



K.R. MANGALAM UNIVERSITY
THE COMPLETE WORLD OF EDUCATION



The BYLINE– Illuminating Ideas in Ink

SCHOOL OF EMERGING MEDIA & CREATOR ECONOMY

NEWSLETTER JANUARY TO MARCH 2026





K.R. MANGALAM UNIVERSITY

TABLE OF CONTENT

FROM THE EDITOR'S DESK	4
MESSAGE FROM THE LEADERSHIP	6
MESSAGE FROM ADVISORY COMMITTEE	7
ABOUT SCHOOL: VISION & MISSION	8
OPINION COLUMN	9
CAMPUS BULLETIN	10
EVENTS CORNER	12
FEATURE STORY	18
RESEARCH & INNOVATION	19
PLACEMENTS, INTERNSHIPS & ENTREPRENEURSHIP	20
COMMUNITY CONNECT	22
ALUMNI GUILD	25
VISUAL ARCHIVES	27

FROM THE EDITOR'S DESK



PROF. (DR.) AMIT CHAWLA

Dean, SEMCE

K.R. Mangalam University

Dear Readers,

The first quarter of 2026 has been a season of milestones, momentum, and meaningful engagement for the School of Emerging Media & Creator Economy (SEMCE). Each initiative undertaken reflects our shared commitment to academic excellence, industry alignment, and societal impact.

We began the year by strengthening our long-standing association with Karma Foundation through the renewal of our Memorandum of Understanding, alongside student participation at the BES Expo in New Delhi on 30–31 January. This collaboration, first formalised in January 2025, reaffirms our belief in socially engaged media education, where classroom learning meets real communities and real issues. At the BES Expo, SEMCE students interacted with a vibrant community of creators and media-technology partners, and were tasked with networking, documenting their experience, and producing social media and digital content that captured the stories, innovations, and emerging trends they encountered.

In February, the World Radio Day Workshop on 13.02.2026 extended SEMCE's sustained emphasis on audio storytelling and sound-based media, tracing the journey of audio production and broadcast while preparing our learners for the rapidly evolving landscape of radio, podcasting, and immersive audio platforms. Conducted by renowned radio professional RJ Mehak, the workshop once again positioned digital podcasting and radio as both a people's medium and a future-ready space for innovation.

In March, the University's 7th Convocation Ceremony on Sunday, 22 March 2026, became a proud moment for the graduands of the 2024 and 2025 batches, as we celebrated a cohort that leaves SEMCE not only with degrees, but with proof-of-work portfolios, rich industry exposure, and a strong ethical compass. In the same month, I had the privilege of representing SEMCE and K.R. Mangalam University at the Gender Summit 2026 at the Indian National Science Academy (INSA), New Delhi, where global voices converged to discuss equity, inclusion, and innovation in academia and public life.

Our placement outcomes continue to move in the right direction, with an increasing number of students stepping into roles across digital content, social media, production, and the wider creator economy. Over the past year, strategic MoUs with partners such as Jagran Film Festival, Karma Foundation, Purple Wings Entertainment, and iTV Network have translated into internships, live projects, and job offers, validating our model of experiential, outcome-driven media education.

At the same time, our internal culture of research, innovation, and capacity building remains robust. Faculty and students are actively engaged in publishing, patenting, and interdisciplinary projects, while capacity-development initiatives in AI, web, design, podcasting, and emerging media tools continue to align SEMCE with NEP 2020 and global best practices in media education.

Looking ahead, we prepare with enthusiasm for the second edition of Connect 360, scheduled from 22–24 April 2026 in collaboration with Bennett University and Jamia Hamdard. Building on the success of its earlier edition as a flagship international conference at K.R. Mangalam University, Connect 360 will once again serve as a platform for sustainability, innovation, and interdisciplinary dialogue, further strengthening SEMCE's role as a convening space for scholars, practitioners, and young creators.

