



K.R. MANGALAM UNIVERSITY
THE COMPLETE WORLD OF EDUCATION



SCHOOL OF EMERGING MEDIA & CREATOR ECONOMY

The BYLINE - Illuminating Ideas in Ink

NEWSLETTER

APRIL - JUNE 2026





K.R. MANGALAM UNIVERSITY

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FROM THE EDITOR'S DESK

Dear Readers,

The second quarter of 2026 has been a time of renewed energy and consolidation for the School of Emerging Media & Creator Economy (SEMCE). Between a landmark international conference, intensive student-led activities, and ongoing academics, this period has once again reminded us what it means to be a future-facing media school rooted in both rigour and relevance.

The months of April, May and June were anchored by the second edition of our international conference Connect 360, organised from 22–24 April 2026 in collaboration with Jamia Hamdard and Bennett University. Bringing together scholars, practitioners, creators, and students from multiple institutions, the conference offered three days of keynotes, paper presentations, round tables, and book releases that explored sustainability, innovation, and the evolving media–technology landscape.

Alongside Connect 360, this quarter also saw a series of focused activities that strengthened our emphasis on creator-centric and practice-based learning. Workshops and contests around mobile journalism, digital storytelling, and infographic design encouraged students to think visually, work with data, and communicate complex ideas with clarity and impact. These initiatives not only sharpened technical skills but also reinforced a key lesson for emerging media professionals: in a noisy information environment, thoughtful design and credible storytelling matter as much as speed.

April and May were also marked by intense academic engagement including end-term teaching, internal assessments and evaluations responsibilities that keep the larger university ecosystem running smoothly. While such processes may not always make headlines, they are central to our identity as an institution that values transparent assessment, curricular coherence, and continuous improvement. The active involvement of SEMCE faculty in curriculum review committees, board of studies and academic planning this quarter has further aligned our programmes with NEP 2020 and emerging media industry needs.

On the student front, placements, internships, and project opportunities in the creator economy continued to expand. Many of our learners are now working in roles that cut across digital content, social media strategy, audio–visual production, and start-up ecosystems, often juggling internships with live university responsibilities. This growth is closely tied to the industry linkages we have built



PROF. (DR.) AMIT CHAWLA

Dean, School of Emerging Media and Creator
Economy
K.R. Mangalam University

over the past year, including our MoUs with partners such as Karma Foundation, Purple Wings Entertainment, and leading media networks, which have opened up pathways for experiential learning and pre-placement exposure. We signed another MoU with Digit Maestro in this quarter which will pave the way for new placement opportunities for the students as well as for faculty interested in industry immersion program.

Equally important has been the ongoing work in research and innovation. Faculty and students have continued to contribute through publications, collaborative projects, and knowledge-sharing platforms that connect media practice with critical inquiry. Whether it is exploring AI in storytelling, examining emerging audience behaviours, or documenting new forms of civic communication, SEMCE's research culture is steadily adding depth to our practice-driven orientation.

As we look ahead to the upcoming months, the priorities remain clear. For our students, this is the moment to convert participation into portfolios—archiving your work, reflecting on feedback, and building a body of evidence that speaks to your skills, values, and growth. Every conference duty, workshop, assignment, or competition you have been part of over this quarter can, and should, translate into demonstrable proof of what you can do.

To my colleagues, I extend my gratitude for shouldering multiple roles—as teachers, mentors, organisers, researchers, and administrators—often all within the same time span. Your willingness to step up, adapt, and collaborate is what allows SEMCE to execute large-scale events like Connect 360 while maintaining academic continuity and quality. It is also what makes this School a dynamic and supportive space for our students.

As we move into the next quarter, I hope we can collectively sustain this rhythm—balancing creativity with discipline, ambition with reflection, and innovation with responsibility. Let us continue to build SEMCE as a place where ideas are tested in practice, where stories are told with integrity, and where the creator economy is understood not just as an opportunity, but also as a responsibility.

Warm regards

Editor-in-Chief

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

WORDS FROM THE LEADERSHIP

Dear Readers,

The April–June 2026 quarter has been a period of meaningful academic engagement, collaboration, and innovation across K.R. Mangalam University. As higher education continues to evolve in response to technological advancement and changing industry expectations, it is encouraging to witness our Schools actively creating opportunities that blend academic excellence with experiential learning.

