

# SCHOOL OF JOURNALISM & MASS COMMUNICATION

The BYLINE- Illuminating Ideas in Ink

**NEWSLETTER APRIL TO JUNE 2025** 





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# FROM THE EDITOR'S DESK

Dear Readers,

It is with great pride that I share with you the latest chapter in our school's ever-evolving journey. This quarter has been marked by growth, new milestones, and a bold new vision for the future.

We are delighted to announce that the School of Journalism and Mass Communication (SJMC) is now going to be renamed as the School of Emerging Media & Creator Economy (SEMCE). This strategic change reflects our commitment to shaping future-ready professionals and leaders in a rapidly transforming media landscape. The new name embraces the expanded scope of our academic offerings, which now span journalism, digital media, AI, creative industries, and entrepreneurship. This underscores our resolve to be at the forefront of media innovation and creative enterprise.



The academic session 2024-25, concluded on a high note with the successful completion of end-semester examinations. I am pleased to share that three patents were published by our faculty, a testament to our growing culture of research and innovation. Over 80% of our eligible and aspiring students secured placements in reputed organisations, while others have chosen to pursue higher studies or entrepreneurial ventures - reflecting the diverse pathways our curriculum now enables.

We are thrilled to see admissions for the upcoming academic session reach an all-time high, signifying the trust and enthusiasm of students and parents in our reimagined vision. Our curriculum is being thoroughly redesigned in response to valuable feedback from stakeholders, with a greater focus on experiential learning, proof of work, and industry-relevant skills. Several major collaborations and industry partnerships are also in the pipeline, promising exciting opportunities for our students in the coming months.

The NAAC Peer Team Visit was a moment of collective pride, and I extend my sincere gratitude to all students, faculty, and staff for their dedication and outstanding efforts during this crucial exercise.

As we move into the summer break, I encourage all students and faculty to make the most of this time - up skilling themselves in areas such as AI, the Creator Economy, and emerging media domains. I urge you to actively participate in research, innovation, and creative projects. Let's continue to support each other—through peer learning, mentoring, and by encouraging admissions through referrals—to further strengthen the SEMCE community.

Thank you for being an integral part of this transformation. Together, we will continue to build a legacy of excellence, adaptability, and impact.

#### Warm regards,

#### **Editor in Chief**

Prof. (Dr.) Amit Chawla, Dean School of Journalism and Mass Communication K.R. Mangalam University

#### **Editorial Team:**

Mr. Karan Singh, Assistant Professor SJMC
Dr. Aaqib, Assistant Professor SJMC
Dr. Shikha Dutt Sharma, IQAC Coordinator

# WORDS FROM THE LEADERSHIP

Dear All,

As we are entering the months of April to June, we reach an important period in the academic year. This time period signals the final phase of your current academic year, which is to review what you have been taught and learned, consolidate your learning, and then confidently move into the process of the examinations. This time period is not only an examination period but also a period of reflection, disciplined learning and engagement, and on-going effort over time.

Examinations are an important part of educational practice. They do not simply measure how much you have recited back, but rather how deeply you have grasped, comprehended and ingested the concepts you have been introduced and taught. Consider your examinations, and the examination processes, as an opportunity to embody your efforts, creativity, and solutions. You will only be successful in examinations when you are sincere, have regular study practices



and periods, and remain lucid and focused. Stress is not a pre-requisite, simply work diligently in advance, set goals for each day, study previous class lessons and revise for each and every examination.

Time management will be key. Be strategic regarding your study skills and create a schedule that has time slots for preparation, revision, and recreation. You must take care of yourself mentally and physically. Make sure you are getting a good amount of sleep, eat a healthy, balanced diet, and take time for quick breaks to recharge every day. A healthy mind and body will allow you to perform at your very best.

Your teachers and mentors have been supportive and caring toward you over this past year. Their on-going encouragement and your own initiative will guide you to do well. Please fully utilize all the resources and opportunities for learning available to you—whether it is library reading, practice, clearing up doubts, or discussion with peer's resources.