To our students, I urge you to use this momentum to deepen your craft - whether in journalism, filmmaking, audio, design, advertising, or content entrepreneurship; and to see every classroom, studio, lab, and field assignment as an opportunity to build both your portfolio and your character. To our faculty and staff, I extend my appreciation for mentoring, documenting, and amplifying the intellectual and creative energies that make SEMCE distinctive. As we move into the next quarter, I encourage our community to sustain this momentum, balancing creativity with discipline, and innovation with responsibility. Together, let us continue to build SEMCE as a hub of excellence where ideas are not only imagined but also illuminated, and to learn, create, and lead with clarity, empathy, and purpose as we script the next chapter of SEMCE's journey together.

Warm regards,

Editor-in-Chief

Editorial Team:
Dr. Ritika Chaudhary, Assistant Professor, SEMCE
Dr. Shikha Dutt Sharma, IQAC Coordinator

WORDS FROM THE LEADERSHIP

Dear Readers,

The January to March quarter has been a period of continued academic engagement, creative exploration, and steady progress for the School of Emerging Media and Creator Economy (SEMCE). As the media landscape continues to evolve with rapid technological advancements and the growing influence of digital platforms, our focus remains on equipping students with the skills, perspectives, and adaptability required to thrive in this dynamic environment.

During this period, the School has actively emphasized strengthening academic rigor alongside practical exposure. Students have been encouraged to engage with contemporary media practices, explore innovative content formats, and develop a critical understanding of the changing communication ecosystem. Such an approach ensures that learning goes beyond theoretical frameworks and is closely aligned with industry expectations.

Industry interaction and experiential learning continue to be key priorities. Through ongoing collaborations and academic engagements, efforts are being made to provide students with meaningful exposure to real-world media practices. This not only enhances their professional readiness but also encourages them to think creatively and responsibly as emerging media practitioners.

Research and innovation have also remained integral to our academic culture. Faculty members and students have continued to contribute to scholarly work and creative outputs, reflecting the School's commitment to knowledge creation and dissemination in the field of emerging media.

As we approach the culmination of the academic term, I extend my best wishes to all students for their semester examinations. This is an important phase that reflects your dedication, consistency, and learning throughout the semester. Approach it with confidence and a focused mindset.

Let us continue to work together towards building a vibrant academic environment that nurtures creativity, critical thinking, and ethical media practices. With collective effort and a shared vision, we can prepare our students to contribute meaningfully to the ever-evolving media and communication landscape.

Warm regards

PROF. (DR.) MEHRAJ UDDIN MIR

Professor, Motilal Nehru Chair
K.R. Mangalam University



MESSAGE FROM THE ADVISORY COMMITTEE

In today's rapidly evolving communication landscape, the role of media extends far beyond the mere dissemination of information. It has become a powerful instrument in shaping public discourse, influencing societal perceptions, and strengthening democratic values. Having been associated with journalism, media education, and public communication for several decades, I have witnessed this transformation closely.

While technological advancements and digital platforms have expanded the reach and speed of communication, they have also brought significant challenges. Issues of credibility, misinformation, and ethical responsibility have become central to contemporary media discourse. In such a scenario, the need for well-trained, thoughtful, and responsible communicators is more critical than ever.

Institutions like the School of Emerging Media and Creator Economy have an important role to play in preparing the next generation of media professionals. It is essential that while embracing new media formats and the opportunities of the creator economy, the foundational principles of journalism—truth, accuracy, objectivity, and public accountability—are not compromised.

Media education must therefore focus not only on developing technical skills but also on nurturing critical thinking, cultural sensitivity, and a deep understanding of societal contexts. The ability to interpret and present information responsibly will define the credibility and impact of future communicators.

I appreciate the efforts of SEMCE in fostering an academic environment that balances innovation with responsibility. I extend my best wishes to the faculty and students as they continue to contribute meaningfully to the field of media and communication.

Warm regards

**PROF. (DR.)
K. G. SURESH**

Director, India Habitat Centre &
Member, Advisory Committee, SEMCE



ABOUT SCHOOL: VISION AND MISSION

School 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.

School Mission

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.