The School of Emerging Media & Creator Economy (SEMCE) has continued to demonstrate this commitment through a range of academic, research, and industry-oriented initiatives. A significant highlight of the quarter was the successful organization of the Connect 360 International Conference 2026, which brought together scholars, professionals, researchers, and students from diverse disciplines to deliberate on themes of sustainability, innovation, and the future of media and communication. Such platforms not only enrich intellectual discourse but also strengthen our culture of collaboration and knowledge exchange.

Beyond conferences and academic engagements, the School has continued to encourage creativity, critical thinking, and skill development through workshops, competitions, industry interactions, and student-led initiatives. These experiences play a vital role in preparing learners to navigate the rapidly changing media ecosystem while developing the adaptability, ethical awareness, and professional competence required in today's creator economy.

I am equally pleased to note the School's continued emphasis on research, innovation, and industry collaboration. The growing participation of faculty and students in scholarly activities, coupled with meaningful partnerships with industry stakeholders, reflects a strong commitment to bridging the gap between academic learning and professional practice. Such initiatives contribute significantly to enhancing employability, fostering entrepreneurship, and creating future-ready graduates.

As another academic cycle draws to a close, I congratulate the students, faculty members, and staff of SEMCE for their dedication and achievements during the quarter. Their collective efforts continue to strengthen the University's vision of nurturing responsible, innovative, and socially conscious professionals.

I encourage all students to make the most of every learning opportunity, remain curious, and continue building skills that will enable them to contribute meaningfully to society and the professions they choose to pursue. Let us move forward with a shared commitment to excellence, innovation, and lifelong learning.

Warm regards



ABOUT SCHOOL: VISION & MISSION

VISION:

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

MISSION:

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.

OUR ACHIEVERS

SEMCE STUDENT AKSHAT CHAWLA SECURES FIRST PRIZE IN INFOGRAPHIC DESIGN COMPETITION 2026



(Mr. Akshat Chawla receiving the First Prize at Intra University Infographic Design Competition 2026)

The School of Emerging Media and Creator Economy (SEMCE) is proud to celebrate the remarkable achievement of our 2nd-semester BAJMC student, Akshat Chawla, who clinched the First Prize at the Intra-University Infographic Design Competition 2026.

Responding to the core event theme "Voices that Shape Society," Akshat delivered a visually stunning, deeply analytical project titled "The Sonic Architecture of Thought." His infographic masterfully maps out the global shift toward audio consumption, long-form listening, and the rise of "slow journalism." By brilliantly synthesizing key media metrics such as the 619 million global podcast listeners, the 1-hour daily habit, and the 23x higher trust factor of audio over traditional social feeds, Akshat's work perfectly captured how contemporary sonic media serves as a powerful vehicle to reduce informational inequalities and shape public discourse.

Akshat received his certificate of achievement on stage from Special Guest Mr. Manish Pandey (CEO, BeerBiceps), Judge Ms. Versha Verma, Dean SEMCE Prof. Dr. Amit Chawla alongside the event coordinator Dr. Aditi Khare. His triumph stands as a phenomenal testament to the advanced design thinking, technical data visualization skills, and creative excellence being nurtured right here within SEMCE.

DOUBLE LAURELS FOR SEMCE AT CONNECT 360 INTERNATIONAL CONFERENCE



(Ms. Priyanka Singh receiving the Best Paper Award at Connect 360 International Conference 2026)



(Ms. Sreelekha Venugopal receiving the Best Paper Award at Connect 360 International Conference 2026)

The School of Emerging Media & Creator Economy (SEMCE), K.R. Mangalam University, takes pride in congratulating its research scholars Ms. Priyanka Singh and Ms. Sreelekha Venugopal for receiving the Best Paper Award at the Connect 360 International Conference 2026 held from 22–24 April 2026.

Ms. Priyanka Singh was recognized for her research paper titled “Audio Podcasting in the Digital Era: Examining Its Behavioral Influence on Delhi’s Youth,” which explored the growing impact of podcast consumption on youth engagement and media behaviour.

Ms. Sreelekha Venugopal received the award for her paper titled “Status of Equal Opportunity of LGBTQ+ Inclusivity in Workplaces of Private Sector,” highlighting important perspectives on workplace inclusivity and diversity practices.