Always trust in yourself. Confidence comes from preparation and self-discipline. Do not compare your progress to others—clear your mind each day with your own improvement being the priority. Even a few belongings at a time, disciplined rehearsals, and consistent work add up to a significant outcome. At this point in time we encourage you all to stay positive, stay sincere, and stay the course in every subject. Trust your learning, and trust in each obstacle as a way to grow stronger.

We celebrate all of your work and energy this current session. Continue to move forward with confidence, perseverance, and honesty. Let these exam months bring out the best in you, and unfold new opportunities for achievement and learning as we move forward day by day.

**Best Wishes!** 

Prof. Raghuvir Singh,

Vice Chancellor

K.R. Mangalam University

# **ABOUT SCHOOL: VISION & MISSION**

#### **SJMC 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 Statement**

- To provide excellence in education by focusing on futuristic curriculum, progressive, outcome based handson 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 Value

# MESSAGE FROM ADVISORY COMMITTEE

Dear all,

It is a matter of great satisfaction to be associated with the School of Journalism and Mass Communication at K.R. Mangalam University, an institution that continues to set new benchmarks in the field of media education. In today's fast-evolving media ecosystem—driven by artificial intelligence, data journalism, and digital convergence—the role of media educators extends far beyond teaching skills; it involves nurturing critical thinkers, ethical storytellers, and socially conscious communicators.

The School's commitment to academic excellence, practical learning, and innovation is truly commendable. Through its blend of theoretical grounding and hands-on exposure, students are being prepared to meet real-world challenges across print, broadcast, and digital media platforms. The integration of creative projects, film production exercises,



design and communication labs, and industry collaborations demonstrates the School's holistic approach to media education.

I also appreciate the emphasis placed on research, creativity, and values-based journalism—three pillars that sustain credibility and trust in the media. In an era of misinformation and sensationalism, the need for responsible journalism and media ethics has never been greater. The School's initiatives in fostering media literacy, civic engagement, and critical analysis are, therefore, both timely and necessary. As a member of the Advisory Committee, I look forward to contributing to the School's vision of shaping a generation of media professionals who not only excel in their craft but also uphold truth, transparency, and integrity—values that form the cornerstone of credible journalism.

Warm regards,

Prof. K.G. Suresh

Advisory Committee Member School of Journalism and Mass Communication K.R. Mangalam University

## **OUR ACHIEVERS- STUDENTS**

# STUDENTS HONOURED FOR ACADEMIC EXCELLENCE AT 'CONNECT 360' INTERNATIONAL CONFERENCE

Gurugram, April 17, 2025, Six exemplary students from the School of Journalism and Mass Communication Ms. Vanshika Tayal, Mr. Prashik Meshram, Ms. Shreelekha, Ms. Rebecca, Ms. Himanshi, and Mr. Love were felicitated with the Dean's Honours List Award for their exceptional academic performance.

The Dean's Honours List is one of the most prestigious academic recognitions conferred by the university, celebrating students who exhibit consistent excellence, intellectual curiosity, and a commitment to academic and creative growth. The award acknowledges not only

scholastic merit but also dedication, discipline, and a passion for learning that reflects the core values of the School of Journalism and Mass Communication.

The felicitation took place during the international conference that brought together scholars, media professionals, and creative industry experts under the theme "Sustainability and Innovation in Emerging Media." The recognition of these students stands as a testament to their hard work and the institution's continuous pursuit of academic excellence and innovation in media education.



(Students of the SJMC, K.R. Mangalam University, proudly received the Dean's Honours List Award for academic excellence.

## **OUR ACHIEVERS- FACULTY**

# TRILOK KUMAR SINGH WINS BEST PAPER AWARD FOR RESEARCH ON INDIAN KNOWLEDGE SYSTEMS AT CONNECT 360 CONFERENCE

(Conference bridges tradition and innovation, fostering global dialogue on sustainability and Indian Knowledge Systems.)

Gurugram, April 17, 2025, Connect 360: A Grand Confluence of Tradition, Innovation, and Sustainability, an international conference held from April 15 to 17, 2025, at K.R. Mangalam University, Gurugram, concluded with remarkable insights and recognitions. Among the notable highlights, Trilok Kumar Singh, Teaching Assistant and Research Scholar at K.R. Mangalam University, was awarded for his outstanding paper titled "Indian Knowledge Systems in the Age of Digital Media: Preservation, Transformation, and Global Reach." The conference, jointly organized by the School of Journalism & Mass Communication, K.R. Mangalam University, and the Department of Design and Innovation, Jamia Millia Islamia, served as a dynamic platform for global discourse on integrating traditional wisdom with modern innovation and sustainable development goals (SDGs).