OPINION COLUMN

A PARALLEL BATTLEFIELD - FAKE NEWS, AI MANIPULATION, AND THE MEDIA WAR AROUND THE US-ISRAEL AND IRAN CONFLICT

Dr. Ritwik Ghosh, Assistant Professor (Senior Scale), SEMCE

As tensions escalate between the United States, Israel, and Iran, the conflict is being fought on more than just physical frontlines. A parallel battle is unfolding across television screens and social media feeds, driven by misinformation, amplified by artificial intelligence, and sustained by the economics of attention. In today's media landscape, war coverage is no longer confined to reporting facts. It increasingly resembles a performance. Flashing graphics, animated missile strikes, countdown clocks, and dramatic sound effects create an atmosphere closer to a battlefield simulation than a newsroom. This spectacle is not accidental. It is shaped by the race for viewership, where higher engagement directly translates into greater advertising revenue. In such an environment, intensity often takes precedence over accuracy.

The consequences are already visible. Misinformation is no longer limited to obscure corners of the internet, it frequently enters mainstream discourse too. There have been instances where viral videos, later proven to be false, were aired or discussed as credible developments. When visuals are dramatic enough, verification can become secondary, allowing false narratives to gain legitimacy before they are questioned. The pressure to attract audiences means that noise often replaces nuance, and urgency replaces careful reporting.

The rise of artificial intelligence has deepened this crisis. AI generated images, videos, and audio clips now possess a level of realism that makes them difficult to distinguish from authentic material. Deepfakes can simulate political leaders issuing statements, fabricate battlefield footage, or recreate events that never occurred. In a conflict already charged with emotion and uncertainty, such content can easily manipulate public perception and intensify reactions. Social media platforms act as powerful accelerators in this process. Viral content, that provokes strong reactions such as fear, anger, or outrage, ensuring that sensational and misleading posts travel faster and farther than carefully verified reports. A single piece of fabricated content can reach millions within hours, shaping narratives before corrections have a chance to catch up.

Underlying all of this is a structural issue. The metrics used to measure audience engagement prioritize popularity over credibility. Whether through television ratings or digital engagement statistics, the system incentivizes spectacle and speed. The result is an information environment where truth struggles to compete with virality. In this evolving landscape, the US Israel Iran conflict is not just a geopolitical struggle but also a contest over perception. In an age where artificial intelligence and media economics intersect, controlling the narrative can be as critical as controlling territory.



CAMPUS BULLETIN

SEMCE CELEBRATES ACADEMIC EXCELLENCE AT KRMU'S 7TH CONVOCATION CEREMONY

The School of Emerging Media and Creator Economy, K.R. Mangalam University, proudly witnessed the successful organization of the University's 7th Convocation Ceremony held on 22 March 2026 at the Sohna Road campus. The grand occasion marked a significant milestone as 1,842 students were conferred degrees across undergraduate, postgraduate, diploma, and doctoral programmes. The ceremony was graced by Prof. Anil D. Sahasrabudhe, Chairman of the National Board of Accreditation, as the Chief Guest. In his inspiring address, he encouraged graduates to become lifelong learners, embrace emerging technologies like Artificial Intelligence, and contribute actively to India's growth and development. The convocation also recognised academic excellence with the conferment of 154 medals, including gold, silver, and bronze, celebrating outstanding student achievements. Eminent dignitaries, including Dr. Brajesh Pandey and Prof. Abhay Vinayak Purohit, added prestige to the event. A special message from Lok Sabha Speaker Shri Om Birla further motivated students to uphold ethical values and contribute to nation-building. The event reflected the University's commitment to holistic education, innovation, and excellence, inspiring SEMCE students to step confidently into their professional journeys with knowledge, integrity, and purpose.



Celebrating excellence and new beginnings at KRMU's 7th Convocation Ceremony 2026



Chief Guest Prof. Anil D. Sahasrabudhe confers the degree upon a graduating student during the Convocation