Their achievement reflects SEMCE’s commitment to fostering quality research, critical inquiry, and academic excellence. The School congratulates both scholars on this remarkable accomplishment and wishes them continued success in their future academic endeavors.

COLLABORATIONS



University dignitaries and Digitmaestro representatives after the MoU signing



MoU signing between KRMU and Digitmaestro to strengthen industry-academia collaboration

STRENGTHENING INDUSTRY CONNECT: SEMCE SIGNS MOU WITH DIGITMAESTRO

SEMCE, K.R. Mangalam University, signed a Memorandum of Understanding (MoU) with Digitmaestro (Estilo Electronics & Services Pvt. Ltd.) on 13 April 2026, marking another significant step towards strengthening industry-academia collaboration. The MoU aims to provide students with enhanced opportunities for industry exposure, skill development, internships, and experiential learning in the evolving creator economy.

The MoU was signed by Dr. Rahul Sharma, Registrar, K.R. Mangalam University, and Mr. Arpan Srivastava, Founder, Digitmaestro, in the presence of Prof. (Dr.) Mehraj Uddin Mir, Officiating Vice Chancellor & Chair Professor, and Prof. (Dr.) Amit Chawla, Dean, SEMCE. The initiative was led by Dr. Aditi Khare, Assistant Professor, SEMCE, with support from the SEMCE team.

SEMCE COLLABORATES WITH CREATIVE ECONOMIC FORUM (CEF)



Group photograph commemorating the signing of the MoU



Discussions on strengthening experiential learning and industry engagement

SEMCE further expanded its network of industry partnerships through the signing of an MoU with the Creative Economic Forum (CEF). The collaboration aims to create meaningful opportunities for students through internships, on-the-job training, workshops, masterclasses, seminars, and participation in industry-led events.

The MoU was signed by Ms. Supriya Suri, Founder, Creative Economic Forum (CEF), and Dr. Rahul Sharma, Registrar, K.R. Mangalam University. The collaboration was initiated by Prof. (Dr.) Amit Chawla, Dean, SEMCE, and coordinated by Dr. Aditi Agarwal, Assistant Professor, SEMCE. Through this partnership, students will gain valuable industry exposure and practical learning experiences that complement their academic journey.

OPINION COLUMN

SILENCE ISN'T CULTURE—IT'S A CRISIS

India likes to call itself the world's youngest nation. Yet it withholds from its young one of the most basic forms of knowledge: an honest, structured understanding of their bodies, relationships and rights. The result is not cultural preservation. It is a public-health failure.

Evidence has long been clear. Only a small fraction of Indian adolescents receive any formal sex education, and awareness of issues such as HIV/AIDS remains worryingly low. Where information is absent, misinformation rushes in—through peers, pornography and half-truths online. The consequences are visible: early pregnancies, unsafe abortions, sexually transmitted infections and a persistent inability to recognise consent and coercion.

Schools, which should be the first line of response, often whisper where they should teach. What passes for “sex education” is reduced to reproductive biology, stripped of discussions on consent, gender, relationships and emotional wellbeing. Past attempts to introduce comprehensive programmes have repeatedly been diluted or blocked, held hostage to political caution and social discomfort. Ironically, surveys show young people themselves want these conversations. It is adults who remain reluctant.

Into this vacuum has stepped the internet. Over the past decade, a new class of educators—doctors, activists and content creators—has taken to YouTube, Instagram and podcasts to explain what classrooms avoid: menstruation, contraception, pleasure, consent and identity. Their language is direct, their tone relatable, and their reach vast. For many young Indians, these platforms are the only places where questions can be asked without shame.

Mainstream media, too, has begun to shift. Advertising around menstrual health has moved beyond euphemism. Films and web series increasingly foreground consent and sexual agency. Digital spaces, in particular, have opened room for conversations on LGBTQIA+ identities, body image and mental health—subjects largely erased from formal curricula. But this workaround comes with risk. The same platforms that host credible educators also amplify misinformation and sensationalism. Without standards or guidance, adolescents are left to sort fact from fiction on their own. Informal learning can supplement education; it cannot substitute for it.

At heart, the problem is not policy scarcity but social silence. Homes avoid the topic. Classrooms dilute it. Public discourse tiptoes around it. Silence, however, is not neutral. It teaches—badly. If India is serious about its demographic dividend, it must invest in informed citizenship, not ignorance. That means mandating age-appropriate, comprehensive sexuality education across states; training teachers to deliver it with confidence; involving parents to reduce stigma; and ensuring curricula include consent, gender equality and digital safety.