In his award-winning paper, Trilok Kumar Singh explored how India's ancient knowledge systems can be preserved and reimagined in the digital era, emphasizing their evolving global relevance through technology and media. His research was widely appreciated for its depth, originality, and interdisciplinary approach. The conference successfully brought together students, researchers, educators, and policymakers from India and abroad, fostering a meaningful exchange of ideas. It underscored the need to align traditional Indian knowledge frameworks with contemporary innovation and sustainability practices, creating pathways for future research and collaboration. The Connect 360 International Conference stood as a significant bridge between traditional and modern knowledge systems, offering renewed hope and innovative perspectives for sustainable and inclusive global development.





(Mr. Trilok Kumar Singh presenting and Receiving Best paper award at Connect 360 conference)

## OPINION COLUMN

#### IS GEN Z FIT FOR THE CORPORATE WORLD?

By Sreelekha Venugopal, MA [JMC]

Over the past few years, especially since the onset of the global pandemic, the nature of the workplace has undergone a dramatic transformation. Gen Z, projected to constitute nearly 27% of the global workforce by 2025, and has challenged traditional norms with their technological fluency, distinctive work values, and demand for meaningful engagement. However, this shift has sparked debate among managers who often claim that Gen Z employees lack cooperation, resilience, or commitment to corporate culture. Many younger professionals, however, are leaving their jobs due to pandemic-related burnout and the pursuit of a healthier work-life balance. Remote work has blurred professional boundaries, with employees across generations putting in extra hours, checking emails late at night, and working over weekends. Reports such as The Finery Report and an Adobe Survey reveal the intensity of this "alwayson" culture—where 83% of millennials view overtime as

routine and 57% of Gen Z workers feel pressured to stay constantly available, often finding their work monotonous and uninspiring. Many even work from their beds, a sign of both limited personal space and emotional exhaustion. At the same time, glaring income disparities have further demotivated younger workers—those spending long hours at corporate desks earn far less than influencers earning substantially through brand promotions and social media engagement. This imbalance has amplified dissatisfaction, as no one wish to feel underpaid, undervalued, or overworked. The generational disconnect is clear: many employers expect the same unpaid dedication they once gave, while Gen Z insists on fair compensation, boundaries, and respect. Unlike previous generations, Gen Z is not afraid to voice their concerns, reject unreasonable demands, and advocate for change—redefining what it means to work in the modern era.



(Source: https://www.truworthwellness.com/blog/creating-a-gen-z-friendly-workplace/)

# **CAMPUS BULLETIN**

# SJMC STUDENTS SHINE AT HR CONCLAVE AND 'CONNECT 360' CONFERENCE SHOWCASING LEADERSHIP, INNOVATION, AND TEAMWORK

Gurugram, April 2025 — The School of Journalism and Mass Communication witnessed two remarkable events this quarter — the HR Conclave and the International Conference 'Connect 360', both of which highlighted the university's commitment to fostering industry interaction, sustainability awareness, and professional excellence among students.

The HR Conclave, organized by the Career Development Cell (CDC), brought together eminent HR professionals and corporate leaders for engaging discussions on the evolving world of human resources and talent management. The event served as a bridge between academia and industry, offering students valuable insights into emerging workplace trends, employee engagement, and digital transformation in HR. The conclave was skilfully anchored by Sreelekha and Palak Saini, whose confident hosting and coordination

ensured an engaging and impactful experience for all.

Equally enriching was 'Connect 360', a three-day international conference that explored sustainability, innovation, and research-driven solutions for a greener future. The sessions featured thought-provoking discussions on renewable energy, climate action, and sustainable design. The event was anchored by Sreelekha and Vanshika Tayal, with Kanishka managing coordination and logistics, and Prashik capturing the conference's memorable moments through his lens. Together, these events reflected the spirit of collaboration, creativity, and professional growth that defines the SJMC community—preparing students to lead with knowledge, empathy, and innovation in an everchanging world.