EVENTS CORNER

WORLD RADIO DAY 2026 CELEBRATED WITH INTERACTIVE VOICE CRAFT WORKSHOP

The School of Emerging Media and Creator Economy, K.R. Mangalam University, commemorated World Radio Day on 13 February 2026 with an engaging workshop titled “Voice Craft: Radio Advertisement” at the SEMCE Studio. Organised in collaboration with KEIC, KRMU, the event brought together students, faculty, and media professionals for an immersive learning experience. The session was led by Ms. Mehak Ankar, a renowned media professional and radio host, who provided valuable insights into voice modulation, scripting, and creative storytelling in radio advertising. She emphasised the power of voice as a persuasive medium and demonstrated techniques to create impactful audio content. The programme also featured expert inputs from Mr. Rahul Bachuwan, Director, KEIC, who highlighted strategies for integrating radio content with digital platforms to enhance audience engagement. Two intra-school competitions—Storytelling and Radio Advertising—encouraged students to apply their learning practically. The workshop successfully enhanced students’ creative and technical skills, boosting their confidence in audio production and performance. It also strengthened industry-academia collaboration, reflecting SEMCE’s commitment to experiential learning and preparing students for emerging opportunities in the media and creator economy.



Ms. Mehak Ankar with SEMCE faculty members and students during the World Radio Day celebration



Students performing a World Radio Day activity under the guidance of Ms. Mehak Ankar

SEMCE STUDENTS GAIN INDUSTRY EXPOSURE AT BES EXPO 2026

The School of Emerging Media and Creator Economy, K.R. Mangalam University, organised an educational visit to BES EXPO 2026 on 30 January 2026 at Bharat Mandapam, Pragati Maidan, New Delhi. The visit aimed to provide students of B.A. (JMC) and M.A. (JMC) with first-hand exposure to the latest advancements in broadcast and digital media technologies. The expo offered a dynamic platform where students engaged with industry professionals, explored cutting-edge equipment, and attended technical demonstrations and masterclasses. Key discussions on OTT platforms, AI in media, and content creation trends enabled students to connect theoretical knowledge with real-world applications. Students actively participated in on-site content production, creating photos, videos, interviews, and live event coverage, thereby enhancing their practical skills. The visit also strengthened their communication, teamwork, and networking abilities through direct interaction with experts and exhibitors. The educational visit significantly enriched students' industry awareness, technical competence, and career readiness. It successfully bridged the gap between classroom learning and professional practice, reaffirming SEMCE's commitment to experiential and industry-oriented education.



SEMCE students during the educational visit to BES EXPO 2026 at Bharat Mandapam, New Delhi

SEMCE HOSTS ORIENTATION ON QUALITY ASSURANCE AND OUTCOME-BASED EDUCATION

The School of Emerging Media and Creator Economy, K.R. Mangalam University, organised an insightful orientation session on Quality Assurance in Media Programmes: Assessment, Accreditation & Outcome-Based Education (OBE) on 5 February 2026. Conducted in collaboration with IQAC, the session aimed to strengthen awareness of quality-driven education among students and faculty members. The session was led by Prof. (Dr.) Tania Gupta, Director-IQAC, who highlighted the significance of Outcome-Based Education, accreditation standards, and continuous improvement in academic practices. She emphasised the importance of integrating critical thinking, creativity, and ethical responsibility into media education to meet evolving industry demands. The programme included dedicated sessions for both students and faculty. Students gained insights into employability skills, curriculum relevance, and ethical media practices, while faculty members engaged in discussions on curriculum mapping, outcome-based assessment, and academic governance. The orientation successfully enhanced participants' understanding of quality assurance frameworks and reinforced the importance of transparency, accountability, and institutional excellence. It further strengthened SEMCE's commitment to delivering industry-aligned, holistic education and nurturing responsible, future-ready media professionals.



Prof. (Dr.) Tania Gupta addressing students and faculty during the orientation session on Quality Assurance and Outcome-Based Education



Faculty members and students during the orientation session on Quality Assurance in Media Programmes organised by SEMCE in collaboration with IQAC

SEMCE STUDENTS GAIN HANDS-ON INDUSTRY EXPERIENCE AT iTV NETWORKS

Students from the School of Emerging Media and Creator Economy, K.R. Mangalam University, successfully completed internships at iTV Networks, gaining valuable exposure to professional media practices and newsroom operations. The internships provided students with an opportunity to work in dynamic roles such as video editing and content writing within a real-time broadcast environment. During the internship, students actively contributed to news production processes, including editing news packages, writing scripts, preparing voice-overs, and managing newsroom workflows. They also gained hands-on experience with industry-standard tools such as newsroom management systems and video editing software, enhancing their technical competencies. The experience enabled students to understand the structure of news production, from content sourcing and scripting to final broadcast. Exposure to live newsroom environments helped them develop essential skills such as time management, teamwork, communication, and the ability to work under strict deadlines. The internship significantly strengthened students' practical knowledge, professional discipline, and industry readiness. It served as a crucial bridge between academic learning and real-world media practices, reinforcing SEMCE's commitment to experiential learning and career-oriented education.



