

Swami Vivekananda University was established in the year 2019 by Swami Vivekananda Group of Institutions (RERF) and over the last couple of years has grown in rapid strides to transform it into a reputed University.

Hon., C.M Mamta Banerjee inaugurated 48th International Kolkata Book Fair

West Bengal Chief Minister Mamata Banerjee inaugurated the 48th edition of the Kolkata International Book Fair on February 12, 2025. The event, held at the Central Park Mela Prangan in Karunamaye, is one of the largest and most prestigious book fairs in India. This year's fair focuses on promoting literature and encouraging reading habits.



A tribute to local Authors and Poets

The Chief Minister also took this opportunity to release a series of poetry books and novels written by emerging Bengali authors. "Whispers of the River" by poet Shubhra Roy and "Tales from the Sundarbans" by novelist Anirban Das were also launched at the event. Both authors, along with a host of other local literary figures, were present to sign copies and interact with the audience.

A Growing Literary Landscape

The Book Fair, which has always been a platform for promoting literature from Bengal, saw a strong focus on local and regional authors in this year's book releases. Mamata Banerjee emphasized the importance of nurturing homegrown talent, saying, "Our literature is as rich and diverse as our land. It is our responsibility to ensure these voices are heard, both within India and around the world."

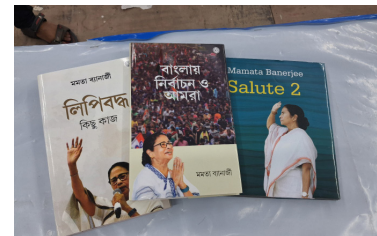
Swami Vivekananda University showcases cultural and literacy at: 48th International Kolkata Book Fair, 2025

The university actively participated in the 48th International Kolkata Book Fair, commonly known as the "Boi Mela", held from January 28 to February 9, 2025, at the Boimela Prangan in Salt Lake's Karunamaye. Students and faculty engaged in the vibrant literary and cultural atmosphere of the event, reflecting the university's dedication to fostering a rich educational environment.



The university's participation has captivated attendees with its array of thought-provoking publications, academic discussions, and student engagement activities, making it one of the most anticipated highlights of this year's fair. As a leading educational institution named after the great philosopher and spiritual leader Swami Vivekananda, SVU continues to blend traditional wisdom with modern education, offering a platform for critical dialogue and intellectual exploration. The university's stall at the Book Fair is a vibrant space for students, educators, and book lovers alike. It features a wide range of publications across various disciplines including science, literature, philosophy, engineering, and social sciences. A standout release is "Modern Perspectives on Ancient Wisdom," a compilation of scholarly essays by faculty members that delve into the relevance.

CM releases New Books at the 48th International Kolkata Book Fair, 2025— In a momentous ceremony at the 48th International Kolkata Book Fair, West Bengal's Chief Minister, Mamata Banerjee, unveiled a series of new books, adding a significant literary touch to the ongoing event. The release, held at the Milan Mela Grounds, featured a diverse collection of works by local and international authors, as well as several books penned by the Chief Minister herself.



img. courtesy @ ETV BHARAT

Among the highlighted books were "Voices of Bengal: Stories of Resilience", a collection of stories that capture the spirit and struggles of the Bengali people, and "Bengal's Journey: A Glimpse Through History", a deeply researched historical analysis of Bengal's role in shaping India's past. Both of these books reflect Mamata Banerjee's long-standing engagement with the cultural and historical fabric of Bengal, and her deep passion for storytelling.

Chief guests at the stall of Swami Vivekananda University

SVU made a significant wallop at the 2025 Kolkata Book Fair by hosting a distinguished panel of very chief guests at its stalling. As one of the most anticipated cultural events in Kolkata, the very fair provided a program for noetic discussions on breeding, otherworldliness, and the power of knowledge. The university's stalling buzzed with activity as students, scholars, and visitors engaged with really eminent personalities from academia, culture, and philan-



thropy. These guests, extremely known for their contributions to their fields, enriched the event with insightful discussions and interactive sessions. The interchange of ideas fostered a dynamical environment, supporting thought-provoking conversations on lit, innovation, and the evolving role of education in society. SVU's front at the just reinforced its dedication to intellectual growth and societal progress, bringing unitedly visionaries and learners to fete the transformative role of education and knowledge. With its engaging initiatives, the university very left a lasting impression, inspiring attendees to explore too new perspectives and embrace lifelong acquisition.



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IRS Officer Ravi Kishan Edara Delivers Inspiring Lecture at Swami Vivekananda University



GUEST LECTURE SESSION
9 JAN 2025
11:30 AM - 02:00 PM

GENERAL TOPIC:
"IMPORTANCE OF CRITICAL THINKING & CREATIVITY AMONG 21ST CENTURY YOUTH"
"MEDIA REGULATION IN INDIA - WHAT'S THE WAY FORWARD?"