Young Indians are already learning about sex. The only question is from whom—and at what cost. Until the state answers that with clarity and courage, the price of silence will continue to be paid in compromised health, diminished agency and futures narrowed far too early.

Author: Ms. Yashika Khandelwal
Assistant Professor, SEMCE

CAMPUS BULLETIN

A NIGHT TO REMEMBER: JASMINE SANDLAS LIGHTS UP SOLESTA '26

K.R. Mangalam University came alive with energy, excitement, and unforgettable performances as Solesta '26, the University's flagship cultural festival, was held on 17 April 2026. The event brought together students, faculty members, and guests for a day filled with creativity, entertainment, competition, and celebration, making it one of the most vibrant campus events of the year.

The festivities began with a series of engaging cultural activities and competitions that showcased the diverse talents of KRMU students. Dance performances, musical acts, and stage presentations captivated the audience throughout the day, creating an atmosphere of enthusiasm and celebration. One of the major attractions of the event was the Mr. and Ms. Freshers Contest (Batch 2025–26), where students displayed confidence, talent, and personality through various rounds. The contest provided a memorable platform for freshers to introduce themselves and become an integral part of the university community.

Adding glamour and excitement to the celebration was a spectacular Fashion Show, where participants impressed the audience with their confidence, creativity, and stage presence. The event highlighted the artistic and expressive side of student life while celebrating individuality and style.

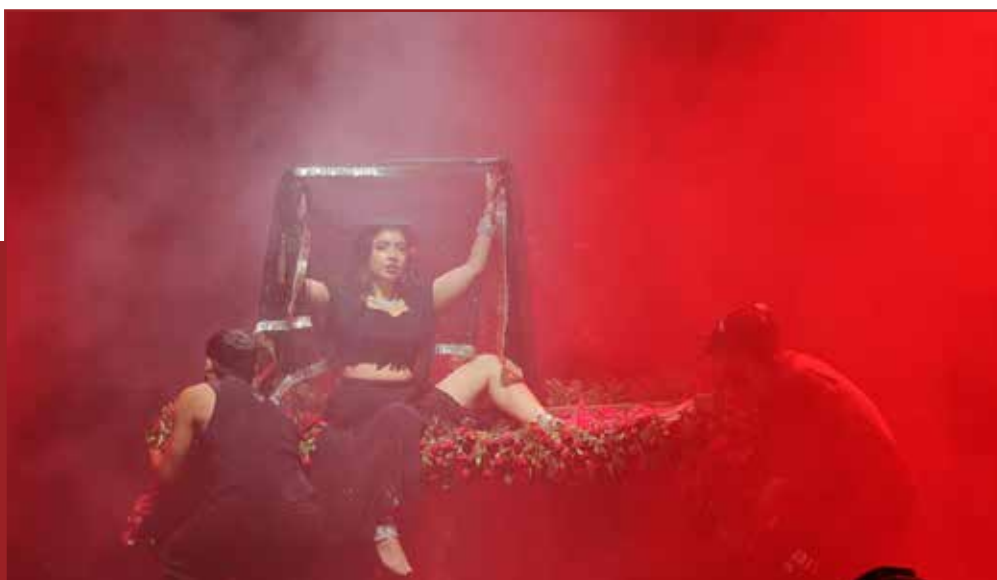
As the day progressed, the campus transformed into a vibrant entertainment arena with electrifying performances and audience engagement activities. The energy reached new heights during the DJ Night, where students danced, celebrated, and enjoyed an evening filled with music and excitement.

The highlight of Solesta '26 was undoubtedly the much-awaited live concert by renowned Punjabi singer Jasmine Sandlas. Known for her powerful voice and dynamic stage presence, Jasmine Sandlas delivered an electrifying performance that left the audience enthralled. Performing several of her popular hits, including fan-favourite tracks from her celebrated repertoire, she transformed the evening into a memorable musical experience. Students enthusiastically sang along, danced, and immersed themselves in the high-energy atmosphere created by the live performance.

Solesta '26 successfully brought together entertainment, creativity, and community engagement, providing students with an opportunity to celebrate campus life beyond academics. The event not only showcased student talent but also fostered a sense of belonging, collaboration, and school spirit among participants.