SEMCE student gaining hands-on newsroom experience during the internship at iTV Networks



A student actively engaged in content production and media operations at iTV Networks during the internship programme

FEATURE STORY

CONTENT CREATION: FROM HOBBY TO HIGH-IMPACT CAREER

There was a time when creating content was considered a side hobby, something people did for fun after work or school. Today, it has evolved into a powerful industry that influences opinions, fuels businesses, and connects global communities. From short videos to detailed podcasts, content creation has emerged as one of the most exciting and fast-growing career paths in the digital era.

At its core, content creation is about storytelling. Whether it is a 30 second video, a blog post, or a photo series, creators are constantly finding new ways to connect with audiences. Platforms like Instagram and YouTube have opened the door for anyone with a smartphone and an idea to share their voice with the world.

What makes content creation especially compelling is its accessibility. Unlike traditional careers that often require formal degrees or large investments, content creation depends on creativity, consistency, and authenticity. A student in a small town can build a global following simply by sharing relatable stories, tutorials, or insights. In many ways, the barrier to entry is low, but the competition is intense.

The rise of the creator economy has also changed how people earn a living. Brand collaborations, ad revenue, affiliate marketing, and digital products are some of the ways creators monetize their work. Influencers today are not just entertainers, they are entrepreneurs managing personal brands. Companies now prefer working with creators to reach niche audiences in a more genuine way than traditional advertising.

However, the journey is not without challenges. The pressure to stay relevant, produce regular content, and keep up with changing algorithms can be demanding. Burnout is a real concern, especially for those who turn their passion into a full time career. There is also the challenge of maintaining privacy, as the line between personal life and public identity often becomes unclear.

Despite these difficulties, content creation continues to grow because it fulfills a basic human need, connection. Audiences are drawn not just to polished visuals but to real stories, honest voices, and shared experiences. In a world full of information, authenticity has become one of the most valuable qualities.

Looking ahead, the future of content creation is likely to become more interactive and immersive. With advancements in technologies such as augmented reality and AI tools, creators will have new ways to engage their audiences. Still, the core idea will remain the same, telling stories that truly resonate.

Content creation is no longer just a trend. It is a force that is reshaping communication, culture, and careers. For those willing to adapt, learn, and stay authentic, it offers not just visibility but also the chance to create meaningful impact.

RESEARCH AND INNOVATION

S.No.	Type	Date	Title	Author(s)	Publication/IPR Details
1	Patent	3/1/2026	Dual Layer Adjustable Bed Protector...	Ms. Aditi Agarwal, Mr. Indrajeet Kumar +2	Patent Published, India
2	Patent	8/1/2026	The Role of AI in Enhancing English...	Mr. Karan Singh	Patent Published, India
3	Journal	15/01/2026	Digital Transformation in Public...	Dr. Amit Chawla	Advances in Consumer Research
4	Book Chapter	20/01/2026	Comparative Study of Kautilya's...	Dr. Ritwik Ghosh	IKS Through Cinema: Philosophy, Culture & Visual Narratives
5	Book Chapter	20/01/2026	Franchise, Fame, and Persuasion...	Dr. Ritwik Ghosh	Investigating Persuasion and Storytelling for Effective Communication, IGI Global
6	Patent	27/01/2026	AI-Driven Emotion...	Dr. Ritwik Ghosh	Patent Published, India
7	Patent	7/3/2026	Artificial Intelligence Based...	Dr. Sarina	Patent Published, India
8	Book Chapter	7/3/2026	Social Media Impact and Perception...	Dr. Sarina	Humanities and Social Sciences - A Multidisciplinary Approach, Routledge
9	Conference Proceedings	9/3/2026	AICTE VAANI Conference 2025	Dr. Ritwik Ghosh	AICTE-VAANI Conference Proceeding, 2025

