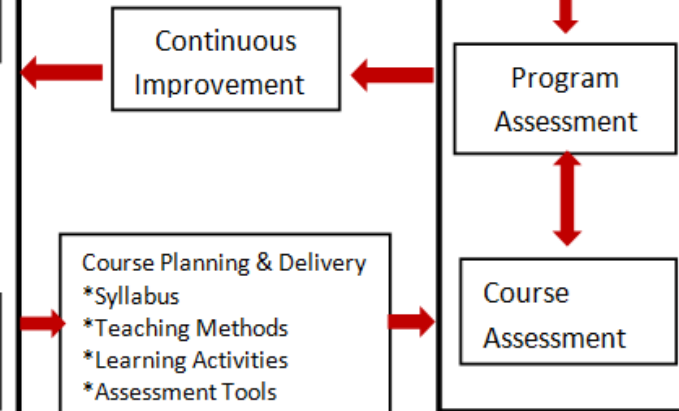
INPUTS FROM
STAKEHOLDERS/
CONSTITUENTS

STAKEHOLDERS:

- Students.
- Faculty and Staff
- Alumni
- Employers



SAMPLE STAKEHOLDER FEEDBACK 2018-2024



SJMC Program Handbooks from 2018 - 2024

- Feedback Policy
- Stakeholder Feedback Forms
- Feedback Analysis
- Action Taken Report

Development Needs' Reflection in POs& COs of the Curricula



		Year	Program	Sem	Course Code	Course Title
Global Level	Example 1	2019-20	BA(JMC)	VI	SJBJ 302A	Global Media Scenario
	Example 2	2022-23	BA(JMC)	II	UCES 125A	Environmental Studies
National Level	Example 1	2022-23	MA(JMC)	IV	SJMJ812A	Business & Political Coverage
	Example 2	2022-23	MA(JMC)	I	SJMJ705A	Current Affairs and Perspective
Regional Level	Example 1	2022-23	MA(JMC)	III	SJMJ807A	Media, Law and Society
	Example 2	2022-23	BA(JMC)	VI	SJBJ364A	Communication and Development
Local Level	Example 1	2022-23	BA(JMC)	I	SJBJ115A	Reporting and Editing – I
	Example 2	2022-23	BA(JMC)	III	SJBJ201A	Radio Broadcasting and Programming



Courses with focus on Employability / Entrepreneurship / Skills

		Year	Program	Sem	Course Code	Course Title
Employability	Example 1	2019-20	BA(JMC)	VI	SJBJ 352A	Preparing Students for Future Roles
	Example 2	2021-22	MA(JMC)	II	SJMJ706A	Reporting and Editing
	Example 3	2020-21	MA(JMC)	IV	SJMJ806A	Mobile Journalism
Entrepreneurship	Example 1	2018-19	BA(JMC)	VI	SJJM 302	Media Organisations & Management
	Example 2	2020-21	BA(JMC)	VI	SJBJ304A	Media Organizations and Entrepreneurship
	Example 3	2022-23	MA(JMC)	IV	SJMJ826A	Brand Communication
Skill Development	Example 1	2018-19	BA(JMC)	I	SJJM 101	English Writing Skills
	Example 2	2018-19	BA(JMC)	II	SJJM 158	Design and Graphics Lab
	Example 3	2021-22	MA(JMC)	IV	SJMJ708A	Creative Visualisation Techniques



Courses that focus on cross cutting issues



		Year	Program	Sem	Course Code	Course Title
Professional Ethics	Example 1	2018-19	BA(JMC)	II	SJIM 108	Media Laws and Ethics
	Example 2	2018-19	BA(JMC)	III	SJIM 209	Advertising Concepts and Principles
Gender	Example 1	2021-22	BA(JMC)	I	SJBJ151A	Gender, Media and Society
	Example 2	2021-22	MA(JMC)	I	SJMJ701A	Communication Theories and Models
Human Values	Example 1	2022-23	MA(JMC)	I	SJMJ705A	Current Affairs and Perspective
	Example 2	2019-20	BA(JMC)	VI	SJBJ 302A	Global Media Scenario
Environment	Example 1	2022-23	BA(JMC)	II	UCES 125A	Environmental Studies
	Example 2	2022-23	BA(JMC)	III	UCDM 301A	Disaster Management
IKS Courses	Example 1	2018-19	BA(JMC)	I	SJIM 107	Indian Polity and Issues
	Example 2	2020-23	BA(JMC)	III	SJBJ261A	संचार के लिए हिंदी



Activities aligned with Sustainable Development Goals



SDGs Covered	No. of Activities
Goal 1: End poverty in all its forms	2
Goal 2: Zero hunger	1
Goal 4: Quality education	50
Goal 5: Gender equality and women's empowerment	2
Goal 8: Decent work and economic growth	5
Goal 9: Industry, innovation, and infrastructure	2
Goal 11: Sustainable cities and communities	4
Goal 16: Peace, justice, and strong institutions	2
Goal 17: Partnerships for the goals	33
TOTAL	101

All SDG related Activity Details



Details on web-link
<http://krmangalam.in/krmu.org/Login.aspx>



Microsoft Excel Worksheet

Teaching-Learning @SJMC (Differential Learning)



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- **Interventions for Advanced Learner:**

One who exhibits the ability to grasp learning materials more quickly than their peers, achieving high scores.

- **Assessment:** $\geq 80\%$ in MTE & assessments

- **Interventions:** Capacity enhancement programs, Challenge with enriched materials, Promote independent projects, Offer leadership roles.