BIOGRAPHY:
Officer of Indian Revenue Service (IRS), Government of India, having over 15 years of experience in administration of Indirect Taxes, i.e. Customs, CST/AT Laws in India. Possess keen aptitude and expertise in design, implementation, Capacity Building and Change Management in e-Governance projects. Worked on Digital Transformation Initiatives in Indirect Taxation such as e-Invoice, GST System, GST Mobile App, TINKOS and AICES (Automation of Central Excise and Service Tax).

VENUE:
SWAMI VIVEKANANDA UNIVERSITY
BARPOKCHORE, KOLKATA,
WEST BENGAL - 700021

Ravi Kiran Edara
IRS Officer,
Commissioner, GST & Customs (CBIC), Govt. of India,
Director General, National Academy of Customs, at Vizag

Kolkata, [09/01/2025] – Swami Vivekananda University (SVU) organized a thought-provoking session within its prestigious Guest Lecture Series, wherein they had the honor of hosting Ravi Kiran Edara, IRS, Com-

missioner of GST and Customs (CBIC), Govt of India, and Director General of the National Academy of Customs at Vizag. The session, conducted by the Department of Journalism and Mass Communication, explored two interesting issues: "Importance of Critical Thinking and Creativity among 21st Century Youth" and "Media Regulations in India – What's the Way Forward?" The event was attended by a keen group of students, faculty members, and special guests who were keen to listen to Mr. Edara, a renowned public administration and policy-making expert. The session began with an introduction by the Director of the School of Humanities and Social Sciences and the Head of the Department of Journalism and Mass Communication,



who spoke about Mr. Edara's illustrious career. A ceremonial lamp lighting ceremony was then conducted, representing the quest for knowledge and illumination. Throughout his lecture, Mr. Edara highlighted the importance of critical thinking and innovation in defining the future of young minds. He challenged students to question established norms, be curious, and not be afraid to fail in the process of finding innovative solutions. His observations regarding media regulations in India also provoked thought-provoking debates, prompting students to think about the changing face of journalism and policy-making. The interactive session facilitated students to participate in mean-

ingful discussion, raising questions regarding the challenges of promoting creativity in conventional school environments. Mr. Edara offered insightful remarks, reiterating the imperative for an education system that fosters independent thinking and flexibility. SVU's Guest Lecture Series keeps bringing in prominent experts to the campus, giving students a glimpse of real-world experience and industry insights. The Ravi Kiran Edara session was an unforgettable and intellectually enriching experience, inspiring attendees to think beyond the box and challenge the status quo of traditional learning.



SVU Hosts Workshop on Television Production with Industry Expert Arijit Das



WORKSHOP ON TV PRODUCTION
13 JAN 2025
11:00 AM - 04:00 PM

BIOGRAPHY:
Being a seasoned academican and media professional, he has produced major events like CCL, Pro Wrestling League, IPL and Premier Futsal for networks such as ESPN, Star Sports, Sony Entertainment, and Amazon Prime. Currently teaching at Amity University, he blends industry expertise with academic insights.

VENUE:
SWAMI VIVEKANANDA UNIVERSITY
BARPOKCHORE, KOLKATA,
WEST BENGAL - 700021

Arijit Das
Assistant Professor,
Amity School of Communication,
Amity University Kolkata.
(Previously With ESPN, Star sports)

Kolkata, 13th January 2025 – Swami Vivekananda University (SVU) conducted a thought-provoking workshop on Television Production to fill the gap between industry and academia. Organized by the Department of Journalism and Mass Communication, the session was attended by Mr. Arijit Das, Assistant Professor, Amity School of Communication, Amity University

Kolkata. With years of experience in sports broadcasting with ESPN and Star Sports, Mr. Das shared industry insights with students. The function was initiated with a warm welcome given by Dr. Pramiti Roy, School of Humanities and Social Sciences and Department of Journalism and Mass Communication Head. She welcomed Mr. Das, appreciating his contributions in the world of sports broadcasting and his entry into academia. Throughout the session, Mr. Das spoke about how television production has evolved, highlighting the importance of digitalization in contemporary broadcasting. He touched upon important points like camera placement and angles for live sports broadcasts, graphics and augmented reality usage, audio engineering for live commentary, and multi-camera coordination in production control rooms. Based on his experience at ESPN and Star Sports, he used real-life examples to explain these

concepts, which made the session informative and interactive. Mr. Das also spoke of television production challenges such as the increasing pace of technology and changes in audience interests. He noted the growing prominence of artificial intelligence and data analysis in content creation and urged the students to be compliant with changing trends in the industry. The workshop ended with an interactive Q&A session, where students received worthwhile career guidance. The event was a valuable learning experience, furthering



SVU's mission of offering experiential exposure to the changing media environment. Students actively engaged in discussions, sharing their perspectives and seeking advice on career opportunities in television production. Many expressed their appreciation for the hands-on knowledge shared by Mr. Das, which bridged the gap between theoretical learning and real-world applications. The workshop concluded with a vote of thanks by faculty members, acknowledging Mr. Das's time and expertise in enriching the students' understanding of the broadcasting industry.