With its blend of cultural performances, competitions, fashion, music, and a star-studded concert, Solesta '26 will be remembered as a spectacular celebration that truly reflected the vibrant and dynamic spirit of K.R. Mangalam University.









EVENTS CORNER

MOJO MASTERS 2026: EMPOWERING FUTURE DIGITAL STORYTELLERS

SEMCE, K.R. Mangalam University, successfully organized MOJO Masters 2026 on April 10, 2026, bringing together aspiring content creators and media enthusiasts from various universities. The event focused on Mobile Journalism (MOJO) and digital content creation, providing students with a platform to learn, create, and compete.

The highlight of the event was an insightful session by Ms. Swati Dwivedi, who shared practical tips on storytelling, content creation, and audience engagement. Participants then took on real-time content production challenges, applying their creativity and technical skills using mobile devices.

The event promoted experiential learning by helping students develop competencies in ideation, scripting, shooting, editing, teamwork, and communication. It also offered valuable exposure to current industry practices and emerging opportunities in the creator economy.

Winners of MOJO Masters 2026

- 1st Prize: Shashi Shekhar, Galgotias University
- 2nd Prize: Saumitra, BAJMC (SEMCE, KRMU)
- 3rd Prize: Bhumika, MAJMC (SEMCE, KRMU)

MOJO Masters 2026 was a vibrant celebration of creativity, innovation, and digital storytelling, reinforcing SEMCE's commitment to nurturing skilled, confident, and future-ready media professionals.



The jury reviewing creative mobile journalism entries



Bhumika receiving her award during the prize distribution ceremony



A memorable group photograph marking the successful conclusion of the event

VISUALS FOR CHANGE: SEMCE HOSTS INTRA-UNIVERSITY INFOGRAPHIC DESIGN COMPETITION 2026

The School of Emerging Media and Creator Economy (SEMCE) vibrantized the campus creative scene by organizing the Infographic Design Competition 2026 on April 29th at Chanakya Block-106. Built around the powerful theme, “Voices that Shape Society,” the intra-university challenge pushed students from all academic disciplines to transform dense societal issues into striking information visuals.

The initiative directly championed SDG 10 (Reduced Inequalities) and SDG 16 (Peace, Justice, and Strong Institutions), encouraging digital activism through design. Participants had the unique privilege of being guided by graphic design expert Ms. Versha Verma (Assistant Professor, SOAD) and interacting with prominent creator economy pioneer Mr. Manish Pandey (CEO, BeerBiceps), who attended as a Special Guest to share critical industry secrets on visual impact and modern content strategy.

Out of an incredibly competitive pool of 20 talented participants, Akshat Chawla (BAJMC, 2nd Sem) clinched the coveted 1st Prize with a stellar display of visual narrative skills. Following closely, Nitiya Sinha (B.A. Hons. Psychology, 4th Sem) earned the 2nd Prize, Dev Goel (BBA Hons., 4th Sem) secured the 3rd Prize, and Khushi Kashyap (BAJMC, 2nd Sem) was named the official Runner-Up. The cross-departmental triumph beautifully highlighted SEMCE’s dedication to cultivating data literacy, design thinking, and socially conscious communication among future digital leaders.



Participants and organizers together after an inspiring day of creativity and innovation



Recognizing excellence in infographic design and visual communication

CONNECT 360 INTERNATIONAL CONFERENCE 2026 BRINGS TOGETHER GLOBAL THOUGHT LEADERS, ACADEMICIANS AND INDUSTRY EXPERTS

The School of Emerging Media & Creator Economy (SEMCE), K.R. Mangalam University, successfully organized the Connect 360 International Conference 2026 from 22–24 April 2026 in collaboration with Jamia Hamdard, New Delhi, and Bennett University, Greater Noida. Centered on the theme of Sustainability, Innovation, and Indian Knowledge Systems, the three-day conference served as a multidisciplinary platform for academicians, researchers, policymakers, industry professionals, media practitioners, and students to engage in meaningful dialogue on contemporary global challenges and emerging opportunities.