Independent Leadership Roles



Career Readiness Training Sessions



GNI Workshop by Nimish Kapoor



- **Interventions for Slow learner:**

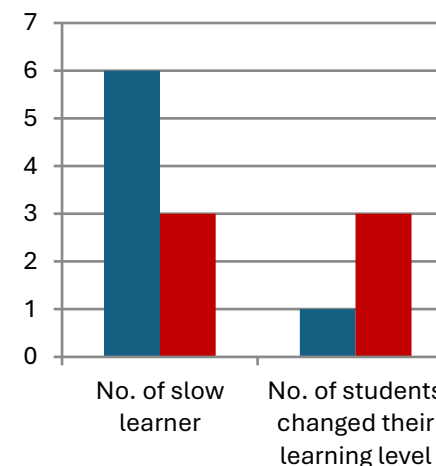
Struggles to keep pace with academics compared to peers. They may encounter difficulties such as exam failures or achieving lower grades.

- **Assessment:** $\leq 55\%$ in MTE & assessments

- **Interventions:** Remedial Classes, Guided Mentorship, Extended Lab Sessions, Peer-Assisted Learning, Simplified Notes, Personal Counselling, Feedback with positive reinforcement.

EXAMPLES OF IMPACT CREATED

Changed learning level of students: (2022-23)



- **Name:** Kanishka Bhandari
- **Course Name:** Social Media Marketing
- **Support Provided:** Remedial classes, Counselling, Practical assignments aimed at Peer Learning

Result Till MTE – 50%

ETE result – 82%

■ The Craft of Media Writing (SJMJ703A)

■ Learning Experience (Inside & Outside Classroom)



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PARTICIPATIVE LEARNING

Mapped with:
Event as a Marketing tool



SJMC Students in the core organizing team of
KRMU Techno Fest and Convocation

EXPERIENTIAL LEARNING

Mapped with: Idea to Screen,
Broadcast News production



Students visit studio facility of BBC India

INSIDE CLASSROOM

Case Based Learning, Discussions, Q-A, Lecture, Activity,
Experience Sharing, Story Telling, Problem Solving,
Simulations, Role Plays

OUTSIDE CLASSROOM

Field Projects, Internships, Industry & Exhibition Visits,
Society Connect, Assignments, Chat Bot (Moodle),
Conferences/Seminars etc.

Case Study 1: Mental health support

- **Counseling Support:** Dhairya* received personalized counseling to address his mental health needs, helping him navigate challenges effectively.
- **Therapy Sessions:** He engaged in regular therapy sessions, which provided him with tools to manage stress and improve his overall well-being.
- **Successful Outcome:** As a result of this support, he graduated with flying colors and maintained good mental health throughout his academic journey.

Policy & Mentors Responsibilities



Adobe Acrobat
Document

List of SJMC Mentor Mentee



Microsoft Excel
Worksheet

Action Taken Report



Microsoft Word
Document

Case Study 2: Academic support and improvement

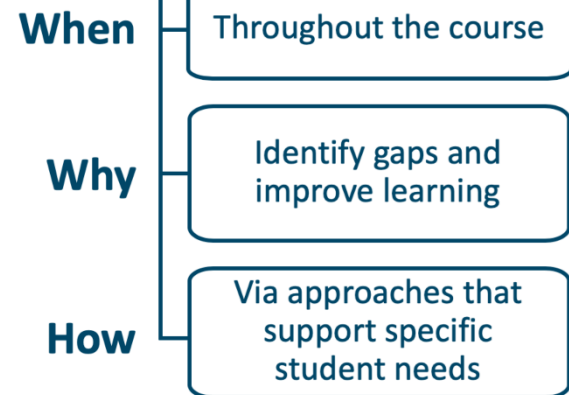
- **Attendance Improvement:** Dhara* initially struggled with class attendance and performed poorly in her first-year exams.
- **Mentoring and Counseling:** She received consistent mentoring and counseling, which helped her stay focused and motivated.
- **Increased Responsibility:** Dhara was assigned important responsibilities in events, enhancing her engagement and skills.
- **Successful Outcome:** Ultimately, she graduated with flying colors and secured a position as a social media executive at a reputable brand.