(Students coordinating and covering an academic conference, with certificates awarded for outstanding contributions at K.R. Mangalam University.)

### **EVENT CORNER**

# STUDENTS EXPLORE THE POWER OF HINDI POETRY AS A COMMUNICATION TOOL AT K.R. MANGALAM UNIVERSITY

Gurugram, 9th April 2025: The School of Journalism & Mass Communication (SJMC), in collaboration with the K.R. Mangalam University Entrepreneurship and Innovation Cell (KEIC), organized an insightful workshop titled "Hindi Poetry as a Communication Tool (IKS)" at the TV Studio, Block-C. Attended by 34 students from various departments, the workshop emphasized Hindi poetry as a traditional yet powerful medium of communication rooted in the Indian Knowledge System (IKS). It explored how poetry, inspired by mythology, folklore, and oral traditions, promotes social awareness, value education, and emotional expression.

Aligned with Sustainable Development Goal 4.4, the session aimed to develop creative communication and cultural

appreciation. Dr. Anshul Saluja, Assistant Professor, SOED, discussed the epistemological essence of poetry within IKS, while Dr. Ujjval Chandra Das, Assistant Professor, SJMC, highlighted its relevance in modern journalism and media communication. Students composed and recited poems on social themes such as environment, unity, and education.

A poetry competition titled "काव्य संवाद" celebrated students' creative talent. Winners included Rajat Gautam (BCA, SOET) — 1st, Sakshi (BAJMC, SJMC) — 2nd, and Ridhima Sharma (B.Tech CSE-AI/ML, SOET)—3rd. The event fostered creativity, cultural understanding, and expressive communication, reaffirming the timeless role of Hindi poetry in shaping thought and society.



(Participants of the workshop "Hindi Poetry as a Tool of Communication" at K.R. Mangalam University.)

# CONNECT 360 INTERNATIONAL CONFERENCE BRIDGES TRADITION, INNOVATION, AND SUSTAINABILITY

Held from April 15–17, 2025, jointly organized by K.R. Mangalam University and Jamia Millia Islamia

Gurugram, April 17, 2025: The three-day Connect 360 International Conference concluded successfully on April 17, 2025. Jointly organized by K.R. Mangalam University (KRMU), Gurugram, and Jamia Millia Islamia (JMI), New Delhi, the event served as a grand confluence of tradition, innovation, and sustainability. The conference aimed to foster meaningful dialogue on integrating Indian Knowledge Systems (IKS) with modern innovation and sustainable development practices.

The inaugural session featured a welcome address by Prof. (Dr.) Amit Chawla, Dean, SJMC, KRMU, followed by an opening speech by Prof. Raghuvir Singh, Vice Chancellor, KRMU, who emphasized adopting a 360-degree approach to sustainability encompassing environmental, economic, and social dimensions. Eminent speakers including Prof. F. B. Khan, Prof. William L. Gannon, Dr. K. G. Suresh, and Prof. Anubhuti Yadav shared insights on sustainability, media's role, and the value of traditional knowledge systems.

The second day, hosted at the Department of Design & Innovation, JMI, featured Prof. Mazhar Asif, Vice Chancellor, JMI, who discussed the importance of indigenous knowledge and its integration with modern science. Sessions explored topics such as Indian water conservation, Ayurvedic principles, and traditional design thinking. Prof. Amit Chawla introduced the concept of "Highest Common Factor (HCF) Thinking," advocating unity in diversity within knowledge systems, and announced an app-based initiative to promote IKS languages.

On the final day, the conference focused on research around Indian myths, media influence, and color psychology in design. The valedictory ceremony, graced by Prof. Ajay Gupta, former Director, ICSSR, featured a panel discussion titled "Designing the Future with Tradition" with experts Prof. Durgesh Tripathi, Prof. Sumit Narula, and Prof. Rakesh Yogi.