The conference commenced at K.R. Mangalam University with the presence of distinguished academic leaders and industry experts, including Prof. (Dr.) Mehraj Uddin Mir, Officiating Vice Chancellor, K.R. Mangalam University; Prof. (Dr.) Varuna Tyagi, Dean Academics; Dr. Seema Raj, Dean Research; and Prof. (Dr.) Tania Gupta, Dean, School of Engineering and Design. The inaugural sessions featured thought-provoking addresses and keynote talks by eminent personalities such as Prof. Dr. Anubhuti Yadav, Prof. (Dr.) Pooja Rana, Mr. Siddharth Rajhans, and Mr. Danish Macknight, who shared insights on media innovation, digital transformation, artificial intelligence, and sustainable communication ecosystems.

The second day at Jamia Hamdard witnessed participation from several renowned scholars, policy experts, and institutional leaders. Distinguished guests included Dr. Vibha Dhawan, Director General, TERI; Prof. (Dr.) Hindol Sengupta, Executive Dean, Jindal School of International Affairs; Shri Praveen Garg, IAS (Retd.), Former Additional Secretary and Financial Adviser, Ministry of Environment, Forest and Climate Change; and Prof. (Dr.) Afshar Alam, Vice Chancellor, Jamia Hamdard. The plenary sessions further featured eminent speakers such as Prof. (Dr.) Qamar Irshad, Prof. (Dr.) Afrina Rizvi, Ms. Ruchita Beri, Dr. Nikhil Yadav, and Shri Pankaj Mohindroo, whose deliberations enriched discussions on sustainability, policy, governance, technology, and Indian Knowledge Systems.

The concluding day at Bennett University focused on design, creative industries, and communication. The sessions featured distinguished speakers including Prof. (Dr.) Sanjeev Singh, Dean, School of Law and Administration; Ms. Alaknanda, renowned Kathak artist; Prof. (Dr.) Ruhi Lal; and Prof. (Dr.) Tasha Singh Parihar, who explored the intersections of culture, creativity, communication, and sustainable development.

The conference also hosted multiple technical sessions that provided scholars, researchers, and students with opportunities to present their research and engage in interdisciplinary academic discussions. The event fostered collaboration among institutions, encouraged knowledge sharing, and promoted meaningful dialogue on innovation, sustainability, media, technology, and the future of education.

The conference was successfully convened by Dr. Ritika Choudhary, Assistant Professor, SEMCE, who coordinated the academic and organizational aspects of the event across all three partner institutions. The successful execution of the conference was made possible through the collective efforts of the organizing team, faculty members, student volunteers, and collaborating institutions.





SAYONARA SENIORS! A CELEBRATION OF MEMORIES AND NEW BEGINNINGS

The School of Emerging Media & Creator Economy (SEMCE), K.R. Mangalam University, organized “Sayonara Seniors! – Farewell 2026” on 09 May 2026 to celebrate the achievements and memorable journey of the graduating students of BA (Journalism & Mass Communication) Hons. and MA (Journalism & Mass Communication).



The graduating batch celebrating cherished memories with the SEMCE family

The event brought together students and faculty members in an atmosphere filled with joy, nostalgia, and celebration. Addressing the gathering, Prof. (Dr.) Amit Chawla, Dean, SEMCE, congratulated the graduating students and encouraged them to pursue excellence in their future endeavours while carrying forward the values and learning acquired during their time at the University. The farewell featured a vibrant mix of cultural performances, musical presentations, fun games, audience engagement activities, and interactive rounds. A special highlight of the event was the ramp walk and personality round, where students showcased their confidence, creativity, and stage presence.

The School also recognized outstanding students through various titles. Mr. Kartik Bhardwaj and Ms. Jaya Mishra were crowned Mr. Farewell and Ms. Farewell respectively for the BA (J&MC) programme, while Mr. Prashik Meshram and Ms. Sreelekha Venugopal received the corresponding titles for

the MA (J&MC) programme. Additionally, Mr. Kenneth Machnight and Ms. Manukriti Sharma were honoured as Star Students of SEMCE in recognition of their exceptional contribution and active participation in departmental activities.



Recognizing outstanding dedication and contribution to SEMCE

The celebration concluded with refreshments, group photographs, and heartfelt interactions between students and faculty members, creating

lasting memories for the graduating batch as they prepare to embark on new professional and personal journeys.