***Students' names in both case studies have been changed to maintain anonymity**



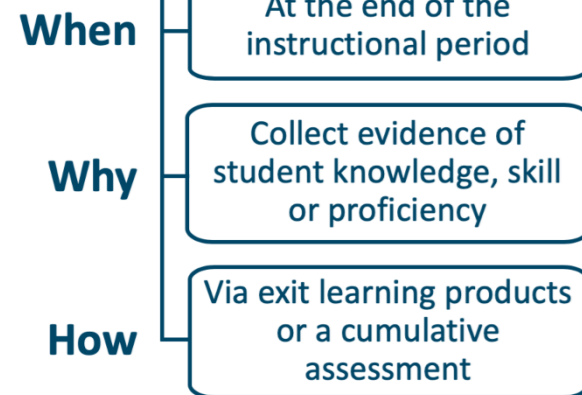
Formative

Help students to learn and practice



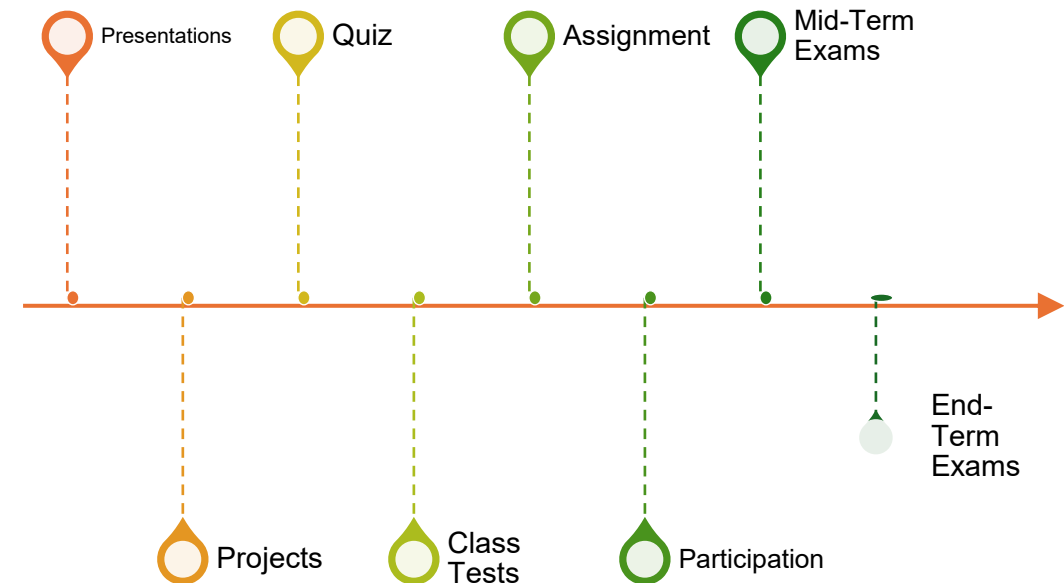
Summative

Assess student performance



BREAKUP

Continuous assessment : End term :: 50 : 50



CLICK ON LINK

Examination system is given on page 31 of students' handbook and is also available on the weblink
<https://krmangalam.edu.in/pdfs/Examination-Rules-Regulations-2022.pdf>

Internal Assessment Components maintained by faculty in Course Hand Out by faculty along with CO attainments

Sample CO Attainments
are available here



**SJMC Result
analysis since 2018**

Research, Innovation & Extension



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8

**Research
Papers
Published**

[Click here for details](#)



2

**eContent
Developed for
eGyanKosh &
LMS**

[Click here for details](#)



11

**Book
Chapters
Published**

[Click here for details](#)



2

**Patents
Published**

[Click here for details](#)



3

**Fellowships
Secured**

[Click here for details](#)



4

**Faculty
Research
Grants**

[Click here for details](#)



1

**Seed
Funded
Projects**

[Click here for details](#)



10+

**Extension
Activities &
Social
Camps**

[Click here for details](#)

12

• MoUs

List of SJMC MoUs with details of activities

DME	ICAN3	Grey Matters Communications & Consulting Pvt. Ltd.
SPUTNIK (Russia)	Meant4Environment Foundation	Emazing Ideas Execution Pvt. Ltd.
AECC	ISOMES	Newspaper Association of India
Bhagidari Jan Sahyog Samiti	Guided Self Publishing India LLP	New Delhi Film Foundation



■ Functional Memorandum of Understanding (MoU)



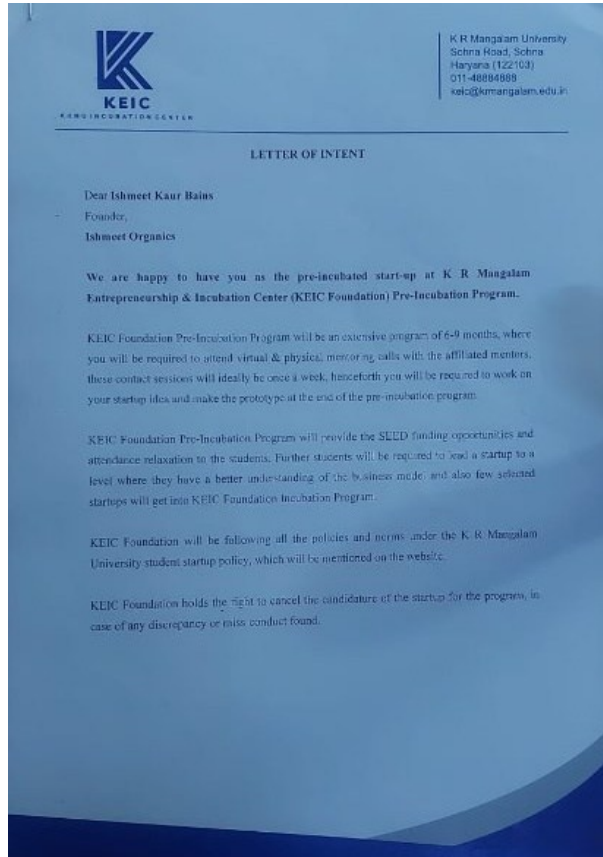
MOU Partner	Nature of Organization	Events conducted under the MoU
1. Delhi Metropolitan Education 2. ICAN3	Education	Conference
1. Meant4Enviornment 2. Bhagidari Jan Sahyog Samiti	NGO	1. Workshops and Research Paper 2. On the Job Training (2)
1. New Delhi Film Foundation	Film	On the Job Training (2)
1. Sputnik 2. Newspapers Association of India 3. ISOMES	News and Media	1. Photo Exhibition 2. On the Job Training (2) 3. Industrial Visits (1)
1. Guided Self Publishing, India	Publication House	On the Job Training (1)
1. Emazing Ideas Execution Pvt Ltd. 2. Greymatters Communications & Consulting	AD and PR Agency	1. Workshops 2. Workshops
1. AECC India Pvt. Ltd.	Global Consultancy	Counseling Sessions



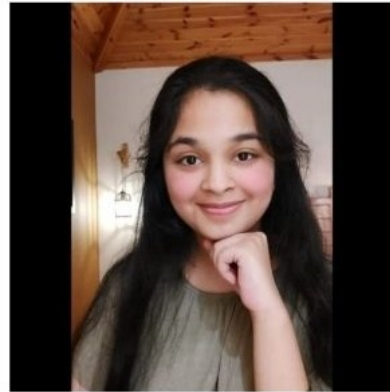
- **Purpose:** Sensitize students towards their duties & responsibilities within the society and for citizenship training goal of education through the development of various skills like soft skills, leadership skills, and team-building skills. Keywords – Sensitivity, Empathy, Societal concern, Better Citizens, Good Human Beings
- **Covering areas around:** Media and Digital Literacy, Health, Cleanliness & Hygiene related awareness (campaigns at 5 villages adopted by KRMU), Communication Skills, Gender related, Bio & Solar Energy, Awareness about Agriculture Policies with NSS, E-Governance, Role of Digital Media etc.
- **Average Yearly Activities:** 4 activities per academic year are conducted by SJMC.



