



SWAMI VIVEKANANDA UNIVERSITY

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Content as Currency:

Building a Revenue-Generating Media Startup

Date: 31-07-2025

Time: 2:30 PM onwards

Venue: NND 312, Swami Vivekananda University campus, Barrackpore

Organised by: Department of Journalism and Mass Communication

In collaboration with: Institution's Innovation Council (IIC)

Programme Overview

The Department of Journalism and Mass Communication, Swami Vivekananda University, in collaboration with the Institution's Innovation Council (IIC), successfully organised a thought-provoking seminar titled “**Content as Currency: Building a Revenue-Generating Media Startup**” on August 31, 2025, at 2:30 PM. The seminar aimed to equip aspiring media professionals and students with the tools and insights to navigate the evolving world of content creation and monetisation.

The poster is for a seminar titled "CONTENT AS CURRENCY: Building a Revenue-Generating Media Startup". It features the logos of Swami Vivekananda University and the Institution's Innovation Council at the top. The main text includes the seminar title, the date "JULY 31 2025", and the speaker "Manjima Mukherjee, Director, Atlantaa Creative Solutions Pvt. Ltd.". It also mentions the organizing department, "Department of Journalism & Mass Communication". At the bottom, it provides the location "BLOCK-NND ROOM NO. 309" and the time "2.30 PM (ONWARDS)". The university's website is listed at the bottom left.

Guest Speaker

The seminar featured **Ms. Manjima Mukherjee, Director of Atlantaa Creative Solutions Pvt. Ltd.**, as the keynote speaker.

With her vast experience in creative entrepreneurship and digital media innovation, Ms. Mukherjee delivered an engaging and insightful session that resonated deeply with the students.

Inauguration & Felicitation Ceremony

The programme began with a warm welcome and felicitation of the esteemed guest by Dr. Keya Das Ghosh, Director, Institution's Innovation Council (IIC). Ms. Mukherjee was presented with a memento and a token of appreciation on behalf of the University. Also gracing the occasion was Dr. Pramiti Roy, Director of the School of Humanities and Social Sciences & Head of the Department of Journalism and Mass Communication, who addressed the gathering and highlighted the importance of digital media entrepreneurship in today's dynamic job market.



Session Highlights

Ms. Mukherjee's session delved deep into the paradigm shift from traditional to digital content landscapes. With vivid examples and relatable anecdotes, she discussed:

- The evolution of content as a powerful digital currency.
- The intersection of creativity and artificial intelligence (AI) in modern content creation.
- The advantages and ethical challenges of using AI tools like ChatGPT and Midjourney.
- Strategies to maintain originality and brand uniqueness in an oversaturated digital world.
- Tips on monetising content effectively and building a personal brand or startup in the content economy.

Student Interaction

The session turned interactive as students actively participated with queries, doubts, and personal experiences. From questioning how AI impacts authenticity to exploring real-life branding challenges, the vibrant interaction made the seminar dynamic and intellectually stimulating.



Conclusion

The seminar “Content as Currency” was a resounding success, inspiring students to view content not just as a creative output but also as a strategic asset in the digital economy. It empowered attendees with actionable insights into how content, creativity, and commerce converge in the new-age media landscape.

The Department of Journalism and Mass Communication and IIC look forward to organising many such events that bridge academic learning with industry expertise.

Group Moment

The seminar concluded with a group photo session, capturing the collective spirit of learning and collaboration. Faculty members, students, and the guest joined in commemorating the event, marking it as an inspiring day in the academic calendar of the Department of Journalism and Mass Communication.

Her presence and insights added tremendous value to the academic enrichment of students and faculty alike.