Awards were presented to outstanding research contributors: Archika Arya for "From Tradition to Technology"; Anurag Gupta and Devang Chaturvedi for "Simplification"; Vishal Azad and Pratibha Tiwari for work on IKS and media; Dr. Sagarika Dash for "Ghibli Animation and Indian Ecological Ideology"; Somendra Prajapat for "Maya, Illusion, and Nolan's Quest for Reality"; Dr. Mudasir Hameed for "Bridging the Digital Divide: An Analysis of NEP"; and Trilok Kumar Singh for "Indian Knowledge Systems in the Age of Digital Media."

The conference successfully connected traditional wisdom with modern innovation, reinforcing India's commitment to global Sustainable Development Goals (SDGs). The event was organized by Dr. Aqib Anwar Butt, Dr. Rithvik Ghosh, and Dr. Saniuddin Khan (JMI), with co-organizers Dr. Deepshikha, Mr. Karan Singh (Event Secretary), Ms. Aditi Agarwal, and coordinators Trilok Kumar Singh, Mr. Ujjwal Kumar, Dr. Ujjwal Chandra Das, and Mr. Salaam Mohammad. The Connect 360 International Conference emerged as a landmark initiative, bridging India's rich traditional heritage with future-driven innovation and sustainability.



(Photo-1: Prof. Raghuvir Singh, Vice Chancellor of K.R. Mangalam University, emphasizes a 360-degree sustainability approach covering environmental, economic, and social dimensions.)



(Photo-02: Inaugural lamp lighting marks the commencement of the Conference ceremony)



(Photo-03: Dignitaries unveil Conference Proceeding during the CONNECT 360 International Conference at K.R. Mangalam University.)



(Photo 04: Prof. Mazhar Asif, Vice Chancellor, JMI, being felicitated during CONNECT 360 International Conference.)



(Photo 05: Panelists and participants engage in a roundtable discussion during the CONNECT 360 International Conference.)

### FEATURE STORY

#### FANTASY FACTORY CRAFTING OUR COLOURFUL DREAMS

By- Dr Ritwik Ghosh, Assistant Professor, SJMC

Advertising serves as a master architect of our colourful and exciting fantasy world, shaping our desires, aspirations and perceptions in many ways. Through a kaleidoscope of images, narratives and promises, advertising constructs a hyperreal realm where fantasies are not only entertained but actively encouraged and commoditized. Advertising paints a vivid canvas of possibilities, presenting an idealized version of reality that is often more alluring than the mundane world we inhabit. Whether it's the promise of luxury, adventure, romance or success, advertisements transport us to realms where our deepest desires are within reach. From glossy magazine spreads to hoardings to captivating television commercials to immersive online campaigns, advertising inundates us with a visual and auditory stimulation designed to captivate our imagination and seduce our senses.

Advertising enhances our fantasy world with vibrant colours and electrifying energy, transforming the ordinary into the extraordinary. Through clever use of imagery, sound and motion, advertisements give a larger than life persona to products and experiences with an aura of excitement and glamour, elevating them beyond their utilitarian function. Whether it's a simple beverage or a high-end automobile, advertising infuses these objects with symbolic meaning, transforming them into totems of desire that promise to elevate our lives and fulfill our fantasies. Advertising not only defines our fantasy world but also dictates its boundaries and contours. By establishing norms of beauty, success and happiness, advertising constructs a framework within which our fantasies can unfold. From airbrushed models to extravagant lifestyles to unattainable standards

of perfection, advertising sets the stage for our dreams and desires, often blurring the line between fantasy and reality in the process.

At its core, advertising is a storyteller, weaving narratives that transport us to worlds of infinite possibility and wonder. Whether it's a heartwarming tale of love and redemption or an adrenaline-fueled adventure through exotic landscapes, advertising captivates our imagination and invites us to become active participants in the stories it tells. Through the power of storytelling, advertising creates emotional connections that resonate deeply with our hopes, fears and aspirations, shaping our fantasy world in profound and lasting ways.

Advertising excites our senses through vibrant colours and fantasy stories. Through a wide range of images, narratives and promises advertisements captivate our imagination and shape our desires. And people get addicted to it. It also breaks the mundane and monotony of the spaces. Through its ability to transport us to realms of infinite possibility and wonder, advertising transforms the ordinary into the extraordinary, infusing our lives with a sense of excitement and adventure. As we navigate this hyperreal landscape, it's essential to remain mindful of the ways in which advertising can sway our minds by shaping our perceptions and triggering our fantasies. It might be alright to engage with its magic but maintaining a critical eye toward its seductive allure is also necessary. In a broad sense, advertisements do shape the consumer pattern of the society, constructs certain social norms and defines a set of behavioural patterns which is adopted by the masses at large in day to day life.