PLACEMENT, INTERNSHIP AND ENTREPRENEURSHIP

1	2309218016	AASTHA MANCHANDA	B.A. (H) (JMC) (Research)	Avira By AM	Founder	Entrepreneurship
2	2309218004	ATUL RAJ VERMA	B.A. (H) (JMC) (Research)	Lagoon	Senior Photographer & Cinematographer	Placement
3	2309218005	SHREYASI LABH	B.A. (H) (JMC) (Research)	GVM Public School	Video Editor	Internship
4	2309218006	ISHMEET KAUR BAINS	B.A. (H) (JMC) (Research)	Ishmeet Organics	Digital Marketer	Entrepreneurship
5	2309218015	POORTI SHARMA	B.A. (H) (JMC) (Research)	AP Reality Services	Marketing & Social Media Intern	Internship
6	2309218003	ADITYA KUMAR JHA	B.A. (H) (JMC) (Research)	THESPIAN	Content Writer	Internship
7	2309218012	RIDDHIMA PACHAURI	B.A. (H) (JMC) (Research)	Greenech Resolutions Private Limited	Executive - Marketing	Placement
8	2309218025	ABDU REHMAN	B.A. (H) (JMC) (Research)	Bin Jamil World Pvt Ltd	Chief Marketing Officer	Internship
9	2309218027	MANUKRITI SHARMA	B.A. (H) (JMC) (Research)	ElevatEd	Head of Multimedia	Entrepreneurship
10	2209200017	KENNETH MACKNIGHT	B.A. (H) (JMC) (Research)	ElevatEd	Head of Multimedia	Entrepreneurship
11	2409670003	KANISHKA BHANDARI	M.A. JMC	Aditi Medical Store	Digital Marketing Intern	Internship
12	2409670007	MIMANASHA DWIVEDI	M.A. JMC	Hike Education	Digital marketing	Internship

13	2309218026	APRATIM PANDEY	B.A. (H) (JMC) (Research)	Sultanpur Public School	Public Relations Officer	Placement
14	2309218018	ANSH KATARIA	B.A. (H) (JMC) (Research)	The Spian	Photographer	Internship
15	2309218011	UPASNA BAJAJ	B.A. (H) (JMC) (Research)	Himtas Biotech	Digital Marketing Executive	Placement
16	2309218001	KUNAL YADAV	B.A. (H) (JMC) (Research)	THESPIAN	Social Media Executive	Internship
17	2309218021	GOPI BALKOTI	B.A. (H) (JMC) (Research)	The scene Zone	Creative Consultant	Placement
18	2309218014	PALAK VERMA	B.A. (H) (JMC) (Research)	G.S.Power Controls	Marketing Associate	Placement
19	2309218010	JAYA MISHRA	B.A. (H) (JMC) (Research)	Shri Krishna Constructions	Assistant Manager HR	Placement
20	2309218002	RIYA SINGH	B.A. (H) (JMC) (Research)	BombayBoy	Social Media Associate	Internship
21	2309218028	AANANYA YADAV	B.A. (H) (JMC) (Research)	Creative Lane	Social Media Associate	Internship
22	2309218013	SOUMITRA HALDER	B.A. (H) (JMC) (Research)	AP Reality Services	Marketing PR	Placement
23	2409670002	PRASHIK MESHRAM	M.A. JMC	Zee Media	Intern Training Engagement	Internship
24	2409670001	SREELEKHA VENUGOPAL	M.A. JMC	Zee Media	Intern Training Engagement	Internship
25	2309218022	JIYA RAJ	B.A. (H) (JMC) (Research)	GVM Public School	Social Media Manager	Internship
26	2309218008	BHOOMIKA GUPTA	B.A. (H) (JMC) (Research)	GVM Public School	Marketing Specialist	Placement

27	2309218009	PRASHANT SINGH	B.A. (H) (JMC) (Research)	Government of India- Ministry of Communications	Assistant Post Master	Placement
28	2309218020	KARTIK BHARDWAJ	B.A. (H) (JMC) (Research)	One Digital	Cinematographer	Placement
29	2309218023	PALAK SAINI	B.A. (H) (JMC) (Research)	Jeto Vacation	Content Creator	Placement
30	2409670006	NIDHI PATEL	M.A. JMC	C2 Homes	Multimedia Designer	Internship