• SJMC Case Study 1



Ishmeet Kaur Bains from BA(J&MC) received Incubation support from KRMU for her startup



Driven by a desire to solve common skincare issues faced by teenagers like myself, I founded Ishmeet Organics—a



Red Wine Body Butter – Deep Hydration & Anti-Aging Skin Care

₹1,899.00

BODY BUTTER

Select options



KRMU INCUBATION CENTER

<https://www.krmangalam.edu.in/keic/>



• SJMC Case Study 2



Soumitra Halder from BA(JMC) got Incubation support from KRMU for his startup

Promoting Indian Knowledge System



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- A. Students promoting cultural diversity in India during Republic Day celebrations.
- B. SJMC students practicing and promoting 'Yoga'.
- C. SJMC students organize 'Ram Leela'
- D. Neeraj Mehta's film on Qutub Minar highlighting India's architectural marvel.

VAC courses on IKS also undertaken by students.

Core Courses also carry components on IKS



Media Production Facilities



**TV Studio with PCR
Chroma background,
Teleprompter, Editing bays,
Portable and mounted lights,
Advanced audio equipment
and more**



**Production Control Room,
Print Production Studio and
Computer Lab**

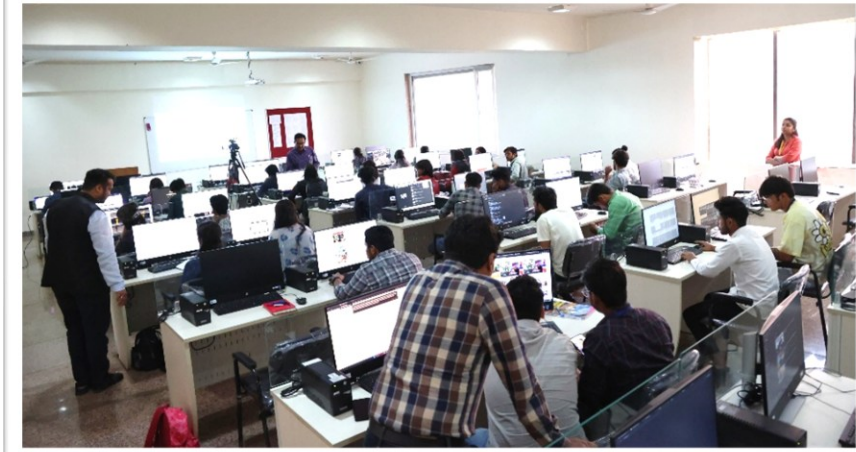


**LIST OF AVAILABLE
EQUIPMENT**



**Radio Studio with
complete acoustic treatment,
Rode Microphones, Audio Mixers,
Audio Editing Software
like Adobe Audition and more.**

Lecture Capturing System & IT Infrastructure



Smart Classrooms
with interactive boards

◀ **Lecture Capturing System**



USAGE RECORDS

550+ Videos Content Recorded

Computer Lab
with multimedia
software and
high-speed
internet
connectivity



■ Infrastructure & Learning Resources



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Library



SJMC Section at KRMU Central Library



Microsoft Excel
Worksheet

Books – 584



Microsoft Excel
Worksheet

Journals – 6



SJMC reading area for faculty & students

Subscription to Newspapers & Magazines
through central library

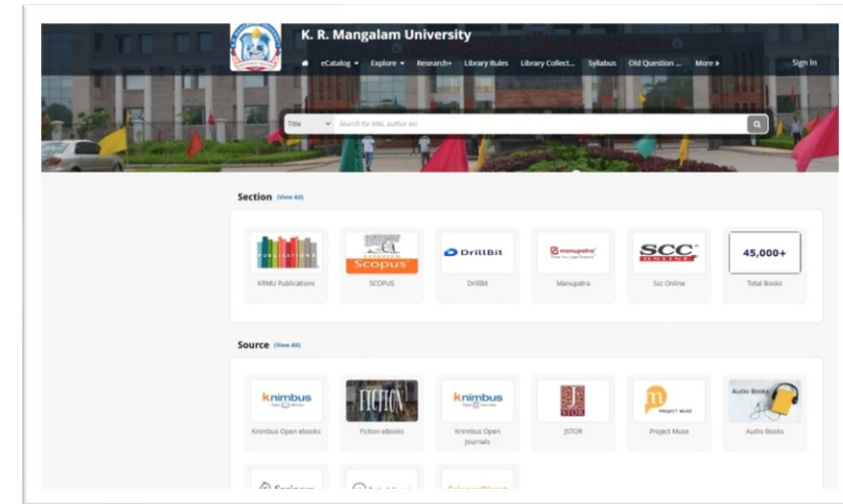
Audio Visual Library

archives maintained as digital media



Plagiarism Checking

24x7 online library support



Shared Digital Resources

Over 73000 e-books through Knimbus
platform

Access to Online Library Resources

<https://library.krmangalam.edu.in/>

■ Student Support & Progression (Scholarships)



- Scholarship on basis of **CGPA**.
- **Edu Empower & Academic Support Scheme**- Educational resources are provided to both UG & PG students
- **Enhancement Support Scheme** for UG & PG students with CGPA < 6.50
- **Merit Scholarship Scheme** for UG students based on marks scored in 12th Board Exams

Year	Academic Support Scheme	CGPA	Edu Empower	Enhancement Support Scheme	Merit Scholarship Scheme	TOTAL Scholarship and Freeships
2018-19	15	4	16	16	1	52
2019-20	13	1	38	8		60
2020-21	22	1	30	19	3	75
2021-22	28		22	13	4	67
2022-23	22		37	8	8	75



Details

Yearly and Scheme wise summary

Scholarship Policy

<https://www.krmangalam.edu.in/kr-mangalam-university-scholarship/>

■ Student Counselling (Career and Personal)



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Year	Session Name
2022-23	Workshop on Career Counselling on Soft Skills; Science Communication & Elevator Pitch
2022-23	Career Counselling Session - Presentation Techniques
2022-23	Session on Career Counselling - Influencer marketing and Scope of Internship - International
2022-23	Career counselling session on Higher Education and Scope of Internship-International
2022-23	Counselling session for on-the-job Training in association with AECC



