



**Report on
Alumni Connect: Creator Economy Entrepreneurship**

Date: Thursday, 28 September 2023.

Venue: C-108, C Block, K.R. Mangalam University.

Mode of Activity: Offline

Target Group: Students of SJMC

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

Coordinators: Mr Ritwik Ghosh

Organized by: School of Journalism and Mass Communication

Number of Participants: -- 41

September 28, 2023, School of Journalism and Mass Communication, K R Mangalam University, Gurugram organised an enriching alumni connect on "Creative Economy Entrepreneurship" at room C 108, 2 pm onwards. Ms. Pravina Srivastava, working at Asian News International (ANI) was the invited alumni for the session. Dean Prof. (Dr) Neeraj Khatri extended a warm welcome to the gathering. Ms Pravina's key note laid emphasis on the challenges included as a package while pursuing a career in the media industry. She also highlighted the importance of creativity and innovation as essential drivers in the media industry and how creative economy is coming up with the opportunities in it. Discussing her journey into the media industry she inspired the attendees. She laid paramount importance on building connections with established

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industry professionals. This event served as a platform for current students to gain practical wisdom and foster valuable connections within the media field, contributing to their future success. The student coordinator for the session was Riya Nandal.

This session was a resounding success, offering students a valuable glimpse into the evolving media landscape and the entrepreneurial possibilities within the creator economy. Her personal journey, from traditional media to creator entrepreneurship, provided inspiration and practical insights for the next generation of media professionals.