(Source: https://ritwikghosh.blogspot.com/)

# **RESEARCH & INNOVATION**

#### **RESEARCH PAPER**

Authors Name	Paper Title	Journal Name	Publication Date
Dr. Ritwik Ghosh	Guerrilla Journalism in India: Evolution, Impact and Challenges	Pragyaan – Journal of Mass Communication (IMS Unison University)	May-25
Mr. Karan Singh, Dr. Aaqib Anwaar Butt	Inclusion of Metaverse in Cinematic Representation: Balancing Storytelling and Technology	Journal of Informatics Education and Research  May-25	
Mr. Karan Singh, Ms. Aditi Agarwal	Awareness and Perception of Government Agricultural Schemes Among Rural Farmers: A Study of Media Use and Policy Effectiveness	European Economic Letters	Jun-25
Dr. Aaqib Anwaar Butt	Ethical Challenges of AI Adoption in Indian TV Newsrooms: A Qualitative Study of Editorial Concerns	European Economic Letters Jun-25	
Dr. Sarina	Educational Influence of Bollywood Movies with Reference to Delhi Youth	Journal of Informatics Education and Research	Jun-25

#### **BOOK**

Authors Name	Book Title	Publisher Name	Publication Date
Dr. Ritwik Ghosh, Mr. Karan Singh, Dr. Aaqib Anwaar Butt, Dr. Amit Chawla	Connect 360: Sustainability & Innovation Incorporating Indian Knowledge Systems	RSP Research Hub, Coimbatore	Apr-25

#### **PATENT**

Authors Name	Patent Title	Patent Country	<b>Publication Date</b>
Dr. Amit Chawla	An Al-Powered Auto-Grading System To Minimize Teacher Workload And Enhance Academic Performance In Higher Education	India	Apr-25
Dr. Shweta Bansal, Dr. Ritwik Ghosh	VADHYAPAK – AI Powered Virtual Professor	India	Jun-25
Dr. Ritwik Ghosh	IADHYAPAK – AI Powered Learning Management System	India	Jun-25

# **PLACEMENTS**



Name	Designation	Industry Name
Mr. Gopi Balkoti	Creative Consultant	The scene Zone
Mr. Prashik Meshram	Training Engagement	Zee Media
Ms. Sreelekha Venugopal	Training Engagement	Zee Media
Mr. Neeraj Singh Mehta	Training Engagement	Zee Media
Ms. Sneha Shrivastava	Content Writer	Sportsdunia
Ms. Vanshika Tayal	Content Writer	Sportsdunia

# **ALUMNI GUILD**



My journey as a BAJMC student at K.R. Mangalam University has been one of the most transformative phases of my life. The course not only strengthened my academic foundation but also gave me the confidence and skills to express myself creatively and professionally. The practical exposure, interactive sessions, and constant guidance from faculty helped me understand the media industry beyond textbooks.

During my time at the university, I had the opportunity to complete three diverse internships that shaped my career path. I began as a Social Media Executive at K.R. Mangalam University, where I worked for eight months, managing content creation, campaigns, and digital communication. Later, I interned at Tehelka Khabar as a Ground Reporter and News Writer, which helped me experience the fast-paced world of journalism first hand. My third internship was at Purple Wings Entertainment (RJ Naved's company), where I explored the creative side of media production and digital storytelling.

After completing my degree, I was placed at Bombay Boy as a Social Media Associate, where I continue to apply the knowledge and skills I gained at K.R. Mangalam. The exposure I received during my BJMC program, from classroom learning to field reporting, prepared me for the professional world with confidence and clarity.

K. R. Mangalam University has been more than just an institution for me; it has been a place of growth, opportunity, and inspiration. I will always be grateful for the support, encouragement, and experiences that shaped me into who I am today.

Ms. Garima Setia

BAJMC, (Batch 22-25)

# **VISUAL ARCHIVES**







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