**Placement
Data**



**Students
opting for HE**

Session on career counseling and Employability



Presentation Techniques -Etiquette, Body Language and Dressing



Session on career counseling at American Centre on theatre as a career



Session on career counseling (Higher education abroad & Scope of internship -international)



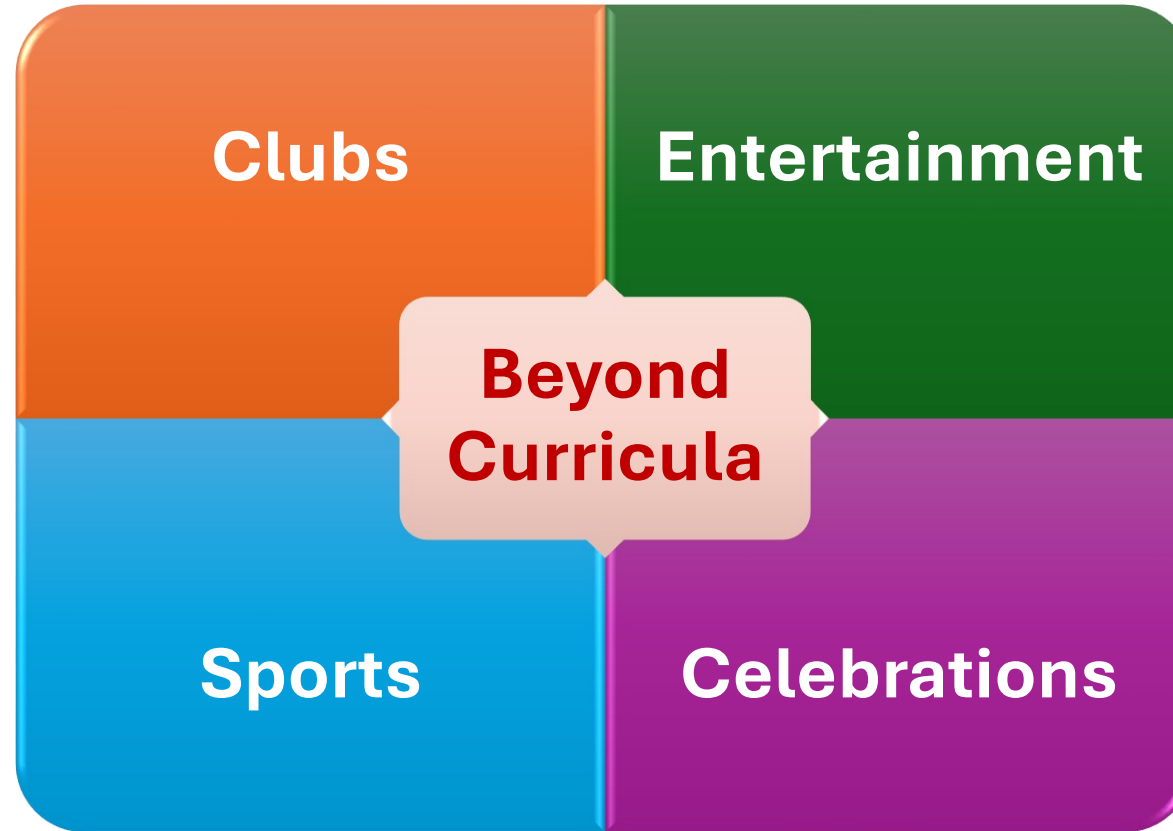
Beyond Academics



Sports & Games competitions organized by university Sports club.

SJMC students compete in games like Badminton, Table Tennis, Volleyball, Football, Cricket etc.

Year wise documentary support is [available here](#)



Celebrations

Freshers' & Farewell Party, Teacher's Day, World Photography Day, Press Freedom Day, Gandhi Jayanti, Diwali Mela, Halloween, World Radio Day, Environment Day, Yoga Day and more.



University Students'
Council Members

Garima Sethi
Cultural Secretary

Shruti Sharma
Member

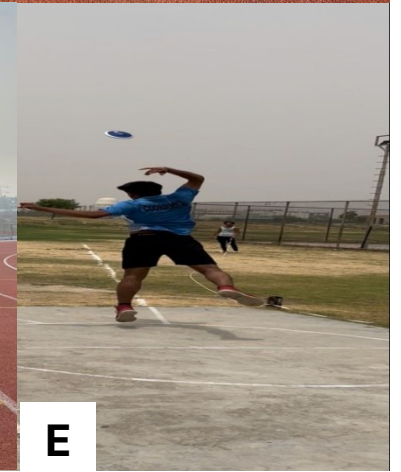
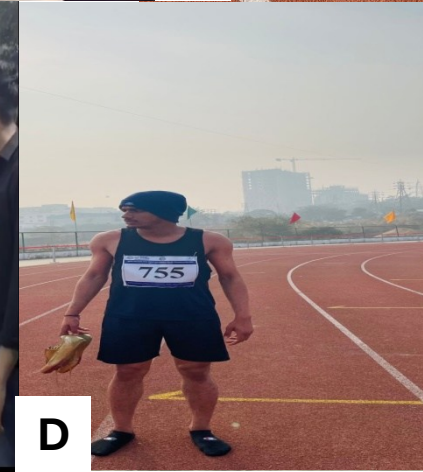
Poorvi Sapra
Member