INTERNSHIP

Student Name	Program	Batch	Company	Designation	Internship
Amrata Choudhary	BAJMC 2nd Sem	2025-28	BotFit Centre	Event manager intern	Internship
Shubham Banthia	BAJMC 2nd Sem	2025-28	Outlook Publishing (India) Pvt. Ltd.	Sports Writer Intern	Internship
Rishika Gupta	MAJMC 2nd Sem	2025-27	HT Digital Media Group	Digital News Writer and Editor	Internship
Vaibhav vats	BAJMC 2nd Sem	2025-28	Thinking folks advertising agency, Ghitorni	Social Media Executive	Internship
Akshara Rastogi	BAJMC 2nd Sem	2025-28	Thinking folks, advertising agency, Ghitorni	Social Media Executive	Internship
Arihana Yadav	BAJMC 4th Sem	2024-27	Qwerty Brand Solutions	Social Media Marketing	Internship
Pallavi Shukla	BAJMC 2nd Sem	2025-28	Artline Creation / Vikram Carpets	Social Media Content Management	Internship
Kunal Gupta	MAJMC 2nd Sem	2025-27	Sudarshan News TV	Digital Media	Internship
Khushi kumari	BAJMC 2nd Sem	2025-28	My Nachiketa	Content Writer and Editor Intern	Internship
Chetanshi Verma	BAJMC 2nd Sem	2025-28	News Nation	Intern	Internship
Dev Chauhan	BAJMC 2nd Sem	2025-28	DigitMaestro	Video Editing Intern	Internship

Akshat Chawla	BAJMC 2nd Sem	2025-28	DigitMaestro	Content Designing Intern	Internship
Arsalan Sahib	BAJMC 4th Sem	2024-27	CEF (Creator Economy Forum)	Communications & Creative	Internship
Aditya Raj	BAJMC 4th Sem	2024-28	Sanyukt Organization	Content Writer	Internship
Kanak	BAJMC 4th Se	2024-28	CEF(Creator Economy Forum)	Communications & Creative	Internship
Mehul Mrigank	BAJMC 4th Sem	2024-28	NoBroker(Packers & Movers)	SEO Content Writer	Internship
Jhalak Maratha	BAJMC 4th Sem	2024-28	Blossoms Primary School	Digital Marketing Executive	Internship
Srishti Saxena	BAJMC 4th Sem	2024-28	Tia's Creations	Social Media Marketing Intern	Internship
Chhavi Saini	BAJMC 4th Sem	2024-28	Swaadify	Social Meida Management	Internship
Khwaish Sharma	BAJMC 4th Sem	2024-28	Velusha Private Limited	HR Intern	Internship
Janhvi Shrivastava	BAJMC 4th Sem	2024-28	Vizigrow	Content Writer	Internship

FEATURE STORY

WHY RETRIEVAL PRACTICE IS THE KEY OF EFFECTIVE LEARNING

I often observe a tendency of poor academic performance and weak retention abilities to a variety of external factors in my students. They often blame their memory, study habits, peer pressure, family circumstances, stress, or the general demands of modern life for their inability to learn effectively. While these factors may exert some influence, they are frequently invoked as convenient explanations rather than genuine causes of learning deprivation. The larger issue actually is the absence of disciplined engagement with knowledge, sustained attention, and reflective learning practices.

According to the scientist of effective learning, the problem is not always one of memory deficiency but of insufficient involvement with the learning process itself. As a facilitator, we must encourage students to move beyond these narratives and consistent academic effort. Learning is not about absorbing information but about actively strengthening memory traces in the brain. Works like *Make It Stick: The Science of Successful Learning* by Peter Brown, emphasizing that effortful, strategic practice beats passive review every time. Retrieval practice, also known as active recall or the testing effect, involves deliberately pulling information from memory without cues. Instead of re-reading notes, you close the book and quiz yourself: "What were the key causes of World War I?" or "Explain Newton's second law in your own words." This can take forms like flashcards, self-quizzing, practice tests, or explaining concepts aloud (the Feynman Technique). I tried it and retrieving information is not a neutral act of accessing memory; it modifies the memory itself. Long-term memory support is retrieval practice's greatest strength. When you retrieve after a delay, your brain works harder to reconstruct the information, forging stronger connections. Variable retrieval (using different cues or contexts) further enriches this, improving adaptability. Studies show variable sentences or contexts during retrieval boost foreign vocabulary retention more than constant ones. Retrieval also endorses awareness of what you know and don't know. Not only this Feedback after retrieval prevents entrenching mistakes and reinforces correct pathways. Low-stakes quizzes with immediate or delayed feedback are ideal. For new age academicians science of effective learning shifts the paradigm from passive consumption to active mastery.