COMMUNITY CONNECT

SEMCE LAUNCHES “CLEAN SOHNA CAMPAIGN” TO PROMOTE ENVIRONMENTAL AWARENESS



SEMCE students during the awareness campaign on e-governance with banners and informational posters in Sohna



Students interacting with villagers to spread awareness about e-governance services and digital accessibility



SEMCE students collecting survey data from local residents during the e-governance awareness activity in Sohna

The School of Emerging Media & Creator Economy (SEMCE), K.R. Mangalam University, successfully conducted the “Eco-Media Impact: Enhancing Community Awareness and Cleanliness Behaviour through the Clean Sohna Campaign” between January and July 2026. The initiative was organized under SDG goals 11, 12, and 13 to promote sustainable communities, responsible consumption, and climate action.

The campaign was conducted in three impactful phases. In the first phase, students and faculty members identified unclean and environmentally vulnerable areas in Sohna. The second phase involved awareness drives where SEMCE students, along with faculty coordinators Dr. Ritika and Dr. Sarina, visited the selected locations and interacted with local residents through communication activities, posters, and media-driven awareness campaigns to encourage cleanliness and sustainable practices.

In the final phase, survey data was collected to assess the awareness levels among the local community. The team later revisited the same areas and observed visible improvements in cleanliness and public participation, reflecting the positive impact and success of the campaign.

The initiative not only enhanced environmental consciousness among students and residents but also encouraged active community involvement and sustainable behavioural practices, making it a meaningful step toward ecological responsibility and civic engagement.

ALUMNI GUILD



The years I spent at K.R. Mangalam University were not merely about earning a degree; they were years of growth, self-discovery, learning, and transformation. As a student of Journalism and Mass Communication, I was constantly encouraged to think creatively, communicate confidently, and explore the dynamic world of media beyond textbooks and classrooms.

From reporting, content writing, photography, and video production to understanding digital media and communication strategies, every experience at the university added a new dimension to my personality and professional aspirations. The exposure through workshops, guest lectures, media activities, university events, field visits, cultural fests, and practical assignments helped me gain industry-oriented learning and confidence that continue to guide me even today.

The university also opened several doors of opportunity for me beyond academics. One of the proudest moments of my journey was securing my first job through the university placement process itself, which marked the beginning of my professional career. Additionally, I had the opportunity to publish two research papers alongside my professors, an experience that strengthened my research, analytical, and writing skills while giving me valuable academic exposure and guidance which continues to stay with me even today.

I feel immensely grateful to have learned under the guidance of such supportive and inspiring mentors. My heartfelt thanks to Dr. Ritika Chaudhary Ma'am and Dr. Karan Singh Sir for their constant encouragement and support throughout my academic journey. I am equally thankful to Dr. Ritwik Ghosh Sir for being a mentor and inspiration, Dr. Aditi Aggarwal Ma'am and Dr. Sarina Mehra Ma'am for their guidance and motivation, Dean Dr. Amit Chawla Sir for his leadership and encouragement, along with all the respected faculty members who contributed to shaping my learning experience. I also sincerely acknowledge and appreciate the educators who were once a part of the institution and played an important role in my academic and personal growth. Their lessons, encouragement, and guidance continue to stay with me even today.

A special mention to my friends and batchmates who stood by me as constant pillars of support throughout this journey. Their encouragement, memories, laughter, and companionship made these years even more meaningful. I am equally thankful to my juniors and seniors for the warmth, motivation, and friendships that created a strong sense of belonging within the university family.

The university not only gave me knowledge and exposure but also gifted me unforgettable memories, meaningful friendships, and the confidence to pursue my dreams with determination. Receiving the First Rank with Gold Medal in Journalism and Mass Communication remains one of the proudest milestones of my journey, and I will always cherish being a part of this wonderful institution.

Ms. Rebecca Mary Reji

Batch: B.A. JMC (2022–25)

VISUAL ARCHIEVES





















K.R. MANGALAM UNIVERSITY
THE COMPLETE WORLD OF EDUCATION

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