Abhishek Mudgal
Member

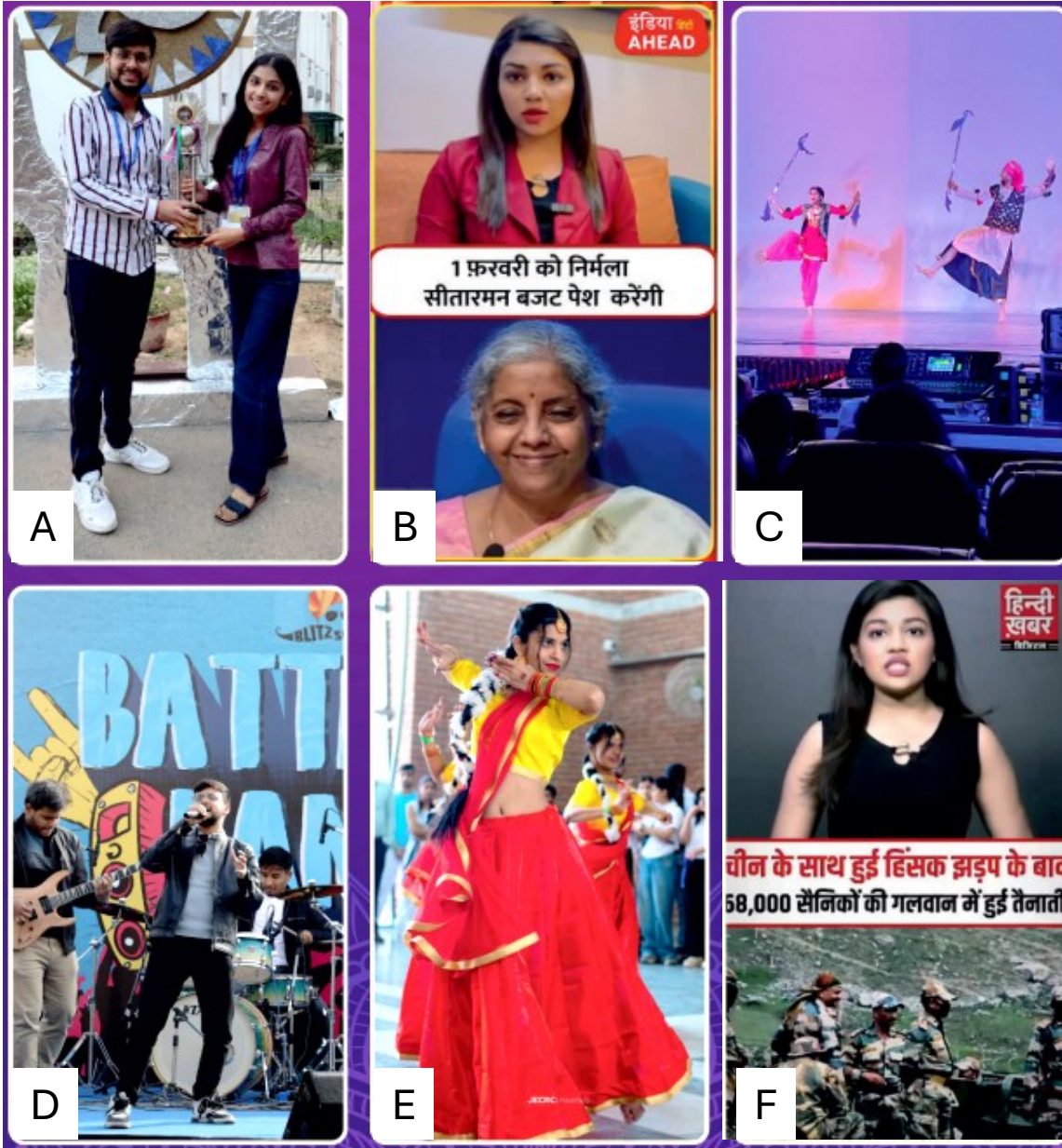
■ Sports Achievements – SJMC Students



- A. SJMC student won Gold medal at annual university sports event Sportura 2021 at KR Mangalam University in 100 meter race.
- B. Aman Saini BA JMC III year student won Gold in Inter university athletics at GD Goenka university.
- C. SJMC students participated and Won Silver medal at inter university athletics competition at Galgotia university
- D. SJMC student won Gold medalist at February Fitness pro challenge held at KR Mangalam university
- E. Students of SJMC represented KRMU at India North zone athletics competition at KIIT Bhubaneshwar Odisha.



Students' Achievements



- A. SJMC students won the group dance event at Best of Zest, Lingayas.
- B. Samiksha Rathore from BA(JMC) anchoring the budget discussion at India News in 2022.
- C. Duet Dance performance winners at AIIMS fest - Pulse 2022.
- D. Kushal from BA(JMC) won Battle of Bands at MNIT, Jaipur in 2022.
- E. BA(JMC) students' from SJMC won group dance at JECRC, Jaipur in 2022.
- F. Samiksha Rathore from BA(JMC) anchoring at Hindi Khabar.

Total Alumni 128



K.R. MANGALAM UNIVERSITY
THE COMPLETE WORLD OF EDUCATION

School of Journalism & Mass Communication
Organises

Alumni Connect

Date: December 5, 2022 Time: 10 am Venue: A- Block (Moot Court)



Ms. Shruti Sharma
Account Executive, PR,
Media Mantra Pvt. Ltd.



Ms. Himanshi Sachdeva
PR Executive, The 23 Watts

Student Coordinators: Samika & Rebecca
Organizer: Mr. Ritwik Ghosh & Dr. Sarina Mehra

Dean
Prof (Dr.) Neeraj Khatri

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🌐 www.krmangalam.edu.in ✉ welcome@krmangalam.edu.in



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S J M C
ALUMNI CONNECT

SESSION ON
EXPOSURE TO INTERNATIONAL EDUCATION



Sarvleen Kaur (BA/JMC, Batch 2018-21)
Seneca College of Applied Arts and Technology, Canada
Course: Public Relations Corporate Communications

12 FEBRUARY 2022
@10:30 AM IST

ZOOM
Meeting ID: 918 3869 1725
Passcode: SJMC



K.R. MANGALAM UNIVERSITY
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School of Journalism & Mass Communication
Organises

Alumni Connect

Date: September 9, 2022 Time: 10 am Venue: A- Block (Moot Court)



Ms. Kareena Sethi
Higher Study in Canada



Ms. Poem Gabha
Entrepreneur

Organiser
Mr. Ritwik Ghosh & Dr. Sarina Mehra

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School of Journalism & Mass Communication
Organizes