In the end, friends' education is not a race to gather facts but a lifelong dialogue between memory and meaning.

Dr Manv Sharma

Assistant Professor, SEMCE

RESEARCH AND INNOVATION

Type	Title	Author(s)	Status	Publisher/ Journal/Authority	Publication/ Award Date	ISSN / ISBN / Patent No.
Journal Article	AI-Enabled Sustainable Marketing Practices: Their Impact on Consumer Awareness, Engagement, and Business Competitiveness	Ms. Aditi Agarwal	Published	International Journal of Aquatic Research and Environmental Studies (Green Wave Publication)	12-May-26	E-ISSN: 2980-7840
Patent	AI-Powered 3D printings Apparatus	Dr. Amit Chawla	Patent Granted	The Patent Office, Government of India	3-Mar-26	Patent No. 493417-001
Patent	Integrated Audio Recording Apparatus with Non-Lethal Personal Defense System for Reporter Safety	Ms. Aditi Agarwal, Ms. Paramjeet Kaur	Patent Published	Office of the Controller General of Patents, Designs & Trademarks	22-May-26	Patent Application No. 202611043474 A
Patent	Smart Phase Change Material Embedded Fabric Blend for Adaptive Body Temperature Regulation	Ms. Aditi Agarwal, Mr. Indrajeet Kumar	Patent Published	Office of the Controller General of Patents, Designs & Trademarks	22-May-26	Patent Application No. 202611043479 A
Patent	An IoT-Enabled AI-Powered Smart Tourism Economy Platform for India	Dr. Ritwik Ghosh, Mr. Indrajeet Kumar	Patent Published	Office of the Controller General of Patents, Designs & Trademarks	22-May-26	Patent Application No. 202611043475 A
Conference Proceedings	Connect 360: Sustainability and Innovation Incorporating Indian Knowledge System (Vol. 2)	Dr. Amit Chawla, Dr. Ritwik Ghosh, Dr. Ritika Choudhary, Dr. Sarina	Published	CA Research & Publications	22-Apr-26	ISBN: 978-81-996723-1-4

ALUMNI GUILD



From the very first day I stepped into KR Mangalam University in 2023 to completing my journey in 2025, these two years have been truly transformative. My journey here has been filled with unforgettable memories, learning experiences, and personal growth that I will always cherish.

Being a student of Journalism and Mass Communication gave me much more than theoretical knowledge. KR Mangalam University provided me with practical exposure in various aspects of media and journalism, including broadcasting, research, graphic designing, video editing, photography, shoots, scripting, advertisements, and learning AI tools. These experiences helped me polish my skills and understand the real dynamics of the media industry.

What made this journey even more special was the constant guidance and support from our faculty members. They not only trained us professionally but also prepared us mentally for the challenges of the media world. Their mentorship, motivation, and experiences helped us become more confident and focused individuals.

I would especially like to thank my mentor, Ms. Aditi Aggarwal Ma'am, for always guiding and supporting me whenever I needed help. I am also grateful to Mr. Karan Sir, Dr. Ritika Ma'am, Dr. Ritwik Ghosh, Dr. Sarena Ma'am, Mr. Trilok Sir, and every faculty member who contributed to shaping our skills and confidence. Along with the faculty, my classmates made these two years extremely memorable with their friendship, teamwork, and support.

When I joined the university, I dreamt of becoming an anchor. However, during these two years, I discovered my interest and strength behind the camera — in technical work, research, scripting, and production. This journey helped me discover myself and gain clarity about my career path. The opportunities provided by the university were remarkable. From participating in fests, events, projects, and shoots to working with RJ Naved at Purple Wings Entertainment, covering Delhi Times Fashion Week, working at Jagran Film Festival, and interning at Dainik Jagran, every experience added immensely to my growth in journalism and media.

Looking back today, I can proudly say that KR Mangalam University not only educated me but transformed me into a more confident, skilled, and determined person.

Thank you, KR Mangalam University, for making this journey beautiful and unforgettable.

Ms. Vanshika Tayal

Batch: MAJMC (2023–2025)

VISUAL ARCHIVES









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