Alumni Connect

Session on
Creative Economy
Entrepreneurship



Ms. Pravina Srivastava
Assistant Producer, ANI
(Alumni Batch 2021-2023)

Date: 28/09/2023, Time: 2:00 pm onwards Venue: Room No. C-108

Student Coordinator: Ms. Riya Nandal
Organizer: Mr. Ritwik Ghosh

Dean
Prof (Dr.) Neeraj Khatri

University Gurugram Campus: ☎ 011-48884888 / 8800697010-15 📞 8800697012
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Shruti Sharma & Himanshi S.
PR Account Executives
Batch of 2022-23

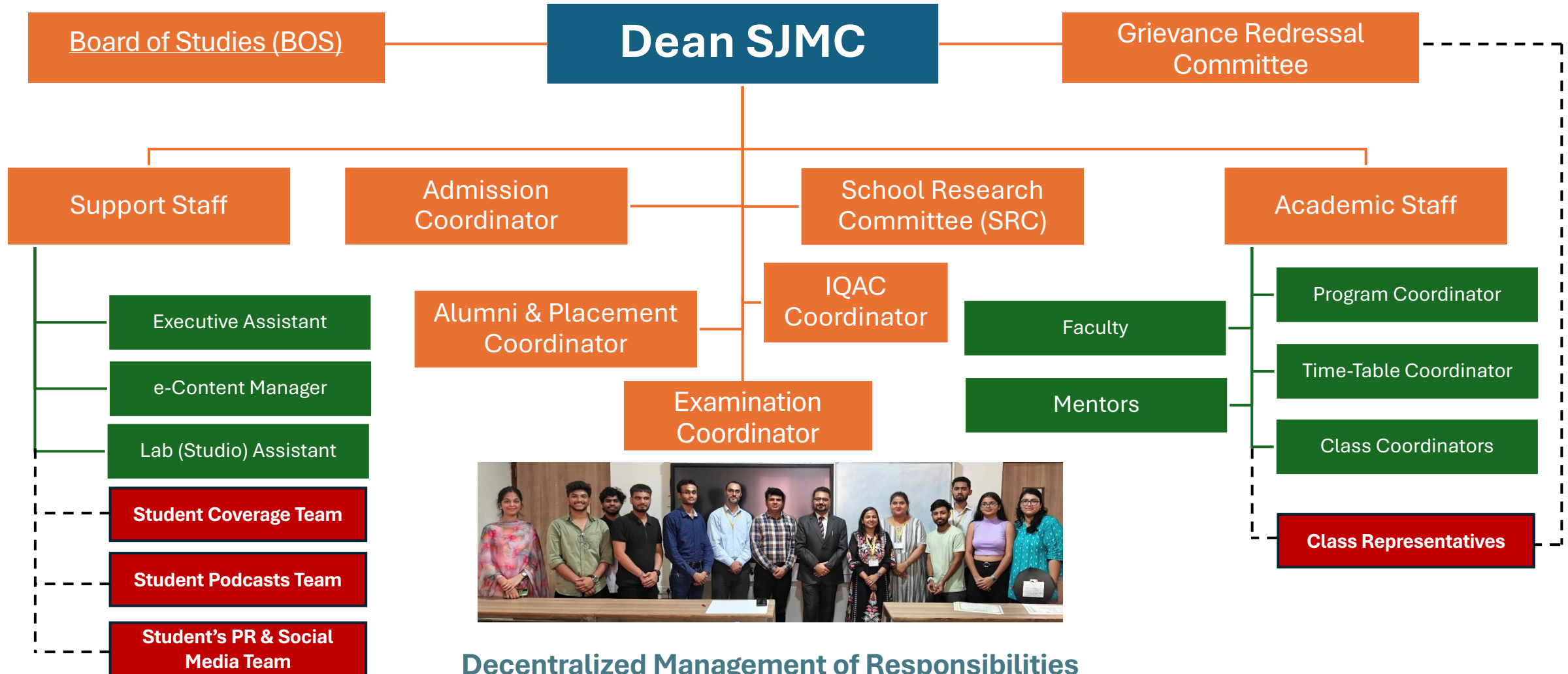
Sarvleen Kaur
Seneca College of Applied Arts
& Technology
Batch of 2021-22

Kareena Sethi
HE in Canada
& **Poem Gabha**
Entrepreneur
Batch of 2021-22

Pravina Srivastava
Assistant Producer at Asian
News International (ANI)
Batch of 2022-23

Contribution Details

Governance, Leadership & Management

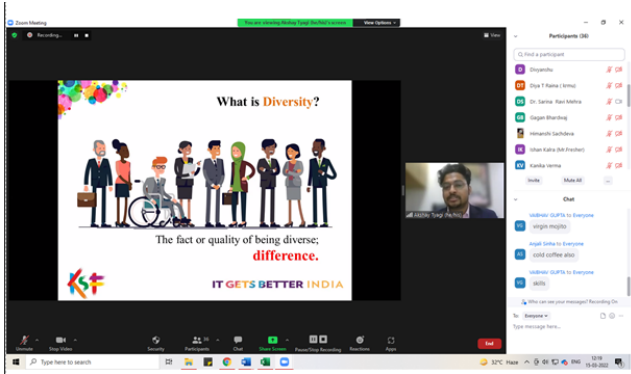


Decentralized Management of Responsibilities
with active involvement of faculty and students

Initiatives to promote Gender Equity



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Guest lecture on Diversity and inclusion session (in context to LGBTQ)



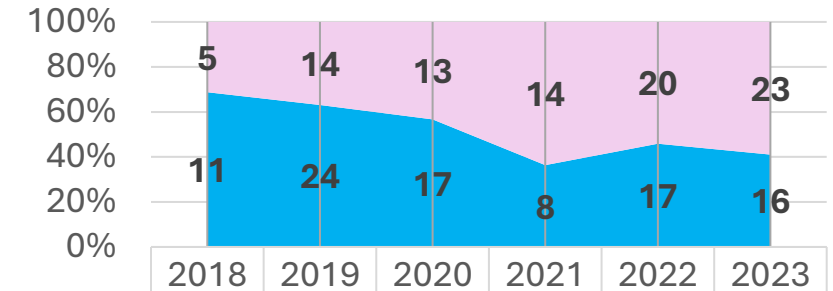
Workshop on International Women Day, 2022



Extension activity on Gender Literacy level amongst the rural students

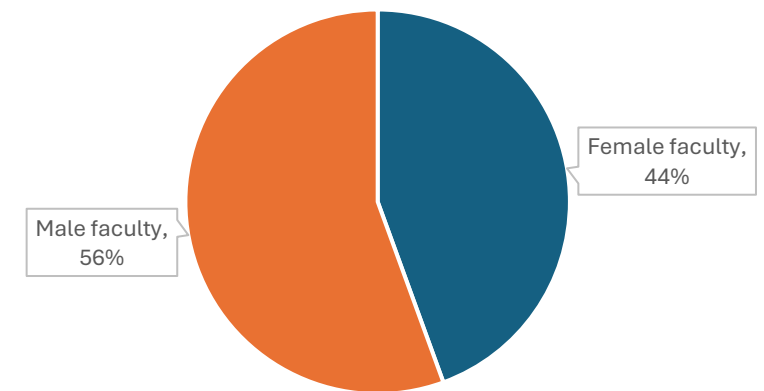
Details of initiatives to promote Gender Equity (Gender Sensitization and Safety Committee)

Gender Distribution



Female	5	14	13	14	20	23
Male	11	24	17	8	17	16

Gender Equity among faculty



Best Practice 1: Nurturing Eco-Conscious Behavior: Taking steps towards Environment Sustainability



- **Green Collaborations:** MOU with Meant4Environment. 2 Activities conducted by SJMC.
- **Curriculum Integration:** Course like Environmental Studies and Disaster Management.
- **Eco-Friendly Initiatives:** Student and faculty research papers on alternative energy sources like Bio & Solar Energy, Encouraging minimum the use of plastics, Paperless work environment with LMS.
- **Workshops and Campaigns:** eGovernance, Environmental issues like global warming, Waste management.

Best Practice 2: Holistic Sustainable Learning through Social Connect



- **Projects on environment:** SJMC students engage in community-based activities such as rural development, health care, education, and digital literacy.
- **Alumni Connects:** The school organizes alumni connects for the students to strengthen institutional reputation, career development and job placement, networking for students and industry updates.
- **Education through partnerships:** MoUs like New Delhi Film foundation, ISMOES, Guided Self Publication, Bhagidari Jansehyog Samiti, Newspapers Association Of India, Greymatters, AECC, Emaging Ideas and Sputnik to promote knowledge exchange, research, enhance learning opportunities and facilitates internships.
- **Interactions and educational sessions:** Social outreach activities, Interactions and educational sessions to develop skills, exposure to expert, enhance learning experience, engagement and motivation.

[Click here for documentary proofs of SJMC best practices](#)



■ Institutional Distinctiveness



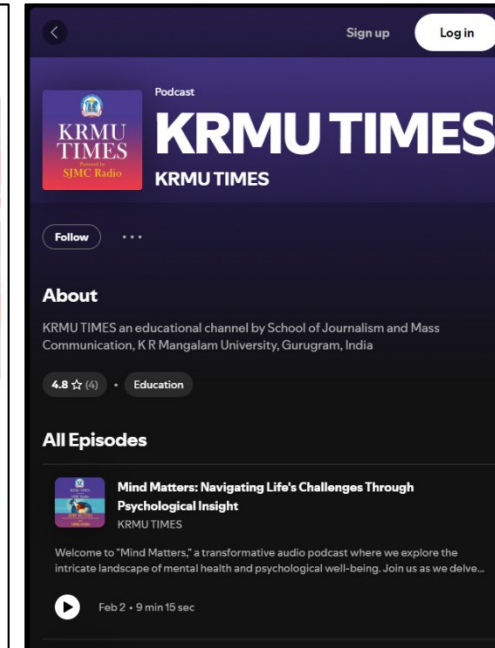
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EXPERIENTIAL LEARNING

- [SJMC TV - YouTube Channel](#)
- [Podcast Channel on Spotify](#)
- [University Newsletter - KRMU Times](#)
- Research Papers & Capstone projects

TECHNOLOGY INTEGRATION IN LEARNING

- AI Anchor '[Palak](#)' on SJMC TV
- Drone Production (DGCA Certified Trainer)



Devyanshu – BA(J&MC)
Batch of 2020

Future Roadmap



Boost SJMC's YouTube & Spotify reach to 5000+ & to showcase students' work and enhance visibility by Q3 2025.

Curriculum redesign to incorporate AI & Digital Media Components in the existing UG/PG programs by Q3 2025

Introduce additional Pan University minor stream in the Emerging Media and Creator Economy domain program by Q3 of 2025.

Introduce PBL based/ apprenticeship embedded BA in Emerging Media and Creator Economy program by AY 2026.

Launch SJMC Research Journal to drive publications, patents & quality research output by Q1 2026.

Expand global exchange programs and internships for international exposure by Q3 2026.

Implement advanced training for SJMC faculty to enhance expertise and teaching quality by Q3 2025.

Increase consultancy projects to target an annual revenue of Rs. 50 Lakhs by Q2 2026.

THANK YOU



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- [STUDENT PROJECTS - SAMPLE](#)
- [MENTOR - MENTEE FILES SAMPLES](#)
- [MENTOR-MENTEE DOCUMENTS](#): It contains all documents of Mentor-mentee for 2024-24 including list of mentor-mentees, ATR & office order.
- [Slow-Advanced Learners Files](#) (Even Sem 2024-25)
 - [2024-25 Even Sem Slow fast](#)
 - [2024-2025 ODD SEM SLOW FAST](#)